



# Communication Strategies and Dissemination Plan

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Short abstract: Future Sky Safety is a Joint Research Programme (JRP) on Safety, initiated by EREA, the association of European Research Establishments in Aeronautics. The Programme contains two streams of activities: 1) coordination of the safety research programmes of the EREA institutes and 2) collaborative research projects on European safety priorities.

This deliverable is produced by the Project P2 “Dissemination, exploitation and communication”. The main objective is to propose the dissemination and communication Plan for the Future Sky Safety (FSS) Programme.

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## EXECUTIVE SUMMARY

### Problem Area

This document aims at planning the dissemination & communication activities for the FSS programme in the first year of activities. This dissemination plan should be consistent with the knowledge and data management policy of FSS and properly defining the different categories of audience.

The dissemination approach for the FSS programme needs deep attention as it implies complexity on two axes. On one side it represents the dissemination for several projects which could also be interdependent on each other, so deep care is to be dedicated to the positioning of the different results over a priority scale. On the other side complexity comes from the theme safety itself, as it is mandatory to deliver the right message to the right people as described hereafter.

The main goals to be achieved through the FSS dissemination plan are:

- Inform the aviation community about the Programme activities and goals;
- Promote the use of Programme results for the future research activities and to support strategic research policy decisions;
- Provide the European aviation community a common pan-European vision on the specific FSS programme outcomes.

The Dissemination task spans the whole programme duration (48 months), aiming at communicating in a consistent and distinctive way the single project progresses and results, engaging and involving all the categories of target audiences.

The communication and networking effort in FSS has a threefold target. From one side, it is direct toward an external audience composed by a broad range of aviation stakeholders who should be informed of the project contents, results and progress. On the other side, the communication targets the consortium itself, to maximise the research relevance and accuracy of each single Programme action. Finally, a branch of the networking activity is dedicated to the coordination with institutional research projects to organize joint initiatives and exchange relevant information. These three types of activities are taken into account in the FSS dissemination plan, and the actions directed towards the three types of targets are adapted to their specific interests and needs.

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## Description of Work

An overall analysis of the set of projects has been performed. According to the maturity of the results of the specific technical projects within the Programme, different actions will be undertaken towards dissemination and audience for the first year of the Programme.

A questionnaire has been prepared to let the Project Managers of the Technical Projects specify the main characteristics of each Project and identify the dissemination issues for the first year.

## Results & Conclusions

The first year will be devoted to properly identify the target audience and to tune the message to be delivered while promoting a general awareness about the programme domains and issues.

At the same time a careful choice of the best media to disseminate will be performed, also setting mechanism to measure project effectiveness.

To define the previous items a questionnaire has been prepared to be transferred to the Project Managers for the preliminary definition of the dissemination issues.

## Applicability

This plan drives the dissemination and communication activities.