D8.1 – Dissemination and communication plan

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[1] Dissemination level: PU = Public, SEN = Sensitive, R-UE/EU-R = EU classified, C-UE/EU-C = EU classified, S-UE/EU-S – EU classified

[2] Nature of the deliverable: deliverable: R = Document, report; DEM – Demonstrator, pilot, prototype; DEC – Websites, patent, filings, videos etc; DATA – data sets, microdata, etc; DMP – Data Management Plan; ETHICS; SECURITY; OTHER

Document History

Version	Date	Author(s)	Description
0.1	27/06/2024	ALPHA	First draft shared to peer review partners
0.2	28/06/2024	ALPHA	Implementation of comments of peer review partners
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Acronyms

CTA	Call to Action
D	Deliverable
DCP	Dissemination and Communication Plan
DoA	Description of the Action
EC	European Commission
EU	European Union
HAS	High Accuracy Service
GDPR	General Data Protection Regulation
GNSS	Global Navigation Satellite Systems)
HAS	High Accuracy Service
HE	Horizon Europe
IAM	Innovative Aviation Mobility
INS	Inertial Navigation Systems
IPR	Intellectual Property Rights
KPI	Key Performance Indicators
OA	Open Access
PNT	Position Navigation and Time
PPP	Precise Point Positioning
R&D	Research and Development
RRI	Responsible Research and Innovation
UAM	Urban Air Mobility
eVTOL	Electric vertical take-off and landing
U&S	Users and Stakeholders
WP	Work Package

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Scope of the document

The Dissemination and communication plan (DCP) is the main guideline for the execution of the dissemination & communication activities that will be carried out within the GAUSSIAN project. It gives an overview of the whole dissemination and communication activities foreseen throughout the project.

The plan defines the dissemination objectives, the target audiences, the key messages, the dissemination channels to be used, the promotional materials as well as the timeline of their use. Also, the plan presents the methodology of performing the dissemination activities. It also sets some achievement indicators to evaluate the effectiveness and success of these activities.

Finally, this plan is conducted to achieve the maximum impact and support the exploitation activities.

Applicable and reference documents:

ID	Title	Date
[RD.1]	GAUSSIAN Grant Agreement No 101129480	2024
[RD.2]	EC Funding & tender opportunities SEDIA: what is the difference between dissemination, exploitation and communication, link	-

Executive summary

This document is the "Dissemination and Communication Plan (DCP)" for the GAUSSIAN project.

The main objective of this document is to provide the guidelines for the promotional activities to be carried out by the GAUSSIAN Consortium throughout the whole duration of the project. This document will be updated/fine-tuned in line with project implementation phases and needs.

To achieve such objective, the document provides the approach that will be used to maximize impact by identifying key promotion audiences, outlining the types of actions together with the role of GAUSSIAN Consortium partners in the set of activities foreseen in this DCP.

Thus, a promotion strategy has been designed and set in place targeting dissemination, exploitation, and communication activities. The different activities and actions are described in detail in Section 4, while the table below provides an overview of the overall strategy.

Target Audience	Activity		Objective	Outputs
Scientific community and projects, industry, end-users, citizens	**Dissemination**	**Actions for awareness**	Set of activities aimed at promoting the project activities and results towards stakeholders and aimed at improving awareness of user on project/developed technologies. Here are included the more "traditional" dissemination activities.	• Logo; • Website; • Social media publications; • Project leaflets/ brochures (traditional printing); • Press releases and publications; • Conferences and events; • Newsletters
		Actions for Users and Stakeholders (U&S) involvement	Engagement and involvement of relevant users and stakeholders in different phases of the project in relation to the different objectives and activities.	• Set up and regular update of contact database; • Workshops; • Clustering activities
Industry, policy makers	**Exploitation**		Activities aimed at the market uptake of the proposed solutions.	• Project exploitation; • Similar and new project monitoring and interface; • Interface with EU institutions and other relevant institutions
All target groups and beyond	**Communication**		Additional actions to communicate the project results not only to the main stakeholders, end users or scientific community but also the general public.	• Exploitation of the website for other promotion and activities; • Social media publications; • Publication of audio-visual material; • Other communication channels.

Dissemination and Communication overall strategy

Moreover, the activities' outputs foreseen can be segmented according to:

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- Frequency of release (i.e. how often they are released); and
- Target audience (which target audiences are addressed).

In this context, the dissemination activities represent the core part of the overall strategy, given the innovative solution proposed by GAUSSIAN and its final products stemming from the R&D are currently not known for most U&S. Hence, the website, social media posts, publication on relevant sector journals and the participation to international conferences and events are the key channels.

Also, the exploitation of results is of a great importance for the market awareness and further adoption of final solution. Moreover, specific communication actions are foreseen to reach a wider audience, when relevant and possible.

For all previously mentioned activities, gender-neutral and gender-sensitive language is predefined and a gender specific action plan related to communication and dissemination has been set in place. This allows to ensure that the gender dimension is integrated as a transversal issue in the GAUSSIAN project activities.

Finally, as a result from all DCP activities, the project' achievements and outcomes activities are foreseen to go beyond the lifetime of the project reaching wide audiences and promoting the market uptake of the developed solutions.

To measure the expected results of DCP, these have been outlined and presented in Section 5 in terms of goals and key performance indicators (KPIs). An update of the DCP proposed actions with a KPIs progress report will be performed in D8.2 Report on dissemination and communication activities, first half – (M18) [ALPHA], D8.3 Report on dissemination and communication activities, second half – (M36) [ALPHA].

1   Introduction

The following document is the "Dissemination and Communication Plan" conducted and organised by ALPHA, leader of Task "T8.2 Dissemination and communication | M1-M36" for the GAUSSIAN project. In the following text aims and objectives of the plan, relations to other activities in the project and report structure are presented.

1.1   GAUSSIAN project overview

GAUSSIAN's main goal is the development and demonstration of a new integrated navigation platform for use in Innovative Aviation Mobility (IAM). This platform processes EGNSS signals, is strongly integrated with Inertial Navigation System (INS) measurements, and exploits distinguish features of Galileo, such as the authenticated civilian signals and the High Accuracy Service (HAS). In a nutshell, the objective is to demonstrate a prototypal integrated avionic unit with enhanced robustness to spoofing, which grants higher availability of data in constrained or interfered environments. In an event comparable to that of January 2022 in Denver, our proposed system would allow to (i) instantly detect GNSS anomalies and (ii) trigger the most suitable procedure to safely land the drone taxi.

GAUSSIAN focuses on the IAM market and looks at the scalability of the proposed technologies in other applications, which are based on different Positioning, Navigation, and Timing (PNT) platforms, but have similar needs in terms of integrity, weights, and volumes (e.g.: drones and/or small piloted aircraft used for aerial remote sensing, which must accommodate sufficient space and save weight for measurement/scientific equipment).
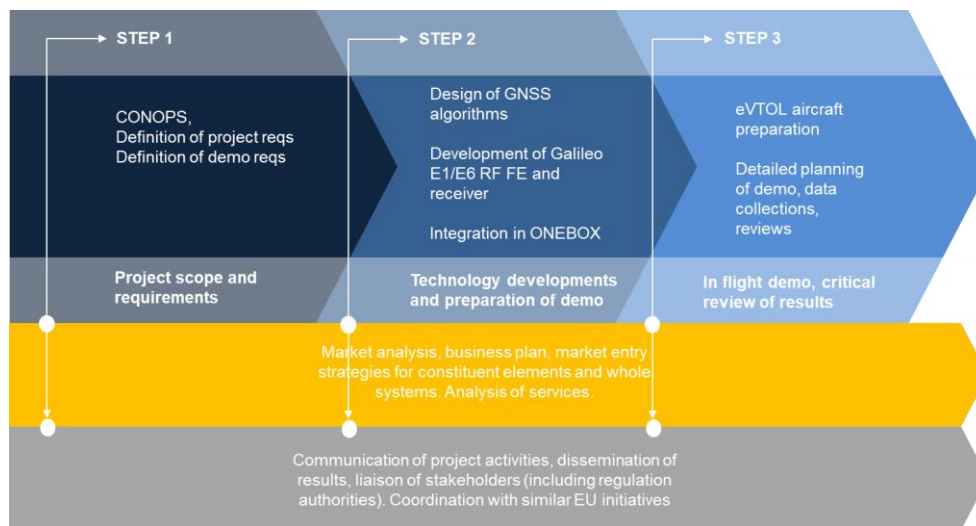
Figure 1 - 3-steps methodology proposed for GAUSSIAN

1.2 Aims and objectives

Dissemination and communication are essential elements in any project. Dissemination presents sharing research results with potential users – peers in the research field, industry, other commercial players, and policymakers. Sharing research results with the rest of the scientific community, enriches the contribution to the progress of science. Communication presents the actions of the beneficiaries that promote actions and results, by providing target information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

The aim of Dissemination and Communication task is to ensure that the project objectives, activities, and outcomes will reach the relevant target groups (such as Scientific, Industrial and Large audience) in and beyond the demonstrator and test campaign.

The main objectives of this report are to:
- Describe the approach adopted to define the main project promotion actions aimed at addressing the different Users and Stakeholders (U&S) clusters identified.
- Set up and present the DCP for using and disseminating the knowledge in the context of the GAUSSIAN project, through various means.
- Provide main expected outcomes, mainly in terms of expected results related to different promotion actions.

This DCP describes the plan made at the beginning of the project foreseen for the consortium as a whole for the dissemination of the project concepts and outcomes, according to the provisions of the Description of the Action (DoA), and the work foreseen under WP8 [RD.1].

In addition, this document also goes beyond the DoA in line with the promotion opportunities that already have emerged during the first stage of the project or with some potential actions that the team will further evaluate if useful and will undertake accordingly. In this sense, the document specifies the methodology to be followed for the design, implementation, coordination and monitoring of all project activities aiming at achieving not only the dissemination but more broadly the promotion objectives of the GAUSSIAN project. Moreover, the DCP has also set some achievement indicators (KPIs) to evaluate the effectiveness and the success of these activities.

1.3 Relations to other activities in the project

Spreading awareness of the project's achievements to relevant audiences via dissemination/ communication channels, reaching as many people/ organizations as possible and increasing project visibility, is the main aim of the Dissemination and Communication activity.

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To achieve such objective all partners of the GAUSSIAN consortium will be engaged to participate. Indeed, being a cross action, the dissemination and communication plan activities are interlinked with all the achievements of the project, at all its stages of progress.

1.4 Report structure

The document is organised according to the following structure:

- **Section 1** is the introduction with the description of the main aims and objectives of the document itself;
- **Section 2** presents the approaches used to maximize the impact by means of identification of main users and stakeholders target groups, outlining the main identified actions and role of GAUSSIAN partners;
- **Section 3** is devoted to the GAUSSIAN promotion strategy throughout dissemination, exploitation of results and communication including possible gender issues;
- **Section 4** reports the main conclusions and expected results outlining the key achievements indicators.
- **Section 5** presents the main conclusions and expected results.

