

Engage 2 Dissemination and Communication strategy

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Engage 2

THE SESAR 3 KNOWLEDGE TRANSFER NETWORK

Engage 2

This Communication, Dissemination and Exploitation Plan is part of a project that has received funding from the Connecting Europe Facility programme under grant agreement No 101114648 under CINEA



Abstract

This document defines the strategy that will guide the dissemination, communication and exploitation efforts of the Engage 2 Consortium, throughout the duration of the project. This strategy outlines the specific channels, tools, and techniques to be used to maximise impact and engagement with Engage 2's identified stakeholders.

Table of contents

1	Introduction	11
1.1	Definitions	12
1.2	Objectives of the Strategy	12
1.3	Applicable reference material	14
2	Project introduction	15
2.1	About Engage 2	15
2.2	Project key messages	15
2.3	Keywords	17
2.4	Focal points for communications, dissemination and exploitation	18
2.5	Stakeholders identification	18
3	Communication	19
3.1	Communications objectives and strategy	19
3.2	Communication target audiences	21
3.2.1	Coordination with S3JU	22
3.3	Branding and acknowledgements	23
3.4	Communication channels	23
3.4.1	Visual identity	23
3.4.2	Graphic materials	26
3.4.3	Website	29
3.4.4	Press and media	32
3.4.5	Social media	34
3.4.6	Communication events	36
3.4.7	Videos	37
3.5	Communication Key Performance Indicators (KPIs) and success criteria	38
4	Dissemination	40
4.1	Dissemination objectives and strategy	40
4.2	Dissemination target audiences	40
4.3	Dissemination channels	42
4.3.1	Engage 2 Wiki	43
4.3.2	Engage 2 Matchmaking app	44
4.3.3	Videos on ATM jobs (to be included in the Wiki and on the Matchmaking app)	45
4.3.4	Engage 2 serious games	46
4.3.5	The User group (from M4)	48
4.3.6	Roundtable consultation	48
4.3.7	Engage 2 dissemination activities: workshops, open days, summer schools, hackathons, final dissemination event	50

4.3.8	SESAR Digital Academy.....	55
4.3.9	External newsletter.....	55
4.3.10	External dissemination events.....	56
4.3.11	SESAR Innovation Days.....	59
4.4	Dissemination Key Performance Indicators (KPIs) and success criteria	60
5	Exploitation	62
5.1	Exploitation strategy and objectives.....	62
5.2	Data Protection Strategy.....	64
5.2.1	Scientific publications and open access practice	64
5.3	IPR Management	65
6	Communication and dissemination management structure	67
6.1	Partners' responsibilities	67
6.2	Procedures and monitoring	67
7	Overview of communication and dissemination activities.....	69
7.1	Communication and Dissemination Activities Schedule	72

List of Figures

Figure 1	Definitions of Communication, Dissemination and Exploitation in Horizon Europe	12
Figure 2	Match objectives, targets and purpose.....	20
Figure 3	EU and S3JU logos. For all CDE actions, Engage 2 will acknowledge EU funding by displaying the EU emblem and S3JU logo, in addition to the project logo	23
Figure 4	Engage 2: strands of activity with the new colours.....	24
Figure 5	Green for events, blue for open calls. Each Engage 2 activity will be identified by a specific colour, following SESAR visual guidelines	25
Figure 6	Targets icons.....	26
Figure 7	Engage 2 project logo	26
Figure 8	Engage 2 temporary webpage (August, 2023)	29
Figure 9	Engage 2 new website, news section	30

Figure 10 Engage 2 new website, homepage.....	30
Figure 11 Engage 2 LinkedIn profile (September 2023)	34
Figure 12 Engage 2 X profile (September 2023)	35
Figure 13 Engage 2 X-Twitter profile (September, 2023)	35

List of Tables

Table 1 Engage 2 communication and dissemination roadmap.....	13
Table 2 Key messages, Communication.....	15
Table 3 Key messages, Dissemination	16
Table 4 Engage 2 Keywords	17
Table 5 Focal points of contact.....	18
Table 6 Preliminary identified stakeholders.....	18
Table 7 Communication objectives	19
Table 8 Communications target audiences, with specific channels and messages	21
Table 9 Printed materials	27
Table 10 Engage 2 website, structure nr. 2 (v2, August 2023)	31
Table 11 Press and media activities.....	32
Table 12 Communication KPIs and success criteria	38
Table 13 Dissemination Target Audiences.....	41
Table 14 Dissemination Channels.....	42
Table 15 Development steps of the Engage 2 Matchmaking App.....	44
Table 16 Indicators of success of the matchmaking app.....	45
Table 17 Development steps of the Engage 2 serious game	47
Table 18 Indicators of success of the serious games.....	48
Table 19 Engage 2 workshops, timing and topics	50
Table 20 Year 1: external newsletter releases	56

Table 21 Events (preliminary map).....	56
Table 22 Dissemination KPIs and success criteria	60
Table 23 IPR aspects, link to CA articles	66
Table 24 Overview of Communication and Dissemination Activities.....	69
Table 25 Overview of Communication and Dissemination activities identified.....	73

List of Acronyms

Acronym	Description
ATM	Air Traffic Management
CA	Consortium Agreement
CDE	Communication, Dissemination and Exploitation
D	Deliverable
DES	Digital European Sky
DMP	Data Management Plan
EC	European Commission
ED&I	Equality, Diversity and Inclusion
EOSC	European Open Science Cloud
GA	Grant Agreement
IPR	Intellectual Property Rights
KTN	Knowledge Transfer Network
KPI	Key Performance Indicator
M	Month
MSc	Master of science
PhD	Doctor of Philosophy

PoC	Point of contact
R&D	Research and development
R&I	Research and Innovation
S3JU	SESAR 3 Joint Undertaking
SDA	SESAR Digital Academy
SIDs	SESAR Innovation Days
SNs	Social networks
T	Task
TOC	Table of contents
TRL	Technology readiness level
WP	Work Package

1 Introduction

The present deliverable details the Communication, Dissemination and Exploitation (CDE) Strategy for Engage 2. It details the communication goals, high-level messages and dedicated media with the aim of making the project understandable and recognisable at a first glance.

The communication tools and channels include the project's public website, social media and other relevant means. This document also details the strategy the project will follow to make use of or disseminate the project's results, as a plan of activities including a schedule and metrics to measure its impact and effectiveness.

The exploitation chapter explains the project's approach and strategy to make the best use of the project results, further maximise the project's impact and ensure the sustainability of its major activities, outcomes and developed tools, even after its end.

The Engage 2 CDE Strategy has been developed during the first months of the project and is included in WP6 – Communication, dissemination and exploitation. Deep Blue team, as WP6 leader, will be responsible for the overall implementation, management and the support to the activities defined under the present CDE Strategy, and will develop the main tools and materials to be used during the project, in line with the S3JU Communications Strategy.

The present document outlines:

- Objectives of the Strategy
- Target audiences and respective dissemination and communication objectives
- Main dissemination and communication tools and channels to reach the audiences
- A set of Key Performance Indicators (KPIs), as well as the related barriers and obstacles to reach the KPIs

The attainment of the CDE Strategy objectives will be ensured by the complementarity of its component activities and the proactive participation of all partners in their implementation. Partners are expected to:

- Implement promotional and dissemination campaigns in their own countries and at European level
- Exploit their own networks
- Supply news and contents for the on-line communication campaign via social networks (SNS) and website (e.g. update the WP Leader with relevant events carried out)
- Notify the WP Leader when a news or an article about the project is published in their country's native language

- Interact with the project posts on various social media
- Identify and participate in relevant events to promote the project and its outcomes

1.1 Definitions

Before getting started on communication, it is important to note the difference between communication and dissemination - see figure 1.

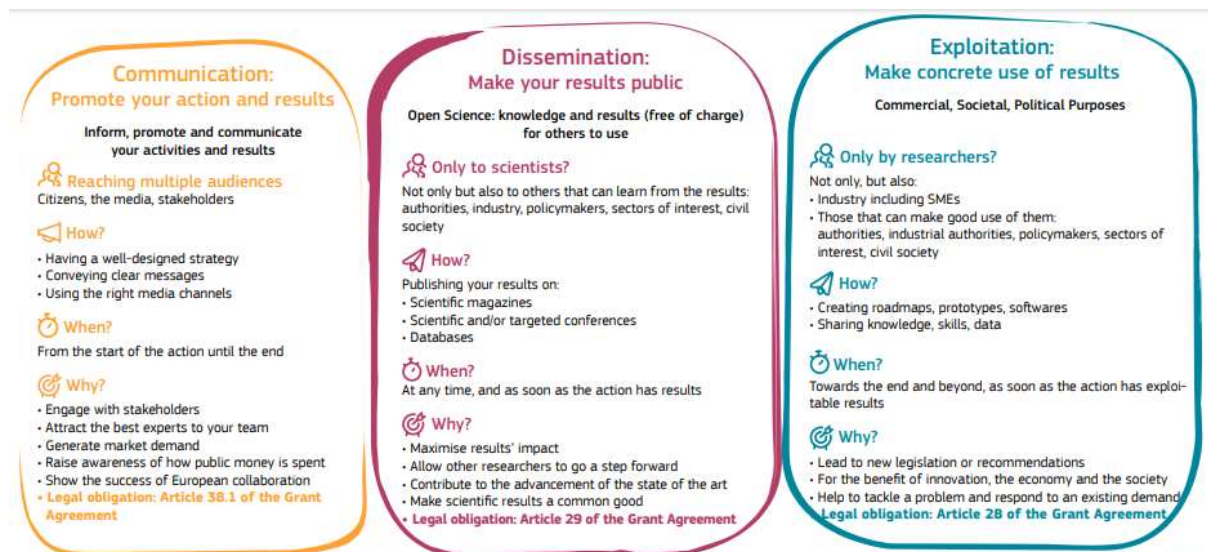


Figure 1 Definitions of Communication, Dissemination and Exploitation in Horizon Europe

1.2 Objectives of the Strategy

The main objective of the Engage 2 CDE Strategy is to provide partners with a set of guidelines, responsibilities, and timelines for effectively disseminating the project in a strategic and targeted manner. The Strategy also encourages partners to use their own communication channels (such as corporate websites and social media profiles) to further support the Engage 2 dissemination Activity.

The specific goals of the plan are

- To **increase the visibility** of Engage 2 and its achievements
- To **raise awareness** of the Engage 2 objectives at first, and its major results towards the end of the project
- To **clearly and persuasively communicate** project results to relevant stakeholders, demonstrating the value of the innovative solutions developed and encouraging their adoption and integration in the ATM environment

- To **identify and use the right channels** to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, multiplier organisations, etc.)
- To **find the key messages** to attract and inspire students and young professionals and to attract the attention of professionals, academics, and industry stakeholders
- To gain **media coverage** and visibility through communication channels
- To place Engage 2 **results and achievements** as a reference for authoritative organisations in the ATM field

Moreover, the Strategy outlines several activities that will be carried out to achieve the above-mentioned goals, such as:

- Developing a new project website that will be the main entry point for every news and update of Engage 2
- Produce the necessary supporting material to ensure an effective dissemination, including printed material (i.e. brochure, poster, roll-up) and digital materials (videos, social media cards)
- Prepare and share press releases, factsheets and other relevant material, to inform about the latest news and developments of the project to the media
- Identify potential ways for ensuring all projects outcomes beyond the duration of the project

As a first release of Engage 2 CDE Plan, this plan is designed to be flexible and adaptable, a **living document** that will be periodically reviewed and uploaded throughout the project, with two specific moments for the review and the update of the Strategy (M18 and M36).

The strategy focuses on establishing realistic dissemination and communication activities in line with the progress of the project and the utilisation of appropriate tools, channels and formats to communicate with the target audiences in a defined timeline. To achieve dissemination and communication objectives in a timely and adequate manner, the Engage 2 consortium will follow the roadmap below.

Table 1 Engage 2 communication and dissemination roadmap

Activity	Timeplan	Description
Planning	M1-M6	Identify the communication and dissemination strategy to ensure a wide outreach of project’s outcomes. In this framework, also the strategy for the implementation of all the activities foreseen in T6.3 (e.g. Promotion of equal opportunities) will be defined.

Implementation	M6-M48	Produce a set of tools (supports and channels) to diffuse key messages extracted from the project results to the identified target groups.
Monitoring	M6-M48	Analyse and assess the impact and success of dissemination and communication activities by comparing the results to the pre-established key performance indicators (KPIs).
Sustainability	M40-M48	Identify and establish mechanisms needed to ensure persistent and long-lasting visibility and viability of the Engage 2 outcomes and developed tools.

1.3 Applicable reference material

- [1] Engage 2 Grant Agreement, number: 101114648
- [2] [European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, 16/06/2023](#)
- [3] [S3JU Communications Strategy \(02.00 edition\)](#)
- [4] S3JU Communications Guidelines (0.03 edition), available on STELLAR
- [5] S3JU, [Project communication at a glance](#)
- [6] [S3JU Visual Charter \(update 11/2022\)](#)
- [7] SESAR 3 Joint Undertaking Project Handbook, Edition 01, April 2022, available on STELLAR
- [8] DES DSD CDE Plan - Annex I - Press releases, available on STELLAR
- [9] DES DSD CDE Plan - Annex II – Events, available on STELLAR
- [10] DES DSD CDE Plan - Annex III – Web presence, available on STELLAR

2 Project introduction

2.1 About Engage 2

Building on the successes of the Engage Knowledge Transfer Network (KTN), Engage 2 aims to train, inspire, and equip the next-generation aviation workforce for the digital era. Utilising innovative technologies and methodologies, Engage 2 will promote knowledge exchange, stimulate innovative research, and forge robust links between academia, industry, and policymakers. It will deliver value through its interactive knowledge hub, the Engage Wiki, dedicated funding mechanisms, and various networking and engagement activities.

