



D6.1 – Plan for Dissemination & Exploitation Including Communication Activities

Document Author(s) Giota Sakellariou (EASN-TIS), Jordi Pons-Prats (UPC)

Document Contributor(s) N/A

Abstract

One of the main goals of the Impact Monitor Consortium is the effective dissemination, communication and exploitation of significant research findings generated within the Impact Monitor project. This deliverable's objective is to provide a detailed report on the foreseen dissemination and communication activities to achieve maximum awareness concerning the project's implementation and results, as well as a coherent plan for the exploitation of the project's outcomes, in the form of a complete Plan for Dissemination & Exploitation including communication activities. This plan will be frequently updated and, at the end of the project's lifecycle, a final version will summarize the actually performed actions. It consists of a Communication and Dissemination Plan and an Exploitation Plan. The Communication and Dissemination Plan outlines the planned strategy, including the strategy's goals and objectives, the identification of the targeted audiences, the key messages, the communication channels and the dissemination tools that will be used for the transmission of each message towards each target group. Furthermore, the process of assessing the progress of the Communication and Dissemination Plan's implementation is described, along with the formal approval process of the dissemination activities within the consortium. Lastly, the Exploitation Plan includes the anticipated key project results and the concrete strategy to manage intellectual property rights derived or utilized throughout the project.

Keywords

Dissemination, Exploitation, Communication, Plan, Toolbox, Activities, Monitoring, Approval process



Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Information Table

Contract Number	101097011
Project Title	Impact Monitor
Topic	HORIZON-CL5-2022-D5-01-14
Type of Action	Horizon Research and Innovation Actions
Project Start Date	1 February 2023
Duration	24 Months
Project Coordinator	Deutsches Zentrum für Luft- und Raumfahrt e. V. (DLR)
Deliverable Number	D6.1
Deliverable Title	Plan for Dissemination & Exploitation Including Communication Activities
Version	1
Status	Final
Responsible Partner	EASN-TIS
Deliverable Type	Document, Report
Contractual Date of Delivery	30 April 2023
Actual Date of Delivery	16 May 2023
Dissemination Level	PU

Authoring & Approval

Prepared by		
Name and Organization	Position and title	Date
Giota Sakellariou (EASN-TIS)	D&C Manager, Mrs	19/04/2023
Jordi Pons-Prats (UPC)	Exploitation Manager, Dr	19/04/2023

Reviewed by		
Name and Organization	Position and title	Date
Michel van Eenige (NLR)	R&D Manager, Dr	21/04/2023
Thomas Zill (DLR)	Head of Department, Dr	28/04/2023
Prajwal Shiva Prakasha (DLR)	Research Group Lead, Mr	28/04/2023
Patrick Ratei (DLR)	Research Scientist, Mr	28/04/2023

Approved for submission by		
Name and Organization	Position and title	Date
Prajwal Shiva Prakasha (DLR)	Research Group Lead, Mr	16/05/2023

Document History

Version	Date	Status	Author	Description
0.1	19/04/2023	Draft	Giota Sakellariou, Jordi Pons-Prats	First draft
0.2	02/05/2023	Draft	Prajwal Silva Prakasha Patrick Ratei	Revised version
0.3	09/05/2023	Draft	Prajwal Silva Prakasha Patrick Ratei	Revised version
1	16/05/2023	Final	Giota Sakellariou, Jordi Pons-Prats	Final document

Table of Acronyms

Acronym	Description / Meaning
ACARE	Advisory Council for Aviation Research and Innovation in Europe
ASD	Aerospace, Security and Defence Industries Association
CA	Consortium Agreement
CINEA	European Climate, Infrastructure and Environment Executive Agency
D&C	Dissemination & Communication
D&CP	Dissemination & Communication Plan
EASN	European Aeronautics Science Network
EC	European Commission
EM	Exploitation Manager
EREA	Association of European Research Establishments in Aeronautics
EU	European Union
GA	Grant Agreement
ICAO	International Civil Aviation Organization
IP	Intellectual Property
JU	Joint Undertaking
KPI	Key Performance Indicator
MBSE	Model-based systems engineering
MSc	Master of Sciences
PDER	Plan for Dissemination & Exploitation including communication activities
PhD	Doctor of Philosophy
R&I	Research & Innovation
SME	Small & medium-sized enterprise



Disclaimers

Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Copyright © 2023, Impact Monitor Consortium, all rights reserved.

This document and its contents remain the property of the beneficiaries of the Impact Monitor Consortium. It may contain information subject to intellectual property rights. No intellectual property rights are granted by the delivery of this document or the disclosure of its content. Reproduction or circulation of this document to any third party is prohibited without the consent of the author(s).

THIS DOCUMENT IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT OWNER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS DOCUMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.



Funded by
the European Union

Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Table of Contents

1. Introduction	7
2. Communication & Dissemination Plan	8
2.1 Scope	8
2.2 Methodology	11
2.2.1 Goals & objectives	11
2.2.2 Target audiences	12
2.2.3 Key messages	13
2.2.4 Communication Channels	14
2.2.4.1 Visual Identity	15
2.2.4.2 Digital & printed communication material	17
2.2.4.3 Website	17
2.2.4.4 Social media	17
2.2.4.5 Dashboard Application	20
2.2.4.6 Media Coverage	20
2.2.4.7 Video	20
2.2.4.8 Publications	20
2.2.4.9 Lecture series for Educational Institutes, Course Material Addendum, Skill Development Programs	20
2.2.5 Dissemination Tools	21
2.2.5.1 Scientific Publications	21
2.2.5.2 Conferences / Workshops / Exhibitions / Trade Fairs / Other events	22
2.2.5.3 Networking Activities	23
2.2.5.4 Education & Skills Initiative	23
2.3 Assessment of the communication & dissemination strategy	24
2.4 Dissemination approval process	25
3. Exploitation Plan	26
3.1 Scope	26
3.2 Impact Monitor exploitation objectives	26
3.3 Exploitation Activities	26
3.4 Management of Intellectual Property Rights (IPR)	27
3.5 Software tools	27
4. Summary	28
References	29



