

## Deliverable 6.3

# Communication, Dissemination and Exploitation Report #1

01/2026

Dissemination level: Public

Authors: Susanna Cohen (DBL), Claudia Iasillo (DBL)

Abstract:

The Communication, Dissemination and Exploitation Report #1 provides a report of the activities aimed at maximizing the reach and impact of Di-PEGASUS, carried out in the first half of the project, following the strategy outlined in Deliverable 6.1 – Communication and Dissemination Strategy. The CDS leverages diverse communication channels, tailored messaging, and strategic partnerships to engage target audiences and amplify project outcomes to foster broader awareness and knowledge dissemination. This strategy also serves as internal guidelines to coordinate dissemination and communication actions along Di-PEGASUS lifetime.

## INFORMATION TABLE

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<b>Contributors</b>	<b>Ioanna Moscholidou (UAGEAN), Eleftherios Sdoukopoulos (CERTH)</b>
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## 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

This deliverable aims to present the communication and dissemination activities that were carried out from M1 to M18 (December 2023 to May 2025) of the Di-PEGASUS project.

The leader of Work Package 6 – Dissemination, Exploitation and Innovation management - Deep Blue (DBL) is responsible for the overall management and support of the communication and dissemination activities of the project as well as for the development of the tools and materials to be used during the project.

All partners were encouraged to be actively involved in the implementation of the dissemination and communication actions and were highly committed to ensure a satisfactory dissemination of the project's results.

The Di-PEGASUS Project communication and dissemination activities were characterised by the following main actions which this document will outline:

1. Branding
2. Dissemination materials
3. Dissemination channels
4. Social Media channels
6. Official website
7. Newsletters
8. Press releases
9. Di-PEGASUS events, workshops, and webinars
10. Participation in external events and meetings
12. Synergies
13. Scientific Publications and conference papers.

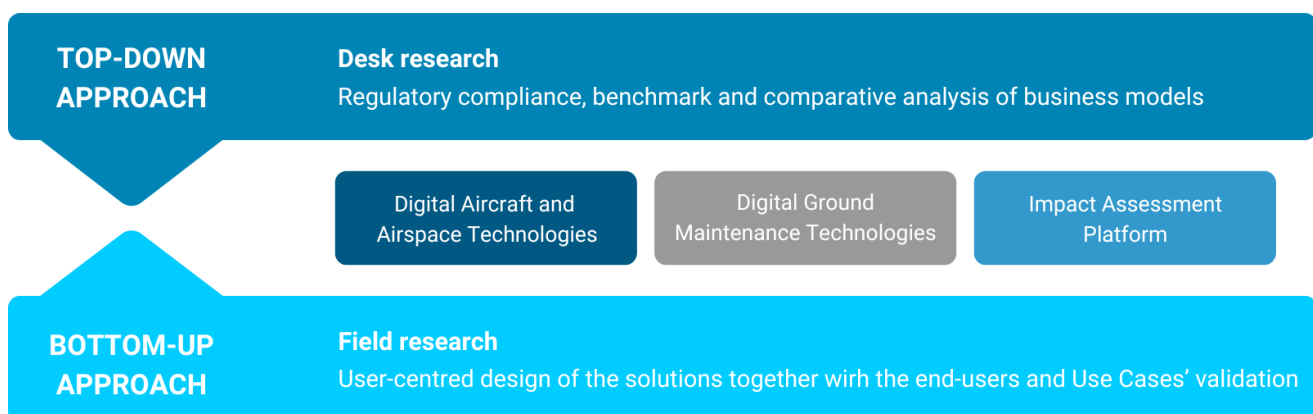
## 1. PROJECT OVERVIEW

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

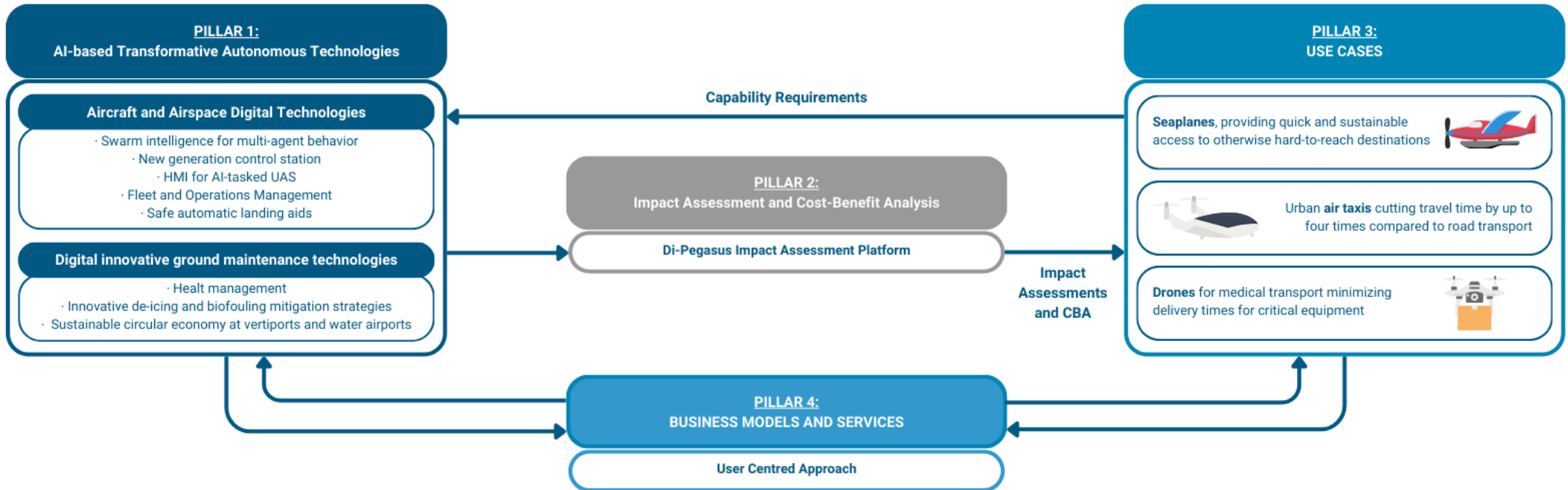


Figure 2: Di-PEGASUS' conceptual framework

## 1.1. Overview of WP6

Work Package 6 - Dissemination, Exploitation and Innovation management, led by Deep Blue, aims to raise the visibility and maximize the impact of the project by a set of tasks involving project partners, associated partners, the stakeholder community, EU decision makers, as well as the wider public.

Di-PEGASUS Dissemination, Communication and Exploitation Plans have the objective to:

- Grant visibility to the project at all levels and make project results available to interested people and key decision makers;
- Increase awareness about the project outcomes and its benefits and generate new knowledge;
- Stimulate the community participation at all levels;
- Support exploitation of the project outputs and thus contribute to the increase of EU competitiveness;
- Contribute, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions.

## 2. INTRODUCTION

### 2.1. Objectives and scope of the document

The present deliverable reports the communication and dissemination activities that were carried out from M1 to M18 (December 2023 to May 2025) of the Di-PEGASUS project.

This deliverable accounts for communication and dissemination activities, including a list of dissemination and communication activities, specifying key messages, channels in use (digital and analogic), supporting materials - produced and planned, as well as the state of the activities carried out and to be carried out, and related Key Performance Indicators (KPIs).

The communication means include the project's website, the social media and other relevant means.

In this report, Exploitation Activities are not reported since Deliverable 6.2 - Exploitation Plan and IPR Strategies has been submitted at M18 (May 2025), and exploitation activities have not started yet. They will be reported in Deliverable 6.4 – Communication, Dissemination and Exploitation Report #2.

### 2.2. Document structure

This report is organised into nine main sections:

- Section 1 outlines the scope and objectives of the deliverable;
- Section 2 details the project's branding guidelines and templates;

- Section 3 and Section 4 describe the dissemination channels activated (website, social media, press) and the promotional materials produced during the reporting period;
- Section 5 reports on the events attended and organised;
- Section 6 focuses on networking and liaison activities;
- Section 7 analyses the Key Performance Indicators (KPIs) achieved;
- Conclusions are in Section 8 and References in Section 9.

### 3. BRANDING

The project's graphical identity follows the guidelines outlined in Deliverable 6.1 - Communication and Dissemination Strategy (CDS), submitted in February 2024. It was designed and developed to ensure a consistent presentation and to strengthen the visibility of the project and its activities.

It includes:

