

## Deliverable 6.1

### Communication and Dissemination Strategy

01/2026

Dissemination level: Public

Authors: Damiano Taurino, Lidia Castagnoli, Claudia Iasillo, Susanna Cohen (DBL)

Abstract:

The Di-PEGASUS Communication and Dissemination Strategy outlines a comprehensive plan aimed at maximizing the reach and impact of Di-PEGASUS. The strategy leverages diverse communication channels, tailored messaging, and strategic partnerships to engage target audiences and amplify project outcomes to foster broader awareness and knowledge dissemination. By employing a systematic approach to communication and dissemination, this strategy is meant also as internal guidelines to coordinate dissemination and communication actions along Di-PEGASUS lifetime.

## INFORMATION TABLE

<b>Project Acronym</b>	<b>Di-PEGASUS</b>
<b>Deliverable Number</b>	<b>6.1</b>
<b>Deliverable Title</b>	<b>Communication and Dissemination Strategy</b>
<b>Version</b>	<b>1.1</b>
<b>Status</b>	<b>Final</b>
<b>Responsible Partner</b>	<b>Deep Blue</b>
<b>Main authors</b>	<b>Damiano Taurino, Lidia Castagnoli, Claudia Iasillo, Susanna Cohen (DBL)</b>
<b>Contributors</b>	<b>Moscholidou Ioanna (UAegean)</b>
<b>Reviewers</b>	<b>Marco Ducci, Sara Molinari (EUROUSC), Rui Ferreira (CAP-PT)</b>
<b>Contractual Date of Delivery</b>	<b>29/02/2024</b>
<b>Type</b>	<b>R -Document, report</b>
<b>Actual Date of Delivery</b>	<b>05/03/2024</b>
<b>Dissemination Level</b>	<b>Public</b>

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.*

*This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the Di-Pegasus Consortium. In addition, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.*

*All rights reserved.*

## DOCUMENT HISTORY

Version	Date	Status	Author	Description
0.1	26/02/2024	Draft	Damiano Taurino, Lidia Castagnoli, Claudia Iasillo (DBL)	First draft of the document
0.2	01/03/2024	Draft	Marco Ducci, Sara Molinari (EUROUSC), Moscholidou Ioanna (UAegean), Rui Ferreira (CAP-PT),	Comments from partners
1.0	05/03/2024	Final	Damiano Taurino, Claudia Iasillo (DBL)	Final version for submission
1.1	16/12/2026	Final	Susanna Cohen (DBL)	Final version after Project Officer review

## TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	7
1. PROJECT OVERVIEW .....	8
2. INTRODUCTION .....	11
2.1. Objectives and scope of the document .....	11
2.2. Document structure .....	11
3. TARGET AUDIENCE .....	12
4. COMMUNICATION STRATEGY .....	13
4.1. Communication objectives .....	13
4.2. Project liaising .....	14
4.3. Key messages .....	14
4.4. Communication channels .....	15
4.4.1. Graphical identity .....	15
4.4.2. Website .....	16
4.4.3. Social media .....	18
4.4.4. Press .....	19
4.4.5. Communication events .....	20
4.4.6. Publications and newsletters .....	20
4.4.7. Videos .....	20
5. DISSEMINATION STRATEGY .....	21
5.1. Key dissemination objectives .....	21
5.2. Dissemination channels .....	21
6. KEY PERFORMANCE INDICATORS AND SUCCESS CRITERIA .....	25
CONCLUSIONS .....	26
7. REFERENCES .....	27
ANNEX 1 GUIDELINES FOR LOGO USAGE .....	28

## LIST OF TABLES

Table 1: List of dissemination event (updated February 2024) .....	24
Table 2: Di-PEGASUS dissemination and Communication KPIs .....	26

## LIST OF FIGURES

Figure 1: Di-PEGASUS' approach .....	8
--------------------------------------	---

**Figure 2: Di-PEGASUS' conceptual framework ..... 10**  
**Figure 3: Di-PEGASUS' logo ..... 16**

## LIST OF ACRONYMS

Acronym	Definition
AI	Artificial Intelligence
EC	European Commission
EU	European Union
eVTOL	Electric Vertical Take-Off and Landing
ICT	Information and Communication Technology
KPIs	Key Performance Indicators
NGOs	Non-Governmental Organizations
SMEs	Small Medium Enterprises
UAM	Urban Air Mobility
UTM	Unmanned Traffic Management
VTOL	Vertical Take-Off and Landing
WP	Work Package

## EXECUTIVE SUMMARY

The current document, titled Communication and Dissemination Strategy, has been developed within the framework of the Di-PEGASUS project which is funded by the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101096000.

The document details the communication goals and high-level messages with the aim of making the project understandable at first glance. Moreover, the document outlines the plan for communication and dissemination activities including a list of dissemination and communication activities per each category of audience, specifying key messages, channels to be used (digital and analogic), support materials needed as well as a plan of activities to be carried out and related KPIs.

This document unfolds in five key sections: firstly, the Section **Error! Reference source not found. Error! Reference source not found.** sets the stage by defining the deliverable's objectives and overall structure; then, Section 2 Target Audience describes the dissemination and communication targets, Section 3 Communication Strategy describes the communication objectives, project liaising, key messages and channels, Section 4 Dissemination strategy underlines the dissemination plan including objectives, channels and dissemination events; finally, Section 5 outlines the Key Performance Indicators (KPIs).

