D2.1 Communication plan, website, and visual identity material

Deliverable 2.1

Engage

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Engage

THE SESAR KNOWLEDGE TRANSFER NETWORK

This deliverable is part of a project that has received funding from the SESAR Joint Undertaking under grant agreement No 783287 under European Union's Horizon 2020 research and innovation programme.

Abstract

The purpose of this document, Deliverable 2.1, is to describe the dissemination plan, dissemination policy and initial dissemination products of the SESAR 2020 Exploratory Research action Engage, taking into account its specifications and the target audience. The following pages document the corresponding tasks involved in D2.1.

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1 Introduction

1.1 Engage introduction

Engage is the SESAR Knowledge Transfer Network (KTN). Engage is managed by a consortium of academia and industry, with the support of the SESAR JU, to promote and facilitate the development of air traffic management research in Europe. Our focus is two-fold: inspiring new researchers and helping to align exploratory and industrial research, through a wide range of activities and financial support actions.

Engage will stimulate the **transfer of suitable exploratory research** towards application-oriented research, paving the way for potential industrial research. It will identify the maturity of research results, facilitating the link with higher-maturity research (e.g. within the SESAR industrial research programme). Lessons learned regarding barriers to, and enablers of, the transfer to higher TRLs will be disseminated. The KTN will support better collaboration with industry and researchers early in the concept development stages, ensuring that the potential of new concepts is recognised. These support actions include: (1) getting researchers in different research areas talking to each other more; (2) giving researchers better access to information; and, (3) cataloguing and mapping research in a more useful way. Researchers with common objectives will find peers and other projects/initiatives more easily. The KTN will foster links with a variety of disciplines to improve insights into ATM system functionality and performance. **Interdisciplinarity and cross-fertilisation** will be incorporated into the (approximately) twenty thematic workshops, PhDs and theses, summer schools and SESAR Innovation Days. It will encourage the exploration of innovative and unconventional ideas and research directions in ATM.

The project consortium consists of the University of Westminster (UK) as coordinator, with partners: Innaxis Research Institute (Spain), Università degli Studi di Trieste (Italy), Univerzitet u Beogradu Saobracajni fakultet (Serbia), Technische Universiteit Delft (The Netherlands), Frequentis AG (Austria), EUROCONTROL (Belgium) and European Aviation Safety Agency (Germany).

1.2 WP2, Deliverable 2.1 context

As demonstrated in the project summary in *Section 1.1 Engage introduction*, communication activities are at the heart of the KTN objectives. Broadening and strengthening the ATM research community, creating new links among researchers or consolidating existing ones, creating awareness of ATM research state of the art, connecting related projects and identifying new opportunities to take that research further are the drivers of the communication strategy of Engage. The communication plan of Engage is therefore aimed at communicating Engage outcomes and other related ATM research initiatives.

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D2.1 “Communication plan, website, and visual identity material” is the first deliverable of WP2 “Communication; support to SJU initiatives”. This workpackage has a twofold objective: to raise awareness and dissemination on the project activities and to liaise with stakeholders. This involves:

- enhancing the quantity and quality of collaborations between the wide range of SESAR ER projects, fostering win-win situations, avoiding overlap and duplication of efforts, bridging potential research gaps;
- disseminating the results and outcomes from the observatory, roadmap, and innovative research activities funded within Engage (thematic challenges, workshop outputs, catalyst funding projects) making the necessary links with wider SESAR ER projects outcomes, as per (i);
- promoting the Engage repository platforms: concepts, projects, video, code… to the SESAR ER projects;
- all calls (for PhD/thesis funding, thematic challenges, catalyst funding) from Engage will be posted on the knowledge hub, in addition to being posted on EUROCONTROL and, in collaboration with the **SJU Communications Coordination Group** SJU websites, and distributed through SESAR e-news.

In particular the purpose of Deliverable 2.1 is to report how the communication and dissemination activities within Task 2.1 are and will be executed, as a kind of “communication handbook”. It will be progressively adapted and refined in accordance with the needs and the evolution of the project. The next deliverables of the dissemination WP will focus on reporting the different dissemination events and case studies.

1.3 Deliverable structure and contents

- Cover page following H2020/SESAR formats;
- Abstract including key details of the document;
- Introduction to the deliverable: introduction to Engage, WP2 and D2.1 general description, deliverable structure and main contents (including table of contents);
- Engage visual elements (logo, header, etc.);
- Engage Communication plan;
- Engage Events (meetings, open events);
- Engage internal communication (inGrid, EC-SESAR);
- Engage external communication (website, LinkedIn);
- Acronyms and abbreviations.

