

D1.2: Dissemination and Communication Plan



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List of Acronyms

Abbreviation / acronym	Description
EC	European Commission
UAS	Unmanned Air Systems
AI	Artificial Intelligence
DRL	Deep Reinforcement Learning
ATM	Air Traffic Management
HPC	High Performance Computing
GPU	Graphics Processor Units
DCP	Dissemination and Communication Plan

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Executive Summary

This document is a deliverable (D1.2) of the RefMap project, funded the Call “HORIZON-CL5-2022-D5-01 | Clean and competitive solutions for all transport modes” (Topic: HORIZON-CL5-2022-D5-01-13

Type of Action: HORIZON-RIA, Proposal number: 101096698).

It aims to provide the Dissemination and Communication Plan (D.C.P.) that is part of Work Package 1 and it will be implemented throughout the project’s life, based on specific strategy and predefined steps. The D.C.P. will be drafted and delivered by Future Needs but all partners of the project will participate in the implementation of the communication and dissemination tasks.

The challenges addressed by this deliverable are to form a detailed communication strategy and action plan with the aim to consolidate project information and results into comprehensive and easy-to-read news outputs tailored for targeted audiences and stakeholders.

Readers will learn the communication and dissemination activities that will be performed during the project’s lifetime, the specific tools for communication and dissemination, the target audiences and messages, the potential synergies, etc.

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1 Introduction

1.1 Purpose of the document

The purpose of this document is to elaborate in detail the specific steps of the communication and dissemination strategy in a complete plan. The plan includes communications guidelines, target audiences & messages, deadlines, review procedure, the visual identity of the project, office templates, the press release publication plan, the website structure and components, the social media accounts to be used, a “toolkit” with all print marketing and promotion materials, the conferences participation (including the final Conference), the workshops, the potential synergies, and finally the specific KPIs.

1.2 Relation to other project work

This document, “D1.2 Dissemination & Communication Plan”, part of Work Package 1 is closely related with a number of other tasks and deliverables of the project that belong in the same work package.

Namely, we should mention:

- D1.5: Report on Dissemination and Communication activities of Period (M18)
- D1.6: Report on Dissemination and Communication activities of Period 2 (M36)
- T1.4 – Project Branding, Dissemination and Communication activities: This task aims to disseminate project results to a range of audiences surrounding ATM, UAM, public administrations, industry, and academia.

1.3 Structure of the document

This document is structured in 7 major chapters additionally to the document information section in the beginning of the document.

Chapter 1 is the introduction of the document.

Chapter 2 presents the dissemination, communication & clustering activities plan, explaining the division between communication and dissemination activities.

Chapter 3 presents the external communication plan elaborating the communication strategy, the messages, the audiences, specific guidelines and the material’s review procedure.

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Chapter 4 presents the communication tools that are going to be used in the project, like the visual identity, the logotype, the office templates and the press releases publication.

Chapter 5 presents the online dissemination tools, like the website structure and components, the newsletter function, the social media activity and the communication on other platforms.

Chapter 6 presents the offline dissemination tools, like the printed promotional materials to be used in conferences and workshops, the publications and articles that will be presented during the project's lifetime, the participation of all partners in conferences, trade shows, workshops, and networking activities with pertinent EU/national projects, the potential collaborations and synergies with other projects, initiatives and bodies and details about the final conference organised by the consortium.

Chapter 7 describes briefly the conclusions.

In the **Annex**, you will find a table with all the KPIs.

2 Dissemination & Communication Plan

There is a very close relationship between dissemination (spreading knowledge) and communication (building awareness/promoting). RefMap will disseminate mainly its results such as data, models, patterns, the RefMap analytics platforms, etc. Presenting a scientific or technical paper is often accompanied by contributions to social media, press releases, website announcements, etc.

The aim of the DCP is to disseminate project results to a range of audiences surrounding ATM, UAM, public administrations, industry, and academia. In the current DCP we identify the dissemination objectives, activities, tools, deadlines and target audiences, while defining mechanisms ensuring the long-lasting visibility of the project after its end. Communication activities include preparation of articles for mass media, promotion of the project at relevant international and national events and practitioner meetings, and social media management.

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2.1 Dissemination activities

Dissemination is focused on transferring knowledge and depends on the kind of knowledge transferred to the target audience. To enhance the visibility of the project the following RefMap dissemination activities will be performed, such as participation in conferences, use of the online media (project website, newsletter, and social media), and meetings/trainings/workshops with relevant stakeholders. For example, in order to disseminate the project's results in the broader community, a dedicated Final Conference event will take place at the end of the project.

2.2 Communication activities

Communication activities are focused on conducting public engagement activities, i.e., events where specialists listen and interact with non-specialists, to ensure that research and innovation activities are made known to the professional as well as the society at large. Also, press releases of the project will be published in local and European media, uploaded on the project's website and spread on social media in order to communicate the results further. Additionally, articles related to the project will be published on European journals and on all partners' websites as well as on the project's website. Finally, the project is going to be presented in various conferences/seminars/events by the partners.

3 External communication plan

This chapter describes the initial assumptions related to dissemination, communication & clustering activities of the RefMap project and presents the public website structure as well as introduces additional tools such as social media, newsletter, press releases and printed materials.

The following communication plan will be continuously developed to ensure appropriate activities are performed to inform, engage, create awareness and promote information about the project, its aims, its funding source, its results, impacts and wider societal implications. The key objectives of such a plan are included below:

- Provide widespread visibility to the project and its outputs.
- Ensure that target audiences are convinced that due to European collaboration in RefMap more has been achieved than would otherwise be possible, as a result, the project has created measurable benefits to citizens and other stakeholders.
- Target key decision-makers who can support the implementation of the project.

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- Demonstrate how the outcomes of RefMap are relevant to the lives of European citizens.
- Ensure that the results of RefMap influence policy makers and other decision-makers around pandemic preparedness and cross-border public health data sharing, to ensure long-term impact.

3.1 Communication strategy

All project partners will perform communication and dissemination activities, but the content and the type will differ according to the nature of the partner and the targeted audience. The industrial partners will approach relevant standardisation and regulatory bodies, industry sectors, as well as their distributors and client networks, while the academic and research partners will mainly focus on disseminating the project results to research institutes and universities as well as integrating them into international backgrounds. Such activities will prepare the creation of an active community capable of understanding the extent and importance of the project's solutions, and adopting them at later stages. RefMap will need to raise awareness of our target groups, namely: 1. Policy makers 2. U Space and UAM professionals 3. Technology providers 4. Logistics providers 5. Civil protection authorities

The main goal of the RefMap dissemination strategy is to create and spread awareness of the project and its results to the broadest possible audience within the scientific and research community. To reach this goal RefMap will differentiate between two major strands of communication and dissemination: (i) the general promotion/communication activities, which will be focused mainly on the first months of the project, targeting the wide public audience (mainly through the communication channels of the project), and (ii) a set of more specific activities, dissemination activities, dedicated to the presentation of RefMap advances and outcomes to the scientific communities, academia, and industries (through dissemination means and clustering events). These dissemination activities will become more important as the project evolves and concrete results will become the focus of the dissemination plan/activities.