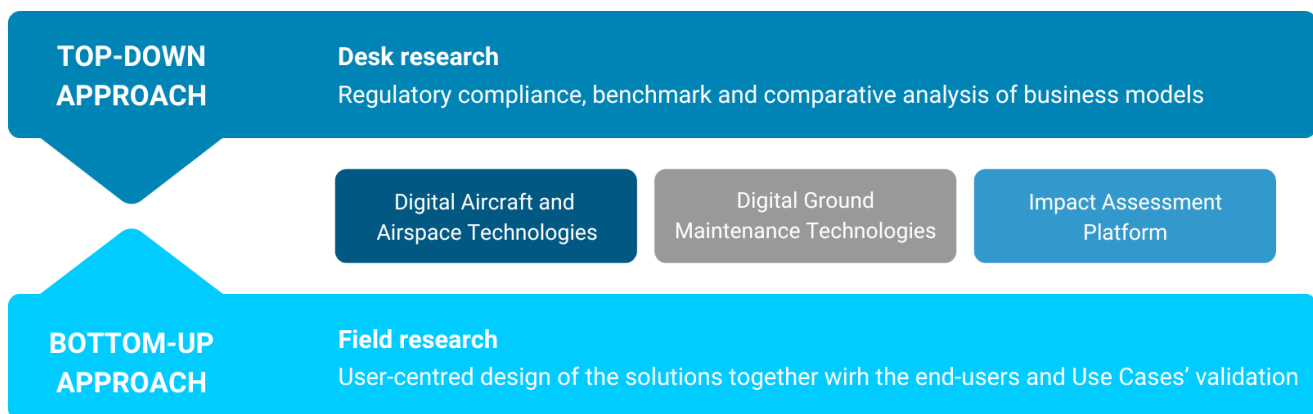
## 1. PROJECT OVERVIEW

Di-PEGASUS overall objective is to enable fully autonomous cost-effective and environmentally friendly operations for seaplanes, Vertical Take-Off and Landing (VTOL) and drones. This objective will be achieved by developing several enabling technologies targeting both the air and the ground side. In addition, Di-PEGASUS proposes to develop a digital platform to evaluate the viability of specific business models at particular locations (i.e. Greece, Italy and France), according to the digital technologies available, and the Key Performance Indicators (KPIs) (incl. cost-effectiveness, job creation, emissions savings, investment costs), in order to make recommendations to policy makers and relevant stakeholders that will host these services. This platform should also support the assessment of regulatory compliance to identify the safety assurance process that the technologies will need to follow, as well as the gaps in existing regulations that will need to be addressed.

The adoption of the above-mentioned possible technologies and services though could be hindered by negative impacts on the environment, the society and/or due to a lack of economic feasibility. Di-PEGASUS aims at overcoming all the barriers by applying an innovative multi-disciplinary two-pronged methodological approach, throughout the project duration. Such approach will be:

- **top-down:** it will consist of a structured desk research (Di-PEGASUS knowledge base), the analysis of Di-PEGASUS solutions' regulatory compliance, the benchmark and comparative analysis of existing business models, the definition of the business models requirements for Di-PEGASUS solutions;
- **bottom-up:** it will apply different methodologies for field research to reinforce, complement, test and validate the desk research. Engagement of relevant stakeholders will start right from the beginning of the project and will consist in collecting their specific needs through focus groups, interviews and surveys, creating a community of interested stakeholders to design and test Di-PEGASUS solutions also through three use cases. The bottom-up approach will complement the top-down approach in ensuring first-hand, expert knowledge transfer and exchange of competencies, as well as validation of Di-PEGASUS solutions.

This bi-directional approach (Figure 1) will ensure that there is a solid scientific background and that the developed solution answers the specific needs of the relevant stakeholders and end-users.



**Figure 1: Di-PEGASUS' approach**

In addition, in order to avoid reluctance as far as possible, Di-PEGASUS will apply a co-design and use-case-driven approach by applying design thinking principles for better User Experience (UX). Co-design includes three phases:

1. understanding and clearly defining the issues (WP1),
2. developing potential solutions (WP2-3-4),
3. testing these solutions (WP5).

The process is cyclical rather than sequential and may require reassessing or change at any point in the process. The process aims to change the mindset and behaviour of the stakeholders, encouraging and supporting innovative processes and solutions as they work to identify the “sweet spot” where change can evolve. Indeed, a participatory design of a service increases the chance for it to be accepted by the end-users. Use cases (WP5) are at the centre of knowledge based on the Di-PEGASUS project and represent the tool to acquire knowledge, develop and test specific solutions and refine the outputs of other work packages (e.g., WP2-4). The use cases were selected with the final aim of covering as many cases as possible regarding type of application context, type of technology tested, type of stakeholders involved and related impacts. Due to the high level of innovation and thus low TRLs of the solutions, use cases are not meant to be implemented as full scale demonstrations. Instead, they will be implemented by involving relevant stakeholders from the early phases of the development in co-design and evaluation activities through focus groups and surveys. This approach will ensure that business models are developed with a user centred approach to guarantee a successful scale up and exploitation of the technologies.

To reach its goal Di-PEGASUS will implement the above-mentioned methodological approach and build on four pillars (Figure 2):

- **Pillar 1:** AI-based Transformative Autonomous Technologies
- **Pillar 2:** Impact assessment and Cost-Benefit Analysis
- **Pillar 3:** Impact Assessment in real use cases

