AIRSHIP

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D9.1 - Dissemination and Exploitation Plan with Communication activities

WP9 Task 9.1

Disclaimer

Document Information

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Abbreviations and Acronyms

Acronym	Description
WP	Work Package
EC	European Commission
KER	Key Exploitable Result(s)
WIG	Wing-in-Ground
UWV	Unmanned Wig Vehicle
STEM	Science, Technology, Engineering and Mathematics
M	Month
KKO	Key Knowledge Output

EXECUTIVE SUMMARY

This Dissemination, Exploitation and Communication Plan will guide the implementation of Task 9.1 "Communication, Dissemination and Exploitation plan and activities" of the AIRSHIP project. The main goals of the task are:

- Dissemination: informing stakeholders about the project outputs and results and seeking synergies with related projects.
- Exploitation: the use of results in developing, creating, and marketing a product or process, or in creating and providing a service, or in the standardisation activities. Exploitation can be commercial, societal, political, or aimed at improving public knowledge and action. In the case of AIRSHIP, the exploitation will cover all technological components and the knowledge transfer of the outputs of the project.
- Communication: providing information and raising awareness about the project to a wider audience, including the media, and the general public.

The main objective of AIRSHIP is to demonstrate the feasibility of using WIG autonomous vehicles for transportation/logistics, enabling new delivery services with low environmental footprint. The demonstration will be done by making a scaled, fully functional prototype and through developed system Digital Twins that will simulate the most common user scenarios in order to measure the impact of the proposed concept.

AIRSHIP's methodology consists of nine work packages (WPs), the project is coordinated by UPM and counts with 6 more partners. WP9 is a transversal work package, integrating the outcome of all WPs for the communication, dissemination, and exploitation processes: it aims to ensure that the technology and knowledge arising from the AIRSHIP project are visible to a wider audience.

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1 Introduction

The aim of this document is to implement the communication and dissemination strategy of AIRSHIP. It defines the communication channels and responsibilities among project partners and establishes an evaluation protocol to monitor the progress and outcomes of the communication and dissemination activities. It also sets key objectives to achieve maximum impact and reach the most relevant target groups, engaging with stakeholders to draw innovation pathways for future implementation of the AIRSHIP technology line. The document assigns the roles and tasks of the project partners in relation to these activities.

This is the first deliverable of work package 9 (WP9) and it will be monitored, adapted and updated every six months to make the necessary adjustments to maximize the reach and impact of AIRSHIP actions. The Plan defines communication, dissemination, and exploitation activities, responsibilities, target audiences, key messages, and communication tools, to ensure that the project knowledge and findings will reach and be taken up by the target groups. The plan will be monitored, adapted, and updated during the project implementation with any new public results. The exploitation plan describes how AIRSHIP's results will be kept operational after the project's lifetime.

The Dissemination, Exploitation and Communication Plan will deliver a communication and engagement strategy, guidelines, graphical identity and supporting material. The strategy will align with the principle of Horizon Europe and EU directives to demonstrate the value-added benefits of the project and their wider social benefits. Implementation will make use of the following: targeted audiences, different delivery channels, key thematic messages, multi-lingual messages. Key messages will be developed to inform and educate each target audience on the project's objectives and results. Specific actions targeting these groups will be defined in the Dissemination and Communication Plan, including information and awareness actions.

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2 Communication

Communication activities will inform and promote the project during its lifetime. The communication strategy aims to strategically and effectively provide information to all target groups and engage stakeholders in a two-way exchange. Digital and physical media will be used with particular focus on social media (Facebook, Instagram, LinkedIn, Twitter) that are widely used by the project stakeholders. Every 6 months (during consortium meetings), the progress of the communication activities will be monitored, and actions will be adjusted.

This plan defines objectives, target audiences, core messages, tools and effectiveness indicators for dissemination and communication.

Specific communication objectives in AIRSHIP:

- To raise awareness: informing the general public about the actions being done during the project's lifetime.
- Awareness-raising in society about the impact of EU funding.
- Engaging young adults in STEM careers through visibility of the work of the partners.

