

Communication, Dissemination and Exploitation Plan

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Abstract

This initial Communication, Dissemination, and Exploitation Plan (CDEP) describes how the Flight Centric ATC (FCA) project will be presented to an external audience. The plan provides an overview of communication channels and the target audience. It defines KPIs and planned publishing frequency for each channel. The CDEP will be updated over the course of the project.



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FCA

FLIGHT CENTRIC ATC

FCA

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Table of Contents

1	Introduction.....	7
1.1	Definitions.....	7
1.2	Applicable reference material	7
2	Project introduction	8
2.1	“About” project text	8
2.2	Project key messages.....	8
2.3	Keywords	9
2.4	Focal point for communications, dissemination and exploitation.	9
2.5	Stakeholders identification	10
3	Communication.....	11
3.1	Communications objectives and strategy	11
3.2	Communication target audiences	11
3.3	Branding and acknowledgements	12
3.4	Communication channels.....	12
3.4.1	Website	12
3.4.2	Press and media	13
3.4.3	Social media	13
3.4.4	Communication events	13
3.4.5	Publications and newsletters	14
3.4.6	Videos.....	15
3.5	Communication Key Performance Indicators (KPIs) and success criteria	15
4	Dissemination	17
4.1	Dissemination objectives and strategy	17
4.2	Dissemination Channels.....	17
4.2.1	Open access to scientific publications.....	18
4.2.2	Dissemination Events	19
4.3	Dissemination target audiences	19
4.4	Dissemination KPIs and success criteria	20
5	Exploitation	21
5.1	Project Exploitable results.....	21
5.2	Exploitation strategy and objectives.....	21
5.3	Exploitation of results.....	22
5.4	Data Protection Strategy.....	22
5.5	IPR Management.....	23

6	<i>Overview of communication and dissemination activities</i>	24
7	<i>List of Acronyms.....</i>	26

List of Figures

Figure 1:	Definitions of Communication, Dissemination and Exploitation in Horizon Europe	7
Figure 2:	Project logo.....	12

List of Tables

Table 1:	Focal points of contact.....	9
Table 2:	Stakeholders	10
Table 3:	Communications target audiences	11
Table 4:	Contribution to external media.....	13
Table 5:	Events.....	14
Table 6:	Printed material	15
Table 7:	Videos.....	15
Table 8:	Communication KPIs and success criteria	15
Table 9:	Dissemination Channels.....	18
Table 10:	Scientific papers, publications and presentations	18
Table 11:	Dissemination conferences and workshops	19
Table 12:	Dissemination Target Audiences	20
Table 13:	Dissemination KPIs and success criteria	20
Table 14:	Project internal exploitation of results	22
Table 15:	Project external exploitation of results.....	22
Table 16:	Overview of communication and dissemination activities.....	25
Table 17:	List of Acronyms	26

1 Introduction

The present deliverable details the communication, dissemination and exploitation plan for Flight Centric ATC (FCA). 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 a first glance.

The communication means include the project's website, 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.

The exploitation charter explains the project's approach and strategy to make the best use of the project results.

1.1 Definitions

Before getting started, it is important to note the difference between communications and dissemination - see Figure 1. It is important to note that the guidance in this document refers to external communications and not internal communications between project consortium members.

