

Communication Material

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Abstract

D6.3 Communication Material offers a comprehensive overview of all official project communication assets developed up to M6, designed to support and enhance the project's outreach to external audiences and stakeholders. It serves as reference document ensuring consistency in branding and messaging across all communication channels.

In particular, the document includes:

1. logo
2. digital identity, including colour palette and font types
3. high-resolution version of the concept image
4. website structure and texts
5. brochure and roll up
6. link to the social media channel
7. graphic cards and frames
8. link to the project video

By consolidating these materials, this report represents a strategic tool for effectively communicating the project's goals, fostering stakeholder engagement, and ensuring a unified project identity.

Authoring & Approval

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U-AGREE

U-SPACE AIR AND GROUND RISK MODELS ENHANCEMENT

U-AGREE

This document is part of a project that has received funding from the SESAR 3 Joint Undertaking under grant agreement No 101167187 under European Union's Horizon Europe research and innovation programme.



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1 Introduction

Effective communication plays a crucial role in maximizing the visibility, impact, and outreach of research and innovation (R&I). For this reason, the U-AGREE project has developed a set of official communication materials with a consistent and professional strategy. This document, D6.3 Communication Material, provides a structured collection of these assets, detailing their purpose and application.

This report serves as a practical reference for project partners and communication teams, ensuring alignment with the overall Communication, Dissemination and Exploitation (CDE) plan. It includes essential branding elements such as the project logo and application guidelines, high-quality visual assets, website structure and content, as well as promotional materials like the official poster, video, and social media graphics.

For the broader strategic framework (including the project's key messages, keywords, stakeholder identification, and overall communication approach) this document builds upon and refers to D6.1 Communication, Dissemination, and Exploitation Plan. While D6.1 defines the overarching strategy, D6.3 focuses on the concrete communication materials that facilitate its implementation.

By consolidating these assets, this report aims to streamline communication efforts, reinforce the project's identity, and enhance engagement with relevant audiences throughout its lifecycle. However, this report should not be considered the final communication toolkit, as additional materials will be developed in the coming months and presented in D6.7 Intermediate CDE Plan.

D6.3 represents an important milestone in the project's communication efforts, ensuring consistency and accessibility while laying the foundation for future enhancements.

1.1 Applicable reference material

Grant Agreement Proposal ID: 101167187

EU emblem and guidance on its use, March 2021, available online:
https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

Guidance Social media guide for EU funded R&I projects, version 1.0 01 October 2023, available online:
https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/socialmedia-guide_en.pdf

SESAR 3 Joint Undertaking Communications Guidelines, 2022-2027, Edition date: 23 November 2022.

SESAR 3 Joint Undertaking “Multiannual Work Programme 2022-2031”, available online:
<https://www.sesarju.eu/sites/default/files/documents/reports/SESAR%203%20Multiannual%20Workprogramme%202022-2031.pdf>

SESAR JU Visual Identity Charter, latest version 11/2022, available online:
<https://www.sesarju.eu/sites/default/files/documents/SESAR3JU%20VisualCharter.pdf>

U-AGREE D6.1 Communication, Dissemination and Exploitation Plan

2 Communication overview

The primary objective of the project's communication is to enhance visibility, engage the public, and foster trust in U-space operations, addressing concerns related to safety, security, privacy and environment. The secondary goal is to highlight the societal and economic benefits of the research while demonstrating the impact of EU funding in addressing key challenges. Communication activities will therefore target audiences beyond the project's own stakeholder community, ensuring broad awareness and understanding of the project.

The U-AGREE communication strategy focuses on three main key messages:

1. The current state of Unmanned Aircraft System (UAS) technology in U-space, raising awareness of existing gaps.
2. Project solutions, providing clear explanations of the approach taken.
3. Project benefits, emphasizing positive outcomes and long-term impact.

These messages will be communicated at different project phases, using tailored formats and channels to effectively engage diverse audiences. As CDE leader, EuroUSC Italia leads the communication activities, but all partners actively contribute by providing contents for publications, presentations, and social media. They also represent the project at key events, conferences, and workshops. Additionally, partners collaborate in leveraging their networks to maximize the project's reach and impact.

For a detailed description, please refer to U-AGREE D6.1 Communication, Dissemination and Exploitation Plan.

3 Logo

The official project logo is provided by SESAR 3 JU to ensure consistency and adherence to the SESAR programme. It includes two versions for application on light (Figure 1) and dark (Figure 2) backgrounds. Both are designed using the Titillium font.

The project logo is integrated into all official communication materials.

The image shows the project logo 'U-AGREE' in a bold, blue, sans-serif font. The letters are evenly spaced and the overall style is clean and professional.

Figure 1: Project Logo

The image shows the reverse logo 'U-AGREE' in a white, sans-serif font. The letters are evenly spaced and the overall style is clean and professional, matching the first logo but in white for use on dark backgrounds.