3.2 Communication messages

Dissemination and showcasing activities are of crucial importance for the project's successful diffusion of knowledge, for raising awareness, and for attracting potential supporters, industries as well as scientific interest. The main objectives that will be fulfilled by the RefMap dissemination and showcasing actions are:

- To disseminate project outcomes to the scientific community.
- To disseminate and raise awareness of the project to relevant industries.

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- To disseminate results and raise awareness of the project among the most important stakeholders (including ministries, administrations and other public bodies and decision-makers at EU and national levels).
- To foster inter-communication with other research projects and communities.
- To disseminate and communicate project innovations to the broader public and society.

3.3 Target audiences

RefMap communication, dissemination & clustering activities are executed by all the partners and differ regarding the nature of the partner as well as the means, content and target audience. The industrial partners will approach industry sectors and their distributors as well as client networks, whereas the academic and research partners will target relevant research institutes and universities. All partners will use their network to approach administrations and the public sector.

Overall, the target audience of the RefMap project is the following:

- **Policy makers:** Policy makers in the field of mobility as well as traffic management will be the main target of RefMap, being them at a regional, national, EU, and international level. Decision-makers have to be at the forefront and hold accountable to ensure that measures are taken in the direction of minimising the risks of U-space affecting their area of responsibility, specifically the environmental impact that motorised transport on air and land has on the air quality. Indicatively, the results obtained from RefMap's tools will assist (a) decision-making on transport networks, (b) identification of transport nodes including prohibited zones, (c) the establishment of penalization policies, (d) the development of UAM-Sustainable Urban Mobility Plans.
- **U-space and UAM professionals:** U-space providers and UAM organisations are at the heart of the RefMap consortium and an important piece of the value chain in the battle against U-space, and thus one of the priority target audiences of the RefMap communication strategy. Training of the next generation of UAM professionals in using new technologies will strengthen the aviation domain/sector. User partners will experience first-hand the scenario of a use of RefMap tools during simulations of High-fidelity and RANS-based as part of the demonstrators of RefMap and will be the torches who pass the light to their colleagues.
- **Technology providers:** To ensure that technology providers, potential users, and policy makers become aware of project results and how they can affect future platforms and services, we will use the collaboration networks of partners and events targeting discussions between related stakeholders. Several

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partners have open channels of discussion related to their markets and will use these to discuss project activities and to solicit feedback. RefMap partners will make use of a set of dissemination activities, tools and channels that embrace —online and onsite engaging activities— to raise their interest and ensure their engagement in project activities.

- **Logistics providers:** This segment of industrial professionals will see fundamental changes in the delivery of their service with the advent of drones. They need to be aware of the environmental impacts of drone fleets to optimise their operations.
- **Civil protection authorities:** This target group will benefit from our project since our tools will provide vital information for the early detection of risky events such as fires that affect air quality.
- **The general public** that is interested in RefMap's technological fields and advancements.
- **All RefMap partners & collaborators:** This document is addressed to the entire RefMap consortium and serves as initial documentation of the plans/strategies to be applied for efficiently performing communication, dissemination activities and clustering activities, partner-specific exploitation and standardisation activities and relevant collaborations in which RefMap partners, and stakeholders are involved and/or affected.

3.4 Communication guidelines

3.4.1 Communication material review procedure

In the following paragraph, we describe procedures and tools for producing, reviewing and publishing communication content in 8 steps.

1st step: Communication material and deliverables content produced by FN will be placed in the collaborative environment suggested by the Coordinator, such as the common Drive platform already used in the project.

2nd step: Partners will be notified of the availability of materials online and be called to review them in a specific and reasonable timeframe (maximum 5 working days for communication material, 2 weeks for deliverables) through suggestions mode. This includes suggestions for authors on extra content, and on how to better structure and present the content. If the material is a deliverable, proof reading will be done by the Dissemination & Communication manager of the partner assigned as Internal Reviewer to the deliverable by the Coordinator.

3rd step: If partners find the timeframe unattainable, they can ask for an extension of the deadline. If an extension is possible without hindering project results, it will be granted.

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4th step: Once all comments are added, FN will review and incorporate them, maintaining the right to deny a suggestion based on solid argumentation (e.g. EC rules, guidelines described in the communication plan).

5th step: The final version of the material will be reviewed by the Coordinator before proofreading.

6th step: FN will make the final version of the material available in the common Drive platform for a concrete and reasonable amount of time (maximum 5 working days for communication material, 2 weeks for deliverables) for all partners to proofread before publishing the material. We follow the “proofreading” definition of global publishing houses (e.g., Elsevier), meaning that proofreading focuses on correcting superficial errors in spelling, grammar, syntax, punctuation, and formatting. If the material is a deliverable, the proofreading will be done by the Dissemination & Communication manager of the partner assigned as Internal Reviewer to the deliverable by the Coordinator.

7th step: Proof-reading by Coordinator.

8th step: After the proof-reading stage, no further reviewing iterations are foreseen. FN will finalise the material and it will be published/ submitted to the EC.

4 Communication tools

4.1 Visual identity / branding

The RefMap brand identity is the tangible expression of what the project stands for. RefMap's ambition is to be a game-changer in the aviation industry by creating a comprehensive approach that integrates cutting-edge technologies with green management practices to improve air traffic management, reduce environmental impact, and minimise the noise impact of drones on communities and wildlife.

The RefMap visual identity provides a clear appearance. It comprises the project logo and the following documents: press releases (published online), newsletters (online), project's PowerPoint presentation and the project's factsheet (a flyer on the website and in printed form).

4.2 RefMap logotype

It contains the project name and a symbol that contains a drone icon and an aeroplane icon, reflecting the two main areas of the project's main target groups, the UAM and ATM communities. The symbol itself reflects the flow/trajectories traffic of multiple vehicles (drones & aeroplanes), which is also in the project core. The project's logo

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has been finalised for all format requirements, and can be used in the communication templates, the flyer brochure/project factsheet, etc.

The logo was released in an horizontal version and a vertical in colour blue and green with a warm and expressive accent. There is also a version in black and one in white. The typography is based on a simple, one-piece element. The logo files are in png (transparent background), and jpeg.



Figure 1: RefMap logo horizontal version



Figure 2: RefMap logo vertical version



Figure 3: RefMap logo horizontal black version

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Figure 4: RefMap logo vertical black version



Figure 5: RefMap logo horizontal white version



Figure 6: RefMap logo vertical white version



Figure 7: RefMap logo symbol against different backgrounds

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4.2.1 Misuse of RefMap's logotype

The RefMap logo must be easily recognised, therefore please avoid cluttering the logo and use only the official version. All the components of the RefMap logo are in a fixed relationship and should never be altered, modified or reproduced in any way. Please avoid adding artistic effects.