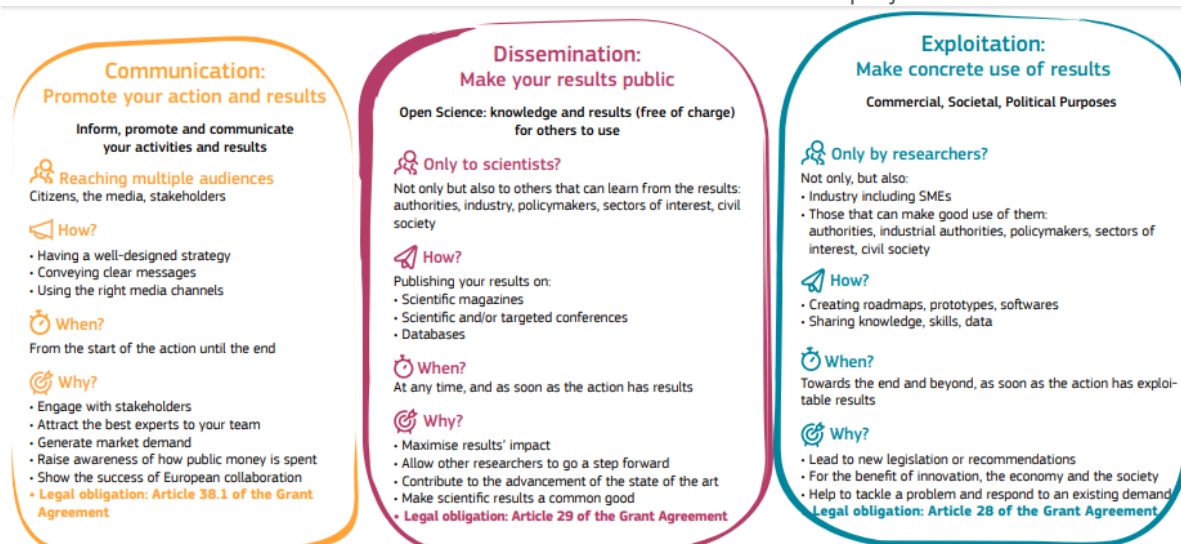


Figure 1: Definitions of Communication, Dissemination and Exploitation in Horizon Europe

1.2 Applicable reference material

Unless otherwise stated in this CDEP, the communication strategy is in line with the SESAR 3 JU communication toolkit³ and guidelines⁴. The CDEP complements the project management plan (PMP)⁵.

³ https://cinea.ec.europa.eu/communication-toolkit_en

⁴ SESAR 3 Joint Undertaking Communications Guidelines, Edition 0.03, 23rd November 2022

⁵ D1.1 DES HE Project Management Plan, Edition 00.04, 31st August 2023

2 Project introduction

2.1 “About” project text

The Flight Centric ATC (FCA) project addresses Industrial Research & Validation for Master Plan Phase C Connected and Automated ATM (HORIZON-SESAR-2022-DES-IR-01-WA6-1). The main objective of FCA is to develop the Flight Centric ATC concept for a European-wide implementation in medium density traffic areas considering the existing national boundaries. European-wide benefits of the concept in each of the deployment scenarios will be analysed as well, based on the existing SESAR2020, PJ.10-W2-73 FCA cost-benefit analysis (CBA). Two different exercises and several workshops will be conducted during the project to address the remaining gaps and to take the final step from a TRL4 solution to a TRL6 completed solution. Therefore, an analysis will be conducted to validate key performance indicators (KPI). Final validations will take place to validate the change from a sectorised airspace to Flight Centric ATC and vice versa, to assess the possibility of a fall-back scenario, to evaluate an appropriate allocation strategy and an acceptable approach for the opening and closure of controller working positions (CWP).

The final results will be disseminated across the relevant stakeholders and the SESAR 3 JU via scientific papers, open days and a project website specifically designated to the Industrial Research Flight Centric ATC project.

2.2 Project key messages

# Key message id	Communication	Dissemination
1	The FCA concept allows efficient use of air traffic controllers' capacities.	The FCA concept eliminates today's established sectors to allow an even distribution of workload across all available controllers preventing peak workload situations.
2	The FCA concept reduces the impact of air traffic on the environment by reducing CO ₂ through improved flight efficiency.	In FCA aircraft can freely choose their flight routes between entry and exit waypoints (Free-Route airspace), enabling efficient flight guidance.
3	The FCA concept introduces advanced automation to improve the efficiency of air traffic control.	The FCA concept introduces automated tools for trajectory probing and conflict detection, supporting controllers in fulfilling their tasks and improving situational awareness.