1. Colour palette;
2. Fonts;
3. Di-PEGASUS logo.

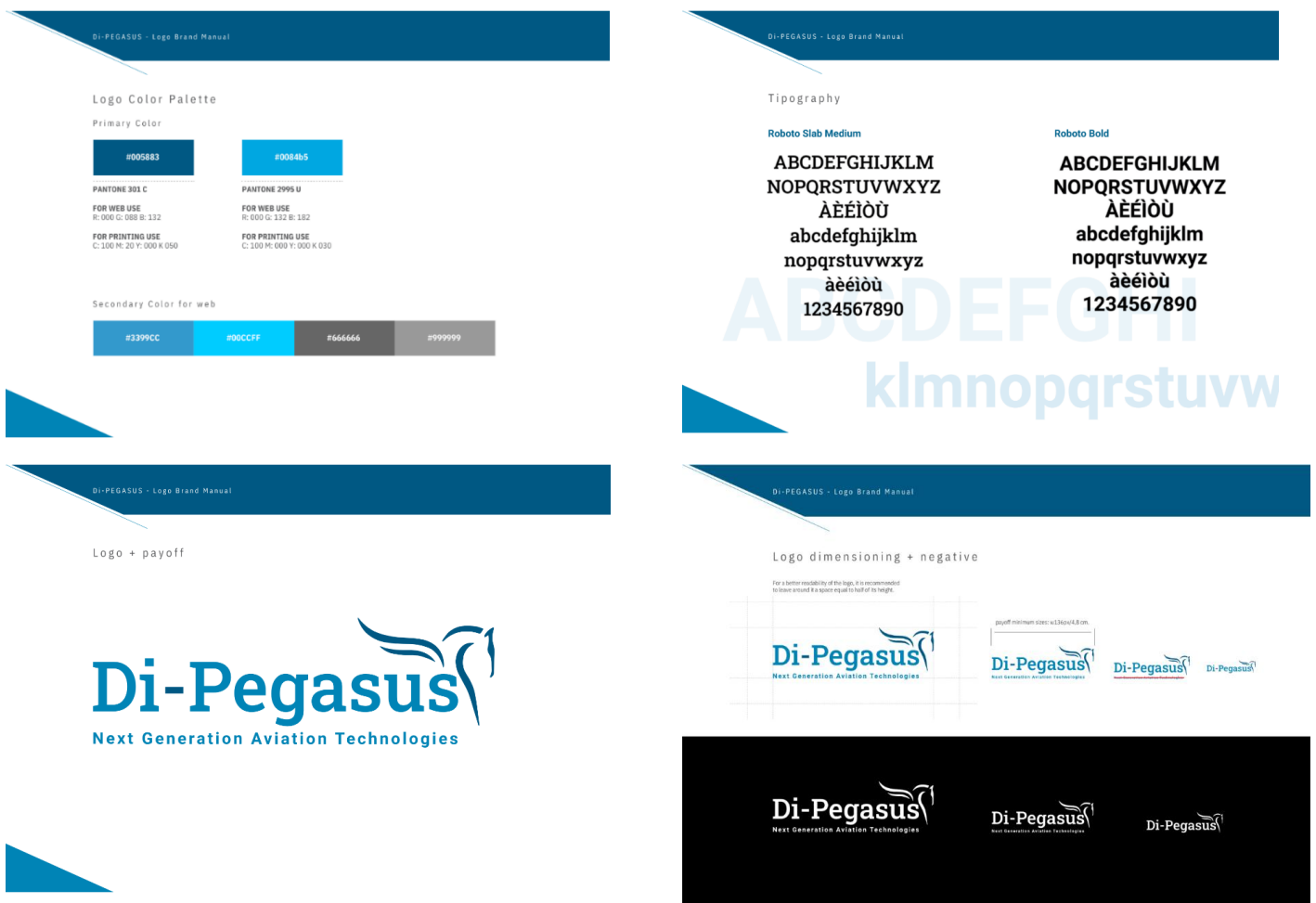


Figure 3: Di-PEGASUS style guidelines

The logos are part of the recognisable project identity that helps increase awareness about the project. The use of the logo has been applied to all the dissemination & communication materials that were distributed and exposed at project events and circulated among partners and relevant stakeholders.


### 3.1. Deliverable Template

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This template was used only for submitting official deliverables. The document includes specific formatting and instructions that shall be followed. The template presents the following structure:

1. The front page of the deliverable includes:
  - a. A section for the official document title
  - b. The document identifier (i.e., number of deliverable)
  - c. The due date and delivery date of the deliverable
  - d. The dissemination level (i.e., public or confidential)
  - e. Authors
  - f. Information about the project
2. A section for tracking contributions and revisions which includes the revision history (including a reference to the document's version, date, author/organisation and modification).
3. A section for the table of contents page developed with an automatic index.

4. The rest of the sections of the document include the respective title and subtitles, bullet points, tables and figures.

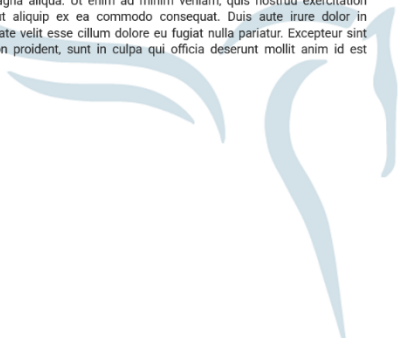







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**Deliverable NO**  
**Title**  
mm/yyyy


Dissemination level: public/Sensitive – not public  
Authors: Name, Surname (organisation acronym)

Abstract:  
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Communication and Dissemination Strategy  
VERSION: 1.0

**INFORMATION TABLE**

Project Acronym	DI-PEGASUS
Deliverable Number	
Deliverable Title	Lorem ipsum
Version	e.g., 0.1; 0.2; 1.0
Status	e.g., Draft, WP Leader Accepted, Consortium Accepted, Coordinator accepted, Submitted to EC
Responsible Partner	
Main authors	
Contributors	
Reviewers	
Contractual Date of Delivery	
Type	e.g., R - Document, report; Other
Actual Date of Delivery	
Dissemination Level	

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2

**Figure 4: Di-PEGASUS deliverable template**

### 3.2. Agenda Template

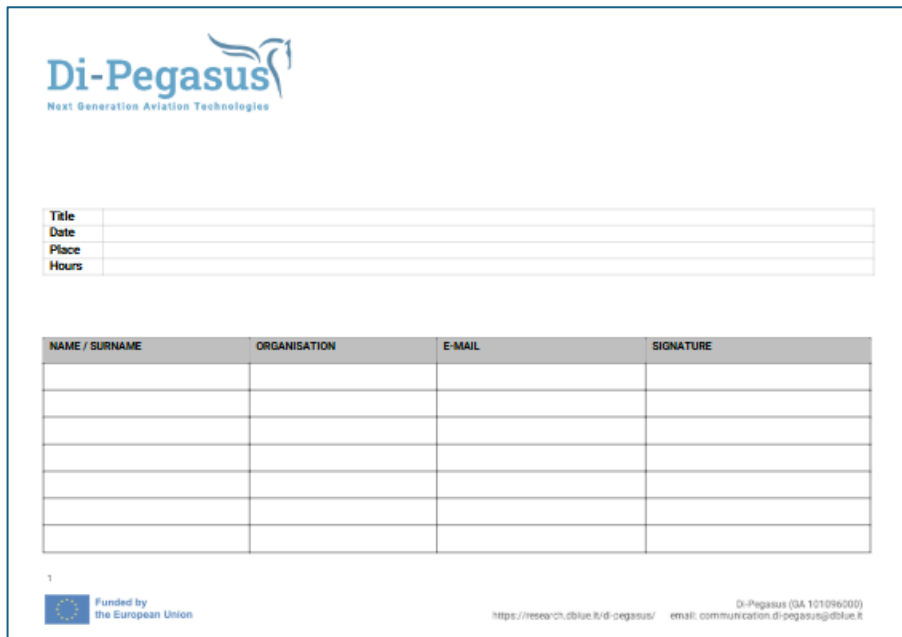
This template was used to circulate the agenda in the context of internal and external events and project meetings.



**Figure 5: Di-PEGASUS agenda template**

### 3.3. Attendance List

This template was used to collect participant signatures in the context of internal and external events and project meetings, in order to document attendance.



The figure shows a template for an attendance list. At the top left is the Di-Pegasus logo. Below it is a table with four rows for recording event details:

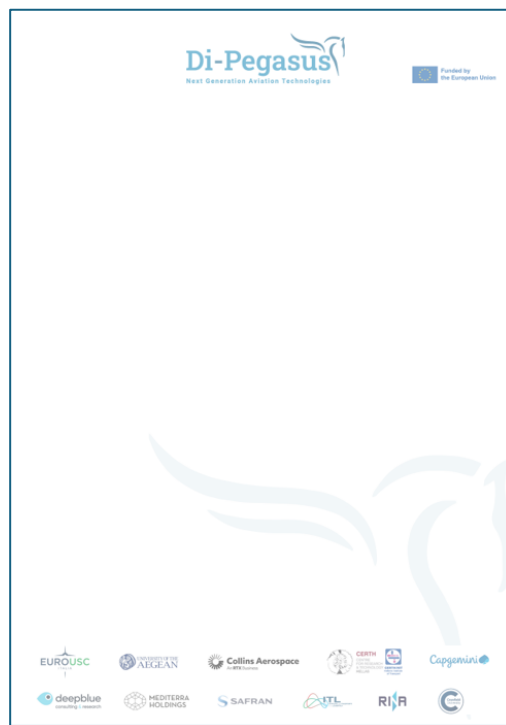
Title	
Date	
Place	
Hours	

Below this is a larger table with four columns: NAME / SURNAME, ORGANISATION, E-MAIL, and SIGNATURE. There are five empty rows for data entry.

At the bottom left, there is a small '1' and the European Union logo with the text 'Funded by the European Union'. At the bottom right, there is contact information: 'Di-Pegasus (IA 101096200)', 'https://research.dblue.it/di-pegasus/', and 'email: communication.di-pegasus@dbblue.it'.

**Figure 6: Di-PEGASUS attendance list template**

### 3.4. Letterhead Paper



**Figure 7: Di-PEGASUS letterhead paper**

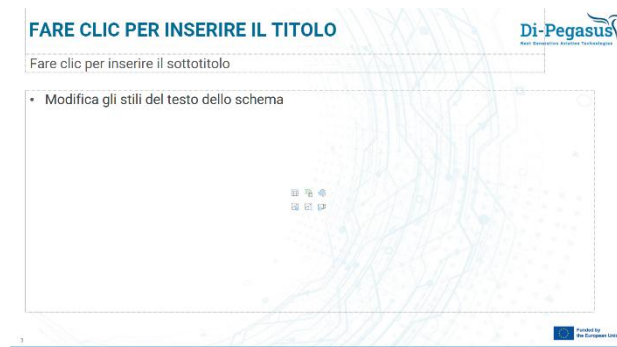
A letterhead paper has been produced for taking notes in live meetings and events, as well as for printing documents relevant to the project (e.g., certificates of participation, official requests, invitations, etc.)

### 3.5. PowerPoint Presentation Template

The PowerPoint template is used for internal purposes such as consortium meetings and for external purposes such as workshops and events. The template follows the visual identity of the project and includes different slides to be used for different types of content (i.e., free text, bullet points, table, figures/images, etc.).



**Figure 8: Di-PEGASUS PPT cover**



**Figure 9: Di-PEGASUS PPT layout**

## 4. DISSEMINATION CHANNELS

The Dissemination channels were defined in Deliverable 6.1 – Communication and Dissemination Strategy and have been further elaborated during this reporting period.

### 4.1. Website

The first version of the official website was launched in March 2024 (M4) hosted on the Deep Blue Server. Following a specific request from the Project Officer to migrate to an independent domain, at in December 2025 (M24) the website was subsequently transferred and is now available at <https://www.di-pegasus.eu>.

Its launch and the subsequent migration were communicated through the official Di-PEGASUS LinkedIn account. The website 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.

It is an ongoing activity, and its structure was changed during this reporting period, when needed. Matomo Analytics plug in is used to measure external interest in the site and monitor its performances. Website KPIs are reported in section 4.1.1.

The Di-PEGASUS website has an essential role in the project dissemination. Its main objectives are:

- Describing technical Di-PEGASUS goals;
- Disseminating its scientific activities, outputs and deliverables;
- Raising public awareness of the topics covered by the project;
- Acting as a repository and archive of all the outputs and deliverables produced by the project;
- Communicating the events organized during the activities (e.g. conferences, seminars, etc.);
- Contributing to the Horizon Europe’s knowledge and objectives diffusion.

The website, supported by the social media profiles, creates a network that connects the broader possible group of stakeholders, and to maximise Di-PEGASUS impact, it includes partners’ websites.

The website is also compatible with mobiles and tablets devices, and thanks to these different versions we have the advantage of reaching the instant consumer, maximising the searchability of the project.