- Do not erase or change in any way elements of the logotype
- Do not use outlines
- Do not use shadows
- Do not use 3D effects
- Do not change the colours
- Do not distort
- Do not rotate / mirror
- Do not change the typography



Figure 8: Misuse of RefMap logo examples

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Figure 9: Logo use against different background colours

4.2.2 Logo colours

The main and additional colours of the logo are the following:



Figure 10: Main and additional colours of the logo

The selected colours reflect different topics, specifically:

- Aviation, air, sky (blues)
- Ecology, environment (green)
- Neutral colours (black and white)

4.2.3 Logo typography

The proposed typefaces for the RefMap logo are Futura and Arial (normal, bold, italic, bold italic).

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4.3 Office templates

The working templates are to be used in all communication related to the project, by all consortium members (all templates will be available on the shared Drive folder). The templates that are made for the project are: a letter template, a deliverable template, and a PowerPoint presentation template. Deliverable template aligns with this document, while the rest of the templates can be found below.

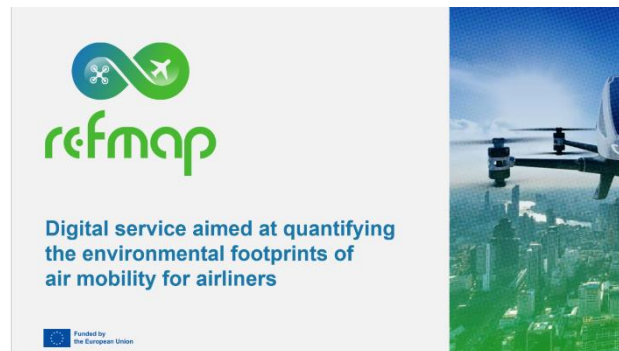


Figure 11: RefMap presentation cover.



Figure 12: RefMap letter template.

4.4 Press releases

RefMap will publish 2 press releases on its website, social media accounts, on Cordis Wire and on popular media outlets in all partners' countries. All partners should publish the press release in the respective websites and social media accounts of their

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organisations translated in their respective languages. The main objective of press releases is to gain publicity and to raise public awareness.

The press release will be sent to the following media outlets, that are listed below by each partner's country.

Table 1: Mass Media source links

Channels per country and responsible partner	
European media & organisations/forums /news sites federations/ observatories (with news sections)	• CORDIS Wire, https://cordis.europa.eu/news/en • HORIZON Magazine, https://horizon-magazine.eu/ • EurActiv, https://www.euractiv.com/, pressrelease@euractiv.com • Euronews (Construction), https://www.euronews.com • Industry Europe Mag, https://industryeurope.com • Eurocities, https://eurocities.eu/ • European Cluster Collaboration Platform, https://clustercollaboration.eu/ • Businesswire news site, https://www.businesswire.com
Sweden	• Swedavia, https://www.swedavia.se/arlanda/ • LFV, https://www.lfv.se/en • Trafikverket, https://www.trafikverket.se/ • SVT, https://www.svt.se/ • DN, https://www.dn.se/ • Transportstyrelsen, https://www.transportstyrelsen.se/en/aviation/
UK	• IOA, https://www.ioa.org.uk/ioa/news/ / ioa@ioa.org.uk • UK Acoustics Network, https://acoustics.ac.uk/ / info@acoustics.ac.uk • The Conversation, https://theconversation.com/uk/ / uk.newsletter@theconversation.com • Innovative UK KTN, https://iuk.ktn-uk.org/transport/ • UK Research and Innovation, https://www.ukri.org/news/ • New Scientist, https://www.newscientist.com/ / d_hambling@hotmail.com • The Guardian, https://www.theguardian.com/uk • BBC, https://www.bbc.co.uk/news • Press Office University of Salford https://www.salford.ac.uk/press-office/ / s.e.wood@salford.ac.uk
The Netherlands	• NOS, https://nos.nl/ • NU, https://nu.nl • NRC, https://www.nrc.nl/ • AD, https://www.ad.nl/ • RTL, https://www.rtlnieuws.nl/ • Volkskrant, https://www.volkskrant.nl/ • Dutch Cowboys, https://www.dutchcowboys.nl/technology • Newscientist, https://www.newscientist.nl/nieuws/categorie/technologie/
Portugal	• Communication unit of ISCTE • Use of professional PR Agency

Channels per country and responsible partner	
Czech Republic	- iDNES, https://www.idnes.cz/ - Seznam Zprávy, https://www.seznamzpravy.cz/ - Hospodářské Noviny, https://hn.cz/ - Novinky, https://www.novinky.cz/ - Aktuálně, https://www.aktualne.cz/ - Tydeník Euro, https://www.tydenikeuro.cz/ - Technický Tydeník, https://www.technickytydenik.cz/ - T+T Technika a trh, https://www.technikaatrh.cz/ - UAVA, https://uavaliance.cz/
Cyprus	- Φιλεnews, https://www.philenews.com/, mailbox@phileleftheros.com, philenews@phileleftheros.com - Sigma Live (tech), https://www.sigmalive.com/news/scitech/technology, news@sigmalive.com - Reporter, https://www.reporter.com.cy/, info@imhbusiness.com, reporter@imhbusiness.com - Alphanews live, https://www.alphanews.live/cyprus, portal@alphacyprus.com.cy - Cyprus Times, https://cyprustimes.com/, info@cyprustimes.com - Offsite news, https://www.offsite.com.cy/, info@offsite.com.cy - Η Καθημερινή Κύπρου, https://www.kathimerini.com.cy/gr/, info@kathimerini.com.cy - Ο Πολίτης, https://politis.com.cy/ - Ant1 Κύπρου, Elli Kotzamani, e.kotzamani@antenna.com.cy - Διάλογος, https://dialogos.com.cy/ - CyprusNews, https://cyprusnews.eu/, info@cyprusnews.eu - ToThemaOnline, https://www.tothemaonline.com/, info@worldnewsmedia.net - Omegalive, https://omegalive.com.cy/, omegalive@cy.net, newsdpt@omegatv.com.cy - Brief, https://www.brief.com.cy, info@brief.com.cy - InBusiness News (tech): https://inbusinessnews.reporter.com.cy/business/ict918, info@imhbusiness.com, events@imhbusiness.com - Cyprus Mail (tech): https://cyprus-mail.com/category/technology/, info@cyprus-mail.com - Cyl High Performance Computing Facility, https://hpcf.cyi.ac.cy/, hpc.support@cyi.ac.cy
Spain	- News portal Madr+d of Community of Madrid http://www.madrimasd.org/ - Dicyt news, https://www.dicyt.com/noticias - News in AlphaGalileo, https://www.alphagalileo.org/ - EurekAlert https://www.eurekalert.org/
Greece	- ICCS press releases, https://www.iccs.gr/blog/ - School of Electrical and Computer Engineering @ National Technical University of Athens, https://www.ece.ntua.gr/gr/announcements

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Channels per country and responsible partner	
	- Ptisi and Diastima magazine, https://www.ptisidiastima.com, - Kathimerini journal, https://www.kathimerini.gr - Technical Annals of Technical Chamber of Greece, https://ejournals.epublishing.ekt.gr/index.php/ta

5 Online dissemination tools

5.1 Website

The project's website is connected to a domain at www.refmap.eu. The content of the website is to be reviewed, approved and updated by all consortium members until the end of the project. It will include all the news about the activities of RefMap and related events that RefMap and its consortium members participate in. Consortium members participating in the above will provide the content (text and visual material like photographs, videos, diagrams, infographics etc.) to be uploaded in the website. Papers and other publications related to the project will be uploaded on the website, as well as newsletters, press releases. Social Media posts are linked to the website content and there is a twitter feed in the homepage, in order to increase the website's visibility and inform the community about the project and its activities. The website will be kept live at least 3 years after the project ends.