Engage 2 also aims to foster a holistic view of the future of the ATM sector, investigating upcoming scenarios, skills requirements, and how to attract more students to the field. The ultimate goal is to contribute significantly to the future readiness of the ATM sector and to strengthen the wider aviation community in Europe.

Moreover, Engage 2 will act as Communication point of contact (PoC) for organising workshops and working sessions among all the projects supported by S3JU.

2.2 Project key messages

This section describes the key messages that will act as starting point for all the communication and dissemination actions foreseen throughout Engage 2.

Due to the uniqueness of the action itself, communication and dissemination messages will be defined according to the main purpose of the message, e.g. messages for communication and messages for dissemination.

Tables below show each key message per purpose.

Table 2 Key messages, Communication

Communication			
#	Key message	Target	Description
1	Inspire the next generation aviation workforce	MScs and PhD students in the aviation field	Inspiring the next generation aviation workforce is an action that aims to encourage young people to consider careers in aviation. Engage 2 will reach both MSc and PhD students with mentorship opportunities, open days and summer schools, as well as with dedicated funding calls.

2	Promote S3JU activities, objectives and initiative	Aviation academia and research, ATM industry, students in the aviation fields	As the new S3JU Knowledge Transfer Network, Engage 2 will share the resources and findings of the S3JU research and innovation programme with a view to foster future fundamental research, as well as transfer results towards application-oriented work. The KTN will support the S3JU in promoting its initiatives and activities and provision of services, within the scope of the KTN activities as defined in the GA, for the benefit of S3JU Programme and of the ATM (Scientific) Community.
3	Increase awareness about ATM world	General public	Safe, seamless, and efficient air traffic management helps us feel more confident when we fly. Engage 2 aims to reach interested individuals outside the ATM field, allowing them to discover more about the ATM sector and its developments.

Table 3 Key messages, Dissemination

Dissemination			
#	Key message	Target	Description
1	Empower the future of Europe's ATM sector through knowledge exchange, networking, and innovative research	Aviation academia and research, ATM Industry, policymakers	Through knowledge exchange, Engage 2 aspires to create a vibrant ecosystem where ideas, experiences, and expertise flow freely among industry professionals, academics, and policymakers. By facilitating collaboration, this knowledge-sharing approach aims to unlock innovative solutions and refine best practices in ATM.
2	Bridging the gap between Academia and industry	Aviation academia and research, ATM Industry	Engage 2 will create a collaborative landscape where all key stakeholders can discuss current issues and exchange ideas and practices. It will facilitate and accelerate, through study-oriented initiatives, networking opportunities and all the other KTN activities, the transfer of knowledge and research results through the Innovation Pipeline.
3	Developing the skills of the future ATM workforce	Students, ATM Industry, Aviation academia and research	By supporting S3JU in nurturing the aviation talent of tomorrow and in developing new ideas to ensure greater mobility and connectivity through air travel in Europe, Engage 2 will act as the main actor for the revamping of the SESAR Digital Academy (SDA) initiative, to ensure the sustainability of the knowledge gained beyond the duration of individual research projects. Moreover, it will define the future scenarios of the ATM workforce.

2.3 Keywords

Table 4 Engage 2 Keywords

Keyword	Definition
Air Traffic Management	<p>The dynamic, integrated management of air traffic and airspace including air traffic services, airspace management and air traffic flow management — safely, economically and efficiently — through the provision of facilities and seamless services in collaboration with all parties and involving airborne and ground-based functions³.</p> <p>The aggregation of the airborne and ground-based functions (air traffic services, airspace management and air traffic flow management) required to ensure the safe and efficient movement of aircraft during all phases of operations⁴.</p>
Knowledge transfer network	<p>The KTN aims to assess and coordinate project results to contribute to spotting innovative ideas, concepts and models that can support the identification of ATM system concept trade-offs, new technology validation at system level, and defining and consolidating requirements. The ATM research community will be able to share research results. As a work area under the Digital European Sky Exploratory Research funded call, provides a coordinated exchange of research knowledge across a wide range of relevant themes and, within the context of this networking, helps to further stimulate the future ATM skilled workforce⁵.</p>
Exploratory research	<p>First strand of SESAR R&I funded programme. Explores new concepts beyond those identified in the European ATM Master Plan or emerging technologies and methods. The knowledge acquires can be transferred into the SESAR industrial and demonstration activities⁶.</p>
Industrial research	<p>Second strand of SESAR R&I funded programme. Assesses and validates technical and operational concepts in simulated and real operational environments according to key performance areas. This process transforms concepts into SESAR Solutions.⁷</p>
Catalyst funding	<p>Catalyst funding is a type of funding that is used to support early-stage projects or organisations that have the potential to make a significant impact. Catalyst funding promoted by Engage 2 will fast-track specific activities in support of developing solutions</p>

³ International Civil Aviation Organization (ICAO), *Procedures for Air Navigation Services — Air Traffic Management (PANS-ATM, Doc 4444)*

⁴ EC Regulation No 549/2004, Single European Sky - Framework Regulation

⁵ S3JU, *Biannual work programme 2022-2023*, fifth amended version

⁶ S3JU, *Biannual work programme 2022-2023*, fifth amended version

⁷ S3JU, *Biannual work programme 2022-2023*, fifth amended version

to thematic challenges and moving closer towards industry goals and objectives, plus towards higher TRLs.

2.4 Focal points for communications, dissemination and exploitation

Table 5 Focal points of contact

Name	Role	Email address
Serena Fabbrini	Communication and dissemination manager	serena.fabbrini@dblue.it
Marilea Laviola	Social media manager	marilea.laviola@dblue.it
Irene Pantelaki	Exploitation manager	irene.pantelaki@easn.net

2.5 Stakeholders identification

Table 6 Preliminary identified stakeholders

Stakeholder	Content
Aviation academia and research	ATM-related information and science-related information, outcomes of the project workshops and webinars, news about the funding opportunities
ATM Industry	ATM-related information, outcomes of the Roundtable consultation about new pathways in aviation, outcomes of the project workshops and webinars, news about the funding opportunities
Policy and decision makers	Outcomes of the collaboration between Academia-Industry and educational needs for future public policies and initiatives
Students (MScs and PhDs) in the field of aviation	Educational opportunities, support in the identification of careers in ATM
General public, civil society	News and contents from the ATM world

3 Communication

3.1 Communications objectives and strategy

All communication activities are designed to ensure that the project results reach all Engage 2 relevant stakeholders and target audiences.

The **general objectives** are:

- To develop and implement a communication plan that will ensure effective communication between all stakeholders involved in the project
- To ensure that all stakeholders have a clear understanding of the project goals, objectives, and timelines
- To promote open and transparent communication throughout the project lifecycle
- To build trust and relationships between all stakeholders
- To mitigate the risk of misunderstandings and errors

While the **specific goals** of the communication strategy are:

- Develop and distribute a project communication plan that outlines the communication strategy, channels, and tools
- Create and maintain a project website and social media presence to share project updates with the public
- Develop and deliver training materials on project-related communication topics
- Hold regular meetings with project partners to keep them informed of project progress related to the specific objective of this plan

To achieve all the above-mentioned goals, **four high-level communication objectives** were identified, as shown in the table below.

Table 7 Communication objectives

Communication objective	Description
Raise awareness	Inform relevant stakeholders about the project activities, its progress and outcomes, as well as of all the relevant updates.

Promote educational opportunities and generate understanding	Promote the events and opportunities for MSc and PhDs students, in order to identify and accommodate some specific needs for the ATM future workforce
Reach the aviation-related communities	Enhance interaction among different stakeholders in the ATM research and industry sectors
Ensure the impact	Ensuring the take-up of the project findings and results by key decision-makers (more related to dissemination and exploitation strategies)

The project's communication strategy is based on two main principles:

1. **Align communication goals with the target audience:** the Strategy will ensure that the communication goals are aligned with the target audience, so that the right information and content is communicated through the appropriate channels, means, products, and formats. This will help to achieve the desired impact on the different categories of stakeholders.
2. **Define the communication goals and target audience:** the first step of the strategy is to define the communication goals and the target audience of communication and identify the key messages to deliver. This is necessary to build and maintain a prosperous relationship with the audience and achieve the high-level objectives above.

As the project continues, different steps – according to targets and tools – will be considered to provide the best communication required, in terms of messages/results. The image below shows this process.

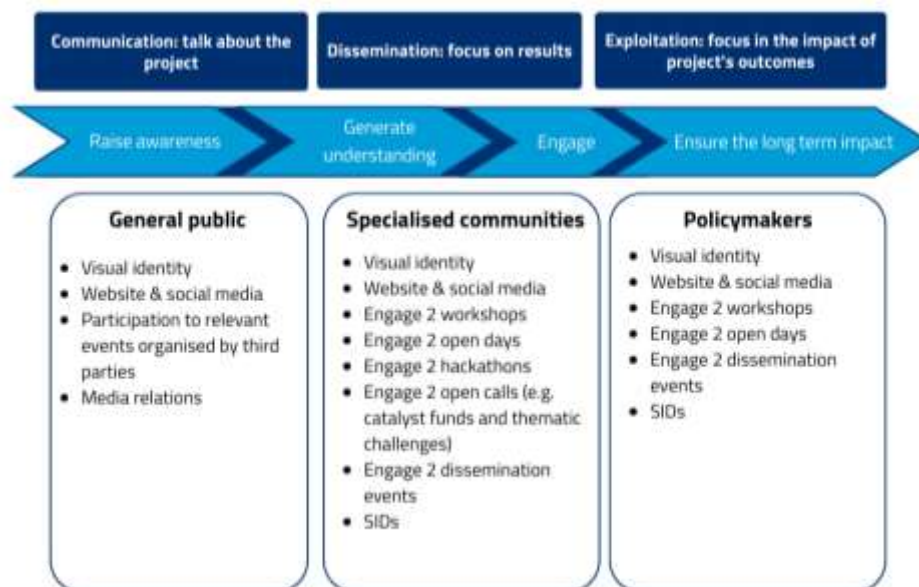


Figure 2 Match objectives, targets and purpose

3.2 Communication target audiences

All communication messages will be tailored to the needs of the target audience. Different target groups have diverse interests in the project results.

Engage 2 target audiences can be divided in five main categories.

1. **Aviation Academia and Research.** Researchers and professors in the aviation domain will have the opportunity to exploit professional and learning opportunities regarding the future of aviation and ATM. They will increase their networks within the domain thanks to Engage 2 activities and benefit from the catalyst funding opportunities. They will also have the chance to explore and experiment cross-fertilisation with other disciplines and domains thanks to the cross-fertilisation workshops and webinars.
2. **ATM Industry.** Industry will benefit from the fertility and dynamicity of Engage 2 network and its liaising activities, that will help fill the gap between academia and industry thus contributing to the education of the needed future specialised workforce. Moreover, they will benefit from the workshops and other networking activities, as well as the job search tools/events and the catalyst funding opportunities.
3. **Policy and decision makers.** Relevant organisations and associations in the ATM field, including S3JU, the European Commission, ACARE and CANSO that will benefit from the project results
4. **Students (MScs and PhDs) in the field of aviation.** Students will be one of the main beneficiaries of Engage 2 activities. They will benefit from summer schools, new training and webinars, hackathons, mentoring and career guidance and from the job search opportunities coming from the matchmaking platform and the open days. They will enrich their vision and skills in the ATM domain and have a chance to participate in competitions and new research opportunities sponsored by the projects.
5. **General public.** Interested individuals in the ATM field, with a perspective to the future. This audience appreciates the significance of the project topics and is eager to learn more about the potential benefits of the research.

Stakeholders have different needs and interests, so they require different communication methods. Engage 2 will use the most appropriate methods to reach each stakeholder group. This will maximise the impact of the project's dissemination efforts and allow the community to develop a deeper understanding of the project as it evolves.

