

D4.2 Communication, Dissemination and Exploitation Plan (Intermediate)

Deliverable ID:	D4.2
Project Acronym:	IFAV3
Grant:	101114683
Call:	HORIZON-SESAR-2022-DES-IR-01
Topic:	HORIZON-SESAR-2022-DES-IR-01-WA6-3
Consortium Coordinator:	DLR
Edition date:	27 January 2025
Edition:	01.00
Status:	Official
Classification:	[PU]

Abstract

This document is the Communication, Dissemination and Exploitation Intermediate Plan for IFAV3. It contains detailed information about the Communication and Dissemination strategy, and the preliminary Exploitation strategy. It includes targets, key messages, information about branding, channels, social media, publications, events and overall and updated KPIs for IFAV3 project actions.

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CRIDA/ENAIRE	14/01/25
INECO	14/01/25

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Rejected by²

Organisation name	Date

Document History

Edition	Date	Status	Company Author	Justification
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² Representatives of the beneficiaries involved in the project

00.01	5/12/24	Draft	DBLUE	First draft
01.00	27/01/25	Official	DBLUE	Official deliverable after consortium review

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IFAV3

INCREASED FLEXIBILITY OF ATCO VALIDATIONS – V3

IFAV3

This document is part of a project that has received funding from the SESAR 3 Joint Undertaking under grant agreement No 101114683 under European Union's Horizon Europe research and innovation programme.



UK participant NATS in IFAV3 receives funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant number 10091987].



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8.1	<i>Indication of funding</i>	<i>Errore. Il segnalibro non è definito.</i>
8.2	<i>Disclaimer excluding SESAR 3 JU responsibility</i>	<i>Errore. Il segnalibro non è definito.</i>

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1 Introduction

The present deliverable details the communication, dissemination and exploitation intermediate plan for IFAV3. It details the communication and dissemination goals, means and first achievements.

The current document update acts as a roadmap for communication and dissemination activities, working towards achieving the project's main goals. This document details the approach for sharing project results, including a detailed activity plan ensuring they bring value and are applied effectively in relevant areas, with measures to check impact and success.

The foundations of this document are based on the previous deliverable (D4.1). Some sections that were already approved in the last deliverable have been summarised or abbreviated.

1.1 Definitions

Before getting started, 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 consortium members.

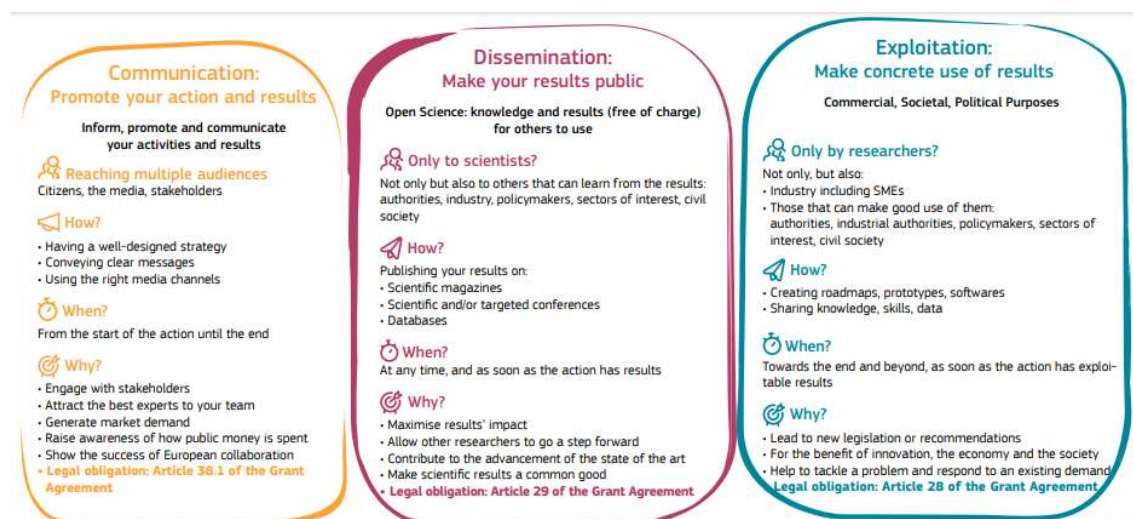


Figure 1: Definitions of communication, dissemination and exploitation in Horizon Europe

1.2 Applicable reference material

- [1] [SESAR 3 JU Visual Identity Charter, latest version](#)
- [2] SESAR 3 Joint Undertaking "[Multiannual Work Programme 2022-2031](#)"
- [3] Grant Agreement number: 101114683
- [4] [Dissemination and exploitation of research results – European Commission](#)
- [5] [Communication at a glance guidelines, last update – SESAR 3 JU](#)
- [6] IFAV3's DMP and PMP

- [7] [Guidance Social media guide for EU funded R&I projects](#)
- [8] [Project's teaser videos guidelines](#)
- [9] [EU emblem and guidance on its use](#)

2 Project introduction

2.1 “About” project text

Traffic growth, environmental impact and cost effectiveness issues create a huge demand on the Air Traffic Management (ATM) to continuously optimize its processes and use of resources.

One key resource is the availability of Air Traffic Controllers (ATCO) from the Air Navigation Service Providers (ANSPs). Due to current regulations and practices, the deployment of air traffic controllers to a specific airspace or unit is restricted by unit endorsements, as controllers have to be comprehensively trained on local procedures and circumstances. IFAV3 is researching and enabling a more flexible deployment of ATCOs to sectors.

2.2 Project key messages

Key messages were discussed and approved in the D4.1 Communication, Dissemination, Exploitation (CDE) Initial Plan document. Below a brief overview:

1. Increased flexibility – SOCIAL ACCEPTANCE/STATE OF THE ART
2. IFAV3’s solutions – SOLUTIONS/OUTCOMES
3. The methodology of an open access research – CONCEPT OF OPERATIONS

2.3 Keywords

Key Word	Definition
ATCO Validations	Airspace is organised in sectors, and each controller is responsible for controlling within one sector only, with the most usual setup being one planner and one executive controller taking full responsibility for a sector. Sector training programmes typically include both classroom and simulator training, as well as on-the-job training with live traffic with an instructor. The training is common for all students. The instructor for the live on-the-job training sessions must be a controller who holds both the sector endorsement and an on-the-job training rating.
Air Traffic Control (ATC)	ATC is a part of ATM operations that focus on managing aircrafts on the ground and in specific air sections.
Unit endorsement/ Flexible endorsement	Due to current regulations and practices, the deployment of air traffic controllers to a specific airspace or unit is restricted by unit endorsements, as controllers have to be comprehensively trained on local procedures and circumstances. The research proposed in this project aims at enabling a more flexible deployment of ATCOs to sectors.
Air Traffic Management (ATM)	A set of operations needed to ensure safety and security to aircrafts in movement. ATM includes air traffic services (in which air traffic control is placed), airspace management and air traffic flow management.

