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Communication, Dissemination and Exploitation Plan

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Abstract

This document contains the EALU-AER Plan for the Communication, Dissemination, and Exploitation of results. It includes the identification of target stakeholders, the selection of the appropriate communication and dissemination strategy and material for each group of stakeholders, and the identification of exploitation target users and partners' exploitation intentions. The deliverable also defines KPIs and strategies for communication, dissemination, and exploitation measures. This first release will be refined and updated as the project progresses.

Authoring & Approval

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[1] Representatives of all beneficiaries involved in the project

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EALU-AER

ENHANCED AUTOMATION FOR U-SPACE/ATM INTEGRATION

ÉALÚ-AER

This Communication, Dissemination and Exploitation Plan is part of a project that has received funding from the Connecting Europe Facility programme under grant agreement No 101079674 under CINEA.

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1 Introduction

The present deliverable details the communication, dissemination and exploitation plan for EALU-AER. It details the communication goals, high-level messages and a short dedicated media with the aim at making the project understandable at a first glance.

The communication means include the project's website, the social media and other relevant means. It also details the strategy the project will follow to make use of or disseminate the project's results, as a plan of activities including a schedule and metrics to measure its impact and effectiveness.

The exploitation charter explains the project's approach and strategy to make the best use of the project results.

1.1 Definitions

Before getting started on communications, it is important to note the difference between communications and dissemination - see figure 1. It is important to note that the guidance in this document refers to external communications and not internal communications between project consortia members.

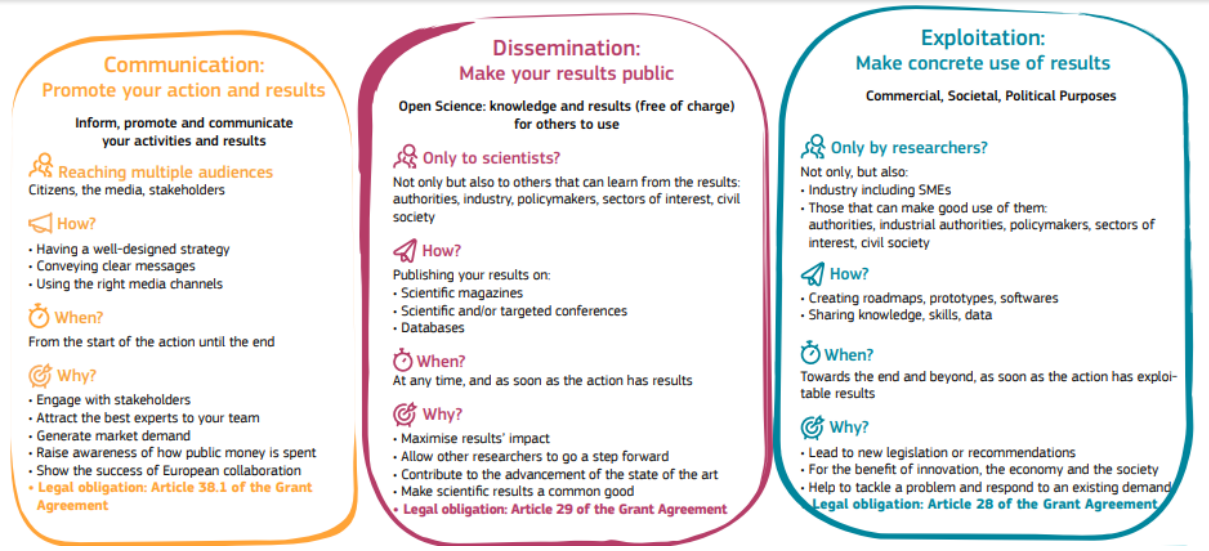

Figure 1: Definitions of Communication, Dissemination and Exploitation in Horizon Europe

1.2 Applicable reference material

[1] SESAR 3 Joint Undertaking Project Handbook, Edition 01, April 2022

[2] Grant Agreement number: 101079674 — 21-EU-TG-EALU-AER.

[3] SESAR 3 Joint Undertaking Communication Guidelines 2022-2027, Edition 0.03, November 2022

[4] H2020 Programme. Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020, Version 3.2, 21 March 2017.

[5] SESAR 3 JU Visual Charter 12/2021

[6] DES DSD CDE Plan - Annex I - Press releases

[7] DES DSD CDE Plan - Annex II - Events

[8] DES DSD CDE Plan - Annex III – Web presence

2 Project introduction

2.1 "About" project text

EALU-AER is a technology infrastructure integration and demonstration project. The project's goal is to establish Ireland's first Digital Sky Demonstrator, located at Future Mobility Campus Ireland's recently established vertiport site, in Shannon, Ireland.

The project will focus on the demonstration of U-space architecture operations (U1 and U2 services) and their integration with Air Traffic Management (ATM) using cutting-edge drone traffic management technology solutions. The project will be demonstrating five use cases of urban air mobility that will capture the operational requirements, vehicle dynamics, and technology demonstrations associated with the projected near-term Urban Air Mobility (UAM) services market. This includes local inspection, light-freight, long-distance logistics, and air-taxi operations, spanning short to long-range distances.

EALU-AER will also participate and provide feedback on the new regulatory framework and standards to support the implementation of U1/U2 services across Europe, ensuring safety and interoperability. Moreover, the project will analyse the public acceptance of UAM operations across Ireland, examining the attitudes, expectations and concerns of citizens with respect to UAM, new business models and technologies.

2.2 Project key messages

Communication

1 - Message key element: societal impact - **Target:** society, future end-users

The implementation of U-space and UAM services will have a direct impact on society in terms of e.g., environmental benefits, more efficient and accessible air transportation services. EALU-AER will contribute to enable the development of the drone sector, facilitating the deployment of U-space services allowing an efficient and safe use of the drones in the airspace.

