D6.4 – Final Communication & Dissemination Report & Project Legacy Pack

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Abstract

This deliverable, the Final Communication & Dissemination Report and Project Legacy Pack, provides a comprehensive overview of the communication and dissemination activities undertaken throughout the Impact Monitor project. It outlines the methodology employed to design and implement the Communication & Dissemination Strategy, evaluates the effectiveness of this strategy using key performance metrics, and highlights the achievements in raising awareness and engaging stakeholders. Additionally, the deliverable describes the materials developed as part of the project's legacy pack, ensuring the sustainability of its impact beyond the project's duration.

Keywords

Dissemination, Communication, Legacy, Metrics, Monitoring, Website, Social media, Publications

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Information Table

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Table of Acronyms

Acronym	Description / Meaning
ACARE	Advisory Council for Aviation Research and Innovation in Europe
ASD	Aerospace, Security and Defence Industries Association
CERN	Conseil Européen pour la Recherche Nucléaire
CINEA	European Climate, Infrastructure and Environment Executive Agency
CLAIM	Clean Aviation Support for Impact Monitoring
CV	Curriculum Vitae
D&C	Dissemination & Communication
DG	Directorates-General
DOI	Digital Object Identifier
EASN	European Aeronautics Science Network
EC	European Commission
EREA	Association of European Research Establishments in Aeronautics
EU	European Union
EXAELIA	Towards flying test beds for novel long-range aircraft
GA	Grant Agreement
ICAO	International Civil Aviation Organization
IP	Intellectual Property
IPR	Intellectual Property Right
JU	Joint Undertaking
KPI	Key Performance Indicator
MBSE	Model-based systems engineering
MSc	Master of Sciences
PhD	Doctor of Philosophy
PULSAR	Propelling eUropean Leadership through Synergizing Aviation Research
R&I	Research & Innovation
SESAR3	Single European Sky ATM Research 3
SME	Small & medium-sized enterprise

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1. INTRODUCTION

Impact Monitor is a 2-year EU-funded Project, commenced on the 1st of February 2023 and implemented by a highly competent and complementary consortium of research centers, academia and SMEs. With a system of systems approach for aviation, the project's aim was to deliver a coherent, collaborative and holistic framework and toolbox for technology and policy assessment of the environmental, economic and societal impacts of European aviation Research and Innovation (R&I). The collaborative assessment of future technologies, aircraft, operations, and policies is being demonstrated by example use cases on aircraft, airport, and air-transport-system level.

Since effective communication and dissemination are vital parts of all EU-funded projects, Impact Monitor has initially published a detailed Dissemination and Exploitation Plan including Communication activities (D&C and Exploitation Plan - D6.1). This plan provided an overview of the consortium's approach and specific steps to disseminate, communicate, exploit, and protect the foreground generated throughout the project. It also served as a guide for the consortium in terms of the dissemination, exploitation and communication activities that were carried out within the context of the project.

This document summarizes the performed communication, dissemination and exploitation activities that have been implemented throughout the project's 2-year duration, in relation to the strategy and the targets set at the initial Communication & Dissemination (D&C) Plan.

This document is organized into four main parts:

An overview of the Dissemination and Communication plan is provided in the **Methodology** section, giving more insights into the identified target audiences, key messages and communication channels envisioned. In the following two sections, the **Assessment of the Communication and Dissemination strategy** is presented, including the actual tools developed and activities performed, along with their performance during the 2-year lifespan. For this evaluation, metrics and indicators for assessing the strategy's effectiveness have been used. Lastly, the design of the **Project Legacy Pack**, created for illuminating the project's accomplishments and keeping its legacy alive, is being presented.

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2. METHODOLOGY

Dissemination and communication represent 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. The Impact Monitor consortium embraced the principles of dissemination and communication since the beginning of the project in order to raise awareness, maximize the initiative's impact, and build a large community of interested stakeholders.

The core objectives of communication and dissemination for Impact Monitor were to:

- Determine the appropriate target audiences and the relevant messages to be shared at the right time, using suitable channels for diffusion.
- 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 the academic community through the Impact Monitor Academy.

2.1 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 main target audiences identified in the Impact Monitor D&C Plan are described in Table 1.

2.2 Key messages

Effective communication and dissemination, which can be viewed as a critical success aspect, is made possible by concentrating the main messages into categories. Yet, the material must be self-contained, accurate, thorough, and leave no room for doubt. The main messages of the Impact Monitor were consistent with the project's anticipated impact and are summarized in Table 2.

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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 in 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 of informing 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.

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Table 2. Key messages per target audience

Target audience	Key message
Scientific Community	• 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	• Project objectives • Technical results • Framework and toolbox capabilities • Dashboard Application capabilities
Policy makers, regulatory authorities, certification bodies	• 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	• Innovative knowledge acquired • Competences of developed models • Contribution to education and new skills acquisition
HORIZON Europe Programmes & Initiatives	• Exchange of ideas • Knowledge transfer • Discussion of common challenges among programmes & initiatives dealing with impact assessment
General public	• Environmental footprint and energy consumption. • Achieving the goals of the Green Deal. • New job opportunities. • Advancement of education programs

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2.3 Communication & Dissemination Tools

The D&C strategy aimed to promote information about the project itself, its research activities and achievements, and the societal challenges Impact Monitor aims to tackle. This strategy targeted multiple audiences, even beyond the project's own community, including the public. The main communication tools that were used for this purpose are shown in Table 3, per target audience.

Table 3. Main communication tools per target 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 D&C Plan also comprised an effective mix of dissemination tools, which are depicted in Table 4.

Table 4. Main dissemination tools per target 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	X	

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

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3. ASSESSMENT OF THE COMMUNICATION STRATEGY

Firstly, the project's visual identity is presented, while the following subsections provide a quick overview of the various communication tools that have been utilized during the project, and their performance or outcome. It is important to highlight that all communication means complied with the regulations described in the project's Grant Agreement, including the visibility guidelines.

3.1 Visual Identity

Early in the project, "eye-catchy" and appealing communication materials have been created to formalize its visual identity, which was consistently followed in all external and internal communication throughout the length of the project. Figures 1 and 2 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 acted as the communication centrepiece to increase awareness of Impact Monitor.

Figure 1. Alternative versions of the official Impact Monitor logo

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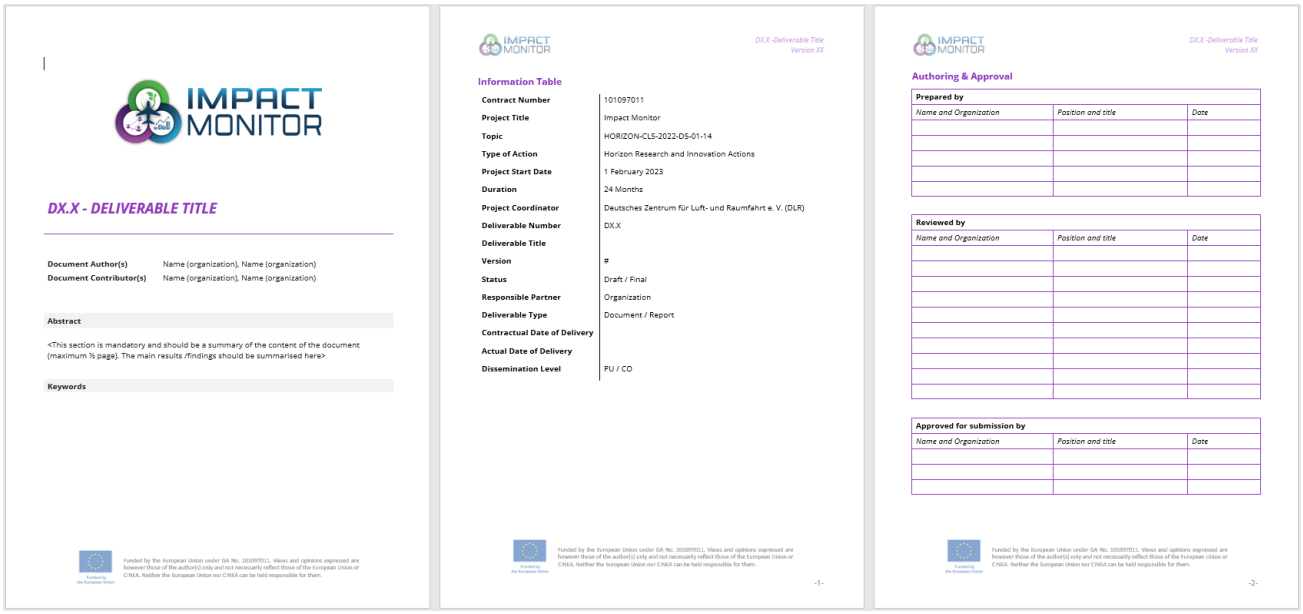

Figure 2. Indicative project templates (for Presentations / Deliverables / Meeting Agenda)

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3.2 Digital & Printed Communication material

For communication purposes, both digital and printed media were created at the beginning (M4) and at the end (M24) of the Impact Monitor lifecycle. Additional digital materials were also created during the project's implementation, to aid the consortium's communication efforts in informing the broader community about the project.

