



Communication, Dissemination and Exploitation Plan of SYN+AIR's M3

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SYN+AIR

SYNERGIES BETWEEN TRANSPORT MODES AND AIR TRANSPORTATION

This Communication, Dissemination and Exploitation plan of SYN+AIR's M3 is part of project that has received funding from the SESAR Joint Undertaking (SJU) under grant agreement No 894116 under European Union's Horizon 2020 research and innovation programme.



Abstract

This document presents all the planned actions related to communication on the SYN+AIR project and the way to achieve successful dissemination, to ensure awareness amongst Transport Service Providers. On the other hand, this document is an M3 first version, so it will be dully updated in both M12 and M24.

The WP6, Responsible for the dissemination, communication and exploitation, works on planning all tasks related to spreading project awareness to stakeholders as well as Transport Service Providers community and the General Public. The document goes over the tools used in order to communicate and disseminate SYN+AIR's updates and news such as website, social media, events and workshops.

The key points of this document are the following:

- Organisation of project specific events on national and pan-European level, seeking attendance by all relevant stakeholder groups.
- Active participation in key relevant international and European conferences and industry exhibition fairs (e.g., TRA, Innotrans, UITP summit).
- Individual presentations and discussions with major public and private stakeholders, and round tables, and participation in Concertation Events organized by the Commission or the consortium. (e.g., SESAR innovation days).
- Scientific and industry-wide publications and presentations in relevant journals/press.

Thus, this document includes initially a **stakeholders and market analysis** and then outlines the strategy for communication and dissemination activities during the project lifecycle aimed to reaching specific target groups/stakeholders. It also describes in detail the communication and dissemination objectives, identifies the key target groups, defines the key messages, and presents the different communication and dissemination channels and tools (brochure, website, social media) developed by the project. Moreover, the document contains a logbook with a brief report per executed dissemination activity and if possible relevant links and presentations that will allow the reader to get better insights of the performed activity as well as justification means such as photos.

To that end, the expected benefits from the elaboration of this plan are:

- Promotion of the Project and its objectives to stakeholders and the General Public.
- Distribution of gained knowledge to the European Aviation and TSPs community.

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- Disseminating the project results through P.R. materials.
- Promoting the acceptance of project results.
- Performing an initial stakeholders and market analysis.
- Sharing all the project information through different communication and dissemination channels and tools

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1 Introduction

1.1 Definitions

The common definitions concerning dissemination, communication and exploitation can be found in the following figure (Figure 1).

Communication	Dissemination	Exploitation	
<p>"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>Definition</p>
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	<p>Objective</p>
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	<p>Focus</p>
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	<p>Target Audience</p>
<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 b) • Grant Agreement Art. 38.1 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 a) • Grant Agreement Art. 29 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 1.1, 2.1, 2.2 a) • Grant Agreement Art. 28 	<p>Formal Obligations</p>

Figure 1: Definitions of Communication, Dissemination and Exploitation in H2020 [1]

1.2 Applicable Reference Material

- [1] Making the Most of Your H2020 Project - Boosting the impact of your project through effective communication, dissemination and exploitation, The European IPR Helpdesk, available at: <https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>
- [2] Project Handbook of SESAR 2020 Exploratory Research Call H2020-SESAR-2019-2 (ER4) (Programme Execution Guidance), Edition 03.00.00, March 2019.
- [3] Grant Agreement number: 894116, 2020.
- [4] SJU, SESAR 2020 Communication and Dissemination, Kick-Off Meeting ([Gdrive](#))
- [5] H2020 Programme. Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020, Version 3.2, 21 March 2017.
- [6] Project Management Plan (deliverable D2.1).

1.3 List of Acronyms

Table 1: List of Acronyms

Acronym	Definition
ACARE	Advisory Council for Aeronautics Research in Europe
ATM	Air Traffic Management
ATFCM	Air Traffic Flow and Capacity Management
D2D	Door-to-door
GDPR	General Data Protection Regulation
MaaS	Mobility as a Service
TSP	Transport Service Provider

2 Project Introduction

2.1 Project “about” text

The SYN+AIR project aims to set and develop a blueprint to establish collaboration among Transport Service Providers (TSPs), and to develop the idea of seamless door-to-door (D2D) user journey. The main objective of SYN+AIR is to generate common goals for TSPs that will justify the need for data sharing, hence providing a more convenient travelling experience for users. For it to work SYN+AIR tackles two different approaches:

- Participatory approach: In order to understand the Stakeholders’ needs and validate our solutions.
- Technology approach: Defining how data will flow among TSPs, considering a user-centric approach validated with the help of Stakeholders.