2 - Message key element: socio-economic impact - **Target:** local communities, industrial stakeholders, future end-users

U-space is expected to have a profound socio-economic impact, enabling the creation of a new marketplace for U-space service provision, and accelerating the advent of the drone and Urban Air Mobility (UAM) economy. In this context, the EALU-AER project will deliver the first Digital Sky Demonstrator in Ireland and create an ecosystem that will encourage Research & Development activities and investment in Ireland's and the European Union's Advanced Aerial Mobility industry.

3 - Message key element: societal acceptance - **Target:** local communities, future end-users

Citizens' and future users' confidence and acceptance will be critical to UAM success. EALU-AER will perform a comprehensive study on the societal acceptance of UAM operations across Ireland, examining the attitudes, expectations and concerns of citizens with respect to UAM.

Dissemination

1 - Message key element: U-space advancement - **Target:** research community, institutional bodies

U-space is expected to provide the means to manage safely and efficiently high-density traffic at low altitudes involving heterogeneous vehicles, including operations over populated areas and within controlled airspace. In this framework, EALU-AER expectation is to provide a significant contribution in the advancement of UAM services, and in the U-space/ATM integration. Project results will be integrated and harmonized with those obtained in other DSD projects.

2 - Message key element: economic impact - **Target:** industrial stakeholders

The aim of DSD project is bridging the gap between applied/industrial research and industrialisation, accelerating market uptake. Overtime, EALU-AER will support and enhance existing UAM industries, routine beyond visual line of sight (BVLOS) drone operations, and lead to the establishment of Ireland's first drone air taxi service.

3 - Message key element: improve UAM regulatory framework - **Target:** policy makers

Developing Union rules for drones is fundamental to ensure safety and interoperability. EALU-AER will participate and provide feedback to the new regulatory framework and a set of new standards which will support the implementation of U1/U2 services across Europe.

2.3 Keywords

Key Word	Definition
Urban Air Mobility (UAM)	UAM is a new safe, secure and more sustainable air transportation system for passengers and cargo in urban environments, enabled by new technologies and integrated into multimodal transportation systems. The transportation is performed by electric aircraft taking off and landing vertically, remotely piloted or with a pilot on board.
USpace	U-space is a set of services relying on a high level of digitalisation and automation of functions and specific procedures designed to support safe, efficient and secure access to airspace for large numbers of drones. Four progressive phases have been planned to deploy the U-Space in the next years: U1: U-space foundation services covering e-registration, e-identification and geofencing. U2: U-space initial services for drone operations management, including flight planning, flight approval, tracking, and interfacing with conventional air traffic control. U3: U-space advanced services supporting more complex operations in dense areas such as assistance for conflict detection and automated detect and avoid functionalities. U4: U-space full services, offering very high levels of automation, connectivity, and digitalisation for both the drone and the U-space system.
UAS	Unmanned Aircraft System, i.e. an unmanned aircraft, i.e. without a pilot on board, and the equipment to control it remotely
UAM Social acceptance	Citizens' and future users' confidence and acceptance of UAM
DSD	Digital Sky Demonstrators

Table 1: EALU-AER Keywords

2.4 Focal point for communications, dissemination and exploitation.

Name	Role	Email address
Linda Portoghese	Communication and dissemination manager	linda.portoghese@dblue.it

Table 2: Focal point of contact

2.5 Stakeholders identification

Stakeholder	Content
Research community (R&I institutes, Universities, Private research companies)	Science-related information
Institutional bodies (EU and EC, European Joint Undertakings, Regulatory and safety agencies, Standard making bodies, National bodies).	Guidelines and recommendations enabling UAM through policies and regulatory aspects
Industry (Drones manufacturers and maintainers, Drones operators, Drones Pilots, ANSPs, UTM/U-Space Service Providers, Industrial associations)	Value of the project, impact for economy. Future deployment of urban air mobility services.
General public, media	Value of the project, benefits for citizens and economy

Table 3: Stakeholders

3 Communication

3.1 Communications objectives and strategy

At the beginning of the project and through all its life cycle, the communication activities intend to:

- **Raise awareness** of the project and its work, making an impact on the target audience.
- **Generate understanding** around the project activities, in the form of transferring key messages to the target audience verifying that the messages are correctly received and generate comprehension on the project itself.
- **Engage** the target audience in the use of the project results and findings and in further interaction between stakeholders, showing the relevance of the work in their own practices and collecting feedback and comments.
- **Ensure long-term impact** of the project research on the target audience via getting key messages to key decision makers.

To achieve these objectives, and therefore delivering an effective and efficient communication, the information will be personalised for the different categories of stakeholders. Personalisation will not be limited to information content, but it will also consider the style of the message and the means through which it is spread (e.g., document, website, social media). The EALU-AER communication plan will identify the most appropriate set of means for each category of stakeholders.

Moreover, to ensure that **communications are consistent with the SESAR**, the project consortium will be in constant contact with the SJU Communications office in order to:

- Ensure that project communications and outreach milestones are integrated into broader SJU communications scheduling and planning;
- Review strategies, key messages, targeted audiences and communications material on SESAR solutions so that consistency with SJU's core objectives is ensured;
- Develop joint outreach activities taking into account established cooperative arrangements by the SJU or with the European Commission within the context of SESAR;
- Benefit from support of the SJU for various events and conferences;
- Maximise outreach by using SJU communications channels and cooperative arrangements to further cascade relevant content.