Figure 3. Initial Communication Pack – Leaflet (External trifold side)

The initial communication toolkit (M4), which comprised of a printed **3-fold leaflet (600+ copies)**, a **poster (50+ copies)** and a **roll-up banner**, served as a primary means of communication by the partners while participating in events. However, the use of hard-copies was limited as much as possible for environmental reasons, while digital versions of the collateral material were mainly utilized (available through the project website).

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Figure 4. Initial Communication Pack – Poster

Considering the final project outcomes, a **Project Legacy Pack** has been created at the end of Impact Monitor (M24). This redesigned leaflet and poster showcases the project's ultimate results and forms the designated communication pack for the project's legacy. More comprehensive details are provided in Chapter 5, Project Legacy Pack.

Other digital material included documents to promote the project's scope, or Impact Monitor's participation in events (Figure 5).

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Figure 5. Examples of digitally shared material

3.3 Website

The website (impactmonitor.eu) served as the primary communication tool for raising awareness of the project's goals, and outcomes, especially to interested industrial/scientific stakeholders. It was updated frequently with the important project outputs, via the upload of publicly available resources.

Figure 6. Website homepage & main menu

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Important news were announced there (6 in total), while mentions of the website were included in relevant project announcements, such as progress updates, news articles, and event presentations, to encourage people to explore and learn more about the project. Even after the project's end, the website will continue to serve as a prominent platform to highlight the project's achievements.

The traffic analytics presented in Table 5 cover the period from May 2023 (M4) when the website was publicly released, to January 20, 2025 (M24).

Table 5. Website traffic overview (total & per year)

Traffic Overview	Total	2023	2024	2025
Total Unique visitors	*8.763*	1.715	6.637	411
Total sessions/visits	*12.815*	2.086	10.245	484
Total page views	*40.193*	9.180	29.486	1.527
Average pages per session	*3,47*	4,40	2,87	3,15

The trends of traffic metrics in relation to the year of website activity appear in Figure 7. It is evident that views and visits are at their peak during the second project year (2024), during which most of the technical progress has been made.

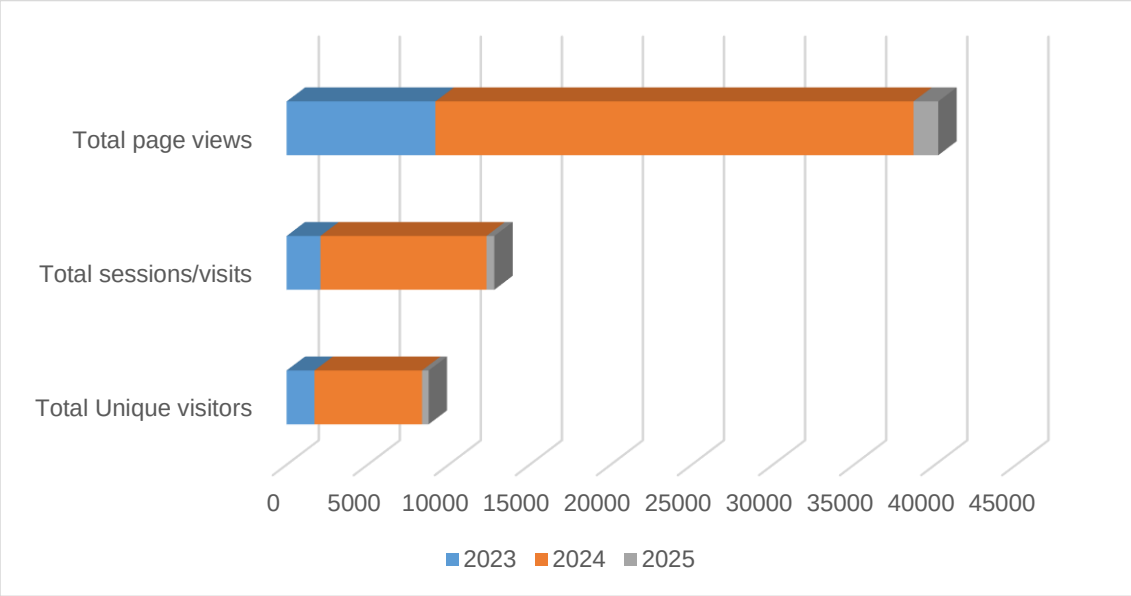

Figure 7. Website homepage & main menu

The most visited pages are listed in Table 6, by year of activity. These metrics indicate that, as expected, the homepage is in the core of sessions, while other pages gain traffic depending on the stage the project is on. That is, in 2023 when the project just started and people searched for information related to what the project is about, Project Overview and Team were their most selections. In 2024 on the other hand, when the Impact Monitor Academy was launched, its respective

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webpage was the most visited, after Homepage. Conclusions for 2025 cannot be drawn, as in only refers to January, till the 20th.

Table 6. Top website pages by year

2023	2024	2025
Homepage	Homepage	Homepage
Project Overview	Academy	News
Team	Project Overview	Newsletter
News	Team	Methodology
Methodology	News	Academy

Focusing on the geographic data, website visitors where located in **35+ countries** worldwide, signifying its wide reach to the target audiences. Figure 8 presents the most popular countries from where visitors accessed the website.

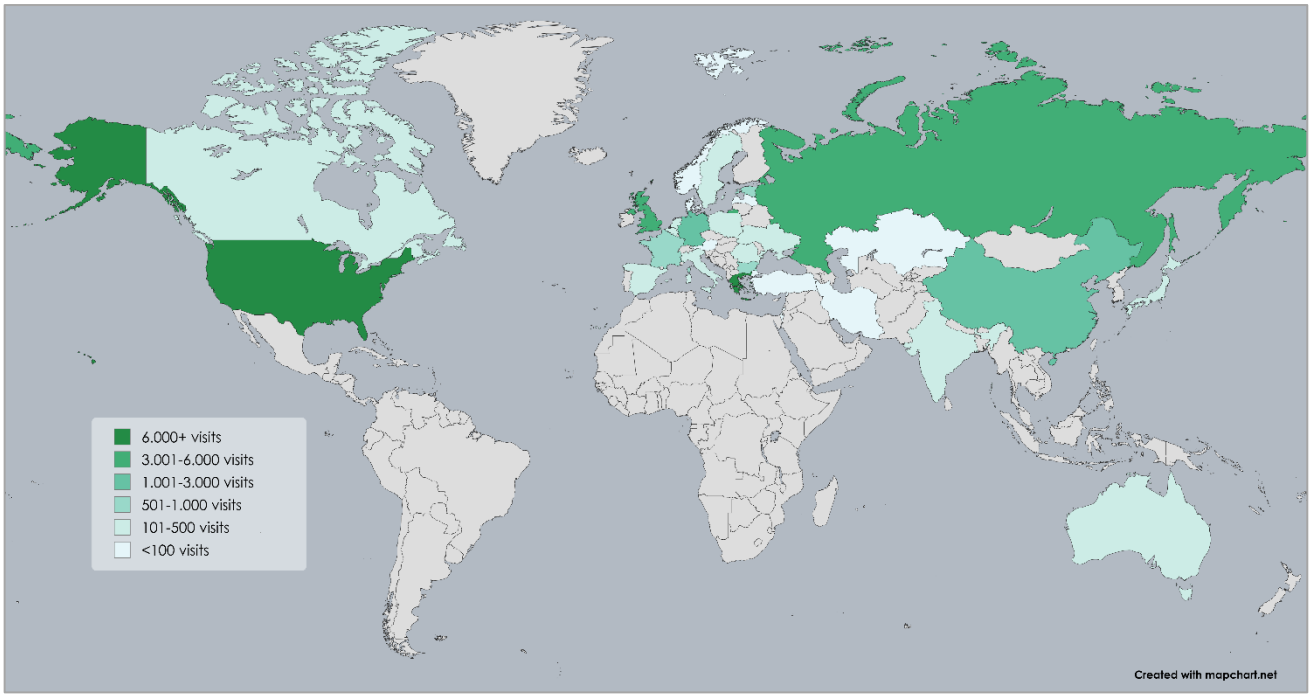

Figure 8. Website geographic coverage

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3.4 Social media

To increase the project's reach, social media profiles for Impact Monitor have been created on LinkedIn, X, and YouTube. The profiles aimed to cultivate a broad Impact Monitor virtual community, engage with the specified target audiences, and drive traffic to the official website. Both project partners and relevant stakeholders were invited to participate. Throughout each project phase, updates, news, and findings were regularly posted to keep the virtual community up to date. Additionally, the participation in events was promoted and discussed.

In the following chapters, a thorough report of the social media performance is described. Analytics cover the period from February 2023 (M2) when the profiles were launched, to January 2025 (M24).

3.4.1 Insights from LinkedIn

LinkedIn is a means for communicating information towards professional audiences providing updates on the project's progress and achievements (Figure 9). Through this media, various types of content were posted, including informative posts, videos, articles, presentations, and team spotlights.

