

# NEWBORN - NExt generation high poWer fuel cells for airBORNe applications

## WP12 – Project and Consortium Management

### D12.20 Dissemination & Communication Plan

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## REVISION HISTORY

Revision	Date	Revision summary
00	2023-06-20	Initial issue

Table 1 Revision history

## INTELLECTUAL PROPERTY

Section/Chapter/Item	Owning Entity	Nature of IP	Comments
N/A	N/A	N/A	N/A

**Table 2 Intellectual property**

## TABLE OF CONTENTS

<b>1</b>	<b>REFERENCES .....</b>	<b>6</b>
<b>2</b>	<b>GLOSSARY .....</b>	<b>7</b>
<b>3</b>	<b>INTRODUCTION .....</b>	<b>8</b>
3.1	Objective .....	8
3.2	Scope .....	8
<b>4</b>	<b>GOALS.....</b>	<b>9</b>
<b>5</b>	<b>PROJECT OVERVIEW.....</b>	<b>10</b>
5.1	Project ambition.....	10
5.2	Project structure .....	10
<b>6</b>	<b>DISSEMINATION &amp; COMMUNICATION PLAN .....</b>	<b>11</b>
6.1	Internal Management and Coordination.....	11
6.2	Roles and Responsibilities.....	11
6.3	Authorization process .....	13
6.4	Tracking table.....	14
6.5	Branding policy.....	15
6.5.1	European flag .....	15
6.5.2	Clean Aviation Joint Undertaking policy .....	15
6.5.3	Acknowledgement .....	16
6.6	Project public image .....	16
6.7	Target Audience .....	18
6.8	Defining the Message.....	19
6.9	Dissemination Channels.....	20
6.9.1	Channels per target audience .....	20
6.9.2	Conferences, Symposia, Seminars, Workshops .....	21
6.9.3	Scientific Journals list.....	23
6.10	Communication Channels.....	24
6.10.1	Website .....	24
6.10.2	Social media .....	25
6.10.3	Non-scientific publications .....	25
6.10.4	Communication material .....	25
<b>7</b>	<b>EVALUATION .....</b>	<b>26</b>
7.1	Metrics of the Dissemination and Communication Activities .....	26

## LIST OF FIGURES

Figure 1 CDE activities guideline .....	8
Figure 2 Approval process .....	14
Figure 3 EU Flag .....	15
Figure 4 CAJU logo .....	16
Figure 5 Position of CAJU and EU logo .....	16
Figure 6 NEWBORN logo .....	17
Figure 7 Presentation template .....	17
Figure 8 Document template .....	18
Figure 9 Website structure .....	23
Figure 10 Website Home Page .....	24

## LIST OF TABLES

Table 1 Revision history .....	2
Table 2 Intellectual property .....	3
Table 3 DCE workgroup per partners .....	12
Table 4 Tracking table .....	14
Table 5 Target Audience .....	18
Table 6 List of Conferences 2023-2024 .....	22
Table 7 Tracking table [R01] of Upcoming publications .....	23
Table 8 Tracking table [R01] of Non-scientific publications .....	25
Table 9 Metrics .....	26

## 1 REFERENCES

ID	Reference	Title	Revision
R01	Tracking table	Dissemination tracking table <a href="#">LINK</a>	

## 2 GLOSSARY

CAJU	Clean Aviation Joint Undertaking
Communication	Activities towards increasing awareness to the general public about the existence of the project and its main outcomes
DCE	Dissemination Communication Exploitation
Dissemination	The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium
EASA	European Union Aviation Safety Agency
EU	European Union
Exploitation	The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities
GA	General Assembly
NEWBORN	NExT generation high poWer fuel cells for airBORNe applications
PC	Project Coordinator
TL	Technical Leader
WP	Work Package

### 3 INTRODUCTION

#### 3.1 Objective

This document defines the communication and dissemination activities and governing processes for the Newborn project. It serves as a guideline for a communication and dissemination activities.

The Communication and the Dissemination play a key role in knowledge circulation, consolidation of the European Research Area and demonstrating the impact of the EU funding in R&I.

These activities are undertaken from the beginning of the project and aim, in a first instance, at informing and raising interest in the proposed technologies, of potential parties across relevant stakeholders. In a second instance, exploitation-oriented dissemination activities aim at promoting the novel technologies concerning aircraft electrification that are developed throughout the project, along with the benefits they can provide, towards potential target end-users/adopters, to speed up the adoption and take-up.

#### 3.2 Scope

They aim at promoting the project to various audience, comprising the media and the general public, and at raising awareness on the addressed topics and findings. Communication activities are especially aimed at:

1. providing up-to-date information about the project
2. creating a project visual identity and public image
3. sustaining the diffusion of results to the public

