D6.4 – Final Report on Dissemination and Exploitation

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Abstract

This report presents the final overview of dissemination, communication, networking, and exploitation activities conducted within the European Clean Aviation Regional Ecosystems (ECARE) project. The primary objective of these activities was to maximize the project's impact by effectively engaging stakeholders, raising awareness, fostering knowledge exchange, and promoting the adoption of project results. A comprehensive communication strategy was implemented, targeting decision-makers, specialized audiences, and the general public, through tailored approaches, including digital and printed materials, media outreach, social media engagement, and participation in key events. Networking and clustering activities facilitated collaboration across regions and organizations, enhancing synergies within the European aviation ecosystem. Furthermore, the report evaluates the effectiveness of these actions using qualitative and quantitative KPIs, demonstrating the project's successful outreach and long-term sustainability. The strategic dissemination and exploitation of results have significantly contributed to advancing clean aviation and supporting policy development across Europe.

Keywords

Communication, Dissemination, Networking, Exploitation, ECARE clustering

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Disclaimer

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Introduction

For ECARE to be able to create funding synergies and disseminate methodologies, as well as to effectively communicate the project's major outcomes and achievements, in a strategic and targeted manner, a dedicated work package (WP) for Dissemination, Communication and Networking has been put in place.

Dissemination efforts are critically important for Coordination and Support Actions like ECARE, in order to amplify their impact and generate ripple effects across all targeted stakeholders, potential users, and broader communities. Dissemination serves as a key mechanism for connecting consortium partners, stakeholders in relevant scientific fields, and the general public with the project's achievements and ongoing activities. By implementing effective and strategic dissemination practices, the ECARE project enhances public awareness, fosters knowledge exchange, promotes transparency, and supports educational outreach. Additionally, these efforts significantly boost the potential for market adoption and commercial exploitation of the project's results and outputs.

As a project funded by the European Union (EU) and Clean Aviation Joint Undertaking (CAJU), ECARE contributes to job creation, the development of innovative technologies, and improvements in citizens' quality of life, which naturally leads to a growing public interest in research outcomes. Furthermore, because European taxpayers are principal funders of such initiatives, it is crucial to ensure: (i) the highest possible return on investment through the exploitation of results, and (ii) complete transparency regarding funded actions via comprehensive communication strategies. Disseminating new knowledge and results aims to maximize exploitation opportunities, allowing as many potential users as possible to benefit from the outcomes generated by ECARE.

For the ECARE consortium, effectively sharing the project's most significant results and outputs maximizes the chances of achieving long-term success and widespread impact. This approach enables target audiences to access and leverage innovations developed through ECARE, reducing the need to invest excessive time and resources in their separate innovation projects.

For this, Work Package 6 (WP6) was specifically designed to ensure the extensive, broad and strategic outreach of ECARE, as well as the outcomes that emerge throughout the project duration which were effectively communicated and disseminated to all relevant identified target audiences, during and after the project implementation. Precisely, the topmost objectives of WP6 have been to:

- Design and implement an effective dissemination, communication & networking strategy;
- Communicate the concept, objectives, ongoing progress and outcomes of the project to all identified relevant target audiences;
- Publish achievements and findings through events, local and international media;
- Organize webinars and events, as well as participate at existing relevant international conferences to present the outputs of the project;
- Build networking activities and develop synergies between stakeholders, as well as promote clustering within and outside the project consortium.

Within this WP, a specialized Plan for Exploitation and Dissemination of Results (PEDR) report was developed at the early stages of the ECARE project (deliverable D6.1 PEDR) that described all dissemination, communication, networking and exploitation actions to be undertaken throughout the project.

The report at hand materializes the delivery of D6.4: Final Report on Dissemination and Exploitation, and provides a detailed overview of the efforts and actions taken to strategically communicate and disseminate the ECARE news, outcomes, and outputs, following the initial PEDR.

I.   Objectives and Scope of this Deliverable

The dissemination and communication activities realised within the course of the project aimed at closely following and orienting upon the progress of the ECARE project, as follows:

- During the first months of the project (M1-M12) technical work was primarily (yet not limited to) being foundational for the development activities that followed later during the project. As a result, communication activities included mainly introductory descriptions of the project's scope and expected results (e.g. project website, leaflets, posters, etc.).

- Around mid-term, technical progress was producing actual results, specifically through the development of the ECARE Taxonomy and the formation of the ECARE Stakeholder Group (ESG). At this stage, dissemination activities increased in frequency and a strong ECARE profile began to shape dissemination events, meetings with national and transnational stakeholders, and event press releases, while communication activities were also more apparent.

- Finally, during the second half of the project, the impact of the coordination and synergistic efforts' was maximised and significant outcomes beyond the state-of-the-art and towards the definition of new collaborative horizons were developed. In particular, within the last year of the project's lifetime, the dissemination and communication activities were focused on maximising awareness, enlarging engagement, and ensuring the impact of the project's outcomes and outputs. The above summarises the content of the dissemination activities performed throughout the project's duration, which was heavily based on the methodical progress of the project. Further to these concise considerations, the PEDR was constantly under a continuous feedback assessment loop. Being an extrovert methodology, it needed to be continuously revisited and updated throughout the project duration in order to ensure that the project's achievements were presented to the right target groups, at the right time, using the proper language and tools. Indeed, the set of realised and planned activities was monitored and coordinated by the Dissemination Manager (EASN-TIS) during the entire project duration.

The dissemination and communication activities of the project have been reported in a total of four deliverables:

- D6.1: PEDR - Plan to describe all dissemination, communication and networking actions to be undertaken all along the project duration

- D6.2: Initial communication pack and Public website - Project logo, presentation and deliverable templates, leaflet, public website and social media channels

- D6.3: Communication pack for the project legacy - Dissemination material (final leaflet, poster etc.) to be used by all partners in events and activities performed after the end of the project.

- D6.4: Final report on Dissemination and Exploitation

The objectives of this deliverable are specifically defined as:

- Report on the performed dissemination and communication activities, as well as on the actions envisaged to take place after the project end.

- Evaluation of the performed and planned dissemination and communication activities.

- Suggestions and recommendations for the planned activities, as and if required, so as to achieve maximum communication of the project's results.

II.   ECARE Communication and Dissemination Plan

The foremost objective of the communication, dissemination, networking, and exploitation plan was to identify and organise the activities to be performed throughout the project, so as to ensure augmented exploitation, high impact, and increased likelihood of uptake of the project's major outputs. This can only be achieved by communicating the right information to the right people at the right time, using the proper wording, communication channels, tools, and mechanisms. Therefore, dissemination of project results has been a key component of ECARE in order to maximize its overall impact and trigger effects across its targeted stakeholders.

By addressing the communication strategies on different target audience levels, this plan has inter alia dealt with the following four pillars:

1- **Defining the ECARE dissemination goals:** which are set based on the identified and desired dissemination needs, aims and outcomes at different stages of the project implementation.
2- **Identifying the specific target audiences and the most appropriate communication method(s) for each category, to help in achieving the set dissemination goals:** this refers to categorizing an extensive range of relevant audiences that will be interested or impacted by the ECARE outcomes and accordingly deliver a communication style which is best for each specific type of audience.
3- **Adopting the exact dissemination approach:** based on the set goals and identified target audience(s), the proper communication and dissemination approach was set in the form of a comprehensive communication and dissemination plan with specific networking and exploitation activities to be undertaken, in addition to dedicated actions for enlarging the ECARE Stakeholder Group (ESG).
4- **Monitoring, assessing and evaluating the dissemination plan and activities:** this includes a set of quantitative measures with a list of indicators that will be set to (i) closely track the results of the undertaken dissemination and communication activities; (ii) monitor the overall dissemination progress and effectiveness, and (iii) consequently modify and fine-tune, where needed, the executed dissemination strategy, so as to ensure that the expected impact is achieved.