2.3 Keywords

Flight Centric ATC	The Flight Centric ATC concept is no longer based on sectors; instead an air traffic controller is now responsible for controlling a certain number of aircraft within one large FCA airspace while other controllers are responsible for aircraft within the same airspace.
Aviation	The art of designing, developing, producing, operating, and using aircraft.
Air Traffic Control	The service provided by ground-based air traffic controllers who direct aircraft on the ground and through a controlled airspace.
Air Traffic Management	The dynamic, integrated management of air traffic and airspace including air traffic services, airspace management and air traffic flow management.
Cinea EU	The European Climate, Infrastructure and Environment Executive Agency (CINEA) manages and implements EU programmes such as Horizon Europe.
HITL Simulations	Human-in-the-loop (HITL) simulations are used to represent interactions between humans and systems. They are used to assess various aspects of newly developed concepts, approached and technologies.
Horizon EU	Horizon Europe is the European Union's key funding programme for research and innovation. It aims at supporting the European Union's competitiveness and economic growth as well as tackling climate change and other global challenges.
SESAR 3 JU	The SESAR 3 Joint Undertaking is a public-private partnership established by the European Union to oversee and coordinate the research and development efforts of the SESAR initiative.
Digital European Sky	The digital European sky leverages the latest digital technologies to transform Europe's aviation infrastructure enabling it to handle the future growth and diversity of air traffic safely and efficiently, while minimising environmental impact.
European Commission	The European Commission is the executive of the European Union. This means that it is responsible for initiating laws, enforcing the laws of the EU and managing the EU's policies. It is made up of 27 commissioners (one from each member state) and is based in Brussels.

2.4 Focal point for communications, dissemination and exploitation.

Table 1 indicates the focal point(s) for communication, dissemination and exploitation in the FCA project.

Name	Role	Email address
Premysl Volf	Communication, Dissemination, Exploitation (CDE) Lead	premysl.volf@agentfly.com

Table 1: Focal points of contact

2.5 Stakeholders identification

Table 2 shows the identified stakeholders within the FCA project.

Stakeholder	Content
Air Navigation Service Provider (ANSP)	Project summary, reports and exercise results
Airspace Users (AU)	Project summary, PR information
Communication, Navigation and Surveillance (CNS) Providers	Project summary, reports and exercise results, PR information
EASA and National Aviation Safety Authorities	Project summary, reports and exercise results
General public	Project summary, PR information
Industry	Project summary, reports and exercise results, PR information
Policy makers	Project summary, reports and exercise results, PR information
Project partners	Reports and exercise results
Research and development facilities	Project summary, reports and exercise results, PR information
SESAR Community	Project summary, reports and exercise results, PR information
SESAR 3 JU	Project summary, reports and exercise results
Universities	Project summary, reports and exercise results, PR information

Table 2: Stakeholders

3 Communication

3.1 Communications objectives and strategy

Communication will be an essential part of the FCA project in order to make both the results of the project, as well as the intermediate milestones during the project period accessible to the widest possible audience. Furthermore, dissemination activities, such as open days or the publication of journal and conference papers, will be publicized through the various communication channels. This procedure is in line with the Open Science Practices. In addition to the identified stakeholders (chapter 2.5), the general public is a key target group as well.

3.2 Communication target audiences

Table 3 shows the communications target audiences within the FCA project.

Target	Channel	Message	Activities
Aviation Community	Social media, project website, newsletters, events	General project information, technical results	Social media posts, newsletters, presentations, open days
General Public	Social media, project website, newsletters, events	General project information	Social media posts, newsletters, presentations
Media	Social media, project website, newsletters, events	General project information	Social media posts, newsletters, publication of upcoming events
SESAR Community	Social media, project website, newsletters, events	Information about project progress and technical results	Social media posts, newsletters, presentations, open days
Stakeholders	Social media, project website, newsletters, events	General project information, technical results	Social media posts, newsletters, presentations, open days

Table 3: Communications target audiences

3.3 Branding and acknowledgements

Figure 2 shows the project logo, which is in line with the SESAR 3 JU guidelines for industrial research project logos.