SYN+AIR is generating multiple customer journeys across the entire multimodal chain to analyse how those journeys can be facilitated through improved planning and operations activities powered by data sharing; following the Air Traffic Flow and Capacity Management (ATFCM) phases: strategic, pre-tactical, and tactical planning. For the analysis, air travelling is placed in the epicentre; all multimodal chains consider the usage of air travelling.

Because of this work, SYN+AIR will generate a “Smart Contracts Framework” based on a Business Process Model. Smart Contracts are agreements among TSPs that define data sharing criteria (scope, parties’ obligations, contract’s time span and fulfilment criteria). TSPs can use the agreements for structuring a collaboration scheme with another TSP either strategically or tactically. Data generated by Travel companion apps will also be analysed in the context of enriching the Smart Contracts Framework. This will allow TSPs to improve their activities and execute informed decisions.

2.2 Project key messages

The first step in any communication exercise is to define the messages to be transmitted.

The paragraph below contains the key messages to be conveyed to SYN+AIR Stakeholders. Those key messages will be the basis of the delivery of the communication actions:

- 1) SYN+AIR elaborates on the 2011 Transport White Paper, to achieve a Smart Contracts Framework for a European multimodal transport information, management and payment system.
- 2) The aim of SYN+AIR is to establish common goals among TSPs across the multimodal chain to understand and encourage data sharing among parties.
- 3) SYN+AIR will create a blueprint to an integrated seamless door-to-door (D2D) passenger journey that is more convenient for traveller’s while more efficient in terms of resources and operations.
- 4) Identify how Air Transport in urban and extended urban mobility, can evolve by efficiently connecting information and services with other transport modes to achieve the 4hr door-to-

door ACARE (Advisory Council for Aeronautics Research in Europe) goal and a seamless journey.

- 5) Investigate how sharing ATM information with other transportation modes or considering information from other transportation modes in ATM decision making could improve the individual journeys and the overall transportation system.
- 6) SYN+AIR investigates a traveller's trade-off to perform a multimodal journey. How are these choices perceived by the transport operators?

These key messages may be updated during the project life cycle, to make the values more concrete to the targeted stakeholders. Furthermore, the aforementioned key messages are examples that can be used however depending on the targeted audience and the situation, they might be changed to use less "jargon".

2.3 Keywords

Door-to-door (D2D), Seamless travel, Smart Contracts Framework, Data sharing, GDPR, Transport Service Providers (TSPs), mobility, multimodality, ATM.

2.4 Focal point for communications, dissemination and exploitation

The focal points for communications, dissemination and exploitation are listed in Table 2:

Table 2: Focal Points of contact

Name	Role	Email address
Josep Lluís Larriba	Project coordinator	larri@ac.upc.edu
Ismini Stroumpou	Project Manager	ismini@sparsity-technologies.com
Dàmaris Coll	Dissemination Leader	damaris@ac.upc.edu
Generic contact e-mail	General information requests	info@syn-air.eu

3 Communication

3.1 Communications objectives and strategy

The specific aim of the project communication strategy is to draw attention regarding the benefits and impact of the project to society. The objective of SYN+AIR communication strategy is to spread information on the project's activities and results so as to identify the main path-lines that the SYN+AIR promotion and technology diffusion strategy should follow during its lifespan as well as its main objectives. All this will be carried out by means of:

- **Communicate for awareness:** making people (target audience, stakeholders and the general Public) aware of the SYN+AIR project, of its on-going activities and developments.
- **Communicate for exchanges of concepts and solutions:** providing information relative to specific topics for an audience composed of experts, organizing exchanges of best practices between people with a deeper knowledge as well as within the member of the Observatory.
- **Communicate for wider acceptance:** sharing information and promoting the project's mission and results to a wide group of stakeholders at international, European, national and local level.

The project's communication activities will be aligned, to the maximum possible extent, with the communication activities of SESAR and promote collaboration among ER4 projects. To ensure similar styling as with SESAR the project's communication will follow the SESAR Joint Undertaking graphical guidelines that can be found on their website through the following link: [2017 SESAR Guideline-FINAL.pdf \(sesarju.eu\)](#).

