



ICARUS Communication, Dissemination and Exploitation Plan

Issue 2

Deliverable ID:	D2.1
Dissemination Level:	CO
Project Acronym:	ICARUS
Grant:	894593
Call:	H2020-SESAR-2019-2
Topic:	Common Altitude Reference
Consortium Coordinator:	EGEOS
Edition Date:	4 March 2022
Edition:	00.01.00
Template Edition:	02.00.02

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Document History

Edition	Date	Status	Author	Justification
00.00.00	24/01/2022	Draft	M. Onate/EUROUSC-ES	First draft
00.00.03	21/02/2022	Draft	M. Onate/EUROUSC-ES	Final draft distributed to partners
00.01.00	04/03/2022	Final	M. Onate/EUROUSC-ES	Final version

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ICARUS

INTEGRATED COMMON ALTITUDE REFERENCE SYSTEM FOR U-SPACE

This Communication and Dissemination Plan is part of a project that has received funding from the SESAR Joint Undertaking under grant agreement No. 894593 of the European Union's Horizon 2020 research and innovation programme.



Abstract

The present document is deliverable D7.8 "Communication and Dissemination Plan Issue 2" (CDP) of the ICARUS project, and has been produced in Work Package 7 "Exploitation and Dissemination".

This document defines the communication and dissemination strategy, activities and goals that the partners of the ICARUS project will carry out during the entire duration of the project.



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1 Introduction

This Communication and Dissemination Plan (CDP) implements the project communication and dissemination requirements contained in the ICARUS Grant Agreement [1], and is fully compliant with the Communication Guidelines for SESAR 2020 Projects [2].

The CDP is based on the Communication and Dissemination section of the Project Management Plan [3] and provides the requirements for successfully communicating the existence of the project to the community, and disseminating its results.

The structure of the documents is as follows:

First, the document establishes the contractual obligations and requirements regarding the project's communication and dissemination activities, and describes the communication and dissemination objectives and strategy.

This is followed by a concrete and unique brand identity designed to make the project recognisable and give it its own identity. To ensure that all partners know how to integrate the brand identity into the different communication platforms and printed materials, the deliverable includes a simple brand manual section.

The deliverable identifies the high-level messages to be delivered, the target audiences identified and the channels to be used to engage the target audiences, and lists the communication and dissemination activities that are planned throughout the project duration.

Finally, specific key performance indicators (KPIs) have been established to measure the communication and dissemination efforts.

This document is only related to Communication and Dissemination activities. A more detailed document regarding Exploitation activities (D7.5) will be delivered separately.

1.1 Applicable reference material

The following documents have been referred to in this document.

- [1] Grant Agreement-894593-ICARUS
- [2] Communication Guidelines SESAR 2020 Projects – Edition 07.00.00, 14 January 2019
- [3] ICARUS Project Management Plan, issue 00.02.01, 30 September 2020

1.2 CDP maintenance

This is the second revision of the CDP detailing the actual communication and dissemination activities carried out during the project and the outcome of these activities.

The main purpose of the CDP is to serve as a guideline to the communication and dissemination efforts performed by the members of the ICARUS consortium and it will therefore be kept up-to-date through the publishing of amendments, as necessary.

1.3 Acronyms

The following acronyms have been used in this document.

Acronyms	Signification
AB	Advisory Board
ANSP	Air Navigation Service Provider
ATM	Air Traffic Management
CDM	Communication and Dissemination Manager
DTM	Digital Terrain Model
EU	European Union
GA	General Aviation
GNSS	Global Navigation Satellite System
ICARUS	Integrated Common Altitude Reference system for U-space
JU	Joint Undertaking (in reference to SESAR JU)
KPI	Key Performance Index



SJU	SESAR Joint Undertaking
SME	Small or Medium Enterprise
UAS	Unmanned Aerial System
UAV	Unmanned Aviation Vehicle (obsolete term)
VLL	Very-Low-Level

Table 1 – Acronyms list

2 Communication and dissemination requirements

2.1 Requirements in the Grant Agreement

The dissemination and communication requirements established in the ICARUS Grant Agreement are summarised below:

Article 29.1 Obligation to disseminate results

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the JU before dissemination takes place

Article 29.4 [and 38.1.2] Information on funding — Obligation and right to use the JU logo and the EU emblem

Unless the JU requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) / [communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant] must:

(a) display the JU logo;

(b) display the EU emblem and

(c) include the following text:

“This project has received funding from the SESAR Joint Undertaking under grant agreement No 894593. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the SESAR JU members other than the Union”.



When displayed together with another logo, the JU logo and the EU emblem must have appropriate prominence.

Articles 29.5 [and 38.1.3] Disclaimer excluding JU responsibility

Any dissemination of results / [communication activity] related to the action must indicate that it reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.

Article 38.1.1 Obligation to promote the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

...

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the JU (see Article 52).

2.2 Coordination with SJU communications

In addition to the specific requirements contained in the Grant Agreement, the SJU has developed the Communications Guidelines for SESAR 2020 Projects document. To ensure that communications are consistent with the SESAR brand, project consortia are requested to contact SJU Communications Sector when preparing external communication activities, in order to:

- Ensure that project communications and outreach milestones are integrated into broader SJU communication scheduling and planning
- Review strategies, key messages, targeted audiences and communication material on SESAR solutions to ensure consistency with SJU's core objectives
- Develop joint outreach activities taking into account established cooperative arrangements by the SJU or with the European Commission within the context of SESAR
- Benefit from the support of the SJU for various events and conferences
- Maximise outreach by using SJU communications channels and cooperative arrangements to further cascade relevant content

2.3 Communication and Dissemination Manager

The ICARUS consortium has appointed a Communication and Dissemination Manager (CDM) to ensure an effective plan for these activities, based on previous experience and best practices tailored to the ICARUS project.

The CDM is responsible for the overall management of the project's communication, dissemination, and exploitation activities.

In particular, the CDM will:

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- identify and set clear communication objectives;
- adopt strategic and targeted measures and communication actions for raising awareness of the project and its results among a wide spectrum of audiences, and for promoting these measures and actions to the media and the public;
- assure the public disclosure of the results by any appropriate means, including through scientific publications on any medium;
- facilitate further use of project results, recognising exploitable results and their stakeholders.

2.4 Communication and dissemination guidelines

To comply with the requirements described above, all communication and dissemination activities of the project should adhere to the guidelines established below:

1. All external communication activities, including the dissemination of results, will be coordinated internally with the CDM
2. The CDM will, in turn, coordinate all external communication with SJU Communication Sector
3. All external communication material should include the following elements:
 - a. EU Emblem
 - b. SESAR JU Logo
 - c. Contain a reference to the grant funding from Horizon 2020, i.e.: *“This project has received funding from the SESAR Joint Undertaking under grant agreement No 894593. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the SESAR JU members other than the Union”*

When used in combination with other logos, the EU Emblem and SESAR JU logo should be given enough prominence.

An example of use of these three elements is shown below:



This project has received funding from the SESAR Joint Undertaking under grant agreement No 894593. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the SESAR JU members other than the Union

Any communication or dissemination of results must indicate that it reflects only the author’s view and that the JU is not responsible for any use that may be made of the information it contains.

3 Communication and dissemination objectives and strategy

3.1 Promotion of the ICARUS concept

The ICARUS concept constitutes a novel approach to ensuring vertical separation and collision avoidance in very low level (VLL) airspace, which has traditionally relied almost exclusively on visual methods, that are prone to error and severely limit the potential capacity of this volume of the airspace.

The ICARUS service will therefore not only facilitate operations performed by drones but can also be adopted by manned general aviation (GA) to manage their own operations. In this sense, irrespective of whether “Geocentric Altitude Mandatory Zones” (GAMZ) are established or not, at least a part of manned aviation could be integrated into U-space through their use of the ICARUS service, contributing to the blurring of the current manned vs. unmanned divide in aviation.

For this reason, the ICARUS consortium will place an emphasis on the communication, dissemination and exploitation activities that are described in this document with a view to promoting the ICARUS concept and presenting its advantages not only to the drone sector, but also to the GA community.

These activities will focus on:

- description of the current limitations of vertical position estimation technologies.
- explanation of the ICARUS service concept.
- presentation of the advantages that will be provided by the service, in terms of added safety and capacity.