The layout of the website allows 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 are placed. In this regard, below is the internal layout:

Page	Content
Homepage	Header with logo and menu Banner with title and picture Short project description

	<p>Carousel with main project features (duration, number of partners, number of countries involved, budget,...)</p> <p>Project objectives, activities, deliverables and Use Cases buttons</p> <p>Carousel with latest news</p>
Objectives	General and specific objects of the project
Partners	<p>Features of the consortium</p> <p>Partners' logos with hyperlinked websites and role description</p>
Outputs	<p>Activities:</p> <p>WPs description</p> <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>Photos section</p> <p>Videos section</p> <p>Project info Material (Web Brochure, Newsletter)</p>
Use cases	Description of the use cases and in progress activities
News & events	News and events
ATT Cluster	Aviation Twin Transition Cluster
Contacts	Details to get in touch with the project's team

**Table 1: Di-PEGASUS website internal layout**

#### 4.1.1. Website Analytics

DBL has created the following table where monthly website analytics are being collected through Matomo Analytics, in order to have a better understanding of how the website is performing. In particular, for every month since the publication of the website, the following data are inserted:

- Number of unique visitors;
- Number of visits;
- Session duration;
- Number of downloads;

- Bounce rate.

Date	Unique visitors	Visits	Total time spent by visitors (in seconds)	Downloads	Bounce Rate (average)
Mar-24	26	28	6211	0	84%
Apr-24	48	59	9901	0	55%
May-24	66	73	9633	0	68%
Jun-24	49	49	4382	6	56%
Jul-24	26	29	2265	2	52%
Aug-24	9	9	922	0	49%
Sep-24	26	28	3239	1	45%
Oct-24	17	17	7057	2	49%
Nov-24	19	19	3426	2	74%
Dec-24	17	18	2410	1	47%
Jan-25	18	20	4066	0	40%
Feb-25	7	8	100	1	56%
Mar-25	30	34	3848	0	56%
Apr-25	10	13	4230	1	79%

**Table 2: Di-PEGASUS website analytics**

Expected Website KPIs are provided in Section 8.

## 4.2. Social Media

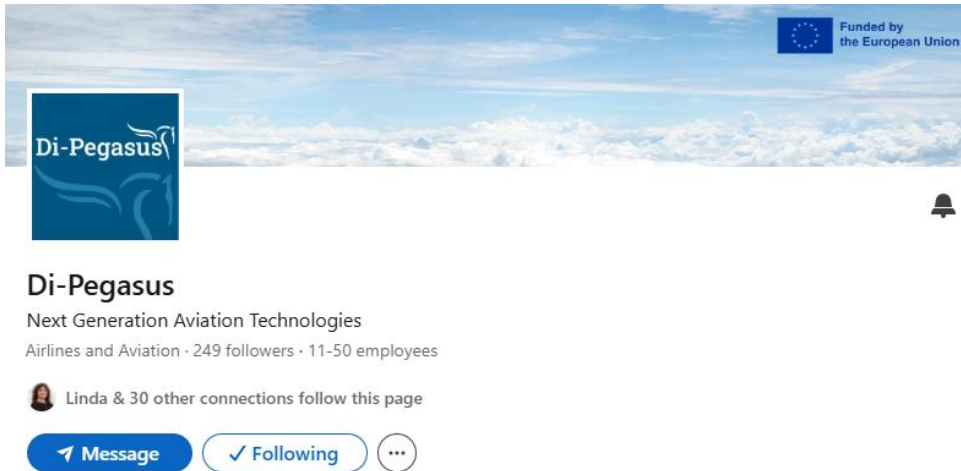
By mutual agreement, the project partners have decided not to open a Twitter (now X) account for DI-PEGASUS. This decision was based on several factors, including a recent decline in platform performance, a significant shift away from X by our target audience, and the platform’s restrictive 280-character limit, which does not align with our communication needs.

Instead, the Consortium has chosen to use LinkedIn as the primary social media platform for DI-PEGASUS. LinkedIn allows us to effectively engage with both the general public and specialized audiences. It offers a higher character limit (up to 3,000 characters), enabling more in-depth communication, and supports various content formats such as posts, articles, newsletters, and document sharing, making it a more versatile and suitable channel for our dissemination and engagement objectives.

Nevertheless, the possibility to use other social media is not excluded depending on the project’s future needs.

### 4.2.1. LinkedIn

The official LinkedIn profile of Di-PEGASUS was launched in January 2024 (M2) at [www.linkedin.com/company/Di-PEGASUS](http://www.linkedin.com/company/Di-PEGASUS).



**Figure 10: Di-PEGASUS LinkedIn interface**

Informative posts and social cards are published on a regular basis to feed the communication activity of the project. Through attractive photo images and concise messages, they 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.

An excel file (available in SharePoint and previewed below) has been created to keep track of every post published, including the date, the post text, and links to the published posts.

Engagement metrics for individual posts. Created date indicates when your post was created. All dates and times are in UTC.

Post Title	Post Link	Posted by	Created date	Impressions	Clicks	Click Through Rate (CTR)	Likes	Comments	Reposts
📍 Heading to Airspace World in Lisbon next month? Don't forget to stop by the Collins Aerospace booth — we	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	04/16/2025	139	2	1%	6	0	1
🎉 Great to see Di-Pegasus mentioned in the latest ImAFUSA newsletter! 🚀 We're proud to be part of the	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	04/03/2025	97	3	3%	5	0	0
✉️ We asked you what innovation has the most potential to revolutionize the aviation sector in the coming year	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	04/02/2025	282	20	7%	12	0	1
!! Here We Go—Final Question! 🎯 Thank you for joining us on Di-PEGASUS' first awareness campaign! We	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/31/2025	195	10	5%	7	0	1
🎉 Congratulations to the U-ELCOMED DSD Project project on achieving this significant milestone: hosting the	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/27/2025	182	6	3%	8	0	1
🌱 Fortunately, we all agree: Sustainability is Essential for the Future of Air Transportation! 🚀 But how do	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/26/2025	226	13	6%	11	0	1
🌱 Sustainability in Air Transportation: what's your take? Sustainability—both economically and environment	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/24/2025	144	12	8%	2	0	1
📍 Haven't decided how you think the use of autonomous drones will positively transform delivery logistics	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/18/2025	317	6	2%	12	0	2
📍 This week, we asked how the use of autonomous drones could positively transform delivery logistics. There	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/18/2025	262	9	3%	10	0	2
🎉 We're proud to announce that Di-Pegasus is now part of the #AviationTwinTransition (ATT) Cluster! The AT	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/18/2025	614	45	7%	34	0	5
It's time for question number 1! 📍 DI-PEGASUS is developing new technologies for flying and managing fleets of	<a href="https://www.linkedin.com/post/123456789">https://www.linkedin.com/post/123456789</a>	Susanna Cohen	03/14/2025	228	16	7%	6	0	0

#### 4.2.1.1. LinkedIn Analytics

Overall, the monitoring table in Figure 11, showing the LinkedIn monthly performance, reveals that followers have been steadily increasing. At the same time, impressions have been well-performing during specific periods of time (e.g., July, November and December 2024), nonetheless they show a constant good audience engagement.

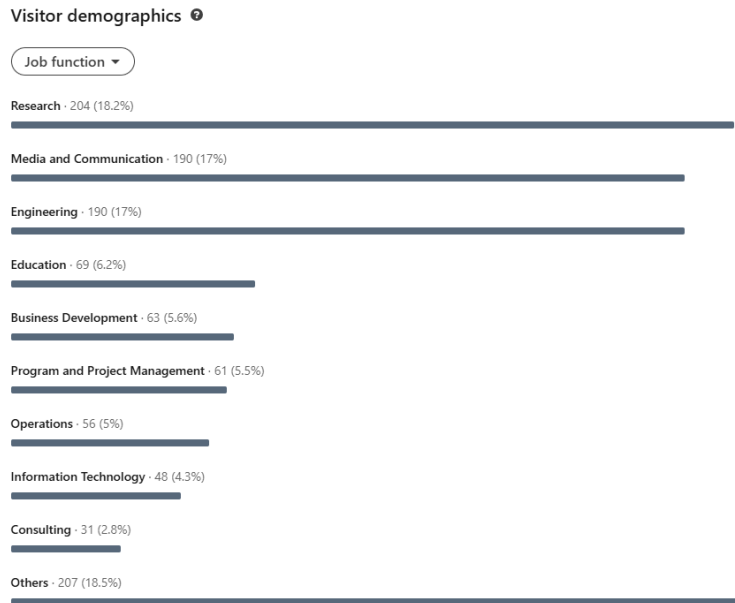
Month	Followers	Impressions
May-24	79	955
Jun-24	125	1986
Jul-24	151	3842
Aug-24	155	846
Sep-24	166	616
Oct-24	170	220
Nov-24	185	3142
Dec-24	205	2148
Jan-25	212	704
Feb-25	220	1383
Mar-25	238	1627
Apr-25	246	579

*Figure 11: Di-PEGASUS LinkedIn monthly performance*

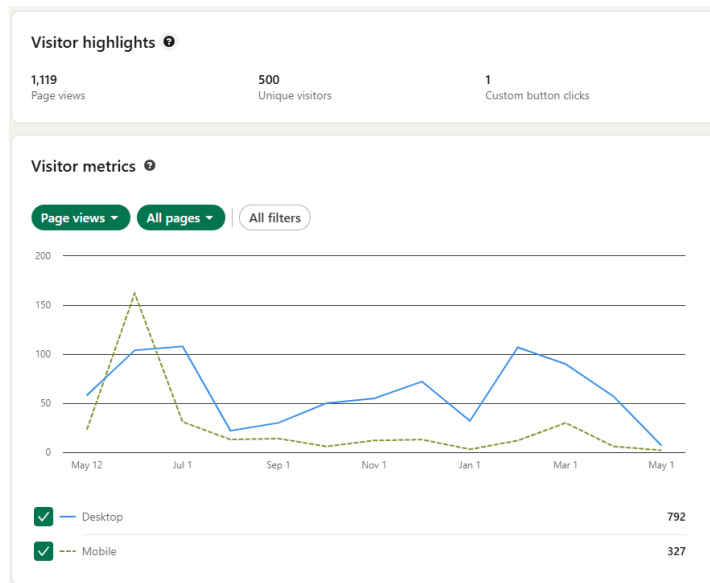
The statistics of the Di-PEGASUS LinkedIn account are available through LinkedIn Analytics, which shows a summary of the account, including analytics about visitors, followers, and content. Over the last year the account earned a total of 33,087 impressions and 500 unique visitors, 69 posts and 123 reposts. Moreover, the metrics in Figure 13 show that visitors land on the account mainly through their computers.

Of interest are the peaks depicted. Specifically, the high visits registered during the month of June and July 2024 and February 2025 are due to: the promotion of the project General Assembly, the “Meet the Di-PEGASUS Partners” campaign and the launch of the first awareness campaign launch. Figure 12 shows that the reached targets mostly include individuals in the Research, Media and Communication, Engineering and Education.

Expected social media KPIs are provided in Section 8.