To have a big communication impact in events we plan to create Public relation materials such as roll-ups, leaflets and brochures that can be used to attract attention. Considering that many workshops and events will be done online we intend to create a marketing toolkit for all partners to use. The toolkit will be composed of basic marketing materials such as consistent photographs, project logos, a presentation template, a brief project presentation in English and banners for social media posts or newsletters. The toolkit will be available to partners following M4 of the project timeline and will be updated as the project evolves.

All communication activities will be logged in a shared file in Google Drive to keep track of progress.

This directory can be found through the following link:

https://docs.google.com/spreadsheets/d/1k7Qal-azy-P86d_3NTM7o4JinDu7rA3-/edit#gid=1675580930.

The project's communication strategy will vary slightly depending on the focused audience as can be seen in the following diagram. The strategy is further explained in Communication Management Plan found in deliverable D2.1, but is divided in:

- **Internal Communication:** The communication between team members will take place through specific mailing lists created for the project, regular management and WP teleconferences, project technical/management physical meetings and a set of communication support tools that encompasses Google Drive, Slack, and Google Calendar.

- **Stakeholders:** The public communication and dissemination of the SYN+AIR project is hosted in different social media (Twitter, LinkedIn). The communication tools will be analysed in the following sections.

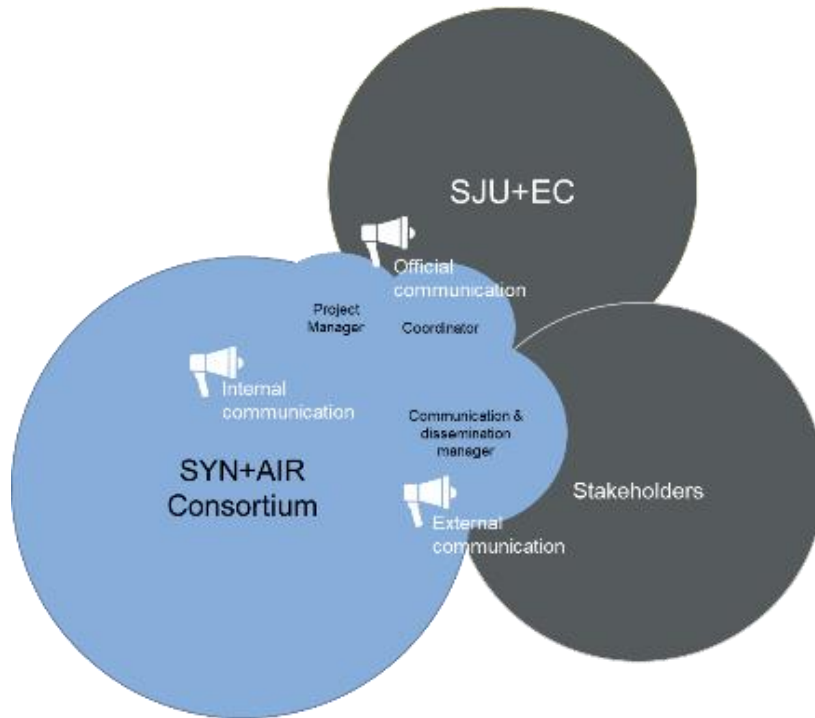


Figure 2: Communication axis of SYN+AIR

3.2 Target audiences

To understand SYN+AIRs target audience we conducted a stakeholder analysis to gather more insight regarding our potential target audience. It is important to take into consideration that it is still early in the project and thus, it is only a first glance that will keep evolving through time.

A stakeholder analysis is a process of identifying these people by grouping them according to their levels of participation, interest, and influence in the project and; determining how best to involve and communicate throughout each of these stakeholder groups. The purpose of these type of analysis are to:

- 1) Enlist the help of key organizational players.
- 2) Gain early alignment among all stakeholders on goals and plans
- 3) Help address conflicts or issues early on

In order to conduct our stakeholder's analysis, we first brainstormed all possible target audiences that could match any of the 3 requirements described above. By doing so we managed to reduce the list

to the most interested parties. The main target audiences that have been identified during the first phase of the project can be seen in the following table (Table 3):

Table 3: Communications target audiences

Target	How can they benefit from the project	Objectives and expected feedback
EC, SJU	Further research funding can be justified	Compliance to the proposal
Universities, Research Centres	Research expertise	Establish contact among experts
ATM service providers	Efficient use of resources and cost-efficient system	Possible cooperation with project
Airlines	Efficient system	Acquire new insights on the system and help spread information
Transport Authorities	Interest in developing an overall market framework	Give insights about the project and help search for cooperating stakeholders
Transport Service Operators	Offering better travelling services, more efficient system	Possible cooperation with project
MaaS	More efficient system, easier integration with stakeholders	Possible cooperation with project
Community groups or social networks	Efficient system	Acquire new insights about the system and help spread information
Mobility as a Service Operators	More efficient system, easier integration with stakeholders	Cooperation
Other research projects	Research expertise and insights	Cooperation
General Public	Knowledge regarding EU innovation	Inform citizens regarding innovation carried out in EU countries.