Table 8 Communications target audiences, with specific channels and messages

Target(s)	Channels	Message	Activities
Aviation Academia and Research ATM Industry Students (MSc and PhDs) in the field of aviation	Visual identity	Raise awareness, generate understanding, engage, ensure impact (promote networking, engage collaborations and exploitation)	Publication of dissemination materials
	Website & social media		Organisation of face-to-face, on-line and hybrid events (e.g. workshops, webinars, open days, hackathons, SIDs)
	Engage 2 workshops		Matchmaking app
	Engage 2 open days		Promotion of the Wiki and of the SESAR Digital Academy
	Engage 2 hackathons		Distributing visual and written content about Engage 2 through various platforms
	Engage 2 open calls (e.g. catalyst funds and thematic challenges)		
Policy and decision makers	Visual identity	Raise awareness, generate understanding, engage, ensure impact	Publication of dissemination materials
	Website & social media		Organisation of face-to-face, on-line and hybrid events
	Engage 2 workshops		Promotion of the Wiki
	Engage 2 dissemination events		Distributing visual and written content about Engage 2 through various platforms
	SIDs		
General public	Visual identity	Raise awareness, generate understanding on the project, awareness on project's results	Distributing visual and written content about Engage 2 through various platforms
	Website & social media		
	Graphic materials		
	Media relations		
	Presentations at third-party events		

3.2.1 Coordination with S3JU

Taking into consideration the peculiarity of Engage 2 goals and workflow, particular attention will be given to a specific coordination with S3JU the communication office. As stated in the PMP, recurrent

meetings with S3JU will be organised to ensure smooth implementation of Engage 2 activities (including dissemination, communication and exploitation ones). Moreover, Engage 2 communication activities and tasks will be achieved in line with the Guidelines provided by S3JU in order to:

1. Ensure that the project communications and its related milestones are in line with the S3JU Communications Guidelines
2. Review strategies, key messages, targeted audiences, and communications material on S3JU's core objectives
3. Benefit from the network of S3JU and its communication office in promoting events – with a focus on major events like SIDs – and other relevant conferences
4. Maximise outreach by using S3JU communications channels and cooperative arrangements to further cascade relevant content

3.3 Branding and acknowledgements

In accordance with the S3JU visual branding and toolkit established in 2022, Engage 2 will use the new S3JU logo and new identity for projects, with project logos stylised per programme strand and associated with S3JU logo and EU emblem on all communications.



Figure 3 EU and S3JU logos. For all CDE actions, Engage 2 will acknowledge EU funding by displaying the EU emblem and S3JU logo, in addition to the project logo

3.4 Communication channels

3.4.1 Visual identity

Audience: all

Objective: raising awareness

The visual identity of a project consists of a set of elements that forms its graphic individuality. A strong visual identity can help to communicate the project message and values in a clear and memorable way. It can also help to build brand recognition and trust among stakeholders. As all the activities foreseen will be implemented (e.g. social media posts and cards, videos, newsletters) a detailed visual identity will be developed, in order to make each Engage 2 communicational material unique and well recognisable, all in line with the Visual Guidelines provided by S3JU.

By considering the importance of both communication and dissemination of Engage 2 outcomes, a coherent visual identity will strengthen its own brand, more specifically when it will come the time to share the Roadmap, the Matchmaking app and the new updated version of the Wiki.

In line with the visual identity guidelines of SESAR 3, Engage 2 has adopted a **strategic approach to colour selection**, employing three primary reference colours to convey distinct aspects of the project. The choice of colours aligns with the project's communication objectives and enhances visual consistency across different elements. This strategic use of colours and icons will not only strengthen the project's brand recognition but also facilitate clear and intuitive communication across various communication channels.



Figure 4 Engage 2: strands of activity with the new colours

The first primary colour represents general project updates and news, symbolising the core essence of Engage 2's activities. **The second colour signifies upcoming calls for proposals**, highlighting opportunities for collaboration and engagement within the aviation community. **The third primary colour is dedicated to promoting project-related events**, ensuring their visibility and impact among target audiences.

Additionally, Engage 2 will employ **bespoke icons** to differentiate the five target audiences and the three strands of activity within the project.



Figure 5 Green for events, blue for open calls. Each Engage 2 activity will be identified by a specific colour, following SESAR visual guidelines

All graphics materials mentioned in the following chapter will be designed in accordance with the above-mentioned visual identity strategy. This means that graphics materials will be designed to appeal to the specific audiences for whom the event or news is intended.

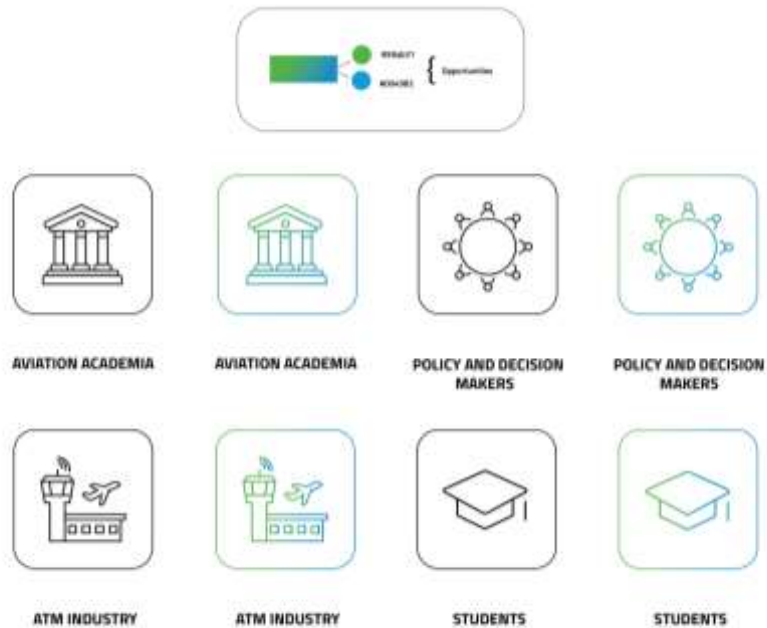


Figure 6 Targets icons

3.4.1.1 Logo

In accordance with the S3JU visual branding and toolkit established in 2022, Engage 2 will use the new S3JU logo and new identity for projects, with project logos stylised per programme strand and associated with S3JU logo, EU emblem and Grant Agreement text on all communications, including the project website.

The logo was also integrated in the Word and PPT templates for deliverables and presentations made available by S3JU on STELLAR.

Engage 2

Figure 7 Engage 2 project logo

3.4.2 Graphic materials

Audience: all

Objective: raising awareness, generating understanding, exploiting viral marketing effects

Communicational materials will be developed throughout the lifetime of Engage 2 to meet the specific needs of partners, such as participating in events or promoting calls to action on-line. To be more sustainable, printed materials will only be produced when *absolutely necessary*. Otherwise, digital versions will be shared with partners as soon as they are ready.

All the graphic materials have in common a focus on the visual identity, with relatively short texts. Generally, they summarise the project's methods, objectives, results, and key facts in a concise way.

A range of carefully crafted graphic materials will be produced, each designed to resonate with specific aspects of the project. Custom-designed icons will distinguish the five distinct target audiences and the three unique strands of activity within the project. These icons will be seamlessly integrated into various communication materials, enhancing clarity and ensuring effortless navigation through diverse project-related content.

The materials include:

- Project flyer (generic)
- Flyer template for events
- Flyer template for calls
- Business card, with a QR-Code to easily connect to the website
- Social media generic post template
- Social media template for events
- Social media template for calls
- Template for "save the date" cards and banners
- Agenda template, for events and meetings

This comprehensive array of graphic materials underscores Engage 2's commitment to forging a distinct visual identity that resonates with its diverse target audiences, effectively conveys its core messages, and amplifies its overall impact within the realms of aviation and air traffic management.

Printed materials will be produced according to needs and requests from the Consortium. Each product will be created according to the visual identity of the project, taking into account the specific needs of it (e.g. a flyer promoting an open call, a brochure presenting the agenda and scope of a summer school, a leaflet for the showcase of some specific results, etc.)

Table 9 Printed materials

Printed materials	Description	Date
Printed or digital leaflets, factsheets, flyers, brochures	To inform on project activities, outcomes etc.	When needed

To support partners in the promotion of Engage 2 activities in their own country, graphic material will be produced ad-hoc, depending on the occasion, the phase of the project. Partners should send an email to Serena Fabbrini and Marilea Laviola (DBL) at **least 30 days prior to the event**. The textual



content will be agreed upon with the partner attending the event, so that it is tailored as much as possible to their needs and audience, and effectively raises awareness of Engage 2.

Finally, Engage 2 will also contribute to S3JU publications, such as the results brochures, annual highlights, and e-news, by providing text and illustrative content as needed, in order to maximise the communication and dissemination of project results.

3.4.3 Website

Audience: all

Objective: raising awareness, generating understanding, engaging different targets, promoting project results and initiatives

Since M2, a temporary webpage of Engage 2 was hosted in the former project website <https://engagektn.com/>. This webpage summarises the main objectives of the project, promotes the first Thematic Challenge call (launched at M2) and shows the Consortium. The webpage can be seen here: <https://engagektn.com/engage2/>.

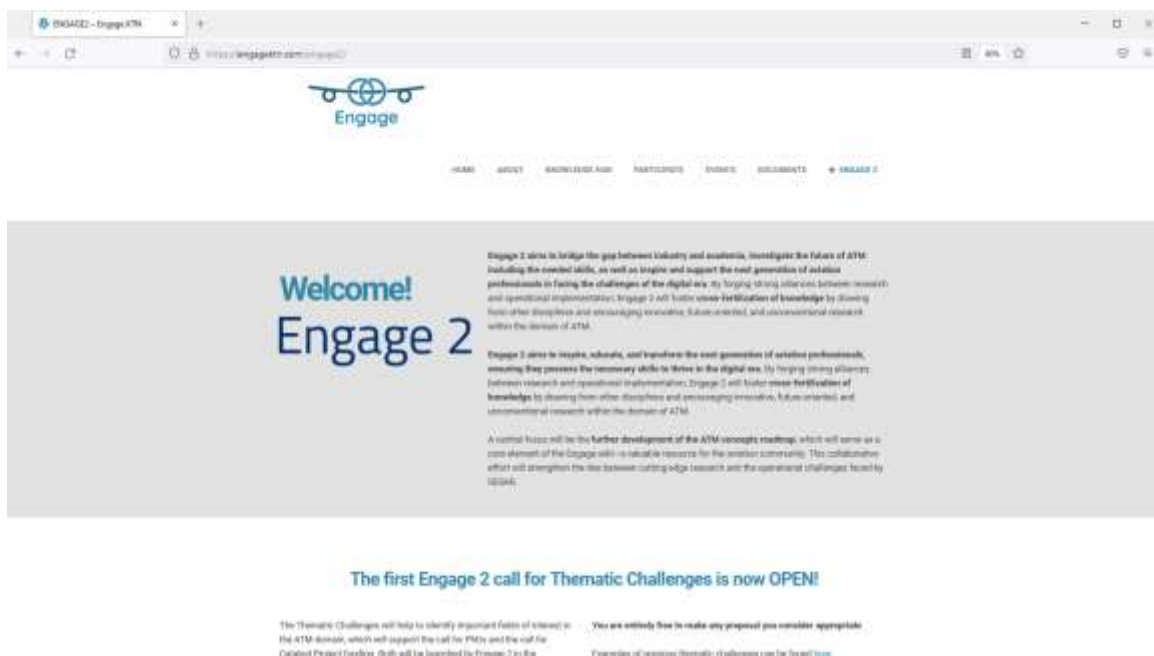


Figure 8 Engage 2 temporary webpage (August, 2023)



Figure 10 Engage 2 new website, homepage

In the meantime, Deep Blue and Innaxis started to develop a new website. The Engage 2 website is the entry point of all the activities implemented, as well as the repository of the results and achievements. It displays general information about the project and its objectives, activities, and results. It also offers a range of functionalities, including document download, information on news and events, and relevant external links. The website will be continuously updated during the project implementation.

The first table of contents was discussed at the end of M2, between Deep Blue and Innaxis. The structure is described in table 10. The website will act as a showcase for Engage 2 and its activities and will be strictly linked to the Engage Wiki. A series of **guided paths** will be developed to make navigation inside the website easier and to immediately redirect users – depending on their needs – to the Wiki.



Figure 9 Engage 2 new website, news section

Table 10 Engage 2 website, structure nr. 2 (v2, August 2023)

Page	Content
Home page	<ul style="list-style-type: none"> • Short description of the project (toggle with strands of activities) • Opportunities: guided path to make navigation easier • Call to action to subscribe to the newsletter • News and event slider • Matchmaking app (coming soon) • Consortium • Footer: funding acknowledgments, social media and contacts, cookie policy
Engage Wiki	<ul style="list-style-type: none"> • Short description of the Wiki • Direct link to the Wiki
Calls	<ul style="list-style-type: none"> • Thematic challenges: short description and link to the Wiki • Support to PhD calls: short description and link to the Wiki • Support to MSc students: short description and link to the Wiki • Catalyst funds: short description and link to the Wiki • Call to action to subscribe to the newsletter • Footer: funding acknowledgments, social media and contacts, cookie policy
Events	<ul style="list-style-type: none"> • Workshops: short description and link to the Wiki • Training activities: short description and link to the Wiki • Hackathons: short description and link to the Wiki • Summer Schools: short description and link to the Wiki • Open Days: short description and link to the Wiki • Dissemination events: short description and link to the Wiki • Call to action to subscribe to the newsletter • Footer: funding acknowledgments, social media and contacts, cookie policy
Resources	<ul style="list-style-type: none"> • Deliverables • Dissemination materials • Press releases • Scientific publications • Archived Engage material: from the former Engage KTN (2018-2022)

3.4.4 Press and media

Audience: all

Objective: raising awareness, generating understanding, engaging different targets, promoting project results and initiatives

Press and media play a crucial role in communicating information about the Engage 2 project to a wide range of audience, including targeted relevant stakeholders, the general public, and industry professionals. The objective of engaging with press and media is to increase project visibility, raise awareness about the importance of ATM, and highlight the project's achievements and contributions to the aviation sector.

