EUNADICS-AV DELIVERABLE (D -N°: D40)
Dissemination plan

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Abstract

This document outlines the dissemination strategy and activities to be carried out by the EUNADICS-AV partners. It will be reviewed regularly throughout the project.

In EUNADICS-AV we identified the following dissemination target users:

1) Downstream users, consisting of the Aviation user community and the General public

2) Intermediate users, like the VAACs and the NMHSs, and

3) Data providers, consisting of the EUNADICS-AV project partners providing data to the EUNADICS portal.

For each of the target users key messages and a dissemination strategy are defined. During the project the success of the strategy will be followed using KPIs, evaluated and adjusted, leading to an updated dissemination plan.

EUNADICS-AV - Contract number: 723986

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Executive Summary

The main objective of the dissemination plan is to ensure that project outcomes are communicated effectively to the relevant stakeholders and user communities, but also to the general public and within the project and its partners. Therefore the here outlined strategies ensure that the identified target communities can benefit from the project outcomes during but also after the project end.

In the EUNADICS-AV project
- Downstream users, consisting of the Aviation user community and the General public
- Intermediate users, like the VAACs and the NMHSs and
- Data providers, consisting of the EUNADICS project partners providing data to the EUNADICS portal

have been identified as relevant stakeholders and users.

. For each of the target user groups Key Messages are defined which will be communicated though specific targeted communication channel (dissemination strategy). The effectiveness of dissemination will be monitored using Key Performance Indicators (KPI's).

The dissemination plan is a 'living' document and will be reviewed regularly throughout the project. During the project the strategy success will be followed using KPIs, evaluated and adjusted, leading to an updated dissemination plan.

1. Introduction

Dissemination of project results is a fundamental EUNADICS-AV activity. The purpose of this document is to describe the dissemination strategy planned by EUNADICS-AV, and capture and record any EUNADICS-AV related dissemination activities over the course of the project with KPI's.

However, it has to be taken into account that this dissemination plan is not a set plan and certain activities in the future cannot be predicted, due to project development over time and changing activities.
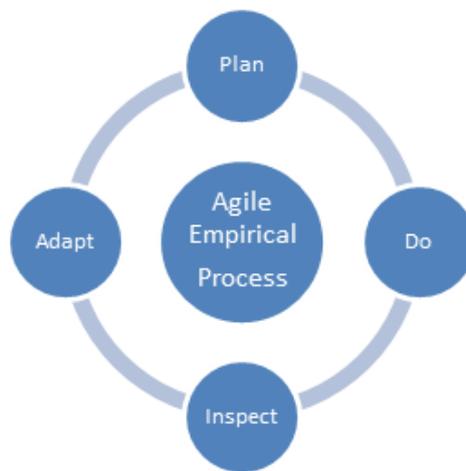

Figure 1 Agile approach for dissemination: Plan, Do, Inspect, Adapt

We adopt an Agile approach (see Figure 1 Agile approach for dissemination: Plan, Do, Inspect, Adapt) to dissemination and will review our plans on a regular base (at least quarterly) to change or improve the dissemination plans, based on opportunities and our KPI goals. Based on these reviews, this document will be updated accordingly.

1.1. Objectives

The main objective of the dissemination plan is to ensure that project outcomes are communicated effectively to the relevant stakeholders and user communities, but also to the general public.

According to the Description of Action (DoA) the main information EUNADICS-AV wants to convey is:
"EUNADICS-AV will close this gap in data and information availability, enabling all stakeholders in the aviation system to obtain fast,coherent and consistent information. »

For this purpose the DoA lists the following topics for the dissemination plan:

- *Setup, conduct and review the effect of the dissemination strategy for the different identified communities (Aviation user community, intermediate uses, data providers, downstream users)*

- *Organize technical training and integration workshops for VAAC, NMS and 4DWxCube for developers (first workshop foreseen in M12), in close cooperation with WP2 and WP7*