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2 Engage visual elements

In the first month of the project, the consortium has developed a coordinated visual identity for Engage, by designing and delivering the following material:

- Project logo. Rationale: The logo is inspired by an aircraft silhouette mixed with the meaning of the project name “Engage” (two circles in the middle engaged). This engagement approach is at the core of the project objectives engaging knowledge, researchers and applications in the ATM context.
- A clear, readable font has been used (Quicksand-bold) to leave the focus on the graphic part, as the name has enough meaning by itself, but also chosen to follow the rounded and circular design of the logo.
- Other visual elements (such as header, web banners), to be integrated in the project website and/or in interested partners/stakeholders’ website as needed. They are aligned with logo/project visual identity (homogenous fonts and colours).
- Deliverables and presentations templates and guidelines: Engage will use standard SJU templates for producing project deliverables. The deliverable leader is ultimately responsible for the coordination activities and formatting following the SJU template.
- Public website launch (more details below) follows Engage visual identity.
- The LinkedIn project and group (more details below) follow Engage visual identity.

Note that the EU emblem will have appropriate prominence in all disseminated material along with a statement that the project has received funding from the EU’s Horizon 2020 research and innovation programme.

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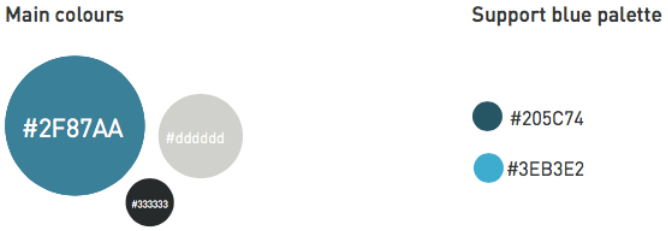
Table 1. Engage visual identity elements

Logo versions		Date
Final logo (available PNG and vector image versions available)		24 January 2018
Other visual elements		
Corporate colours		
Corporate typography		Calibri for deliverables following SJU rules, Quicksand-bold for logo, DinPro as main font and Roboto as support font.
Available template* documents		
Deliverable Word template		Engage deliverable template.docx
Deliverable Scroll template		Engage Deliverable Scroll template.docx
Presentation template		SESAR ER Presentation template.pptx

*These templates are available for all project partners in the *Engage KTN* space in inGrid.

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These contents have been collated in a dissemination pack, which has been circulated to all partners in this early phase of the project. During the execution of the project, the dissemination pack will be updated with:

- Engage visual library including textual elements and visual elements, e.g. photos of events, project diagrams, videos, images, icons etc.;
- Presentations and posters at events;
- Any other relevant dissemination material that arises during Engage timeframe.

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3 Engage Communication Plan

To achieve the communication objectives previously described, four main activities are foreseen:

(1) Producing one blog post approximately every month of the project; this will deliver at least 40 targeted blog posts to announce the different activities organised by the network or to promote other linked ones.

(2) Close cooperation with the other dissemination channels: SJU Communications Coordination Group, Engage website, SESAR Scientific Committee, LinkedIn, Forum, Twitter etc.

(3) Specific dissemination leveraging on the events organised by Engage (workshops, SIDs, SESAR Young Scientist Award; summer schools and other education and training actions). All of these actions will be centrally coordinated through the knowledge hub, hence also keeping the Engage PhD and thesis candidates in the communication loop.

(4) Establishing a collaborative consortium agreement of the dissemination and communication actions by all partners. The dissemination activities are planned in advance on a yearly basis (selecting the blog topics, events to more intensively disseminate, etc.). This will enable the integration of the dissemination suggestions, lessons learned, opportunities, threads, strengths and weaknesses across the various workpackage activities.

Engage findings and latest activities are expected to be presented at a number of the following conferences, some closer to scientific, some closer to industry/SESAR industrial research:

- SESAR Innovation Days 2018, 2019, 2020, and 2021;
- ICRAT – International Conference on Research in Air Transportation (2018, Europe);
- USA/Europe Air Traffic Management (ATM) Research and Development (R&D) Seminar (2019, Europe);
- ART – Agency Research Team workshops twice a year;
- Network Manager User Forum.