2.4 Focal point for communications, dissemination and exploitation.

Name	Role	Email address
Viviana Couto Sayalero	Communication, Dissemination and Exploitation Manager	viviana.coutosayalero@dblue.it

Table 1: Focal points of contact

2.5 Stakeholders identification

Stakeholder	Content
Researchers/Academics (R&I institutes, Universities, Private research companies)	Science-related information, outcomes
Industry (ANSPs, future industrial stakeholders)	Value of the project, impact for economy, future deployments
Policy-makers (regulators and standardization bodies)	Guidelines and recommendations

Table 2: Stakeholders

3 Communication

3.1 Communications objectives and strategy

The communication activities have been structured so far and in the future intend to:

- **Raise awareness** of the project and its mission
- **Generate understanding** around the project activities
- **Engage** the target audience in the use of the project results and findings and in further interaction between stakeholders, showing the benefits of the solution proposed.
- **Ensure long-term impact** by showing the profitability of the project outcomes to key decision makers

To deliver an effective and efficient communication, coherent with these objectives, the type of message, topics and tone of voice have been customized so far according to each specific target and means of communication identified.

To ensure that **communication is consistent with SESAR's expectations and identity**, the project consortium and WP4 leader are periodically in contact with the SJU through recurrent meetings.

3.2 Communication target audiences

The communication plan is tailored for diverse audience, encompassing individuals who share an interest in aviation and digitalisation. Based on this, our strategic approach aims not only to engage, inform, and resonate with each target audience, but also to foster meaningful connections among them.

The main target audiences identified in D4.1 are still valid. Here an overview:

- **General public**
- **Specialized audience**
- **Policy-makers (regulators and standardization bodies)**

The table below provides a detailed snapshot of the overall strategy, with messages, means and activities tailored to the three target groups:

Target	Channel	Message	Activities
General public	Website, social media, brochure, press and media	Societal acceptance/ state of the art; Solutions/Outcomes; Concept of operations	Creation of communication campaigns on social media, Sharing of visual and textual materials providing key information on IFAV3 through different channels (posts, infographics), Elaboration of simplified visual representations (concept image, visual gallery), Distribution of informative materials (video, brochures, flyers, posters), Publication of relevant news/events on social media and website

Specialized audience/Industry	Website, social media, events presentations, brochures, video, press and media, newsletters, scientific papers	Societal acceptance/ state of the art; Solutions/Outcomes; Concept of operations	Creation of communication campaigns on social media, Share of informative social media content (posts, infographics), Elaboration of visual representations (concept image, visual gallery), Distribution of materials on the website (presentations, deliverables, brochures, posters), Publication of relevant news/events on social media and website, Publication of scientific articles in journals, Distribution of project newsletter, Invitation to the events
Policy-makers (regulators and standardization bodies)	Website, social media, events, brochures, press and media, newsletters, scientific papers	Societal acceptance/ state of the art; Solutions/Outcomes; Concept of operations	Creation of communication campaigns on social media, Share of informative social media content (posts, infographics), Distribution of materials on the website (presentations, deliverables, brochures, posters), Publication of relevant news/events on social media and website, Publication of scientific articles in journals, Distribution of project newsletter, Invitation to the project events

Table 3: Communications target audiences

3.3 Branding and acknowledgements

IFAV3 is a SESAR 3 JU project in the Industrial Research strand. In terms of visual identity and branding, IFAV3 will follow all along the SESAR 3 JU's visual guidelines, included in the latest updates SESAR visual charter. In accordance with these guidelines, the project logo (Figure 2) has been designed in Titillium font and Light Blue color (#009DD9), attributed to all the SESAR projects included in the Industrial Research strand.

IFAV3

Figure 2: Project logo

IFAV3

Figure 3. Project logo "white"

In all the communication and dissemination materials, the EU funding is and will be acknowledged by displaying the EU emblem and funding statement (Figure 4), as well, the SESAR 3 JU logo (Figure 5). If for any reason the visual logos can't be displayed, the acknowledgments will be transcribed textually.



Figure 4. EU emblem and funding statement



Figure 5. SESAR Joint Undertaking logo

Effective communication throughout the entire project's duration requires active participation from all partners. Each partner is encouraged to generate and share relevant materials using their respective corporate resources. To maintain consistency and uphold the standards of communication, as well as to preserve brand recognition, Deep Blue has developed a "communication toolkit" (Figure 6). This toolkit is readily accessible on the project's SharePoint platform.

The communication toolkit encompasses guidelines for font usage, logo placement, the use of hashtags, and adherence to SESAR's brand identity. It also includes a comprehensive list of the consortium's social media profiles, facilitating the partner engagement throughout the project.

Furthermore, partners are informed within the toolkit that they have the option to request communication materials from the WP4 leader with a minimum notice of 30 days. This proactive approach ensures both high-quality communication materials and effective task management during the project's progression.



Figure 6. Communication toolkit for partners

The main image chosen for IFAV3, the same as in the communication toolkit, is represented in Figure 7. The image has been adapted for different contexts and will be used throughout the project to reinforce the visual identity of IFAV3.



Figure 7. IFAV3's main image

To enrich the communication materials, a gallery of images (Figure 8) has been selected, to be used in alternative to the main image (which will remain the preferred one to be used in official occasions).



Figure 8. Gallery of images for IFAV3

A concept image has been created with the active involvement of the solution leaders. This representation serves to visually capture the essence of the project and its two core solutions. It draws a parallel between the different environments being explored in IFAV3, highlighting their characteristics and the interconnected nature of the solutions. By integrating these perspectives, the image provides a comprehensive and engaging visualisation of the project's multi-faceted approach and objectives.

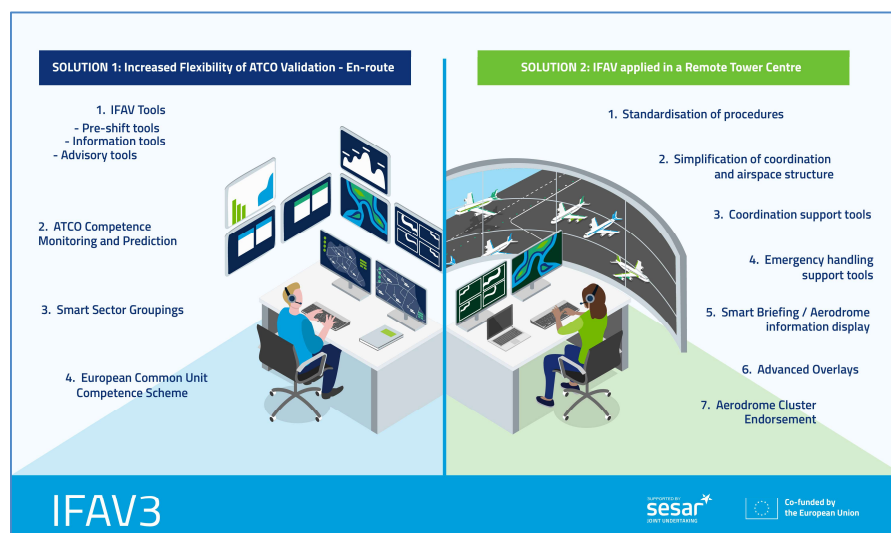


Figure 9. Concept image

In order to collect information from partners, a Google form was distributed to the designated contact person in each organisation during the previous period. The form was used by the WP4 leader to collect data on events, publications, press appearances and significant milestones achieved by the partners, in order to keep track of all activities and to communicate/disseminate each one appropriately. A similar form has also been used to collect information for this deliverable, to support communication and dissemination efforts.