3.2 Specific objectives of the ICARUS project

The specific objectives of the Communication and Dissemination activities are:

- ensuring that ICARUS generates the greatest possible impact on the domain it operates in - the UAS market (pilot, operators and U-space service providers) and the General Aviation community - as well as on society as a whole;
- ensuring that the results of the project provide a solid basis to continue working on in the future to integrate UAS flights into the airspace.

3.3 General objectives of SESAR 2020 projects

In addition, ICARUS will support the general objectives established by the SESAR 2020 communication guidelines:

- creating awareness and outreach about SESAR 2020 and its projects among stakeholders both inside and outside Europe, where applicable;
- showcasing the research outcomes and benefits that SESAR solutions bring to real day-to-day air traffic management (ATM) operations both in Europe and within the broader global context;
- accelerating the operational stakeholder acceptance and subsequent deployment of SESAR solutions;
- demonstrating the value of public-private partnerships for European competitiveness and economic sustainability.

3.4 Communication and dissemination deliverables

The following table shows the list of deliverables related with the communication and dissemination activities.

Deliverable	Deliverable name	Short name of leader	Deliverable Leader	Type	Dissemination level	Delivery date
D7.1	Roadmap & cross fertilisation with concurrent U-space projects	ECTL	Giancarlo Ferrara	R	PU	Apr 2021
D7.2 & D7.3	Communication and Dissemination plan – Issue 1	EUSC	Manuel Onate	R	PU	Jan 2021
D7.4	Communication & Dissemination activity report	DICEA	Mattia Crespi	R	PU	Jul 2022
D7.5	Exploitation plan – Issue 1	EGEOS	Cristina Terpessi	R	CO	Jan 2021
D7.6	Market Analysis, Business model	EGEOS	Cristina Terpessi	R	CO	Jul 2022
D7.7	Lesson Learnt, Recommendation & best practice	ECTL	Giancarlo Ferrara	R	PU	Jul 2022
D7.8 & D7.9	Communication and Dissemination plan – Issue 2	DICEA	Mattia Crespi	R	PU	Jan 2022
D7.10	Exploitation plan – Issue 2	EGEOS	Cristina Terpessi	R	CO	May 2022

Table 2 – Communication and dissemination deliverables

3.5 ICARUS Advisory Board

The project management structure foresees an international Advisory Board (AB) that will advise the project to ensure its results address the real needs of the UAS community.

The IAB ensures a fruitful interaction with the evolving U-space world.

The AB is invited to share lesson learned, recommendations & best practice, providing feedback on the early outcomes of the project. The AB will provide feedback on the consolidated ICARUS concept and on the progress made during the course of the project.

The AB will meet at least once per year, normally in person. During the Covid-19 emergency, meetings will take place as teleconferences. Meetings have the following main objectives:

1. discussing the main findings of the project;
2. assessing whether the results match the real needs of the main organisations involved in the AB;
3. evaluating the remaining project activities to ensure that the expected results meet the needs.

Two AB meetings have been held:

- On October 2020, the first AB workshop was devoted to introducing the project to the members of the AB, describing its objectives and receiving valuable feedback from them.
- On June 2021, the second AB workshop informed about the progress of the project during its first year

An additional meetings is planned for June 2022 for presenting the prototypes.

The bodies shown in the following table have already accepted to be part of the Advisory Board. They are the SESAR JU and representatives of the main stakeholders of the project - UAS operators, GA pilot organisations, U-space service providers and other aviation related bodies – and sibling UAS projects.

Organisation	Type of organisation
AOPA Italia	GA/UAS pilot association
APPLA	Commercial pilot association
ASSORPAS	UAS association
ATCEUC	Air Traffic Controller association
BUBBLE	Sibling UAS Project
DACUS	Sibling UAS Project
D-Flight	U-space service provider
EASA	Regulatory Body
ECA	Aviation pilot association
ENAV	ANSP
ETF	



EUROCAE WG-105 SG62	Standards-making organisation
GeoNumerics	SME
IFATCA	Air Traffic Controller association
ISO TC/20 SC/16	Standards-making organisation
Nuair	UAS test centre
SESAR JU	
Soul Software	Search and Rescue UAS association
Swisstopo	Government Organisation
University of Bologna (IT)	University
Upvision	UAS Operator

Table 3 - ICARUS Advisory Board

4 Messages, targets, and channels

4.1 Project High Level Messages

Following the Communication and Dissemination objectives described in chapter 3, all communication and dissemination activities will promote the following high-level messages:



Figure 1 – High level messages

4.2 Target Audience Identification

Communication and dissemination activities will be geared to six different stakeholder groups. Figure 2 shows the segmentation of these audiences in terms of their technical and scientific knowledge and their interest in the outcome of the project:

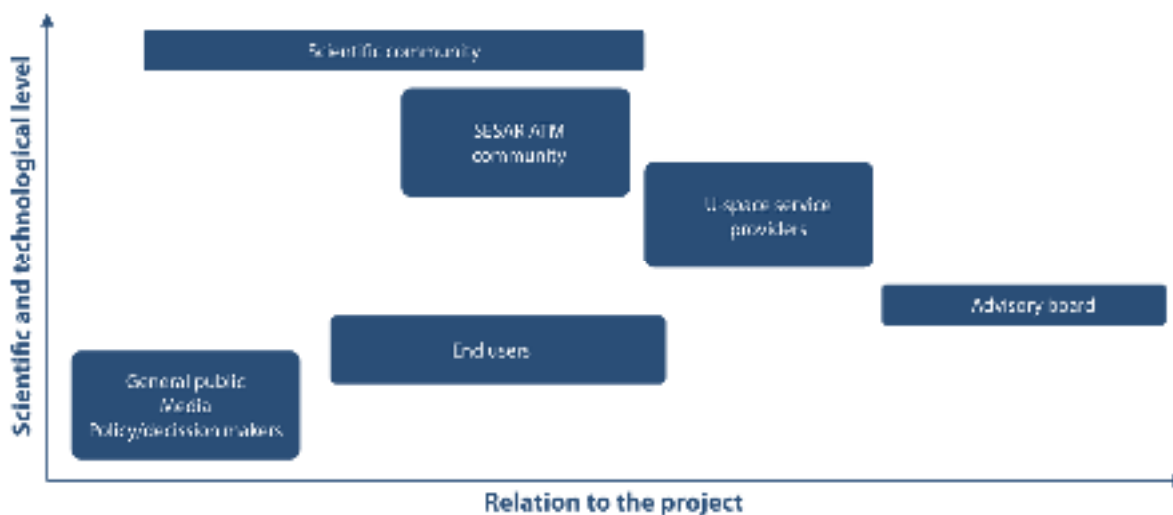


Figure 2 - Target audience segmentation

Different messages and means to deliver them will be employed to reach and convey the messages in the most effective way to the different target audience segments defined above. The main messages and the preferred tools and channels to access each target group are described in Table 4.

Target group	Main messages and goals	Tools and channels
General Public Media Policy and decision makers	Explain why a CARS is necessary and what are the benefits of the ICARUS approach in a non-technical way to promote the ICARUS concept	Project website; Press releases; Presence on SJU and other websites; Project leaflets and white papers; Presence on Social Media; Project videos.
End Users	Benefits of the ICARUS CARS concept for end-users with a focus on business related advantages to gain their awareness and acceptance of the project objectives	Presentation of project outcomes at specialised exhibitions; Project website; Newsletter; Project leaflets and white papers.

SESAR ATM Community	Benefits of the projects, results and implications to be exploited for other projects.	Project website; Participation in SESAR Innovation Days; Publications of articles in specialised magazines; Posters and talks at international conferences; Workshops; Project white papers.
Scientific Community	Describe the technological challenges and the rationale for the solutions adopted.	Posters and talks at international conferences; Publications of articles in specialised magazines; Project white papers.
U-space service providers	Explore their interest in altitude and terrain obstacle services	Project website; Presentations at events; Publication of articles in specialised magazines.
Advisory Board	The feedback from the Advisory Board is key to ensure that ICARUS objectives are met	Workshops; Newsletter; Private section of the project web site.

Table 4 – Tools and channels

4.3 Communication, dissemination and exploitation channels

The main communication channel will be the project website, which will include a public area containing a description of the consortium, the objectives of the project and a number of assets to be used by interested parties or members of the press as described below. It will also provide a means of contact with the members of the ICARUS consortium to obtain more information or to collaborate with the consortium during the duration of the project. The website also includes a private section with access limited to members of the consortium, the SJU and members of the AB. The website is linked to by the websites of consortium members and links to and is linked to by the SJU website.

