

U-AGREE D6.7 Intermediate CDE Plan

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Abstract

This document presents the intermediate update of the U-AGREE project's Communication, Dissemination, and Exploitation (CDE) Plan. It reports on the progress achieved in implementing the project's communication and engagement strategies, provides an overview of ongoing dissemination initiatives and introduces updates to the exploitation strategy, thus highlighting the evolution of U-AGREE's visibility, outreach, and impact within the UAS ecosystem. Key developments include the enhancement of the project's channels, the launch of new outreach materials and visual assets, the consolidation of stakeholder engagement activities, and the increased presence at sectoral and research events.

This comprehensive plan ensures that U-AGREE's communication, dissemination, and exploitation activities are aligned with the project's objectives, maximizing its reach, impact, and contribution to the UAS ecosystem.

Authoring & Approval

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¹ Representatives of the beneficiaries involved in the project.

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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

This document provides the intermediate update of the U-AGREE CDE Plan, considering the activities implemented and results achieved from September 2024 to August 2025. It serves as an internal reference and guidance document to monitor progress, refine strategies, and adapt ongoing and future CDE activities in line with the project's objectives and evolving context.

The deliverable reports on the status of communication, dissemination, and exploitation measures defined in the initial CDE Plan (D6.1), assessing progress toward the Key Performance Indicators (KPIs) and highlighting new actions undertaken to enhance the visibility and impact of U-AGREE. It also updates the project's roadmap for stakeholder engagement, the management of communication tools, and the strategies for ensuring the sustainability of dissemination and exploitation outcomes.

Readers are encouraged to refer to the U-AGREE Initial CDE Plan (D6.1), available on the project website, for a comprehensive overview of the project's CDE framework. That document details the initial communication and dissemination strategies, overarching objectives, key messages, target audiences, and brand identity principles, as well as the exploitation approach, including the identification of exploitable results and potential end users.

Building on this foundation, the current report focuses on the progress achieved, lessons learned, and next steps to ensure the continuous alignment of U-AGREE's CDE activities with its mission of supporting the safe, efficient, and sustainable integration of UAS operations in Europe.

1.1 Definitions

Before getting started, it is important to note the difference between communications and dissemination - see figure 1. It is important to note that the guidance in this document refers to external communications and not internal communications between project consortium members.

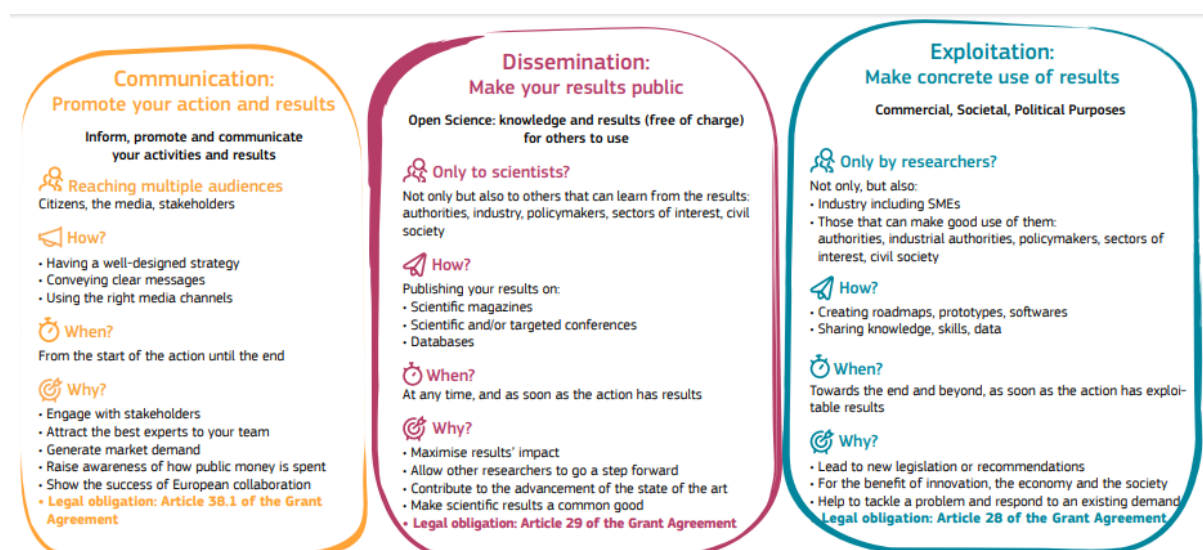


Figure 1: Definitions of communication, dissemination and exploitation in Horizon Europe

1.2 Applicable reference material

Commission Delegated Regulation (EU) 2019/945 of 12 March 2019 on unmanned aircraft systems and on third-country operators of unmanned aircraft systems.

