



SAFIR-Med

Dissemination & Communication Report Y2

Deliverable ID:	D6.3
Dissemination Level:	PU
Project Acronym:	SAFIR-Med
Grant:	101017701
Call:	H2020-SESAR-VLD2-03-2020
Topic:	U-space capabilities and services to enable Urban Air Mobility
Consortium Coordinator:	Helicus
Edition Date:	20/02/2023
Edition:	00.00.01
Template Edition:	03.00.01

INDUSTRIAL RESEARCH

Funding Members



Authoring & Approval

Authors of the document

Name/Beneficiary	Position/Title	Date
Georgia Nikolakopoulou (Future Needs Management Consulting Ltd)	Communication manager at Future Needs Management Consulting Ltd Dissemination and Communication Manager for SAFIR-Med	21/02/2023

Reviewers internal to the project

Name/Beneficiary	Position/Title	Date
Bjorn Geuns	Head of projects at Skeydrone, Project Manager in SAFIR-Med	7/3/2023
Geert Vanhandenhove	Manager Flight Operations at Helicus and SAFIR-Med	15/3/2023

Approved for submission to the SJU By - Representatives of beneficiaries involved in the project

Name/Beneficiary	Position/Title	Date

Rejected By - Representatives of beneficiaries involved in the project

Name/Beneficiary	Position/Title	Date

Document History

Edition	Date	Status	Author	Justification
00 00 01	19/02/23	Draft	Georgia Nikolakopoulou	Document Creation
00 00 02	7/3/2023	Draft	Bjorn Geuns	Review of Dissemination and Communication Report Y2
00 00 03	15/3/2023	Draft	Manager Flight Operations at Helicus	Review of Dissemination and Communication Report Y2
00 00 04	15/3/2023	Draft	Georgia Nikolakopoulou	Final Review of

Copyright Statement

SAFIR-Med project

SAFE AND FLEXIBLE INTEGRATION OF ADVANCED U-SPACE SERVICES FOCUSING ON MEDICAL AIR MOBILITY

This Project Management Report is part of a project that has received funding from the SESAR Joint Undertaking under grant agreement No 101017701 under the European Union's Horizon 2020 research and innovation programme.



Abstract

This document provides the Dissemination, Communication and Exploitation Report for year two.

Table of Contents

1. Communication, Dissemination & Exploitation report	8
1.1 Applicable Reference Material	8
1.2 List of Acronyms	8
2 Project Introduction	10
2.1 Project “about” text	10
2.2 Project key messages	10
2.3 Keywords	10
2.4 Focal point for communications, dissemination and exploitation	11
3 Communication	12
3.1 Communications objectives and strategy	122
3.2 Communication material review procedure	122
3.3 Target audiences	13
3.4 Communication channels	15
3.5 Project logo	176
3.6 Office templates	16
3.7 Press Releases	17
3.8 Website	22
3.9 Newsletters	24
3.10 Social Media	24
3.11 Promotional videos	30
3.12 Partners’ websites	33
3.13 Communication page on SESAR JU platform	34
3.14 Communication key performance indicators (KPIs) and success criteria	34

4 Dissemination	38
4.1 Dissemination objectives and strategy	38
4.2 Target audiences	38
4.3 Dissemination channels	40
4.3.1 Printed Promotional Materials	40
4.3.2 Scientific Papers	40
4.3.3 Conferences/ External events	41
4.3.4 How we monitor the progress	44
4.3.5 Presentations	44
4.3.5.1 Copyright of presentations	45
4.4 Dissemination KPIs and success criteria	47
5 Exploitation	48
5.1 Project exploitable results	48
5.2 Exploitation strategy and objectives	48
5.3 Exploitation of results	48
5.4 IPR Management	51
6. Schedule of communication and dissemination activities	53

List of Tables

Table 1. List of Acronyms	9
Table 2. Focal Points of Contact	11
Table 3. Communication target audiences	14
Table 4. Communication channels	15
Table 5a. 2nd Press Release	19
Table 5b. 3rd Press Release	21
Table 6. SAFIR-Med website strategy	23
Table 7. Rotation Plan for posts on Social Media	28
Table 8. Guidelines for posts on LinkedIn	30
Table 9. Videos created during 2nd year of SAFIR-Med	31
Table 10. Communication KPIs and Success criteria (2022)	34
Table 11: Dissemination target audiences	39
Table 12: Dissemination channels (general)	40
Table 13. Dissemination events, conferences and workshops (2022)	41
Table 14. Dissemination KPIs and success criteria	41
Table 15. Project external exploitation of results	499
Table 16. Schedule of Communication and Dissemination Activities	54

List of Figures

Figure 1: Definitions of Communication, Dissemination and Exploitation in H2020 [1]	8
Figure 2: Logotype	16
Figure 3: Secondary Logotype (vertical)	16
Figure 4.: SAFIR-Med 2nd Press release	18
Figure 5.: SAFIR-Med 3d Press release	20
Figure 6: SAFIR-Med Website	26
Figure 7: Example 1 SAFIR-Med Demo Campaign	26
Figure 8: Example 2 SAFIR-Med Demo Campaign	26
Figure 9: Example 3 SAFIR-Med Demo Campaign	27
Figure 10: SAFIR-Med Twitter Account	29
Figure 11: SAFIR-Med LinkedIn Account	30
Figure 12: SAFIR-Med website unique visitors analytics	36
Figure 13: SAFIR-Med 4th newsletter	36
Figure 14: SAFIR-Med 5th newsletter	36
Figure 15: SAFIR-Med 6th newsletter	36
Figure 16: SAFIR-Med 7th newsletter	37
Figure 17: SAFIR-Med Timeline (2nd year)	55

Communication	Dissemination	Exploitation	
<p>“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	 Definition
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project’s own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience
<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 b) • Grant Agreement Art. 38.1 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal template 2.2 a) • Grant Agreement Art. 29 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 1.1, 2.1, 2.2 a) • Grant Agreement Art. 28 	 Formal Obligations

Figure 1: Definitions of Communication, Dissemination and Exploitation in H2020 [1]

Communication, Dissemination and Exploitation Report

1.1 Applicable Reference Material

- [1] Making the Most of Your H2020 Project - Boosting the impact of your project through effective communication, dissemination and exploitation, The European IPR Helpdesk, available at: <https://www.iprhelphdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>
- [2] Project Handbook of SESAR 2020, Edition 02.02.00, June 2020.
- [3] Grant Agreement number: 101017701, 2020.
- [4] SJU, SESAR 2020 Communication and Dissemination, Kick-Off Meeting, 12/2020.
- [5] H2020 Programme. Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020, Version 3.2, 21 March 2017.

1.2 List of Acronyms

Table 1. List of Acronyms

Acronym	Definition
KPI	Key Performance Indicator
SDO	Standards Development Organization
Q	Quarter
WP	Work Package
UAM	Urban Air Mobility

2 Project Introduction

2.1 About SAFIR-Med

The SAFIR-Med project's vision is to achieve safe, sustainable, socially accepted and socially beneficial urban air mobility. SAFIR-Med represents all value chain actors and stakeholders as either project partner (ATC, USPs, Operators, UAS Manufacturers, cities) or formal associate partner (major customers, technology & service providers) at a representative international level. Five unmanned UAV platforms (passenger eVTOL, Hydrogen fuel cell VTOL, AED medical drone, X8 medical transport) were combined with manned aviation in real life exercises validating technology in a real urban environment. A de-risking exercise took place at the **DronePort** test-facility in Sint-Truiden, **Belgium** and our demonstrations took place in the **city of Antwerp** and around the **city of Aachen**. We further validated the results achieved, by enhancing the real demonstrations through large-scale simulations in order to test the maximum airspace capacity, and then further validated our results by **simulating demonstrations** in two additional locations in Europe, namely **Athens, Greece** and **Prague, Czech Republic**. Lessons learnt were documented in a Performance Assessment and recommendations report, providing refinements to the current U-space architecture principles and creating measurable indicators for UAM which will enable Smart Cities to include UAM in their Transport Roadmaps and set relevant measurable goals aligned with the current Smart City concept and standards.

2.2 Project key messages

1. SAFIR-Med has built upon the technologies developed in SESAR
2. How drones can be used for healthcare system
3. Real life demonstration

2.3 Keywords

- U-space services demonstration
- Detect and Avoid
- Tracking
- Passenger Drone

2.4 Focal point for communications, dissemination and exploitation

Table 2. Focal Points of Contact

Name	Role	Email address
Georgia Nikolakopoulou	Dissemination and Communication Manager	georgia@futureneeds.eu
Anna Palaiologk	Business Development	anna@futureneeds.eu
Theodora Papanikolaou	Social media manager	theodora@futureneeds.eu

3 Communication

3.1 Communications objectives and strategy

Communication activities were focused on conducting activities of Public Engagement, i.e., involving specialists listening to and interacting with non-specialists, for ensuring that conducted research activities are made known to the society at large. Communication activities of the SAFIR-Med project included the creation and presentation of the public website structures as well as introducing additional tools such as social media, newsletter, press releases and printed materials. The general promotion/communication activities, which were focused on mainly in the first months of the project, targeted the wide public audience (mainly through the communication channels of the project).

