Communication & dissemination plan

D10.1

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Dissemination level	PU
Work package:	WP10 Communication & dissemination
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Disclaimer

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Content

Executive summary

This communication and dissemination plan is setting the ambitions for the impact of dissemination of the ALIGHT project. An ALIGHT concept for the future sustainable airport will be the outcome of the 4-year project, and these standards should be understood and give inspiration to as many stakeholders in the industry allover Europa as possible. Stakeholders are defined under paragraph 9 and through which media they will be reached.

Thereafter follows a paragraph on the means of dissemination such as SoMe, website, video etc. and the expected impact. It is also expected that this plan will be used as a guideline for good communication, thus it also defines graphical standards for communication such as logo, font, and colors.

The paragraph *Objective* emphasizes the characteristics and differences between communication activities and dissemination activities. Principles for communicating the project's contribution to sustainable development to reduce the risk of green washing in listed and a paragraph about collaboration between partners outlines the expectations for the contributions from all partners. And last, a paragraph about documentation of activities describes a work procedure necessary to account for activities and the impacts of these.

This is the third version of the communication and dissemination plan. A new strategy for planning and designing communication and dissemination activities based on demonstration activities has been initiated and is described in the plan. The newly added paragraphs begin with this headline **Fejl! Henvisningskilde ikke fundet.**

Background

The overall mission of the ALIGHT project is to enhance sustainable aviation. With Copenhagen Airport (CPH) as lighthouse the project will bring forward the necessary solutions, knowledge, guidelines, and best practice handbooks supporting an efficient airport paradigm shift towards zero emission aviation and airport operation. Fellow airports will replicate the example set by Copenhagen Airport. Through effective communication, the mission is to ensure maximum impact throughout the European and international aviation industry both during and beyond the duration of the project.

Objective

The overall objective of communication in this project is to ensure that the ALIGHT concept for future sustainable aviation is received and made comprehensible to the aviation industry and related stakeholders in Europe and internationally, using appropriate channels and tools. New knowledge and key findings not protected by IPR will be disseminated on a broad European and international scale and to a wide variety of stakeholders.

Activities are distinguished as either communication activities or dissemination activities. Communication activities promote the ALIGHT project and focus on objectives, actions, events, and the collaboration between partners to a large audience using mainstream channels. Dissemination activities are focused on specific key findings and results to a specific target group through selected channels. The visibility of results is a crucial point of attention in the dissemination activities.

The communication and dissemination activities also aim to express the ALIGHT project contributions to sustainable development.

Communication activities and dissemination activities are defined and updated regularly in separate activity plans.

Specific objectives of communication activities

The specific objectives of the communication activities are:

- Brand and promote the project and its achievements at both national as well as international level
- Ensure a clear visual identity of the project
- Further support a community of stakeholders in the aviation industry
- Encourage further commitment and engagement from partner organisations

Specific objectives of the dissemination activities

The specific objectives of the dissemination activities are:

- Share key findings and project results through targeted dissemination activities using a broad spectrum of appropriate media and tools
- Contribute to public knowledge on sustainability initiatives in the aviation industry
- Provide general guidance and learning material for different stakeholders to allow for a more seamless adoption towards sustainable aviation

Key findings with following primary focus areas and activities of the project will be disseminated:

a) Sustainability criteria which the aviation industry faces in the light of requirements for CO_2 reductions
    a. Fossil free airport roadmap
    b. Guidance on sustainability criteria
    c. Sustainability report
b) Smart use of SAF by airlines by means of improving the logistics chain and SAF uptake process in airports
    a. Replication toolbox for SAF
    b. Best practice handbook and tools for fuel logistics
    c. Tools for quality monitoring and accounting
c) Decarbonization of airports and terminals through a smart energy and electricity set-up in CPH
    a. Best practices for smart energy supply and management collected as guidelines, handbooks, case studies, business case tools
    b. Replication toolbox for Smart Energy
d) Greener transportation on the ground
    a. Best practice toolbox for Greening of Ground Equipment and Passenger Transport
    b. Design manual for Aircraft Stand of the future
e) Demonstration of the CPH's lighthouse concept
f) Replication of ALIGHT concept by fellow airports

How to communicate sustainable development

The project has a substantial potential for sustainable development in an international scale.

