

D1.4: Report on Dissemination and Communication activities of Period 1



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List of Acronyms

Abbreviation / Acronym	Description
AAAS	American Association on the Advancement of Science
AFT	AgentFly Technologies s.r.o.
AI	Artificial Intelligence
ATM	Air Traffic Management
CFD	Computational Fluid Dynamics
CTA	Call to Action
DCP	Dissemination and Communication Plan
DRL	Deep Reinforcement Learning
EC	European Commission
FN	Future Needs Management Consulting LTD
GA	Grant Agreement
HPC	High Performance Computing
ICCS	Institute of communication and computer systems
ISCTE	University Institute of Lisbon
KPI	Key Performance Indicators
KTH	Kungliga Tekniska Högskolan
NGOs	Non-Profit Organizations
SEO	Search Engine Optimization
TUD	Delft University of Technology
UAS	Unmanned Air Systems
UAV	Unmanned Aerial Vehicle
UC3M	UniVersidad Carlos III de Madrid
USAL	University of Salford

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Executive Summary

This document is a deliverable (D1.4) of the RefMap project, funded by the Call “HORIZON-CL5-2022-D5-01 | Clean and competitive solutions for all transport modes”

Topic: HORIZON-CL5-2022-D5-01-13

Type of Action: HORIZON-RIA

Proposal number: 101096698.

The deliverable, "**D1.4: Report on Dissemination and Communication activities of Period 1**", is part of **Work Package 1**, and aims to accurately report all Dissemination and Communication activities of Period 1, from the beginning of the project until Month 18. The deliverable provides a strategic approach to communication and dissemination to engage stakeholders, ensure effective stakeholder management and build a community. The end goal is to support the impact of RefMap on society.

The deliverable includes an analysis of the stakeholder groups and the development of personas to better understand the needs and motivations of each group. This analysis will guide the communication and dissemination efforts of the project. This report outlines the implementation of a comprehensive strategy for dissemination and communication, including the use of various tools and channels, tailored to the specific needs of different personas and phases of the project. Finally, the document includes a timeline of past and future activities, ensuring the successful implementation of the communication and dissemination efforts. The Report on Dissemination and Communication activities of Period 1 is a critical component of RefMap project that will play a key role in reviewing the project's success through effective communication and stakeholder engagement.

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1 Introduction

1.1 Purpose of the document

The purpose of this document is to present in detail all **Dissemination and Communication activities of Period 1**. The D1.4 is drafted and delivered by Future Needs (FN). However, it is acknowledged that all partners in the project have participated and contributed actively in the communication & dissemination activities during Period 1.

The challenges addressed in this deliverable are to report accurately on all communication and dissemination activities that have already been implemented from the beginning of the project until Month 18 (July 2024) and have successfully reached our targets and KPIs.

Initially, the document includes an **overview of the KPIs' progress** for the dissemination and communication activities of the RefMap project and a **scoreboard** with the progress and outcomes of current activities. In this document, all activities in the communication and dissemination channels are reported in detail. By reviewing the progress on objectives, target audiences, and performance indicators, and utilising various tools and channels, RefMap aims to maximise its impact, foster collaboration, and ensure the widest adoption of its results.

1.2 Relation to other project work

This document, “**D1.4: Report on Dissemination and Communication activities of Period 1**”, which is part of **Work Package 1**, is closely related to several other tasks and deliverables of the project that belong in the same work package.

Namely, we should mention:

- D1.2: Dissemination and Communication Plan (M05)
- D1.5: Report on Dissemination and Communication activities of Period 2 (M36)
- T2.4: Project Branding, Dissemination and Communication activities (M01-M36)

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1.3 Structure of the document

This document is structured in **5** major chapters/sections, including the **Introduction** and excluding the **Executive Summary** in the very beginning.

Chapter 1 is the introduction, with details on the purpose of the document, the relevance to other project work, and the currently mentioned structure.

Chapter 2 presents an overview and scoreboard of all dissemination, communication & clustering activities.

Chapter 3 presents all the communication activities in detail referring to the website (website structure, website performance, most visited pages and blog articles), as well as to the social media (posting plan followed, types of content disseminated, relation to the website and performance). Also, it includes information about past newsletters and press releases, subscribers and the stakeholders reached through these channels.

Chapter 4 presents all the dissemination activities that have been carried out until today, such as the target audience of RefMap, the scientific papers published in journals and presented at Conferences, and the synergies with other projects and initiatives. This section also includes all the material designed, printed and distributed to the stakeholders, any RefMap related articles published on various media and third-party websites. Lastly, it presents the participation of the partners in Conferences and project workshops.

Chapter 5 briefly describes the conclusions and the summary of the whole document.

2 Overview of Dissemination and Communication Activities

This project’s deliverable provides an overview of the KPIs’ progress for the dissemination and communication activities of the RefMap project, detailing the key approaches taken. The primary goal of such activities is to share project outcomes through press releases, brochures, and scientific papers, update stakeholders on project developments and actively engage them through social media channels and the project’s website.

The report presents the communication and dissemination activities undertaken over the past 18 months by the consortium, coordinated and managed by Future Needs. As

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these activities require collective input and effort, the contributions and inputs from all partners were valuable to maximise the visibility and impact of the RefMap project.

Both communication and dissemination activities are guided by specific benchmarks and milestones established in the Grant Agreement (GA) and outlined in the following table. The current report provides a comprehensive evaluation of the various actions outlined in the following table (Table 1), detailing the results achieved from the KPIs set.

To manage the dissemination activities, FN has established and shared several tools, available to the partners on the shared folder, since the beginning of the project. FN has presented the tools and continuously prompts the partners to use them to contribute to the dissemination of the project scope and results. All tasks management is coordinated through the regular monthly meeting with the consortium, that FN hosts.

Means	Target Audience	Target KPI
Project website	All stakeholders	8,000 unique visits by M36
Visual Identity	All stakeholders	Project logo has been finalised for all format requirements therefore development of communication templates (M02), first brochure and poster (M06).
Press Releases	Citizens, NGOs, Media, public authorities	2 press releases which are take-up by CORDIS Wire and by popular media outlets in all project countries
Newsletters	Policy-makers, media, researchers, NGOs, public authorities	Publication three times a year. 300 individuals/ organisations signed up to receive newsletters by M24 and at least 600 total by M36.
Project Factsheet	All stakeholders	Publication of flyer on website with 250 downloads. 1500 copies distributed at third-party events attended. At least one factsheet displayed in a public organisation or local authority visited by citizens and sector professionals.
Presentations at third-party events	Policy makers, Researchers, NGOs	Consortium partners will attend at least 30 conferences, trade shows, workshops, and networking activities with pertinent EU/national projects.
Peer-reviewed papers & popular science articles	Researchers & Media	Submission and acceptance for publication of 30 articles (aiming at open-access publications when agreements are in place through institutions), a blog post every month (starting from Month 2) on the website and a total of 10 articles on

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		third party websites.
Social Media	Planners, U-space Professionals, general public	<ul style="list-style-type: none"> •Over 1000 Twitter followers, over 1500 LinkedIn followers. •Over 5000+ likes on Twitter and LinkedIn. At least 5 other projects involved in various online campaigns.
RefMap Workshops & Final Conference	All stakeholders	<ul style="list-style-type: none"> •At least 20 public authorities and at least 10 other stakeholders from at least 6 different countries (not limited to the EU) included in an advisory board. •Develop a Community on regional levels: at least 10 stakeholders in each partner country engaged in project activities; •At least 150 persons will attend the final conference.