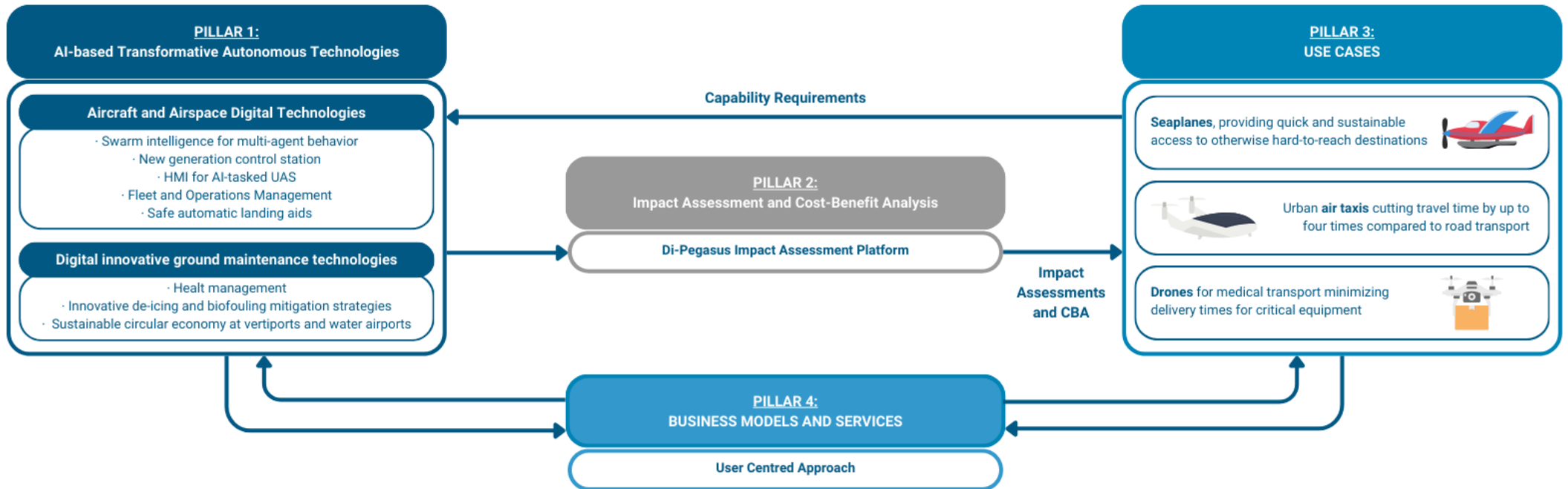


Figure 2: Di-PEGASUS' conceptual framework

## 2. INTRODUCTION

### 2.1. Objectives and scope of the document

The present deliverable details the communication and dissemination strategy for Di-PEGASUS. It details the communication goals, high-level messages and a short description to be broadcasted in different media with the aim of making the project understandable at first glance.

This deliverable outlines the plan for communication and dissemination activities including a list of dissemination and communication activities per each category of audience, specifying key messages, channels to be used (digital and analogic), supporting materials needed as well as a plan of activities to be carried out and related KPIs.

The communication means include the project's website, the social media and other relevant means. The deliverable also details the strategy the project will follow to make use of or disseminate the project's results, as a plan of activities including a schedule and metrics to measure its impact and effectiveness.

### 2.2. Document structure

This document is divided into 5 main sections:

1. **Introduction** describes the objectives, scope and structure of the deliverable,
2. **Target Audience** defining the targets for dissemination and communication activities,
3. **Communication Strategy** provides an overview of the communication goals, channels and key messages,
4. **Dissemination strategy** provides details on the dissemination objectives, and a preliminary list of dissemination events,
5. **KPIs and success criteria** provides an overview of the KPIs.

### 3. TARGET AUDIENCE

The effectiveness of communication relies on the proper identification of stakeholders who may be interested in the project findings, activities and benefits, and, consequently, on the personalization of the communication means and messages, based on the stakeholders' characteristics, interests and needs.

An underlying step is therefore the identification of target audience. A preliminary identification of stakeholders has already been performed at the time of Di-PEGASUS proposal submission. Moreover, the consortium members have identified the main categories of stakeholders to be addressed and, drawing from their respective contact networks, a list of stakeholders has been developed. Dealing with many different stakeholders (from industries and manufacturers, to end-users, but also policy makers, scientists and general public) a preliminary categorization is required. This comprises three main clusters, with a different level of interest in the topic:

1. **General Public:** this cluster includes people and groups interested in the general topics pertaining Di-PEGASUS, even though not primarily involved in technical activities related to the topic. This category may also include **potential end-users** of the innovative transport services introduced by the project, for example citizens including urban residents, travellers, commuters, public transport users. NGOs, citizen associations, and informal groups are recognized as valuable amplifiers of the project's messages, and special emphasis is placed on effective communication targeted towards them.
2. **Specialised Audience:** this audience is composed by people or groups who may directly use or be impacted by the project results (e.g. in their work, study, research, or life). They constitute the main target audience for Di-PEGASUS. This target audience can be further split into several stakeholders' segments:
  - a) **Manufacturers of drones and/or eVTOL vehicles** (this segment can include drone engineers, designers, mechanics, drone technicians, pilots, robotic technicians);
  - b) **Providers of enabling technologies** (ICT industry and SMEs specialized in AI, Cloud & Big Data), key innovators in safety, data management and software development;
  - c) Drone and Urban Air Mobility (UAM) operators, maintenance services, airport operators, water airports, vertiports, suppliers, emergency services;
  - d) UTM/U-space service providers;
  - e) **Academic and scientific community:** developing research projects in the domains involved in the project (sustainability, UAM, drones, digital technologies for aviation and transports in general). This segment can include universities, scientific organizations, students, research establishments, professors, etc. Sharing knowledge with scientific community supports the research and fosters future work programmes;
  - f) **Other EC projects**, as well as large national and international initiatives working in similar areas where synergies can be found. Activities with SESAR, EASA funded and Horizon Europe projects are some examples.
3. **Policy Makers, Governmental and International bodies:** these comprise public authorities defining societal needs in the field of transport, social and economic priorities, as well as entities aligning the allocation of resources and investments with these priorities. This category includes:
  - a) EU institutions and bodies like EASA and EUROCONTROL;
  - b) Political and governmental organisations, such as Transport Ministries of the Member States

- c) local authorities, municipalities, city officials, urban and city planners

These three clusters of audience are expected to use the information and knowledge that Di-PEGASUS provides in different ways.

The general public and end-users will mostly make conceptual use of information, which will impact their levels of knowledge or attitude towards Di-PEGASUS. The specialized audience will use our communication in an instrumental way, with a change of behaviour and practice. Finally, effective dissemination will produce a strategic use of the information by the policy makers, affecting the definition of policies and broad research topics (see Section 5). In this sense, communication and dissemination activities will address by designing the most proper communication means, languages and contents.

## 4. COMMUNICATION STRATEGY

The strategic approach for Di-PEGASUS Communication will be based on the five Laswell<sup>1</sup> levels: who - Source, what - Message, in which channel or through which medium, to whom – the audience, and to what effect.

