



Next generation data-driven reference European models and methods towards silent and green aircraft operations around airports

Horizon Europe | HORIZON-CL5-2022-D5-01-12

Dissemination and Communication Plan



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PROJECT ABSTRACT

NEEDED responds to the second and third bullets of the “expected outcome” of the HORIZON-CL5-2022-D5-01-12 topic, delivering the next generation data-driven reference European models and methods to estimate present and future aircraft emissions (pollutants and noise), achieving TRL 4 at the end of the project. To do so, NEEDED will advance the state of the art by:

- improving the accuracy of the reconstruction of aircraft operations by using real-world ADS-B data,
- advancing emission inventories for current and future aircraft technologies, while delivering more accurate pollution dispersion models,
- extending the applicability of the ECAC Doc. 29 noise model towards future aircraft technologies,
- performing more accurate estimation of the number of people affected by local air transport operations by using dynamic population maps.

These activities are complemented by (i) local air quality (LAQ) and experimental noise measurements performed at Rotterdam Airport, (ii) validation of the NEEDED toolchain in a 30-week pilot study involving three airports, and (iii) delivery of a methodology to optimise the flight patterns for minimum detrimental impact on the population in present and future scenarios. The project aims to function as a technology enabler, laying the methodological groundwork for facilitating the entry into service of transformative aircraft technologies while capitalising on the potential of ADS-B data. NEEDED ensures its impact on the next generation of Air Traffic Management (ATM) regulation and policies through the direct involvement of EUROCONTROL.

The consortium combines a wide portfolio of competences from 10 partners from 7 different EU member states (Austria, Belgium, Italy, Sweden, The Netherlands, France, and Spain) plus 1 non-EU Country and it is coordinated by AIT Austrian Institute of Technology. NEEDED is scheduled to run from January 1st, 2023, to December 31st, 2026, for a total duration of 48 months and has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement no. 101095754. A full list of partners and funding can be found at: <https://cordis.europa.eu/project/id/101095754>.

LIST OF ABBREVIATIONS

Acronym / Short Name	Meaning
EU	European Union
GA	Grant Agreement
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
RIA	Research and innovation action
WP	Work package

EXECUTIVE SUMMARY

Effective communication and dissemination are a part of excellent science. They help to increase the impact of research and innovation by bringing research and its outcomes to the attention of non-scientific audiences, scientific peers, potential business partners or policymakers, which promotes collaboration and innovation.

Project communication is also essential to help a project achieve its goals and helps increase the impact of research and innovation. As a project co-funded by the EU, NEEDED obligations for communication, dissemination and promotion of the action are also rooted in Article 17 of the annotated model grant agreement, thus making them a contractual obligation.

The activities to ensure effective communication and dissemination are encapsulated in the project's *WP6 Dissemination, communication, exploitation and IPR management*, which is structured in four tasks:

- T 6.1 Scientific dissemination
- T 6.2 Communication towards non-specialist stakeholders and public outreach activities
- T 6.3 Exploitation and IPR management
- T 6.4 Clustering and liaising with other relevant Horizon projects and initiatives

Of these, T6.1, T6.2 and T6.4 directly contribute to dissemination and communication goals, while also directly or indirectly supporting T6.3.

The present report is covering the programmatic activities for T6.1 and T6.2. It describes the overall approach to dissemination and communication in the project. It outlines the structured approach along the dimensions of objectives, audience/stakeholders, messages, media and means (channels), communication timing (phases), and assessment of the effectiveness of the communication measures (through KPIs).

1 INTRODUCTION

The present *D6.1 Dissemination and communication plan* covers communication to the project's outside environments (external stakeholders). Project-internal communication is covered in *D7.1 Project handbook*.

This plan can be read in conjunction with the following other project deliverables (once they are issued):

- D6.2 Preliminary exploitation strategy.
- D6.3 Final dissemination and communication report.
- D6.4 Final exploitation strategy.
- D7.1 Project handbook – This is where project stakeholders are defined. Changes to stakeholders made in the project handbook should be taken into consideration for the communication and dissemination activities.
- D7.2 Data management plan (DPM) – relevant for Open Science

All these are public deliverables and once cleared for publication will be available at <https://cordis.europa.eu/project/id/101095754>.

Section 2 of this document describes the general communication approach, whereas Section 3 adopts the same methodological approach but focuses on the specifics of dissemination, building on the more general communication part.