Commission Implementing Regulation (EU) 2019/947 of 24 May 2019 on the rules and procedures for the operation of unmanned aircraft.

D6.1 - U-AGREE Communication, Dissemination and Exploitation Plan, https://www.u-agree.eu/wp-content/uploads/2025/06/U-AGREE_D6.1-CDE-Plan-Ed.-01.00.pdf.

D6.2 - Data Management Plan, https://www.u-agree.eu/wp-content/uploads/2025/06/U-AGREE_D6.2-Data-Management-Plan-Ed.-01.00.pdf.

D6.3 - U-AGREE Communication Material, https://www.u-agree.eu/wp-content/uploads/2025/06/U-AGREE_D6.3_Communication-Material-Ed.-01.00.pdf.

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

Grant Agreement Proposal ID: 101167187.

Horizon Europe Social Media Guide for EU funded R&I projects, version 1.0 01 October 2023
(https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_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>

2 Project introduction

2.1 “About” U-AGREE

The U-AGREE project acts to develop an integrated risk model for unmanned aircraft systems (UAS) operations, to prevent negative impacts on safety, security, privacy, and the environment. This model is intended to implement the SORA methodology, which is mandated by the EU Regulation for conducting drone operations in the Specific category.

To achieve its objectives, U-AGREE will follow these key steps:

1. Identifying realistic scenarios where UAS operations take place and all potential hazards these operations may pose to safety, security, privacy, and the environment.
2. Assessing metrics and thresholds, in collaboration with relevant stakeholders such as civil aviation authorities and common information service providers, to measure risks associated with identified hazards.
3. Developing mathematical models that connect hazards to their effects, define mitigation barriers and quantify the effectiveness of these barriers in reducing risk.
4. Evaluating the model’s applicability and effectiveness by integrating the risk model into the scenarios identified earlier in the project.

This approach ensures that U-AGREE delivers a robust framework for safe, secure, and sustainable UAS operations while supporting compliance with EU regulations.

2.2 Project key messages

The table below outlines the key messages, specifying how each is being addressed respectively in communication and dissemination since the start of the project. Each key message is widely explained in D6.1, §2.2.

# Key message id	Communication	Dissemination
#1 The challenges to integrate UAS in Urban airspace	State of the art outline	Analysis of the issue that the project aims to address.
#2 The U-AGREE proposed solution	Description of the project solution	Report of results gained as the solution is implemented.
#3 Benefits	Promotion of the project impact	Sharing of the beneficial results achieved in terms of environment impact, capacity, passenger experience, safety, security and cost-efficiency.

Table 1: Key messages table

2.3 Focal point for communications, dissemination and exploitation.

Name	Role	Email address
Marilea Laviola	Communication, Dissemination and Exploitation WP Leader (EuroUSC Italia)	marilea.laviola@eurousc-italia.it
Giancarlo Ferrara	Leader of Exploitation (EUROCONTROL)	giancarlo.ferrara@eurocontrol.int

Table 2: Focal points of contact

The CDE leader is EuroUSC Italia but all partners contribute to build, implement and promote the CDE activities, by regularly supporting the creation of content for publications, presentations, and social media, as well as participating in relevant events, conferences, and workshops to represent the project. EUROCONTROL leads the exploitation strategy plan; therefore, a EUROCONTROL representative is named as the focal point for exploitation activities in this updated CDE plan. All partners collaborate in identifying exploitable results and promoting them within their networks to ensure the project's outcomes reach the intended audiences effectively.

To this aim, at the beginning of the project, to align the partners' visions and establish a shared foundation for communication, dissemination and exploitation activities, a WP6 Kick-off meeting was held on October 21 with representatives from each project partner. All contributions were collected by EuroUSC Italia and used to draft the project's Initial CDE Plan. A detailed report of the workshop, with related aims and outcomes is presented in D1.6, §2.4.