As means to reduce the risk of green washing we aim to disseminate results based on these principles:

- **Clearness** – the dissemination content is transparent so that none of the content appear unambiguous
- **Accurate** – the dissemination content is based on tangible and specific results, insights, events
- **Substantiate** – the dissemination content is substantiated by documentation

Collaboration between partners

All partners contribute to the communication activities and dissemination activities. Every partner must appoint at least one contributor to a WP10 taskforce who can actively contribute to the production and execution of communication and dissemination activities. Technical editors will be appointed and will constitute the taskforce. The objectives of the technical editors are primarily to quality assure the dissemination materials and to reduce the risk of green washing. The formal coordination of the activities carried out by the taskforce will be managed by DTI and CPH.

The formation of the production task forces will be based on the relevant dissemination materials and with considerations to the ALIGHT work package structure.
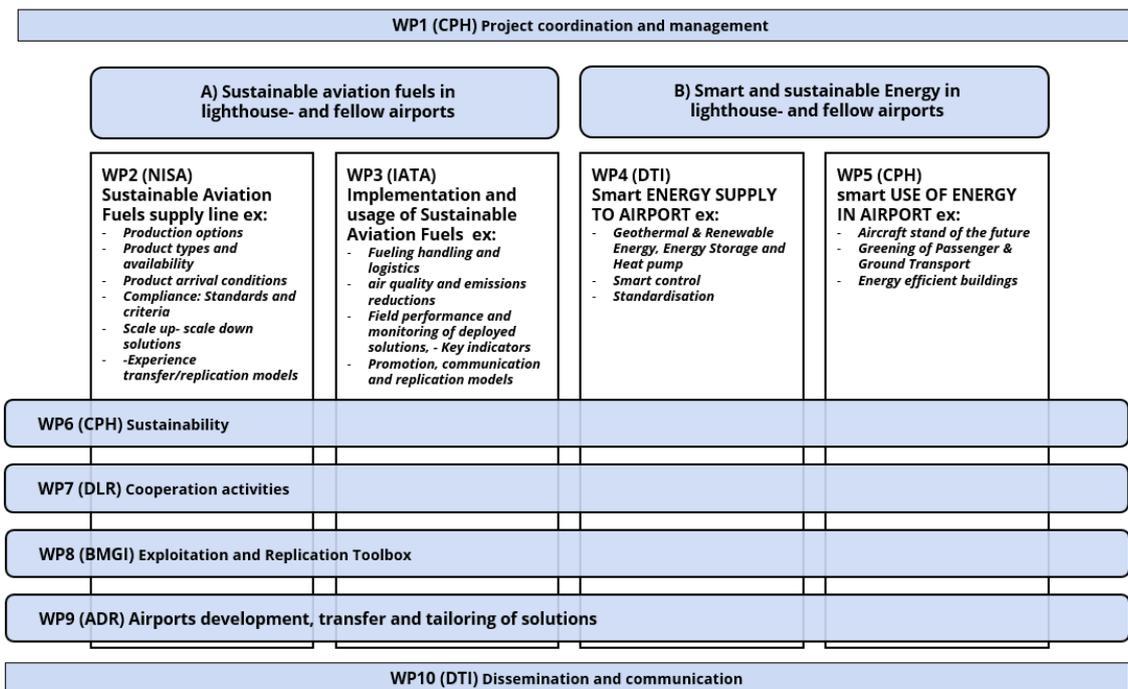
Framework for production of dissemination material

This framework is designed to assign tasks for production of dissemination materials first to a selected group within the task force and second to hand over the material to a quality assurance team. The framework is initially filled out by DTI or CPH to state the strategy in terms of target group, preferred media, performance indicators, and timing. The framework encourages the task force to contribute with suggestions for additional media, target group, and timing. To complete the process DTI or CPH will carry out a final quality assessment before disseminating the materials.

