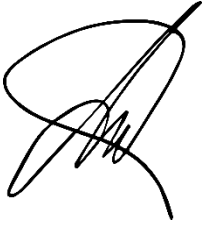






D6.4 - Plan for Dissemination & Exploitation including communication activities

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Abstract

One of the main goals of the CONCERTO Consortium is the effective dissemination, communication and exploitation of significant research findings generated within the CONCERTO project. This deliverable's objective is to provide a detailed report on the foreseen dissemination and communication activities to achieve maximum awareness concerning the project's implementation and results, as well as a coherent plan for the exploitation of the project's outcomes, in the form of a complete Plan for Dissemination & Exploitation including communication activities. This plan will be frequently updated, and, at the end of the project's lifecycle, a final version will summarize the actually performed actions. It consists of a Communication and Dissemination Plan and an Exploitation Plan. The Communication and Dissemination Plan outlines the planned strategy, including the strategy's goals and objectives, the identification of the targeted audiences, the key messages, the communication channels, and the dissemination tools that will be used for the transmission of each message towards each target group. Furthermore, the process of assessing the progress of the Communication and Dissemination Plan's implementation is described, along with the formal approval process of the dissemination activities within the consortium. Lastly, the Exploitation Plan includes the anticipated key project results and the concrete strategy to exploit these results in further research and innovation activities.

Keywords

Dissemination, Exploitation, Communication, Plan, Toolbox, Activities, Monitoring, Approval process

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1. INTRODUCTION

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:

- 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)
- 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 centers, universities, SMEs, 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.

CONCERTO, like all projects under the Horizon Europe program, has the obligation to define a concrete strategy regarding the Dissemination, Communication and Exploitation Activities, even from the beginning of the project, which will be monitored and updated throughout its entire lifecycle. With the aim to achieve effective communication and dissemination of core project-related information and exploitation of research findings generated inside the project, the CONCERTO consortium is engaged in implementing a suitable approach to communicate, disseminate, exploit, and protect the foreground generated throughout the project. This detailed plan may also serve as a guide for the consortium in terms of the dissemination, exploitation and communication activities that will be carried out within the context of the project. The document is organized into two main chapters.

Chapter 2 presents the comprehensive dissemination and communication strategy of the project (Dissemination & Communication Plan). The project's dissemination activities seek to raise awareness for its accomplishments to targeted audiences, such as the scientific community and industry, so that they can acquire the technical know-how required to make use of them. On the other side, the purpose of the communication activities is to inform the public about the ongoing project activities and produced outcomes, highlighting their important impact on the environment, the industry, and the



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society. This detailed plan includes the methodology to enable efficient dissemination and communication, as well as key goals and objectives, targeted audiences, key messages, communication and dissemination tools, metrics, and indicators for assessing the strategy's efficacy, and the consortium's approval process for the associated dissemination activities.

Chapter 3 focuses on exploitation, particularly on identifying the scope of the exploitation strategy, the core exploitation objectives and the activities provisioned and the strategy for effective intellectual property management, as part of a coherent Exploitation Plan.



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2. COMMUNICATION & DISSEMINATION PLAN

2.1 Scope

To maximize their impact, advance European research and innovation, and have a substantial impact on all the project's target audiences, all HORIZON EUROPE initiatives should elaborate and implement an efficient communication and dissemination plan. The communication and dissemination activities continue over the course of the project in order to actively involve all relevant target audiences while continually communicating the CONCERTO progress, accomplishments, and outcomes in a consistent and distinctive manner.

The CONCERTO consortium embraces the principles of dissemination and communication as an impactful way to support dissemination and exploitation objectives and to keep all partners focused and engaged in the project, because each participant signifies an important node through which the project will be showcased to interested parties and end users. Dissemination and communication efforts should start early in the project in order to raise awareness, maximize the initiative's impact, and build an engaged community. Also, the communication and dissemination strategy will improve the outcomes of the planned activities in all the project's work packages.

With the aim to guarantee CONCERTO's longevity and success, the main goal of this plan is to develop and implement a suitable dissemination and communication strategy that will precisely structure and arrange the many tasks that should be performed. In other words, the plan aims to support the implementation of effective dissemination and communication activities, employing suitable instruments and processes, to properly disseminate the project's goals and results to its multiple target audiences, contributing to the project's anticipated impact on European and global level.

The Communication and Dissemination Plan's primary objectives are to:

1. **Facilitate effective targeting:** Determine the appropriate target audiences for the project and develop tailored messages that resonate with each audience. This objective ensures that the right information reaches the right people at the right time, using suitable language and communication channels.
2. **Foster collaboration and engagement:** Create and maintain collaboration channels that encourage active participation from the project's specified target groups. This objective aims to establish strong relationships with partners and stakeholders, facilitating effective communication, information sharing, and collaboration.
3. **Support partner communication efforts:** Assist project partners in their networking, communication, and dissemination activities. This objective ensures that partners have the necessary support and resources to effectively communicate project information to their respective networks.
4. **Ensure timely and effective information dissemination:** Establish mechanisms to convey project information swiftly and effectively to the appropriate audiences. This objective aims to



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minimize delays and ensure that project updates, findings, and key messages are disseminated in a timely and efficient manner.

5. **Utilize partnership for outreach and information sharing:** Leverage the project partnership as a powerful tool for outreach and information sharing. This objective emphasizes utilizing the collective expertise, resources, and networks of the partners to amplify the reach and impact of project communication efforts.
6. **Establish a dynamic network:** Create and maintain a dynamic network comprising important participants, stakeholders, and decision-makers. This objective involves keeping key stakeholders informed about the project's advancements, fostering collaboration and networking opportunities among them, and leveraging their expertise and influence to enhance the project's outcomes.
7. **Promote integration of project findings:** Promote the incorporation of project findings into ongoing research initiatives and strategic research policy choices. This objective emphasizes the importance of disseminating project outcomes to relevant research communities, policymakers, and organizations to maximize the project's long-term impact and facilitate evidence-based decision-making.

These primary objectives work together to ensure effective communication, engagement, and dissemination of project information to relevant audiences, while also fostering collaboration, networking, and the integration of project findings into broader research initiatives and policy decisions.