- *Setup and maintain the project website (initial website foreseen in M1)*

- *Organization of a hackaton/databattle, targeted at stimulating (commercial) reuse of EUNADICS Open Data and Services (foreseen in M32).*

- *The dissemination plan will provide a planning of the related activities.*

1.2. Access policy and Intellectual Property Rights

All EUNADICS-AV developments aim to be publicly accessible via de project website and will be interlinked to already existing information systems which will be discussed in more detail in chapter 2 and 3. Products delivered will be in compliance with the Copernicus data policy and GEO data sharing principles: data will be freely and openly available (also compare the details outlined in the EUNADICS-AV Data Management Plan).

Furthermore, the Project Management Plan (D2 – chapter 7) specifics on Data Sharing Policy and three different data sharing use cases:

a) Sharing of EUNADICS-AV data and products within the project
b) Sharing of EUNADICS-AV data and products with
   a. Users
   b. Scientific Community
   c. General Public
c) Sharing of third-party data.

1.3. Consortium roles in dissemination

The dissemination of EUNADICS-AV results will be performed by all members in the consortium and through the EUNADICS-AV Project Office. The consortium members will consult WP8 when presenting the project and report this and also other dissemination activities.

The task of KNMI in Work Package 8 as WP leader is to collect, process, document, provide, develop, and publish dissemination material, track the KPI's and review/update the dissemination strategy. In general, WP8 discusses all important dissemination activities with the project coordination especially in case of an emergency as depicted in subchapter 2.3.

1.4. Document structure and target audience

This dissemination plan is set up as a supporting document for the consortium members, and more specifically for the EUNADICS Project Office and WP8 Task 1.

Chapter 2 identifies the audience groups, with their targeted information products and ways to approach them;

Chapter 3 describes the project own dissemination tools and (training) events;

Chapter 4 identifies the Key Performance Indicators (KPIs) which will be used to monitor the effectiveness of dissemination activities.

2. Target audience

In Description of Action the following communities have been identified as target audience for the EUNADICS-AV project:

- Downstream users: Aviation user community and General public
- Intermediate users
- Data providers.

Elaboration on each community and defining the key messages that the EUNADICS-AV project wants to bring are points that will be discussed in the following chapters.

The target audience will be regularly evaluated and adjusted depending on project results and progress.

2.1. Downstream users

Downstream users are the key end users of the data products. Usually, these users get their products via intermediate users (discussed in subchapter 2.2) through already established and tested channels. The first users described here is the Aviation user community followed by the General public.

2.1.1 Aviation user community

In the case of aviation user community, EUNADICS-AV wants to approach and interlink to the European Aviation Crisis Coordination Cell (EACCC), the Air Traffic Management (ATM) and Air Traffic Control (ATC) functions, as well as to airline flight dispatching and individual flight planning units.

EUNADICS products of interest for the Aviation user community:

- At this phase in the EUNADICS project (May 2017) we are not in the stage to define exact products, but to define problems and challenges, needs and requirements of the users. This stakeholder feedback is then brought back to the developers (ongoing), who then can put this into products. This is one of the main efforts of WP2. WP2 and WP8 will co-organize a workshop with the stakeholders in October 2017 to discuss requirements and possible products.

Key message EUNADICS wants to convey is:

- EUNADICS is conducting research to be able to provide the best near real time aviation airborne hazard information available (regarding volcanic ash, nuclear events, desert dust and forest fires) by combining satellite data, ground based observations and modelling.

Means to reach the Aviation community:

- Major efforts are invested inWP2 to establish close contact with this community; WP2will also take the role of disseminating the key message to this community
- EUNADICS-AV plans to collaborate with EUROCONTROL's crises information system "EVITA[1]" to integrate its analysis products for airline communication and flight planning
- Furthermore, publications in Aviation newsletters e.g., 'Aviation safety', 'Aviation week' are planned.