Table 1: KPIs for dissemination and communication identified in the GA

2.1 Dissemination and Communication Scoreboard

Fel! Hittar inte referenskölla. below summarises the progress and outcomes of current activities within the first 17 months of the project. While detailed explanations of each activity will be provided in subsequent sections, here are the key highlights:

KPI	Goal	Achieved	Progress
# of unique visitors	8000	345	4%
# of press releases	2	1	50%
# of subscribers	600	112	19%
# of newsletters	9	3	33%
# of downloads	250	54	22%
# of sheets distributed	1500	300	20%
# of events attended	30	12	40%
# of publications	25	12	48%
# of blog posts	34	18	53%
# of articles in 3rd party websites	10	13	130%
# of LinkedIn followers	1500	505	34%
# of Twitter followers	1000	87	9%
# of likes on Twitter & LinkedIn	5000	2609	52%
# of projects involved in SM campaigns	5	1	20%
# of stakeholders engaged in project activities	10	0	0%
# of attendees of the final conference	60	n/a	0%

Table 2: Target KPIs vs Actual KPIs Progress

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- **100% Completion or more (1/17 KPIs):** One of the seventeen KPIs has already achieved 100% completion and exceeded expectations. This includes the articles published on 3rd party websites. This overachievement, as expected, contributed to other KPIs' progress.
- **On Track (8/17 Activities):** Eight of the seventeen activities are on track according to the communication and dissemination plan, demonstrating progress aligned with expectations. This includes metrics such as the publication of press releases, the growth of LinkedIn followers, projects involved in social media campaigns, the number of newsletters released, blog posts, downloads of dissemination materials, copies of the brochure distributed at third-party events and the events attended.
- **Slight Deviation (4/17 Activities):** Four out of seventeen activities, namely website visitors, the number of Twitter followers, the number of publications and likes on social media have slightly lower metrics than anticipated at this project stage. However, strategies to improve performance in these areas have been discussed and are scheduled for implementation in the upcoming months.
- **Not started (3/17 Activities):** Three out of seventeen activities, such as the stakeholders engaged in the project activities, the advisory board, and the final conference.

3 Communication activities

Communication activities serve multiple purposes within the project framework. They aim to achieve several objectives, including raising awareness of the project, generating interest to attract potential users, investors and contributors, creating demand, engaging with stakeholders and showcasing the successes of both RefMap and European research and innovation.

Therefore, adhering to a well-defined communication plan established at the project's beginning is important. Regular reporting on communication activities enables tracking of the progress, facilitating a deeper understanding of the impact already generated and paving the way for identifying potential enhancements in the months ahead.

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3.1 Website

The RefMap project's final website was published in **May 2023** and developed by Future Needs to ensure a strong online presence promoting the project's objectives and activities. The website¹ is connected to a domain and is accessible at refmap.eu

The website's content is continuously updated, reviewed, and approved by the consortium and promoted throughout social media channels, to increase the website's visibility and inform the community on topics related to the project and the aviation industry.

The website includes all the updates about the activities of the RefMap project and related events in which the consortium members participate. Future Needs coordinates and manages the contribution of the relevant material such as text and photographs, videos, diagrams, infographics, etc. of the consortium members.

3.1.1 Website structure

The project website structure has been updated since its original presentation in the Dissemination and Communication Plan. In this way, we keep up with the progress of the project and the dissemination needs. The updated design has 6 sections: **Home, About, Use Cases, Partners, News (including news, newsletters, blog articles, press releases and downloads), and Contact.**

The main changes, as presented in Table 3, include:

- The "Synergies" section will soon be available on the website, when the respective activities are fully established.
- The "Library" section is renamed as "News". The content remains the same.

Initially planned website structure	Actual website structure
Home	Home
About	About
Use Cases	Use Cases

¹ <https://www.refmap.eu/>.

Partners	Partners
Synergies	(coming up)
Library	News
Contact	Contact

Table 3 Website structure: initially planned vs actual

3.1.2 Website performance

Website analytics are utilised to analyse the website performance. As displayed in Figure 1 over the last **12 months**, from May 2023 to May 2024, the website attracted **345 unique visitors**, resulting in **820 sessions** and **3.555 page views** (4% of the targeted website). To increase the website’s visibility the strategy is enhanced with dedicated social media campaigns which will direct users to the website. Additionally, efforts will be made to boost current SEO by creating more content and targeting relevant keywords based on Google Search volume.



Figure 1: Website analytics

Two Campaigns to boost website traffic

As part of this strategy, the project launched already two successful dedicated campaigns, named “Why I Care” and “Women in Aviation Science” on RefMap’s social

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media, LinkedIn² and X³. Both attracted and engaged our audience on the website and social media. In both, popular hashtags were used and the relevant partners were tagged to increase the potential reposting of the content and reach a wider audience.



The “Why I Care”, presented in Figure 2, consisted of seven short interviews of the partners, who elaborated on their involvement in the project and their special interest in sustainable aviation, which lies at the heart of RefMap. Their answers were compiled into several articles on the website, while the respective social media posts were scheduled to drive our audience there. During the campaign, we had **646 page views, 171 sessions and 79 unique visitors**. On LinkedIn⁴, we had **632 reactions (11,9% rise compared with the previous period), 255 unique visitors, and 106 new followers**. In X⁵, at the same time, we gained **105 impressions/day**, and the **engagement rate was at 4.3%**.

Figure 2: LinkedIn example post of the “Why I Care” campaign



The “Women in Aviation Science” campaign, Figure 3, presented the perspective on the role of women in science and aviation. It was realised through a series of RefMap’s female researchers giving an interview on the current role of women in science and gender diversity in the field. During the campaign, there were **407 page views, 91 sessions and 48 unique visitors**. On LinkedIn we had **265 reactions (38,7% rise compared with the previous period), 58 unique visitors, and 34 new followers**. In X (Twitter), in this period, we gained **77 impressions/day**, and the **engagement rate was at 5%**. The popularity of the specific posts was consolidated with the number of impressions of several posts getting high.

² <https://www.linkedin.com/company/refmap/mycompany/?viewAsMember=true>

³ <https://x.com/RefMapEU>

⁴ https://www.linkedin.com/search/results/content/?fromOrganization=%5B%2292776454%22%5D&keywords=%23whyicare&origin=GLOBAL_SEARCH_HEADER&sid=XYJ&sortBy=%22relevance%22

⁵ https://x.com/search?q=%23whyicare+%28from%3ARefMapEU%29&src=typed_query

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Figure 3: LinkedIn example posts from the “WomenInAviationScience” campaign

In conclusion, campaigns have proven to be a valuable strategic tool for the project’s dissemination. Additionally, showcasing not only the work but also the team of people working on the project is very interesting for our audience.

This campaign was done jointly with the ImAFUSA project, which shares several common partners with RefMap, thus it also serves our KPI for involving 5 other projects in online campaigns.

3.1.3 Most visited pages

Figure 4 shows that regarding page views, the homepage and the partners page of the RefMap are the most popular. Regarding site sessions, the **homepage** and the **news page** get the most attraction. In the Blog subsection partners contribute monthly by writing about their research or other updates, Future Needs is managing all partners' bi-monthly contributions to the Blog section through a rotation plan agreed at the beginning of the project. Read more about the blog section in the next paragraph.

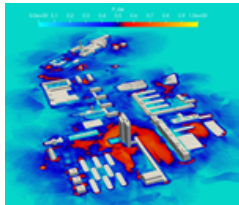


Page path ⓘ	Page views	Site sessions ↓ ⓘ	Unique visitors
Summary	3,555	817	343
/	861	446	211
/news	365	181	54
/partners	429	163	90
/about	217	146	88
/usecases	113	87	60
/contact	84	53	29

Figure 4: Most visited pages on the Website

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3.1.4 Blog articles

Since the launch of the project's website, RefMap published **18 educational blog posts** focused on sustainable aviation and created by the project partners according to a rotation plan established by Future Needs. You can see the analytical report below in Table 4.