3.4 Communication channels

3.4.1 Website

Project websites are essential research tools and the focal point for communication, dissemination and public engagement. They provide a platform to present the project's objectives, progress and results to a wide range of stakeholders, as well as to the general public. By providing easy access to updates, publications and resources, a well-designed website increases visibility and encourages collaboration between researchers and project partners. It also helps to increase the impact of the project by reaching a wider audience, facilitating knowledge exchange and ensuring long-term visibility of research results, even after the project has ended.

The IFAV3 project website was prepared during the first year of the project and released in October 2024: <https://research.dblue.it/ifav3/>.

As already discussed in the previous deliverable, the website is constructed with the following sections and subsections:

- **Homepage**
- **About**
- **Resources**
 - i) *Public Deliverables*
 - ii) *Scientific publications*
 - iii) *Communication materials*
- **News**

Additionally to this sections, a static footer is integrated into the website, remaining visible on every page. The footer displays the grant agreement, contact information for the project coordinator and dissemination manager, as well as links to the project's social media profile on LinkedIn.

To comply with GDPR policies, in the footer the Cookie policy, Privacy policy and Terms and Conditions can be found. The Cookie policy and Privacy policy have been prepared using the tool IUBENDA, that generates and manages a Privacy and Cookie Policy that are self-updating and customizable, always up to date with the main international legislations.

The website will be populated during the course of the project with news and events regarding the project, and the “resources” section will host all the materials produced within the IFAV3 project, such as deliverables, concept images, flyers and scientific papers. Some materials can be found already. Since the website will be populated in 2025 and the first months of 2024 were used to position it in search engines, analytics will be discussed in the next and final CDE Plan (D4.3)

The web presence for the project is also granted thanks to the webpage included in SESAR’s website: <https://sesar.eu/projects/IFAV3>. The analytics for IFAV3’s webpage are described below:

- Pageviews (the number of times that a specific page has been viewed): 380
- Unique pageviews (the number of times a page has been viewed as part of a different visit): 297
- Average time on page: 01:24

The high ratio of unique pageviews compared to total pageviews suggests that the project is attracting significant interest from new stakeholders. Probably, those who discover the project through search engines and land in the webpage often continue their exploration by visiting its social media channels and official site.

3.4.2 Press and media

In the communication and dissemination strategy, press and media also hold a crucial role due to their capacity to reach a wider audience. Key performance indicators (KPIs) for this strategy involve the issuance of three press releases over the course of the project. So far, the partner LFV released a first Press Release in December 2023 to launch their participation in several SESAR research projects, including IFAV3.

Partners are encouraged to prepare news and press releases in the future, while validations take place. The media, if possible, will be translated into the respective languages of consortium partners and shared through local media outlets to expand the project's outreach.

Media activity	Date	Link
Press releases	When needed	N/A
LFV Press release	18/12/2023	https://www.lfv.se/nyheter/nyheter/sesar#:~:text=En%20stor%20del%20av%20LFVs%20internationella%20forskning%20inom%20omr%C3%A5det%20luftrummet%20genom%20forskning%20och%20innovation.

Table 4: Contribution to external media.

3.4.3 Social media

One of the main channels for communication and dissemination purposes is LinkedIn, with an excellent audience that can find interest in the project.

- LinkedIn profile: <https://www.linkedin.com/company/ifav3>

The LinkedIn profile has so far been used to promote events, news, relevant information from SESAR and the EU/EC, milestones, materials and results of the project. In addition, anything added to the website is also shared on social media to raise public awareness. The milestone of articles published within the first year of the project has been reached. The target success criteria was 30, but the achievement counts a total of 33 articles published.

The progress in social media is also visible thanks to the social media analytics provided by LinkedIn in the last 12 months

- **Number of posts:** 33
- **Followers:** 161
- **Impressions** (number of times each post is visible for at least 300 milliseconds with at least 50 percent of the post in view on a signed in member's device screen or browser window.): 10.551
- **Clicks** (number of unique clicks on your content, company name, or logo by a unique signed in member): 762
- **Engagement rate** (number of interactions plus the number of clicks and followers acquired, divided by the number of impressions): 10.1

The analytics show that contents are reaching a wide audience, and the page is growing organically.

Social media basic brand identity elements and the content of the communication toolkit were already discussed in the previous deliverable D4.1, hence they are not included here.

3.4.4 Communication events

In Section 4.2.2, the main events for both communication and dissemination purposes are highlighted. IFAV3 will have the opportunity to engage in numerous events for communication and dissemination purposes. Table 5 includes events where the project has been initially presented and promoted, and to reflect the work done so far, the success criteria for communication events have been updated in Table 6. In addition, targeted future events are highlighted in Table 9. Deep Blue will facilitate and endorse partner participation in events, conferences, fairs, and workshops by crafting customized materials.

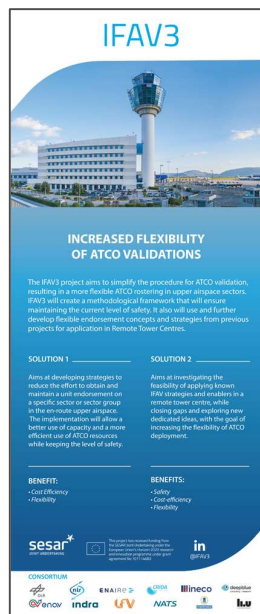


Figure 10. Banner for the SESAR Innovation Days 2023

Event	Date	Place	Information to be shared	Importance for the project
Annual conference	10 October 2023	Brussels, Belgium	Poster	Start engaging with SESAR's community and new projects
SESAR Innovation Days	27-31 November '23	Seville, Spain	Overview of the project, ambition and solutions (through a video presentation)	Engage with SESAR's community and new projects, network with stakeholders.
Airspace World 2024 – SESAR Walking Tours	19-21 March 2024	Geneva, Switzerland	A presentation tailored to give an overview of the project to the public was presented	Showcasing the progress and the ambition of the project to engage with stakeholders

Virtual Centre and Cybersecurity Flagship Coordination meeting	28 May 2024	Brussels, Belgium	Results and progress	Collaborate with projects under the same flagship
NATS internal meeting with employees (panel discussion with Dynamic Airspace Configurations and Virtual Centres)	16-17 October 2024	Whiteley, England	Overview and first results	Foster internal discussions for NATS employees
UPM Workshop with students and professors	18 November 2024	Madrid, Spain	Results	Gather insights on standard and reg with university professors and students interested in IFAV3
German Aerospace Congress (DLRK) 2024	30 September – 2 October 2024	Hamburg, Germany	Results (Publication)	Showcase the scientific progress of the project with stakeholders

Table 5: Events

3.4.5 Publications and newsletters

IFAV3 will produce a total of 3 project newsletters to share new outcomes, results and insights to stakeholders. In the newsletter, relevant news related to the SJU programme will be included as well.