2.1.2 General public

In order to convey and disseminate the EUNADICS-AV results to the 'general public' the respective interests of this wide audience has to be defined in advance. For this purpose we defined two representative personas[2] (compare Fig. 2).

This is a commonly used method in software development and marketing. The goal of a persona is to enable to find specific needs, which can be of generic interest.
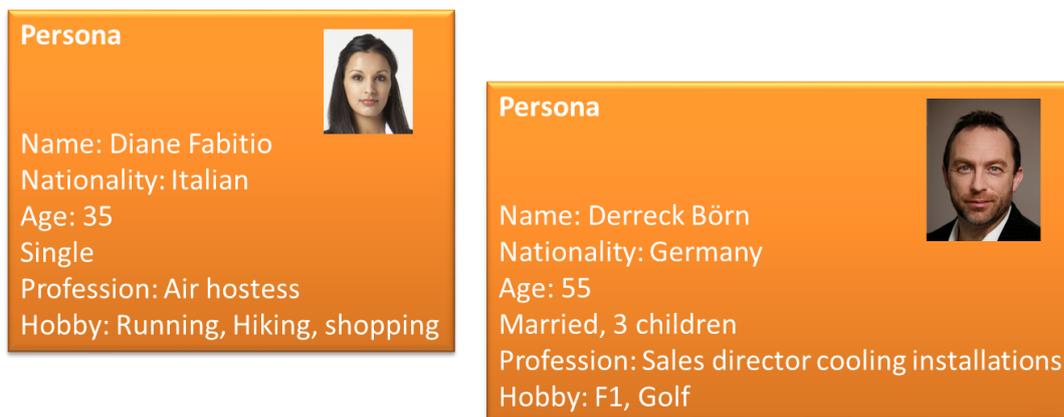

Persona

Name: Diane Fabitio
Nationality: Italian
Age: 35
Single
Profession: Air hostess
Hobby: Running, Hiking, shopping

Persona

Name: Derreck Börn
Nationality: Germany
Age: 55
Married, 3 children
Profession: Sales director cooling installations
Hobby: F1, Golf

Figure 2 EUNADICS Persona's used for the General Public

Both Diane and Derreck are regular air travelers, both out of their profession and in their free time (holidays). Diane regularly makes city trips for shopping, Derrick likes to go play golf in remote places.

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[1] https://www.eurocontrol.int/publications/evita-users-guide
[2] ref. http://www.steptwo.com.au/papers/kmc_personas/.

In case of an event the key interest of Derreck and Diane is: Will this hazard impact my flight? Who decides when to fly or not? What is the danger?

EUNADICS-AV products of interest for our personas:
- Mainly visual information on the hazard, made available in (almost) real-time and animated on a map will be provided for this target group on the project web-site. If possible a prediction on duration will be added. Diane and Derreck can use this information to check with their flight route if they are affected by the hazard and need to take action (book a hotel, look for alternative means of transportation)
- Furthermore, information on respective aviation procedures, i.e. when is it allowed to fly, who is responsible, what are the thresholds, etc. will be provided.

The key message to convey is:
- The best information regarding airborne hazards, possibly impacting your flight, can be found on www.eunadics.eu
- Background information on airborne hazards can be found on www.eunadics.eu

Means to reach Diane and Derrick are:
- In case of hazard the EUNADICS-AV web-site should be top ranked in in commonly used search engines (when searching with specific key words)
- Furthermore, air traffic company magazine (e.g., KLM Holland Herald), which are made available to all airliners customers during their flight, feature a vast distribution and could help the EUNADICS-AV project and its results to become well-known and well appreciated..

2.2. Intermediate users

Intermediate users are represented by National Meteorological Services (NMSs), Volcanic Ash Advisory Centers (VAACs), Regional Specialized Meteorological Centers and Meteorological Watch Offices (MWO RSMs), as well as scientists that work with this data. Since the proposal addresses a significant gap in the availability of consistent data during crisis situations related to airborne hazards, a successful implementation of the project would create an important basis to enable VAACs, WMO RSMCs and the whole community of European Meteorological Services to deliver better data analysis and thus improved situation assessments more quickly. The intermediate users will assure that end users are reached through established channels efficiently as well as effectively.