Figure 2: Reverse Logo

4 Visual identity

The project's visual identity closely follows the SESAR 3 JU Visual Identity Charter, ensuring consistency with the broader SESAR program. The primary color used is Deep Blue (CMYK: C 100% / M 85% / Y 5% / K 30%; RGB: R 0 / G 48 / B 111; HEX: #00306F), designated for all SESAR projects under the Exploratory Research (ER) strand. This color is prominently featured in graphics and visuals to clearly indicate the project's position within the SESAR 3 JU innovation pipeline. While other SESAR colors and gradients are used in communication materials, their presence is more subtle, maintaining a cohesive link to the SESAR brand. The project palette is presented below.

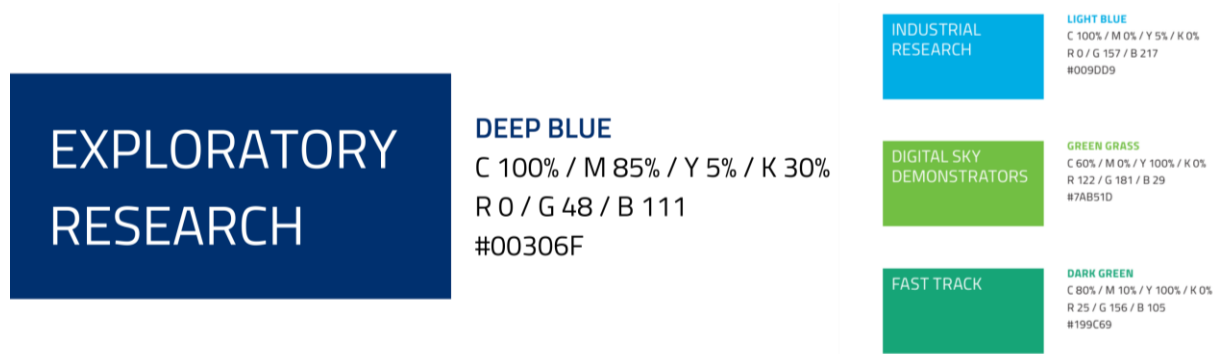


Figure 3: U-AGREE Palette

For typography, the Titillium font is used across digital media, including websites, social media banners, and event materials. For Microsoft Office-based communications, such as letters, reports, presentations, and spreadsheets, Calibri is preferred.



Figure 4: SESAR 3 JU Logo



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Figure 5: EU Logo

All communication and dissemination materials prominently acknowledge European Union (EU) funding, featuring the SESAR 3 JU logo (Figure 4) and the EU emblem (Figure 5), along with the following disclaimer:

“This document is part of a project that has received funding from the SESAR 3 Joint Undertaking under grant agreement No 101167187 under European Union’s Horizon Europe research and innovation

programme.” When logos cannot be included due to specific constraints, acknowledgments are provided in textual form to ensure compliance.

The iconic SESAR Swoosh is also integrated into most communication assets, notably in social media cards and event materials, further strengthening the project's alignment with the SESAR brand.

4.1 Concept Image

The U-AGREE concept image serves as a visual representation of the project's solution, offering a clear and immediate understanding at a glance. To achieve this, EuroUSC Italia adopted an iterative and collaborative design approach, ensuring that the final concept image accurately reflects the project's shared vision and core values.

The concept image is featured across various communication materials (including the website, social media graphics, and roll-up banners) to establish a strong visual connection with the project and effectively convey its objectives.



Figure 6: U-AGREE Concept Image

The U-AGREE concept image visually captures the project's complexity and goals, illustrating an ongoing risk assessment for drone operations over populated areas. It highlights key risk factors, including ground and air risks, environmental concerns, privacy issues, and potential collisions, all

structured within clearly defined categories. This visual ensures an immediate and intuitive understanding of the assessment process at a glance.

In the coming months, visual representations will be created to illustrate the four key areas that the U-AGREE solution focuses on: safety, security, privacy and environment. The purpose of these images is to clearly communicate how U-AGREE will establish and use measurable criteria (metrics) to evaluate the success of the measures put in place for each of the above mentioned domains. Essentially, these images will serve as a visual tool to explain and communicate how U-AGREE ensures that its solution is effective in real-world applications.

5 Website

This section presents texts and mock up for all internal website pages that were designed and developed during the period from M4 to M6. These pages serve as the foundation for the website, which will be implemented accordingly in the following months to ensure a seamless and structured development process.

5.1 Homepage

5.1.1 Text

PROJECT DESCRIPTION: U-AGREE aims to develop risk models linking the operations of unmanned aircraft system (UAS), the hazards they are exposed to and their effects in terms of severity and probability. Based on those models, the project will assess how U-space services could mitigate such effects, supporting the airspace risk assessment required by the European Regulation and leading to swifter specific category operation approval processes enabled by digital tools.

Subscribe to our newsletter and receive future news about U-AGREE!

ACKNOWLEDGEMENT: This project has received funding from the SESAR 3 Joint Undertaking under grant agreement No 101167187 under European Union's Horizon Europe research and innovation programme.