The project website will also be the online repository for all open-access scientific data generated during the project.

As mentioned above, a number of supporting assets will be employed to stimulate awareness of the ICARUS project in a unified and attractive way. This will include press releases, project leaflets, presentations, videos and newsletters. These tools will be constantly updated to reflect the project’s progress, achievements, and intermediate and final results. All these supporting assets are described in detail in the following chapter.

The project’s presence on social media platforms will include use of YouTube, LinkedIn and Twitter as a means of extending the reach of the project and its activities. This will be also an easy way to collect feedback and networking with end users thanks to the public interface, in order to implement the exploitability of the project.

Publication in specialised magazines will be key for the wide dissemination of project results and for EU society.

4.3.1 Participation in Conferences and Public Events

The original communication and dissemination plan considered the participation in conferences and other public events through presentations, workshops and panels as the primary channel to reach most target groups. Unfortunately, the unprecedented reaction to the COVID-19 crisis will prevent the consortium to achieve their original goals.

Nevertheless, the ICARUS consortium has been able to participate in two online events organized by SESAR and two live conferences and it is trying to participate also in two events that will take place during 2022.

Conference or Public Event	Type	Date
SESAR Innovation days	Online event	December 2020
SESAR Digital Academy	Online event	May 2021
Mediterranean Aerospace Matching	Conference	September 2021
ENAC National Strategic Plan for the development of Advanced Air Mobility	Conference	January 2022
Amsterdam Drone Week	Hybrid Live / online event	March 2022
Expodronica	Conference	June 2022

Table 5 – Conferences and Public Events

4.3.2 Online dissemination strategy

Due to the constraints imposed by the COVID-19 situation mentioned above, the ICARUS consortium has decided to implement an online dissemination strategy as the main tool to maximize the impact of the dissemination activities.

The plan is based on launching four successive campaigns during the last six months of the project, starting in February 2022. Each of these campaigns will involve related documentation and will be announced by posts on the project website, supported by Social Media impacts.

The following table lists the documentation that will be made available on each of these campaigns. The highlighted deliverables will be specifically promoted by posts on the website and social media channels, summarizing their contents.

Public deliverables		White papers	Multimedia
Campaign 1 - General documentation			
D2.4	Data Management Plan	Web survey report	
D7.2	Dissemination and Communication plan – Issue 1		

D7.1	Roadmap & cross fertilization with concurrent U-space projects		
D7.8	Dissemination and communication plan – Issue 2		
Campaign 2 - Design and architecture			
D3.1	ICARUS concept definition: state-of the-art, requirements, gap analysis.	Design and Architecture Report	
D4.1	Design and architecture of the ICARUS system & service (including I/F)		
D4.2	ICARUS Prototype		
D4.3	ICARUS Preliminary CONOPS		
D5.1	U-space Platform Architecture including ICD and integration test report		
D5.2	Cockpit simulator Architecture including ICD and integration test report		
D5.3	D-Flight GNSS Augmentation ICD and integration test report		
Campaign 3 - Validation campaign			
D5.4	ICARUS external I/F test & validation plan		Validation campaign footage
D6.1	Validation Scenario Design		
D6.2	Simulation Trials execution plan		
D6.3	Simulation trials Data Analysis & Results		
Campaign 4 - Project results and conclusions			
D7.4	Communication & Dissemination activity report	Conclusions and Recommendations Report	FourthICARUS video
D2.5	Final Project Results Report - Issue 1		
D7.7	Lessons Learnt, recommendation & best practices		

Table 6 – Online dissemination campaigns

4.4 Schedule of communication and dissemination activities

The following table lists the schedule of the main communication and dissemination activities planned during the duration of the Project.



Title	Activity type	Date
Project website	Website and social media accounts	July 2020
Project brochure	Promotional material	September 2020
First Advisory Board Meeting	Online Workshop	October 2020
ICARUS introductory video	Promotional material	November 2020
SESAR Innovation Days	Online Conference	November 2020
ICARUS Survey white paper	Public documentation	February 2021
SESAR Digital Academy	Online Workshop	May 2021
Second Advisory Board Meeting	Online Workshop	June 2021
Mediterranean Aerospace Matching	Conference	September 2021
ENAC National Strategic Plan for the development of Advanced Air Mobility	Conference	January 2022
First online dissemination campaign	Website and social media accounts	Feb-Mar 2022
Amsterdam Drone Week	Conference	March 2022
Second online dissemination campaign	Website and social media accounts	Apr 2022
Third online dissemination campaign	Website and social media accounts	May-June 2022
Expodrónica	Conference	June 2022
Third Advisory Board Meeting	Meeting	June 2022
ICARUS final video	Promotional material	June 2022
Fourth online dissemination campaign	Website and social media accounts	July 2022

Table 7 – Schedule of communication and dissemination activities

5 Main communication and dissemination materials

To support the communication and dissemination activities, the following supporting elements have been created or will be created during the project:

- Graphical identity: Logo and colour scheme
- Website
- Social media channels
- Videos
- Brochure
- Public reports

5.1 Graphical identity guidelines

5.1.1 Project logo

The logo to be used to identify the project is shown in Figure 3.



Figure 3 – Project ICARUS main logo

The following alternatives can be used when it is not possible to use the ICARUS colours or when using the logo inside a dark background.

