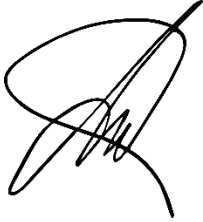





## D6.1 - Communication Packs & Channels

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### Abstract

For the CONCERTO project consortium, it is crucial to effectively convey to the designated target audiences the creative concept, aims, successes, and outcomes of the project. To achieve this, a collection of communication tools—including a project logo, informative leaflet, poster & flyer, and project templates—that together make up the project's "visual identity" and initial communication toolkit have been created. These tools shall continue to be updated throughout the duration of the project. Also, the main developments and accomplishments of each CONCERTO work package will be routinely updated on the CONCERTO public website and social media groups, which offer project-related information. As a result, both the public website and social media pages are crucial tools for raising awareness about CONCERTO. The goal of the current deliverable is to briefly describe how the aforementioned communication and dissemination mechanisms were developed.

### Keywords

Dissemination, Communication, Branding, Leaflet, Project website, Social media

### Document History

Version	Date	Status	Author	Description
V1	30/04/2023	Final	Giota Sakellariou	



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## Information Table

<b>Contract Number</b>	101101999
<b>Project Acronym</b>	CONCERTO
<b>Project Title</b>	Construction Of Novel CERTification methOds and means of compliance for disruptive technologies
<b>Topic</b>	HORIZON-JU-CLEAN-AVIATION-2022-01-TRA-02
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## Partners involved in the document

Lines of Beneficiaries not involved can be removed.

N°	Role	Member name	Short name	Check if involved
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2	BEN	ARIANEGROUP SAS	AGS	
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5	BEN	DEUTSCHES ZENTRUM FUR LUFT - UND RAUMFAHRT EV	DLR	
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7	BEN	IRT ANTOINE DE SAINT EXUPERY	IRT	
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13	BEN	THALES AVIONICS ELECTRICAL SYSTEMS SAS	TAES	
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19	BEN	AIRBUS HELICOPTERS	AH	
20	BEN	ADVANCED LABORATORY ON EMBEDDED SYSTEMS SRL	CAIT	
20.1	AE	COLLINS AEROSPACE IRELAND, LIMITED	CAI	
21	BEN	FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV	FHG	
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27	BEN	INEGI - INSTITUTO DE CIENCIA E INOVACAO EM ENGENHARIA MECANICA E ENGENHARIA INDUSTRIAL	INEGI	
28	BEN	INSTITUTO NACIONAL DE TECNICA AEROESPACIAL ESTEBAN TERRADAS	INTA	
29	BEN	SAFRAN ELECTRICAL & POWER	SER	
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## 1. INTRODUCTION

CONCERTO is an EU-funded project, under the Clean Aviation Joint Undertaking programme. Its aim is twofold: a) to support with extensive and timely technical analysis and experimentations the elaboration of a comprehensive set of regulations, together with a preliminary description of methods of compliance applicable to the three "thrusts" of Clean Aviation, and b) to deliver an initial digital framework of formalized collaborative tooling and model-based processes for certification. Certification is expected to improve safety, while shortening time to bring new safe products to market and into service and maintaining European leadership and competitiveness. The outputs will be easily transposable and scalable to different product lines and aircraft segments such as general aviation, rotorcraft, business jets and commercial medium-long range, affecting the complete fleet.

According to the Horizon Europe Programme Guide<sup>1</sup>, "*beneficiaries must engage in dissemination and exploitation activities regarding their results*". It also states that, "*since EU grants are financed by public funds, beneficiaries are generally expected to actively engage in communication activities, to promote the projects and draw the attention of general and specialised audiences to the EU*". Dissemination & communication is therefore considered of great importance in EU funded research projects, as through these activities research is diffused to society. As a result, the project's WP6: "Dissemination, Communication and Exploitation" (directed by EASN-TIS) is intended to ensure wide distribution of the project's findings through carefully organized dissemination & communication initiatives.

WP6's main objective is to increase the CONCERTO's influence and trigger effects across all target audiences. To accomplish this, efficient dissemination and communication channels will be employed to convey the project's main messages to the appropriate audiences in the appropriate language at the appropriate times, maximizing their potential for exploitation and producing the desired effects. Establishing CONCERTO's "visual identity," which will serve as the project's brand, is a crucial initial step in fostering the growth of a vibrant community with a keen interest in the project's outcomes shared among its participants. The basis of CONCERTO's dissemination and communication strategy will be the creation of a set of public communication and dissemination tools based on this visual identity from the very beginning of the project. In addition, special attention must be paid to digital dissemination, which is one of the primary subtasks expected to be implemented under WP6 and which enables the dissemination of research in methods other than the conventional<sup>2</sup>. Websites and digital networking tools, such as social media groups, are among the primary forms of digital dissemination, so they had to be included in CONCERTO's D&C strategy. WP6 comprises three groups of tasks:

- *Communication*: Project Visual Identity, Communication Packs, Website & social media, Non-scientific articles & publications, online courses (MOOC), communication interface with CA JU
- *Dissemination*: Scientific publications, Participation to conferences/workshops/events, Organization of workshops/events, Networking & Clustering activities, Open Science principles implementation, Data Management
- *Exploitation*: Identification of Key Exploitable Results (KER), IPR (Intellectual Property Right) development, Knowledge Management, Commercialization routes, End Users

The development of the visual identity and the creation of the initial Communication toolset are detailed in the current deliverable. The "Initial Communication Toolkit" consists of the project's logo, informative leaflet, poster and flyer, and project templates. This collection of public communication tools will be updated throughout the project. At the end of CONCERTO, updated/final leaflets and posters will be created and printed, including a presentation of the project's key accomplishments and discoveries (Project Legacy Pack).

Furthermore, this deliverable aims to demonstrate in detail CONCERTO's public website (<https://concerto-project.eu/>), with regard to its structure, style, and features, as well as to outline the approach used to design the



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website. There will also be a brief presentation of the project's social media profiles (namely, LinkedIn and Twitter) and how these are anticipated to raise awareness of CONCERTO among the general public.



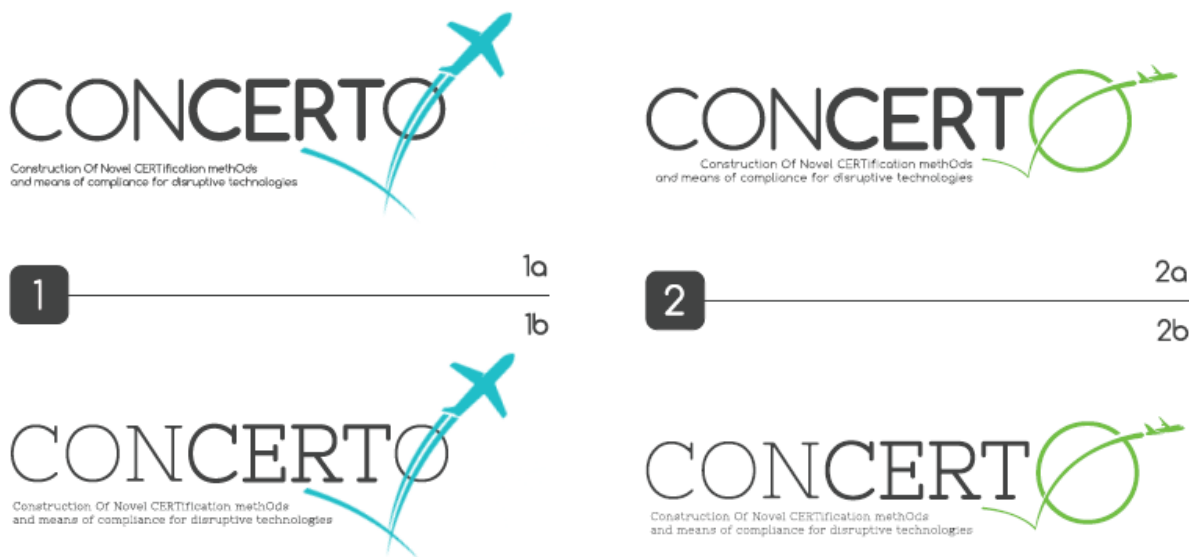
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## 2. VISUAL IDENTITY

The creation of a logo that serves as a conceptual representation of the project was the first step in building CONCERTO's visual identity. The logo should be meaningful, customizable, and visually appealing in order to be consistent with the project's vision, objectives, and activities. The visual identity of a project is based on its logo, which also dictates the colors and fonts used in the project templates, the public website, and the communication materials. The project features consistency and a professional appearance thanks to the logo-based general aesthetics that are maintained throughout the public website and printed media.

