

FEASIBILITY ANALYSIS OF INNOVATIVE PRACTICES IN VIRTUAL  
TESTING METHODS FOR AIRCRAFT CERTIFICATION

**Project: FAVIT**

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**D4.1. Communication and dissemination strategy and  
Plan (C&DP)**

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## GLOSSARY OF ACRONYMS

Acronym	Extended definition
<b>GA</b>	<i>Grant Agreement</i>
<b>DO</b>	<i>Dissemination objectives</i>
<b>IND</b>	<i>Industry</i>
<b>TSC</b>	<i>Technical Scientific Community</i>
<b>SH</b>	<i>Stakeholders</i>
<b>PRA</b>	<i>Public regulatory authorities</i>
<b>SO</b>	<i>Society</i>

## EXECUTIVE SUMMARY

This document introduces FAVIT project's dissemination and communication strategy and its implementation plan to be used by ORBITAL in order to ensure the high visibility, accessibility and promotion of the project and its results.

This document will involve a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses. FAVIT success is strongly dependent on well-coordinated dissemination and exploitation activities, in order to ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate channels.

All the information used for dissemination and communication purposes will be adapted to the specific dissemination channel. The project website will be an important source of information for the target audience. It is also important that access to scientific publications and research data be open.

Dissemination activities are going to be performed during the whole project lifetime

## 1 INTRODUCTION

The overall objective of FAVIT consists not only in the analysis of the state-of-the-art of the main aerospace standards and guidelines, but also the development of a series of good practices and recommendations for the enhancement of these standards and guidelines. It is important to highlight that ORBITAL is very interested in a broad dissemination of the results of this project with the big objective of contributing to improve EU aerospace industry competitiveness. This broad dissemination will be possible thanks to the Open Consultation to be performed together with the communication events and workshops that FAVIT will deploy.

In order to carry out the dissemination of the project in a comprehensive manner, this detailed dissemination plan (C&DP) is prepared and will be updated biannually. This plan includes activities that will be carried out both during and after the project. This document sets out the details and guidelines of the different dissemination and communication activities that will be followed during the execution of the project and will help develop an effective exploitation strategy. Special attention will be given to the identification and classification of the main target audiences, key messages and communication channels related to the project.

Last version of this deliverable, will establish the rules for dissemination, addressed to results and knowledge obtained at the end of the project, and therefore to results to be exploited and disseminated after the project.

The dissemination plan of the FAVIT project represents ORBITAL's strategic vision in terms of communication of the FAVIT project, and its achievements and products.

The overall work plan consists of the following five work packages:

- WP1 Analysis of aerospace standards and guidelines about state-of-the-art visual testing.
- WP2 Interactions with standardization groups and certification authorities.
- WP3 Development of best practices as well as proposals for enhancement of standards and guidelines.
- WP4 Dissemination, communication and exploitation.
- WP5 Project Management.

## 2 COMMUNICATION AND DISSEMINATION PLAN

FAVIT scope is the analysis of current aerospace standards and guidelines and their optimization in the application to the industry. The results of the project are a set of guides / reports that are the objective of this dissemination plan. Dissemination activities represent the main source of information about the project and engagement with targeted communities.

Throughout the process of this project, the dissemination activities specified in WP4, and also based on the ORBITAL broadcast channels, will raise awareness about FAVIT among stakeholders. After this, the dissemination will focus on presenting the results of the innovation through specific dissemination activities aimed at the public of these stakeholders. In particular, the combined tasks in all WPs will contribute to publishing the best open source best practices resulting from the analysis and interaction with the authorities, which will support dissemination to industrial, market, regulatory and public audiences.

The following dissemination objectives (DO) have been set and are aligned with awareness (DO1, DO2, DO3, DO4) and recruitment (DO5 and DO6):

- DO1: raise awareness and interest of potential users on FAVIT results.
- DO2: amplify interaction with stakeholders and users to obtain feedback to enhance the exploitation opportunities of project results.
- DO3: transfer knowledge among the actors.
- DO4: ensure the broad applicability of the project results taking into consideration standards.
- DO5: ensure acquisition of knowledge and potential new skills by users; and
- DO6: foster FAVIT best practices recommended and results.

Maximising FAVIT impact in the European aerospace industry is an important goal to be reached through tasks in WP4, where FAVIT, among other awareness activities, aims to publish at least 2 open source articles and deploy recommendations resulting from the analysis work, which will support the dissemination to industrial, market, regulatory and public audiences, ensuring that:

- Project outputs can be fully exploited and be the most useful.
- The knowledge gained through the project, and more generally the information generated by the project, can be made available to all interested organizations.
- Elements of excellence of the project can be used and replicated in other projects.