EUNADICS products of interest for the intermediate users:
- Use existing and sophisticated channels to distribute project results (like SWIMM[3])
- Actively seek cooperation with existing services (like VAAC).

Key message EUNADICS wants to convey is:

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[3] https://www.eurocontrol.int/publications/what-swim

- EUNADICS-AV is able to provide a coherent analysis of the actual state of the atmosphere in real time concerning airborne hazard information (regarding volcanic ash, nuclear events and desert dust) by combining satellite data, ground based observations and modelling

Means to reach the intermediate users:
- Attending relevant conferences (e.g., EGU, EMS, EUMETSAT conferences)
- Publications in community targeted papers (e.g., BAMS, Meteorologica)
- Active cooperation with international organizations as EUROONTROL, ECMWF, EUMETNET

2.3. Data providers

Data providers are partners in the EUNADICS proposal that provide data as an input to the EUNADICS-AV portal via already established and tested channels For information and transparency purposes, the data providers should be provided with specific numbers on data downloads and usage of their provided products.

Besides the data itself, the data providers should also be motivated to provide product meta information (compare EUNADICS-AV Data Management Plan):
- Readable and understandable for the general public
- Useful for intermediate users

EUNADICS products of interest for the data providers:
- Delivery of their products to the relevant Intermediate users through standardized interfaces
- Usage statistics and feedback on the product

Both services will be set-up and provided by WP8.

Key message to convey to them is:
- A complete and well-designed product description helps to meet the EUNADICS-AV users' needs and foster the usage of our their own product
- WP8 will provide the usage statistics and feedback on the product
.
Means to reach the data providers:
- Redmine project management system, used for EUNADICS
- Email (internal newsletter)
- Attending project events and meetings

2.4. When an event occurs

Although EUNADICS-AV does not provide an operational service, the consortium will in case of an airborne hazard provide value adding analysis to the relevant stakeholders and the general public within an acceptable time in order to support the decision making process.

For such events, the project coordinator assisted by the project office will be responsible for internal coordination and all contents provided via the official project dissemination channels (as mentioned in the previous subchapters). As a consequence, all analysis products have to be decontrolled by the coordinator before release.

Within one working day from the occurrence of the hazard an extraordinary executive board meeting will be held. Therein, all further steps and especially all data policy issues will be decided upon. In general, EUNADICS-AV seeks to provide all available analysis products to the project stakeholders and international cooperation partners for their internal application and integration. The main analysis focus areas will be at ground level around airports and at flight altitude. Furthermore, the EUNADICS-AV project website will be used to provide informative analysis, model simulations and descriptive texts. As the media is an important target audience when a significant event occurs WP8 will prepare a draft press release text, which will enable EUNADICS-AV to quickly release a press release (say within a day) when an event really occurs. This press release will be discussed with the intermediate users and existing channels to avoid miscommunication during events. Standard warning colors will be used in order to assess the actual event. If available and value adding short term predictions based on the analysis system will be also provided. The products will be provided by the respective WPs and published after control by WP8. The foreseen schedule for these special products is one to five days and depends strongly on the short-term availability of the consortium members of WP3 to WP8. At latest after 5 working days a second executive board will be held in order to assess the actual situation and if already possible perform a situation de-briefing with feedbacks for all WPs.

All provided products will not enable to retrieve any data sources and will not visualize any exceedances of given limits.

2.5. Key messages per user community

The table below shows the key messages for each user community.