1.5 Contribution of partners

In order to maximise the reach of GAUSSIAN, all Consortium partners are involved and should contribute to the Dissemination and Communication activity. In particular, the GAUSSIAN team composition will allow different but complementary expertise and know-how, all relevant, to maximize the project impact and results.

2 The approach used to maximise impact

This section is focused on the approach adopted to identify key promotion audiences, stakeholders and users clustered in different target groups.

In detail, this section will:

- Identify the main U&S target groups for the GAUSSIAN project dissemination, exploitation and communication;
- Describe the meaning of dissemination, exploitation and communication and related type of actions;
- Define the role of GAUSSIAN partners in relation to these actions;
- Present the GAUSSIAN dissemination and awareness plan, enlarging its original scope with key insights on all main promotion actions.

2.1 Identification of main users and stakeholder target groups

For an effective realisation of each strategy, it is crucial to know who the subjects for the promotion are. For this reason, key audiences have been identified and these are the potential GAUSSIAN U&S [RD.1].
Moreover, the identified U&S were clustered in different target groups to engage and involve the key actors of the GAUSSIAN value chain.
In general target groups could be entities and/or individuals that can potentially benefit from the project results.

Target Audience	Motivation	Examples
Policy Makers / Government	- Policies on urban air navigation - Technology developments benefitting the U-space concept Specific for CAA[3]:	- ESA (UE) - EUROCAE (UE) - National Civil Aviation Authorities - ISO - CEN/CENELEC

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[3] In response to DRS Comment n.3.

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	• Certified and Safety objectives improvements for operation (System certification for operations) • Anti-spoofing capabilities	
EGNSS	• Collaboration • Use of GAUSSIAN outcomes	• Galileo • EGNOS
Industry	• Exploitation • Technology transfer	• UAM/IAM industry • Traditional civil aviation industry • Aerial EO industry • Other UAS projects
Scientific Community	• Scientific dissemination • Cross domain collaboration at national, EU and international level	• Universities • Research centres
End-users / General Public	• Ad-hoc communication • Awareness • Acceptance of UAM/IAM	• Civil society • Users of UAM services • First responders • Cargo companies

Table 1 - Stakeholders identification for the dissemination activities and list of relevant stakeholders

Key messages will be tailored according to the type of stakeholder. Such key messages will be integrated in all communication materials and activities and reviewed with the project results during the implementation.

Communication activities in the awareness phase involve all stakeholders. It is necessary in the early project stages to maximize the coverage of information and news without ever taking for granted the level of preparedness of the target audience because anyone external to the project has little to no knowledge not only of the project itself but sometimes also of the technologies involved and the possible specific uses and benefits that will derive from them. In the later stages of the project, defined methods of deployment (real-world applications) and demos will be available. These contents have a strong impact because they are perceived as "concrete". Communication strategies will be implemented, and the contents will be used to create tailored messages for engagement of the target audience.

GAUSSIAN will combine numerous dissemination and communication [RD03] actions to achieve its expected impacts and maximise its societal, scientific, and technological repercussions. These actions will target the main stakeholder clusters of the project.

2.2 Dissemination, exploitation, and communication type of actions

The European Commission (EC) sets a clear distinction among dissemination, exploitation, and communication. These activities shape the core part of a comprehensive promotion system, but with three different scopes and objectives [RD.2]:

- **Dissemination** is the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups in a targeted way, to enable them to use the results in their own work.
  Dissemination is considered the set of actions aimed at increasing awareness and involving key user and stakeholder groups in a targeted way.

- **Exploitation** is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems. Exploitation of results is considered here the set of actions aimed at reaching key actors in the market, such as for examples decision makers or European institutions, to foster the solution adoption.
- **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Communication is considered here the set of actions aimed at reaching the general public (and not only specific user groups) with traditional and new tools. Moreover, communication actions are considered mainly "two-way" actions, activities aimed at creating a flow of information, comments and exchange between Consortium and multitude of audiences and at encouraging discussion with general public (e.g. through social media).

Dissemination, exploitation of results and communication activities will be undertaken both at consortium and at partner's level, as a part of an overall strategy composed by four types of actions in relation to their objective. The different types of actions are described in detail in section 4, while in the table below a preliminary overview of the overall strategy is provided.

Type of action	Objective	Description	Activities
Dissemination actions for awareness	Set of activities aimed at promoting the project activities and results towards stakeholders and aimed at improving awareness of user on project/developed technologies.	Most of these actions start immediately after preliminary results. It is strictly connected with the project outcomes. The dissemination actions aimed at improving awareness should be considered the most relevant activities for GAUSSIAN project, given it is important to make U&S aware of how GAUSSIAN works and how the final product could benefit them.	Logo; Website; Social media publications; Project leaflets/ brochures (traditional printing); Press releases and publications; Conferences and events; Newsletters
Dissemination for user and stakeholder involvement	Engagement and involvement of relevant users and stakeholders in different phases of the project in relation to the different objectives and activities.	This type of action starts early in the project and could last until the end of the project. It is strictly connected with specific WPs and/or Task objectives (e.g. mailing list for the Newsletter).	Set up and regular update of contact database; Workshops
Exploitation	Activities aimed at the market uptake of the proposed solution.	This type of action is linked to the last part of project activities aimed at commercial exploitation of the project results.	Project exploitation; Similar and new project monitoring and interface; Interface with EU institutions and other relevant institutions
Communication	Additional actions to communicate the project results not only to the main stakeholders, end users or scientific community but also the general public.	Communication actions through traditional media, and online media, website, and social media channels (e.g. X, LinkedIn, YouTube) will be undertaken throughout the GAUSSIAN project.	Exploitation of the website for other promotion and activities; Social media publications Publication of audio-visual material Other communication channels (e.g., podcasts, radio, media etc).

Table 2 - Overview of dissemination, exploitation, and communication types of activities

Activities can interconnect and sometimes overlap. For example, to maximize the media coverage of a "traditional media" such as a brochure, we will share the file on social media and/or make it downloadable on the website. To gather data, dedicated posts with Calls to Action (CTA) aimed at acquiring contacts can be

made to create a mailing list. A conference, an event, or a workshop can be turned into live streaming events, and the created videos can become content for social media pages or the website.

To optimize communications and amplify the message, collaboration from all partners is **necessary** through constant feedback on GAUSSIAN's progress, sharing files, posts, and communications across all their available media channels, and engaging with all the project communication content.
Linking, liking, sharing, commenting, reposting - repeat.

The activities listed above can be segmented according to:
- **Frequency of release (i.e. how often they are released); and**
- **Target audience (which target audiences are addressed).**
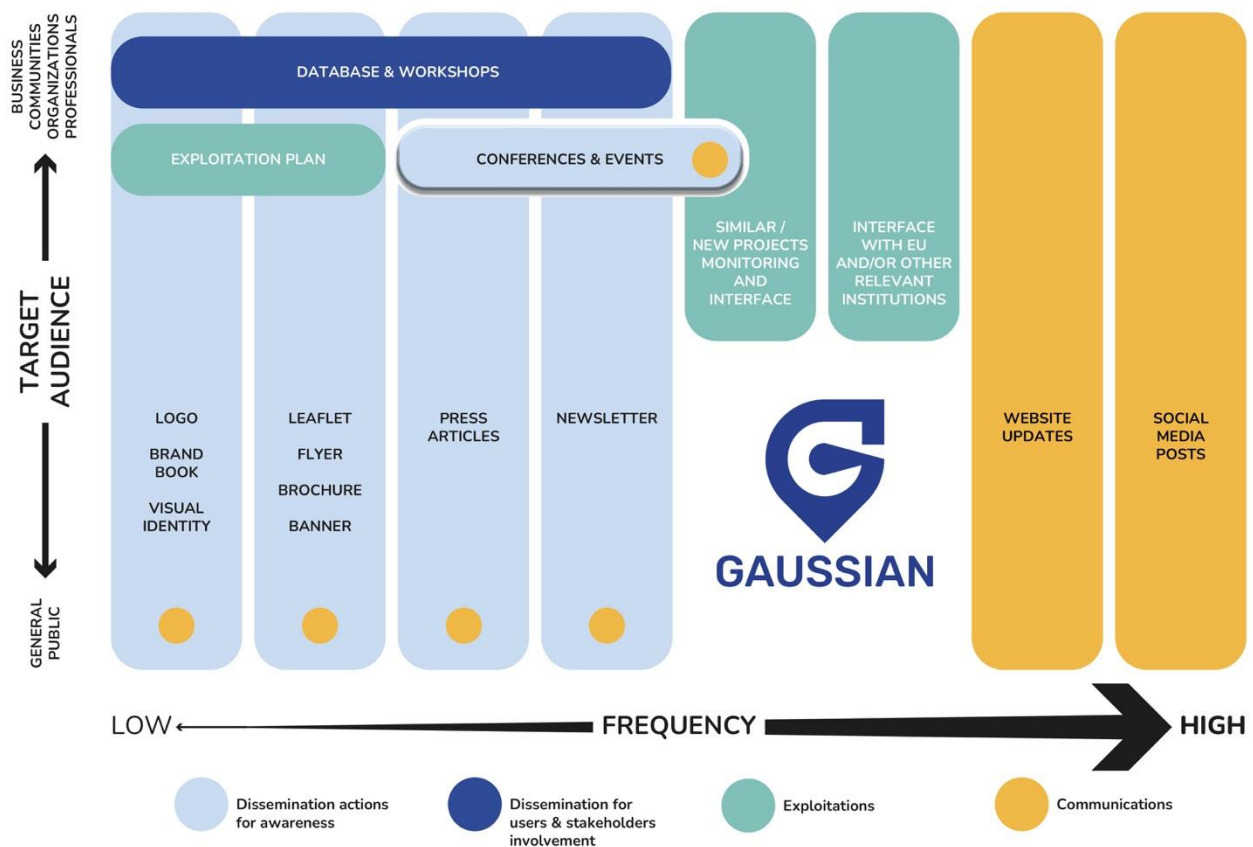
Figure 2 - Outlook of GAUSSIAN promotion activities

2.3 Role of GAUSSIAN partners

The GAUSSIAN team composition will allow different but complementary expertise and know-how, all relevant, to maximize the project impacts and results.
According to the DoA, all GAUSSIAN partners are called to contribute to the dissemination, communication and exploitation of the GAUSSIAN project results [RD.1].