A first project newsletter was sent in February 2024 and it can be read here:

<https://preview.mailerlite.io/preview/614848/emails/111896141520438559>

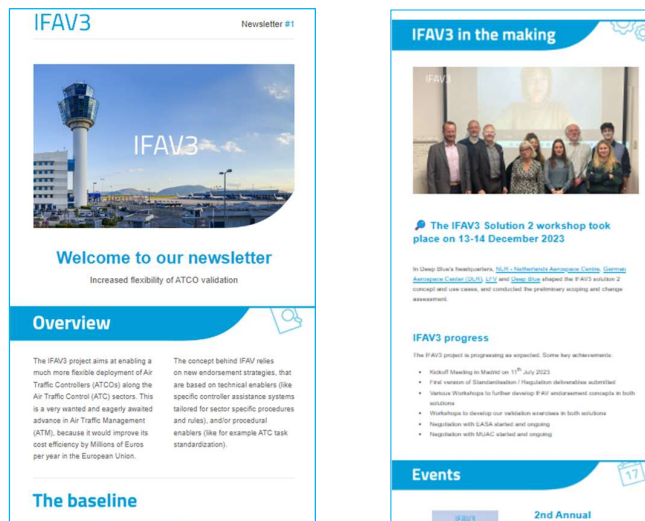


Figure 11. First project newsletter screenshots

For the newsletter, specific banners were prepared by Deep Blue's graphic designer, introducing the following sections and content:

- Overview (general information about IFAV3)
- IFAV3 in the making (progress, news related to the project's research)
- Events (IFAV3's participation to events)
- News (related either to the project or to SESAR)
- Consortium (logos and websites)
- Footer (containing social media, acknowledgements, funding statements, *unsubscribe* button)

Interested people can easily subscribe to the newsletter using this form: <https://dashboard.mailerlite.com/forms/614848/127821553008117372/share>

Their data will be automatically inserted into the recipient that the newsletter is sent to. If a person unsubscribes, it will be automatically erased from the list, following GDPR and privacy requirements.

The subscription form is linked in the website's homepage and it is reshared every 5 months circa on social media, to inform new subscribers.

During the lifetime of the project, printed materials will be generated for distribution at events, complemented by the availability of digital files for online distribution (which partners can print if needed and that will be freely available in the website's section *resources*). These printed materials will incorporate a QR code linking to the website to minimize paper usage and reduce waste. Additionally, a project brochure will be crafted with input from WP leaders to effectively communicate IFAV3's ambitions, goals, and objectives to specific target audiences.

E-news will be prepared and published as well, to be shared with SJU and throughout all communication channels. The first example is already published into SJU channels: <https://www.sesarju.eu/news/making-controller-rostering-more-flexible>.

Partners are encouraged to prepare materials on their own, to be reshared through social media and/or the website. This is the case of project partner NATS, which has prepared two articles displaying the presence of IFAV3 during an event and highlighting their contribution in the project (details in the table below).

Publications/newsletters/printed material	Description	Date	Link
Newsletter	Including relevant internal updates and SESAR's updates	3 newsletters overall, one per every year of the project	First newsletter: https://preview.mailerlite.io/preview/614848/emails/111896141520438559
Brochure	Generic overview of the project	When needed	N/A
E-news	E-news with relevant information from the project	When needed	1. https://www.sesarju.eu/news/making-controller-rostering-more-flexible 2. https://nats.aero/blog/2024/11/beyond-the-horizon-rd-showcase/ 3. https://nats.aero/blog/2024/12/celebrating-to-increase-flexibility-of-controller-validations/

Table 4: Printed material

3.4.6 Videos

At least two videos will be developed during the project's lifetime to communicate and disseminate IFAV3. For all videos, the guidelines for videos and branding provided by SJU will be strictly followed, including the intro and outro provided by SESAR through STELLAR.

- **Video presentation:** a first video presentation will be created through the project's presentation via Power Point. The presentation will include the main purpose of IFAV3, the solutions aimed, ambitions and possible outcomes. This video will be displayed at an initial stage to conferences and fairs, and is thought to help partners describe the project to a broad audience and stakeholders. The Power Point presentation will be looped.
- **Technical video:** a second video will focus on technical aspects of the project to provide a detailed overview with interviews and insight from consortium partners. The first events in presence will be the occasion to shoot the materials and technical interviews. If necessary, online meetings will be held to prepare the video with the partner's points of contact for WP4.

The technical video will be prepared going towards the last year of the project, where first results will be collected during the validation activities.

A third type of video has been created. Including an interview of the project coordinator Michael Finke, a short **teaser video** was shot during the Airspace World 2024. The video was used to highlight the work that the project will carry out, it is now in the homepage of the website and it was used during SESAR's video campaign.

Videos	Description	Planning	Link
Video-presentation	Promotional video to highlight projects' ambitions and solutions	When needed (e.g., organization of events or participation to events)	N/A
Teaser video	Teaser video to highlight projects' ambitions and solutions	23/04/2024	https://www.youtube.com/watch?v=oVCqyl_RkNM&list=P_LJltP_HUetWvGHxVQUkR0dZmvs3t3QGqmt&index=28
Technical video	Video with technical shooting to provide a detailed overview of the project	Once the project will provide the first outcomes	N/A

Table 5: Videos

3.5 Communication key performance indicators (KPIs) and success criteria

Key performance indicators have been set to assess the communication plan's effectiveness. All KPIs will be closely monitored during the project lifetime.

Action	KPIs	Success criteria	Currently achieved	Last update	Growth from last deliverable
Articles on specialised journals/Conference proceedings	Number of articles published	2	1	01/2025	+1
Presentation of poster and talks at international conferences	Number of posters and talks at international conferences	8	4	01/2025	+4
Press releases	Number of press releases delivered	3	1	01/2025	+1
Project web site	Number of visitors to the project web site	1000	121	01/2025	+121
References	Number of references of IFAV in other websites	12	6	01/2025	+5

Table 6: Communication KPIs and success criteria

4 Dissemination

This section describes the dissemination strategy, objectives, targets, means, KPIs and possible outcomes.

4.1 Dissemination objectives and strategy

Dissemination plays a crucial role in research projects, as it involves sharing findings, best practices, and expertise. This not only benefits the project's stakeholders and current partners but also contributes to the broader scientific community. It is crucial to implement dissemination efforts to facilitate the widespread circulation of data, which can expedite significant advancements in scientific research.