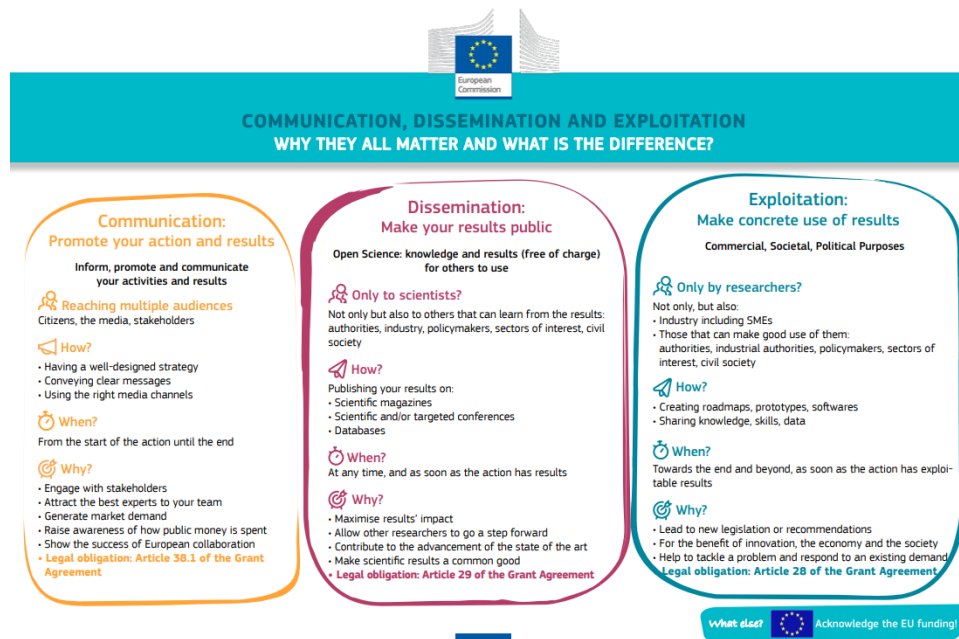


Figure 1 CDE activities guideline



## 4 GOALS

The goal of this document is to present the dissemination, communication and exploitation strategy that will be followed within the project. To this end, the present deliverable aims to achieve the following goals:

- Describe the objectives of dissemination, communication, and exploitation strategy
- Define
  - Audience
  - Dissemination channels
  - Activities
  - Outputs
- present the means that will be used to attract stakeholders potentially interested in building-up strategic partnerships
- Evaluate the strategy through metrics

## 5 ROJECT OVERVIEW

The NEWBORN project contributes to the Hydrogen Powered Aircraft pillar of Clean Aviation Joint Undertaking. A new fuel cell powertrain project has launched with the goal of creating a more sustainable and efficient alternative to traditional engines. This project has the potential to revolutionize the way we power aircrafts and reduce harmful emissions.

### 5.1 Project ambition

NEWBORN will develop a technology demonstrator of hydrogen fuel cell based propulsion sytem prepared for flight demonstration in Clean Aviation Phase 2.

The ambition of the project is to achieve an overall propulsion system efficiency of 50% by 2026, calculated as a ratio of energy on the propeller shaft to the hydrogen lower heating value. This ambition greatly surpasses the expected outcome of the HPA-02 Call. Similarly, by the end of 2025, the project will demonstrate widely scalable fuel cell power source technology with a power density of >1.2 kW/kg and stack power density of >5 kW/kg.

The project will also address high power density high voltage energy conversion, propulsion systems, and the next generation microtube heat exchangers, along with an accurate digital twin of the overall system.

### 5.2 Project structure

The 18 multi-disciplinary partners, including 3 non-traditional aerospace partners and 2 SMEs, will work on 28 key enabling technologies. They will be matured and optimized to support an EIS of CS-23 aircraft by 2030 and regional aircraft by 2035.

## 6 DISSEMINATION & COMMUNICATION PLAN

Dissemination, Communication and Exploitation (DCE) play a key role in knowledge circulation, consolidation of the European Research Area and demonstrating the impact of the EU funding in R&I.

The NEWBORN Consortium comprises well-established entities from the aviation industry, academia and research establishments. This fully multidisciplinary team has a long-standing experience in the aeronautics sector, making it highly representative of the European aeronautics community. This will greatly contribute to creating a communication community that engages people with shared interests and objectives.

The communication, dissemination and exploitation plan will involve all activities by which project-related knowledge is provided to relevant stakeholders and other interested parties (including the general public) at local, national, European and international level.

To further build a robust communication community, the Clean Aviation Joint Undertaking will disseminate project-related information through their communication channels, such as their website, newsletter, and social media pages to their network. Overall, all consortium partners will explore additional dissemination and communication options to support the project's objectives over the project's lifespan.

### 6.1 Internal Management and Coordination

Plan for Dissemination and Communication activities defines means to share project results and achievements of the project with various audiences. To accomplish this, the Dissemination Management Organization assigns the following responsibilities:

- Dissemination steering is assigned to the **NEWBORN Coordinator**
- Dissemination, Communication and Exploitation (DCE) execution is assigned to the **DCE Workgroup leads by DCE Manager** appointed by the NEWBORN Coordinator
- Dissemination policy governance is assigned to the NEWBORN General Assembly, who are responsible for overall supervision and monitoring progress regarding the project, and major decisions concerning the project

### 6.2 Roles and Responsibilities

The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.

Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification if the intended dissemination activity could harm its legitimate interests in relation to the results or background. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

## NEWBORN Coordinator

Newborn Coordinator, Miroslav Matoušek, is responsible for monitoring beneficiary compliance with their obligations and ensures the successful execution of the NEWBORN action.

## DCE Manager

DCE Manager is named by NEWBORN Coordinator: Zdenka Sedláčková

**DCE Manager** has a responsibility for

1. Leadership of all DCE activities/actions
2. Collaborates with partners to develop the DCE plan by reviewing and selecting proposals
3. Implements the annual DCE plan by monitoring Beneficiaries' compliance with their obligations
4. The accomplishment all KPIs
5. Reporting to NEWBORN Coordinator

## DCE Workgroup

DCE Workgroup is represented by each partner representative. The Table 3 DCE workgroup per partners defines the workgroup.