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Partner	Role of partner in terms of impact maximisation	Dissemination	Exploitation	Communication
Partners involved for support and inputs				
CNS	**Civitanavi Systems S.p.A.** is a leading player in the development and manufacture of high-tech solutions of inertial navigation, georeferenced and stabilisation systems for various applications. CNS included the deep integration of GNSS and INS processing in its technology roadmap to achieve higher navigation reliability. CNS' long-lasting experience in designing, manufacturing, and testing of high-grade devices for navigation and flight control reduces the risks associated to the management of complex activities in the frame of the project.	✓	✓	✓
GN	**Geonumerics** is a small enterprise with specific skills in the mathematical modelling and design of algorithms for tight, ultra-tight and deep GNSS/INS integrations. GN also guarantees the necessary background for the design of PNT integrity monitoring algorithms.	✓	✓	✓
SAP	**Saphyrion Sagl** is a leader in the development of RF devices, and in this context, it was selected for its experience in the development of RF GNSS front ends. The three companies will work together to develop a new integrated GNSS/INS platform, with the capability to process E1 and E6 Galileo signals. Such joint work certainly contributes to increasing the competitiveness of the European GNSS industry.	✓	✓	✓
FN	**Flynow Aviation GmbH** is making an autonomous single passenger eVTOL helicopter, for urban taxi range within 50 km distance and maximum flight time of 30 min. FN's participation allows activities to be focused on a prototype that responds to clear technical needs and with market prospects at the end of the project.	✓	✓	✓
CIRA	**Centro Italiano Ricerche Aerospaziali** was included to improve the team's skills in the aeronautical field, define CONOPS, requirements, and most important lead the flight demonstrations. CIRA provides a piloted aircraft, which allows a derisking phase before the flight tests with an unmanned eVTOL.	✓	✓	✓
UPC	**Universitat Politecnica de Catalunya** is involved with a research group with several years of experience in applications based on high precision GNSS and PPP methods, which is recognized as valuable for the successful exploitation of the Galileo HAS.	✓		✓
Responsible for action's coordination				
ALPHA	**Alpha Consult S.r.l.** bring expertise in: Dynamics of institutional communication and dissemination activities, in the frame of dissemination, communication and lobbying activities to the EC. Overall business strategy aspects in various domains, in particular providing expertise in market analyses, competitive environment assessments, business plans, costs benefits analyses as well as financing strategies.	✓	✓	✓

Table 3 - Role of partners

This table will be updated along with the project as the extent of interest of partners may variate, in terms of exploitation of GAUSSIAN results. Nevertheless, it must be stressed that, according to the DoA (see also [RD.1]), all GAUSSIAN partners are called to contribute to the dissemination, communication, and exploitation of GAUSSIAN.

2.4   Dissemination and communication plan

This document is setting out the plan for using and promoting the knowledge in the context of GAUSSIAN project, through various means, including for example GAUSSIAN website and the social media accounts (X, LinkedIn), the distribution of dissemination materials, the publications of articles in selected journals and the participation to conferences and other relevant events.

The table below provides a general timeline overview of all the GAUSSIAN dissemination and exploitation activities preliminarily foreseen and possible communication actions that could be undertaken.
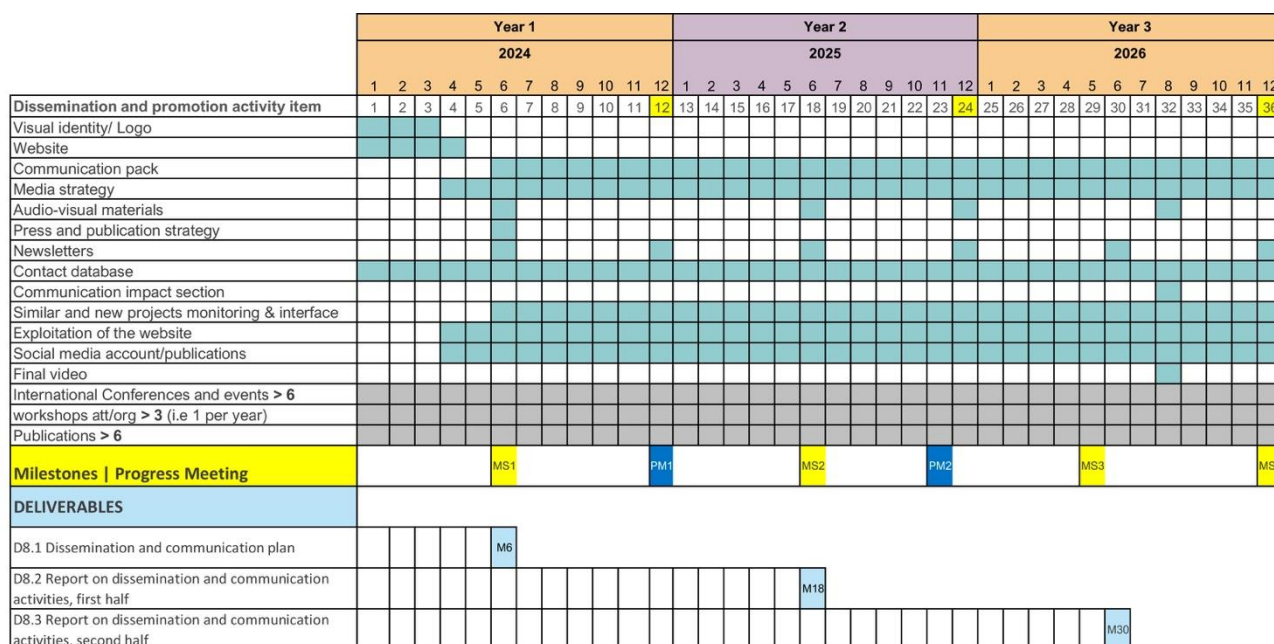
Dissemination and promotion activity item	Year 1 — 2024												Year 2 — 2025												Year 3 — 2026											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Visual identity/ Logo																																				
Website																																				
Communication pack																																				
Media strategy																																				
Audio-visual materials																																				
Press and publication strategy																																				
Newsletters																																				
Contact database																																				
Communication impact section																																				
Similar and new projects monitoring & interface																																				
Exploitation of the website																																				
Social media account/publications																																				
Final video																																				
International Conferences and events > 6																																				
workshops att/org > 3 (i.e 1 per year)																																				
Publications > 6																																				
Milestones | Progress Meeting						MS1						PM1						MS2					PM2						MS3							MS4
DELIVERABLES																																				
D8.1 Dissemination and communication plan						M6																														
D8.2 Report on dissemination and communication activities, first half																		M18																		
D8.3 Report on dissemination and communication activities, second half																														M30						

Figure 3 - GANTT of GAUSSIAN Dissemination and communication activities

2.5   Open access publications

It must be stressed that, in the frame of the dissemination and communication plan and foreseen related actions, Open Access (OA) is guaranteed to scientific publications resulting from the publicly funded project, in accordance with Regulation (EU) No 1290/2013.

Indeed, as indicated in [RD.1], the partners have committed themselves to provide OA to all scientific publications (free of charge online access for any user) using 'green' OA and 'gold' OA. Therefore, GAUSSIAN will ensure open access to all peer-reviewed publications and seek it on other types of scientific publications, where project outcomes are published, using Open Access Infrastructure for Research in Europe (OpenAIRE) compliant repository (i.e., Zenodo). Specific budget has been considered for publishing the most important scientific papers using Open Access. It is envisaged that "gold" open access will be the preferred option, whereby the partners will publish in peer reviewed scientific journals that, already, are committed to solely open access methods or that can foresee (under payment) this option. The public technical reports and other communicative documents will be archived within the project website, in the repository section "Documents and reports", with free access ("green" open access).

In this context, as the partners of the GAUSSIAN consortium have envisaged a set of publications upon their work, an assessment of publications and publications intentions has been performed. To this end, an editorial

plan for the project's publication has been drafted. However, generated confidential test data, protocols, or validation the partners will share only with each other, when appropriated for different validations. Commercially sensitive data declared as confidential will be stored in private servers or the private area of the website accessible to the partners.

This strategy does acknowledge that future activities built on previously funded efforts and should be based on openness and sharing of results. The Consortium fully adheres to the principle "as open as possible, as closed as necessary" set by the European Commission to allow the outcomes to reach the society whilst protecting the Intellectual Property Rights (IPRs) of the companies involved in the co-development of the technical solutions involved.

The list of publications items is monitored and updated on a regular basis. When these papers for publications are finalized and are finally public, they will be available through:

- GAUSSIAN webpage, in the section "News" devoted to "publications", "Open-access publications" & "Downloads".
- Social media (LinkedIn, X) with a devoted post/tweet
- Newsletter

Additionally, it is worth to note that when opportunities for publications arise, these are flagged from timely by the communication team to the GAUSSIAN Consortium to maximize the opportunities for publications of relevant papers related to the work and/or specific aspects that are being developed within the project.

2.6 Publication of deliverables

In relation to the GAUSSIAN reports and documents, the public deliverables will be shared freely with all relevant stakeholders (research community, industry, and regulators). Moreover, for those deliverables that are considered confidential will be shared with stakeholders (if relevant) after signing a Non-Disclosure Agreement (NDA).

In addition, for Confidential reports a non-confidential version, or an extract from the executive summary of such deliverables, may be released after agreement from all partners to widen the sharing of knowledge and reach the highest impacts.

Deliverable	Deliverable name	WP number	Lead	Type	Dissemination level	Delivery date
D2.1	Report on main needs of UAM operators for safe and secure navigation	WP2	FN	R	PU	M3
D2.2	System requirements document	WP2	FN	R	PU	M3
D2.4	Demo requirements document	WP2	CIRA	R	PU	M5
D3.3	GAUSSIAN HW-SW modules development report	WP3	CNS	R	PU	M17
D4.1	Report on the GAUSSIAN integrated avionic unit	WP4	CNS	R	PU	M22
D5.1	Test plan	WP5	CNS	R	PU	M23
D5.2	Report on the tested execution and results	WP5	CNS	R	PU	M28
D5.3	ONEBOX pre-qualification report	WP5	CNS	R	PU	M28
D6.1	Demo flight tests plan	WP6	CIRA	R	PU	M22
D6.2	EMC and integration test reports for piloted aircraft	WP6	CIRA	R	PU	M28
D6.3	EMC and integration test reports for piloted aircraft	WP6	FN	R	PU	M28
D6.4	Release of flight authorization by the Italian Airworthiness Authority	WP6	CIRA	R	PU	M30

D6.5	Release of flight authorization by the Austrian Airworthiness Authority	WP6	FN	R	PU	M30
D6.6	Report on the demo data analysis and flight evaluation with piloted aircraft	WP6	CIRA	R	PU	M35
D6.7	Report on the demo data analysis and flight evaluation with eVTOL aircraft	WP6	FN	R	PU	M35
D7.3	Impact and benefit analysis (customer and final users' perspective)	WP30	ALPHA	R	PU	M30
D8.1	Dissemination and communication plan	WP6	ALPHA	R	PU	M6
D8.2	Report on dissemination and communication activities, - first half	WP18	ALPHA	R	PU	M18
D8.3	Report on dissemination and communication activities, - second half	WP36	ALPHA	R	PU	M36
D8.4	Synergies and collaboration report	WP36	CNS	R	PU	M36

Table 4 - List of deliverables

3 GAUSSIAN promotion strategy

A carefully fine-tuned dissemination strategy was developed towards the attainment of the following goals: i) the creation of public awareness and the generation of scientific interest; ii) the engagement of stakeholders interested in the GAUSSIAN project; iii) the maximization of the impacts of the project findings.