The Communication and Dissemination Plan of CONCERTO project is strategically planned and acts as a comprehensive framework and guide for basic communication processes, starting at the beginning of the project and continuing throughout its lifetime, to coherently adapt to its development while recognizing the tools, audiences, channels, and key messages to be spread. The dissemination activities may fall into one of the following categories, according to their ultimate objectives:

Awareness-building activities: These activities focus on creating general awareness about the CONCERTO project and its efforts. They aim to inform a wide range of target audiences who may not require a detailed understanding of the project but can still benefit from being aware of its goals, progress, and results. Examples of awareness-building activities could include press releases, media coverage, social media campaigns, newsletters, and public events.

Knowledge dissemination activities: These activities are aimed at promoting understanding of the CONCERTO project and its work among specific target audiences. The goal is to provide detailed information and insights about the project's objectives, methodologies, findings, and outcomes. Knowledge dissemination activities may include workshops, seminars, webinars, technical reports, research papers, case studies, and specialized publications targeting relevant industry or academic audiences.

Capacity-building activities: These activities focus on empowering target audiences to act and bring about change within their organizations or sectors. The aim is to provide the necessary skills,



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information, and comprehension of the CONCERTO project's work to enable stakeholders to implement the project's outcomes, resources, or strategies effectively. Capacity-building activities could include training programs, hands-on workshops, mentoring initiatives, best practice guides, toolkits, and technical assistance to support stakeholders in adopting and utilizing the project's results in their own work.

Advocacy and policy engagement activities: These activities aim to mobilize target audiences, particularly influential stakeholders, to advocate for and drive change at a higher level. The objective is to encourage these stakeholders to use their power and influence to support the adoption of CONCERTO project outcomes, resources, or strategies in relevant policies, regulations, or industry practices. Advocacy and policy engagement activities may involve policy briefs, position papers, policy dialogues, targeted meetings with decision-makers, and participation in relevant conferences or policy forums.

By categorizing dissemination activities based on their ultimate objectives, the CONCERTO project can effectively tailor its communication strategies and select the most appropriate activities to reach and engage different target audiences, whether the goal is to raise awareness, promote understanding, drive action, or influence policy change.

The objective of the dissemination plan is to identify and organize the activities to be performed in order to maximize the impact of the project and to communicate the right information to the right people at the right time using the right language and considering the dissemination needs of the project at each stage of its lifecycle. The dissemination plan is based on the following three pillars, as shown on Figure 1.



Figure 1 CONCERTO Communication and Dissemination methodology



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The development of a concrete methodology constitutes the first step of the Dissemination & Communication Plan (D&CP). The next steps include:

Creation of appropriate communication tools & channels:

This step involves the development of the basic promotional material and the establishment of the appropriate communication and dissemination channels, as described in Section 2.2.4. In addition, a set of templates is developed (PDER tables), with the purpose to collect input from the partners for the recording of performed and foreseen dissemination and communication activities.

Development of a detailed plan:

The CONCERTO Consortium receives the PDER tables and is asked to complete their intended dissemination efforts. The CONCERTO target audiences are determined by analyzing the feedback from the partners, under the frame of identifying the best strategy to reach out to these audiences. Common dissemination channels include publication of scientific articles in journals, participation in scientific conferences or other events, etc.

The communication strategy that will be employed to deliver the messages to the target audiences will be made known through the input gathered from the partners. There are numerous options for communication, such as:

- **Print media:** Delivery of a project-dedicated newsletter and relevant press releases, showcasing the project's latest advancements.
- **Online media:** News releases addressed to interested stakeholders through email campaigns, publications available on the website, and social media posts.
- **Participation in conferences and trade shows:** Actively participating in conferences, trade shows, and exhibitions relevant to the CONCERTO project's field can provide valuable opportunities to reach a broader audience. Presenting research findings, showcasing project achievements, and engaging in networking activities during these events can enhance visibility and attract the attention of industry experts, policymakers, and potential collaborators.
- **Media collaborations and interviews:** Partnering with media outlets or industry influencers can help amplify the project's message and reach a wider audience. This can involve collaborations for interviews, feature articles, or guest contributions, where project representatives can share insights, project updates, and highlight the impact of the CONCERTO project on the industry or community.



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All measures have advantages and limitations; thus, it is crucial to combine them all in the dissemination and communication strategy to maximize their benefits and reduce the negative effects of their limitations.

Execution of activities:

All actions outlined in the D&CP are put into practice during the phase of implementation. This phase's goals are to:

- implement communication-related activities,
- make the respective channels support bidirectional communication pathways,
- raise awareness of the CONCERTO project, its goals, and anticipated outcomes.

All consortium members should participate in the implementation of actions, based on their areas of knowledge and influence, from the start of the dissemination and communication phase, in order to promote further exploitation potential.

Monitoring and Evaluation:

This step refers to the set up of a monitoring and evaluation framework to track the progress and effectiveness of the implementation phase, to define key performance indicators (KPIs) and regularly assess the outcomes and impacts of the implemented actions, and to use the findings to make necessary adjustments and improvements.

Core aspects that will be monitored include:

1. **Communication Reach:** Measure the reach of communication activities by tracking metrics such as the number of participants in events, website traffic, social media engagement (likes, shares, comments), email subscriptions, or newsletter sign-ups. This indicates the level of awareness and engagement among the target audience.
2. **Media Coverage and Public Perception:** Track media coverage of the CONCERTO project in relevant publications, news outlets, or online platforms. Assess the sentiment and tone of media coverage to gauge public perception and identify opportunities for enhancing the project's image and messaging.
3. **Collaboration and Partnerships:** Evaluate the number and quality of collaborations and partnerships established during the implementation phase. Measure the level of engagement, contributions, and synergy achieved through these partnerships. This indicates the project's ability to foster collaboration and leverage resources effectively.
4. **Timeliness and Adherence to Communication Plan:** Monitor the implementation of communication activities according to the established timeline and communication plan. Assess whether milestones and deliverables are being achieved as planned and identify any deviations or delays that may require corrective action.

Feedback Utilization:



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Assess the extent to which feedback collected from stakeholders and the community has been utilized to improve project implementation and communication strategies. Measure the number of feedback suggestions implemented and evaluate their impact on project outcomes.