EASN-TIS created a variety of designs with the goal of presenting a visually appealing graphic that should also be instantly recognizable and printable in varied sizes (small, large) and outputs (greyscale, colour). After initial discussions with the project's coordinator (DAV), the original designs (Figure 1) were revised to produce the final CONCERTO logo, which is depicted in Figure 2.



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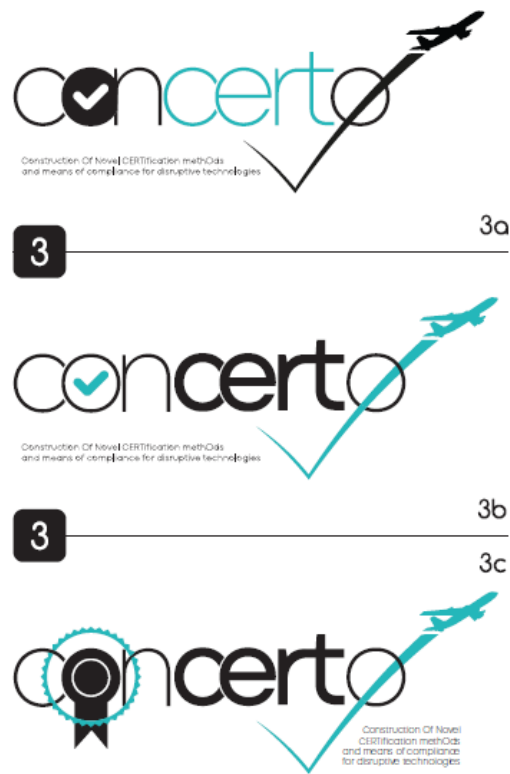


Figure 1. Initial design proposals for the CONCERTO logo



Figure 2. Official CONCERTO logo

The logo has been designed in such a way to strongly reflect the main aspect of the project, certification, as well as the basic principles of CAJU. Certification, as the core topic of CONCERTO, is highlighted both by the



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graphic elements that form a  $\checkmark$  symbol and the differentiation of the font weight on the acronym “cert” which stands for certification. The color selection corresponds to the color palette of CAJU’s visual identity<sup>3</sup>, and the aircraft figure is designed in accordance with the preliminary EVA shapes from the active wing PoC study of the project, provided by the coordinator. The logo in black & white is also available (Figure 3).



Figure 3. Official CONCERTO logo (black & white)

The project’s logo will be used in all communication material and activities (i.e., templates for deliverables, reports, presentations, informative material, website, social media, etc.). An optimized (reduced in size and quality) digital form of the logo will be downloadable from the CONCERTO public website. Based on the official logo, the booklet, poster, flyer, project templates, and website’s general design were created, establishing CONCERTO’s its own distinctive brand.



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## 3. INITIAL COMMUNICATION TOOLKIT

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### 3.1 CONCERTO Leaflet & flyer

#### 3.1.1 Leaflet

An additional dissemination and communication tool for the project that helps to raise public awareness of it is its informational brochure. Every dissemination effort by the consortium partners may include a leaflet that can be customized for different audiences, enabling for quick and simple dissemination of the project's messages.

The distribution of CONCERTO flyers is specifically scheduled to occur when partners attend scientific conferences, technical seminars, exhibitions, or any other relevant events. Targeted beneficiaries in such events will primarily be researchers, academics, professional experts, industrial representatives, and end-users, who have a solid understanding of the technical terms, challenges, and objectives of the CONCERTO project.

Also, CONCERTO leaflets may be distributed at public gatherings, networking events, and other venues where the target audiences may not be as familiar with the technical information but may be more interested in the project's societal effects. Policymakers, investors, and even European citizens are among these audiences. In order to do this, it was crucial to guarantee that the language and images would be clear to a variety of target groups.

With these considerations in mind, the following is a summary of the leaflet's content:

#### Internal trifold side

- **Expected Impact:** This section is dedicated to the impact that CONCERTO is expected to have in various aspects in relation to aviation. The targeted audiences could easily identify the key aspects that may be possibly influenced by the project's implementation, among them the environment, the competitiveness of the European aircraft industry, the socio-economic and cultural change, and the expected international influence.  
The content in particular: *“Reduction of emissions and climate neutrality by 2050 - Reduction of the development time and cost to introduce new products to the market - Creation of an ecosystem and development of synergies - Reinforcement of Europe's role as leader of worldwide certification frameworks”*.
- **Project Methodology:** In this section, the project's conceptual diagram is depicted in a scheme, where the core steps of the methodology and their interrelations can be identified; from the establishment of interfaces with relevant research projects and Clean Aviation “trusts” to the development of the digital certification framework, the visual representation facilitates the delivery of the project's concept to the targeted audiences.
- **Project Objectives:** The project's goals need to be made clear, and this is a key point to convey. The reader is given a list of the specific project's expected outcomes in this section, which serves as the research's focus. At the same time, these objectives reflect the specific tasks to be implemented for the accomplishment of CONCERTO's general aim: to deliver a digital framework for the certification of aircrafts, through collaborative tools and simulation processes.  
The content in particular: *“Safety objectives for applicable regulations - Risk analysis of existing regulations - Inputs for future international regulations - Proof of concepts for disruptive technologies - Digital tools for the certification process - Technical specifications addressing regulatory gaps - Transversal approach for certification of disruptive technologies - 30% Time to Market reduction and*



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cost reduction of certification - Synergies with activities funded under research and innovation programmes”.