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Furthermore, as part of the organisation of the SESAR Innovation Days, Engage will fund 'Gold' Open Access for six papers (per SIDs) selected by the SIDs Programme Committee, which is also anticipated to increase the submission rate as several national assessment programmes for academics will only accept papers in full journals and not conferences. Examples of recommended journals (with impact factors) include:

- JOT: Journal of Advanced Transportation (IF: 1.813 in 2016);
- JAO: Journal of Aerospace Operations (+ Special Issues) (IF: N/A);
- JATM: Journal of Air Transport Management (IF: 2.357 in 2016);
- TP: Transport Policy (IF 2.269 in 2016);
- TRA: Transportation Research Part A. Policy and Practice (IF: 2.609 in 2016);
- TRC: Transportation Research Part C: Emerging Technologies (IF: 3.805 in 2016);
- TRE: Transportation Research Part E: Logistics and Transportation Review (IF: 2.974 in 2016);
- TS: Transportation Science (IF: 3.275 in 2016).

Industrial communication and dissemination actions

Due to the importance of aligning with users and industrial stakeholders, Engage includes a number of activities specifically devoted to manage this type of special dissemination and collaboration tasks. This will allow us to integrate the dissemination with the evolution of the KTN, ensuring the feedback regarding higher TRL validation and transfer tasks are taken into account. The following stakeholder types are identified:

- Airlines, ANSPs, airport operators;
- Regulators and policy makers;
- Associations (e.g. airline, airport, passenger, ACARE, ASDA, NEXTOR II);
- SJU members;
- SESAR Scientific Committee.

All of these stakeholder types are represented in the Engage industry partners.

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4 Engage events

In addition to internal regular meetings, Engage will be very active in the organisation of external events as a key activity to foster engagement among its participants. Some of those events will target a more academic and research audience while others will target industrial participants; finally, events fostering the communication and interaction among both communities will also be a central part of the network events.

Due to the relatively high number of events that the air transport community already has the opportunity to attend, the consortium recommends attachment to already existing events including, of course, the annual SESAR Innovations Days. This option allows us to leverage existing events and benefit from an established audience, rather than targeting a totally new audience. The convenience of aligning dates and topics with existing events will be evaluated by the consortium team during the execution of Engage.

The following types of events will be organised by the Engage consortium:

- **Thematic workshops (symposia)**

A key element of the Engage KTN is the definition of a series of thematic challenges, in close collaboration with the industry partners). The network will organise **four to six thematic workshops annually**, each hosted by one of the partners. As EUROCONTROL already organises two thematic workshops annually in the context of the ART (EUROCONTROL Agency Research Team), Engage would be pursuing synergies and alignment here. Each thematic workshop will last one day, with the participation of the consortium members, industry partners supporting thematic challenges and other relevant experts including from other disciplines. Speakers from other disciplines will enhance **interdisciplinarity and cross-fertilisation**. The thematic workshops will have a **strong emphasis on discussion regarding the maturing of the challenges**, with facilitated discussion, rather than simply packing in a series of presentations. Thematic workshops are strongly linked to feeding **corresponding SIDs sessions**. A tool for receiving suggestions for workshop ideas and contributions (reddit.com or voat.co alike) will be developed in connection with the knowledge hub. Workshops are fully open to anyone interested in the thematic challenge, warmly welcoming also those outside the consortium and its industry partners, and will be free of charge. Attendance is expected to be around 30 participants (logistically with a maximum of 50). In order to drive audience and to foster interaction, attendance to one workshop of at least one person per group will be an eligibility criterion to apply for the catalyst funds. Also, each PhD/thesis candidate is expected to attend at least one workshop per year. Candidates working on PhD/theses linked to a thematic challenge (especially if with industry co-funding) will be requested to present their (preliminary) results at a thematic workshop in the third and fourth year of the network. A number of student travel bursaries are available to support student attendance.

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- **SESAR Innovation Days**

EUROCONTROL has considerable experience in organising the SIDs on behalf of the SJU. For each of the previous conferences, EUROCONTROL took care of the open call, the paper selection and ultimate publication, the construction of the programme with its multitude of co-hosted events and demonstrations, the identification of keynote and invited speakers, stewardship towards the local hosts on all logistical matters etc. These process and check-lists are optimised each year and ready-to-go. Complementing the existing format, maintaining the open call for papers and the link to running SESAR ER projects, in full support of the SJU, Engage proposes to include:

(1) A full **session dedicated to the thematic challenges** fed by the corresponding thematic workshops and **chaired by the industry partners**; in addition, experts from other disciplines may also be invited);

(2) Reviews of SIDs papers by industry partners, as appropriate;

(3) Gold Open Access for six papers (per SIDs) selected by the SIDs Programme Committee, which is anticipated to increase the submission rate as several national assessment programmes for academics will only accept papers in full journals and not conferences;

(4) A **joint keynote** presentation by the Exploratory and Industrial Research **Coordination Tsars**;

(5) A dedicated PhD/thesis session from 2019;

(6) Student travel bursaries to support student attendance.