Figure 2: FCA project logo

Any communication, dissemination, and exploitation material in the context of this project will include the following reference: “This project has received funding from the EU under grant agreement No 101114764. The information reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.”

Further, each activity will display the EU emblem and SESAR 3 JU logo. When displayed together with another logo, the SESAR logo and the EU emblem will have appropriate prominence in the same size.



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3.4 Communication channels

All communication activities are in line with guidelines and templates provided by the SESAR 3 JU.

3.4.1 Website

A website will be created for the project, which will be accessible via www.sesar3fca.eu. The website will serve to present the project to the aviation community and the general public. The progress of the project as well as current events will be communicated via the website. The FCA website is currently under design and is being filled with content by the project partners. The goal is to publish the website online by the beginning of 2024.

Upon launching the website, it will be advertised via the FCA LinkedIn account. Furthermore, the project members will make efforts to promote the website whenever suitable, in order to achieve the target number of visitors defined in chapter 3.5.

3.4.2 Press and media

Newsletters and other news related to the project progress are planned to be communicated using multiple channels. Each partner will use its network to make effort to publish information locally

(country level) and globally (Europe / world). There is not yet a defined list of intended publications, including specific media and dates. Table 4 will be updated in following versions of the CDEP.

Media Activity	Date	Link
<i>Past Contribution</i>		
None		
<i>Forecasted Contribution</i>		

Table 4: Contribution to external media.

3.4.3 Social media

The project will use LinkedIn as its primary social media channel. A dedicated profile for the FCA project will be created. The profile will be used to publish posts and updates about the project, inform about upcoming events and share links to newsletters, publications, and media releases.

Contributions to LinkedIn are to appear in a fortnightly rhythm, with the partners alternately responsible for providing suitable content. Posts will provide updates on the project progress and be complemented with related images. Each post will be tagged appropriately with hashtags and linked to partners, media, or other relevant sources. The tags used in a post correspond to the keywords defined in chapter 2.3 #FlightCentricATC, #Aviation, #AirTrafficControl, #AirTrafficManagement, #HITLSimulation, #SESAR3JU, #HorizonEU, #cineaeu, #DigitalEuropeanSky, and #EuropeanCommission.

Each project partner will use its own accounts to reference, follow, like, and propagate the project posts and news as much as possible.

3.4.4 Communication events

The communication events are listed in Table 5. Two open days are planned to present the results of each project exercise. The target audience is primarily professional (SESAR community, SESAR 3 JU), but the wider aviation community will also be welcomed. Open days will provide a comprehensive overview of exercise results and their impact on the FCA concept.

The consortium plans to participate in SESAR events (e.g., SESAR Innovation Days, Airspace World) to share ideas and results of the FCA project with a broader audience.

Event	Date	Place	Information to be shared	Importance for the Project
Open day – Exercise 001	September 2025	Madrid, Spain	Results of the exercise	Key event for the SESAR community and professional audience
Open day - Exercise 002	October/ November 2024	Braunschweig, Germany	Results of the exercise	Key event for the SESAR community and professional audience
Airspace World	March 2024, 2025, 2026	Geneva, Switzerland	Project progress, results, and FCA concept principles	The biggest ATM event where the FCA concept can be directly presented to stakeholders
SESAR Innovation days, SESAR 3 JU Annual Conference	2024, 2025	TBD	Project progress, results, and FCA concept principles	It helps to spread the FCA concept and results into the relevant community
SESAR 3 JU Annual Conference	2024, 2025	TBD	Project progress, results, and FCA concept principles	It helps to spread the FCA concept and results into the relevant community

Table 5: Events

3.4.5 Publications and newsletters

The publications and newsletters are listed in Table 6. Regular newsletters will be published quarterly informing about the project progress, preliminary and final results, partner updates, and other relevant project information. The newsletter will be accessible via the project website.

