

COMMUNICATING DESTINATION EARTH ACTIVITIES: GUIDANCE FOR ECMWF CONTRACTORS

These guidelines complement the information shared during the kick-off presentation and the obligations outlined in individual contracts. Their purpose is to ensure clear and consistent communication among all parties involved in the Destination Earth (DestinE) initiative, enhancing its visibility and success.

1. Destination Earth: an EU initiative

Destination Earth is a European Union-funded initiative launched in 2022, with the aim to build a digital replica of the Earth system by 2030. The initiative is being jointly implemented under the leadership of Directorate-General Communications Networks, Content and Technology (DG CNECT) by three entrusted entities: the European Centre for Medium-Range Weather Forecasts (ECMWF), responsible for the implementation of the 'digital twins' including the first two high-priority digital twins, and, the 'Digital Twin Engine', the European Space Agency (ESA) responsible for implementation the 'DestinE Platform', and the European Organisation for the Exploitation of Meteorological Satellites (EUMETSAT), responsible for the implementation of the 'Data Lake'.

2. Sharing Communication Products for Destination Earth

Communication is an important aspect of the initiative's success. Maintaining a coordinated and consistent approach helps ensure good visibility of DestinE and supports its positioning within the broader technological landscape.

To support and amplify communication efforts, contractors are requested to share any public communication materials (press releases, news articles, videos, podcasts, etc.) with ECMWF. Contractors should also designate a point of contact for communication activities within their organisation.

Sub-contractor materials should be shared with ECMWF only if they are intended for press engagement. Contractors are responsible for ensuring their sub-contractors meet the communication and visual guidelines. If there is any uncertainty about materials, contractors should reach out to DestinE Communication team at destine-communication@ecmwf.int.

3. Acknowledgments

A. EU Acknowledgement & Boilerplates

Full boilerplate

Communication materials should include the following explanatory text to clarify the scope of DestinE and the involvement of the entrusted entities:

“Destination Earth is a European Union-funded initiative launched in 2022 aimed at creating a digital replica of the Earth system by 2030. It is jointly implemented under the leadership of Directorate-General Communications Networks, Content and Technology (DG CNECT) by three entrusted entities ECMWF (responsible for the Digital Twins and Digital Twin Engine), ESA (responsible for the Core Service Platform), and EUMETSAT (responsible for the Data Lake).”

Light boilerplate

In some cases, a light boilerplate may be applied. Please refer to the Visual Guidelines for detailed guidance on relevant application areas and usage contexts. The light boilerplate is as follows:

“Destination Earth is a European Union funded initiative and is implemented under the leadership of DG CNECT by ECMWF, ESA, and EUMETSAT.”

Disclaimer

For formal reports, the following disclaimer should be included:

“Funded by the European Union. Views and opinions expressed are those of the author(s) and do not necessarily reflect those of the European Union, the European Commission, or ECMWF. Neither the European Union, the European Commission, nor ECMWF can be held responsible for them.”

B. ECMWF Acknowledgement Text

Contractors must include the following statement to acknowledge ECMWF's role:

"This activity is supported by ECMWF for Destination Earth."

C. Additional Acknowledgements

EuroHPC

For video materials featuring simulations in DestinE, acknowledgement of EuroHPC's involvement is required. Please include the following boilerplate text at the end of the video:

"We acknowledge the EuroHPC Joint Undertaking for awarding this project strategic access to the EuroHPC supercomputers NAME, hosted by ORGANISATION (LOCATION) through a EuroHPC Special Access call. "

Finally, other additional acknowledgements may be required to recognise other contributors.

Logos and visual applications

For examples of logo usage, acknowledgements, and visual positioning, please refer to the 'Destination Earth Visual Guidelines' document. Templates are available for more convenience.

4. Content Guidelines

A. Focus on Phase 2 of Delivery (2024–2026)

Communications should focus on the contractors' activities in the second phase of delivery, emphasising their contributions to the initiative.

B. Consistent Use of DestinE Terms

Terms such as contract or product names should be used as originally agreed and should not be altered or abbreviated.

Useful links:

- European Commission: Destination Earth | Shaping Europe's digital future (europa.eu)
- ECMWF Destination Earth: www.ecmwf.int/destine
- About the Digital Twins: <https://destine.ecmwf.int/digital-twins/>
- About the Extremes DT: <https://destine.ecmwf.int/weather-induced-extremes-digital-twin-1/>
- About the Climate DT: <https://destine.ecmwf.int/climate-change-adaptation-digital-twin-climate-dt/>
- About the Digital Twin Engine: <https://destine.ecmwf.int/digital-twin-engine/>
- ESA Destination Earth: <https://www.esa.int>
- EUMETSAT: <https://www.eumetsat.int>