3.3 Communication channels

This section details the channels that will be used for our communication efforts. Table 4 summarizes the main platforms planned to spread awareness of project updates and establish connection among

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our target audience. SYN+AIR will put focus on online communication and dissemination channels given the current COVID-19 situation but also from a sustainable point of view; which is more desirable. Considering that most communication will be done virtually we intend to put a big emphasis in video content which is much more appealing and has more likelihood to engage our audience.

By creating video content, we will be able to share messages through our website, LinkedIn and Twitter accounts. The newsletter actions will not be as recurring but will definitely have a big focus towards pushing the audience towards our website, where most of the project content will be available for further inspection. Furthermore, we are considering making use of SESAR JU communication channels as well to ensure a wider reach to the targeted audience. Table 4 shows the main channels that will be used.

Table 4: Communication channels

Channel	Link	Information to be shared
Website	www.syn-air.eu	<ul style="list-style-type: none"> • Project deliverables • Project news • Videos • Brochures
LinkedIn	https://www.linkedin.com/company/syn-air/about/	<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public • Distribution of gained knowledge to the European Aviation and TSPs community • Promoting the acceptance of project results
Twitter	https://twitter.com/synairproject	<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public • Distribution of gained knowledge to the European Aviation and TSPs community • Promoting the acceptance of project results
Newsletter	n/a	<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public • Distribution of gained knowledge to the European Aviation and TSPs community • Promoting the acceptance of project results
SESAR JU social media channels		<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public • Distribution of gained knowledge to the European Aviation and TSPs community

- Promoting the acceptance of project results

3.4 Project logo

To establish SYN+AIR brand, much attention has been paid to creating a coherent and consistent identity for the project. A solid identity increases engagement and recognition among the public and is therefore an essential part of the dissemination activities. We also wanted to maintain consistency with the SJU ecosystem by choosing similar colour tones.

In consultation with the graphic designer, the project coordinator and consortium partners settled on this final version of the logo among the various options that were offered. The logo is simple and modern, utilizing the statement colour of bright blue that jumps out on any background. The look and feel of the logo exude an idea of mobility, as can be seen in the figure below.



Figure 3 Project logo

3.5 Communication key performance indicators (KPIs) and success criteria

SYN+AIR consortium has set initial targets for the communication activities (Table 5). These Key Performance Indicators (KPIs) will allow us to measure the visibility of the project and its results. Every 6 months we will be monitoring the progress towards these objectives and we will take corrective actions to meet them. In case that the target set is not ambitious or if we see that we can achieve it easily we will change it. The scope of monitoring the traffic of the landing page and have a continuous follow of information through different channels (i.e., website and social media) is that SYN+AIR's consortium wants to engage its stakeholders and it is not targeting "one time visitors".

Table 5: Communication KPIs and success criteria

Target	How can they benefit from the project	Objectives and expected feedback
Website	# of visitors to the website (per year) <ul style="list-style-type: none"> • Percentage of returning visitors. 	<ul style="list-style-type: none"> • 3000 visitors per year • 18 news per year

	# of posts in website "News" section	
Social media (Twitter, LinkedIn)	Engagement with the content (likes, retweets, shares, etc.)	10 Engagement / post
Newsletter	Open rate Click rate	<ul style="list-style-type: none"> 5% above industry average 5% above industry average ¹

¹ To measure email performance indicators such as Open rate and Click rate you must compare them against other organizations. These thresholds can be found online, for instance: <https://bit.ly/3mvwJNw>

4 Dissemination

4.1 Dissemination objectives and strategy

The specific aim of Dissemination is the identification and organization of the activities to be performed, to promote the project's results and achieve the widest dissemination to mobilise and engage the targeted communities, both ATM and non-ATM. The dissemination plan will be updated annually, and the dissemination actions will be included in annual reporting. In particular, the dissemination actions will include the following elements:

- Active participation in key relevant international and European conferences and industry exhibition fairs. If the situation does not permit physical presence, e.g., due to COVID-19 restrictions, then the consortium will participate virtually in such conferences and fairs.
- Individual presentations and discussions with major public and private stakeholders, and round tables, and participation in Concertation Events (e.g., Meeting of The EURO Working Group on Transportation <http://www.ewgt.org/>, ATRS – Air Transport Research Society conference <http://www.atrsworld.org/>), SESAR Innovation Days Conference - <https://www.sesarju.eu/sesarinnovationdays>)
- Active participation in the meetings organized by SESAR to enhance collaboration between the different SESAR projects to monitor the progress and reassure that cross fertile activities are promoted.
- Scientific and industry wise publications and presentations in relevant journals/press (e.g., Sustainability, Journal of Advanced Transportation, Journal of Air Transport Management, Transport Policy, Transportation Research).
- Announcements and promotions of events organised by SYN+AIR (e.g., workshops) at the web site of SESAR Engage Knowledge Transfer Network (<https://engagektn.com/>)

The online dissemination material will remain accessible after the end of the project and it will continue to be updated after the end of the project

In more detail, the objectives of the dissemination are:

- i. To raise public awareness about the project, its expected results and progress within defined target groups using effective communication means and tools;
- ii. To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;
- iii. To disseminate the fundamental knowledge, the methodologies and technologies developed during the project;
- iv. To pave the way for a successful commercial and non-commercial exploitation of the project outcomes. An initial version of the IPR directory will be created at the start of the project

The dissemination strategy of the project also envisions the participation in key relevant events to diffuse and spread its results. The key events identified so far (the list will be updated/extended throughout the project lifespan) are shown in the following table (Table 6).

Participation to conferences in non-EU countries. According to the H2020 rules, there is actually no distinction between travelling inside the EU or outside. However, travelling must be essential for the

project and should not have an excessive cost. For additional information, you can refer to the [Annotated model Grant Agreement](#) page 80.

Table 6: Indicative key events, relevant to SYN+AIR

Key relevant event	SYN+AIR target groups present	Location	Date
InnoTrans 2021	Public, private transport, enterprises and operators, authorities, research and service providers	Berlin	April 2021
AIR Convention 2021	Airlines and airport operators	Vilnius	September 2021
TRA2022	European Transport Industries and research community	Lisbon	2022
ITS European Congress 2021	Airlines and airport operators	Hamburg	October 2021
Global Airport & Passenger Symposium	Worldwide Public Transport and mobility stakeholders: industries, service providers, operators, authorities and research	Prague	November 2021
TRB Annual Meeting 2021	European Transport Industries and research community	Virtual event	January 2021
SESAR Innovation Days Conference	European Transport Industries and research community	Virtual event	2021

Same as with communication, the project's dissemination activities will be aligned, to the maximum possible extent, with the communication activities of SESAR.

4.2 Target audiences

Target audiences for our dissemination activities can be found in the following table (Table 7). It is important to point out that the audience is very similar as for the communication with the exception that dissemination activities are not focused on reaching the General Public.

Table 7: Targeted audiences

Target	How can they benefit from the project	Objectives and expected feedback
EC, SJU	Further research funding can be justified	Compliance to the proposal
Universities, Research Centres	Research expertise	Establish contact among experts
ATM service providers	Efficient use of resources and cost-efficient system	Possible cooperation with project
Airlines	Efficient system	Acquire new insights on the system and help spread information
Transport Authorities	Interest in developing an overall market framework	Give insights about the project and help search for cooperating stakeholders
Transport Service Operators	Offering better travelling services, more efficient system	Possible cooperation with project
MaaS	More efficient system, easier integration with stakeholders	Possible cooperation with project
Community groups or social networks	Efficient system	Acquire new insights about the system and help spread information
Mobility as a Service Operators	More efficient system, easier integration with stakeholders	Cooperation
Other research projects	Research expertise and insights	Cooperation

4.3 Dissemination channels

The dissemination channels can be found in the following table (Table 8). These channels are the same as for communication with the exception that dissemination will also be done through publications of the results.