No	Release date	Visual	Title	Contributor
1	22 May 2024		riskMap – An OpenFOAM utility to compute directionally averaged risk metrics for RANS ⁶	TU Delft
2	19 April 2024		Why do we care about sustainable aviation? ⁷	FN & Collective
3	20 March 2024		Sustainable Aviation Plan in Progress ⁸	FN & Collective
4	15 February 2024		Women In Aviation Science Interview – Anna Palaiologk ⁹	FN




⁶<https://www.refmap.eu/post/riskmap-an-openfoam-utility-to-compute-directionally-averaged-risk-metrics-for-rans>

⁷<https://www.refmap.eu/post/why-do-we-care-about-sustainable-aviation>

⁸<https://www.refmap.eu/post/sustainable-aviation-plan-in-progress>

⁹<https://www.refmap.eu/post/women-in-aviation-science-interview-anna-palaiologk>

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5	8 February 2024	 <p>#WomenInAviationScience</p> <p>In my days as an AI researcher, I've seen women don't go into Space Exploration and AI/ML intelligence. I see no reason why we couldn't.</p> <p>Federica Tonti Post doc in Fluid Dynamics KTH Royal Institute of Technology</p> <p>ImAFUSA refmap</p>	Women In Aviation Science Interview – Federica Tonti ¹⁰	KTH (&FN)
6	6 February 2024	 <p>#WomenInAviationScience</p> <p>"Identify your work priorities, support your opinions with arguments, serve a purpose with your actions and you will find your path and direction"</p> <p>Sofia Kalakou Assistant Professor ICTM - Institute of Technology of Linköping</p> <p>ImAFUSA refmap</p>	Women In Aviation Science Interview - Sofia Kalakou ¹¹	ISCTE (&FN)
7	1 February 2024	 <p>#WomenInAviationScience</p> <p>I share my research interests showing its relevant impact on sustainability while also involving them in business or projects linked to my research, triggering most of the time new motivations for their future careers.</p> <p>Evelyn Otero Sola Associate Professor Vice Director of USA KTH Royal Institute of Technology</p> <p>ImAFUSA refmap</p>	Women In Aviation Science Interview - Evelyn Otero Sola ¹²	KTH (&FN)
8	29 January 2024		#WomenInAviationScience Campaign ¹³	FN
9	29 January 2024	 <p>#WomenInAviationScience</p> <p>Being visible in the scientific community, showcasing achievements and sharing experiences can serve as an example for other women and girls, demonstrating that success in science is achievable.</p> <p>Konstantina Koliogeorgi Computer engineer Institute of Communication & Computer Systems</p> <p>ImAFUSA refmap</p>	Women In Aviation Science Interview - Konstantina Koliogeorgi ¹⁴	ICCS (&FN)

¹⁰ <https://www.refmap.eu/post/women-in-aviation-science-interview-federica-tonti>



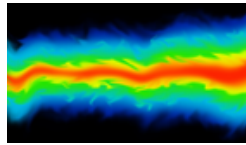

¹¹ <https://www.refmap.eu/post/women-in-aviation-science-interview-sofia-kalakou>

¹² <https://www.refmap.eu/post/women-in-aviation-science-interview-evelyn-otero-sola>

¹³ <https://www.refmap.eu/post/womeninaviationscience-campaign>

¹⁴ <https://www.refmap.eu/post/women-in-aviation-science-interview-konstantina-koliogeorgi>

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10	25 January 2024		Women In Aviation Science Interview - Hana Melicharova ¹⁵	AgentFly (&FN)
11	22 January 2024		Women In Aviation Science Interview - Fateme Baneshi ¹⁶	UC3M (&FN)
12	23 November 2023		HPC optimisation techniques in the service of efficient CFD Simulations ¹⁷	ICCS
13	20 November 2023		Sofia Kalakou, ISCTE University partner at RefMap project speaks to EntreCampus magazine ¹⁸	ISCTE



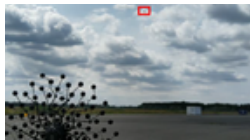

¹⁵ <https://www.refmap.eu/post/woman-in-aviation-science-interview-hana-melicharova>

¹⁶ <https://www.refmap.eu/post/fateme-baneshi-women-in-aviation-science-campaign-leading-up-to-the-celebration-of-women-in-scienc>

¹⁷ <https://www.refmap.eu/post/hpc-optimisation-techniques-in-the-service-of-efficient-cfd-simulations>

¹⁸ <https://www.refmap.eu/post/sofia-kalakou-iscte-university-partner-at-refmap-project-speaks-to-entrecampus-magazine>

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15	28 September 2023		AgentFly ATM simulation preparation for RefMap project integration ²⁰	AFT
16	29 June 2023		Predicting drone noise and aircraft emissions for RefMap ²¹	TU Delft
17	28 April 2023		EU adopts new rules towards the decarbonisation of aviation ²²	FN

¹⁹ <https://www.refmap.eu/post/harnessing-satellite-data-and-ai-for-aviation-emissions-monitoring>

²⁰ <https://www.refmap.eu/post/agentfly-atm-simulation-preparation-for-refmap-project-integration>

²¹ <https://www.refmap.eu/post/predicting-drone-noise-and-aircraft-emissions-for-refmap>

²² <https://www.refmap.eu/post/eu-adopts-new-rules-towards-the-decarbonisation-of-aviation>

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18	31 March 2023		RefMap started!	FN
----	---------------	---	-----------------	----

Table 4: Blog articles published on the website

Altogether, the blog section generated **1.470 views** from **472 visitors** (Figure 5). It seems that the blog section is the second one in the "News" category, compared to the other subsections of the News category in the Home menu (Figure 6). The most-read blog post, "RefMap started!" has 114 views from 57 visitors. In addition, in the subcategory "News", the most read piece was "RefMap partners meet with agriculture specialists for a drone flight demonstration"²³, with 132 views from 61 visitors. In conclusion, blogs are a useful tool, for informing our audience about the project's progress and message, that will continue to work with.



Figure 5: Webpage Blog Section Analytics A

²³ [RefMap partners meet with agriculture specialists for a drone flight demonstration](#)

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Category name	Views ↓	Visitors	Engagement
News	948	324	3
Blog	730	256	1
Events	391	162	2
Publications	162	70	0
Newsletters	69	15	0

Figure 6: Webpage Blog Section Analytics B

3.2 Social Media

The main objective of RefMap's social media strategy is to connect, inform, and engage with individuals and organisations interested in or associated with sustainable aviation. To achieve this, the project maintains an active and consistent presence on LinkedIn and Twitter, sharing relevant and captivating content.

3.2.1 Social Media Rotation Plan

Setting off with the project, Future Needs developed a social media rotation plan to enable each consortium partner to contribute to social media activities by creating content relevant to their expertise and involvement in the project. In this way the project partners have the opportunity to promote their achievements through the promotion of the project, providing various types of content to the audience of RefMap, to keep it interested and engaged.

3.2.2 Types of Content

In the last 12 months, RefMap has posted a wide range of content on LinkedIn and Twitter, including informative graphics, photos, and links to insightful articles (exampled in Table 5). Among these, a consistent trend was observed: photos and graphics perform better than other types of content. The strength of visual storytelling lies in its capacity to highlight real people, experiences, and emotions, creating a deeper connection with the audience. In the next steps, the project is going to run more online campaigns, which will involve other European projects and will establish synergies with RefMap.

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Examples of Social Media Posts

RefMap Project
504 followers

We have devised a robust #flightplanning method that allows to plan trajectories that mitigate #climate impact with a high level of confidence

📄 Check out the latest study led by Universidad Carlos III de Madrid and Aircraft Operations Lab UC3M to learn about it: <https://lnkd.in/d/76CIVva>

#GreenAviation #HorizonEurope #uam #climate #sustainability #atm #RefV
European Environment Agency EASA - European Union Aviation Safety Agency EUROCONTROL ECATS International Association NASA - National Aeronautics and Space Administration, Aerospace Technology Institute (UK), UKRI - Industrial Decarbonisation Challenge (IDC) International Civil Aviation Organization International Airport Review

Concept of robust climate-friendly flight planning under multiple climate impact estimates

RefMap Project
504 followers

In our latest plenary meeting in Athens we discussed thoroughly all the impending issues that reflect the project's aims and goals: how to reduce the environmental impact of air traffic, the air traffic and unmanned aerial systems by creating a digital service that optimises flight trajectories on both noise and macro levels.

Read more on our website www.refmap.eu and subscribe to our newsletter to learn first all the updates from the sustainable aviation sector!

Many thanks to all our partners: [CITA](#) Royal Institute of Technology, Delft University of Technology & TU Delft | Aerospace Engineering, Agency Technologies, Future Needs, Universidad Carlos III de Madrid, ISCTE - Instituto Universitario de Lisboa, S&JT ICCS - NTUA, The University of Salford, University of Birmingham, DronePrep

Many thanks to the Municipality of Egues and Dimitris Tsampanidis for the hosting and venue, Sofia Stylli from HTCA, and Future Needs team for the joint organisation of the virtual meeting!