These pillars have set a strong basis for organizing the desired strategic planning and implementation of the ECARE communication, dissemination, networking and exploitation activities, which are further elaborated in the following sections of this report.

The ECARE consortium implemented this dedicated dissemination, communication, networking, and exploitation activities, predominantly aiming to ensure the effective, broad, and sustainable dissemination of the project's generated knowledge and results, among and beyond the members of its

consortium, through the execution of suitable and specialized dissemination activities for each of the project's identified target groups.

A.   Communication and Dissemination goals

The communication of the ECARE results was of paramount importance for the project in order to maximize its impact and trigger effects across the project's entire range of target audiences. Communication was an integral part of the project's activities that aimed to spread awareness upon the target stakeholders and end users of the ECARE outputs. Similarly, a proactive communication strategy was necessary in order to ensure that the economic and aviation funding landscape impacts generated within the project are maximized and further allow for long-term collaborations among and beyond the consortium partners to emerge.

To achieve and amplify the ECARE impact, both high-level goals and specific outputs from the project are fixed, to effectively make them available to the relevant target groups.

The ECARE key messages to disseminate emerged from the work completed in Work packages 1, 2, 3, 4 and 5 and mainly concern the wide communication of the results of:

- **The ECARE Stakeholder Group (ESG) formation and activities**

- **The mapping of the current innovation and funding ecosystems in the aeronautical sector;**

- **The analysis of the global aeronautical value chain needs for technological innovation;**

- **The recommendations for complementarities and synergies between regional/national/ European initiatives and CA JU;**

- **And the newly developed ECARE Digital Platform (EDP).**

The ECARE project aimed to disseminate its results effectively to the aviation community, ensuring they are utilized by the various stakeholder groups. Four high-level dissemination goals were established to guide this process:

Awareness Raising: To ensures broad exposure to the project's goals, activities, and results through continuous communication. This was initiated by the creation of a unique visual identity for recognition. Successful impact of awareness raising efforts were revealed when the targeted audiences were familiar with the project topic and constructively use the shared information into building advanced knowledge and understanding about the topic at hand.

Inform and Generate Understanding: This entailed transfer of key messages to specific stakeholders and ensure they comprehend the project. The use of periodic updates like newsletters to communicate progress and achievements was adopted. There was a focus on continuous communication for proper usage of project outputs.

Engage the Audience: The project team encouraged active participation by stakeholders and the public through interactive dissemination actions. These included periodic ESG meetings, Transnational and National Workshops, webinars and international conference participations, during which the project team connected with a wide range of stakeholders and engaging discussions took place, while collecting feedback and strengthened interactions.

Ensure Impact: ECARE has aimed to produce a positive sustainable impact within the European aviation community and translated project results into future aviation policies, collaborative funding landscapes

and synergies for long-term benefits. The project team has targeted decision-makers strategically to influence the aviation sector and EU citizens positively.

ECARE communication and dissemination also referred to the internal communication within the consortium.

B.   Target audiences and building the ECARE community

An extremely imperative precondition to ensure augmented communication, high impact and increased likelihood of uptake of the project's results, is to prudently and effectually disseminate and communicate the appropriate information to the relevant and interested audiences in a concise, well-articulated, understandable and attractively packaged manner. Consequently, the first step towards developing a successful dissemination action plan relies on the identification and classification of the groups which need to be targeted.

ECARE has had an extensive outreach, in a strategic and targeted manner, and the outcomes that emerged throughout its duration were effectively communicated and disseminated to all relevant identified target audiences, during and after the project implementation.

For each case, the ECARE disseminated messages were adapted to each of the related target groups, to ensure an effective outreach strategy and successfully achieve the corresponding objectives. Namely, the categories of stakeholders that are expected to be interested in the ECARE results, methodologies and recommendations are:

Decision makers: They include policy makers, the Clean Aviation Joint Undertaking (CAJU), regional/national authorities, company management, representatives of the European Commission (EC), regulators, associations, etc. who will also be asked to provide consultation input as well as make sure that the project's final outputs will be accordingly followed up and adapted.

Specialized audiences: This audience is made up of organisations directly affected by the results and outcomes of the project in their work, i.e. research communities in the industrial and academic sectors, clusters and associations representing stakeholders, national and regional funding bodies, coordinators and partners of relevant running projects and initiatives, etc. A large part of this audience was also potential contributors of information to the project. Namely, key stakeholders include:

- **ESG members**, who were closely involved in the implementation of the project, and also played an important role in amplifying the impact of ECARE;
- **European technology framework programmes and partnerships** such as Horizon Europe clusters programmes, SESAR JU, and their respective (national) contact points;
- **Local authorities** and associations of local authorities

Figure 1: ECARE specialised stakeholders

- **Industry** (including SMEs) and their representatives such as the Enterprise Europe Network (EEN);
- **European clusters** and development agencies, as well as their association such as the European Aerospace Cluster Partnership (EACP) or the European Association of Development Agencies (EURADA);
- **Scientific Community** (Academic Institutions, Research agencies/organisations) and their representatives, such as the European Aeronautics Science Network (EASN), Joint Research Centre (JRC) of the EC, the Association of European Research Establishments in Aeronautics (EREA), the European Association of Research and Technology Organisations (EARTO) or the League of European Research Universities (LERU).

Interested general public: This audience looks for clear, useful and mainly non-technical information. Also, EU taxpayers have been informed on how the project's findings will contribute to improving their everyday lives (e.g. ensuring safe and clean mobility, creating jobs, etc.).

These three main groups of relevant target audiences were mostly interested in the project with different interests and levels of knowledge. In this regard, the dissemination activity has identified and addressed the most suitable communication means, tools, channels and contents for each group of audience. It is also worth mentioning that each of the aforementioned groups of relevant audiences was expected to make a different kind of use of the ECARE results, ranging from a conceptual use of information and impacting levels of awareness by the interested general public, to a constructive use of the data and results by specialized audience, reaching up to a strategic use of the project recommendations in forming policies by decision makers.

Figure 2: ECARE Target Audiences

Figures 1 and 2 consecutively depict the ECARE relevant target audiences and the ECARE Specialized Stakeholders.

C.   Communication and Dissemination approach

The ECARE communication and dissemination strategy was designed to effectively share the project's results and impacts with relevant audiences and stakeholders through a tailored approach that aligned messages, language, content, and formats with the needs of target groups. This evolving strategy

throughout the project ensured audiences recognized the transferred knowledge and the benefits of the project's results. Additionally, it included measures to manage and distribute results after project completion, ensuring their long-term availability, sustainability, and impact.

Key elements of the strategy included:

- **Dynamic adaptation:** Updates were made to address emerging needs, unforeseen challenges, and project developments.

- **Collaborative execution:** Dissemination activities were coordinated by EASN-TIS but involved all consortium partners. These activities included participation in events, distribution of communication materials (leaflets, posters, newsletters), publications, and organizing project-related meetings.

- **Exploitation focus:** Specific actions were identified to maximize the impact of ECARE's results and ensure their sustainable use.

A two-sided dissemination approach was employed:

1. **Bottom-Up**: Direct communications by project partners to their networks and communities using interpersonal and mass communication tools like mailing lists.

2. **Top-Down**: Broad dissemination activities led by EASN-TIS to inform a wider range of stakeholders about the project's progress and achievements.

This integrated approach ensured that ECARE's outcomes were widely recognized, well-received, and positioned for sustainable long-term impact.