**Table 3 DCE workgroup per partners**

PIPISTREL	Kaja Andrič
	Karmen Peternej
POWERCELL	Ase Bye
FRAUNHOFER	Florian Hilpert
SIEMENS	Matthieu Ponchant
ACITURRI	Jorge Martínez San Martín
	Emma Celeste Lope Retuerto
REACTION ENGINES LIM	Matt Blay
TEST-FUCHS	Ines Ringseis
UoN ITALY	Sarah Walker
UoN UK	Grace Guan
CIRA	Francesco Petrosino
CUSTOMCELLS	Felix Schneck
KU Leuven	Hervé Denayer
FAU Erlangen-Nuernberg	Julius Zettelmeier

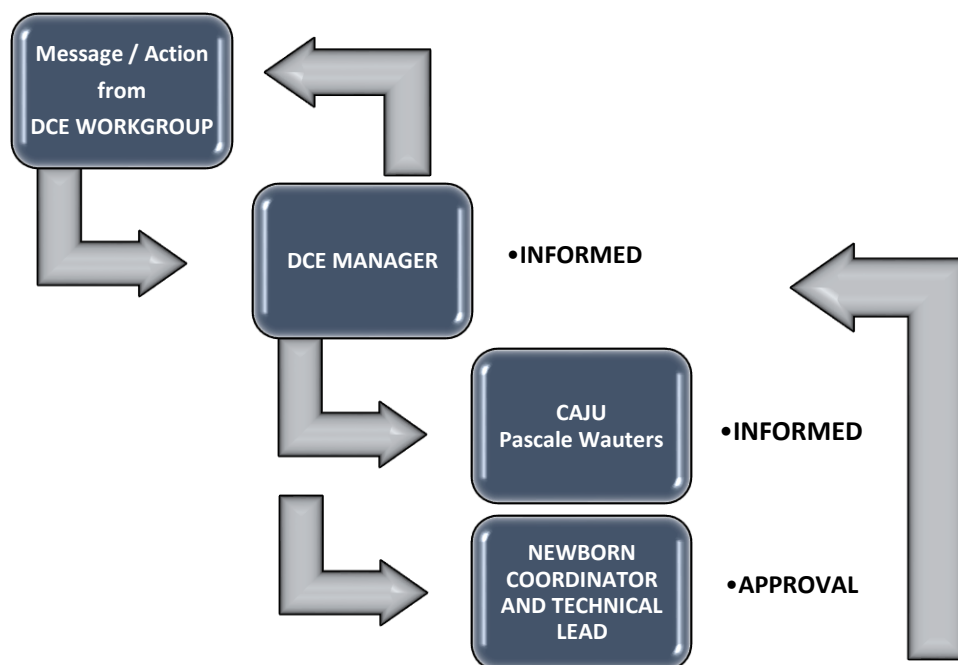
**DCE Workgroup** has a responsibility to ensure

1. **Communication** by their local channels (TV, Newspaper, company PR including etc.)
2. **Dissemination** through Conferences, Workshops, Seminars, Scientific Paper etc.
3. **Exploitation** the results in further research and innovation activities, exploitation such as developing, creating, manufacturing, and marketing a product or process, creating and providing a service, or in standardization activities
4. Authorizing the actions/activities planned on quarterly basis for a year ahead
5. Approving the yearly DCE actions/activities plan during quarterly GA meeting
6. Maintaining tracking table [R01] of the performed DCE actions.
7. Providing a publishable summary of the Annual Report that highlights the main achievements of the past year
8. Participating in the CAJU Communications Networking
9. Cooperation and supporting the NEWBORN events

### 6.3 Authorization process

The process for obtaining authorization to disseminate and communicate NEWBORN involves the following steps:

1. The applicant formalizes a request for authorization to disseminate to the NEWBORN **DCE Manager** either
  - (a) directly
  - (b) via their Coordinator
  - (c) via the CAJU
2. DCE Manager requests authorization from the relevant beneficiary, providing at least 15 days advance notice and sufficient information on the results to be disseminated.
3. Other **beneficiaries have 15 days** to object if they can demonstrate that their legitimate interests in relation to the results or background would be significantly harmed. If the Applicant formalizes a request for authorization to disseminate without giving the required advance notice, the request will be processed only if the relevant Beneficiary accepts the late notice, considering their legitimate interests. However, the dissemination must not take place unless the formal approval of the Beneficiary is obtained to safeguard their legitimate interests with regard to the results or background.
4. DCE Manager will then provide the Applicant with either (a) authorization or (b) a notice of rejection. The CAJU Communication department (Pascale Wauters) will be kept informed throughout the process.



### Figure 2 Approval process


## 6.4 Tracking table

Tracking table [R01] serves as a tracker for all activities and events had been took place including Communication activities, Disseminations events or Publications.

**STORAGE HERE**      [LINK](#)

### Table 4 Tracking table

2. COMMUNICATION activities




This table lists all communication activities, informing the general public about the existence of the program and its main outcomes.