The aim is to create a coherent project identity that is visible in all the communicative elements: the logo, the design elements, the language and the tone. The project website and the related communication services (social media, press releases, newsletters, etc) will provide a platform to distribute the public materials and other relevant information produced by the partners. The general public will have easy and direct access to the project's actions in a clear and approachable manner. Press releases will be published and distributed to media outlets to inform about the project progress, such as Consortium Meetings, workshops, deliverables, and any other relevant information. A strong social media presence will also be established to boost the communicative efforts, demonstrating the value-added benefits of the project and their wider social benefits, engaging in a two way dialogue with the users.

2.1 General communication messages

The dissemination and communication efforts in AIRSHIP will give answers to these relevant questions:

- What is AIRSHIP about (general information)?
- What is the aim of AIRSHIP (objectives)?

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- What is the potential impact of AIRSHIP?
- Who is involved in AIRSHIP (partners and stakeholders)?
- What are the intermediate and final results (showing results)?
- What are the key milestones of the project (most important goals achieved)?
- What technologies will be developed in AIRSHIP?

Dissemination activities will be based on those key questions relevant to the project stage (i.e. results will not be available at the start) and to each stakeholder group thus ensuring that the messages are focused and aligned with stakeholder knowledge.

2.2 Key Messages

- AIRSHIP will provide an environmentally friendly solution to transportation of goods and persons between cities and islands.
    - WIG vehicles can fly at high speeds of up to 110 knots (i.e., almost 200 km/h), are much more energy-efficient than other modes of transportation and can carry higher payloads while consuming less energy.
    - AIRSHIP is a revolutionary project that envisions using flying ships or Wing-in-Ground (WIG) vehicles for transportation of goods and persons, which is much more energy-efficient, cost-effective, and environmentally friendly than traditional modes of transportation like ships or airplanes.
- AIRSHIP will develop new technologies that overcome the technical challenges associated with flying in ground effect, leading to the development of a new class of fully electrical unmanned aircraft systems, the UWVs (Unmanned WIG Vehicles).
    - The project focuses on developing advanced guidance, navigation, and control techniques, cutting-edge artificial intelligence techniques, and ad-hoc electrical propulsion power networks to completely electrify the WIG vehicles.
    - These technologies are relevant to solve contemporary problems and provide useful solutions to improve inter-island / inter-city transporation with environmentally friendly propulsion systems.

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2.3 Target audiences

The main audience for the general communication of the AIRSHIP project is the public at large. Nonetheless, different groups will be identified that will be approached with tailored communication strategies to achieve specific objectives. These groups include:

- General public:
    - Description:
        - This audience comprises the general audience that are not particularly addressed in any of the other groups.
    - Objective:
        - To inform the public about the benefits of AIRSHIP.
        - To inform the public about the EU Funding in their region.
    - Tools:
        - Website, Social Media, promotional videos, news on media
- Primary school and Secondary school Students:
    - Description:
        - Students that are currently enrolled in Primary and Secondary level.
    - Objective:
        - To generate interest in science and STEM careers through AIRSHIP project developments.
    - Tools:
        - Social Media, promotional videos, external events (science fairs /collaboration with European Researchers Night)
- STEM students:
    - Description:
        - Students currently enrolled in University level STEM programs.
    - Objectives:
        - To inform students about the new technologies being developed in AIRSHIP to solve relevant problems with the collaboration of European partners through EU Funding.
        - To inform students about the opportunities to participate in EU Funded research projects.
    - Tools:
        - Website, brochures, infographics, factsheets, external events, seminars and tutorials, scientific publications.

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- Stakeholders:
    - Description:
        - Organizations who have a particular interest in the outcomes of AIRSHIP project.
    - Objectives:
        - To establish a two-way dialogue with stakeholders to better understand their needs to refine the dissemination and exploitation strategies of AIRSHIP.
    - Tools:
        - External events.