To disseminate our results, we will undertake a series of actions through various channels:

1. **Website:** A dedicated website will serve as the central hub for communication and dissemination. It will provide open access to public deliverables, scientific publications, and communication materials.
2. **Scientific Publications:** Research papers will be authored, submitted, and published in peer-reviewed scientific journals.
3. **Events:** Both internal workshops and external events will be organized and attended to encourage knowledge sharing among participants.
4. **Open Days/Dissemination Events:** Publicly accessible events will be conducted to showcase the methodologies employed in IFAV3 and share our results, fostering knowledge exchange.

4.2 Dissemination channels

The aim of dissemination efforts is to raise awareness regarding the outcomes of IFAV3, promote the exchange of knowledge among researchers, collaborate with other research projects to share valuable insights and expertise and stimulate the development of future research endeavors.

Channel	Objective	Tools	Information to be shared
Journals/ Magazines	Inform stakeholders about results	i.e. scientific publications, technical publications	Project values, progress, results
Conferences and events	Engage with new projects/stakeholders	i.e. infographics, posters, brochures	Project values, progress, results
Website	Share project results to broader audiences and reach specific targets	i.e. videos, presentations, scientific publications, infographics	Project values, progress, results, participation to open dissemination events
LinkedIn	Reach targeted audiences	i.e. videos, presentations, scientific publications, infographics, digital brochures	Project values, progress, results participation to open dissemination events
Newsletter	Communicate news/updates and disseminate results/methodologies	i.e. text, infographics, scientific publications	Project values, progress, results, participation to open dissemination events

Table 7: Dissemination channels

4.2.1 Open access to scientific publications

The project will ensure Open Access to all of its peer-reviewed scientific publications. The consortium partners already applied open access policies in the past. For each publication, we will make available the Author Accepted Manuscript (AAM) or Version of Record (VoR) in a repository using CC BY license at the latest at the time of publication. The AAM is the accepted manuscript after peer review, without the final layout by the publisher while the VoR is the published final version with the publisher's layout. We will use trusted repository operated by the consortium partners (e.g. *elib.dlr.de*) or use Zenodo.

The project will also consider publishing through the Open Research Europe publication platform. When providing the publication, we will also make available the underlying data and provide information about the tools and methods used to draw the conclusions from the underlying data. We carefully evaluate which data can be made available without violating the privacy of the participants. In general, we will only make available anonymized data and will ask the participants for permission to publish their anonymized data before conducting the exercises. In some cases, the aggregation of data could be necessary to ensure that no identification of the person is possible.

Scientific papers/ presentations	Link	Information to be shared
<i>Published</i>		
FLEXIBLE AIR TRAFFIC CONTROLLER DEPLOYMENT WITH ARTIFICIAL INTELLIGENCE BASED DECISION SUPPORT: LITERATURE SURVEY AND EVALUATION FRAMEWORK DOI: 10.25967/630258 Authors: J. Meier, M. Finke, O. Ohneiser, M. Jameel	https://elib.dlr.de/208684/ https://publikationen.dglr.de/?tx_dglrpublications_pi1%5bdocument_id%5d=630258	First project findings: paper conducts a systematic literature review to identify the current state of research, trends, and challenges in the field of AI-supported decision-making for ATCOs.
<i>Forecasted</i>		
Journal of Air Transportation, ARC	https://arc.aiaa.org/journal/jat	Results/Outcomes/Methodologies
Human Factors	https://journals.sagepub.com/home/hfs	Results/Outcomes/Methodologies
Frontiers in Future Transportation	https://www.frontiersin.org/journals/future-transportation	Results/Outcomes/Methodologies
Safety Science Journal	https://www.sciencedirect.com/journal/safety-science	Results/Outcomes/Methodologies
Journal of Airport Management	https://www.henrystewartpublications.com/jam	Results/Outcomes/Methodologies

Table 8: Scientific papers, publications and presentations

4.2.2 Dissemination events

The project will participate to numerous conferences, fairs and events throughout its lifetime. During this first reporting period, the project participated successfully in several events and conferences, presenting the project and its first results to multiple audiences: researchers, industry and ANSPs stakeholders, students and experts.

IFAV3 will continue to participate, either remotely or in presence, to relevant SESAR and other external events in the aviation field. According to their specific expertise, partners will attend different types of events. Moreover, Open Days related to the project will be organized to disseminate results and best practices to the stakeholders community.

Table 9 has been updated and it describes the events attended so far, and the plan for future dissemination events that the project's consortium is already engaged with, to submit the interest to participate. More events will be considered throughout the project's lifetime and the table will be updated and detailed in the next CDE Plan.

Event	Date	Place	Information to be shared	Importance for the project
<i>Past events</i>				
Airspace World 2024 – SESAR Walking Tours	19-21 March 2024	Geneva, Switzerland	Overview and first results	Showcase the progress and the ambition of the project to engage with stakeholders
Virtual Centre and Cybersecurity Flagship Coordination meeting	28 May 2024	Brussels, Belgium	Results and progress	Collaborate with projects under the same flagship
UPM Workshop with students and professors	18 November 2024	Madrid, Spain	Overview and first results	Gather insights on standard and reg with university professors and students interested in IFAV3
German Aerospace Congress (DLRK) 2024	30 September – 2 October 2024	Hamburg, Germany	Results (Publication)	Showcase the scientific progress of the project with stakeholders
NATS internal meeting with employees (panel discussion with Dynamic Airspace Configurations and Virtual Centres)	16-17 October 2024	Whiteley, England	Overview and first results	Foster internal discussions for NATS employees
<i>Future events</i>				
DATS Workshop on Digital Air Traffic Services: Workload and Safety Assessment	8-9 May 2025	Norrköping, Sweden	Overview and first results	Engage with stakeholders
Joint organisation of Flagship workshops under	N/A	N/A	N/A	Engage with other projects in the SESAR environment

the umbrella of
Engage 2

SESAR Annual Conference (2025 editions)	18 February 2025	Brussels, Belgium	Overview and first results + tool demo	Engage with SESAR's community and new projects
Airspace World 2025	13-15 May 2025	Lisbon, Portugal	N/A	Engage with stakeholders
SESAR Innovation Days (2025)	December 2025	Slovenia	N/A	Engage with new projects and new stakeholders
Open days	M30	N/A	N/A	Present methodologies/project results and engage with stakeholders

Table 9: Dissemination conferences and workshops

4.3 Dissemination target audiences

Target	Channel	Benefits from the project	Expected feedback
General public	Infographics spread through social media accounts, brochures	Be informed about the latest progress in aviation and the use European funds	Growth in awareness and knowledge with respect to the topics covered, create engagement
Specialized audience	Publication of scientific dissemination materials and organisation of face-to-face events	Enjoy the results and contents generated in the project	Generate interest in the research, adoption of IFAV3 know-how for other research projects, create engagement with IFAV3
Industry (providers, suppliers, future users industries)	Publication of scientific dissemination materials, face-to-face events (fairs, conferences, workshops, etc.)	Assessment for business opportunities and uptake of the demonstrated solutions	Adopt the IFAV3 know-how for other research projects, create engagement with IFAV3, integrate expertise from stakeholders, implement the demonstrated solutions
Policy-makers (regulators and standardization bodies)	Publication of scientific dissemination materials and organisation of face-to-face events	Uptake of the demonstrated solutions	Support on the methodological work of the project, recommendations and feedback on project activities and findings

Table 10: Dissemination target audiences

4.4 Dissemination KPIs and success criteria

The following table contains dissemination KPIs. Unlike communication KPIs, dissemination KPIs are only and exclusively those concerning the dissemination of results, outcomes, data and know-how produced during the course of the project.