CONTACTS:

- Project Coordinator: Juan Vicente Balbastre Tejedor | jbabast@upv.edu.es
- Communication Manager: Marilea Laviola | marilea.laviola@eurousc-italia.it

5.1.2 Mock up

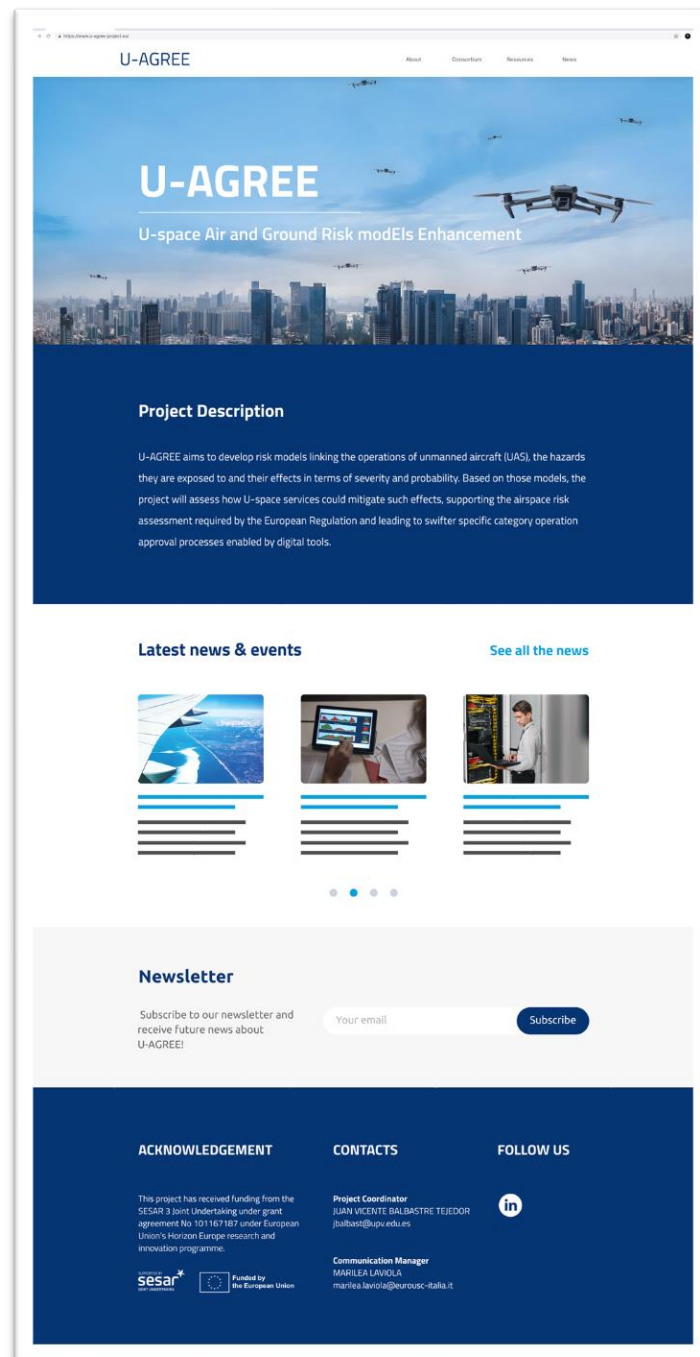


Figure 7: Website Homepage

5.2 About

5.2.1 Text

THE SOLUTION: The growing presence of UAS in Very Low Level (VLL) airspace, especially in urban areas, poses new challenges for both traditional aviation stakeholders and new entrants like UAS operators, law enforcement, and environmental authorities, particularly in safety, security, environment, and privacy.

To address these issues, authorities worldwide have adopted measures such as the Specific Operations Risk Assessment (SORA) model, a well-established methodology already adopted by European Union Aviation Safety Agency (EASA) across Europe. However, SORA, being primarily qualitative, has certain limitations that must be addressed to make it fully effective for Air Risk Assessment (ARA). Additionally, its complexity makes it cumbersome to apply, and the operational approval process often takes a considerable amount of time.

Based on this, the U-AGREE team proposes the following solution: develop and validate through simulation, an improved air and ground risk model over SORA in order to more accurately link operations of UAS with their multidimensional harmful effects on safety, security, privacy, and environment in the VLL. It will also define safety and performance requirements for UAS, U-space services, and their supporting Communication, Navigation, Surveillance (CNS) systems, enabling comprehensive air risk assessments aligned with European regulations.

METHODOLOGY (diagram with text)

1. Identification of realistic UAS operation scenarios and their potential safety, security, privacy, and environmental hazards.
2. Collaboration with stakeholders to define metrics and thresholds for assessing risks from identified hazards.
3. Development of mathematical models to link hazards to their effects, define mitigation barriers, and quantify their risk reduction effectiveness.
4. Test of the model's effectiveness by applying it to previously identified scenarios.