3.2 Communication material review procedure

In the following paragraph we describe procedures and tools for producing, reviewing and publishing communication content.

- Communication material and deliverables content produced by Future Needs (FN) were placed in the collaborative environment suggested by the coordinator i.e. MS Teams.
- Partners were notified of availability of materials online and were called to review them in a given timeframe for a concrete and reasonable amount of time (a couple of days for PR material, 1 week for deliverables) through suggestions mode. This included suggestions for authors on extra content, and on how to better structure and present the content. If the material was a deliverable, the proof-reading is done by the Dissemination & Communication manager of the partner assigned as Internal Reviewer to the deliverable by the Coordinator.
- If partners found the timeframe unattainable, they could ask for an extension of the deadline. If an extension was possible without hindering project results, it was granted.
- Once all comments were inserted, FN reviewed and incorporated them, maintaining the right to not accept a suggestion based on solid argumentation (e.g. EC rules, guidelines described in the communication plan).
- The final version of the material was reviewed by the coordinator before proofreading.
- FN made the final version of the material available in Teams for a concrete and reasonable amount of time (a couple of days for PR material, 1 week for deliverables) for all partners to proofread before publishing the material. We followed the “proofreading” definition of global publishing houses (e.g. Elsevier), meaning that proofreading focuses on correcting superficial errors in spelling, grammar, syntax, punctuation, and formatting. If the material was a deliverable, the proof-reading was done by the Dissemination & Communication manager of the partner assigned as Internal Reviewer to the deliverable by the coordinator.
- Proof-reading by coordinator.

- After the proof-reading stage, no further reviewing iterations were foreseen. FN finalised and “sealed” the material and the material was published/ submitted to the EC.

3.3 Target audiences

SAFIR-Med communication, dissemination, showcasing, exploitation and standardisation plans and strategies were executed by all the partners and differed in regard to the nature of the partner as well as the means, content and target audience used. The industrial partners approached industry sectors and their distributors as well as client networks, whereas the academic and research partners targeted relevant research institutes and universities. Furthermore, an additional number of activities are targeted to organisations, communities, industry, academia and research institutions, as well as the general public.

Table 3. Communication target audiences

Target	How can they benefit from the project	Objectives and expected feedback
The broadest possible technical and non-technical audience	They learned about the innovations in the sector	To disseminate and communicate project innovations to the broader public and society To disseminate and raise awareness of the project to relevant industries
All SAFIR-Med partners, collaborators and stakeholders	They learned about the innovations in the sector. They learned about different stakeholders from different countries and what they do	To disseminate project outcomes to the scientific community To foster inter-communication with other research projects and communities

3.4 Communication channels

Table 4. Communication channels

Channel	Link	Information shared
Website of the project ¹ and any other media as applicable	www.safir-med.eu	<ul style="list-style-type: none"> • Project deliverables • Project news • Communication tools, e.g. brochures, flyers, videos. • Consortium's expertise in UAM • Progress of SAFIR-Med project • Results from demonstrations
Social media of the project <ul style="list-style-type: none"> • Twitter • LinkedIn 	<ul style="list-style-type: none"> • Twitter: https://twitter.com/SAFIRmedEU • LinkedIn: https://www.linkedin.com/company/safir-med-project 	News and updates on the SAFIR-Med activities and progression of project's tasks and deliverables <ul style="list-style-type: none"> • Papers and presentations originating from workshops, conferences, journals etc. • Project showcases/demonstrations • Publications in articles, online sources, newspapers • Upcoming events prompting stakeholders for papers and events participation • Videos and photos • Partners SAFIR-Med related activities and achievements • Newsletter issues • Articles on popular health and Drones topics
H2020 Magazine Cordis Wire Magazine SESAR JU Platform	https://horizon-magazine.eu/ https://cordis.europa.eu/ https://www.sesarju.eu/	<ul style="list-style-type: none"> • Project deliverables • Project news • Interviews with researchers

1

Press Releases of the project	https://www.safir-med.eu/news	<ul style="list-style-type: none"> • M17, M18: Two more Press Releases (three in total) informing on: <ul style="list-style-type: none"> ○ The project's activities were created and shared with media and press contacts (European and international) through our partners, to gain publicity and to raise public awareness. ○ Consortium's expertise in UAM ○ SAFIR-Med progress & achievements
Newsletter	https://www.safir-med.eu/news	Project news
Project Factsheet	M6	Most efficient diffusion of project results to the scientific community.

3.5 Project logo



Figure 2: Logotype



Figure 3: Secondary Logotype (vertical)

The SAFIR-Med visual identity was created at the very beginning of the project and provided a clear identity and appearance. The logo was provided in different versions and also clear guidelines as to the proper use and the misuse of the logo were given. The brand identity and its characteristics are still in use and have been followed as such during the project's progress.

The logo's colours are: White: #FFFFFF, Sapphire Blue: #0B0633, Coral Red: #EA2424 and the font is Roboto bold. SAFIR-Med uses two main typefaces (Helvetica Bold and Light and Segoe UI) depending on where it appears. These typefaces are classified as main and alternative typographies according to their usage. Both typefaces come in a variety of weights offering a flexible use.

3.6 Office templates

The working eternal templates are to be used in all communication related to the project, from all consortium members.

In the beginning of the project the following templates were created:

- Letter (a dark and a print friendly version are available in MS Teams shared folder)
- Deliverables' document (in MS Teams shared folder)
- PPT (adopted to SESAR JU template according to guidelines in MS Teams shared folder)

3.7 Press Releases

The 1st Press Release was published to announce the project beginning after its kick-off. The 2nd press release of SAFIR-Med was published after the medical aviation conference in Sint-Truiden, Belgium, hosted by Droneport test centre in April 2022 and included all the basic information about the event. The 3rd press release was published in May 2022 before the second event in Antwerp Port House, in Belgium and it included the basic information about the event. Both press releases were posted in the SAFIR-Med website and promoted through our social media channels as well as mass media according to the tables below.





Figure 4: SAFIR-Med 2nd Press release



Table 5a ● 2nd Press Release

Audience	Industry, Academia and Research Institutions, Technical & Non-technical audience (General public), Public and Private Service Providers, Standards Developing Organizations (SDOs)
Message	Press Releases are created and shared with media and press contacts (European and international) through our partners. Press releases will be issued by partners every time a great achievement or activity of the project needs to be communicated to the public media and the industry. The main objective of press releases is to gain publicity and to raise public awareness.
Channels per country and responsible partner	
European media & organisations (Future Needs)	<ul style="list-style-type: none"> ● SAFIR-Med Website https://www.safir-med.eu/newsletter-5 https://www.safir-med.eu/2nd-press-release ● HORIZON Magazine https://ec.europa.eu/research-and-innovation/en/horizon-magazine/emergency-response-drones-save-lives-digital-skies ● Sesar JU: https://www.sesarju.eu/index.php/news/safir-med-completes-first-series-medical-delivery-drone-trials ● DRONEPORT: https://droneport.eu/safir-med-consortium-demonstreert-ontwikkelde-technologie-op-droneport/ ● URBAN AIR MOBILITY NEWS: https://www.urbanairmobilitynews.com/medical-pharmaceutical-transport/sesar-safir-med-european-research-project-releases-results-from-first-series-of-flight-trials/ ● UNMANNED AIRSPACE: https://www.unmannedairspace.info/latest-news-and-information/safir-med-conference-presents-framework-uam-indicators-based-on-early-demonstrations/

	<ul style="list-style-type: none"> ● UNMANNED AIRSPACE: https://www.unmannedairspace.info/latest-news-and-information/sesar-safir-med-project-releases-results-from-first-series-of-flight-trials/ ● UNMANNED AIRSPACE https://www.unmannedairspace.info/latest-news-and-information/safir-med-completes-final-droneport-tests-to-reduce-the-air-risk-in-conflicting-flight-operations/ ● European Commission: https://ec.europa.eu/info/events/safir-med-conference-and-demo-event-2022-apr-07_en ● Amsterdam Drone Week: https://www.amsterdamdroneweek.com/news/safir-med-medical-aviation-conference-in-belgium/ & https://content.myrai.nl/viewer?tid=TIDP3748664XDD3607A3934E4DE8A881641DEDA12891YI2
<p>Greece – Cyprus Media (Future needs & HUSI)</p>	<ul style="list-style-type: none"> ● Airnews.gr: https://bit.ly/3LTOSCe