ACTIVITY


Web  
Press release  
Flyers  
Articles  
Videos  
Media briefings

AUDIENCE

Scientific Community  
Industry  
Civil Society  
Policy makers  
Medias  
Other



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WP	№	TYPE OF ACTIVITIES	AUTHORS	MEDIUM	POST TITLE	DATE / PERIOD	YEAR	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	ISSN OR LINK TO THE PROCEEDING	CONTACT POINT (FIRST AUTHOR) AND MAIL
WP12	1	TV clips	HON	<a href="https://ceskatelevize.cz">ceskatelevize.cz</a>	Czech TV - News - Výzhum pohonu letadel	March 2, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society, Policy makers	633,800	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	2	TV clips	HON	<a href="https://ceskatelevize.cz">ceskatelevize.cz</a>	Czech TV - News from Regions - Výzhum pohonu letadel	March 2, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society, Policy makers	350,500	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	3	TV clips	HON	<a href="https://ceskatelevize.cz">ceskatelevize.cz</a>	Czech TV - Studio ČT24 - Vývoj vrtolových letadel v Brně	March 2, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society, Policy makers	93,700	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	4	Articles	HON	<a href="https://ceskatelevize.cz">ceskatelevize.cz</a>	Czech TV - Studio ČT24 - V Brně odstartuje projekt na bezmisylné letadlo	March 2, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society, Policy makers	268,700	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	5	Articles	HON	<a href="https://ceskatelevize.cz">ceskatelevize.cz</a>	Videa budou v Česku vyvíjet revoluční pohon letadel	January 24, 2023	2023	The Czech Republic	Civil Society	1,910,000	Worldwide	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	6	Articles	HON	<a href="https://forbes.cz">forbes.cz</a>	Příměřad pro video v Brně: Honeywell získal smlouvu na bezmisylné letadlo	January 24, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society, Policy makers	139,900	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	7	Articles	HON	<a href="https://aerospacelife.honeywell.com">aerospacelife.honeywell.com</a>	EU Taps Honeywell for Two Major Clean Aviation Programs	January 25, 2023	2023	USA	Scientific Community, Industry, Civil Society, Policy makers	Unknown	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	8	Articles	HON	<a href="https://bpcan.cz">bpcan.cz</a>	Honeywell bude v Brně vyvíjet technologie pro bezmisylné letadlo	January 25, 2023	2023	The Czech Republic	Civil Society	Unknown	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>
WP12	9	Articles	HON	<a href="https://vln.ahw.cz">vln.ahw.cz</a>	Honeywell vyvine Mírové technologie pro vodivá letadla budoucnosti. Nové projekty za 5	January 31, 2023	2023	The Czech Republic	Civil Society	115,600	The Czech Republic	<a href="https://www.espondy.cz/programy/10122247718">https://www.espondy.cz/programy/10122247718</a>	<a href="mailto:ondrej.kotaba@honeywell.com">ondrej.kotaba@honeywell.com</a>

## 6.5 Branding policy

### 6.5.1 European flag

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



**Figure 3 EU Flag**

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

### 6.5.2 Clean Aviation Joint Undertaking policy

The Clean Aviation logo is comprised of a wordmark and symbol. The color version should be used, wherever possible, for all internal and external communication activities. The position, size and color of the logo, as well as the rules for clear space, are predetermined and should not be changed. The placing of the symbol relative to the wordmark must also remain the same. Do not attempt to redraw the logo and always use the latest approved digital files.

To ensure legibility, the logo with tagline should be reproduced no smaller than 20 mm wide.

CAJU guidelines is stored here [LINK](#)



Figure 4 CAJU logo

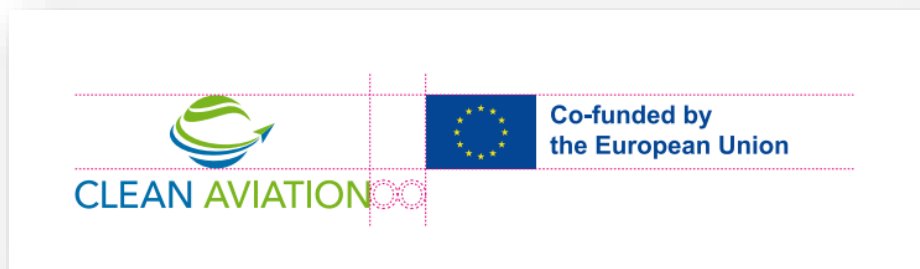


Figure 5 Position of CAJU and EU logo

### 6.5.3 Acknowledgement

All externally communicated material will contain the following phrase:

***The project is supported by the Clean Aviation Joint Undertaking and its members. Funded by the European Union under Grant Agreement No. 101101967.***

## 6.6 Project public image

Branding and visual identity are crucial tools for establishing a recognizable image and building a strong reputation. In the case of the NEWBORN project, its visual identity, which includes the official logo, presentation or document templates, plays a significant role in establishing brand recognition, making it easier for NEWBORN's target groups to identify and remember the project, distinguishing it from other similar projects. A consistent visual identity is also key to creating a sense of professionalism and reliability.



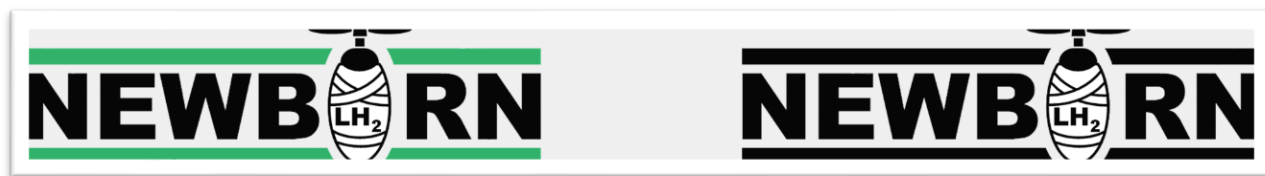




Figure 6 NEWBORN logo



Figure 7 Presentation template

**NEWBORN - NExt generation high poWer fuel cells for airBORNe applications**


**WP12 – Project and Consortium Management**

**Document Template**

Document ID	ND-WP12-PU-NO-DEL-000004		
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Export Control	If any, specify which export control restrictions apply: EU, US, UK, Default: NONE		
EC Category	If Export Controlled, list EC categories, otherwise N/A		

Approval Table	Title	Name	Date and Signature
Prepared by	Authors		
Approved by	Work Package Leader		
Approved by	Configuration Manager	Dorin Maxim	
Approved by	Technical Leader / Project Coordinator	Miroslav Matoušek / Ondřej Kotaba	

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**Figure 8 Document template**

## 6.7 Target Audience

Identifying the Newborn target audience is essential for the project's effective communication and dissemination.

By understanding which the groups of interest are, The DCE Workgroup can tailor its messaging, content, and approach to best reach and resonate with them. This can help The DCE Workgroup to better address their needs, concerns, and interests, and to build a stronger connection and relationship with them.