Synergy with WP4 – HF and social acceptance of UAM. One of the key goals of EALU-AER is to increase the public understanding of UAM, identifying the best strategies to help raising confidence and acceptance. To this end, during the implementation of the Action, EALU-AER will adopt a plan for open consultations. This will aim at assessing the mindsets and the the propensity of different groups (citizens, professionals, industrial stakeholders, policy makers) to accept new mobility services and the UAM reality, and at establishing early-adopter user profiles based on different scenarios. The public consultations will apply state of the art methods such as one-to-one in-depth interviews, focus groups, and surveys. Basing on consultation results, recommendations will be made to the public sector enabling UAM through policies and regulatory aspects. In this framework, an effective communication strategy will be the key for the success of the consultation activities. By accurately informing and engaging the community conveying the benefits of the project for the citizens and the economy, it will be possible to better understand user perception and attitude toward UAM, the demand for UAM services, the political needs to enable such services and the propensity to invest.

Project liaising. EALU-AER commits to coordinate and carry out all the activities aimed at creating synergies between the project and other relevant R&D initiatives. This concerns the efforts carried out by other on-going EC-funded research projects dealing with issues like those tackled in the project (e.g., other DSD such as BURDI and U-ELCOME). The members of the consortium will set up a direct communication channel with the coordinator of each project, to make possible the prompt and efficient exchange of relevant information (in accordance, of course, to the confidentiality measures imposed by the EC). The liaison activities might possibly lead to the organisation of joint events between different projects, dramatically improving the effectiveness of the dissemination and communication efforts spent by the involved consortia. The consortium members will also keep monitoring all other kinds of activities carried out by the EU at various levels, in order to identify possible ways of benefiting from them.

European UAM Success Stories. Dissemination of generalisation and transferability of the UAM insights and solutions in other European cities and metropolitan areas, providing key results and comparison across European countries and regions; drawing on and telling the success stories of the pilot sites from the project, EALU-AER will ensure the transfer and imparting of vital knowledge to the project. This will be achieved through video interviews held with a range of roles from each Pilot Site and a short, glossy material (informative booklet) about the stories, the challenges, and the processes behind the implementation of each pilot site.

3.2 Communication target audiences

Using a high-level conceptual categorisation of the target audience identified by EALU-AER, it is possible to identify at least three main clusters:

- **Interested general public** (citizens, local association, potential UAM end-users, media)
- **Specialized audience**, further identified in:
    - **Scientific community** (Universities, EU projects, research centres, educational institutions, private research centers);
    - **Industry** (industrial and operational community and industrial associations).
- **Decision makers and policy makers** (European Commission, SESAR 3 JU, regulatory and safety agencies, standard making bodies, municipalities, and other governmental and non-governmental organisations).

Target	Channel	Message	Activities
Interested general public	Website, press and media, social media, videos, communication events	Raise awareness, generate understanding on the project (e.g., project's value, aims and outcomes. Future impact for citizens, economy, environment. Increase confidence and acceptance).	

Specialized audience	Website, press and media, social media, videos, communication events, publications and newsletters	Raise awareness, generate understanding, engage, ensure impact. Promote networking. Engage for collaborations. Engage for exploitation.
Decision and policy makers	Website, press and media, social media, videos, communication events, publications and newsletters	Raise awareness, generate understanding, engage, ensure impact. Inform on social acceptance results. Engage for STAND and REG activities

Table 4: Communications target audiences

3.3 Branding and acknowledgements

The visual identity is the first key aspect for a clear, attractive, coherent, and effective communication structure.

The EALU-AER visual identity has been shaped following the SESAR 3 JU Visual Charter that specifically aims to:

1) Build brand recognition and thereby brand value;
2) Improve the efficiency of both internal and external communications;
3) Produce a professional and consistent visual identity across all media.

The EALU-AER logo (in Figure 2) has been designed carefully following the SESAR 3 JU Visual Charter which provides the key elements for the logo branding, including the font (Titillium regular) and the colour green grass (HEX: #7AB51D) identified for Digital Sky Demonstrator projects.

ÉALÚ-AER

Figure 2: Project logo

Any communication and dissemination activity related to the project will acknowledge EU support and display the European flag and funding statement (Figure 3, left), as per Grant Agreement, chapter 4, section 2, article 17.2 Moreover, to ensure consistent communication and build brand recognition, EALU-AER will use the SESAR logo (Figure 3, right) in all communications material promoting its project activities.

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Figure 3: European emblem and funding statement (left), SESAR Joint Undertaking logo (right)

3.4 Communication channels

3.4.1 Website

The EALU-AER website[3] (under construction - due date: M4) is one of the main elements within the communication, dissemination and exploitation plan of the project. It will display general information about EALU-AER and its objectives, as well as its activities and results. The website will also offer a range of functionalities, including information on news and events, downloadable dissemination materials, and relevant external links. It will display posts from the project social networks, so as to provide updated information about the progress, status of the activities, and any other relevant communication related to EALU-AER. The EALU-AER website will be regularly updated to follow the project progresses. Google Analytics will be used to measure external interest in the site and the data gathered will be carefully monitored. Website KPIs are reported in chapter 3.5. The website will be hosted on Deep Blue Server (www.dblue.it) and have its own dedicated URL: http://ealu-aer.eu

Hereafter, a preliminary version of the EALU-AER Website TOC is provided.