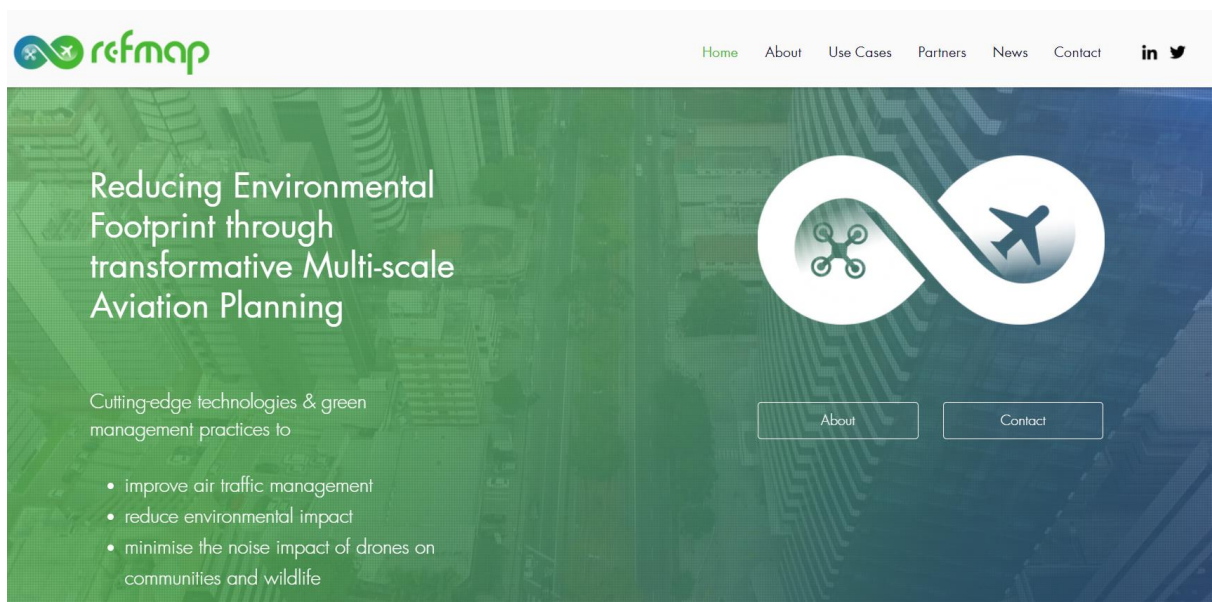


Figure 13: RefMap Website

Strategies to increase traffic:

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- Social media campaigns linked to the website of the project.
- Social media posts linked to the website of the project.

Audience: Policy makers, U-Space and UAM professionals, technology providers, logistics providers, civil protection authorities, technical & non-technical audience (general public). In a broad sense the whole society.

Message: RefMap will share its concepts, results and achievements through its dedicated project website. The website will be the major tool of communication and promotion of the project.

The website is divided into seven menu sections including: **Home, About, Use cases, Partners, Synergies, Library (including news, newsletters, blog articles, press releases, downloads), and Contact.**

- **Home:** This is the main page of the website, which provides information regarding the project, its partners and options that trigger the attention of the end user prompting them to scrutinise and learn more about RefMap. The homepage hosts several sections that easily navigate the visitors to the rest pages of the website for additional information.
- **About:** The “About” page incorporates an overview of the project, its main objectives and missions.
- **Use cases:** This section will have more details for each RefMap use case.
- **Partners:** The RefMap partners are proudly presented within the specific page along with their corresponding country of their origin and their specific role in the project.
- **Synergies:** In this section potential synergies with other relevant projects will be elaborated here.
- **Library:** This section is regularly updated with content including project events (including the Final Conference of the project), activities, news related to upcoming & past events where partners participated, newsletters, and other impactful dissemination material upon being published. The “News” page offers a preview of RefMap published news where visitors can scroll and click on a selected published article and be redirected to the respective page where the full article is made available. In this section there is also a social media news feed, all the press releases and finally the brochure (project factsheet) of the project. This section also contains the blog posts.
- **Contact:** The contact form is an integral part of the website and serves as a bidirectional means of interaction among the stakeholders of the project and the project team. In this section emerging issues and queries are explicated and, upon receipt, they are addressed accordingly by the RefMap administration team. Furthermore, clickable icons of the RefMap social media channels exist at the header and the footer of the home page through which users can easily visit the respective channels.

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KPIs: The project website (launch in M4 with continuous updates) shall have at least **8,000 unique visits** by M36.

5.2 Blog Posts

A blog post every month (starting from Month 2) will be published on the website (35 in total). All partners contribute to this task following a rotation plan that can be found in the shared drive folder of the project.

5.3 Newsletters

The RefMap newsletter is published three times per year of the project and shared with the public via the project's social media accounts and website. Each newly issued newsletter is uploaded to the official website, prompting the users to read it online or download it. Moreover, the RefMap social media accounts will actively promote each issue by providing a direct link to the official website's respective page. KPIs: 300 individuals/ organisations signed up to receive newsletters by M24 and at least 600 total by M36.

Table 2: Newsletter publication plan

Newsletter Issue	Release Month	Content Submission by
1 st	M5 (June 2023)	31.05.2023
2 nd	M8 (September 2023)	31.08.2023
3 rd	M12 (January 2024)	31.12.2023
4 th	M16 (May 2024)	30.04.2024
5 th	M20 (September 2024)	31.08.2024
6 th	M24 (January 2025)	31.12.2024
7 th	M28 (May 2025)	30.04.2025
8 th	M32 (September 2025)	31.08.2025

Newsletter Issue	Release Month	Content Submission by
9 th	M36 (January 2026)	31.12.2025

5.4 Social Media

RefMap is present in key popular social media networks. In specific, the following RefMap social media accounts are open and have been actively used since the beginning of April 2023 in Twitter and LinkedIn. Their access links are the following:

- Twitter: @RefMap Project, <https://twitter.com/RefMapEU>
- LinkedIn: @RefMap Project, <https://www.linkedin.com/company/refmap/>

RefMap social media posts are oriented towards promoting the project's news as well as the dissemination activities in which the partners participate. Dissemination activities will cover a wide spectrum of events, publications, presentations, workshops, training, collaboration with other projects and organisations, as well as demonstrating the RefMap results to the general public. All this will be communicated through the website and social media.