In total, **45 posts** were published from February 2023 to January 15, 2025:

Table 7. Number of LinkedIn posts per content type

Content type	#
General informative posts	5
Team spotlights	11
Newsletters	8
Participation in events	8
Publications / Presentations	1
Videos	4
Educational Initiatives	4
Other	4

Key Metrics:

- Number of followers: **875** (see followers' breakdown per country on Figure 10)
- Number of unique visitors: **800+**
- Number of page views: **2100+**
- Total post impressions (views of posts): **45.000+**
- Total post interactions (likes, comments, reposts): **120+**
- Mean engagement rate: >**8%**
- Mean click-through rate: >**5%**

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Figure 9. Impact Monitor LinkedIn profile

From the analysis of post engagement and reach, we concluded that the following types of content resonated most with the audience:

- Most outreach is gained by general informative posts of team's gatherings, participation/ organization of events, and project newsletters.
- Most engagement is observed when project-dedicated newsletters, participation/organization of events and detailed informative posts of the project's scope and objectives are published.

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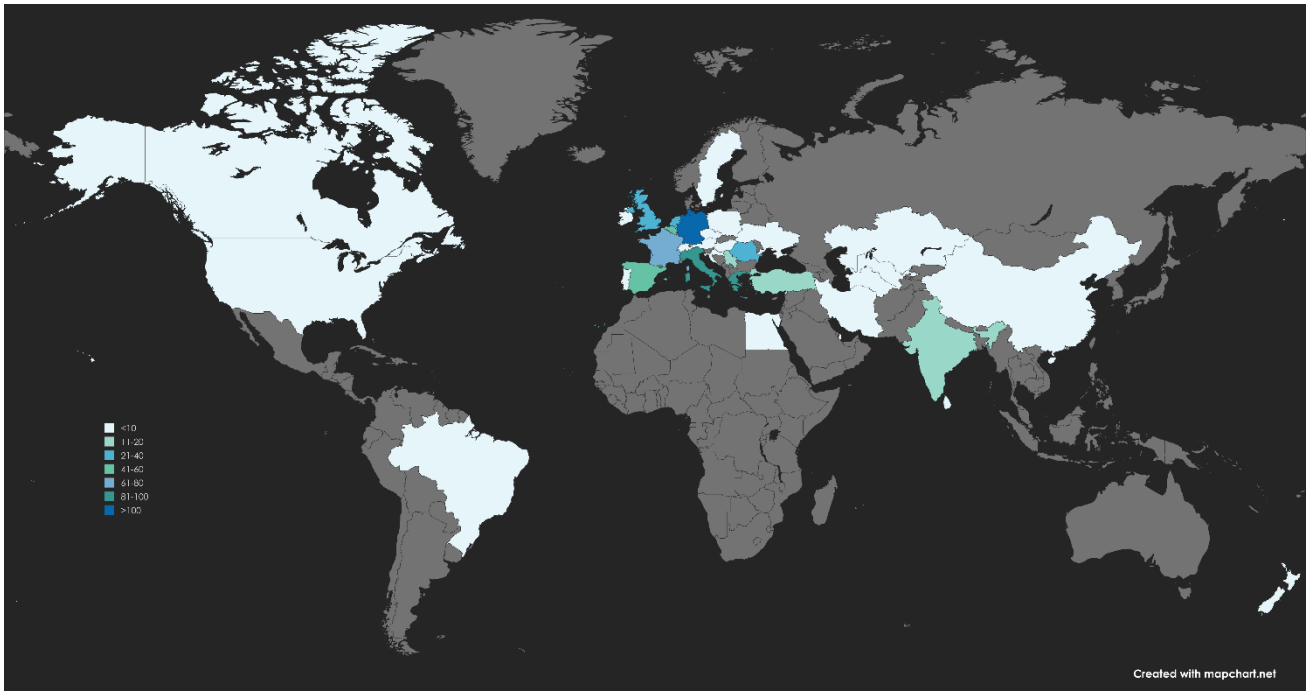

Figure 10. LinkedIn followers per country

3.4.2 Insights from X (formerly Twitter)

X (Twitter) is a medium addressed to the general public, providing real-time updates to and fostering stakeholders' engagement.

Figure 11. Impact Monitor X profile

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Key Metrics:

- Number of followers: **15**
- Number of tweets published: **21**
- Total impressions (views of tweets): **300+**

In general, X isn't meant for professional communication, but rather to raise discussions about current societal and political topics. In that frame, it is understandable that its performance is much lower than LinkedIn. As interaction with user has proven to be extremely limited, we consider de-activating this means of communication, in favour of the other social media.

3.4.3 Insights from YouTube

YouTube is the primary means of depositing and sharing public videos. In line with the project's objectives, three videos have been shared:

- Introduction to the project's scope
- Objectives and impact to the society and environment
- Presentation of the Impact Monitor Academy and its participants

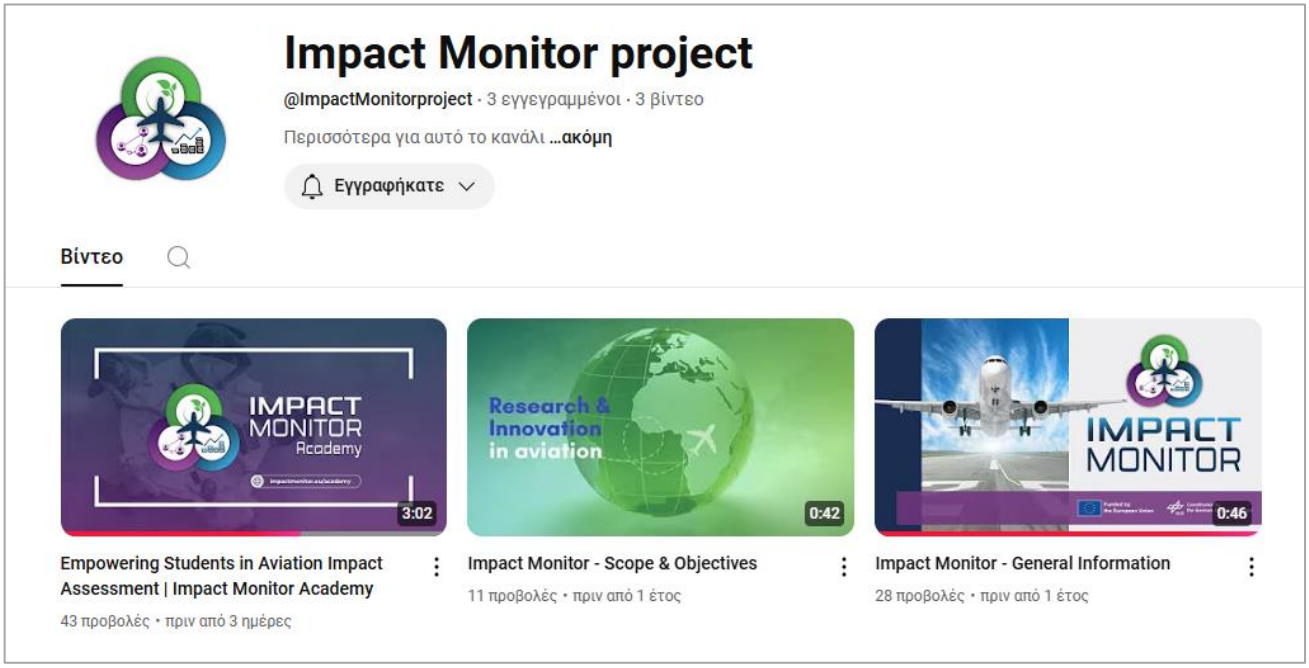

Figure 12. Impact Monitor YouTube channel

The YouTube channels is set to be further maintained and expanded, in order to raise awareness of the general public and foster visibility.

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3.5 Videos

Videos are a useful force in any communication strategy, and Impact Monitor is no exception. They assist in highlighting the project's innovative work towards a wide audience, including stakeholders, policymakers, and the public.

As presented in the previous section, videos were shared through YouTube and LinkedIn. Their purpose diversified between raising public awareness and promoting the project's initiatives (e.g., Impact Monitor Academy).

From February 2023 to January 15, 2025, **3** videos have been published:

- Impact Monitor - General Information
- Impact Monitor - Scope & Objectives
- Empowering Students in Aviation Impact Assessment | Impact Monitor Academy

Key metrics

- Total Views: **1.500+**
- Percentage of YouTube views / Total views: **6,5%**
- Percentage of LinkedIn views / Total views: **93,5%** (4.000+ Impressions)

The analysis of performance indicates, first and foremost, that the most visibility is gained through professional social media (LinkedIn). This observation seems relevant, as the project's scope is rather limited to interested stakeholders who can be reached basically through LinkedIn and probably the website. The YouTube channel is mainly used as a central video repository, but its performance can be reinforced by producing more public-oriented videos and cross-promoting them on multiple platforms. In addition, given that shorter videos (<1min) tend to perform better on social media, the length must always be optimized when public audiences are in focus.

3.6 Publications

3.6.1 Project Newsletter

The Impact Monitor Project Newsletter was created as a core communication tool to keep interested stakeholders informed about project milestones, achievements, events, and relevant updates. Throughout the project duration **two issues** were published (October 2023 & November 2024), while a third and last one is provisioned for February 2025, to showcase Impact Monitor's final results. The issues have been publicly released through the official website, shared via social media, and sent to the registered subscribers via email campaigns.