2.4 Communication tools

The following is a list of the tools that will be used for communication purposes. Some of this tools can be also found under the Dissemination tools section, as they are fit for both.

- **Project image:** a logo and general branding colour schemes, for the website, the social media, all other uses will be developed. This will provide a clear identity and branding for the project that will be applied in all the communication materials from the Consortium.
- **Website:** the website will be the main source of information, materials and outputs for AIRSHIP. It will also support the project's activities by updating visitors about news, events, workshops, meetings, milestones or any other relevant information.
- **Social Media**: for communication, four social media platforms will be used:
    - YouTube will address the general public, with a special focus on reaching young audiences to foster their interest in STEM.
    - Instagram will be directed to younger audiences to foster their interest in STEM.
    - Twitter will be used to communicate to experts and stakeholders about relevant news regarding the project, such as milestones achieved and future events.
    - LinkedIn will be used for communication among professionals.
- **Promotional videos:** videos presenting the objectives and activities of the project. All groups will be reached, but especially the general public. Three videos will be produced: one in the first year (objectives), one in the middle (activities/early results) of the project and one in the last year.
- **External events:** assistance to popular science communication events, such as European Researchers' Night. The aim is not only to raise awareness about the project but also to encourage young adults to embark in STEM careers by showcasing and attractive EU-funded project and highlighting the opportunities in the fields within Europe.

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2.5 Monitoring

The leader of WP9, LPRC, is in charge of the communications actions supported by the coordinator, UPM, and the rest of the Consortium. The leader is in charge of creating the materials, maintaining the tools and monitoring potential events, collaborations or other relevant actions.

The language used in the communication will be plain and targeted to all knowledge levels. Even though the main language for the communication will be English, the main tools (poster, brochure, animations) will be translated to the relevant languages with the help of the Consortium.

All communication activities will be monitored by the WP leader. The general rule for monitoring stipulates that each project partner is responsible for monitoring its own communication activities with the help of reporting tables prepared by LPRC and hosted in the project's online repository tool. This enables correct reporting of the actions to CINEA in a timely manner.

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3 Dissemination plan

The aim of the dissemination plan is to inform the relevant stakeholders identified in the following plan about the outputs and outcomes of the project. This dissemination plan is supported in first instance by the communication of the project, this way, the project objectives, actions and benefits can be widely understood and shared, showing the impact and relevance of the project to the stakeholders.

Before starting any dissemination action, the stakeholders, the key messages and the communication channels must be identified. These parameters can be adjusted with the lessons learned during the implementation of the plan to achieve better results.

3.1 Stakeholders

The communication and dissemination efforts can be tailored to different publics with different levels of interest and involvement in the project. In order to adapt the strategies, stakeholders should be identified first. This will help address their needs and interests regarding AIRSHIP better.

The stakeholder groups identified for communication, dissemination and exploitation are:

- **Transport and logistics companies:** Companies that are using traditional transport options for goods and people, with room and willingness for improvement.
- **Aviation and maritime companies:** Industry players building airplanes or involved in the aviation value chain. Transport and shipping companies serving fast cargo transports.
- **Airports and ports:** Airport and ports serving vibrant business ecosystems that are located in European archipelago and channel areas (Canary Islands, Azores, Madeira, Gulf of Finland, Öresund, Greek Archipelago, etc.)
- **Institutional representatives as public agencies, authorities and policy makers:** Public authorities, Policymakers, Initiatives and Networks
- **Technology developers:** Sector of battery, fuel cell, super caps manufacturers, power electronics sector, AI and Digital Twin developers.
- **Other sectors:** Military, Defence, Tourism, other Transport modes, Space
- **General public, NGOs and communities:** Environmental NGOs, citizens interested in energy and sustainability, consumers interested in responsible and greener/sustainable value chains

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3.2 Dissemination tools

AIRSHIP will use a wide variety of dissemination channels and tools. Some of them will be customized to meet the specific needs of certain stakeholders, while ensuring the highest possible level of synergy among all the instruments used in order to make the outcomes available and well known to the relevant publics.