Based on the identified ECARE's high level dissemination goals, Figure 3 depicts said dissemination strategy's goals whilst highlighting the main relevant target audiences involved at each stage of the project's dissemination strategy implementation.

Table 1 indicates the perfect match between the dissemination tools used for each target audience. This consequently has amplified the impacts of these communication activities.
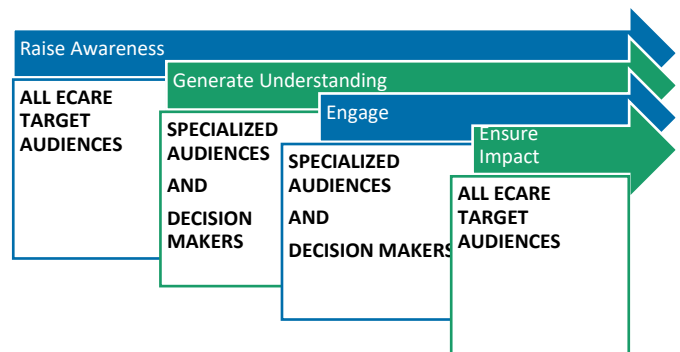

Figure 3: Mapping of ECARE Dissemination Goals and Target Audiences

Table 1: Dissemination tool options for each target group

	Reach to Target Audience		
	General Public	Decision Makers	Specialized Audience
Digital and printed dissemination material/ video material	☑	☑	☑
Project Public Website	☑	☑	☑
Social Media	☑	☑	☑
Regular Press Releases, Newsletters and Other Publications	☑	☑	☑
Events/Conference/Workshops		☑	☑

(Row header label: Dissemination tool option)

Table 2 includes more details on the communication and dissemination activities that the project team performed based on the high-level communication goals. This table elaborates the activities that were planned and performed throughout the whole duration of the project.

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Table 2: Communication and Dissemination activities based on the communication goals

Awareness Raising	**(M1-M6) Raise Awareness – Initial phase:** ➢ Created the project's visual identity ➢ Developed the main dissemination tools (e.g. project logo, templates & initial set of leaflets) ➢ Set up the project website ➢ Identify some initial dissemination opportunities and networking events	**(M7-12) Raise Awareness – Targeted Phase:** ➢ Perform targeted dissemination activities towards relevant target groups of the project to increase awareness about the project objectives, activities, progress and expected impacts to each of its groups of audience. ➢ At the same time, perform networking actions to gradually gather the required input specifically through the activities during the first year of the project and spread ECARE's initial results.	**(M7-24) Raise Awareness – Full Phase:** ➢ Implement dissemination activities through different channels to promote ECARE and keep the project members (including ESG Members) and target audiences updated/informed about ECARE and its progress and results continuously.
Inform, Generate Understanding, and Engage	**(M7-24) Inform, Generate Understanding about the project, its goals, main progress/news and expected impact to its various specific target groups and engage them by:** ➢ Spreading ECARE dissemination material ➢ Disseminating in strategic boards of the participating partners, associations and networks ➢ Disseminating within the EASN & ESG members ➢ Exploiting the project website through continuous updates and enrichment by adding more information on the project progress ➢ Publishing ECARE featured news articles in the EASN Association's periodic newsletter ➢ Consortium members publish about ECARE on their own organization's official website. ➢ Publishing periodic newsletter with the latest news and progress of the project ➢ Participating and presenting at relevant Events/Conferences/Workshops ➢ Continuous consultative meetings of the ESG members		

Ensure Impact	**(M13-24) Ensure Impact: Keep ECARE established community (including the ESG members) and target groups informed about the project activities and achievements (outputs, outcomes, etc.) by:**
	➢ Intensifying and solidifying the existing networking activities (i.e. boost the existing communication, utilize personal contacts in establishing networks) with the ECARE network members and target groups
	➢ Properly disseminating results and/or collecting input, the organization of national and transnational workshops, ESG webinars and other suitable events initiated to intensify outreach actions
	➢ Disseminating about ECARE in strategic boards, such as the SRG within the EU, CA JU and others
	➢ Disseminating within the EASN & ECARE members
	➢ Collaborating in events and actions with other related EU and national projects and organizations
	➢ Enriching the ECARE public website with ongoing dissemination material and updates on progress and achievements
	➢ Performing additional publications (conference participation, press releases, and partners' newsletters)
	➢ Participating in aviation related events and summits
	➢ Perform additional outreach activities to attract clusters, associations and other research organizations to become members in the ESG and join the newly developed ECARE digital platform

D. ECARE Communication and Dissemination instruments and activities

Communicating relevant knowledge about the project's concept, activities, and achievements to multiple audiences beyond the project's own community has been one of ECARE's topmost priorities. The communication strategy focused on reaching out to a wide range of audiences presenting (i) the action and (ii) its outputs, outcomes, impact, and benefits to several audiences, including the media and the public. In this context, the communication measures to realize the communication strategy included an efficient and effective mix of both interpersonal and mass communication tools. Communication took place via different means and activities, depending on the specific target audience and are described here:

Digital and printed dissemination material: "Eye-catching" and visually attractive dissemination material, such as the project logo, posters and leaflets, event banners, booklets and flyers have been developed throughout the project's lifetime.

During the initial months of the project a solid, unique and structured ECARE visual identity was set in place. A distinctive logo design and development took place right after the initiation of the project. It represents the project's general concept in bringing the different stakeholders together i.e. Bringing the pieces of the "puzzle" together, to help in clarifying innovation roadmaps and funding opportunities for aeronautical stakeholders. It also highlights the aim of having a cleaner aviation in the future through the aeroplane moving towards the green colour. Additionally, it has clear references to the Clean Aviation brand.

Figure 4: ECARE Project Logo

EASN-TIS created a set of project templates during the first few months of the project. Said templates play an important role in keeping a consistent visual language for the project, and a coherent style to all project communication documents. These templates have been shared with the consortium members for their internal and external communication in an easily adaptable manner depending on their specific use.

Figure 5: ECARE Project Templates

A power-point format was created for presentations and three-word formats were created for text documents such as minutes of meetings, agendas and deliverable reporting. Figures 6 provide a screenshot of these templates, displaying the coherent visual identity with the logo and following the specific communications visual guidelines provided by CA JU.

Figure 6: ECARE Project Presentation Template

Printable material with information for different target groups were provided to all partners to distribute at conference venues, while electronic copies have been used for online publications and articles.

An initial set of leaflets and posters were produced and printed, to promote the project in its initial phases and communicate what it expects to achieve. The ECARE initial trifold leaflet and poster aimed at informing the specialized public about the project structure, objectives, methodology used to accomplish these objectives, and accordingly the project's expected results and impacts. This initial set of leaflets and posters are considered general informative documents suitable for all ECARE target audiences.

The following, figures 7 and 8 are screenshots of the said published leaflet and poster.

Figure 7: ECARE Initial Leaflet

Figure 8: ECARE Initial Poster

Target audiences in the project have been involved in the project since the early stages of the project, through proper and tailored dissemination and exploitation at different levels of participation in the project activities, including but not limited to the formation of the ESG. A specific poster was created at the early stages of the project specifically dedicated to the ESG, to help the consortium attract more members and explain clearly 1) what is the goal of the ESG, 2) Who can become a member?, 3) Why should a stakeholder join?, And 4) How can they participate?. This Poster has served to be instrumental in attracting more interest in the ESG membership.