**Figure 12: Di-PEGASUS LinkedIn visitor demographics**



**Figure 13: Di-PEGASUS LinkedIn visitor metrics**

### 4.3. Press

The first Di-PEGASUS press release was shared on June 4<sup>th</sup>, 2024 on the Project Coordinator website, at [www.eurousc-italia.it/trasporto-con-droni-in-emilia-romagna/](http://www.eurousc-italia.it/trasporto-con-droni-in-emilia-romagna/), and then translated in English and published in the News & Events section of DI-PEGASUS website, at [research.dblue.it/Di-PEGASUS/2024/06/21/drone-delivery-first-experiments-in-urban-and-suburban-areas-in-italian-region-emilia-romagna/](http://research.dblue.it/Di-PEGASUS/2024/06/21/drone-delivery-first-experiments-in-urban-and-suburban-areas-in-italian-region-emilia-romagna/).

Specifically, the press release described Di-PEGASUS’ objectives and the Italian Use Case, regarding drone deliveries in hard to reach destinations.



**Figure 14: Di-PEGASUS press release on EuroUSC website**

It was shared with external organisations who mentioned Di-PEGASUS in their communication activities.

A press review (annexed to this deliverable and reviewed below) has been created to keep track of every post published, including the date and the links to the published articles.



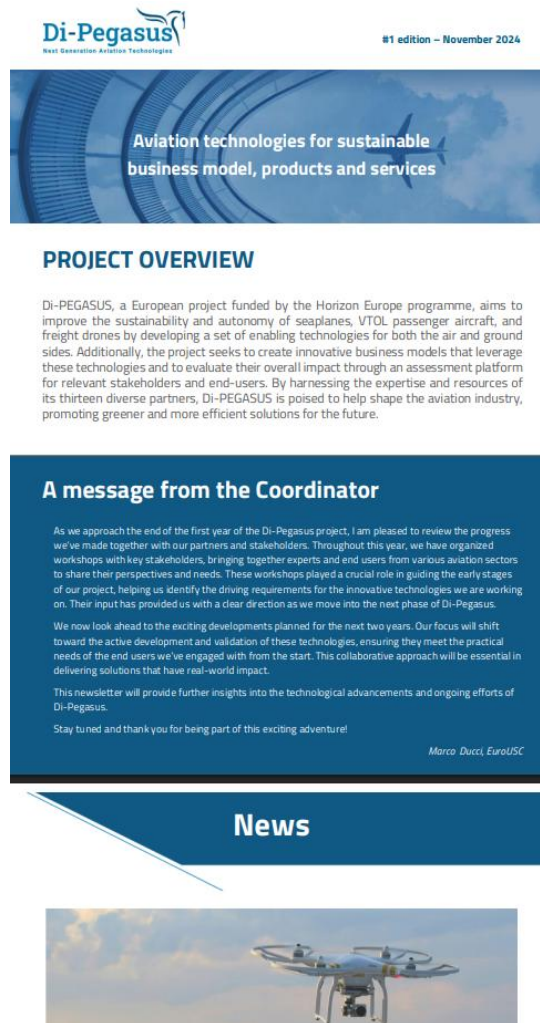
**Figure 15: Di-PEGASUS press review**

### 4.3.1. Publications and newsletters

The purpose of the Di-PEGASUS newsletters is to raise awareness about the project and announce its latest news. Their development required inputs from all Consortium members.

Since surpassing 150 followers on LinkedIn, we have unlocked the newsletter feature on the platform. Starting with the next edition, due at the end of May 2025 (M18), our newsletter will be also published through this feature, to maximize engagement and reach a broader audience.

1<sup>st</sup> newsletter

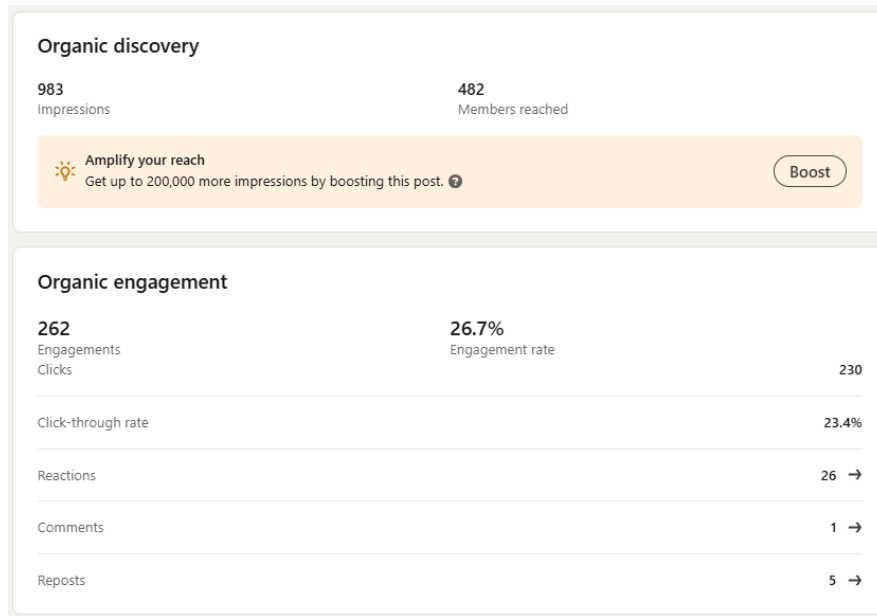


**Figure 16 Di-PEGASUS 1<sup>st</sup> Newsletter**

The first newsletter (Figure 16), sent on the 12th of November 2024 to 43 recipients, presented an overview of the project, a message from the Project Coordinator, and Sectorial News & Events.

The newsletter has been sent by email to the subscribers and promoted on both our LinkedIn profile and website, free to download.

By uploading it to LinkedIn, we were able to reach 482 members, with 262 Engagements Clicks and 27.7% of Engagement rate.



**Figure 17: Di-PEGASUS 1<sup>st</sup> Newsletter analytics**

## 5. DISSEMINATION MATERIALS

The Dissemination objectives and key messages were defined in Deliverable 6.1 – Communication and Dissemination Strategy and have been further elaborated during this reporting period.

All materials presented in the sections below are available on the Di-PEGASUS internal SharePoint and, when specified, on the project website for free download.

### 5.1. Roll-Up

Di-PEGASUS branded roll-up (Figure 18) was designed and developed to be used during events and meetings. The roll-up contains key information about the project and contacts.



**Figure 18: Di-PEGASUS roll-up**

## 5.2. Brochures

A brochure was designed in order to promote the project (Figures 19-20). The design follows the DI-PEGASUS visual identity. Both versions have a white version and a blue version, and they have been uploaded to the project website and to LinkedIn for free download.

The printed version was distributed during Airspace World 2025, from May 13–15 in Lisbon. The web version has been downloaded 18 times from the website. There is no available data for LinkedIn downloads, but the post with the downloadable file reached 22.6% engagement, 18.6% click-through rate (percentage of users who clicked the link after seeing the post), reaching 252 members.



**Figure 19: Di-PEGASUS brochures white/blue (printable version)**



**Figure 20: Di-PEGASUS brochures white/blue (web version)**

### 5.3. Di-PEGASUS General Presentation

The Di-PEGASUS general presentation was produced in order to give a general overview of the project. The aim of this presentation is to support the partners when attending events, and also to have a consistent and harmonised communication of the project. The presentation includes the objectives, the approach, the pillars, the consortium, the technologies, the target groups, the Use Cases and the contacts.

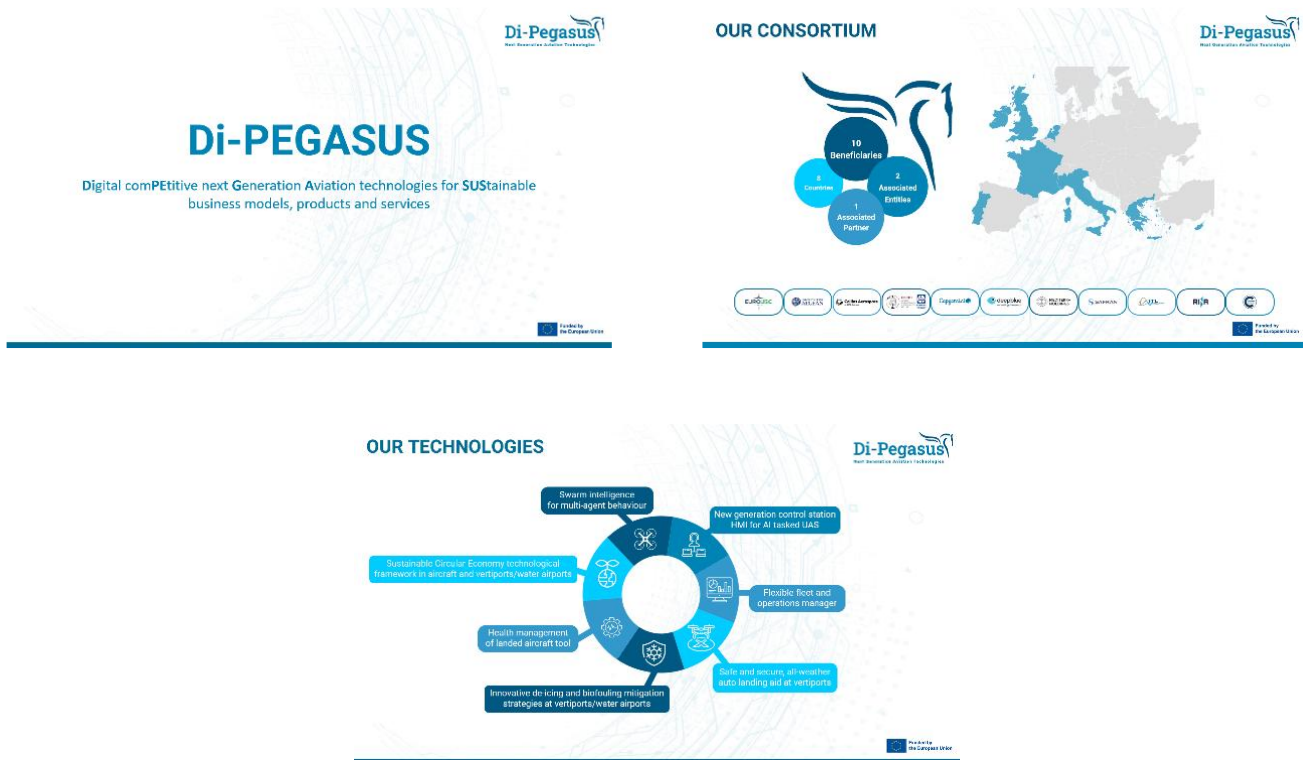
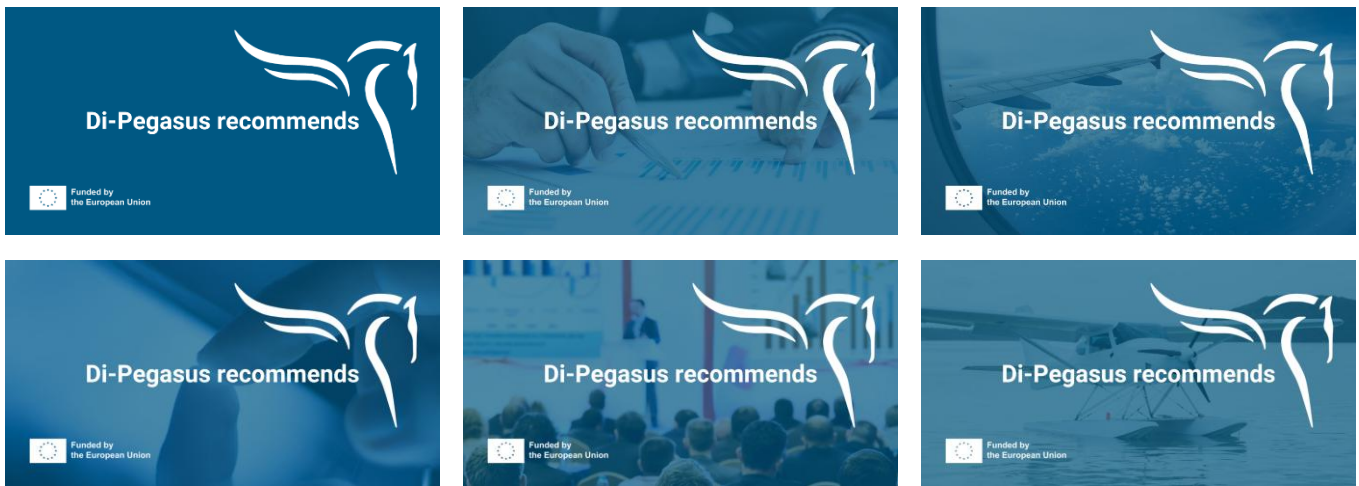