<https://lnkd.in/g/8ZDHCX>

#HorizonEurope #uam #climate #sustainability

Gerardo Zambrino
Ricardo Vivas
Antonio José Sorja Martínez
Evelyn Otero Sola
Mikel Nolas
Anna Palau-Solà
Mariano Soler
María Concepción Magaña
Alicia Zamora Nolas
Abolfazl Simorgh
Sophie Karakiz
Georgios Wharmans
Kyriaki Daskalidou
Carolina Iglesias Andino Cappellari
Morgan Snelton
Jan Tronka
Marc Green
Nicolina Almeida
Luis López
Halle ASDOY
Elihu Day
Angelica Marouli
Margarida Santos
George Anagnostopoulos

RefMap Project
504 followers

This Spanish press article highlights how RefMap Project is working to dampen the noise and #environmental impact of #aviation

<https://lnkd.in/g/9WWhpea>

#sustainableaviation #airtraffictmanagement #artificialintelligence #drones #environment

RefMap Project
504 followers

At our project meeting in Athens, we were thrilled to witness the latest #research advancements in #trajectory optimisation. A special thanks to Universidad Carlos III de Madrid & Aircraft Operations Lab UC3M's researcher Abolfazl Simorgh for his insightful presentation! #innovation #aviation #science

ECATS International Association
Many thanks to all our partners for their contribution: KTH Royal Institute of Technology, Delft University of Technology & TU Delft | Aerospace Engineering & Aerospace Innovation Hub @TU Delft | Aerospace Technology, Future Needs, Universidad Carlos III de Madrid, ISCTE - Instituto Universitario de Lisboa, S&JT ICCS - NTUA, The University of Salford, University of Birmingham, DronePrep

RefMap Project
504 followers

The post-processing of the large amount of data generated as part of the low-fidelity computational framework can scale up to many hours. To that end, we are excited to share a new OpenFOAM-compatible native utility that can compute the requisite averages and statistics and shrink the analysis time from hours to 200 seconds compared to the Python utilities.

Read more on our blog article on our website: <https://lnkd.in/g/AMRD4f>

#HorizonEurope #uam #climate #sustainability #atm #RefMap #SAF #sustainableleak

ECATS International Association Aircraft Operations Lab UC3M, Aerospace Technology Institute (UK) - Industrial Decarbonisation Challenge (IDC)

👏👏👏 Akhlay Patel Clara Garcia-Sánchez

riskMap - An OpenFOAM utility to compute directionally averaged risk metrics for RANS

RefMap Project @RefMapEU · May 2

Meet our "slater" project that deals with social acceptance of #drones.

[Imafusa-sesar.eu/library/catego...](https://lnkd.in/g/Imafusa-sesar.eu/library/catego...)

@EUEnvironment
@CANSONews
@UKRI_News
#HorizonEurope #uam #climate #sustainability #atm #RefMap

ImAFUSA @ImAFUSA_EU · Apr 8

Our @SESAR_JU project's website is bursting with fresh insights and updates, propelling you deeper into the dynamic world of urban air mobility (UAM). Explore more at: [Imafusa-sesar.eu](https://lnkd.in/g/Imafusa-sesar.eu) #HorizonEU #sustainability

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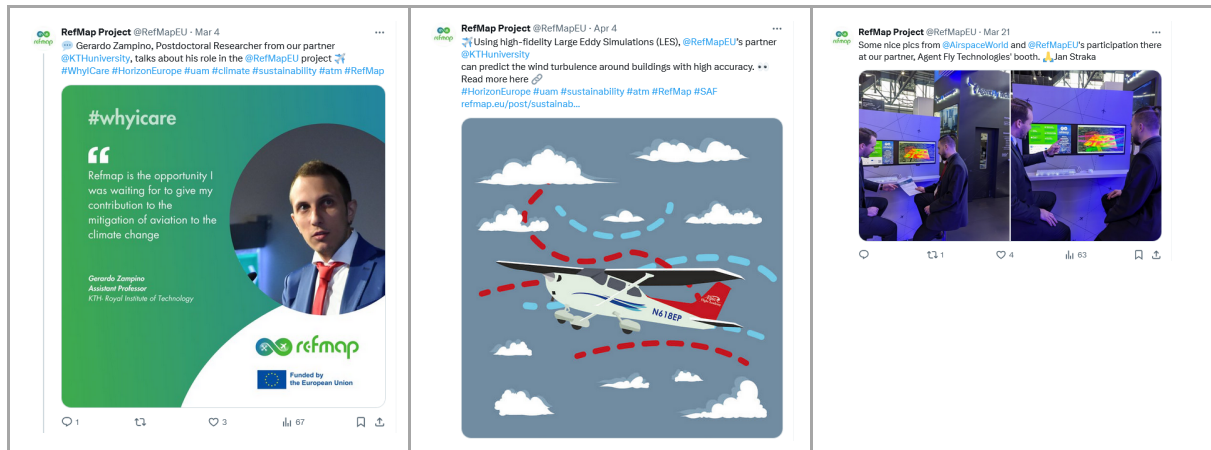


Table 5: Example posts on LinkedIn & X

3.2.3 Social media and project website

Social media communication, particularly on LinkedIn, has proven to be a valuable strategy for enhancing a project's website performance by generating organic traffic. This is achieved by regularly sharing project updates such as news, blog posts, newsletters, and press releases on the social media profiles of the project, accompanied by links to the website to drive further engagement.

3.2.4 Social Media Performance

Regarding social media followers, the project has nearly reached **34%** of the goal on LinkedIn and approximately **9%** on X (Twitter).

Following the implementation of the Dissemination and Communication Plan, we observed the effectiveness of our efforts on LinkedIn, putting us on track to achieve over 1000 X (Twitter) followers, and over 1500 LinkedIn followers by the project's conclusion. We plan to maintain our current strategies as we move forward. In specific for Twitter, we're exploring ways to increase followers on this platform by inviting related projects EU key organisations and initiatives that are rather active on this channel, to engage.

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3.3 Newsletters

In the Dissemination and Communication plan for the RefMap project, email marketing has been recognised as a highly effective and preferred method of communication. As part of this strategy, newsletters have been included to keep stakeholders informed. So far, three newsletters have been published: October 2023 (M9), January 2024 (M12), and June 2024 (M17). All newsletters include the following sections where all articles published since the last newsletter are categorised: Introduction-welcome, News, Blog, Publications, News Digest, Partners logos and links, social media links and call to action (subscription). In all newsletters, it is acknowledged that they are published under EU funding.

All the newsletters are shared on the project's website and distributed to subscribers by email. At the same time, the correspondent webpages were promoted through the project's social media channels. This circular reference to the project's channels is a strategy to increase the visibility of the website and the followers in social media, aiming to achieve a wider impact. RefMap has 112 **active subscribers** achieved by M16, reaching 19% of the target KPI.

The first newsletter²⁴ (Table 6), was launched in October 2023 (M9). This issue primarily introduced RefMap to our audience, highlighting the project's kick-off meeting in Stockholm in March 2023, the first plenary meeting in the Netherlands in October 2023, the first workshops and publications of the project, and a news digest with the most important project news. Additionally, the first newsletter included links to download the project brochure and poster.

²⁴ <https://www.refmap.eu/post/e-newsletter-october-2023>

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First Newsletter



Reducing Environmental Footprint through transformative Multi-scale Aviation Planning

E-Newsletter | October 2023

Welcome to RefMap project

RefMap aims to reduce the environmental impact of air travel for airlines and Unmanned Aerial Systems by creating a digital service that optimises flight trajectories on both micro and macro levels.

Get to know all the interesting updates of RefMap, check our latest partners meeting in the Netherlands, RefMap's participation in the Aerospace Europe Conference, the project's relation with RetueEU's goals, and many more.

We invite you to follow us on our channels to stay updated on all the project's activities.

Enjoy your reading!

www.refmap.eu



Let's dive in and see what happened on RefMap so far.

Workshop on noise impact assessment on wildlife



On October 13th, 2023, The University of Salford hosted its 2nd Workshop focused on the noise impact assessment on wildlife, titled "Advancing noise impact assessments for birds". This initiative, spearheaded by The University of Salford, a key partner in the RefMAP project, delves deep into the research surrounding the effects of drone noise on avian life - a central theme within the RefMAP project. The event was orchestrated by Dr. Margret Engel and Professor Mike Wood.

[Read More](#)

Partners 1st plenary meeting in the Netherlands at TU Delft



On October 6th & 6th, the partners of the RefMap project gathered for a 2-day meeting on the project's progress and the next important steps in the hosting facilities of TU Delft in the Netherlands.