Figure 9: ECARE Stakeholder Group Poster

Additionally, another poster was generated based on the ECARE initial poster that was utilized by the consortium when approaching stakeholders in request for interviews for the work done for the Analysis of global aeronautical value chain needs for innovation funding in Task 3.1 of the project. The poster introduced the ECARE project, objective and expected impacts and provided details on the objectives of the requested interviews. This has supported in attracting recipients of the interviewees and created interest and subsequently secured a higher response rate.

Figure 10: ECARE Interview Objectives Poster

To help spread the news and the potential use and adoption of the newly developed ECARE Taxonomy tool, a concise version of the deliverable was prepared and published in the form of a brochure. The brochure was designed following ECARE's established visual identity and colour palette, and interactive catchy figures and new visuals were designed for easy identification of the Taxonomy results. The document was prepared in a format that is easily readable in digital format (the content in portrait) and can be easily printed on A4, see the figure below.

Figure 11: The ECARE Taxonomy Tool Brochure

Towards the end of the project's lifetime and when the foreseen project results and outputs were achieved, a communication pack for the project legacy was created, to be used by all partners in events as an advertising tool for both the project's foregrounds and the work performed by each partner within the project. A final 16-page booklet summarizing the ECARE Synergy Handbook (see figure 13 & 14) and three concise one-pagers showcasing the benefits of the ECARE Digital Platform (Figure 12) were produced towards the end of the project. This final communication pack includes details on the major findings of ECARE, including recommendations towards the creation of synergies and the uptake of the newly developed ECARE Taxonomy and the innovative one of a kind ECARE Digital Platform.
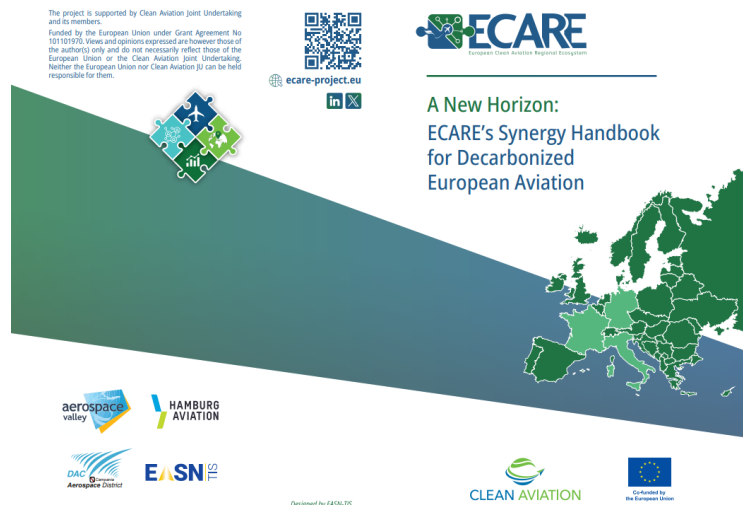

Figure 12: ECARE One-Paged Flyer on EDP Benefits

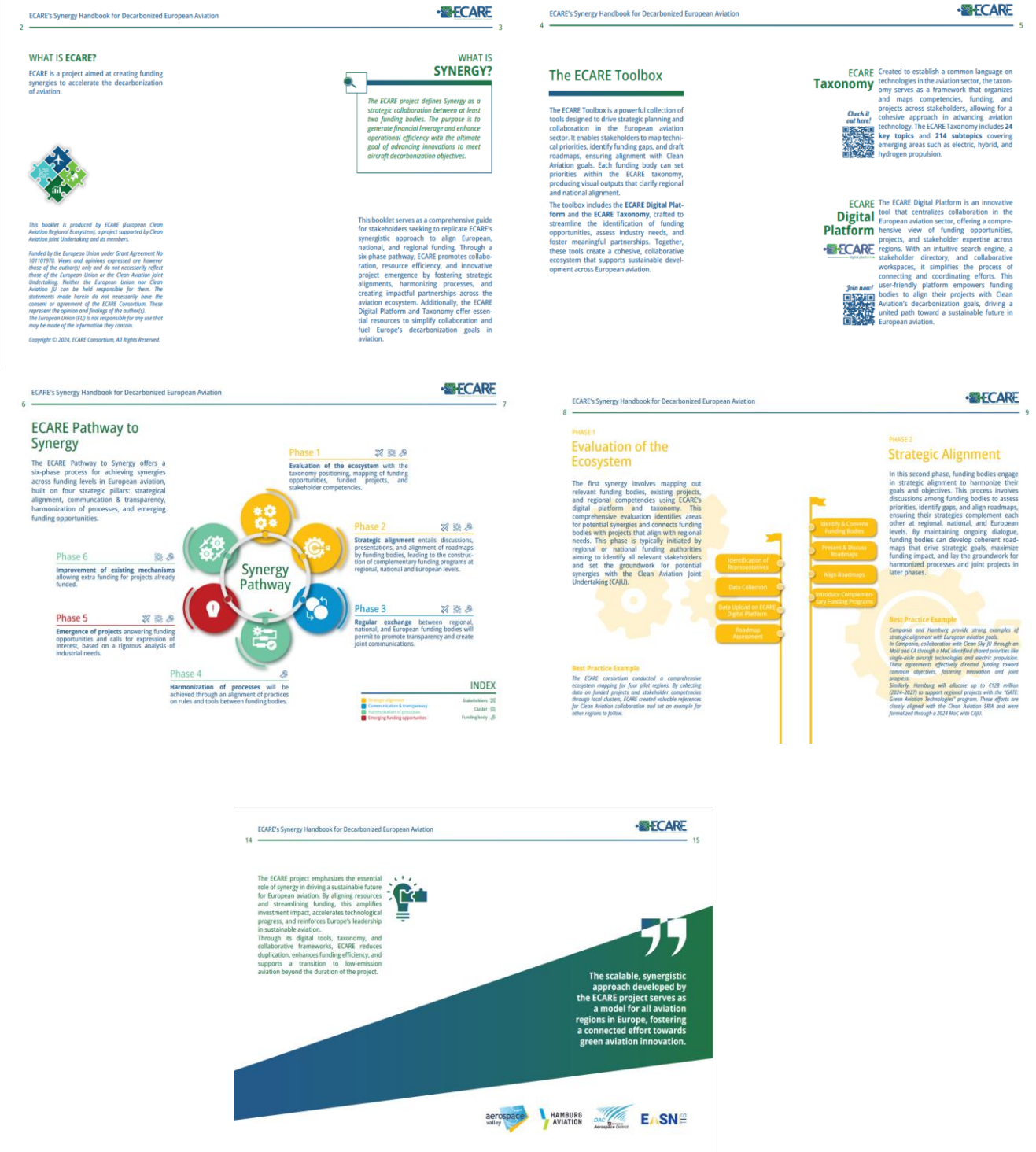

Figure 13: ECARE's Synergy Handbook Booklet Cover Page

Figure 14: ECARE's Synergy Handbook Booklet Inner Page and Back Cover

Optimized electronic versions of the ECARE final booklet and flyers have been made available on the project public website, as well as has been uploaded on the CARE social media channels. Printed copies of both the ECARE initial leaflet and poster, and of the final booklet have been dispatched to all ECARE partners to distribute and display at their home institutes and at relevant events/activities to take place after the end of the project, in addition to being distributed during the ECARE final event – A Joint Info Session on Funding Synergies and Networks co-organized by ECARE and CA JU with SESAR 3 JU, and the event took place on December 10, 2024 at the CA JU Headquarters

All digital and printed materials are available for viewing and downloading through the official project website, under the dissemination section on the following link: https://ecare-project.eu/dissemination.