Page	Content
Home Page	Header with logo and menu Banner with title and picture Project description Project objectives Timeline Carousel with latest news Footer with funding acknowledgments, contacts, social media links
About page	Context Objectives and methodology Expected outcomes Related activities/projects Advisory Board members
Consortium	Logos and description
Products	PU Deliverables Scientific Publications Communication and dissemination material Demos
News & events	News & events Archive
Gallery	Photographs Videos

[3] http://ealu-aer.eu/ The website will be hosted on Deep Blue Server (www.dblue.it)

Table 5: EALU-AER preliminary Website TOC

3.4.2 Press and media

Press releases are official statements that are sent to targeted members of the news media to announce something newsworthy, so that it can be publicised. A press release is a short, compelling news story, whose goal is to catch the interest of a journalist or publication. Press releases will be translated in the national languages of all the partners and will be distributed to press agencies of their countries to ensure proper circulation of the information. Partners will be requested to track and document the reached audience, and to point out the evidence of debates in the media about the project and its topics. Press releases' structure will respect the guidelines provided by SESAR in the *DES DSD CDE Plan - Annex I - Press releases*.

EALU-AER will target trade press such as Aviation24, Aviation International News, Aviation Today, International Airport Review, ATC Network, Unmanned Airspace, Dronelife etc. and relevant stakeholder associations/representatives' groups, in order to relay the news on their own respective communications channels, including CANSO Europe, ASD Europe, A4E, EBAA, ERA, ACI Europe and relevant staff organisations.

In order to reach other important audiences such as policy makers and general interested public, EALU-AER will also consider publishing on institutional media channels such as The Horizon Magazine, Horizon Results Booster, Horizon Results Platform, Open Research Europe.

Past and forecasted contribution to external media are provided in the following Table 6. Expected press and media KPIs are provided in chapter 3.5.

Media Activity	Date	Link
	Past Contribution	
Press release on Unmanned Airspace	June 30, 2022	link
	Forecasted Contribution	
Press releases (trade press)	When needed (e.g., at the launch of demonstration activities and other project's activities, when final results are available)	
Press releases (EU channels)	When needed (e.g., at the launch of demonstration activities and other project's activities, when final results are available, participation to joint events)	
Videos	In conjunction with demonstration activities and to summarize project's outcomes (toward M30)	

Table 6: Contribution to external media.

3.4.3 Social media

EALU-AER will use social networks in order to enlarge its group of followers and ensure a broader dissemination of its findings and results. In fact, social media networks allow to easily reach a wide range of people and ease the creation of a proper community, grouping persons interested in receiving and exchanging information on the topics addressed by the project. EALU-AER will make use of two social channels: Twitter[4] and LinkedIn[5]. Both channels allow people to stay in touch with the project allowing communication towards both specialised audience and institutional bodies, and the general public.

The project will use both channels to disseminate articles and news published on the EALU-AER website, to promote events, disseminate project findings and results, and to ensure constant connection with other related projects.

Expected social media KPIs are provided in chapter 3.5.

3.4.4 Communication events

EALU-AER will organize events and take part to external events (e.g., in combination with other DSD, coordinated by SESAR) to promote the work throughout the duration of project. Events will be organized following the guidelines provided in the *DES DSD CDE Plan* - Annex II - Events.

Event	Date	Place	Information to be shared	Importance for the Project
		Past Contribution		
EU Drone Days	29-30 November 2022	Bruxelles	Project launch. Value, objectives and foreseen activities.	Opportunity to showcase project objectives, networking with other DSD projects
Airspace World	19-21 March 2023	Geneva	Project launch. Value, objectives and foreseen activities.	Opportunity to showcase project objectives, networking with other DSD projects
Amsterdam Drone Week and EASA High Level Conference	21-23 MArch	Amsterdam	Project launch. Value, objectives and foreseen activities.	Opportunity to showcase project objectives,

[4] @ealu_aer

[5] https://www.linkedin.com/company/ealu-aer

				networking with other DSD projects
Forecasted Contribution				
Launch of consultation campaign	TBD, toward M10	Shannon, Ireland	EALU-AER potential value for the community of stakeholders.	Reach out on general public, it will benefit the success of the consultation campaign.
Workshops with stakeholders	TBD	TBD (F2F and remote)	Project activities and results	Assessment on methodology, feedback
Demonstration activities	TBD	Pilot site	Demo execution	Engage stakeholders
Open Day	M30	Shannon, Ireland	Methodology and key results, demonstration videos.	High relevance to showcase project results to a broad public of stakeholders.

Table 7: Events

3.4.5 Publications and newsletters

Publications/newsletters/printed material	Description	Date	Link
Past Contribution			
Newsletter FMCI	EALU-AER awarded funding	June 30, 2022	Link
Roll-up banner (see Fig 4 below)	EALU-AER participation at EU Drone Days, Bruxelles	29th and 30th of November 2022	Link
Newsletter FMCI	EALU-AER kick-off	17 November 2022	Link
Forecasted Contribution			
Newsletters	To inform on project activities, results etc.	E.g., at the launch of demonstration activities and other project's activities, when final results are available, to announce participation/organization of events)	
Other online contents (leaflets, factsheets, flyers, brochures)	To inform on project activities, outcomes etc.	When needed (e.g., organization of events or participation to events)	

Table 8: Printed material

Figure 4: EALU-AER roll-up banner, EU Drone Days, 29and 30 November 2022, Bruxelles

3.4.6 Videos

EALU-AER will develop a certain number of videos and digital content to promote the project's goals and its value for the community, to report the demonstration activities carried out within the project, and to inform on project's outcomes.