GAUSSIAN dissemination strategy will focus on promoting the project by:
- Assuring scientific dissemination of our results and activities;
- Undertaking technical actions such as organizing training, workshops etc;
- Engaging stakeholders.

In this context, scientific dissemination of our results is of key importance for generating awareness. Such awareness will be leveraged to generate interest in the usage of GAUSSIAN. We will ensure that the GAUSSIAN project is well represented in the scientific community and at key events.

This section outlines the specific GAUSSIAN dissemination, exploitation of results and communication approaches describing each of them according to the strategy and tools adopted. In detail, this section will:
- Present the dissemination strategy and details on activities/ tools (Section 3.1);
- Provide main inputs on exploitation strategy and activities/ tools (see Section 3.2);
- Present the communication strategy and potential actions/ tools (see Section 3.3).

3.1 Dissemination plan

Obligation to disseminate
Each partner is required to promptly disseminate their results with the public through appropriate channels, as per GA and CA, including scientific publications and the GAUSSIAN website. At the same time each partner has the responsibility to safeguard results, maintain confidentiality, adhere to security protocols, or protect personal data. Each beneficiary is responsible for ensuring open access (free online accessibility for all users) to all peer-reviewed scientific publications related to their findings.

Dissemination objectives
In particular, the dissemination plan is structured to address a full range of potential actors playing different roles in the value chain.

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The GAUSSIAN dissemination strategy will always reflect and serve the objectives of the project, therefore we defined the following dissemination objectives:

- Create awareness of GAUSSIAN and it's goals and impact within the defined target groups
- Identify other stakeholder that may benefit from the project's results
- Seek out opportunities for collaboration with other projects and initiatives
- Promote collaborations that may result in new projects
- Raise societal awareness about GAUSSIAN impact and the added value of science and innovation at EU level in improving the lives of the citizens

The objectives and activities related to dissemination will likely develop further as the project progresses and results become available. Initially, the emphasis is on introducing the project to raise awareness of the project, its goal and impact. As the project advances, the focus will shift to instigating change, proposing ideas to relevant stakeholders and policymakers, or advocating for the adoption of specific solutions, etc.

Dissemination principles

To ensure clarity and elevate the quality of presented material, the consortium agrees to adhere to several crucial principles in all dissemination activities:

- Uphold the Intellectual Property Rights (IPR) of each partner.
- Acknowledge and respect the contributions of all partners by appropriately referencing all relevant parties directly or indirectly referenced in the proposed publication.
- Foster transparency in procedures.
- Safeguard confidential results diligently.
- Coordinate actions to prevent overlapping or duplication of dissemination activities.
- Establish clear criteria to distinguish between results suitable for dissemination and those exploitable.
- Target the appropriate audiences.
- In accordance with Article 38.1.2 "Information on European Union (EU) funding – Obligation and right to use the EU emblem "all dissemination material must mention the project name GAUSSIAN and GA number, alongside acknowledgment of Horizon Europe financial support and the EU emblem.
- Incorporate the project visual identity where applicable.
- Unless it conflicts with their legitimate interests, each beneficiary must promptly disseminate its results by appropriate means to the public.
- Each beneficiary must ensure open access (free of charge, online accessibility for any user) to all peer-reviewed scientific publications related to its findings, as well as open access to research data.
- Any dissemination of results must clarify that it reflects solely the author's view and that the EC bears no responsibility for any use of the contained information.

The dissemination strategy will be divided in three phases, as illustrated in the table below:

Time	Objective	Approach
Phase 1: Analysis & initial awareness	Create a roadmap and agree upon future dissemination activities Raise awareness on GAUSSIAN objective and scope	Press release Visual identity toolkit Project website Social media channels Brochures, posters List of journals List of events List of stakeholders
Phase 2: Increase impact	Create a target awareness of project results and outcomes to interested stakeholders	Newsletters and mailing campaign to stakeholders about GAUSSIAN results Initiate collaborations Create synergies with other projects Disseminate results at conferences and events Publish papers in high ranked journals

Phase 3: Adoption	Promote the project results for adoption and creating change Pave the way for exploitation and on-market trajectory	Engage with relevant stakeholders in a more personalized and targeted approach. Link closely with exploitation task.

Table 5 - Dissemination strategy phases

Analysis and initial awareness phase

In the first phase of dissemination the GAUSSIAN Consortium will analyse the project's framework, with special attention to the ethical considerations relating to technological progress and the gender dissemination, aligning the priorities for the first year of the project with the stakeholder needs, announcing that the project has started and creating general awareness about the project's objectives and expected results and impact. The first promotional material kit produced in the GAUSSIAN DCP frame will be prepared and adapted for dissemination activities as need. The aim in this first phase is also to encourage interested parties—especially those engaged in related projects and initiatives—to delve deeper into the project's daily operations.

This will be done via the project website, social media channels, initial launch events, press release and a mailing campaign. Brochures and poster will also be prepared as part of this.

This hinges on effective internal dissemination of information to ensure that all GAUSSIAN partners have a comprehensive understanding of the project as a whole, including their respective tasks and missions. To facilitate and streamline this process, a special session on DCE was integrated in the KO event to ensure alignment. This will be a recurring agenda item on all consortium meetings.

A Dissemination toolbox will be developed and regularly updated. This toolbox will include:
- Info sheet on Open Access publishing
- List of relevant stakeholders (Table 1)
- List of relevant journals (Table 6)
- List of relevant events (Table 7)
- PowerPoint templates, word templates, brochure, poster, roll-up, short videos, infographics, official logo etc.

Increase impact phase

During this phase, external dissemination efforts to target stakeholders' groups will intensify to promote the first results. The work initiated in the first phase will be continued and extended, with a more target dissemination approach to the different stakeholder groups.

Efforts will be allocated for participation in events and conferences in the field, and disseminate results via presentations, posters, and brochures. Based on results available, the existing promotional materials from phase 1 will be updated.

Particular attention will be dedicated to increasing the target audience and establish links with them.

Adoption phase

In the last phase dissemination activities will focus on promoting the project results for adoption to selected target groups and creating change. Significant effort will be dedicated to support exploitation and on-market trajectory.

In this phase GAUSSIAN will push relevant stakeholders towards testing the developed solutions in workshops, trough targeted e-mail and invitations to presentations and collaboration. GAUSSIAN will also encourage relevant stakeholders to adopt the framework through promotion during international conferences and events and by inviting the in-training workshops with the final framework.

The awareness of the policymakers on the project progress and implications for adoption of the project output is essential. The support of the policymakers in a range of institutions at national and international levels will be ensured in this phase. The project will seek to engage with policy makers in Brussels and collaborate with actors from the European Parliament and other national institutions form beneficiary countries.

In the context of GAUSSIAN, the dissemination strategy has been designed as a forerunner component to communication activities regarding a future GAUSSIAN commercial development. This activity will run throughout the project lifetime and addresses the coordination of the dissemination actions and resulting deliverables, their planning, monitoring, and reporting. The approach adopted (see also Section 2) is briefly summarised in the table below.

Dissemination actions are divided in two groups:
  (i)   Dissemination actions for awareness and
  (ii) Dissemination actions for user and stakeholder involvement.

Dissemination strategy chart		
Type of action	Dissemination	
Objectives	Strengthen the impact of the GAUSSIAN project	
Target groups	Policy makers / government, egnss, industry, scientific community, end-users / general public	
Description	The content of dissemination will be primarily focused on the awareness of the public benefits GAUSSIAN could provide. In this context, the dissemination actions for awareness are the core part of this activity. For this reason, the GAUSSIAN website, with the publication of press releases / news, the publications in social media services (LinkedIn), the publication of six newsletters during the project and the participation to relevant international conferences and events are considered the key activities in the overall promotion strategy. Furthermore, the dissemination will also touch issues related to the market introduction of the tools developed within the project.	
Actions	• Dissemination actions for awareness; • Dissemination actions for users and stakeholder's involvement;	
Activities / Tools	Dissemination actions for awareness	• Logo; • Website; • Traditional printing; • Press releases and publications; • International conferences and events; • Newsletters; • Social media • Publication of audio-visual material
	Dissemination actions for users and stakeholders' involvement	• Set up and regular update of contact database; • Workshops; • Clustering events

Table 6 - Dissemination strategy chart

3.1.1 Dissemination actions for awareness

The dissemination actions aimed at improving U&S awareness should be considered the most relevant activities for the project, given it is important to make U&S aware of how the proposed technologies work and how the final product could benefit from them.

To achieve this, a set of actions described in the following chapters have been presented and they are logo, website, social media, newsletters, traditional printing, press releases and publications, International conferences and events, workshops.

3.1.1.1 Logo

The GAUSSIAN logo has been designed by ALPHA's communication team to provide an immediate and visual indication of the forming blocks of the project.

Some KEYWORDS have been selected and outlined:
Urban Air Mobility, eVTOL aircraft, Electric flying vehicles, Electric, Vertical, Take-off and Landing, Urban transportation, Navigation systems, Flight control, Safety, Security, Precise, Spoofing prevention, Data accuracy, Integration, Air mobility market, Galileo, Solutions

Based on these concepts, a logo and visual identity for the GAUSSIAN project have been developed.

FINAL OUTPUT

The GAUSSIAN logo (see Figure 4 below) has been designed by ALPHA and agreed with the Consortium.
It has also been defined that the phrase "GAUSSIAN: Navigating the future of urban air mobility" is particularly illustrative of the project and can be used as a claim or headline on certain occasions and across various communication channels. It's not necessary to include or use it all the time. If chosen, it's better to accompany it with the logo.
The logo mark or brand mark 4(Figure 5) can be used independently of the project's name.

The logo in his final form can be associated with flight but also easily with navigation. It captures the essence of the project well and is clear.

Figure 4 - GAUSSIAN logo

GAUSSIAN: Navigating the future of urban air mobility

Figure 5 - Logo mark

A devoted document has been created with guidelines for the proper use of the GAUSSIAN image. The guide is to be shared and made available to all partners.