### 4.1. Communication objectives

Since the beginning of the project and through all its life cycle, the communication activities intend to:

- **Raise awareness** of the project and its work, making an impact on the target audience;
- **Generate understanding** around the project activities, in the form of transferring key messages to the target audience verifying that the messages are correctly received and generate comprehension on the project itself;
- **Engage** the target audience in the use of the project results and findings and in further interaction between stakeholders, showing the relevance of the work in their own practices and collecting feedback and comments;
- **Ensure long-term impact** of the project research on the target audience via getting key messages to key stakeholders (e.g. decision-makers).

To achieve these objectives, and therefore delivery an effective and efficient communication, the information will be personalised for the different categories of stakeholders. Personalisation will not be limited to information content, but it will also consider the style of the message and the means through which it is spread (e.g., document, website, social media). The communication strategy outlined in this report serves to identify the most appropriate set of means for each category of stakeholders.

Moreover, to ensure **that communications are consistent with the European Commission (EC) and CINEA's strategies**, the project consortium will be in constant contact with the project officers (and CINEA communication team, where needed) in order to:

---

<sup>1</sup> Lasswell, Harold, "The Structure and Function of Communication in Society. The Communication of Ideas.", Editor Bryson, L., New York: Institute for Religious and Social Studies, 1948

- Ensure that project communications and outreach milestones are integrated into broader EC/CINEA communications scheduling and planning;
- Review strategies, key messages, targeted audiences and communications material on Di-PEGASUS outputs so that consistency with EC/CINEA core objectives is ensured;
- Develop joint outreach activities taking into account established cooperative arrangements with the EC/CINEA;
- Benefit from support of the EC/CINEA for various events and conferences;
- Maximise outreach by using EC/CINEA communications channels and cooperative arrangements to further cascade relevant content.

## 4.2. Project liaising

Di-PEGASUS commits to coordinate and carry out all the activities aimed at creating synergies between the project and other relevant R&D initiatives. To do this, we will take a three-step approach.

Firstly, we will carry out desk research of projects, initiatives, networks and alliances that are similar or related to Di-PEGASUS. These include other ongoing EC-funded research projects and in particular the projects funded in the same call as Di-PEGASUS, namely AIRSHIP, AVATAR, COLOSSUS, REFMAP. In addition, attention will be paid to the currently ongoing SESAR and Horizon Europe projects in the field of U-space drones, seaplanes and UAM (e.g., Digital Sky Demonstrators projects such as EALU-AER, BURDI and U-ELCOME, and Fast Track projects such as EUREKA and SPATIO).

Secondly, we will discuss with the members of the Di-PEGASUS consortium to understand their involvement in other related projects, initiatives, networks and alliances. An initial version of the list resulting from these two steps will be compiled by the end of M6. This list will continue to be updated on an ongoing basis, as the consortium members will also keep monitoring all other kinds of activities carried out by the EU at various levels, in order to identify possible ways of benefiting from them. We anticipate that the dissemination activities that are outlined in this report will play a key role in identifying further relevant projects and contacts.

As a third step, we will liaise directly with the identified contacts. The members of the consortium have already set up a direct communication channel with the coordinator of each of the projects mentioned above, to make possible the prompt and efficient exchange of relevant information (in accordance, of course, to the confidentiality measures imposed by the EC). The liaison activities might possibly lead to the organisation of joint events and dissemination activities between different projects, dramatically improving the effectiveness of the dissemination and communication efforts spent by the involved consortia. For example, these events may include information sharing sessions, joint conference presentations and new collaborations that deploy the projects' outputs. A plan that outlines how this liaison will take place and which activities it includes will be completed as a live document by the end of M6, after when we will commence its implementation.

## 4.3. Key messages

The early definition of key messages is crucial for effectively communicating the Di-PEGASUS project. This list will evolve over time to align with changing communication goals. In the initial project year, communication

efforts will focus on promoting Di-PEGASUS, making stakeholders aware of the project and its primary objectives. As the project produces results, key messages will shift from the project's overarching goals to its preliminary findings and ongoing progress (e.g. technological developments). Toward the project's conclusion, key messages will focus on conclusions and recommendations coming from the execution of the use cases. Therefore, the conveyed key messages must mirror these evolving focal points.

Nevertheless, it is feasible to identify certain key aspects of Di-PEGASUS, which warrant a coherent message throughout its duration. Communicating these aspects in the project's early phase is crucial for ensuring a comprehensive understanding of the project by the identified audience. These aspects encompass both the technical and non-technical potential impacts generated by the project, including:

- **Environmental impacts:**
  - Di-PEGASUS technologies, as well as Di-PEGASUS Impact Assessment Platform, will contribute to the reduction of emissions at local and urban level.
  - Di-PEGASUS technologies allow for an optimisation in the use of resources, as well as for the reuse of wastes.
- **Economic and business impacts:**
  - Di-PEGASUS technologies allow for time savings in the transport of goods and people.
  - Di-PEGASUS contributes to the increase of the seaplane market in Europe.
  - Di-PEGASUS will contribute to increased efficiency of maintenance and of aircraft fleet management processes.
- **Technological and Scientific impacts:**
  - Di-PEGASUS introduces innovative concepts and supports the development of new sectors such as UAM.
- **Social Impacts:**
  - Di-PEGASUS will contribute to increased acceptance of UAM and seaplanes.
  - Di-PEGASUS will contribute to reduced timings for transport of goods and people.
  - Di-PEGASUS will contribute to improved quality of air and reduced road congestion in urban areas.

## 4.4. Communication channels

### 4.4.1. Graphical identity

The project graphical identity is an integral part of the dissemination strategy. It is crucial for representing ideas, concepts and objectives involved in the project. In addition, it makes each act of communication clearly recognizable, and easily associable to the project itself. The coherence of the communication is particularly relevant for external dissemination, as it builds and maintains a strong project image among the stakeholders.

To this purpose, Deep Blue designed a communication pack for internal and external communication, containing the project logo and logotype with an associated pay-off and templates for deliverables and presentations.