Specifically, the social media posts cover the following activities:

- News and updates on the RefMap activities and progression of project tasks and deliverables
- Papers and presentations originating from workshops, conferences, journals etc.
- Project use cases
- Publications in articles, online sources, newspapers
- Upcoming events prompting stakeholders for papers and events participation
- Videos and photos
- Partners RefMap related activities and achievements
- Newsletter issues
- Articles on related topics (sustainable aviation, climate change, drones social acceptance, etc)

In addition, all communicative RefMap social media channels can be found in the header and the footer of the project's official website (www.refmap.eu). Each of those social media icons, when clicked, may redirect the users to the respective RefMap social media channel. Moreover, the social media channels, amongst others, have an important role in promoting the RefMap newsletter.

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In RefMap, all partners in rotation will be responsible for the social media posting and management. During their responsibility period, each partner will create new tweets/posts, retweets or re-posts. The partners are also responsible for identifying influencers and sharing their details with FN to follow. Accounts which do not qualify as influencers but are still a worthy source of information, should not be followed but rather added to the respective Twitter lists.

Number of posts:

- 9 tweets per week (2 RefMap project promotion tweets, 7 re-tweets)
- 3 LinkedIn/Facebook posts per week (1 RefMap project promotion post, 2 general relevant content posts)

Social media KPIs: Over **1000 Twitter followers**, over **1500 LinkedIn followers**, over **5000+ likes on Twitter and LinkedIn**. At least **5 other projects** involved in various online campaigns. Each week another partner is responsible to compose these posts as per the **rotation plan** that follows.

Table 3: Social Media rotation plan

Partner	Weeks to be responsible for social media	
KTH	17/04/2023	23/04/2023
	3/07/2023	9/07/2023
	18/09/2023	24/09/2023
	27/11/2023	03/12/23
	19/02/2024	25/02/2024
	13/05/2024	19/05/2024
	29/07/2024	04/08/24
	14/10/2024	20/10/2024
	6/01/2025	12/01/2025
	17/03/2025	23/03/2025
	9/06/2025	15/06/2025
	25/08/2025	31/08/2025
	3/11/2025	9/11/2025
	24/04/2023	30/04/2023
TU Delft	10/07/2023	16/07/2023
	25/09/2023	01/10/23
	4/12/2023	10/12/2023
	26/02/2024	03/03/24
	20/05/2024	26/05/2024
	5/08/2024	11/08/2024
	21/10/2024	27/10/2024
	13/01/2025	19/01/2025
	24/03/2025	30/03/2025
	16/06/2025	22/06/2025
	1/09/2025	7/09/2025

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Partner	Weeks to be responsible for social media	
	10/11/2025	16/11/2025
AFT	01/05/23	7/5/2023
	17/07/2023	23/07/2023
	2/10/2023	8/10/2023
	11/12/2023	17/12/2023
	4/03/2024	10/03/2024
	18/03/2024	24/03/2024
	12/08/2024	18/08/2024
	28/10/2024	03/11/24
	20/01/2025	26/01/2025
	31/03/2025	06/04/25
	23/06/2025	29/06/2025
	8/09/2025	14/09/2025
	17/11/2025	23/11/2025
FN	3/04/2023	9/04/2023
	10/04/2023	16/04/2023
	26/06/2023	02/07/23
	11/09/2023	17/09/2023
	25/12/2023	31/12/2023
	01/01/24	7/01/2024
	25/03/2024	31/03/2024
	29/04/2024	05/05/24
	22/07/2024	28/07/2024
	7/10/2024	13/10/2024
	23/12/2024	29/12/2024
	30/12/2024	05/01/25
	14/04/2025	20/04/2025
	2/06/2025	8/06/2025
	18/08/2025	24/08/2025
	22/12/2025	28/12/2025
	29/12/2025	04/01/2026
	26/1/2026	01/02/2026
UC3M	8/05/2023	14/05/2023
	24/07/2023	30/07/2023
	9/10/2023	15/10/2023
	18/12/2023	24/12/2023
	11/03/2024	17/03/2024
	3/06/2024	9/06/2024
	19/08/2024	25/08/2024
	4/11/2024	10/11/2024
	27/01/2025	02/02/25
	07/04/25	13/04/2025
	30/06/2025	06/07/25
	15/09/2025	21/09/2025
	24/11/2025	30/11/2025
ISCTE	15/05/2023	21/05/2023

Partner	Weeks to be responsible for social media	
	31/07/2023	06/08/23
	16/10/2023	22/10/2023
	8/01/2024	14/01/2024
	18/03/2024	24/03/2024
	10/06/2024	16/06/2024
	26/08/2024	01/09/24
	11/11/2024	17/11/2024
	3/02/2025	9/02/2025
	21/04/2025	27/04/2025
	07/07/25	13/07/2025
	22/09/2025	28/09/2025
	1/12/2025	7/12/2025
S[&]T	22/05/2023	28/05/2023
	7/08/2023	13/08/2023
	23/10/2023	29/10/2023
	15/01/2024	21/01/2024
	1/04/2024	7/04/2024
	17/06/2024	23/06/2024
	2/09/2024	8/09/2024
	18/11/2024	24/11/2024
	10/02/2025	16/02/2025
	28/04/2025	04/05/25
	14/07/2025	20/07/2025
	29/09/2025	5/10/2025
	8/12/2025	14/12/2025
ICCS	29/05/2023	04/06/23
	14/08/2023	20/08/2023
	30/10/2023	05/11/23
	22/01/2024	28/01/2024
	8/04/2024	14/04/2024
	24/06/2024	30/06/2024
	9/09/2024	15/09/2024
	25/11/2024	01/12/24
	17/02/2025	23/02/2025
	5/05/2025	11/05/2025
	21/07/2025	27/07/2025
	6/10/2025	12/10/2025
	15/12/2025	21/12/2025
USAL	5/06/2023	11/06/2023
	21/08/2023	27/08/2023
	6/11/2023	12/11/2023
	29/01/2024	04/02/24
	15/04/2024	21/04/2024
	01/07/24	7/07/2024
	16/09/2024	22/09/2024
	2/12/2024	8/12/2024
	24/02/2025	2/03/2025

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Partner	Weeks to be responsible for social media	
	12/05/2025	18/05/2025
	28/07/2025	3/08/2025
	13/10/2025	19/10/2025
	5/1/2026	11/1/2026
UoB	12/06/2023	18/06/2023
	28/08/2023	03/09/23
	13/11/2023	19/11/2023
	5/02/2024	11/02/2024
	22/04/2024	28/04/2024
	8/07/2024	14/07/2024
	23/09/2024	29/09/2024
	9/12/2024	15/12/2024
	3/03/2025	9/03/2025
	19/05/2025	25/05/2025
	4/08/2025	10/08/2025
	20/10/2025	26/10/2025
	12/1/2026	18/1/2026
	19/06/2023	25/06/2023
DRONEPREP	4/09/2023	10/09/2023
	20/11/2023	26/11/2023
	12/02/2024	18/02/2024
	6/05/2024	12/05/2024
	15/07/2024	21/07/2024
	30/09/2024	06/10/24
	16/12/2024	22/12/2024
	10/03/2025	16/03/2025
	26/05/2025	01/06/25
	11/08/2025	17/08/2025
	27/10/2025	2/11/2025
	19/1/2026	25/1/2026