2.2 Methodology

Dissemination is a significant tool that will be used to connect the consortium members and the stakeholders of the related industrial, scientific and policy fields. Appropriate measures will also be applied to trigger the interest of the general public and engage with them on the achievements and activities performed within the project, as well as on the societal challenges CONCERTO will tackle. This will be achieved through the implementation of an efficient communication strategy. By effectively and strategically disseminating and communicating the project's activities and results, greater awareness will be created while knowledge-sharing, transparency and education will be promoted. Through these actions, the potential market uptake of the developed technologies and the commercial exploitation of the project results is expected to be considerably increased. Lastly, special attention will be given to highlighting the contribution of CONCERTO project in strengthening the European aviation industrial leadership and in acting as a key-enabler to the success of the climate neutrality goals set for 2050.

2.2.1 Goals & objectives

Realistic goals and objectives have been set for CONCERTO's communication and dissemination efforts, that should be complemented by relevant actions. Towards that, the Consortium aims to:

- Showcase the CONCERTO approaches and their advantages on the development of novel certification methods and means of compliance for disruptive technologies.
- Make the project's findings widely known to the targeted end users from industry, research institutions, academia, and policy-making authorities, towards extensive use and viability of the outcomes.
- Increase public awareness of the project's impact on sustainable aviation.

2.2.2 Target audiences

To ensure maximum exploitation, high impact, and increased likelihood of uptake of the CONCERTO, it is imperative to effectively communicate the appropriate information to the relevant audiences in a concise, well-articulated, understandable, and attractive manner. Consequently, the first step in developing a successful dissemination plan relies on the identification of the target audiences, as well as the key messages and information to be consigned to each target group. The dissemination strategy increases the likelihood of success by exploring, identifying, and developing a framework of the most appropriate communication channels and tools, which are tailored to the different needs of each target audience. Considering the concept, objectives and expected impact of the project, the target audiences are extensively described in Table 1.



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Table 1. Target audiences

Target audience	Description
Policy makers, regulatory authorities, certification bodies (EC, EASA, EUROCAE, ACARE, ICAO, etc.)	These bodies are expected to contribute to the implementation of the project, regarding the new disruptive aircraft technologies, operations and policies and building on existing knowledge, and to the assessment of the feasibility of CONCERTO's digital certification framework.
Industry (Aviation Industry, Tier 1 (or lower) aerospace companies, SMEs, Start- Ups, etc.)	Includes stakeholders with interest in certification in aviation. These organizations should be regularly updated on the project's technical results, as their work has a significant impact on the industrial world.
Scientific community (Academic Institutions, Research institutions, Researchers, Innovators, PhD/MSc students)	Consists of Academic Institutions and Research Agencies/ Establishments, researchers, and PhD/MSc students who are active in project-related fields. Dissemination of novel knowledge and know-how across the related scientific community will constitute the basis for further scientific work, applications, and achievements.
Technology Transfer organizations, Networks & Associations (ASD, EREA, EASN, EACP etc.)	Such entities should be made aware of the project's outcomes, as they may act as moderators for the acquisition of new knowledge and competencies and the enrichment of education in the field.
Other Clean Aviation projects and HORIZON Europe related Programmes (Clean Aviation JU, Horizon Europe Cluster 5, Clean Hydrogen, SESAR3 JU, BATT4EU, Key Digital Technologies, etc.)	Synergies may be established with related projects and programmes with the purpose to exchange ideas, transfer knowledge, and discuss common challenges among programmes & initiatives dealing with certification for new disruptive technologies.
General public	This target group refers to the EU citizens with no specific knowledge or interest in the field. The communication activities have the purpose of informing them of the societal impact of CONCERTO's activities and achievements. Other benefits include the creation of new job opportunities and the enrichment of related education programs.



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2.2.3 Key messages

The goal of the dissemination and communication strategy is to determine and arrange the tasks to be carried out in order to maximize the project's impact, communicate the appropriate information to the right audience at the right time using the right language, and do so while taking into account the project's dissemination requirements at each stage of its lifecycle.

Effective dissemination is made possible by concentrating on the main messages to be conveyed. Yet, the material must be self-contained, accurate, thorough, and leave no room for doubt. The main messages of the CONCERTO should be consistent with the project's anticipated impact. The important messages for each target audience are summarized in Table 2.

Table 2. Key messages per target audience

Target audience	Key message
Policy makers, regulatory authorities, certification bodies (EC, EASA, EUROCAE, ACARE, ICAO, etc.)	Information related to the: <ul style="list-style-type: none"> – new qualification and certification processes for an early integration of technologies and disruptive innovations – CONCERTO proof of concept – demonstration platform – European competitive advantage, etc.
Industry (Aviation Industry, Tier 1 (or lower) aerospace companies, SMEs, Start- Ups, etc.)	Dissemination of technical results and of their unique value proposition: <ul style="list-style-type: none"> - digital transformation - new certification framework - demonstration platform – model-based exchanges compared to the previous document-based standards, etc.
Scientific community (Academic Institutions, Research institutions, Researchers, Innovators, PhD/MSc students)	Dissemination of technical scientific results, data acquired, advantages and exchange on the new digital framework of formalized collaborative tooled and model-based processes for certification, etc.
Technology Transfer organizations, Networks & Associations (ASD, EREA, EASN, EACP etc.)	Dissemination of information related to the innovative knowledge acquired, competences of the digital transformation and new certification framework, contribution to education and new skills acquisition, etc.



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<p>Other Clean Aviation projects and HORIZON Europe related Programmes (Clean Aviation JU, Horizon Europe Cluster 5, Clean Hydrogen, SESAR3 JU, BATT4EU, Key Digital Technologies, etc.)</p>	<p>Exchange of ideas, pooling and consolidation of knowledge, discussions on common challenges among programmes and projects dealing with new certification frameworks</p>
<p>General public</p>	<p>Information related to the societal challenges that will be tackled by the project:</p> <ul style="list-style-type: none"> - key-enabler to the success of the climate neutrality goals - digital transformation, - new job opportunities, - advancement of postgraduate education programs, etc.