How RefMap's story started



RefMap brings together 11 partners from 8 countries, it started on February 1st, 2023, and it's expected to last for 36 months. During its three-year duration, it is expected to significantly contribute to creating sustainable aviation across Europe. The kick-off meeting of RefMap took place in Stockholm, Sweden, on March 14th and 15th, and was hosted by KTH Royal Institute of Technology, which coordinates the project. Read the full article to learn more about the project's aim and use cases.

[Read More](#)

Dissemination material now available online



We are delighted to announce that our dissemination materials are now available for download on our website.

RefMap aims to keep stakeholders well informed about its objectives, key features, and significant results. For a glimpse into RefMap's core details and data, please visit and download our poster and brochure, which offer a comprehensive overview of the project, at www.refmap.eu/about

[Preview & Download](#)

BLOG

RefMap and EU initiatives



RefMap's work on the use of sustainable aviation fuels in Europe and its overall approach to make aviation more environmentally friendly, aligns with the RetueEU's goals to create a sustainable aviation-fuel value chain in Europe. These initiatives combined will help to reduce the environmental impact of the aviation industry and support the EU's transition to a more sustainable future.

[Read More](#)

Harnessing Satellite Data and AI for Aviation Emissions Monitoring

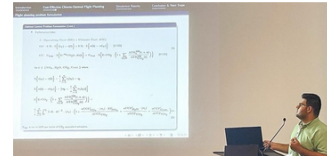


Read how the RefMap project partners address the issue of greenhouse gas emissions using cutting-edge technology: satellite data and artificial intelligence (AI). Get also a first insight into our partner S[A]T's contribution to the RefMap project with AIR-Portal, an air quality platform for urban areas.

[Read More](#)

PUBLICATIONS

RefMap presents scientific publications at the Aerospace Europe Conference 2023



Among the participants were members (Abolfazl Simorgh and Fateme Baneshi) of the RefMap team from Carlos III University of Madrid (UC3M), whose research work earned them the opportunity to present two conference papers. These papers explored innovative advancements in trajectory optimisation for minimum environmental impact, aiming to foster a more sustainable and climate-resilient aviation industry.

[Read More](#)

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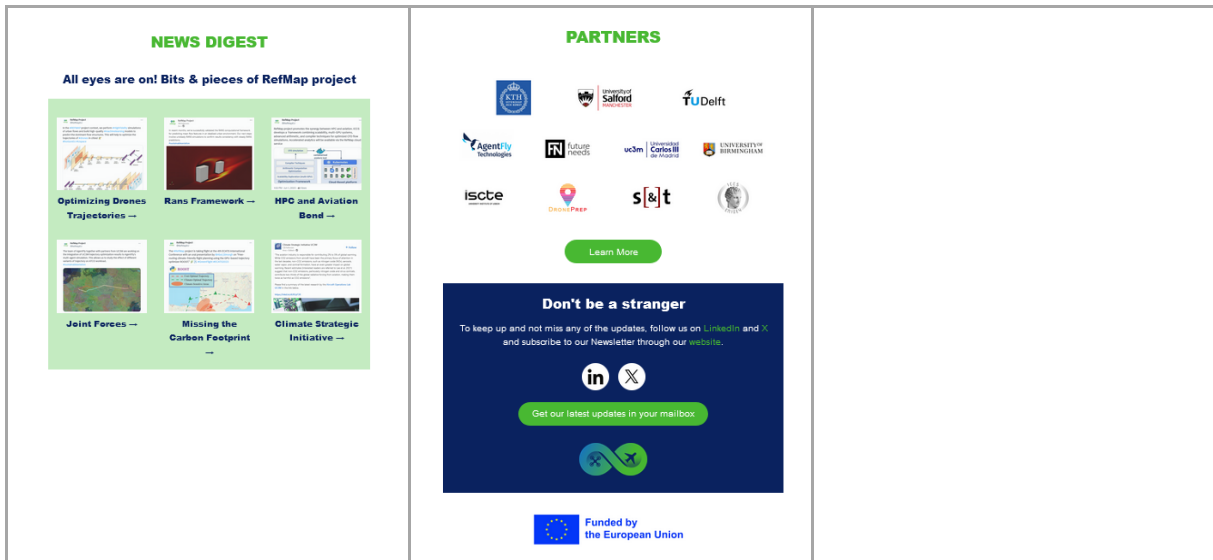
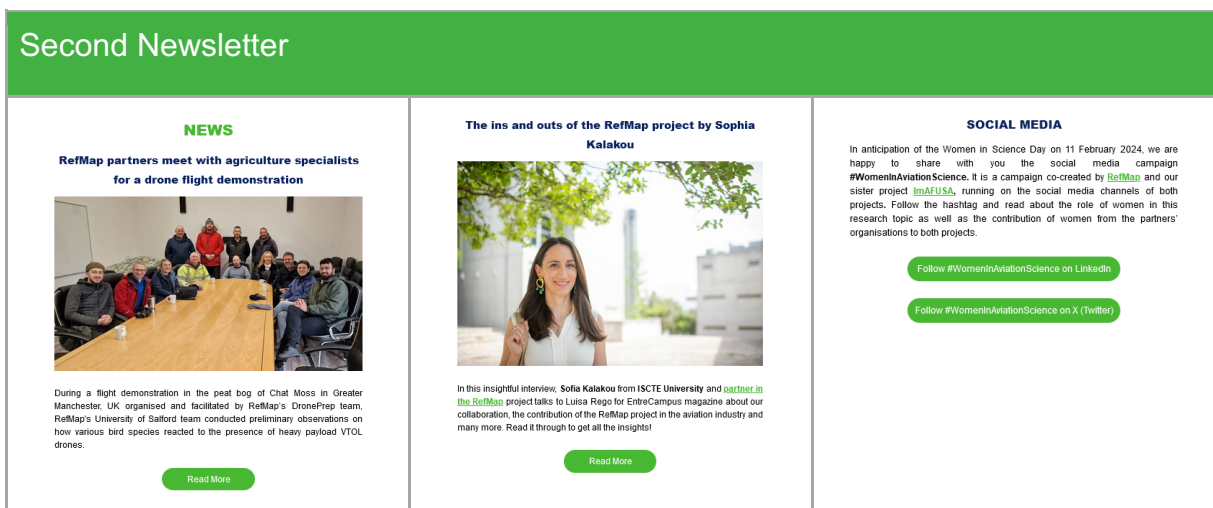


Table 6: First Newsletter, October 2023

The second newsletter²⁵ (Table 7), was launched in January 2024 (M16) and coincided with the closure of the 1st year of the project. It was an informative issue with news on partners' on-site activities related to RefMap, participation in major events with papers presentations, an in-depth interview by Sophia Kalakou (ISCTE), an announcement of the Women In Aviation Science campaign, and three blog articles on the project's core topics: UAVs noise, ATM scenario, and HPC optimisation techniques for efficient CFD Simulations.