Key Metrics per distribution channel

- E-mail: **60+** total recipients/subscribers per issue
- Website: **380** total newsletter downloads
- Social media: **1.000+** total clicks (26,10% mean click-through rate), with **28,64%** mean engagement rate

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3.6.2 EASN Newsletter features

The EASN Newsletter is a well-established digital publication distributed to a broad audience of researchers, industry professionals, and policymakers within the aeronautics and space community. Featuring the Impact Monitor project in this newsletter offered a valuable opportunity to reach an extended audience and increase awareness of the project to more than 8.000 subscribers who receive the issues by email campaigns.

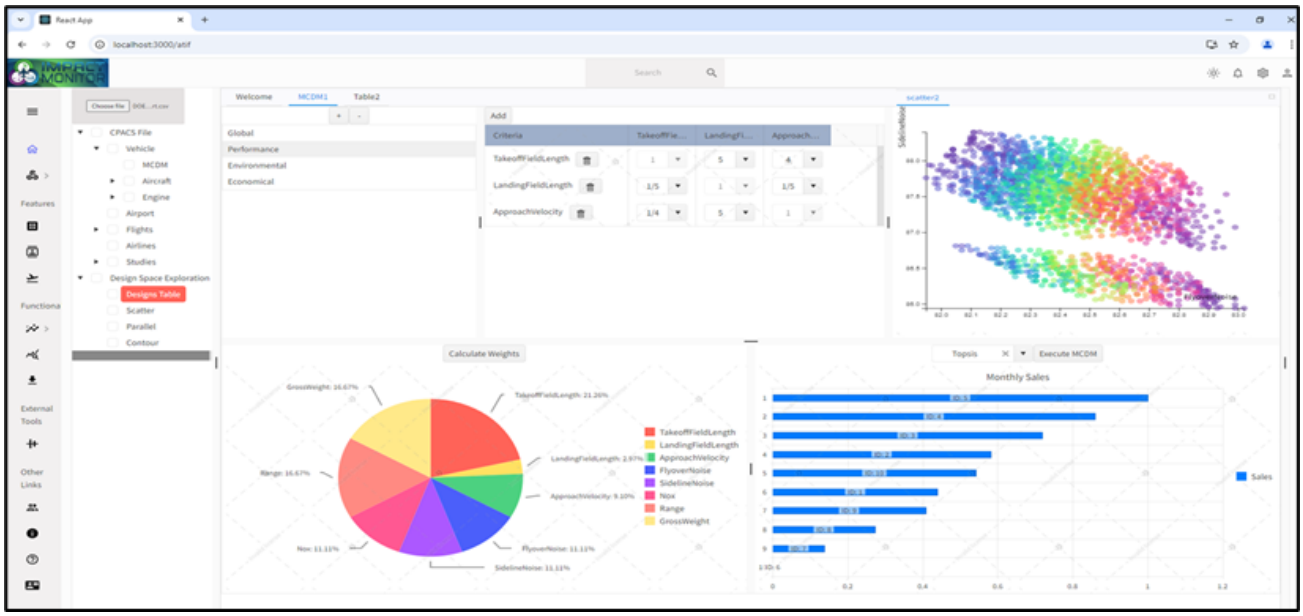
Impact Monitor has been featured in **6 Issues** of the EASN Newsletter since its launch (from May 2023 to December 2024), recapping the project's recent progress and announcing relevant events. In total, **200+** readers accessed the specific articles, either through the newsletter direct links or via the shared links on relevant social media announcements.

3.7 Dashboard Application

The Dashboard Application, one of the main project outcomes, is available for demonstrative use. Representative pilot cases can be executed and communicated via this means, which is going to be promoted for further dissemination and exploitation.

This web-based environment for analyzing and visualizing data from simulation workflows will shortly be integrated into the website, making it publicly available for applications to all visitors. The consortium is currently performing testing procedures, in order to ensure the application's full functionality and robustness.

The following figures represent the interface enabling the user to performing informed decision making and trade-off analysis for the air transport systems, i.e., aircraft, airline, airport, and airspace.



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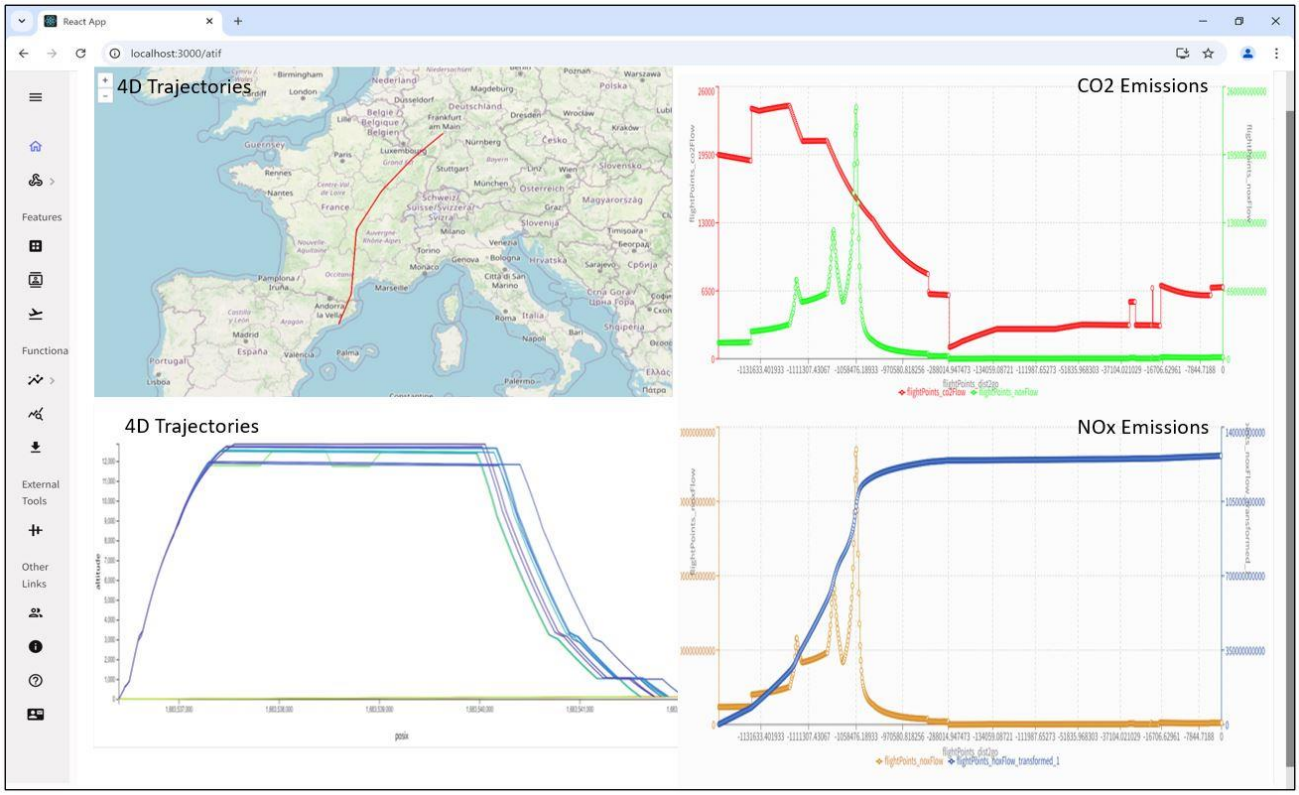

Figure 13. Dashboard Application interface

3.8 Communication activities & KPIs Evaluation

Having established all the above communication channels and tools, in the 2-year lifespan of the project a variety of communication activities have been carried out. These activities were addressed to the appropriate target groups, having significant outcomes in terms of outreach. The following Table 8 summarizes the communication activities performed by type, and gives cumulative insights on each one's outcome and targeted audience.

Table 8. Communication activities & outcome per target audience

Communication activity	#	Outcome	Target audience
Website articles	6	1.500+ reads	Scientific Community / Industry
Social media posts	66	45.000+ impressions	Professional Public
Videos	3	1500+ views	General Public
Project-newsletter issues	2	500+ downloads	Scientific Community / Industry
(EASN) Newsletter features	6	200+ reads	Scientific Community
Dashboard Application	1	Available for demonstration purposes	Scientific Community
Printed material distributed	2	600+	Scientific Community / Policy Makers

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Specific Key Performance Indicators (KPIs) for communication and dissemination have been set at the project's Grant Agreement, to assess the effectiveness of the initial strategy. Table 9 oulines the performance achieved in relation to the initial indicators, putting the focus on the communication channels and materials produced.

Table 9. Assessment of communication KPIs

Activity	Indicator	Target	Achieved
Website & social media	Number of website visits	3.000 per year	**12.000+ in total**
	Number of Dashboard Application interactions	1.000+	**Not yet publicly available – just for demonstration**
	Search engine position	First page	**First page**
	Geographic coverage (origins of the visitors)	25 different countries	**35+**
	Number of downloads	10+ per document	**100+ Leaflet** **100+ Poster** **100+ Banner** **250+ Newsletter Issue 1** **100+ Newsletter Issue 2**
	Number of posts to the social media pages	100+	**66**
	Number of followers to the social media pages	200+	**800+**
	Number of likes to the posts of the social media pages	200+	**120+**
Materials	Number of distributed brochures	500+	**600+**
	Number of press releases	At least 2 (one per year)	**2 Newsletters + a 3rd is planned for 02/2025**
	Number of non-scientific publications	At least 2	**0**
	Number of videos	2+	**3**
	Number of subscriptions to the project's newsletter	100+	**60+**

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4. ASSESSMENT OF THE DISSEMINATION STRATEGY

4.1 Knowledge Management & IPR Protection

All consortium partners were responsible for disseminating project results. It is worth mentioning that special emphasis has been placed on publishing project related information in Open Access sources which provide access to scientific information free of charge.

