Second updated dissemination and communication strategy + Report

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Abstract

This document provides the second intermediate update of Engage 2's Communication, Dissemination, and Exploitation activities. It outlines key developments such as the launch of the restyled Wiki, the design of the Matchmaking App, the new video series on ATM careers, and the updated social media strategy. The report tracks progress against KPIs, highlights engagement with young professionals, and presents initial steps toward long-term sustainability of the project's digital tools and outreach formats.

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Engage 2

THE SESAR 3 KNOWLEDGE TRANSFER NETWORK

Engage 2

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List of acronyms

Acronym	Description
ADS-B	Automatic Dependent Surveillance-Broadcast
AI	Artificial Intelligence
ATM	Air Traffic Management
CA	Consortium Agreement
CAJU	Clean Aviation Joint Undertaking
CDE	Communication, Dissemination and Exploitation
CNS	Communications, Navigation and Surveillance
CTA	Call to action
D	Deliverable
DES	Digital European Sky
DMP	Data Management Plan
DOI	Digital Object Identifier
EC	European Commission
ECWT	European Centre for Women and Technology
ED&I	Equality, Diversity and Inclusion
EOSC	European Open Science Cloud
GA	Grant Agreement
GAP	Grant Agreement Preparation
HF	Human Factors
ILS	Instrument Landing System
IP	Intellectual Property
IPR	Intellectual Property Rights
K	Thousand
KTN	Knowledge Transfer Network
KPI	Key Performance Indicator

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M	Month
MSc	Master of science
PhD	Doctor of Philosophy
PMP	Project Management Plan
PoC	Point of contact
R&D	Research and development
R&I	Research and Innovation
SDA	SESAR Digital Academy
SEO	Search Engine Optimization
SIDs	SESAR Innovation Days
SJU	SESAR 3 Joint Undertaking
SME	Small medium-sized enterprise
SNs	Social networks
T	Task
TOC	Table of contents
TRA	Transport Research Arena
TRL	Technology readiness level
UAS	Uncrewed Aerial System
WP	Work Package
#	Number

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1 Introduction

This document contains the second Engage 2 updated report of the Communication, Dissemination, and Exploitation (CDE) of the activities carried out from December 2024 until July 2025 and serves as updated internal guidance on the strategies, planned activities and tools for the sharing of the project results. The deliverable also updates the status of the KPIs defined in the first release of the document and the strategies for communication, dissemination, and exploitation measures.

We invite the reader to consult the **Engage 2 CDE Plan (D6.1)**, available on the project website, for the details of the communication, dissemination and exploitation strategies for the project, with communication goals, high-level messages and a short description to be broadcast in different media with the aim of making the project understandable at first glance. D6.1 also outlines the identification of target stakeholders, the selection of the appropriate communication and dissemination strategy, material for each group of stakeholders and the identification of exploitation target users and partners' exploitation intentions.

1.1 Applicable reference material

1. Engage 2 Grant Agreement, number: 101114648
2. D6.1 – Engage 2 Dissemination and communication strategy
3. D6.3 – Engage 2 First updated dissemination and communication strategy + Report
4. D1.1 – Engage 2 Project management plan (PMP)
5. D1.2 – Engage 2 Data management plan (DMP)
6. European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, 16/06/2023
7. SJU Communications Strategy (02.00 edition)
8. SJU Communications Guidelines (0.03 edition)
9. SJU, Project communication at a glance
10. SJU Visual Charter (update 11/2022)
11. *SESAR 3 Joint Undertaking Project Handbook*, Edition 01, April 2022
12. SJU "Multiannual Work Programme 2022-2031"
13. Guidance Social media guide for EU funded R&I projects
14. Project's teaser videos guidelines
15. EU emblem and guidance on its use

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16. Diversity, Equity and Inclusion in Aviation, SKYbrary

17. Rationale to build an Diversity, Equality and Inclusion Culture in ATM, SKYbrary

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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 promotes knowledge exchange, stimulates innovative research and forges robust links between academia, industry and policymakers. It delivers value through its interactive knowledge hub, the Engage Wiki, dedicated funding mechanisms and various networking and engagement activities.

Engage 2 acts as a bridge, connecting PhDs students, Catalyst Fund projects and SESAR projects. This integrated approach ensures a cohesive and accelerated path from foundational research to practical application. It not only fosters a holistic view of the future of the Air Traffic Management (ATM) sector, investigating upcoming scenarios, skills requirements, and how to attract more young professionals to the field, but also directly supports the SJU.

Moreover, Engage 2 acts as a Communication point of contact (PoC) for all the projects funded by SJU. In fact, Engage 2 in close collaboration with SJU, plays an active role in establishing a strong network dedicated to research and innovation. This network is designed to accelerate, through advanced research and innovation, the delivery of the Digital European Sky. Engage 2's collaborative efforts aim to align research activities with the ambitious goals of the SJU, creating synergies across stakeholders to drive forward sustainable, safe and resilient ATM solutions for Europe.

2.2 Focal point for communications, dissemination and exploitation

Name	Role	Email address
Serena Fabbrini	Communication and dissemination manager	serena.fabbrini@dblue.it
Irene Pantelaki	Exploitation manager	irene.pantelaki@easn.net

Table 1 Focal points of contact, update July 2025

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3 Communication

As outlined in Sections 3.1 and 3.2 of D6.1, Engage 2's communication strategy is built around key objectives aimed at effectively reaching all relevant stakeholder groups with project outcomes.

The strategy emphasises four main goals:

1. raising awareness
2. promoting educational opportunities for the next generation of talent
3. enhancing dialogue within the aviation communities
4. ensuring the impact and adoption of project results.

Engage 2 has structured its communication activities in alignment with the objectives of the SJU, also facilitating cooperation through dedicated channels, including the project website, social media, targeted events and custom-designed communication materials.

3.1 Target audiences and stakeholders

To achieve the above-mentioned objectives and to deliver effective and efficient communication, the information will be personalised for the **different categories of stakeholders** (see Table 2). Personalisation will not be limited to information content, but it will also consider the style of the message and the means through which it is spread (e.g., document, website, social media).

Stakeholder	Contents
Aviation academia and research	ATM-related information and science-related information, outcomes of the project workshops and webinars, news about the funding opportunities.
Students (MScs and PhDs) in the field of aviation	Educational opportunities, support in the identification of careers in ATM.
ATM industry	ATM-related information, outcomes of the panel on future skills (former *Roundtable consultation*) about new pathways in aviation, outcomes of the project workshops and webinars, news about the funding opportunities.
Beneficiaries of other SJU funded projects (e.g. SJU Consortia)	ATM-related information, outcomes of the Roundtable consultation/panel on future skills about new pathways in aviation, outcomes of the project workshops and webinars, news about the funding opportunities. Engage 2 will offer insights into collaborative research methodologies and emerging trends in ATM, enhancing cross-project synergy and innovation.
Policy and decision makers	Outcomes of the collaboration between Academia-Industry and educational needs for future public policies and initiatives.
General public	News and contents from the ATM world.

Table 2 Engage 2 stakeholders with contents shared (ref. Table 6 in D6.1)

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Given the nature of the Engage 2 project and its focus on specific public rather than the general media, the communication strategy will be tailored accordingly, following the principles:

1. **Targeted communication**: direct the communication efforts predominantly at the identified stakeholders. This ensures that the content reaches those who can derive the most value from it and influence the project's objectives.
2. **Tailored content**: as each stakeholder group has its distinct interests, tailor the communication content to resonate with them specifically. This includes using the appropriate technical language, addressing their concerns, and highlighting the benefits most relevant to them.
3. **Quality over quantity**: prioritise few, well-structured and impactful communication initiatives over a barrage of messages. This might include specialised workshops, webinars, or seminars, where meaningful exchanges can occur.
4. **Interactive platforms**: employ platforms where there's room for interaction (e.g. roundtables or online forums). Here, stakeholders can ask questions, provide feedback, and engage in discussions, allowing for a more in-depth understanding of their concerns and needs.
5. **Regular updates**: while the number of communication actions might be limited, ensure that stakeholders are updated at significant project updates or when crucial findings are available.

Table 3 outlines the target audiences, channels of communication and the core message for each.

Target	Channels	Message
• Aviation academia and research • Students (MScs and PhDs) in the field of aviation • ATM industry • SJU Consortia	Website, press and media, social media, communication events, publications and newsletters. Engage 2 workshops Engage 2 open days Engage 2 hackathons Engage 2 open calls (e.g. catalyst funds and thematic challenges) Engage 2 dissemination events SIDs	Raise awareness, generate understanding, engage, ensure impact, inform on social acceptance results, promote networking, engage for exploitation
• Policy and decision makers	Website, press and media, social media, publications and newsletters. Engage 2 workshops Engage 2 dissemination events SIDs	Raise awareness, generate understanding, engage, ensure impact
• General public	Website, press and media, social media, communication events,	Raise awareness, generate understanding on the project, awareness on project's results

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	publications and newsletters

Table 3 Target audiences, channels of communication and the core message

Additionally, Engage 2 will undertake a mapping of stakeholders prior to the Open Days. This involves creating a comprehensive database of companies, universities and research centers operating within the ATM sector. The information gathered will be used to design informative job cards and videos, which will explain the multifaceted panorama of career possibilities within ATM. This method of stakeholder identification and engagement is intended to reach a broad audience, including those outside the community already familiar with SJU.

3.2 Coordination with SJU

Taking into consideration Engage 2 goals and workflow, particular attention is given to specific coordination with SJU the communication office and project officers. As stated in the PMP, recurrent meetings with SJU are organised to ensure smooth implementation of Engage 2 activities (including dissemination, communication and exploitation ones). Moreover, Engage 2 communication activities and tasks are achieved in line with the Guidelines provided by SJU in order to:

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

3.3 Visual identity: graphic materials developed (update July 2025)

In line with the Engage 2 visual identity and the S3JU branding guidelines, a broad set of communication materials has been developed to support both general and activity-specific outreach. While templates for social media posts, flyers, banners and business cards were established early in the project, reporting between December 2024 – July 2025 marked a step forward in the visual differentiation of individual initiatives.

For specific events and flagship initiatives, namely the Winter School in Belgrade, the Hackathon in Madrid, the activities planned at Airspace World 2025 and the forthcoming Summer School in Braunschweig, **tailored graphic materials were developed from scratch**. This approach aimed to provide each activity with a unique and recognisable visual identity, while remaining fully aligned with the overall Engage 2 branding.

The goal was twofold:

1. to strengthen recognisability across digital and in-person formats;
2. to enhance clarity and engagement for targeted audiences such as MSc/PhD students, early-career researchers, and aviation professionals.

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The Winter School (Jan 2025, Belgrade) and Hackathon (Mar 2025, Madrid) were promoted using dedicated assets that followed the Engage 2 brand palette and typography, but with **event-specific colour accents, iconography and slogans** to boost visibility and recall. Rollups, digital flyers, social media cards, agenda templates, and video teasers were designed with a consistent, minimal layout optimised for both online distribution and in-person events.

Figure 1 Events: social media promo cards

In cases where Engage 2 collaborated with external partners or participated in larger branded initiatives, **graphics were aligned with third-party visual identities** to ensure coherence and maximise impact. This was the case for the Airspace World 2025 presence and the "Tomorrow's Voices" initiative promoted by CANSO. For this event, Engage 2 created a coherent visual package that respected both the SJU branding and CANSO's thematic style, reinforcing the visibility of the joint "Future Skies: Tomorrow's Voices" programme.

In particular, the Tomorrow's Voices initiative also hosted the **Inspirational Tour**, a game-based activity designed by Engage 2 to guide students and young professionals through different career paths in ATM. All visuals produced for this experience, including the game layout, signage, and QR-enabled materials, were designed to provide an immersive and cohesive aesthetic. A detailed overview of the activity will be included in the dissemination section (see Chapter 4.7), while the professional card set used during the Tour is described in Chapter 4.6.1.

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Figure 2 Airspace World 2025, promotional cards

This strategic and adaptive use of graphic design has proven key to increasing visibility, facilitating stakeholder engagement, and creating a consistent yet flexible identity system across Engage 2 activities. Additional tailored visuals are currently in development for the next Summer School in Braunschweig and for the public launch campaign of the Engage 2 Matchmaking App at SIDs 2025.

Beyond project-specific campaigns, tailored materials were also used to **strategically position Engage 2 within high-level institutional events**, such as the SESAR Annual Conference 2025. These settings are crucial opportunities to consolidate the project's visibility among decision-makers, industry leaders, and fellow project coordinators.

For the 2025 edition of the Annual Conference, Engage 2 developed a dedicated visual timeline to illustrate the structure and deadlines of its second Catalyst Fund call, while also promoting the Madrid Hackathon and the upcoming series of Flagship Workshops. The use of clear timelines, branded infographics, and thematic colour coding enabled more effective and immediate communication of the project's calendar of opportunities. This proactive visual strategy ensured that Engage 2 was perceived not only as a repository of knowledge, but also as an active enabler of collaboration across the Digital European Sky community.

As a general guideline, to be more sustainable ***printed materials will be printed only when absolutely necessary***. Digital versions will be shared with partners. The printable materials (e.g. rollup and business cards) are available on Engage 2's website for download.

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3.4 Website: usage overview and analytics (Dec 2024 – Jul 2025)

The website (https://engagektn.eu/) analysis in this section focuses on the period from December 2024 to July 2025. However, to provide a comprehensive understanding of the project's online presence, the following is an overview of the overall traffic from **November 2023 to July 2025**.

During this extended period, the Engage 2 website saw a total of **3,100 active users, all of whom were new users**. The average engagement time per active user was 1 minute and 8 seconds. This trend indicates a continuous attraction of new visitors to the site, with a notable and sustained increase in activity over time, culminating in a significant traffic spike in July 2025. This overview sets the stage for a more detailed analysis of the period considered for D6.6.

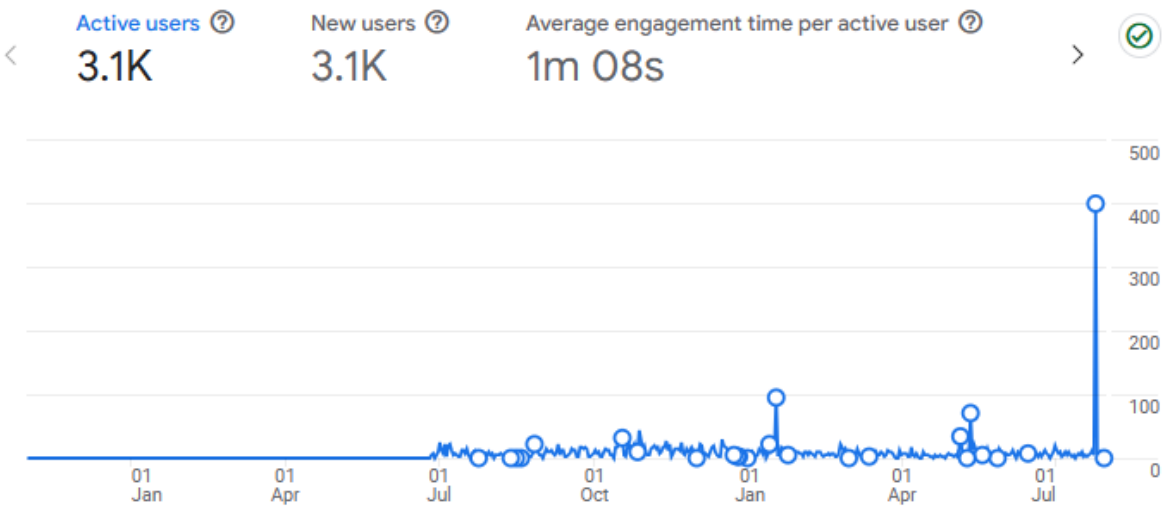

Figure 3 Users and average engagement time per active user (November 2023-July 2025), source: Google Analytics

In the period from December 2024 to early July 2025, the Engage 2 website continued to serve as a central platform for visibility, engagement and access to project information. While the Wiki progressively absorbed key functionalities related to calls, educational opportunities, and the matchmaking ecosystem, the main site remained the gateway for news, event highlights and dissemination deliverables.

Analytics from this period show a **positive and consistent performance**, with periodic spikes in engagement linked to targeted campaigns.

It is important to underline the **nature of the platform** itself: Engage 2 is a European project portal with a highly specific audience, including students, early-career researchers, academic stakeholders and ATM professionals. Its communication objectives are targeted and time-sensitive, with much of the long-term interaction now shifting to other dedicated tools (e.g. the Wiki and the future Matchmaking App) as part of a broader platform strategy.

Overall, **the analytics validate the dual-platform approach adopted by the project**: while the Wiki hosts in-depth resources and community-building tools, the main website continues to serve as a

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flexible communication interface, agile enough to support campaigns, highlight news and promote time-sensitive calls.

Despite the transition of key content areas to the Engage 2 Wiki, the main website continues to demonstrate a **steady level of engagement,** with **over 1.800 new users** recorded in just seven months. This suggests that the platform remains well-positioned as the project's main gateway, especially for newcomers who are not yet familiar with the Wiki.