The Communication and Dissemination Plan, that ORBITAL has designed for FAVIT project includes the following main activities:

ACTIVITIES	TARGETED AUDIENCE	KEY MESSAGE	TIME PLANNING	KPI DISSEMINATION
Project website & social media	IND, SO, SH, TSC	Project objectives and findings, Coordinator, activities, public documents.	M2-30 and up to 3 yrs. beyond the project	M12: 8,000 page visits/year M24: 12,000 page visits/year M30: 15,000 page visits/year
Project page on ORBITAL' website	IND, SO	Project objectives	M1-30 and up to 2 yrs. beyond the project	~2,000 page visits / year
2 press releases	IND, SO, SH	Project aim and findings	M18, M30	~5,000 readers
1 leaflet and 1 brochure	IND, SO, SH, TSC	Project objectives	M10- M18	~400 experts
2 workshops	IND, SH, TSC	Results of the FAVIT analysis and recommendations	M18, M30	20-50 industrial experts
Technical articles SO	TSC ,IND	Project contents, activities and results. Recommendations and best practices	M20, M30	At least 2 articles Circulation readership of at least 5,000
Newsletters	IND ,SH	Project content, achievement and results. FAVIT updates and news.	Every 6 months, starting in M10	At least 5 (in total)



Participation at sector events, fairs to be defined	IND ,SH	FAVIT progress and results	Periodic	Reaching at least 200 stakeholders.
Presentations/lectures/posters in congresses & conferences on Aircraft certification and CS2 events	TSC ,SH, IND	Project results, best practices recommended and analysis of gaps	2021,2022 and beyond the project	At least slides /leaflet/brochure in 5 events Reaching at least 500 professionals

**Table 1. Activities**

### 3 DISSEMINATION STRATEGY

ORBITAL will develop and implement a dissemination and communication strategy focused on specialised and professional audiences such as standardization groups and certification authorities always with the collaboration and consensus with the Topic Manager DSPACE. Dissemination and communication activities will be carried out in view of consolidating the project results among these stakeholders and the industry; and will be focused on knowledge and information transfer in the virtual testing field applied to aircraft certification. Traditional dissemination activities will take place involving academic, professional and technological knowledge.

Thus, ORBITAL is committed to maximising the potential impact of the project results in terms of its dissemination. Moreover, internal communication within the company is an essential tool for smooth project functioning. Consequently, another objective of dissemination is to ensure the information flow between ORBITAL and the Topic Manager, dSPACE as well as with the standardization groups and certification authorities that are likely to be involved in the discussion groups. Dissemination of information will be guaranteed via a secure Internet-based knowledge management system, direct innovation interactions, regular written reports, meetings and e-mail and newsletter bulletins.

In order to carry out the project dissemination, activities will be done during and after the project. Special attention will be paid to the identification and classification of main target audiences, key messages and communication channels related to the project. Messages will be tailor made for each kind of audience which means considering their current knowledge, attitudes and practice. The dissemination will be specifically designed to reach the broadest audience possible. The dissemination plan will define:

- Objectives of dissemination: identify the project dissemination objectives.
- Target groups: identify crucial target groups and bodies that may be interested in the project results.
- Key messages: identify core FAVIT messages for specific target groups.
- Dissemination methods: identify dissemination methods, tools, channels and materials (leaflets and brochures to be used also for local dissemination).
- Dissemination time plan: identify a plan of dissemination activities.

The following key message working groups, communication channels and broadcast products are defined:

TARGET GROUPS/AUDIENCE	GOALS	COMMUNICATION CHANNELS	TYPE OF INFORMATION
<b>PUBLIC REGULATORY AUTHORITIES (PRA):</b> <b>Policy makers &amp; public bodies (including EC National, Regional and local authorities)</b> Official bodies: government agencies and organizations involved in Aircraft standardization and certification	Influence policy priorities, others	<ul style="list-style-type: none"> <li>- Face to face meetings</li> <li>- European Platforms meetings</li> <li>- Workshops</li> <li>- Conferences</li> <li>- Sector events, fairs</li> <li>- CS2 events</li> <li>- Leaflet and brochure</li> </ul>	<ul style="list-style-type: none"> <li>- Market evaluation</li> <li>- Dissemination activities</li> <li>- Technical criteria and findings</li> <li>- Technical Requirements</li> <li>- Gaps on virtual testing methods</li> </ul>
<b>STAKEHOLDERS (SH) AND INDUSTRY (IND):</b> <b>Professional stakeholders</b> - Aeronautical industry - Aeronautical clusters	Share experience, mobilise sector interest, continue R&D activities, market technology	<ul style="list-style-type: none"> <li>- Website</li> <li>- Dissemination material</li> <li>- Technical magazines</li> <li>- Exhibitions in fairs</li> <li>- Leaflet and brochure</li> <li>- Press releases</li> <li>- European Platforms meetings</li> <li>- CS2 events</li> </ul>	<ul style="list-style-type: none"> <li>- Sector needs</li> <li>- Socio-economic analysis</li> <li>- Business cases</li> <li>- Gaps on virtual testing methods</li> </ul>
<b>TECHNICAL AND SCIENTIFIC COMMUNITY (TSC):</b> -R&D community: universities, research centres and R&I divisions of companies related to virtual systems.	Raise awareness. Spread knowledge between researchers and students about state-of-the-art technology.	<ul style="list-style-type: none"> <li>- Website</li> <li>- Dissemination material</li> <li>- Publications in relevant scientific/academic journals</li> <li>- Conference speeches</li> <li>- Sector events, fairs</li> <li>- CS2 events</li> <li>- Leaflet and brochure</li> </ul>	<ul style="list-style-type: none"> <li>- State of the art analysis</li> <li>- Gaps on virtual testing methods</li> <li>- Guidelines</li> <li>- Best practices and recommendations</li> </ul>
<b>SOCIETY (SO):</b> - <b>Design engineers</b> - Future critical systems developers - Unemployed (young)	Boost the knowledge and possibilities of virtual testing technologies	<ul style="list-style-type: none"> <li>- Website</li> <li>- Fairs</li> <li>- Technical events</li> <li>- Leaflet and brochure</li> <li>- Press releases</li> </ul>	<ul style="list-style-type: none"> <li>- State of the art analysis</li> <li>- Gaps on virtual testing methods</li> </ul>

**Table 2. Target groups, key messages, communication channels and dissemination products.**

All the publications arising from this project will be made freely and openly available via an online repository. The objectives of using open access publishing are to accelerate further research, to enrich the knowledge of the general public and to improve education by giving access to teachers and learners to the latest research findings around the world. A secured collaborative space will be set up for internal communication and document sharing. As required under Horizon 2020, open Access (OA) to all peer-reviewed scientific publications and supporting data stemming from work done in this project will be ensured, as long as it is not in conflict with the protection of personal information collected during the project. This will be done following the GA Article 29.3 of the model grant agreement, and via channels such as:

- A public document repository on the project website
- Available repositories on the websites of ORBITAL
- Centralised open access repository such as Zenodo, ROAR and OpenDOAR.

In the case of publishing via “hybrid journals”, the applicable Author processing charges (APCs) to ensure “gold open access” will be covered by the publishing institutions. Moreover, all the presentation materials, for which this is appropriate, will be published on the project’s web site under a Creative Commons licence <http://creativecommons.org>.

## 3.1 MAIN COMMUNICATION AND DISSEMINATION TOOLS

### 3.1.1 Communication material

The following communication material will be designed:

- Project leaflet:
- It will provide an overview of the project. It will be produced in English. It will use the visual identity developed for the project and will include the following sections:
  - An introduction to the project in the context of the 2020 targets and of Clean-Sky Joint Undertaking Initiative.
  - detailed overview of the project objectives and expected results.
  - Contact details of the company, website and LinkedIn address

Project leaflet will be disseminated to stakeholders through LinkedIn, website and mailing list. The leaflet can be distributed in events and conferences. We will provide our commercial force with leaflets so they will hand it to our customers and partners.

- PPT Presentation. A PPT document will be elaborated explaining the project:

- What is FAVIT.
- Goals
- Expected results.
- In which aspects ORBITAL will work on.

This document will serve ORBITAL as a complementary material in its presentations, events, etc. to explain the Project properly.

### 3.1.2 Project Website

Project websites are one of the most powerful communication tools. A website has been created and registered in the “com” domain: [www.favit.orbitalcs.com](http://www.favit.orbitalcs.com)

The design of the website has taken into account key principles of web designing and followed suggestions given in the EU Websites Best Practice Guidelines

- i. **visual hierarchy:** is the arrangement of elements in order of importance. This is done either by size, colour, imagery, contrast, typographically, whitespace, texture and style. The better you manage to provide users with a sense of visual hierarchy, the easier your content will be to perceive
- ii. **simplicity:** A very important goal of the website design is the “keep it simple”. Simple and friendly phrasing is used to attract the widest audience
- iii. **visibility:** web design and contents have been designed to be easy to find by engine bots. An intuitive structure and good experience to user is rewarded by search engines
- iv. **website update:** the contents of the website is maintained and updated by Orbital regularly by the Webmaster
- v. **monitoring tools:** a web statistic tool has been implemented to give information about visitor traffic

### 3.1.3 Website description and contents

Website contains the following structure:

- **HOME:** on this page, a general summary of project and its main objectives are described. EU co-funding is visible by including the related Logos and text.