The press and media communication **approach** will be proactive, seeking opportunities to share project updates, milestones, and relevant research findings. Engage 2 will maintain regular contact with media outlets, journalists, and relevant publications to ensure accurate and timely coverage.

The **key messages** conveyed to the press and media will focus on the project objectives, innovative research, its impact on the aviation sector, and the collaborative efforts among academia, industry, and policymakers. Emphasis will be placed on the importance of preparing the next-generation workforce for the digital economy and how Engage 2 fosters triple-helix collaboration in the ATM field.

Table 11 collects a set of standard activities foreseen.

Table 11 Press and media activities

Activity	Description
Press releases	Engage 2 will issue press releases (at least four in total, one per year) to announce major project milestones, research outcomes, and noteworthy events. These press releases will be distributed to targeted media outlets and aviation-related publications, at local and European level.
Media Interviews	Engage 2 project leaders, researchers, and stakeholders will be available for media interviews to provide insights into the project's objectives, activities, and the significance of its contributions to the ATM sector.
Media Outreach	Engage 2 will maintain a media contact database to proactively reach out to journalists and media professionals. Regular updates and story pitches will be shared with relevant media outlets.
Media Partnerships	Collaborations with aviation-related media outlets and publications will be sought to secure regular coverage and articles that highlight Engage 2's work

The impact of press and media engagement will be monitored through media coverage analysis, tracking the number of press releases issued, media interviews conducted, and media mentions

related to the project. Success will be evaluated based on the extent of reach and the accuracy of information conveyed to the target audience.

Engage 2 will also actively contribute to S3JU publications, ensuring that project-related text and illustrative content are provided where needed. This contribution will encompass publications such as the SESAR Solutions Catalogue, results brochures, annual highlights, and e-news.

While engaging with press and media, Engage 2 will adopt a comprehensive approach, targeting not only trade press and aviation-related magazines but also media outlets that cater to other crucial audiences, including policymakers and the science community. Media platforms such as Euronews, Euractiv, and ScienceBusiness will be among the targeted outlets to broaden the project's reach and impact.

3.4.5 Social media

Audience: all

Objective: raising awareness, generating understanding, engaging different targets, promoting project initiatives

Engage 2 recognises the power of social media as a crucial communication tool to engage with a diverse range of audiences and to amplify the project's messages. The project has established active profiles on LinkedIn and Twitter to leverage the potential of these platforms in reaching professionals, researchers, students, industry stakeholders, and the wider public.

3.4.5.1 LinkedIn (new profile, since M1)

Engage 2 LinkedIn page <https://www.linkedin.com/company/engage-2/> serves as a professional hub for sharing project updates, research findings, and relevant news. It aims to build a strong network of professionals, academics, and industry leaders interested in the ATM sector. The LinkedIn page will regularly post articles, blog posts, project highlights, event updates, and other relevant content to keep the audience informed and engaged. It will also foster discussions, encouraging comments, questions, and knowledge exchange within the LinkedIn community.

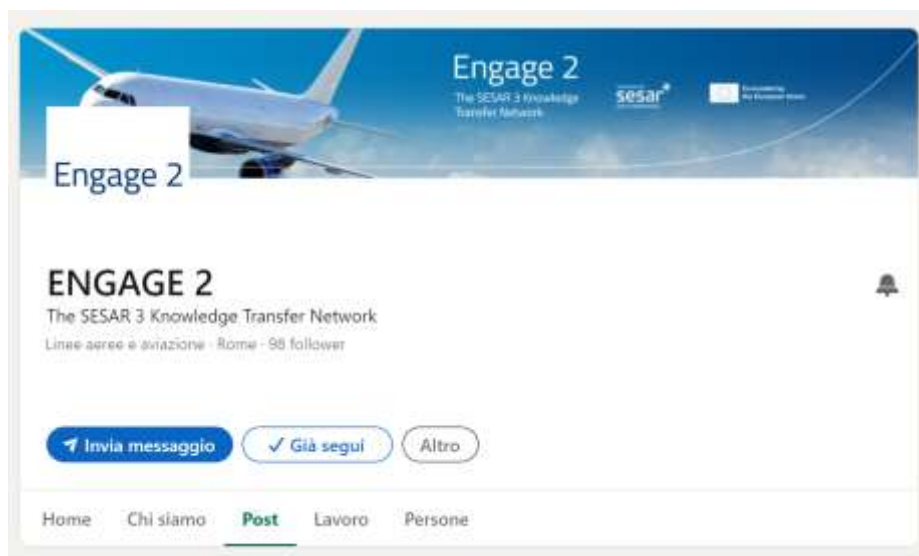


Figure 11 Engage 2 LinkedIn profile (September 2023)

3.4.5.2 X (former Twitter), Engage KTN profile, since 2018

The project's X-Twitter account (@EngageKTN) has been active since 2018 and serves as an established channel for quick and concise communication⁸. Engage 2 will continue to leverage Twitter to share real-time updates, project milestones, event announcements, and relevant aviation news. The platform use of hashtags and retweets will enable the project to reach a broader audience within the

⁸ As of September 2023, @EngageKTN on Twitter has 928 followers and follows 2179 profiles.

aviation and ATM communities. Engage 2 will actively engage with followers, respond to inquiries, and participate in relevant discussions to enhance the overall interaction and impact of the project on Twitter.



Figure 12 Engage 2 X profile (September 2023)

3.4.5.3 Social Media Strategy

The social media strategy for Engage 2 focuses on three main aspects:

- **Engagement and Interaction:** Engage 2 will prioritise engaging with followers and stakeholders through timely responses, acknowledging comments and messages, and fostering meaningful conversations. This approach aims to build a strong on-line community and enhance the project's visibility.

Figure 13 Engage 2 X-Twitter profile (September, 2023)

● **Content Sharing and Promotion:** Engage 2 will share content related to the project's objectives, research outcomes, event updates, and relevant industry news. This content will be tailored to suit the unique format and style of each platform, ensuring optimal engagement with the respective audiences.

- **Amplification and Reach:** the project will employ the use of appropriate hashtags, tagging relevant stakeholders, and retweeting relevant content to increase the reach and impact of its

messages. This strategy will allow Engage 2 to extend its reach beyond its existing network and attract new followers and stakeholders.

3.4.5.4 Reference to S3JU social media accounts

Engage 2 will ensure that its social media profiles prominently reference the EU and S3JU funding by including the relevant handles. For instance, on X-Twitter, Engage 2 will make use of handles such as @SESAR_JU and @HorizonEU. Moreover, the project is committed to tagging or referencing the S3JU and EU in all its posts, employing designated hashtags such as #SESAR3JU, #DigitalSky and #AirTrafficManagement on platforms like X-Twitter. On LinkedIn, Engage 2 will ensure to tag the S3JU Joint Undertaking. This comprehensive approach ensures that our content not only resonates within our network but also contributes to the broader dialogue surrounding the ATM sector.

As part of the social media strategy, **all the partners will actively share and engage with S3JU's posts, further strengthening the collaborative spirit of the community.** Beyond promoting our own content, this practice will foster a dynamic exchange of ideas and insights, reinforcing the impact of Engage 2 and contributing to the collective growth of the ATM ecosystem. Beneficiaries are encouraged to tag or reference the S3JU and EU in their posts, as well as other fellow beneficiaries. This approach not only expands the project's visibility but also showcases the diverse expertise and collaborative efforts within the Engage 2 consortium.

3.4.6 Communication events

Audience: general public

Objective: raising awareness, generating understanding

Engage 2 is committed to engaging not only its specific stakeholders but also the broader public by participating in prominent European outreach events. These events are designed to captivate a wide audience, sparking interest, curiosity, and understanding about the vital role of ATM in the aviation sector.

An illustrative example of such an event is the **European Researchers' Night**. This esteemed event, held across Europe every year, offers an exceptional platform for Engage 2 to showcase its innovative research, fostering interactions between project members and the public. Through interactive demonstrations, engaging presentations and hands-on activities, Engage 2 can effectively communicate the significance of its work, inspire future generations to consider careers in ATM, and instil a deeper appreciation for the complexities of aviation.

By participating in events of this nature, Engage 2 endeavours to bridge the gap between its research and the general public, cultivating a broader understanding of the advancements and opportunities within the ATM sector.

Other examples of such events include a plethora of initiatives organised by **science centres** all across Europe, or **scientific festivals** aimed at engaging civil society to stimulate their curiosity towards scientific challenges and open issues.

During the lifetime of the project, the Communication manager will list all the relevant events of this nature and will apply when it is feasible with the project's activities and implementation.

3.4.7 Videos

Audience: all

Objective: raising awareness, generating understanding

Engage 2 will produce informative project videos, with a planned release schedule of one video every two years. These videos aim to elevate awareness, foster comprehension, generate engagement, and ultimately maximise impact throughout each phase of the project.

The content of these videos will be tailored to suit the project's specific objectives, presenting a captivating storytelling narrative that highlights the outcomes achieved within each year.

Through this visual medium, Engage 2 seeks to effectively communicate its progression, disseminate key insights, and harness the power of storytelling to connect with diverse audiences and stakeholders.

3.5 Communication Key Performance Indicators (KPIs) and success criteria

Table 12 Communication KPIs and success criteria

Action	Metrics	Success criteria	Currently Achieved	Last Update	Annual Growth
Engage 2 Website	# visits	1.200+ unique visitors per year	N/A	28/09/2023	N/A
	# page views	7.000+ visits to the webpage overall			
	Average time of visit	2'+ duration of the visit			
Media relations	# of press releases	At least 4 press releases 16+	N/A	28/09/2023	N/A
	# of articles (online and printed)				
Newsletters	# newsletter	16+	N/A	28/09/2023	N/A
	# subscriptions	300+			
Promotional materials	# distributed materials	1000+ 50+	N/A	28/09/2023	N/A
	# brochures download				
Social media activities	# posts	250 posts (overall)	N/A	28/09/2023	N/A
	# followers	1500+ followers (X-Twitter and LinkedIn)			
	Engagement rates (via SNs analytics)	150+ subscribers (YouTube) >3% engagement rate (LinkedIn) >0.040% engagement rate (X-Twitter)			
Social media, reshare	# posts published or shared from third-party sources	7+ per month	N/A	28/09/2023	N/A
Social media campaigns	# impressions	2.500+ (overall)	N/A	28/09/2023	N/A
	# reactions	250+			

Videos	# promotional videos	2	N/A	28/09/2023	N/A
	# views	800+			

4 Dissemination

The overarching scope of Engage 2's multifaceted approach is to ensure that the ATM sector continues to be sustainable in the face of a rapidly transforming aviation landscape. Empowering the future of ATM through knowledge exchange, networking, and innovative research will not only enhance the sector's capabilities but it will also position Europe at the forefront of global aviation advancements. Ultimately, this project envisions a future where ATM thrives as a critical enabler of safe, efficient, and environmentally responsible air travel for generations to come.

The dissemination of project results is vital in order to enrich this landscape.

4.1 Dissemination objectives and strategy

The dissemination activities of Engage 2 are strategically designed to maximise the impact and reach of the project's outcomes, findings, and knowledge. The key objectives of the dissemination efforts are as follows:

- **Broad awareness:** to create broad awareness of the Engage 2 project and its objectives among the target audiences, including professionals in the ATM sector, academic institutions, industry stakeholders, policymakers, students, and the general public.
- **Knowledge sharing:** to facilitate the sharing of project findings, research outcomes, and innovative solutions with relevant stakeholders in the ATM community and beyond. This includes disseminating research papers, reports, and other project deliverables to ensure that valuable insights are accessible to all interested parties.
- **Capacity building:** to contribute to capacity building in the ATM sector by providing access to educational resources, training materials, and best practices, thus supporting the development of a skilled and informed workforce
- **Future generation inspiration:** to inspire and attract the next generation of aviation professionals, students, and researchers to engage in the ATM domain, fostering interest and curiosity in the field.
- **Collaboration and engagement:** to encourage collaboration and engagement with the Engage 2 project, promoting a dynamic exchange of ideas, expertise, and experiences among stakeholders from academia, industry, and policymaking bodies.

Networking plays a pivotal role in Engage 2's journey towards implementation. By bringing together key stakeholders from different realms of the aviation community, the project aims to create a tightly knit network that thrives on collective expertise. This collaboration among academia, industry leaders, and policymakers promises to foster a shared vision for the future of ATM. It will lay the foundation for a more interconnected and resilient ATM system that can adapt nimbly to the challenges of an ever-changing aviation landscape.

4.2 Dissemination target audiences

The diverse dissemination target audiences reflect the project's commitment to engaging with various stakeholders and ensuring that the knowledge and findings generated by Engage 2 have a broad and positive impact across different sectors of the aviation community and society as a whole.