The logo is the basis for the project graphical identity: it reflects the core content of the project. Furthermore, it determines the choice of colours and fonts to adopt in the document templates and the dissemination products

and makes each element of the graphical identity immediately ascribed to Di-PEGASUS, helping to consistently communicate and disseminate the project.

The design and development of a logo able to give a conceptual representation of the project was a preliminary task of the dissemination programme. The project logo had to be graphically appealing, manageable, and meaningful with respect to the project goals and activities. After an iterative ideation process (identification of keywords and message to convey, choice of identifiable graphical elements, accurate choice of colours, etc.) the graphical team produced a shortlist made of three different proposals. The final choice has been agreed with the project coordinator and submitted to the project partners for final feedback and their approval. A pay-off completes the project logo and logotype, clarifying the nature of the project. It consists of a short and clear message, able to convey the scope of the research in a more direct and easier to understand way.



*Figure 3: Di-PEGASUS' logo*

The colour palette was selected within the blue spectrum to evoke a connection with the aviation world. The graphical element on the right is distinctly inspired by the mythological Pegasus, the winged horse tamed by Poseidon, God of the Seas<sup>2</sup>.

The logo has been created in multiple colours and formats to suit various potential uses and communication methods. Guidelines for logo usage are provided in Annex 1 of this document.

#### 4.4.2. Website

The website is the core element of the online dissemination and communication activity that Di-PEGASUS addresses to the external public. Its main objectives are:

- describe technical Di-PEGASUS goals;
- disseminate its scientific activities, outputs and deliverables;
- raise public awareness of the topics covered by the project;
- act as a repository and archive of all the outputs and deliverables produced by the project;
- communicate the events organized in the course of the activities (e.g. conferences, seminars, etc.);
- contribute to the Horizon Europe's knowledge and objectives diffusion.

To this end, it will focus on the description of the objectives and technical activities foreseen and carried out by the project and on the updating of the various opportunities to share the projects contents through events, public conferences, newsletter, communication tools release.

---

<sup>2</sup> <https://www.britannica.com/topic/Pegasus-Greek-mythology> (visited 21<sup>st</sup> February 2024)

The website (<https://www.di-pegasus.eu/>) has been developed on a platform integrated with a CMS-Content Management System to allow the autonomous implementation of new functions/sections and contents updating by Di-PEGASUS communication team.

The Di-PEGASUS website will be regularly updated to follow the project progresses and Google Analytics plug in will be used to measure external interest in the site and monitor its performances. Website KPIs are reported in section 6.

According to the final decision about the social channels to be opened and to the opportunity to do it (i.e. LinkedIn does not allow it), the web site will also display the posts stream from the project social profiles to provide updated information about the progress, status of the activities, and any other relevant communication related to Di-PEGASUS.

The layout of the website will allow the organisation and presentation of the contents in a few well-organised and easily usable sections, where texts, images, videos and downloadable dissemination materials and publications will be placed. In this regard, some reference page/sub-page headings are listed below, which are however not definitive in their number and internal layout:

Page	Content
Homepage	Header with logo and menu Banner with title and picture Short project description Project objectives button Carousel with main project features (duration, number of partners, number of countries involved, budget,...) Carousel with latest news Social wall (if possible, see above) Footer with funding acknowledgments, contacts, social media links
Objectives	Context General and specific objects of the project Objectives and methodology Expected outcomes
Partners	Features of the consortium Partners' logos and contact persons emails Partners' role description
Outputs	Activities: WPs description and related progress bar

	<p>Deliverables:</p> <p>Public deliverables list with download function</p> <p>Media:</p> <p>Communication and dissemination material</p> <p>Events slides</p> <p>Events images</p> <p>Videos</p>
Use cases	Description of the use cases and in progress activities
News & events	News and events
Contacts	Details to get in touch with the project's team

The website is under construction and is expected to be online in March 2024 (M4). Its launch will be communicated through the socials.

#### 4.4.3. Social media

With the aim of supporting the communication of project-related activities and creating a targeted target group with a strong interest in the topics covered, the second pillar of Di-PEGASUS' online communication is the social channels.

Indeed, social media allows people to stay in touch with the project by reaching both specialized audiences and institutional bodies, and the general public, ensuring a broader dissemination of project's findings and results.

For that, the project will use socials to disseminate articles and news published on the Di-PEGASUS website, to promote events, share videos, disseminate project findings and results, and to ensure constant connection with other related projects.

Additional posts will be produced according to the news and other Horizon Europe projects' activity. All the messages will be produced in English and could be shared by the project partners in their own language.

Due to its features enabling to sharing of information within a professional network LinkedIn was selected as the main social of the project. For that in January 2024 (M2) a project's company page on LinkedIn was opened. Nevertheless, the possibility to use other social media is not excluded depending on the project's future needs.

Through the personal engagement of the professionals involved in the project's team, LinkedIn platform will enable to exchange contents specifically focused on the scientific and technological actions of the project.

Since the success of a project communication activity depends not only on the frequency and regularity of the communication action but also on its homogeneity and coherence, an editorial team run by Deep Blue was created and a calendar of socials communication actions was shared among the partners on the common

Teams platform to involve all the consortium in the Di-PEGASUS social communication strategy and make them contribute to the communication contents.

To facilitate and increase the communication impact of the socials, Di-PEGASUS will use various tools as: informative posts, socials cards, infographics, short video pill.

Informative posts and social cards will be published on a regular basis to feed the communication activity of the project. Through attractive photo images and concise messages, they will offer info and data about: technical solutions offered by Di-PEGASUS to solve some of the main problems of seaplanes, VTOL and drones; news about the use cases running in the involved countries; partners technical role and actions in Di-Pegasus Unmanned Aircraft Systems and UAM; activity of networking with other Horizon Europe projects.

A set of 6/8 visual and messages were defined in January so to support the first communication activity of the project through the scheduling of the first two months of social media posts. They will also include video declarations of the partners and other key players.

Consistent with the intent to fully exploit the effectiveness of the audio/video communication for conveying the contents of the project, also simple short video pills are foreseen immediately recall problems, behaviours and choices linked to urban air mobility and contribution in optimizing passengers and goods transport.