OUTCOME (icons with text)

- Environment: No negative impact on environment
- Capacity: Additional system capacity
- Citizens: New services for EU citizens
- Safety: Maintenance of the safety standards
- Security: Maintenance of the security standards
- Cost-efficiency: Cost reduction of the UAS operation

5.2.2 Mock up

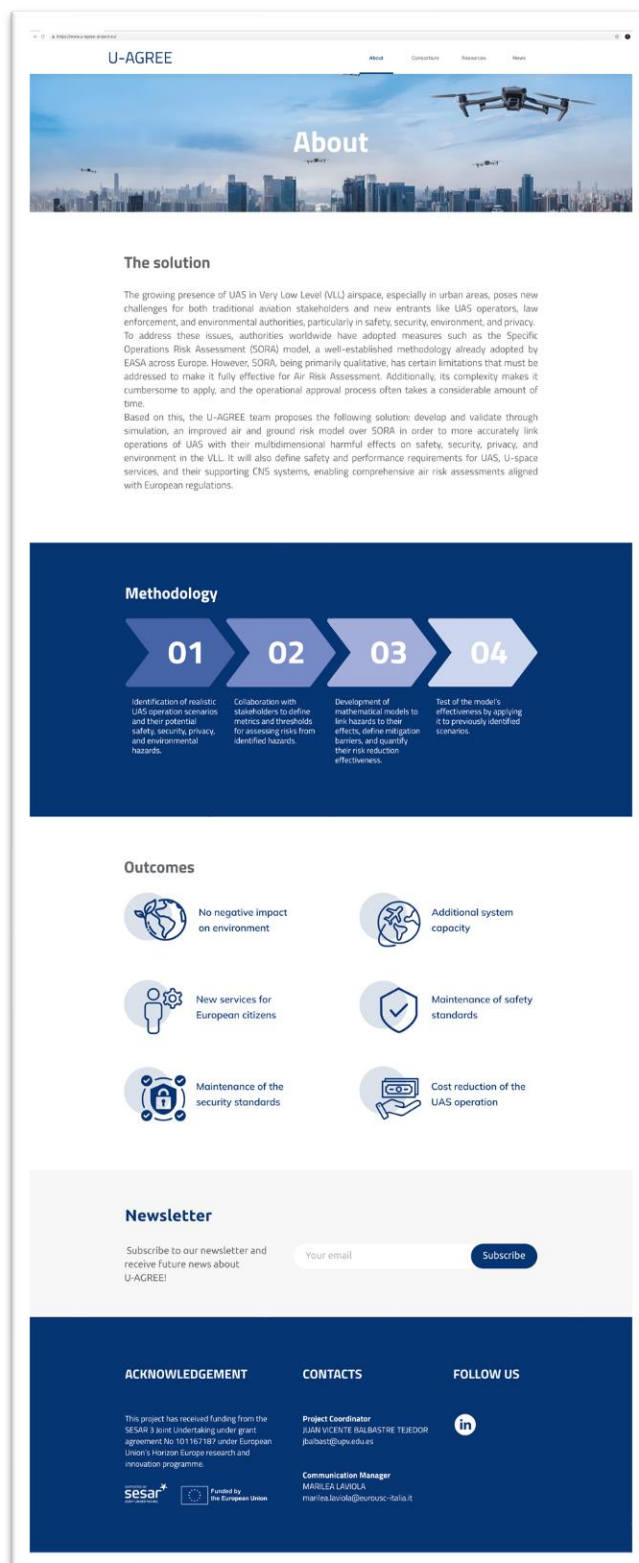


Figure 8: About page

5.3 Consortium

5.3.1 Text

A strong and well-balanced consortium is the backbone of any successful research project. The U-AGREE consortium is composed of a diverse group of partners, combining expertise from leading academic institutions, top research organizations, industrial partners, and key aviation authorities. Together, these partners ensure the achievement of the project's objectives: enabling the development of an integrated risk model that aligns with stakeholder expectations and ensures the safe, efficient operation of UAS.

PARTNERS DESCRIPTION

1. UNIVERSITAT POLITECNICA DE VALENCIA

Project coordinator, it is a leading Spanish university in research and innovation, specializing in technology development and patent exploitation. Specifically, the Air Navigation System Lab (SNA) of UPV is a multidisciplinary research group focused on navigation, surveillance, and performance monitoring systems for both manned and unmanned aircraft. UPV will lead the development of the U-Space simulator and assessment tools.

2. EUROCONTROL - EUROPEAN ORGANISATION FOR THE SAFETY OF AIR NAVIGATION

Key partner with an extensive expertise in unmanned aviation, it has provided valuable insights into sector challenges. EUROCONTROL contributes significantly to U-AGREE by developing proprietary safety methodologies, risk models, and supporting EASA in U-space regulations.

3. EUROUSC ITALIA SRL

Expert in assessing the safety and regulatory compliance of drone operations. It has gained in-depth knowledge of global rules, procedures, and technical standards. The company actively participates in key expert groups such as JARUS, EUROCAE, and ISO/TC 20/SC 16.

4. ENGAGE SRL

ENGAGE SRL specializes in Air Traffic Management (ATM), U-Space, and technology consulting, delivering advanced traffic management, fleet coordination, and decision-support solutions for the aerospace industry. Our expertise spans airspace digitalization, interoperable systems, and software development, enabling efficient coordination between manned and unmanned aviation while ensuring safety, scalability, and regulatory compliance. We provide high-performance simulation environments for validation and training, along with UAS fleet management solutions for real-world operations, supporting the evolution of next-generation air mobility through innovative and reliable technologies tailored to industry needs.

5. DEUTSCHES ZENTRUM FÜR LUFT - UND RAUMFAHRT

Focusing on developing technologies for the integrated guidance of manned and unmanned aircraft, it covers both aircraft and ground processes with an emphasis on the evolving role of human operators. DLR conducts basic and applied research through interdisciplinary teams and integrated test infrastructure.