Table 13 Dissemination Target Audiences

Target	Channels, participation to events and activities	Description and expected outcomes
Aviation academia and research	Engage 2 Wiki Matchmaking app Workshops Open Days Dissemination events External dissemination events SIDs	Engage 2 seeks to disseminate its research outcomes and findings to academic institutions and researchers in aviation, aerospace, and related fields. By sharing valuable research papers, reports, and resources, the project aims to foster collaboration and knowledge exchange between academia and the ATM sector. Academic conferences, open-access publications, and webinars will be the primary channels to engage this audience
ATM Industry	Engage 2 Wiki Matchmaking app Workshops Open Days Dissemination events External dissemination events SIDs	Dissemination activities will target industry stakeholders, including airlines, airport operators, air navigation service providers, and related technology companies. Engage 2 aims to share project outcomes and innovative solutions that can enhance industry practices, improve operational efficiency, and contribute to the sustainable growth of the aviation sector. Industry-specific events, trade publications, and direct communication will be utilised to reach this audience.
Policy and decision makers	Dissemination events External dissemination events SIDs	Policymakers and regulatory bodies play a crucial role in shaping the aviation landscape. Engage 2 will disseminate its research findings and insights to inform policy decisions related to air traffic management. Policy briefings, reports, and direct engagement will be employed to reach policymakers and regulatory bodies, ensuring that they have access to relevant research outcomes
Students (MScs and PhDs) in the field of aviation	Engage 2 Wiki Matchmaking app Serious games Open Days Summer schools	Engage 2 aims to inspire and attract students and young professionals interested in pursuing careers in the ATM sector. By disseminating educational resources, career guidance, and information on the future prospects of the ATM field, the project seeks to encourage more young talents to enter the sector. Engage 2 will utilise university and school events,

Hackathons	webinars, social media, and the Engage 2 Wiki to engage this audience
Dissemination events	
External dissemination events	
SIDs	

4.3 Dissemination channels

To effectively disseminate the project's outcomes and messages, Engage 2 will employ a mix of targeted dissemination channels, ensuring that information reaches the intended audiences in the most efficient and engaging manner. All the channels set for the project communication (see Chapter 3) will also facilitate the project dissemination. In addition to these, specific channels are set for the project dissemination.

The dissemination channels, objectives and tools are listed in the table below.

Table 14 Dissemination Channels

Channel	Objective	Tools	Link	Information to be shared
Engage 2 Wiki	Generating Understanding, Ensuring Impact	The Wiki	https://wikiengagektn.com/EngageWiki	Project results, relevant information in the ATM field
Engage 2 Matchmaking app	Generating Understanding, Ensuring Impact	The Matchmaking app	N/A	Career opportunities in ATM and aviation field
Engage 2 Workshops	Generating Understanding, Ensuring Impact	Presentations, posters, graphic materials	N/A	Project Progress, Project Results
Engage 2 Open Days	Generating Understanding, Ensuring Impact	Presentations, posters, graphic materials	N/A	Project Progress, Project Results, career opportunities in ATM and aviation field
Engage 2 Hackathons	Generating Understanding, Ensuring Impact, Foster Engagement	Presentations, posters, graphic materials	N/A	Project Progress, Project Results
Engage 2 serious games	Generating Understanding, Ensuring Impact,	Designed serious games	N/A	Career opportunities in

	Foster Engagement			ATM and aviation field
Engage 2 dissemination event	Generating Understanding, Ensuring Impact	Presentations, posters, graphic materials	N/A	Project Progress, Project Results,
Scientific publications	Ensuring Impact, Foster Engagement	Scientific journals	N/A	Projects results
Engage 2 newsletter	Generating Understanding, Ensuring Impact	Project Newsletter	N/A	Project Progress, Project Results

4.3.1 Engage 2 Wiki

Audience: Students, Aviation academia and research, ATM industry

Objective: raising awareness, generating understanding

The Engage 2 Wiki is built on the foundation of its predecessor (<https://wikiengagektn.com/EngageWiki>) and it aspires to continual improvement. This means that the Wiki will always be evolving to meet the changing needs of its users. As a result, the Engage 2 Wiki will remain an enduring resource for the vibrant community within the ATM domain.

One of the Wiki's key roles is the vigilant **monitoring, identification, and analysis of emerging opportunities for innovative ATM research**, directly aligned with the trajectory of the European ATM system. By detecting challenges and barriers, the Wiki becomes a catalyst for proactive next steps. New contents like **skills transformation map, serious orientation games, ATM job short videos** and features, like **links with job opportunities**, will be constantly uploaded to better improve the scope of this on-line platform.

The improved search-functionality transforms the actual version of the Wiki into a meta-source of research data, catering to the needs of researchers seeking authoritative insights. Likewise, industry partners will find inspirations, tapping into exploratory and unconventional research to invigorate their contributions within the operational context.

Each section of the Wiki will be dedicated to all the different call to actions promoted by Engage 2, like all the **Catalyst funding opportunities**, the **PhDs calls**, the **thematic challenges calls** and information about its workshops. Moreover, on the Wiki will be uploaded a series of **training materials** and **vacancy of ATM jobs' opportunities**.

The Engage 2 Wiki will be designed to meet the diverse needs of its users. Students and professionals can find resources, information, and materials that are tailored to their specific interests. This ensures that everyone has an inclusive and enriched engagement experience.

To help different users in the navigation of the Wiki, specific **guided paths** (included in the Engage 2 website and linked to the Wiki) will be designed, to guide all the targets in the achievements of their needs: the interface will be adapted to guide the user along their journey in the Wiki, with a set of specific questions that will guide the user to the material/opportunities useful for her or him.

4.3.2 Engage 2 Matchmaking app

Audience: Students, Aviation academia and research, ATM industry

Objective: raising awareness, generating understanding

Engage 2 intends to go beyond a simple forum to build a **comprehensive on-line community**. Starting from the Skill Transformation Map and the identified career paths, Engage 2 will design and develop a matchmaking app that will serve as a **job-placement and exchange on-line platform**.

The app will allow students, universities and companies to create their own profiles and search for mutual opportunities. At the same time, it will allow on-line or face-to-face meetings to be booked at the Engage 2 open days and seats at the Engage 2 hackathons (see Chapter 4.3.6.4)

Students will also be able to browse through the videos (see Chapter 3.4.3) explaining and describing the job types in ATM.

A prototype of the app will be available at M14 – July 2024.

Table 15 shows an initial draft of the development process.

Table 15 Development steps of the Engage 2 Matchmaking App

Step	Description
Personas identification	Engage 2 will commence by identifying distinct user personas, encompassing students, universities, and companies. This step involves comprehending their specific needs, desires, and pain points
Co-Design with end-users	Feedback sessions with representatives from each persona group will inform the app's design, features, and user experience. This iterative process ensures alignment with user expectations and needs. The User Group will be actively involved in this process
Development	The technical development of the app will encompass creating user-friendly interfaces, integrating matchmaking algorithms, incorporating video content, and designing the interface for serious games
Testing and refinement	Testing with representative users will uncover usability issues, bugs, and areas for improvement. Iterative refinements will be made based on user feedback
Integration with Wiki and serious games	The app will be integrated with the Engage 2 Wiki, offering seamless access to additional resources. The serious games will be embedded to provide interactive career exploration experiences.
Launch and promotion	The app's launch will be accompanied by a comprehensive promotional campaign targeting students, universities, and companies. Promotion will take

	place through project communication channels and social media of Engage 2, S3JU and all the partners
Monitoring and continuous improvement	Post-launch, ongoing monitoring of app usage, user feedback, and performance metrics will drive continuous improvements and updates to enhance the user experience and effectiveness

Table 16 lists the basic metrics that will be considered for the assessment of the app. Specific KPIs will be set up in the coming months and implemented in the second release of this deliverable.

Table 16 Indicators of success of the matchmaking app

Metrics	Description
User engagement metrics	Regular monitoring of user engagement, such as the number of app downloads, active users, and frequency of interactions, will provide insights into the app popularity and impact
Profile creation and interaction	Tracking the number of profiles created by students, universities, and companies, as well as the frequency of interactions and mutual connections made through the app, will gauge the effectiveness of the matchmaking platform
Attendance at Engage 2 events via the booking functionality	The number of bookings for face-to-face meetings at Engage 2 open days and the participation in Engage 2 hackathons facilitated through the app will reflect the platform's role in fostering networking and collaboration
Video views and interactions	Monitoring the views and engagement with the videos describing ATM job types within the app will indicate the effectiveness of the content in educating and inspiring users

4.3.3 Videos on ATM jobs (to be included in the Wiki and on the Matchmaking app)

Audience: Students, Aviation academia and research, ATM industry

Objective: raising awareness, generating understanding

Videos will serve as a dynamic and engaging communication tool within the Engage 2 project, allowing us to effectively showcase key aspects, opportunities, and role models within the ATM sector to all the stakeholders, but above all to students. These videos will be strategically produced and disseminated at various stages of the project's lifecycle, capturing the evolution of Engage 2's activities and achievements.

Through strategically crafted video content, Engage 2 aims to not only inform but also captivate and inspire young individuals, fostering a genuine interest in pursuing careers within the dynamic and evolving realm of Air Traffic Management.

The videos will be made in various formats, ranging from “a day in life” videos, company culture videos, employee takeover. These videos will also be used for the **Matchmaking app** (see chapter 4.3.2) and will be available on a dedicated section devoted to ATM job descriptions on the Wiki.

The video content will be developed with a twofold purpose: firstly, to present compelling career opportunities within the ATM sector, and secondly, to introduce role models who can inspire and encourage young individuals to consider pursuing a career in ATM. This approach aligns with our goal to attract and nurture the next generation of talent in anticipation of the digital economy.

The videos will be produced with professional quality, incorporating engaging visuals, compelling narratives, and clear messaging. They will be made available through various channels, including our project's website, the Engage 2 Matchmaking app and the Wiki, social media platforms.

Two different key themes will be considered:

1. **Career opportunities:** Engage 2 will create videos that highlight diverse and exciting career pathways within the ATM sector. These videos will showcase the range of roles, skills, and opportunities available, emphasising the importance of preparing for a digital-driven future.
2. **Role models:** Engage 2 will feature video interviews with accomplished individuals who have established successful careers within the ATM industry. These role models will share their personal journeys, insights, and experiences, aiming to spark curiosity and interest among young individuals.

The impact of the videos will be assessed through metrics such as views, engagement rates, and user feedback. This data will provide insights into the effectiveness of the video content in raising awareness, generating interest, and inspiring the target audience to consider a career in ATM. In Engage 2, the central themes of **gender equality and inclusivity** are paramount at every project phase. These principles will be actively upheld in all project activities, reflecting a commitment to gender balance and the inclusiveness of all individuals. This approach extends to various aspects, including the composition of panels for organised workshops and the production of videos. Specifically, the project will take deliberate steps to ensure a diverse representation of genders and perspectives in discussions and presentations. Engage 2 acknowledges the importance of fostering an inclusive environment that empowers voices from all backgrounds and identities.

More comprehensive details pertaining to these initiatives will be outlined in Deliverable 6.2 - *ED&I awareness strategy*, providing a comprehensive framework for the integration of gender equality and inclusivity throughout the project's duration.

4.3.4 Engage 2 serious games

Audience: students, even high school students

Objective: raising awareness, generating understanding, promote projects outcomes

Serious games are interactive digital applications designed with a purpose beyond mere entertainment, aiming to impart knowledge, enhance skills, and facilitate decision-making. In the context of the project, serious games will serve as an engaging and immersive way to support both

students aspiring to a career in the ATM sector and early-stage professionals seeking to define their career path. Additionally, these serious games will also target high school students, captivating their interest in aviation-related professions.

By harnessing the power of serious games, Engage 2 aims to provide an innovative and impactful method for students and early-stage professionals to explore and shape their future careers within the dynamic realm of ATM.

Table 17 shows an initial draft of the development process, similar to the one of the app but with some specificities.

Table 17 Development steps of the Engage 2 serious game

Step	Description
Content design	The foundation of the serious game will be derived from the comprehensive training material available on the Engage 2 Wiki, and more. This material will be thoughtfully organised to ensure easy navigation and clarity, clearly delineating content for specific target audiences
Interaction design, storyboard	The development process will involve creating a storyboard that outlines the flow and interactions within the serious game. This step includes designing scenarios, challenges, and decision points that align with the career development objectives
User Experience	The game mechanics, such as point systems, rewards, and progression mechanisms, to enhance user engagement, will be defined. The User experience design phase will focus on creating an intuitive and enjoyable interaction interface
Development of the game	The serious game will be developed by integrating engaging visuals, multimedia elements, and interactive features. Integration with the Engage 2 Wiki and mobile app will ensure seamless accessibility.
Testing and refinement	Testing it with the user group will uncover usability issues and areas for improvement. Iterative refinements will be made to enhance gameplay, interaction, and educational effectiveness
Release and promotion	After thorough testing and refinements, the final version of the serious game will be completed by M46 – March 2027. It will be made available to users on the Engage 2 Wiki and website. Promotion will take place through project communication channels and social media of Engage 2, S3JU and all the partners.

Table 19 lists the basic metrics that will be considered for the assessment of the serious games. Specific KPIs will be set up in the coming months and included in the second release of this deliverable.