Figure 21: Di-PEGASUS general presentation (cover, consortium and technologies slides)

### 5.4. "Di-PEGASUS Recommends" cover images

The covers for "Di-PEGASUS Recommends" have been designed to be used when promoting an event or other related activities, on the website and on LinkedIn. It's possible to use either the transparent overlay or select from the pre-set images available.

Below are some examples of the covers:



**Figure 22: Examples of "Di-PEGASUS Recommends" cover images**

## 5.5. Save the Date

Ad hoc Save the Date banners were created by DBL to be posted on social media channels to promote various activities, such as events, workshops, newsletters, and so on, with the aim to have customised social media channels with a recognisable project identity. The banners were created in 4 dimensions optimised for email signature and LinkedIn.

Below two examples: one for Di-PEGASUS In-Person Joint Events (Figure 23) and the other for Online Events (Figure 24).



**Figure 24: Save the Date Banner for Di-PEGASUS In-Person Events**



**Figure 23: Save the Date Banner for Di-PEGASUS Online Events**

## 5.6. Social Media Campaigns

Deep Blue has worked with the other Consortium members to create ad hoc social media campaigns. During this reporting period, two have been designed and posted through Di-PEGASUS official LinkedIn account. The visuals were produced by DBL whereas the partners provided the content.

### 5.6.1. “Meet the Di-PEGASUS Partners” campaign

Between July and September 2024, Di-PEGASUS ran its first LinkedIn campaign to introduce the consortium partners. Each post featured a short statement from a representative and a dedicated visual. The goal was to raise awareness of the project and its members while encouraging engagement on the platform.

In total, 9 posts were published, reaching nearly 5,000 LinkedIn users and generating over 8,000 impressions and 264 reactions. The most engaging content came from CERTH, with strong visibility and interaction.

The full campaign report, including detailed metrics and insights, is available in Annex 2.

The partners who contributed to the campaign were namely:

- EuroUSC;
- University of the Aegean;
- Collins Aerospace;
- CERTH;
- Capgemini;
- Deep Blue;
- RINA;
- Mediterra Holdings;
- ITL.

Below the produced cards:



Figure 25: Di-PEGASUS partners' presentation cards

### 5.6.2. DI-PEGASUS Awareness Campaign #1

An awareness campaign is a strategic effort to inform and educate a specific audience about a product, issue, or initiative. It involves activities that spark interest, engage the audience, and encourage action.

The First Di-PEGASUS Awareness Campaign concept was explored during the third Consortium meeting, on November 2024. The focus was set on communicating innovative, sustainable aviation technologies, and highlighting the project's impact on aviation and society.

The goal was to generate interest, build understanding, and inspire support for the project, through interactive LinkedIn surveys, exploring the topics below:

- Technological innovation;
- Sustainability;
- Sustainability in transport;

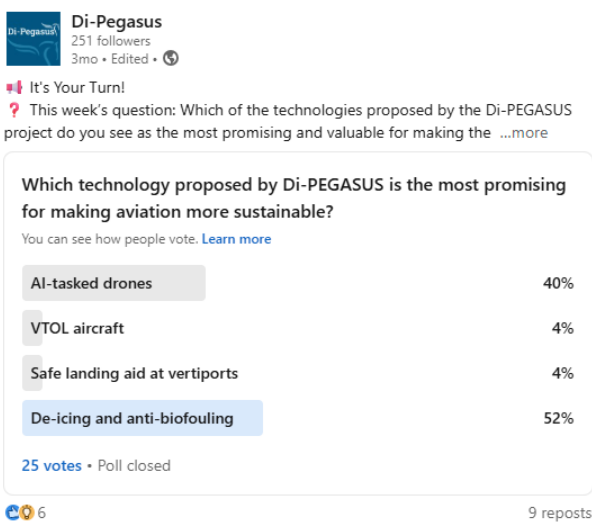
- Environmental impact;
- Advanced Air Mobility;
- Economic benefits;
- Collaboration;
- Drone logistics.

For each of these points, a LinkedIn survey was posted to DI-PEGASUS official page, followed two days later by an infographic card with the comment from one or more project partners, and a reminder to participate in the poll.

Over 18 posts, the campaign reached nearly 2,700 LinkedIn members, generating more than 6,000 impressions and 544 engagement clicks. The top-performing post was an interactive poll, which—despite modest likes—achieved high engagement thanks to shares and direct participation.

A complete overview of the campaign results is available in Annex 2.

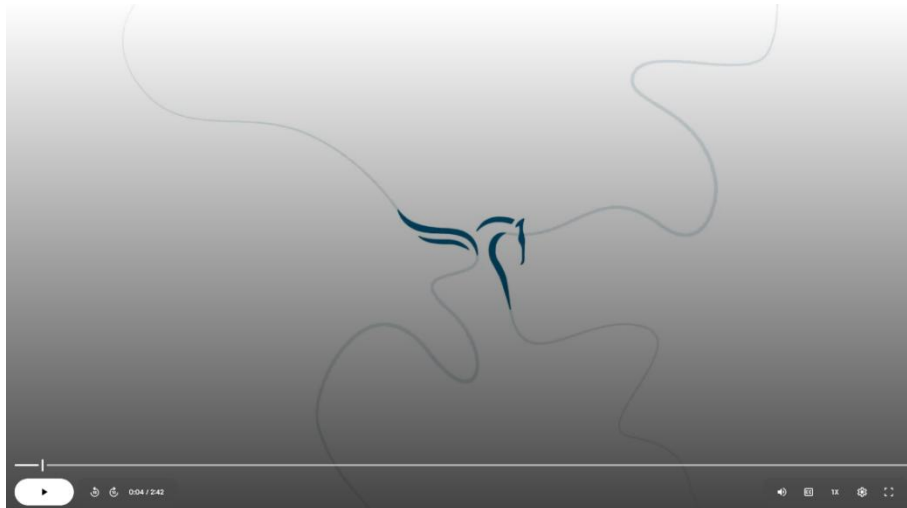
Below an example of a survey and its related infographic:



**Figure 26: : Di-PEGASUS 1st Awareness Campaign**

## 5.7. Videos

A teaser has been released during year two to divulgate the project’s objectives and expected benefits, including real use case applications. The video was published and promoted through the website and social media.



By the end of the project, A final video will be produced to summarise project's outcomes and showcase demonstration activities.

## 6. EVENTS

### 6.1. Di-PEGASUS Events

Title	Type of channels	Name	Organiser	Attendees	Link or reference	Date
Transport Research Arena (TRA)	Collaboration with EU-funded projects	Public consultation workshop on the societal acceptance of drones and Advanced Air Mobility	Di-PEGASUS/EALU-AER	Research communities	<a href="https://traconference.eu/">https://traconference.eu/</a>	15-18 April 2024
Workshop: the Di-PEGASUS use-case in Italy	Convention	The Di-PEGASUS use-case in Italy	ITL/DBL	Investors	<a href="https://research.dblue.it/Di-PEGASUS/2024/02/20/workshop-Di-PEGASUS/">https://research.dblue.it/Di-PEGASUS/2024/02/20/workshop-Di-PEGASUS/</a>	27 May 2024

**Table 3: Di-PEGASUS Events**

## 6.2. External Conferences and Events

DI-PEGASUS participated in X events during this reporting period (December 2023-May 2025). Details of the events and the partners involved are provided in the table below.

These participations primarily served communication purposes, as they focused on raising awareness about the project, its objectives, and expected impacts.

In the second phase of the project, once concrete results and outputs become available, the focus will progressively shift towards dissemination activities.