**Table 5 Target Audience**

<b>SCIENTIFIC community</b>	<b>Academic Institutions Research agencies PhD students</b>
<b>INDUSTRIAL Stakeholders</b>	<b>Aerospace Industry Fuel Cell supplier OEMs</b>

	<b>Equipment manufacturers Supply chain sector</b>
<b>POLICY makers</b>	<b>European Commission EASA</b>
<b>Clean Aviation PROJECTS</b>	<b>HERA, Thema4HERA, H2ELIOS, HyPoTraDe, CH MEASURED, HON Kickstarter, Faster-H2 etc.</b>
<b>GENERAL Public</b>	<b>Students</b>

## 6.8 Defining the Message

If we want to maximize the potential of the Expected Outcomes, in the sense of promoting and supporting an as early as possible entry into service of those new Fuel Cell powered aircraft, we will need to address some very specific market players.

### EU Commission

To help identify key enablers that need further policy, regulation or research. Further to this, we would also want to reinforce the importance of EU built solutions, and its impact on the European industrial competitiveness.

### EASA

To gain insight in the performance of, and issues related to, new technologies. This will support their certification process, and thus speed up the Entry Into Service of the new technology. We also will verify for REACH compliance.

### General public / airlines / aviation professionals

The introduction of new propulsion and onboard power systems brings an opportunity to re-instate the message that the aerospace industry has invested a lot in greening the air transport sector, while we can also introduce new travel possibilities with no-emission, lower noise, and lower operating costs. In addition, in order to foster a good Entry Into Service of those new aircraft, and to allow for a fast fleet renewal, this audience needs to know that those new aircraft will be safe to use and bring good benefits to the society.

### OEMs

OEMs need to know as soon as possible what the new power sources for electric propulsion or onboard power supply can bring in terms of system performance and impact to the environment. Likewise, they need to know that such new technologies are safe to use, and to know how they can be best integrated in the design of a new aircraft.

### Fuel Cell suppliers

Barriers and opportunities that were identified in this project are of high value for new entrants, avoiding them spending time on things that do not work, or to help them focus on promising opportunities for innovation. As optimization at aircraft level is more important than optimization at

component level, these new entrants will also need to be made aware of this, to persuade them entering dialogue with possible aircraft OEMs and hence develop specific solutions for such aircraft.

### **Industries, SMEs, and supply chain**

Insight in challenges, identified by the project, will open additional innovation opportunities for both the aerospace and non-aerospace sector. The addressed audience may also introduce the consortium to new ideas and innovative solutions that could be taken up in Clean Aviation Phase 2, or other EU and national collaborative research projects.

### **Research and academic sector**

This sector will be able, through the DCE activities, to identify new research areas, and help with creative ideas for further improvement to the environmental footprint. At the same time, lessons drawn from the activities in the NEWBORN project can become part of the educational curriculum, PhD research activities, or training courses.

## **6.9 Dissemination Channels**

### **6.9.1 Channels per target audience**

Having the target audience defined, as well as the key message that need to be brought to that audience, the project will select the channel through which this message can reach its audience in the most effective way.

#### **European Commission**

At least an annual bilateral meeting in name of the project (involving the CAJU), ad hoc meetings as part of ASD (Association for Defense and Space), EREA (Association of European Research Establishments in Aeronautics), EASN (European Aeronautics Science Network), and the annual Clean Aviation Forum.

#### **EASA**

Directly with specific key domain experts at EASA (panels for innovation, etc.), direct joint work through service contract, and through the Clean Aviation TRA-02 project

#### **Airlines and General Public**

Through the CAJU website, through associations like IATA (International Air Transport Association), A4E (Airlines for Europe), via events and publications of the Royal Aeronautical Society, popular and specialized technical magazines (e.g. AviationWeek) possibly also through articles in on-board magazines, and other magazines in which the industry partners regularly publish.

#### **Fuel Cell supplier**

Via the Hydrogen Europe and Clean Hydrogen JU activities, existing Joint Ventures (within the project partners), the annual European Fuel Cell Forum and other dedicated conferences, through OEM and System Suppliers (Tier 1) supply chain channels.

## **OEMs**

Regular input to Clean Aviation TRA-01, joint stands with other CAJU projects at the annual ILA (Internationale Luftfahrtausstellung), Farnborough, and Le Bourget exhibitions (and other exhibitions that will be planned for together), via events and publications of the Royal Aeronautical Society

## **Equipment manufacturers, Supply chain sector**

Joint stands with other CAJU projects at the annual ILA (Internationale Luftfahrtausstellung), Farnborough, and Le Bourget exhibitions (and other exhibitions that will be planned for together), EqIMG (Equipment Industry Manufacturing Group), AIAA (American Institute of Aeronautics and Astronautics), OEM and System Suppliers (TIER 1) supply chain channels, EUROCAE (European Organisation for Civil Aviation Equipment) Working Groups, via events and publications of the Royal Aeronautical Society

## **Research sector**

Papers, workshops and conferences organized by EASN (European Aeronautics Science Network) and EREA (Association of European Research Establishments in Aeronautics), AIAA (American Institute of Aeronautics and Astronautics), and via events and publications of the Royal Aeronautical Society. Publications in scientific, SCIE (Science Citation Index Expanded) rated high impact journals and IEEE (Institute of Electrical and Electronics Engineers) rated high-impact journals (for Power electronics). Fraunhofer addresses a wide network of Power electronics / Electric drives related conferences and events and hosts dedicated (online) workshops through its PR (Public relation) department.