3.1.1.2   Colour palette and Font

#2D3D87

For the colour, we chose blue #2D3D87, a colour often associated with calmness, professionalism, security, and reliability, also to represent **Europe, the Galileo system, and the association with the sky**.

Indirectly, it might also remind some airlines as they often use this colour in their logos or visual identity. It's an indirect association, but it **can be useful as a reference to the aviation environment.**

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4 Logo mark / brand mark = image or symbol which represents a brand.

Font

Rubik

(sans serif typeface)

Open Font License. Can be commercially used, and even included in a product that is sold commercially. Sans-serif fonts are specifically designed for a web usage. A "sans-serif" typeface is especially useful for reading on screens, which can be more fatiguing for the human eye. It's simple, clean, minimal, and modern. This choice is based on the project's characteristics and because it's a highly readable font that facilitates screen reading and adapts easily to all types of digital media.

The GAUSSIAN logo was designed considering its various applications in different forms of communication (web, social networks, apps, traditional prints, etc.).

3.1.1.3 Website

The official website will include all the general information's and the institutional description of the project. Considering the specific characteristics of the identified user persona, adhering to the guidelines outlined in the brand book to maintain a consistent look-and-feel in production, and aligning with the defined communication objectives, a web portal has been developed. The official website will include the project's progress, results, news, and contact information (links to social media, newsletter, email). It will also be linked to major search engines. Content, including text, videos, and photos, has been created to populate all pages while adhering to rules for proper search engine optimization.

The website incorporate all the necessary information and data, including contact forms, news, blogs, and social media links.

The website design is clean and clear to communicate project information in a simple and understandable manner. The design aligns with the product image through visually appealing layouts and coordinated graphics, high-quality content will be a priority, including clear text, high-resolution images, and interactive multimedia content to engage users and effectively present the GAUSSIAN project.

The navigation menu is clear and simple, allowing users to easily find the information they need. We will maintain fast loading times to prevent user frustration and site abandonment.
The site have a responsive web design, optimized for mobile devices, ensuring easy accessibility and usability on smartphones and tablets. We will also ensure cross-browser compatibility, making the site function correctly on different web browsers.

To maintain user interest and improve online visibility, we will keep the site updated with fresh and relevant content, news about live events, and important project developments.
In the "Contacts" section, contact and subscription forms are provided, allowing users to get in touch with us or subscribe to the newsletter to stay updated.

The website have a personalized email addresses to streamline and optimize communications, which will also be useful for setting up and managing the newsletter effectively.
The newsletter is also an effective way to foster interactions and build relationships. We will ensure the site complies with privacy policies, terms and conditions, and web accessibility standards. On all pages, there is a links to SM channels and the option to subscribe to the Newsletter.
We have integrated social media by linking all corporate social media profiles to, increasing visibility, and facilitating content sharing.

Design Preferences short:
Clear and simple colors, large lettering, Keywords |data | infographics | interactive information, images | videos, short texts, flat icons, social network contact links.

The name for the web domain of the official project site has been proposed and approved by consortium partners.

Link: gaussianproject.eu

Is structured in six main sections:
- HOMEPAGE
- ABOUT
- PARTNERS
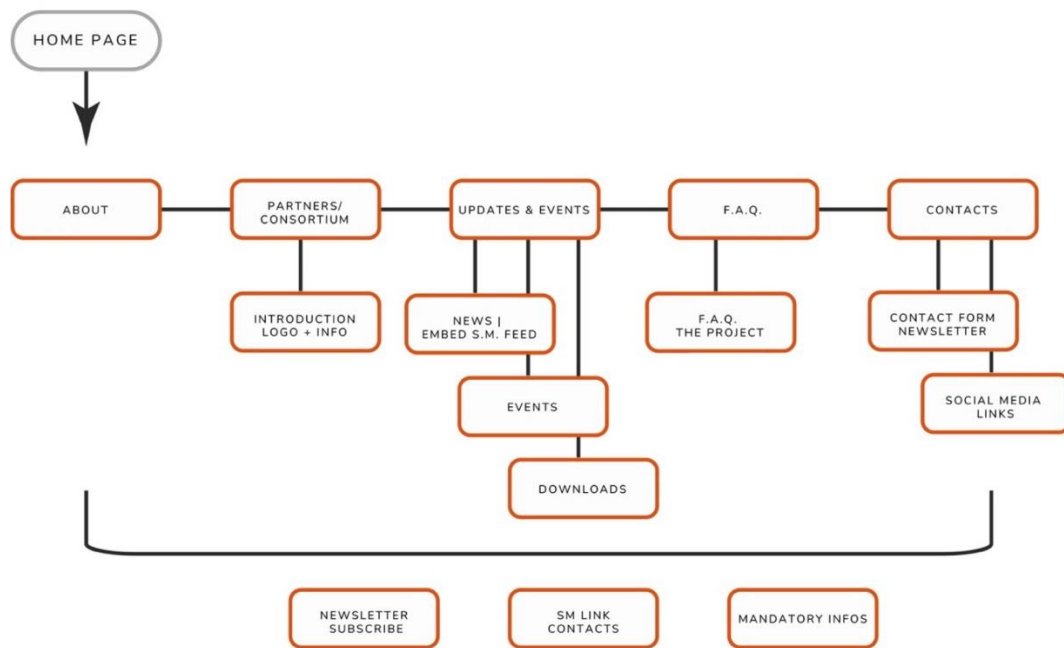- UPDATES & EVENTS (NEWS, RESOURCES, OUTCOMES)
- FAQ
- CONTACTS

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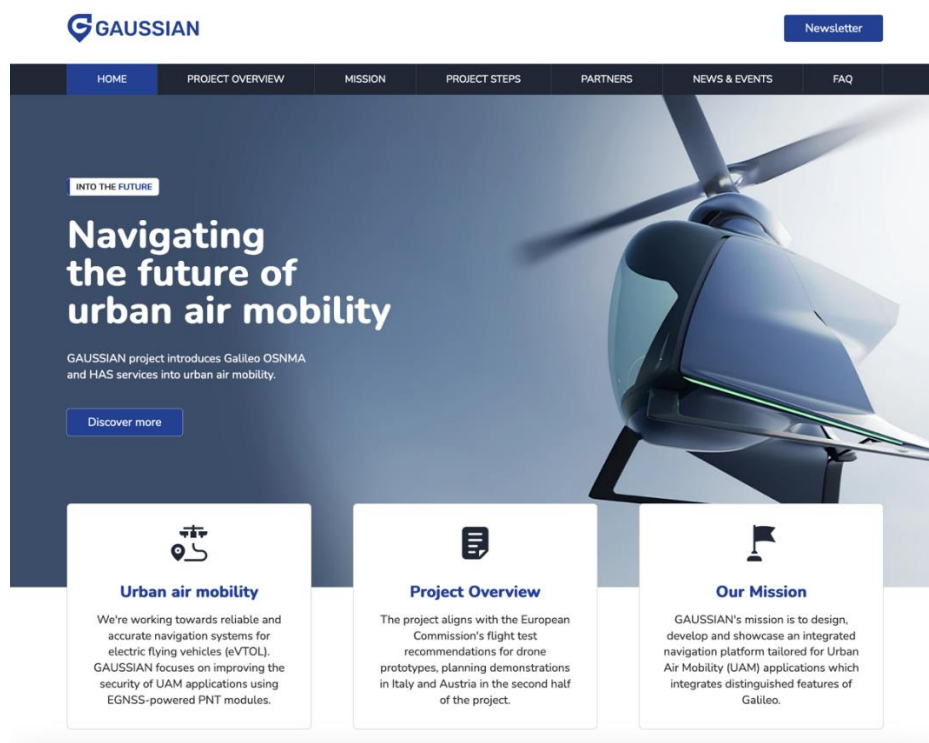**Figure 6 - GAUSSIAN website base structure**

Figure 7 - Website homepage

All previously mentioned pages have a header and footer.

The HEADER contain the logo, the page menu (including the dropdown menu), and, in case the need for additional languages arises during the project's lifespan, it will be possible to add them.

The FOOTER contain social media icons (with redirecting link to each social media page), Newsletter subscription, menu overview and details about the funding.

Additional pages can be added based on the expressed needs and the progress of the project.

The GAUSSIAN website will play a prominent role in the dissemination strategy. We will use the website as a key channel to promote the overall project and all relevant achievements, providing downloadable informational content in a dedicated section. Additionally, the website will highlight all events attended by GAUSSIAN throughout the project, maximizing the project's impact in terms of user and stakeholder interest and awareness.

3.1.1.4   Traditional printing project leaflets/brochures/banners/posters

Taking into account the specific characteristics of the identified user persona, the guidelines set forth by the brand book created to maintain a unique look-and-feel in the production, and the defined communication objectives, project leaflets and banners [RD.1] will be generated with information about the project to be distributed by the partners and in networking activities (the same materials will also be shared in digital format through all the other available channels).

Leaflets and banners are useful for synthesizing information and creating networking opportunities during live events. Being a physical object, it has a longer lifespan compared to other communication methods.

This will allow to support the overall project' dissemination activities by providing information about the GAUSSIAN objectives, achievements and expected results, and will be updated accordingly throughout the whole duration of the project. In detail, these will be made available to the GAUSSIAN Consortium partners for the workshops, for participation at conferences and events, and they will also be available on the project's website in the "Download" section.

To optimize the dissemination of this type of traditional media, the files will also be distributed through the available social media channels.

We will determine the format of the leaflets, such as a tri-fold, bi-fold, or multi-page. In the graphic design of all printed material, there will be a cover with the logo, website, and tagline (if necessary).

Basic structure:
Outside - (1) Project name, logo, pay-off webpage; (2) Brief description of the project; (3) Contact.
Inside - (1) The service/product offered, (2) Benefits that end-users/ stakeholders can have; (3) Explanation of the technology used/Facts and statistics about the challenge that solution should overcome.

Even though parts of the content will vary, some elements will follow the defined frame (e.g., Outside: (1) Project name, logo, pay-off webpage and (3) Contact).

3.1.1.5   Press releases and publications

In view of the dissemination activity, GAUSSIAN will target the production of high impact contributions to be disseminated through a peer-reviewed publication.
A list of journals and e-magazines that are of relevance to the project topics is provided. These represent possible venues where the GAUSSIAN publications may be released.

Deliverables with a public scope (i.e., public deliverables) will include their respective executive summaries, in order to bring out the most pertinent items for key stakeholders and, more in general, for the interested reader. As these summaries represent an additional dissemination tool, such executive summaries will be prepared in order to be easy to read and "user-friendly", providing a snapshot of the key findings to assure maximum adoption by the relevant users.

It is important to point out that any other high-rated journal, special issue and magazine related to the topic may be a proper venue to disseminate GAUSSIAN results.