List of Figures

Figure 1 Impact Monitor Communication and Dissemination methodology 9

Figure 2 Alternative versions of the official Impact Monitor logo 16

Figure 3 Indicative project templates..... 16

Figure 4 Impact Monitor YouTube channel 18

Figure 5 Impact Monitor LinkedIn and Twitter profiles 19

List of Tables

Table 1 Target audiences 12

Table 2 Key messages per target audience 13

Table 3 Main communication tools to be used for targeting each group 14

Table 4 Main dissemination tools to be used for targeting each group 21

Table 5 List of performed & planned scientific publications 21

Table 6 List of scientific journals to be targeted for publications 22

Table 7 Representative conferences/exhibitions/events to be exploited for Impact Monitor dissemination 22

Table 8 Key dissemination KPIs..... 24



1. INTRODUCTION

Impact Monitor is an EU-funded Project, implemented by a highly competent and complementary consortium of 10 research establishments and academic institutes and supported by an external Advisory Board. Its first high-level aim is to deliver a coherent and holistic impact-assessment framework and toolbox to support the EC in its science-based informed decisions for technology and policy assessment of the impact of European aviation R&I. These assessments address environmental, economic, and societal dimensions, with an emphasis on greenhouse-gas emissions, local air-quality and noise. Impact Monitor rests on and advances the approaches used in EC Better Regulation guidelines and toolbox and in the EC projects TEAM_Play, Clean Sky TE, and AGILE/AGILE 4.0. Focus of the EU Impact Monitor project is to demonstrate with approximate use cases the collaborative assessment of future Technologies, Vehicles, Policies and Operational Strategies. The assessment is carried out at Aircraft Level, Airport Level and Air Transport System Level. The framework and toolbox will be communicated to key stakeholders and accessible to students and broader community via “Impact Monitor Academy”.

Projects under the Horizon Europe program must have a plan for dissemination and exploitation that includes communication initiatives. One of the main goals of the Impact Monitor Consortium is the effective dissemination of crucial project-related information as well as the exploitation of research findings generated inside the project. This plan provides an overview of the consortium's approach and specific steps taken to disseminate, communicate, exploit, and protect the foreground generated throughout the project. It may also serve as a guide for the consortium in terms of the dissemination, exploitation and communication activities that will be carried out within the context of the project.

This document is organized into two main chapters:

The comprehensive dissemination and communication strategy are provided in **Chapter 2** (Dissemination & Communication Plan). The goal of the project's diffusion operations is to make the project's accomplishments known to specified audiences, such as the scientific community and industry, so that they can get the technical knowledge necessary to utilise them. The goal of the communication activities, on the other hand, is to increase public awareness of the ongoing project operations and delivered results, emphasizing their significant effects on the environment and the society. The detailed plan contains the methodology to enable effective dissemination and communication, including key goals and objectives, targeted audiences, key messages, communication and dissemination tools, metrics and indicators for evaluating the strategy's effectiveness, and the dissemination approval process of the consortium.

The Exploitation Plan in **Chapter 3** focuses on the project's exploitation, particularly on identifying the scope of the exploitation strategy, the core exploitation objectives and the activities provisioned, its strategy for effective intellectual property management, and the software tools that each partner will contribute.



2. COMMUNICATION & DISSEMINATION PLAN

2.1 Scope

To maximize their impact, advance European research and innovation, and have a substantial impact on all the project's target audiences, all HORIZON EUROPE initiatives must execute an efficient communication and dissemination plan. The communication and dissemination activities continue over the course of the project with the aim of involving all relevant target audiences while continually communicating the Impact Monitor progress, accomplishments, and outcomes in a consistent and distinctive manner.

The Impact Monitor consortium embraces the principles of dissemination and communication as an impactful way to support dissemination and exploitation objectives and to keep all partners focused and engaged in the project, because each participant signifies an important node through which the project will be communicated to interested parties and end users. Dissemination and communication efforts should start early in the project in order to raise awareness, maximize the initiative's impact, and build a large community. Also, the communication and dissemination strategy will improve the outcomes of the planned activities in all the project's work packages.

With the aim to guarantee the Impact Monitor's longevity and success, the main goal of this plan is to develop and implement a suitable dissemination and communication strategy that will precisely structure and arrange the many tasks that should be performed. In other words, the plan aims to support the implementation of effective dissemination and communication activities, employing suitable instruments and processes, in order to properly disseminate the project's goals and results to its multiple target audiences, contributing to the project's anticipated impact on European and global level.

The Communication and Dissemination Plan's primary objectives are to:

- Determine the appropriate target audiences and the relevant messages to be given at the right time, using the suitable language.
- Establish and maintain channels of collaboration for initiatives that successfully engage each of the project's intended target groups.
- Aid partners in their efforts to network, communicate, and disseminate information.
- Ensure that information is swiftly and effectively conveyed to the appropriate audiences.
- Use the partnership as a potent outreach and information-sharing accelerator.
- Create and maintain a dynamic network of important participants, stakeholders, and decision-makers; inform them of the project's advancement; and encourage collaboration and networking.
- Promote the incorporation of project findings into ongoing research initiatives and assist with strategic research policy choices.



The Communication and Dissemination Plan for the Impact Monitor project is a strategically planned process that acts as a comprehensive framework and guide for basic communication processes, starting at the beginning of the action and continuing throughout its lifetime, to coherently adapt to the project's unfolding while recognizing the key tools, audiences, channels, and messages to be spread.

The goals of external validity include the replication of positive effects across diverse locations and conditions and the replication of positive effects across comparable settings and conditions. These goals are both integrated into dissemination [1]. The dissemination activities may fall into one of the following categories:

1. **Awareness.** People need to be aware of Impact Monitor's efforts. This may be helpful for those target audiences who do not need a thorough understanding of the work but who nonetheless benefit from being aware of the efforts and results. By raising knowledge of Impact Monitor's work, one can encourage "word of mouth" diffusion and help one's community develop one's identity and reputation.
2. **Understanding.** The Impact Monitor project will need to specifically target a variety of audiences and categories with dissemination. In that way, they may take advantage of what Impact Monitor has to offer. Therefore, it will be crucial that these groups or audiences comprehend Impact Monitor's work in greater detail.
3. **Action.** A change in behaviour brought on by Impact Monitor's outcomes, resources, or strategies is referred to as "action". The target groups consist of stakeholders who have the power to "influence" and "bring about change" within their organizations. In order to provoke actual change, these groups/audiences will need to be well-equipped with the necessary abilities, information, and comprehension of the performed work.