2.2.4 Communication Channels

The CONCERTO Communication Strategy is one of the consortium's topmost priorities. The Communication Strategy aims to promote information about the project itself, its activities and achievements, and the societal challenges CONCERTO aims to tackle. This strategy will target multiple audiences beyond the project's own community including the wider media and the public. The main communication tools that will be used for this purpose described in Table 3, per target audience.

Table 3. Main communication tools to be used for targeting each group

Target audience	Project Website	Digital & printed communication material	Media Coverage & Videos	Social media	Non-scientific publications
Policy makers, regulatory authorities, certification bodies	X	X		X	X
Industry	X	X	X	X	X
Scientific community	X	X		X	X
Technology Transfer organizations, Networks & Associations	X	X	X	X	X
Other Clean Aviation projects and HORIZON Europe related Programmes	X		X	X	X
General public	X	X	X	X	



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The following subsections give a quick overview of the various communication tools that will be utilized during the project as part of the CONCERTO D&C plan, beginning with the visual identity of the project which has determined the overall design of the utilized tools. It is important to highlight that all communication means comply with the regulations described in the project's Grant Agreement and the Clean Aviation guidelines.

In Appendix A, a list of the delivered and foreseen communication actions until the end of M6 (June 2023) is presented.

2.2.4.1 Visual Identity

Early in the project, "eye-catching" and appealing communication materials are created to formalize its visual identity, which will be followed in all external and internal communication throughout the length of the project. Figures 2 and 3 depict the project's distinctive and recognizable logo as well as project templates for deliverables, meeting minutes, agendas, and presentations. The visual identity of the project acts as the communication centrepiece to increase awareness of CONCERTO.

More information is available in deliverable D6.1 "*Communication Packs & Channels*", which will be regularly updated (D6.2 – M18, D6.3 – M36).

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 design of 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 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 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 identity³, 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 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.

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 3–6, 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 1st 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.



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Document n°: CONCERTO-DEL(X-X-X-X)
Document Title: Full document title
Issue date: version X - XXXX/202X

Abstract
<This section is mandatory and should be a summary of the content of the document (maximum 10 page). The main results /findings should be summarised here>

Keywords

Document History

Version	Date	Status	Author	Description

Information Table

Contract Number	101101999
Project Acronym	CONCERTO
Project Title	Construction Of Novel CONCEPTS, METHODS and means of compliance for disruptive technologies
Topic	HORIZON-JU-CLEAN-AVIATION-2022-G1-T8A-02
Type of Action	HORIZON JU Innovation Actions
Start date of project	1 January 2023
Duration	48 months
Project Coordinator	DASSAULT AVIATION
Deliverable Number	DX.X
Deliverable Title	
Version	#
Status	Draft / Final
Responsible Partner (organization)	
Deliverable Type	Document/Report
Contractual Date of Delivery	
Actual Date of Delivery	
Dissemination Level	PU / CO

Figure 3. CONCERTO deliverable template

Agenda
Meeting Title | Date

Contract Number	101101999
Project Acronym	CONCERTO
Project Title	Construction Of Novel CONCEPTS, METHODS and means of compliance for disruptive technologies
Start date of the project	1 January 2023
Duration	48 months
Project Coordinator	DASSAULT AVIATION
Meeting Date	
Meeting location	
Author(s)	

Overview

Location	Venue: Address:
Date	Day #: Date / time (Add number of days as needed)
Time	
Objectives	

Attendees

Name	Company

Figure 4. CONCERTO agenda template



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The figure shows a three-page template for CONCERTO meeting minutes. The top page features the CONCERTO logo and a title section for 'Minutes of Meeting' with a date and meeting title. Below this is a table with fields for Contract Number (101101999), Project Acronym (CONCERTO), Project Title (Construction Of Novel Certification Methods and means of compliance for disruptive technologies), Start date of the project (1 January 2023), Duration (48 months), Project Coordinator (DASSAULT AVIATION), Meeting Date, Meeting location, Author(s), Reviewer(s), and Status (Draft / Final). The middle page contains introductory text about the project's support by the Clean Aviation Joint Undertaking and its members, followed by a disclaimer and a copyright notice. The bottom page includes a table for 'Attendees' and 'Absent' with columns for Organization, Name, and Abbreviation. The footer of each page features logos for CLEAN AVIATION and the European Union, along with a disclaimer.

Figure 5. CONCERTO minutes of meeting template



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Figure 6. CONCERTO presentation template



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2.2.4.2 Website

Based on the visual identity, the official website has been developed and publicly launched, under the domain <https://www.concertoproject.eu/>.

The website serves as the primary communication channel for raising awareness of the project's goals, workflows, and anticipated outcomes. It will be updated frequently with the important project outcomes as it develops, via the upload of publicly available resources. The visitors will be able to contact the Consortium through the official public website and get access to the most important information on the project's activities and outcomes. The evaluation of processes and review of analytics will also be performed. A detailed report explaining the development of the project website is included in deliverable D6.1 "*Communication Packs & Channels*".

2.2.4.3 Digital & printed communication material

For communication purposes, both digital and printed media have been created and will be regularly updated at various times throughout the CONCERTO lifecycle. This collateral material includes leaflets, booklets, posters, infographics, factsheets, banners, both in digital and printed formats that are publicly released. All partners received the generated materials to share with their respective communities and home institutions, at workshops and other pertinent European and international events. Considering the environmental impact of printed communication materials, their use is limited as much as possible in favour of digital communication.

At the end of the project, a "Project Legacy pack" will be created, displaying the project's accomplishments and outcomes for use by all partners in their dissemination efforts after the project has ended (as part of deliverable D6.7 "*Final Communication & Dissemination Plan & Project legacy pack*").

2.2.4.4 Media Coverage & Videos

At the scope of promoting the project, regional, national, and European television and web channels, radio, etc. will be exploited to diffuse project-related information.

Videos are also a useful force in any communication strategy, and CONCERTO is no exception. Videos can assist in highlighting the project's innovative work. The consortium may engage a wider audience, including stakeholders, policymakers, and the public, by producing interesting videos that highlight the accomplishments of the project. In addition, videos are simple to upload and distribute through a variety of platforms, including websites and social media, making them a useful tool for spreading the project's message and engaging the various audiences.