Journal name (Impact Factor)	Website
IEEE Access (IF: 3.9 in 2022)	LINK

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Springer GPS Solutions (IF: 4.9 in 2022)	LINK
IEEE Aerospace and Electronic System Magazine (IF: 3.6 in 2022)	LINK
Journal of the Institute of Navigation (IF: 2.2 in 2022)	LINK
IEEE Transactions on Aerospace and Electronic Systems (IF: 4.4 in 2022)	LINK
Inside GNSS	LINK
GPS World	LINK
IEEE Access (IF: 3.9 in 2022)	LINK
Springer GPS Solutions (IF: 4.9 in 2022)	LINK

Table 7 - List of relevant open-access journals

The list will be updated constantly. A file will be provided to all partners where they can report any new relevant publishing channels for the project.

3.1.1.6 *International conferences and events*

GAUSSIAN project presentation during relevant international conferences and events is considered a key dissemination channel to improve awareness.

For this reason, dissemination activities will also be conducted through participation in conferences, summits, exhibitions, seminars, workshops, and other events related to the project and the technologies involved. These are important opportunities in which the project's outputs can be widespread to the proper audience. To maximize the reach of these activities, all the content created live during the events (photo/video materials) will be shared and promoted through the project's social media pages.

A preliminary list of past and future conferences/ events relevant for GAUSSIAN project is provided below. The effective participation will be evaluated on a case-by-case basis.

Name of event	Date and place	Website
EVENTS AND WORKSHOPS		
IEEE International Symposium on Inertial Sensors and Systems conference exhibition	(annual) MARCH 25 – 28 2024 Hiroshima, Japan	LINK
Farnborough International Airshow	(biannual) JULY 22 - 26 2024 Farnborough, England	LINK
ION GNSS+ conference exhibition	(annual) SEPTEMBER 16 - 20 Baltimore, MD	LINK
Aerospace and defence meetings Torino	(annual) NOVEMBER 28 – 30 2023 2024 tbd Torino, Italy	LINK
CONFERENCES		
Munich Satellite Navigation Summit	(annual) MARCH 20 – 24 2024 Munich, GE	LINK
IEEE International Symposium on Inertial Sensors and Systems conference	(annual) MARCH 25 – 28 2024 Hiroshima, Japan	LINK

European Navigation Conference	(annual) MAY 22 - 24 2024 Noordwijk, NL	LINK
ION GNSS+ conference	(annual) SEPTEMBER 16 - 20 2024 Baltimore, MD	LINK
ESA NAVITEC conference (ESA/ESTEC?)	(biannual) DECEMBER 11 – 13 2024 Noordwijk, NL	LINK

Table 8 - List of potential events relevant for the Project

The list will be updated constantly. A file will be provided to all partners where they can report any new relevant event for the project.

3.1.1.7   Newsletter

A newsletter is a cost-effective mean for building relationships and maintaining regular contact with engaged stakeholders as well as wider public.

The main aim of the newsletter is to inform about the project progress, events, and relevant news. This will allow to establish the grounds for adoption of the GAUSSIAN solutions in the addressed sectors, being a key platform for promoting the GAUSSIAN project.

To report the project's achievements and technical developments, a newsletter will be produced starting from the M6 and it is supposed to finish on the last project's month M36 (6 total, 1 every 6 months).
The website will feature a dedicated "News" section for updates and events. Following an editorial plan, news will be regularly updated and published, along with other information, which will also be included in the newsletter.

The Newsletter allow to build relationships with a specific / targeted / interested audience and to segment it. They are cost and time effective, boost other digital efforts and can be useful to measure (brand) awareness. Other types of contents can be leveraged, e.g., videos, infographics, brochures.
The main aim of the newsletter is to inform about the project progress, events, and relevant news. This will allow to establish the grounds for adoption of the GAUSSIAN system and solutions in both the public and the private sectors, being a key platform for promoting the use and uptake.

Moreover, this marketing tool will be specifically addressed to potential end-users, governments and most importantly industry partners with potential interest in purchasing the GAUSSIAN developed solutions. Citizens with particular interest for the topic can subscribe to this newsletter on the project's website.

We will use sender.net as provider (a European company based in Vilnius, Lithuania).

https://www.sender.net

A mailing list will be created. We will utilize all available communication channels to create a mailing list and gather subscribers (e.g., post with CTA (call to action) in social media pages.)

The mailing list could be segmented into categories, allowing to send the right communication to the appropriate target audience while tracking feedback and maximizing the reach of the message. The mailing list will also serve as a database to collect user information in compliance with GDPR regulations.

3.1.2 Dissemination for user and stakeholder involvement

Dissemination also implies the process of sharing information and knowledge with relevant stakeholders and users in different phases of the project and in relation to the different objectives and activities. In the context of user and stakeholder involvement, dissemination serves as a means of facilitating communication and collaboration between these groups and the project team. Dissemination strategies presented in the following chapters ensure that information is communicated clearly and efficiently, and that stakeholders are engaged in the project.

3.1.2.1 Contact database

To assure end-users and stakeholder engagement and involvement within the GAUSSIAN project various activities have been set in place starting from the very beginning. A contact database to identify and address the relevant target groups has been set up to collect inputs of key actors.
Prior explicit consent, general information of these contacts (e.g., first and last name, e-mail contacts, organization / company where they work, position covered in the organization / company and related country) will be collected in this database.

The GAUSSIAN database will be regularly updated throughout the project to ensure that all interested and new stakeholders and / or final users are identified and addressed.

3.1.2.2 Workshops

International workshops will be organized around the topic addressed within GAUSSIAN for face-to-face contact of the partners. The workshops organized by GAUSSIAN may also be open to interested third parties, stakeholders, outside researchers, and students. In addition, the participation in selected workshops will be leveraged in a view of bringing additional value to the scientific activities.

Before organizing the workshops, the main stakeholder will be reached via a mailing campaign.
The workshops can be conducted either online or offline. In the case of offline events, to optimize the content and maximize the reach of communications, we could consider online dissemination through live streaming and the creation of audio/video content on-site.

Number of workshops attended/organized: At least 3 (i.e., one per year).

The generated content can also be disseminated through other channels such as social media posts, website, and newsletters.
We will provide a guide a simple and quick guide that may be useful if some partner creates audio/visual contents to share for example during a live event (e.g., a conference).

3.1.2.3 Clustering events

As results will become available GAUSSIAN will participate in clustering events with other projects. Based on Table 8 and other relevant projects at least 1 clustering event will be organized by GAUSSIAN. Moreover, GAUSSIAN will participate in clustering events organized by other projects and initiatives. Relevant industry events (Table 8) will also be targeted to present the project scope and outcomes. Brochures and leaflet will also be disseminated at these events.

GAUSSIAN aims to leverage on the experience from similar and complementary EU-funded projects. A database of relevant EU projects for GAUSSIAN is currently being created.
Through various channels, consortium members will establish contacts with project coordinators to establish collaborations and share knowledge and experiences.

Name	Link	Status	Funding program	Interest
CERTIFLIGHT	LINK	On-going	Horizon Europe	Application of OSNMA for drones applications

Di-PEGASUS	LINK	On-going	Horizon Europe	Study of autonomous, cost-effective and eco-friendly technologies
OperA	LINK	On-going	Horizon Europe	Operations in real-life ATM conditions (TRL7)
EUREKA	LINK	On-going	Horizon Europe	Studies and advances in vertiports operations
MUSE	LINK	On-going	Horizon Europe	Assessment of the impact of UAM operation on citizens
DELOREAN	LINK	Completed	H2020	Final results
AURORA	LINK	Completed	NAVISP	PNT operational and performance requirements document for UAM
GAUSS Project	LINK	Completed	Horizon 2020	Galileo-EGNOS as an Asset for UTM Safety and Security
IRINA Project	LINK	On-going	SESAR JU	IFR RPAS Integration into European Airspace

Table 9 - Similar project database for clustering activities and potential synergies

GAUSSIAN will search for exploitable synergies (potential projects of interest have been mapped in above). The list can be updated.

3.1.3 KPI for dissemination

In order to quality and track the effectiveness of dissemination activities, some Key Performance Indicators have been identified, in line with [RD.1]:

Item	Goal	#	KPI
Logo	To grab attention and make a strong first impression and reach the widest audience	1	Logo ready
Website	Create a user-friendly website	1	+50,000 visits
Project flyer / brochures	To reach a large audience. These include flyers, brochure/leaflets and banners, for distribution at conferences and trade shows as well as networking activities/events	4	2 project leaflets (updated if needed) 2 promotional banners (updated if needed) Expected to reach 1000+
Scientific publications	Articles in scientific journals and posters, spreading ENCASE scientific results to the widest audience. (Impact factor of publications higher than 2.0)	> 6	2000+ readers
Presentations of results in academic conferences and events	Participation in key events, international conferences and events.	> 6	200+ people per event
Newsletter	Engagement with target groups	6	200+ people/newsletter
Contact Database	Database with key contacts for dissemination purposes	1	Updated regularly
Organisation of dedicated events/ workshops	To showcase the project results	3+	i.e., one per year foreseeing a 1-day workshop targeting the attendance of at least 20, stakeholders external to the project consortium

Organisation of Stakeholder meeting	Engage with relevant stakeholders and receive feedback from main stakeholders	10	At least 10 follow-up meetings with entities interested in knowing more about GAUSSIAN
Clustering activities	Promotion of network and active cluster with European and National Technology Clusters and platforms	1+	At least 1

Table 10 - KPIs for dissemination

Furthermore, dissemination opportunities will be evaluated on a time-to-time basis and whenever possible the activity will be used to support the exploitation activity. This could be done by leveraging the **Horizon Result Platform** and **Horizon Result Booster**. In this context, the key exploitable results will be identified and disseminated via such platforms boosting the exploitation activities.

3.2 Exploitation of results

The consortium expects to commercialise GAUSSIAN project's results firstly in Europe and then beyond once the tools demonstrate their advantages competitive with the worldwide concurrent. In this direction, the exploitation plan will leverage on key results of the project to define a detailed action plan to enter the market (including identification of the right value proposition, the key activities to undertake, the KPIs to measure, etc.).

It is important to mention that the objective of defining the exploitation activities in this deliverable is to recap on what is planned for the market uptake of the proposed solutions. It is useful to have a clear overview on the overall promotion system, which certainly includes exploitation activities.

The content of the exploitation activity will be focused on the exploitation plan, reporting on the results of the business assessment tasks carried out during the project to support the commercial exploitation of the project results at European scale.