Action	KPIs	Success criteria	Currently achieved	Last update	Growth from last deliverable
Articles on specialised journals	Number of articles published	2	1	01/2025	+1
Presentation of poster and talks at international conferences	Number of posters and talks at international conferences	2	3	01/2025	+3
Press releases	Number of press releases delivered	2	0	01/2025	N/A
Project web site	Number of visitors to the project web site	1000	121	01/2025	+121
References	Number of references of IFAV in other websites	5	2	01/2025	+2

Table 11: Dissemination KPIs and success criteria

5 Exploitation

5.1 Introduction to Exploitation

The exploitation of results is a cornerstone of the IFAV3 project, serving as a key driver to ensure the outcomes contribute to achieving project objectives and delivering significant benefits to the European aviation market. Key advancements in validation activities and tool development have further strengthened the potential for both immediate operational improvements and long-term strategic advancements in air traffic management. Task 4.4, “Exploitation Planning and Execution,” as defined in the Grant Agreement, spans the entire project duration (M1-M36) and outlines a structured roadmap of activities and milestones critical for the development of the final Exploitation Plan. These activities include identifying exploitable products and technologies, conducting market analysis and benchmarking, preparing robust business strategies, and engaging actively with stakeholders to foster collaboration and strategic alliances. Each milestone supports the refinement and promotion of the project’s Key Exploitable Results (KERs), with the ultimate goal of ensuring their applicability, market readiness, and alignment with SESAR objectives.

Key steps to finalize the Exploitation Plan are reported below in detail:

Key Steps	Time	Action(s)
Benchmarking Activities	<i>Ongoing - Q1 2025</i>	Execution of an in-depth evaluation of SESAR-aligned existing solutions to identify gaps and opportunities for differentiation.
Updates of Key Exploitable Results	<i>January 2025 and throughout 2025</i>	Completion of updates to the Exploitation of Results tables based on the Consortium’s inputs with further updates planned as additional feedback is gathered. The refinement of these results highlights the importance of validation exercises, dissemination activities, and industrial prototyping in ensuring their alignment with stakeholder needs and operational readiness. Alignment of the Key Exploitable Results (KERs) with the latest trends and needs in ATM, with a focus on flexible endorsement strategies and advanced technical solutions.
Stakeholder Engagement and Collaboration	<i>Throughout 2025</i>	Organization of workshops, consultations, and bilateral meetings to build strategic alliances with key players in the industry, including policymakers, ANSPs, and industrial partners. Strengthening of partnerships to explore licensing opportunities and industrial applications.
Results Ownership and Intellectual Property Management	<i>Q3 2025 - Q1 2026</i>	Management of the Results Ownership and Intellectual Property to clarify intellectual property distribution and Consortium roles. Addressing regulatory and legal requirements to facilitate Exploitation.
Integration of Technical and Procedural Insights	<i>Q4 2025</i>	Incorporation of findings from validation exercises and stakeholder feedback into the Exploitation section of the Communication, Dissemination and Exploitation final plan.

		Provision of actionable recommendations for new standards, procedural changes, and technology transfer opportunities.
Drafting and Validation of the Exploitation strategy	<i>Q4 2025 - Q2 2026</i>	Preparation of the final draft of the Exploitation section of the Communication, Dissemination and Exploitation final plan, synthesizing all collected data and insights. Validation of the plan through consortium-wide consultations and alignment with SESAR objectives.
Finalization of the Exploitation strategy	<i>By M35</i>	Submission of the finalized Communication, Dissemination and Exploitation final plan, emphasizing its contribution to enhancing European ATM, improving cost efficiency, and fostering global collaboration.

5.2 Project exploitable results

The research proposed in this project aims at enabling a more flexible deployment of ATCOs to sectors. This is a very wanted and eagerly awaited improvement in ATM, because it would improve its cost efficiency by Millions of Euros that could be saved yearly in the European Union. Advanced tools such as Smart Sector Grouping (SSG) and Remote Tower solutions have demonstrated significant potential to enhance flexibility and scalability, contributing to these efficiencies. Their validation has further highlighted their adaptability across various operational environments. The concept behind increased flexibility of ATCO validations (IFAV) are various flexible endorsement strategies, that are based on technical enablers, like specific controller assistance systems that provide support on sector specific procedures and rules and/or procedural enablers, like for example ATC task standardization. Solution 1 focuses on validated strategies for skill/competency-based endorsements, highlighting the 'endorsed under condition' approach, which replaces binary outcomes ('endorsed / not endorsed'). Solution 2 emphasizes validated strategies for IFAV applications in RTCs, providing robust evidence for operational feasibility. Due to the high maturity level of the solutions aimed, it is expected that the IFAV3 will produce mature recommendations for new standards or proposed changes on regulations, as well as advanced technical knowledge for any tools enabling a technology transfer to industrial partners. This is especially applicable for solution 1 and the products tested in various V3 validation exercises, which are nearing readiness for industrial application. These activities are supported by iterative inputs and validation through stakeholder engagement, workshops, and market analysis, as outlined in the roadmap.

5.3 Exploitation strategy and objectives

As various ANSPs are directly taking part in the project, it is expected that project results will trigger and drive in-house operational implementations related to this topic. Solution 1 will produce almost ready-to-use tools with only a little remaining need for further modifications.

The individual exploitation objectives, as defined at the stage of the proposal preparation, are summarized below per partner. These objectives reflect key developments in areas such as automation, human factors, and the scalability of solutions across diverse operational contexts, ensuring maximum impact and applicability.