SAFIR-Med 3rd Press release

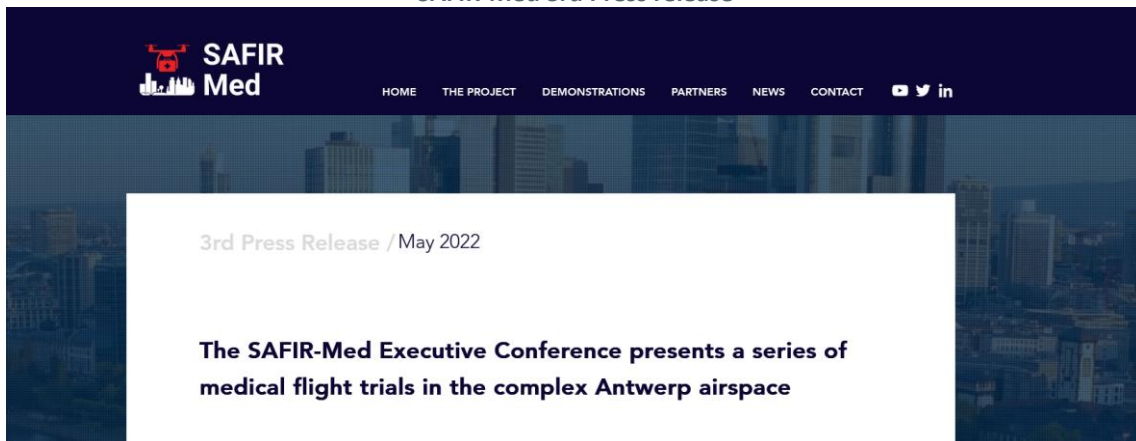


Figure 15: SAFIR-Med 3rd Press release

Table 5b • 3rd Press Release

Audience	Industry, Academia and Research Institutions, Technical & Non-technical audience (General public), Public and Private Service Providers, Standards Developing Organizations (SDOs)
Message	Press Releases are created and shared with media and press contacts (European and international) through our partners. Press releases will be issued by partners every time a great achievement or activity of the project needs to be communicated to the public media and the industry. The main objective of press releases is to gain publicity and to raise public awareness.
Channels per country and responsible partner	
European media & organisations (Future Needs)	<ul style="list-style-type: none"> ● SAFIR-Med Website: https://www.safir-med.eu/open-day-port-of-antwerp https://www.safir-med.eu/press-release-03 https://www.safir-med.eu/newsletter-6 ● Sesar JU: https://www.sesarju.eu/index.php/node/4145 https://twitter.com/SESAR_JU/status/1527643626939064321 https://www.linkedin.com/posts/sesar-joint-undertaking_drones-medical-sesarju-activity-6933409322659954688-Je0J/?utm_source=linkedin_share&utm_medium=member_desktop_web ● UNMANNED AIRSPACE: https://www.unmannedairspace.info/latest-news-and-information/sesar-safir-research-prepares-for-second-very-large-demonstration-event-in-antwerp-on-2nd-june/ ● Innovation Origins (European platform about innovation, start-ups and technologies): https://innovationorigins.com/en/selected/medical-flight-trials-to-be-held-in-the-complex-antwerp-airspace/

3.8 Website

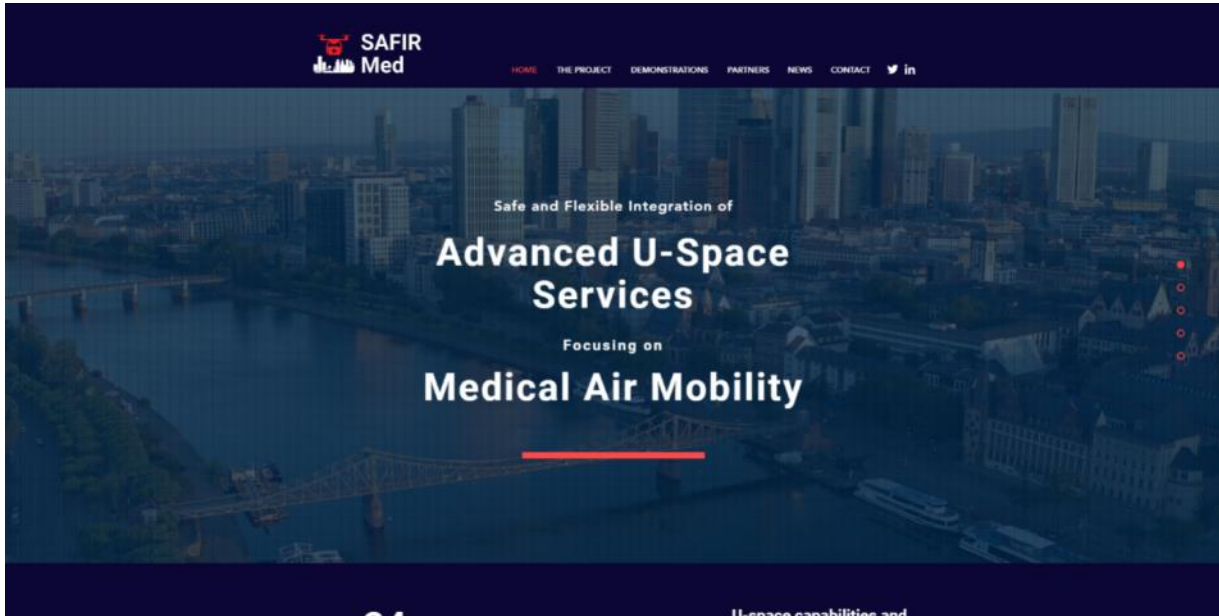


Figure 6: SAFIR-Med Website

The project’s website is connected to a domain and live at <https://www.safir-med.eu>. The content of the website is reviewed, approved and updated from all consortium members until the end of the project. It includes all the news about the activities of SAFIR-Med and related events that SAFIR-Med and its consortium members participate in. Consortium members participating in the above provide the content (text and visual material like photographs, videos, diagrams, infographics etc.) to be uploaded on the website. Papers and other publications related to the project will be uploaded on the website, in a dedicated section, as well as newsletters, press releases (see annex 1). SM posts are linked to the website content and there is a twitter feed in the homepage, in order to increase the website’s visibility and inform the community about the project and its activities.

Strategies to increase traffic:

- SESAR webpage
- Social media campaigns

Table 6. SAFIR-Med website strategy

Audience	All - Technical & Non-technical audience (General public) In a broad sense the whole society – referring also as the general public.
Message	<p>SAFIR-Med shares its concepts, results and achievements through its dedicated project website. The website is the major tool of communication and promotion of the project on</p> <ul style="list-style-type: none"> ● Consortium's expertise in UAM ● Progress of SAFIR-Med project ● Results from demonstrations
Structure	<p>The website is divided into seven menu sections including: Home, The project, Demonstrators, Partners, News, Contact.</p> <p>Home: This is the main page of the website, which provides information regarding the project, its partners and options that trigger the attention of the end user prompting them to scrutinise and learn more about SAFIR-Med. The homepage hosts several sections that easily navigate the visitors to the rest pages of the website for additional information.</p> <p>The project: The specific page incorporates an overview of the project and its trial locations. Moreover, it is divided into five subsections which include Motivation, Aim, Objectives, Technology, Deliverables and History. The technology section refers to the Concept of Operations (ConOps) and the Operational Chain of SAFIR-Med, the deliverables section link to the public deliverables page, while in the history section all partners UAM activities that led to the SAFIR-Med project are put in a timeline.</p> <p>Demonstrations: This page provides a detailed overview of the demonstrative activities that SAFIR-Med project will perform by the project partners.</p> <p>Partners: The SAFIR-Med partners are proudly presented within the specific page along with their corresponding country of their origin. A section is also dedicated to the project's advisory board.</p> <p>News: This section is regularly updated with content including project events, activities, news and other impactful dissemination material</p>

upon being published. The “News” page offers a preview of SAFIR-Med published news where visitors can scroll and click on a selected published article and be redirected to the respective page where the full article is made available.

Contact: The contact form is an integral part of the website and serves as a bidirectional means of interaction among the stakeholders of the project and the project team. In this section emerging issues and queries are explicated and, upon receipt, they are addressed accordingly by the SAFIR-Med administration team. Furthermore, clickable icons of the SAFIR-Med social media channels exist at the footer of the home page through which users can easily visit the respective channels.

3.9 Newsletters

The SAFIR-Med newsletter was published on a quarterly basis and shared with the public via the project’s social media accounts and website. Four newsletters have been published between M13-M24 (December 2021-November 2022). The 8th and last issue of the SAFIR-Med Newsletter is scheduled to be released by the end of March when the project ends, in order to include the latest activities. Furthermore, SAFIR-Med newsletter is sent to SESAR after its release to be included in their following issue. Each newly issued newsletter is uploaded to the official website, prompting the users to read it online or download it. Moreover, the SAFIR-Med social media accounts have actively promoted each issue by providing a direct link to the official website’s respective page.