ECARE Periodic Newsletters: ECARE has published regular newsletters about the project's progress, outputs, events participation, and organization. These newsletters have been widely distributed to the ECARE mailing list subscribers, on the ECARE website and social media channels, in addition to being circulated by the consortium partners within their circle of contacts. The newsletter aimed to continue informing and engaging the identified ECARE-relevant target audiences, primarily the specialized stakeholders of the ECARE project and beyond. This newsletter followed the same visual identity of the ECARE project and was designed in a visually attractive and reader-friendly manner with visuals and interactive figures.

All four issues of the newsletter are available on the project website and are listed here:

- Newsletter 1
- Newsletter 2
- Newsletter 3
- Newsletter 4

The project website homepage provided space to subscribe to this newsletter.

Publication of press releases: A total of 8 press releases were published throughout the lifecycle of the project. These had a significant importance as they were related to substantial milestones in the project progress and outputs. As all partners were responsible for publishing project results in local and international press and in relevant communication portals, the press releases were firstly prepared (design of template and content) by the communication leader, followed by approval and translation by the press releases to the local language of the three pilot regions (French, German, and Italian). Both press releases have been widely circulated to local press and regional aviation specialised pages and LinkedIn groups.

The first press release highlighted the successful organization of the Transnational Workshop in Brussels 2023 published in four languages and the second one featured the launch of the EDP in Thessaloniki 2024 also published in the same four languages.

Figure 15: ECARE Press Releases

On-line articles: All ECARE project partners have actively contributed to disseminating project outcomes through relevant communication channels and online portals (e.g., own organization's newsletters, websites, social media newsletters, EU portals, Zenodo, etc.).

For any and all scientific publications resulting from the project after the end of the project, ECARE will favour Gold Open Access and journal articles and papers published in conference proceedings will be publicly accessible through local or discipline repositories and the project website.

The EASN periodic electronic newsletter has been leveraged from the project's inception to consistently share ECARE-related articles and updates. The EASN Newsletter reaches over 10,000 key stakeholders,

researchers, scientists, and professionals within the European aerospace sector. Specifically, ECARE publications have been featured in the following editions of the EASN newsletter:

- May 2023: EASN Newsletter - May 2023 | EASN Newsletter
- October 2023: EASN Newsletter - October 2023 | EASN Newsletter
- Newsletter 2024 – Issue #1: European Clean Aviation Regional Ecosystem | EASN Newsletter
- Newsletter 2024 – Issue #2: European Clean Aviation Regional Ecosystem | EASN Newsletter
- Newsletter 2024 – Issue #3: European Clean Aviation Regional Ecosystem | EASN Newsletter
- Newsletter 2024 – Issue #4: European Clean Aviation Regional Ecosystem | EASN Newsletter

Numerous news articles about the project were published by the partners on their own organisation's websites to promote the outcomes and outputs of the projects, and mainly to promote the EDP. These are listed in the table below.

Table 3: ECARE news articles on Partners' websites

#	Publishing Partner	Topic	Link
1	DAC	Introducing the project	ECARE | Dac Campania
2	EASN-TIS	Introducing the project	ECARE - European Clean Aviation Regional Ecosystem | EASN-TIS
3	HAv/EACP	Introducing the project	ECARE project officially underway! | EACP
4	HAv	Introducing the project	English: ECARE | Hamburg Aviation e.V. German:https://www.hamburg-aviation.de/themen/internationaler-erfolg/ecare/
5	AV	ECARE participation at the EASN conference can be found on Aerospace Valley website	14th EASN International Conference! | Aerospace Valley
6	AV	Launching of the ECARE Digital Platform news article	Clean Aviation funded ECARE project successfully launches a new Digital Platform | Aerospace Valley
7	AV	ECARE Digital Platform Webinar News article on the website	https://www.aerospace-valley.com/agenda/ecare-webinaire-decouvrez-la-puissance-de-la-plateforme-numerique-ecare
8	HAv	A page dedicated for Clean Aviation	German:

https://www.hamburg-aviation.de/themen/nachhaltige-luftfahrt/clean-aviation/

English:

https://www.hamburg-aviation.de/en/focus-areas/sustainable-aviation/clean-aviation/

In February 2024, the report published by the Cluster Tecnologico Nazionale Aerospazio (CTNA) has been developed by using the ECARE Taxonomy, demonstrating that in Italy the ECARE Taxonomy is already in place.

Figure 16: ECARE Taxonomy Used by Cluster Tecnologico Nazionale Aerospazio Report

News articles were published in the German newsletter of HAv in the November and December 2024 issues and these were related to the ECARE Digital Platform Webinar and the ECARE Final Event.
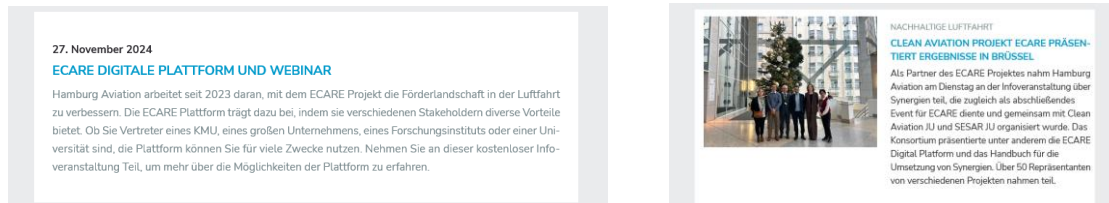

Figure 17: ECARE Featured in Hamburg Aviation's Newsletter

ECARE Project and the Platform were highlighted in a news article in the internal newsletter of Aerospace Valley, in October 2024.

Figure 18: ECARE Featured in the Internal Newsletter at Aerospace Valley

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Additionally, ECARE was highlighted by Aerospace Valley's annual activity report. The mention is under the Europe Focus section of the annual report and includes an overview of the project, main aims and recent outputs. The feature integrated into its annual activity report has been transferred to its 850 members. AERONAUTICS | Aerospace Valley

Towards the end of the project, Regione Campania has highlighted on all the activities via a publication report, featuring the ECARE Project and Digital Platform:

https://www.regione.campania.it/assets/documents/un-anno-per-la-campania-2024.pdf

ECARE partners have also exploited their circle of contacts to specifically promote ECARE Digital Platform and its Webinar. Mass mailing effort was made as a promotion campaign by the consortium by sending out informative and promotional emails to their mailing list contacts.

LinkedIn Posts were published by all partners of the project throughout its implementation, to promote specific progress, results, events, etc. Below are the various posts implemented by the partners on LinkedIn:

- ECARE Digital Platform Webinar
- ECARE Final Event
- Promotion pitch-Athlon
- Repost ECARE final event
- Repost webinar invitation
- Promotion EDP
- MoC Hamburg and Clean Aviation
- Post about 2nd National Workshop
- Repost review meeting

LinkedIn posts and newsletters published by HAv were also included in the English newsletter.

Project website: The official ECARE public website serves as a central hub for the project's external communication strategy and plays a crucial role in shaping ECARE's online presence. Designed and developed in the early stages of the project, the website offers comprehensive information about ECARE's overall concept, core objectives, work plan, ongoing progress, key activities, consortium members, news, events, and major outcomes. This information is tailored to cater to different target groups and dissemination levels, ensuring wide accessibility and engagement.

Home | ECARE (ecare-project.eu)

A strong emphasis has been placed on presenting content in a clear and user-friendly manner, making the website easily navigable for the general public. The website's design and development are aligned with ECARE's established visual identity and adhere to the European Commission's and CA JU's communication guidelines for the development of project websites. It also incorporates best practices for search engine optimization (SEO), including the use of descriptive meta tags ("description" and "title"), an improved URL structure, intuitive navigation, and captioned images. These features collectively ensure that the website is easily indexed by search engines like Google, thereby reaching a broader audience.