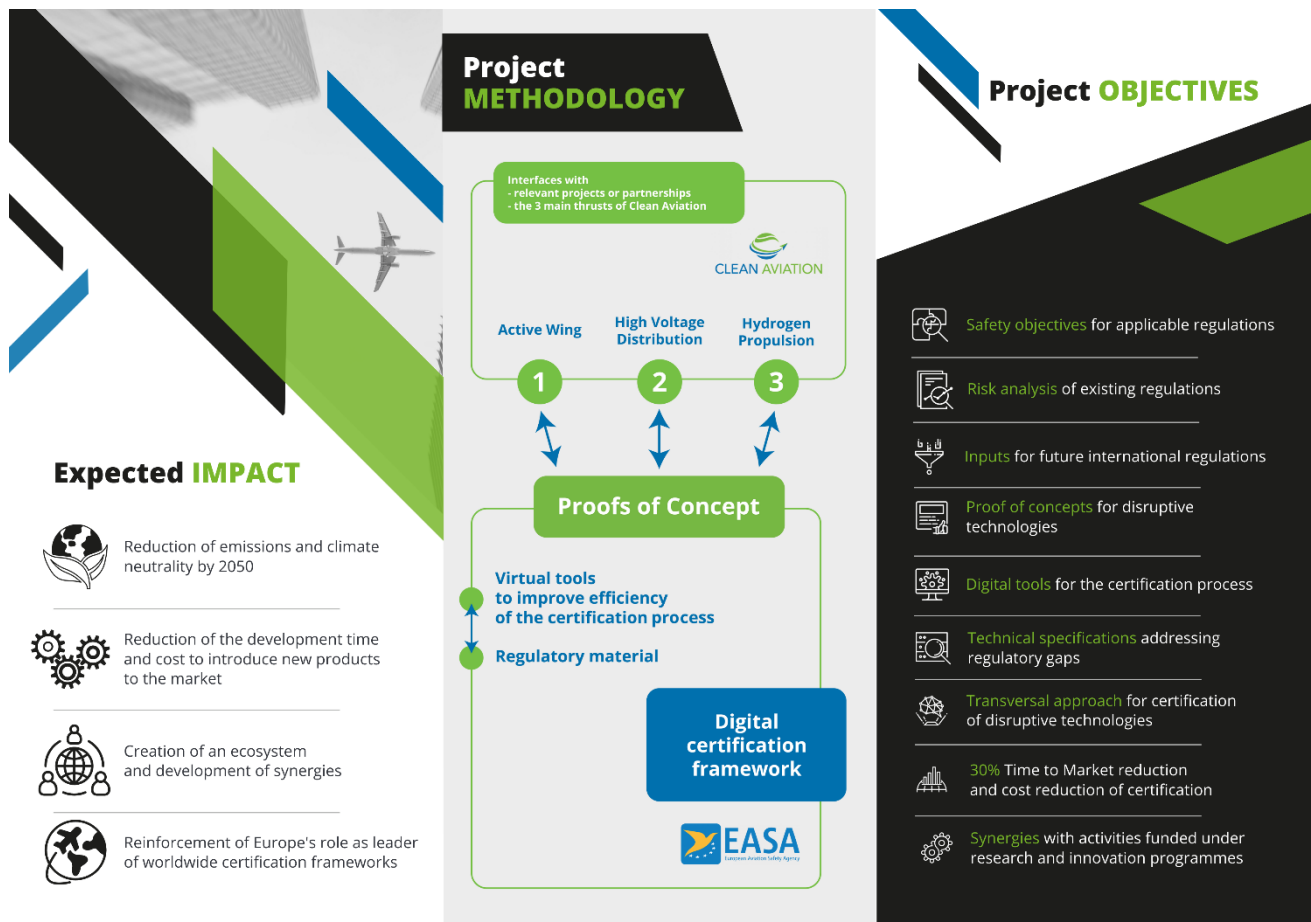


Figure 4. CONCERTO leaflet – Internal trifold side

### External trifold side

- About the project: In this section, the research aim is formulated, as well as the rationale that justifies it, in brief. Moreover, emphasis is given to the impact of the new certification framework, the transversal nature of the outputs and the collaboration within the participating organizations. The content in particular:

“CONCERTO is an EU-funded project, under the Clean Aviation Programme. Its aim is twofold:

- to support with extensive and timely technical analysis and experimentations the elaboration of a comprehensive set of regulations, together with a preliminary description of methods of compliance applicable to the three "thrusts" of Clean Aviation,
- to assess the feasibility of a digital certification framework to support collaboration and model based certification.

Certification is expected to improve safety, while shortening time to bring new safe products to market and into service and maintaining European leadership and competitiveness. The outputs will be easily



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*transposable and scalable to different product lines and aircraft segments such as general aviation, rotorcraft, business jets and commercial medium-long range, affecting the complete fleet.*

*Within CONCERTO, there is a collaboration between the major European OEMs (Dassault Aviation being the Coordinator of the project), Research Centers, SMEs, Academia and EASA”.*

- Our Team: A logo collection of the international consortium partners involved in the project is provided.
- Disclaimers: The proper statement acknowledging the support from CAJU and its members and the funding received from the EU for the implementation of this project is included, according to the rules described in the project’s Grant Agreement and the CAJU’s guidelines (“*The project is supported by the Clean Aviation Joint Undertaking and its members. Funded by the European Union, under Grant Agreement No 101101999. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Clean Aviation Joint Undertaking. Neither the European Union nor Clean Aviation JU can be held responsible for them*”). Through this statement, the CONCERTO consortium acknowledges the ability and interest of the European Commission and the CAJU to support research and innovation through collaborations, which is more effective than what would have been achievable if the partners had worked separately.
- Additional information: The project’s acronym, full name and grant number is provided, along with general information about the project (e.g., starting date, duration, coordinator), reference to the project’s official social media accounts, the project’s public website URL and a QR Code pointing to that.
- Cover: The trifold’s cover includes the project acronym and full name, as well as the official emblems of the EU and the CAJU.



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Figure 5. CONCERTO leaflet – External trifold side

The leaflet's content described above was fit into an eye-catching graphic design, using appealing graphic elements and a colour palette that refers to the CAJU's visual identity, resulting in the official CONCERTO leaflet as depicted in Figures 4 & 5. The leaflet may also be printed and sent to the partners upon request, in case hard copies are useful for dissemination purposes, for example for distribution in major events.

An optimized digital version of the project leaflet is also available for download via the CONCERTO public website. This version is in a booklet format, which makes the content's structure easier to be followed by the reader.

### 3.1.2 Flyer

An informative flyer has also been designed, as an additional communication tool that is especially designed for distribution via digital means. The flyer may be addressed to various audiences, allowing for instant delivery of the project's messages. The distribution of CONCERTO flyer may be implemented by the whole consortium as part of promotional activities, for example as an attachment in social media posts, as an image in dedicated



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news announcements or articles in digital media or e-mail newsletters. In addition, this type of file may be used for large screen display, as a picture (Figure 6) or even in the form of a video.

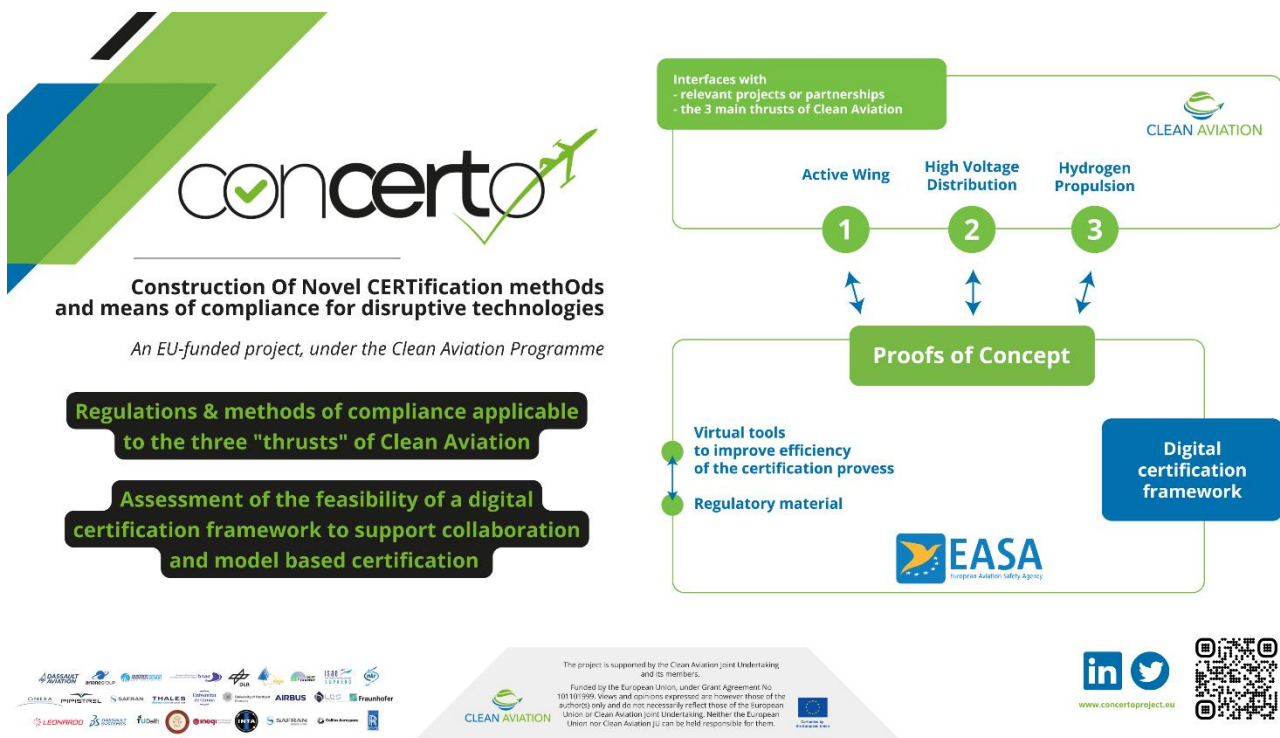


Figure 6. CONCERTO flyer

The content of the flyer follows the design parameters of the leaflet and includes:

- the project’s acronym and full name,
- a general description of the project’s aims, in alliance with the “About” section of the leaflet (“Regulations & methods of compliance applicable to the three "thrusters" of Clean Aviation - Assessment of the feasibility of a digital certification framework to support collaboration and model based certification”),
- the EU & CAJU emblems along with the proper disclaimers,
- the list of logos of the international consortium partners involved in the project, and
- contact details (reference to the project’s official social media accounts, the project’s public website URL and a QR Code pointing to that).

An optimized digital version of the project flyer is available for download via the CONCERTO public website. If needed for other communication or dissemination purposes, hard copies may be printed and distributed to the partners.