3.10 Social Media

SAFIR-Med is present in all popular social media networks. In specific, the following SAFIR-Med social media accounts are open and have been actively used since 2nd of February (2021) in Twitter and LinkedIn their access links are the following:

- Twitter: <https://twitter.com/SAFIRmedEU>
- LinkedIn: <https://www.linkedin.com/company/safir-med-project>
- SAFIR-Med social media posts are oriented towards promoting the project’s news as well as the dissemination activities in which the partners participate. Dissemination activities have covered a wide spectrum of events, publications, presentations, workshops, demonstrations,

call for papers and other relative activities communicated via the social media accounts. Specifically, the social media posts have covered the following activities:

- News and updates on the SAFIR-Med activities and progression of project’s tasks and deliverables
- Papers and presentations originating from workshops, conferences, journals etc.
- Project showcases/demonstrations
- Publications in articles, online sources, newspapers
- Upcoming events prompting stakeholders for papers and events participation
- Videos and photos
- Partners SAFIR-Med related activities and achievements
- Newsletter issues
- Articles on popular health and Drones topics

In addition, all communicative SAFIR-Med social media channels can be found in the footer of the project’s official website (www.safir-med.eu). Each of those social media icons, when clicked, redirects the users to the respective SAFIR-Med social media channel. Moreover, the social media channels, amongst others, had an important role in promoting the SAFIR-Med newsletter (new and past issues).

In SAFIR-Med, all partners in rotation were responsible for the social media management through the Buffer application. During their responsibility period, each partner created new tweets/posts, retweets or re-posts. The partners were also responsible for identifying influencers and sending them to the Social Media Leader to follow. Accounts which do not qualify as influencers but are still a worthy source of information, were not followed but rather added to the respective Twitter lists.

Number of posts:

- Twitter: 9 tweets per week (2 SAFIR-Med project promotion tweets, 7 re-tweets)
- LinkedIn: 2 LinkedIn posts per week (1 SAFIR-Med project promotion post, 1 general relevant content posts)

Good Case Practice for posts: Hashtags used: #UAM, #H2020, @SESAR Joint Undertaking

SAFIRMedDemos campaign: An ongoing campaign that has started in February 2022. Its aim has been to highlight the demonstration events in all the previous months during 2022 and highlight all the anticipated flights in the upcoming months until the end of the project. The hashtag used for this campaign is #SAFIRMedDemos. 51 posts in total were created during 2022-2023 under this hashtag.

See some examples below:

1. [Post link](#)



Figure 7: Example 1 of the SAFIRMedDemos campaign

2. [Post link](#)



Figure 8: Example 2 of the SAFIRMedDemos campaign

3. [Post link](#)



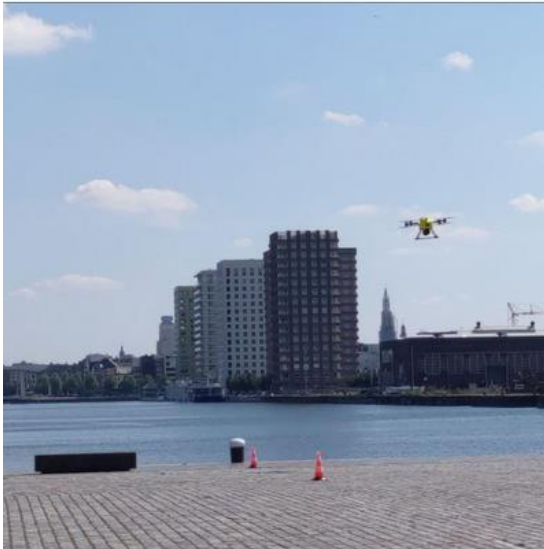
SAFIR-Med project
2K followers
6mo · 🌐

...

The great news coming from Antwerp about the succesful drone flights on 2 June, when a medical package was delivered within the urban environment, was spread! Thank you Unmanned Air Space and Philip Butterworth-Hayes for the publication!

#H2020
#UAM
#UAV
#SAFIRMedDemos

<https://lnkd.in/eWEuJg54>



SAFIR-Med flight demonstration delivers medical package within the city of Antwerp

unmannedairspace.info · 1 min read

Figure 9: Example 3 of the SAFIRMedDemos campaign

Audience	All - Technical & Non-technical audience (General public). In a broad sense the whole society – referring also as the general public.
Message	<p>As a result of the strategy followed so far at all social media channels is the fast accumulation of followers. From the specific profile page, a user can be redirected to the SAFIR-Med posts made over Twitter, access follower's posts, read project identity and info, and also redirected to SAFIR-Med official website when clicking the link residing below the project's bio.</p> <ul style="list-style-type: none"> ● Showcase SAFIR-Med demonstrations ● Promote consortium's expertise ● Highlight SAFIR-Med's contribution in SESAR JU
Post objectives	SAFIR-Med project continuously communicates via its social media channels its activities and achievements. In addition, we take the opportunity to share our partners' activities.
Guidelines	Text of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).

Table 7: Twitter Guidelines

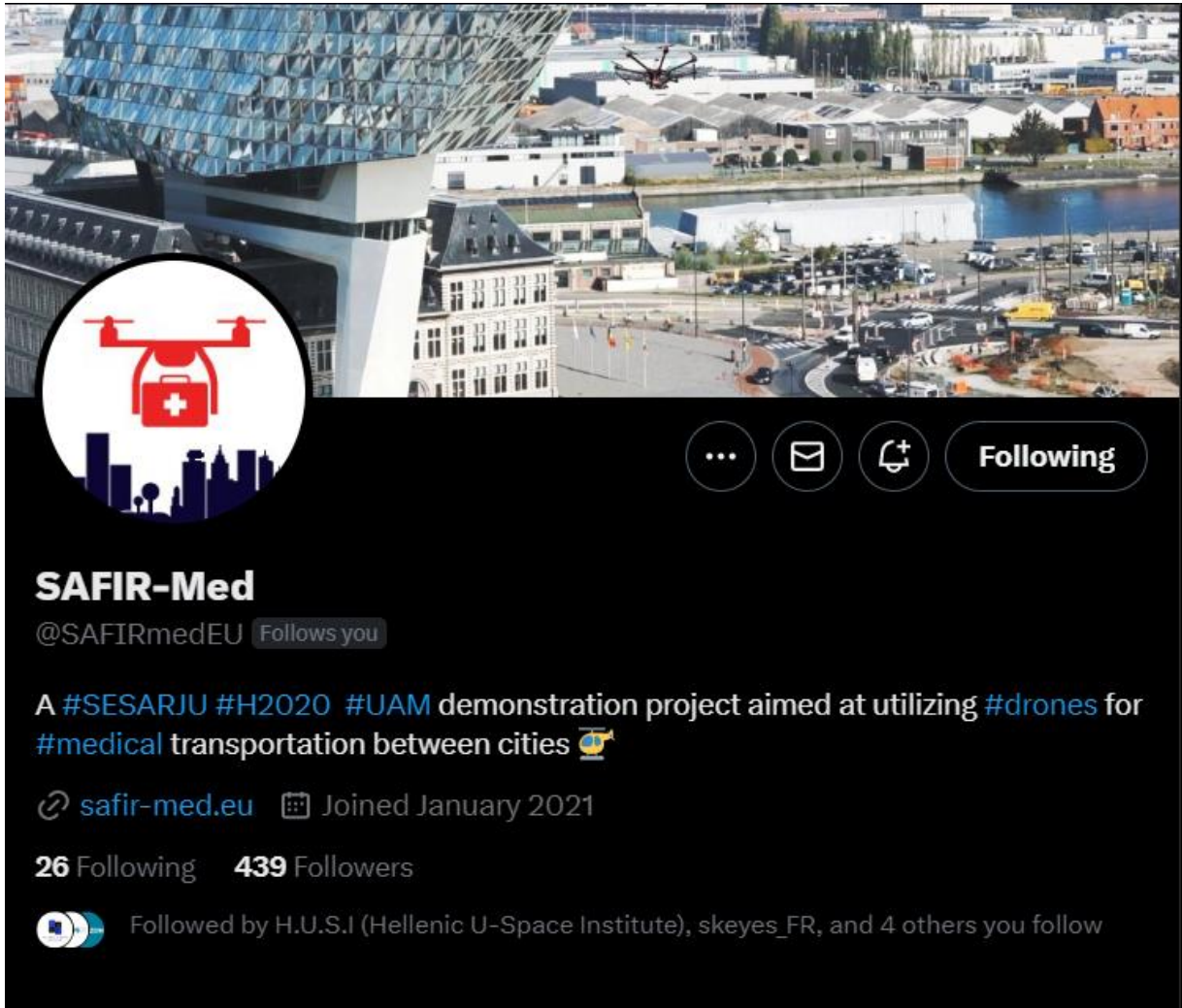


Figure 10: SAFIR-Med Twitter Account

<p>Audience</p>	<p>All - Technical & Non-technical audience (General public) In a broad sense the whole society – referring also as the general public.</p>
<p>Message</p>	<p>There is a short bio of the project including its objectives and quantitative details. The audience can easily check the latest project posts and communicate directly with the SAFIR-Med team in case of any queries.</p> <ul style="list-style-type: none"> • Showcase SAFIR-Med demonstrations

	<ul style="list-style-type: none"> • Promote consortium’s expertise • Highlight SAFIR-Med's contribution in SESAR JU
Post objectives	SAFIR-Med project continuously communicates via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners’ activities.
Guidelines	Text (no character limit), photos, GIFs, videos, links, etc.