2. COMMUNICATION

To plan and execute communication that supports the project goals and impact maximisation, a systematic approach is adopted in NEEDED, according to the numbered scheme below. First, overall goals and objectives for communication are stated (1). Stakeholders as defined in the project management environment analysis are adopted (2). Appropriate types of messages are identified (3), according to audience (=stakeholders (2)) and communication phase (see (5)). A focused set of media channels and means of communication are selected (4) through which NEEDED will transport its messages and enable connection with its stakeholders. The project communication is segmented into phases (5), in-line with the development of the technical activities of the project. Finally, the effectiveness of the communication activities is measured by adopting selected KPIs (6).

1. Goals and objectives
2. Audience
3. Message
4. Media and means
5. Communication phases (timing)
6. Key Performance Indicators.

These aspects are further elaborated in the following subsections.

2.1. OBJECTIVES

Objectives for the overall project communication are to:

1. **Promote the visibility of the project** and communicate the greater context in which it operates - Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1, in a strategic, coherent and effective manner
2. **Inform stakeholders** about the project and allow them to get in touch
3. **Establish a recognisable and consistent project identity** (visual, language)
4. **Support the project's dissemination and exploitation measures**
5. **Assess** through key performance indicators (KPIs) **the effectiveness of communication and dissemination measures.**

2.2. AUDIENCE

NEEDED communication addresses multiple audiences. At first, there is the specialised community, composed by stakeholders in the fields of local air quality, pollutants, and noise assessment from air transport. For communication, NEEDED will benefit from the strategic position of its members within the former H2020 and CleanSky programmes and current HORIZON and Clean Aviation programmes, as well as from existing and upcoming the EU networks. Focusing on the latter, NEEDED has, at the present, joined the HORIZON-CL5-2022-D5-01-12 project cluster together with the funded projects HOPE, INDIGO, MYTHOS and PANDORA (consistently with T6.4), and planned a common dissemination activity already in Sept. 2023, in conjunction with the 13th EASN International Conference.

Besides this specialist community, NEEDED also targets communication towards the media, broader public and European citizens, with a specific focus on those living and working in the areas nearby major airports and hubs, and hence, more exposed to the impact of civil air traffic. They are considered stakeholders because the project is co-funded with EU taxpayer money, and because it aims to contribute towards the decarbonisation of road and air transport, and thus to larger societal objectives such as those of the Paris Agreement, the EU Green Deal, and associated efforts.

2.3. MESSAGES

Messages will be tailored based on the occasion and the specific audience being targeted, therefore no taxative enumeration of messages can be given here. However, some key types of messages can be formulated. Communication can focus on one or more of these key types of messages:

- Showing how this project and/or related European research (and innovation) actions strengthen the European aeronautic industry.
- Demonstrating how the research and innovation in the project contributes to solving societal challenges (impact on everyday lives, contribution towards decarbonisation, better use of results and spill-over to policymakers, industry and the scientific community).
- Increasing public awareness for local air quality, and impact of air travel on cities and urban areas.
- Demonstrating scientific excellence, envisaging accurate estimation of affected population and impact assessment of present and future aircraft technologies.
- Demonstrating how collaboration in the format of a European research project achieves more than beneficiaries could manage individually
- Announcing publications, events, or other news from the project.

2.4. MEDIA AND MEANS

2.4.1. Project visual identity

The visual identity of the project sets a consistent look and feel for project communication. The visual identity is incorporated in all official project documents, especially those destined for communication with the project's external environment, as well as the project's communication channels. The project logo is the main visual element:



Figure 1. NEEDED project logo.

The colour palette is employed on website and in project documents (e.g., deliverables, presentations, etc.). The colour palette (Figure 2) provides the range of colours that may be employed in project communications to ensure a flexible yet consistent visual appearance.



Figure 2: NEEDED colour palette.

2.4.2. Project website

The project will operate its own website at the domain <https://www.needed-project.eu/>. The website will provide an overview of the consortium, the project objectives and activities, news, publications, and links to the project social media channels. It will also allow interested parties to get in touch with the project coordinator.

2.4.3. Social media

NEEDED will employ selected social media to reach its audiences. This will be a two-pronged approach:

- **Project's own social media.** The focus will be on LinkedIn, where a dedicated project page was set up (<https://www.linkedin.com/company/needed-project.eu/>), as from previous experience this appears the most effective online tool for reaching most of the target audience. Additionally, a Twitter account was created that will be used to broadcast the most relevant milestones of the project.
- **The members of the project consortium will also be encouraged to leverage the social media of their own organisations (companies, research institutes, etc.) to amplify the messaging of the project.** To increase visibility of project news and posting, the project beneficiaries will be encouraged to repost items from the project's LinkedIn and/or homepage entries to their company social media (e.g., LinkedIn, YouTube), as well as their personal accounts. This appears to be one of the most effective methods to obtain visibility, at the same time it is a voluntary measure to the extent that partner organisations and individuals are willing to carry it.