²⁵ <https://www.refmap.eu/post/e-newsletter-january-2024>

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<p>PUBLICATIONS</p> <p>"Noise from Unconventional Aircraft: A Review of Current Measurement Techniques, Psychoacoustics, Metrics, and Regulation"</p>  <p>Read the newly published scientific work "Noise from Unconventional" from our RefMap partner, the University of Salford.</p> <p>Learn more</p> <p>"Auto-tuning Multi-GPU High-Fidelity Numerical Simulations for Urban Air Mobility"</p>  <p>A new research paper entitled "Auto-tuning Multi-GPU High-Fidelity Numerical Simulations for Urban Air Mobility" from RefMap partners, the Institute of Communication and Computer Systems (ICCS) and Kungliga Tekniska Hogskolan (KTH), was accepted for publication in the DATE conference, the prestigious Design, Automation, and Test in Europe Conference.</p> <p>Learn more</p> <p>"Robust Climate Optimal Flight Planning: Identifying "Win-Win" Solutions" & "Conflict Resolution of Climate Optimal Trajectories using Reinforcement Learning"</p>  <p>Dive into two interesting scientific papers presented at the Aerospace Europe Conference 2023 in Lausanne by the partners of the RefMap project from Carlos III University of Madrid (UC3M).</p> <p>Learn more</p>	<p>EVENTS</p> <p>RefMap presents research work at the ECATS Conference</p>  <p>RefMap's partners had the opportunity to participate in the 4th ECATS Conference on "Making aviation environmentally sustainable" on 24-26 October 2023 at Delft, Netherlands and present their work related to the project.</p> <p>Read More</p>	<p>Seminar on the noise produced by Unmanned Aircraft Systems by the University of Salford</p>  <p>University of Salford MANCHESTER</p> <p>Towards the environmental noise assessment of Unmanned Aircraft Systems operations</p> <p>Dr Antonio J Torija Martinez</p> <p>Dr Antonio José Torija Martínez, an Associate Professor at our partner university, the University of Salford, recently delivered a seminar at the Institute of Sound and Vibration Research (University of Southampton, UK) on 23 October 2023. The seminar was related to the RefMap project, which aims to develop tools and insights for optimizing the Unmanned Aerial Systems (UAS) trajectories to reduce the impact of community noise.</p> <p>Read More</p>
<p>BLOG</p> <p>HPC optimisation techniques in the service of efficient CFD Simulations</p>  <p>Read how RefMap Project plans to optimise Computational Fluid Dynamics (CFD) simulations by adopting one of the most recent GPU-enabled highly scalable solver.</p> <p>Learn more</p> <p>Predicting drone noise and aircraft emissions for RefMap An effort to reduce UAVs' environmental and noise impact</p>  <p>Read about how the Aircraft Noise and Climate Effects (ANICE) section from the project partner, TU Delft, will develop models to help predict and optimise aircraft and drone trajectories. They aim to reduce the environmental and noise impact of future UAV operations in rural and urban communities.</p> <p>Learn more</p> <p>AgentFly ATM simulation preparation for RefMap project integration ATM traffic reference scenario</p>  <p>Check how the simulation system of AgentFly together with the expertise from Universidad DE Carlos III de Madrid (UC3M) – both partners in RefMap – work on the preparation of an ECAC-wide ATM traffic reference scenario. The reference scenario is used to compare the RefMap project's proposed solutions with the current state of ATM traffic.</p> <p>Learn more</p>	<p>NEWS DIGEST</p> <p>All eyes are on! Bits & pieces of RefMap project</p> 	<p>PARTNERS</p>  <p>Learn More</p> <p>Don't be a stranger</p> <p>To keep up and not miss any of the updates, follow us on LinkedIn and X, and subscribe to our Newsletter through our website.</p> <p>in X</p> <p>Get our latest updates in your mailbox</p>  <p>Funded by the European Union</p>

Table 7: Second Newsletter January 2024

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The **third newsletter**²⁶ (Table 8) was launched in June 2024 (M16). It includes in depth information about RefMap’s partners activities in major conferences, such as Airspace World Exhibition in Geneva and DATE 2024 conference, Design, Automation, and Test in Europe Conference, with papers’ presentation and RefMap’s presentation to stakeholders. A rich blog section gives an in-depth summary of RefMap’s progress and tools, while news on the consortium's plenary meeting and other newsworthy items are included.



The screenshot displays a newsletter layout with several sections:

- Top Left:** A banner for the newsletter titled "Reducing Environmental Footprint through transformative Multi-scale Aviation Planning" with the RefMap logo and a "View in browser" link.
- Top Middle:** A section titled "Why do people of RefMap care" featuring a photo of a man and text about sustainable aviation and social media campaigns like #WhyCare.
- Top Right:** Two columns of news. The left one is titled "RefMap project proposes solutions to reduce the environmental footprint of aviation". The right one is titled "RefMap's promising results to optimise high-fidelity numerical simulations for UAM".
- Middle Left:** A "NEWS" section with an article "Having an impact on aviation sustainability" and "RefMap bridges the gap between children and science".
- Middle Right:** An "EVENTS" section titled "RefMap at the Airspace World Exhibition 2024".
- Bottom Left:** An "OpenFOAM utility to compute directionally averaged risk metrics for RANS" and "Our sustainable aviation plan is loading...".
- Bottom Middle:** A "NEWS DIGEST" section titled "All eyes are on Bits & pieces of RefMap project" with a grid of small article thumbnails.
- Bottom Right:** A "PARTNERS" section listing various institutions like TU Delft, AgentFly, and others, along with a "Meet us at the industry events" list and a "Don't be a stranger" call to action for social media.

²⁶ <https://www.refmap.eu/newsletter-june-24>

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Table 8: Third Newsletter June 2024

The **4th newsletter** is scheduled for release in **September 2024 (M20)**.

3.4 Press Releases

As of today, RefMap has released **one press release²⁷ in March 2024**. It should be noted here that except for the basic facts about the project, this 1st Press Release (Figure 7) embedded a link to a more extended article on the project’s website, where the first results of the partners’ work were elaborated in detail. The press release is available on the RefMap website and has been promoted across the project’s social media, newsletter and partners’ channels.



Figure 7: The 1st Press Release

The press release with accompanying material was published on noteworthy websites, such as theUnmanned AirSpace²⁸, Open Research Gateway for Transport

²⁷ <https://www.refmap.eu/press-release-01>

²⁸ <https://www.unmannedairspace.info/latest-news-and-information/refmap-partners-share-results-of-first-experiments-to-support-atm-utm-integration/>

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Research²⁹, The UK Acoustics Network April newsletter³⁰, EurekAlert! (American Association for the Advancement of Science (AAAS)³¹, myScience.org³², and various national media (Spanish, Cypriot, UK, Portuguese, Greek).

3.4.1 Articles on third-party websites

Currently, 13 articles have been published on third-party websites, reaching 100% of this KPI target (Table 9). In the meantime, several consortium members have shared information about the project on their websites including a reference to the project website.

Title
Cordis (project profile page) ³³
ISCTE ³⁴
SignalHire ³⁵
USAL ³⁶
DATE Conference ³⁷
European Commission ³⁸
Open Research Gateway for Transport Research ³⁹
EU funding & tenders portal ⁴⁰
University of Birmingham- jobs ⁴¹

²⁹https://beopen.openaire.eu/search/project?projectId=corda_____he::4cab0785d061dd19f5ac114624a2fd3e

³⁰https://acoustics.ac.uk/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzQ1NywiN2ViNzYyZDNjYmU5liwwLDAsMzc0LDFd

³¹<https://www.eurekalert.org/news-releases/1043610>

³²https://www.myscience.org/news/wire/uc3m_participates_in_european_research_project_to_reduce_aviation_s_environmental_footprint-2024-uc3m

³³<https://cordis.europa.eu/project/id/101096698>

³⁴<https://bru.iscte-iul.pt/new-newsletter-refmap-project/>

³⁵<https://www.signalhire.com/companies/refmap-project>

³⁶<https://acoustics.ac.uk/7724-2/>

³⁷<https://www.date-conference.com/programme>

³⁸<https://trimis.ec.europa.eu/project/reducing-environmental-footprint-through-transformative-multi-scale-aviation-planning>

³⁹https://beopen.openaire.eu/search/project?projectId=corda_____he::4cab0785d061dd19f5ac114624a2fd3e

⁴⁰<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/922644213>

⁴¹<https://www.talentify.io/job/research-fellow-refmap-college-of-engineering-and-physical-sciences-grade-7-101931-birmingham-england-university-of-birmingham-2570>

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Manuel Soler page ⁴²
Akshay L. Patil's page ⁴³
UC3M ⁴⁴
TU Delft-jobs ⁴⁵

Table 9: Publications on third-party websites

4 Dissemination Activities

Dissemination is a crucial part of RefMap's strategy. Dissemination is the process of sharing scientific findings and technological advances resulting from the work of all project partners. This sharing contributes to enhancing current knowledge and technology. At RefMap we see dissemination going beyond academic circles, and we aim to maximise the societal impact of the project's results.

To achieve these goals, RefMap follows an approved dissemination plan from the project's outset. This plan involves actively communicating with all project partners to identify potential dissemination ways and tracking activities that have occurred.