- **Summer Schools**

Three "ATM research summer schools" will be organised annually from the second year of the KTN (summer 2019). The hosting institutions, in proposed order, are: FTTE (**Belgrade**), EUROCONTROL (**Luxembourg**) and UNITS (**Trieste**). The Engage summer schools have the purpose of providing high quality education and training in the field of ATM, gathering together PhD students, experienced researchers and industry representatives. Three, four-day summer schools are foreseen. The PhD (or other post-graduate thesis dissertation) students supported by Engage and SESAR exploratory researchers will be invited to attend the summer schools. Final locations and dates will be fully advertised through all the Engage communication channels (see Section 6) in coordination with the SESAR JU Communication team. A significant number of attendees are expected whilst keeping the total number of attendees manageable (around 30 participants are likely, although budgetary provision is made for higher numbers), to maximise the teaching effects and allow time for individual student interaction. They will include sessions on research methodologies as well as tutorials on key ATM concepts and challenges, including case studies and presentations of prominent SESAR exploratory research projects (both completed and ongoing projects). PhD researchers will regularly present their research at summer schools in dedicated sessions (hence none in year 1), thus obtaining valuable feedback from both industry and academia. Whilst part of the programme will be aligned with the Engage thematic challenges and industrial research themes, it is thus more focused on the PhD programme (with supporting speakers and topics, including from the Consortium members and invited industry partners) and emerging exploratory research topics. A number of student travel bursaries are available to support student attendance.

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- **Other educational and training events and programmes**

(1) Introductory training courses: Although these are not courses to be organised by Engage, our KTN will prepare the material of introductory training courses open to be used by any research institution wishing to use them, free of charge. The contents would be: (1) an introduction to ATM; (2) airline planning and operations; (3) airport planning and operations. (2) and (3) provide essential contextual knowledge on air transportation and thus a better understanding of (1). Each course will comprise: (a) a package of PowerPoint slides for approximately 10 lectures; (b) a set of supplementary briefing notes for each of the lectures that will list additional sources of information. These will be ready for review at the 2020 summer school.

(2) 'GENSPACE' training: The EUROCONTROL training institute (Luxembourg) has long experience providing 'GENSPACE' training to create awareness of the ATCO's job through a hands-on, two-day immersive experience at a control position of a real-time simulator under the guidance of qualified controllers, using realistic traffic and pseudo pilots. This training has been provided over several waves to a total of 20-30 participants in SESAR1/WP-E, both for junior PhD researchers and senior professors. Engage will pay the fees for **two groups of 12 participants**, with priorities given to the PhD/thesis candidates supported through the Engage calls for PhDs.

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5 Engage internal communication (inGrid, European Commission, SESAR)

Consortium communication

Internal communication has been carried out (and will continue to be carried out) primarily through the on-line wiki tool named “inGrid” (research.innaxis.org). More specific details about the reason to adopt this tool and its management are given in the Project Management Plan (PMP). Given the scope of the current document, the aim is to focus only on the communication aspects. InGrid has enabled all partners to provide material and comments on every part of the project; from early stages of the proposal to its current status. This web-based tool is both easy to use and easy to learn, providing effective team collaboration. This form of on-line collaboration has dramatically increased the efficiency and speed of management activities and decreased the disorganised clutter of e-mails, document versions, attachments, etc.

As a digital communication tool, inGrid facilitates the coordination and work dynamics within an international team. There are eight entities represented within the Engage consortium. Having an on-line tool in which each person can check the status of a document or activity in real-time, facilitates coordination and team-work among the consortium partner. Furthermore, each comment and edit is documented, leaving a workflow trail that is easy to monitor and recover if needed.

To provide more detail, the inGrid tool enables the creation and editing of pages and subpages, while also providing comment functionality within each page. This has considerably reduced the number of individual consortium communications regarding each particular page. The exporting tool (which allows exports in pdf, Word or Excel format) is extremely useful when producing the final documents, or for working offline. Whilst Innaxis and University of Westminster have already used this system for a number of years, new accounts have been created for other partners.

All of the accounts have been carefully managed by the Innaxis team, with experience moderating the system for a decade. The following screen shots show the first users with full access to the Engage space in inGrid. The second screenshot shows an organisation tree of pages which allows each user to understand the layout of the Engage project and to help them navigate the documents within a designated space in the inGrid tool.