The **temporal distribution** of visits highlights the project's ability to drive traffic around strategic topics. Notable spikes in user activity correspond precisely with the launch of dedicated campaigns, including the Madrid Hackathon and Winter School registration phases, and the promotional build-up to Engage 2's participation in Airspace World 2025. This correlation indicates a strong alignment between communication efforts and web traffic results, confirming the effectiveness of multi-channel outreach (newsletter, LinkedIn, direct links).

Furthermore, the **composition of traffic channels** confirms a key strength: the project's audience actively seeks out Engage 2 content. The site attracted a total of 1.888 users, with a significant majority, 1.840 (97.46%), being new users. This indicates a strong focus on new user acquisition or a relatively new user base. Returning users account for a small portion, 231 (12.24%), of the total users. It's worth noting that the sum of new users and returning users (1840 + 231 = 2071) is greater than the total users (1888), which suggests that some new users may have become returning users.

The current percentage of returning users on the main website is a key metric that highlights the project's evolving online strategy. While a rate of 12.24% may appear low, it is a deliberate and expected outcome of the transition of dynamic content to the Engage 2 Wiki. The main website, launched in November 2023, functions primarily as a high-level showcase for project news and updates. The more interactive and detailed content, including information on events and calls, is now housed on the Wiki, which serves as the central knowledge hub. This strategic shift is designed to funnel returning users, who seek deeper engagement and resources, directly to the Wiki platform. Therefore, the low returning user rate on the main site signifies a successful redirection of traffic to the intended, more dynamic platform.

Looking at the **channel performance for new user acquisition**, it's clear that the site's primary drivers are Direct, Referral and Organic Search[2], collectively bringing in most new users. Direct traffic leads the way, suggesting strong brand recognition or habitual visits, while successful partnerships and external links through Referral channels are also highly effective. Organic Search demonstrates the strength of the site's SEO efforts, proving to be a robust source of new users discovering the content through search engines. In contrast, Organic Social[3] contributes a more modest number of new users, and Email campaigns currently play a very minor role in attracting new audiences, indicating that these channels may be leveraged more for engagement or retention rather than initial acquisition. The

[2] **Organic search**: refers to visitors who found the website by using a search engine like Google. These users were not directed to the site through paid advertisements; they discovered it naturally by searching for a keyword or phrase related to the project.

[3] **Organic social**: visitors who were referred to the website from a social media platform, such as LinkedIn, through unpaid posts or content. These users clicked a link from a project announcement, an event post, or shared content without it being a sponsored or paid promotion.

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relatively low reliance on social media as a traffic generator supports this interpretation, highlighting the site's role as a destination rather than a promotional tool.

Key metrics	Data (Dec. 2024 -July 2025)
Total active users	1.9K
New users	1.8K
Average engagement time per active user	00:01:17
Total views (all pages)	4.4K
Most visited pages	
Home	2.2K views
Hackathon "Save the date" page	360 views
Events	205 views
Resources	197 views
Calls	185 views
User acquisition	
Direct traffic	45.87%
Organic search	24.52%
Referral sources	26.38% **Note**: Only 2.44% came from organic social, suggesting that most interactions are initiated via email campaigns, direct links from partners, or indexed search content

Table 4 Overview of metrics and data of Engage 2 website (timeframe December 2024-July 2025), source: Google Analytics

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		First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user
		Total	1,888 100% of total	1,840 100% of total	231 100% of total	1m 17s Avg 0%
	1	Direct	866 (45.87%)	839 (45.6%)	107 (46.32%)	28s
	2	Referral	498 (26.38%)	495 (26.9%)	23 (9.96%)	3m 20s
	3	Organic Search	463 (24.52%)	447 (24.29%)	93 (40.26%)	44s
	4	Organic Social	46 (2.44%)	45 (2.45%)	6 (2.6%)	27s
	5	Unassigned	13 (0.69%)	12 (0.65%)	1 (0.43%)	22s
	6	Email	2 (0.11%)	2 (0.11%)	1 (0.43%)	1m 15s

Figure 4 New users and user acquisition (December 2024-July 2025), source: Google Analytics

The peak in user activity observed in July 2025 can be directly attributed to the project's comprehensive promotional efforts. This spike coincides with the campaign launched to promote the Summer School in September 2025, effectively driving new user traffic to the website. Furthermore, the peak reflects the successful online dissemination of the job cards and videos, which were designed to attract a younger audience and were strategically shared across social and digital channels.

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Pages and screens: Page title and screen class — Custom Dec 1, 2024 - Jul 28, 2025

	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events
Total		4,440 100% of total	1,881 100% of total	2.36 Avg 0%	1m 17s Avg 0%	12,919 100% of total
1	Home - Engage 2	2,200 (49.55%)	1,310 (69.64%)	1.68	1m 24s	6,829 (52.86%)
2	Save the date for the first Hackathon in Madrid, 24-25 March 2025 - Engage 2	360 (8.11%)	257 (13.66%)	1.40	32s	1,178 (9.12%)
3	EVENTS - Engage 2	205 (4.62%)	140 (7.44%)	1.46	13s	539 (4.17%)
4	RESOURCES - Engage 2	197 (4.44%)	112 (5.95%)	1.76	16s	434 (3.36%)
5	CALLS - Engage 2	185 (4.17%)	113 (6.01%)	1.64	24s	472 (3.65%)
6	News - Engage 2	152 (3.42%)	60 (3.19%)	2.53	26s	347 (2.69%)
7	Engage 2 Hackathon: deadline extended and prizes announced - Engage 2	144 (3.24%)	80 (4.25%)	1.80	28s	353 (2.73%)
8	Engage 2 Winter School in Belgrade: fostering the next generation of ATM researchers - Engage 2	95 (2.14%)	63 (3.35%)	1.51	27s	243 (1.88%)

Figure 5 Overview of most viewed pages of Engage 2 website, source: Google Analytics

The Engage 2 project promotes news and updates through a multi-channel approach to maximize reach and engagement. Updates are published on the website, distributed via external newsletters, and amplified on social media platforms like LinkedIn. As the website's role is to share high-level news, the content is designed to be concise and direct visitors to the more comprehensive information on the Wiki. This explains why the "News" section may not be a top-ranked page, as it is intended to be a stepping stone in the user journey rather than a destination.

3.5 Press and media, update July 2025

Engage 2 communication team intensified its media efforts through a combination of targeted press releases, news items and external dissemination. The aim was to increase the visibility of key initiatives, strengthen institutional positioning, and reach broader segments of the aviation and research communities across Europe.

The project website hosted a series of new news articles and updates covering the launch and registration of the Madrid Hackathon; the Winter School in Belgrade; the release of ATM job videos; Engage 2 participation in Airspace World 2025 and the Tomorrow's Voices initiative; upcoming visibility actions for SIDs 2025 and the Matchmaking App.

3.5.1 Hackathon #1 focused media campaign

One of the most structured press efforts during this period focused on the promotion of the first Engage 2 Hackathon, held in Madrid in March 2025. The campaign included **three dedicated press releases**, coordinated by Deep Blue:

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1. One in Italian and English targeting the national academic and industrial ecosystem (mainly universities and innovation networks in Italy);
2. One in English only, aimed at the broader European aviation research community.

The press releases were disseminated through **Mediaddress**, the journalists and world media database.

The **national bilingual release (Italian/English)**, sent to approximately 784 recipients, achieved an open rate of 17%. This level of engagement is high given the specialized target, e.g. a mix of universities, research institutions and innovation networks in Italy, and reflects a solid interest for event-based opportunities within the national ecosystem. The bilingual format likely contributed to accessibility and clarity, enabling both English-speaking and Italian audiences to engage with the content.

More significantly, the **English-language release** aimed at a broader European audience was distributed to nearly 5,000 contacts. With an open rate of 32%, this release demonstrated a strong resonance across the aviation and research community. The high open rate underscores the relevance of the Hackathon theme across Europe, suggesting that the project's positioning as a facilitator of aviation innovation continues to attract active interest from academic and industrial stakeholders.

No additional press releases were issued. Innaxis supported the campaign by sharing a promotional poster with Spanish universities; although a press release in Spanish had originally been considered, the distribution of the poster was deemed more effective to directly reach students.

Furthermore, consortium partners supported the dissemination through secondary channels: for instance, in the UK, the University of Westminster forwarded the press release to over 2,000 subscribers of the *University Transport Study Group* mailing list, further extending the message's reach within targeted research and academic communities.

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Archivio Liste >> HACKATHON ENGAGE 2 ITA >> Spedizioni a Lista HACKATHON ENGAGE 2 ITA >> **Invito: Costruire le soluzioni aeronautiche di domani: a Madrid il primo Hackathon di Engage 2**

esporta E-mail: **784**

Oggetto:	Invito: Costruire le soluzioni aeronautiche di domani: a Madrid il primo Hackathon di Engage 2
Mailing:	HACKATHON ENGAGE 2 ITA
Email Mittente:	press.office@dblue.it
Nome Mittente:	Deep Blue Press Office
Proprietario:	Giorgio Sestili

Report di spedizione fornito da @mailgun

Numero di indirizzi: 784

- Spedite aperte: 275
- Spedite non aperte: 484
- Non consegnate: 25

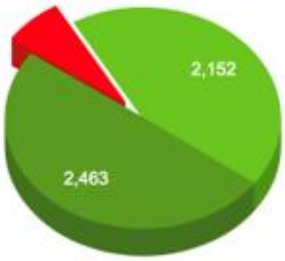
Archivio Liste >> HACKATHON ENGAGE 2 EUROPE >> Spedizioni a Lista HACKATHON ENGAGE 2 EUROPE >> **Building tomorrow's aviation solutions: Engage 2 announces its first Hackathon**

esporta E-mail: **4952**

Oggetto:	Building tomorrow's aviation solutions: Engage 2 announces its first Hackathon
Mailing:	HACKATHON ENGAGE 2 EUROPE
Email Mittente:	press.office@dblue.it
Nome Mittente:	Deep Blue Press Office
Proprietario:	Giorgio Sestili

Report di spedizione fornito da @mailgun

Numero di indirizzi: 4952



- Spedite aperte: 2152
- Spedite non aperte: 2463
- Non consegnate: 337

Figure 6 Performance analytics of the press release campaign for the Engage 2 Hackathon, coordinated by Deep Blue

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From a media strategy perspective, these figures confirm the effectiveness of a tiered communication model, based on three main pillars:

1. A focused, bilingual release capable of engaging a precise national audience;
2. A broader English-only version that resonates across the continent;
3. Coordination with website content and newsletters to reinforce messaging.

These results reinforce the value of deploying multi-level press strategies, combining localized and pan-European approaches, especially for flagship events. They also suggest that future editions of this model could benefit from increased segmentation and follow-up tactics to sustain interest beyond the initial open rates, potentially driving higher click-through rates and media coverage.

Media activity	Date	Link
Past contribution		
Deep Blue at the reins of Engage 2 to Empower the Future of Aviation Workforce	03/07/2023	Link
Weekly Review #208 - London Stansted Airport announces proposal for terminal extension	12/07/2023	Link
The first Engage 2 call for thematic challenges is now OPEN!	29/08/2023	Link
Engage 2: fostering knowledge transfer in air traffic management research and innovation	21/09/2023	Link
Weekly Review #219 - Coordinated air and railway networks in the EU	27/09/2023	Link
Engage 2 announces a PhD call to support European ATM long-term evolution	23/01/2024	Link
Weekly Review #235 - ATM Trade shows and events	31/01/2024	Link
Weekly Review #231 - The power of ATM expertise in sales	28/02/2024	Link
Engage 2 PhD Call deadline extended	23/02/2024	Link
Engage 2 PhD Call deadline extended	29/02/2024	Link
SESAR Engage 2 KTN – 1° bando nell'ambito della gestione del traffico aereo	12/03/2024	Link
Engage 2 opens the first call for Catalyst Funding in Air Traffic Management	24/03/2024	Link
MAIA | Leonardo | Airspace World Highlights | EUR 26 Million investment …	27/03/2024	Link
Weekly Review #235 - Airspace World 2024 was a soaring success	27/03/2024	Link
Weekly Review #245 -Understanding the Pricing Challenges in ATM	05/06/2024	Link

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EUREKA| Aeroporti di Roma| Call to action! Transition to new service delivery model | PEACOCK	18/07/2024	Link
Engage 2 shines at the European Researchers' Night 2024 in Trieste	21/10/2024	Link
Engage 2 shines at the European Researchers' Night 2024 in Trieste - SESAR JU	23/10/2024	Link
SESAR Engage 2 KTN – Bando per finanziamenti Catalyst nel campo della gestione del traffico aereo	N/A	Link
Engage Winter School 2025	N/A	Link
SESAR Innovation Days 2024: A catalyst for ATM transformation	14/11/2024	Link
Engage 2 Hackathon and Winter school	28/11/2024	Link
SESAR Innovation Days 2024: A catalyst for ATM transformation	14/11/2024	Link
Join the Engage 2 Hackathon	N/A	Link
Weekly Review #271: The meeting of the ATM and academia worlds	4/12/2024	Link
Engage 2 promotion, hackathon	N/A	Link
Building tomorrow's aviation solutions: Engage 2 announces its first Hackathon	13/01/2025	Link
Building tomorrow's aviation solutions: Engage 2 announces its first Hackathon	15/01/2025	Link
Building tomorrow's aviation solutions: Engage 2 announces its first Hackathon	17/01/2025	Link
Registration opens for air traffic hackathon in Madrid	20/01/2025	Link
Weekly Review #276: Agile software and air traffic management (ATM)	22/01/2025	Link
Tomorrow's Voices returns to Airspace World. Inspiring the next generation of ATM professionals	29/04/2025	Link
Thematic Workshop: The Future Workforce in the Era of New Entrants	N/A	Link
Engage 2 Summer school 2025 – Registration now open	N/A	Link

Table 5 Contribution to media

3.6 Social media, data update July 2025: LinkedIn

From December 2024 to July 2025, Engage 2 focused its social media activity exclusively on LinkedIn, consolidating the strategic transition away from X (formerly Twitter). This move allowed the project to concentrate resources on a single, professional-oriented platform, ensuring clearer targeting and

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higher-quality engagement with its core audiences: students, researchers, ATM professionals and institutional stakeholders. The editorial approach combined:

- Visual formats (animated cards, carousels, banners)
- Video materials (hackathon and ATM role series)
- Direct messaging with clear Call to actions (CTAs, e.g. “Register now”, “Download the cards”, “Meet us in Lisbon”)

During this seven-month period, the LinkedIn page recorded **consistent growth and performance**

Key metrics	Data (Dec. 2024 -July 2025)
Total followers (as per July 2025)	666
New followers since December 2024	+161
Average engagement rate	9.6%
Total impressions	38.723

Table 6 Overview of metrics and data of Engage 2 LinkedIn page, source: LinkedIn analytics

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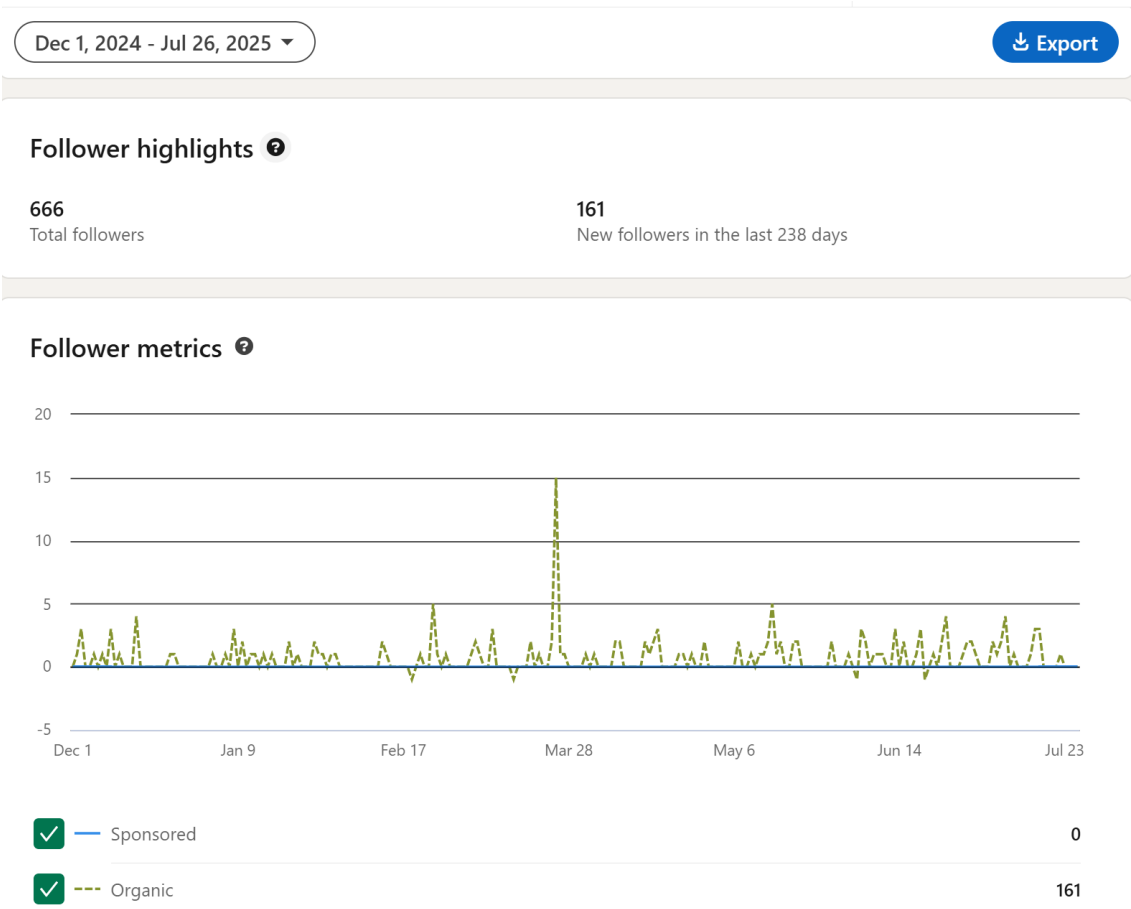

Figure 7 LinkedIn followers December 2024-July 2025, source: LinkedIn analytics

The peak observed in March is directly linked to the first Engage 2 Hackathon, which took place from March 24–25, 2025, in Madrid. The surge in engagement reflects the project's strategy of publishing live content during the event, including real-time updates, photos, and highlights from the competition. This approach effectively captured the excitement of the event and drove increased traffic and attention to the project's social media channels and website during that period.