### 3.2 CONCERTO Poster

The design of CONCERTO’s poster (Figure 7) was visually aligned to the project’s leaflet, aiming to support the partners in their dissemination activities, so that it may be displayed at scientific events, technical seminars and exhibitions.



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The project poster was designed following the content and layout of the leaflet, including the following information:

- the project’s acronym and full name,
- a general description of the project, in alliance with the “About” section of the leaflet,
- the detailed objectives and expected impact of the project’s outcomes,
- a detailed visual depiction of the project’s methodology (distinct steps and their interrelations),
- the list of logos of the international consortium partners involved in the project,
- the EU & CAJU emblems along with the proper disclaimers, and
- contact details (reference to the project’s official social media accounts, the project’s public website URL and a QR Code pointing to that).

An optimized digital version of the poster will be also available for download via the CONCERTO website.



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## Construction Of Novel CERTification methODs and means of compliance for disruptive technologies

**About CONCERTO**

CONCERTO is an EU-funded project, under the Clean Aviation Programme. Its aim is twofold:

- to support with extensive and timely technical analysis and experimentations the elaboration of a comprehensive set of regulations, together with a preliminary description of methods of compliance applicable to the three "thrusters" of Clean Aviation,
- to assess the feasibility of a digital certification framework to support collaboration and model based certification.

Certification is expected to improve safety, while shortening time to bring new safe products to market and into service and maintaining European leadership and competitiveness. The outputs will be easily transposable and scalable to different product lines and aircraft segments such as general aviation, rotorcraft, business jets and commercial medium-long range, affecting the complete fleet. Within CONCERTO, there is a collaboration between the major European OEMs (Dassault Aviation being the Coordinator of the project), Research Centers, SMEs, Academia and EASA.

**Environment**  
Key enabler towards the reduction of emissions and the objective of climate neutrality by 2050

**Competitiveness**  
Reduction of the development time and cost to introduce new products to the market

**Socio-economic/cultural change**  
Creation of an ecosystem, by fostering networking, sharing common goals and developing synergies

**International influence**  
Reinforcement of Europe's role as leader of worldwide new certification frameworks



Interfaces with - relevant projects or partnerships - the 3 main thrusts of Clean Aviation

Active Wing (1) High Voltage Distribution (2) Hydrogen Propulsion (3)

Proofs of Concept

Digital certification framework

Virtual tools to improve efficiency of the certification process

Regulatory material

EASA (European Aviation Safety Agency)

**OBJECTIVES**

- Safety objectives for applicable regulations
- Risk analysis based on existing regulations
- Inputs for future international regulations
- Proof of concepts for disruptive technologies
- Digital tools to support the certification process
- Technical specifications addressing regulatory gaps
- Transversal approach for certification of disruptive technologies
- 30% Time to Market reduction and cost reduction of certification
- Synergies with activities funded under research and innovation programmes

**Our TEAM**

DASSAULT AVIATION, AIRBUS, LEONARDO, FRAUNHOFER, CLEAN AVIATION, EASA, etc.

**Connect with CONCERTO**  
www.concertoproject.eu

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Figure 7. CONCERTO poster



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### 3.3 CONCERTO Project Templates

The uniform visual identity of the project is strengthened significantly by the use of customised templates. At the beginning of the project's life, CONCERTO templates for deliverables, presentations, and internal documents were created and distributed to all partners to meet their requirements and guarantee consistency of the CONCERTO information presented, either internally or externally by the consortium. As shown in Figures 8–11, there are four different types of templates: three Word files for text documents such deliverables, minutes of meetings, and agendas; one PowerPoint template for presentations.

Following the 1<sup>st</sup> PCC of CAJU and the release of some communication guidelines, the presentation (.pptx) template has been adjusted to the standard Clean Aviation JU presentation template, including the logo of CONCERTO project.

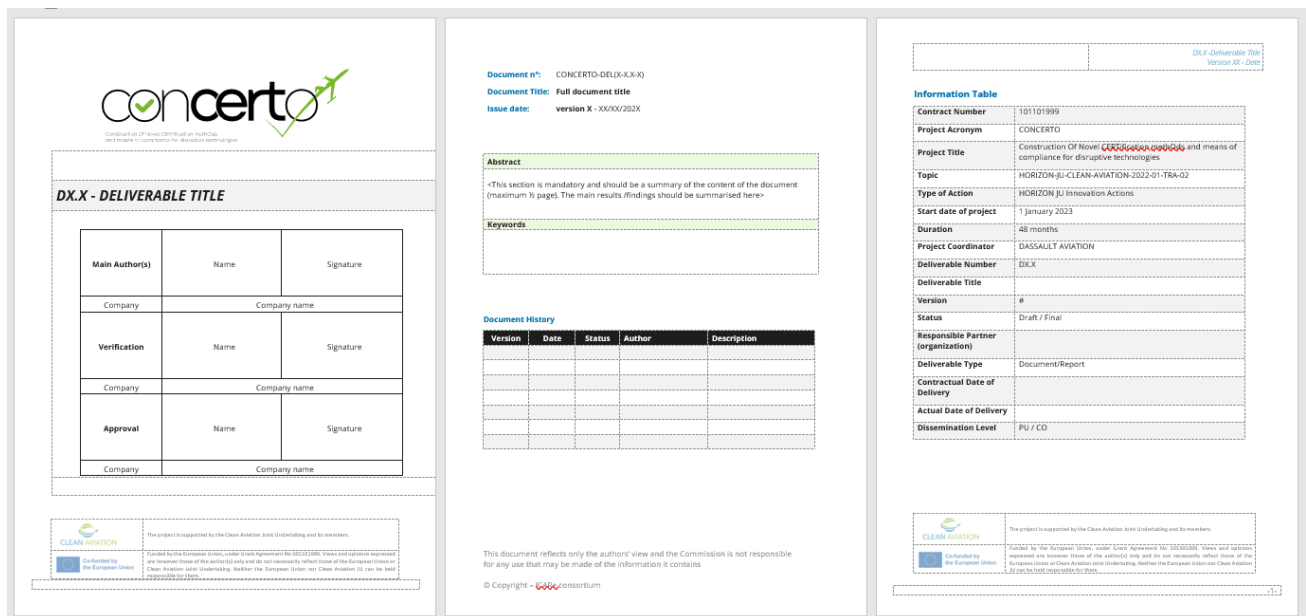


Figure 8. CONCERTO deliverable template



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Figure 9. CONCERTO agenda template

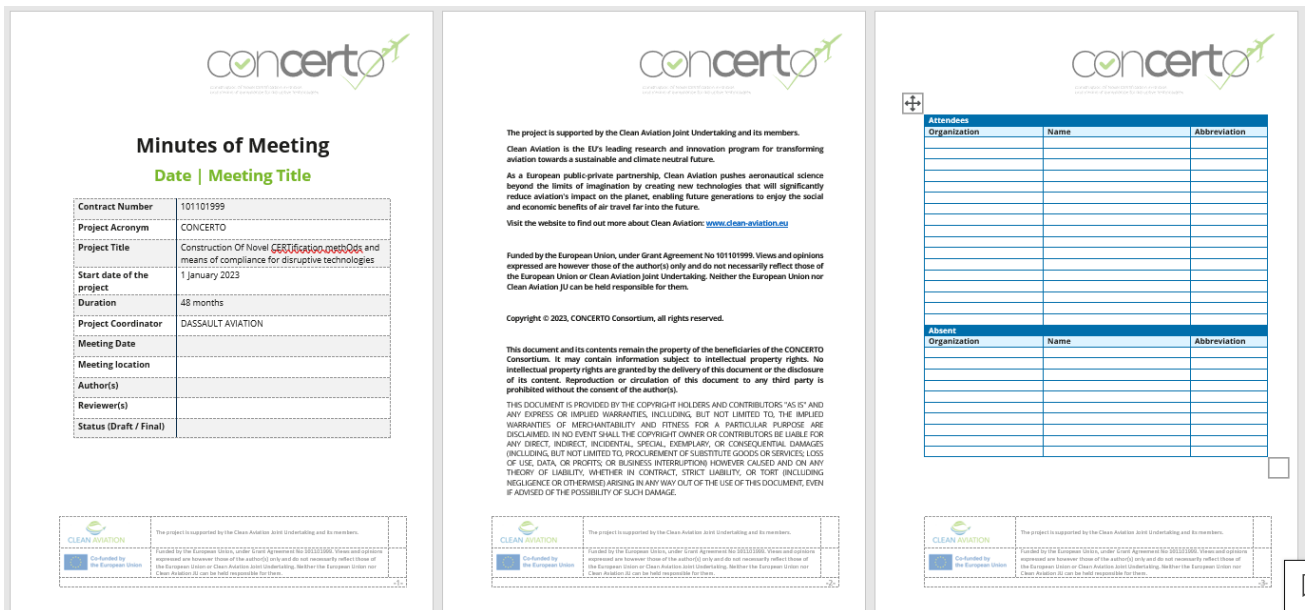


Figure 10. CONCERTO minutes of meeting template



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Figure 11. CONCERTO presentation template



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### **3.4 CONCERTO Stickers**

Furthermore, appropriate stickers are going to be designed and printed in different sizes, in order to be placed on actual demonstrators of the project's results. These stickers will at least depict the official project logo and the EU & CAJU emblems, as a clear reflection of the funding source of the demonstrators.