Table 18 Indicators of success of the serious games

Metrics	Description
User engagement metrics	Tracking user engagement metrics, such as the number of game sessions, time spent per session, and frequency of interactions, will gauge the game's appeal and effectiveness in holding user interest
Completion rate	Monitoring the percentage of users who successfully complete the serious game will indicate the level of user commitment and the game's ability to retain their attention
User feedback and satisfaction rate	Gathering user feedback through surveys, reviews, or focus groups will provide insights into user satisfaction, their perceived educational value, and areas for improvement
Career path insights	The serious game's impact on users' career decisions can be gauged by tracking the number of users who explore specific career paths and the decisions they make based on the game's guidance
Usage and integration with the other Engage 2 tools	Monitoring the integration of the serious game within the Engage 2 Wiki and matchmaking app, as well as the frequency of its usage, will provide insights into its effectiveness as a career development tool

4.3.5 The User group (from M4)

The user experience of the Engage 2 Wiki, the Matchmaking app and the serious games will be improved based on the feedback provided by the researchers, industry stakeholders and policymakers, and students who will benefit from the tools.

In the first half of the project, Engage 2 Project Coordinator will meet with other projects supported by S3JU. The goal of these meetings is to nominate a referee from each project to serve as the main contact point for each flagship.

After a trial period of the improved Wiki, each flagship referee will be asked to complete a survey. This feedback will be used to update the Wiki to meet the real needs and expectations of the end-users.

4.3.6 Roundtable consultation

The roundtable consultation it will be devoted to industry representatives, will last 3-4 hours and will have the aim to get a picture of today's workforce, discuss about major changes in skills, competencies and tasks needed by the future workforce and start brainstorming on which skills will be needed to interact seamlessly with new technologies.

15 invited experts from industry (especially those involved in training and selection of personnel from a technical point of view) will take part in the consultation.

Thanks to the strong link established with The Civil Air Navigation Services Organisation (CANSO) during the first months of the Engage 2 project, the Roundtable consultation will be held at the Air Space World in Geneva on March 2024. This occasion will be vital to validate the results of the future



technological transformation and skills work (Task 4.1), as well as collect input for Task 4.2 and feedback on the first prototype of the matchmaking app.

DBL will organise such events based on [this](#) experience in the OPTICS and OPTICS2 projects.

4.3.7 Engage 2 dissemination activities: workshops, open days, summer schools, hackathons, final dissemination event

The WP6 Leader would like to clarify that some deadlines have been updated (after agreement with S3JU) to align them with other relevant activities and events (e.g., the SIDs, the ASW). The following events have been affected:

- Hackathon #1: from M22 to M19
- Open day #1: from M18 to M22
- Flagship event: M31
- Open day #2, from M33 to M34
- Final dissemination event: M48

4.3.7.1 Workshops

Audience. Each workshop will attract approximately **participants** representing a diverse spectrum of the ATM ecosystem. This inclusive approach ensures the engagement of stakeholders from academia, industry, policy-making bodies, and other relevant domains, like maritime, manufacturing etc.

Objectives. The workshops serve as platforms for diverse stakeholders to converge and engage in discussions centred around the project's identified thematic challenges (e.g. thematic workshops) as well as other pivotal areas identified within the SESAR 3 Flagships (e.g. Flagships workshops), or other domains that face the same challenges of the ATM one and that could exchange best practices and cross-fertilise the ATM one.

Starting from Year 2, the project will organise (in some cases jointly with the other projects supported by S3JU) a series of workshops, encompassing a total of 18 events throughout its duration, at least six of which will be in presence. Table 19 shows a preliminary breakdown of the total number of workshops by year and topic.

Table 19 Engage 2 workshops, timing and topics

Year	# of workshops	Topic and description
Year 2 (by M24)	11 (2 in presence)	2 cross-fertilisation workshops (one in presence and one online, both organised by TUBS) + 9 flagship webinars (online), organised in collaboration with the single S3JU projects
Year 3 (by M34)	3 (2 in presence)	2 thematic workshops (one in presence and one online, both organised by TUBS), to discuss results of Wave 1 of Catalyst funds + 1 Flagship event (workshop in presence)
Year 4 (by M46)	4 (2 in presence)	2 thematic workshops (one in presence and one online, both organised by TUBS), to discuss results of Wave 2 of Catalyst funds + 2 cross-fertilisation

		workshops (one in presence and one online, both organised by TUBS)
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- **Thematic workshops**

These workshops will be build starting from the results of each Thematic challenge call. Four workshops will be organized (two onsite, two online), all under the responsibility of TUBS and organised with the support of DBL. Thematic workshops stand as cornerstone events within Engage 2 dissemination strategy, propelling collaborative knowledge sharing, sparking innovation, and accelerating the collective advancement of the ATM sector. In some cases, the workshops could be hosted by the organisation proposing the thematic challenge discussed.

- **Cross-fertilization workshops**

Cross-fertilisation workshops aim at putting in touch the ATM world with other relevant domains that are addressing similar challenges to exchange best practices and lessons learnt. Participant from other domains (e.g. maritime, manufacturing, healthcare, ...) or that are in the same domain but funded under different funding programmes will be invited and exchange of views will be sought. Four workshops will be organized (two onsite, two online), all under the responsibility of TUBS and organised with the support of DBL.

- **Flagships workshops**

Flagship workshops aim at facilitating the coordination with other SESAR projects. They were not included in the project proposal and where added during the Grant Agreement Preparation phase. Due to a lack of funding, they will be mainly online events and/or events in presence paid by the other SESAR projects. DBL can count on its presence in several other SESAR projects and at the same time the commitment of S3JU will guarantee that the other projects are available for collaboration.

To optimize the content and outcomes of these workshops, a comprehensive methodology and format has been established. First step would the appointment of a Flagship point of contact; this will be done by S3JU that will then create the link with Engage 2.

At this point, Engage 2 will collect information about the projects through the flagship point of contact, analyse the potential synergies and then carry out flagship webinars to ignite collaboration. In a second moment the projects themselves, taking advantage of the format developed by DBL, will organise in presence workshops to facilitate in-depth exploration, knowledge sharing, and collaborative problem-solving.

Nine webinars (one per Flagship, to be held online) will be organized: four foreseen from January 2024 to March 2024 and the other five in the second year period 2025-2027.

The flagship workshop methodology includes the following main steps:

1. **Collect the information about each project, via Google form (under definition):** in this phase is pivotal to understand to which needs the projects answer and what are their aims, also in relation to the European ATM Master Plan⁹. Engage 2 will collect the results, wrap them up, identify preliminary potential synergies and develop the framework to implement them (webinars and workshops).
2. **Organization of the Flagship webinars:** each webinar (2-hour event online), one per Flagship, will be aimed at discussing common objectives and challenges and at planning joint and synergetic activities. A specific Miro board will be developed to create the common ground to highlight the synergies. These events will be organised by DBL and TUBS in collaboration with the single projects (especially the flagship point of contact).
3. **Onsite Flagship workshops:** Engage 2 will organise (and bear the expenses of) one Flagship event, as an example for the other eight. Now (September 2023) we presume that the chosen Flagship will be “Artificial Intelligence for aviation” – due to the involvement of DBL in many projects within this flagship. The event will be held in presence immediately before or after the SESAR Innovation Day 2025. DBL and TUBS will define a format for the event that will be shared with the other flagship point of contact that will thus be able to organise their own flagship events. Engage 2 will certainly participate with its experts and moderate/facilitate some sessions, if needed; moreover, it will be able to support the organisation (in terms of defining the agenda, supporting the search for speakers, implementing the format, promoting the event) but the events will be paid by the single projects.
The Flagship workshop will most likely take the form of a **collaborative initiative**, and primary objective of this event will be to showcase the culmination of results and projects, channelling the compelling **narrative style akin to "TED talks"**¹⁰. This format will effectively propagate the insightful ideas amassed over the preceding months.

4.3.7.2 Open days

Audience. The open days will be open to students (both MScs and PhDs) interested in following a career in the ATM sector, as well as companies, universities and research centres active in the same field. Also, the general public will be considered as a target of this activity: people outside the ATM world will benefit from Engage 2 results and also the ATM community could benefit from this particular exchange.

Objectives. The open days serve as immersive experiences, aimed at providing students with valuable insights into the dynamics of an ATM-related career. The events are meticulously crafted to showcase the diverse issues of the ATM ecosystem, informing attendees with the roles, responsibilities, and opportunities that await in the industry. Such events offer a unique opportunity for the demand side of the ATM sector to interface directly with enthusiastic and interested students.

The project is set to organise a series of three open days, each targeting a comprehensive audience of **approximately 100 participants**. These Open Days, scheduled at key milestones, are strategically

⁹ This is the main planning tool for ATM modernisation across Europe. It defines the development and deployment priorities needed to deliver the SESAR vision. The Master Plan is regularly updated, through strong collaboration between all ATM stakeholders, in order to respond to the evolving aviation landscape.

¹⁰ <https://www.ted.com/talks>

designed to bridge the gap between the aspiring workforce and the burgeoning demand within the ATM sector. Open days will be organised at M22 – March 2025, M34 – March 2026, M46 – March 2027. For each open day, several parallel events will be organised in different academic institutions across Europe, to maximise participation in physical events.

Engage 2 network of academic entities as well as the EASN network will play a pivotal role hosting the Open Days.

Prior to the Open Days, Engage 2 will undertake a meticulous mapping of stakeholders, identifying and collating a comprehensive database of companies, universities, and research centres operating within the ATM sector. This database serves as a foundation for designing informative job cards and compelling videos, tailored to illuminate the multifaceted panorama of career possibilities within ATM.

Thanks to the collaboration with CANSO (see chapter 4.3.6), a Career Fair will be held. The Career Fair, not originally included in the Grant Agreement, is being added as a significant initiative to engage students who are pursuing careers in the ATM sector. Through the CANSO network, it will be possible to involve numerous industry representatives, ensuring that the various activities planned by Engage 2 for students find a fertile ground from the early stages of the project. This will increase the impact of the activities foreseen by Engage 2 in the following years (e.g., Open Days, Hackathons, Summer Schools). With CANSO, the Consortium reached an agreement to hold a Youth Day which will include:

1. sessions on i) how to attract young talents, enhance the profession's appeal, and promote workforce diversity, ii) necessary technological transformations and iii) future skills
2. a Chief Executives and Young Professionals Breakfast, in which a group of CEOs from the industry will be invited to speak to young professionals and share their insights about the industry
3. a Careers' Fair, an interactive activity aimed to facilitate connections between aspiring young professionals and industry-leading companies

4.3.7.3 Summer schools

Audience. PhDs students will be the main target of the summer schools.

Objectives. The Engage 2 summer schools stand as pillars of knowledge dissemination and skill enhancement. These events are designed to equip PhD students with a comprehensive understanding of fundamental ATM concepts, experimental methodologies, statistical analysis, and thematic challenges that constitute the landscape of modern ATM. They are strategically structured to primarily serve Engage 2 funded PhD students, but also other PhD candidates interested in exploring the realms of ATM are welcome. This inclusivity fosters a diverse cohort of learners, fuelling dynamic discussions and interdisciplinary collaboration.

Engage 2 will host a series of three annual summer schools, each carefully designed to provide enriching educational experiences. These immersive events will convene **25 participants** each, drawing both from Engage 2 pool of funded PhD students and a broader spectrum of PhD candidates.

Each summer school will be organised in a different University:

- M15/16 – August/September 2024: Belgrade
- M27 - August 2025: Braunschweig
- M39 – August 2026: Trieste

The first Summer School will be launched once a substantial majority of KTN PhD research projects will be underway. These events serve as catalysts for networking, enabling participants to forge connections and exchange insights about ATM topics.

The 4-day programme of each summer school will be tailored to mirror the progress of the Engage 2 project, ensuring alignment with project achievements up to the event date. The content will be developed through consultation with PhD students and their academic supervisors, capitalising on their insights to maximise its relevance and efficacy. To refine the content of the summer schools and deliver a tailored experience, a comprehensive **survey** will be conducted among the PhD students involved in Engage 2 and their academic supervisors. This survey will discern their educational needs, expectations, and areas of interest, shaping the development of teaching modules and engaging exercises.

4.3.7.4 Hackathons

Audience. Each hackathon will engage **approximately 50 participants per event**, mostly students from engineering, physics, data science, etc.

Objectives. The Engage 2 hackathons are envisioned as catalysts for innovation, actively engaging participants possessing expertise in data science and AI disciplines. These events are poised to address significant ATM challenges by leveraging cutting-edge technology, analytical progress, and creative problem-solving.

A hackathon is a collaborative competition where participants, often from diverse disciplines, work intensively over a short period to develop innovative solutions to a specific challenge. In this context, Engage 2 will orchestrate two hackathons, strategically timed at M19 – December 2024 (to be held within the framework for SIDs 2024) and M46 – March 2027, hosted in different countries to foster a broader reach and attract fresh talent to the aviation landscape.

Engage 2's hackathons will be strategically promoted across aviation-specific channels and data science and hackathon advertisement platforms, ensuring widespread engagement and inviting participants to converge from various professional backgrounds.

At each hackathon, participants will embark on an exhilarating 24-hour coding marathon, where multidisciplinary teams will converge to devise innovative solutions to proposed ATM challenges. This intense collaborative environment encourages cross-pollination of ideas, encourages creative thinking, and cultivates an atmosphere of collective innovation.

At the end of the competition, a distinguished jury – composed of the Engage 2 Industry Board members - will evaluate the solutions based on criteria such as accuracy, creativity, and relevance to the ATM domain. The best solutions will be heralded, celebrating the fusion of technical expertise, inventive spirit, and pragmatic application. The Industry Board, moreover, will play a central role in the

hackathons, by providing data, presenting challenges that align with industry needs, evaluating solutions, and offering compelling prizes that recognise outstanding contributions.