The dissemination strategy is based on a concrete methodology, which incorporates three basic pillars; goals and objectives, targeted audiences, and key messages, as illustrated in Figure 1.

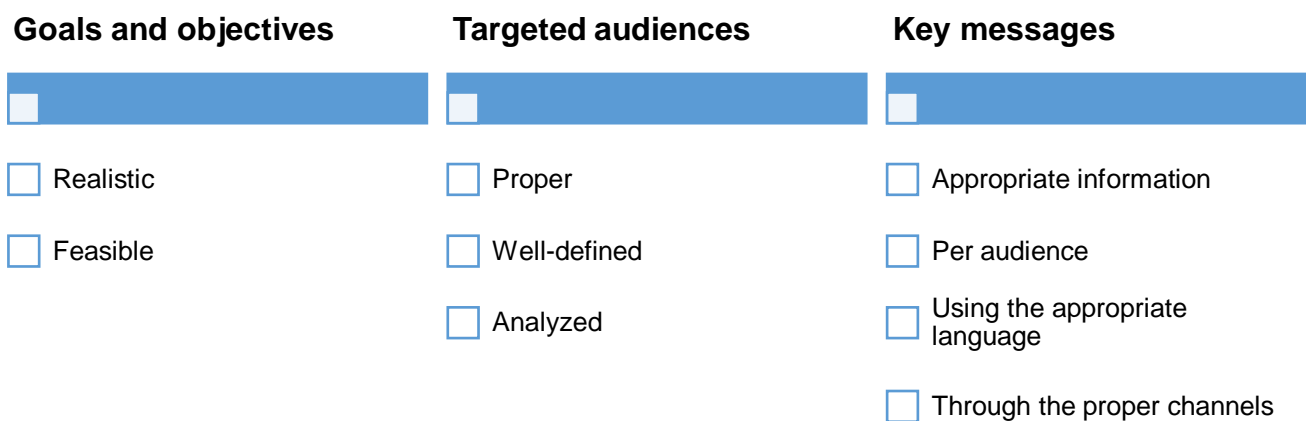


Figure 1 Impact Monitor Communication and Dissemination methodology

The development of a concrete methodology constitutes the first step of the Dissemination & Communication Plan (D&CP). The next steps include:

Creation of appropriate communication tools & channels:

This step involves the development of the basic informational material and the establishment of the appropriate communication/dissemination channels, as described in Section 2.2.4. In addition, a set of templates is developed, with the purpose to collect input from the partners for the recording of performed and foreseen dissemination & communication activities.

Development of a detailed plan:

The Impact Monitor Consortium obtains the PDER templates and is asked to complete their intended dissemination efforts. The Impact Monitor target audiences are determined by analyzing the feedback from the partners, under the frame of identifying the best strategy to reach out to these audiences. Common dissemination channels include publication of scientific articles in journals, participation in scientific conferences or other events, etc.

The communication strategy that will be employed to deliver the messages to the target audiences will be made known through the input gathered from the partners. There are numerous options for communication, such as:

- Workshops, talks, etc.
- Print media, such as newsletters and press releases.
- Online media, such as email campaigns, video conferences, websites, and social media.

All measures have advantages and limitations; thus, it is crucial to combine them all in the dissemination and communication strategy to maximize their benefits and reduce the negative effects of their limitations.

Execution of activities:

All actions outlined in the D&CP are put into practice during the phase of implementation. This phase's goals are to:

- implement communication-related activities,
- make the respective channels support bidirectional communication pathways, and
- raise awareness of the Impact Monitor project, its goals, and anticipated outcomes.

All consortium members must participate in the implementation of actions, based on their areas of knowledge and influence, from the start of the dissemination and communication phase, in order to promote further exploitation potential.

Evaluation:

The monitoring, updating, and assessment of the dissemination and communication activities over the course of the project lifetime are all included in this step. To make sure that all actions are carried out in accordance with the plan, the D&CP will be continuously monitored. The D&C Manager closely monitors all D&C activities using the Plan for Dissemination & Exploitation including communication activities (PDER) tables. Throughout the duration of the project, information will also be regularly added in accordance with the distribution efforts that have been carried out and those that are planned. In particular, all the planned and delivered D&C activities per entity will be updated on a bi-annual basis. During each reporting period, the D&C related fields of the participant portal will be updated with the information included in the PDER templates. The D&C Manager uses PDER tables as a progress indicator on the respective activities and provide a boost whenever is needed. As a result, the Impact Monitor Consortium will be able to step in and correct any deviations if considered essential.

In order to evaluate the effectiveness of the performed activities, this stage also includes the evaluation of the dissemination and communication activities. This way, proper information will be collected to monitor and coordinate the planning of the dissemination and communication actions, intervene as needed, and adjust the techniques used.

2.2 Methodology

Dissemination is the process of getting a message through to target audiences, using various channels and with the aid of the right tools to make a certain impact. In that frame, the project must identify the appropriate target audiences and provide the appropriate information to them at the appropriate time and in the appropriate language, to achieve the greatest impact possible. The transmission of a novel concept from its source of discovery or creation to its ultimate consumers or adopters is described as the dissemination process at the Diffusion of Innovation Theory. A consistent methodology, with specific goals and objectives, is used to ensure the partners' engagement in the continuity and consistency of the actions as well as the right allocation of both time and funds in order to ensure efficient and effective dissemination activities will be done throughout the project lifecycle.