### **6.9.2 Conferences, Symposia, Seminars, Workshops**

A major means of reaching the targeted scientific audience of the NEWBORN project is to publish the project results in the international scientific/technical literature. Additionally, results will be presented at relevant conferences, symposia, seminars, workshops and other events either through oral or poster presentations. Table 6 List of Conferences below provides the list of upcoming events where the NEWBORN consortium aims to present its findings. The list will be regularly updated throughout the project based on its progress and relevance of events.

A table of various events that will be considered by the partners for disseminating project results, is provided below.

#### **Workshops, Seminars**

Organize at least one workshop open to industry, authorities, and academia (incl. students) groups with interest in the aeronautics. To maximize the reach of the dissemination activities, these will be streamed online, and will afterwards be made available online as well. The organization of these workshops will be easier thanks to the strong representation of university partners in NEWBORN.

**Table 6 List of Conferences 2023-2024**

PEASA' 23	2023	Nottingham
CA-CH JOINT WORKSHOP ON H2 AVIATION		Brussels
Paris Air Show		Paris
Power Electronics for Aerospace Applications' Propulsion (PEASA)		Nottingham
European Conference for Aeronautics and Space Sciences (EUCASS)		TBD
IEEE, AIAA and SAE Conferences		TBD
Paris Air Show		Paris
RecHycle Workshop		Austria
Participation in Clean Aviation "Hydrogen-Powered Aviation Research and Innovation" technical workshop		Brussels
Le Bourget 2023		Paris
2023 EASN International Conference		Salerno
Roundtable regarding hydrogen storage solutions		Madrid
International Conference on More Electric Aircraft Towards cleaner aviation	2024	Toulouse
Farnborough		Farnborough
IEEE ITEC-ESARS Conference		Naples
SAE Aerotech		USA
MEA Conference		Germany
ICEM 2024		Torino
ICEM 2024		San Francisco
ICAS Congress		Florence
International Conference on More Electric Aircraft Towards cleaner aviation		Toulouse

The publications and the presentations will be delivered throughout the entire duration of the project, will be also made available online through the project's website, whilst safeguarding at the same time the rights of the consortium partners to protect their IP. The open-access strategy pursued is through the project website.

OVERVIEW	TEAM	RESULTS	NEWS & EVENTS
ABOUT AND OBJECTIVES	PARTNERS	DELIVERABLES	
PROJECT SCOPE	MARKET IMPACT ADVISORY BOARD	PUBLICATIONS	
AMBITION	LINKED COLLABORATIVE PROJECTS	PUBLIC PRESENTATIONS	
ROADMAPS		PATENTS	

**Figure 9 Website structure**

### 6.9.3 Scientific Journals list

Scientific Publications: Scientific articles in peer-reviewed journals and conference proceedings are the most traditional and widely used channel for disseminating scientific research. All partners are responsible for publishing project results once available in Open Access to make their work available to a broader audience without any paywall restrictions. Participation in open peer-review will also be encouraged.

The dissemination manager is accountable for keeping track of all published results. In collaboration with the project coordinator, they must take action in cases where results that are approved for publication do not receive sufficient dissemination. The table below provides a list of scientific journals that will be taken into consideration for future publication of the project's research findings.

**Table 7 Tracking table [R01] of Upcoming publications**

TYPE OF PUBLICATION	AUTHORS	TITLE	DATE / NUMBER	YEAR
Thesis/Dissertation	Lukas Farthofer	Development process of seals in cryogenic and ambient temperatures for aviation applications	September	2023
Thesis/Dissertation	Marc Hazenbiler	Numerical and physical modelling of a cryogenic valve actuation system	March	2024
Thesis/Dissertation	Pasquale Vitello	Numerical procedures for immunity analyses of electrical aircraft components	June	2024
Publication in Conference proceedings/Workshop	Pasquale Vitello	A vibroacoustic approach for immunity analysis of electrical aircraft components	December	2024
Publication in Conference proceedings/Workshop	Lidia Travascio	Standard safety assessment vs innovative configurations: issues and potential solutions	TBD	2024



## 6.10 Communication Channels

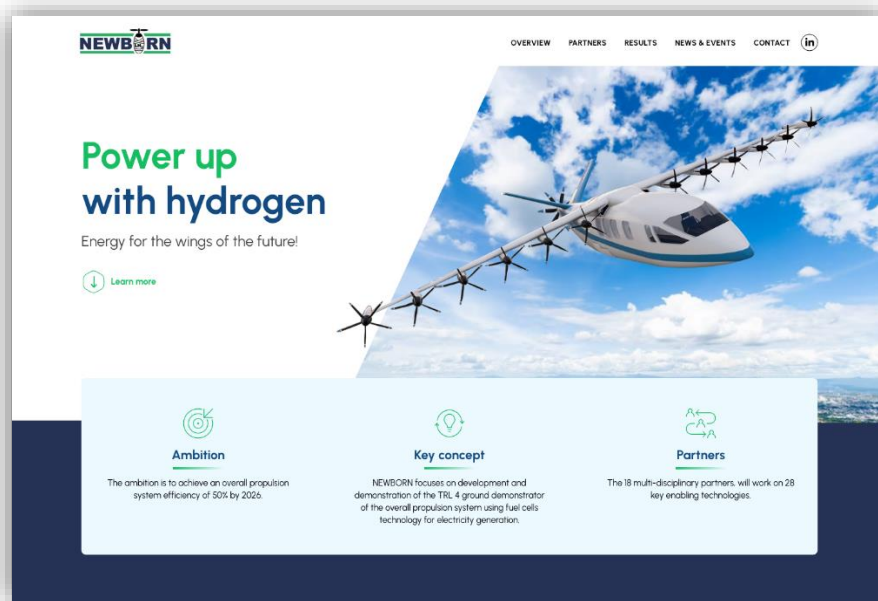
As already stated in the project's dissemination strategy, one of its objectives is to build an adequate and effective communication plan to ensure the maximum impact of the project results. Therefore, the communication activities will include as well as exploit the following communication means/channels:

- project website
- social media
- non-scientific publications
- communication material (project leaflet, poster)

### 6.10.1 Website

Set-up of a website including not only a private area for project internal communication, but also with a public section where main results will be provided to the public; it will contain material that has been authorized by the contractors for public dissemination and will allow external companies to express their interest in the project. The public website will enable an appropriate worldwide access to all validated dissemination documents. The website will not only target aerospace professionals, but it will also be instrumental to reach the wider public, showcasing research findings and project progress in a way tailored to a non-specialist audience.