2.4 Stakeholders identification

Stakeholder	Content	Channels
Regulatory and standardisation bodies	Outcomes, results, guidelines and benefits	Graphic materials Presentations Press releases Articles in specialized magazines Events (workshops, conferences) Reports Policy briefs/benchmarks
U-space Service Providers (USSPs), Air Navigation Service Providers (ANSPs)	Proposed solution, methodology, results, benefits	Website Social Media Videos Graphic materials

and Common Information Service Providers		Mailing list Press releases Events (workshops, conferences) Newsletter
UAS Operators	Value of the project, proposed solution, results, benefits	Website Social Media Videos Graphic materials Mailing list Press releases Articles Events (workshops, conferences) Newsletter
Academia and R&D Organizations	Science-related information, proposed solution, methodology, outcomes, results	Website Social Media Graphic materials Presentations Articles in specialized magazines Events (workshops, conferences) Reports Newsletter
Civil society	Value of the project, benefits	Website Social Media Videos Graphic materials Press releases Reports Newsletter

Table 3: Stakeholders

3 Communication

3.1 Communications objectives and strategy

The primary goal of communication is to increase the visibility of the project's activities, engage the public, and build trust in U-space operations. In fact, public perception and acceptance of U-space technology, especially its impact on safety and privacy, are often underestimated, making communication efforts crucial. The secondary goal is to highlight the benefits of the research for European society and the economy, and to demonstrate how EU funding is being used to address societal challenges. This means that all communication activities are not only targeting the relevant stakeholders but also reaching out to all citizens to ensure they are informed about the project.

Section 2.2 explicits the three main key messages of the U-AGREE communication strategy. These themes will be communicated in different phases of the project, accordingly to its development, using varied tones and formats tailored to the specific needs of different target groups. This approach ensures that communication is effective, aligning with the project's objectives and the needs of each audience.

During the project's first year, communication mainly highlighted current risks associated with drone operations (key message #1) and outlined the project's solutions (key message #2), with the aim to raise awareness, address limitations, and establish trust in its research and activities. After results are evaluated, communication efforts will shift toward promoting the project's overall impact (key message #3) by sharing progress and demonstrating the societal benefits brought by EU funding.

All communication efforts are aligned with the SESAR visual identity, as overseen by the WP6 leader in coordination with the SESAR 3 JU communication office. This ensures the project integrates seamlessly within the broader SESAR initiative. Additionally, the communication strategy reflects the European Union's core objectives, reinforcing the project's role within EU policies.

3.2 Communication target audiences

Target	Channel	Message	Activities
Regulatory and standardisation bodies	Graphic materials	Description of the project solution	Events organisation and participation
	Presentations	Promotion of the project impact	Press office
	Press releases		Guidelines publication
	Articles in specialized magazines		
	Events (workshops, conferences)		
	Reports		
	Policy briefs/benchmarks		
U-space Service Providers (USSPs),	Website	State of the art outline	Website implementation and update
	Social Media		

Air Navigation Service Providers (ANSPs) and Common Information Service Providers	Videos Graphic materials Mailing list Press releases Events (workshops, conferences) Newsletter	Description of the project solution Promotion of the project impact	Social media campaign Events organisation and participation Stakeholders' engagement Press office
UAS Operators	Website Social Media Videos Graphic materials Mailing list Press releases Articles Events (workshops, conferences) Newsletter	State of the art outline Description of the project solution Promotion of the project impact	Website implementation and update Social media campaign Events organisation and participation Stakeholders' engagement Press office Paper drafting
Academia and R&D Organizations	Website Graphic materials Presentations Articles in specialized magazines Events (workshops, conferences) Reports Newsletter	Description of the project solution Promotion of the project impact	Website implementation and update Events organisation and participation Press office Paper and guidelines drafting
Civil society	Website Social Media Videos Graphic materials Press releases Reports Newsletter	State of the art outline Description of the project solution Promotion of the project impact	Website implementation and update Social media campaign Events organisation and participation Press office

Table 4: Communications target audiences

3.3 Branding and acknowledgements



U-AGREE

Figure 2: Project logo



U-AGREE

Figure 3: Reverse logo



Figure 4: SESAR Logo



Figure 5: EU Logo

The project’s visual identity fully aligns with the SESAR 3 JU Visual Charter to ensure consistency and adherence to the SESAR programme. Following these principles, the project logo (Figure 2) was designed using the Titillium font and the official Deep Blue color (CMYK: C 100% / M 85% / Y 5% / K 30%; RGB: R 0 / G 48 / B 111; HEX: #00306F), which is assigned to all SESAR projects under the Exploratory Research strand. Additionally, a reverse logo (Figure 3) has been developed for use on dark backgrounds or in contexts where the standard Deep Blue logo does not fit well.

All communication and dissemination materials prominently acknowledges EU funding by displaying the SESAR 3 JU logo (Figure 4) and the EU emblem (Figure 5) together with the 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.” In situations where logos cannot be included due to specific constraints, acknowledgments will be presented in textual format to ensure compliance.