Table 1 Key messages per target user community

Target audience	Storytelling (key messages)	Call to action	Channels
Aviation user community	EUNADICS is conducting research to be able to provide the best near real time aviation airborne hazard information available (regarding volcanic ash, nuclear events, desert dust and forest fires) by combining satellite data, ground based observations and modelling	WP2 in specific contacts; WP8;	Aviation newsletters e.g. 'Aviation safety', 'Aviation week'
The general public	The best information regarding airborne hazards, possibly impacting your flight, can be found on www.eunadics.eu Background information on airborne hazards can be found on www.eunadics.eu	WP8; partners to provide useful and targeted product documentation	Website, air traffic company magazines
Intermediate users	EUNADICS-AV is able to provide a coherent analysis of the actual state of the atmosphere in real time concerning airborne hazard information (regarding volcanic ash, nuclear events and desert dust) by combining satellite data, ground based observations and modelling	WP8; all partners	Attending relevant conferences (e.g., EGU, EMS, EUMETSAT conferences) Publications in community targeted papers (e.g., BAMS, Meteorologica) Use existing channels to distribute project results (like SWIMM) Actively seek cooperation with existing services (like VAAC).
Data providers	A complete and well-designed product description helps to meet the EUNADICS-AV users' needs and foster the usage of our their own product WP8 will provide the usage statistics and feedback on the product	WP8; all partners	Redmine project management system, used for EUNADICS Email (internal newsletter) Attending project events and meetings
The media (in case an event occurs)	The best information regarding airborne hazards, possibly impacting your flight, can be found on www.eunadics.eu Background information on airborne hazards can be found on www.eunadics.eu	WP1 and WP8; define communication strategy in case event happens during the project duration	Website (press corner)

3. Details on specific project dissemination channels

As outlines in the previous section various dissemination channels, either self-developed or already existing and well established will be used in order to reach the different target groups. In this chapter several of these used for the EUNADICS-AV project will be described in relation to their impact.

This includes the project website for example, but also the event registration tool to keep track of all events that have been visited and are locations for dissemination the EUNADICS-AV project. Next to this, technical trainings and integration workshops will be organized for relevant stakeholders and developers. It is important to engage these parties at an early stage.

At a later stage in the project a hackathon/databattle will be organized to see how participants from outside the project can use the EUNADICS-AV products in new and innovative ways.

3.1. Project website

The project website www.eunadics.eu contributes for a great part to the dissemination of the project. The website was set-up in the first months of the project and is being further developed and maintained via Work Package 8 during the course of the project. Some examples of activities are collecting:

- relevant conferences/workshops/events
- subjects for news items/news items after natural hazards
- scientific papers and posters
- interviews of persons related to our project in some way
- relevant links to connect our page with

Next to this, the project website will also contain the data access portals to the various user communities. Two product delivery chains are implemented, namely the dissemination of aerosol data and data assimilation products delivered in work package 3 and 4 (broader range of relevant hazard and crisis scenarios), and the test of a dissemination of the near-real-time pilot implementation products from WP5 and WP6 to NMSs, VAACs, RSMCs, EACCC and to the 4DWxCube MET portal to SESAR/SWIM. Information Exchange Requirements (IER) and the resulting Interface Requirements Specifications (IRS) shall be collected and tested.

All partners have been asked to put a link on their own website to the EUNADICS-AV website. To be able to review statistics of the website according to visitors, amounts and in time, AWstats is set up to keep records of these numbers. These records could be interesting to be related to events that happened that members of the consortium visited or presented themselves with a poster, pitch or otherwise.

3.2. Event registration form for monitoring of scientific dissemination

In general, EUNADICS-AV envisages and fosters the publication of its findings in open access scientific journals and at various scientific conferences and workshops. In addition, the project foresees to offer own training workshops which will be depicted in section 3.3. In order to monitor the respective dissemination activities of all project members ,a google form has been created in which is presented in appendix 1 and accessible via[4].

The output of this form is a google spreadsheet that stores all relevant information, not only about the event, but also when it occurred and which project partners were involved. Next to that, the way the project is represented e.g. presentation, pitch or poster is registered and if this can be presented on the EUNADICS website. Also the target audience of the event is specified. This registration form is mainly used for tracking the outreach activities of the EUNADICS project and will be used to register KPI's.