The consortium plans to propose contributions to the SESAR newsletters and other publications (when suitable) to share ideas and results of the FCA projects.

Additional printed material will be created to support project events, e.g., posters, roll-ups, and leaflets.

Publications/newsletters/printed material	Description	Date	Link
Project newsletters	Project progress, preliminary and final results, partner updates	Quarterly starting Q1 2024	TBD
SESAR newsletter	Project progress, preliminary and final results	When suitable	TBD
Supporting materials	FCA concept description, project progress, preliminary and final results	Aligned with events	

Table 6: Printed material

3.4.6 Videos

Currently, there are no dedicated project videos planned. Videos might be created as support materials for presentations and events in the future. In such a case, Table 7 will be updated accordingly.

Videos	Description	Planning	Link

Table 7: Videos

3.5 Communication Key Performance Indicators (KPIs) and success criteria

Table 8 shows the communication KPIs and success criteria within the FCA project.

Action	KPIs	Success criteria	Currently Achieved	Last Update	Annual Growth
* Website	Number of visits	500	0	Q3/2023	-
Social Media LinkedIn	Number of followers	100	0	Q3/2023	-
* Project Newsletters	Number of newsletters	10	0	Q3/2023	-

* Open days	Number of open days	2	0	Q3/2023	-
* Airspace World	Number of attendances	3	0	Q3/2023	-
* SESAR Innovation days	Number of attendances	2	0	Q3/2023	-

Table 8: Communication KPIs and success criteria

* Actions overlapping with dissemination activities.

4 Dissemination

4.1 Dissemination objectives and strategy

Dissemination activities are another essential element in presenting the project results to a broad public. In addition to the usual research methods of publication through conferences and journal papers.

4.2 Dissemination Channels

Table 9 shows the dissemination channels within the FCA project.

Channel	Objective	Tools	Link	Information to be shared
Conferences	Publish project results	Conference papers	-	Present the results of the project to the aviation community.
Journal	Publish project results	Journal paper	-	Inform the experts, the aviation community and the broader public about the project results.
Website	Share public deliverables	Download section	-	Provide information related to the project to a wide audience.
Airspace World	Publish project results	Booths, presentations	-	Discuss with stakeholders, aviation community and all participants the impact of the project and its further development.

Table 9: Dissemination Channels

4.2.1 Open access to scientific publications

Publications created within the project will be published as much in open-access conferences and journals as possible. However, some important conferences relevant to the project do not support an open-access approach. Project results are included in VALR, which is a public document. The document will be accessible through the website. A detailed description of publications in **Table 10** will be provided in future versions of CDEP.

Scientific papers/ Presentations	Link	Information to be shared

Table 10: Scientific papers, publications and presentations**4.2.2 Dissemination Events**

All events listed in chapter 3.4.4 will also be used for dissemination purposes. Currently, no additional events are planned. If additional event will be added in the future, Table 11 will be updated accordingly.

Event	Date	Place	Information to be shared	Importance for the Project
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Table 11: Dissemination conferences and workshops**4.3 Dissemination target audiences**

Table 12 shows the dissemination target audiences within the FCA project.

Target	Channel	Benefits from the Project	Expected feedback
Industry partners	Conferences, journal, workshops, Airspace World	Implementation of technologies related to FCA	Discussions, information of intent to implement / support FCA
SESAR community	Conferences, journal, Airspace World	Use for results for other projects	Questions and comments to the FCA concept and discussion of possible use
SESAR 3 JU	Conferences, journal, workshops, Airspace World	Project results and further development of the FCA concept	Evaluation and feedback of the project results
Airspace users	Conferences, journal, workshops, Airspace World	Use of benefits of the FCA concept	Discussion about use of the FCA concept
Scientific community	Conferences, journal, open days, Airspace World	Use results for further research	Extension of the FCA concept
Standardisation bodies and policy makers	Conferences, journal, workshops, Airspace World	Presentation of impact on standards and regulations	Evaluation and feedback of the project results

Table 12: Dissemination Target Audiences

4.4 Dissemination KPIs and success criteria

Table 13 shows the dissemination KPIs and success criteria within the FCA project.