Table 8: Dissemination channels

Channel	Link	Information to be shared
Website	www.syn-air.eu	<ul style="list-style-type: none"> • Project deliverables • Project news • Videos • Brochures
LinkedIn	https://www.linkedin.com/groups/9051558/	<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public Distribution of gained knowledge to the European Aviation and TSPs community • Promoting the acceptance of project results
Twitter	https://twitter.com/synairproject	<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public • Distribution of gained knowledge to the European Aviation and TSPs community • Promoting the acceptance of project results
Newsletter	n/a	<ul style="list-style-type: none"> • Promotion of the project and its objectives to the general public • Distribution of gained knowledge to the European Aviation and TSPs community • Promoting the acceptance of project results
Publications	n/a	<ul style="list-style-type: none"> • Disseminate project results and share knowledge

As mentioned before SYN+AIR consortium also aims to target academia and scientific community. Therefore, is our aim to present scientific papers and poster in well-known conferences and symposia. Regarding Scientific papers, it is a recognised good practice to send articles/papers to the SJU prior to their publication, as far as possible, in case the SJU has some comments or observations. Should you not receive any feedback in the timeframe of one or two weeks, you can go ahead with the publication.

Table 9 shows the scientific papers, publication and posters presented or have been identified by the consortium members. The identified conferences or scientific journals will be under revision but aim to demonstrate our intention and plans by setting our goals. The conferences and dates are indicative as at this moment due to the COVID-19 situation a lot of confirmations and the format of these event

is pending. Hence, the following table will be constantly updated and accordingly we will update the dissemination tracker of the project and the landing page's news as well as the social media to ensure the visibility and dissemination of SYN+AIR's results. SYN+AIR aims to decide ad-hoc for the following opportunities as the presentation of SYN+AIR results depend also on the topics and thematic of the listed conferences, symposia, and journals.

Table 9: Scientific papers, publications and presentations

Conferences/Symposia/Journals		
Title of paper/poster if status is pending for approval or approved	Link of conference/journal (if available)	Status
Euro Working group on Transportation Meeting. Title "Air passenger segments evolution at Serbian market"	http://ewgt2021.web.ua.pt/	Pending approval
Air Transport Research Society (ATRS)	https://www.atrsworld.org/	Foreseen
International Conference for Research in Air Transportation (ICRAT)	To be announced	Foreseen
SESAR Innovation Days	To be announced	Foreseen
International Conference on Air Transport (INAIR)	https://www.transportlogistic.de/en/?gclid=Cj0KCQjwyN-DBhCDARIsAFOELTn1bljg6lrNNZJq4hbl2yowY7Y2YnzPelIfvL1BBC1VBGICjN4t_gaAiBtEALw_wcB	Foreseen
Balkan Conference on Operational Research (BALCOR)	To be announced	Foreseen
Symposium on Operational Research (SYM-OP-IS)	http://symopis2021.matf.bg.ac.rs/index.php?lang=en&page=	Foreseen
International Symposium (SYMORG)	To be announced	Foreseen
International Symposium (SYMORG)	To be announced	Foreseen
Transportation Research Board Meeting	http://www.trb.org/Calendar/Blurbs/179047.aspx	Foreseen

Scientific Conference of the Italian Society of Transportation Academics (SIDT)	N/A	Foreseen
International Conference on Traffic and Transportation engineering	https://waset.org/traffic-and-transportation-engineering-conference-in-november-2021-in-venice	
IEEE International Conference on Environment and Electrical Engineering (IEEE IEEEIC21)	https://www.eeeic.net/eeeic/	Foreseen
hEARTH Symposium of the European Association for Research in Transportation	https://www.nrso.ntua.gr/heart-9th-symposium-of-the-european-association-for-research-in-transportation-lyon-february-2021/#:~:text=February%202021%20%E2%80%93%20NRSO-,hEART%20%E2%80%93%209th%20Symposium%20of%20the%20European%20Association%20for,in%20Transportation%2C%20Lyon%2C%20February%202021&text=The%20aim%20of%20the%20conference,and%20state%20of%20the%20art.	Foreseen
Transport Research Arena (TRA) Conference	https://traconference.eu/	Foreseen
Journal of Air Transport Management	https://www.journals.elsevier.com/journal-of-air-transport-management	Foreseen
Journal of Advanced Transportation	https://www.hindawi.com/journals/jat/?utm_source=google&utm_medium=cpc&utm_campaign=HDW_MRKT_GBL_SUB_AD_WO_PAI_DYNA_JOUR_X&gclid=Cj0KCQjwyN-DBhCDARIsAFOELTIANyS9HwgLdsbBWzE5iFYyGBfkX_QTgNh05z1XYA6IJXnXy1k3iYaAhDAEALw_wcB	Foreseen
Transportation Research Part A	https://www.journals.elsevier.com/transportation-research-part-a-policy-and-practice	Foreseen
Transportation Research Part B	https://www.journals.elsevier.com/transportation-research-part-b-methodological	
Transportation Research Part C	https://www.journals.elsevier.com/transportation-research-part-c-emerging-technologies	