To ensure that dissemination activities are properly monitored and to avoid potential IP conflicts, an automated "approval process" has been enforced 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 facilitated the project's conformance to the requirements listed in Annex 5 of the Grant Agreement (Article 17)[1], which states that all partners should communicate all dissemination activities to the consortium, at least 15 days before the dissemination activity is performed.

Each partner had to follow the established procedure and provide the D&C Manager a draft of any publication or presentation that included outcomes from Impact Monitor. The D&C Manager had the following responsibilities:

- Circulate the intended publication to the designated representative(s) of each consortium partner for approval. The representatives should acknowledge the notification receipt within 2 working days, otherwise reminders would be sent every 2 days.
- Initiate the voting process, which was full managed through e-mails. All entities' representatives would select whether they accepted the publication, accepted it with comments or declined it.
- Resolve any potential intellectual property (IP) conflicts. If comments occurred, the dissemination material was re-circulated for approval. In case that a publication was 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.
- Ensure that the consortium adhered to its obligation related to open access.

The open-access requirements have been met with the establishment of a project-specific **ZENODO Community**. ZENODO is a multidisciplinary, open-access repository developed by CERN under the European OpenAIRE program. It allows researchers, institutions, and projects to share, preserve, and showcase their research outputs, including datasets, publications, presentations, software, and multimedia content. It is widely used by EU-funded projects (like Impact Monitor) to ensure that research findings are disseminated effectively and remain accessible to stakeholders and the broader scientific community.

[1] Grant Agreement Project 101097011 — Impact Monitor

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Key features include:

- **Free and Open Access**: Ensures that all materials are publicly accessible to promote transparency and knowledge sharing.
- **DOI Assignment**: Can automatically assign a Digital Object Identifier (DOI) to each upload, making it citable and trackable in academic research.
- **Long-Term Preservation**: Provides a reliable infrastructure for archiving research outputs over the long term.
- **Collaboration-Friendly**: Supports uploads from individuals, consortia, and projects, offering flexible ways to organize content.

Currently, 10 presentations and one poster are available through Impact Monitor's community on ZENODO, featuring the following key metrics until January 2025:

- Total views: **380+**
- Total downloads: **200+**

The community will remain active and future publications will be also uploaded there, as well as on the public website to maximize outreach.

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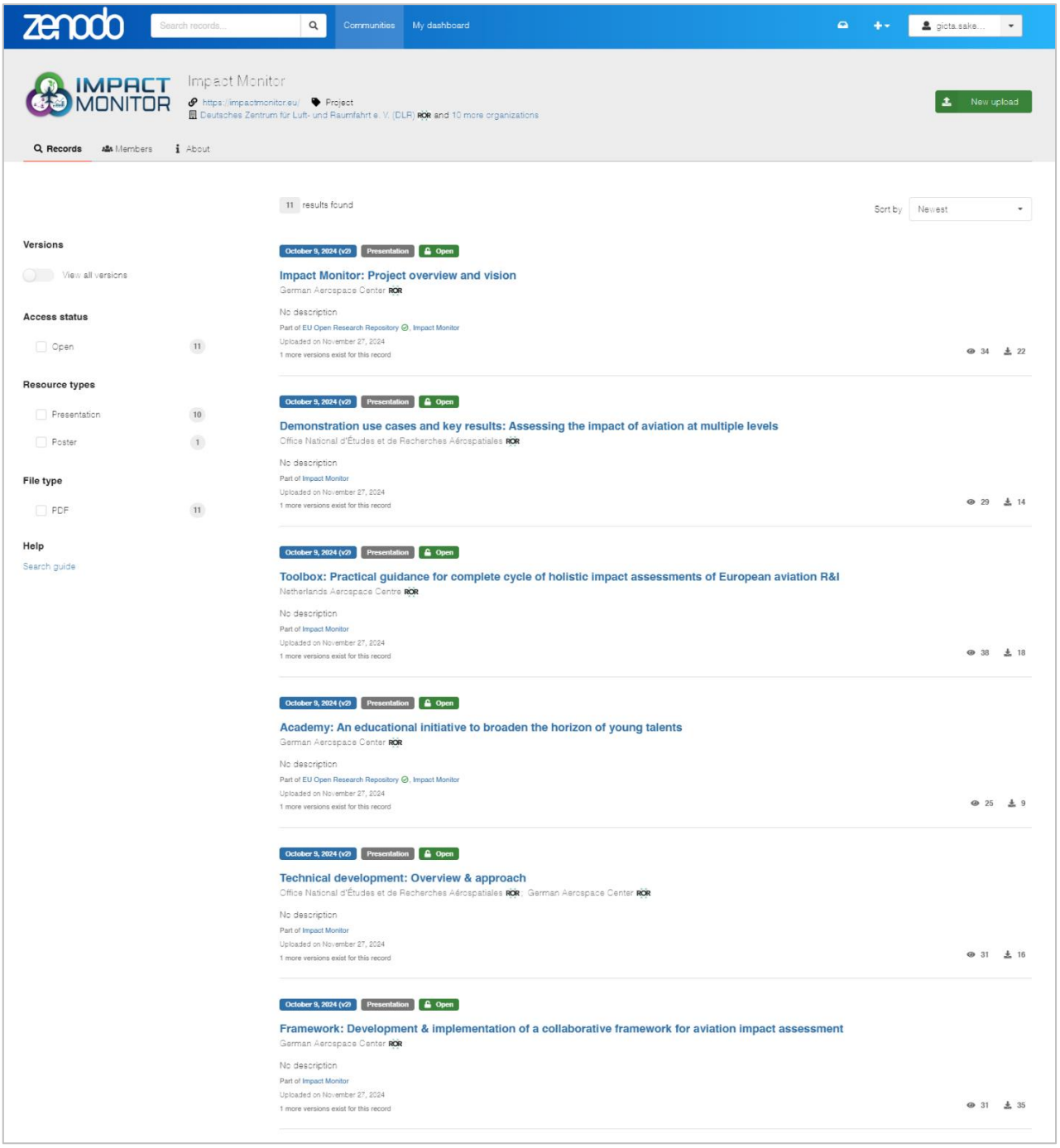

Figure 14. Impact Monitor ZENODO Community

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4.2 Dissemination activities

Participation in events related to Impact Monitor was considered essential for the dissemination of the project and for the facilitation of a dialogue with potential end users of the project results. The events where the project participated in during the last two years are presented in the following chapters.

4.2.1 Participation in Events

Events such as conferences and trade fairs are valuable for disseminating project outcomes to interested stakeholders, including industrial partners, the scientific community and regulators / policy makers. Table 10 summarizes the 12 presentations in conferences where Impact Monitor actively participated, showcasing the project's scope and advancements.

Table 10. Presentations in scientific conferences

Event	Dates	Type of activity	Title	Presenting Entity
34th ICAS Congress	September 9-13, 2024	Conference Presentation	EU Impact Monitor Project – Overview & Approach	DLR
14th EASN Conference	October 8-11, 2024	Conference Presentation	Impact Monitor: Project overview and vision	DLR
14th EASN Conference	October 8-11, 2024	Conference Presentation	Demonstration use cases and key results: Assessing the impact of aviation at multiple levels	ONERA
14th EASN Conference	October 8-11, 2024	Conference Presentation	Toolbox: Practical guidance for complete cycle of holistic impact assessments of European aviation R&I	NLR
14th EASN Conference	October 8-11, 2024	Conference Presentation	Technical development: Overview & approach	ONERA
14th EASN Conference	October 8-11, 2024	Conference Presentation	Framework: Development & implementation of a collaborative framework for aviation impact assessment	DLR
14th EASN Conference	October 8-11, 2024	Conference Presentation	Use Case 1: Assessing advanced propulsion systems using the Impact Monitor Framework	CU
14th EASN Conference	October 8-11, 2024	Conference Presentation	Use Case 2: Assessing continuous descent operations using the Impact Monitor Framework	UPC
14th EASN Conference	October 8-11, 2024	Conference Presentation	Use Case 3: Assessing policies for the uptake of sustainable aviation fuels using the Impact Monitor Framework	TML
14th EASN Conference	October 8-11, 2024	Conference Presentation	A pre-processing methodology for the identification of relevant and innovative R&I initiatives and stakeholders' needs in the aviation domain supporting the Impact Monitor Framework	CIRA
14th EASN Conference	October 8-11, 2024	Conference Presentation	Iterative Aircraft and Engine Sizing Using SUAVE and TurboMatch in Remote Component Environment (RCE)	USTUTT
14th EASN Conference	October 8-11, 2024	Conference Presentation	Academy: An educational initiative to broaden the horizon of young talents	DLR

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4.2.2 Networking Activities & Synergies

One of the most important pillars to ensure stakeholder engagement with the Impact Monitor innovations was 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 did contribute to amplifying and multiplying the Impact Monitor message to the interested stakeholders and communities, instead of simply trying to build a new audience from scratch.