5.4.1 Twitter

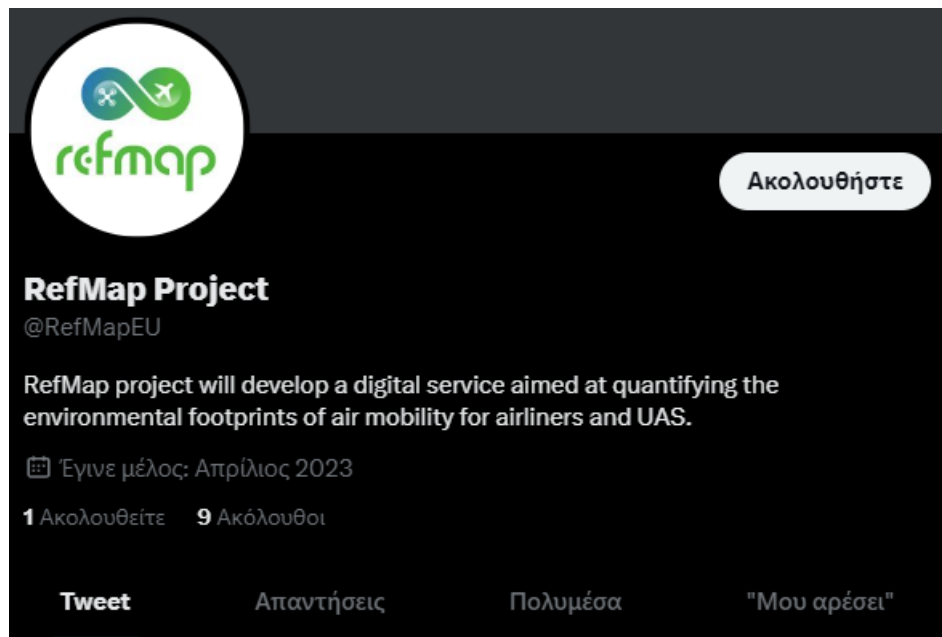


Figure 14: RefMap Twitter Profile

Table 4: Posting on Twitter

Audience	All - technical & non-technical audience (general public). In a broad sense the whole society – referring also as the general public.
Message	As a result of the strategy followed so far at all social media channels is the fast accumulation of followers. From the specific profile page, a user can be redirected to the RefMap's posts made over Twitter, access follower's posts, read project identity and info, and also redirected to RefMap's official website when clicking the link residing below the project's bio.
Post objectives	RefMap project will continuously communicate via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners' activities.
Guidelines	Text of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying tweet(s) of someone else within your own) but includes links (a URL is always altered to 23 characters).

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5.4.2 LinkedIn

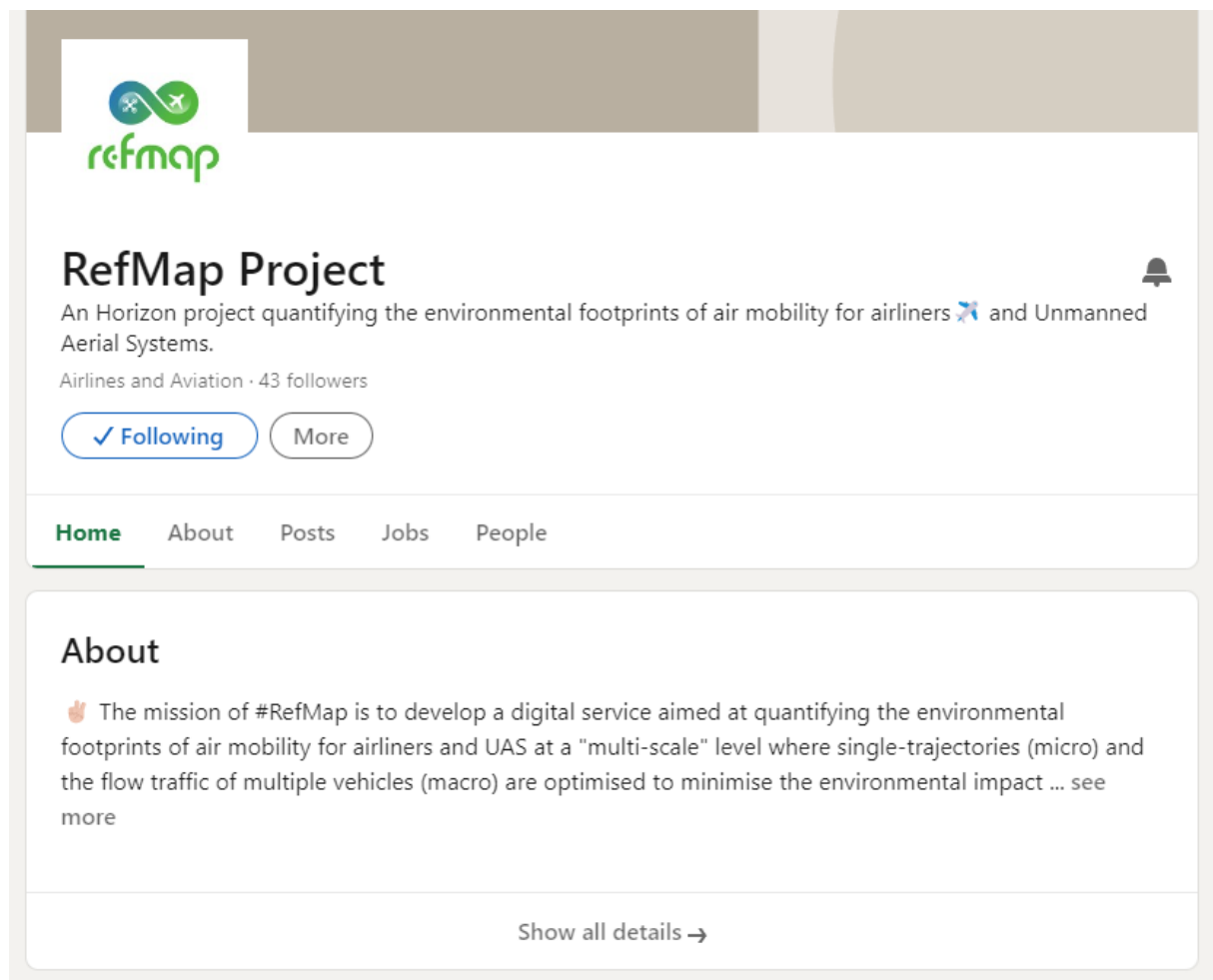


Figure 15: RefMap LinkedIn profile

Table 5: Posting on LinkedIn

Audience	All - technical & non-technical audience (general public). In a broad sense the whole society – referring also as the general public.
Message	There is a short bio of the project including its objectives and quantitative details. The audience can easily check the latest project posts and communicate directly with the RefMap team in case of any queries.
Post objectives	RefMap project will continuously communicate via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners' activities.