The selection and use of appropriate hashtags/handles to bring the project to the attention of relevant. NEEDED will survey the social media of its predecessor and other related battery projects to find the important #hashtags to use.

In connection with dissemination, it may be expedient to use Zenodo.org for making open data available. This topic is covered in the data management plan (DMP) → *D7.2 Data management plan*.

NEEDED's website and social media channels are maintained and populated primarily by Lead Tech; content input suggestions are routinely made by the project coordinator but are welcome and encouraged from any consortium partner.

2.4.4. Communication materials

The range of communication materials covers printed and digital materials.

Print materials: Project brochure, stickers (e.g., with project logo and website URL or QR code, to stick on business cards or project demonstrators such pouch cells.)

Digital materials: Mini videos (e.g., interviews, videos of General Assembly meetings), newsletter (optional, possibly in cooperation with other projects as a joint effort). A set of icons depicting the main project themes will be developed. These can be used in presentations and other communication materials to focus attention on key topics.

Objective: one project communication video, with in-focus technical interviews with WP leaders, and animated mini clips on project highlights (if applicable as part of the video), one project brochure, one project reference infographic, one set of icon, plus other communication material as needed.

A separate newsletter is not planned. Instead, news updates will be provided via the website and social media channels. However, a joint newsletter with related projects may be envisaged in connection with the activities of *clustering and liaising with other relevant RIA projects* (as part of

T7.1: Project coordination and management of the Advisory Board) insofar as this is agreed with other projects.

2.4.5. Presence at online and physical events

Representatives of NEEDED will take part in selected conferences and other on- and offline events. For details on this, see Section 3.4.1.

2.4.6. Acknowledgement of EU funding

Acknowledgement of EU funding must and will be made in line with the applicable guidelines [3] for all project materials accessible to the public.

2.5. COMMUNICATION PHASES

Project communication will evolve with time and technical progress in the project. Three main phases are envisaged.

- **Phase 1 – Infrastructure setup:** establishing project visual identity, developing document templates, establishing project presence online (website, social media). Timing: M1 -M6.
- **Phase 2 – Communication ramp-up.** In this phase, project activities are well under way, but major results are not expected to have materialised yet. Communication will focus on initiating contact and connection with audiences and linking with other projects. Message focus is on project goals and project context. Connectivity and engagement KPIs are in focus for this phase. Timing: M6-M18
- **Phase 3 – Results and events communication.** This phase continues with the activities of phase 2 and adds message focus on project results, publications, events organised or attended by the consortium members. Active support of dissemination activities. Impact KPIs become the focus in this phase (phase 2 KPIs continue to be important). Timing: M18-M48.

2.6. KEY PERFORMANCE INDICATORS

In NEEDED we consider two groups of KPIs. The first is a more general measure of connectedness with audiences, mostly but not only online. The second group relates to the scientific output of the project.

Connectivity and engagement KPIs: these measure the extent to which the project is reaching its stakeholders and establishing connections, as well as promoting engagement with the project or individual consortium members. On social media, this includes followers, reposts, and comments. On the website, this will be measured through website traffic (e.g., via google analytics or other appropriate tool) and meaningful (non-spam) contacts through the website contact form. Other contacts such as personal meetings or email requests can also be included here.

Impact KPIs. These relate to dissemination and measure the scientific output. Examples: conferences and events attended, audience presentations held, publications.

Table 1: Connectivity and engagement KPIs for NEEDED communication

Project website	
Site traffic	20k+ visitors over the project life; about 2k (2023), 5k (2024), 6k+ (2025), 7k+ (2026).
Social media	
LinkedIn	500+ followers

	Reposts, comments and likes can be further indicators
Other digital formats	
Videos	One project video, with in-focus technical interviews with WP leaders, and animated mini clips on project highlights (if applicable as part of the video).
Newsletter	Optional – potentially a joint newsletter as part of a project cluster (tbd)

3. DISSEMINATION PLAN

Dissemination refers to the transfer of knowledge and results with the aim of enabling others to use or reuse and take up results, thus maximising the impact of funded research [1]. Since EU grants are financed by public funds, EU Beneficiaries are expected to disseminate their project results. In this way, the projects can benefit a larger group of persons and reach wider target groups [4].

This section follows the structure of Section 2 to show the approach towards dissemination that is adopted in NEEDED.