Title	Type of channels	Name	Organiser	Attendees	Link or reference	Date	Partner
Journal of Multi-Criteria Decision Analysis (JMCD A)	Journal	Journal of Multi-Criteria Decision Analysis (JMCD A)		Academia and Industry	<a href="https://onlinelibrary.wiley.com/journal/10991360">https://onlinelibrary.wiley.com/journal/10991360</a>	TBA	CAP
Mediterranean Aerospace Matching (MAM) 2024	Convention	Mediterranean Aerospace Matching (MAM) 2024	Puglia Sviluppo and Agenzia Regionale per la tecnologia e l'innovazione (ARTI)	Academia and Industry	<a href="https://mam-grottaglie.it/home/">https://mam-grottaglie.it/home/</a>	20-22 March 2024	EUSC
Aerospace Forum of the Emilia-Romagna Region	Convention	Evolution of the regional system, new opportunities on European Funds, and presentation of courses/master's degrees for graduate and business	Emilia Romagna Region	Academia and Industry			
International Conference "Artificial Intelligence and Cyber Security in Civil and Military Aviation"	Conference	Artificial Intelligence and Cyber Security in Civil and Military Aviation	EATEO	Academia and Industry	No longer available	30 May 2024	CERTH

IEEE MELECON 2024	Conference	The 22nd IEEE Mediterranean Electrotechnical Conference	IEEE society	Academia and Industry	<a href="https://www.ieee-melecon.org/">IEEE MELECON 2024 – IEEE MELECON 2024 (ieee-melecon.org)</a>	25-27 June 2024	CAP
22nd International Symposium on Network Computing and Applications (NCA 2024)	Conference	NCA 2024	IEEE Society	Academia and Industry	<a href="https://www.nca-ieee.org/2024/index.html">https://www.nca-ieee.org/2024/index.html</a>	4 August 2024	CAP
Dronitaly - Drones and New Service Ecosystems		Source of Inspiration Di-PEGASUS: Envisioning the Future of Electrification in Aviation			<a href="https://www.dronitaly.it/en/Program-2024">https://www.dronitaly.it/en/Program-2024</a>	9-10 October 2024	ITL
“Charging & Battery” Summit & Expo	Conference & Exhibition	Charging & Battery	Verticom	Academia and Industry	<a href="https://charging-batteryexpo.gr/en/">https://charging-batteryexpo.gr/en/</a>	7-8 December 2024	CERTH
International Conference "SAFEGUARDING AVIATION: RESPONDING EFFECTIVELY TO CONFLICT-RELATED DISRUPTIONS"	Conference	SAFEGUARDING AVIATION: RESPONDING EFFECTIVELY TO CONFLICT-RELATED DISRUPTIONS	EATEO & FSF-MED	Academia and Industry	<a href="http://eateo.eu/prgramme/">http://eateo.eu/prgramme/</a>	23 January 2025	CERTH
ICNS Conference 2025	Conference	Integrated CNS – Towards Innovative and Efficient CNS Service Provision	ICNS	Academia and Industry	<a href="https://i-cns.org/">https://i-cns.org/</a>	8-10 April 2025	CERTH
Airspace World 2025	Conference & Exhibition	Airspace World 2025	CANSO	Academia and Industry	<a href="https://airspaceworld.com/">https://airspaceworld.com/</a>	13-15 May 2025	ART

**Table 4: External Conferences and Events**

### 6.3. Papers

Title	Type of channels	Author	Status	Event	Journal	Link or reference
Development of a collision avoidance algorithm for multiple UAVs in dynamic environments	University Thesis Archive	Ludovico Chialastri	In Press	Master's Degree Thesis	Master's Degree Thesis	<a href="https://etd.adm.unipi.it/t/etd-03142025-103247/">https://etd.adm.unipi.it/t/etd-03142025-103247/</a>

**Table 5: Submitted Papers**

## 7. NETWORKING TASK

### 7.1. Project liaison

Di-PEGASUS committed to coordinating and carrying out all the activities aimed at creating synergies between the project and other relevant R&D initiatives. To do this, we have taken a three-step approach.

Firstly, we carried out desk research on projects, initiatives, networks and alliances that are similar or related to Di-PEGASUS. As a result of the desk research we identified 15 relevant projects and we established a first contact with ten of them. These included other ongoing EC-funded research projects and in particular the “sister” projects funded in the same call as Di-PEGASUS, namely: AIRSHIP, AVATAR, COLOSSUS, and RefMap. In addition, attention is being paid to 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-ELCOM, and Fast Track projects such as EUREKA and SPATIO).

Secondly, we discussed 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 has been compiled at 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 potential benefits. The dissemination activities that are outlined in this report played a key role in identifying further relevant projects and contacts.

As a third step, we liaised 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 sister projects mentioned above, to make possible the prompt and efficient exchange of relevant information (in accordance, of course, with the confidentiality measures imposed by the EC).

#### 7.1.1. Aviation Twin Transition cluster

The liaison activities of the first year led to the Di-PEGASUS project being invited and becoming a member of the Aviation Twin Transition (ATT) cluster, which was created by RefMap and ImAFUSA projects aiming to drive collaboration between EU-funded projects that are focused on new digital aviation technologies, business models, or services for aircraft. The cluster will foster collaboration in various areas, including joint promotional and dissemination efforts, sharing expertise and technical innovations, and co-organising workshops and events. The ATT cluster also aims to leverage synergies with other EU initiatives to create European digital platforms that provide insights and analytics for citizens, businesses, and policymakers.

The inclusion of Di-PEGASUS in the ATT cluster was publicly announced via a dedicated post on our LinkedIn profile and through the creation of a specific section on our website (<https://research.dblue.it/Di-PEGASUS/att-cluster/>).



Di-PEGASUS is proud to have joined the Aviation Twin Transition Cluster, an initiative founded by the REFMAP and ImAFUSA projects to drive climate neutrality and digital transformation in aviation.

**If you are part of an EU-funded project focused on new digital aviation technologies, business models, or services for aircraft, we invite you to collaborate with us!**

Through the cluster, we are seeking collaboration in various areas, including joint promotional and dissemination efforts, sharing expertise and technical innovations, and co-organizing workshops and events.

We aim to leverage synergies with other EU initiatives to create European digital platforms that provide insights and analytics for citizens, businesses, and policymakers. Funded by the European Commission, members of the Aviation Twin Transition Cluster are working to develop and demonstrate new technologies that further digitalize and automate the European aviation sector. Our vision is to make aviation greener, more circular, and globally competitive.

**Our goals are:**

- To enable new European business models and products with minimal environmental impact and opportunities for European competitiveness.
- To transform digital aviation and space technologies as well as Unmanned Aircraft Systems (UAS).
- To enable new services with environmental benefits for terrestrial and maritime transport, search and rescue operations, fuel response to natural disasters, freight, firefighting, high altitude earth-observing, agriculture and forestry.
- To leverage new aviation products and services that exploit Artificial Intelligence and have a pronounced impact on productivity, efficiency, automation and cost reduction.
- To minimize the risks posed by emerging threats to aviation such as cybersecurity, COVID-19, extreme weather conditions (e.g. temperature change, wind patterns).
- To leverage technologies that address applications in difficult to access areas, including the open sea emergency response, oceanic, landlocked, and floods are within the scope of the topic.
- To research synergies with aviation, space and defense.

The Cluster will establish Working Groups in which researchers, policy makers and practitioners from the industry can participate thus fostering interdisciplinary discussion to investigate any tasks of their choice.

The Aviation Twin Transition Cluster offers an inclusive, open-European environment for individuals of all levels of seniority to grow their professional research networks and boost their careers, while creating networking opportunities and a platform to discuss ideas and complex problems in a targeted way, across a large geographical area.

**The Aviation Twin Transition Cluster will:**

- Act as a hub for information exchange and training
- Promote networking among its members and strengthen idea exchange by developing best practices
- Engage in a communication campaign aiming at raising awareness on research outcomes that can make aviation greener and more digital
- Serve as a conduit to requisite expertise or relevant projects, whether at the national, European, or international level.

**Our Projects:**

- RefMap** aims to minimize the environmental impact of air travel for both airlines and Unmanned Aerial Systems (UAS) by developing a digital service that optimizes flight trajectories in range and time.
- ImAFUSA** explores factors affecting quality of service of Urban Air Mobility (UAM). The project aims to create a framework that will facilitate the socially acceptable and beneficial deployment of UAM in cities.
- AIRSHIP** aims to lay the foundations of a new class of fully electrical unmanned aircraft system, the UAVY (unmanned wing-in-ground or WIG) which will overcome the limitations (weight and speed) that bring together speed, flexibility and energy efficiency.
- E-CONTRAIL** The overall purpose of the E-CONTRAIL project is to develop artificial neural networks (leveraging remote sensing detection methods) for the prediction of the climate impact derived from contrails and aviation-induced cloudiness, contributing to a better understanding of the net-CCO impact of aviation on global warming.

**Figure 27: Di-PEGASUS website ATT Cluster section**

More specifically, the cluster will:

- act as a hub for information exchange and training
- promote networking among its members and strengthen idea exchange by developing best practices
- engage in a communication campaign aiming at raising awareness on research outcomes that can make aviation greener and more digital
- serve as a conduit to requisite expertise or relevant projects, whether at the national, European, or international level.

A key activity of the ATT cluster is the clustering event that will take place on July 29-30, 2025, in Athens, Greece. The aim of the event, which is going to be a gathering of experts, industry leaders, researchers, and policymakers working towards sustainable and digital transformation in the aviation and Urban Air Mobility (UAM) sectors. Organized under the ATT Cluster and hosted by the RefMap project, this event aims to foster collaboration, share insights, and drive innovation in sustainable aviation.

DBL and UAEGEAN have worked with the ATT cluster coordinators to shape the event’s agenda. In addition, Di-PEGASUS will participate in the event as one of the key speakers and will use this event to further explore opportunities for collaboration between Horizon Europe-funded projects and beyond.

### 7.1.2. “Digital Aviation Technologies” webinar

Through a series of online discussions, UAEGEAN coordinated the setup of a Digital Aviation Technologies webinar under the umbrella of the ATT cluster. The event, titled “Digital Aviation Technologies”, will take place on 18 June 2025, from 14:00 to 15:00 (CEST) on Zoom.

The agenda of the webinar has been shaped together with the other members of the cluster, aiming to cover key issues that were raised in the original Horizon call that funded Di-PEGASUS, AIRSHIP, AVATAR, COLOSSUS, and RefMap (HORIZON\_HORIZON-CL5-2022-D5-01-13: Digital aviation technologies for new aviation business models, services, emerging global threats and industrial competitiveness). The webinar aims to be complementary to the clustering event, covering broader topics such as how digital technologies help aviation to increase its societal impact, how digital technologies in aviation increase its resilience, new business models in aviation and future directions, improving social acceptance of emerging technologies in aviation, and driving forward policy changes in aviation.

The webinar’s agenda has not been finalised yet but it will include a brief presentation of the participating projects, followed by a roundtable discussion with experts focusing on key themes in the field of digital aviation.

The discussion will be led by:

- Marco Ducci, Drone Safety and Regulation Expert, CEO at EuroUSC Italia (representing Di-PEGASUS);
- José Luis García, President of the Aeronautical and Aerospace Cluster of the Canary Islands (representing AIRSHIP);
- Anna Palaiologk, Business and Policy Expert, Founder of Future Needs (representing RefMap).

It is anticipated that both the webinar and the ATT clustering event will establish Di-PEGASUS as a key project leading on digital aviation technologies in the EU and driving forward the discussion on key issues of the sector.

The webinar has been promoted on Di-PEGASUS website and through a social media campaign, announcing the event and then revealing the names of the speaker via weekly posts.

To support the promotion of the event, a dedicated news article has been published on the Di-PEGASUS project website. In addition, a social media campaign has been launched, starting with an announcement post on LinkedIn, followed by a series of speaker reveal posts using branded speaker cards. This ongoing outreach aims to raise visibility and engagement ahead of the event.