Table 8: LinkedIn Guidelines

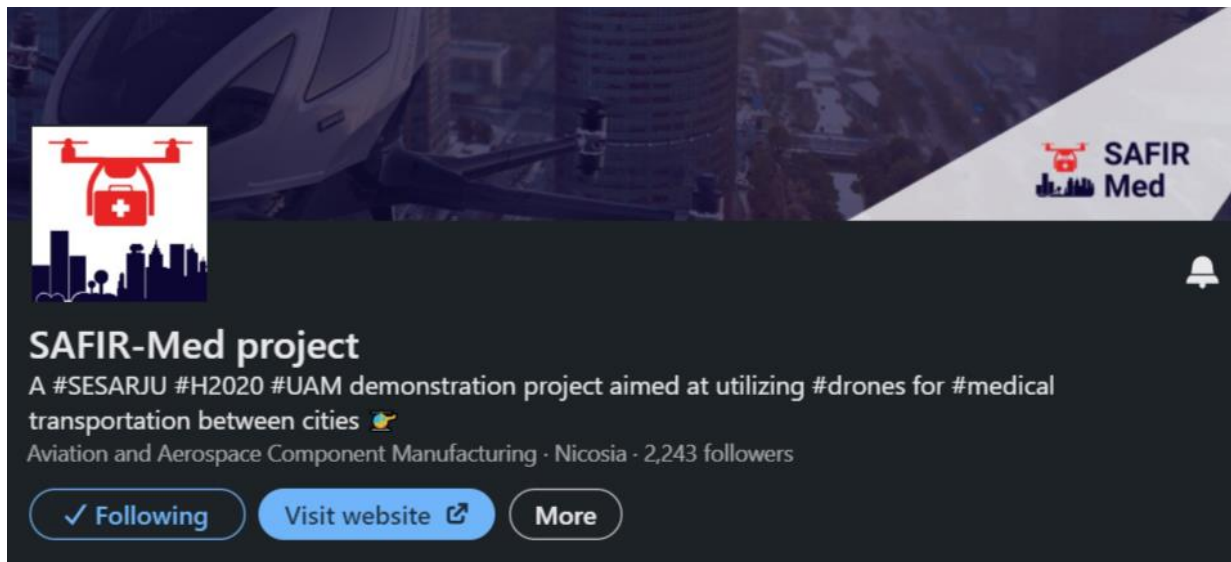


Figure 11: SAFIR-Med LinkedIn Account

3.11 Promotional videos

During 2022, more videos were produced and published on the social media of SESAR JU and the SAFIR-Med Project, as a strategic and dynamic tool for the project’s results presentation and its overall promotion. Guidelines were provided to the partners on providing visual material of the flights in the MAHHL region. All videos produced are included in the following table:

Table 9. Videos created during 2nd year of SAFIR-Med

No	Title	Opportunity / Achievement & goals promoted	Media *	Publications - Links
1	The first European BVLOS flight over the city was realised by the SAFIR-Med project (1 video)	The first ever SORA compliant #BVLOS transportation flight over populated areas (under the new EASA UAS regulations) that took place on 21/6/2022 in Antwerp	SAFIR-Med channels 1. YouTube 2. Website 3. LinkedIn 4. Twitter SJU Channels	1. https://www.youtube.com/watch?v=nqd1WSK3H4E&list=PLYu5bEol_wgHhjGa_Pfr-lz12sSkWgZcy
2	SAFIR-Med Conference, April 2022 (playlist of 16 videos of all presentations including a highlight video with testimonials)	The medical aviation conference organised by the consortium of SAFIR-Med in Droneport test centre, in Sint-Truiden, Belgium. There, the medical and aviation sectors were brought together in order to demonstrate how the SAFIR-Med project advances the state-of-the-art in European U-space achieving safe, sustainable, socially accepted and effective urban air mobility.	SAFIR-Med channels 1. YouTube 2. Website 3. LinkedIn 4. Twitter SJU Channels	1. https://youtube.com/playlist?list=PLYu5bEol_wgGx22nJyGatQYnhkR8_Yd8K
3	SAFIR-Med Conference, Antwerp, June 2022	The SAFIR-Med conference at the Antwerp Port house, Belgium, 2/6/2022, showcasing how our	SAFIR-Med channels 1. YouTube 2. Website	5. https://youtube.com/playlist?list=PLYu5bEol_wgHdSGkNiw0HRgNoryhz_J5_a

	(playlist of 22 videos of all presentations, including a highlights video with testimonials)	society is getting closer to bringing medical UAM to cities. The event was an opportunity to evaluate requests and proposed solutions, initiating reflection on how to make drone operations supporting medical activities a reality. Key stakeholders were there to see the project results and provide their feedback.	3. LinkedIn 4. Twitter SJU Channels	
4	Drone traffic large-scale simulations (1 video)	Flights simulations created by AgentFly Technologies for the cities of Antwerp, Prague and Athens.	SAFIR-Med channels 6. YouTube 7. Website 8. LinkedIn 9. Twitter SJU Channels	https://www.youtube.com/watch?v=HZMLrGaGUPI
5	SAFIR-Med Conference, Aachen, September 2022 (1 video)	Slideshow video from the Aachen Expert Meeting	SAFIR-Med channels 10. YouTube 11. Website 12. LinkedIn 13. Twitter	https://www.youtube.com/watch?v=mbBl2SGmvzk
6	1st SAFIR-Med BVLOS demonstration flight in the MAHHL region,	The first MAHHL region flight: A BVLOS demonstration flight from the Dutch border to the UKA University Hospital in	SAFIR-Med channels 14. YouTube 15. Website 16. LinkedIn	1. https://youtu.be/HZMLrGaGUPI

	26/10/22 (1 video)	Aachen, Germany on October 26 th , 2022.	17. Twitter SJU Channels	
--	------------------------------	--	---------------------------------	--

Table 9: Videos created during the 2nd year of SAFIR-Med

**All the posts links at the social media channels can be found in the Appendix D (Communication & Dissemination activities record) in the SAFIR Med Demor report (Deliverable D 4.1 / 4.2 / 5.1)*

3.12 Partners' websites

SAFIR-Med partners involved in various communities at national and international level have been promoting the project concept and use cases through these communities and through their institutions/companies.

SAFIR-Med partners are:

1. Helicus <https://helicus.com/>
2. Future Needs <https://futureneeds.eu/>
3. Skeyes <https://www.skeyes.be/en/>
4. Unifly <https://www.unifly.aero/>
5. AgentFly Technologies <https://www.agentfly.com/>
6. Hellenic U-Space Institute <https://uspace.gr/>
7. Skeydrone <https://skeydrone.aero/>
8. Droniq GmbH <https://droniq.de/>
9. NSX <https://normalizedsystems.org/>
10. INVOLI <https://www.involi.com/>
11. RWTH Rheinisch-Westfälische Technische Hochschule (RWTH Aachen University)
<https://www.fsd.rwth-aachen.de/go/id/jpaf/?idx=1>
12. FlyXdrive <https://flyxdrive.com/>
13. TUDelf <https://mavlab.tudelft.nl/>
14. HyFly <https://www.hyfly.tech/>
15. SABCA <https://www.sabca.be/>
16. EHang <https://www.ehang.com/news/683.html>

17. Stadt Aachen <http://www.aachen.de/index.html>

3.13 Communication page on SESAR JU platform

We are in communication with those pages in order to update about the progress of SAFIR-Med and promote our achievements. The SAFIR-Med newsletters are sent to SJU (<https://www.sesarju.eu/>) to be shared in their news, while the press release was published on CORDIS webpage (<https://cordis.europa.eu/>). We are in communication with those pages in order to update about the progress of SAFIR-Med and promote our achievements. The SAFIR-Med newsletters are sent to SESAR JU to be shared in their news, while the press release was published on CORDIS webpage.