Transportation Research Part E	https://www.journals.elsevier.com/transportation-research-part-e-logistics-and-transportation-review	
Transport Policy	https://www.journals.elsevier.com/transport-policy	Foreseen
Transportation Planning and Technology	N/A	Foreseen
Journal of Transport Geography	https://www.journals.elsevier.com/journal-of-transport-geography	Foreseen
Transport Reviews	https://www.tandfonline.com/toc/ttrv20/current?gclid=Cj0KCQjwyN-DBhCDARIsAFOELTn2ubmmPAa48nJGwLx3YN3u-mqd5_JqH-GuWTJXTila39wIzMBdWf8aAogbEALw_wcB	Foreseen
Sustainability (golden open access)	https://www.mdpi.com/journal/sustainability	Foreseen
Frontiers in Future Transportation (golden open access)	https://www.frontiersin.org/journals/future-transportation	Foreseen
Tourism Management	https://www.journals.elsevier.com/tourism-management	Foreseen
Case Studies on Transport Policy	https://www.journals.elsevier.com/case-studies-on-transport-policy/	Foreseen

4.4 Dissemination KPIs and success criteria

The most relevant dissemination KPIs that will act as success criteria for this part of the project can be seen in the following table (Table 10).

Table 10: Dissemination KPIs and success criteria

Activity	KPIs and targets	Success criteria
Publications	<ul style="list-style-type: none"> # of published scientific publications 	4 scientific articles

Events hosted by SYN+AIR	# of organised workshops/events	2 workshops
Events hosted by others	# of attended workshops	6 events

4.5 Open access to scientific publications

SYN+AIR aims to discover the willingness of operators to share data and the impact of data sharing in scope of delineating collaboration criteria between TSPs. The input and the results of the project will be disseminated to wide international audiences and more specifically to our main stakeholders' group which is the TSPs. Therefore, we will develop a knowledge management process to direct the way by which shared information is handled during the project ensuring the Intellectual Property Rights (IPR) and in accordance/compliance with any European & national legislation and directives. The project will comply with the published EC guidelines on “Recommended standard licenses, datasets and charging for the reuse of documents” (2014/C 240/01).

Publication of Data and Open Access Plan & Data Preservation: Research results developed using the funds of SESAR JU are expected to be published through peer-review international academic journals and in selected Open Access Journals (preferably provide a green/gold open access) and repositories like Zenodo, OpenAIRE and UPCommons.

5 Exploitation

5.1 Project exploitable results

The objectives of the project are described below. Each objective generates a key result upon successful completion:

- 1) **Determine the willingness of TSPs to collaborate and share data by examining and determining (planning and operational) goals shared by TSPs.** The Key Result will be a common goals and prerequisites for data sharing describing the reason and value of data sharing as well as when data can be used.
- 2) **Execute impact assessment of data sharing to determine the type of usable data by TSPs at each phase (strategic and tactical/operational) based on achieving the goals determined in Objective 1.** The key Result involves development of a Data Flow Model for TSPs of all modes and execution of impact assessment of data sharing with the goals of developing quantifiable metrics on data sharing.
- 3) **Explore the idea of creating a Smart Contracts framework for use between TSPs with the goal to guarantee a seamless door-to-door journey.** The result will be the creation of a Business Process model for the design and implementation of the Smart Contracts Framework.
- 4) **Explore the impact of data collection from Travel Companions apps for enriching the data of TSPs in strategic, pre-tactical and tactical phases allowing for informed decision making during the creation and execution of Smart Contracts and for improving the recommendations provided to the users through the Travel Companions apps.** The key result will be to determine impact of data generated from Travel Companion apps using My-TRAC as a use-case.

5.2 Exploitation strategy and objectives

The utilisation of results in further research activities will be considered in the design of our exploitation strategy. During the project lifecycle we will maintain contact with other researchers and projects to exchange impressions of our findings. These contacts will be made through networking events by attending and hosting workshops but also through international conferences, which are mentioned earlier.