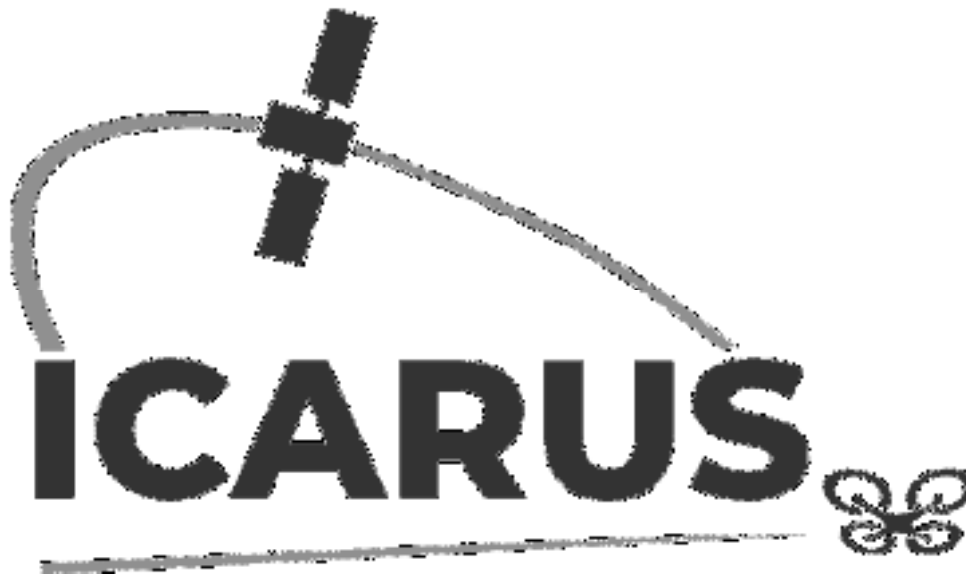


Figure 4 – Grayscale logo alternate

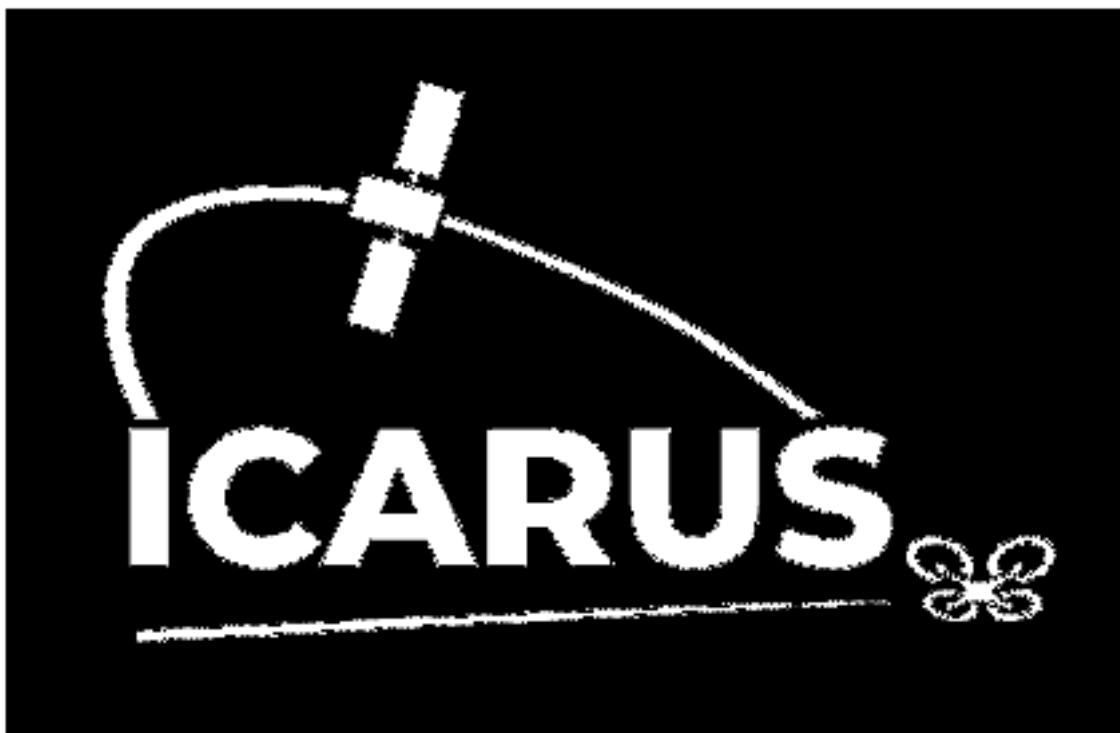


Figure 5 – White logo alternate for dark backgrounds

5.1.2 Colour schemes

The following colour scheme should be used when possible:

Main colour



C: 87% M: 72% Y: 32% K: 16%
R: 51 G: 77 B: 116
HTML colour: #334D74

Primary accent colour



C: 0% M: 49% Y: 100% K: 0%
R: 255 G: 150 B: 0
HTML colour: #FF9600

Secondary accent colour



C: 63% M: 36% Y: 13% K: 0%
R: 101 G: 144 B: 184
HTML colour: #6890B8

Colour for text



C: 68% M: 64% Y: 63% K: 58%
R: 51 G: 51 B: 51
HTML colour: #333333

5.2 Website

The website is the main element for supporting the communication and dissemination effort, as well as the repository of all the documentation generated by the project.

The website has a public interface that is accessible to everybody and a private Member Area section that is only accessible to registered users, such as the members of the consortium, members of the Advisory Board, and SJU personnel.

5.2.1 Website structure

Each page of the website is organised into four different sections:

Navigation bar



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Figure 6 – Navigation bar

At the top of every page there is a navigation bar that provides access to the different pages and provide link buttons for contacting the project consortium by email and visiting the project’s Twitter channel.

The navigation bar also provides access to the login page, necessary for accessing the private section of the website.

Main content

The main content section varies on each page according to the specific topic covered.

Footer

The footer includes links to the different pages as well as the funding and copyright notices.




Figure 7 – Footer section

Widgets

A number of common elements are repeated on several pages. They provide access to important functionality such as viewing and accessing the Twitter feed, viewing and accessing the latest posts, and subscribing to the project newsletter. These widgets are shown in Figure 8 to Figure 10.



News




10th SESAR Innovation Days
7-10 December 2020
Virtual conference


Discover ICARUS in the SESAR Innovation Days 2020

Watch the live webinar. During the conference, ICARUS presents a poster, describing the main highlights of the project as well as a live webinar on December 9th from 13:30 to 14:00 CET. We are very excited to be part of the 10th edition of the SESAR..

[read more](#)



Manned and Unmanned Aviation in VLL
First results of our survey



The eldest brother: first impressions from the survey and the Advisory Board

When we prepared the proposal for the ICARUS project we had a vision: a new paradigm for height estimation in Very Low-Level (VLL) airspace and Urban Air Mobility (UAM) scenarios. By combining satellite positioning (GNSS) with terrain and ground..

[read more](#)

◀ Older Entries

Figure 8 – News feed widget

5.2.2 Main page (About)

The main page contains the most important information for describing the project, as well as links to other related pages. It is divided into various sections as shown below.



Figure 11 – Banner and funding notice (above the fold)

Why a common altitude reference is needed?

The activities in which UAS are employed, from commercial to leisure, can lead them to share Very Low Level airspace with conventional aircraft.

To maintain separation among all users of this airspace, the altitudes of all of those aircraft must be known unambiguously through a common datum.

However, whereas conventional manned aviation uses pressure altitude obtained from barometric readings, UAS may use other systems such as GNSS-based altitudes.

While each of these different systems can enable safe separation by their own, they can each provide different altitude values from each other.

A common altitude reference system must be established to address the needs of the new airspace actors (UAS, UAV, drones, ...), without superimposing additional equipment for general aviation users.

The users of ICARUS service are identified to be remote pilots and autonomous drones, considering the enhanced level of connectivity and automation provided by the U-space services at US level.

General aviation pilots and other airspace users (unmanned) may benefit of the altitude translation service provided by ICARUS.

The definition of the common altitude reference system is fundamental to enhance the capacity of the airspace and the separations among UAS, especially in the urban environment, where the new potential markets of package delivery and drone taxi applications are just waiting to be unlocked.

Figure 12 – Problem statement section

WGMR in ICARUS

ICARUS project provides a GND based framework, which is used to define the role of the different stakeholders in the development of a new technology through the identification of the work to be performed in a given field of research and development. The framework (GND) is a set of tools which can be used to describe the GND elements in a given field of research and development.



The GND framework is a set of tools which can be used to describe the GND elements in a given field of research and development. The framework (GND) is a set of tools which can be used to describe the GND elements in a given field of research and development.



U-space is a set of tools which can be used to describe the GND elements in a given field of research and development. The framework (GND) is a set of tools which can be used to describe the GND elements in a given field of research and development.

Figure 13

Figure 13 – Description of the ICARUS service section

Technical background



The ICARUS project has strong links both with the previous **SESAR Exploratory Research 2016** studies and with the actual ongoing SESAR projects such as **DACUS** and **BUBBLES**. Other Initiatives as EC EGNSS studies and other international UTM initiatives will be considered during the lifetime of the project.

The **Common Altitude Reference System (CARS)** document developed by EuroControl and EASA represents the starting point for ICARUS investigation.

In this discussion paper EUROCONTROL and EASA have published some potential options for the resolution to the **Common Altitude reference** problem for drones. The conclusion of the study outlines three options covering different approaches to address the problem (GNSS/ barometric / Mixed approach). ICARUS represents the follow up of such analysis, with the enforcement of the **CONOPS** proposed in a relevant operational scenario.

ICARUS will consider the outcome of **CORUS** project in accordance with the classification of the airspace volumes provided in the final **CONOPS (X, Y, Z1, Z2)**.

In fact, the **CONOPS** proposed by **CORUS** and the related airspace architecture will represent a solid benchmark to start ICARUS study for the best possible elicitation of **CONOPS** and the proposed service.

At global level, **ICAO** has proposed a common UTM framework, in which recognizes the need for a common altitude reference system to ensure safe vertical separation between unmanned and manned traffic.

Figure 14 – Technical background section

5.2.3 Consortium page

The consortium page provides a brief description of the consortium partners and their contact information.



ICARUS Consortium
 ALL INFORMATION FROM THIS PAPER IS ONLY FOR ICARUS CONSORTIUM



Ministry of Transport and Infrastructure of the Republic of Poland
 The Ministry of Transport and Infrastructure of the Republic of Poland is the main sponsor of the ICARUS project. It is responsible for the overall management and coordination of the project. The Ministry is also responsible for the implementation of the project's results in the Polish aviation system.