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Figure 1. Users with full access to the Engage space in inGrid

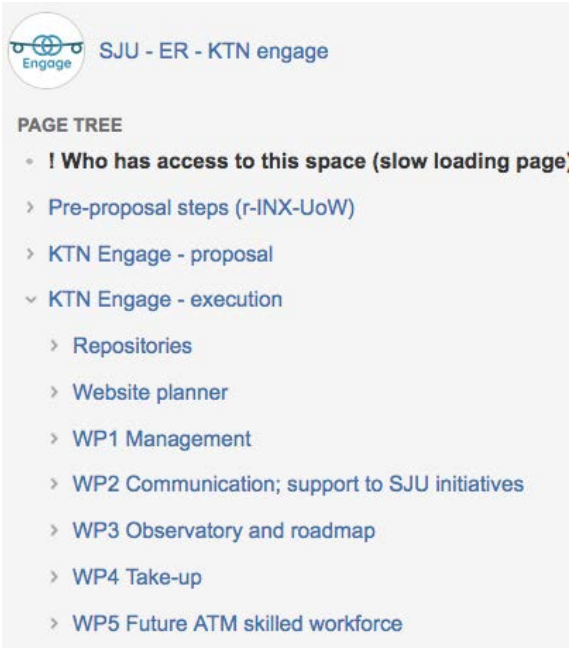

Figure 2. Organisation tree of pages for the Engage space in inGrid

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InGrid is a very user-friendly and intuitive tool from the first login. With all these features, the use of inGrid has increased time-efficiency, enabling a better use of the resources as reducing management tasks effort (tracking multiple document versions, e-mail exchanges, managing several platforms, etc.) and has positively improved the project outcomes. It has truly provided a common digital work space for all international consortium partners.

European Commission - SESAR Communication

In addition to the delivery of documents through the ECAS (European Commission Authentication Service), frequent communication with the Project Officer is planned, who will act as the point of contact at the SJU. Engage's Project Officer has already been informed of the most relevant Engage facts during the KoM in January 2018.

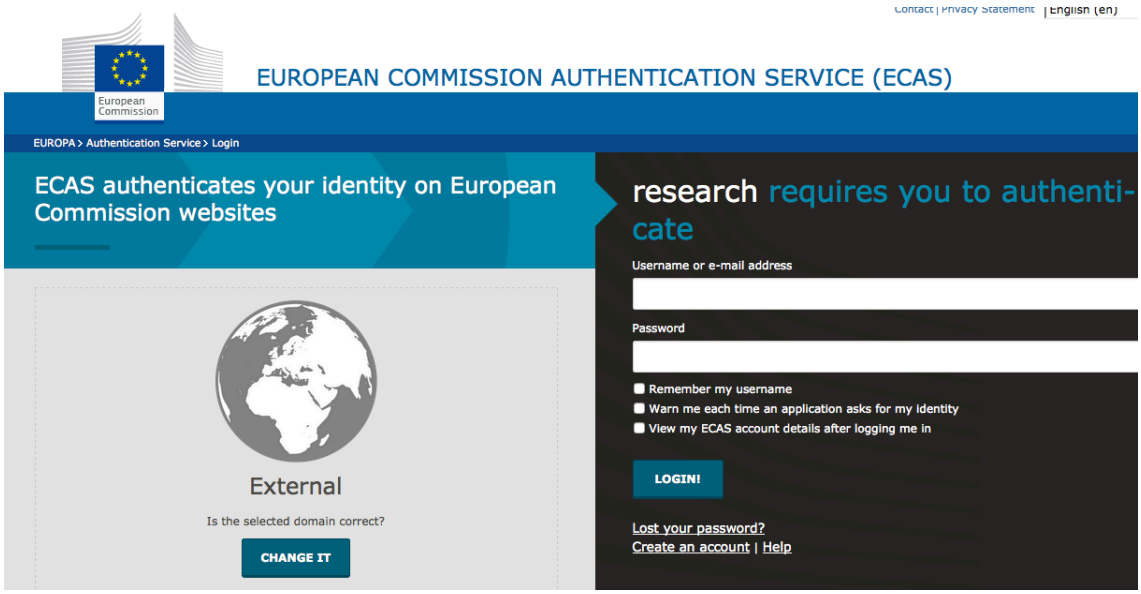

Figure 3. ECAS tool authentication

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Figure 4. ECAS Engage project

Coordination with the SESAR Scientific Committee

Engage Consortium Leader, Dr Andrew Cook (UoW), is a member of the Scientific Committee, as is Prof Vojin Tošić (FTTE; Professor, retired), Dr Tatjana Bolić (UNITS) and Dr Rita Markovits-Somogyi (HungaroControl, one of Engage's industry partners). These links will facilitate the coordination with the Scientific Committee, being able to update the Scientific Committee on the KTN evolution and progress periodically.