Videos	Description	Planning	Link
Demonstration activities	To showcase the demonstration activities carried out within the project	Toward M30	
Consultation campaign	To illustrate the results of the consultation campaign on UAM social acceptance	Toward M30	

Table 9: Videos

3.5 Communication Key Performance Indicators (KPIs) and success criteria

Action	KPIs	Success criteria	Currently Achieved	Last Update	Annual Growth
Web presence	Number of visits Search engine position (keyword: "EALU-AER Project") Average time of visit	2000 by the end of project First More than 1.30 seconds	N/A	N/A	N/A
Press and media	# of press releases & articles (online & printed)	4	N/A	N/A	N/A
Social Media	# posts on Twitter # posts on LinkedIn # followers on Twitter and LinkedIn combined	Two posts per week One post per week 200	N/A	N/A	N/A
Events	# of organised workshops/events # Participation in external events and seminars	6 8+	N/A	N/A	N/A

Videos	# of videos and other multimedial content produced	2	N/A	N/A	N/A

Table 10: Communication KPIs and success criteria

4 Dissemination

4.1 Dissemination objectives and strategy

Dissemination will be carried out through the whole project lifecycle to allow the community of reference to mature their knowledge along with the evolution of the project. The main steps of the EALU-AER dissemination strategy concern:

The analysis of the peculiarities and interests of the main clusters of targeted stakeholders (i.e., specialised audience composed by industrial stakeholders, the research community, policy and decision makers). This will help the consortium in fitting the information to broadcast to the stakeholders' characteristics and expectations.

The definition of the contents to promote related to the findings of the project. In the initial phases of the project, the focus will be on the project promotion through informative means such as posters and website, while the dissemination of technical results deserves more specialised supports, such as scientific articles, presentation at conferences and seminars.

The matching between the **target audience** characteristics and needs, the selection of the **information** to be communicated (tailored on the target needs), and the identification of the proper **means**, formats, and language style to get the desired outcomes from the target audiences.

Moreover, as already described in section 3.1, project liaising and synergy with SESAR JU will also be at the base of EALU-AER dissemination strategy.

4.2 Dissemination Channels

Channel	Objective	Tools	Link	Information to be shared
Journals	Disseminate project results to a specialised audience	i.e. Scientific publications, technical publications		Project results
Conferences and Events	Disseminate project results to a specialised audience, promote discussion, gather feedback, networking	i.e. Posters, oral presentations, roll-ups, infographics, videos, pictures.		Project results
Website	Disseminate project results to a specialised audience	i.e. Videos, Presentations, scientific publications, PU deliverables, infographics, videos, pictures		Project results

Social Networks	Disseminate project results to a specialised audience	i.e. Videos, Presentations, scientific publications, PU deliverables, infographic, videos, pictures.	Project results

Table 11: Dissemination Channels

4.2.1 Open access to scientific publications

EALU-AER will follow the European guidelines on the large-scale accessibility of project findings. A Green Open Access standard will be adopted. The consortium will make every effort to ensure green open access to these articles within six months from the date of acceptance for publication. The articles produced in the framework of the project will be archived in an Online Open Access Repository (e.g., ZENODO). All articles resulting from EALU-AER will be also available on the project website. The consortium will also target the "gold" Open Access standard by publishing articles on relevant Open Access Journals provide immediate open access to all of their articles, usually on the publishers' website. To that end, the project Consortium allocated budget for golden publication access fee to use it when firsts significant results will be produced.

In Table 12, some examples of relevant scientific journals that could be targeted by EALU-AER are given:

Scientific papers/ Presentations	Link	Information to be shared
IEEE Transactions and Magazine on Intelligent Transport Systems	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5117645	
European Journal of Transport and Infrastructure Research	https://journals.open.tudelft.nl/ejtir	
Transportation Research Parts A to E	https://www.sciencedirect.com/journal/transportation-research-part-a-policy-and-practice	
Transport Policy	https://www.sciencedirect.com/journal/transport-policy	
Journal of Advanced Transportation	https://www.hindawi.com/journals/jat/	
Journal of Air Transport Management	https://www.sciencedirect.com/journal/journal-of-air-transport-management	

Environmental Technology & Innovation	https://www.sciencedirect.com/journal/environmental-technology-and-innovation
Lecture Notes in Mobility	https://www.springer.com/series/11573

Table 12: Scientific papers, publications and presentations

4.2.2 Dissemination Events

EALU-AER will organize a number of events (e.g., workshops, ad-hoc meetings, roundtables and focal groups) involving drones and aviation experts and stakeholders from the whole drone value chain, e.g., manufacturers, regulators, operators, UTM services providers, researchers, airworthiness and standard making bodies to discuss specific areas of the project. The aim of these events will be disseminating the project outcomes to a number of selected stakeholders in order to get support on the methodological work of the project, recommendations and feedback on project activities and findings. Moreover, EALU-AER team will participate in the harmonization and coordination meetings and strategies across DSD projects to define common metrics to evaluate U1/U2 services including their safety aspects.

An Open Day and a Final Dissemination event will be organized toward the end of the project (M30-M36) targeting all partners, the members of the Advisory Board, the SJU, external experts and the general public. The objective of these events will be the maximisation of the external dissemination of project results. The EALU-AER Final Dissemination event could be organized in combination with other DSD final dissemination events.

Ad-hoc dissemination materials will be produced to support each dissemination event.

When participating in third party's events such as forums, exhibitions, conferences or public events, work in progress will be presented through presentations, posters and conference papers to engage people, gauge their reactions, and get feedback. The public presentations will be available on the project website. All partners will be in charge of presentation and poster production. National and international conferences will be an important opportunity to share achievements with experts in the field. Examples of relevant conferences are provided in Table 13 below.

Event	Date	Place	Information to be shared	Importance for the Project
Internal events (e.g., workshops with the AB, ad-hoc meetings and workshops on STAND and REG activities	TBD	TBD	Discuss project's methodological steps, intermediate and final results. Discuss STAND and REG outcomes.	Support the methodological work of the project; provide review, recommendations and feedback on project activities and findings. Support REG and STAND activities.