2.2.1 Goals & objectives

Realistic goals and objectives must be set for the Impact Monitor's communication and dissemination efforts, that should be complemented by relevant actions. Towards that, the Consortium aims to:

- Showcase the Impact Monitor approaches and their advantages on assessment procedures for aviation R&I.
- Make the project's findings widely known to the targeted end users from industry, research institutions, academia, and policy-making authorities, towards extensive use and viability of the outcomes.
- Increase public awareness of the project's contributions on the assessment of the impact of aviation R&I on environmental, economic, and societal dimensions.



- Introduce key stakeholders to the Impact Monitor framework & toolbox, as well as students and broader community to relevant training through the Impact Monitor Academy.

2.2.2 Target audiences

Communication is considered a vital tool to engage the public and the media in a two-way conversation, while also promoting the project and its outcomes to a wide range of audiences. These communication activities are destined to disseminate Impact Monitor accomplishments through appropriate tools and channels to various audiences.

The target audiences must receive a message using the most effective channel in order to maximize communication efficacy. So, before choosing the media to be utilized to deliver the message, identifying these target audiences is a crucial step.

The main target audiences are described in Table 1.

Table 1 Target audiences

Target audience	Description
Scientific Community	Consists of Academic Institutions and Research Agencies/ Establishments, researchers, and PhD/MSc students who are active in project-related fields. Dissemination of novel knowledge and know-how across the related scientific community will constitute the basis for further scientific work, applications, and achievements. This target audience also includes university students in the aviation field, wishing to expand their knowledge on impact assessment of aviation R&I and increase their competence in novel research areas and applications.
Industrial stakeholders	Includes stakeholders from the aviation industry, SMEs and Start-Ups, with interest to impact assessment, for example in aircraft technology. These organizations should be regularly updated on the project's technical results, including the capabilities of the framework, toolbox and Dashboard, as their work has a significant impact on the industrial world.
Policy makers, regulatory authorities, certification bodies	Policy makers, such as EC, ACARE, and ICAO. These bodies are expected to contribute to the implementation of the project, regarding new disruptive aircraft technologies, operations and policies and building on existing knowledge, and to the demonstration of the credibility of Impact Monitor framework & toolbox.
Technology Transfer organizations, Networks & Associations	Entities such as ASD, EREA, and EASN should be made aware of the project's outcomes, as they may act as moderators for the acquisition of new knowledge and competencies and the enrichment of education in the field.

HORIZON Europe Programmes & Initiatives	Synergies may be established with related projects and programmes (e.g., Clean Aviation, SESAR3, Clean Hydrogen) with the purpose to exchange ideas, transfer knowledge, and discuss common challenges among programmes & initiatives dealing with impact assessment.
General public	This target group refers to the EU citizens with no specific knowledge or interest in the field. The communication activities have the purpose to inform them of the environmental and societal impact of the Impact Monitor activities and achievements. Other benefits include the creation of new job opportunities and the enrichment of related education programs.

2.2.3 Key messages

The goal of the dissemination and communication strategy is to determine and arrange the tasks to be carried out in order to maximize the project's influence, communicate the appropriate information to the appropriate audience at the appropriate time using the appropriate language, and do so while taking into account the project's dissemination requirements at each stage of its lifecycle.

Effective dissemination, which can be viewed as a critical success aspect, is made possible by concentrating the main messages. Yet, the material must be self-contained, accurate, thorough, and leave no room for doubt. The main messages of the Impact Monitor should be consistent with the project's anticipated impact. The important messages for each target audience are summarized in the table below.

Table 2 Key messages per target audience

Target audience	Key message
Scientific Community	<ul style="list-style-type: none"> • Novel concepts, knowledge & know-how • Technical scientific results • Data produced • Open – source tools • Model-based systems engineering (MBSE) & multifidelity models • Impact Monitor Academy for university students and the community
Industrial stakeholders	<ul style="list-style-type: none"> • Project objectives • Technical results • Framework and toolbox capabilities • Dashboard Application capabilities

Policy makers, regulatory authorities, certification bodies	<ul style="list-style-type: none"> • Contribution of new disruptive aircraft technologies, operations, and policies. • Filling pre-existing knowledge gaps of impact assessment. • Credibility/Modularity of the framework and toolbox
Technology Transfer organizations, Networks & Associations	<ul style="list-style-type: none"> • Innovative knowledge acquired • Competences of developed models • Contribution to education and new skills acquisition
HORIZON Europe Programmes & Initiatives	<ul style="list-style-type: none"> • Exchange of ideas • Knowledge transfer • Discussion of common challenges among programmes & initiatives dealing with impact assessment
General public	<ul style="list-style-type: none"> • Environmental footprint and energy consumption. • Achieving the goals of the Green Deal. • New job opportunities. • Advancement of education programs

2.2.4 Communication Channels

The Impact Monitor communication strategy will be one of the consortium’s topmost priorities. The strategy aims to promote information about the project itself, its research activities and achievements, and the societal challenges Impact Monitor aims to tackle. This strategy will target multiple audiences beyond the project’s own community including the wider media and the public. The main communication tools that will be used for this purpose are shown in Table 3, per target audience.

Table 3 Main communication tools to be used for targeting each group

Target audience	Digital & printed communication material	Website / Social media	Dashboard Application Interactions	Media Coverage & Video	Publications	Lecture series for Educational Institutes, Course Material Addendum, Skill Development Programs
Scientific Community	X	X	X	X	X	X
Industrial stakeholders	X	X	X	X	X	
Policy makers, regulatory authorities, certification bodies		X		X	X	

Technology Transfer organizations, Networks & Associations	X	X	X	X	X	
HORIZON Europe Programmes & Initiatives	X	X	X	X	X	
General public	X	X	X	X	X	

The following subsections give a quick overview of the various communication tools that will be utilized during the project as part of the Impact Monitor D&C plan, beginning with the visual identity of the project which has determined the overall design of the utilized tools.

It is important to highlight that all communication means comply with the regulations described in the project’s Grant Agreement, including the visibility guidelines.

2.2.4.1 Visual Identity

Early in the project, "eye-catching" and appealing communication materials are created to formalize its visual identity, which will be followed in all external and internal communication throughout the length of the project. Figures 2 and 3 depict the project's distinctive and recognizable logo as well as project templates for deliverables, meeting minutes, agendas, and presentations. The visual identity of the project acts as the communication centrepiece to increase awareness of Impact Monitor.