The stickers' development and printing will be implemented on demand, according to the characteristics of each demonstrator and the respective objectives.



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## 4. CONCERTO WEBSITE

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The CONCERTO public website has been designed to reflect the global D&C strategy of the project. The official domain name is <https://concertoproject.eu/>. EASN-TIS has the responsibility to provide technical support for creating, upkeeping, and regularly updating the CONCERTO public website, as a D&C expert with extensive experience in the building of websites for EU-funded projects. Updates are planned to take place whenever a significant result / news announcement occurs, or any milestone is achieved throughout the implementation of the project. Ad hoc updates may also be necessary to resolve potential technical issues or improve the website's responsiveness and performance. The CONCERTO public website was designed in line with the project's "visual identity," just like all other D&C materials of the project (templates, leaflet, flyer, and poster).

### 4.1 Methodology

The following methodological steps formed the basis for the creation of the CONCERTO website:

1. Strategy: Determine the best way to convey project's messages to target audiences
2. Content & Structure: Define content and structure, develop site plan & access navigation options
3. Design & Development: HTML/CSS customization, search engine optimization
4. Review: Internal review by project coordinator
5. Website launch
6. Maintenance: Update content, troubleshooting, review analytics to improve user's performance

#### Step 1: Strategy

The scope of the website was decided in this step. Defining the research objective was crucial, since it provided the framework for determining the target audiences for the website:

- Scientific community
- Commercial & Industrial stakeholders
- Policy makers
- Investors
- General public (including media)

Strategic planning was then used to determine the most effective method for reaching these audiences. This step also identified the necessary technologies and resources required to support the construction and operation of the CONCERTO website.

#### Step 2: Content & Structure

The following questions were addressed throughout this stage of the process:

- What kind of information will the target audiences be looking for on the official website?
- What messages do the consortium partners want to convey?

The main purpose of this step was to investigate the project's objectives and anticipated impacts in order to find the answers to these questions. The CONCERTO project's strong main themes then became clear, and the website's entire content was developed to include details on the project's aims, goals, anticipated outcomes and impacts, important features, activities, and implementation.

The information on the website fell into one of the following two groups based on the stated target audiences:



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**Category 1:** Information that is intended for the general public, including students, the press, and decision-makers, which should therefore be aesthetically pleasing and simple to understand. A project summary, anticipated impact, essential features, and the most recent news are offered of this category, which aims to be read by a wider audience. Preferably, multimedia is used, with text usage kept to a minimum.

**Category 2:** The project's aims, methods, and anticipated demonstrators of CONCERTO feature a higher degree of detail, especially informing professionals in the field. This content is more technical and geared towards scientific and industrial audiences interested in the project's progress. Over the duration of the project, information regarding the contributions made by the partners will be included along with frequent updates on the project's progress and accomplishments.

### Step 3: Design & Development

This step involves carrying out the actual creation of the CONCERTO public website. In this context, an expandable directory and file structure was built. In order to maintain the website's uniform appearance, the right content management system, modules, and layouts were chosen. The website was created using the Drupal content management system (CMS), which, together with all the integrated plugins and tools, is constantly monitored and kept up to date with the most recent version releases. All popular online and mobile browsers have been tested and support the website and all of its functionalities (Mozilla Firefox, Google Chrome, Opera, Safari, and Microsoft Edge). The website's graphic design was created in accordance with CONCERTO's visual identity, which is used in all dissemination materials, with special attention paid to creating a user-friendly interface with simple navigation that works well on a variety of devices (desktop computers, laptops, tablets, and smartphones).

### Step 4: Review

In order to prevent any private or sensitive information from being communicated outside the consortium, there was constant communication with the CONCERTO partners throughout the course of the website construction process in order to gather the necessary data and materials. After step 3 was finished, the coordinator was given a week to study the website's content and layout and give EASN-TIS any errors, remarks, or ideas for improvement. The CONCERTO public website will be made accessible to the general public after considering the coordinator's remarks and recommendations.

### Step 5: Website Launch

The CONCERTO public website is planned to be publicly available at the beginning of May 2023.

### Step 6: Continuous maintenance

All procedures pertaining to the upkeep and update of the CONCERTO public website are included in this phase. Also, it entails managing all public relations issues pertaining to the CONCERTO public website, such as spreading awareness through publicity and producing and disseminating content that could foster interaction.

This step also includes the website's technological upgrading. One of the activities carried out inside Step 6 is ongoing research for newly available functionalities that are fit for the website and their implementation, as well as for the newest trends in visual characteristics. The CONCERTO public website will be updated frequently during the project to show off its development. So, in this way the website will be continuously updated both technically and in terms of content.

### Step 7: Analytics & improvement of website performance

Key Performance Indicators (KPIs) will be utilized to assess the dissemination strategy adopted through the project's public website and will be explicitly described in the *Plan for Dissemination & Exploitation including communication activities (D6.4)*. These KPIs will mostly be assessed using data gathered by Google Analytics for the website. Website traffic will be tracked and reported by Google Analytics. The number of website visits,



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the website's devoted followers, the pages that drive the most traffic and conversions, the amount of time a user spends surfing the website, etc. will all be tracked and collected by this tool. Using their IP address, users' locations can also be determined, providing information on the website's geographic reach. This data can be used to determine whether the dissemination strategy was successful. Hence, the effectiveness of the entire website will be monitored and improved, using specialized analytical tools like Google Analytics and on-page and off-page Search Engine Optimization (SEO).

SEO will serve as a key enabler for improving the project's performance on the web, in order to achieve the best possible ranking in search engines. Important steps towards SEO include the design of a really responsive site that works on every device, the definition of proper keywords and the customization of the content to easily found by search engines, and the indexing of sub-pages using Google's Search Console.

The different sections of the CONCERTO public website are briefly described below.

## **4.2 Website Sections**

### **4.2.1 Homepage**

The official project title, strong statements highlighting the project's research goals and salient features, fundamental information regarding the co-funded project, the most recent news, and a form for subscribing to the CONCERTO mailing list are all included on the homepage of the CONCERTO website (Figure 12).

Instead of using text to describe CONCERTO's capabilities and assets, it is preferable to use images and visual designs in order to grab the visitor's attention. The homepage also provides access to CONCERTO's social media profiles (Twitter, LinkedIn). Throughout the course of the project, this section will be updated with multimedia linked to the project research activities.



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Figure 12. Homepage of the CONCERTO website



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## 4.2.2 Top side menu

The content of the website is divided into six sections shown in the top side menu (Figure 13) that appears in the header of all webpages. The top side menu is the main menu for the navigation and includes respective tabs. Each section is briefly described below.