Partner	Plan
DLR	DLR intends to closely work together with EUROCONTROL MUAC in the frame of a cooperation contract, which offers the opportunity to transfer the knowledge and commonly tested tools directly to an end user. Beside that, also a technology transfer

	with other industrial partners is possible. In any case, results will be published and will lead to an update of student's lessons related to ATM held by DLR in universities
NLR	NLR plans to use the knowledge and experience gained in this project on the one hand to support our customers and be a better consultant and sparring partner when it comes to flexible ATCO endorsement. The closer collaboration with ANSPs, in this project in particular with LFV, would support us gaining more insight into how our theoretical ideas and work relate to the real operation. NLR will, on the other hand, also use the experience for dissemination purposes. NLR foresees to present its findings at a number of conferences
ENAIRE/CRIDA/INECO	ENAIRE, the fourth largest ANSP in Europe, within its strategic plan Plan de Vuelo 2025, includes plans for business model changes: services liberalization, relocation, and globalization. This implies a modernization and digitalization of the system without safety and capacity impairment. New ATCO tools (IFAV), more optimised licencing and training of their ATCO, and new currency requirements will be incorporated to achieve these goals. SSG enables ENAIRE to optimize the distribution of sectors, enhancing capacity and operational efficiency. This tool also informs requirements for ENAIRE's future operational platform (ITEC) and explores its applicability beyond IFAV contexts. To do so, their affiliates CRIDA and INECO will work hand in hand with ENAIRE maturing the solutions until their implementation.
DEEP BLUE	DEEP BLUE will enlarge its portfolio of consultancy and training services in the Human Factor domain. Furthermore, it will identify future funding opportunities to implement R&D activities building-up on the project foreground. The project advances knowledge in Remote Tower (rTWR) operations and Human Factors (HF), with specific focus areas including Human Performance (HP) and fatigue management. These findings will inform future industry practices and technologies in air traffic management.
ENAV	ENAV, as ANSP, is interested in investigating IFAV in Enroute and Remote Tower environments, with the aim to increase the flexibility in ATCOs deployment, in order to foster flexible endorsements, once approved and operational, in all ANSP environments.
INDRA	INDRA as large industrial partner and big supplier of European and worldwide ANSPs is directly taking part in Solution 1, and providing its iTEC platform as validation platform for the first V3 Exercise. This is done for the purpose and with the benefit that tools are directly compatible with this platform, and that any new functions can quickly be integrated in it. Development and validation of IFAV tools will enhance automation and operational integration in ATS systems, ensuring compatibility with iTEC.
LFV	LFV intends to use the IFAV work and deliverables to drive the optimisation, harmonisation for the operational performance. In particular the remote tower centre running digital ATS is the target user of the IFAV output. Results from smart grouping should go direct to LFV Enroute for safety and human performance assessment in order to be integrated in daily operations.
NATS	NATS' long-term strategic vision is any controller, any airspace, any user, anywhere. To achieve this vision, increased flexibility in ATCO validations is critical. Validation of IFAV-specific tools will provide system requirements for the NATS future operational platform, ensuring alignment with the iTEC IBP. HP and Safety outputs will enable a better understanding of the development needs for Safety Assurance, aimed at increasing flexibility for NATS en-route Upper ATCOs. Research under Solution 1 Task 2.4 focuses on increasing automation levels, which supports both IFAV and future

	Generic ATCO operations. These efforts underpin NATS' strategic vision and roadmap for airspace management techniques, including dynamic sectorization and free-route airspace. In SESAR 3, NATS will run a joint RTS with INDRA and ENAIRE on a common validation platform. This will enable the tools that have been developed during the work in SESAR 2020 PJ.10-06, PJ.10-W2-73IFAV and PJ.33-W3-01a to be prototyped on the iTEC IBP, NATS' future operational platform. As a result, the system requirements for a deployable solution of increased flexibility in controller validations would be already captured in SESAR 3. Alongside this, NATS will lead on early maturity research looking at how increased level of automation can be used to move towards fully Generic Controller Validations. This underpins NATS' strategic vision, and also enables NATS' roadmap of novel airspace management techniques including dynamic sectorisation and future free route.
UPM	UPM will actively work to engage the national Regulatory body and local National Safety Agency to ensure the long-term adoption of the project solutions, through the internal Spanish NSA working groups where UPM participates on regular basis (such the EASA expert group on human factors...), UPM will further promote the effective integration of project outcomes into the joint Academic Training Programs currently run with certified ATCO Training Providers (SENASA and SAERCO). It will also use the collaboration agreements with other universities which are certified ATC Training Providers (University of Zagreb Faculty of Transport and Traffic Sciences - FTTS in Croatia and Eskişehir Teknik Üniversitesi -ESTU in Turkey) to further accelerate the implementation of the project solutions into their ATCO training programs. The outputs of the Common UCS validation (Strategy 4) will facilitate the development of a scalable methodology that European ANSPs can apply. This methodology is designed to disseminate knowledge and encourage the adoption of the IFAV concept among ANSPs interested in flexible rostering strategies. The next steps will focus on spreading awareness and fostering application of the strategy, with the results of the validation process playing a critical role in refining and improving the approach. Additionally, UPM will enlarge its ATM/ ATC academic and long-life learning program with the experience and knowledge gain in the project and it will update its contents and lessons accordingly. The Common UCS will enable UPM to understand the regulatory framework surrounding flexible rostering endorsements. By doing so, UPM expects to collaborate in the future development of strategies that can be applied across different ANSPs. The validation of the strategy will provide UPM with the necessary insights to update the theoretical framework, ensuring it reflects the latest operational and regulatory requirements. HP outputs will also enhance the understanding of the relationship between human factors and operational flexibility in future environments, where the strategy can begin to be implemented. UPM will extent research in this topic including it as part of its PhD program for further development. UPM ATC simulation facilities and ATCO students will be made available for this PhD research line. In parallel, UPM plans to organize stakeholder workshops to validate and further develop the Common UCS, engaging regulatory bodies, ANSP representatives, and other stakeholders. These workshops aim to ensure that the strategy aligns with operational needs and regulatory frameworks, supporting the broader dissemination and long-term adoption of the strategy across Europe.
LIU	Development of the mathematical models for optimization of human resources is one of the main research areas of the AEAR group at LIU. Application and adjustment of the framework for the needs of the Digital ATSS and ACCs will be synchronized with other research projects conducted by our group. We expect IFAV work to result in several scientific publications, which will be included into the ongoing PhD studies.