More information will be available in deliverable D6.2 “Communication Pack & Channels”.



Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Figure 2 Alternative versions of the official Impact Monitor logo

Figure 3 Indicative project templates

2.2.4.2 Digital & printed communication material

For communication purposes, both digital and printed media will be created at various times throughout the Impact Monitor lifecycle. This collateral material includes leaflets, posters, infographics, factsheets, banners, both in digital and printed formats that will be publicly released. All partners will receive the generated materials to share with their respective communities and home institutions, at workshops and other pertinent European and international events. Considering the environmental impact of printed communication materials, their use will be limited as much as possible in favour of digital communication.

During the initial months of the project, a communication pack providing general information about the goals and anticipated results of Impact Monitor is being created, as part of deliverable D6.2 "*Communication Pack & Channels*". Also, a "Communication pack for project legacy" will be created, displaying the project's accomplishments and outcomes for use by all partners in their dissemination efforts after the project has ended (as part of deliverable D6.4 "*Final Communication & Dissemination Report & Project legacy pack*").

2.2.4.3 Website

Based on the "visual identity", the official website development for the Impact Monitor project has begun.

The website will serve as the primary communication tool for raising awareness of the project's goals, workflows, and anticipated outcomes. It will be updated frequently with the important project outcomes as it develops, via the upload of publicly available resources. The visitors will be able to contact the Consortium through the official public website and get access to the most important information on the project's activities and outcomes. The evaluation of processes and review of analytics will also be performed.

A project-dedicated domain is already reserved (impactmonitor.eu). A detailed report for the development of the project website is included in deliverable D6.2 "*Communication Pack & Channels*".

2.2.4.4 Social media

To increase the project's reach, social media profiles for Impact Monitor have been created on LinkedIn and Twitter. Additionally, a dedicated YouTube channel and a ResearchGate profile are planned to be launched once specific outcomes are publicly available. The main objectives of these profiles include the expedience of the followings on these networks, the engagement of the target audience, and the linkage to the Impact Monitor official website. Participants from the targeted audiences, as well as project partners, are invited to join. In order to keep the online community informed and involved, Impact Monitor will maintain an active presence on social media, sharing information on project progress, news, and events. Through these platforms, bloggers, journalists, and project-related associations will be targeted and encouraged to diffuse project-related information.



Thorough information about the project's social media accounts is presented in deliverable D6.2 "*Communication Pack & Channels*". Indicative instances of the social media profiles are presented in Figures 4 & 5.

The social media accounts may be accessed through the following links:



<https://twitter.com/ImpactMonitorEU>



<https://www.linkedin.com/company/impact-monitor-project/>



<https://www.youtube.com/@ImpactMonitorproject/>

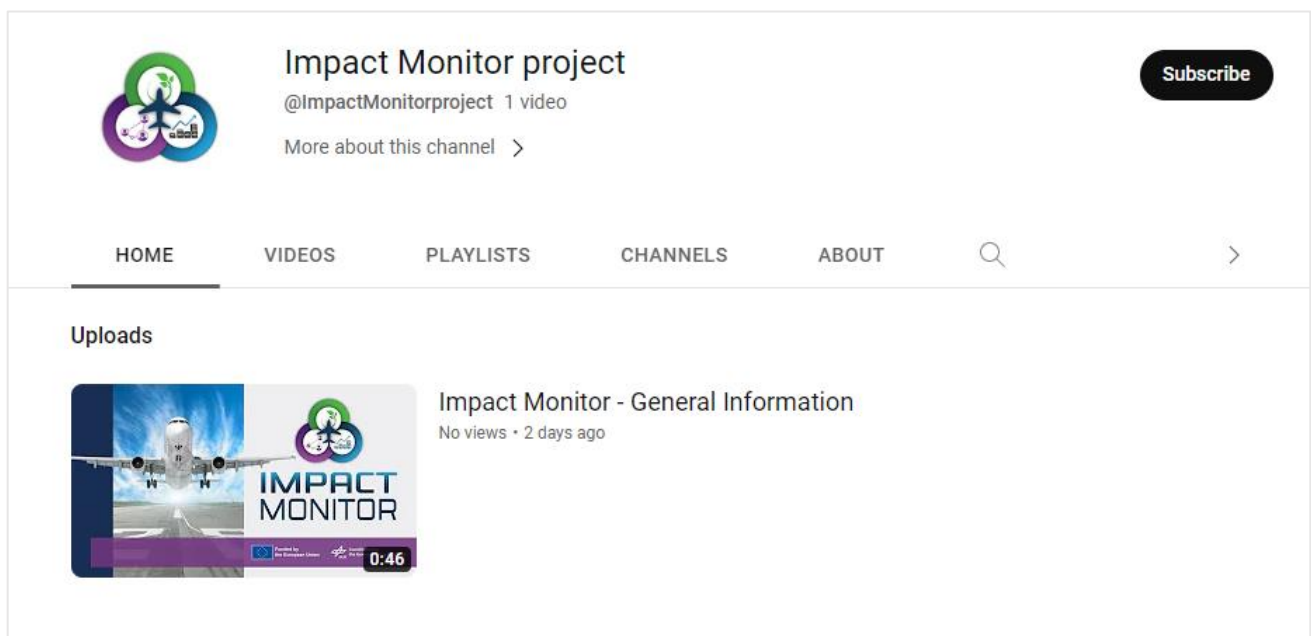


Figure 4 Impact Monitor YouTube channel



Funded by
the European Union

Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

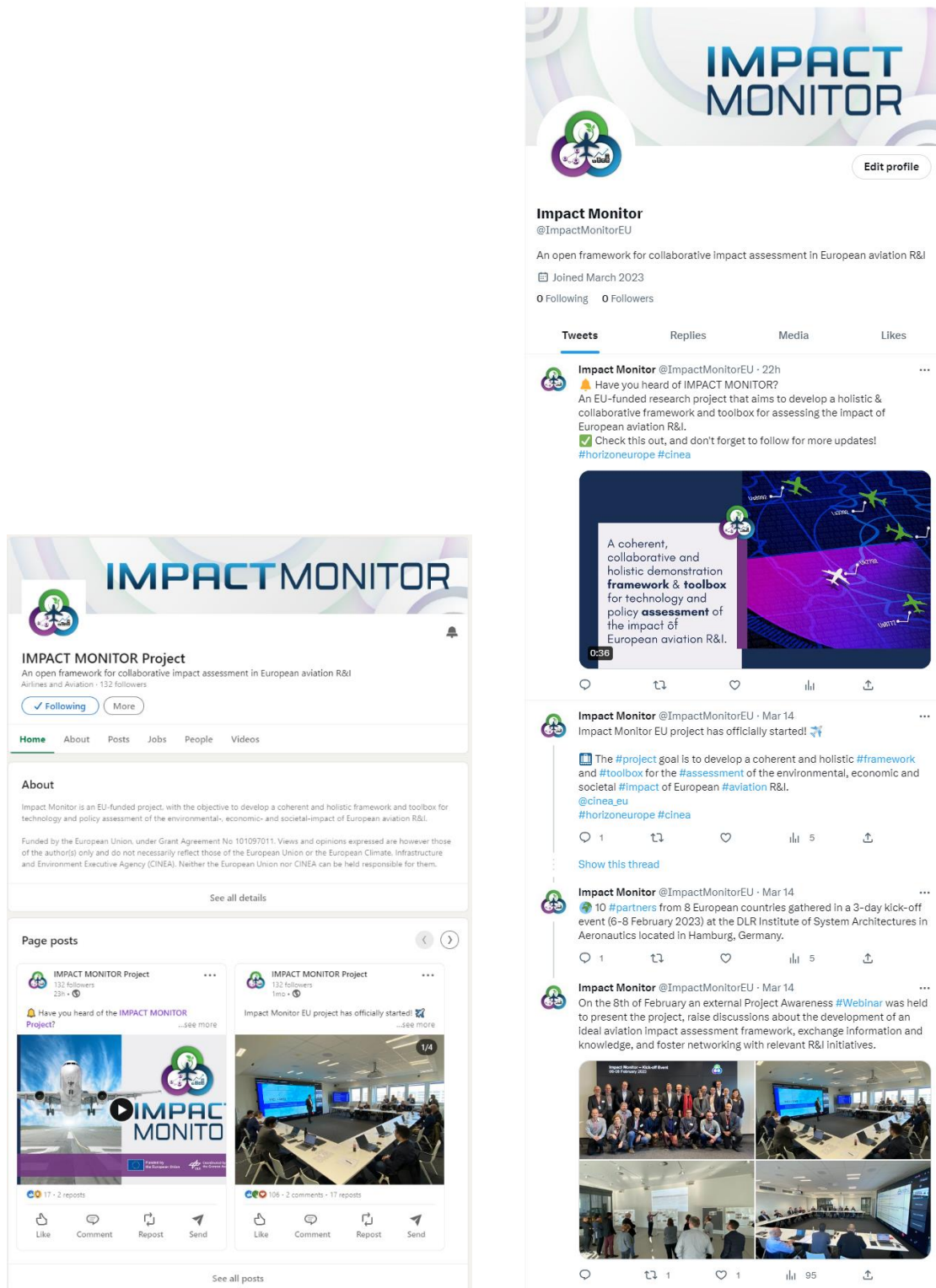


Figure 5 Impact Monitor LinkedIn and Twitter profiles

2.2.4.5 Dashboard Application

One of the project's outputs, the Dashboard, will be integrated on the website and will be available for applications to all visitors. Representative pilot cases will be executed and communicated via this means, which is going to be promoted via social media, newsletters and any other appropriate means.

2.2.4.6 Media Coverage

At the scope of promoting the project, regional, national, and European television and web channels, radio, etc. will be exploited to diffuse project-related information.

2.2.4.7 Video

Videos are a useful force in any communication strategy, and Impact Monitor is no exception. Videos can assist in highlighting the project's innovative work. The consortium may engage a wider audience, including stakeholders, policymakers, and the public, by producing interesting videos that highlight the accomplishments of the project. In addition, films are simple to upload and distribute through a variety of platforms, including websites and social media, making them a useful tool for spreading the project's message and engaging more people.

2.2.4.8 Publications

All partners will be responsible for publishing project results in local and international press and in the EC's communication channels. These publications might take the shape of project-related writings in newspapers, magazines, press-releases, newsletters etc. The D&C Manager will keep track of all findings that have been published and, in cooperation with the project coordinator, will act accordingly when results that have been deemed publishable do not get the required attention.

Furthermore, news about the project's progress will be shared through the quarterly EASN newsletter, which has more than 10,000 subscribers and is managed by the D&C Manager.

A recurrent project newsletter will also be published and distributed among the project's subscribers. The regularly released newsletter will feature the most recent project activities and accomplishments. Every consortium partner will receive a fair amount of publicity on their project-related activities in each issue of the newsletter. The website will offer the option to sign up for the project's newsletter.

2.2.4.9 Lecture series for Educational Institutes, Course Material Addendum, Skill Development Programs

The approach and results of projects pave the way for the development of new materials for course on multilevel assessment of aircraft (at aircraft, airport and air transport system level). These materials may be incorporated in international education programs on aeronautics, as part of lectures, courses, and skill development programs.



2.2.5 Dissemination Tools

The dissemination plan includes an effective mix of dissemination channels, which are briefly presented on the following chapters and depicted in Table 4.

Table 4 Main dissemination tools to be used for targeting each group

Target audience	Scientific Publications	Conferences / Workshops / Exhibitions / Trade Fairs / Other events	Networking Activities	Education & Skills Initiative
Scientific Community	X	X	X	X
Industrial stakeholders		X	X	
Policy makers, regulatory authorities, certification bodies		X		
Technology Transfer organizations, Networks & Associations	X	X	X	
HORIZON Europe Programmes & Initiatives	X	X	X	
General public				

2.2.5.1 Scientific Publications

All consortium partners will be responsible for publishing project results in scientific journals. It is worth mentioning that special emphasis will be placed on publishing project related information in Open Access journals which provide access to scientific information free of charge.