**DOMAIN** [www.newborn-project.eu](http://www.newborn-project.eu)



**Figure 10 Website Home Page**



## 6.10.2 Social media




### LinkedIn

The LinkedIn profile is named Newborn Project. Its purpose is to allow for engaging of the interested stakeholders in an easy manner. The interested users can directly connect to this account and get familiar with the project's updates.. The overall purpose is to create a community around the Newborn project to further enhance promotion of the environmentally friendly, new technologies. Besides, success on social media will result in better longevity to the project's brand.

## 6.10.3 Non-scientific publications

Scientific publications are essential for communicating research findings to a specialized audience, non-scientific publications offer an opportunity to reach a wider audience and engage with stakeholders who may not be familiar with the technical aspects of the project. Non-scientific publications, such as industry magazines, news websites, and blogs, can help to raise awareness of the project's goals and progress, generate interest among key stakeholders, and showcase the project's achievements in a way that is accessible and engaging. Moreover, non-scientific publications can help to build credibility and trust with a broader audience and position the project as a thought leader and innovator in the field of sustainable aviation.

Table 8 Tracking table [R01] of Non-scientific publications

2. COMMUNICATION activities						ACTIVITY Web Press release Flyers Articles Videos Media briefings			AUDIENCE Scientific Community Industry Civil Society Policy makers Medias Other			 Co-funded by the European Union			
  This table lists all communication activities, informing the general public about the existence of the program and its main outcomes.						DATE / PERIOD	YEAR	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	ISBN OR LINK TO THE PROCEEDING	CONTACT POINT (FIRST AUTHOR) AND MAIL		
WP11	56	Press release	Siemens	Siemens website	Clean Aviation Joint Undertaking: 20 projects researching innovative solutions for climate-neutral aircraft	3/10	2023	France	Scientific Community, Industry, Civil Society	Unknown	Worldwide	<a href="https://hdvcs.lw.siemens.com/jumcenter/clean-aviation-joint-undertaking">https://hdvcs.lw.siemens.com/jumcenter/clean-aviation-joint-undertaking</a>	Pasome Magnin pasome.magni@siemens.com		
WP12	7	Articles	HON	<a href="https://aerospacelab.honeywell.com">aerospacelab.honeywell.com</a>	EU Taps Honeywell for Two Major Clean Aviation Programs	January 25, 2023	2023	USA	Scientific Community, Industry, Civil Society, Policy makers	Unknown	USA	<a href="https://aerospacelab.honeywell.com/aerospacelab/articles/eu-taps-honeywell-for-two-major-clean-aviation-programs">https://aerospacelab.honeywell.com/aerospacelab/articles/eu-taps-honeywell-for-two-major-clean-aviation-programs</a>	Ondrej Kotaba@honeywell.com		
WP12	8	Articles	HON	<a href="https://bzm.cz">bzm.cz</a>	Honeywell bude v Brně vyvíjet technologie pro bezuhlíkové letadla	January 25, 2023	2023	The Czech Republic	Civil Society	Unknown	The Czech Republic	<a href="https://www.bzm.cz/brno/technologie-pro-bezuhl%C3%ADkov%C3%A9-letadla">https://www.bzm.cz/brno/technologie-pro-bezuhl%C3%ADkov%C3%A9-letadla</a>	Ondrej Kotaba@honeywell.com		
WP12	12	Articles	HON	<a href="https://businessinfo.cz">Businessinfo.cz</a>	Společnosti vědci budou v Brně vyvíjet systémy pro vodíkové letadla	February 16, 2023	2023	The Czech Republic	Scientific Community Industry; Policy makers	Unknown	The Czech Republic	<a href="https://businessinfo.cz/clanky/spolecnosti-vedci-spolecky-systemy-pro-vodikove-letadla">https://businessinfo.cz/clanky/spolecnosti-vedci-spolecky-systemy-pro-vodikove-letadla</a>	Ondrej Kotaba@honeywell.com		
WP12	14	Articles	HON	<a href="https://hydrogen-central.com">hydrogen-central.com</a>	Honeywell Launches Disruptive Research on Hydrogen Fuel Cells for Aircraft	February 5, 2023	2023	Worldwide	Scientific Community Industry	Unknown	Worldwide	<a href="https://hydrogen-central.com/honeywell-launches-disruptive-research-on-hydrogen-fuel-cells-for-aircraft">https://hydrogen-central.com/honeywell-launches-disruptive-research-on-hydrogen-fuel-cells-for-aircraft</a>	Ondrej Kotaba@honeywell.com		
WP12	15	Articles	HON	<a href="https://revolution.aero">revolution.aero</a>	Honeywell launches project to develop hydrogen fuel cells for aviation	January 30, 2023	2023	Worldwide	Scientific Community Industry	Unknown	Worldwide	<a href="https://revolution.aero/news/honeywell-launches-project-to-develop-hydrogen-fuel-cells-for-aviation">https://revolution.aero/news/honeywell-launches-project-to-develop-hydrogen-fuel-cells-for-aviation</a>	Ondrej Kotaba@honeywell.com		
WP12	18	Articles	HON	<a href="https://flightglobal.com">flightglobal.com</a>	Honeywell nurtures Newborn as fuel cell powertrain project comes alive	February 9, 2023	2023	Worldwide	Scientific Community Industry; Policy makers	Unknown	Worldwide	<a href="https://www.flightglobal.com/news/articles/honeywell-nurtures-newborn-as-fuel-cell-powertrain-project-comes-alive-1414691">https://www.flightglobal.com/news/articles/honeywell-nurtures-newborn-as-fuel-cell-powertrain-project-comes-alive-1414691</a>	Ondrej Kotaba@honeywell.com		
WP12	50	Articles	HON	Forbes	Letem světem	March 23, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society	Unknown	The Czech Republic	<a href="https://honeywell.cz/strana/letem-svetem">https://honeywell.cz/strana/letem-svetem</a>			
WP12	51	Articles	HON	Forbes	Náhlednou pod pokličku: Honeywell nás pustí do svých letových laboratorí	March 21, 2023	2023	The Czech Republic	Scientific Community, Industry, Civil Society	Unknown	The Czech Republic	<a href="https://forbes.cz/clanky/nahlednou-pod-poklicku-honeywell-nas-pusti-do-svych-letovych-laboratori">https://forbes.cz/clanky/nahlednou-pod-poklicku-honeywell-nas-pusti-do-svych-letovych-laboratori</a>			
WP12	52	Articles	Reaction Engines Limited	<a href="https://reactionengines.co.uk/">reactionengines.co.uk/</a> & social media channels	Reaction Engines joins Honeywell-led Project NEWBORN to develop aerospace hydrogen fuel cell propulsion	January 12, 2023	2023	UK	Civil Society	Unknown	Worldwide	<a href="https://reactionengines.co.uk/news/reaction-engines-joins-honeywell-led-project-newborn-to-develop-aerospace-hydrogen-fuel-cell-propulsion">https://reactionengines.co.uk/news/reaction-engines-joins-honeywell-led-project-newborn-to-develop-aerospace-hydrogen-fuel-cell-propulsion</a>			
WP12	53	Exhibitions	Reaction Engines Limited	Information banner at Sustainable Skies World Summit 2023	Reaction Engines joins Honeywell-led Project NEWBORN to develop aerospace hydrogen fuel cell propulsion	April 17, 2023	2023	UK	Scientific Community, Industry, Civil Society, Policy makers	Unknown	Worldwide	<a href="https://events.farnboroughinternational.org/2023/programme/aviation">https://events.farnboroughinternational.org/2023/programme/aviation</a>			
WP12	54	Exhibitions	Reaction Engines Limited	Information banner at Paris Airshow 2023	Reaction Engines joins Honeywell-led Project NEWBORN to develop aerospace hydrogen fuel cell propulsion	June 19, 2023	2023	UK	Scientific Community, Industry, Civil Society, Policy makers	Unknown	Worldwide	<a href="https://www.siae.fr/en/">https://www.siae.fr/en/</a>			
WP12	55	Exhibitions	Reaction Engines Limited	Information banner at Dubai Airshow 2023	Reaction Engines joins Honeywell-led Project NEWBORN to develop aerospace hydrogen fuel cell propulsion	November 13, 2023	2023	UK	Scientific Community, Industry, Civil Society, Policy makers	Unknown	Worldwide	<a href="https://www.dubaiairshow.ae/en/">https://www.dubaiairshow.ae/en/</a>			
WP08	57	Web	Customella	medium.com	Research, Experiment, Revolution! A Battery Company's DNA	06.04.2023	2023	Worldwide	Civil Society	Unknown	Worldwide	<a href="https://medium.com/@batterycompany/master-of-batteries-research">https://medium.com/@batterycompany/master-of-batteries-research</a>			