In addition, EUROCONTROL is a permanent observer of the meetings of the Scientific Committee and will dedicate a limited amount of additional resources in support of the Committee's activities. Although each Committee Member has a number of days dedicated to the activities of the Committee, there is a perennial shortage of manpower to undertake more ambitious analysis and reporting. EUROCONTROL would provide background support under the guidance of one or more of the Members. Likewise, other members of the consortium have some effort allocated to support specific, *ad hoc* requests from the Committee. In particular, we see coordination opportunities with regard to the development of the long-term roadmap of ATM concepts beyond SESAR 2020.

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6 Engage external communication tools

Given the network-nature of Engage, it is specifically important to select and maintain adequate communication tools with a two-fold objective: to disseminate the results of the network activities and to foster the participation of the ATM community in the KTN activities (events but also results).

To facilitate the communication, all Engage initiatives and results will be accessible through the website engagektn.com, offering a single portal of information for all kind of activities: workshops, summer schools, calls for PhDs, the roadmap, call for thematic challenges submission, repository, etc. In addition, other communication tools will be used to actively promoting its content and driving traffic to the website. Special communication campaigns will be organised when calls for participation are open in order to foster applications. These communication campaigns will include LinkedIn updates (in the Engage LinkedIn page and other relevant group pages), mailings, blog posts, announcements in related events, etc. Strong coordination with the SJU Communication team will be ensured in order to reach a broad network of contacts related to the ATM field.

The engage knowledge hub is the cornerstone of Engage activities. It will include a repository (projects, models, metrics, PhD thesis and intermediate results, events material, etc.); the ATM Concepts Roadmap; and ATM thematic challenges. The content of the knowledge hub is, by nature, devoted to be communicated to the whole community and, therefore, will be widely promoted and easily accessible through the website and other communication means (mailing campaigns, LinkedIn groups, SESAR communications channels, etc.). The objective is not only to give visibility to the KTN results but, more importantly, to foster the participation and interaction with our community.

Public website

The initial version of the site has being launched within the first month of the Engage, in parallel to Deliverable 2.1. The website has been set up as a dynamic and responsive interface to make all activities relevant to the project accessible and to also enable interactions with external parties. The website will be accessible without registration and be presented in language and terms easily understood by a wider audience not familiar with Engage, including ATM/aviation users and researchers. The front page contains all relevant information about the project. The information on the website has been and will be updated regularly and progress on the information available will be reported at consortium meetings.

The website sections include:

Home:

- General information of the Engage project.
- Further descriptions of the project process and key actions and developments.

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About:

- Consortium, industry partners and Awards Board: identifying partners within the project including partner description, the country in which they are based, some general information and details of their specific role in the project; a list of industry partners; a description of the Awards Board role.

Knowledge hub:

- Description of the core of the project: thematic challenges, repository and ATM concepts roadmap.

Participate:

- This sub-page aims at providing an overview of the different opportunities that non-consortium members have to participate in the network activities.
- A complete timeline of all the actions within the four years of Engage which will be continuously updated, and links to different open opportunities to participate in Engage for students, institutions, researchers, etc.
- January-March 2018: form submission for thematic challenges suggestions.

Events

- Information on courses, workshops, summer schools, SIDs thematic challenge sessions and further opportunities within the Engage project. This section will either contain information or links to join the opportunities depending on the state of the project and different events. It will be constantly updated.

Contacts:

- Contact section of the website.

Blog:

- Link to the blog posts of the Engage KTN

Some screenshots of the different website sections are shown below, more at engagektn.com.