4.1 Target audiences

Our dissemination activities have been devised to efficiently disseminate the research, scientific and technological knowledge generated within the context of RefMap. These activities, conceived to ensure both mid and long-term impact, have been undertaken by all partners based on their respective profiles and areas of expertise. Our for-profit partners approach relevant industries, distributors, and client networks. Simultaneously, our academic and research partners focus on sharing the project results with research institutes, the technical community, and universities across Europe, who are our key target audiences. A plan (Table 10) has been devised to ensure suitable interactive and non-interactive dissemination activities based on the

⁴² <http://www.aerospaceengineering.es/projects/>

⁴³ <https://3d.bk.tudelft.nl/apatil/projects/>

⁴⁴ <https://aircraftoperationslab.com/2024/05/08/robust-4d-climate-optimal-aircraft-trajectory-planning-under-weather-induced-uncertainties-free-routing-airspace/>

⁴⁵ <https://3d.bk.tudelft.nl/jobs/refmap/>

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target audience and the project's evolution. This plan is continuously updated and evaluated at the end of each phase.

	I – Engage (M01-M18)	II – Promote (M19-M30)
User	LinkedIn posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn, website and landing pages, events, workshops
Public or private researcher	Research articles, Peer-reviewed papers in scientific journals LinkedIn articles, LinkedIn posts, social media posts, events, newsletters	CTA on research articles and LinkedIn articles/posts, special issue(s), events, workshops
Industry	LinkedIn and Twitter posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn and Twitter, website and landing pages, events, workshops
Regulator	Social media posts, on-page SEO, press releases, blog posts, events	CTA links on social media and website
General public	Social media posts, on-page SEO, traditional media, blog posts, landing pages, workshops	CTA on the website, links on social media and landing pages, events, workshops

Table 10: Plans for dissemination for each persona the project's duration

In the initial phase, until M18, the main goals were raising awareness and engaging a broad audience, focusing on key targets and potential stakeholders. The goal of this phase was to raise awareness about the scope of the RefMap project, and the innovative solutions envisioned. This phase involved creating and distributing content like articles, videos, and social media posts that inform our audience about the project's context and intended solutions. By tailoring this content to resonate with each target audience's needs, we managed to build common ground with potential stakeholders and foster an understanding of the issue, leading to informed decisions about joining the RefMap community. During this phase, we measured success by tracking metrics such as website visits, social media engagement levels, or other indicators that can help gauge how well-received the promotion was. The aim in this phase is to engage with stakeholders, to understand their needs and to iteratively tailor the communication accordingly. We achieved this by providing clear information about the project's purpose, building relationships between stakeholders and creating a sense of trust so that they are more likely to support the project in later stages. This phase helps ensure that everyone involved understands what is being proposed before moving forward. In the first 18 months of the project, we achieved great results in social media,

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publications on third party websites and website engagement which are further analysed in sections 3.1, 3.2 and 4.5.

The second phase consists of promoting RefMap’s scientific and technological developments and its results in addressing the original requirements of its users and its different stakeholders in general. This phase is designed to ensure that all stakeholders are kept up to date on the progress of the project. This phase involves providing regular updates to stakeholders about the status of the project, as well as engaging them in meaningful dialogue about any issues or feedback they may have about RefMap’s developments. Call To Action (CTA) will be used for this purpose. During this phase, it is important to keep stakeholders informed about any changes or developments that may affect their involvement in the project. Additionally, it is important to provide opportunities for stakeholders to give feedback and ask questions so that they can be involved in decision-making processes related to the project. The goal is to keep effective two-way communication with stakeholders and nurture a community around RefMap.

To specify more, the utilisation of policy briefs, high-level panels, roundtables, and events involving industry representatives and researchers for policymaker engagement is important and has already started. In addition, it is intended that targeted events that interest public affairs consultants and policymakers in the digital, industry, and innovation sectors be utilised. As a consortium, we plan to attend at least 10 more events in the next year of the project. Regarding private sector dissemination general audience, user and industry, the project will use co-creation workshops, training sessions, conferences, events, publications, and other tools and channels suitable for the industry, if they become available, that are leveraged for dissemination to these audiences. The aim is the establishment and sustenance of a vibrant community of interest among private sector stakeholders, where businesses can articulate their needs, offer valuable feedback, and learn about the solution developed by RefMap, is the aim.

4.2 Scientific papers

Below Table 11 presents all the scientific papers by the RefMap consortium. It is an analytical report on the scientific papers that have already been published and the ones that will be published in the upcoming months. There have been 12 scientific papers published until month 18 of the project and the plan is to have 25 by the end of the project. Below are the ones that are already planned to be published.

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Paper topic	Partner	Timeline	Dissemination in events
Robust 4D climate-optimal aircraft trajectory planning under weather-induced uncertainties: Free-routing airspace [1]	UC3M	May 2023	Aerospace Europe Conference 2023 in Lausanne
Auto-tuning Multi-GPU High-Fidelity Numerical Simulations for Urban Air Mobility [2]	ICCS	January 2023	DATE Conference
Concept of robust climate-friendly flight planning under multiple climate impact estimates [3]	UC3M	May 2023	Aerospace Europe Conference 2023 in Lausanne
Noise from unconventional aircraft: A review of current measurement techniques, psychoacoustics, metrics and regulation [4]	USAL	December 2023	N/A
A Deep Learning Approach to Predicting Aircraft Sound Annoyance	USAL	April 2024	Internoise Conference
Defining Mechanistic Pathways for Anthropogenic Noise Impact on Avian Species [5]	USAL	May 2024	N/A
Compute riskMap using windRose data when specified by the user ⁴⁶	TU Delft	May 2024	N/A
Case Study on SAF Emissions from Air Travel	KTH & UoB	May 2024	N/A
Evaluating In-Flight Emission Indices Calculation Methods for Sustainable Aviation Fuels	KTH & UoB	May 2024	N/A
Pathways to Sustainable Aviation: Aligning Flight Plans with Climate Goals [6]	UC3M	June 2024	N/A
Acoustics and Psychoacoustic characterisation of drones as a function of vehicle weight and operational procedure [7]	USAL	June 2024	AIAA 2024 conference
Synthesis and Auralisations of Quadcopter Flyovers for Psychoacoustic Assessment [8]	USAL	June 2024	AIAA 2024 conference
Prediction of drone noise annoyance using machine learning techniques	USAL	August 2024	Internoise 2024 conference

⁴⁶ <https://doi.org/10.5281/zenodo.11207890>

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Human response to drone noise	USAL	September 2024	QuietDrones 2024
Soundwalks on drone noise	USAL	September 2024	QuietDrones 2024
Human response to drone noise (noticeability and annoyance)	USAL	Submitted by January 2025	Journal of the Acoustical Society of America
Assessment of impact of drone noise on soundscapes	USAL	Submitted by January 2025	Journal of the Acoustical Society of America
New business models for sustainable aviation	ISCTE	End of the project	N/A
Aviation stakeholders' needs for sustainable aircraft operations	ISCTE	End of the project	N/A
Assess the network-scale effects of climate-friendly aircraft trajectories	UC3M	Submitted by January 2025	N/A
Address the operational concerns of climate-optimal trajectories using multi-agent deep reinforcement learning	UC3M	Submitted by March 2024	N/A
Contrail Climate Effects: Evaluating the Role of Aircraft Flight Paths in Climate Mitigation Strategies	UC3M	Submitted by August 2024	N/A
Enhance Reliability of Mitigating Contrails Climate Impact through Uncertainty-aware Flight Planning.	UC3M	Submitted by August 2024	N/A

Table 11: Scientific papers' publications

4.3 Synergies with other initiatives and projects

RefMap aims to establish synergies with other initiatives that share similar goals. Until now, the project ran a joint campaign⁴⁷ with the ImAFUSA project during January and February 2024.

The consortium proactively seeks and engages with projects and campaigns that complement its efforts. Various communication channels, such as online forums, social media platforms, project collaboration networks, and industry events, are being utilised to connect with potential partners and explore collaboration opportunities. These collaborations may potentially involve knowledge and data exchange, mutual learning, and joint activities like policy briefs. By fostering these relationships, RefMap aims to increase its exposure and impact while advancing the data economy in Europe.

⁴⁷ <https://www.refmap.eu/post/womeninaviationscience-campaign>

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Additionally, collaboration will enhance the project's outcomes' quality, efficiency, and potential for success. In conclusion, these dissemination efforts will establish RefMap as a prominent player in the European data economy, contributing to its growth and sustainability.

In Table 12, we report a list of the projects identified for potential synergies with RefMap.