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

With the aim to highlight Impact Monitor's impact on Europe's ambition toward reducing emissions, noise and environmental consequences of the aviation sector, the project has actively participated in or organized the following events. These interactions were valuable for informing regulators and policy makers on Impact Monitor's accomplishments, and for providing an opportunity for Impact Monitor to collaborate with other stakeholders in the sector to further advance environmental goals.

Project Awareness Webinar

Right after the official kick-off meeting of Impact Monitor (February 2023), an external Project Awareness Webinar was held to present the project, raise discussions about the development of an ideal aviation impact assessment framework, exchange information and knowledge with peers, and foster networking with relevant R&I initiatives.

PULSAR Project Event

On April 9, 2024, the Impact Monitor coordinator participated in an event organized by the PULSAR project (Horizon Europe - GA No 101095395), introducing the project and its goals to policymakers at the European Parliament (Brussels, Belgium). The two projects emphasised the significance of collective progress in advancing environment- and climate-friendly aviation technologies and solutions.

CLAIM Project Event

The synergies with Impact Monitor and the CLAIM project were discussed during CLAIM's international Workshop on Climate Metrics and Impact Assessment of Aviation, which took place on June 17-18, 2024, in Hamburg, Germany. The workshop aimed to foster discussions on appropriate climate metrics, potential new technologies, and the challenges associated with impact assessment in aviation, with the participation of executives of Clean Aviation JU, the European Commission, EASA, and prominent researchers in the field of climate impact assessment.

EXAELIA Project Kick-off Meeting

Members of the Impact Monitor coordinating team participated in the official kick-off meeting of EXAELIA EU-funded project, that took place in Amsterdam in January, 2025. This event offered an invaluable opportunity to present in brief the project's achievements and all establish links that will enable knowledge exchange with EXAELIA project.

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Final Project Meeting

As the project concludes, Impact Monitor consortium has organized a special session on January 29, 2025, bringing together key stakeholders, including representatives from CINEA, European Commission's DGs, PULSAR project, and Clean Aviation JU, to discuss the achievements and future directions of the Impact Monitor project. Key agenda points include a high-level overview of Impact Monitor's key results and major outputs to date, discussion on the continuation and follow-up of Impact Monitor, exploration of links and synergies between Impact Monitor and PULSAR, and an open dialogue with the European Commission to gather insights, recommendations, and reflections on the project's outcomes and next steps. This session is set to strengthen partnerships, highlight achievements, and set the stage for the next phase of Impact Monitor's journey.

Impact Monitor Public Event

March 2025 marks as significant milestone for Impact Monitor, as it will participate in the Public Event organized by Impact Monitor 2 and hosted by DLR Institute of System Architectures in Aeronautics in Hamburg, Germany. This event will bring together stakeholders, researchers, and policymakers, constituting a great dissemination and exploitation opportunity. The Impact Monitor contribution is provisioned to include an overview of the state-of-the-art from which the project begun, dissemination of the technical accomplishments achieved, and future pathways into exploiting the work as move forward to the next stage, Impact Monitor 2.

4.3 Scientific Publications

The Impact Monitor consortium has been committed to advancing knowledge and innovation in impact assessment of aviation. As part of this effort, consortium members have published a series of peer-reviewed scientific papers, contributing valuable insights to the academic and industrial communities. These publications highlight key findings, methodologies, and technological advancements achieved within the framework of the project, addressing critical challenges in sustainable aviation, environmental monitoring, and climate impact assessment.

Below is a comprehensive list of the scientific papers produced during the project and presented during the 14th EASN Conference 2024, on October 8-11, 2024, in Thessaloniki, Greece:

1. **Title**: Impact Monitor Framework: Development and Implementation of a Collaborative Framework for Aviation Impact Assessment
   Authors: Marko Alder (DLR), Patrick Ratei (DLR), Atif Riaz (CU), Thierry Lefebvre (ONERA), Prajwal Shiva Prakasha (DLR)

2. **Title**: Assessing Advanced Propulsion Systems using the Impact Monitor framework
   Authors: Utkarsh Gupta (CU), Atif Riaz (CU), Felix Brenner (USTUTT), Thierry Lefebvre (ONERA), Patrick Ratei (DLR), Marko Adler (DLR), Prajwal Shiva Prakasha (DLR), Lukas Weber (DLR), Jordi Pons-Prats (UPC), Dionysios Markatos (UPATRAS)

3. **Title**: Assessing continuous descent operations using the Impact Monitor Framework
   Authors: Jordi Pons-Prats (UPC-CIMNE), Xavier Prats (UPC), David de la Torre (UPC), Eric Soler (UPC), Peter Hoogers (NLR), Michel van Eenige (NLR), Sreyoshi Chatterjee (DLR),

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Prajwal Shiva Prakasha (DLR), Patrick Ratei (DLR), Marko Alder (DLR), Thierry Lefebvre (ONERA), Saskia van der Loo (TML), Emanuela Peduzzi (TML)

4. **Title**: Assessing policies for the uptake of sustainable aviation fuels using the Impact Monitor framework
   Authors: Inge Mayeres (TML), Emanuela Peduzzi (TML), Marko Alder (DLR), Fabian Baier (DLR), Kuno Buchtal (DLR), Sreyoshi Chatterjee (DLR), Maximilian Clococeanu (DLR), David Ennen (DLR), Marc Gelhausen (DLR), Alf Junior (DLR), Alexandra Leipold (DLR), Prajwal Shiva Prakasha (DLR), Patrick Ratei (DLR), Zarah Zengerling (DLR), Thierry Lefebvre (ONERA)

The peer-review process has concluded in acceptance of all papers for the conference proceedings, which will be published by MDPI by mid-2025. As soon as the proceedings have been released, the articles will be appointed with DOI and uploaded on Impact Monitor's ZENODO community and the website.

An additional scientific paper has been submitted for publication in the MDPI Aerospace Journal - Special Issue "Aircraft Design and System Optimization":

5. **Title**: Multilayered Dashboard for the Impact Assessment of Transport Aircraft Systems
   Authors: Utkarsh Gupta (CU), Atif Riaz (CU), Marko Alder (DLR), Patrick Ratei (DLR), Prajwal Shiva Prakasha (DLR)

As soon as the paper is accepted for publication and the issue is released, it will be appointed with DOI and uploaded on Impact Monitor's ZENODO community and the website.

The consortium remains committed to publishing its findings in the future, ensuring that key results continue to be shared with the wider community. Additionally, all dissemination channels will remain active, fostering ongoing engagement and collaboration with stakeholders as the project progresses.

4.4 Education & Skills Initiative

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

The focus of the Impact Monitor Academy was on the development/application of impact assessment models, with the potential for integration into the broader Impact Monitor framework. Participants would undertake the development of such models focused on aircraft/airport/air transport system level in the scope of internships or Master theses under the supervision and support by the project partners.

At the end of Fabruary 2024, an open call was addressed to master's students in European Universities, interested in exploring the environmental, economic, and societal impacts of aviation. Of the eight applications were collected till April 10, 2024, three participants were selected via an evaluation process comprising CVs assessment and interviews.

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Below is the list of participants and their designated supervisors of the consortium:

- Jannik Frank – University of Stuttgart (Felix Brenner)
- Sara Vitale – DLR (Patrick Ratei)
- Philip Westphal – University of Stuttgart (Felix Brenner)

The work of Academy participants goes way beyond a simple internship. The students are working for more than 6 months into contributing to the actual technical progress, in close integration to the project's topics. A detailed overview of their academic background and scope of work within Impact Monitor is presented in an enlightening video.

Their scope of work and current progress has been presented during the 14th EASN Conference 2024. As their work has significantly advanced during the latest months of the project, the **Impact Monitor Public Event** will provide them the opportunity to share detailed results achieved during the Impact Monitor Academy.

4.5 Dissemination activities & KPIs Evaluation

The dissemination activities of Impact Monitor are cumulated in Table 11, indicating the respective target audiences and outcomes.

Table 11. Dissemination activities & outcome per target audience

Dissemination activity	#	Outcome	Target audience
Scientific publications	5	Not yet available	Scientific Community
Scientific presentations	12	200+ downloads	Scientific Community
Networking events	5	150+ participants	Scientific Community, Industry, Policy Makers, Horizon Europe Initiatives
Impact Monitor Academy	1	3 participants for 6+ months	Scientific Community

Lastly, Table 12 concludes on the performance of dissemination activities in relation to the KPIs set at the project's Grant Agreement and the initial D&C Plan.

Table 12. Assessment of dissemination KPIs

Activity	Indicator	Target	
Dissemination activities	Number of attended events	15+	7
	Number of presentations to external events	15+	17
	Number of attendees to project dedicated Workshops/Events	200+	150+
	Number of scientific publications	5+	6
	Number of contacts	100+	200+

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5. PROJECT LEGACY

5.1 Communication Pack

Based on the established project visual identity, a communication pack (leaflet and poster) have been designed, presenting the Impact Monitor summarized final results in a comprehensive and visually compelling way. These material are available in both digital and printed formats, and are meant to be used by the project partners in events (e.g. conferences, exhibitions, workshops, etc.) performed after the end of the project's lifetime. The ultimate aim is to promote the work performed both by the entire consortium and by each partner separately, sharing the Impact Monitor results after the end of the project.