Detailed information on the creation of the ECARE website, including its structure, layout, sub-pages, features, and functionalities, is documented in deliverable D6.2: Initial Communication Pack and Public Website.

Throughout the project's lifecycle, the ECARE website has been continuously updated and maintained to provide timely and relevant information on the latest developments, activities, achievements, significant outcomes, and related news and events. All ECARE communication and dissemination materials are readily available for viewing and download in the dissemination section of the website, alongside all public deliverables. Project news and relevant event participations were published on the website under a dedicated page for News and Events. The ESG and EDP pages were continuously updated with latest progress, ESG activities and meetings, new ESG members and geographical coverage, in addition to the EDP page being updated and providing information to the audience about its features, functionalities and benefits. Moreover, all approved public deliverables are available for downloading and easily accessible via the dedicated page on the website. Figures 19-22 provide a screenshot of the corresponding pages on the website. Finally, the ECARE website will continue to be updated and maintained for a minimum of two additional years after the project's conclusion, ensuring a lasting online reference for the project's outcomes and impact.

Figure 19: ECARE Official Website Homepage
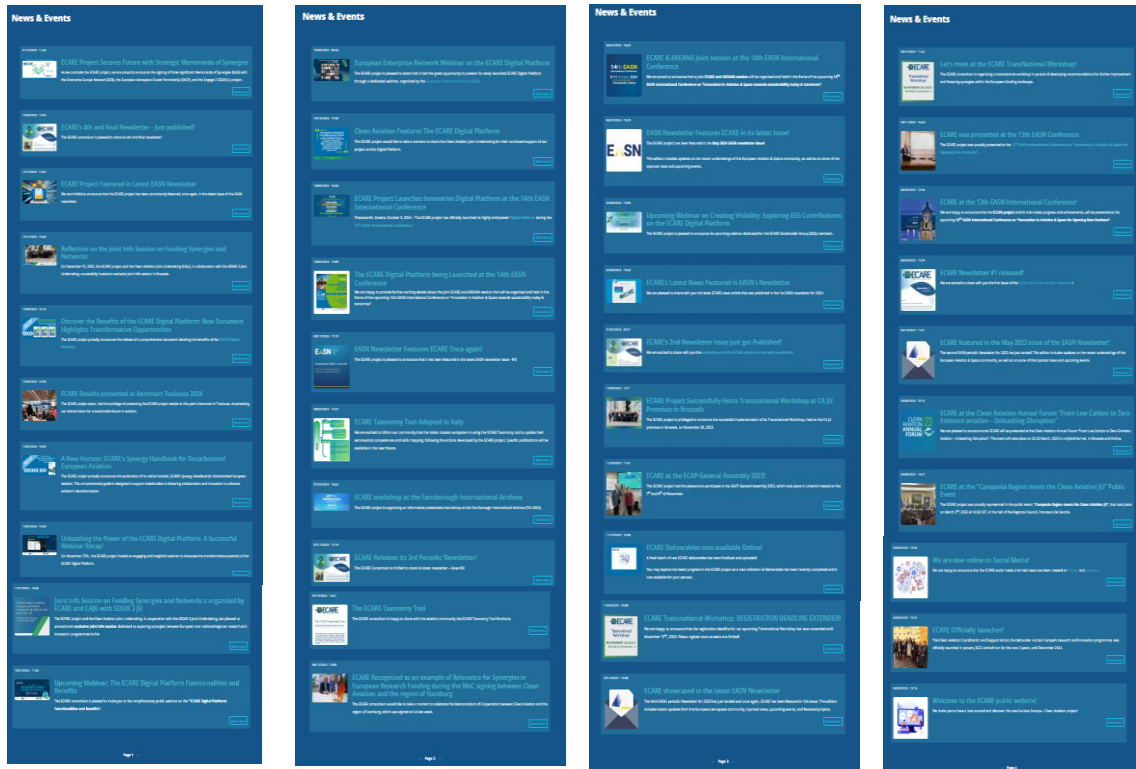
Figure 20: ECARE Official Website News and Events Page
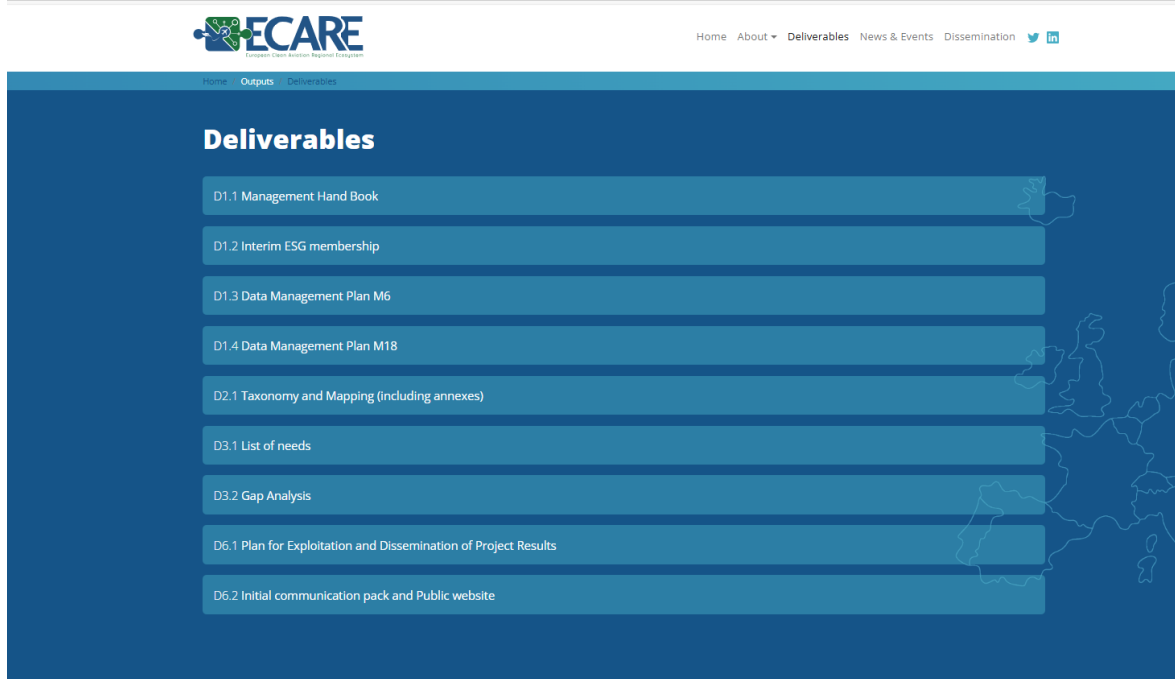
Figure 21: ECARE Official Website Public Deliverables Page

Figure 22: ECARE Official Website ESG Page

Social media: ECARE project social media profiles have been established on LinkedIn and X (formerly Twitter) to expand the project's visibility and grow the ECARE community. These profiles are easily accessible through the project's official website and directly via:

- [LinkedIn Page](#)
- [X (Twitter) Profile](#)

Through these platforms, project related information was regularly published, and tailored key messages were discussed and promoted to the wider public, presenting the impact and benefits arising from ECARE. The main categories of posts on these social media accounts were:

- Project progress news
- Project participation in relevant significant events
- Launching of the ECARE Digital Platform
- Latest publications
- CAJU latest news and cross communication

By leveraging social media's advanced user analytics, the primary objectives of these profiles were to expand our follower base, actively engage target audiences, and drive traffic to the official ECARE website. All ECARE partners, along with individuals from relevant target groups, were encouraged to connect and participate.