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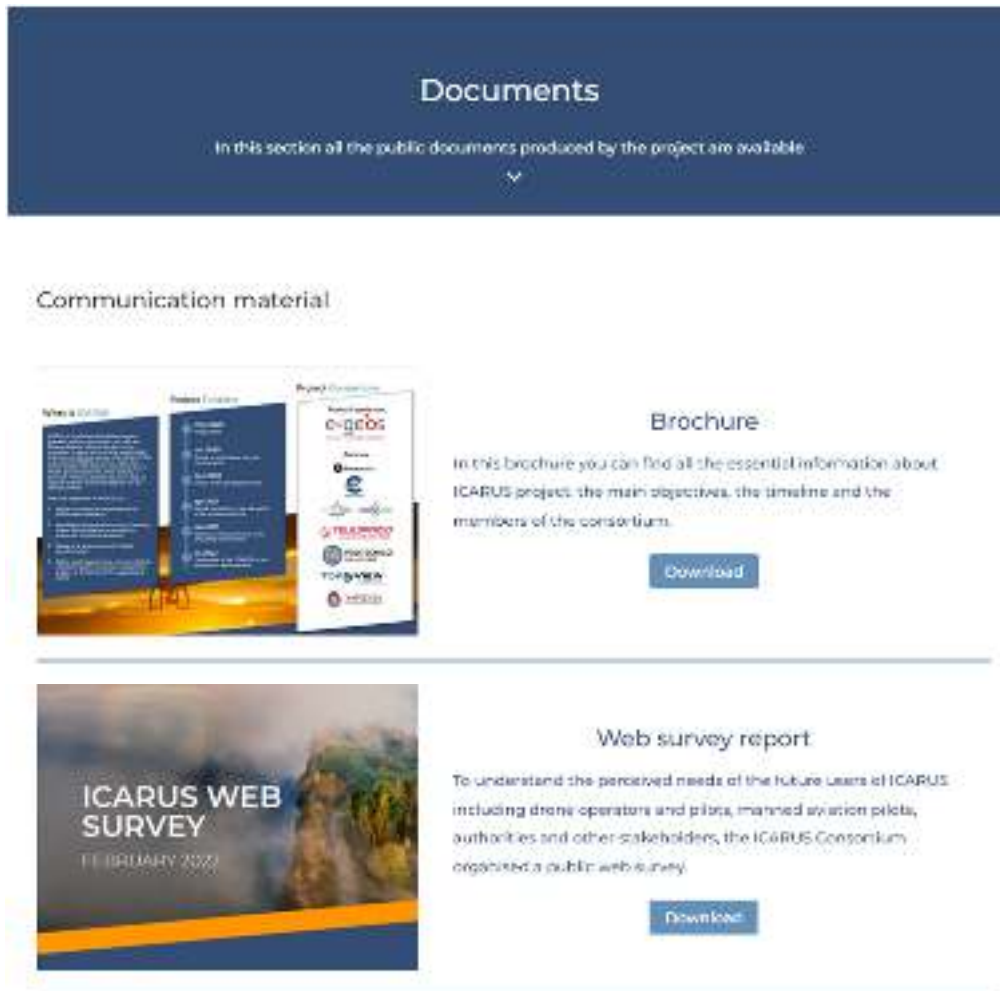


	<p>ICARUS</p> <p>ICARUS is a consortium of 10 European countries and the European Commission. The consortium is focused on the development of a common European aviation system for the next 20 years.</p>
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Figure 15 – Consortium page

5.2.4 Documents page

The documents page provides access to all the public deliverables and white papers produced by the Project.



The screenshot shows a dark blue header with the word "Documents" in white. Below it, a white text box states "In this section all the public documents produced by the project are available." with a downward arrow. The main content area is titled "Communication material" and features two document cards. The first card, titled "Brochure", shows a document cover with the ICARUS logo and various partner logos. The second card, titled "Web survey report", shows a document cover with the text "ICARUS WEB SURVEY FEBRUARY 2022" and a landscape image. Each card has a "Download" button.

Documents

In this section all the public documents produced by the project are available.

Communication material

Brochure

In this brochure you can find all the essential information about ICARUS project: the main objectives, the timeline and the members of the consortium.

[Download](#)

Web survey report

To understand the perceived needs of the future users of ICARUS including drone operators and pilots, manned aviation pilots, authorities and other stakeholders, the ICARUS Consortium organised a public web survey.

[Download](#)

Public Deliverables

The following documents are the final deliverables made within the project that are marked as PUBLIC

	<p>DATA MANAGEMENT PLAN</p> <p>The main goal of this document is to show how the research data of the project can be made accessible, interoperable and reusable (FAIR).</p> <p>This deliverable details the data management life cycle for the data to be collected, processed and/or generated by the project.</p> <p>Download</p>
	<p>COMMUNICATION AND DISSEMINATION PLAN</p> <p>The Communication and Dissemination Plan (CDP) provides the requirements for successfully communicating the outcomes of the project to the community, and disseminating its results.</p> <p>Download</p>

Figure 16 – Documents page

5.2.5 News page

The news page is a repository of articles written to describe the project, its main findings, and notices of communication and dissemination actions such as conferences where ICARUS results will be presented.

NEWS

10th SESAR Innovation Days
7-10 December 2020
Virtual conference

Discover ICARUS in the SESAR Innovation Days 2020
Nov 30, 2020

Watch the live webinar. During the conference, ICARUS presents a poster, describing the main highlights of the project as well as a live webinar on December 9th from 13:30 to 14:00 CET. We are very excited to be part of the 10th edition of the SESAR Innovation Days...

[read more](#)

Manned and Unmanned Aviation in VLL

First results of our Survey

The eldest brother: first impressions from the survey and the Advisory Board
Nov 9, 2020

When we prepared the proposal for the ICARUS project we had a vision: a new paradigm for height estimation in Very Low Level (VLL) airspace and Urban Air Mobility (UAM) scenarios. By combining satellite positioning (GNSS) with terrain and ground obstacles information...

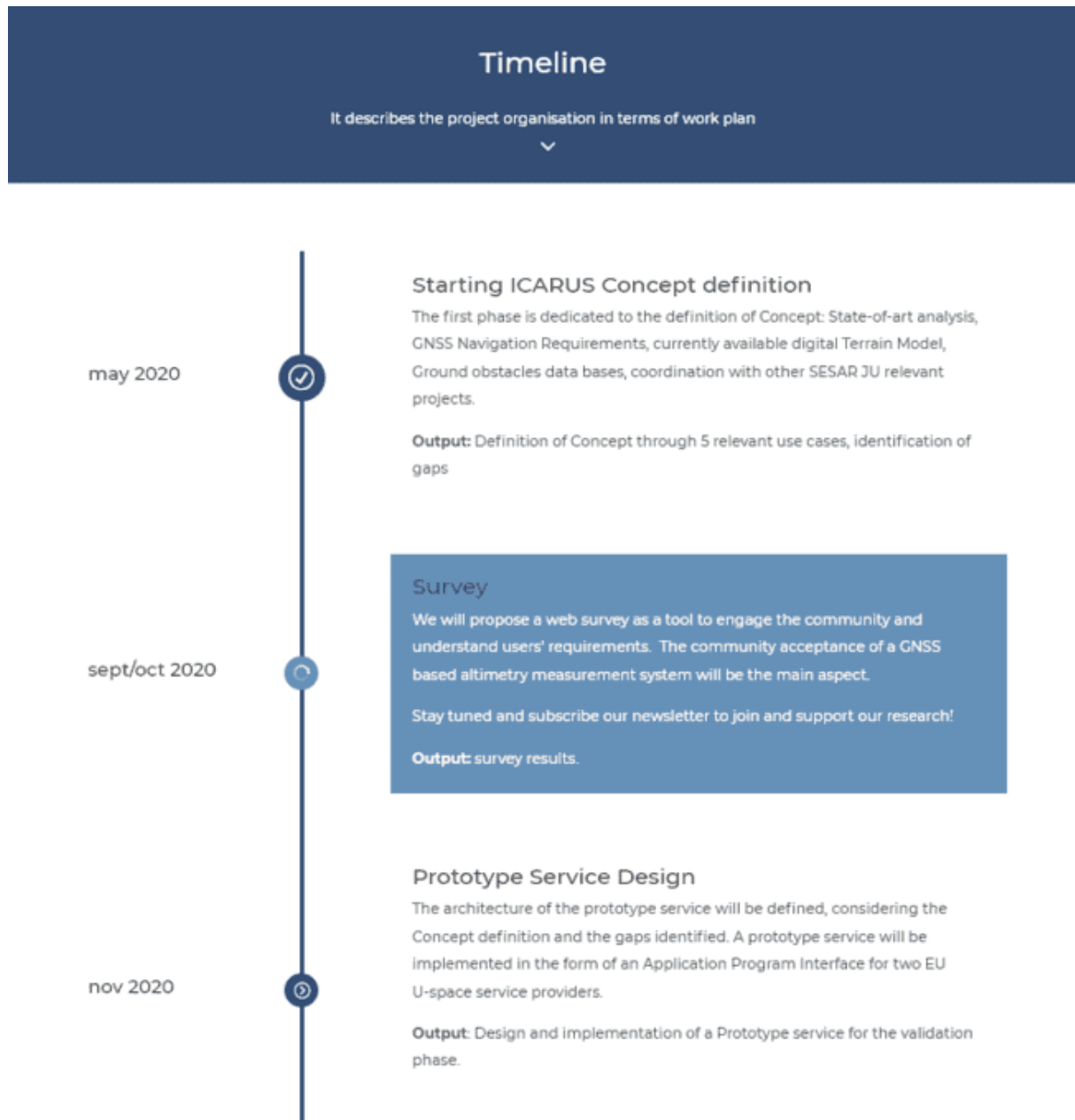
[read more](#)



Figure 17 – News page

5.2.6 Timeline page

The timeline page provides a visual representation of the progress of the project, listing its main development phases and its current status.