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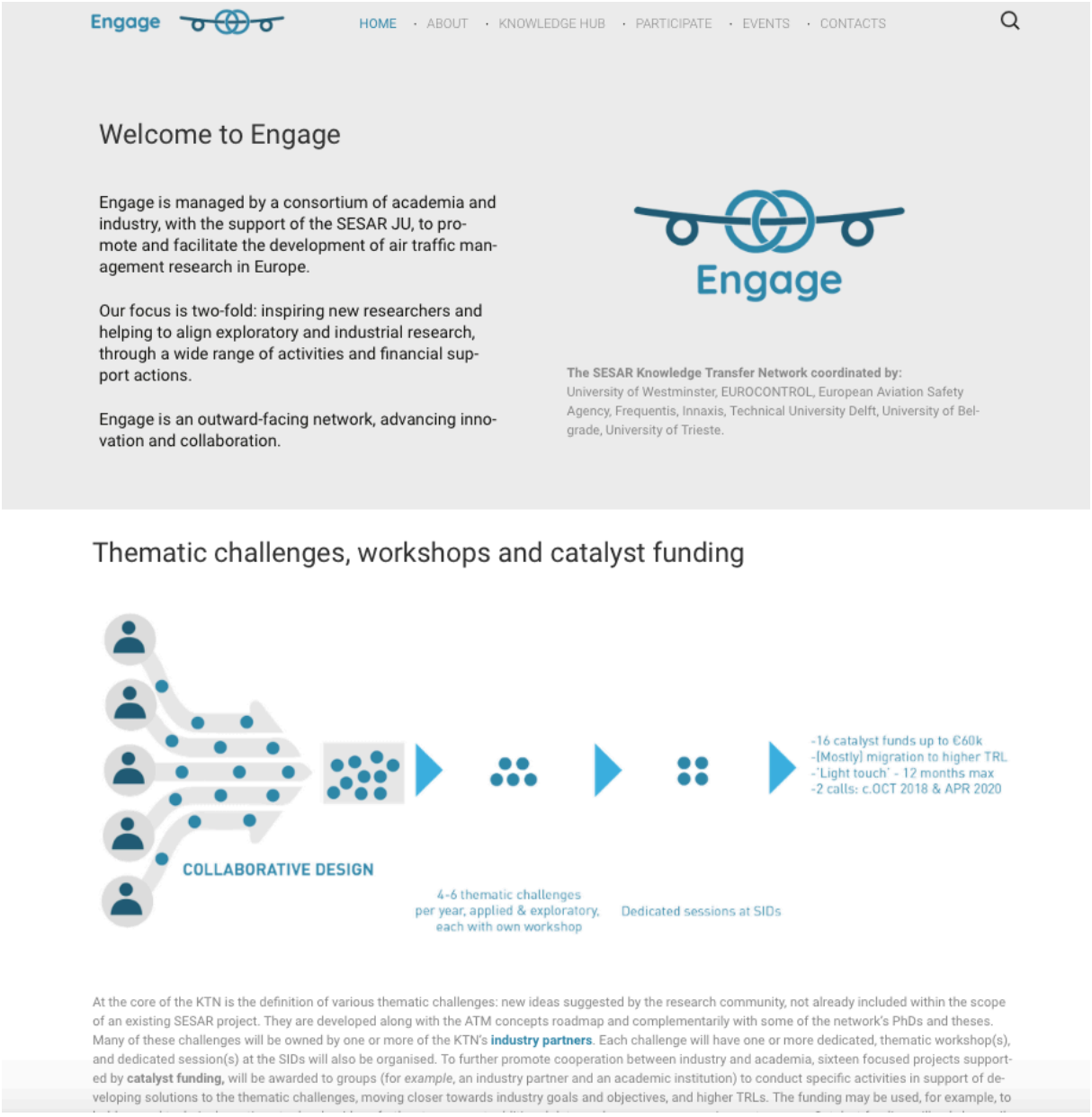

Figure 5. Engage website, Home page (January 2018)

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Figure 6. Engage website, Participate page (January 2018)