Ad-hoc meetings and focal groups on social acceptance	TBD	TBD	Discuss users' needs, expectations, UAM services demand, issues and showstoppers	Development of the UAM readiness framework. Support the methodological work behind the consultation campaign
Open Day	M30	Shannon, Ireland	Methodology and key results, demonstration videos.	High relevance to showcase project results to a broad public of stakeholders and get feedback.
Final dissemination event	Toward M36	TBD	Overview on all project activities, key project results	Possibly in combination with other DSD projects, to maximise dissemination benefits and attract a broader public.
Participation at conferences and exhibitions.			Methodology, key intermediate and final results.	Disseminate project findings to a broad audience, networking.
Preliminary list of upcoming relevant conferences and exhibitions				
SESAR Innovation Days	Seville, Spain	27-30 November, 2023		
SESAR 3 JU Annual Conference	Brussels, Belgium	11 October, 2023		
EU Drone Days	Brussels, Belgium	TBD		
Airspace World	Geneva, Switzerland	8-10 March, 2023		
Amsterdam Drone Week	Amsterdam, The Netherlands	21-23 March, 2023		
AUVSI XPONENTIAL	Denver, CO, USA	8-11 May, 2023		

Table 13: Dissemination conferences and workshops

4.3 Dissemination target audiences

Target	Channel	Benefits from the Project	Expected feedback
Research community (R&I institutes, Universities, Private research companies)	Scientific papers, conferences, internal and external events (workshops, open day, joint dissemination events, exhibitions etc), website, social media.	Results and contents generated in the project	Gather feedback on the results produced, opportunities of new collaborations and follow-ups.
Industry (Drones manufacturers, Drones operators, ANSPs, UTM/U-Space Service Providers, Industrial associations)	Internal and third party's events (workshops, open day, joint dissemination events, forums, exhibitions), website, social media.	Assessment for business opportunities; understanding of public mindsets, and user needs (UAM readiness framework)	Keep industrial stakeholders in the loop, integrate expertise from stakeholders, assessment for business opportunities
Institutional bodies, Regulatory and Standard making bodies, National bodies.	Scientific papers, conferences, dedicated events (e.g., workshops, ad-hoc meetings etc)	Results from EALU-AER regulatory and standardisation activities, UAM readiness framework	Support on the methodological work of the project, recommendations and feedback on project activities and findings

Table 14: Dissemination Target Audiences

4.4 Dissemination KPIs and success criteria

Action	KPIs	Success criteria	Currently Achieved	Last Update	Annual Growth
Academic Publications	# of published scientific publications	2	N/A	N/A	N/A
Events	# of organised workshops/events	6+	N/A	N/A	N/A
	# Participation in external events and seminars	8+			
Print Materials	# of infographics, flyers/ brochures.	3+	N/A	N/A	N/A

Website	Refer to Table 10 # of downloads on website dissemination material page	Refer to Table 10 50 each by the end of project	N/A	N/A	N/A
Innovative Video Content	Refer to Table 10	Refer to Table 10	N/A	N/A	N/A
Social Media	Refer to Table 10	Refer to Table 10	N/A	N/A	N/A

Table 15: Dissemination KPIs and success criteria

5 Exploitation

This section provides an outline of the strategy for the exploitation of the EALU-AER results. It identifies an initial set of potentially exploitable results, outlines a general strategy for the exploitation of results, and defines some preliminary lines of action for each partner.

5.1 Project Exploitable results

- **Knowledge**
  - CONOPS for EALU-AER use cases
- **REG and STAND Results**
  - Results from EALU-AER regulatory activities
  - Results from EALU-AER standardisation activities
- **Human Factors and Social Acceptance of UAM Results**:
  - Methodology: consultation tools (surveys, questionnaire);
  - Data: social acceptance data gained from surveys, interviews, focus groups;
  - Report(s): document(s) reporting analysis and discussion of social acceptance data
- **End-to-end integration of U-Space infrastructure**
  - USSP platform WebUAS interoperable with multiple UAS operators
  - C2 CNPC datalink tested with different UAS platforms
  - Enhanced surveillance integrating on board UAS sensors, radars, and other connectivity solutions offered by Collins Aerospace (including ARINC Global Network)

5.2 Exploitation strategy and objectives

Following, some partners' preliminary lines of action are provided, together with an overview of the means and objectives that EALU-AER foresees to implement within its exploitation strategy.

During EALU-AER execution, **Collins Aerospace** will deploy a full end-to-end solution to deliver U-Space services. This infrastructure will allow to exploit the results in various directions.

- Collins Aerospace will support the growth of U-Space in Ireland, helping FMCI, Shannon Airport and IAA to demo U-Space services with any interested UAS operator.
- The delivered U-Space infrastructure will be used as a show case for demonstrating the opportunities for enhanced surveillance: integrating more data and improving the connected ecosystems for U-Space will allow to faster move from U-Space services U1-2 to services 3-4.
- The delivered U-Space infrastructure will support first drone business operations at scale in Ireland. Therefore, the strategy is to work closely with drone operators that can successfully bring business operations in Ireland in the coming years.
- Being a SESAR Digital Sky Demonstrator, the deployed infrastructure will be reused for any new U-Space projects either at lower or higher TRL with the intent of demonstrating more focused capabilities/services for Innovative Air Mobility and U-Space/ATM integration and evolution.
- The deployed U-Space infrastructure will be available for research opportunities with academia, RTOs, startups and SMEs to demonstrate innovative concepts: for example, the

Applied Research & Technology organization in Collins Aerospace plans to use the infrastructure to fly drones for research purposes and tests algorithms, AI functions, sensors, connectivity, etc.

Following, **Deep Blue** preliminary exploitations strategy is outlined.