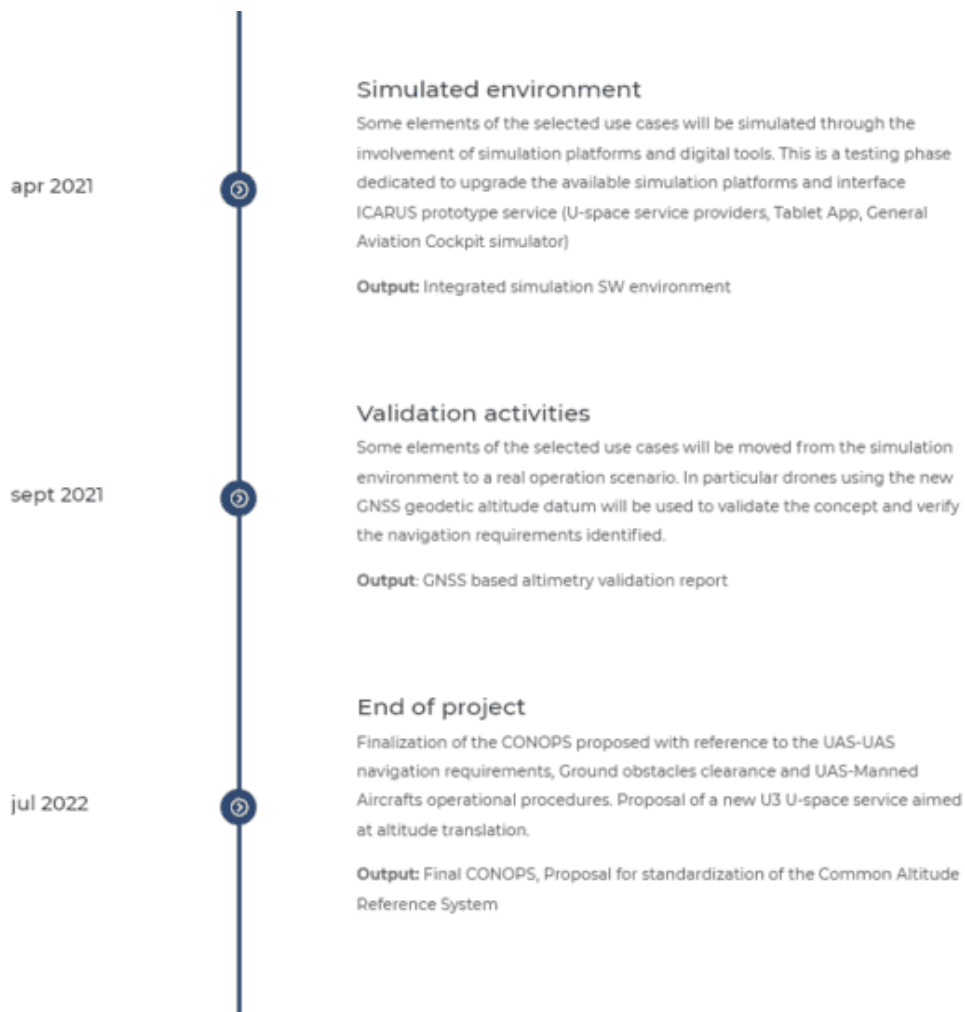
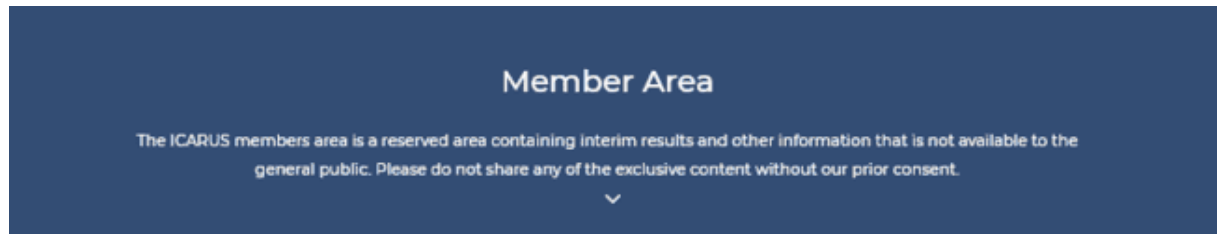


Figure 18 – Timeline page

5.2.7 Member Area

The Member Area is a private section, only available to users registered on the system, i.e. representatives of the SESAR JU, members of the AB and project partners. It hosts supplemental material not available to the general public.

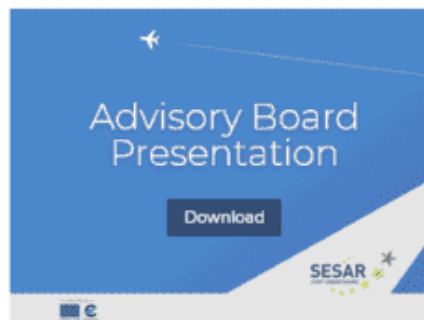


Manuel Onate

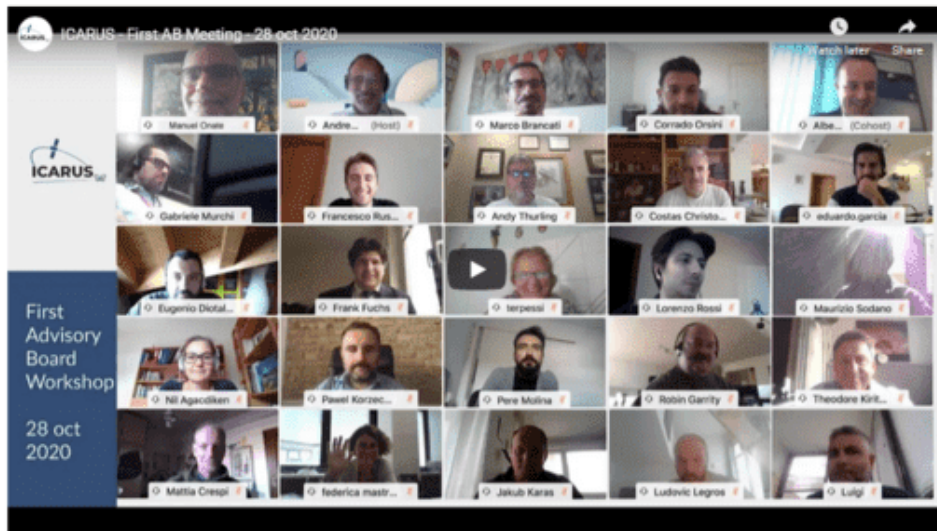
First Advisor Board Workshop

Wednesday, 2020 October 28 – 10:30 > 12:30

- **Andrew Hately**, Eurocontrol: Host
- **Cristina Terpessi**, e-Geos: ICARUS Introduction; Roadmap and next meeting
- **Corrado Orsini**, Telespazio: ICARUS Scope
- **Alberto Mennella**, TopView s.r.l.: ICARUS High level technical objectives
- **Mattia Crespi**, DICEA: ICARUS Digital Elevation Models
- **Pawel Korzec**, DroneRadar: ICARUS Architecture
- **Francesco Russo** TopView s.r.l.: ICARUS Real Time Survey
- **Manuel Onate** EuroUsc-Es ICARUS Communication & Dissemination



Watch playback



Next Advisory Board Meeting

February 2021



Figure 19 – Member area

5.3 Social network channels

ICARUS will use extensively two social networks to support the online dissemination activities: LinkedIn and a Twitter feed.