4.3.7.5 Engage 2 final dissemination event

Audience: Aviation academia and research, ATM industry, Policy and decision makers

Objective: raising awareness, generating understanding

The final dissemination M48 – May 2027, will gather at least 150 participants.

This event is aimed at disseminating and presenting the project's results and findings, key outcomes, discoveries, and implications of the work undertaken during the project will be showcased.

The event will involve a variety of participants, including stakeholders, project partners, industry experts, institutional representatives, and other interested parties. It serves as an opportunity to share the acquired knowledge, promote the project's visibility, and establish connections with other professionals or organizations that may be interested in the achieved results. Moreover, this will be the occasion to discuss next steps, such as potential practical applications of the project's outcomes or further research and related developments.

More information about the implementation of this event will be provided within the CDE Intermediate Report #1.

In the Grant Agreement two different dissemination events were planned. As agreed with S3JU, one dissemination event was transformed into the “Flagship event” (see chapter 4.3.7.1)

4.3.8 SESAR Digital Academy

Engage 2 will support S3JU in implementing the SESAR Digital Academy (SDA). We have already started discussions on this with the S3JU. Engage 2 will send over a text with doubts and discussion topics. This will be followed by a meeting with S3JU to collect S3JU expectations and set an initial action plan. More details will be provided in the second release of the DCE plan.

4.3.9 External newsletter

Audience: Aviation academia and research, ATM industry, Policy and decision makers

Objective: raising awareness, generating understanding

The consortium foresees the production of 16 external newsletters during the project (one every three months), whose purpose will be to raise awareness of the project and its latest news. These newsletters will be sent proactively to the target audience identified, but it will also be possible for interested parties to subscribe via Engage 2's website.

Table 20 shows the preliminary calendar of the **external newsletters for year 1**. In addition, an internal newsletter to be shared among the partners was created to easily manage the internal communication and the assignment of tasks.

Table 20 Year 1: external newsletter releases

Release	Date
Nr. 1	November , 17th 2023
Nr. 2	January, 31st 2024
Nr. 3	April, 30th 2024
Nr. 4	July, 15th 2024

In addition to the project newsletter, the Consortium will use its own networks and tools to disseminate project results, like the EASN newsletter, which is circulated to more than 10.000 aviation related stakeholders throughout Europe.

4.3.10 External dissemination events

Audience: Aviation academia and research, ATM industry, Policy and decision makers

Objective: raising awareness, generating understanding

Engage 2 recognises the importance of participating in relevant aviation events across Europe to showcase the project's objectives, outcomes, and contributions to the air traffic management (ATM) sector. By attending these events, Engage 2 can effectively disseminate knowledge, network with key stakeholders, and foster collaboration within the aviation community.

In collaboration with other S3JU projects, several events will be organised following the guidelines provided in the *DES DSD CDE Plan - Annex II – Events*.

Participating in targeted external events is another way to raise awareness of Engage 2 and its work. All partners will work together to suggest events that the project could attend. Participation in each event will be evaluated on a case-by-case basis.

Table 21 Events (preliminary map)

Event	Date	Place	Aim	Importance for Engage 2
EASN Conference	5-8 September 2023	Salerno (IT)	Thematic challenge promotion (flyer)	The EASN International Conference is a major European event for the aviation and space research community, organised by EASN – Engage 2 partner. The event attracts participants from academia, industry, and government. It is a great opportunity to learn about the latest research in aviation and space, network

				with other professionals in the field, and discuss the future of these industries.
S3JU Annual Conference	10 October 2023	Brussels (BE)	Present the project, networking	Take part in the discussion on the reflection of SESAR 2020 success project, future priorities for delivering DES, engage different relevant stakeholders (among all, other S3JU projects)
International Conference on Civil Aviation and Air Traffic Management (ICCAATM)	December 2023 and December 2024 (plus other available dates)	Paris (FR)	Presentation of project progress and results	Civil Aviation and Air Traffic Management Conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Civil Aviation and Air Traffic Management Conference. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Civil Aviation and Air Traffic Management Conference
Airspace World	19-21 March 2024	Geneva (CH)	Presentation of project progress and results, Roundtable consultation execution, Career Fair	Airspace World is the largest and most influential airspace and near-space management event in the world. The event will gather ANSPs, suppliers, ATM professionals, innovators and new technology owners over three days for a packed agenda of learning, connecting, collaborating, sharing, and business.
TRA, Transport Research Arena	15-18 April 2024	Dublin (IE)	Presentation of project progress and results	<p>TRA, the Transport Research Arena, is the foremost European transport event that covers all transport modes and all aspects of mobility. It is the largest European research and technology conference on transport and mobility.</p> <p>TRA offers a great venue for researchers, policymakers and industry representatives to get together and contribute to the discussion on how research and innovation can reshape the transport and mobility system.</p>

International Conference on Research in Air Transportation (ICRAT)	June 2024	Singapore (SG)	Presentation of project progress and results	ICRAT is a biennial event in Air Transport Research, alternating with the USA/Europe Air Traffic Management (ATM) Research and Development (R&D) Seminar. ICRAT is an excellent forum for young researchers within air transportation to share their work, expand their professional network, and gain new knowledge and inspiration.
Airspace Integration Week	TBD	TBD	Presentation of project progress and results	Airspace Integration Week is a prominent aviation event that gathers industry professionals, policymakers, and stakeholders to discuss and explore the challenges and opportunities related to the integration of unmanned aircraft systems or drones into the airspace. This event serves as a platform for showcasing cutting-edge technologies, sharing insights, and fostering collaboration among key players in the aviation sector. It plays a crucial role in shaping the future of aviation by addressing the evolving needs of airspace management in an increasingly drone-driven world.
Air Traffic Management Research and Development Seminar	TBD	TBD	Presentation of project progress and results	Organised by the Federal Aviation Administration and EUROCONTROL, the international seminar on ATM R&D are held every two years, alternating between the USA and Europe, and have become the top event for ATM researchers. The seminars promote international collaboration, create and reinforce relationships between leading ATM experts and researchers world-wide, and encourage discussion and consensus on major issues.
Aerodays	TBD	TBD	Presentation of project progress and results	For almost three decades, the Aerodays have been the leading event in aviation research and innovation, mirroring the priorities and strategies set within the European Union Research Framework Programmes

During the lifetime of the project, partners will contribute to suggest more relevant events.

4.3.11 SESAR Innovation Days

Audience: Aviation academia and research, ATM industry, Policy and decision makers, students

Objective: raising awareness, generating understanding

The SESAR Innovation Days (SIDs) are a major event in the ATM research calendar. Organised annually by S3JU, Engage 2 will support S3JU in organising and carrying out the upcoming four editions of SIDs. This will encompass various activities, such as the preparation and implementation of the call for contributions and the selection process for submitted papers and posters.

The SIDs provide a forum for the ATM community to share progress and disseminate ATM research results. Unlike other scientific events in ATM research, the SIDs have a strong focus on exploratory research. This means that they focus on research that is still in its early stages, but has the potential to have a significant impact on the future of ATM. Besides this strong focus, they also showcase results from industrial research and demonstrations.

The SIDs typically feature a number of keynote speeches, technical sessions, and workshops on a wide range of topics related to exploratory ATM research. Some of the key topics that have been covered in previous SIDs include:

- Artificial intelligence in ATM
- Drone traffic management
- Next-generation air traffic control systems
- Sustainable ATM

The SIDs are a great opportunity for researchers, industry professionals, and policy makers to come together and discuss the future of ATM. They are also a great opportunity for students and young professionals to learn about the latest trends in ATM research. Engage 2 will organise several events foreseen in the project in the frame of the SIDs such as hackathons, workshops, dissemination events, etc.

4.3.11.1 SESAR Young Scientist Award

The SESAR Young Scientist Award will be the occasion to engage young scientists, active in the field of ATM and aviation. This activity is linked to the set of activities foreseen in WP3 - Engage education and training, led by UB-FTTE.

Since Engage 2 will offer opportunities to students at MSc and PhD level, the SESAR Young Scientist Award will play a key role for the support of young scientists - with a financial award – to formulate fresh ideas and solutions to the challenges facing ATM and aviation.

4.4 Dissemination Key Performance Indicators (KPIs) and success criteria

Table 22 Dissemination KPIs and success criteria

Action	Metrics	Success criteria	Currently Achieved	Last Update	Annual Growth
Engage 2 Wiki (see chapter above for specific metrics)	# of access to the platform	3.000+	N/A	28/09/2023	N/A
Matchmaking app (see chapter above for specific metrics)	# profiles created	100+	N/A	28/09/2023	N/A
Serious games	# players	100+	N/A	28/09/2023	N/A
Workshops	# number of events	18	N/A	28/09/2023	N/A
	# participants	540+			
Open days	# number of events	3	N/A	28/09/2023	N/A
	# participants	300+			
Summer schools	# number of events	3	N/A	28/09/2023	N/A
	# participants	75+			
Hackathons	# number of events	2	N/A	28/09/2023	N/A
	# participants	100+			
Dissemination events	# number of events	2	N/A	28/09/2023	N/A
	# participants	300+			
Publications	# of published scientific publications	3+	N/A	28/09/2023	N/A
Participation in conferences/fairs/ third parties' initiatives	# of participations# of participations	15+ >3.000 (overall)	N/A	28/09/2023	N/A
	# promotional material distributed				
SIDs 2023	# of participations	400+	N/A	28/09/2023	N/A
	# promotional material distributed	>250			
SIDs 2024	# of participations	400+	N/A	28/09/2023	N/A
	# promotional material distributed	>250			

SIDs 2025	# of participations	400+	N/A	28/09/2023	N/A
	# promotional material distributed	>250			
SIDs 2026	# of participations	400+	N/A	28/09/2023	N/A
	# promotional material distributed	>250			

5 Exploitation

The Engage 2 project is driven by a resolute commitment to not only generate valuable knowledge and insights, but also to translate these assets into real-world impact and tangible outcomes that will remain available and relevant even after the end of the project. Exploitation, in the context of this project, represents the culmination of our dedication to extract the maximum value from our endeavours, ensuring that the fruits of our labour reverberate across the ATM sector and beyond.

Taking into consideration that a detailed Engage 2 Exploitation and Sustainability Plan will be prepared and submitted at a much later stage of the project (M45 – February 2027) as part of D6.5 - Exploitation and Sustainability Plan (led by EASN), this chapter briefly shows the main objectives of the drafted strategy and the initial exploitation opportunities already identified by the Engage 2 consortium. Further details on the dedicated sustainable business model to be identified and implemented in Engage 2, for ensuring inter alia the viability of the project's main outcomes and developed tools (such as the Engage 2 Wiki and matchmaking platform), will be reported and analysed in D6.5, including e.g. information on the exact:

- services to be offered through the platform
- financial plan of the platform (set-up/operation/maintenance cost, revenue channels, etc.)
- strategy for the Wiki and platform sustainability

The Engage 2 consortium is poised to meticulously catalogue, develop, and disseminate any exploitable results, ensuring that they permeate industry domains, educational paths, and policy circles.

The Exploitation path is organised in three phases:

1. Initial phase (M1- M6): initial mapping of project outputs, preliminary market analysis
2. Mid phase (M6-M18): market analysis and initial exploitation plan, validation of plan with stakeholders
3. Final phase (M18-48): finalisation of exploitable outputs, ROI analysis, exploitation agreement.

5.1 Exploitation strategy and objectives

Exploitation activities will start early in the project and will follow an Exploitation path which will evolve with the project.

The Engage 2 project sets forth an astute exploitation strategy that encapsulates a comprehensive blueprint for channelling the project's outcomes into sustained impact. The strategy draws strength from its multi-pronged approach, blending focused objectives with agile mechanisms to harness, amplify, and sustain the value of our achievements.

Engage 2 considers two categories of exploitation:

1. the process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated national or European systems moving concepts to a higher maturity

2. the process of convincing relevant end-users to adopt and/or apply the results to other programmes and initiatives

Moreover, the viability, maintenance and continuous update of the Engage 2 Wiki and matchmaking app beyond the project's lifetime is considered essential assets by the Engage 2 consortium.

Engage 2 will undertake a set of specific actions to ensure a comprehensive and effective exploitation of project outputs and outcomes as well as their sustainability, such as

- an articulated **Exploitation and Sustainability Plan** (D6.5), to be considered as a clear guideline for market exploitation of the outputs;
- a detailed **Joint Exploitation agreement** (as an integration of the Consortium Agreement) that will be shared among partners to establish clear commercial routes with which project outputs and knowhow will be exploited in the defined market providing commercial opportunities for all involved parties

The overarching objectives that anchor our exploitation strategy may include:

1. **Industry-ready insights.** Channelling research insights into actionable knowledge that resonates with industry stakeholders, influencing strategic decisions and fostering innovations.
2. **Educational empowerment.** Nurturing a fertile ground for knowledge dissemination and skill enhancement, enabling academic institutions and aspiring professionals to thrive within the ATM ecosystem.
3. **Innovative partnerships.** Forging alliances and collaborations that transcend traditional boundaries, connecting stakeholders from diverse sectors to drive co-creation and shared growth.
4. **Policy advocacy.** Conveying the results to the policy sector, nurturing a fertile ground for informed policymaking that is anchored in robust research and industry expertise.
5. **Sustainable legacy.** Ensuring that the fruits of Engage 2 work continue to flourish beyond the project timeline, echoing impact, and value long into the future.