3.14 Communication key performance indicators (KPIs) and success criteria

Table 10. Communication KPIs and Success criteria (2022)


Actions	KPIs and targets	Achieved until today
Website	1000 of visitors to the website (per year)	2.283 visitors (figure 12)
Press and media	2 of press releases & 3 articles on third-party websites (online & printed)	2 Press Releases, 2nd & 3rd (figure 8a & 8b), https://www.safir-med.eu/news 18 publications (see section 3.7 Press Releases)
Social media	Twitter: 10 tweets per week (3 SAFIR-Med project promotion tweets, 7 re-tweets) LinkedIn: 2 LinkedIn posts per week (1 SAFIR-Med project promotion post, 1 general relevant content posts) 500 Twitter Followers 2000 LinkedIn Followers	(up to November 2022) Twitter Followers (figure 9): 442 LinkedIn Followers (figure 10): 2.249
Newsletters	4 Newsletters (per year)	4 (figures 13-16) The last newsletter is going to published before the final review of the SAFIR-Med project, to include all the latest activities of the consortium.
Open Days	3 Open Days (2 nd year)	3 Open Days

<p>Videos</p>	<p>3 (1 per Open Days event)</p>	<p>1 video on the 1st BVLOS European flight, Video 1 video on simulations, 1 video on 1st BVLOS MAHHL region flight, 1 video from Aachen event (no presentations videos due to defect in sound recording) & 45 videos on the presentations in Droneport & Antwerp Conferences</p>
---------------	----------------------------------	---

Figure 12: SAFIR-Med website unique visitors analytics



Figure 13: SAFIR-Med 4th newsletter



Safe and Flexible Integration of Advanced U-Space Services Focusing on Medical Air Mobility

January 2022 | E-newsletter

Dear readers,

We are wishing you all a Happy & Creative Year and we are getting back to our duties hoping that 2022 will be the end of the pandemic that restricted significantly some of our activities during the first year of the SAFIR-Med project. In our first issue for this year, you will read about how flying beyond visual line of sight effects the importance of rules and regulations exponentially and about the

Figure 14: SAFIR-Med 5th newsletter



Safe and Flexible Integration of Advanced U-Space Services Focusing on Medical Air Mobility

May 2022 | E-Newsletter

Dear readers,

During the first quarter of 2022 the SAFIR-Med project has been intensively preparing for the Very Large Demonstrations and events planned for this second and last year of the project. This culminated in a successful operational conference on 7/08/22 and the mid-term review by the EC through SESAR Joint Undertaking on 8/04/22.

Figure 15: SAFIR-Med 6th newsletter



Safe and Flexible Integration of Advanced U-Space Services Focusing on Medical Air Mobility

July 2022 | E-Newsletter

Dear readers,

Since the beginning of the project back in December of 2020, the SAFIR-Med project team has been intensively preparing for the Very Large Demonstrations scheduled for this last year of the project. After the de-risking exercises in Droneport in April, SAFIR-Med entered the second half of 2022 very dynamically with a second remarkable event and more flight demos, this time with a breakthrough over populated area under EASA legislation.

Figure 16: SAFIR-Med 7th newsletter



4 Dissemination

4.1 Dissemination objectives and strategy

Dissemination is focused on transferring knowledge and depends on the knowledge transferred to the target audience. To enhance the visibility of the SAFIR-Med project, several dissemination activities have already been performed, that include: Publications, Participation and organisation of events, online media (project website, newsletter and Social media) and meetings with stakeholders. All project partners have performed dissemination activities, but the content and the type differed according to the nature of the partner and the targeted audience. The industrial partners approached relevant standardisation and regulatory bodies, industry sectors, as well as their distributors and client networks, while the academic and research partners mainly focused on disseminating the project results towards research institutes and universities. Such activities prepared the ground for the adoption of the SAFIR-Med results, mainly in standardisation body's documentations, and their final uptake by industry, verticals, and SMEs. The content was adapted accordingly, but the main focus remained on the SAFIR-Med activities, achievements, and results of use cases trials. The main goal of the SAFIR-Med dissemination strategy was to create and spread awareness of the project and its results to the broadest possible audience within the scientific and research community. A set of more specific activities, dissemination activities, dedicated to the presentation of SAFIR-Med advances and outcomes to the scientific communities, academia, and industries (through dissemination means and showcasing events) were planned. These dissemination activities became more important as the project evolved, and concrete results became the focus of the dissemination plan / activities.

4.2 Target audiences

Target	How can they benefit from the project	Objectives and expected feedback
Drone industry stakeholders	They realised the challenges that they have to overcome in order to make UAM a new reality for the society	Spread awareness of the project and its results to the broadest possible audience within the scientific and research community.
Healthcare industry stakeholders	They found new ways to use drones in their everyday operations and they learned what steps to take in order to make UAM their new reality	Spread awareness of the project and its results to the broadest possible audience within the scientific and research community.
Governmental authorities	They realised their role and make their first steps in the UAS world	Spread awareness of the project and its results. Showcase the progress that has been made and the next challenges.

Table 11: Dissemination target audiences

4.3 Dissemination channels

Channel	Link/Progress	Information to be shared
Printed promotional material	<ul style="list-style-type: none"> Project factsheet (Done in Y1) Project poster (Done in Y1) 	Most efficient diffusion of project results to the scientific community.
Scientific Papers	<ul style="list-style-type: none"> Paper title: "Tactical Detect And Avoid for UAS within a Horizontally Restricted Airspace" by TUDelft (In progress) Paper about U-Space (planned to be published at the end of 2023) by RWTH Aachen University 	<p>In depth description and results of the Tactical DAA implemented by TU Delft in the Safir Med project</p> <p>To be defined</p>
Presentations at third-party events	See table 14 below (In progress)	Project progress and results

Table 12: Dissemination channels (general)

4.3.1 Printed Promotional Materials

SAFIR-Med has created respective brochure and poster designs serving as promotional material which include key factors of the project, during the 1st year of the project. They were shared on the online channels of the project in 2021 and on Teams shared folder for all the partners to be able to download and print in order to distribute it in any events they participate in representing the SAFIR-Med project. The material was printed and distributed in the events organised by SAFIR-Med during 2022.

4.3.2 Scientific Papers

The process for the Scientific papers' submission was agreed to follow these steps:

PRIOR to any publication in peer-reviewed journals, conference proceedings, etc. partners need to inform about their plans

- i) the WP Leader, about the production of a paper related to their WP,
- ii) Dissemination WP Leader and Coordinator.

The WP Leader should make a first assessment in terms of the scientific / technological relevance of the paper to the project. Simultaneously, the Dissemination WP leader together with the

coordinator will also assess the relevance of the paper in line with the comments from PO/reviewers, as Innovation Action. After this assessment, approval for publication will be informed to authors.

Authors need to submit the draft-publication 15 (or more) days before submitting the camera-ready version for publication to the WP leader.

This procedure allows sufficient time for the draft to be assessed and approved for publication by the WP Leader, Dissemination WP leader and coordinator, representing the interests of all partners and for the European Commission to raise any objections, before the material is published. In other words, no material should be submitted for publication (in a journal or proceedings), without allowing sufficient time for withdrawal in the event of objections being raised. Publications should include a legal notice (to be provided).

All papers approved for publication under the frame of SAFIR-Med project should include the proper acknowledgement to the project. In case that aforementioned procedure is not followed, neither expenses nor effort associated with the production of paper under discussion are justified. No papers have been submitted to be approved.

4.3.3 Conferences/ External events

Consortium members presented SAFIR-Med project and its objectives, architecture, preliminary experiences of pre-trials, and final findings of use cases in workshops and events. In addition, SAFIR-Med partners used presentations as a dissemination means for promoting the objectives and achievements of SAFIR-Med targeting at several events such as conferences, special sessions, workshops, info days, business days, forums etc. In the below table the events list where SAFIR-Med partners participated in:

Table 13. Dissemination events, conferences and workshops (2022)

DATE	EVENT TITLE	LOCATION	PARTNER/S INVOLVED	TYPE OF PARTICIPATION (Read details in comment)	COST associated with Participation (EUR)	OUTCOME KPIs			
						No. of people receiving info about SAFIR-Med	No. of brochures/ promotional material distributed	No. of contacts made (+ contact details if available) i.e. Contacts interested in a demo, potential customers	No. collaborations i.e. contacts for planned collaborations (EU project interested in co-development, company interested in exploitation)