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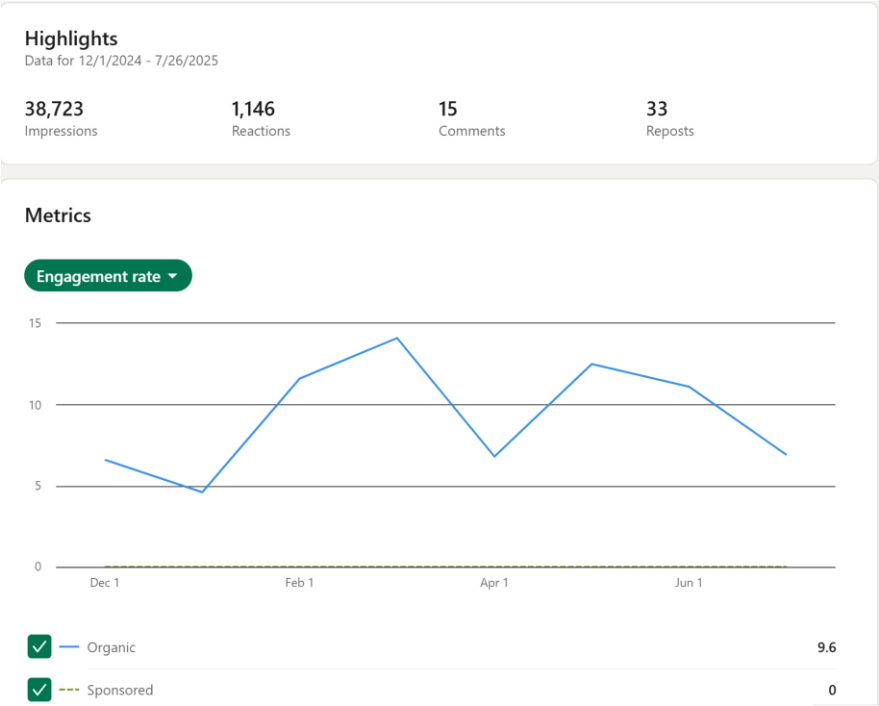

Figure 8 LinkedIn engagement rate[4] December 2024-July 2025, source: LinkedIn analytics

[4] **Engagement rate**: key indicator of user interaction, measured by the total number of reactions, comments and shares (reposts) a post receives. A high engagement rate suggests that the content is not only being seen but is also prompting meaningful interaction, thereby amplifying the project's message and fostering a strong community.

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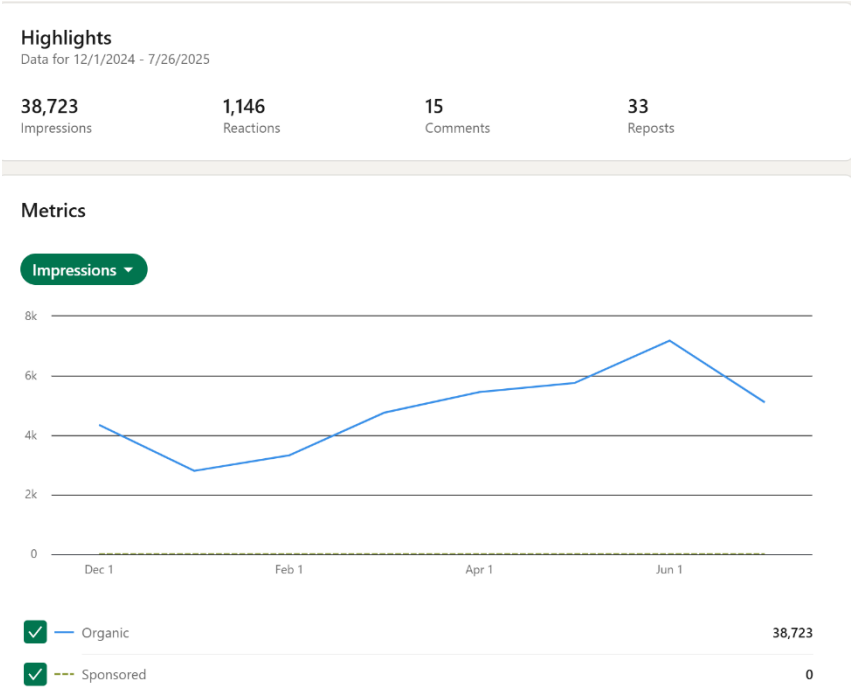

Figure 9 LinkedIn impressions[5] December 2024-July 2025, source: LinkedIn analytics

The data confirms that LinkedIn remains a key driver of visibility and qualified engagement. The content reached a broad and responsive audience, with strong performance especially around project events and calls. The average number of impressions per post (1,075) and a steady engagement rate suggest a behaviour typical of a specialised audience:

- Users often click or react to posts with direct professional relevance (e.g. event invitations, video on ATM roles, app launch);
- Carousel or video formats showed higher click-through and interaction rates, particularly when visual storytelling was used to break down complex initiatives;
- Posts featuring student-targeted content (Winter School, Job Cards, Hackathon) attracted more reactions and reshares, while those targeting industry stakeholders (e.g. workshops, app launch) had fewer interactions but longer dwell times[6].

Tagging of institutional accounts (SJU, EUROCONTROL, CANSO, project partners) further extended the organic reach of key announcements.

LinkedIn will continue to serve as the main external outreach channel, with a focus on interaction, campaign-based visibility and audience acquisition aligned with academic and event calendars.

[5] **Impressions**: total number of times a piece of content has been displayed to users. It is a measure of the content's total visibility, regardless of whether a user clicked on it or interacted with it.

[6] **Dwell time** refers to the amount of time a user spends viewing a piece of content before taking further action (e.g., scrolling, clicking, or exiting). It is considered an indicator of user interest and content relevance, even in the absence of direct interaction such as likes or comments

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3.6.1 Campaign #1: Winter School (Summer 2024–January 2025)

Initially conceived as a summer awareness campaign, the communication strategy for the Winter School in Belgrade was revised after the event was rescheduled to January 2025. The promotional effort extended across two semesters and combined a tailored LinkedIn push, targeting early-career researchers and students interested in ATM and focused mailing initiative, directed at European universities previously contacted during Airspace World 2024.

Posts featured essential information (dates, location, topics) paired with animated visuals and were synchronised with the newsletter and website announcements. In the weeks leading up to the event, reminders and testimonials from past initiatives were used to reinforce credibility and interest.

Following socio-political developments in Serbia in late 2024 and early 2025, Engage 2 adopted a respectful tone in its communication, pausing pre-event promotional content. The campaign shifted to post-event coverage, with an emphasis on:

- Documenting the learning experience;
- Sharing participant quotes and images;
- Highlighting the academic value of the programme rather than the logistical or institutional aspects.

This adaptive approach ensured coherence with the external context while preserving the integrity and visibility of the event.

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3.6.2 Campaign #2: Hackathon in Madrid (October 2024 – April 2025)

The Hackathon campaign marked one of the most structured initiatives of the period. Launched in October 2024, it aimed to promote the first Engage 2 Hackathon held in Madrid in March 2025. Key elements included:

- Event-specific visuals and a coordinated tone aligned with the hackathon's brand identity;
- A two-phase campaign: "Save the date" (Oct 2024 - Nov 2024) and "Benefits & Awards" (Dec 2024 -Jan 2025);

The LinkedIn campaign successfully raised awareness beyond the core aviation research community, helping to **attract students and young professionals from multiple disciplines**.

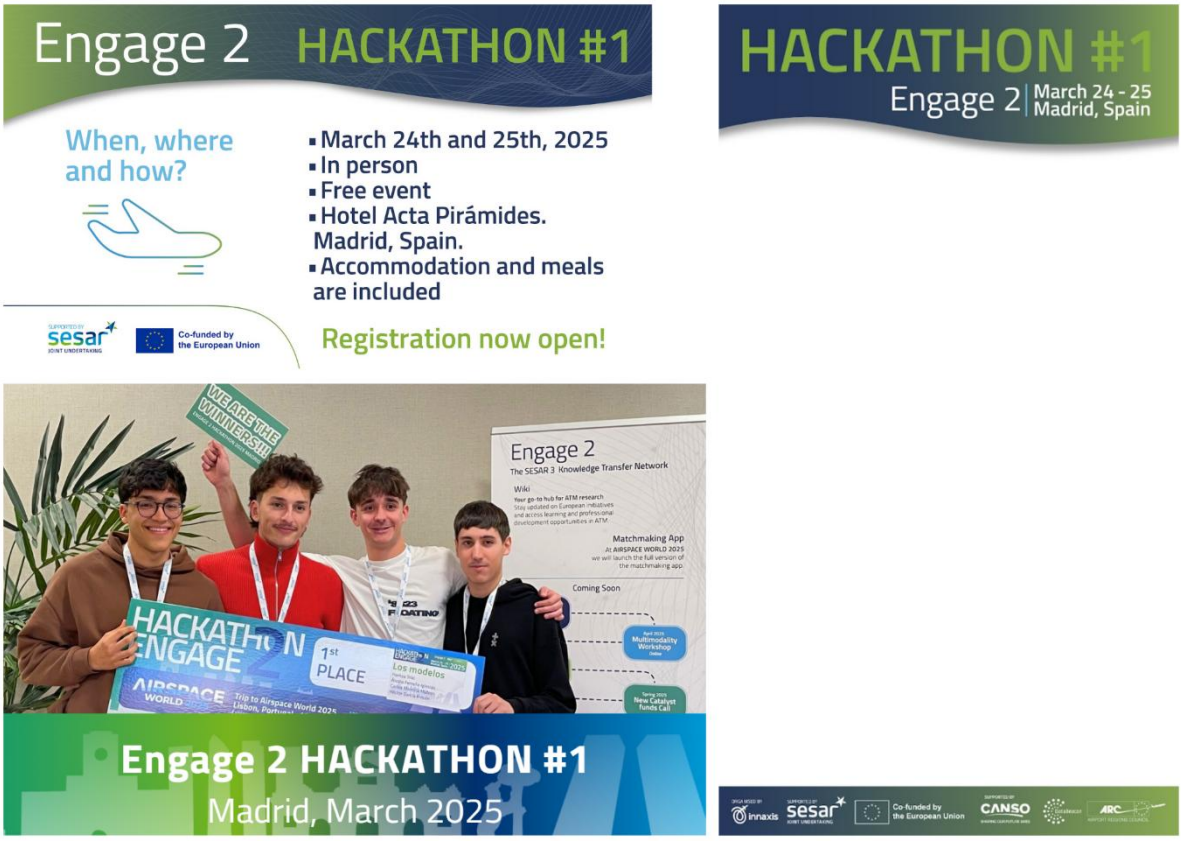

Figure 10 Hackathon #1: templates and social media example cards

Post-event coverage included:

- A set of final visuals produced by Innaxis using the event's custom visual identity;
- A professionally edited summary video, released on LinkedIn and YouTube, showcasing key moments and testimonials;
- A thank-you post to participants and mentors, reinforcing community recognition and supporting the long-term branding of future editions.

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3.6.3 Campaign #3: presentation of job profiles (June 2025 – ongoing until Sep 2025)

Starting in May 2025, Engage 2 launched a progressive social campaign to present its series of 28 ATM Job Cards, developed to showcase the diversity of professions in the sector. The campaign follows a minimalist and structured approach, publishing two cards per week.

Figure 11 Presentation of job in ATM social media campaign, card

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Figure 12 Example of job card shared on LinkedIn

Each post features:

- A single card, visually central to the layout;
- A concise caption, leaving space for the card content to take the lead;
- Colour-coded identifiers linked to the four defined categories (Operational, Technical & Innovative, Human-Centred, Regulatory & Planning).

The campaign is amplified by a series of professionally produced videos, describing three jobs:

1. Human Factors Specialist
2. Air Traffic Controller
3. AI Engineer

More about the videos is described in Chapter 4.6.2.

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This editorial choice emphasises clarity and visibility while building a recognisable visual rhythm. The campaign aims to promote individual careers and reinforce Engage 2's role in mapping and demystifying the ATM job landscape. The full set (all the cards are available on the Wiki) will be completed by September 2025 and will serve as the visual core of future gamified activities and job guidance tools within the Engage 2 ecosystem.

3.7 Social media performance analysis

The Engage 2 project's LinkedIn presence has demonstrated consistent and effective performance, particularly when considering the inherent nature of a European project which typically operates with a specialized, rather than mass, appeal. From December 2024 to July 2025, the dedicated focus on LinkedIn, following a strategic shift from X (formerly Twitter), has allowed for a clearer targeting and higher-quality engagement with its core audiences: students, researchers, ATM professionals, and institutional stakeholders. This focused approach has yielded positive results, with the page accumulating 666 total followers by July 2025, including 161 new followers since December 2024, and achieving a healthy average engagement rate of 9.6%. The total impressions of 38,723 further underscore the visibility gained within this targeted environment.

The success of the LinkedIn page can be largely attributed to an editorial strategy combining visual formats, video materials, and direct messaging with clear calls to action. This approach has confirmed LinkedIn as a key driver of visibility and qualified engagement, reaching a broad and responsive audience, particularly around project events and calls. The average number of impressions per post (1,075) and a steady engagement rate suggest a behaviour typical of a specialized audience that interacts with content of direct professional relevance, such as event invitations, videos on ATM roles, and app launches. Furthermore, the strategic tagging of institutional accounts like SJU, EUROCONTROL, CANSO, and project partners has significantly extended the organic reach of key announcements.

Crucially, the performance metrics indicate that Engage 2 is effectively reaching its intended audience without the need to "reinvent the wheel" for community building. LinkedIn, by its nature, already hosts well-established communities of aviation specialists. Through targeted content sharing and leveraging these existing networks, Engage 2 is successfully tapping into highly relevant groups. Examples include:

- Airlines Industry Professionals Worldwide (130,363 members)
- Aviation professionals and enthusiasts (190,202 members)
- Aviation Network (300,911 members)
- Airlines and Aviation Network (117,374 members)
- Air Traffic Control Network (23,553 members)

Through targeted content sharing, Engage 2's strategy for leveraging its content is based on actively resharing project-related news, updates and events within these relevant groups. This approach allows the project to increase its visibility and effectively reach targeted communities by tapping into existing discussions and pre-established interests. It is important to note that all content is submitted for publication with the understanding that it is subject to approval by the respective group administrators, who may review and moderate posts to ensure they align with the group's specific guidelines before they are published.

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Additionally, the collaboration established with Global Airspace Radar provides a preferential channel to reach another well-built and relevant existing community, further amplifying the project's reach and impact within the ATM sector. This confirms that the project's LinkedIn presence is not just growing in numbers but is effectively engaging with the precise individuals and groups crucial for its objectives.

3.8 External newsletters: performance

As of July 2025, the subscribers to the Engage 2 external newsletter are **337**. The following newsletters have been sent.