The channels and tools that will be used are:

Website: the website will be the main source of information, materials and outputs for AIRSHIP. It will also support the project's activities by updating visitors about news, events, workshops, meetings, milestones or any other relevant information.

Social media: for dissemination, AIRSHIP will use various Social Media platforms will reach different stakeholder groups (e.g. LinkedIn – professionals; Twitter – policymakers and media; Instagram and YouTube –general public).

Brochures, infographics and factsheets: to reach all the target groups, communication materials will be produced, infographics, factsheets, and digital brochures. The website will offer these materials for download in PDF format for wide dissemination. The communication materials will be in English, with the option of translating and adapting them to the other languages of the Consortium.

Press releases, newsletters and media kits: newsletters and press releases will be sent and shared with stakeholders with information on project developments. All groups will be reached, but more focus will be put on the scientific community, governmental institutions and media.

External events: participation in industrial and scientific events and conferences will create opportunities to engage with stakeholders and present the developments and results of the projects. At least 30 conferences/events will be attended by the end of the project.

Publications: in peer review journals, professional magazines and other news services. A minimum of 10 open access papers should be published by the end of the project.

Promotional videos: videos presenting the results of the project. All groups will be reached, but especially the stakeholders. Three videos will be produced: one in the first year (communication: objectives), one in the middle of the project (communication/dissemination: activities and early results) and one in the last year (outcomes).

Clustering events: a minimum of 4 clustering events will be organized, involving at least 20 related projects and initiatives.

Creation of technical seminars and tutorials: these materials will be used to present the technological solutions generated by AIRSHIP from the point of view of the WIG construction, power electronics solutions, AI and Digital Twins implementation. At least 6 technical tutorials/seminars will be organized by the end of the project.

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Promotion through European Commission Channels: It is envisioned to contact several EC dissemination channels in the mid-term to the end-term of the Airship project to showcase the outputs and aid the exploitation of the project. Some examples are: Horizon Results Platform, Open Research Europe, Aviation Safety magazine, etc.

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4 Exploitation Plan

The Exploitation Plan is directly linked to Task 1.3 Data and IPR Management and Task 2.2 Economics investigations and business cases. It is also intertwined with Task 9.2 Stakeholder analysis and clustering and Task 9.3 Innovation strategy and roadmapping.

The Dissemination and Exploitation plan is a living document that will be reviewed at regular intervals as the project progresses, serving as a basis for D9.4 Dissemination, Exploitation and Communication report (due M24).

The exploitation plan contains exploitation actions, including a proper preparation of the consortium partners regarding the post-funding period expectations, and alignment with other tasks and actions of the project.

4.1 Objectives of the Exploitation Plan

The aim of the AIRSHIP's exploitation is to support the strategic exploitation of results in non-commercial (academic, research, policy) and commercial domains (aviation, transport).

Deliverable 9.4 Dissemination, Exploitation and Communication report (M48) will integrate lessons learnt and an updated list of exploitation actions and an update for the post-funded period plan.

The final exploitation (M48) will address:

- Common and individual use of project results for further research and commercial actions.
- Marketing the use of the tools.
- Commercial protection and licensing.
- Contribution to policymaking.

This first version of the exploitation plan includes an identification of the Key Exploitable Results, a first exploitation strategy and a set of actions (questionnaires and workshops) to be performed until the first workshop (M20).

4.2 AIRSHIP's Key Exploitable results

The AIRSHIP's project Key Exploitable Results (KERs) have been identified through a careful analysis of the Grant Agreement. In deliverable 9.4 Dissemination, Exploitation and Communication report (M48) a careful analysis of the current state of technologies and consultation with the coordinator and partners, as well as a stakeholder analysis will have been carried out, thus, new KERs might be included. As of the writing of the deliverable, AIRSHIP main identifiable KERs are:

- New business models for the transport of goods and people based on WIGs.