The Homepage contains links to all the following subpages (at least):

- **FAVIT:** this section contains detailed information about the project, background information, scope, different standards to be analysed, (especially focused on DO-178B/C, DO-330, DO-254, ARP4754) different virtual testing methods , MBEs methodology, benefits, expected results and impacts.

This section also contains links to previous projects results which are considered as relevant background for FAVIT like: MISSION, ASCOS; VIVACE, CRYSTAL projects (see links above)

- **Workpackages:** this section contains information about the different Work Packages defined for the project and methodology used for the different phases.
- **News:** direct access to different news and partial results related to the project
- **About Orbital:** Summary of Orbital and its background in Certification, Verification and Validation or Aerospace Systems
- **Contact:** Information to contact Orbital and relevant FAVIT team for people interested in the project
- **Survey:** Questionnaire to facilitate the access of relevant stakeholders in the industry and certification authorities to give their feedback to relevant aspects for the scope of FAVIT
- **Networking:** this section contains links to other project, clusters and relevant initiative.

➤ MISSION Project:

- [https://www.dspace.com/en/pub/home/news/clean-sky-2.cfm#145\\_29363](https://www.dspace.com/en/pub/home/news/clean-sky-2.cfm#145_29363)
- <https://journals.sagepub.com/doi/abs/10.1177/0954410019835726>
- <https://www.aerodefensetech.com/component/content/article/adt/features/articles/26992>

➤ Clean Sky:

- <https://www.cleansky.eu/>

➤ Other Safety Critical and Virtual Testing related Projects:

MISSA Project:

- <https://cordis.europa.eu/project/rcn/89636/reporting/en>

ASCOS Project:

- <https://www.ascos-project.eu/>

VIVACE Project:

- <https://cordis.europa.eu/project/id/502917/reporting>

CRYSTAL Project:

- <http://www.crystal-artemis.eu/>

- **Social Networks buttons:** direct access to the social media

### 3.1.3.1 FAVIT page on Orbital's web site

Orbital's website will contain a dedicated page to FAVIT.

Next information is provided in the above mentioned page:

- Goals
- Overview
- Expected results

### 3.1.4 Social Media

Linkedin community has over 660 Million members. Around 20% of users are senior-level influencers and decision-makers.

The main goals in this professional network platform are:

- Generate interest in the project

- Announce events, publications
- Create post and valuable articles
- Share articles or research papers in pdf. Format
- Comment post from other professionals related to the project

Orbital has created a Project profile in Linkedin website, and will work to achieve the dissemination goals through this platform

### 3.1.5 Newsletter

A newsletter is a powerful tool for promoting the project and its results. It is a cost effective, easy to create and efficient.

Following contents are expected to be launch in the newsletter

- Agenda, events, meetings, publications.
- Information about project progress
- Interviews in case of getting the authorisation of the interviewed
- Etc.

Target audience: industries, end-users, clusters, scientific, professionals, standardization organizations, research and technology centres.

Subscription to FAVIT Newsletter is free to everyone.

e-Newsletter will be disseminated to stakeholders through Linkedin, website and mailing list.

### 3.1.6 Press releases

Orbital will launch press releases to the news media to capture interest of journalists or publications.

This document must be written in a straightforward way to be understandable for general public.

Main target is to spread the contribution of Cleansky ,H2020 and Orbital to the industry and society.



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## 3.3 DISSEMINATION ACTIVITIES

### 3.3.1 Workshops

TBD. Due to the restrictions caused by COVID-19 crisis, it is not possible to plan conferences and events. This information should be updated once the community and industry reach a stable scenario.

### 3.3.2 Conferences and events

TBD. Due to the restrictions caused by COVID-19 crisis, it is not possible to plan conferences and events. This information should be updated once the community and industry reach a stable scenario.

## 3.4 PROMOTING THE ACTION — VISIBILITY OF FUNDING

ORBITAL is committed to mention that all documentation and material produced under the project has been made through the co-financing of the Clean Sky 2 Joint Undertaking under the European Union's Horizon 2020 research and innovation programme.

The JU and EU logo will be displayed, and the following statement will be included:

*“This project has received funding from the Clean Sky 2 Joint Undertaking (JU) under grant agreement No 864475. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Clean Sky 2 JU members other than the Union”*

Also, any communication activity related to the project will indicate that it reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.