6. COLLINS AEROSPACE IRELAND

With a strong track record in collaborative R&D projects within ATM, Unmanned Traffic Management (UTM), Advanced Air Mobility (AAM), and airspace management, Collins leads the development of U-

space platforms, including U-Space Service Provider (USSP) and Confidential Information Share Program(CISP) capabilities, to enable safe, reliable UAS operations, equitable airspace distribution, and efficient operations management.

7. ENAIRE

Spanish Business Public Entity responsible for providing Air Navigation Services for En-Route and Approach phases. ENAIRE delivers Air Traffic Control (ATC) services, flight information, alerts, and consulting. It is the key provider of communications, navigation, and surveillance services across Spanish airspace and Aena airports.

8. CENTRO DE REFERENCIA INVESTIGACION DESARROLLO E INNOVACION ATM

Research institution with extensive experience in the U-space domain. CRIDA focuses on U-space separation and capacity management, relying on the assessment of the collision risk and social impact as the main influence factors on UAS separation and U-space airspace capacity.

9. INGENIERIA Y ECONOMIA DEL TRANSPORTE

Spanish consultancy and engineering firm specializing in the transport industry, particularly aviation. Its research focuses on collision risk and ground impact models to determine UAS separation requirements and capacity limits. It is an authorized UAS operator with experience in conducting SORA assessments.

10. CRANFIELD UNIVERSITY

Global leader in aerospace education and research, specializing in the challenges of digital aviation. As one of Europe's largest aerospace research centres, Cranfield has extensive experience in ATM/UTM and offers an MSc course in Advanced Air Mobility Systems, bridging research and knowledge.