#	Title	Date	Tool	Total recipients	Open rate	Link
#1	Greetings from Engage 2	18/12/2023	Mailchimp	88	56.3%	Link
#2	Catalyst Funds (Deadline: May 2024) and Other Opportunities in the ATM Sector	15/04/2024	Mailchimp	92	58.2%	Link
#3	Celebrating a Year of Innovation and Collaboration in ATM	08/07/2024	MailerLite	156	46.15%	Link
#4	Unlock your VIP Pass: upcoming Engage 2 events and updates	28/10/2024	MailerLite	164	50.61%	Link
#5	Ready, set, hack! Register now for Hackathon #1!	16/12/2024	MailerLite	226	54.45%	Link
N/A	Extended deadline! Engage 2 Hackathon #1 now ends on 26/01/2025!	13/01/2025	MailerLite	226	49.12%	Link
#6	From Airspace World to Catalyst Funds: all the latest from Engage 2	07/04/2025	MailerLite	229	48.03%	Link
#7	Summer school #2 open for registration: the latest news from Engage 2	01/07/2025	MailerLite	331	39.88%	Link
N/A	**3.8.1** Engage 2 Summer school in Braunschweig | Have you registered yet?	16/07/2025	MailerLite	325	46.77%	Link

Table 7 External newsletters

In addition to the project's own newsletters, Engage 2 benefits from the proactive support of its partners in promoting key updates and activities through their institutional channels. Following the Year 2 review meeting in July 2025, an action has been put in place to leverage the institutional channels of key partners like EUROCONTROL. This initiative is being actively pursued in collaboration

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with the SJU Programme Manager. In the meantime, the project continues to leverage the promotional efforts of its individual partners to ensure key updates and activities reach the widest possible audience. EASN regularly includes news related to Engage 2 in its external newsletters. Since December 2024, two issues of the EASN Newsletter have featured dedicated sections on Engage 2:

1. EASN Newsletter 2025, Issue #1 highlighted several key milestones and upcoming events, including the successful Winter School in Belgrade, the launch of the Engage 2 Matchmaking App, the Career Fair at Airspace World 2025, and the announcement of the next Catalyst Funds call
2. EASN Newsletter 2025, Issue #2 focused on the Summer School in Braunschweig and promoted the open call for universities and professors to support students in ATM-related fields.

3.9 Videos

Engage 2 has been publishing videos that document and highlight participation in or organization of major events, including:

- **Career Fair at Airspace World 2024**. Video content from the event highlights the project's engagement with industry stakeholders and showcases key presentations and activities
- **Engage 2 project plenary**. A video from the project's plenary session was created to showcase the teamwork and collaboration among consortium members, providing an inside look at the Engage 2 working group
- **European Researchers' Night 2024**. This video captures the interactive elements of Engage 2's participation, emphasising its efforts to engage the public and promote the ATM field.
- **SESAR AI Flagship workshop**. This video captures the work implemented during the workshop held in Rome on the 11 November 2024.
- **Engage 2 teaser**. In response to a request from SESAR, a one-minute teaser video was produced in M15 (September 2024) as part of a social media campaign. This video features a brief interview with the project coordinator, outlining the objectives and major activities planned for Engage 2. The video is available on the SESAR YouTube channel, where it continues to serve as an accessible introduction to the project for a wider audience.
- **Engage 2 Hackathon #1 in Madrid | CODING is our passion**: wrap-up of the hackathon held in Madrid in March 2025. Produced by Innaxis.

As part of Task 2.3, which focuses on creating content to illustrate various ATM job roles, Engage 2 developed three (out of four job videos). These videos are designed to attract young talent to the ATM field by presenting diverse career opportunities in an engaging and accessible manner. For more detailed information, refer to Chapter 4.6.2.

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3.10 Events

Attending and participating in relevant European events is a strategic way to communicate the Engage 2 project's progress, network with industry experts, and stay abreast of the latest developments in the field. The table below offers an overview of the achieved participation and the scheduled ones and collects events for both communication and dissemination scopes.

Event	Date	Place	Information to be shared	Importance for the project
		Past events		
SESAR Annual conference 2023	10 October 2023	Brussels	Project presentation and promotion of the surveys	High - Showcasing SESAR R&D activities
SESAR Innovation Days 2023	28-30 November 2023	Seville	Project presentation and future research directions	High - Showcasing SESAR R&D activities
Airspace world 2024	18-21 March 2024	Geneva	Engage 2 Career Fair and panel on future skill with key stakeholders	High - To demonstrate project aims to ATM professionals and gather feedback
Tomorrow's Voices 2024	20-21 March 2024	Geneva	Opportunities for young professionals	High - To demonstrate project aims to ATM young professionals and gather feedback
Future skies: tomorrow's voices – panel "Future Aviation Workforce and new skills for a transformative future"	21 March 2024	Geneva	Key insights on the need to adapt the aviation workforce to technological change, including future skill requirements, training gaps, and talent attraction strategies	High - To demonstrate project aims to ATM professionals and gather feedback
Fly AI Forum 2024	29-30 April 2024	Brussels	Project presentation and future research directions	High - Showcasing SESAR R&D activities
European Researchers' Night 2024	27 September 2024	Trieste	Engage 2 quiz game	Medium – Engage with citizens
14th EASN International Conference	8-11 October 2024	Thessaloniki	Matchmaking app presentation	High - Showcasing SESAR R&D activities
SESAR AI flagship workshop	11 November 2024	Rome	Research findings and future research directions	High - Showcasing SESAR R&D activities

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SESAR Innovation Days 2024 (and future editions)	12-15 November 2024	Rome	Research findings and future research directions	High - Showcasing SESAR R&D activities
Joint info session on Synergies between European and national/regional research & innovation programmes in the aviation sector (organized by the ECARE Digital Platform and Clean Aviation)	10 December 2024	Brussels	Research findings and future research directions	High - Showcasing SESAR R&D activities
SESAR annual conference 2025 (and future editions)	18 February 2025	Brussels	Research findings and future research directions	High - Showcasing SESAR R&D activities
Airspace world 2025	13-15 May 2025	Lisbon	Research findings and future research directions	High - To demonstrate project aims to ATM professionals and gather feedback
Tomorrow's Voices 2025	14-15 May 2025	Lisbon	Opportunities for young professionals	High - To demonstrate project aims to ATM young professionals and gather feedback
Future events				
European Researchers' Night 2025 (and future editions)	September 2025	TBC	TBC, according to different organisations	Medium – Engage with citizens
15th EASN International Conference	14-17 October 2025	Madrid	Project activities presentation and new Open day event	High - Showcasing SESAR R&D activities
SESAR Innovation Days 2025	1-4 December 2025	Bled	Project presentation and future research directions	High - Showcasing SESAR R&D activities
TRA 2026	18-21 May 2026	Budapest	Project presentation and future research directions	Medium - Showcasing project activities

Table 8 Events

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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 example of such an event is the **European Researchers' Night.** This 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. By presenting Engage 2 serious game, videos and the cards developed to show the ATM related jobs, 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. According to the final calendar of each edition of the European Researchers' Night, Engage 2 aims to participate in four different editions held in Italy, Spain, Greece and Serbia. The participation must be confirmed by all the partners.

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3.11 Communication key performance indicators (KPIs) and success criteria

Please note that for the metrics related to website traffic, due to the yearly KPIs set, data collected in the table below refers to the full 2024 year, from 1st January to 31st December.

The current metrics for communication activities, as detailed in the KPI table below, indicate that the project is progressing well toward its set targets. The website has successfully attracted 1.4K new users in 2024, with a strong acquisition strategy evidenced by the fact that the majority of these users found the site directly or through organic search. The project is also well on its way to reaching its social media follower goal and has already significantly exceeded its target engagement rate with a high rate of 9.3%.

Furthermore, the newsletter performance shows strong audience interest, with consistently high open rates ranging from 46.15% to 58.2% (see Table 7 – External newsletter). This metric confirms the effectiveness of the project's communication in reaching and engaging its specialized target audience. These communication metrics are directly linked to the success of the dissemination strategy outlined in Chapter 4, as these channels have been instrumental in promoting key dissemination activities, such as the Winter School and the Hackathon in Madrid.

Action	Metrics	Success criteria	Currently achieved	Last update	Annual growth
Engage 2 Website	# active users	1.200+ per year	1.5K (Jan-Dec 2024)	28/07/2025	+1.5K (2024)
	# page views	4.500+ per year	4.7K		+4.7K
	Average time of visit	2'+ duration of the visit	3'.29" average time (website)		+3'.29"
Media relations	# of press releases	At least 4 press releases	4 (one in two languages)	28/07/2025	+3 (since D6.3)
	# of articles (on-line and printed)	16+	34		+14 (since D6.3)
Newsletters	# newsletter	16+	9	28/07/2025	+5 (since D6.3)
	# subscriptions	300+	179		+158 (since D6.3)

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Social media activities	# followers	1100+ followers	666	28/07/2025	+160 (since D6.3)
	Engagement rates (via SNs analytics)	>3% engagement rate (LinkedIn)	9.3%		+1.9 (since D6.3)
Videos	# promotional videos	2	6	28/07/2025	+5 (since D6.3)
Participation to the European researchers' night	# editions	4	1	28/07/2025	+0 (since D6.3)
	# countries	4 (e.g. Italy, Spain, Greece, Serbia)			

Table 9 Communication KPIs and success criteria (update July 2025)

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4 Dissemination

4.1 Dissemination objectives and strategy

Dissemination activities in the Engage 2 project are critical to achieving its overarching goals of fostering collaboration, advancing innovation, and promoting knowledge transfer within the ATM sector. Engage 2's dissemination strategy is aligned with the project's mission to maximise the impact of its research and activities. The key objectives are as follows:

1. **Raise awareness**. Increase visibility of Engage 2 among target audiences, including academia, industry, and policymakers, by highlighting its objectives, activities, and results.
2. **Promote knowledge exchange**. Foster collaboration and the exchange of expertise within the ATM community by disseminating research findings, best practices, and innovative solutions.
3. **Support career development**. Engage students and young professionals by showcasing opportunities in ATM, encouraging their active involvement in the field through tailored content, such as videos and events.
4. **Stimulate participation**. Drive engagement in project activities, such as thematic challenges, Catalyst calls, and events like summer schools and hackathons.
5. **Demonstrate impact of research**. Communicate the relevance and potential impact of the project outcomes to stakeholders and the broader public, ensuring transparency and accountability.

The Engage 2 dissemination strategy employs a multi-channel and audience-centered approach to ensure the effective delivery of its messages. Key elements of the strategy include:

1. **Targeted messaging**. Dissemination activities are tailored to the needs and interests of distinct stakeholder groups, such as academia, industry, policymakers, and students. Messages emphasise the relevance and benefits of project outcomes to each group.
2. **Diverse channels**. A combination of online and offline channels is used to reach the widest possible audience. These include the Engage 2 website, the Wiki, social media platforms (primarily LinkedIn), newsletter, and participation in events like SIDs and Airspace World.
3. **Collaborative efforts**. Dissemination activities are closely coordinated with the SJU and other key stakeholders to align messaging and amplify impact.
4. **High-quality content**. Content produced for dissemination is designed to be visually appealing, engaging, and accessible to a broad audience, ensuring effective communication.
5. **Data-driven refinement.** The strategy is continuously refined based on performance metrics and feedback from stakeholders. Metrics such as website and Wiki traffic, social media engagement and participation rates in project activities are closely monitored to evaluate the success of dissemination efforts.

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4.2 Dissemination target audiences

The target audiences for dissemination are aligned with those identified for communication.

Target	Channels, participation to events and activities	Description and expected outcomes
Aviation academia and research **SESAR Consortia**	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 game Open Days Summer schools Hackathons Dissemination events	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, webinars, social media, and the Engage 2 Wiki to engage this audience

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	External dissemination events
	SIDs

Table 10 Dissemination target audiences

4.3 Dissemination channels

Channel	Objective	Tools	Information to be shared
Engage 2 Wiki	Generating Understanding, Ensuring Impact	The Wiki	Project results, relevant information in the ATM field
Engage 2 Matchmaking app	Generating Understanding, Ensuring Impact	The Matchmaking app	Career opportunities in ATM and aviation field
Engage 2 Workshops	Generating Understanding, Ensuring Impact	Presentations, posters, graphic materials	Project Progress, Project Results
Engage 2 Open Days	Generating Understanding, Ensuring Impact	Presentations, posters, graphic materials	Project Progress, Project Results, career opportunities in ATM and aviation field
Engage 2 Hackathons	Generating Understanding, Ensuring Impact, Foster Engagement	Presentations, posters, graphic materials	Project Progress, Project Results
Engage 2 serious game	Generating Understanding, Ensuring Impact, Foster Engagement	Designed serious game	Career opportunities in ATM and aviation field
Engage 2 dissemination event	Generating Understanding, Ensuring Impact	Presentations, posters, graphic materials	Project Progress, Project Results,
Scientific publications	Ensuring Impact, Foster Engagement	Scientific journals	Projects results
Engage 2 newsletter	Generating Understanding, Ensuring Impact	Project Newsletter	Project Progress, Project Results

Table 11 Dissemination channels

4.4 Engage 2 Wiki: update and general overview

The Wiki was officially presented at the SESAR Innovation Days 2024 in Rome, where it received positive feedback for its intuitive structure and breadth of content. Since its launch, it has hosted the dynamic components of the Engage 2 communication strategy, serving as the digital interface for event promotion, participant onboarding, and long-term resource sharing.

Since its relaunch in December 2024, the Engage 2 Wiki has progressively become the project's central repository and the primary access point for all dissemination and engagement-related content.

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Developed to support the project's mission of fostering collaboration and knowledge transfer in the ATM sector, the Wiki now operates as the main reference space for students, researchers, industry stakeholders, and policymakers.

The platform consolidates all relevant opportunities, calls, and updates, including:

- Announcements of the Engage 2 Winter School (January 2025, Belgrade) and Summer School (September 2025, Braunschweig)
- Hackathon #1 registration campaigns and resources
- Documentation and results related to Thematic Challenges and Catalyst funding
- Career guidance content and job profiles, including those developed for the matchmaking app
- Educational material from workshops and cross-fertilisation events.

This approach reflects the strategy outlined in D6.3 and aligns with the project's broader vision of creating a sustainable knowledge hub. The shift in content management from the main website to the Wiki has been executed according to plan, ensuring users have a streamlined, consistent experience.

Importantly, the Wiki's structure (divided into four thematic pillars: *Training and Workshops*, *Careers and Opportunities*, *Education and Research* and *Repository)* has proven effective in supporting audience-specific content and navigation. The updated design and migration to WordPress (from the earlier MediaWiki format) have facilitated this usability, improving accessibility, update speed and visual alignment with the SJU visual identity.

The current use of the Wiki shows that it is no longer just a support tool but a cornerstone of Engage 2's dissemination and community-building efforts. This demonstrates the project's capacity to operationalise its communication assets and ensure continuity beyond individual events or campaigns.

4.4.1 Wiki analytics and performance overview

Between December 2024 and July 2025, the Engage 2 Wiki registered a significant growth in reach and engagement.

Key metrics	Data (Dec. 2024 -July 2025)
Total active users	1.4K
New users	1.4K
Average session duration	00:04:44
Total views (all pages)	9K

Table 12 Wiki key metrics, source: Google Analytics

Following the platform relaunch in late 2024, a first major traffic peak was recorded in December 2024, associated with the launch of the Engage 2 Winter School campaign. Smaller but notable traffic increases were observed in early January 2025, aligned with the opening of registrations for the first Engage 2 Hackathon. Throughout March 2025, traffic remained consistently high, reflecting ongoing

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interest and interactions during the active promotion phase of the Hackathon and associated communication campaigns.

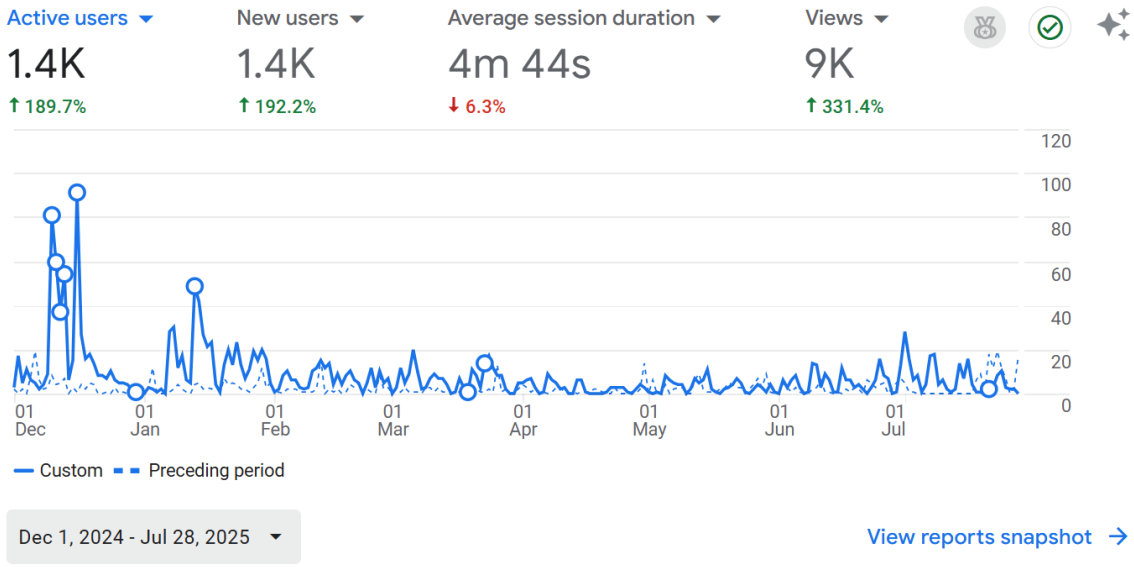
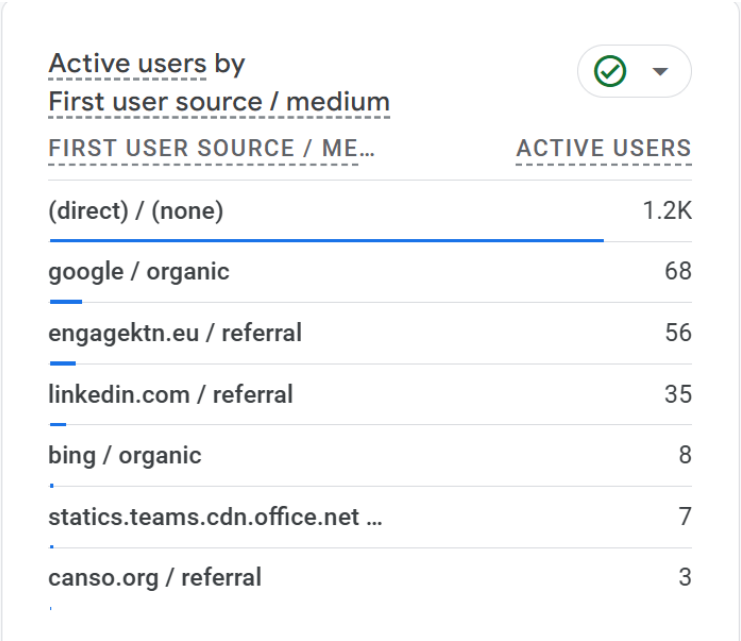


Figure 13 Wiki analytics, overview December 2024-July 2025, source: Google Analytics



Active users by
First user source / medium

FIRST USER SOURCE / ME...	ACTIVE USERS
(direct) / (none)	1.2K
google / organic	68
engagektn.eu / referral	56
linkedin.com / referral	35
bing / organic	8
statics.teams.cdn.office.net ...	7
canso.org / referral	3

Figure 14 Wiki active users, first source, source: Google Analytics

Despite a slight drop in average session duration, the metric remains above four minutes per visit, indicating strong content usability and relevance. Users are likely navigating through structured resources or completing concrete tasks, such as accessing event details or submitting applications.