Action	KPIs	Success criteria	Currently Achieved	Last Update	Annual Growth
Conference papers	Number of accepted papers	3	-	-	-
Journal paper	Number of accepted papers	1	-	-	-
* Airspace World					
* SESAR Innovation days					

Table 13: Dissemination KPIs and success criteria

* Actions overlapping with communication activities.

5 Exploitation

5.1 Project Exploitable results

The project is the newest in the row of several SESAR projects working on the FCA concept. The current project focuses on the operational aspects of the FCA. The project results include documents for future implementation of the FCA concept into operational use. The main results are:

- Requirements, definitions, and specifications – the project includes SPR-INTEROP/OSED and TS/IRS deliverables. Deliverables contain safety, performance, and interoperability requirements, safety, environmental impact, human performance, and performance assessment reports, and functional and non-functional interface requirements. The documents are intended to be used by stakeholders when implementing the FCA concept into operational use.
- Cost benefit analysis – It provides an analysis of costs and benefits at time when FCA is being deployed.
- Standardisation and regulatory – It provides inputs for standardization and regulatory bodies, e.g., EUROCAE and EASA.
- Validation report (VALR) – It includes results from project exercises, which can be further used for succeeding SESAR projects or as relevant experience for implementing the FCA concept.

5.2 Exploitation strategy and objectives

Given the fact that the initial maturity level of the solution is high (TRL4) and that this project aims to reach TRL6 for the FCA concept, ensuring the readiness for industrialization in the short term, it has been deemed appropriate to focus the proposed exploitation strategy on solution deployment. The exploitation strategy will be further developed during the life of the project.

The main objectives of the exploitation activities are:

- To show mechanisms for the operational exploitation of the concept. These will be communicated by means of Open Days, presenting the results of validation exercises and the applicability of FCA, and they will also be described in the documents generated within the project.
- To provide the necessary information to affected stakeholders to favour collaboration among them.
- To coordinate and provide assessment for the exploitation of the knowledge as produced by the project development.
- To share the outcome of the project with the applicable audiences and target groups. This area is closely related to dissemination activities.

5.3 Exploitation of results

Table 14 and Table 15 show the project-internal and -external exploitation of results.

Project Outputs	Area Impacted	Action	Outcomes	When
All project documents, knowledge and experience	ANSPs	Implementation of the FCA concept	Operational FCA concept	
All project documents, knowledge and experience	Project partners	Further research, evaluation and validation	Increased maturity of the concept	

Table 14: Project-internal exploitation of results

Project Outputs	Area Impacted	Action	Outcomes	When
All project documents	SESAR and research community	Further research, evaluation and validation	Use and integration of FCA to other solutions	
All project documents	ANSPs, airspace users, stakeholders	Implementation of the FCA concept	Operational FCA concept	
All project documents	ANSPs, decision makers	Decision of FCA implementation	Decision of FCA implementation	
All project documents	Standardization and regulatory bodies	Process of including FCA requirements into standards and regulations	FCA requirements incorporated into standards and regulations	
All project documents	National Aviation Safety Agencies	Creation of licence requirements	Licence requirements	

Table 15: Project-external exploitation of results

5.4 Data Protection Strategy

As detailed in the deliverable D3.2 initial Data Management Plan (DMP) of this project, different types of datasets will be generated and managed by the beneficiaries over the course of the FCA project. All data collected throughout human-in-the-loop simulation activities within this project will be

pseudonymized. Participants will be assigned unique identifiers. These identifiers will be utilized for all information gathered during the execution of the validation exercises, including performance data, questionnaires during, before or after simulation runs, feedback from de-briefing sessions, and individual participant interviews. This approach is essential to establish connections between data recorded using various methods (e.g., linking questionnaires with performance data) at a later stage. It is important to note that no documents will be created that directly associate the unique identifier with individual participants, ensuring their privacy and confidentiality.