Social media will be an important tool for spreading awareness of our results and most importantly acting as a funnel towards SYN+AIR website, where public deliverables will be available. To exploit our findings, actions will include the following elements:

- Active participation in key relevant international and European conferences and industry exhibition fairs. If the situation does not permit physical presence e.g., due to COVID-19 restrictions, then the consortium will participate virtually in such conferences and fairs.

- Individual presentations and discussions with major public and private stakeholders, and round tables, and participation in Concertation Events (e.g., Meeting of The EURO Working Group on Transportation).
- Active participation in the meeting organized by SESAR to enhance collaboration between the different SESAR projects to monitor the progress and reassure that cross fertile activities are promoted.
- Scientific and industry wise publications and presentations in relevant journals/press (e.g. Sustainability, Journal of Advanced Transportation, Journal of Air Transport Management, Transport Policy, Transportation Research).
- Announcements and promotions of events organised by SYN+AIR (e.g., workshops) at the web site of SESAR Engage Knowledge Transfer Network (<https://engagektn.com/>)

The online dissemination material will remain accessible after the end of the project and it will continue to be updated after the end of the project; at least for a three-year period. SYN+AIR will participate in key relevant events to diffuse its results.

5.3 Exploitation of results

SYN+AIR will give open access to all public deliverables through its website, which will be available for a minimum period of three years after the project ends. Hence, the results of SYN+AIR will be passed on for future projects to build on top of the knowledge gained, for researchers or Transport Service Providers.

Table 10: Project internal exploitation of results

Beneficiary	Result (ID)	How do they plan to use the project results	When
AETHON	D5.1	Make use of the Smart Contracts Framework to develop a software tool.	1 – 2 years after project
UPC	D5.2	Integrate Smart contracts Framework with a travel companion	1 – 2 years after project

The following table is empty given that it is the first version of the deliverable, though we plan to fill up the table with data as the project progresses.

Table 11: Project external exploitation of results

User Group	Result (ID)	How could they use the project results	When

5.4 IPR Management

In accordance with the H2020 rules for participation, the Consortium Agreement will govern dissemination, access rights and use of knowledge and intellectual property. To make sure that these terms are followed and to avoid disputes, the project Board will maintain an IPR Directory throughout the lifetime of the project. This document will list all items of knowledge relating to the work of the project, both pre-existing know-how and results developed in the project, especially related to develop courses content and tools, and make explicit for each item:

- The owner(s);
- The nature of the knowledge, and its perceived potential for exploitation;
- The currently agreed status of the item concerning plans to use the knowledge in exploitation, or plans to disseminate it outside the consortium;
- Measures required, or in place, to ensure protection of IPR for the item.

The directory will be regularly updated, and available to all partners. It will form a key tool to enable knowledge management.

To maximize societal impact, the project will widely disseminate knowledge outside the consortium. An initial version of the IPR directory will be created at the start of the project. The project coordinator is responsible for the use of IPR within the consortium, according to the terms laid out in the Consortium Agreement. Finally, all knowledge will be managed in accordance with the H2020 Grant Agreement and a Consortium agreement that will be timely prepared and signed by all consortium members.

5.5 Schedule of communication and dissemination activities

The proposed schedule for communication and dissemination activities within the project's lifecycle is presented in Table 12. Such schedule will be updated, on occasion, in next versions of this deliverable (namely M12 and M24 versions).

Table 12: Schedule of Communication and Dissemination Activities

Activity	Description	Target audience	Tools to be used to further support communications and dissemination	Provisional /frequency	dates	Responsible Partner(s)	KPIs and targets
Post LinkedIn	Updates regarding SYN+AIR ACTIVITIES	TSPs and researchers	Videos, articles	Monthly		UPC	Detailed in section 3.5
Post Twitter	Updates regarding SYN+AIR ACTIVITIES	TSPs and researchers	Videos	Monthly		UPC	Detailed in section 3.5
Newsletter	Updates regarding SYN+AIR ACTIVITIES	TSPs and researchers	Newsletter software such as MailChimp	M13 and M25		UPC	Detailed in section 3.5
Workshop	Meeting with TSPs to gather insight	TSPs	Videos, presentations, brochures	September 2021 September 2022		AETHON, UPC	Minimum of 10 participants per event
Blog posts on website	Updates regarding SYN+AIR ACTIVITIES	TSPs and researchers	Videos, articles	Monthly		UPC	Detailed in section 3.5