A specific contribution will be offered also by short video statements collected by the partners, public administrations' stakeholders, air mobility operators and businessman.

Finally, through images, data and texts, infographics will communicate effective slogan-based messages explaining the premises and objectives of the project and presenting data on the future on air mobility.

A set of 4/5 infographics will be defined in March 2024 (M4) to support the communication activity of the project through the scheduling of at least three months of social media posts.

Some social campaigns are envisaged along the project duration. One of it will be dedicated to the use cases, which are considered one of the most relevant steps of Di-PEGASUS activity. Indeed, the strong involvement of local authorities and civil society, and the expected local based impact of the activities will give Di-PEGASUS the opportunity to build a communication campaign and show the potential of Unmanned Aircraft Systems and UAM technologies. the communication campaign will be articulated in messages coordinated in timing and content, to build the attention of the target audience.

Expected social media KPIs are provided in Section 6.

#### 4.4.4. Press

Press releases are official statements that are sent to targeted members of the news media to announce something newsworthy, so that it can be publicised. A press release is a short, compelling news story, whose goal is to catch the interest of a journalist or publication. Press releases will be translated in the national languages of all the partners and will be distributed to press agencies of their countries to ensure proper circulation of the information. Partners will be requested to track and document the reached audience, and to point out the evidence of debates in the media about the project and its topics.

Di-PEGASUS will target trade press such as Aviation24, Aviation International News, Aviation Today, International Airport Review, ATC Network, Unmanned Airspace, Dronelife etc. and relevant stakeholder associations/representatives' groups, in order to relay the news on their own respective communications channels, including CANSO Europe, ASD Europe, A4E, EBAA, ERA, ACI Europe and relevant staff organisations.

In order to reach other important audiences such as policy makers and general interested public, Di-PEGASUS will also consider publishing on institutional media channels such as The Horizon Magazine, Horizon Results Booster, Horizon Results Platform, etc.

Di-Pegasus has planned for three major press releases during its execution (launch of the use-cases, end of validations, closure of the project).

#### 4.4.5. Communication events

Di-Pegasus will host and participate in events to promote its work throughout the project's duration. Specifically, the project plans to organize two key communication and dissemination events: one during the second year and a final dissemination event at the project's conclusion. Whenever possible, these events will be in synergy with existing events within the sector and coordinated with other projects to enhance participation and outreach.

#### 4.4.6. Publications and newsletters

Besides a generic brochure and a poster of the project, currently under preparation, dedicated communication material will be designed to support the organisation and attendance of public events. All the content produced will be collated in a communication and dissemination pack to be available to all partners. Regular newsletters (at least one every six months) will also be employed for communicating and disseminating outcomes.

#### 4.4.7. Videos

Di-PEGASUS will create two videos to promote the project's goals and its value for the community, to report the exercises carried out within the validation areas, and to inform on project's outcomes.

Videos	Description	Planning
Concept video	A teaser will be released during year two to divulgate the project's objectives and expected benefits, including real use case applications.	Around M18
Results	A final video will be produced to summarise project's outcomes and showcase demonstration activities.	End of the project

## 5. DISSEMINATION STRATEGY

Dissemination is directly linked to the project's results addressing specific target groups that can make use of the results, which are often disseminated within the action's own community (e.g. presentation at scientific conferences, peer reviewed publications, etc.). Therefore, targeted activities will be designed and implemented to ease the uptake of the project outputs by end-users, in particular specialised audience and policy makers, governmental and international bodies (see Section 2 Target Audience).

Dissemination activities are mainly aimed to maximize the impact of the project's results and to transfer them to a wider audience to share the tools and knowledge developed by the project (e.g. new technologies, the Impact Assessment platform and interactive dashboard, etc). The project dissemination activities will create awareness, understanding and action to benefit Di-PEGASUS during the project and an accelerated take up of the developed solutions well after the completion of the project. To achieve this, the dissemination strategy and plan will be deeply aligned within the overall Di-PEGASUS communication and exploitation strategies and activities to proactively deliver targeted content, at the right moment, with the right frequency to a broad set of professional audiences, the prosumer and end-user communities and the media across Europe.

The Di-PEGASUS dissemination strategy will leverage a maximum of individual and collective professional networks and spheres of influence at both levels and engage them with high-value content accordingly. This ranges from international associations and standards committees to extensive consortium links with renowned academic conferences and journals.

### 5.1. Key dissemination objectives

Since the beginning of the project and through all its life cycle, the dissemination activities intend to:

- Build awareness and trust in project ambitions with high quality content and credible performance results across multiple channels,
- Develop targeted messages for professional stakeholder segments at European and local levels,
- Harness "local desk" structures to amplify local dissemination effects,
- Profile skills, knowledge and experiences generated by Di-PEGASUS and support them,
- Create a favourable environment for industrialisation, replication and exploitation in target markets and technologies,
- Support DI-PEGASUS open innovation methodologies to aid dissemination
- Embody EC Open Access Strategy to better build on previous research results, achieve greater efficiency, avoid duplication and accelerate innovation – particularly towards SMEs

### 5.2. Dissemination channels

This section presents the main dissemination channels that Di-PEGASUS will make use of in order to ensure the transfer of results to key stakeholders. The main channels to this aim are scientific publications and dissemination events, such as international conferences.

Di-PEGASUS partners are encouraged to participate in third-party events including conferences, brokerage events, workshops, invited speeches and other kinds of events organized by stakeholders who are not directly involved in the project. They will comprise both national and international events, both sectorial (transport or drone) as well as ICT oriented events, and both industrial and scientific ones, providing an important opportunity to disseminate the project work.

During this type of event, the Consortium will not only share information with experts in the fields of safety and transport value chain or IT industry, but also collect feedback from a qualified audience.