DATE	EVENT TITLE	LOCATION	PARTNER/S INVOLVED	TYPE OF PARTICIPATION (Read details in comment)	COST associated with Participation (EUR)		OUTCOME KPIs		
									, wanted more information...
14-18/02/2022	THE UNMANNED AERIAL SYSTEMS COMMON MODULE	Hellenic Air Force Academy Dekelia Athens	HUSI	Presenter		500			
3/16/2022	Care and Mobility meets digitalHUB	Aachen, Online	flyXdrive	Participant (Speaker)	0	50	N/A	TBD	TBD
29-31/03/2022	Amsterdam Drone Week	Amsterdam	City of Aachen	TBD	0	N/A	N/A	N/A	N/A
			Droniq	Panel member	0	N/A	N/A	TBD	
			Helicus	Panel member	500	250	N/A	10	5
			INVOLI	Visitor	0	N/A	N/A	TBD	TBD
4/6/2022	SJU demonstration	DronePort , Belgium	All SAFIR-Med partners	organizer		20			
4/7/2022	Conference & Public demonstration event	DronePort , Belgium	Helicus (organiser) , All SAFIR-Med partners participating	organizer	0	120	120	50	10
27.04-30.04.2022	AERO Fair	Friedrichshafen, Germany	Droniq	Participant (Booth)	0	N/A			
30/05-01/06/2022	ITS European Congress	Toulouse, France	Future Needs	Speaker	228	50	0 (no booth)	N/A	N/A
6/1/2026	SJU demonstration	Antwerp, Belgium	All SAFIR-Med partners	organizer		20			

DATE	EVENT TITLE	LOCATION	PARTNER/S INVOLVED	TYPE OF PARTICIPATION (Read details in comment)	COST associated with Participation (EUR)	OUTCOME KPIs			
02.06.2022	Conference & Public demonstration event	Antwerp - Belgium	Helicus, All partners	organizer	0	150	50	50	20
21-23.06.2022	World ATM Congress	Madrid, Spain	Helicus, Droniq, skeyes,	Participant (Booth)	1000	250	0	5	5
21-24/06/2022	ICUAS '22	Dubrovnik, Croatia	HUSI	presenter		500			
01.09.2022	Open Day	Aachen (DE)	City of Aachen (organiser), most SAFIR-Med partners participating	Organiser, presenter	0	150	100	N/A	N/A
23.09.22	Open Day	Mesolongi, Greece	HUSI, AgentFly, FutureNeeds	Organiser, presenter	0	18	15	n/a	n/a
13/9/2022	IMAV	Delft (NL)	RWTH, TU Delft	Speaker	0	100	N/A	N/A	N/A
30.9.22-1.10.22	U-space ConOps and research dissemination conference	Langen (DE)	skeydrone, Helicus	presentation, brainstorm sessions, follow-up points submission for discussion to Eurocontrol	400	30	0	5	5
25/10/2022	Supply Chain Management students KDG University	Antwerp - Belgium	Helicus	Presenter	0	250	0	2	1
27/10/2022	Clinisys User Days	Gent (belgium)	Helicus	Presenter	250	100	0	10	2
29 - 30.11.2022	EU Drone Days	Brussels (BE)	Helicus (speaker), SABCA, Droniq, Skeydrone, flyxdrive, Future Needs, HUSI	presenter, visitor	1000	150	0	20	2

DATE	EVENT TITLE	LOCATION	PARTNER/S INVOLVED	TYPE OF PARTICIPATION (Read details in comment)	COST associated with Participation (EUR)	OUTCOME KPIs			
2/11/2022	Dronemasters, during Berlin Science Week	Berlin (DE)	Helicus	Presenter	0	100	0	5	2
20-23/03/2023	Amsterdam Drone Week	Amsterdam	Helicus	Presenter	1000	100	0	5	5
15-17/03/2023	https://scc.girp.eu/	Madrid, Spain	Helicus	Presenter	500	150	0	5	2

4.3.4 How we monitor the progress

The partners were instructed to follow the below guidelines:

Partners inform the Dissemination WP leader about any planned participation at an event. Before the event, as soon as partners are considering participating in an event, partners inform the Dissemination WP leader on:

- Whether they plan to participate using their own resources or SAFIR-Med's budget and in the latter case what the estimated required budget is.
- The type of participation at the event: i) Merely visitor, networking & distribution of brochures; ii) Stand at exhibition area; iii) Organization of conference; iv) Participation in conference with a presentation; v) Participation in conference with paper submission (specify if there was also an oral presentation); vi) Organization of workshop at a conference; vii) Participation in workshop with presentation; viii) other (please, specify).
- Expected KPIs to be achieved from such participation: i) Estimated nr. of participants. ii) Promotional material (brochures/roll-up/posters) to be distributed at the event. iii) Any planned or prescheduled bilateral meetings/speed dating), iv) other.

The Dissemination WP Leader together with the coordinator assess if the participation at an event using SAFIR-Med's budget is justifiable and acceptable.

After the event, partners inform the dissemination WP leader in regards:

- Actual costs associated with the participation.

- Actual KPIs from the participation: i) Nr. of people receiving info about SAFIR-Med; ii) Nr. of brochures/ promotional material distributed; iii) Nr. of contacts made (+ contact details) i.e. Contacts interested in a demo, potential customers, contacts interested in a collaboration, other iv) Nr. collaborations i.e., contacts for planned collaborations - EU project interested in co-development; companies interested in exploitation)
- Photos of the event with SAFIR-Med brochure/poster/presentation, etc.

In case that aforementioned procedure is not followed, neither travel expenses nor effort associated with the event under discussion are justified.

4.3.5 Presentations

In their project presentations, partners avoid infringement of the rights of other SAFIR-Med partners by, for example, revealing sensitive or confidential information. If in doubt, they check with the coordinator or the partners concerned. In each presentation referring to the project acknowledgement of the support of the European Community is included. One must also include a disclaimer that the presentation reflects only the author's views and that the Community accepts no liability as stated above.

Project specific presentations need to be made available in the MS PowerPoint format, before the presentation has been delivered. This is mandatory to allow for uptake of the presentation contents (as far as it does not affect any IPR regulations) by other project stakeholders.

Nonetheless, it is requested that partners, which want to make use of content produced by other partners, need their agreement in advance.

4.3.5.1 Copyright of presentations

Copyright of the SAFIR-Med styles and templates belongs jointly to all project partners who are free to use those templates and assert their copyright over what they derive from those templates. Any partner developing a project-related presentation may then assert its copyright over that presentation with a simple copyright statement referencing the legal entity holding the copyright (e.g. Copyright © 2021 Future Needs). Please be advised that the SAFIR-Med Consortium does not constitute a legal entity and so cannot assert copyright, although individual members can, of course, assert copyright. If you wish to share copyright of a presentation with the other members of the SAFIR-Med Consortium, the following is an acceptable form "Copyright © 2021 Future Needs and other members of the SAFIR-Med Consortium." Note that "Copyright © 2021 Future Needs" means that slides cannot be used by other parties without the permission of Future Needs, whereas the latter form gives members of the SAFIR-Med Consortium permission to use and modify those slides as they wish.



Project partners are free to use whichever of these forms they wish bearing in mind the implications of the form chosen.



4.4 Dissemination KPIs and success criteria

Activity	KPIs and targets	Achieved until today
Project Factsheet	50 downloads 500 copies distributed at third party events attended	Not tracked 235
Presentations at third-party events	5 conferences, trade shows, workshops, and networking activities with pertinent EU/national projects	18
Peer-reviewed journal papers and mass-media articles	2 papers 3 articles on third party websites	0 papers 19 articles on 3rd party media

Table 14. Dissemination KPIs and success criteria

5 Exploitation

5.1 Project exploitable results

SAFIR-Med already has enabled project partners to offer a variety of new tools and product characteristics and features aligned with the requirements of the end-users thus offering them additional value. One of the main aims of our exploitation strategy was to help urban authorities realize their role in the UAS world, including the use of public funds for infrastructure. The plans and budgets that they develop today should consider the potential role that drones will play in new mobility models over the next 5-, 10- and 15-year horizons, as well as the associated infrastructure needs. During these early days, officials might benefit by investigating creative partnerships with private companies to design and fund critical projects. In the framework of the project, we exploited business opportunities arising from current business problems, such as lack of personnel for execution of important functions of the cities, as well as more transformative applications, like air ambulances.

5.2 Exploitation strategy and objectives

- Securing post project funding by creating a project roadmap to 2030
- Setup a technology and market watch
- Identification of key exploitable outcomes,
- Definition of a business plan
- IPR management.