Throughout each phase of the project, updates on progress, news, and key developments were regularly shared, discussed, and promoted to keep the ECARE online community informed and engaged. Through these platforms, we strategically targeted:

- Clusters
- Aviation Regions
- Scientists, Researchers and industry professionals interested in aeronautics and aerospace applications
- European Aviation Networks and private entities
- Employees and stakeholders within the aerospace sector
- Bloggers, journalists, and media representatives
- Related EU-funded projects and initiatives
- The broader interested public

The LinkedIn profile has been more active with higher number of followers and active engagement by the audience and interested stakeholders compared to X, with 299 active followers on LinkedIn compared to 30 on X. Further details about the activities and statistics on the status of these platforms has been provided in the section dedicated to monitoring and assessment, in addition to the dedicated deliverable D1.7 – Impact Monitoring.

Events, conferences, and workshops: The project's progress, achievements, impact, and results were presented in relevant major events, conferences and exhibitions, suitable for dissemination. Numerous said key events have already been identified at the beginning of the project and an indicative list of international and European conferences and events was prepared by EASN-TIS during the first few months of the project. This list was circulated to all the consortium partners and was continuously updated throughout the project, with newly identified events, conferences and forums that have been of added value to attend and present to promote ECARE and further disseminate its results.

The project has attended a total of twenty significant aviation events organized within Europe during 2023 and 2024 and the relevant list is available in the table below providing an overview of these events and participating partners.

As indicated in previous sections, in addition to the project's active participation in existing key relevant European and international events, the ECARE consortium organized dedicated workshops and events (both in physical and virtual format), to share project-related information (e.g. ECARE Digital Platform webinars), as well as to collect input from the invited stakeholders and experts (e.g. national workshops). Said workshops, on the one hand, supported the consortium to reach out to as many stakeholders as possible and network with them, and on the other hand, be a powerful tool for project information gathering, consultation and communication.

Table 4: ECARE Participation in Events

List of Relevant Events/Conferences/Workshops	Date	Location	Participating Partner
2023			
Clean Aviation Annual Forum	22 - 23 March	Hybrid - Online & Brussels	AV and HAv
AIX Expo	6 - 8 June	Hamburg, Germany	HAv
Paris Airshow	19-25 June	Paris, France	AV and HAv
AZEA General Assembly Meeting		Paris, France	HAv
13th EASN International Conference	5-8 Sept.	Salerno, Italy	DAC
EACP General Assembly	7-8 November	Limerick, Ireland	HAv, AV, and DAC
Clean Aviation call for interest with Occitanie Region	December	Brussels, Belgium	AV
2024			
High-Level Workshop on Synergies between European and national/regional research & innovation programmes in the aviation sector	March 4	Brussels, Belgium	AV
Clean Aviation Forum	March 5 and 6	Brussels, Belgium	AV and HAv
Aircraft Interiors Expo	28-30 May	Hamburg Messe, Germany	HAv
ILA Berlin - Pioneering Aerospace	5 - 9 June	Berlin, Germany	HAv
FARNBOROUGH INTERNATIONAL AIRSHOW	22-26 July	Farnborough, United Kingdom	HAv, DAC
34th Congress of the International Council of the Aeronautical Sciences (ICAS)	9-13 Sept	Florence, Italy	DAC team
InnoDay	October 1	Toulouse, France	AV
14th EASN International Conference	8-11 October	Thessaloniki, Greece	AV, EASN
Summit of Aeronautics and Space Bordeaux Metropole	October 17	Bordeaux, France	Benjamin Lopez, AV
EACP General Assembly	20-21 November	Aix-en Provence, France	AV, Hav, and DAC
AEROMART	3-5 December	Toulouse, France	AV and DAC
Green Aero Days	3-4 December	Toulouse, France	AV
ECARE Final Event – Joint Infor Session on Funding Synergies and Networks	December 10	Brussels, Belgium	ALL

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E.   Networking and Clustering Activities

Concrete networking actions were identified for ensuring stakeholders' engagement, as well as fostering exchange, synergies, and interregional cooperation on aeronautics R&I between participating regions, and building joint R&I plans complementary to CA JU objectives.

Said actions:

- Facilitate the exchange on the implementation of the RIS3 strategies priorities in the relevant field;
- Strengthen the links with the CA JU Industrial Leaders;
- Promote the implementation of CA JU related synergies with the ERDF as part of their National or Regional Operational Programmes and funding schemes;
- Define R&I national/regional complementary activities to CA JU, fostering synergies and complementary projects eligible for ERDF;
- Foster interregional cooperation activities relevant to CA JU programme, etc.

In this context,

- Dedicated ECARE events and workshops were organized, and existing major events, conferences and workshops were exploited for networking and dissemination purposes such as the ILA-Berlin, AEROMART, 14th EASN International Conference, EACP General Assembly and others.
- A joint event was co-organized by ECARE and CA JU with SESAR 3 JU for maximizing synergies at the CA JU Headquarters.
- Finally, the ECARE digital platform was launched during the 14th EASN International Conference as the major networking tool for the achievement of the above-mentioned objectives.

These networking activities have helped to build a strong foreground for close cooperation with aviation research and cluster partnerships, networks, and projects. Specifically, the ECARE project has secured three "Memorandum of Synergies" signed with the 1) Enterprise Europe Network, 2) the European Aerospace Cluster Partnership (EACP), and 3) Engage 2, a SESAR 3 JU project. These memorandum will help to further disseminate the project results by joining efforts to enhance the project's impact in the aviation sector. Further details about these memorandum are included in D5.2 – Viability business Plan for the EDP.

III.   ECARE Exploitation Plan and Actions

Exploitation involves the effective use of a project's key results during and after its implementation across various levels. Project outcomes can influence stakeholders' strategic planning, guide future funding calls, expedite certain projects, or reallocate funding. Exploitation targets diverse stakeholders and end users. Project partners, individually and collectively, aim to leverage project outcomes for profit, supporting current activities and fostering new initiatives. Research partners focus on knowledge and technology, while industrial partners prioritize outcomes for industrialization and commercialization. External stakeholders, such as policymakers, use project results to shape future strategies and policies. This is especially relevant for Coordination and Support Actions like ECARE, which contribute to future EU research programs and policy development.

The project's Exploitation Plan shall therefore provide concrete guidelines and actions in order to multiply the impact of the project findings and ensure the proper use of its major results, beyond the project lifetime.

In this context, to fully valorise the new knowledge and findings generated in the frame of ECARE, the project partners have identified several exploitation opportunities in order to address the full range of potential uses of the project's major outcomes. Exploitation will be mainly triggered by the successful dissemination towards the main relevant target audiences of ECARE, as described above, primarily towards decision makers and specialized audiences.

Namely, ECARE considers two main categories of exploitation:

  i.   **The process of transferring the successful project outcomes to relevant decision-makers** in regulated national/regional or European systems moving concepts (e.g., from catalyst funding) to a higher maturity; and

  ii.   **The process of convincing relevant end-users to adopt and/or apply the project outcomes** and outputs to other programmes and initiatives.

In this context the ECARE results (ECARE pathway to synergies and ECARE Digital Platform) have been widely communicated and passed to relevant decision makers and specifically via a dedicated presentation during the Joint Info Session on Funding Synergies and Networks which was attended by a wide range of the specialised ECARE audience.

All ESG members agreed by integrating the ESG to participate at the sustainability and exploitation of ECARE results. Additionally, as a key tool to ensure the sustainability of these results, ECARE proposed the signing of a Memorandum of Synergy (MoS) to key entities, groups, and projects. The consortium engaged with various stakeholders and successfully signed three MoS agreements with the ENGAGE 2[1] project, EEN (Enterprise Europe Network)[2] Aerospace and Defence sector group and the European Aerospace Cluster Partnership (EACP).