5.3.1 LinkedIn page



Jobs ▾ U-space ICARUS Worldwide

U-space ICARUS
Aviation & Aerospace
U-space project for Common Altitude Reference inside VLL airspaces

[Follow](#)

About us

ICARUS project proposes a GNSS based altimetry solution to the challenge of the Common Altitude Reference system for drones at very low level airspace, through the identification of the navigation requirements applicable to Unmanned Aircraft Systems (UASs) and the definition of a new U-space service for UAS / Manned aircrafts altitude translation.

Website	https://www.u-spaceicarus.eu/
Industries	Aviation & Aerospace
Company size	11-50 employees
Headquarters	-

Figure 20 – ICARUS Twitter feed page

5.3.2 Twitter feed

Founding Members



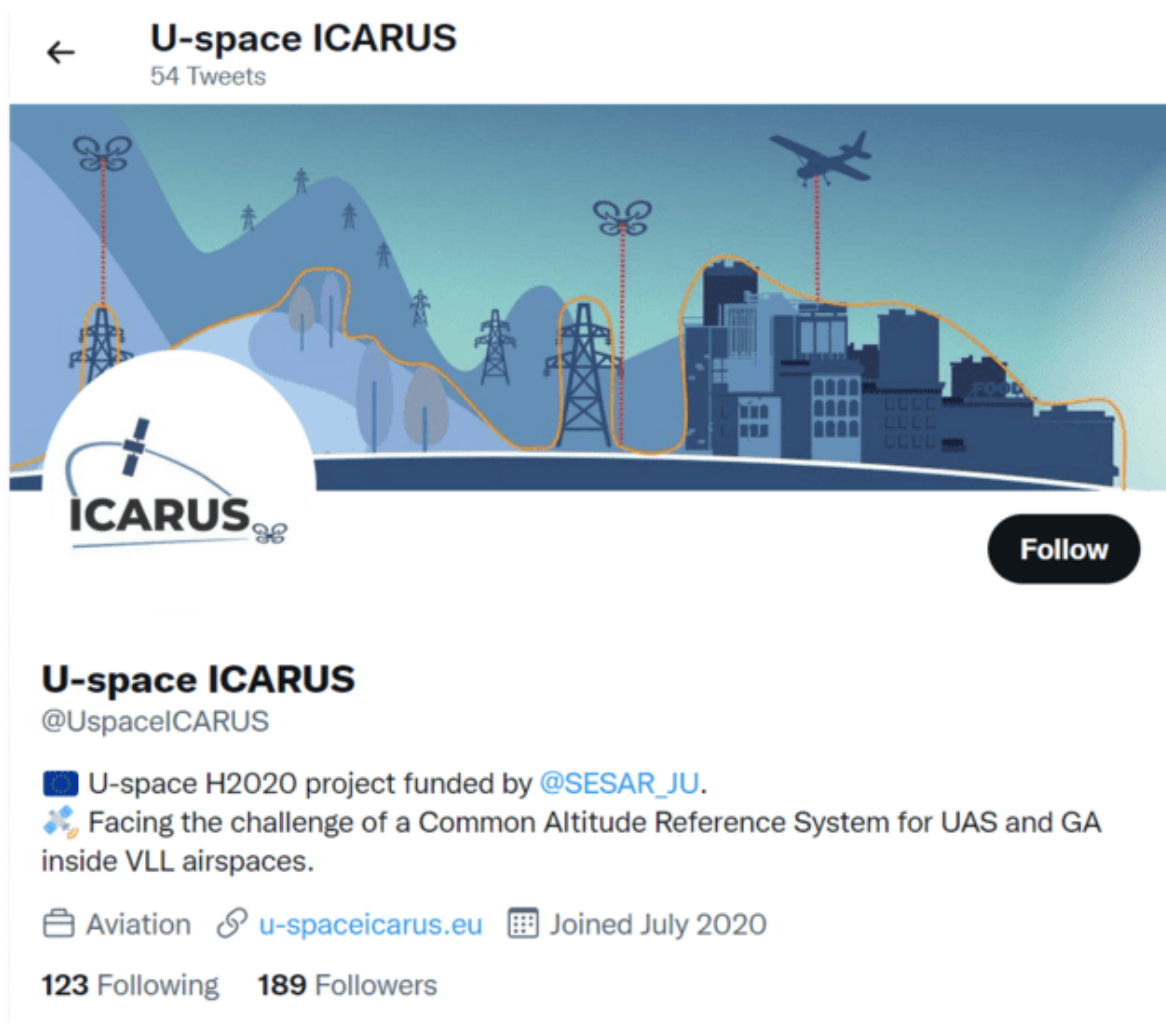


Figure 21 – ICARUS Twitter feed page

5.4 Videos

5.4.1 Introductory video

The project introductory video is a 2-minute animated cartoon description of the problem statement and the project objectives using non-technical language. It provides an excellent introduction to the project and is suitable for all audiences.

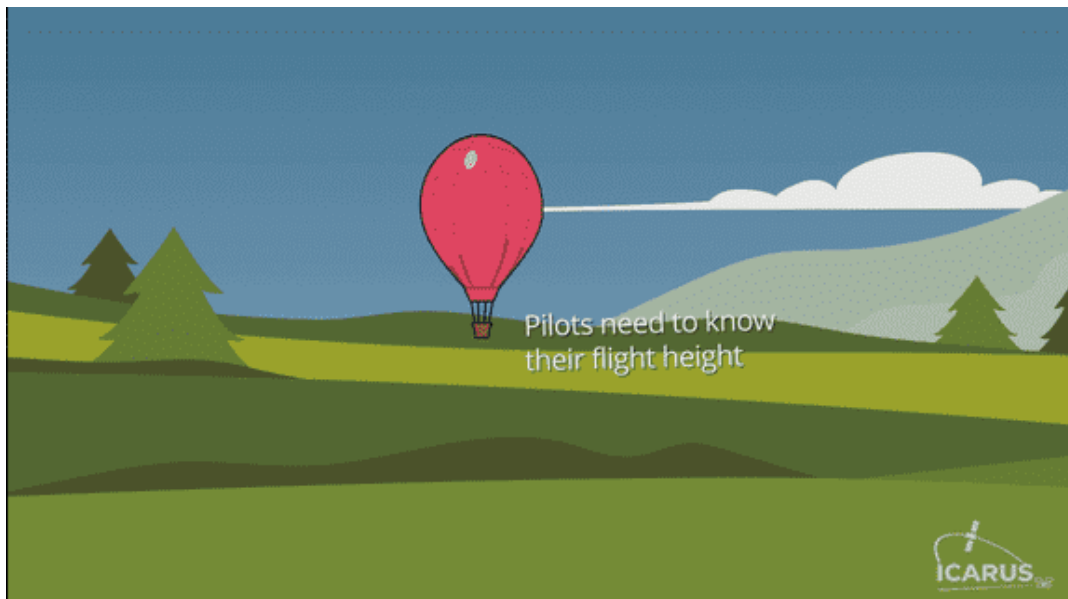


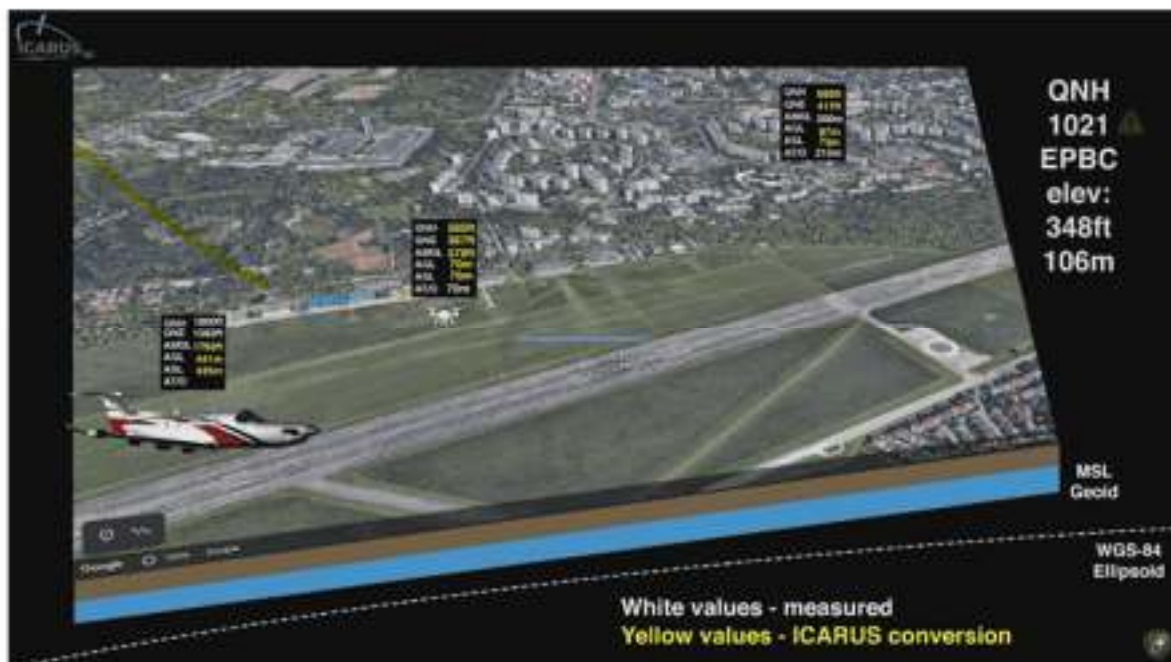
Figure 22 – Introductory Video frame

The video can be accessed on the SJU YouTube channel, at the following link:

<https://www.youtube.com/watch?v=9GxH6M1hZ90>

5.4.2 Video description of the ICARUS challenges

A second video was created to describe visually the challenges posed by the ICARUS.