The rational behind designing the legacy collateral materials was to build on the existing visual formats and enhance them to ideally convey the message. With regards to content, the project's key outcomes are summarized and primarily depicted on the external side of the trifold (Figure 15), while more detailed outcomes and their interrelations are presented in the internal side (Figure 16) along with complementary images.

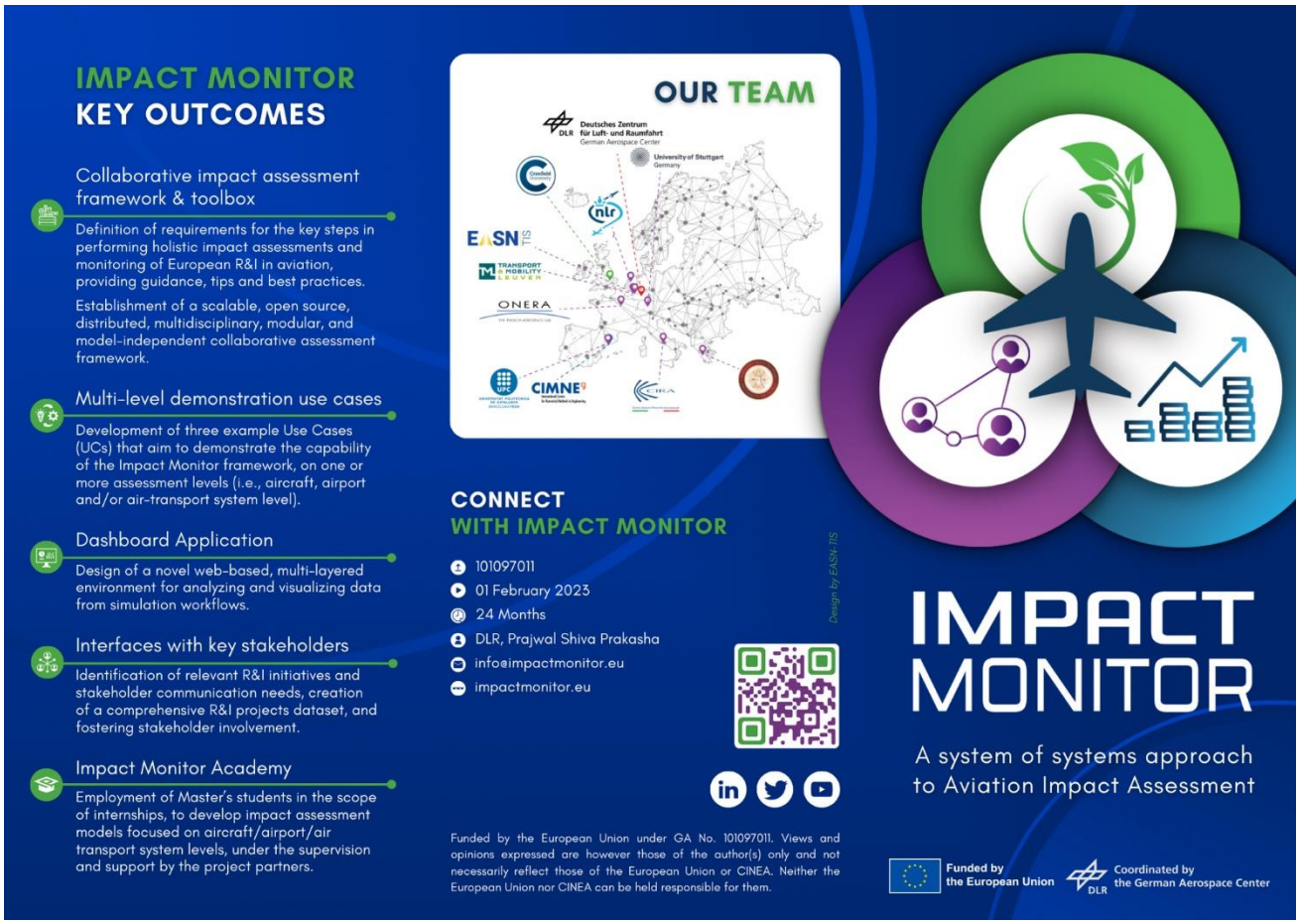

Figure 15. Legacy Communication Pack – Leaflet (External trifold side)

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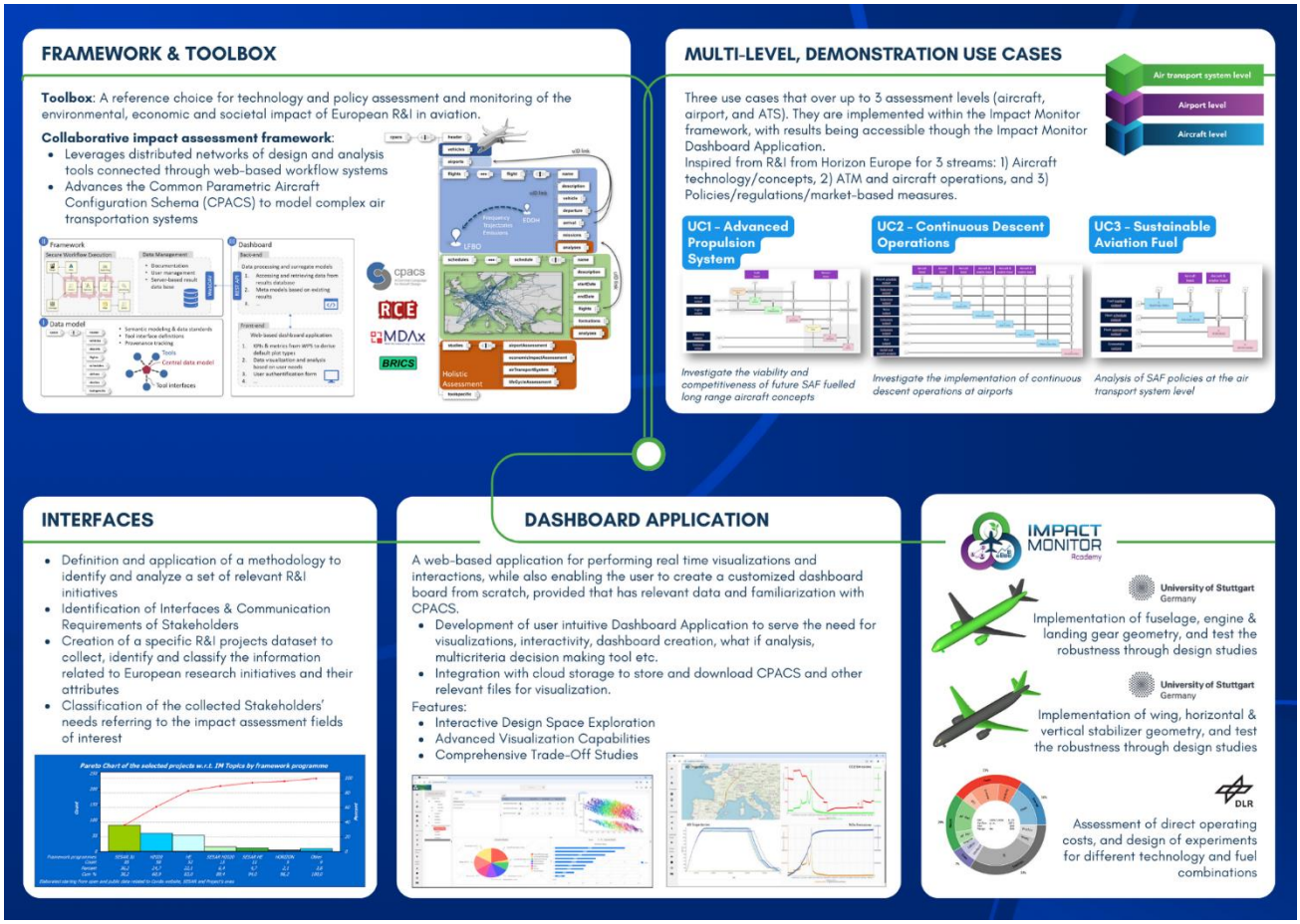

Figure 16. Legacy Communication Pack – Leaflet (Internal trifold side)

The poster follows the same artistic and contentual attributes of the leaflet, resulting in a versatile format that effectively showcases the Impact Monitor accomplishments.