The project logo and branding elements are integrated into official templates provided by SESAR JU. These templates, designed to maintain a cohesive visual language for the project, have been prepared and shared with all partners for use in presentations, deliverables, and other documents related to both internal and external communications. The templates incorporate the project logo, its distinctive color palette, and, where applicable, partner logos. Currently, two template formats are available:

1. Word templates for deliverables.
2. PowerPoint templates for presentations.

SESAR's visual guidelines, project templates, and funding logos are stored in the Shared Drive accessible to all consortium members.

Communication activities are involving contributions from all partners throughout the project lifecycle. Partners are encouraged to either create their communication materials independently (while adhering to branding standards) or request assistance from the WP6 leader to ensure consistency, high quality, and brand recognition. Requests for communication material should be submitted to the WP6 leader at least 30 days in advance to allow for effective task management and production quality.

To strengthen consistency across all communications, a dedicated PowerPoint presentation introducing the project has been developed in line with D6.1. This presentation acts as a central resource, enabling partners to present the project in a clear and unified way. It was first used at Airspace World during month 9 (M9) and is regularly updated to reflect ongoing progress, incorporating new information and adaptations as the project evolves.

EuroUSC Italia's graphic design team together with the conceptual contribution of the consortium has produced a concept image that visually represents the project's complexity and objectives. This image provides an immediate and clear understanding of the project at a glance. For this reason, EuroUSC Italia decided to opt for an iterative and collaborative design process, thus ensuring that the final concept image reflects the shared vision and values of the project. During the WP6 KoM, partners were invited to contribute keywords and visual references to help shape the design of the concept image. These inputs were gathered and discussed collectively during the meeting to ensure alignment of the project's vision. Following this collaborative effort, a first draft of the concept image was shared by EuroUSC Italia with the consortium for review and feedback and presented in D6.1. By integrating partners' comments and suggestions, the design was refined, culminating in the final official concept image (Figure 6). This official version has been extensively featured in both printed materials and online platforms, offering a clear and accessible representation of the project, even for non-expert audience.



Figure 6: U-AGREE Concept image

3.4 Communication channels

3.4.1 Website

During the first month of the project (M1), the consortium considered the possibility of creating a dedicated website, rather than relying solely on the SESAR portal. This solution was approved to simplify access management and make sharing of deliverables and project resources more efficient.

The main structure of the website was outlined in the Initial CDE Plan (D6.1), while the graphic layout was developed by EuroUSC Italia in the following months. After receiving approval from the consortium, the mockup and content were presented in the D6.3 Communication Material deliverable at M6, then implemented online and officially launched at M10. The website can be accessed at: <https://www.u-agree.eu/>.

The U-AGREE website is designed to boost the project's visibility and foster interaction with all target audiences, becoming a fundamental tool for communication, dissemination, and the valorisation of results.

Each section of the site is easily accessible via a main menu located in the header, allowing users to quickly navigate between solutions, methodology, results, public deliverables, CDE materials, and news. All information is constantly updated. A static footer appears on every page, featuring references to the grant agreement, contact details for both the project coordinator and the

communications manager, as well as links to official social media profiles. The site maintains the project's graphic identity, respecting SESAR's visual guidelines.

As the project website was launched in June 2025, only three months prior to the period covered by this report and coinciding with the summer break, the collection of meaningful web traffic statistics is not yet representative. For this reason, detailed analytics are not included in the present document. Nevertheless, website traffic and user engagement are constantly monitored through the installation of the Google Site Kit plug-in on WordPress, which allows continuous tracking of key indicators such as visits, users, and most-viewed pages. This ensures that the project team maintains full visibility over the website's performance and outreach potential.

A comprehensive overview of website analytics and trends will be provided in the Final CDE Plan, once a longer and more consistent dataset becomes available, allowing for a more accurate evaluation of visibility and engagement results.

In addition to the website, a dedicated page on the SESAR portal (<https://www.sesarju.eu/projects/U-AGREE>) is dedicated to U-AGREE: it presents information about the project and links directly to the website.

3.4.2 Press and media

Press releases are official communications strategically crafted for the media, designed to inform journalists and news outlets about noteworthy project milestones or advancements. In line with the SESAR guidelines set out in the DES HE CDE Plan - Annex I - Press Releases, each release will be structured to maximise clarity, relevance, and newsworthiness, thereby increasing the likelihood of media uptake and public visibility.

Although the first year of the project focused primarily on foundational and preparatory activities, establishing a robust framework for future work, there were no major breakthroughs warranting immediate public communication. However, this groundwork is essential, as it sets the stage for the significant achievements and deliverables anticipated in the months ahead. As the project progresses and tangible results emerge, these will be proactively communicated through well-timed press releases, ensuring stakeholders and the wider public remain informed and engaged.