The video can be accessed on the project website at the following link:

<https://www.u-spaceicarus.eu/understanding-the-complexity-of-the-icarus-concept/>

5.4.3 Video for a first look at ICARUS Vertical Alert Service

The ICARUS consortium has created a third video demonstrating the Vertical Alert Service (VALS) and Common Altitude Reference Service (CARS) that have been implemented as a result of the ICARUS project.



The video can be accessed on the project YouTube channel at the following link:

<https://www.u-spaceicarus.eu/a-first-look-at-icarus-vertical-alert-service/>

5.4.4 Final project video

A fourth video, summarizing the project is planned to be created and distributed before the end of the project.

5.5 Brochure

A brochure including the key messages, timeline and participants is available to all the project partners for use in promoting the project at any public venue.



Figure 23 – Brochure exterior



Figure 24 – Brochure interior

5.6 White papers

Three white papers written in a non-technical manner and suitable for general public consumption are planned.

5.6.1 ICARUS Web survey white paper

The first white paper, finalized in September 2021, presents the results of the web survey as well as the feedback received from the first two advisory board meetings.

This feedback has been used to develop the ICARUS prototype and has served to validate the approach adopted in the project. In particular, it demonstrates that the drone community values the CARS proposed by ICARUS.



Figure 25 – ICARUS web survey white paper

5.6.2 ICARUS Architecture and Design white paper

The second white paper, planned for April 2022, will describe the design of the ICARUS prototype summarising the technical deliverables from WP4 and WP5.

The purpose of this report is to present and explain in a non-technical manner the decisions taken by the ICARUS consortium to build the ICARUS prototype.

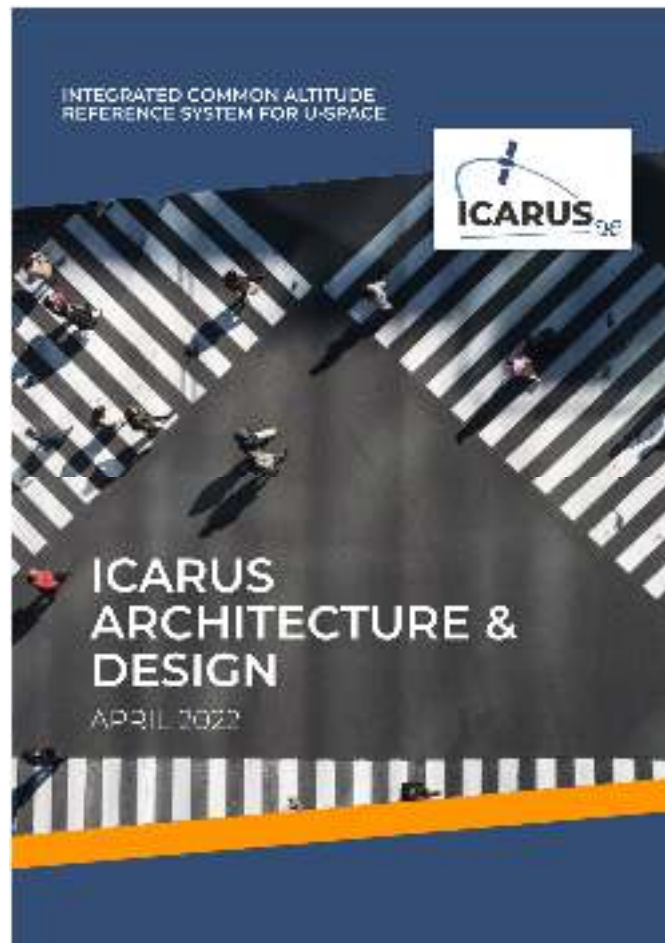


Figure 26 – ICARUS architecture & design white paper

5.6.3 ICARUS Conclusions and Results white paper

The last white paper, planned for July 2022, will summarize the results obtained within the project, including the validation activities of the ICARUS prototype performed on WP6.

The purpose of this paper is twofold:

- To showcase the results obtained in the project
- To define a roadmap for the future tasks that will be required to develop a commercial GNSS-based CARS for flights in VLL.

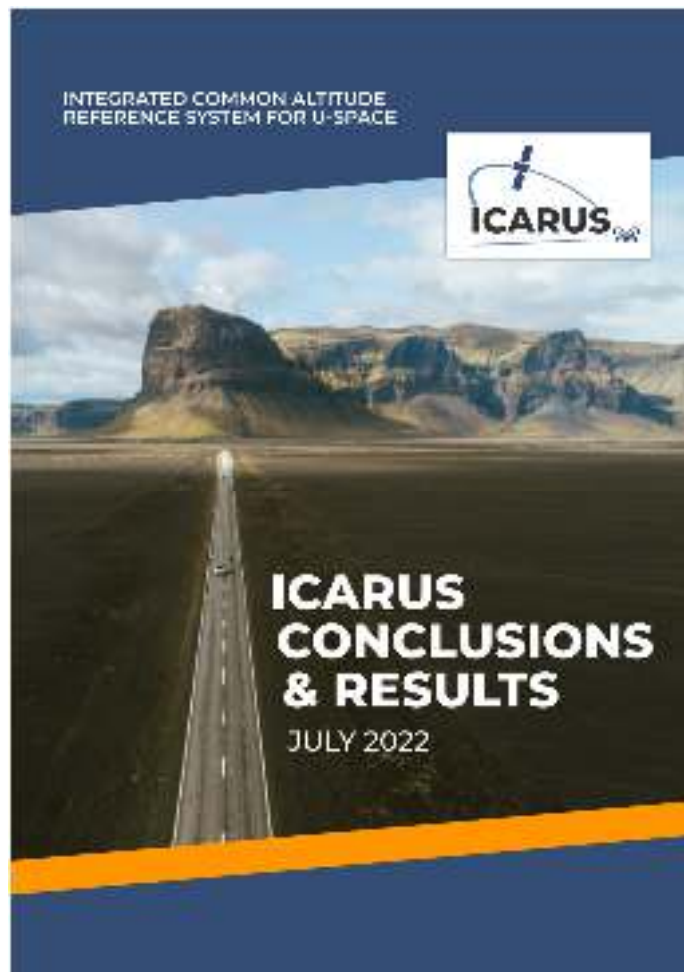


Figure 27 – ICARUS conclusions and results white paper




6 Success Criteria

6.1 Key Performance Indicators (KPIs)

The following table shows the performance indicators that will be used to assess the success of the communication and dissemination activities. Due to the change in the communication and dissemination strategy towards online activities as a consequence of the COVID-19 panic, the original KPIs have been revised to compensate with online activities the reduced live communication and dissemination channels.

Key Performance Indicator	Original Target	Revised Target	Factor
Workshops organised by the project	3	3	1x
Number of videos produced	2	4	2x
Publication of articles in specialised magazines	2	2	1x
Presentation of poster and talks at international conferences	3	2	0.7x
Number of events attended representing the project	6	4	0.7x
Number of posts in website	15	20	1.33
Number of social media impacts (# of posts)	50	150	3x
Number of visitors to the project website	1,000	3,500	3.5x
Number of links to ICARUS website	50	100	2x
Number of subscribers to the ICARUS newsletter	50	50	1x

Table 8 – Communication and dissemination success indicators

	KPI value increased
	KPI value maintained
	KPI value reduced



Founding Members