Framework for production of dissemination material

Assigned partner(s)	
Deadline for review	

Means of dissemination and strategy

Communication level:	
Target group	
Preferred media	
Performance indicators	
Timing	
Number of characters	

Dissemination content

Working title:
Content:

Suggested alterations

Proposed additional media	
Proposed additional target group(s)	
Proposed additional timing	

Quality assurance

Assigned quality control partner(s)	
Deadline for quality assurance	

Notes for coordination team (DTI/CPH):

Notes for quality assurance team:

Dissemination standards

Logo

Font definition

Open sans

Colours

Green

Pantone: 369 C

CMYK: 67/8/100/0

RGB: 97/166/14

HEX: 62a731

Blue

Pantone: 2767 C

CMYK: 100/78/0/54

RGB: 7/17/67

HEX: 071143
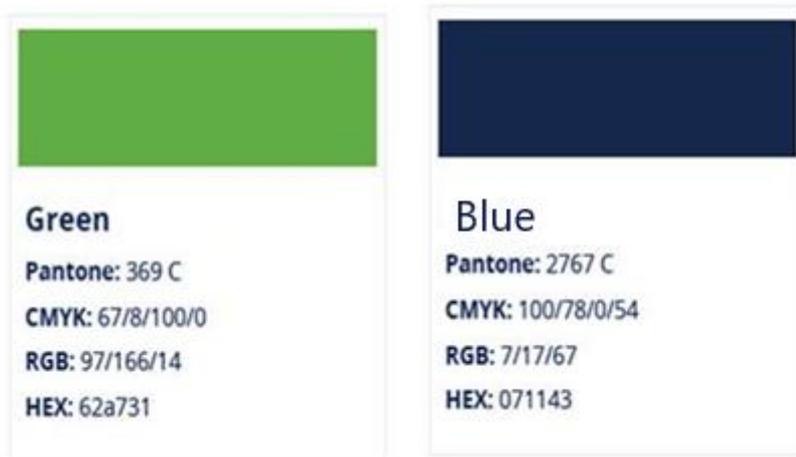
Language

Dissemination will take place in English. If any partner wishes to translate newsletters, press releases and other materials they are welcome to do so.

Quality assurance

All communication materials such as press releases and website updates must be quality assured in case the content involves other partners. The partners involved will be given a deadline to comment on the materials. LinkedIn posts are not subject for the same process of quality assurance, but this is best practice.

All dissemination materials based on publications and articles must be quality assured by the relevant WP and a technical editor. Quality assurance will be carried out in compliance with our principles for communicating sustainable development.

In all cases, it is important to stay loyal to the project and not use the project for promoting own company interests.

Templates

Templates are available in the "general" folder under Teams, and they should always be used when presenting and disseminating project results.

Monitoring project interest such as media and events attendance

Media

Relevant stakeholders within the media will be monitored and saved according to GDPR-rules by dissemination responsible (WP10) and CPH. If any country specific journalists are relevant to keep in mind, each partner will ensure that their contact details are kept.

Events attendance

Within the website it will be possible to sign up for events (WP10 is responsible for this feature). List of attendants will be kept by CPH in a contact database.

Networking and contacts database (a community of stakeholders)

CPH will be responsible for a contacts database. Contacts collected during events or dissemination media will be included in an internal shared database.

When collecting the list of contacts for the database, ALIGHT's partners will seek informed consent that meets the required standards of GDPR. In addition, all relevant project data and results will be incorporated into the Smart Cities Information System database (SCIS) which will work as a platform for networking and sharing results with other projects working to find solutions in the fields of energy-efficiency and sustainable energy solutions.