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- New AI techniques for control and autonomy for UWV, in particular (but not only) for the transportation of goods.
- Novel power architecture based on a DC microgrid to supply a fully electrified WIG propulsion system.
- Technologies on fast on-shore battery chargers.
- Novel WIG vehicle design.
- Technical seminars and tutorials to present AIRSHIP technological solutions from the point of view of the WIG construction, power electronics solutions, AI and Digital Twins implementation.
- Patents and scientific publications originated from the project.
- Roadmap for the use of the developed technologies.
- Datasets originated by the project: Results from the modelling and simulations, experimental data, results from field tests, hardware and software parameters, maps.

4.3 Exploitation strategy in AIRSHIP's dissemination

The exploitation strategy will focus on analysing the unique value proposition, potential business, and research opportunities of the key results, and identifying plausible exploitation paths. It is expected that the project results can be immediately used to help in the design, construction and running of new products and services using AIRSHIP style vehicles (ekranoplans) as well as other data. Further research and innovation in the field will also be mapped and advanced to stakeholders who can make use of these. Actions include:

1) Creating and marketing the AIRSHIP models either commercially or through Open licenses to third parties interested in picking up the work.

2) Further development and tailoring of the models developed in AIRSHIP under future joint research activities under national and European programmes (spin-offs).

3) Use of results by the research community.

Public or private Technology Upscaling programmes will be targeted towards the end of the project for the purpose of increasing the TRL of the project outcomes.

4.3.1 Knowledge transfer

The non-commercial exploitation of results will be supported through a knowledge transfer strategy. The European Commission's Expert Group from Knowledge Transfer Metrics of the DG Research states that "Technology is not the only field of knowledge for which transfer is considered important, commercialisation and economic impacts are complemented by social, cultural, and personal benefits on the output side, and

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there are other useful forms of transfer than those requiring strong IP protection" . In accordance with this principle, AIRSHIP aims to include robust knowledge management and knowledge transfer processes to enable efficient and impact-oriented actions for the dissemination and exploitation of the project and its knowledge results.

AIRSHIP's project knowledge management and transfer strategy will focus on 1) Identifying, 2) Assessing, 3) Transferring and 4) Measuring any knowledge – be it innovative or complementary to existing knowledge. The aim of knowledge management is to capture any exploitable knowledge and highlight it in the dissemination actions of the projects (publications, website, social media, events, etc.).

1. Identify and collect knowledge: With the help of the partners during the development of the project Key Knowledge Outputs (KKO) will be identified and recorded in a table provided by LPRC with the help of the coordinator.
2. Assessment of the knowledge: An assessment of the KKO will be performed in order to identify those more relevant to the stakeholders, as well as potential opportunities for commercialisation.
3. Transfer of knowledge: The identified KKO will be exploited and disseminated towards the end of the project and after its lifetime. The channels of knowledge transfer for the identified KKOs will be the most appropriate for each KKO, but the individual channels are to be informed by the recommendations of the Report from the European Commission's Expert Group on Knowledge Transfer Metrics (2009)[1].
4. Measurement: AIRSHIP will estimate knowledge transfer through qualitative surveys following recommendations from the EC Expert Group as previously cited. This action will be taken into production at the end of the project in parallel with the knowledge transfer actions cited above.

The knowledge transfer for AIRSHIP will be realised through the production of datasets, publications, interactions in conferences, cooperation with other projects, clustering events, technical seminars and tutorials.

[1] Metrics for Knowledge Transfer from Public Research Organisations in Europe: Report from the European Commission's Expert Group on Knowledge Transfer Metrics. (2009).

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4.3.2 Technology transfer

Technology transfer is essential to the success of the AIRSHIP's exploitation effort and sustainability of the project. By following the definition in Technology Transfer and Commercialisation for the European Green Deal (2021)2 "*the concepts of technology transfer and commercialisation describe the vital intermediating processes that facilitate the transition of new technologies from research laboratories to the market and the EU's wider society*". In the case of AIRSHIP's exploitation the process will be similar to the knowledge transfer strategy, focusing in 1) Identifying, 2) Evaluating, 3) Disseminating and 4) Measuring.