Based on the PDER tables provided by the partners at this early stage of the project, the planned and performed scientific publications are summarized in Table 5.

Table 5 List of performed & planned scientific publications

Type of publication	Entity	Topic of the scientific publication	Title of journal or equivalent	Publisher
Article in journal	UPATRAS	Implementation of a Holistic MCDM-Based Approach to Assess and Compare Aircraft, under the Prism of Sustainable Aviation	Aerospace	MDPI

An additional list of the scientific journals to be targeted for the publication of the project’s research results are shown on the following Table.

Table 6 List of scientific journals to be targeted for publications

Journal Name	ISSN
CEAS Aeronautical Journal	1869-5582 / 1869-5590
Aerospace	2226-4310
Journal of Aviation/Aerospace Education & Research (JAAER)	2329-258X / 1065-1136
International Journal of Aviation, Aeronautics, and Aerospace (IJAAA)	2374-6793
Aerospace Science and Technology	1270-9638
International Journal of Aeronautical and Space Sciences (IJASS)	2093-2480 / 2093-274X
International Journal of Aerospace Engineering	1687-5966 / 1687-5974
Journal of Aerospace Technology and Management (JATM)	1984-9648 / 2175-9146
Aviation	1648-7788 / 1822-4180

2.2.5.2 Conferences / Workshops / Exhibitions / Trade Fairs / Other events

Participation in events, such as exhibitions, trade fairs, workshops, related to Impact Monitor is considered essential for the dissemination of the project and for the facilitation of a dialogue with potential end users of the project results. The efficient communication of the project results to potential adopters will significantly contribute to the future exploitation of these outputs. A list of future events of interest for Impact Monitor has been already included in the Grant Agreement and an update of this list is also displayed in Table 7 below. The events list will be continuously updated by the involved partners and the D&C Manager.

Table 7 Representative conferences/exhibitions/events to be exploited for Impact Monitor dissemination

Conferences / Workshops / Exhibitions / Trade Fairs / Other events	Year(s)
AIAA Aviation Forum & Exposition	2023, 2024
AIAA SciTech Forum and Exposition	2023, 2024
EUCASS-CEAS Aerospace Europe Conference	2023, 2024
Deutschen Luft- und Raumfahrtkongress (DLRK)	2023, 2024
International EASN Conference	2023, 2024
ICAS Congress	2024
Transport Research Arena (TRA)	2024
International Paris Airshow Le Bourget	2023, 2024
European AERODAYS	2024
Farnborough and or ILA Berlin International Airshows	2024
Impact Monitor Dissemination and Exploitation Open Day	2024



Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

European Aviation Conference (EAC)	2023, 2024
Wings of Change Europe (WoCE)	2023, 2024
A4E Aviation Summit	2024
MRO Europe	2023, 2024
Clean Aviation Annual Forum	2024
Sustainable Skies World Summit	2024
AERO Friedrichshafen	2024

2.2.5.3 Networking Activities

One of the most important pillars to ensure stakeholder engagement with the Impact Monitor innovations will be the establishment of Communication Partnerships with pre-existing networks, associations, and communities such as: Clean Aviation JU, SESAR JU, ASD, EREA, EASN, ACARE. This networking process will contribute on amplifying and multiplying the Impact Monitor message to the different stakeholders and communities, instead of simply trying to build a new audience from scratch.

Also, synergies will be established with research projects and programmes already underway on related subjects (e.g., Clean Aviation, SESAR3, Clean Hydrogen). Such synergies may foster the exchange of ideas, transfer knowledge, and discussions about challenges about impact assessment in aviation.

2.2.5.4 Education & Skills Initiative

With the aim to tackle educational and skills development aspects, the Impact Monitor project plans to organize an Academy initiative that will give the opportunity to university students to get involved to the project's activities.

During the last quarter of the project, Impact Monitor Academy will be launched. Aircraft design and assessment model development, that will potentially be integrated in the framework of the project, will be the focus of the Academy. The consortium will support the thesis elaboration via online webinars and tutorials. A final open workshop of the Academy initiative will be organized in the frame of the annual EASN Conference series to provide the necessary dissemination forum to the students to share their experience.

2.3 Assessment of the communication & dissemination strategy

The effectiveness of the dissemination and communication plan and activities will be assessed using a range of Key Performance Indicators (KPIs) that will emerge from the website and social media tracking (visitors’ traffic, content views, etc.), materials distributed, citation index of scientific publications, number of non-technical articles about Impact Monitor and the number of conferences/workshops attended. These indicators may be optimized and refined during the project evolution.

In order to implement effective communication activities and diffuse the project’s outcomes to the full range of potential users, three categories of general activities were identified to monitor the Impact Monitor impact:

- **Website and social media:** Google Analytics will be utilized to track the volume of visitors to the official website and their interaction with the individual webpages. Information will be gathered regarding the number of visits, the most popular pages, the traffic sources, the amount of time spent on each page and the website in general, referral traffic, and the geographic distribution of visitors. In addition, the way visitors follow and interact with the postings on social media will be assessed.
- **Dissemination materials:** Regarding press coverage, this metric entails keeping track of the number of press releases, brochures, posters, and other pieces of outreach material published or delivered throughout the project.
- **Dissemination activities:** The quantity of public dissemination events that the partners attended to promote or present the project will be tracked. The D&C manager will collect information for reporting of the events’ characteristics, the dissemination materials distributed (such as papers, posters, presentations, brochures), and audience feedback. This data will provide a general understanding of the target audiences.

The preliminary KPIs for assessment of the strategy’s effectiveness, per category and activity, are summarized in Table 8.