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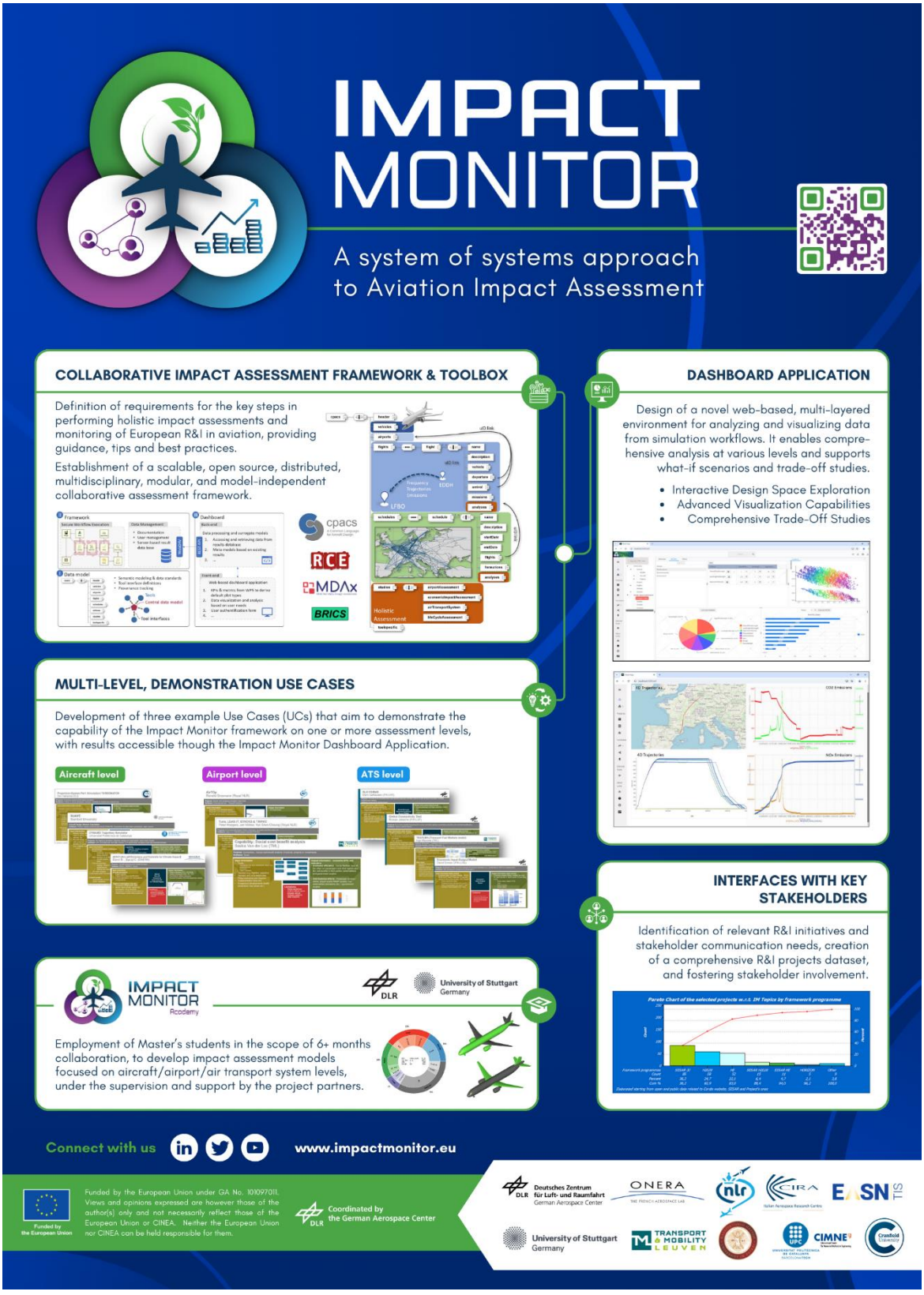

Figure 17. Legacy Communication Pack – Poster

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5.2 Additional legacy materials

To preserve the legacy of Impact Monitor, unique keychains (Figure 18) and mugs (Figure 19) have been created as commemorative objects. These items will be distributed to project partners and stakeholders attending networking events, serving as lasting reminders of the project's impact and collaborations.

Figure 18. Impact Monitor Legacy Keychain

Figure 19. Impact Monitor Legacy Mugs

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5.3 Website update

Last but not least, the website has been updated to include the final project results. In a new menu - Outcomes- the summarized publicly releasable results are presented, along with images that complement the content and exemplify the accoplishments. This content is in direct relation with what has been included in the legacy collateral materials, but presenting in more details the main achievents and the innovation versus the current state-of-the-art.

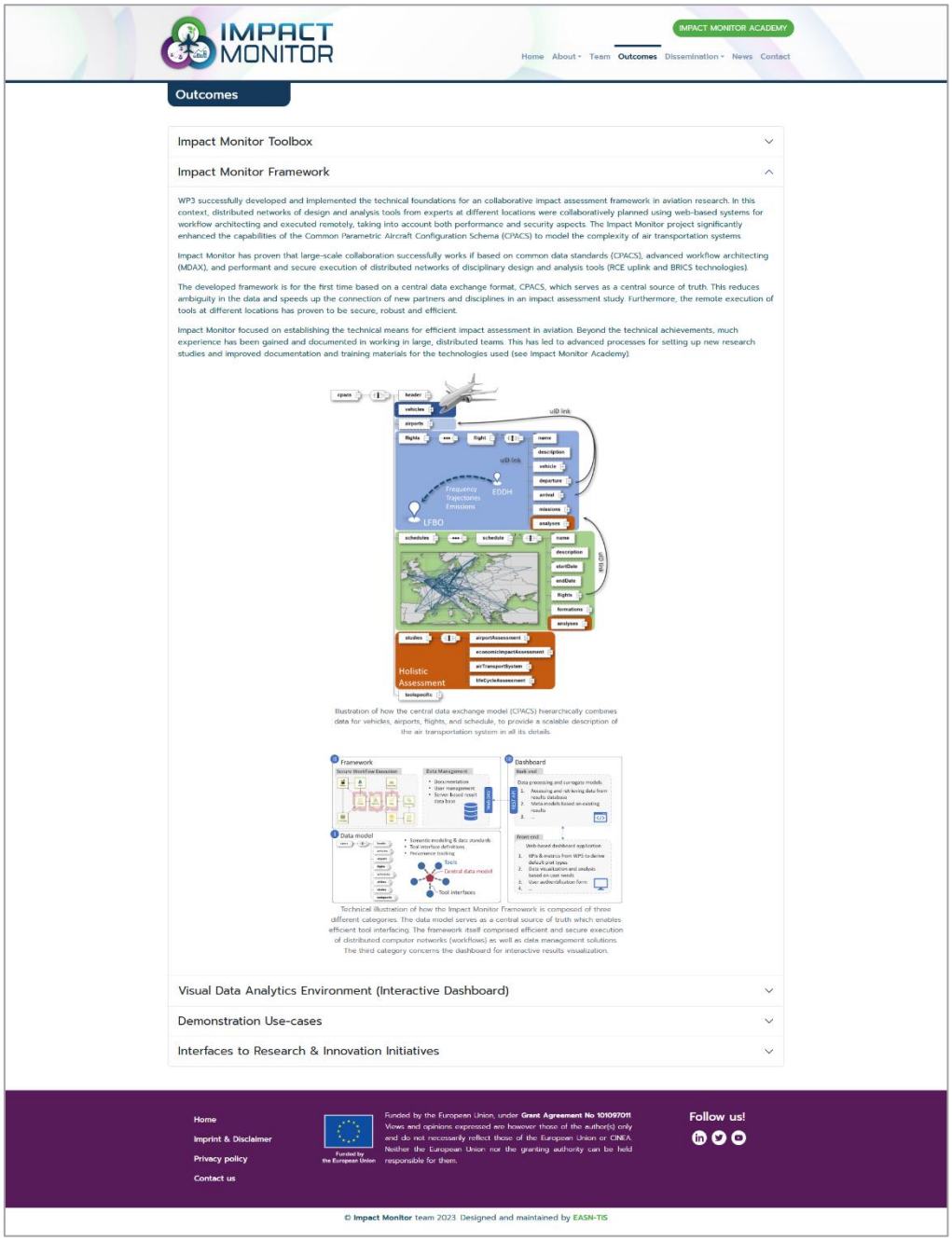

Figure 20. Updated website - “Outcomes” menu

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6. SUMMARY

The Final Communication & Dissemination Report and Project Legacy Pack comprehensively documents the strategies, activities, and outputs that contributed to the successful promotion and outreach of the Impact Monitor project. The report begins by detailing the Communication & Dissemination Methodology, which was tailored to effectively convey the project's objectives, engage target audiences, and maximize visibility within the aviation research and policy communities.

An assessment of the Communication & Dissemination Strategy is presented, using key performance metrics such as stakeholder engagement levels, outreach numbers, and the effectiveness of digital and traditional communication channels. This evaluation highlights the successes of the strategy in achieving its goals, while identifying lessons learned to inform future initiatives.

The deliverable also introduces the project's legacy pack, a curated collection of materials including brochures, posters, the updated website, and branded items such as mugs and keychains. These legacy items are designed to ensure the project's outcomes remain accessible and memorable for partners, stakeholders, and future research communities.

Key conclusions underscore the effectiveness of the digital -especially- communication initiatives in fostering public awareness, while also the efficacy of the tailored dissemination approach in fostering collaboration and knowledge sharing within the scientific and industrial community. The inclusion of legacy materials reflects the project's commitment to sustaining its impact, serving as a foundation for continued dialogue and innovation in aviation impact assessment.

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