Conference attendance is a means to promote the project and its goals, involve and engage different stakeholders, and possibly coordinate joint initiatives with other research projects. Once the project delivers its first concrete results, dissemination will become more relevant: the Consortium is then required to keep a proactive attitude, not simply attending the conferences, and presenting a paper or a poster, but actively organising events or special session during third-party conferences in order to give more relevance to the project. A preliminary list of external events and possible journals for scientific publications that Di-PEGASUS will possibly attend has been established (**Error! Reference source not found.**) and it is available to the consortium and constantly updated during the project lifetime with the contribution of the whole consortium.

Title	Type of channels	Name	Organiser	Attendees	Link or reference	Date
International Conference on Intelligent Transportation Systems	Conference	27 <sup>th</sup> IEEE International Conference on Intelligent Transportation Systems	IEEE society	Academia and Industry	<a href="https://www.ieee-itsc.org/2024/">IEEE ITSC 2024 – IEEE International Conference on Intelligent Transportation Systems (ITSC 2024) (ieee-itsc.org)</a>	24-27 September 2024
International Conference on Intelligent Transportation Systems	Conference	28 <sup>th</sup> IEEE International Conference on Intelligent Transportation Systems	IEEE society	Academia and Industry	<a href="https://www.ieee-itsc.org/2025/">IEEE ITSC 2025 – IEEE International Conference on Intelligent Transportation Systems (ITSC 2025) (ieee-itsc.org)</a>	18-21 November 2025

Transactions on Intelligent Transportation Systems	Journal	IEEE Transactions on Intelligent Transportation Systems	IEEE Intelligent Transportation Systems Society (ITSS)	Academia and Industry	IEEE Xplore: IEEE Transactions on Intelligent Transportation Systems	TBA
International Conference on Unmanned Aircraft Systems (ICUAS)	Conference	International Conference on Unmanned Aircraft Systems	IEEE society	Academia and Industry	IEEE Xplore – Conference Table of Contents	TBA
International Conference on Robotics and Automation (ICRA)	Conference	IEEE International Conference on Robotics and Automation	IEEE society	Academia and Industry	<u>N/A</u>	17-23 May 2025
Transportation Research Board (TRB) Annual Meeting	Conference	TRB 104 <sup>th</sup> Annual Meeting	TRB	Academia and Industry	<a href="https://www.trb.org/AnnualMeeting/FutureDates.aspx">https://www.trb.org/AnnualMeeting/FutureDates.aspx</a>	January 5–9, 2025
International Conference on Travel Behaviour Research	Conference	17th International Conference on Travel Behaviour Research	International Association for Travel Behaviour Research	Academia	<a href="https://iatbr.weebly.com/2022-submission.html">https://iatbr.weebly.com/2022-submission.html</a>	July 14 - 18, 2024
Journal of Air Transport Management	Journal	Journal of Air Transport Management	Science Direct	Academia and Industry	<u>N/A</u>	TBA
IEEE MELECON 2024	Conference	The 22nd IEEE Mediterranean Electrotechnical Conference	IEEE society	Academia and Industry	<a href="#">IEEE MELECON 2024 – IEEE MELECON 2024 (ieee-</a>	25-27 June 2027 (paper submitted)

					<a href="http://melecon.org">melecon.org</a> )	
Journal of Multi-Criteria Decision Analysis (JMCD)	Journal of Multi-Criteria Decision Analysis (JMCD)	Journal of Multi-Criteria Decision Analysis (JMCD)		Academia and Industry	<a href="https://onlinelibrary.wiley.com/journal/10991360">https://onlinelibrary.wiley.com/journal/10991360</a>	TBA

**Table 1: List of dissemination event (updated February 2024)**

## 6. KEY PERFORMANCE INDICATORS AND SUCCESS CRITERIA

The Di-PEGASUS Communication and Dissemination Strategy will use KPIs to identify and quantify the most effective communication and dissemination activities. A first list of Communication KPIs is listed in the **Error! Reference source not found.** It will be expanded during the implementation of the project to ensure that all potential communication and dissemination activities are addressed.

Expected performance Activity	KPIs		
	YEAR 1	YEAR 2	YEAR 3
<b>Website</b> – number of visitors (unique, returning)	1000	1500	1500
<b>Social media</b> – total number of followers	250	550	800
<b>Social media</b> – total members of posts	200	200	200
<b>Social Media Campaigns</b> –total number	1	≥2	≥2
<b>No of project videos views</b> – total number	≥ 0	≥ 1	≥ 1 (Updated)
<b>Video views on YouTube</b>		≥500	≥1000
<b>Communications kit:</b> brochure and poster	≥2	≥ 2 (Updated)	≥ 2 (Updated)
<b>Press-releases</b>	1	1	1
<b>No of e-Newsletter</b> – total number	≥ 1	≥ 2	≥ 2
Peer reviewed <b>publications</b>	≥ 1	≥ 3	≥ 3
No of Di-PEGASUS <b>surveys</b>		≥ 1	≥ 1
No of <b>participants</b> in the surveys		≥ 500 Prosumers and End-users	≥ 2000 citizens
No of DI-PEGASUS <b>Focus groups</b>			≥3
No of <b>Prosumers</b> attending Di-PEGASUS Focus Groups			≥ 40
No of <b>presentations</b> in conferences and seminars and meetings	≥10	≥10	≥10
No of <b>demonstrations/exhibitions</b>		≥1	≥2
No of <b>awareness raising campaigns</b>	≥2	≥2	≥2
No of <b>dissemination events</b>		1	1
No of <b>dissemination event attendees</b>		≥ 100	≥ 150
No of <b>Prosumers and End-users Engaged</b>	≥ 300	≥ 500	≥ 600
No of <b>industry representatives</b> involved	≥ 25	≥ 40	≥ 100

No of <b>associations &amp; organisations</b> involved	≥ 3	≥ 5	≥ 6
No of <b>projects</b> contacted	≥ 8	≥ 8	≥ 10
No of <b>liaison activities</b> performed	≥ 5	≥ 10	≥ 10
No of <b>discussions in fora, committees &amp; organisations</b>	≥ 5	≥ 5	≥ 5
No of <b>Standardisation bodies</b> reached	≥ 2	≥ 2	≥ 2

**Table 2: Di-PEGASUS dissemination and Communication KPIs**

## CONCLUSIONS

The strategy outlined in this document provides the operational framework to ensure high visibility and impact for Di-PEGASUS.