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Guidelines	Text (no character limit), photos, GIFs, videos, links, etc.
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5.5 Partners websites

RefMap partners involved in various communities at national and international level will promote the project concept and use cases through these communities and through their institutions/companies.

Table 6: RefMaps' partners & websites

Partner	Website
KUNGLIGA TEKNISKA HOEGSKOLAN Coordinator (KTH)	https://www.kth.se/en
THE UNIVERSITY OF SALFORD (USAL)	https://www.salford.ac.uk/international
TECHNISCHE UNIVERSITEIT DELFT (TU Delft)	https://www.tudelft.nl/en/
AGENTFLY TECHNOLOGIES SRO (AFT)	https://www.agentfly.com/
FUTURE NEEDS MANAGEMENT CONSULTING LTD (FN)	https://futureneeds.eu/
UNIVERSIDAD CARLOS III DE MADRID (UC3M)	https://www.uc3m.es/Home
THE UNIVERSITY OF BIRMINGHAM (UoB)	https://www.birmingham.ac.uk/index.aspx
Iscte - Instituto Universitário de Lisboa (Iscte)	https://www.iscte-iul.pt/
DRONEPREP LTD UK (DronePrep Ltd)	https://droneprep.uk/

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SCIENCE AND TECHNOLOGY BV (S[&]T)	http://www.stcorp.nl/
INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS EL (ICCS)	https://www.iccs.gr/

5.6 Communication on other platforms

RefMap will collaborate with CORDIS (<https://cordis.europa.eu/>). We will constantly be in communication with this page in order to provide updates about the progress of RefMap and promote our achievements. Press releases of the project will also be published there. Also, each partner will support FN in this process (from the translation of key messages into national language, to sharing RefMap materials/ newsletter etc. within their corporate mailing lists).

6 Offline dissemination tools

6.1 Printed promotional material

RefMap will create the respective first brochure and poster (M6) serving as promotional material which will include key factors of the project.

KPIs: **Project flyers** and **project fact sheet** shall have **250 downloads and 1500 copies distributed**.

Prior to any publication in peer-reviewed journals, conference proceedings, etc. partners need to inform about their plans i) the WP Leader, about the production of a paper related to their WP, ii) the Dissemination WP Leader and the project Coordinator. The WP Leader should make a first assessment in terms of the scientific/technological relevance of the paper to the project. Simultaneously, the Dissemination WP leader together with the Coordinator will also assess the relevance of the paper in line with the comments from PO/reviewers, as Innovation Action. After this assessment, information about approval for publication will be provided to the authors.

Authors need to submit the draft-publication at least 15 days before submitting the camera-ready version for publication to the WP leader.

This procedure allows sufficient time for the draft to be assessed and approved for publication by the WP Leader, Dissemination WP leader and Coordinator, representing

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the interests of all partners and that of the European Commission to raise any objections, before the material is published. In other words, no material should be submitted for publication (in a journal or proceedings), without allowing sufficient time for withdrawal in the event of objections being raised. Publications should include a legal notice (to be provided).

All papers approved for publication under the frame of RefMap project should include the proper acknowledgement to the project.

In case that aforementioned procedure is not followed, neither expenses nor effort associated with the production of paper under discussion will be justified.

6.2 Specific printed material for events

The printed or online visual material necessary for the official project events like the EU Clustering event (programme, badges etc.) is decided and created by the organiser(s). It is advised to consult with the Dissemination manager on the templates and the (English) content of the material created, before finalising them.

6.3 Publications & Articles

The RefMap project will coordinate publications and will contribute to open access journals. There will be submission and acceptance for publication of **30 articles** (aiming at open-access publications when agreements are in place through institutions) and a total of **10 articles** on third party websites.

6.4 Conferences / final conference / external events / workshops

Consortium partners will attend at least **30 conferences, trade shows, workshops, and networking activities** with pertinent EU/national projects.

Specifically, about the project's workshops and the final event, there shall be at least **20 public authorities and at least 10 other stakeholders** from at least **6 different countries** (not limited to the EU) included in an advisory board. A community at regional level should be developed with at least **10 stakeholders in each partner country** engaged in project activities. **At least 150 persons** shall attend the final conference.

Initially, the consortium has identified some of them, as we consider them relevant. In the shared drive of the project, there is a file with a list of proposed events and conferences, where all partners can add their information.

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Consortium members will present the RefMap project and its objectives, missions, educational material, results of the use cases, etc. in order to disseminate even further the project. Photos of the events with RefMap brochure/poster/presentation, etc. have to be sent to Future Needs for use at the social media and the website (news section).

Progress Monitoring

Partners should inform FN about any planned participation at an event. Before the event, as soon as partners are considering participating in an event, partners should inform the Dissemination WP leader on:

- Whether they plan to participate using their own resources or RefMap's budget and in the latter case what the estimated required budget is.
- The type of participation at the event: i) Merely visitor, networking & distribution of brochures; ii) Stand at the exhibition area; iii) Organization of a conference; iv) Participation in a conference with a presentation; v) Participation in a conference with paper submission (specify if there is also an oral presentation); vi) Organization of a workshop at a conference; vii) Participation in a workshop the with presentation; viii) other (please, specify).
- Expected KPIs to be achieved from such participation: i) Estimated nr. of participants. ii) Promotional material (brochures/roll-up/posters) to be distributed at the event. lii) Any planned or pre scheduled bilateral meetings/speed dating), iv) other.

The Dissemination Leader together with the Coordinator will assess if the envisaged participation at an event using RefMap's budget is justifiable and acceptable.

After the event, partners should inform the dissemination WP leader regarding:

- Actual costs associated with the participation.
- Actual KPIs from the participation: i) Nr. of people receiving info about RefMap ii) Nr. of brochures/ promotional material distributed; iii) Nr. of contacts made (+ contact details) e.g., Contacts interested in a demo, potential customers, contacts interested in a collaboration, other iv) Nr. collaborations e.g., contacts for planned collaborations - EU project interested in co-development, companies interested in exploitation)
- Photos of the event with RefMap's brochure/poster/presentation, etc.

If the aforementioned procedure is not followed, neither travel expenses nor effort associated with the event under discussion will be justified.