5.3.2 Mock up



Figure 9: Consortium page

5.4 Resources

5.4.1 Mock up

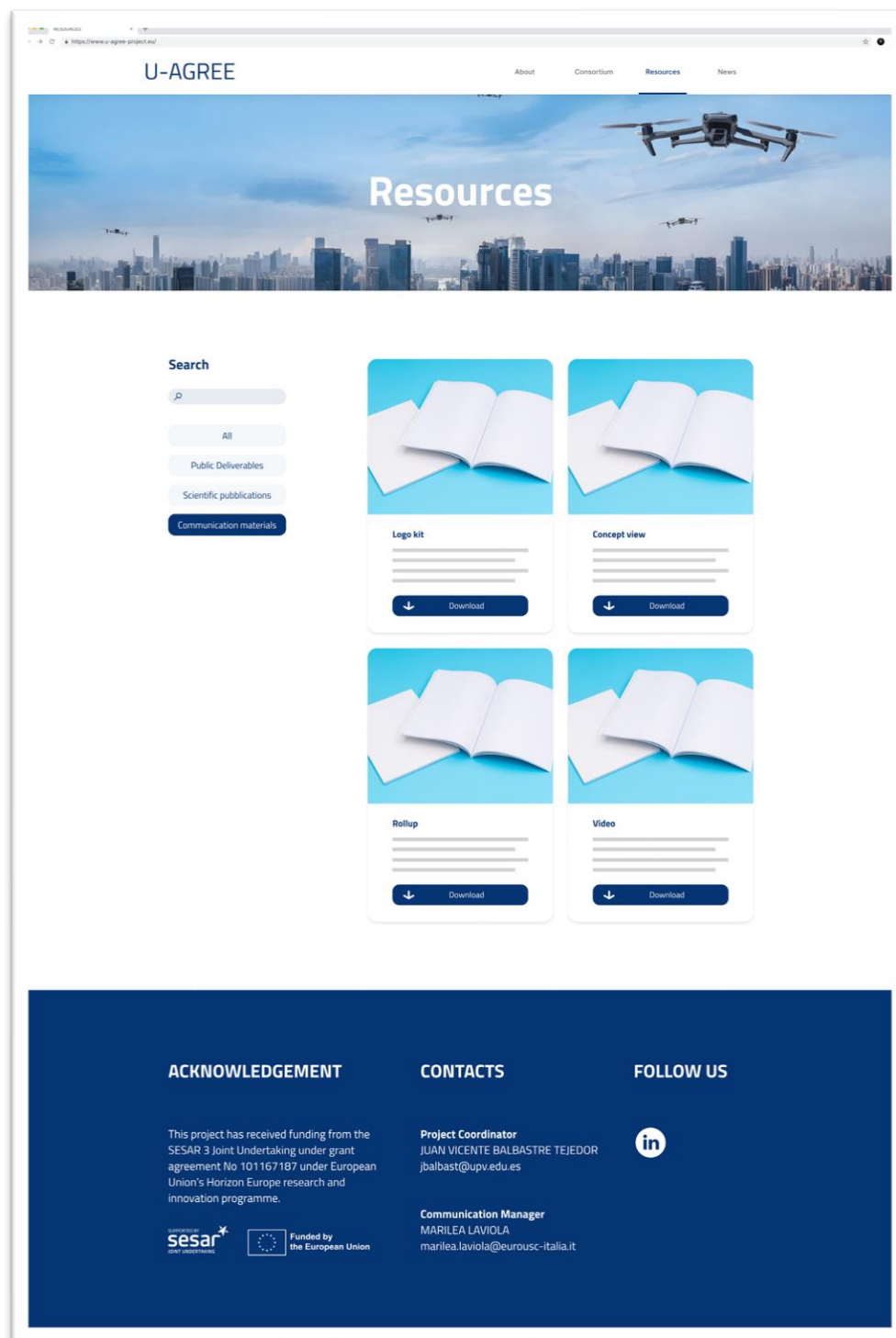


Figure 10: Resources page

5.5 News

5.5.1 Mock up

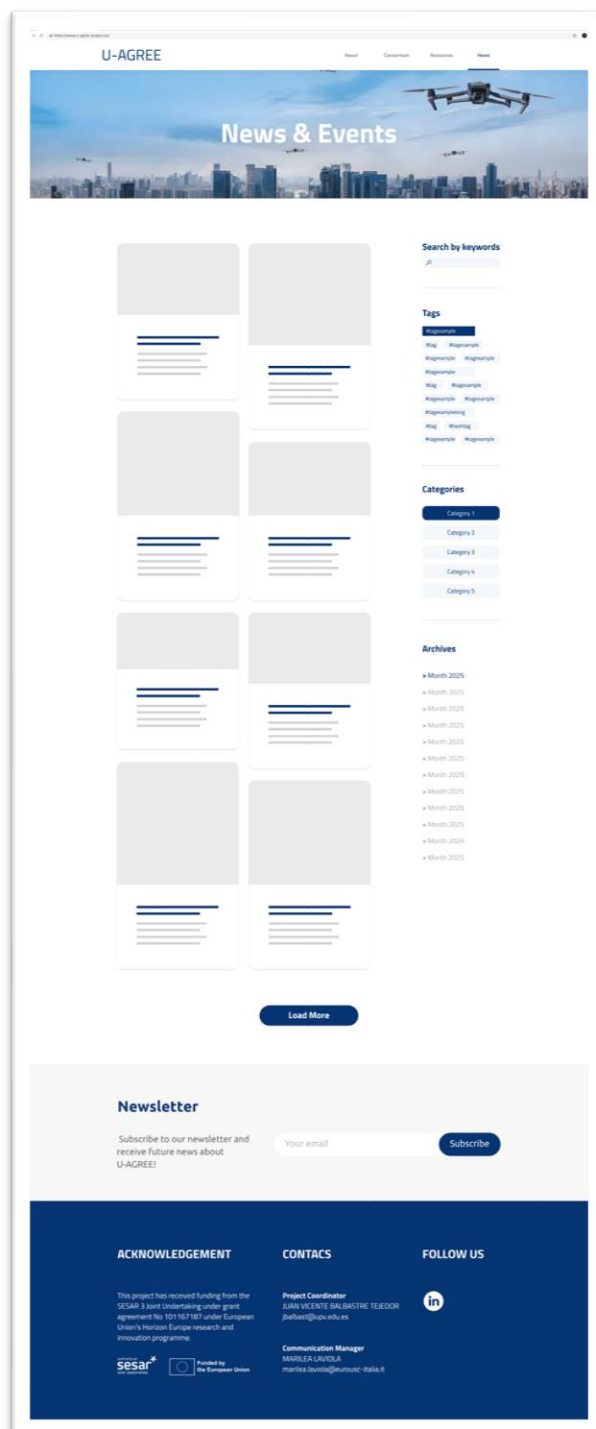


Figure 11: News page

6 Brochure and roll up

An official A5-format brochure is being developed for both online and print distribution. Designed for a wide audience, it will present key information about the project in a concise and accessible format. Additionally, it will serve as a gateway to further content available on the official website and LinkedIn. Below is a rough draft of the front side as an initial version. The back side will feature visual representations of the four key focus areas of the U-AGREE solution: safety, security, privacy, and environment (§ 4.1).



Figure 12: U-AGREE Draft Brochure

For the project's kick off meeting (KoM), UPV designed a placeholder roll-up banner to introduce and highlight the project, serving as a temporary visual aid to enhance visibility.