**Figure 28: Webinar branded speaker card**

## 8. KEY PERFORMANCE INDICATORS AND SUCCESS CRITERIA

A first list of Communication KPIs was outlined in Deliverable 6.1 – Communication and Dissemination Strategy, and they are presented in Table 7.

It is worth to point out that while KPIs have been planned per Year, at the time of the submission of this document we are halfway through Year 2.

Communication and dissemination activities	Expected at Year 2	Year 2 Achieved (as of May 2025)
Website – number of visitor (unique, returning)	1500	579
Social Media – total number of followers	550	273
Social media – total number of posts	200	71
Social media Campaigns – total number	≥ 2	2
N. of project videos	≥ 1	1
Communication kit: brochure and poster	≥ 2	4
Press-release	1	1
N. of e-Newsletter – total number	≥ 2	1
N. of awareness raising campaigns	≥ 2	1
Peer reviewed publications	≥ 3	5
N. of presentations in conferences and seminars and meetings	≥ 10	11
N. of dissemination events	1	1 (already planned, expected to be held in June 2025)

N. of dissemination events' attendees	≥ 100	0
N. of demonstrations/exhibitions	≥ 1	6
N. of projects contacted	≥ 8	8
N. of liaison activities performed	≥ 10	5 (including 2 planned for the next reporting period)

**Table 6: Di-PEGASUS dissemination and Communication KPIs for Year 2**

## 8.1. KPI Adjustments

In this section, additional explanations and adjustments for some of the KPIs are provided.

- Website:** Regarding website traffic, the KPI for the number of visitors (unique and returning) was set at 1500. During the first reporting period, the website reached 579 visitors. While this is below the initial target, it reflects a realistic outcome considering the current communication channels and the early stage of the project's online presence.

It is worth pointing out that the website was launched at M4 (March 2024), and in the first part of the project, there were no concrete results or outputs to be communicated yet. In the second phase of the project, once they become available—thanks to the progress of technical activities and the start of the Use Case demonstrations, foreseen at M18 (May 2025)—website traffic is expected to increase. The target figure will be reconsidered in light of these dynamics as the project progresses.

- Social Media:** The KPI regarding the number of social media posts needs some reconsideration, since as mentioned in paragraph 3.2 Social Media, the Consortium agreed to use LinkedIn as the primary social media platform for DI-PEGASUS.

For this reason, the number of published posts, originally planned across multiple channels, is not feasible using only LinkedIn. Similar considerations could apply to the KPI related to followers, although we expect minor impact on this KPI, thanks to the upcoming dissemination events and the promotion of technical results.

While KPIs provide valuable direction, some of the initial targets may not fully reflect the evolution of the activities or the specific dynamics of communication. The KPIs achieved so far offer a more accurate baseline that will inform and refine the strategy as the project evolves.

## 8.2. Technical Activities KPIs

While the monitoring of Technical Activities is out of the scope of this Deliverable, which focuses on Dissemination, Communication and Exploitation Activities, in the following table, the expected KPIs related to the project's technical activities.

<b>Technical Activities</b>	<b>Expected at Year 2</b>	<b>Year 2 Achieved (as of May 2025)</b>
N. of Di-PEGASUS surveys	≥ 1	0
N. of participants in the surveys	≥ 500 (prosumers and end-users)	0
N. of prosumers and end-users engaged	≥ 500	27
N. of industry representatives involved	≥ 40	15
N. of associations and organisations involved	≥ 5	12
N. of discussions in fora, committees and organisations	≥ 5	0
N. of standardisation bodies reached	≥ 2	0

**Table 7: Di-PEGASUS technical activities KPIs for Year 2**

## 9. CONCLUSIONS

The activities described in this report demonstrate that Di-PEGASUS has successfully established a strong communication framework and visual identity during its first 18 months.

Key milestones, such as the strategic alliance with the Aviation Twin Transition (ATT) cluster, have significantly broadened the project's outreach potential.

With these foundations in place, the Consortium is now fully equipped to shift focus towards the widespread dissemination of emerging technical results and the promotion of the upcoming Use Case demonstrations.

## 10. REFERENCES

Di-PEGASUS Grant Agreement

Di-PEGASUS Consortium Agreement

## PRESS REVIEW Di-PEGASUS

### Press Agency



7 Risultati Trovati

N.	<input type="checkbox"/>	Tipo	DataAgenzia	Agenzia	Sezione	Titolo
1	<input checked="" type="checkbox"/>	 	2024-06-09 13:07	RADCOR	ECONOMIA	DRONI: DI-PEGASUS SCEGLIE L'EMILIA-ROMAGNA PER I T
2	<input type="checkbox"/>	 	2024-06-09 13:04	RADCOR	ECONOMIA	DRONI: DI-PEGASUS SCEGLIE L'EMILIA-ROMAGNA PER I T

### Mainstream Online Media

Mincio&Dintorni, 06/04/2024

<https://mincioedintorni.com/2024/06/04/trasporto-con-droni-in-emilia-romagna-le-prime-sperimentazioni-di-consegna-in-aree-urbane-e-suburbane/>

**Il Popolano, 06/04/2024**

<https://www.ilpopolano.com/trasporti-con-droni-in-emilia-romagna/>

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**La borsa italiana, 06/09/2024**

[Droni: Di-PEGASUS sceglie l'Emilia-Romagna per i test di consegna merci - Borsa Italiana](#)

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## Specialized Online Media

**Report Difesa, 06/04/2024**

<https://www.reportdifesa.it/droni-in-emilia-romagna-varato-progetto-europeo-per-sperimentare-consegne-in-zone-urbane/>

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**Il giornale della logistica, 06/04/2024**

<https://www.ilgiornaledellalogistica.it/news/aziende/Di-PEGASUS-eurousc-italia-trasporto-merci-droni/>

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**The Logistic, 06/04/2024**

<https://techlogistics.it/droni/trasporto-con-droni-in-emilia-romagna-le-prime-sperimentazioni-1009/>

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**L'informatore navale, 06/04/2024**

<http://www.informatorenave.it/news/trasporto-con-droni-in-emilia-romagna-le-prime-sperimentazioni-di-consegna/>

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**Euromerci, 06/04/2024**

<https://www.euromerci.it/>

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**BitMat, 06/04/2024**

<https://www.bitmat.it/news/trasporto-con-droni-le-prime-sperimentazioni-di-consegna-in-aree-urbane-e-suburbane/>

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**NetWork Digital360, 06/04/2024**

<https://www.spaceconomy360.it/industria-spaziale/droni-in-emilia-romagna-via-ai-test-di-delivery-in-aree-urbane/>

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**Altalex, 06/04/2024**

<https://www.altalex.com/documents/news/2024/06/04/droni-futuro-mobilita-stato-arte-legislazione-europea-italiana>

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**Aircargo Italy, 06/05/24**

<https://www.aircargoitaly.com/al-via-un-caso-studio-di-consegne-via-drone-in-emilia-romagna/>

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**Drone Blog News, 06/05/2024**

<https://www.droneblog.news/flotte-di-droni-da-trasporto-in-emilia-romagna/>

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**InStoreMegazine, 06/05/2024**

<https://www.instoremag.it/distribuzione/Di-PEGASUS-parte-in-emilia-romagna-il-test-delle-consegne-con-flotte-di-droni/20240605.124337>

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**SupplyChainItaly, 06/05/2024**

<https://www.supplychainitaly.it/2024/06/05/al-via-in-emilia-romagna-il-progetto-di-consegne-via-drone-di-Di-PEGASUS/>

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**The Watcher Post, 06/07/2024**

<https://www.thewatcherpost.it/trasporti/trasporto-droni-sperimentazione-emilia-romagna-area-urbana/>

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**Trasportare oggi, 06/10/2024**

[Trasporto con droni: in Emilia-Romagna le prime sperimentazioni di consegna \(trasportale.it\)](#)

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**Vai elettrico, 06/10/2024**

[Trasporto merci con i droni: la sfida delle flotte \(vaielettrico.it\)](#)

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**E trasporto Europa, 06/11/2024**

[Notizie brevi trasporto e logistica 11 giugno 2024 - TrasportoEuropa](#)

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**ON ROAD MAG, 06/04/2024**

<https://www.onroadmag.com/trasporto-droni-emilia-romagna-test/>

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**TRASPORONLINE, 06/05/2024**

[https://www.transportonline.com/notizia\\_59130\\_Emil-Romagna,-primo-test-di-delivery-con-i-droni-per-la-consegna-di-merci-in-aree-urbane.html](https://www.transportonline.com/notizia_59130_Emil-Romagna,-primo-test-di-delivery-con-i-droni-per-la-consegna-di-merci-in-aree-urbane.html)

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**INFO IMPRESA, 06/04/2024**

[https://www.infoimpresa.info/trasporto-con-droni-sperimentazioni-di-consegna-in-emilia-romagna/?doing\\_wp\\_cron=1718446546.3786590099334716796875](https://www.infoimpresa.info/trasporto-con-droni-sperimentazioni-di-consegna-in-emilia-romagna/?doing_wp_cron=1718446546.3786590099334716796875)

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**URBAN AIR MOBILITY, 06/04/2024**

<https://www.urbanairmobilitynews.com/research/drone-transport-in-emilia-romagna-italy-the-first-delivery-experiments-in-urban-and-suburban-areas/>

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<https://techlogistics.it/category/droni/>

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**TECHNO RETAIL, 06/11/2024**

[https://technoretail.it/supply-chain/in-emilia-romagna-al-via-la-sperimentazione-delle-consegne-con-i-droni.html?cpnb\\_method=CookiesCancelled](https://technoretail.it/supply-chain/in-emilia-romagna-al-via-la-sperimentazione-delle-consegne-con-i-droni.html?cpnb_method=CookiesCancelled)

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<https://autoaziendalimagazine.it/movemag/trasporto-con-droni-in-emilia-romagna-al-via-le-sperimentazioni/>

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**EOL SPA, 06/10/2014**

<https://eolog.com/Di-PEGASUS-eurousc-italia-da-il-via-ai-primi-test-per-il-trasporto-merci-con-droni/>

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**DRONE SPECTRE MAG, 06/13/2014**

<https://dronespectremag.com/Di-PEGASUS-drone-delivery-made-in-emilia-romagna/>

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## Local Press

**Sestopotere, 06/05/2024**

[https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://sestopotere.com/t-rasporto-con-droni-in-emilia-romagna-le-prime-sperimentazioni-di-consegna-in-aree-urbane-e-suburbane/&ved=2ahUKEwjY1ZS7x8SGAxW3X\\_EDHYv\\_F34QxfQBKAB6BAgLEAE&usq=AOvVaw0nrUvzIOFp4jki-u7Qqqln](https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://sestopotere.com/t-rasporto-con-droni-in-emilia-romagna-le-prime-sperimentazioni-di-consegna-in-aree-urbane-e-suburbane/&ved=2ahUKEwjY1ZS7x8SGAxW3X_EDHYv_F34QxfQBKAB6BAgLEAE&usq=AOvVaw0nrUvzIOFp4jki-u7Qqqln)

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**ANNEX 2**

**Di-PEGASUS Social Media Campaigns Reports**

Last updated: 05/2025

## 1. “Meet the Di-PEGASUS Partners” campaign

**Period:** July – September 2024

**Channel:** LinkedIn at [www.linkedin.com/company/Di-PEGASUS/](https://www.linkedin.com/company/Di-PEGASUS/)

**Goal:** Introducing individual Consortium Members through visual storytelling and direct quotes from representatives.

### Campaign Objectives

- Raising awareness of the Di-PEGASUS consortium and its members;
- Promoting each partner’s role in the project;
- Increasing engagement with the LinkedIn community;
- Strengthening visibility and reputation of the consortium.