3.1. OBJECTIVES

From [1], the dissemination-specific objectives obligations (resulting from the Grant Agreement) are adopted as objectives::

- **Disseminate results** — as soon as possible — through appropriate means, including in scientific publications (Article 17 of the Model Grant Agreement).
- **Ensure open access** (online access to research outputs provided free of charge to the end-user) to all peer-reviewed scientific publications relating to its results (Article 17 of the Model Grant Agreement).
- **Manage the digital research data generated in the action responsibly**, in line with the FAIR (Findable, Accessible, Interoperable and Reusable) principles (Article 17 of the Model Grant Agreement).
- **Comply, where the case, with additional obligations regarding Open Science** practices, such as measures regarding the validation of scientific publications (Article 17 of the Model Grant Agreement).

3.2. AUDIENCE

The audience addressed by NEEDED is defined section 2.2. For dissemination purposes, the focus will be on the scientific and technical audience. Additionally: CL5-2022-D5-01-12 funded projects – cf. Section 3.4.1.

Further specification of these audiences: scientific/technological stakeholders (worldwide), aeronautics sector, and policy makers (e.g. Airport Regions Council¹ (ARC), the International Air Transport Association² (IATA), and the Airports Council International³ (ACI)), research stakeholders and associations (e.g. EREA⁴).

3.3. MESSAGE

Focus is on communicating and sharing scientific findings, in line with the objectives (see above), as well as advertising project/consortium/partner participation in relevant events.

3.4. MEDIA AND MEANS

3.4.1. International conferences, symposia, and industry forums

Consortium beneficiaries will select at their discretion appropriate conferences, symposia, and industry forums in which to participate and disseminate project results. In the following a non-

¹ <https://www.airportregions.org/> [Retrieved July 2023].

² <https://www.iata.org/> [Retrieved July 2023].

³ <https://www.aci-europe.org/> [Retrieved July 2023].

⁴ <https://erea.org/> [Retrieved July 2023].

exhaustive list of examples is provided: Transport Research Arena (TRA, 2024 and 2026 editions possibly co-organised with other projects funded under the HORIZON-CL5-2022-D5-01-12) at the EU level, SAE Aerospace and Transportation Research Board at a global level. Presentation at events organised by DG-RTD and CINEA, e.g. Horizon-RTR25/RTR26 conference.

3.4.2. Peer-reviewed scientific publications

Scientific original articles in peer-reviewed scientific journals under Open Access publication, belonging to the areas of air transport and policy research (e.g. Elsevier Transportation Research, Transport Policy, Case Studies on Transport Policy, etc). If applicable, the Open Research Europe Engineering and Technology Journal⁵ will be considered, and scientific publications will be complemented by the publication of open datasets.

3.4.3. Portal projects and results page, and CORDIS

Key project results (identified as such as part of project periodic reporting), including public technical deliverables, will be available via the project’s CORDIS entry at <https://cordis.europa.eu/project/id/101095754>.

These automatically roll up into the generalised Projects and results reporting at <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/projects-results>.

3.4.4. Open science

Open Access publication of scientific articles. The consortium is aware that scientific publications coming from research in the project must be made available in open access. Corresponding budgets were allocated in the project design phase, and the open access requirements have been communicated as part of project meetings. There is support for questions relating to Open Access through the project’s IPR manager in task *T6.3 Exploitation and IPR Management*.

Open Data. One of the aims of the open science policy under Horizon Europe is to “require research data to be FAIR and open by default (with exceptions notably for commercial purposes) [5]. The topic of open data and management of research data according to FAIR principles is done in NEEDED as part of project management under *T7.3 Quality, data and risk management* and is documented in the deliverables *D7.2 Data management plan (DMP)*. While open access is default for papers, open data are subject to a case-per-case evaluation, to protect industrially/commercially sensitive information.

3.5. COMMUNICATION PHASES

See Section 2.5. Phase 2 and above all Phase 3 will be in focus for dissemination.

3.6. KEY PERFORMANCE INDICATORS

Table 2: Dissemination KPIs summarises the KPIs for dissemination.

Table 2: Dissemination KPIs

Publications	
Conferences	8 international conference papers, with publication in conference proceedings. Priority will be given to peer-reviewed conferences (such as SAE, TRA, etc.).
Articles	8 original articles in peer-reviewed scientific journals.

⁵ <https://open-research-europe.ec.europa.eu/browse/engineering-and-technology> [Retrieved July 2023].

Project deliverables	16 of the project's technical and management deliverables will be publicly accessible via the project's CORDIS entry and on its website.
Open Data	
Datasets	If applicable, one or more datasets will be published as FAIR-compliant Open Data, probably on zenodo.org.

4. REFERENCES

- [1] European Innovation Council and SMEs Executive Agency., *European IP Helpdesk: successful valorisation of knowledge and research results in Horizon Europe: boosting the impact of your project through effective communication, dissemination and exploitation*. LU: Publications Office, 2022. Accessed: July 2023. [Online]. Available: <https://data.europa.eu/doi/10.2826/437645>
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