Exploitation strategy chart	
Type of action	Exploitation of results
Objectives	Exploitation of GAUSSIAN results in Europe and worldwide
Target groups (Preliminary)	Traditional civil/ recreation aviation industry, Commercial Aviation, Innovative Aviation (UAM/ IAM), Drone manufacturers for other use cases than transportation (aerial photography)
Description	The content of exploitation will be - first of all - focused on the Exploitation Strategy and Business Plan, reporting on the results of the business assessment tasks carried out during the project in order to support the commercial exploitation of the project results in Europe and beyond. One specific task i.e., T7.1: Business plan and exploitation strategy | M6-M36 | Lead: [ALPHA], Contributors: [CNS, GN, SAP, FN] is dedicated to this activity.
Actions	Exploitation
Activities	• Project exploitation • Similar and new projects monitoring and interface

Table 11 - Exploitation strategy summary

3.2.1 Project exploitation

To guarantee the transfer of project results beyond its life, an all-inclusive exploitation strategy is planned for the end of the project.

The initial strategy will be enclosed in **D7.1 Market assessment and business plan, version 1 – (M18) [ALPHA]**, and following **D7.2 Market assessment and business plan, version 2 – (M30) [ALPHA]**, **D7.3 Impact and benefit analysis (customer and final users' perspective) – (M30) [ALPHA].** While the final exploitation report, **D7.4 Exploitation plan and first exploitation activities – (M36) [CNS]** will form the basis for further development of the project's outputs and will include measures to ensure that the benefits of the project will endure beyond its lifetime.

3.2.2 *Similar and new projects monitoring and interface*

GAUSSIAN aims to leverage on the experience from similar and complementary EU-funded projects. Thus, through different venues the members of the consortium have established contacts with project coordinators to establish collaborations and share knowledge and experiences. In addition, a database of relevant EU projects for GAUSSIAN is currently being created (see Table 9). Communication will be established to seek for potential synergies.

3.2.3 *KPIs for Exploitation*

To quality and track effectiveness of exploitation activities, some Key Performance Indicators (KPIs) have been identified, in line with [RD.1]:

Item	Goal	#	KPI
Exploitation strategy and business plan	Detailed Exploitation Plan	4	Identified economic and financial data for the project D7.1 Market assessment and business plan, version 1 – (M18) [ALPHA] D7.2 Market assessment and business plan, version 2 – (M30) [ALPHA] D7.3 Impact and benefit analysis (customer and final users' perspective) – (M30) [ALPHA] D7.4 Exploitation plan and first exploitation activities – (M36) [CNS]
Similar and new project monitoring and interface	Engage with Horizon Europe projects, seeking opportunities for knowledge sharing and potential synergies	4	Contact/ liaise with project coordinators

Table 12 - KPIs for Exploitation

3.3 Communication

As explained, communication has the strategic value of providing the basis for and supporting potential-users engagement, especially in the co-creation process of the project. Moreover, communication is also understood as a fundamental support to convince key target groups of the societal and economic benefits generated by GAUSSIAN. Therefore, a communication strategy has been set in place.

Communication strategy chart	
Type of action	Communication
Objective	GAUSSIAN Project promotion towards all stakeholders, end-users, scientific community but also society as a whole
Target groups	All target groups and beyond
Description	A mix of communication actions focused on main project results to reach the overall target audience and promote project in different contexts
Actions	Communication
Activities / Tools	- Exploitation of the website for promotion activities - Social media publications - Promotional videos (1 final video, 4 audiovisual materials) - Other communication channels (e.g., podcasts, radio, media, etc).

Table 13 - Communication strategy chart

3.3.1 *Exploitation of the website for other promotion activities*

The GAUSSIAN website could be leveraged as a tool not only for project dissemination, but also for project promotion, for example through the:
- Websites cross-linking to exchange site links and increase Google rank/ positioning, providing a mutual advantage to both the GAUSSIAN and the partners' websites.

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- Publication on the GAUSSIAN website of external press releases that are relevant to the project and/ or the work of the consortium members, with the possibility to comment them and open discussions related to them; and
- Website ads campaigns: a GAUSSIAN banner could be shown on related websites.

A link to the website can also be shared through social media channels (either GAUSSIANS's or others), thus increasing the number of visitors, enhancing project visibility and online presence, and fostering interaction across various platforms.

3.3.2   Social media posts

To achieve general communication of the project, some key social media channels have been identified to ensure that activities and achievements of the projects are publicized and broadcasted in various formats.

As foreseen by [RD.1], within M4, a GAUSSIAN project account has been created in the following social media platforms:

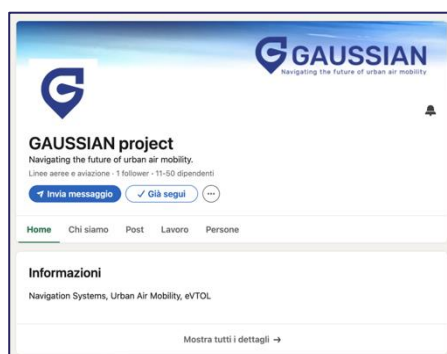| Name of platform	Link	Type of Audience
X (Twitter)	https://twitter.com/gaussianproject	General public
LinkedIn	https://www.linkedin.com/company/gaussian-project	General public, Researchers, and professionals
Facebook	https://www.facebook.com/gaussianproject	General public
YouTube	https://www.youtube.com/@gaussianproject	General public

Table 14 - Social media channels

Figure 8 – LinkedIn profile

Figure 9 - X (Twitter) profile

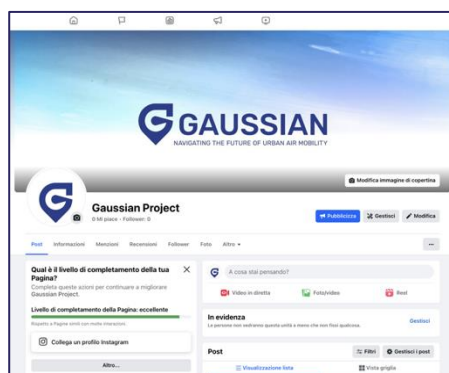|	
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Figure 10 – Facebook profile

Figure 11 – YouTube profile

Social media platforms are an open communication line to customers, they have billions of active users, providing an extensive audience reach.

We can connect with potential customers, partners, and stakeholders from around the world. It allows us to tap into a diverse and global audience that may not be accessible through traditional communication channels.

Content and editorial calendars will be created, and thematic content will be developed following the guidelines outlined in the communication kit.

The social media profiles will also serve as containers and launchpads for other chosen forms of communication, such as sharing documents, videos, events, photos, website links to generate organic traffic, and more. They will act as showcases to present all available information to a broad audience and serve as a cohesive platform connecting with other media.

This way, we will create a communication "ecosystem" in which all media, both traditional and non-traditional, are interconnected, ensuring the user does not miss any information. This reuse extends the lifespan of other traditional forms of communication. The project will reach a wider audience through various channels optimizing the content creation/communication process. By tagging and mentioning partners, involved individuals, facilities, etc., and leveraging their user networks, we will facilitate reposts and shares, thereby driving traffic to our page and optimizing the reach of our communications.

Having the profiles set up, the following social media strategy has been defined outlining the goals, messaging, and tactics to be used on each platform. The proposed social media strategy applies to X (Twitter), Facebook and LinkedIn as a platform where frequent content posting is planned. Generally speaking, the content will cover the latest activities, workshops and trainings organized, events attended, publications and results achieved. **Of course, all posts and contents will aim to present the GAUSSIAN project to audiences outside the consortium**. Though different content is planned for different social media platform, to diversify the channels and keep audience engaged. By tailoring the content to each platform, it is possible to maximize the reach. The content will follow an editorial line and will have dedicated graphics suitable for the defined visual identity. Different "tone of voice" will be used for different platforms as presented below. (The Tone of Voice could change depending on the cases and the information to be communicated).

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Name of platform	Tone Of Voice	Type of Audience
X (Twitter)	Brief, clear and simple language.	General public
LinkedIn	Scientific approach, long text with a focus on more technical issues (clear and simple language is always recommended)	General public, Researchers and professionals
Facebook	Brief, clear and simple language.	General public
YouTube	Brief, clear and simple language.	General public

Table 15 - Tone of voice for social media platforms

In general, the "tone of voice" used will reflect the values of the GAUSSIAN project and encourage conversation and engagement with the audience. Gender-neutral and gender-sensitive content is predefined during social media postings. We will strive to respond to feedback, comments, and engage with the audience in a positive and constructive manner. Additionally, we will leverage trending hashtags on special occasions (e.g., International Civil Aviation Day - 7 December) by creating dedicated posts for relevant international days related to the project, which will be shared on LinkedIn and X (Twitter). Furthermore, we plan to publish columns with in-depth insights and partners presentation.

Moreover, in view of the utilisation of social media channels, some suggestions on the main hashtags and key words to be used are shared with the GAUSSIAN partners.
In this context, it must be highlighted that a proper use of tag and hashtags will help increase GAUSSIAN social media presence and better indexing, as they make the content viewable by anyone who has an interest in the proposed hashtag/tag as it goes beyond just the followers of GAUSSIAN.

e.g., of hashtag use:
#GAUSSIAN: Navigating the #future of #UrbanAirMobility

GAUSSIAN SUGGESTED HASHTAGS
Primary
#GAUSSIANproject #HORIZONEUROPE #Technology #Sustainability #UrbanAirMobility #eVTOL
Secondary
#ElectricFlyingVehicles #Electric #UrbanTransportation #NavigationSystems #Flight #Security #Galileo #GNSS

We will provide a simple and quick guide that may be useful if some partner creates audio/visual contents to share for example during a live event (e.g., a conference). It will include all the necessary tags, the correct company hashtags to use, and tips on how to create an effective post without errors that the various platforms' algorithms favor. Especially in the initial phase, without sponsorships, we must tag and share as much as possible to keep the profiles active and generate organic traffic. This is the best method to maximize reach.
Tagging consortium partners could increase the reach and foster the networking as well. Nevertheless, all Consortium partners are actively invited to share GAUSSIAN project development and results to their own communication office to maximize the reach of the communication activities.
In this sense, to optimize communications and promote the dissemination of information, as well as the growth of channels, we ask all partners to follow all GAUSSIAN's social media channels (both with their corporate and personal accounts) and to engage with the content to maximize post coverage through shares, likes, comments.