- Home
- About
- Team
- Progress
- Dissemination
- News

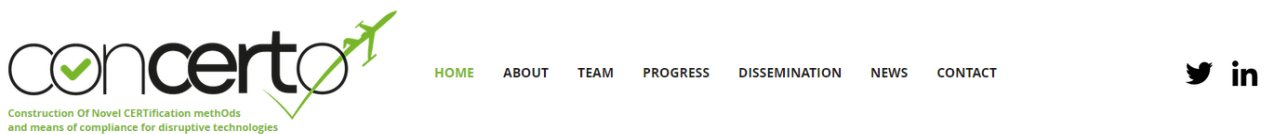


Figure 13. Logo and top menu of the CONCERTO website

### 4.2.2.1 “About” tab

When the user hovers on the top menu on 'About', the following list appears (Figure 14):

- Project Overview
- Objectives
- Expected Impact
- Methodology

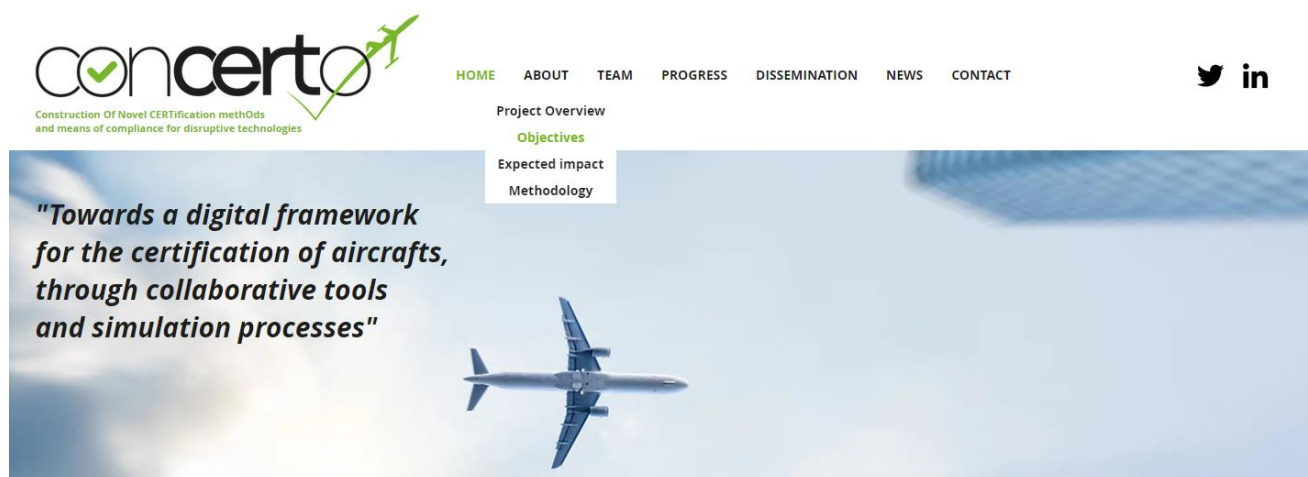


Figure 14. “About” tab dropdown menu

Specifically,

### “Project Overview” subsection:



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In the “Project Overview” subsection, the project’s scope is stated along with the rationale behind it (Figure 15).

ABOUT - Project Overview

**CONCERTO (Construction OF Novel CERTification methOds and means of compliance for disruptive technologies)** is an EU-funded project, under the Clean Aviation Joint Undertaking programme. The project's overall objective is to develop technical data which will constitute draft regulatory material for future breakthrough innovations.

Its aim is twofold:

1. to develop a comprehensive **set of regulations** on certification of aircrafts, together with a preliminary description of **Methods of Compliance (MoCs)** applicable to the three “thrusters” of Clean Aviation (Hybrid electric regional aircraft, Ultra-efficient short and short-medium range aircraft, Disruptive technologies to enable hydrogen-powered aircraft)
2. to assess the feasibility of a **digital certification framework** to support collaboration and model based certification.

Certification is expected to improve safety, while shortening time to bring new safe products to market and into service and maintaining European leadership and competitiveness.  
The results are expected to be transposable and scalable to different product lines and aircraft segments such as general aviation, rotorcraft, business jets and commercial medium-long range, affecting the complete fleet.

The composition of the project's consortium reflects a smart mix of aircraft manufacturers, engine manufacturers, equipment manufacturers, research centres, universities, SME and PLM experts. Playing a pivotal role between innovation and the development of safety, security or environmental protection standards, EASA experts are involved, acting together with industrial and research technical teams for the conception, endorsement of new solutions and enhancement of the international community acceptance.



Figure 15. “Project overview” subsection

### “Objectives” subsection

With a list of the project's anticipated outcomes, this part serves as the focus of CONCERTO's investigation. These findings also represent the specific tasks that must be carried out in order to achieve the project's anticipated key exploitable results and the CONCERTO project's overall goal, which is to provide a digital framework for the certification of aircrafts using collaborative tools and simulation processes (Figure 16).



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Figure 16. "Objectives" subsection

### "Expected Impact" subsection

The expected impacts of the CONCERTO outcomes are listed here, emphasizing the significance of the project (Figure 17).



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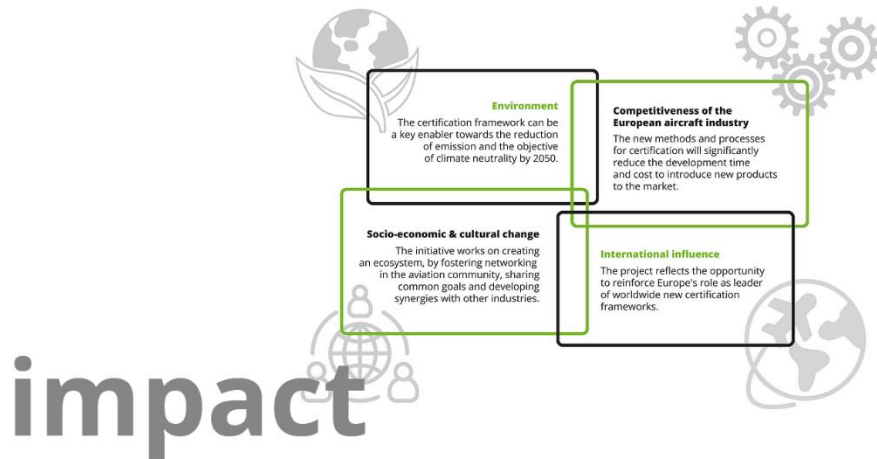


Figure 17. “Expected Impact” subsection

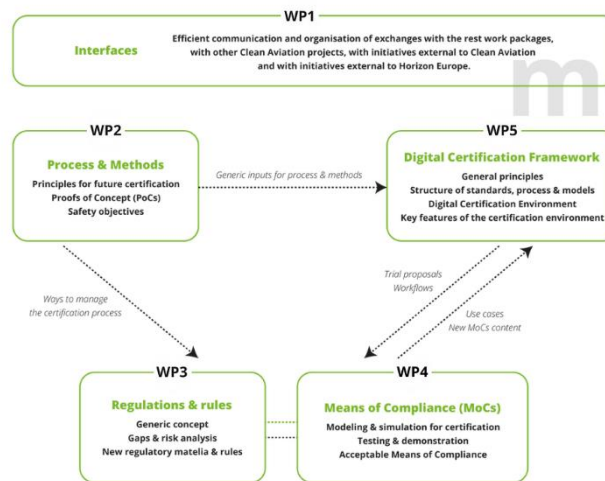
### “Methodology” subsection

An informative graph about the distinct activities of CONCERTO’s implementation and their interrelations are presented, aligned with the project’s visual identity, providing technical information to experts in the field of certification processes in aviation (Figure 18).



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As part of WP2 and in order to deliver concrete and timely inputs/dispositions for draft certification conditions and associated methods of compliance for selected key challenges based on generic concepts, three Proof of Concept (PoC) studies will be performed:

- In support of a next generation wing (SMR thrust): Active Wing
- In support of a next generation Hybrid Electric Propulsion System (HER thrust): High Voltage
- In support of a next generation Hydrogen Propulsion System (HER thrust): Hydrogen

The core of CONCERTO is associated to the WPs 3 and 4, where the following macro-tasks are performed for each selected Proof of Concept study:

- Generic concept definition (WP3.1)
- Risks and gaps analysis (WP3.2)
- Proposition of "gap fillers" (in WP4.1 and WP4.2, synthesis in WP4.3)
- Proposition of new regulatory material and rules (WP3.3)

WP3 and WP4 are deeply coupled and there will be constant and regular exchanges between WP3 and WP4 for each PoC study: WP3.2 will feed WP4.1 and WP4.2 activities that will be synthesized in WP4.3. In turn, WP4.3 outcomes will feed WP3.3, which will actually host the concluding activities of the PoC studies, as it will generate key inputs/dispositions for draft certification conditions as a preliminary step to future certification basis.