To achieve these objectives, Engage 2 employs a set of strategic mechanisms, entwined with agile practices to ensure relevance, adaptability, and broad resonance. Such a mechanism will be thoroughly described in D6.5.

5.2 Data Protection Strategy

A description of the strategy to ensure the protection of the results and the data generated is covered in the Consortium Agreement (CA) Chapter 9 of *CA Access Rights* collects the principles that the partners will follow concerning the data protection strategy.

More information on the Engage 2 data protection strategy will be also presented in the Data Management Plan (DMP).

5.2.1 Scientific publications and open access practice

The project aims to publish at least 3 articles in international peer-reviewed scientific journals such as:

- AIAA journal
- Journal of Air Transportation
- International Journal of Aviation, Aeronautics and Aerospace
- International Journal of Aviation Management
- Transportation Research (Parts A, B, C, D, E, F)
- Safety Science
- Journal of Air Transport Management
- etc.

Open science practices will increase the expected impact of the project and will contribute to releasing higher quality of science by increasing credibility and reproducibility of research outputs. Considering the amount of data and research that the S3JU supported projects deal with, a specific task dedicated to Open science is foreseen in the GA, led by EASN (T5.6). The specific Engage 2 Open Science Strategy to be followed throughout the project is reported in detail in D5.24 (M4).

According to Article 17 of the GA, *the beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results*. Engage 2 will commit to granting open access to all scientific peer-reviewed publications and will follow an approach to maximise the open access policy to ensure that research outcomes, even though limited, are freely accessible. All publications within Engage 2 will be **Green Open access** and will also be uploaded to the Wiki. Engage 2 Wiki will be used for the storage of and access to publications and research data; in addition, the European Open Science Cloud (EOSC) for hosting and processing research data and the Open Research Europe open access publishing platform for the publication of research stemming from Horizon Europe funding across all subject areas.

More information and how Engage 2 will deal with Open science practices are available in D5.24 *Engage 2 Open Science Strategy*.

5.3 IPR Management

IPR management will aim to fulfil the following objectives:

- stimulate an effective cooperation among partners during the project
- motivate the partners encouraging their contributions, independently from their allocated project responsibilities
- protect the commercial interest of the partners
- facilitate further research developments and commercial exploitation of the outcomes

The approach to knowledge management and IPR is detailed and regulated in the CA, in accordance with the terms of the GA. The CA also identified the background of each of the partners that may be used to achieve the project objectives.

Article 8.2 of CA *Joint ownership* underline that “parties working together to generate results in a Project shall continually monitor if their cooperation on implementation tasks might lead to the generating of **jointly owned IPR**, and where they believe this might occur, neither Party shall continue with implementing its tasks before having reviewed the rules on joint ownership and agreed on a way forward”¹¹.

During the lifetime of Engage 2, the implementation of IPR principles will include:

- Updating of foreground knowledge (known as “pre-existing knowhow”) required for Engage 2. This includes the list of foregrounds excluded from Engage 2 before the contract signature, as set up in the CA, and of others identified throughout the project.
- Management of the Engage 2 knowledge portfolio
- Knowledge projection
- CA maintenance and evolution

The implementation of these IPR principles and exploitation preparation will be under the responsibility of the Exploitation Leader, EASN, who will report on a regular basis and whenever requested to the coordinator. Knowledge management will be further detailed into the above-mentioned consortium agreement in order to avoid inconsistency with IPR issues defined by partners.

The management of knowledge and intellectual property and other aspects of innovation in this project are allocated to specific activities within work packages. They are twofold; On one hand, IPR applications for new systems and solutions will be prepared by participants. On the other hand, information will be disseminated within the project and to external bodies through publications and presentations, but *only after the necessary steps for ensuring the protection of IPR have been considered*.

¹¹ Joint ownership is governed by Grant Agreement Annex 5, Section Ownership of results.

All partners have a joint non-exclusive right to commercially exploit the IP produced in the project. The contractors should be granted a cost-free licence to use other partners' pre-existing intellectual property for the purposes of the project while the project is running.

Foreground intellectual property will belong to the party generating it. Such a partner will therefore bear primary responsibility for protecting its results. The GA will take precedence over the CA in case of any ambiguity.

Table 23 shows major aspects related to IPR, covered in the CA.

Table 23 IPR aspects, link to CA articles

Considered aspects	Description
Confidentiality	Each beneficiary will use a reasonable degree of care not to disclose to any third party any technical or business information which is received or obtained during the project implementation. See Article 10 <i>Non-disclosure of information</i> of CA
Background	The beneficiaries identified the pre-existing know-how (background) for the project in Attachment 1: Background which is needed of CA
Ownership of results	Results shall be owned by the beneficiary or beneficiaries who carried out the work generating the results. Chapter 8.1 <i>Ownership of Results</i> of CA underline that “Results are owned by the Party that generates them”
Partners	Partners who own patentable knowledge may at their own expenses make applications for a patent and will provide the other partners with details of each such application
Access Rights for the implementation of the project	Each beneficiary hereby shall grant to each of the other beneficiaries’ royalty-free, non-exclusive access rights in respect of their results and background to the extent needed for the performance of the project See Article 9 <i>Access Rights</i> of CA.

6 Communication and dissemination management structure

6.1 Partners' responsibilities

Deep Blue, leader of WP6, is responsible for the overall management and support of the activities defined under the present dissemination and communication strategy; moreover, it is in charge of the development of the main tools and graphic materials that will be used during the project.

Each partner will:

- Contribute to the communication and dissemination strategy implementation;
- Engage new stakeholders in its country and animate the cooperation with them;
- Ensure the control of the quality of the activities implemented.

All Engage 2 partners will be actively involved in the implementation of communication and dissemination activities. More specifically, the expected contributions from partners are the following:

1. Implementing dissemination activities in their own countries and at European level;
2. Exploiting their contacts, networks and channels;
3. Supplying news and updates for the web portal and newsletter. Once per month, WP leader will share among the Consortium a dedicated form to be filled with news and contents that will feed all the on-line channels and the external newsletters;
4. Helping to keep the project's Social media accounts alive and active, in particular supporting the development of contents to be communicated;
5. Participating in conferences, workshops, events etc. in order to promote the project and its outcomes.

6.2 Procedures and monitoring

Once a month, each partner will update the WP6 Leader about the activities implemented in the previous months and, if any, upcoming activities. Every first day of the month the WP Leader will share the form with the entire Consortium.

Monitoring will be carried out by each partner on a regular basis through an on-line report template uploaded on the project repository.

The communication and dissemination strategy will undergo a periodic internal update, every 12 months. Through continuous monitoring, Engage 2 will be able to continuously measure its



performance, key impacts and propose corrective actions to improve performance and maximise impacts, if needed, thus adopting a fully scalable approach to its Communication and Dissemination strategy. Its first outcomes will be included in D6.3, *First updated dissemination and communication strategy + Report* (M18), the second and final report is expected at M46 (D6.4, *Final report on communication and dissemination activities - including liaising activities in WP4 and WP5*).

D6.3 will contain a section dedicated to the updated information of this Strategy, if any.

Measurement of impacts and outreach will be guaranteed by the consolidated monitoring report, involving both the on-line, social media channels and the engagement activities as described in the Technical Annex to the Grant Agreement.

7 Overview of communication and dissemination activities

Table 24 Overview of Communication and Dissemination Activities

Activity	Channel/Tool	Objective	Target Audience	KPIs	Frequency /Date
Graphic materials	It depends on the occasion/need	Raising awareness Generating understanding Engaging	All	1000+	Since M2
Social media: # followers (overall)	LinkedIn, X-Twitter	Raising awareness Generating understanding, Engaging	All	1.500+	Since M1
Social media: # posts	LinkedIn, X-Twitter	Raising awareness Generating understanding, Engaging	All	250+	Since M1
Social media: engagement rate	LinkedIn, X-Twitter	Raising awareness Generating understanding, Engaging	All	>3% engagement rate (LinkedIn) >0.040% engagement rate (X-Twitter)	Since M1
Social media: re-shares	LinkedIn, X-Twitter	Raising awareness Generating understanding, Engaging	All	At least 7 per month	Since M1
Social media campaigns: impressions	LinkedIn, X-Twitter	Raising awareness Generating understanding, Engaging	All	2.500+	From M6
Social media campaigns: reactions	LinkedIn, X-Twitter	Raising awareness Generating understanding, Engaging	All	250+	FromM6

Website: # unique visitors	Project website	Raising awareness Generating understanding, Engaging	All	1.200+	From M5
Website: # page visits	Project website	Raising awareness Generating understanding, Engaging	All	7.000+	From M5
Website: average time visit	Project website	Raising awareness Generating understanding, Engaging	All	2'	N/A
Media relations: # of press releases & articles (on- line & printed)	Different journals	Raising awareness Generating understanding	All	At least 4	From M4
Newsletter: releases	Project newsletter	Raising awareness Generating understanding, Engaging	Specialised targets	At least 16	From M5
Newsletter: subscriptions	Project newsletter	Raising awareness Generating understanding, Engaging	Specialised targets	300+	From M5
Video: # video produces	Video, published on YouTube, SNS, Wiki, App	Generating understanding, Engaging Raising awareness	Specialised targets	2	From M8
Video: # views	Video, published on YouTube, SNS, Wiki, App	Generating understanding, Engaging Raising awareness	Specialised targets	800+	From M8
Engage 2 Wiki (see chapter 4.3.1 for specific metrics), # off access	Engage 2 Wiki	Generating understanding, Engaging	Specialised targets	3.000+	From M8
Matchmaking app (see chapter 4.3.2	Matchmaking app	Generating understanding,	Specialised targets	100+	From M15

for specific metrics), # profiles created		Engaging			
Serious games, # players	Wiki, matchmaking app	Generating understanding, Engaging	Specialised targets	100+	From M10
Workshops: # of events	Workshop	Generating understanding, Engaging	Specialised targets	18	From Year 2
Workshops: # of participants	Workshop	Generating understanding, Engaging	Specialised targets	540+	From Year 2
Open days: # of events	Open days	Generating understanding, Engaging	Specialised targets	3	M22, M34, M46
Open days: # of participants	Open days	Generating understanding, Engaging	Specialised targets	300+	M22, M34, M46
Summer schools: # of events	Summer schools	Generating understanding, Engaging	Specialised targets	3	M15, M27; M39
Summer schools: # of participants	Summer schools	Generating understanding, Engaging	Specialised targets	75+	M15, M27; M39
Hackathons: # of events	Hackathons	Generating understanding, Engaging	Specialised targets	2	M19, M46
Hackathons: # of participants	Hackathons	Generating understanding, Engaging	Specialised targets	100+	M19, M46
Dissemination events: # of events	Event	Generating understanding, Engaging	Specialised targets	2	M47
Dissemination event: # of participants	Event	Generating understanding, Engaging	Specialised targets	150+	M47

Participation in third parties' initiatives	Conferences/fairs/events	Generating understanding, Engaging	Specialised targets	15+	From M4
SIDs 2023: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+	M6
SIDs 2023: # material distributed	SESAR event	Generating understanding, Engaging	Specialised targets	>250	M6
SIDs 2024: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+	From M16
SIDs 2024: # material distributed	SESAR event	Generating understanding, Engaging	Specialised targets	>250	From M16
SIDs 2025: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+	From M28
SIDs 2025: # material distributed	SESAR event	Generating understanding, Engaging	Specialised targets	>250	From M28
SIDs 2026: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+	From M40
SIDs 2026: # material distributed	SESAR event	Generating understanding, Engaging	Specialised targets	>250	From M40
Publications: # of published scientific publications	Peer-reviews journals, specialised media	Generating understanding, Engaging	Specialised targets	3+	From M8

7.1 Communication and Dissemination Activities Schedule

The table below provides a preliminary overview of the activities identified in sections 3.4 and 4.3 of the project plan, along with the associated responsibilities and schedules. It is important to note that this is a preliminary plan, compiled between M3 and M4 of the project.

As such, it is subject to change throughout the project's duration, as new dissemination opportunities and constraints may emerge.

Table 25 Overview of Communication and Dissemination activities identified

Action	Responsible(s)	Frequency/Starting date
Visual identity	DBL	M2
Graphic materials	DBL	When needed
Website management	DBL	M2 (temporary webpage), M5 (expected final release)
Social media management	DBL	Active since M1
Other key channels	DBL	As needed
Media relations	All	First Press release sent out at M4
Presentations at third party events	All	On occasion
SIDs	All	M6, M19, M31, M43
Engage 2 Wiki	INX, DBL	From M5
Engage 2 Matchmaking app	DBL	M14 (prototype), M24 final release
Engage 2 Serious games	DBL	From M14
Engage 2 workshops	TUBS, DBL	Starting at Year 2
Engage 2 open days	EASN	M22, M34, M46
Engage 2 summer schools	ECTL	M15, M27, M39
Engage 2 Hackathons	INX	M19, M46
Engage 2 dissemination event	DBL	M48