## 6.10.4 Communication material

The development of a project leaflet and poster, enhances the project visual identity and public image and hence, allows an easier identification by the public, ensuring visibility and recognition. The communication material described are presented below.

## Leaflet

The main objective of the project leaflet is to provide to all the different types of identified target audience of NEWBORN project with an attractive and written project overview as well as a summary of the main project objectives and characteristics. The developing of this leaflet is planned in Q3 2023 in order to assist in the overall dissemination strategy, a promotional, project leaflet will be available online, in .PDF format, at the “Presentations” page of the website. The leaflet will be written in English, with a clean, modern and attractive design that implements the art of visual communication.

## Poster

A general project poster will be designed in Q3 2023 to be used in public events and exhibitions. The poster will be prepared in English and provides the reader with intuitive and succinct textual and graphical information about the project general idea and innovative concept. It will be created to attract stakeholders and a variety of audiences. The poster's printable version will be available in the website's “Presentations” section.

## 7 EVALUATION

### 7.1 Metrics of the Dissemination and Communication Activities

The effectiveness of the dissemination and communication plan will be measured through following Key Performance Indicators (KPIs), derived from the applied channels. The specific targets will be set at the beginning of the project, including the details of yet planned (external) events (their timing, addressed audience, etc), as well as the possible coordination with other granted CAJU projects. Following table gives an indication of what indicators and possible targets that the project will use.

**Table 9 Metrics**

CHANNEL	INDICATOR	TARGET
Website (page on Clean Aviation site) (*)	Nr of visits	>10.000 per year
	Geographical spread, Nr of countries	>27
	Updates	Up to date within 1 month
	Average visit times	> 1 min
Social media (incl LinkedIn)	Nr of posts	> 30
	Nr of likes	> 500 per post
Events	Nr of attended events	> 3 per year
	Nr of presentations	> 2 per year
Scientific publications	No. Of conference papers	> 10 over project duration
	No. Of journal papers	> 10 over project duration
Videos	Nr of videos	>1 per year