The main difference is that AIRSHIP's technology transfer will be highly intertwined with task 2.2 Economics investigations and business cases and task 9.3 Innovation agenda and roadmapping, thus the work of task 2.2 is crucial for the development of the strategy for the technology transfer, especially the business cases.

It is envisioned to present the technical/technological innovations of the project in appropriate events and forums, publish papers, create roadmaps and guidelines, and utilise the European Commission Tools (Horizon Results Platform, Horizon Magazine, Innovation Radar, Research and Innovation Success Stories, contact with Euronews, etc.) to enhance the impact of the dissemination exclusively about the technologies on top of the already described actions in the dissemination section of this deliverable.

4.3.3 Stakeholder's engagement

As a part of Task 9.1 Communication, dissemination and exploitation plan and activities a preliminary database of stakeholders/end-users will be compiled with the support of all partners. The preliminary list of stakeholders include transport and logistics companies, aviation and maritime companies, airports and ports, institutional representatives as public agencies, authorities and policy makers, technology developers in the sector of battery, fuel cell, super caps manufacturers, power electronics sector, AI and Digital Twin developers, and NGOs and communities interested in energy and sustainability.

These efforts will be continued by LPRC through Task 9.2 Stakeholder analysis and clustering, where a systematic stakeholder analysis will identify the most important organizations within and around the project's value chain and assess their position to set up engagement strategies. The selected projects and initiatives will

[2] Vysoka, L., Dorr, R., Sarris, S. and Gathy, G., Technology Transfer and Commercialisation for the European Green Deal, Fazio, A. editor(s), EUR 30694 EN, Publications Office of the European Union, Luxembourg, 2021, ISBN 978-92-76-37536-4, doi:10.2760/918801, JRC124354.

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be invited to the relevant AIRSHIP events ensuring dedicated time for collaboration. The aim of this clustering activities is to ensure exchange of knowledge about how the projects deal with technical and non-technical barriers (e.g., process bottlenecks, engaging citizens, exploitation, etc.), the identification of common synergies, and the initiation of future R&D collaborations.

4.4 Overview of exploitation actions

At the point of writing this deliverable, a set of actions preparing the future exploitation and an overview of the planned actions are identified. Nonetheless, as the project develops and the results of pertinent tasks can be taken into account, these actions might be modified.

4.4.1 Planned exploitation actions

By M24 a complete plan explaining the methodology used to prepare exploitation including questionnaires (to collect info from partners) and two internal workshops (M20 and M40) will be developed and reported in D9.4. The result will be an update on the strategy containing a full description and evaluation of exploitable elements and their exploitation routes. Background knowledge will be updated and discussions about single/jointly owned foreground knowledge and their IPR protection will take place.

Exploitation efforts will address common and individual use of project results for further research and commercial actions:

1. Project-level exploitation actions:
    - (i) Ensure the realisation of the exploitation plan
    - (ii) Organise the exploitation actions according to plan with the support of the consortium
    - (iii) Support consortium members in their individual efforts
    - (iv) Convert dissemination tools (website, social media channels, etc.) into commercially attractive communication tools to display the Key Exploitable Results to end-users.
    - (v) Seamlessly maintain all project communications and dissemination channels after the EC funded period.
    - (vi) Use of the EC services, such as the Horizon Results Booster tool, to maximize exploitation.
2. Partner-level exploitation actions:
    - (i) Engagement of users and stakeholders.
    - (ii) Participation in the project-level exploitation actions.
    - (iii) Use of results for spin-off projects.