From the beginning of the project, the D&C Manager has developed introductory videos to introduce the project to the public and relevant stakeholders. Aiming to further promote the project towards more specialized audiences, the production following videos has been foreseen:

- Interview with the coordinator



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- Video series #1: Presentation of the three PoCs by the respective leaders
- Video series #2: Contribution of Clean Aviation, EASA, and EUROCAE, including interviews by respective representatives
- Video series #3: Explanation of the PoCs objectives and progress

2.2.4.5 Social media

To increase the project's reach, social media profiles for CONCERTO have been created on LinkedIn, Twitter, and YouTube. Additionally, a dedicated ResearchGate profile is planned to be launched once specific outcomes are publicly available.

The social media accounts may be accessed through the following links:

Twitter: https://twitter.com/CONCERTO_EUproj

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

YouTube: <https://www.youtube.com/@CONCERTOproject>

The main objectives of these profiles include the expedience of the followings on these networks, the engagement of the target audience, and the linkage to the CONCERTO official website. Participants from the targeted audiences, as well as project partners, are invited to join. In order to keep the online community informed and involved, CONCERTO will maintain an active presence on social media, sharing information on project progress, news, and events. Through these platforms, bloggers, journalists, and project-related associations will be targeted and encouraged to diffuse project-related information.

Thorough information about the project's social media accounts is presented in deliverable D6.1 "*Communication Packs & Channels*".

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, #EUIInnovation, #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 published through the project's social media pages, and the communication department of CAJU is engaged in spreading the word using their official communication channels.

2.2.4.6 Non-scientific publications

All partners will be responsible for publishing project results in local and international press and in the EC's communication channels. These publications might take the shape of project-related writings in newspapers, magazines, press-releases, newsletters etc. The D&C Manager will keep track of all findings that have been published and, in cooperation with the project coordinator, will act accordingly when results that have been deemed publishable do not get the required attention.



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Furthermore, news about the project’s progress will be shared through the quarterly EASN newsletter, which has more than 10,000 subscribers and is managed by the D&C Manager.

A recurrent project newsletter will also be published and distributed among the project's subscribers. The regularly released newsletter will feature the most recent project activities and accomplishments. Every consortium partner will receive a fair amount of publicity on their project-related activities in each issue of the newsletter. The website will offer the option to sign up for the project's newsletter.

2.2.5 Dissemination Tools

The dissemination plan includes an effective mix of dissemination channels, which are briefly presented on the following chapters and depicted in Table 4.

Table 4. Main dissemination tools to be used for targeting each group

Target audience	Scientific Publications	Conferences / Workshops / Exhibitions / Trade Fairs / Other events	Networking Activities	Clustering Activities
Policy makers, regulatory authorities, certification bodies		X	X	X
Industry		X	X	
Scientific community	X	X	X	X
Technology Transfer organizations, Networks & Associations	X	X	X	X
Other Clean Aviation projects and HORIZON Europe related Programmes		X	X	X
General public				

2.2.5.1 Scientific Publications

All partners will be responsible for publishing project results in high impact scientific journals and major conferences. It is worth mentioning that special emphasis will be placed on providing open access as soon as possible to all peer-reviewed articles arising from the project.

Based on the PDER tables provided by the partners at this early stage of the project, the planned and performed scientific publications are summarized in Table 5.

Table 5. List of performed & planned scientific publications

Type of publication	Entity	Topic of the scientific publication	Title of journal or equivalent	Publisher
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Publication in conference proceedings	TUD	Actuator modelling for integration with aeroelastic models to support digital certification	IFASD 2024	
Article in journals	TUD	Actuator model identification for integration with aeroelastic models to support digital certification	Aerospace Science and Technology	
Publication in conference proceedings	TUD	The effect of Actuator model on the stability of aeroservoelastic system	Scitech 2025	
Article in Journals	TUD	The effect of Actuator model on the stability of aeroservoelastic system	AIAA Journal of Aircraft	
Publication in conference proceedings	TUD	The effect of Actuator model on the GLA response of aeroservoelastic system	Scitech 2026	
Article in Journals	TUD	The effect of Actuator model on the GLA response of aeroservoelastic system	AIAA Journal	
Publication in conference proceedings	USTUTT	Presenting found methods developed within the scope of electric certifiability	EASN conference 2024	

An additional list of the scientific journals to be targeted for the publication of the project’s research results are shown on the following Table 6.

Table 6. List of scientific journals to be targeted for publications

Journal Name	ISSN
CEAS Aeronautical Journal	1869-5582 / 1869-5590
Aircraft Engineering and Aerospace Technology	2212-540X
Aerospace	2226-4310
Journal of Aviation/Aerospace Education & Research (JAAER)	2329-258X / 1065-1136
International Journal of Aviation, Aeronautics, and Aerospace (IJAAA)	2374-6793
Aerospace Science and Technology	1270-9638
International Journal of Aeronautical and Space Sciences (IJASS)	2093-2480 / 2093-274X
International Journal of Aerospace Engineering	1687-5966 / 1687-5974
Journal of Aerospace Technology and Management (JATM)	1984-9648 / 2175-9146
Aviation	1648-7788 / 1822-4180
AIAA Journal	1533-385X
Journal of aircraft	1533-3868



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2.2.5.2 Conferences / Workshops / Exhibitions / Trade Fairs / Other events

Participation in events, such as exhibitions, trade fairs, workshops, related to CONCERTO is considered essential for the dissemination of the project and for the facilitation of a dialogue with potential end users of the project results. The efficient communication of the project results to potential adopters will significantly contribute to the future exploitation of these outputs. A list of future events of interest for CONCERTO has already been included in the Grant Agreement and an update of this list is also displayed in Table 7 below. The events list will be continuously updated by the involved partners and the D&C Manager.