Table 8 Dissemination KPIs

Activity	KPIs	Target
Website & social media	Number of visits	3000 per year
	Number of Dashboard Application interactions	1000+
	Search engine position	First page
	Geographic coverage (origins of the visitors)	25 different countries
	Number of downloads	10+ per document
	Number of posts to the social media pages	100+
	Number of followers to the social media pages	200+
	Number of likes to the posts of the social media pages	200+



Funded by the European Union under GA No. 101097011. Views and opinions expressed are however those of the author(s) only and not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Dissemination materials	Number of distributed brochures	500+
	Number of press releases	At least 2 (one per year)
	Number of non-scientific publications	At least 2
	Number of videos	2+
	Number of subscriptions to the project's newsletter	100+
Dissemination activities	Number of attended events	15+
	Number of presentations to external events	15+
	Number of attendees to project dedicated Workshops/Events	200+
	Number of scientific publications	5+
	Number of contacts	100+

2.4 Dissemination approval process

The D&C Manager has developed an automated "approval process" in order to keep track of the dissemination activities and to avoid potential IP conflicts. This process is implemented through an online platform, the "Impact Monitor e-Approval Tool". Except for its purpose to safeguard the partners' legitimate interests and avoid potential conflicts, the e-Approval Tool facilitates the project's conformance to the requirements listed in Annex 5 of the Grant Agreement (Article 17), which state that all partners should communicate all dissemination activities to the consortium, at least 15 days before the dissemination activity is performed.

Each partner must follow the established procedure and provide the D&C Manager a draft of any publication or presentation that includes outcomes from the Impact Monitor's implementation. The D&C Manager has the following responsibilities:

- Circulate the intended publication to the designated representative(s) of each consortium partner for approval. The representatives must acknowledge the notification receipt within 2 working days, otherwise reminders will be sent every 2 days.
- Initiate the voting process, which is full managed through e-mails. All entities' representatives may select whether they accept the publication, accept it with comments or decline.
- Resolve any potential intellectual property (IP) conflicts. If comments occur, the dissemination material is re-circulated for approval. In case that a publication is declined, a clear explanation of the reasons of rejection should be provided by the respective entity.
- Finalize the approval process and notify the partner responsible about the approval result.
- Update and compile the Dissemination & Communication Plan, accordingly.
- Ensure that the consortium adheres to its obligation related to open access.

3. EXPLOITATION PLAN

3.1 Scope

The main objective of this plan is to ensure successful exploitation of project results. Activities described here include those to duly protect the knowledge and innovation developed in the project and coordinate IPR issues, in the framework of the IP management rules in the Grant Agreement (GA) [4] and the provisions in the Consortium Agreement (CA). The Exploitation Manager (EM) will be responsible of collecting the knowledge generated, coordinating the protection strategy and the necessary access rights for results exploitation, as well as propose fair solutions to any possible conflict related to IPR.

In this plan, partners will work on the exploitation activities drafted in the GA. The plan will be revised and completed considering results achieved, input from the partners, market opportunities assessment and detected exploitation opportunities, IP management issues or input collected in dissemination and communication activities.

3.2 Impact Monitor exploitation objectives

Impact Monitor partnership joins Europe's leaders in aeronautics research, from research centres to academia. Those partners will take over their own exploitation activities, which could be briefly described as (1) the further development and integration of existing tools for sustainability and design assessment, and (2) the application of these new tools and the Impact Monitor framework on the specific assessment of future technologies, procedures and strategies.

Regarding the academic partners, all the activities on the Impact Monitor project can lead to the improvement of teaching activities. They will showcase new technological and operational trends to students, helping them to understand the complexity of the design and operation on the aeronautical field.

As a summary, the exploitation objectives can be described as:

- Exploitation of existing tools on impact assessment.
- Exploitation of the Impact Monitor framework on impact assessment.
- Exploitation / transfer of the knowledge to the academic environment.

3.3 Exploitation Activities

The DoA and the GA documents [3][4] provide an overview of the planned exploitation activities of each partner. These descriptions are preliminary and provided when preparing the proposal. Along the project development, they could be updated and adapted to the project evolution.



3.4 Management of Intellectual Property Rights (IPR)

A very important aspect of any collaborative project, a fortiori for a project involving as many partners spread over Europe such as Impact Monitor, is the strict observance of IPR. The CA details with care the background knowledge and rules of ownership of foreground knowledge. This is essential to guarantee an efficient and protected sharing of information and ensure a smooth running of the project.

The CA will establish measures for the management and protection of IPR, thus ensuring proper IPR protection, while allowing at the same time an appropriate dissemination of results both during the project lifetime and beyond.

3.5 Software tools

An important part of the Impact Monitor developments will concern the integration of several existing tools at partner level. These software tools will become the key contribution of each partner to the project as existing information. Each partner will decide under which conditions other partners can access and use the tools, although all of them will be connected through the Impact Monitor framework. The CA will include the list of tools and access rules.



4. SUMMARY

To sum up, the Impact Monitor Plan for Dissemination and Exploitation, including communication activities, offers a thorough and detailed pathway for the project's successful execution and beneficial effects. It describes the methods and procedures that will be used to share and communicate outcomes of the project while preserving intellectual property rights and enhancing the project's effect after its completion. The strategy includes precise metrics to gauge the success of the D&C activities and is intended to achieve particular goals including raising important stakeholders' knowledge, understanding, and acceptance of the project results.

This report also acts as a resource for internal management and coordination of Impact Monitor outcomes distribution, communication, and exploitation throughout the project's lifespan. The procedures and methodologies indicated for building registers for distribution, communication, and exploitation are critical to the project's success.

As it will direct the D&C operations throughout the project, the strategy provided in this report will be a crucial resource for the entire consortium and the granting authority (CINEA). It also offers a framework for the Impact Monitor partners to work toward and enhance as the plan's initial release. Last but not least, the Impact Monitor PDER tables serve as an illustration for the unique D&C plans of each consortium partner, highlighting cooperation and dedication to the project's successful implementation.



REFERENCES

- [1] Dearing, J. W. (2009). Applying diffusion of innovation theory to intervention development. *Research on social work practice, 19*(5), 503-518.
- [2] European Commission (2010). *EU project Websites - Best Practice Guidelines*
- [3] Impact Monitor Proposal, Proposal number: 101097011
- [4] Grant Agreement Project 101097011 — Impact Monitor