Project	About
E-CONTRAIL	Neural Networks for the Prediction of Contrails and Aviation Induced Cloudiness ⁴⁸
ImAFUSA	Impact and Capacity Assessment Framework for U-space Societal Acceptance ⁴⁹
FLyATM4E - Flying	Air Traffic Management for the benefit of environment and climate ⁵⁰
KAIROS	Unlocking the potential of AI-based weather forecasts for operational benefits ⁵¹
PLAN-B	Tackling noise and light pollution for a Sustainable Tomorrow ⁵²
InCEPTion	Project InCEPTion will develop a novel all-electric propulsion module that is safe-by-design, scalable, modular, power dense, quiet, efficient and enables the combined use of batteries and fuel cells in aircraft ⁵³
EXA2PRO	Enhancing Programming and Boosting Performance Portability For Exascale ⁵⁴

⁴⁸ <https://www.econtrail.com/>

⁴⁹ <https://www.imafusa-sesar.eu/>

⁵⁰ <https://flyatm4e.eu/>

⁵¹ <https://www.kairos-eu.com>

⁵² <https://plan-b-project.eu/>

⁵³ <http://project-inception.uk/the-project>

⁵⁴ <https://exa2pro.eu/><https://exa2pro.eu/>

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MINIMAL	The MINIMAL project will contribute to a radical transformation in air-transport by providing technology that will, in collaboration with the aviation ecosystem, substantially reduce the climate impact of aviation ⁵⁵
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Table 12: Synergies with other projects

4.4 Project promotional material

The RefMap project is promoted through various printed and online materials including a brochure, a poster and two online campaigns, which include key factors of the project. Specifically, Future Needs has created the following materials:

1. Trifold brochure⁵⁶ (Figure 8)
2. Poster⁵⁷ (Figure 9)
3. Presentation template (Figure 10)
4. Roll-up⁵⁸(Figure 11)
5. Deliverable template
6. Meet the Team Campaign
7. Women in Science Campaign

As presented in section 2 of this report, the target KPIs require 250 downloads and 1500 copies of the brochure distributed at events and conferences. Until M18 there have been 54 downloads and 300 copies distributed.



Figure 8: Project Brochure

⁵⁵ <https://www.minimal-aviation.eu/>

⁵⁶ https://zenodo.org/records/10057670/files/REFMAP%203fold_PRINT.pdf?download=1

⁵⁷ https://zenodo.org/records/10057623/files/A1%20REFMAP%20POSTER_PRINT.pdf?download=1

⁵⁸ <https://zenodo.org/records/12073374/files/RefMap%20Roll-up%20print.pdf?download=1>

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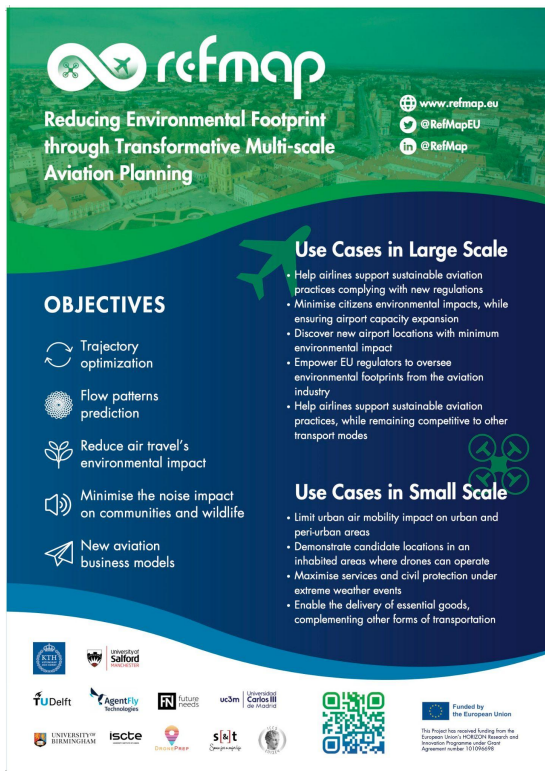


Figure 9: Project Poster



Figure 10: Project Presentation

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Figure 11: Project Roll-up

4.5 Presentation at events & conferences

During the first year of project implementation, the RefMap consortium has actively participated in five conferences, presenting the project's mission and objectives. These conferences provided valuable platforms to disseminate information about RefMap to a diverse audience. As a result of these engagements, the project reached over 2000 individuals, fostering broader awareness and understanding of its goals and significance among relevant stakeholders.

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These interactions facilitated knowledge exchange and sparked potential collaborations and partnerships, enriching the project's network and impact. In Table 13, we present a list of conferences, workshops and seminars and of the partners involved.

Event date	Title	Type	Attendance
Oct 13, 2023	2nd Workshop on noise impact assessment on wildlife ⁵⁹	Workshop	USAL
Oct 23, 2023	Towards the environmental noise assessment of Unmanned Aircraft Systems operations ⁶⁰	Seminar	USAL
Oct 24-25, 2023	4th ECATS conference ⁶¹	Conference	UC3M, KTH, UoB
Jun 9-13, 2023	Aerospace Europe Conference 2023 ⁶²	Conference	TU Delft
Mar 25-27, 2024	DATE 2024 ⁶³	Conference	ICCS
March 19-21, 2024	Airspace World 2024 ⁶⁴	Conference	AFT

Table 13: A list of events and conferences RefMap participated in

5 Summary & conclusion

The communication and dissemination activities remain a fundamental cornerstone of our project. Thus, the report on the achievements during the first 18 months of the project holds immense significance, as it offers a comprehensive overview of the results and proves that the strategies and additional actions planned to improve performance are in the right direction.

Reviewing the full presentation of our social media strategy, the report demonstrates the well-established and quite successful online presence of the RefMap project, sharing updates and encouraging stakeholders' engagement. The consortium will keep

⁵⁹ <https://www.refmap.eu/post/workshop-advancing-noise-impact-assessments-for-birds-by-the-university-of-salford>

⁶⁰ <https://www.refmap.eu/post/towards-the-environmental-noise-assessment-of-unmanned-aircraft-systems-operations>

⁶¹ <https://www.refmap.eu/post/refmap-presents-research-work-at-ecats-conference>

⁶² <https://www.refmap.eu/post/refmap-project-participated-in-the-aerospace-europe-conference-2023-in-lausanne>

⁶³ <https://www.refmap.eu/post/refmap-s-scientific-paper-at-the-date-2024-conference>

⁶⁴ <https://www.refmap.eu/post/refmap-at-the-airspace-world-exhibition-2024>

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following the strategic approach of differentiating communication and dissemination activities based on each project phase, ensuring targeted and impactful engagement. Thus, the D1.2 “Dissemination and Communication Plan” remains a solid foundation for dissemination to guide the RefMap partners, ensuring that our project's outcomes reach the right audience. It is updated by the new strategies added to this report and allows flexibility to adapt to the project phases.

Moreover, the dissemination of the upcoming results as the project advances and the additional strategies proposed (e.g. Campaigns on social media) are expected to optimise the communication and dissemination results and increase the impact of our efforts. Specific guidelines for the new strategic tools introduced, will be shared with the consortium to ensure effective engagement of the stakeholders and dissemination of the project outcomes.

Future Needs reports monthly, on the activities of the Dissemination and Communication tasks, all partners align on their contribution to the achievement of the KPIs listed in section Dissemination and Communication Scoreboard, during a meeting held and organised by Future Needs. Conclusions and agreed actions are discussed in the meeting. The regular reports ensure that the consortium's achievements are reviewed, and the partners can be supported more efficiently if needed.

Overall, the project consortium has made significant progress towards achieving the dissemination and communication KPIs set for the project. The biggest challenge faced in communication and dissemination was the slow growth of the X (Twitter) followers and the website audience. This is why several factors were considered and actions were taken to ensure improved performance and achievement of the KPIs. The dissemination leaders will continue and intensify networking efforts with other projects and important initiatives in the sector to develop a community. This will help broaden the project’s audience and deliver the project’s message through even more channels. Finally, the new social media campaigns and the promotion of our user-friendly newsletter with more project results to our community stakeholders are expected to increase engagement and broaden the project's impact. As a consortium, we are committed to constantly improving. We remain dedicated to making significant strides in research and dissemination, aiming to achieve the maximum impact and fulfil the project objectives by its conclusion.

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