Timing and frequency of communication

Dialogue with partners

Newsletters: At least twice a year all partners will be contacted one month ahead of the launch of an ALIGHT newsletter regarding news and events relevant for the readers of the ALIGHT newsletter.

Press releases: Press releases will be sent to all partners in order for them to send out through their channels. Number of press releases will increase with the same speed as the progress of the project.

Events: Through the website events can be launched and participation registered. More events throughout the project may be launched this way. Following events are listed as tasks and may also be subject to dialogue between WP10 responsible and relevant partners:

- Smart energy supply concept and roadmap (M10) DTI
- Elaborate the state of the art regarding SAF in airports (M3-M9) DTI
- Requirements for smart airport 2050 (M24-M30) DLR
- Bold vision for smart airport 2050 (M36-M42) DLR
- Final conference to present innovation activities and sustainable solutions (M46) CPH

Dialogue with target audience

Newsletters: First year one newsletter will be sent out. Thereafter at least two newsletters will be sent out each year to a broad group of target audience.

SoMe: A LinkedIn site will also serve as a news channel. Approximately every month relevant news will be posted.

Press releases:

- First year: 2 press releases
- Second year: 3 press releases
- Third year: 3 press releases
- Fourth year: 4 press releases

Other articles: Partners will disseminate findings regarding SAF, sustainability and smart energy approximately twice a year

Video: A video describing the mission of ALIGHT will be disseminated through YouTube and hopefully reach several people throughout the project.

Target groups

Stakeholder	Interest	Relevant activity
Airports	Keen on receiving more knowledge on a transfer towards sustainable aviation.	Guidelines, replication toolbox and sustainability reports. Workshops, web and newsletter
Industry and technology providers	Easy access to new knowledge, project results and achievements is positive.	Guidelines, replication toolbox and sustainability reports. Workshops, web and newsletter
Research communities and universities	Those working within developing projects within sustainable energy.	Articles, web and newsletters
End users and consumers	Climate changes is important to consumers. Their confidence in sustainable solutions and positive perceptions are crucial for the success of a transition. This includes safety and security considerations.	Communication campaign in the airports Secondary web, SoMe and newsletters
Policy makers	Access to project achievements and results from real life demonstrations are relevant tools regarding eg. Pollution regulation.	SoMe Final conference
Standardisation and certification bodies	Valorisation of project's results through standardized reference materials and guides, as tools for replication. Access to R&D results for SAF and smart energy developments.	Guidelines, replication toolbox and sustainability reports. Secondary: web and newsletters
Stakeholder	**Interest**	**Relevant activity**
European Commission	Results are important for possible reductions of CO_2 footprint in Europe.	Newsletter, website, conferences
Networks and associations	Findings might integrate within their professional scope. They might promote the positive stories of our project	Personal contact, web, SoMe, newsletter, conferences

Means of dissemination and impact

Means of dissemination	Description	Expected impact
Visual identity	Logo, power point template, report template	Maximizing impact by creating a unified identity
www.alight-aviation.eu (.com, .net and .one is also reserved)	A website describing project mission and objectives. News and events will also be presented here. Downloadable material can also be found such as leaflets, reports, and guides.	Views per month: (<200=unsatisfactory, >200=reasonable, >400=great) Link to website is used in SoMe posts, articles, press-release thereby creating traffic.
Newsletter via email	A newsletter reaching out to its target group will disseminate new knowledge. A newsletter will be sent out twice a year with at least four news items. News will be collected by asking partners. News collection will be a task at every consortium meeting. Type of news: Could be smart energy initiatives or logistic choices for SAF at CPH, output of workshop regarding sustainability and SAF, output of greenhouse gas analysis. News that are created outside ALIGHT but used in the ALIGHT project e.g., relevant sustainability or smart energy analysis could also be included in the newsletter.	No of signups: (<300=unsatisfactory, >300=reasonable, >500=great) Readers will be found through: • Website (clear sign-up path) • Workshops – participants are encouraged to sign up • Partners encourage relevant target groups to sign up
Means of dissemination	**Description**	**Expected impact**
Communication material	Roll-up and leaflets for conferences will present objectives and impact of the project	Goal is that it will reach 1000 persons throughout the project. **Outreach and engagement** with relevant stakeholders, including scientific and industrial communities.
Articles	Scientific articles are expected. Partner such as TUHH, DLR will publish scientific results in scientific journals. UNIPR will	Goal is 2 to 3 articles per scientific partner during the project.