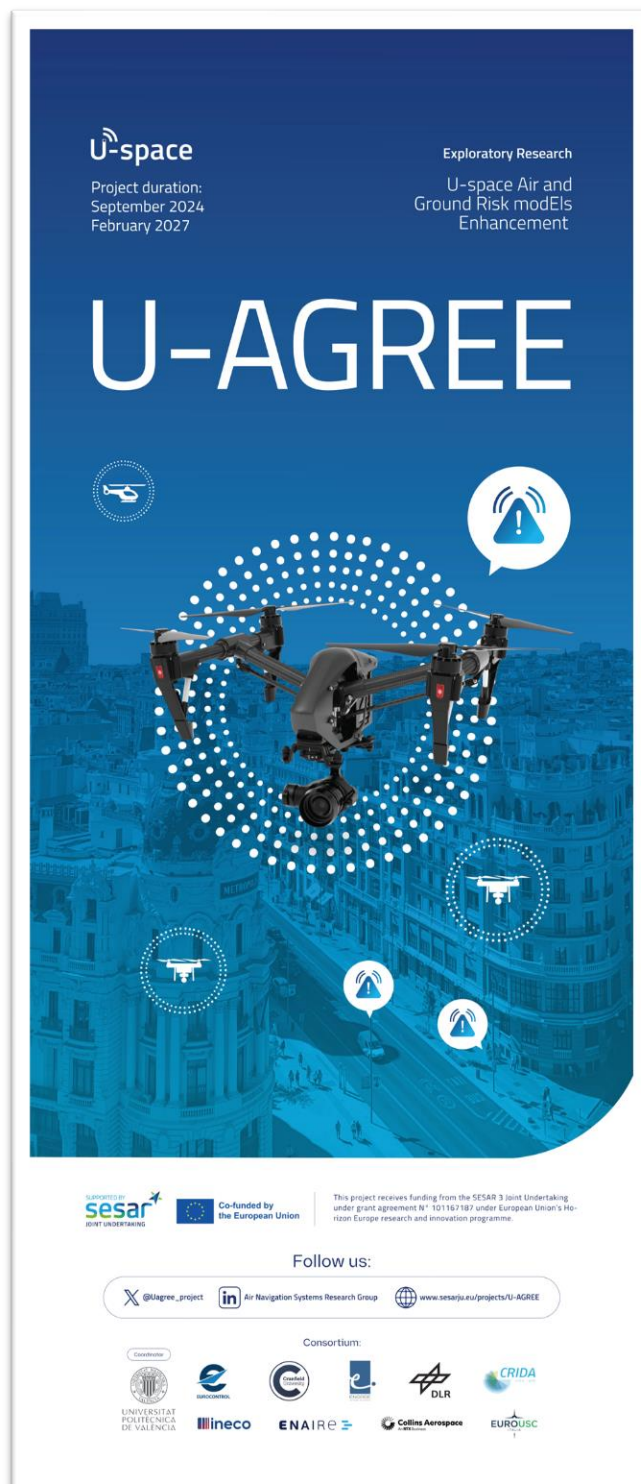


Figure 13: U-AGREE Roll up 1

By M4, a more detailed roll-up was developed, incorporating comprehensive information about the project's solution, methodology, and expected outcomes. Designed for both clarity and impact, this final version effectively presents a concise yet informative overview of the project's objectives while maintaining a strong and cohesive visual identity. Below is the finalized version.



Figure 14: U-AGREE Roll up 2

7 Social media

The LinkedIn profile of U-AGREE is available at this link: <https://www.linkedin.com/company/u-agree/>. It adheres to a cohesive graphic identity aligned with SESAR's visual guidelines, ensuring consistency and recognition.