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These data confirm the effective implementation of the strategy outlined in D6.3, which positioned the Wiki as the single-entry point for all Engage 2 activities, including calls, events, educational formats and curated content targeting young professionals in the ATM sector.

The **most visited pages** reflect the project's main community-building and promotional efforts, especially around hackathons and educational opportunities (see table below).

Page	Views	Active users	Average engagement time
Hackathon	1.970	733	00:01:04
Home page	1.066	292	00:00:42
Job cards (online since 5th June 2025)	978	28	00:01:36
Hackathon – Terms and conditions	784	137	00:01:54
Summer school	748	198	00:00:53
Thematic challenges workshop outcomes	478	56	00:01:06
Catalyst projects	349	56	00:01:07
Engage thematic challenges	341	97	00:00:51
Papers	157	31	00:01:16
Career videos (online since 5th June 2025)	149	9	00:01:18

Table 13 Wiki analytics, views by page (Dec. 2024 - July 2025), source: Google Analytics

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Pages and screens: Page title and screen class — Custom Dec 1, 2024 - Jul 28, 2025

	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count (All events)	Key events (All events)
	Total	8,990 100% of total	1,382 100% of total	6.51 Avg 0%	1m 39s Avg 0%	20,363 100% of total	0.00
1	Hackathons – EngageWiki	1,970 (21.91%)	733 (53.04%)	2.69	1m 04s	5,034 (24.72%)	0.00 (–)
2	EngageWiki	1,066 (11.86%)	292 (21.13%)	3.65	42s	2,991 (14.69%)	0.00 (–)
3	Job Cards – EngageWiki	978 (10.88%)	28 (2.03%)	34.93	1m 36s	1,450 (7.12%)	0.00 (–)
4	Hackathon Terms and Conditions – EngageWiki	784 (8.72%)	137 (9.91%)	5.72	1m 54s	1,233 (6.06%)	0.00 (–)
5	Summer schools – EngageWiki	748 (8.32%)	198 (14.33%)	3.78	53s	1,809 (8.88%)	0.00 (–)
6	Thematic challenges workshop outcomes – EngageWiki	478 (5.32%)	56 (4.05%)	8.54	1m 06s	769 (3.78%)	0.00 (–)
7	Catalyst projects – EngageWiki	349 (3.88%)	56 (4.05%)	6.23	1m 07s	611 (3%)	0.00 (–)
8	Engage thematic challenges – EngageWiki	341 (3.79%)	97 (7.02%)	3.52	51s	697 (3.42%)	0.00 (–)
9	Papers – EngageWiki	157 (1.75%)	31 (2.24%)	5.06	1m 16s	354 (1.74%)	0.00 (–)
10	Career Videos – EngageWiki	149 (1.66%)	9 (0.65%)	16.56	1m 18s	202 (0.99%)	0.00 (–)

Figure 15 Wiki most viewed pages, December 2024-July 2025, source: Google Analytics

Among the Wiki pages, the **Job Cards** section stands out for its remarkably high engagement: although it only registered 20 active users since its launch on 5 June 2025, each user viewed the page an average of 48 times, with an average engagement time of 1m 44s. This data confirms the strong relevance and usability of the content for targeted users, likely due to the gamified approach and its connection to the "Inspirational Tour" activity. The section is supported by a social media campaign running from June to September 2025, which is expected to broaden its reach in the coming weeks.

Additionally, the **Career Videos and Papers pages**, despite a limited number of visitors, show encouraging engagement levels (1'40" and 1'28" respectively), suggesting that the content resonates well with users who find it. These pages would benefit from increased visibility through LinkedIn promotion or newsletter features, as their relevance for students and early-career professionals is clear and this strategy will be taken into consideration for coming months.

Finally, the **Hackathon and Summer School pages** not only attracted a high number of views and users, but also generated the largest volume of tracked interactions, with over 5,000 and 1,600 events respectively. These data demonstrate the effectiveness of the event-related communication strategy and the ability of Engage 2 to activate users around key opportunities for engagement and learning.

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4.5 Matchmaking app: state of the art and revised launch strategy

The Engage 2 Matchmaking App has been designed as a key tool to support networking, visibility of career opportunities, and collaboration across the ATM ecosystem. Following an initial development phase concluded in December 2024, the app was tested during the Engage 2 Winter School held in Belgrade on 30 January 2025. The user testing session focused on assessing usability and identifying improvement areas across three core functionalities: Matching, Opportunities, and Exploration of Institutions. Based on structured feedback from participants, several design and logic updates were prioritised for implementation.

Figure 16 Matchmaking app, with icon

Due to technical challenges, the previously planned public release of the app at Airspace World 2025 was postponed. This delay has allowed the team to prioritise usability, robustness, and content integration.

The app is now undergoing further refinement, with the **official release scheduled for the SESAR Innovation Days (SIDs) 2025**. The decision to launch during SIDs aligns with Engage 2's positioning within the SESAR community and ensures visibility among the app's primary user groups: students, early-career professionals, researchers, and industry representatives.

To maximise uptake and engagement, Engage 2 will roll out a structured strategy to build a community around the app:

Action	Description
Amplification through key networks	Engage 2 will leverage its collaborations with large-scale communities such as Global Airspace Radar, CANSO, SESAR JU, AviAll and others to disseminate information about the app, driving both awareness and user acquisition.
Partner engagement	Consortium partners will promote the app through their institutional channels and networks, including internal mailing lists, academic platforms, and events.
Newsletter campaigns	Dedicated features in the Engage 2 newsletter and selected partner newsletters will present the app's functions and benefits, encouraging registration and active participation.

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Social media campaigns and activations	A promotional campaign on LinkedIn will highlight user scenarios, reinforcing the app's value proposition for different user profiles. Specific content formats will include, for example, teaser videos, walkthroughs and user spotlights.

Table 14 Matchmaking app, strategy to build the community

This multichannel outreach approach, combined with the app's refined functionalities and alignment with user needs, is intended to ensure the tool becomes a lasting asset for the ATM community.

For technical specifications and the development methodology, please refer to deliverable *D2.2 – Engage 2 Matchmaking App* (available on STELLAR).

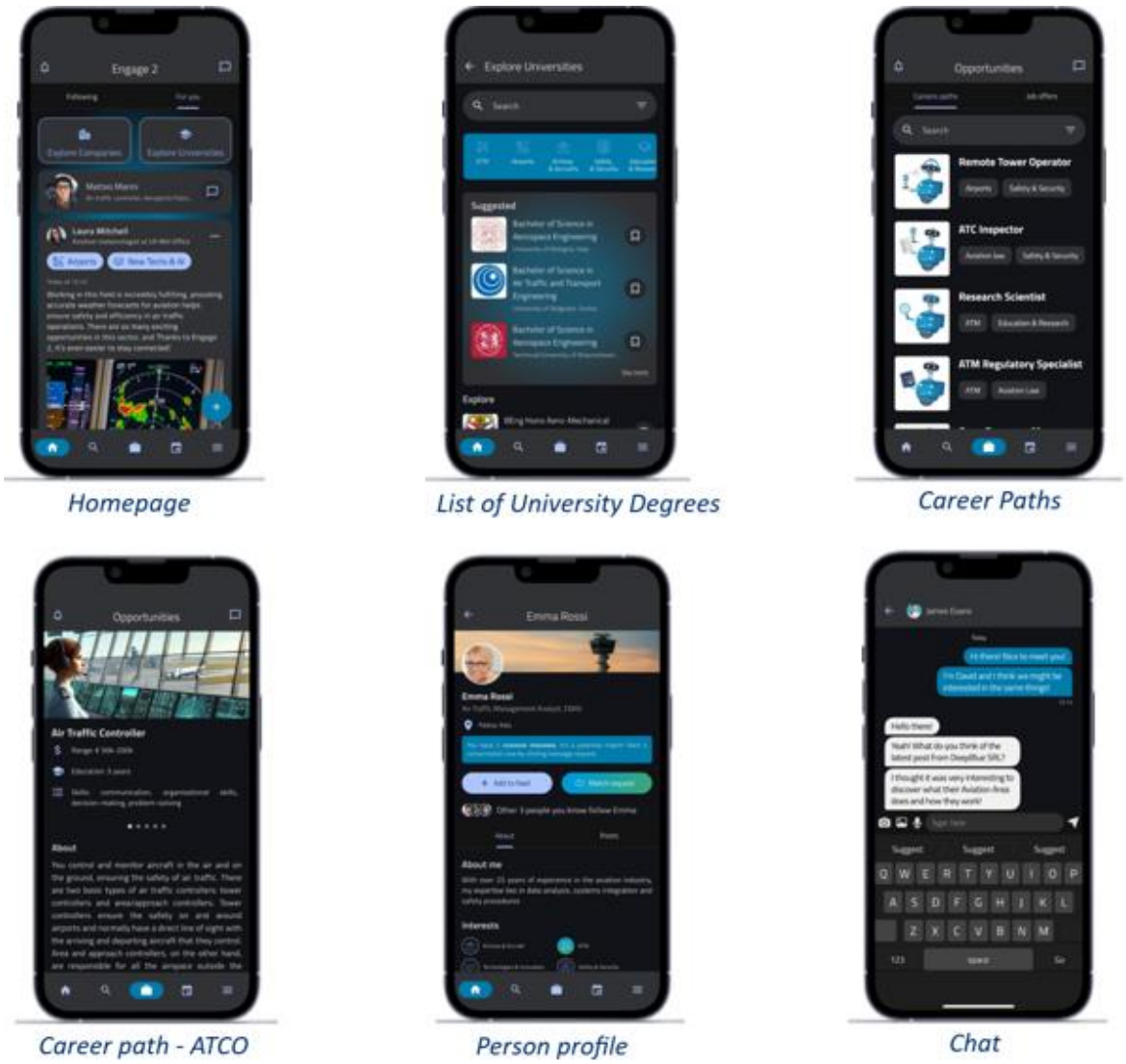

Figure 17 Matchmaking app, Figma mock-ups, interfaces

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4.6 Cards and videos on ATM jobs

As part of Engage 2's broader objective to inform and inspire the next generation of ATM professionals, a dedicated effort was made to develop accessible, informative and visually engaging tools that communicate the wide range of career opportunities within the sector. Two complementary outputs were produced: the ATM Job Cards and a series of short videos.

4.6.1 ATM job cards

A total of 28 job cards were developed, each representing a different role within the ATM sector. These roles were initially mapped and described by EASN using a standardised template designed to present essential information in a clear and accessible format. Each card includes the following sections: job description, salary, daily routine, impact on private life, skills and competencies, selection criteria, education, and years of training required.

Deep Blue was then responsible for translating this content into a visually coherent format. A consistent graphic design was applied across all cards to ensure user-friendly readability and thematic continuity. A strategic focus was placed on the visual identity and physical specifications to enhance usability and appeal, particularly for younger audiences.

- **Format and material**: an atypical size of 17x13cm was chosen to evoke the feel of a playing card, supporting interactive formats and gamified usage. High-quality 350g paper was selected to ensure durability and tactile appeal, particularly in face-to-face events.
- **Colour coding**: the four core competency areas identified by Engage 2 were each assigned a distinct colour from the project palette, facilitating quick recognition and categorisation:
    - Human-Centred: Green Grass (#7AB51D)
    - Operational: Light Blue (#009DD9)
    - Regulatory & Planning Management: Dark Green (#199C69)
    - Technical and Innovative: Deep Blue (#0D306F)

A unique feature of each card was the inclusion of a customisable **avatar,** a robot figure designed to symbolise technological progress without representing any specific gender or ethnicity. This neutral character was adapted for each profession by integrating job-specific accessories, helping to illustrate the nature of the role in an approachable yet professional way.

The layout of the card was designed to balance visual clarity with information density. Text was limited to the minimum necessary to maintain legibility, with careful attention to line length and font size. The cards were produced in both digital and print formats. The digital versions are available for download from the Engage Wiki, while the printed versions were distributed and used effectively during Airspace World 2025 in Lisbon.

At Airspace World 2025, the cards served two key functions. First, they were used during the Engage 2 Thematic Workshop to encourage interactive discussion around skill needs and career trajectories. Second, they were a central element of the Inspirational Tour, guiding students and young professionals as they navigated the exhibition stands and explored the real-world application of ATM professions.

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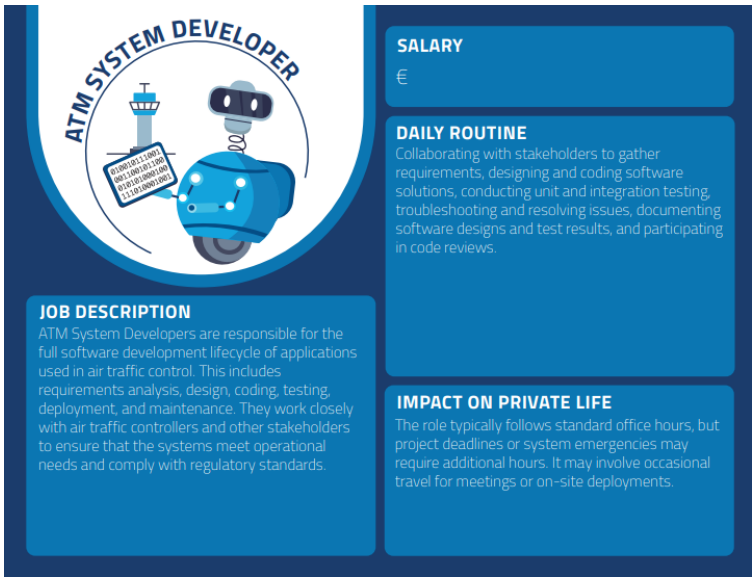

Figure 18 ATM Job card example, front

Figure 19 ATM Job card example, back

4.6.2 ATM job videos

In parallel to the job cards, Engage 2 produced a series of short video interviews, each featuring a different professional within the ATM sector. Four key job roles, one from each core category, were selected for this video format:

1. Artificial Intelligence Specialist (Technical and Innovative)
2. Air Traffic Controller (Operational)
3. Human Factors Specialist (Human-Centred)
4. Airspace Management & Design Specialist (Regulatory & Planning Management)

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Each video follows a dual-interview structure, featuring both a male and female professional to ensure gender balance and diversity of perspective. Interviewees discuss their daily work, career pathways, required competencies, and personal motivations. To enhance engagement and cohesion with the project's visual identity, each video integrates motion graphics and a stylised version of the Engage 2 avatar, which performs contextual gestures and annotations aligned with the dialogue.

Three of the four videos have been published and are available both on the Engage Wiki and the Engage 2 YouTube channel. They were also relaunched via the project's external newsletter and are being actively promoted through a targeted social media campaign running from June to September 2025. The videos will be integrated into the Engage 2 matchmaking app, forming part of its suite of interactive career guidance tools.