Table 7. Representative conferences/exhibitions/events to be exploited for CONCERTO dissemination

Conferences / Workshops / Exhibitions / Trade Fairs / Other events	Year(s)
International Paris Airshow Le Bourget	2023, 2025
Transport Research Arena (TRA)	2024, 2025, 2026
International EASN Conference	2023, 2024, 2025, 2026
ICAS Congress	2024, 2026
Farnborough and or ILA Berlin International Airshows	2024, 2026
European AERODAYS	2024
EUCASS-CEAS Aerospace Europe Conference	2023, 2024, 2025, 2026
More Electric Aircraft Europe	2024, 2025, 2026
IEEE Aerospace Conference (AERO)	2024, 2025, 2026
AIAA Aviation Forum & Exposition	2024, 2025, 2026
AIAA SciTech Forum and Exposition	2024, 2025, 2026
Deutschen Luft- und Raumfahrtkongress (DLRK)	2023, 2024, 2025, 2026
European Aviation Conference (EAC)	2023, 2024, 2025, 2026
Wings of Change Europe (WoCE)	2023, 2024, 2025, 2026
A4E Aviation Summit	2023, 2024, 2025, 2026
MRO Europe	2023, 2024, 2025, 2026
Sustainable Skies World Summit	2024, 2025, 2026
AERO Friedrichshafen	2024, 2025, 2026
Certification Together International Conference (CTiC)	2024, 2025, 2026
EASA-FAA International Aviation Safety Conference	2024, 2025, 2026
EASA Annual Safety Conference	2024, 2025, 2026

Based on the PDER tables provided by the partners at this early stage of the project, the planned and performed scientific publications are summarized in Table 5.

Table 8. List of performed & planned participation in conferences/exhibitions/events



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Activity	Entity	Event
Presentation concerning the high voltage battery and new methodologie to certificate HV battery	TAES	MEA 2026
Rollup and attendance	USTUTT	Aero 2024
Rollup and attendance	USTUTT	Aero 2025

2.2.5.3 Networking Activities

One of the most important pillars to ensure stakeholder engagement with the CONCERTO innovations will be the establishment of Communication Partnerships with pre-existing networks, associations, and communities such as: Clean Aviation JU, SESAR JU, ASD, EREA, EASN, ACARE. This networking process will contribute on amplifying and multiplying the CONCERTO message to the different stakeholders and communities, instead of simply trying to build a new audience from scratch.

Also, synergies will be established with research projects and programmes already underway on related subjects (e.g., Clean Aviation, SESAR3, Clean Hydrogen). Such synergies may foster the exchange of ideas, transfer knowledge, and discussions about challenges about impact assessment in aviation.

2.2.5.4 Education & Skills Initiative

With the aim to tackle educational and skills development aspects, the CONCERTO project plans to organize an Academy initiative that will give the opportunity to university students to get involved to the project's activities.

During the last quarter of the project, CONCERTO Academy will be launched. Aircraft design and assessment model development, that will potentially be integrated in the framework of the project, will be the focus of the Academy. The consortium will support the thesis elaboration via online webinars and tutorials. A final open workshop of the Academy initiative will be organized in the frame of the annual EASN Conference series to provide the necessary dissemination forum to the students to share their experience.



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2.3 Assessment of the communication & dissemination strategy

The effectiveness of the dissemination and communication plan and activities will be assessed using a range of Key Performance Indicators (KPIs) that will emerge from the website and social media tracking (visitors' traffic, content views, etc.), materials distributed, citation index of scientific publications, number of non-technical articles about CONCERTO and the number of conferences/workshops attended. These indicators may be optimized and refined during the project evolution.

In order to implement effective communication activities and diffuse the project's outcomes to the full range of potential users, three categories of general activities were identified to monitor the CONCERTO impact:

- **Website and social media:** Google Analytics will be utilized to track the volume of visitors to the official website and their interaction with the individual webpages. Information will be gathered regarding the number of visits, the most popular pages, the traffic sources, the amount of time spent on each page and the website in general, referral traffic, and the geographic distribution of visitors. In addition, the way visitors follow and interact with the postings on social media will be assessed.
- **Dissemination materials:** Regarding press coverage, this metric entails keeping track of the number of press releases, brochures, posters, and other pieces of outreach material published or delivered throughout the project.
- **Dissemination activities:** The quantity of public dissemination events that the partners attended to promote or present the project will be tracked. The D&C manager will collect information for reporting of the events' characteristics, the dissemination materials distributed (such as papers, posters, presentations, brochures), and audience feedback. This data will provide a general understanding of the target audiences.

The preliminary KPIs for assessment of the strategy's effectiveness, per category and activity, are summarized in Table 9.

Table 9. Dissemination KPIs

Activity	KPIs	Target
Website & social media	Number of visits	+3500 per year
	Search engine position	First page
	Geographic coverage (origins of the visitors)	20+ different countries
	Number of downloads	10+ per document
	Number of posts to the social media pages	100+
	Number of followers to the social media pages	400+



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	Number of likes to the posts of the social media pages	100+
	Number of YouTube views of the project videos	500+
Dissemination materials	Number of distributed brochures	500+
	Number of press releases	3+
	Number of non-academic publications	6+
	Number of videos	3+
	Number of subscriptions to the project's newsletter	500+
Dissemination activities	Number of attended events	20+
	Number of presentations to external events	15+
	Number of academic publications	Published during the project: 15+ Published beyond the project's lifetime: 5+
	Number of attendees to Open Day	30+
	Open Day	1

2.4 Dissemination approval process

The D&C Manager has developed an automated approval process in order to keep track of the dissemination activities and to avoid potential IP conflicts. This process is implemented through an online platform, the "CONCERTO e-Approval Tool". Except for its purpose to safeguard the partners' legitimate interests and avoid potential conflicts, the e-Approval Tool facilitates the project's conformance to the requirements listed in Annex 5 of the Grant Agreement (Article 17) and the Consortium Agreement, which state that all partners should communicate all dissemination activities to the consortium, at least 30 days before the dissemination activity is performed.

Each partner must follow the established procedure and provide the D&C Manager a draft of any publication or presentation that includes outcomes from the CONCERTO's implementation. The D&C Manager has the following responsibilities:

- Circulate the intended publication to the designated representative(s) of each consortium partner for approval. The representatives must acknowledge the notification receipt within 2 working days, otherwise reminders will be sent every 2 days.
- Initiate the voting process, which is full managed through e-mails. All entities' representatives may select whether they accept the publication, accept it with comments or decline.