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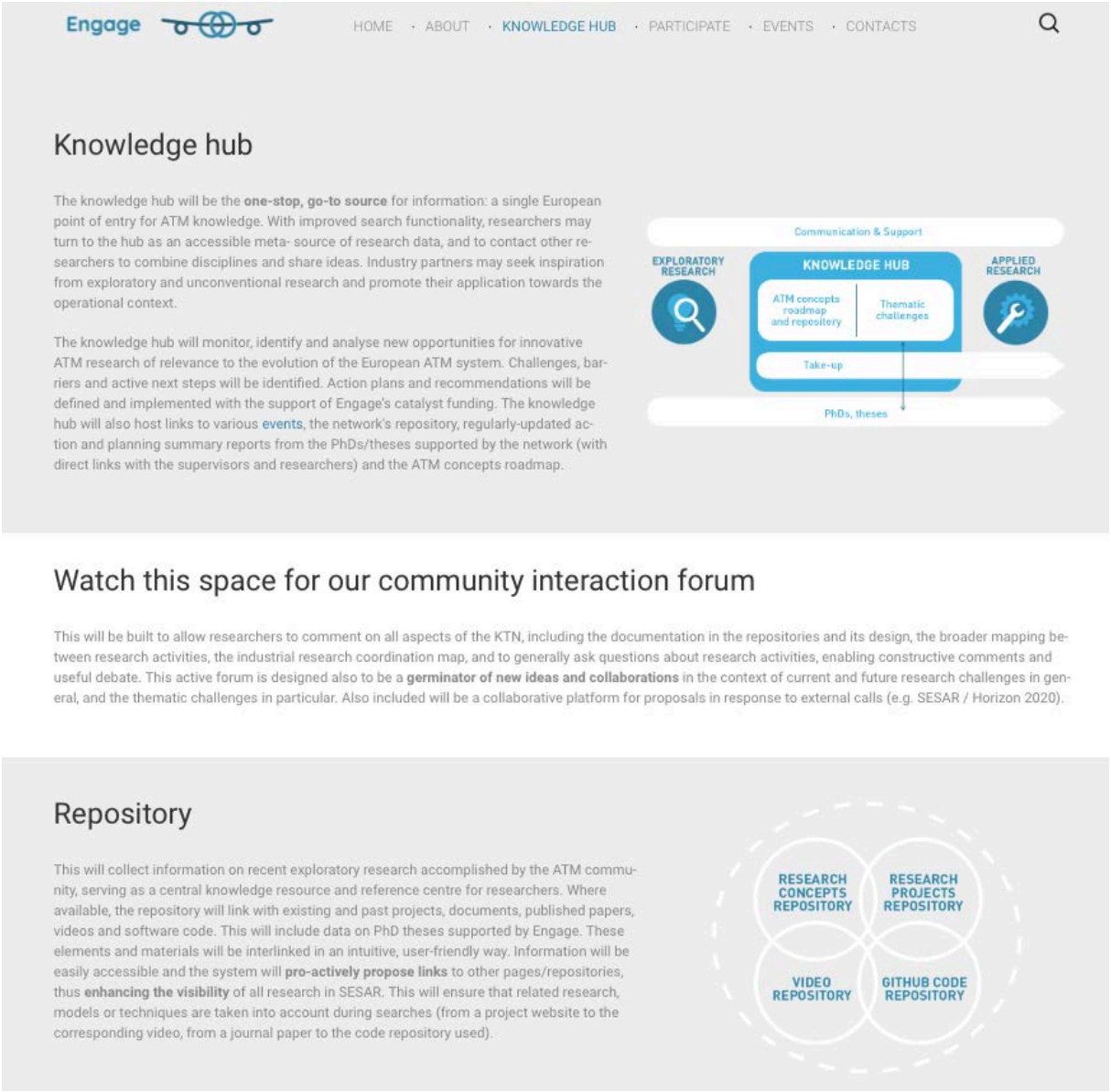

Figure 7. Engage website, knowledge hub page (January 2018)

LinkedIn group:

A specific LinkedIn project group has been created for Engage:

https://www.linkedin.com/groups/13576714.

This group will be useful both for researchers within the consortium and for external aviation professionals interested in the research carried out in Engage (posting in the group will be open to any group member). The most important events and milestones will also be publicised in other major impact LinkedIn groups such as “SESAR” and/or “Aviation professionals”.

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All the consortium researchers with a LinkedIn account will be added to the group, which already describes Engage objectives and counts several team members. These activities are to help facilitate further communication between members and to increase awareness among interested and potential stakeholders on-line.

Blog:

Blog posts will be prepared by the consortium partners to cover: announcements, promotion and retrospective summaries of events, individual research activities, project results etc. These posts will form the basis of the other communication formats (LinkedIn, website etc.). Targeting one or two stakeholder groups (e.g. ER researchers, those engaged in SESAR industrial research, policy makers) has proven to be the most effective dissemination and communication strategy. The impact of each blog post will be automatically **tracked through online metrics** to progressively improve our communication strategy.

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7 Acronyms

ACARE: Advisory Council for Aviation Research and Innovation in Europe

ANSP: Air Navigation Service Provider

ASDA: Association for Scientific Development of Air Traffic Management in Europe

ATCO: Air Traffic Controller

ATM: Air Traffic Management

EC: European Commission

ECAS: European Commission Authentication Service

ER: Exploratory Research

H2020: Horizon 2020 research programme

IF: Impact Factor (annual measure of the frequency with which the average article in a journal has been cited)

KoM: Kick-off Meeting

KTN: Knowledge Transfer Network

NEXTOR II: FAA Consortium in Aviation Operations Research

PMP: Project Management Plan

PNG: Portable Network Graphics (file format)

SESAR: Single European Sky ATM Research

SIDs: SESAR Innovation Days

SJU: SESAR Joint Undertaking

TRL: Technology Readiness Level

WP: Workpackage

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