- Project's results will be exploited in future European research Programmes. Moreover, the knowledge generated within EALU-AER will allow Deep Blue to: (i) expand the network of potential partners and customers in the UAM domain; (ii) enrich the company's training portfolio with knowledge gained during the project; (iii) consolidate the company visibility at European level in the field of dissemination and communication activities of research projects.
- Results coming from Regulation and Standardization activities will be exploited to consolidate Deep Blue's participation in international rulemaking and standardisation activities as well as the relationships with relevant stakeholders. Moreover, the project's results will be exploited in other European research Programmes where the company is involved (e.g., CleanSky2 and SESAR). Results could also be exploited in training activities.
- Results coming from Human Factors and Social Acceptance of UAM assessment will be exploited to consolidate the knowledge of HF aspects in the framework of UAM, extend knowledge in the domain of social acceptance (i.e., methodology, collection and analysis of consultations data). Such knowledge will be used in other research projects and consultancy activities.

Future Mobility Campus Ireland (FMCI) preliminary exploitations plans include:

- Using EALU-AER results in future European research Programmes. The demonstration activities and knowledge acquired within EALU-AER will allow FMCI to: (i) expand the network of potential partners and customers of its FMCI Air testbed; (ii) expand its FMCI Air activities to support U-Space implementation services; (iii) enrich FMCI's activities of research projects.
- Engagin further with local authorities and regulators will build trust in what FMCI is building in the region and support the application for future fundings to build a regional commercial Vertiport in the future.

During the project, the exploitation plan will constantly update a "**collector**" **of information** regarding the various innovation, impact and exploitation potential that project partners will be actively contributing to. A preliminary set of exploitable results and relative exploitation paths is provided in section 5.3.

For the success of the activity, and to demonstrate the value of the proposed systems and operations, it is important to have broad engagement across several key industrial and governmental stakeholders. To this end, EALU-AER will be supported by some key international and national bodies, such as EUROCONTROL, EASA, IAA, and the Irish Defence Forces, and by an Industrial Advisory Board (IAB). The IAB will review and provide feedback for program outputs and provide inputs and requirements to use-cases and demonstration activities. Additionally, the IAB will support the market opportunities for the program, providing engagement opportunities for new market entrants, and networking through outreach events associated with the program. Table 16 provides the actual members of the EALU-AER Advisory Board (AB).

Industrial stakeholders (IAB)

Name	Type
Bell Textron Inc.	Aerospace manufacturer
Dense Air Ireland	SCaaS provider
GeoAerospace	Geospatial technology
Airbus	Aerospace manufacturer
International/national policy makers	
EUROCONTROL	
EASA	
IAA Irish Aviation Authority	
Department of Transport of the Republic of Ireland	
Defence Forces, the armed forces of Ireland	

Table 16: Actual composition of the EALU-AER Advisory Board.

An **International Cooperation User Forum** will be established as well as the provision of information to forum participants and processing of information received from stakeholders. To ensure a broad consultation process and the external validation of the project's developments, different entities that are essential for the project content will be brought together. A structured cooperation and knowledge strategy will be set up, including the participation of relevant entities in webinars, the dissemination events, and an online survey, encouraging these stakeholders to engage in knowledge exchange and maximising the effective take-up of the project's products.

A **UAM Readiness Framework** will provide guidance and support in the implementation of the knowledge, tools and methodologies developed in the project. This planning framework will support public authorities and mobility stakeholders to make well-informed decisions about the deployment of urban air mobility services. A first release of the UAM Readiness Framework document (deliverable D4.1) will be delivered at M15. The document will then be integrated with the EALU-AER outcomes (final release, D5.3, M35), providing the framework to support UAM application in the pilot cities and for their integration within local processes.

5.3 Exploitation of results

Project Outputs	Area Impacted	Action	Outcomes	When
CONOPS for the EALU-AER use cases	UTM-UAS Operators/ ANSPs	Further research, training activities.	Implementation of U-space and UAM	During and after the project execution

U-Space Specific UTM Product	UTM-UAS Operators	Product Licensing and Approval	EASA Approved USSP	Jan 2024
End to End BVLOS Ecosystem	UAS Operators/Vertiport Operator	Technical Validation	UTM, Vertiport, Low Level RADAR, C2 Network, Secure Backhaul all integrated to allow scalable UAS Operations	Q3 2025
Results from the EALU-AER regulatory activities, Results from the EALU-AER standardization activities	Regulations	Further research, training and consultancy activities.	Harmonization at Pan-European level	During and after the project execution
Human Factors and Social Acceptance of UAM Results: methodology, data and reports	HF	Further research, consultancy activities.	Develop future scenarios and projections of UAM usage. Define strategies to raise acceptance.	During and after the project execution

Table 17: Project internal exploitation of results

Project Outputs	Area Impacted	Action	Outcomes	When
CONOPS for the EALU-AER use cases	UTM-UAS Operators/ ANSPs	Use of the knowledge generated within the project by other DSD projects, SESAR DM.	Implementation of U-space and UAM	During and after the project execution
Results from the EALU-AER regulatory activities, Results from the EALU-AER standardization activities	Regulations	Use of the REG and STAND results by other DSD projects, SESAR DM, Standard development Organisations (EUROCAE, ASTM, JARUS, ISO, etc), EASA	Harmonization at Pan-European level	During and after the project execution
Human Factors and Social Acceptance of	HF	Use of the HF and social acceptance	Develop future scenarios and	After the project execution

UAM Results: data and reports		results by other DSD projects, SESAR DM, EASA	projections of UAM usage. Define strategies to raise acceptance.	
End-to-end integration of U-Space infrastructure	ANSP and UAS/UAM operators	Leverage knowledge across DSD projects and other international AAM/IAM deployments	Enhanced surveillance offered in future AAM deployment	During and after the project execution

Table 18: Project external exploitation of results

5.4 Data Protection Strategy

Data will be stored in certified repositories with the highest security standards. In addition, data will be protected by applying strict data protection procedures. Any personal data will be processed legally and fairly: collection of data will be adequate, relevant and not excessive in relation to the purposes of the project; data that identifies individuals (personal data) will not be kept any longer than necessary: once the project has finished, data will be completely anonymised if possible, meaning irreversibly preventing identification of the data subject. Any personal data will be destroyed 5 years past the termination of the project. The Consortium will comply with European (i.e., GDPR) and national legislation relevant to the countries where data collection is taking place.