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- Resolve any potential intellectual property (IP) conflicts. If comments occur, the dissemination material is re-circulated for approval. In case that a publication is declined, a clear explanation of the reasons of rejection should be provided by the respective entity.
- Finalize the approval process and notify the partner responsible about the approval result.
- Update and compile the Dissemination & Communication Plan, accordingly.
- Ensure that the consortium adheres to its obligation related to open access.



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3. EXPLOITATION PLAN

3.1 Introduction

Throughout the CONCERTO project, results will be generated that potentially have high impact on the competitiveness and industrial leadership of the European Aviation industry, and on the success of introducing the new technologies towards meeting the climate neutrality goals for 2050. The transversal nature of the CONCERTO project aims at paving the route to more efficient certification practices, reducing the time to entry into service. The mission is to maximise the impact on the aviation sector, including all classes of aircraft and rotorcraft, ranging from general aviation to commercial short, medium, and long-range aircraft. The strategy towards the exploitation activities is outlined in this chapter.

To ensure that all results, methods, and processes developed within CONCERTO have the highest likelihood of being taken up by relevant industry and market entities, a frequent interaction is planned between all project beneficiaries and TU Delft, the WP6.3 lead on the exploitation plan. This requires efficient communication within the project, to identify the key exploitable results generated, manage the intellectual property rights associated to these results, and specify how beneficiaries and others will use these results.

3.2 Methodology

The guiding principle followed by all project partners is that the data, information, and knowledge generated in the CONCERTO project will be open in order to increase societal impact, to foster collaboration, to provide information for possible future projects, to accelerate innovation, and to assist in transferring the project results to industry. This does, however, require assessment by all beneficiaries involved of the nature of information, background, and foreground, as explained in the Intellectual Property Rights (IPR) management strategy.

3.2.1 Intellectual Property Rights management strategy

Subject to the overall knowledge management in CONCERTO, the IPR management strategy aims at ensuring full IPR protection while at the same time allowing proper dissemination of results during the project phase and beyond. To this aim, four types of IP Protection measures are considered: patents, design rights, copyrights, and trade secrets. These measures will be explored to support and enhance exploitation activities.

In the Grant Agreement (article 16.1) *Background* is defined as “any tangible or intangible input — from data to know-how, information or rights — that exists before the grant is signed and that is needed to implement the action or to exploit its Results”.

To facilitate this need, all beneficiaries have identified and specified in the Consortium Agreement (Annex 1) the pre-existing background knowledge that they intend to exploit to enable the work. In



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this specification, a distinction is made between the *implementation* and *exploitation*, following Article 16.4 from the Grant Agreement and its Annex 5, Section “Access rights to results and background”, sub-section “Access rights to background and results for implementing the Project”.

Access to this background knowledge will be granted under the provisions of the Consortium Agreement to all beneficiaries that need access to enable implementation of the action. For exploitation at the end of the project and beyond, different conditions apply, as specified in the grant agreement. The procedure for foreground knowledge that will be jointly developed and owned by multiple beneficiaries, like joint inventions and joint patent applications, is addressed in the Consortium Agreement to be updated prior to the end of the project when the final exploitation plan is delivered. The final exploitation plan at the end of the project, will further detail the IPR management strategy.

3.2.2 Key Exploitable Results

Within the CONCERTO project Key Exploitable Results (KER) will be generated, for which the beneficiaries involved will specify the activity towards full exploitation, following CONCERTO’s roadmap to exploit each KER aiming TRL 6 by 2031 and EIS by 2035 will be part of D-7-4 from WP7, describing the foreground knowledge and addressing the ownership and IPR. The Grant Agreement outlined a first draft of expected Key Exploitable Results alongside responsible partners and affected external stakeholders, and associated IPR, as presented in Table 10.

The rules for exploitation and dissemination of the CONCERTO project results are specified in the Consortium Agreement. All beneficiaries have been requested to identify and list their planned and performed exploitation activities, in a template that will be regularly updated with input from all beneficiaries throughout the project, towards a detailed list in the final exploitation plan. This template specifies the exploitation activity and related KER, describes the foreground knowledge, and identifies ownership and the (type of) IPR, together with the exploitation route towards 2031 and the affected stakeholders.

Table 10. Expected key exploitable results from CONCERTO, to be reviewed in the final exploitation plan

Key Exploitable Results	Responsible partners and affected external stakeholders	Intellectual Property Rights (IPR)
Targeted safety objectives and operational environment to develop applicable regulations and boundaries of the project.	DAV, EASA, LDO, AIB	Public
Critical challenges that are representative of the disruptive new technologies and architectures structured by technical discipline	DAV, LDO, AIB	Public



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Gaps in regulation and MoC identified with the risk analysis based on existing regulations identifying the critical areas and regulatory gaps	DAV, EASA, LDO, AIB	Public
Identification of “gap fillers” for rules & regulations; and for complementary MoC	DAV, EASA, LDO, AIB	Confidential
Proposition of new regulatory material and rules	DAV, EASA, LDO, AIB	Public

The Final Exploitation Plan, i.e., deliverable from WP6.3, will be made public, and each identified KER is expected to have a different IPR. This IPR should be agreed upon amongst the responsible partners and affected external stakeholders. All identified KER, stakeholders and respective IPR in the Final Exploitation Plan, will be accompanied by a detailed route towards exploitation by the corresponding stakeholders. As such the plan will serve OEMs working towards more disruptive aircraft designs that incorporate new disruptive technologies that are necessary for green aviation.



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4. CONCLUSIONS

Effectively communicating the project's progress and outcomes has been a key goal to pursue since the very beginning of the project. In the preceding sections, a summary of CONCERTO's initial D&C toolset was provided. The toolkit's major goals are to give the project a unique visual identity and to raise awareness among various target audiences. The components of the toolkit were developed with the intention of assisting target audiences in comprehending the objectives, procedures, activities, and projected effects of CONCERTO.

The project's various stakeholder groups, such as the scientific community, industry, civil society, decision-makers, and media, are informed through the public website and related social media pages in important ways. The official CONCERTO website serves as a digital repository for items for public dissemination, such as articles, announcements, media, etc. It also contains details on the project's expected results, specific objectives, methodological processes, and research objectives. The social media groups play a complementary but equally important role to the website in sustaining the interest of the CONCERTO community through ongoing information sharing.