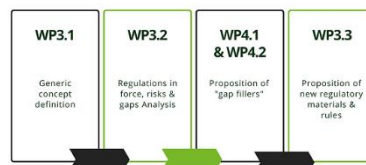


Figure 18. "Methodology" subsection

#### 4.2.2.2 "Team" tab

When the user clicks on the 'Team' tab (Figure 19), the list of all CONCERTO partners' logos are presented. Additionally, an interactive map is embedded, with pins placed on the actual locations of the entities. The red pin stands for the coordinator, the green ones for the beneficiaries, the dark green for the affiliated entities and the blue for the associated partners. By clicking on each pin, the details of the respective partner appear on the map, including the following elements:

- Organizations' title and logo
- Company Profile & contribution to CONCERTO



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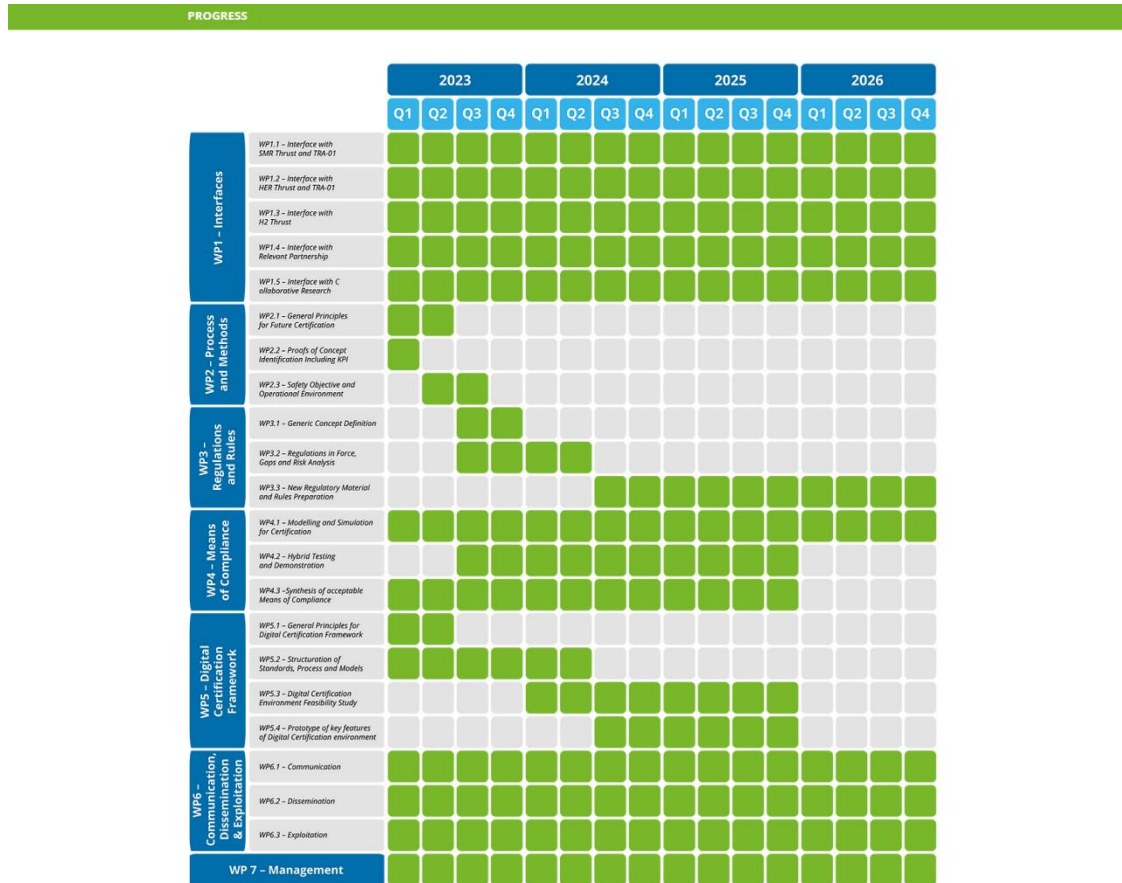


Figure 20. "Progress" tab dropdown menu

#### 4.2.2.4 "Dissemination" tab

The "Dissemination" tab informs the user on the many types of dissemination initiatives carried out by consortium members, including:

- Scientific Publications
- Conference Presentations
- Articles in Press
- Newsletters
- Media



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Figure 21. “Dissemination” tab dropdown menu

The content across all the aforementioned areas will be updated often, to give visitors the most recent details regarding the project's dissemination and communication activities. There will also be informational materials accessible for download under "Media" (e.g., the CONCERTO logo, poster, informative leaflet & flyer, etc.).

#### 4.2.2.5 “News” tab

This section includes all CONCERTO news presented as a series of blog posts. These include project meetings, press releases, attendance at conferences and exhibitions, etc (Figure 22).

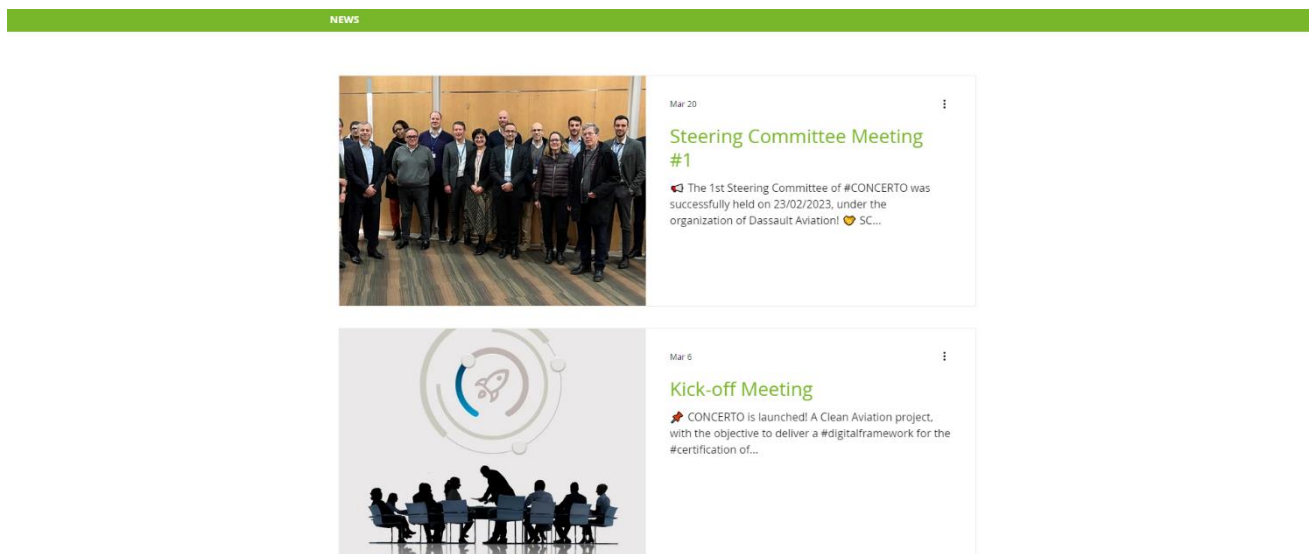


Figure 22. “News” tab

#### 4.2.2.6 “Contact” tab

This last section allows visitors to get in touch with the CONCERTO Consortium with questions about the project or the project's public website (Figure 23). Potential requests are handled by the D&C Manager (EASN-TIS) and are directed to the responsible partner, accordingly.