Data collected for research purposes (including questionnaires, interviews, field observations, audio/screen recordings (where applicable)), as well as promotional materials gathered during data collection activities and EALU-AER events that may be video recorded or photographed, will be subjected to current European regulations on matters of data handling and privacy (GDPR, Regulation (EU) 2016/679). The research outcomes will always be reported without contravening the right to privacy and data protection.

- **Secure Access Policy**: Data will be encrypted, and password protected. Only members of the team directly working with the data ("need to know") will have authorisation to access the data. Each Data Controller will be responsible for de-identification of the data or establishing a procedure to be followed by other partners in charge of personal data. This data might be transferred for further processing to other project members.
- **Secure Storage**: Location and Hardware. All personal data will be stored on digital hard disks on computers that are not connected to WAN Internet. Removable storage will include large capacity hard drives that will be kept in locked cabinets.
- **Monitoring of Data Transfer**: The data will not be transferred outside the EALU-AER Consortium without prior authorisation.

More detailed information on the EALU-AER data protection strategy will be provided in the Data Management plan (DMP) expected by M6.

5.5 IPR Management

To support the exploitation plan and secure the strengthening of the industrial competitiveness, Intellectual Property Rights (IPR) will be managed within the project.

The Consortium Agreement (CA) recalls the access rights to foreground and background information, project governance structures and procedures, policy for publications and external communications.

To date, the CA has not been signed yet. More information on data protection strategy will be presented in the following releases of the CDE Plan.

Partners will share the access to IP generated during the project according to the basic IPR rules defined in the Grant agreement (GA). All IP is owned by the partners generating it. In case of joint invention, partners enter into an agreement detailing the rights and strategy for commercial exploitation and the ownership shares according to individual contributions. All partners will have access to IP generated in the project if they need it to carry out their project tasks.

Regarding the project results, partners will have a proactive policy to protect IP. Copyright will protect any written material produced. Know-how generated, when it cannot be protected by any of the mentioned mechanisms, will be protected by trade secret.

The Consortium Agreement (CA) will recall the access rights to foreground and background information, project governance structures and procedures, policy for publications and external communications. More information on data protection strategy will be presented in the following releases of the CDE Plan and in the EALU-AER Data Management Plan (DMP) expected by M6.

6 Overview of communication and dissemination activities

Activity	Channel/tool	Objective	Target Audience	KPIs	Success Criteria	Frequency/Date
Website activity	Website updates	Raise awareness on project goals, activities, and achievements. Disseminate project results.	Specialized and non-specialized audience	# visits Search engine position Average time of visit	2000 by end of project First 1.30 sec +	Constant monitoring and updating to follow the project progresses
Social media activity	Posts on LinkedIn and Twitter	Raise awareness on project goals, activities, and achievements.	Specialized and non-specialized audience	# posts LinkedIn # posts Twitter Followers (combined)	1 per week 2 per week 200	1 post per week on LinkedIn, 2 posts per week on Twitter
Non-scientific articles, press releases	Trade press	To inform on project activities, results etc.	Specialized and non-specialized audience	# articles	4	Combined with relevant activities/achievements
Videos	To be distributed online (e.g., website) and offline (e.g., conferences)	To showcase demos and illustrate project results	Specialized and non-specialized audience	# videos	2	M30- M36
Organization of communication and dissemination events	Online and offline events. Oral presentations, infographics, focal groups, workshops.	Raise awareness in society/ local policy makers/ industrial stakeholders. Disseminat	Specialized and non-specialized audience	# events organized	6	At least 2 per yr.

		e project results.				
Participation to external events (e.g., conferences, exhibitions)	Online and offline events. Posters, oral presentations, roll-ups, infographics, videos, pictures.	Disseminate project results, promote discussion, gather feedback, networking.	Specialized audience	# external events	8+	At least 3 per yr.
Scientific publications	Online distribution	Disseminate project results.	Specialized audience	# papers	2	M30- M36

Table 19: Overview of Communication and Dissemination Activities

7 List of Acronyms

Acronym	Description
AAM	Advanced Air Mobility
AB	Advisory Board
AI	Artificial Intelligence
ANSP	Air Navigation Service Provider
ARINC	Aeronautical Radio INC
ATC	Air Traffic Control
ATM	Air Traffic Management
BVLOS	Beyond Visual Line Of Sight
C2	Command and Control
CA	Consortium Agreement
CDE	Communication Dissemination Exploitation
CNPC	Control and Non-Payload Communications
CONOPS	Concept of Operations
DES	Digital European Sky
DMP	Data Management Plan
DSD	Digital Sky Demonstrator
GA	Grant Agreement
GDPR	General Data Protection Regulation
HF	Human Factors
IAB	Industrial Advisory Board
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
PU	Public
REG	Regulations
RTO	Research and Technical Organisation

SME	Small Medium Enterprise
STAND	Standardisation
TOC	Table Of Contents
TRL	Technology Readiness Level
UAM	Urban Air Mobility
UAS	Unmanned Aircraft System
USSP	U-space Service Providers
UTM	Unmanned Traffic Management
VLOS	Visual Line Of Sight

Table 20: List of Acronyms