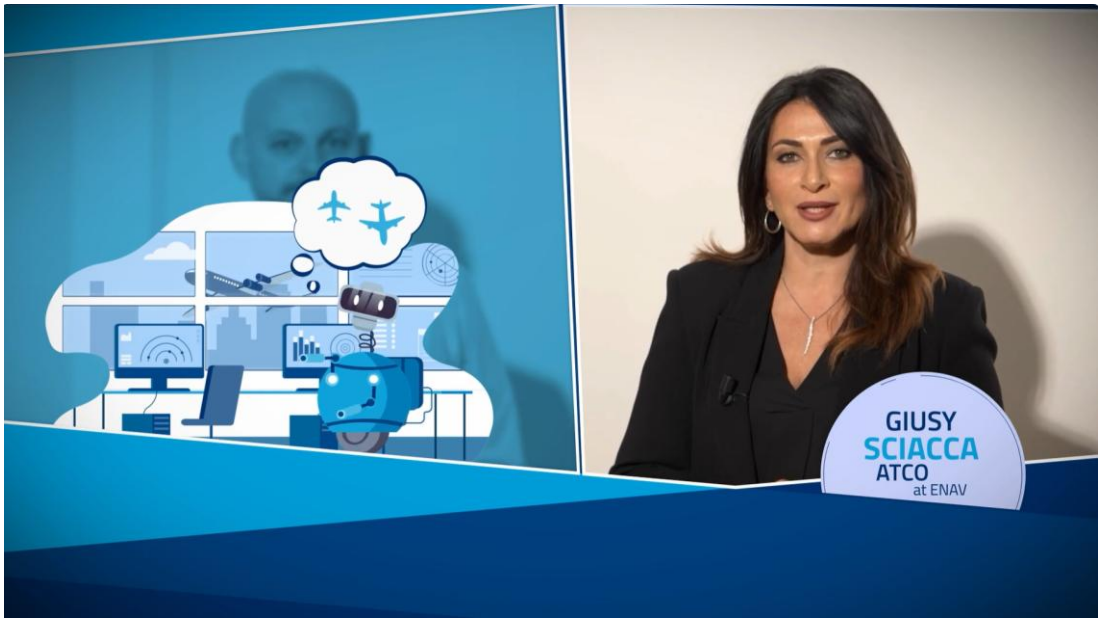

Figure 20 ATM Job video, example with visual

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4.7 Inspirational tours

Engage 2 launched the *Inspirational Tours* format as part of the "Tomorrow's Voices" programme at Airspace World 2025 (Lisbon, 15 May 2025). This initiative was designed as an interactive, gamified career exploration experience aimed at bridging the gap between young talents and aviation professionals. The activity targeted students and early-career professionals attending the exhibition, offering a guided discovery of ATM professions through a structured path of engagement with industry representatives. At its core, the format sought to promote career awareness and facilitate early-stage networking in a highly accessible and visually engaging manner.

Figure 21 Inspirational tour 2025, scene 1

Participants were provided with a printed Career Passport, a custom-designed booklet that guided them through two thematic tours within the exhibition space. Each tour was structured around four ATM professions and linked to a curated list of exhibitor companies. The overarching objectives were to

- introduce participants to a broad spectrum of ATM and aviation careers
- facilitate direct interactions with professionals representing each job profile
- encourage learning through dialogue and gamified exploration
- offer a tangible and meaningful takeaway to reinforce the experience

Each profession included in the passport was visually represented by a dedicated robot-avatar, contributing to the accessibility and memorability of the activity for younger audiences. Participants were invited to visit company booths corresponding to each role, engage in short one-to-one conversations with experts, and collect stamps as a record of their progress. To support the activity, a complete set of dedicated visual materials was developed, including the Career Passport layout, stickers, profession icons, and avatar illustrations. These graphics ensured clarity, consistency, and

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strong visual identity across all elements of the experience, enhancing usability and engagement on-site.

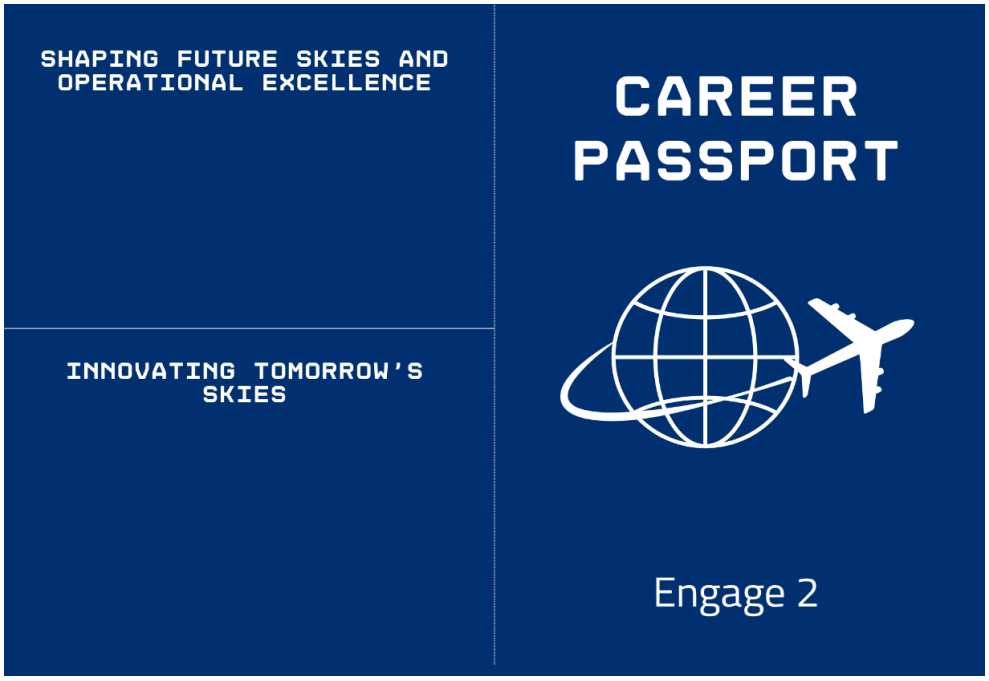

Figure 22 Career passport, outside

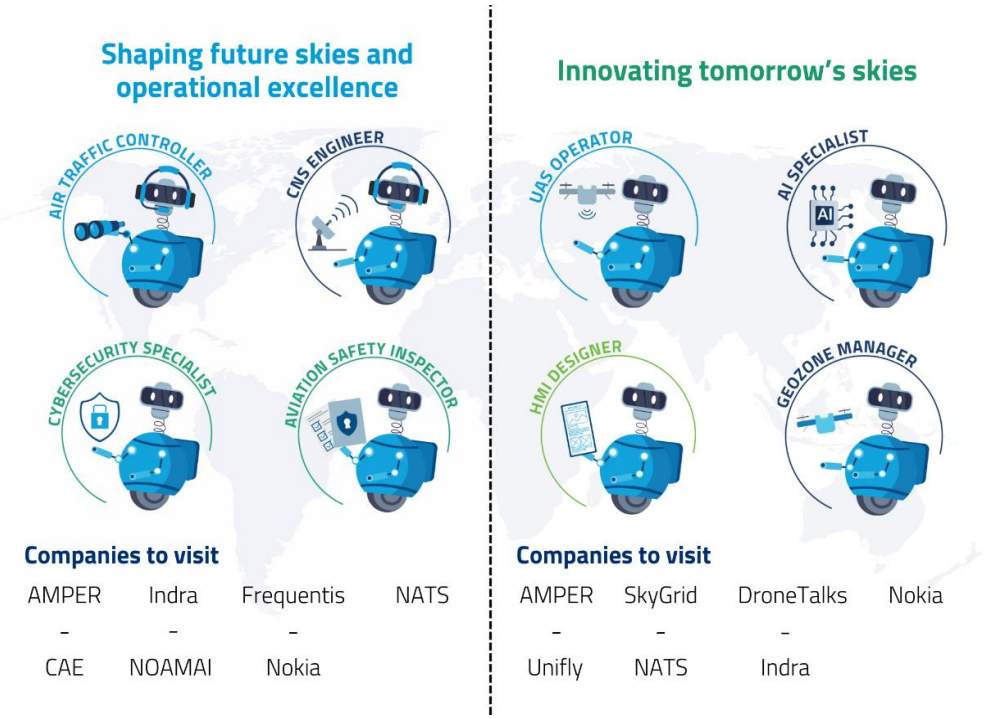

Figure 23 Career passport, inside

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The two macro-tours developed for the 2025 edition are described in the table below.

Tour	Description	Professions	Companies
Shaping Future Skies and Operational Excellence	Focused on safety, regulation, and front-line aviation operations.	Air Traffic Controller, CNS Engineer, Cybersecurity Specialist, Aviation Safety Inspector	AMPER, Indra, Frequentis, NATS, CAE, NOAMAI, Nokia
Innovating Tomorrow's Skies	Centred on innovation, automation, and human-centric design	UAS Operator, AI Specialist, HMI Designer, Geozone Manager	AMPER, SkyGrid, DroneTalks, Nokia, Unifly, NATS, Indra

Table 15 Inspirational tour 2025: description, professions, companies

A total of **11 participants** completed a full tour and were awarded a €100 voucher for educational materials. While modest in number, the pilot confirmed the value of gamified learning in professional outreach and career orientation contexts.

Each interaction lasted no more than ten minutes and included a brief conversation about daily activities, required skills, career paths, and training opportunities. Upon completion of each stop, participants received a stamp in their passport.

Figure 24 Inspirational tour 2025, scene 2

To support visibility and drive participation, Engage 2 implemented a dedicated communication campaign between March and May 2025. This included teaser content, job previews, and visuals of the robot avatars across LinkedIn and the project website. The campaign contributed to pre-registration and positioned the activity as a flagship outreach event within the Airspace World programme.

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Figure 25 Inspirational tour 2025, scene 3

The Inspirational Tours format has demonstrated strong potential as a replicable model for other aviation-related events targeting younger audiences. By combining narrative, design and direct human interaction, the initiative contributes to Engage 2's strategic goal of attracting the next generation of ATM professionals through innovative and human-centred engagement tools.

Figure 26 Inspirational tour 2025, photo group

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4.8 Engage 2 serious game

The development of the serious game, originally scheduled for spring 2025, has been postponed to autumn 2025. This decision was made to allow the project team to focus its efforts on developing the game mechanics for the Inspirational Tours from January to May 2025. This work proved highly effective and demonstrated that a similar game mechanic would also be attractive for the serious game. By postponing the start of the serious game, the team can now leverage the positive impact and reception of the Inspirational Tours, ensuring a more effective and engaging final product.

4.9 Engage 2 workshops

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. Flagship workshops), or other domains that face the same challenges and could exchange best practices and cross-fertilise with ATM.

Already in Year 1 the project supported and organised a series of workshops with the Flagships. From Year 2 until the end of the project, Engage 2 will continue organising (in some cases jointly with the other projects supported by SJU) or supporting a series of workshops, encompassing a total of 16 events throughout its duration, mainly remotely. It is important to note that the workshops in the proposal were only eight (distributed among thematic and cross-fertilisation ones) but during the GAP phase other eight workshops (flagships) were added following a request from SJU.

The table below shows the breakdown of the total number of workshops by year and topic, updated in July 2025.

Each workshop will attract **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.

Year	# of workshops	Topic and description
Year 1	3	• **Multimodality** (workshop organised by SIGN-AIR, Seville, November 2023; Engage 2 presented its activities and proposed support, if needed) • **Green Deal** (flagship workshop, 6-7/06/2024, Engage 2 presented the work on Open Science and proposed support, if needed) • **Dynamic airspace** (workshop organised by HUCAN to identify synergies, 14/05/2024, Engage 2 presented its activities and proposed support, if needed)

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Year 2	6 (3 in presence)	• **AI coordination meeting** (flagship online workshop, 20/09/2024, Engage 2 organised the meeting together with SJU and invited all the projects involved in the AI flagship as well as other projects using AI in SESAR and in HE) • **AI flagship event in presence**, 11/11/2024, Rome (Engage 2 organised the meeting together with SJU and invited all the projects involved in the AI flagship as well as other projects using AI in SESAR and in HE) • **Multimodality** (workshop organised by MultimodX, London, January 2025; Engage 2 participated and started contacts to organise a multimodality flagship event) • **Gen-AI workshop** (organised by Engage 2 catalyst fund project, March 2025) • **Engage 2 thematic workshop in presence**, Airspace World 2025 • **Career Pathways in Aerospace**, Panel session organised and moderated by Engage 2, Airspace World 2025
Year 3 (by M34)	4 (1 in presence)	• **1 flagship/cross-fertilisation workshop** (online, organised in collaboration with SJU), probably multimodality flagship • **1 cross-fertilisation workshop online** (most probably on AI), organised together with many other projects of the AI flagship • **1 thematic workshop in presence** (probably at Airspace world 2026), organised by TUBS, to discuss results of Wave 1 of Catalyst funds

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		• **Participation in 1 flagship webinar** (online)/workshop, organised by the single SJU projects
Year 4 (by M46)	3 (1 in presence)	• **2 thematic workshops** (organized one in presence and one online by TUBS) to discuss the results of Wave 2 of Catalyst funds. The one in presence could be at Airspace world 2027 or at SIDs 2027 if the project is extended. • **Participation in 1 webinar** (online)/workshop, organised by the single SJU projects to discuss about the results of the SESAR projects wave 3

Table 16 Engage 2 workshop (per year)

4.9.1 First thematic workshops at Airspace World 2025: *the future workforce in the Era of new* entrants (Thematic challenge #4)

The first thematic workshop of Engage 2 took place on 14 May 2025 at Airspace World, from 09:30 to 12:00 CET, as part of the "Tomorrow's voices" initiative. The session focused on Thematic Challenge #4, "Integration of New Entrants", exploring how emerging technologies and evolving operational needs are reshaping aviation careers. The workshop gathered **29 participants**, including representatives from SJU-funded projects, SJU officers, young professionals, and researchers.

Figure 27 Scene from Thematic workshop #1 (Airspace world 2025)

The session opened with an overview of the AI-driven ATM Concepts Roadmap by Andrew Cook (University of Westminster), followed by presentations from the Catalyst Fund projects addressing the thematic challenge. In the second part of the session, participants engaged in **interactive breakout discussions** using Engage 2's job cards. They analysed a range of future professional profiles (ATM System Developer, UAS Operator, CNS Engineer, Research Scientist, HF Specialist, and Geozone Manager) reflecting on skill needs, career pathways, and educational gaps. Contributions from students and early-career professionals highlighted the importance of AI literacy, interdisciplinary competencies (e.g. urban planning, regulation), and the role of critical thinking in the age of automation.

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Several new role ideas emerged, including an “urban airspace planner” profile. Despite differing opinions, all participants recognised the increasing demand for both technical and soft skills in the future workforce. Outputs from the workshop have been consolidated and shared with participants and through the Wiki, feeding into Engage 2’s ongoing strategic activities.

4.9.2 Cross fertilisation/flagship workshops: update July 2025

As part of its ongoing support to SJU flagships and the broader ATM research ecosystem, Engage 2 has continued its proactive organisation and participation in cross-fertilisation and flagship workshops. These workshops aim to build bridges between ATM and adjacent domains, identify synergies across funded projects, and foster knowledge transfer on shared challenges such as AI, multimodality, sustainability, and workforce transformation.

Between January and July 2025, Engage 2 supported and participated in two additional flagship workshops and organized a panel session on career pathways at Airspace World 2025.

4.9.2.1 Multimodality Workshop (15 January 2025)

Organised by the MultiModX project at the University of Westminster, this workshop convened stakeholders working on passenger experience and multimodal integration within the SESAR Performance Framework. Engage 2 took part in the event to monitor the evolution of the Multimodality flagship and explore opportunities for collaboration.

The workshop gathered projects from across the SESAR portfolio and beyond (including PEARL, AMPLE3, SIGN-AIR, MAIA, and TravelWise) reflecting an increasing convergence of aviation and multimodal research. Engage 2’s involvement provided the consortium with insights to inform its future cross-sector collaboration and to align with key SESAR flagship directions.

4.9.2.2 GenAI Models for ATM Workshop (5 March 2025)

This workshop, organised by the Engage 2-funded project *GenAI Models for ATM*, aimed to validate and refine proposed use cases for Generative AI applications in air traffic management. Engage 2 supported the initiative and participated in the interactive discussions with over 40 experts from research and operational domains.

Consensus emerged around the potential of GenAI in language processing and interaction design, rather than traditional numerical forecasting. Based on the feedback collected, the project refined its use case catalogue and selected a representative scenario to prototype. This pilot will serve as a demonstrator for GenAI's potential in ATM.

4.9.2.3 Career Pathways in Aerospace panel session, (15 May 2025 at Airspace World)

At Airspace World 2025, on 15 May, Engage 2 organised the panel session "Exploring Career Pathways in the Evolving Aerospace Industry " as part of the Tomorrow’s Voices initiative. Moderated by Micol Biscotto (Deep Blue, coordinator of the project), the panel brought together experts from leading organisations across the aviation and aerospace sectors:

- George Vergara (RTX)
- Snežana Tomčić (AviAll – Aviation for All)
- Nicola Ni Riada (IFATCA)

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- Romulo Gallegos (Embry-Riddle Aeronautical University)
- Sabina Zaharescu (CINEA)
- Sue Meeks (Infina, Ltd)

Figure 28 Scene form Career pathway in aerospace panel session (Airspace world 2025)

Speakers reflected on current educational models, technological transformations and workforce dynamics, emphasizing the value of both specialization and cross-disciplinary experience. The discussion highlighted the need to address the generational transition in aviation, where many senior professionals are nearing retirement, and called for proactive mentoring strategies. Through personal narratives and expert insights, panellists illustrated how diverse and meaningful a career in aerospace can be, reinforcing Engage 2's commitment to supporting young professionals as they navigate evolving career landscapes in aviation.