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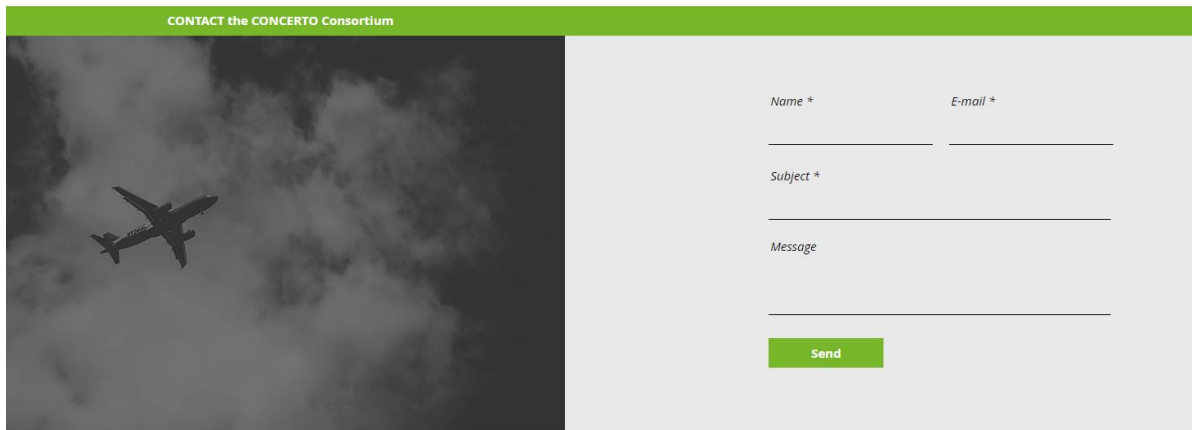


Figure 23. "Contact" tab

### 4.2.3 Bottom side menu

All web pages have a footer that contains a bottom side menu (Figure 24) offering general information related to the project. This includes a "Contact" option that directly to the "Contact" menu, a link to the CONCERTO's "Imprint and Disclaimer," the EU & CAJU emblems, and the acknowledgements of the financial support received by the EU and the support provided by the CAJU and its members. Additionally, the CAJU emblem serves as a link towards the Clean Aviation official website (<https://www.clean-aviation.eu/>)

The website's integration with social media, which enables users to engage with the project more, is another noteworthy aspect. On the right side of the footer the user can find links to the official LinkedIn and Twitter profiles. Visitors can also simply spread the word about CONCERTO to their personal social media profiles, which is a strategy that can broaden the project's influence and reach.



Figure 24. Bottom side menu



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## 5. CONCERTO SOCIAL MEDIA GROUPS

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In order to increase the project's outreach, social media accounts for CONCERTO have been built on LinkedIn and Twitter (Figures 25, 26). As soon as video content becomes available, a YouTube channel will also be established. These social media profiles may help CONCERTO grow as a community by posting in a regular basis (weekly or bi-weekly) compelling feeds about the project's outcomes, news, or other relevant material, capturing target audiences' attention, and ultimately leading them to the project's official website for more information. Both participants in the project and members of the intended audiences were invited to join these social clubs. Information about the project's progress, news, and discoveries will be shared by the social media administrator (EASN-TIS as the D&C Manager) at various points throughout its lifespan to keep the online community informed. Also, social media channels will be used to discuss and advertise CONCERTO's upcoming events. The targeted audiences via these platforms are:

- Users interested in certification processes in aviation
- Industrial stakeholders in aeronautics
- Bloggers and journalists
- Policy Makers

The social media pages can be accessed through the following links:

**Twitter:** [https://twitter.com/CONCERTO\\_EUproj](https://twitter.com/CONCERTO_EUproj)

**LinkedIn:** <https://www.linkedin.com/company/concertoproject/>

It is noteworthy to highlight that the profiles have been set up in accordance with the communication guidelines provided by CAJU and the proper hashtags are used in social media posts (#CleanAviation, #HorizonEurope, #EURResearch, #EUInnovation, #SustainableEurope). Furthermore, strong communication links with CAJU have been established, to maximize the impact of the publications. In particular, important news about the project is going to be published through the project's social media pages, and the communication department of CAJU will spread the word using their official communication channels.



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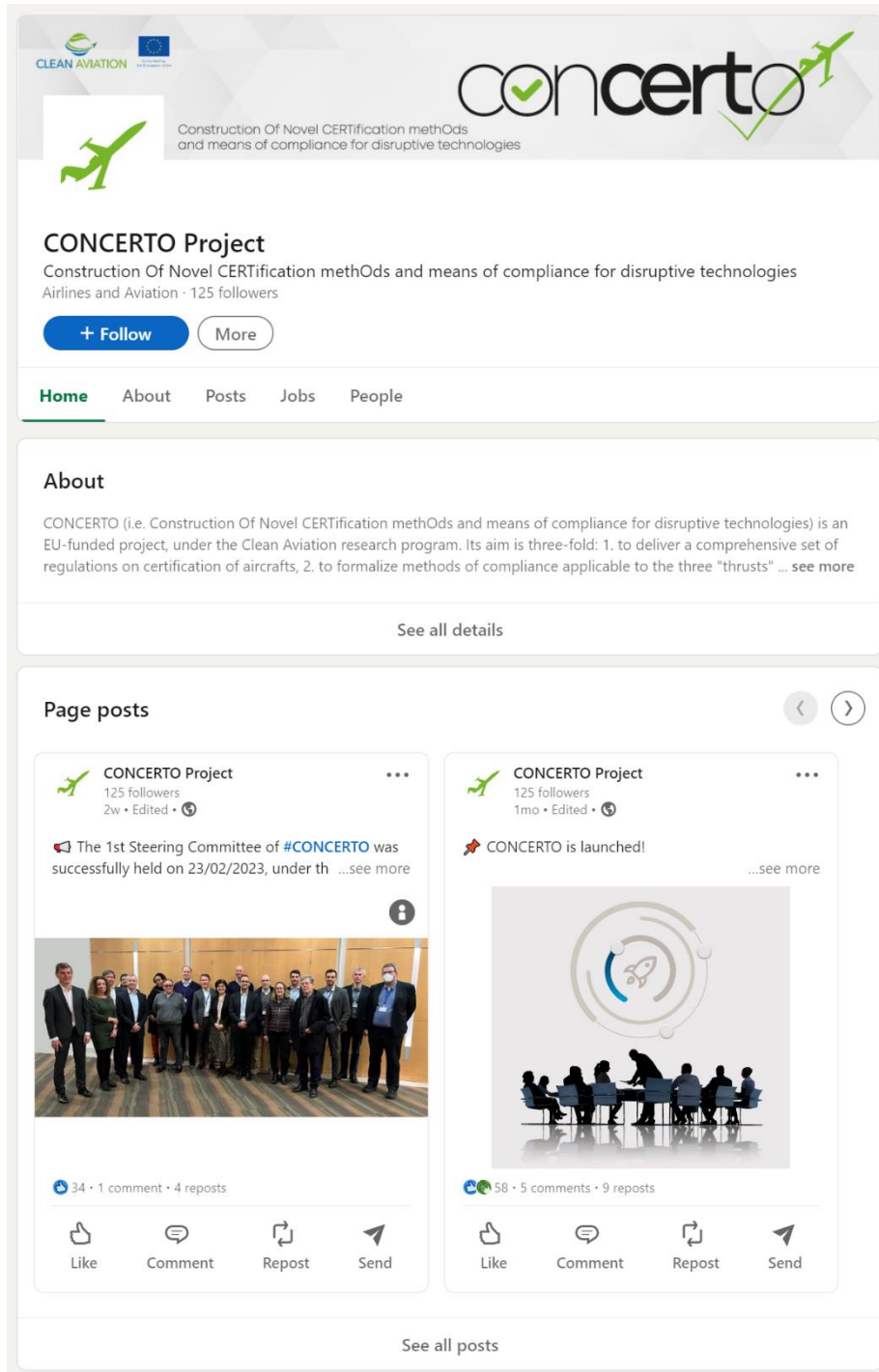


Figure 25. CONCERTO profile on LinkedIn



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Figure 26. CONCERTO profile on Twitter



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## 6. CONCLUSIONS

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Since the project's beginning, an important objective to be pursued has been the effective communication of the project's progress and results. An overview of CONCERTO's initial D&C toolbox was presented in the previous sections. The main objective of the toolkit is to provide the project a distinctive visual identity and to increase awareness among diverse target audiences. The toolkit's components were created with the goal of helping target audiences understand the aims, methods, activities, and anticipated impact of CONCERTO.

The public website and associated social media pages serve as key instruments for information distribution to the project's different stakeholder groups, including the scientific community, industry, civil society, decision-makers, and media. The CONCERTO official website acts as a digital library of publicly available dissemination materials, including as articles, newsletters, media, etc. It also includes information on the research aim, particular objectives, methodological steps, and anticipated outcomes of the project. With continuous information sharing, the social media groups provide a complementary but equally significant role to the website in maintaining the interest of the CONCERTO community.



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