The ESG members and the MoS signatories will concentrate on exploiting ECARE results in the following areas:

  ▪   **Promotion of the ECARE Digital Platform:** Promote the EDP among aviation stakeholders to facilitate access to funding opportunities, funded projects, stakeholders' competences, and other information.

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[1] ENGAGE 2, SESAR JU 3 project working on knowledge transfer
[2] EEN Aerospace and Defence sector group

- ▪ **Data Integration and Updates:** Contribute to keeping the EDP up-to-date with relevant data, such as new regional, national, and European funding opportunities, funded projects and stakeholders' competences.
- ▪ **Data sharing**: ECARE agrees to share its databases, including funded projects, funding opportunities, and stakeholders' competences, by providing extractable tables or enabling automatic extraction through an API.
- ▪ **Promotion and Implementation of Synergies**: All ESG members and MoS signatories will identify and potentially implement synergies proposed by ECARE to enhance the scope and impact of their activities.

Figure 23: ECARE exploitation initiatives

The different ECARE exploitation initiatives demonstrate that the ECARE project results have already been widely exploited and will continue to be leveraged in the future. Further to that, the sustainability (maintenance and continuous update) of the ECARE digital platform beyond the project's duration, is considered crucial by the ECARE consortium, as such, special attention have been given to this aspect through the different initiatives launched.

Precisely, ECARE has delivered several exploitable results, in particular the ECARE Pathway to Synergy detailed in the D4.1: Handbook for synergies and the ECARE digital platform. ECARE methodologies for synergies were documented in a handbook and in a booklet for a concise practical version to help the exploitation of the ECARE results. Moreover, other project deliverables such as technical deliverables, the newly developed taxonomy, the mappings, and recommendations will be available in open access so that stakeholders, can make use of them. As regards the ECARE digital platform, a viability business plan (D5.2) has been prepared and submitted at the end of the project which identifies the best solution for its maintenance and continuous update.

IV.   Monitoring and Assessment

Monitoring, tracking, assessing, and evaluating all dissemination and communication activities within the ECARE project have been an essential component of the quality control process. It ensured that the implemented dissemination strategy achieves the intended impact and fosters the necessary technical and societal awareness regarding ECARE's activities and outcomes.

Continuous assessment of these activities occurs throughout the project, with heightened focus during the mid-term and final phases. This approach allows for timely adjustments to dissemination and communication strategies if necessary. To facilitate effective evaluation, both qualitative and quantitative key performance indicators (KPIs) have been identified.

Qualitative KPIs focus on the successful attainment of both project goals and dissemination strategy objectives. These indicators assess how effectively the dissemination efforts align with the project's mission. Quantitative KPIs provide measurable insights into the effectiveness of specific actions and communication tools.

Additionally, the qualitative impact of ECARE's results on policy development, Research and Development programs, strategic agendas, and roadmaps serves as a key assessment criterion. Although measuring this impact may require a long-term perspective, initial evaluations can be based on ECARE's involvement in standard consultation processes.

General KPIs established for the continuous monitoring and evaluation of ECARE's impact include both qualitative and quantitative measures designed to track progress and guide strategic improvements throughout the project's lifecycle.

Media coverage, publications, and references to the project: This is the simplest form of measurement, through a record of the number of articles published on national and international journals. The number of references in other aeronautics related technical publications, but also on stakeholders' websites, shall be considered.

Number count of publicity material: This measure consists of a count of the number of news, brochures, posters and other dissemination means produced and distributed.

Record of contacts: The number of contacts at the project's events are tracked, along with the number of people asking for feedback or information, website visits, the number of people subscribing to the mailing list, as well as the number of contacts through social networks.

Number of attended events: The number of external events attended for the promotion of the project will be recorded. Main topics and characteristics of said events, the dissemination products presented (e.g. paper, poster, presentation, brochure and so on) and feedback from the audience will be considered.

Website statistics & search engine performance: Standard analytics tools are used to monitor the project website number of visitors, bounce rate and position on the search engine.

Table 5 provides a quantitative indication of the key performance indicators (KPIs) for the dissemination and communication activities planned and performed by the end of the project. Further details about these KPIs are also available in D1.7 Impact Monitoring.

Table 5: List of KPIs for the dissemination and communication activities

Activity	Indicator	Target	accomplished numbers
Website and Social Media	Number of visits	100 per month	315
	Search engine position	First page	1
	Geographic coverage (origins of the visitors)	20 different countries	28
	Number of downloads	50+ per document	10760
	Number of posts to the social media pages	100+	247
	Number of followers to the social media pages	100+	329
	Number of likes to the posts of the social media pages	300+	1926
Dissemination Material	Number of distributed brochures	1000+	825
	Number of publications	At least 2	25
	Number of poster presentations	3+	10
	Number of subscriptions to the project's newsletter	200+	240
Dissemination Activities	Number of attended events	10+	38
	Number of organized own events	2+	13
	Number of presentations to external events	5+	19
	Number of contacts	300+	1530

Conclusion

Dissemination, communication, networking, and exploitation activities are essential for promoting ECARE's results. These efforts contribute to greater recognition, foster networking, and create new collaboration opportunities. Additionally, they facilitate knowledge sharing and drive innovation, while strengthening European funding landscape and industrial excellence in research and development.

This document serves as an updated and expanded version of the specialized PEDR – ECARE Plan to describe all dissemination, communication, and networking actions undertaken throughout the project duration, originally submitted as D6.1 in Month 6 of the project.

It details the logic, strategies, and methodologies behind the formation of this plan and outlines its primary objectives. Furthermore, it provides an overview of the key activities carried out throughout the ECARE project. The effectiveness of the implemented strategy has been continuously monitored and evaluated through a set of qualitative and quantitative key performance indicators (KPIs).

As analyzed in this report, ECARE's dissemination, communication, networking, and exploitation strategy was carefully designed to align with the distinct characteristics, interests, and needs of its target audiences. This includes selecting key information and messages tailored to audience needs and identifying appropriate content, formats, language styles, media, and tools to achieve desired outcomes and impact. To ensure that ECARE's results are accessible to the project community, target groups, and end-users—and to facilitate their effective exploitation by decision-makers and other relevant stakeholders—the following high-level dissemination goals were established and successfully achieved. The strategy outlined in this report is structured around four key pillars, as detailed in the previous sections:

1) **Stage-Specific Communication and Dissemination Goals:** Clear and specific communication and dissemination objectives were set for each phase to ensure timely and targeted engagement.
2) **Identification of Target Audiences:** The primary ECARE target audiences were clearly defined, encompassing decision-makers, specialized audiences, and the general public. This segmentation allowed for tailored strategies to effectively reach and engage each group.
3) **Tailored Communication and Dissemination Approaches:** Based on the communication goals and the distinct characteristics, needs, and interests of the target audiences, specific actions were strategically planned and implemented for each audience category.
4) **Continuous Monitoring and Impact Assessment:** The effectiveness of the communication and dissemination strategy was continuously monitored and evaluated using a set of qualitative and quantitative indicators.

ECARE has successfully demonstrated the wide exploitation of its results through key initiatives, including the active engagement of ESG members and the signing of three MoS with ENGAGE 2, EEN, and the EACP, ensuring sustainability and impact through ongoing and future strategic collaborations.

In conclusion, this final dissemination and exploitation report represents the culmination and update of the initial Plan for the Exploitation and Dissemination of Results (PEDR), developed during the early stages of the ECARE project. This comprehensive strategy has effectively guided the communication and dissemination activities carried out throughout the project's duration, ensuring maximum visibility, engagement, and impact.