In accordance with the grant agreement, beneficiaries storing data on their internal servers will implement suitable measures on a technical and organizational level to guarantee that the data remains securely stored with controlled access. The Data Protection Officers from each beneficiary organisation will provide support in this task, ensuring that the processing of personal data complies with the EU regulation 2016/679.

Detailed information related to data management and protection can be found in the DMP.

5.5 IPR Management

Maximizing Open Access policy will be pursued to ensure that research outputs are accessible to everyone. Particular attention will be paid to the copyright terms set by journal papers to ensure that articles are published under CC-BY or a similar license to allow commercial use of the results. In addition, partners are committed to making research data as open as possible, considering confidentiality and intellectual property protection. Relevant datasets will be uploaded to trusted repositories according to the Data Management Plan.

6 Overview of communication and dissemination activities

Table 16 shows the overview of communication and dissemination activities within the FCA project.

Activity	Channel	Tool	Objective	Target Audience	KPIs	Success Criteria	Frequency /Date
Publish general project information, share public deliverables	Website	Webpages, news, download section	General project information, share public deliverables	Aviation community, general public, media, SESAR community, stakeholders, industry partners, SESAR 3 JU, airspace users, scientific community	Number of visits	500	Planned creation Q1 2024
Post news and updates	Social Media LinkedIn	Posts	General project information, project updates	Aviation community, general public, media, SESAR community, stakeholders	Number of followers	100	Weekly
Share project updates	Project Newsletters	Newsletters	General project information, project updates	Aviation community, general public, media, SESAR community, stakeholders, airspace users, scientific community	Number of newsletters	10	Quarterly starting Q1 2024
Inform about project and exercise results	Open days	Presentations, discussions	Provide detail exercise information	Aviation community, general public, media, SESAR community, stakeholders, industry partners, SESAR 3 JU, airspace users, scientific community	Number of open days	2	October/November 2024 (Exercise 002); September 2025 (Exercise 001)
Present project and results	Airspace World	Booths, presentations, discussions	Publish project results	Aviation community, general public, media, SESAR community, stakeholders,	Number of attendees	3	Yearly in March

				industry partners, SESAR 3 JU, airspace users, scientific community			
Publish results	Conference papers	Papers, presentations	Publish project results	Aviation community, SESAR community, stakeholders, industry partners, SESAR 3 JU, airspace users, scientific community	Number of accepted papers	3	2026
Publish results	Journal paper	Paper	Publish project results	Aviation community, SESAR community, stakeholders, industry partners, SESAR 3 JU, airspace users, scientific community	Number of accepted papers	1	2026

Table 16: Overview of communication and dissemination activities

7 List of Acronyms

Acronym	Description
ANSP	Air Navigation Service Provider
ATC	Air Traffic Control
ATM	Air Traffic Management
AU	Airspace User
CBA	Cost Benefit Analysis
CDE	Communication, Dissemination and Exploitation
CDEP	Communication, Dissemination and Exploitation Plan
CINEA	Climate, Infrastructure and Environment Executive Agency
CNS	Communication, Navigation and Surveillance
CWP	Controller Working Position
DMP	Data Management Plan
EASA	European Aviation Safety Agency
FCA	Flight Centric ATC
HITL	Human in the Loop
INTEROP	Interoperability Requirements
IRS	Interface Requirements Specifications
JU	Joint Undertaking
KPI	Key Performance Indicator
OSD	Operational Service and Environment Definition
PMP	Project Management Plan
PR	Public Relations
SESAR	Single European Sky ATM Research Programme
SESAR 3 JU	SESAR 3 Joint Undertaking
SPR	Safety and Performance Requirements
TS	Technical Specification
VALR	Validation Report

Table 17: List of Acronyms