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6.5 Clustering event with relevant projects & ATM-USpace stakeholders

This task aims at identifying a broader ATM/U-space stakeholder community and national and international projects around the world that are related to RefMap. Efforts will be directed in building a network of stakeholders who will engage with the project and remain up to date with its activities and results. To this end, RefMap partners will regularly interact with them e.g. through working groups and meetings, in order to collect feedback to fine-tune our solution and boost their interest in our final solution. These activities will provide knowledge on the project activities, outcomes and lessons learned and seek to attract and boost willingness to adopt our final solution and generate ideas and approaches for further research. This activity will facilitate collaboration and synergies with other projects and initiatives in order to build on already existing initiatives and jointly contribute to the future vision of the field.

In frames of this activity Future Needs will organise and host a **RefMap Clustering Event** (max. 60 people) inviting all projects funded under this call and other relevant initiatives (e.g., SESAR and national projects).

6.6 Presentations

In their project presentations, partners should avoid infringement of the rights of other RefMap partners by, for example, revealing sensitive or confidential information. If in doubt, check with the Coordinator or the partners concerned. In each presentation referring to the project, acknowledgement of the support of the European Community has to be included. You must also include a disclaimer that the presentation reflects only the author's views/opinions and that the Community accepts no liability as stated above.

Project specific presentations need to be available in the MS PowerPoint format, before the presentation is delivered. This is mandatory to allow the uptake of the presentation contents (as far as it does not affect any IPR regulations) by other project stakeholders. If the presentations are available for publishing they must be shared in a pdf format.

Nonetheless, it is requested that partners, who want to make use of content produced by other partners, need their agreement in advance.

COPYRIGHT OF PRESENTATIONS

Copyright of the RefMap styles and templates belongs jointly to all project partners who are free to use those templates and assert their copyright over what they derive

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from those templates. Any partner developing a project-related presentation may then assert its copyright over that presentation with a simple copyright statement referencing the legal entity holding the copyright (e.g., Copyright © 2023 Future Needs). Please be advised that the RefMap Consortium does not constitute a legal entity and so cannot assert copyright, although individual members can, of course, assert copyright. If you wish to share the copyright of a presentation with the other members of the RefMap Consortium, the following is an acceptable form, “Copyright ©2023 Future Needs and other members of the RefMap Consortium.” Note that “Copyright ©2023 Future Needs” means that slides cannot be used by other parties without the permission of Future Needs, whereas the latter form gives members of the RefMap Consortium permission to use and modify those slides as they wish.

Bearing in mind the above-mentioned implications, the project partners are free to use the form they wish.

6.7 Collaborations / Synergies

RefMap will leverage its studies on the output of SESAR H2020 EU initiatives such as **FLyATM4E** and **ALARM**. Another synergy that will be sought is with **ERC Consolidator Grant DEEPCONTROL**. Some projects of interest that are providing valuable data in relation to ATM/U-space and models applied to cities are: **SAFIRmed, METROPOLIS, DOMUS, CORUS, GOF, VUTURA, DemoCRAT, CAVEAT, DACUS, AMU-LED, Galician U-Space Simulator**, etc. Finally, **European Union available ATM databases and systems** (Eurocontrol Aeronautical Information (EAD) and BADA simulation Databases, iNM Network Manager), **infrastructures** (Galileo EGNSS and EGNOS positioning systems and SWIM (system wide aeronautical information management system) and **organisations** (Eurocontrol, EASA, etc.), among others, must be considered for a successful outcome.

As a general guideline in the project proposal is that synergies with other EU initiatives should be exploited towards European digital platforms that deliver insights and analytics for citizens, businesses and decision makers.

A list with other potential stakeholders, organisations and projects is:

STAKEHOLDERS

- KTH Centre for Sustainable Aviation (CSA)
- General Assembly of the Environmentally Compatible Air Transport System (ECATS) International Association
- Marcus Wallenberg Laboratory for Sound and Vibration Research Control and Operations

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- Department of the Faculty of Aerospace Engineering of Delft University of Technology
- Environmentally Compatible Air Transport System (ECATS) International Association
- UK Civil Aviation Authority
- AED Cluster Portugal

RELEVANT PROJECTS

- PROJECT ATI/IUK project InCEPTion
- Project UK EPSRC project DroneNoise
- EU FP7 funded Cargovibes project
- EXA2PRO project
- EVOLVE project project
- AEGLE project
- H2020 SESAR JU SAFIR-Med project
- PJ10 PROSAproject
- PJ10-W2 PROSA project
- greenFLEXJET
- JETSCREEN
- EPSRC funded Network+ on decarbonising aviation (NewJET)
- Horizon EU SESAR JU ImAFUSA Project

7 Conclusions

The challenges posed in this deliverable are the utmost reach and impact of the project outcomes to the widest possible audiences, key stakeholders and specialised bodies. All partners have to contribute to this cause with their weekly input for social media and the website of the project as well as collaborating during the organisation of the project's participation in events and conferences. The main results of this document will provide input for other important steps of the project such as the community building, the outreach to specialised audiences, the take up of RefMap's technologies from the local communities, etc.

Every month, Future Needs organises & leads a meeting dedicated to the activities of WP1 where all partners align on their contribution to the achievement of the KPIs listed below. Conclusions and agreed actions are included in the meeting minutes uploaded in the project's shared folders.

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Annex

In the table below you can see the basic communication and dissemination KPIs that relate to all partners' involvement in the dissemination task, not only Future Needs. You can see the project's aims related to: websites visitors, social media followers, press releases' number of publications, newsletters, project factsheet distribution, participation at third party events, papers and articles publication, workshops and final conference.

Instrument	Targeted stakeholder	KPIs
Website	All stakeholders	Project website (launch in M4 with continuous updates), at least 8,000 unique visits by M36.
Visual Identity	All Stakeholders	Project logo has been finalised for all format requirements therefore development of communication templates (M02), first brochure and poster (M06).
Press releases	Citizens, NGOs, Media, public authorities	2 press releases which are take-up by CORDIS Wire and by popular media outlets in all project countries
Newsletters	Policy-makers, researchers, NGOs, media, public authorities	Publication three times a year. 300 individuals/ organisations signed up to receive newsletters by M24 and at least 600 total by M36.
Project factsheet	All stakeholders	Publication of flyer on website with 250 downloads. 1500 copies distributed at third-party events attended. At least one factsheet displayed in a public organisation or local authority visited by citizens and sector professionals.
Presentations at third-party events	Policy makers, Researchers, NGOs	Consortium partners will attend at least 30 conferences, trade shows, workshops, and networking activities with pertinent EU/national projects.
Peer-reviewed papers & popular science articles	Researchers & Media	Submission and acceptance for publication of 30 articles (aiming at open-access publications when agreements are in place through institutions), a blog post every month (starting from Month 2) on the website and a total of 10 articles on third party websites.
Social Media	Planners, U-space Professionals, general public	•Over 1000 Twitter followers, over 1500 linkedin followers. •Over 5000+ likes on Twitter and Linkedin. At least 5 other projects involved in various online campaigns.
Final Conference		- different countries (not limited to the EU) included in an advisory board. •Develop a Community on regional levels: at least 10 stakeholders in each partner country engaged in project activities; •At least 150 persons will attend the final conference.

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