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4.5 Exploitation challenges

Table 1 Exploitation challenges

Challenge	Likelihood	Mitigation Strategy
Lack of stakeholders' interest	Low probability, high impact	A continuous dialogue with stakeholders will result in a close monitoring of the interest and subsequent updates of this plan. In case this challenge materialises, the Consortium will develop a new strategy to mitigate it.
Regulation that hinders AIRSHIP's innovation	Low probability, high impact	AIRSHIP will ensure its compliance with all EU regulations and monitor any possible impact.
Intellectual property rights issues	Low probability, medium impact	IPR plan is managed from the beginning of the project through the Consortium Agreement. Also, task 1.3 Data and IPR Management will outline ownership and access rights conditions, and develop responses to any emerging issues related to IPR.
Mismatch between market needs and the solution.	Low probability, high impact	Task 2.2 will identify market opportunities and calculate the business cases needed for the exploitation and sustainability of the AIRSHIP project's outcomes.
The absence of clear rules on AI in the EU can pose challenges for current AI innovations in the EU	Low probability, high impact	A careful monitoring of the legal updates on AI in the European landscape should allow for enough time for the project to adapt.

4.6 Sustainability and commercialisation

Task 2.2 Economics investigations and business cases will evaluate the macro-economic potential of AIRSHIP technology, developing business cases for the WIG transport and task 9.3 Innovation strategy and roadmapping will provide roadmaps for the sustainability and the commercialisation of the project.

On the dissemination side, specific materials will be created to support the marketing efforts for ARISHIP, including but not limited to the update of the website, factsheets, posters, promotional videos and booklets.

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5 Key performance indicators

The following table presents the indicators identified in the Grant Agreement as objectives for the communication and dissemination of the AIRSHIP project.

Table 2 Key Performance Indicators

Dissemination channel	KPI	Success indicator	Role of partners
Project Website airshipproject.eu	- Number of hits - Page views - Average time spent - Project material downloaded - Emails/request for information received	Visitors: 2000 by M12 rising to at least 6000 by M60	-Contribute actively with materials for the website -If possible, promote the website using the partners' institutional communication channels and social media
Social media LinkedIn Twitter Instagram Youtube	- Number of followers/members/subscribers - Number of likes, shares and comments - Engagement rate	1000 social media followers by M60	-Follow AIRSHIP social media -Share the content published by AIRSHIP social media -Share useful news and comments on social media groups -Make use of designated hashtags -If possible, disseminate AIRSHIP Youtube videos when published through the institution channels (ex. share on social media)
Newsletters and press releases	-Number of stakeholders reached	-1000 stakeholders reached	-Distribute AIRSHIP press releases through the institutions' network -Provide information for press releases when requested

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			-Provide translations for press releases when/if needed
Technical seminars/tutorial	-Number of technical seminars/tutorials produced	-Six technical tutorials/seminars produced	-Collaborate in the organization of the seminars/tutorials -Provide support disseminating the seminars/tutorials
Publications	-Number of open access papers	-At least 10 open access papers by the end of the project	-Identify possible publication opportunities -Write papers
Organization and participation in scientific and industrial conferences, workshops, etc.	-Number of events attended	-Minimum of 30 events attended -Results presented in at least 10 international events	-Identify possible external events to be attended -Participate in external events -Assist with the organization -Participate in the events organized by the Consortium
Clustering events	-Number of events -Number of projects involved in clustering events	-Organize at least four clustering events -Involve at least 20 projects and initiatives	-Identify projects for clustering events -Participate in the clustering events -Assist in the organization of the clustering events
Exploitable Results promoted via Horizon Results Platform		-Exploitable Results published	

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6 Conclusion

The Plan for Dissemination and Exploitation for AIRSHIP establishes a framework to communicate and report the project actions, results, and achievements effectively to different stakeholders who are interested in or affected by the project. It also provides guidelines to adapt the communication efforts to the needs of each stakeholder to optimize the dissemination of the information. Moreover, it presents a structure to be followed, providing a common strategy for all partners that creates a consistent project image and identity that can be reflected through all the communicational activities and materials.

The application of the Plan for Dissemination and Exploitation will increase the visibility of the project, ensuring that AIRSHIP's objectives and benefits are well comprehended by the stakeholders and general public.

This report has ascertained the clear uses of the KERs and assessed the user needs, as well as a path for the further improvement of this exploitation plan and possible upcoming opportunities for growth of the project, the risks have been analysed as well as possible solutions.

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7 Bibliography

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