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APPENDIX A

No.	Communication activity name	Description	Main leader		Target audience: Who?	Communication channel	Status	Date
			Entity	Participant(s)				
1	Social media (post in LinkedIn & Twitter)	Project Launch & Kick-off meeting announcement	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	February 2023
2	Social media (post in LinkedIn & Twitter)	1st Steering Committee Meeting in Dassault Aviation	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	February 2023
3	Video	Introductory video, showing key features and objectives of the project	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	VIDEO	DELIVERED	April 2023
4	Social media (post in LinkedIn & Twitter)	Introductory video, showing key features and objectives of the project	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	April 2023
5	Website	Website launch	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	May 2023

No.	Communication activity name	Description	Main leader		Target audience: Who?	Communication channel	Status	Date
			Entity	Participant(s)				
6	Social media (post in LinkedIn & Twitter)	Website launch	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	May 2023
7	Social media (post in LinkedIn & Twitter)	Participation in the project & Website launch	PVS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	May 2023
8	Social media (post in LinkedIn & Twitter)	Repost of PVS post on: Participation in the project & Website launch	PVS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	May 2023
9	Social media (post in LinkedIn & Twitter)	Repost of Clean Aviation's post about CAJU's participation in Paris Air Show	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	May 2023
10	Social media (post in LinkedIn & Twitter)	Repost of CONCERTO's Website Launch announcement	UdG		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	May 2023
11	Video	Promotive video, to be displayed to the CAJU booth at Paris Air Show 2023	EASN TIS	DAV, AIB, LDO	CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	VIDEO	DELIVERED	May 2023

No.	Communication activity name	Description	Main leader		Target audience: Who?	Communication channel	Status	Date
			Entity	Participant(s)				
12	Newsletter	Introductory article in the EASN Newsletter, Issue 2, 2023	EASN TIS		INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, RESEARCH COMMUNITIES	NEWSLETTER	DELIVERED	May 2023
13	Video	Short video promoting the project's feature in the EASN Newsletter, Issue 2, 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	VIDEO	DELIVERED	May 2023
14	Social media (post in LinkedIn & Twitter)	Announcement & short video promoting the project's feature in the EASN Newsletter, Issue 2, 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	May 2023
15	Website	News release & short video promoting the project's feature in the EASN Newsletter, Issue 2, 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	May 2023
16	Website	News release, referencing Alex Krein's article on Clean Aviation's Executive director's blog	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	May 2023
17	Social media (post in LinkedIn & Twitter)	Post promoting the project's placement at the CAJU booth during the Paris Air Show 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	June 2023

No.	Communication activity name	Description	Main leader		Target audience: Who?	Communication channel	Status	Date
			Entity	Participant(s)				
18	Website	News release promoting the project's placement at the CAJU booth during the Paris Air Show 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA, WEBSITE	DELIVERED	June 2023
19	Event / Exhibition	Promotive video, displayed at the CAJU booth at Paris Air Show 2023	EASN TIS	DAV	CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, RESEARCH COMMUNITIES	EXHIBITION, VIDEO	DELIVERED	June 2023
20	Social media (post in LinkedIn & Twitter)	Announcement of CONCERTO's participation at Paris Air Show 2023, accompanied with the promotive video that was displayed in the CAJU booth	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	June 2023
21	Website	Article about CONCERTO's participation at Paris Air Show 2023, accompanied with the promotive video that was displayed in the CAJU booth	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	June 2023
22	Event / Conference	Promotion of the project at the 11th International Conference on Composite Testing and Model Identification, CompTest 2023 in Girona, using communication material	UdG		RESEARCH COMMUNITIES, INNOVATORS	EVENT, PRINT MATERIALS	DELIVERED	May - June 2023

No.	Communication activity name	Description	Main leader		Target audience: Who?	Communication channel	Status	Date
			Entity	Participant(s)				
23	Social media (post in LinkedIn & Twitter)	Promotion of the project at the 11th International Conference on Composite Testing and Model Identification, CompTest 2023 in Girona, using communication material	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	June 2023
24	Website	Article about the promotion of the project at the 11th International Conference on Composite Testing and Model Identification, CompTest 2023 in Girona, using communication material	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	June 2023
25	Website	Article about the completion of the PoCs kickoff meetings	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	June 2023
26	Social media (post in LinkedIn & Twitter)	Announcement of the completion of the PoCs kickoff meetings	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	June 2023
27	Website	Article about the #2 Steering Committee meeting at PAS 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	WEBSITE	DELIVERED	June 2023

No.	Communication activity name	Description	Main leader		Target audience: Who?	Communication channel	Status	Date
			Entity	Participant(s)				
28	Social media (post in LinkedIn & Twitter)	Announcement of the #2 Steering Committee meeting at PAS 2023	EASN TIS		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, NATIONAL AUTHORITIES, REGIONAL AUTHORITIES, RESEARCH COMMUNITIES	SOCIAL MEDIA	DELIVERED	June 2023
29	Newsletter	1st Issue of the CONCERTO Newsletter	EASN TIS		RESEARCH COMMUNITIES, INNOVATORS, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, RESEARCH COMMUNITIES	NEWSLETTER	ONGOING	August / September 2023
30	EASN Conference	Organization of a session at the EASN Conference 2023, dedicated to certification with CONCERTO being the primary topic	EASN TIS	CAJU, EASA, EUROCAE, SMR, HER	RESEARCH COMMUNITIES, INNOVATORS, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INVESTORS, RESEARCH COMMUNITIES	EVENT	ONGOING	September 2023
31	Aero 2024	The AERO in EDFH is a general aviation fair with room for research activities	USTUTT		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, RESEARCH COMMUNITIES	EVENT, PRINT MATERIAL	ONGOING	2024
32	Aero 2025	The AERO in EDFH is a general aviation fair with room for research activities	USTUTT		CITIZENS, CIVIL SOCIETY, EU INSTITUTIONS, INDUSTRY, INNOVATORS, INTERNATIONAL ORGANISATION, INVESTORS, LOCAL AUTHORITIES, RESEARCH COMMUNITIES	EVENT, PRINT MATERIAL	ONGOING	2025