4.10 Summer Schools

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. Engage 2 plans to organise three annual summer schools for 25/30 participants each year, 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:

- #1 Belgrade (January 2025, rescheduled from September 2024)
- #2 Braunschweig (September 2025)
- #3 Trieste (2026)

The upcoming Summer School #2 is scheduled to take place in Braunschweig from 22 to 26 September 2025. Promotion is currently ongoing across Engage 2, SJU and Global Airspace Radar channels. A targeted mailing campaign has already reached 16 universities (mainly German ones) offering ATM and aviation-related programmes, complemented by a special newsletter released on 15 July. The consortium's comprehensive mapping of academic institutions was a preliminary step. While it identified a large number of programs and institutions, it only provided general university contacts, not specific faculty or department-level points of contact. To maximize the effectiveness of the outreach for the summer school and boost registrations, a more targeted and labour-intensive strategy was adopted. The project focused on reaching out directly to course coordinators and public relations offices at a subset of German universities whose programs were most relevant to the summer school's

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topics. This deliberate choice was made to bypass general university channels and ensure that the information reached the most relevant faculty and student groups, increasing the likelihood of a strong response. This targeted effort was therefore a strategic decision to leverage the mapped information in a more impactful way.

Registration closes on 31 July, and selected participants will be notified by TU Braunschweig, with participation mandatory for all Engage 2 PhD students.

4.10.1 Winter School #1 (Belgrade, 27-31 January 2025)

Originally conceived as a summer initiative, the first Engage 2 Winter School was rescheduled to January 2025 to ensure full participation from the newly awarded Engage 2-funded PhD candidates. Held in Belgrade, Serbia, from 27 to 31 January 2025, the Winter School hosted **29 student participants from 13 European countries**. Among them were seven Engage 2-funded PhD students, who each presented their research topics and initial findings. The academic programme featured 17 tutorials on key ATM concepts and research methods, as well as two SJU exploratory research case studies, delivered by 13 lecturers from the University of Westminster, the University of Belgrade – Faculty of Transport and Traffic Engineering, EUROCONTROL, Deep Blue and SJU.

Figure 29 Winter school #1, photo group

The dissemination strategy for the school was adapted following the change in dates. A summer-to-winter communication campaign was launched, leveraging LinkedIn and a focused mailing strategy targeting European universities mapped during Airspace World 2024. The campaign ensured broad awareness among ATM-related academic communities. Post-event communication adopted a measured tone considering the socio-political developments in Serbia in early 2025. Rather than highlighting the event promotion, the communication focused on sharing outcomes and amplifying participants' perspectives.

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The success of this first edition provided a strong foundation for future schools.

4.11 Hackathon #1 in Madrid (24-25 March 2025)

The first Engage 2 Hackathon was held in Madrid on 24–25 March 2025, following nearly one year of preparation and coordination among project partners and external collaborators. Organised by Innaxis with support from the wider Engage 2 consortium, the event aimed to foster practical engagement with ATM data and methodologies among a diverse group of early-career professionals and students with technical backgrounds.

The hackathon was announced at the SESAR Innovation Days 2024 and promoted through a multi-phase communication campaign. Promotional materials included:

- Flyer and event poster
- Social media cards, tailored on FAQs available on the Wiki and other useful information for participants, aiming at boost their registration to the event

The hackathon was hosted at Hotel Acta Pirámides in Madrid, which offered both accommodation and working space. This setup facilitated continuous collaboration, reduced logistical complexity, and promoted networking between participants, mentors, and organisers. Meals, mentorship sessions, and checkpoint evaluations were all managed onsite.

The event structure included an introduction and team presentation session, mentored coding blocks, intermediate verification points, and a final pitch and award ceremony. A pocket guide including the agenda, transport details and tourist information was distributed to all participants.

The registration campaign was launched in autumn 2024 via the Engage 2 Wiki and was promoted through university networks and partner organisations. A Typeform-based application process was implemented to ensure better data collection and user experience, while preserving the Engage 2 visual identity. Strict eligibility criteria were applied, excluding any individual affiliated with Engage 2 or SJU.

Despite the targeted outreach to universities in the countries involved in Engage 2, in particular through the mailing campaign carried out by Deep Blue in Italy (see Chapter 3.5.1), the number of applications did not fully meet the expectations raised by these communication efforts. It is reasonable to assume that factors such as travel and accommodation costs may have had an impact on the participation of Italian students, despite the targeted promotional efforts carried out at national level. The campaign was not limited to a press release but was amplified through multiple channels, including direct outreach to universities and innovation networks, as well as promotion via the project's communication platforms. Nevertheless, it is likely that practical considerations, such as the location of the event and the related expenses, played a role in discouraging applications from this audience.

A total of **22 teams applied, representing 14 countries**. Following an individual assessment of all applications, **11 teams (47 people in total, including 36 coders) were accepted to participate**. The participant profiles showed strong IT and data science backgrounds, aligning well with the objectives of the hackathon.

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# Team	# of members	Country of residence of members	Status/motive
1	4	Germany, Slovakia, UK	Accepted
2	4	Netherlands	Accepted
3	2	Norway	Accepted
4	2	Greece	Accepted
5	4	Spain	Accepted
6	2	Germany	Accepted
7	4	Spain	Accepted
8	4	Spain	Accepted
9	2	Germany	Accepted
10	4	Spain	Accepted
11	4	Spain	Accepted
12	3	Spain, India	1st on waiting list. Declined due to short notice
13	4	Spain	Declined due to academic circumstances
14	2	Romania, Belgium	Declined due to personal circumstances
15	2	Netherlands, Austria	2nd on the waiting list. Declined due to short notice
16	2	Greece	Declined due to schedule conflict
17	4	UK	Rejected for not meeting the criteria
18	1	Algeria	Rejected for not meeting the criteria
19	2	Algeria	Rejected for not meeting the criteria
20	2	Nigeria	Rejected for not meeting the criteria
21	2	Serbia	Rejected for not meeting the criteria

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22	2	U.K.	Rejected for not meeting the criteria

Table 17 Hackathon #1, applications

Participants were tasked with building a predictive model capable of estimating the time required for an aircraft aligned with the Instrument Landing System (ILS) to reach the runway threshold. The challenge was based on real ADS-B data collected from Madrid-Barajas Airport (LEMD), covering both ground and airborne traffic. To reflect operational trade-offs between safety and efficiency, an asymmetric scoring metric was applied, penalising over-predictions more severely.

Figure 30 Hackathon #1, photo group

Each team received a set of 80 custom scenarios, and submissions were required to follow a strict format and deadline. The evaluation panel reviewed both prediction accuracy and compliance with the submission procedure.

Following the review of all valid submissions, the first prize was awarded to Los Modelos (Universidad Complutense de Madrid) for their accuracy and methodological soundness. Due to specific submission issues encountered by the second-ranked team (FourOFour), which initially submitted a non-legible file, the evaluators decided to award two second prizes: FourOFour (Universidad Politécnica de Madrid) and Runway Prophets (TU Delft), acknowledging both the quality and the effort of the teams.

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Figure 31 Hackathon #1, the winners (Los Modelos)

During the event, photos and videos were published in real-time on social media accounts of Engage 2 and Innaxis. A public Flickr gallery and a post-event summary video, coordinated by Innaxis, were also made available to support further dissemination.

The feedback collected through a dedicated survey confirmed the effectiveness of direct promotion via universities in reaching the target audience. Participants appreciated the format and the opportunity to engage with real-world data and industry mentors. The majority were undergraduate students, supporting Engage 2's objective to foster early engagement and career awareness in the ATM domain.

Overall, Hackathon #1 successfully met its goals of encouraging interdisciplinary collaboration, promoting ATM-related careers, and providing a hands-on introduction to operational challenges and data-driven decision-making in air traffic management.

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4.12 Open days, update July 2025

The first Open Day took the form of the Career Fair held during Airspace World 2024 in Geneva (March 19–21, 2024), part of the broader first edition of "*Future Skies: Tomorrow's Voices*" initiative.

During the upcoming **EASN International Conference 2025 (Madrid, 14-17 October 2025) the 2nd Open Day will be held**, as part of the "Students & Young Researchers Networking" event, on Shaping the future workforce of the Aviation Sector.

The event will serve as a strategic opportunity to reach a wide audience of early-career professionals and students. The session, which will take place on October 16, will involve approximately 100 students, organised into small groups (5–10 participants each), engaging with 10–15 expert mentors from various sectors of the aerospace domain. These mentors, drawn from both academia and industry, will deliver brief, impactful talks and facilitate informal discussions to highlight diverse career paths, with a particular emphasis on ATM and Airport operations. The day will conclude with a relaxed networking event designed to promote further exchanges. Engage 2 is actively mobilising members of its consortium to identify and involve inspiring professionals who can represent the ATM and airport sectors and act as role models for the next generation of aviation talent. In parallel, the Engage 2 produced job cards and job videos will also be displayed during the conference full duration, to further disseminate these outputs.

4.13 SESAR Innovation Days

Full details of Engage 2's participation in the SESAR Innovation Days (SIDs) 2023 and 2024 are included in D6.3. Engage 2 will also be present at the 2025 edition, with a poster submission currently under evaluation (notification of acceptance expected by mid-October 2025). As in previous years, Engage 2 will contribute to the attribution of DOIs to the papers presented during the conference.

In addition, Engage 2 is planning to host its own **dissemination event** during the SIDs week. This event will be jointly organised with other SJU-funded AI projects (ASTRA, SynthAIr, TRUSTY, and CODA) and is currently scheduled for Friday, 5 December 2025. As of July 2025, further details about the event are still pending.

4.14 External dissemination events

As part of its commitment to maximising outreach and impact, the Engage 2 project has actively participated in a range of external dissemination events across Europe. These events serve as key opportunities to showcase the project's activities, establish connections with stakeholders, and position Engage 2 as a transversal initiative within the ATM sector and broader transport research communities. Through active engagement in these forums, Engage 2 strengthens its role as a bridge between academia, industry, and policymakers, promoting collaboration and knowledge sharing across the sector.

Engage 2 participated in several conferences, exhibitions and workshops organised by industry leaders and SESAR-affiliated initiatives

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4.14.1 Joint info session on Synergies between European and national/regional research & innovation programmes in the aviation sector (Brussels, December 2024)

On 10 December 2024, Engage 2 was showcased at the Joint Info Session organised by the ECARE project, the Clean Aviation Joint Undertaking (CAJU), and SESAR 3 JU at CAJU's headquarters in Brussels. The event, attended by over 50 stakeholders, was structured into two focused segments. The morning explored regional strategies, such as Smart Specialisation, Memoranda of Cooperation, roadmap alignment, and regional calls contributing to net-zero aviation, highlighted through contributions from regions including Hamburg, Piemonte, and Occitanie. The afternoon concentrated on Coordination and Support Actions under Clean Aviation, SESAR 3 and Horizon Europe, emphasising collaborations between academia and the ATM industry, and supporting SME engagement in Horizon Europe. Engage 2 participated alongside AREANA, GREENET and Enterprise Europe Network, demonstrating its proactivity in aligning EU, national, and regional funding schemes and reinforcing its role in fostering cross-sector networks.

Figure 32 Project coordinator Micol Biscotto presenting at the "Joint info session on synergies between European and National/Regional research & innovation programmes in the aviation sector"

4.14.2 SESAR Annual conference 2025 (Brussels, February 2025)

Engage 2 took part in the SESAR Annual Conference 2025, one of the most significant events shaping the future of European ATM. The project was represented by its coordinator at the dedicated Digital Sky Marketplace Exhibition stand, where she presented the upcoming activities for 2025 and beyond. This presence at the SESAR Conference underscored Engage 2's proactive strategy of knowledge mobilization, gamification-driven formats like the Hackathon, and creation of cross-sectoral mentorship opportunities. The event illustrated how the project is building structured channels to foster innovation, career development and stakeholder collaboration across Europe's aviation ecosystem.

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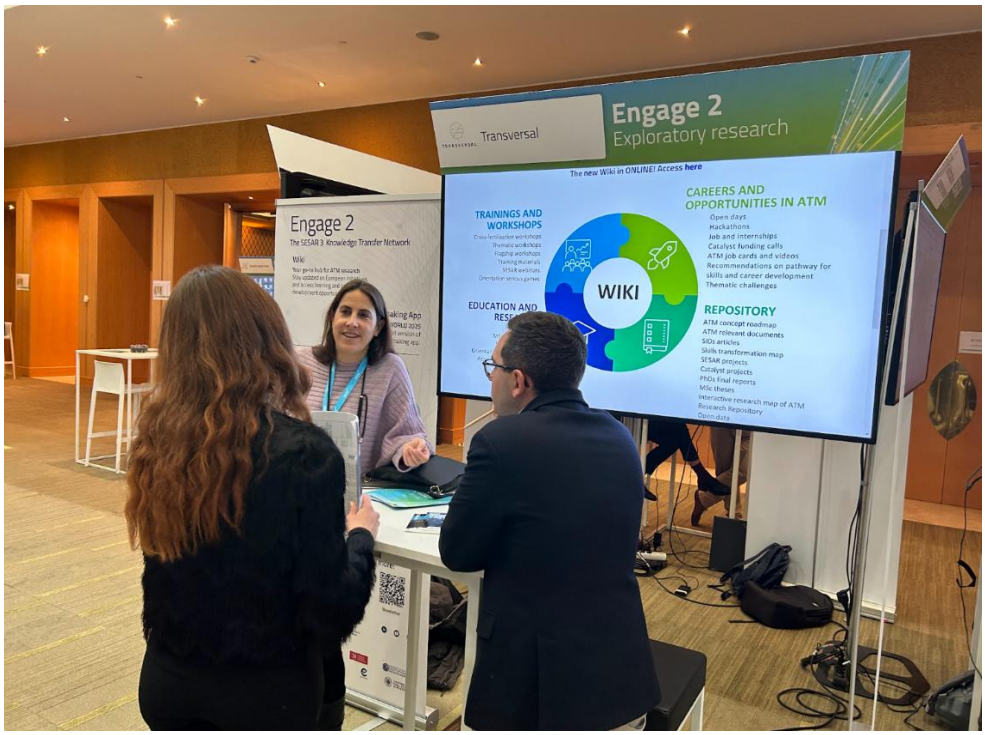

Figure 33 Project coordinator Micol Biscotto at the Engage 2 stand, SESAR annual conference 2025

4.14.3 Airspace world 2025 (Lisbon, May 2025)

For the second consecutive year, Engage 2 participated in Airspace World in close collaboration with CANSO and Firstfruit, contributing to the design and delivery of the "Tomorrow's Voices" programme. This dedicated track was once again integrated into the official Airspace World agenda and focused on engaging young professionals and potential newcomers to the aviation sector.

Building on the successful experiences of 2024, this edition featured a new series of activities co-organised by Engage 2, including the second Thematic Workshop, a panel session titled "Career Pathways in Aerospace", and a renewed format of the Inspirational Tours. These formats, described in previous chapters, proved instrumental in fostering dialogue between industry leaders and the next generation of aviation professionals, while also promoting career awareness and sector innovation.

The continued partnership with CANSO and Firstfruit demonstrates Engage 2's commitment to establishing long-term collaborations with key stakeholders to support knowledge transfer, professional development and talent attraction in the aviation domain.

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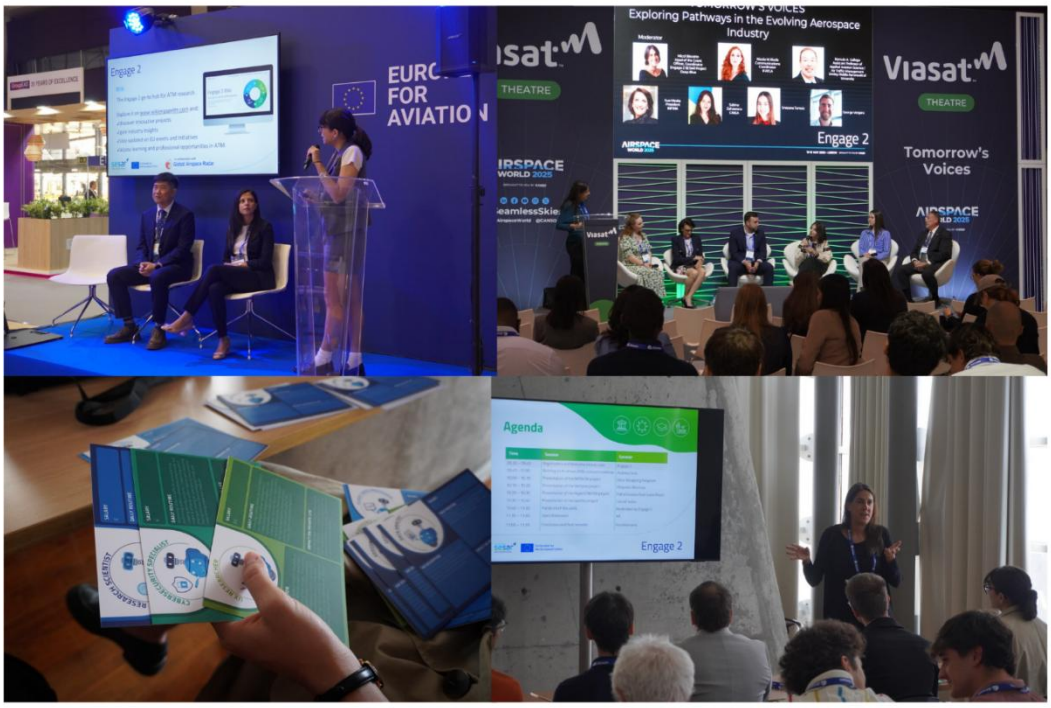

Figure 34 Scenes from Airspace world 2025

4.15 Building the Engage Alumni network

To further solidify the impact and enduring legacy of Engage, we will work to establish the **Engage Alumni Network**. This initiative is designed to create a robust and lasting professional community for all individuals who have completed their PhDs under the Engage Knowledge Transfer Network (KTN) and subsequently with Engage 2. The primary objective is to create a dynamic and interconnected network of accomplished researchers who have significantly contributed to the advancement of the ATM sector. This community will foster continued collaboration, facilitate knowledge exchange, and provide valuable mentorship opportunities among its members.