By leveraging the identified channels and tailored messages, the Consortium aims to effectively engage technical stakeholders, policy makers, and the general public.

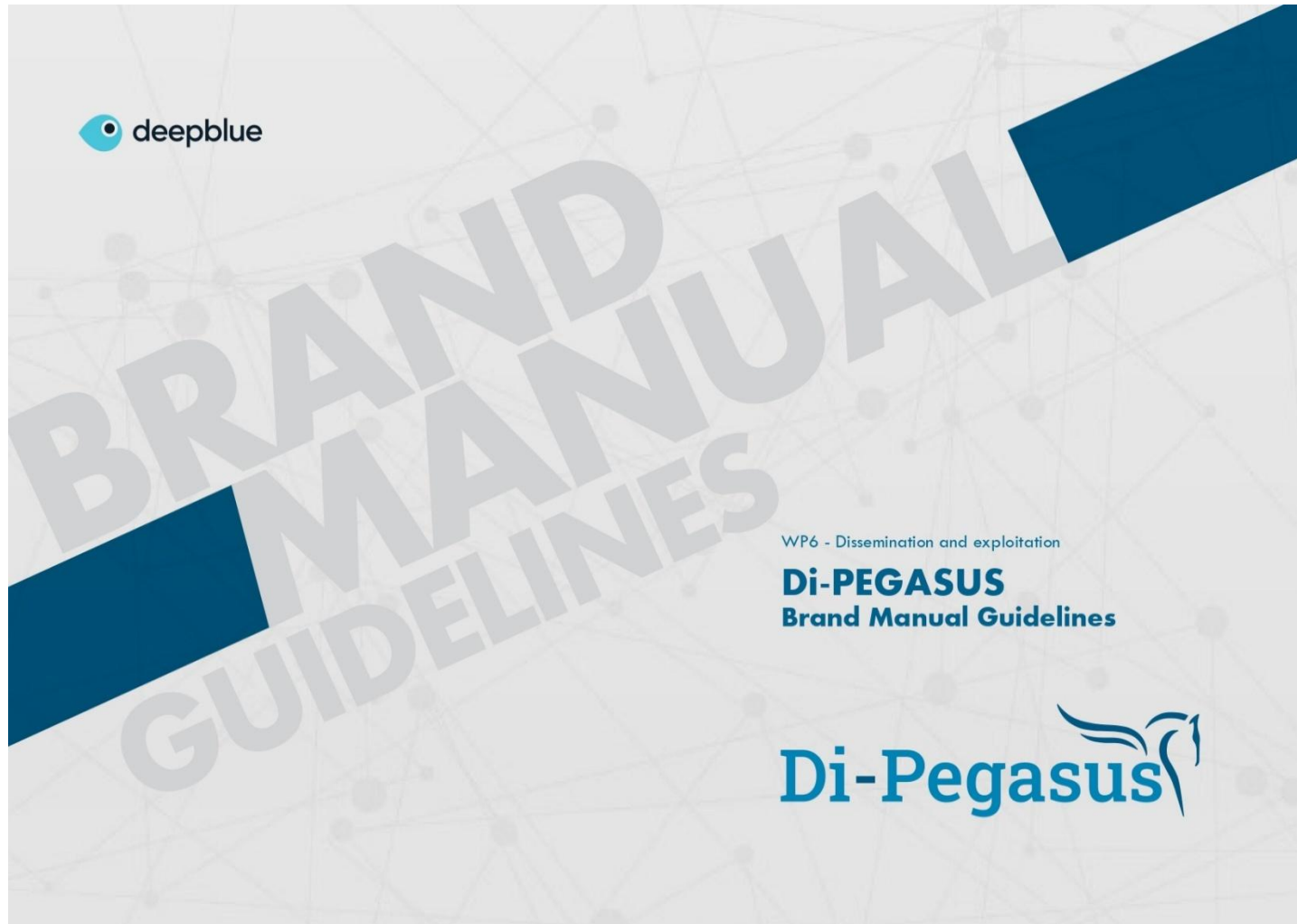
This plan is designed to be dynamic: the continuous monitoring of the KPIs defined in Section 6 will allow for necessary adjustments, ensuring that communication and dissemination activities remain aligned with the project's technical progress and results throughout its lifecycle.

## 7. REFERENCES

Di-PEGASUS Grant Agreement

Di-PEGASUS Consortium Agreement

## ANNEX 1 GUIDELINES FOR LOGO USAGE



Di-PEGASUS - Logo Brand Manual

Logo

**Di-Pegasus**



Di-PEGASUS - Logo Brand Manual

Logo + payoff



Di-PEGASUS - Logo Brand Manual

Logo dimensioning + negative

For a better readability of the logo, it is recommended to leave around it a space equal to half of its height.



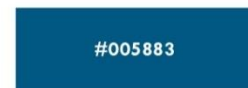
payoff minimum sizes: w 136px/4,8 cm.



Di-PEGASUS - Logo Brand Manual

## Logo Color Palette

### Primary Color



PANTONE 301 C

FOR WEB USE  
R: 000 G: 088 B: 132

FOR PRINTING USE  
C: 100 M: 20 Y: 000 K 050

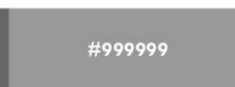
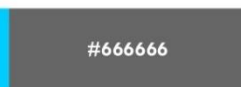


PANTONE 2995 U

FOR WEB USE  
R: 000 G: 132 B: 182

FOR PRINTING USE  
C: 100 M: 000 Y: 000 K 030

### Secondary Color for web



## Tipography

### Roboto Slab Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890

### Roboto Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÈÉÌÒÙ  
abcdefghijklm  
nopqrstuvwxyz  
àèéìòù  
1234567890

ABCDEFGHI  
klmnopqrstuvw