LINKEDIN TAG
@civitanavi-systems   @company/geonumerics   @saphyrion-sagl   @flynow-aviation-gmbh   @cira @universitat-politecnica-de-catalunya @alpha-consult

X TAG
@UPC

FACEBOOK TAG
@CivitanaviSystems @saphyrion @centroitalianoricercheaerospaziali @universitatUPC

YOUTUBE TAG

@geonumericsSL @flynowaviation @CIRAChannel @upc

The initial content related to the project launch and the initial awareness phase has been published. The content follows the guidelines indicated by the visual identity and is part of the editorial plan that will be created for the dissemination and communication of the project results and the engagement of various communication targets.
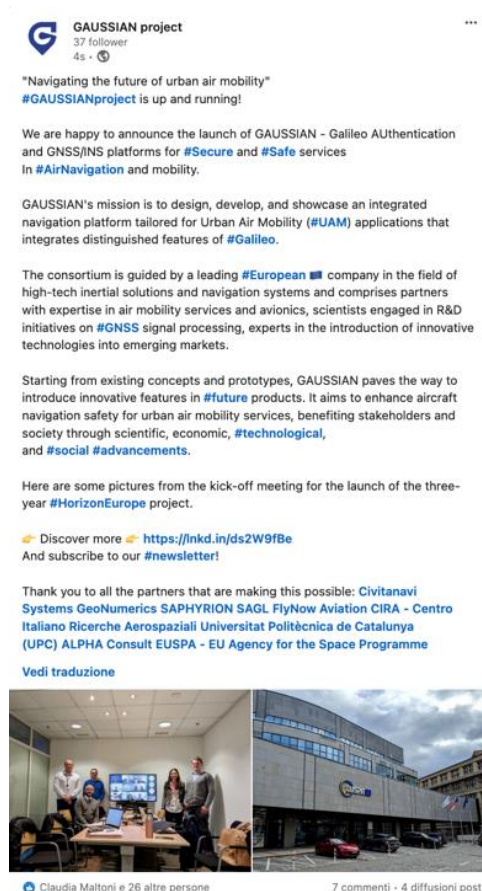

Figure 12 – Example of social media post for GAUSSIAN

3.3.3   Promotional video

Audio-visual material can be a powerful tool for communication, as it combines two sensory inputs (audio and visual) to create a more engaging and impactful experience for the viewer or listener. This type of dissemination actions can cover different topics and events of the project (e.g., animation video, interview, coverage of in-field demonstrations, etc).
Videos have a high visual impact and tend to have high engagement rates. In case of interviews by showcasing real individuals and their personal narratives, we can engage the audience on a deeper level, making information more relatable, and leave a lasting impression. They allow for visual cues, facial expressions, body language, and other non-verbal communication, enhancing the overall impact and conveying messages more effectively.
Videos are a powerful element for explaining a project in a comprehensive and engaging way, as they allow for the development of various formats, are shareable and provides easily consumable content in today's digital landscape. They can be shared across various platforms and social media channels, reaching a wider audience, and increasing engagement.

The idea behind this communication material is to explain in a short and simple way the project and foster the interest of the people inside and outside the sector. Videos will be produced based on the core concepts of the project. They will have a friendly and educational approach, and Consortium partners will be directly involved.

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Different types of data visualisation material and videos will be produced, taking into consideration the original data products delivered by the project.

Short consortium meetings videos
Each WP leader will be asked to share tasks and findings from the different WPs of the project in short explanatory videos. Coming consortium meetings will be used to record short videos about the project, which will be complimented by explanatory graphic elements.

In the first phase a short video introducing the vision behind GAUSSIAN, its objectives and impact will be created and disseminated via social media channels.
Throughout the project other videos presenting outcomes, besides the vision, will be developed and disseminated. Future materials will focus on results communication and demonstration of the project activities.

It is important to point out that gender-neutral and gender-sensitive content is predefined during the material creation. Subtitling videos is also an extremely important and necessary step to maximize the distribution of the message, including 100% of the target audience (considering categories of individuals with hearing impairments). Equally important is the fact that 90% of users watch videos on social media platforms in "mute" mode.

Video optimized for social media
As stated before, videos tend to capture users' attention more effectively than static images or text, many social media platforms prioritize video content in their algorithms, meaning your videos are more likely to reach a larger audience compared to other types of content.
We will optimize the video production by creating outputs suitable for use on the relevant social networks. Creating high quality video as shareable content across all compatible social channels, with the appropriate characteristics (length, colors, tone of voice, aspect ratio) that effectively explain the projects achieved results and their societal benefits using simple and easy-to-understand language. Those contents will be suitable for each social media platform on which they will be shared.

3.3.4   Other communication channels

The project will be communicated to the public also at large scale using other more traditional communication channels e.g., via press releases and participation in radio, newspapers, magazines, TV. Special attention will be given to podcasts, as they are a growing communication trend and a form of communication that can easily interact or merge with other widely used media (e.g., social media, the web in general). The content will cover general information, latest news, and GAUSSIAN features.

3.3.5   KPIs for communication

Item	Goal	#	KPI
Exploitation of website	Reaching the widest audience possible, by using the website for promotional activity and regularly update it with news related to the project development and achievements	50,000	50,000 visits to GAUSSIAN website
Social media channels	Channels/ profiles to increase exposure of the project and create a large online community of interested parties.	4	5,000 followers and 10,000 interactions (like, shares, comment) with users via project's social media channels.
Videos	Diffusion to widest audience	1 final video 4 audiovisual materials	At least 5,000 views overall
Press references	General/ non-scientific publications by Consortium	12	At least 12
Other communication channels	Spreading results via press releases, radio, newspapers, magazines, TV, podcasts	TBD	1 M people (C. 50,000 people impacted per media appearance is estimated

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				for traditional mass media channels)

4   Gender issues in project dissemination and communication activities

Gender issues in European project dissemination and communication activities are a complex and multifaceted problem that requires a comprehensive approach to overcome. The EU has made significant progress in promoting gender equality in various fields, including research and innovation. However, gender inequalities still persist in project dissemination and communication activities, which can negatively impact the effectiveness of these activities.

One of the significant challenges in overcoming gender issues in project dissemination and communication is the persistent gender stereotypes and biases that exist in society. These biases can affect the language, visuals, and messaging used in project dissemination and communication, leading to the perpetuation of gender stereotypes and biases. To overcome such biases, in PEER, we follow the "gendered innovation" approach, defined by the EC by integrating the sex and gender perspective in the knowledge generation and the development of the strategies and guidelines and by considering the differential impacts of the actions developed on different population groups including men and women.

When it comes to the dissemination and communication activities, to make sure that all processes are inclusive, a specific action plan with main procedures have been set in place in order to address possible gender issue(s). In carrying out the activities we specifically pay attention to:

Gender-neutral / sensitive wording:
- Gender-impartial language is implemented in the communication and dissemination activities. Our messages are structured to possibly avoid any bias towards a particular sex or social gender.
- When reporting informative data, this is reported in a gender-sensitive way.

Gender-neutral images:
- As images can speak louder than words, we are attentive in selecting appealing images (especially for communication purposes). This means that the images used in our communication materials do not reinforce gender stereotypes and include a wide mix of people in different environments.

Once both these criteria are met, the dissemination and communication processes are allowed to move forward.

Additionally, it is worth to note that, any gender specific results such as gender sensitive policies that provide visibility for the inclusion of gender perspective into research and projects results, will be specifically disseminated and highlighted.

In conclusion, overcoming gender issues in project dissemination and communication activities requires a comprehensive approach that addresses gender stereotypes and biases, promotes gender-sensitive language and visuals, and evaluates project dissemination and communication activities from a gender perspective.
By taking these steps, we can create more inclusive and effective activities that promote gender equality and advance the EU's goals of innovation and sustainability.

5   Conclusion and expected results

This document has illustrated the plan for the dissemination, exploitation, and communication in the context of the GAUSSIAN project, both covering activities already performed during the first months and those planned for the rest of the project. Most of these activities have been already presented in [RD.1].

As seen, the main focus of GAUSSIAN promotion is dissemination, which forms the basis of the overall strategy. The key channels for dissemination are the website/social media and the participation in international conferences and events. If relevant and feasible, specific communication activities will be implemented to reach a wider audience (communication activities are not less important).

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It is to be noted that for all these activities, gender-neutral and gender-sensitive language is utilized and a specific action plan related to communication and dissemination has been set in place. This allows to ensure that the gender dimension is integrated as a transversal issue in the GAUSSIAN project activities.

Finally, about the dissemination, exploitation and communication tools and materials suggested in the previous sections, the expected results are summarized, in terms of goals and key performance indicators (KPIs).

	Item	Goal	#	KPI
Dissemination	**Logo**	To grab attention and make a strong first impression and reach the widest audience	1	Logo ready
	Website	Create a user-friendly website	1	+50,000 visits
	Project flyer / brochures	To reach a large audience. These include flyers, brochure/leaflets, and banners, for distribution at conferences and trade shows as well as networking activities/events	4	2 project leaflets (updated on need) 2 updated banners (updated on need) Expected to reach 1000+
	Scientific publications	Articles in scientific journals and posters, spreading ENCASE scientific results to the widest audience. (Impact factor of publications higher than 2.0)	> 6	2000+ readers
	Presentations of results in academic conferences and events	Participation in key events, international conferences and events.	> 6	200+ people per event
	Newsletter	Engagement with target groups	6	200+ people/newsletter
	Contact Database	Database with key contacts for dissemination purposes	1	Updated regularly
	Organisation of dedicated events/ workshops	To showcase the project results	3+	i.e., one per year foreseeing a 1-day workshop targeting the attendance of at least 20, stakeholders external to the project consortium
	Organisation of Stakeholder meeting	Engage with relevant stakeholders and receive feedback from main stakeholders	10	At least 10 follow-up meetings with entities interested in knowing more about GAUSSIAN
	Clustering activities	Promotion of network and active cluster with European and National Technology Clusters and platforms	1+	At least 1
	Item	Goal	#	KPI

	Item	Goal	#	KPI
Exploitation	**Exploitation strategy and business plan**	Detailed Exploitation Plan	4	Identified economic and financial data for the project D7.1 Market assessment and business plan, version 1 – (M18) [ALPHA] D7.2 Market assessment and business plan, version 2 – (M30) [ALPHA] D7.3 Impact and benefit analysis (customer and final users' perspective) – (M30) [ALPHA] D7.4 Exploitation plan and first exploitation activities – (M36) [CNS]
	Similar and new project monitoring and interface	Engage with Horizon Europe projects, seeking opportunities for knowledge sharing and potential synergies	4	Contact/ liaise with project coordinators
	Item	**Goal**	**#**	**KPI**
Communication	**Exploitation of website**	Reaching the widest audience possible, by using the website for promotional activity and regularly update it with news related to the project development and achievements	50,000	50,000 visits to GAUSSIAN website
	Social media channels	Channels/ profiles to increase exposure of the project and create a large online community of interested parties.	4	5,000 followers and 10,000 interactions (like, shares, comment) with users via project's social media channels.
	Videos	Diffusion to widest audience	1 final video 4 audiovisual materials	At least 5,000 views overall
	Press references	General/ non-scientific publications by Consortium	12	At least 12

End of document