Furthermore, the Engage Alumni Network will actively integrate the winners of the SESAR Young Scientist Award editions, thereby incorporating talents into our expanding professional cadre. This integration ensures a continuous flow of innovative perspectives and specialized expertise within the network. The establishment of this network underscores our commitment to connecting past achievements with future breakthroughs in aviation research, thereby reinforcing the profound and lasting influence of Engage 2.

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4.16 Dissemination KPIs and success criteria

The KPIs available in this table must be integrated with the ones inserted in Table 6 - Communication KPIs and success criteria (update July 2025). Please note that KPIs related to the Wiki traffic covers only 8 months and considering the yearly KPI set, we cannot provide an annual growth. In any case, data shows that the set metrics are on track to be achieved.

Action	Metrics	Success criteria	Currently Achieved	Last Update	Annual Growth
Engage 2 Wiki	# views per year	1.3K+	9K (Dec 2024-July 2025)	28/07/2025	N/A
Engage 2 Wiki	# active users per year	1.200+	1.4K (Dec 2024-July 2025)	28/07/2025	N/A
Engage 2 Wiki	# average time per year	2'.30"	4'44"	28/07/2025	N/A
Engage 2 Wiki	# event count per year	7.5K	20K (Dec 2024-July 2025)	28/07/2025	N/A
Matchmaking app	# profiles created	100+	N/A	28/07/2025	N/A
Serious game	# players	100+	N/A	28/07/2025	N/A
Workshops	# number of events # participants	17 540+	9 >210	28/07/2025	+4 +80
Open days	# number of events # participants	3 300+	1 35	28/07/2025	+1 +35
Summer schools	# number of events # registrations (total)	3 75+	1 29	28/07/2025	+1 +29
Hackathons	# number of events # participants (total)	2 80+	1 47	28/07/2025	+1 +47
Dissemination events	# number of events # participants (total)	2 150+	N/A	28/07/2025	N/A

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Publications (including PhDs thesis)	# of published scientific publications, including PhDs thesis	12	N/A	28/07/2025	N/A
Participation in conferences/fairs/ third parties' initiatives	# of participations# of participations	15+	11	28/07/2025	+3
SIDs 2023	# of participants reached	400+	+350	28/07/2025	+350
SIDs 2024	# of participants reached	400+	+600	28/07/2025	+600
SIDs 2025	# of participants reached	400+	N/A	28/07/2025	N/A
SIDs 2026	# of participants reached	400+	N/A	28/07/2025	N/A

Table 18 Dissemination KPIs

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5 Update of the ED&I awareness strategy

Engage 2 continues to place a strong emphasis on promoting equal opportunities and inclusiveness within the ATM and aviation research ecosystem. While ED&I principles are embedded across all project activities, the second year of the project marked the development of new tools, content integration, and partnerships to further foster diversity and equity.

5.1 Inclusiveness survey (launch planned for 2026)

Since June 2024, Engage 2 has been developing a dedicated survey aimed at gaining qualitative insights into the experiences and perceptions of underrepresented groups within the aviation research community. The survey adopts a focused sampling strategy based on gender and age, targeting specific population segments rather than relying on broad distribution. This methodology is intended to generate more nuanced and contextualised insights.

The survey will be finalised in early 2026. Its findings will serve as a resource for refining future ED&I actions and recommendations within the sector. The design process is supported by experts from both the academic and policy domains and results will be synthesised into a discussion paper.

5.2 Ongoing and new strategic collaborations

The collaboration with **AviAll**, initiated in 2024, continued to evolve throughout year 2. Joint awareness activities were successfully co-organised at Airspace World 2025, and further initiatives are planned around the promotion of female role models in aviation. AviAll's contribution will be key to content curation and community outreach for these campaigns.

Engage 2 has also initiated a collaboration with Milena Bowman (Executive Manager at EUROCONTROL's Maastricht Upper Area Control Centre) to support the methodological refinement of its internal ED&I approach. In particular, the project will integrate key findings and frameworks from the SKYbrary knowledge base into its own strategy and implementation tools.

The SKYbrary tutorial on *Diversity, Equity and Inclusion in Aviation* [16] provides a foundational overview of DEI (ED&I) principles contextualised to the operational and organisational realities of the aviation sector. It outlines how systemic biases and unconscious assumptions can affect both workplace culture and safety outcomes, stressing the importance of embedding inclusiveness into recruitment, training, leadership development and performance assessment systems.

Further insights are drawn from the paper *Rationale to build an Diversity, Equality and Inclusion Culture in ATM* [17], which advocates for a values-based transformation of organisational culture across the air traffic management sector. The paper emphasises the need to move beyond compliance-driven actions and towards deliberate, structural changes supported by executive leadership, inclusive communication practices, and continuous measurement of progress. This comprehensive report co-authored by industry experts and researchers, offers a roadmap for fostering inclusive teams and mitigating discriminatory patterns in both operational and non-operational ATM environments. It highlights how inclusive teams can lead to enhanced performance, improved risk management, and

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better adaptation to technological change, all of which align with Engage 2's goals of sector modernisation and talent attraction.

The integration of these materials into Engage 2's ED&I methodology will inform future workshop formats, survey design, and campaign development. Moreover, they will serve as a reference framework for the project's interactions with external stakeholders, ensuring consistency with recognised best practices across the sector.

5.3 ED&I awareness strategy KPI – Update July 2025

KPI	Target	KPI's target	Frequency/Date	Currently achieved
Survey	All	1	By the end of 2025	N/A
Participation to external events	All	3+	From 2025	N/A
Article published in *Aviation for Girls magazine*	All	3+	From 2025	N/A
Paper with survey results	All	1	From 2026	N/A

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Established collaborations	All	3+	From 2025	N/A

Table 19 ED&I KPIs

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6 Exploitation

The Engage 2 project is underpinned by a strong commitment not only to the generation of valuable knowledge and insights, but also to their effective translation into real-world impact. This includes the delivery of tangible outcomes and outputs that will remain accessible, applicable, and relevant beyond the conclusion of the project.

At this interim stage, both in terms of overall project implementation and the progression of its defined Exploitation Path, a preliminary mapping and analysis has been undertaken. This exercise focused on: a) identifying the project's principal expected outputs, and b) assessing their respective target markets.

Namely, the foremost expected "sustainable assets" of Engage 2, whose viability need to be ensured after the project comes to an end, have been prudently identified. These are set to be i) the Engage 2 Wiki and ii) the Engage 2 matchmaking platform. For these significant project outputs, a dedicated Sustainability/Business Plan is currently being drafted and is expected to be finalised and submitted as part of D6.5 in Month 48 of the project.

The success of exploitation depends on effective dissemination of Engage 2's target audiences. Two exploitation categories are considered: first, the transfer of successful results to decision-makers within regulated national or European systems, thereby moving early-stage concepts toward higher maturity; and second, the adoption and application of results by relevant end-users in other programmes or initiatives. Additionally, the long-term viability of the Engage 2 wiki and matchmaking platform is seen as essential and will receive particular attention to ensure its maintenance and continued relevance.

To support these goals, Engage 2 will implement a clearly defined Exploitation and Sustainability Plan, which will provide strategic guidance for market uptake, outline key actions beyond the project's lifecycle, and include a thorough market analysis. Furthermore, a joint exploitation agreement, to be integrated into the Consortium Agreement, will be established among partners to define the commercial pathways for the exploitation of project results and knowledge, ensuring benefits are shared across all stakeholders.

To initiate the process, the task leader, EASN-TIS, has identified and developed a collector tool to help track the exploitable results of the project. The collector categorizes five distinct types of exploitable results, based on the project's Grant Agreement (GA), to support consortium members in identifying relevant results from their respective work packages and tasks.

a) Methodologies or frameworks that others could reuse or adapt
b) Training materials that could be useful beyond the project
c) toolkits that could be useful beyond the project
d) Best practices or insights or use cases that could become policy recommendations
e) Connections with other projects that could help expand or continue the work

An initial list of exploitable results has been populated, and monthly reminders are circulated to the consortium to help identify and add other additional exploitable results, outcomes, and outputs.

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Currently, a draft analysis of the main concept, elements, features, functionalities and offered services of both the Engage 2 Wiki and the matchmaking app, as well as of their "Target Market" (target users) is being conducted. In addition, the following sections/chapters of the Sustainability/Business Plan have also been defined, and are expected to be thoroughly compiled in the coming period, once the platforms' description and target market analysis are fully concluded:

- Business model for ensuring profitable and sustainable revenue streams. (The overall business model of the tools is suggested to be provided in a CANVAS business model structure: i.e. key partners, key activities, vital resources, value propositions, customer relationships, channels, customer segments, cost structure and revenue streams).
- Suggested possible sustainability scenarios analysis.
- Suggested Marketing Strategy for successfully reaching the targeted end users (Based on our preliminary analysis, the suggested approach would be to use a mix of "push and pull" strategies so as to trigger a simultaneous on-boarding effect).
- Financial Plan (This will include costs for the platforms' set up, operation and maintenance, as well as revenue channels, service channels etc.).
- Legal provisions and Milestones schedule.

Further details on the dedicated sustainable business model to be identified, selected and implemented in Engage 2, for ensuring the viability of the project's main outcomes and developed tools, will be duly reported and analysed in D6.5.

6.1 Exploitation and Sustainability Plan objectives and Initial Strategy

The main objective of this is to–maximise the project's overall impact and ensure the long-term sustainability of its key activities, results, and developed tools beyond the project's duration.

Exploitation activities began early and are structured into three evolving phases: an initial phase (M1–M6) focusing on mapping project outputs and conducting a preliminary market analysis; a mid-phase (M6–M18) involving a more detailed market analysis, the drafting of an initial exploitation plan, and its validation with stakeholders; and a final phase (M18–M48) dedicated to finalising exploitable outputs, performing a return-on-investment (ROI) analysis, and establishing an exploitation agreement.

Engage 2 considers two categories of exploitation:

1. **Policy-Level Uptake**: Transferring successful programme results to relevant decision-makers within national or European regulated systems, advancing concepts to higher maturity levels.

2. **Operational Adoption**: Encouraging end-users to adopt or apply the results in other programmes and initiatives.

Additionally, the long-term viability, maintenance, and continuous improvement of the Engage 2 Wiki and matchmaking app are considered key assets by the consortium.

To ensure the effective exploitation and sustainability of its primary results beyond the project's duration, Engage 2 will implement targeted actions, including:

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- A comprehensive **Exploitation and Sustainability Plan (D6.5)**, serving as a practical guide for the market uptake of key outputs.

- A **Joint Exploitation Agreement**, complementing the Consortium Agreement, to define clear commercial pathways for exploiting project results and know-how, creating business opportunities for all partners involved.

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.

Towards the end of the project, the comprehensive Exploitation and Sustainability Plan (D6.5) will be developed in the frame of which the Engage 2 partners will further examine strategic plans for the future exploitation of the developed foreground and how the final outcomes of the project will be put in maximum use. The plan will also outline a sustainable business model to support the continuity of the Engage 2 Wiki and matchmaking platform. Specifically, it will address:

i. services to be offered through the platform
ii. financial planning (setup, operation, maintenance costs, revenue models)
iii. sustainability strategy for both the Wiki and platform

As mentioned above, initial actions have commenced, and this plan will be consolidated and submitted in M48.

6.2 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).

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6.2.1 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

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 SJU supported projects deal with, a specific task dedicated to Open science is incorporated 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), in addition to Open Science Interim Report D5.25 is to be submitted in M26 reporting on progress in the implementation of Open Sciences principles and practices within Engage 2.

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 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 on how Engage 2 addresses Open Science practices can be found in D5.24 *Engage 2 Open Science Strategy and D5.25 Open Science Interim Report.*

6.3 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

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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[7].

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*.

All partners have a joint non-exclusive right to commercially exploit the intellectual property (IP) produced in the project. The contractors should be granted a cost-free licence to use other partners' pre-existing IP 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 16 shows major aspects related to IPR, covered in the CA

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 *Non-disclosure of information* 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.

[7] Joint ownership is governed by Grant Agreement Annex 5, Section Ownership of results.

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	Chapter 8.1 *Ownership of Results* 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 *Access Rights* of CA.

Table 20 IPR aspects, link to CA articles

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7 Update overview of communication and dissemination activities and KPI – update July 2025

KPIs	Channel/Tool	Objective	Target Audience	KPI's target
Social media: # followers (overall)	LinkedIn	Raising awareness Generating understanding, Engaging	All	1000+
Social media: engagement rate	LinkedIn	Raising awareness Generating understanding, Engaging	All	>3% engagement rate (LinkedIn)
Website: **# active users (per year)**	Project website	Raising awareness Generating understanding, Engaging	All	1.200+
Website: **# page views (per year)**	Project website	Raising awareness Generating understanding, Engaging	All	4.500+
Website: average time visit (per year)	Project website	Raising awareness Generating understanding, Engaging	All	2'.00"
Media relations: # of press releases	Different journals	Raising awareness Generating understanding	All	At least 4
Newsletter: releases	Project newsletter	Raising awareness Generating understanding, Engaging	Specialised targets	At least 16
Newsletter: subscriptions	Project newsletter	Raising awareness Generating understanding, Engaging	Specialised targets	350+
Promotional video: # video produces	Video, published on YouTube, SNs, Wiki, App	Generating understanding, Engaging Raising awareness	Specialised targets	2

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ATM job Video produced	Video, published on YouTube, SNs, Wiki, App	Generating understanding, Engaging Raising awareness	Specialised targets	4
Engage 2 Wiki, # visits per year	Engage 2 Wiki	Generating understanding, Engaging	Specialised targets	1.3K+
Engage 2 Wiki, # active users per year	Engage 2 Wiki	Generating understanding, Engaging	Specialised targets	1.2K+
Engage 2 Wiki, # average time per year	Engage 2 Wiki	Generating understanding, Engaging	Specialised targets	2'30"
Engage 2 Wiki, # event count per year	Engage 2 Wiki	Generating understanding, Engaging	Specialised targets	7.5K
Matchmaking app, # profiles created	Matchmaking app	Generating understanding, Engaging	Specialised targets	100+
Serious game, # players	Wiki, matchmaking app	Generating understanding, Engaging	Specialised targets	100+
Workshops: # of events	Workshop	Generating understanding, Engaging	Specialised targets	17
Workshops: # of participants	Workshop	Generating understanding, Engaging	Specialised targets	540+
Open days: # of events	Open days	Generating understanding, Engaging	Specialised targets	3
Open days: # of participants	Open days	Generating understanding, Engaging	Specialised targets	300+
Summer schools: # of events	Summer schools	Generating understanding, Engaging	Specialised targets	3
Summer schools: # of registration	Summer schools	Generating understanding, Engaging	Specialised targets	75+

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(total of 3 editions)				
Hackathons: # of events	Hackathons	Generating understanding, Engaging	Specialised targets	2
Hackathons: # of participants (total of 2 editions)	Hackathons	Generating understanding, Engaging	Specialised targets	80+
Dissemination events: # of events	Event	Generating understanding, Engaging	Specialised targets	2
Dissemination event: # of participants (total of 2 events)	Event	Generating understanding, Engaging	Specialised targets	120+
Participation in third parties' initiatives	Conferences/fairs/events	Generating understanding, Engaging	Specialised targets	15+
SIDs 2023: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+
SIDs 2024: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+
SIDs 2025: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+
SIDs 2026: # participants	SESAR event	Generating understanding, Engaging	Specialised targets	400+
Publications: # of published scientific publications	Peer-reviews journals, specialised media	Generating understanding, Engaging	Specialised targets	10+ (including PhDs thesis)

Table 21 Update overview of communication and dissemination activities and KPIs

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