Table 12. Exploitation objectives for partners

5.4 Exploitation of results

Project outputs	Area impacted	Action	Outcomes	When
Validation of results for solution 1 (increased flexibility on ATCO validation)	ATC, ATCOs, ATM, ANSPs, Stakeholders, Policy-makers, Training organizations	Further research, industrial application, licencing, prototype development	Increased flexibility, decreased workload, new standards, possibly increased safety, alignment with operational platforms	Throughout the project, after the end of the project
Validation of results for solution 2 (application on remote tower centres)	ATC, ATM, ATCOs, Policy-makers, Stakeholders, Academia/research	Licencing, application, further validation	Cost savings, decreased workload, increased safety, new procedures, insights into Human Performance and Fatigue Management	Throughout the project, after the end of the project
Knowledge generated within the project	Academia/research, ATM, ATC, ANSPs	Further research, education	Educational materials, further research	Throughout the project, after the end of the project
Increased knowledge on IFAV specific tools applied to remote tower centres	Academia/research, ATM, ANSPs	Further research, validation exercises, dissemination through workshops	Understanding tools that can be applied to remote towers and those that cannot, guidance for operational integration and future standards	Throughout the project, after the end of the project
Utilization of IFAV3 tools in upper airspace	ATC, ATM, ATCOs, Policy-makers	Further research, further validation	Increased flexibility on ATCO rostering for air traffic controllers and improved efficiency	Throughout the project, after the end of the project

Table 13: Project internal exploitation of results

Project outputs	Area impacted	Action	Outcomes	When
Validation of results for solution 1	ATC, ATCOs, ATM, ANSPs, Stakeholders,	Further research, industrial application,	Increased flexibility, decreased workload, new	Throughout the project, after the end of the project

(increased flexibility on ATCO validation)	Policy-makers, training organizations	licencing, prototype development	standards, possibly increased safety, alignment with operational platforms	
Validation of results for solution 2 (application on remote tower centres)	ATC, ATM, ATCOs, Policy-makers, Stakeholders, academia/research	Licencing, application, further validation	Cost savings, decreased workload, increased safety, new procedures, insights into Human Performance and Fatigue Management	Throughout the project, after the end of the project
Knowledge generated within the project	Academia/research, ATM, ATC, ANSPs	Further research, education, dissemination through workshops and publications	Educational materials, further research, practical applications for operational improvements	Throughout the project, after the end of the project
Increased knowledge on IFAV specific tools applied to remote tower centres	Academia/research, ATM, ANSPs	Further research, validation exercises, dissemination through workshops	Understanding tools that can be applied to remote towers and those that cannot, guidance for operational integration and future standards	Throughout the project, after the end of the project
Utilization of IFAV3 tools in upper airspace	ATC, ATM, ATCOs, Policy-makers	Further research, further validation, industrial prototyping	Increased flexibility on ATCO rostering for air traffic controllers and improved efficiency, enhanced alignment with future operational platforms	Throughout the project, after the end of the project

Table 14: Project external exploitation of results

5.5 Data protection strategy

The IFAV project will generate several datasets during its project's lifecycle: data sets recorded during the various validation activities, surveys, and stakeholder recommendations collected from workshops. These data sets will be handled according to the FAIR principles (findability, accessibility, interoperability, and reusability). The data expected to be generated can be grouped into the following categories:

The data collected in this project can be categorized as following (as elaborated in deliverable D1.6 Interim Data Management Plan):

1. Data needed to drive the validation exercises (e.g. traffic data, airspace characteristics data, data about local procedures and constraints). In general this data is already available, and in some cases already published on various sources (open repositories, providers of specific types of data, deliverables, reports, scientific papers etc.). Cat 1 data can be further distinguished into dependent (data that follows from recent research of the same research partners) and independent data (data that is obtained from entities other than the project partners).
2. Data needed to drive the used technical enablers (e.g. further geographical data, data used to model controller competencies on local procedures). Depending on the concrete case, this data needs to be prepared / produced in the frame of this project.
3. Personal data needed to perform administrative activities, such as coordination with exercise participants, filling participant agreement forms or the concrete scheduling of exercise participants.
4. Data needed to measure the performance indicators in the experiments (e.g. questionnaire responses, raw data collected during a simulation, such as trajectories, workload measurement, behavioural data etc.). All this data will be produced in, short before or short after the experiments.
5. Processed data calculated to demonstrate concrete benefits or to proof how far validation objectives have been achieved.

Only anonymized data, following personal data protection laws and ethical guidance will be made available. This might prevent that raw performance data from being made publicly available. We will carefully investigate this for every case of recorded dataset. The project will assess the possibility to make data available through the European Open Science Cloud platform. Possibly, data will be shared under CC-BY license. To make sure that data can be reused, we will format the data in a way it is easily processable by other researchers. We will investigate if standards are already defined and use them as much as possible. Otherwise, we will provide with the data a description of the format we applied. The metadata will also be made available, e.g. name of tools used to record it, time and duration of recording and explanation of the relevant context.

5.6 IPR management

The project partners agree on rules with regards to IP ownership, access rights to Background and Results IP for the execution of the project, the protection of IPR and confidential information. These agreements will ensure that validated tools and methodologies can be effectively transferred to industrial and operational partners, maximizing their impact on the aviation sector. Partners share the access to IP generated during the project according to the basic IPR rules defined in the 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. In the Consortium Agreement (CA) on which main conditions are agreed upon is being signed by all project partners. Regarding the project results, partners will have a proactive policy to protect IP. Know-how generated, when it cannot be protected by any of the mentioned mechanisms, will be protected by trade secret.

6 Overview of communication and dissemination activities

Activity	Channel/Tool	Objective	Target audience	KPIs	Success criteria	Frequency/date
Articles on specialised journals	Specialized press	Inform about project activities and results/outcomes	Specialized audience	Number of articles published	2	When relevant results are achieved
Presentation of poster and talks at international conferences	Talks, conferences	Create awareness, disseminate results	Specialized audience	Number of posters and talks at international conferences	8	Throughout the project lifetime
Press releases	Trade press	Information on project activities and results/outcomes	Specialized audience	Number of press releases delivered	2	When relevant results are achieved
Project website	Website	Awareness, dissemination	Specialized and non-specialized audience	Number of visitors to the project web site	1000	By the end of the project
References	Other websites, Newsletters	Scientific knowledge sharing, awareness, dissemination	Specialized and non-specialized audience	Number of references of IFAV in other websites	12	By the end of the project
Newsletter	Online distribution	Awareness, state of the art, dissemination, sharing between partners and stakeholders	Specialized and non-specialized audience	Number of newsletters delivered	3	Throughout the project lifetime
Brochures	Physical distribution or through website/social media	Awareness, dissemination, information on the state of art and results	Specialized and non-specialized audience	Number of copies distributed (digital or physical)	250	Produced for every big event

Technical video	Online distribution (e.g., website) and offline (e.g., conferences)	Inform, illustrate project results	Specialized audience	Number of videos	At least 1	M20-M36
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Table 15: Overview of communication and dissemination Activities

7 List of acronyms

Acronym	Description
AAM	Author Accepted Manuscript
ANSP	Air Navigation Service Provider
ATC	Air Traffic Control
ATCO	Air Traffic Controller
ATM	Air Traffic Management
ATS	Air Traffic Service
CC BY	Creative Commons Attribution Licenseat
EASA	European Union Aviation Safety Agency
EC	European Commision
EU	European Union
FAIR	Findability, Accessibility, Interoperability, Reusability
IFAV	Increased Flexibility of ATCO Validations
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
NSA	National Safety Authorities
RTC	Remote Tower Centre
R&I	Research and Innovation
SID	Sesar Innovation Days
SJU	Sesar Joint Undertaking
VoR	Version of Record
WP	Work Package

Table 16: List of acronyms