3.3. Technical training and integration workshops

For relevant stakeholders/developers technical trainings and integration workshops will be organized, where WP8 offers a supportive function. Relevant stakeholders like VAAC, NMS and 4DWxCube will be invited.

These workshops will be organized in close cooperation with WP2 and WP7.

- The first stakeholder workshop will be held in Cologne, Germany on 12-13 October 2017. WP2 is taking the lead in this activity.
- A EUNADICS-AV user training will be organised in May 2019 in De Bilt, The Netherlands.

3.4. Hackaton/databattle

In a hackaton/databattle participants from outside the EUNADICS project are challenged to use the products from the project in new, innovative ways. KNMI has good experiences with these type of events and co-organized the RWS-KNMI Open Data battle (*http://opendatabattle.nl/*) and the Climate data hackathon. This hackaton/databattle is planned to take place in M32 of the project.

3.5. Other dissemination materials

Other materials for disseminating the EUNADICS-AV project will be discussed and developed where needed or useful and if the budget allows it. Materials like banners, flyers, a short promotion video, buttons, stickers or other gadgets will be useful when a conference is attended or a workshop is organized. During the project, together with other consortium members, will have to decide on what could be useful and what we want to achieve with certain dissemination materials and if it is altogether feasible.

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[4]

https://docs.google.com/forms/d/e/1FAIpQLSeQwQkCOQeTRm5HEkcncyg58Xvdkwy HFOTwYBmmyuziKS2aQA/viewform?c=0&w=1

4. Key Performance Indicators

In this chapter the Key Performance Indicators will be specified that can be measured over the course of the project. These results will be included in the two formal periodic reports that must be submitted to the European Commission. One will be due at the project mid-term stage (M18) and one at the concluding stage of the project (M36).

The following numbers will be collected:
- Number of website visits
- Number of conference visits
- Number of conference presentations
- Number of posters
- Number of journal papers

Where possible, the KPIs will be connected to the target user groups.

In the future updates of this document, a chapter containing the resulting KPI's will be provided.

Appendix 1 :

EUNADICS event registration

Please fill in this short questionnaire about the event you are going to visit or have visited in relation to the EUNADICS-AV project. By doing this you are contributing to a great result that we can show the European Commission at the end of this project.

Thanks for your time and effort!
Suzanne Kok (KNMI - WP8)
If you have more outreach related information etc please send an email: suzanne.kok@knmi.nl

*Required

Email address *

Your email address

Name of the event

Your answer

When is/was the event?

DD   MM   YYYY

___ / ___ / 2017

Which project partners are involved?

☐ ZAMG
☐ CNR
☐ DLR
☐ BIRA-IASB
☐ BRIMATECH
☐ PLUS
☐ INGV
☐ ECMWF
☐ UPC
☐ STUK
☐ ULB
☐ ACG
☐ BMLVS
☐ FLIGHTKEYS
☐ FMI
☐ IMO
☐ KNMI
☐ MF
☐ SMHI
☐ RMI
☐ MeteoSwiss

In what way did you represent EUNADICS-AV?

☐ Pitch
☐ Presentation
☐ Poster
☐ Stand (f.e. on a market)
☐ News item
☐ Abstract
☐ Article
☐ Other:

What is the main target audience of the event?

☐ General public
☐ Aviation
☐ Hazard experts
☐ Meteorologists
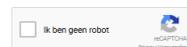☐ Military
☐ Other:

Please give a website of the event below:

Your answer

If relevant, place your pitch/presentation/etc on redmine and highlight if it can be presented on the website.

◯ Yes on redmine, yes on website
◯ Yes on redmine, not on website

◯ Send me a copy of my responses.

☐ Ik ben geen robot
reCAPTCHA
Privacy - Voorwaarden

SUBMIT

Never submit passwords through Google Forms.