### Key Metrics Overview

- Total Posts Published: **9**
- Total Impressions: **8342**
- Total Reactions: **264**
- Total Members Reached : **4890**
- Average Members Reached: **543**
- Total Engagement Clicks: **786**
- Average Engagement Rate: **8%**
- Average Click-Through Rate: **8%**
- New Followers Gained: **44**

### Audience Insights

## Visitor demographics

### Job function

Media and Communication · 28 (12.8%)



Job function	Count	Percentage
Media and Communication	28	12.8%
Engineering	28	12.8%
Research	23	10.6%
Business Development	17	7.8%
Information Technology	12	5.5%
Consulting	8	3.7%
Others	102	46.8%

Engineering · 28 (12.8%)

Research · 23 (10.6%)

Business Development · 17 (7.8%)

Information Technology · 12 (5.5%)

Consulting · 8 (3.7%)

Others · 102 (46.8%)

### Location

Greater Rome Metropolitan Area, Italy · 72 (33%)



Location	Count	Percentage
Greater Rome Metropolitan Area, Italy	72	33%
Athens Metropolitan Area, Greece	24	11%
Lisbon Metropolitan Area, Portugal	21	9.6%
Thessaloniki Metropolitan Area, Greece	20	9.2%
Greater Milan Metropolitan Area, Italy	17	7.8%
Cork Metropolitan Area, Ireland	15	6.9%
Greater Bologna Metropolitan Area, Italy	11	5%
Others	38	17.4%

Athens Metropolitan Area, Greece · 24 (11%)

Lisbon Metropolitan Area, Portugal · 21 (9.6%)

Thessaloniki Metropolitan Area, Greece · 20 (9.2%)

Greater Milan Metropolitan Area, Italy · 17 (7.8%)

Cork Metropolitan Area, Ireland · 15 (6.9%)

Greater Bologna Metropolitan Area, Italy · 11 (5%)

Others · 38 (17.4%)

## Best-Performing Content

Top Post: [CERTH](#), featuring Vassilis Kappatos.



- Impressions: **2206**
- Members reached: **1400**
- Engagement clicks: **172**
- Engagement rate: **7.8%**
- Click-through rat: **3.6%**
- Reactions: **90**
- Reposts: **2**

### Lessons Learned / Recommendations

- Keeping a people centered approach, including pictures when possible;
- Continuing using direct quotes for authenticity;
- Encouraging partners to engage directly (e.g. repost, comment).

## 2. #1 Di-PEGASUS Awareness Campaign

**Period:** February – April 2025

**Channel:** LinkedIn at [www.linkedin.com/company/Di-PEGASUS/](http://www.linkedin.com/company/Di-PEGASUS/)

**Goal:** Communicating innovative, sustainable aviation technologies, and highlighting the project's impact on aviation and society.

### Campaign Objectives

- Generating interest , building understanding, and inspiring support for the project;
- Increasing engagement with the LinkedIn community.

### Key Metrics Overview

- Total Posts Published: **18**
- Total Impressions: **6091**
- Total Reactions: **213**

- Total Members Reached : **2679**
- Average Members Reached: **149**
- Total Engagement Clicks: **544**
- Average Engagement Rate: **9.8%**
- Average Click-Through Rate: **5.85%**
- New Followers Gained: **29**

## Audience Insights

### Follower demographics ?

Job function ▾

Engineering · 40 (15.9%)



Business Development · 23 (9.2%)



Research · 23 (9.2%)



Operations · 22 (8.8%)



Education · 19 (7.6%)



Program and Project Management · 19 (7.6%)



Information Technology · 16 (6.4%)



Media and Communication · 9 (3.6%)



Finance · 6 (2.4%)

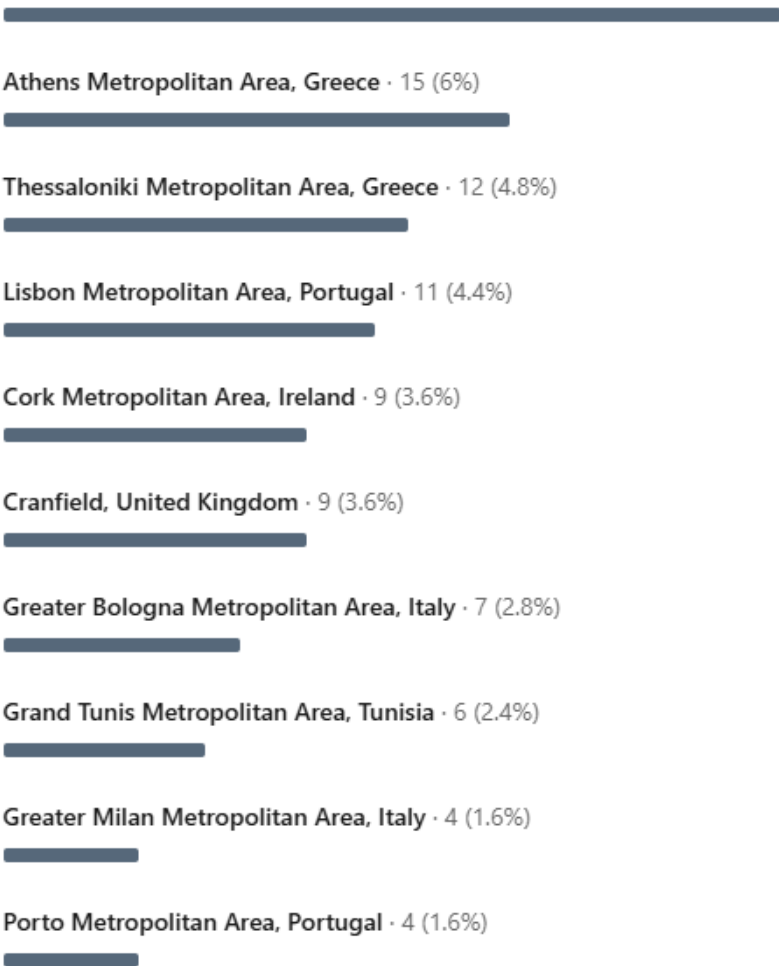


Marketing · 6 (2.4%)



Location ▼

Greater Rome Metropolitan Area, Italy · 23 (9.2%)



Location	Count	Percentage
Greater Rome Metropolitan Area, Italy	23	9.2%
Athens Metropolitan Area, Greece	15	6%
Thessaloniki Metropolitan Area, Greece	12	4.8%
Lisbon Metropolitan Area, Portugal	11	4.4%
Cork Metropolitan Area, Ireland	9	3.6%
Cranfield, United Kingdom	9	3.6%
Greater Bologna Metropolitan Area, Italy	7	2.8%
Grand Tunis Metropolitan Area, Tunisia	6	2.4%
Greater Milan Metropolitan Area, Italy	4	1.6%
Porto Metropolitan Area, Portugal	4	1.6%

Athens Metropolitan Area, Greece · 15 (6%)

Thessaloniki Metropolitan Area, Greece · 12 (4.8%)

Lisbon Metropolitan Area, Portugal · 11 (4.4%)

Cork Metropolitan Area, Ireland · 9 (3.6%)

Cranfield, United Kingdom · 9 (3.6%)

Greater Bologna Metropolitan Area, Italy · 7 (2.8%)

Grand Tunis Metropolitan Area, Tunisia · 6 (2.4%)

Greater Milan Metropolitan Area, Italy · 4 (1.6%)

Porto Metropolitan Area, Portugal · 4 (1.6%)

## Best-Performing Content



Di-Pegasus

251 followers  
3mo • Edited •



📌 It's Your Turn!

? This week's question: Which of the technologies proposed by the Di-PEGASUS project do you see as the most promising and valuable for making the aviation industry more sustainable? 🌱

💡 In case you're wondering:

- ♦ AI-tasked drones: drones powered by artificial intelligence that autonomously plan and execute deliveries, optimizing routes and reducing emissions;
- ♦ VTOL (Vertical Take-Off and Landing) aircraft: these innovative vehicles take off and land like helicopters but fly efficiently like planes, making urban air mobility a reality;
- ♦ Vertiports: dedicated hubs for VTOL aircraft takeoff, landing, and charging, enabling innovative air mobility;
- ♦ Innovative biofouling & de-icing solutions: biofouling refers to the accumulation of organisms on aircraft surfaces, while de-icing removes ice build-up, improving safety and efficiency in all weather conditions, at water airports and vertiports.

👉 Click below and take the survey! 📊

#DiPegasus #Aviation #Sustainability #HorizonEU

[EuroUSC Italia S.r.l.](#) | [University of the Aegean](#) | [Deep Blue](#) | [Centre for Research & Technology Hellas \(CERTH\)](#) | [Collins Aerospace](#) | [Cranfield University](#) | [RINA](#) | [Capgemini](#) | [Mediterra Holdings](#) | [Safran](#) | [ITL \(Institute for Transport and Logistics Foundation\)](#)

Which technology proposed by Di-PEGASUS is the most promising for making aviation more sustainable?

You can see how people vote. [Learn more](#)

AI-tasked drones	40%
VTOL aircraft	4%
Safe landing aid at vertiports	4%
De-icing and anti-biofouling	52%

25 votes • Poll closed

👍 6

9 reposts

Reactions



### Top Post: [First Poll](#)

- Impressions: **318**
- Members reached: **135**
- Engagement clicks: **46**
- Engagement rate: **14.5%**
- Click-through rat: **9.7%**
- Reactions: **6**

- Reposts: **9**
- Votes: **25**

Despite the low number of likes, the post generated a good level of engagement – we actually collected 25 votes, also thanks to the 9 reposts.

Initially, we had to delete the first version of the poll due to a wording issue in the question. Unfortunately, that version had already gathered around twenty reactions and votes, which were lost in the process. In any case, when publishing a poll, you have to be ready to sacrifice likes, as many users tend to vote without interacting directly with the post.

### **Lessons Learned / Recommendations**

- Keep people centred approach, including pictures when possible;
- Continue using direct quotes for authenticity;
- Encourage partners to engage directly (e.g. repost, comment).