5.3 Exploitation of results

Table 15. Project external exploitation of results

User Group	Result (ID) Owner, Licence	How could they use the project results	End of the project / Status
EU aviation	EU UTM system supporting the cohabitation/ sharing of airspace of manned and unmanned systems Consortium, Open	This need represents a critical enabler to support economic value related to the use of drones that has not yet been addressed at the European level. This new traffic management system requires an estimated EUR 100 million in R&D over the coming 5-10 years, a magnitude that is in line with on-going US investment levels in excess of EUR 20 million annually related to UTM.	The findings from the demonstration report can be used to help guide UTM development funding goals.
Controllers, ANSPs, Cities, decision-makers	Modelling and simulation AFT, proprietary	Modelling and simulation framework of unmanned aerial systems and air traffic management: 1. Fast-time large-scale simulation of manned and unmanned traffic 2. Simulation framework could be easily adjusted to various environments 3. Support for detailed environment representation 4. Numerous control algorithms (4D trajectory planning, conflict detection and resolution) 5. Advanced visualization and analytical tools 6. Support for human-in-the-loop experiments 7. Integration with 3rd party applications 8. Light weight	Complete
UAV Operators	Low-altitude air traffic awareness supporting safe autonomous flight and shared airspace INV, Proprietary	More reliable, precise, accurate low-altitude air traffic data tailored to the urban environment <ul style="list-style-type: none"> • Ability to compensate for temporary losses of connectivity or errors/deviations of positioning • Redundancy coming from multiple ground-based sensors and detecting multiple technologies • Cross-validation of data (through multilateration and other algorithms) for high-quality data in line with aviation requirements and upcoming regulations • Tested and validated integration in cross-border demos 	Complete
UAV Operators	C2C software platform NSX, Helicus, proprietary	Augmented capabilities to absorb versions and variances of UAV's and UTM's within the mission management system to be used by Helicus, being the operator of the medical flights Alignment with UAV's and USSP's on the matter of DAA (Detect and Avoid) capabilities and responsibilities	Complete
Hospitals, Logistics	Medical cargo transportation Helicus, proprietary	Enable international implementation of medical transportation by UAV through working with authorities in multiple countries. Obtain multiple flight operational capabilities	Complete
UAV Operators, Citizens	Passenger eVTOL platform Ehang, proprietary	U-Space integration Evaluate feasibility of EU BVLOS operations Evaluate feasibility of EU passenger operations	Complete

		Evaluate certification processes Prepare for commercial operations in Europe	
UAV Operators, Citizens	eVTOL platform flyXdrive, proprietary	Advanced BVLOS capability including collision avoidance and application of advanced UTM services (U3 and U4) Alignment with C2C Software for medical mission management	The UTM services available at the time of the project execution were applied during the MAHHL demonstration flights. An interface to the C2C system is available since the de-conflicting demonstration at DronePort and is available as a showcase for implementations of any proprietary mission management systems.
UAV Operators, Citizens	eVTOL platform SABCA, proprietary	U-Space services experience build up Further integration and flight experience with the Helicus C2C operations and platform Evaluate requirements to allow EU based urban missions (cf. certification discussion)	Complete
UAV Operators, Citizens	eVTOL platform TuDelft, proprietary	AED drone mission experience in other EU countries DAA algorithm implemented as U-Space service and tested in urban environment with various UAV platforms	Complete. Several missions performed as part of the project at Droneport and Valkenburg controlled by the C2C. Implementation complete and tested at Droneport and Valkenburg, Tests in Aachen and Antwerp couldn't take place yet due to delays in paperwork at the government site. Several simulations have been performed for those areas.
UAV Operators, Citizens	eVTOL platform HyFly, proprietary	H2 VTOL urban BVLOS mission experience Obtained SORA/CONOPS versus latest EU requirements	Complete

5.4 IPR Management

The project has already generated a range of data and knowledge, some of which are confidential and some of which are for dissemination and communication to the public. At this point the consortium has agreed in principle to the following general principles for handling Intellectual Property Rights within SAFIR-Med: A joint Consortium Agreement, signed by all parties at the latest before the Contract's signature, addresses (a) confidentiality of the information disclosed by Partners during the project, ownership of results resulting from the execution of the project, (b) legal protection of results deriving from the execution of the project through patent rights, (c) commercial utilisation of results, also taking into account joint ownership of the results, (d) patents, know-how and information related to the use of knowledge owned by one of the partners, resulting from work carried out prior to the agreement and (e) sub-licenses to third parties within clearly defined limits. To ensure these goals are achieved, the description was updated if and as required during the project. When needed, specific agreements were made between partners to secure the individual or joint exploitation of results. The general outline of the IP rules agreed by SAFIR-Med partners is as follows:

- Pre-existing Partners' knowledge (background) is specified in the Consortium Agreement.
- Knowledge that is generated within the framework of SAFIR-Med (foreground) shall remain the property of the Partner that generated it. In cases more than one Partner generated that knowledge and it was not possible to separate their contributions, the knowledge is jointly owned.
- Access rights to knowledge that is needed by a Partner for the execution of its part in SAFIR-Med is granted to the Partner on a royalty-free non-transferable basis, unless otherwise agreed before the signature of the Consortium Agreement.
- A Partner will not publish any knowledge provided by another Partner and identified as confidential, without the other Partner's prior written approval. However, if open-source software licences apply, the open-source software licence rules will apply for publishing knowledge.

To meet the needs of both industrial Partners with commercial and IP interests and research Partners in the project, which have a major role in ensuring results are widely, disseminated, dissemination assets are submitted to the Project Coordinator and the Dissemination Leader and distributed to the other relevant Partners who may object within a small-time period (no more than a month) which is agreed upon in the Consortium Agreement. Otherwise, the dissemination proceeds. Regarding the publishing of results, e.g., in academic journals, SAFIR-Med will privilege self-archiving (also called 'green' open access), which means that the published article or the final peer-reviewed manuscript is archived by the researcher - or a representative - in an online repository before, after or alongside its publication. Moreover, Partners informed one another of planned publications well in advance of writing the publication to identify whether any additional Partners with relevant insight are interested in being involved or to enable partners to raise any issues regarding the ownership of results included in the publication. SAFIR-Med has also allocated a budget for the gold route. Background IPR (pre-existing know-how) will be made accessible provided that the Partner concerned is free to grant it and that this background is needed to carry out the activities foreseen. The consortium agreement identifies any background that Partners make freely available to Partners

for access and use, and any that is subject to commercial restrictions or payment of licence fees. A Partner might explicitly exclude specific background from its obligation before the start of the project. The other Partners might only withhold their agreement if they demonstrated that the implementation of the project would be significantly impaired thereby. Foreground IPR is the property of the Partner carrying out the work. Where several Partners have jointly carried out work and where their respective share of work cannot be ascertained, they have joint ownership of such foreground. Unless otherwise agreed, each of the joint owners is entitled to use their jointly owned results for non-commercial research activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s). Each of the joint owners is entitled to otherwise exploit the jointly owned results and to grant non-exclusive licence to third parties (without any right to sub-license), if the other joint owners are given at least 45 calendar days advance notice and fair and reasonable compensation. Where relevant, repositories supporting open data principles (e.g., OpenAIRE’s Zenodo) were used to link results with data.

6. Schedule of communication and dissemination activities



<p>Founding Members</p>   <p>EUROPEAN UNION EUROCONTROL</p>	<p>SAFIR-Med www.safir-med.eu</p>	<p>55</p>
---	---	-----------

Table 16. Schedule of Communication and Dissemination Activities

	Description	Target audience	Tools to be used to further support communications and dissemination	Provisional dates / frequency	Responsible Role	KPIs and targets	Achieved February 2023
Social Media	SAFIR-Med project will continuously communicate via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners' activities.	All - Technical & Nontechnical audience (General public) In a broad sense the whole society – referring also as the general public.	Buffer	Daily	Future Needs	500 twitter Followers 2000 LinkedIn Followers	442 twitter Followers 2249 LinkedIn Followers
Newsletter	The SAFIR-Med newsletter is published on a quarterly basis and shared with the public via the project's social media accounts and website	All - Technical & Nontechnical audience (General public) In a broad sense the whole society – referring also as the general public.	Wix	1 per Q	Future Needs	100 signed ups	7 newsletters(1 more to be delivered by the end of March 2023), 190 signed ups
Press release	Press Releases are created and shared with media and press contacts (European and international) through our partners. Press releases are issued by partners every time a great achievement or activity of the project needs to be communicated to the public media and the industry	Industry, Academia and Research Institutions, Technical & Non-technical audience (General public), Public and Private Service Providers, Standards Developing Organizations (SDOs)	-	1 per year	Future Needs	2 Press Releases	3
Open Days	The consortium plans to take advantage of the demonstrations in each city to organise Open Days. The aim will be to engage B2B professionals and local involved communes/city to improve the final concept of SAFIR-Med and an instructive event video published	All SAFIR-Med partners, collaborators and stakeholders	-	Q6,Q7,Q8	Future Needs Stadt Aachen Helicus	3 Open Days	3
Website	SAFIR-Med will share its concepts,	All - Technical & Nontechnical	Wix	When	Future	1.000	2.283 (1.313 in 2022)

	results and achievements through its dedicated project website. The website will be the major tool of communication and promotion of the project.	audience (General public) In a broad sense the whole society – referring also as the general public.		needed	Needs	Visits/year	until March 2023)
--	---	---	--	--------	-------	-------------	-------------------

SAFIR-Med Timeline

2nd YEAR



Figure 17: SAFIR-Med Timeline (2nd year)