	submit at least two papers to scientific journals within the project. Airports and industrial partners will send out articles to local media and industrial partners will write articles to technical journals.	**Goal is to disseminate** new knowledge to researchers and to **encourage** exchanges and future collaborations.
Networking	Networking activities with similar EU projects and initiatives will take place throughout the project (WP7).	**Knowledge sharing** and transfer for maximization of impacts. **Enhancement** of networks.
SoMe	A LinkedIn group will present latest news and smaller findings in the project incl pictures if possible. **#alightaviation** to be used in every SoMe update	Impressions per month: (<300=unsatisfactory, >300=reasonable, >500=great)
Video	A video explaining project objectives and impact enhancing the understanding of ALIGHT	Views altogether: (<1000=unsatisfactory, >2000=reasonable, >5000=great)

Means of dissemination	**Description**	**Expected impact**
Communication campaign	Demonstration of the project to a broader public will be carried out by CPH together with fellow airports	Passengers altogether viewing campaign: (<5000=unsatisfactory, >7500=reasonable, >10000=great)
Workshop and conference	**The state-of-the-art workshop** (WP7) will gather input from airports which already use or have used SAF (like OSL, LAX, SFO), from smart cities and relevant projects like DEMO-SPK. **UNIPR** will organize a joint-design workshop for UNIPR students ("Design of Airports and Railways" and "Smart Energy Systems"). Relevant partners will participate in external conferences such as Global Sustainable Aviation Summit, the International Conference on Smart Energy Systems, the 11th Global Smart Energy & Future Energy Summit, the Annual A4E Aviation Summit.	**New synergies** created among the stakeholders **Improved knowledge** of the markets and partner/stakeholder needs. **Enhancement** of stakeholder network
Final conference	The final ALIGHT conference will take place in CPH (M48) to present the innovation activities and sustainable	Hopefully we will see >100 participants. Project results will be explained, and

	solutions.				practical recommendations given.

Performance indicators

Communication strategy	Target group	Means of communication	Communica-tion level	Span and level	Performance indicators
Objectives and information on the project, public deliverables	(Aviation industry, policy makers, stakeholders)	ALIGHT website, including promotional video	International	M1-M48	Number of visits and downloads of public deliverables one year after the project ends
Project activities	General public, stakeholders	ALIGHT e-newsletter, social media, including LinkedIn and Twitter	International	M1-M48	Number of regis-tered mails, num-ber of post engage-ments and follower rates on Facebook, LinkedIn & Twitter impressions
Achievements	General public, stakeholders	Promotional video on project web, leaflets	Europe	M6-M48	Number of views and engagements in 12 months from release
Lessons learnt	RTOs; Uni-versities, R&D performing SMEs;Aviation industry	ALIGHT website and handbooks	Europe	M48	Number of subscribers by M48 and number of citations after the project's end
Publications	Researchers, Research Excellence Centres	High impact journals, magazines, newspapers	International	M1-M48	At least six publications and six citations in four years

Documentation of activities

All communication activities and dissemination activities must be accounted for in a shared document named *Tracking of dissemination activities ALIGHT.*

https://copenhagenairports.sharepoint.com/:x:/r/sites/T_ALIGHT/Shared%20Documents/WP1 0%20Dissemination%20and%20Communication/Tracking%20of%20dissemination%20activitie s%20ALIGHT.xlsx?d=wf96fd288c4104b6fa224b9720ff807eb&csf=1&web=1&e=bRgZfz