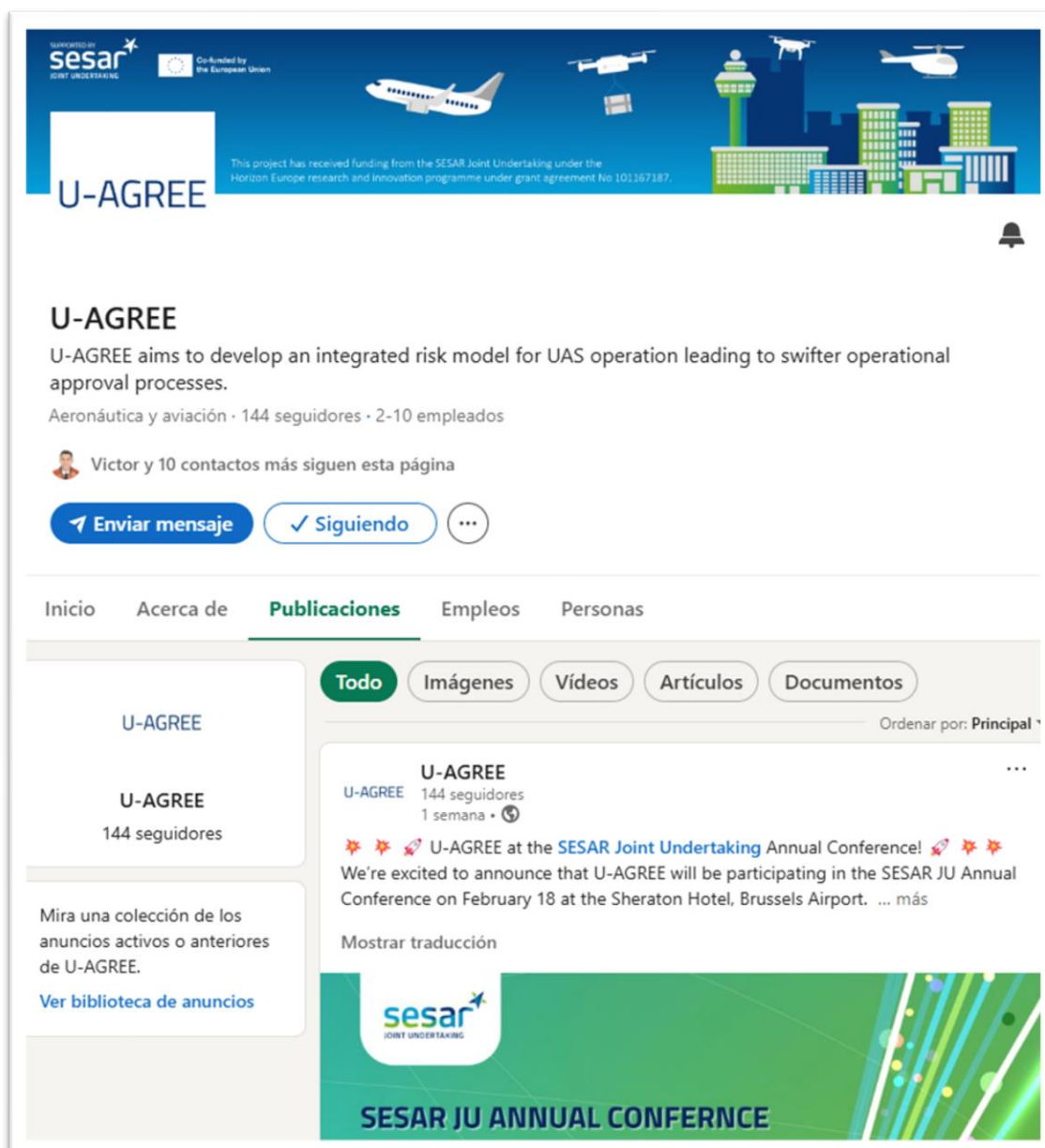


Figure 15: U-AGREE LinkedIn profile

8 Graphics

A social banner has been developed at the very beginning of the project to feature a simplified representation of the project concept, as shown in the image below.



Figure 16: U-AGREE Social Banner

This banner is also used as a cover image for Google Forms, which are typically utilized to gather information on event participation or to facilitate internal communication and data collection among project partners. Its consistent use helps maintain a cohesive visual identity across different platforms.

A set of graphic card templates has been developed to maintain project's branding and visual consistency. These templates are designed to accommodate various formats, including carousels, standard written updates, photos and event announcements. By providing a cohesive and professional look, they ensure clear and effective communication across different platforms such as website, social channels, event media kit, press release and printed material. Below are provided the examples.



Figure 17: U-AGREE Squared Card



Figure 18: U-AGREE Rectangular Card



Figure 19: U-AGREE Card for Event

Agenda

30 January 2025

10.00 - 16.00

10.00 - 10.05	Welcome and introduction (UPV)
10.05 - 10.20	U-Agree: project overview (UPV)
10.20 - 10.40	Airspace Risk Assessment (EUROCONTROL)
10.40 - 11.00	JARUS: workplan for SORA 3.0 (Joerg Dittrich – JARUS WG-SRM Chair)
11.00 - 11.20	Networking Break
11.20 - 11.40	U-space in the context of SORA (Stephane Vaubourg – EASA Drones Project Manager U-space)
11.40 - 12.00	U-AGREE Scenarios (CRIDA)
12.00 - 13.00	Lunch
13.00 - 13.10	Break-out session introduction: setup and objectives (EUROUSC ITALIA)
13.10 - 15.00	Break-out session
15.00 - 15.20	Networking Break
15.20 - 15.45	Discussion on outcomes of break-out session (EUROUSC ITALIA)
15.45 - 16.00	Final Survey & Conclusions

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Figure 20: U-AGREE Card for Agenda

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Figure 21: U-AGREE Photo Frame

9 Videos

The first U-AGREE project video, released in M4, serves as an introduction to the project. In this video, Project Coordinator (PC) Juan Vicente Balbastre Tejedor raises awareness about U-AGREE, effectively communicating its mission and goals to a broad audience. The video is available on U-AGREE LinkedIn and EuroUSC Italia Youtube channel. It is planned to be integrated into the project website. The video is available here: <https://youtu.be/0We81166bug>.

Additionally, two more videos are scheduled for release by the end of the project, one featuring partner interviews and another showcasing validation activities.

10 Conclusion

This document serves as a resource allowing all consortium members to easily access the latest versions of document templates and communication materials. The displayed content will be regularly updated based on the project's evolving phases, emerging needs, and communication objectives. To ensure its relevance, all partners are encouraged to contribute input and ideas. A second version of the U-AGREE Communication, Dissemination, and Exploitation Plan will be submitted in M14 as D6.7 Intermediate CDE Plan, featuring updated communication materials.

11 List of acronyms

Acronym	Description
AAM	Advanced Air Mobility
ARA	Air Risk Assessment
ATC	Air Traffic Control
ATM	Air Traffic Management
CDE	Communication, Dissemination and Exploitation
CISP	Confidential Information Share Program
CNS	Communication, Navigation, Surveillance
D	Deliverable
EASA	European Union Aviation Safety Agency
ER	Exploratory Research
EU	European Union
JARUS	Joint Authorities for Rulemaking in Unmanned Systems
KoM	Kick off meeting
M	Month
MSc	Master Students
PC	Project Coordinator
R&I	Research and Innovation
R&D	Research and Development
SNA	Air Navigation Systems Lab
SORA	Specific Operations Risk Assessment
UAS	Unmanned Aircraft System
USSP	U-Space Service Provider
UTM	Unmanned traffic management
VLL	Very Low Level

Table 1: List of acronyms