As outlined in D6.1, press releases will be systematically distributed to relevant press offices and media organisations, leveraging the comprehensive EuroUSC Italia internal mailing list. This curated database includes essential details such as publication names, contact emails, websites, target audiences, and editorial focus areas. These details enable targeted outreach and maximize the impact of each release. A reduced list of media organizations contained in the EuroUSC Italia internal mailing list is presented below:

- Ambient Flight: <https://ambientflight.com/>
- ATM Magazine: <https://www.atm-magazine.com/>
- CANSO: <https://canso.org/#>
- Drone reviews & news: <https://dronereviewsandnews.com/>
- Droneblog: <https://www.droneblog.com/>
- Dronelife: <https://dronelife.com/>

- Dronewatch EU: <https://www.dronewatch.eu/>
- DronEzine: <https://www.dronezine.it/>
- DroneZon: <https://www.dronezon.com/>
- Flying Magazine: <https://www.flyingmag.com/>
- Horizon Magazine: <https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine>
- Quadricottero News: <https://www.quadricottero.com/>
- sUAS News: <https://www.suasnews.com/>
- UAS Magazine: <https://uasmagazine.com/>
- UAS VISION: <https://www.uasvision.com/>
- Unmanned Airspace: <https://www.unmannedairspace.info/>

Furthermore, all partners will be actively encouraged to translate press releases into their native languages and distribute them to local media outlets. This collaborative approach ensures that key messages resonate across different regions and communities, broadening the project's visibility and fostering greater stakeholder engagement throughout Europe.

Even though no official press releases have been launched so far, the project already boasts several media mentions, reflecting a strong start in terms of visibility and outreach. In particular, two articles were published by the online journal Unmanned Airspace (<https://www.unmannedairspace.info/>), one introducing the SESAR projects under the U-space flagship, and another focusing exclusively on U-AGREE, highlighting its objectives and contribution to improving UAS operational safety and risk assessment.

Several project partners have set up dedicated webpages with key details about the project and its objectives. The DLR yearly catalog of ongoing projects also features a page about the project; this printed book, primarily in German, is available for free at the Institute. The publication, "Institut für Flugführung. Jahresbericht 2024," included U-AGREE in its 2024 edition and will feature it again in 2025.

These coordinated efforts significantly enhance the project's online presence and visibility, supporting broader awareness and stakeholder engagement within the UAS and ATM research community. The table below offers a complete list of the media outreach.

Media activity	Date	Link
<i>Past contribution</i>		
Website INECO	12.07.2024	Did you know... ? Ineco is contributing its AI and drone expertise to the SESAR 3 programm
Online journal Unmanned Airspace	20.09.2024	SESAR JU launches new round of U-space research programmes - Unmanned airspace

Website SESAR JU	19.09.2024	<i>SESAR Joint Undertaking / Kick-off for 18 new SESAR exploratory research projects</i>
Online Journal Unmanned Airspace	13.12.2024	Improving risk assessment processes via new SESAR-JU project
Website SNA-UPV	n/a	U-AGREE - U-space Air and Ground Risk modElS Enhancement
Website EuroUSC Italia	n/a	U-AGREE
Website DLR	n/a	U-AGREE
Website Engage srl	n/a	U-space Air and Ground Risk modElS Enhancement
Printed book	2024	Institut für Flugführung. Jahresbericht 2024

Table 5: Contribution to external media.

3.4.3 Social media

Social media platforms provide an effective and accessible way to reach a broad audience while fostering a dedicated community interested in the project's central themes. To harness this potential, U-AGREE has created a LinkedIn profile as its primary hub for sharing updates. Through this platform, the project shares insights into its activities and objectives, deliverables, provides updates on the aviation sector, promotes participation in past and upcoming events, and highlights significant collaborations with other projects or organizations. Posts on LinkedIn are designed to be engaging, offering medium-to-long descriptions of topics. These posts are paired with visuals or videos tailored to their content: infographics for actions, findings, or results, and images for event-related or concrete project updates.

The LinkedIn profile (<https://www.linkedin.com/company/u-agree/>) adheres to a cohesive graphic identity aligned with SESAR's visual guidelines, ensuring consistency and recognition. The banner incorporates SESAR's color palette and features a simplified representation of the project concept, as shown in the image below.



Figure 7: LinkedIn Banner

Additionally, the team has developed templates for social media cards and posts that align with SESAR's branding and supporting various post formats, including carousels and standard written updates. The images below illustrate practical examples of these templates in use.



Figure 8: U-AGREE Social Card - Squared

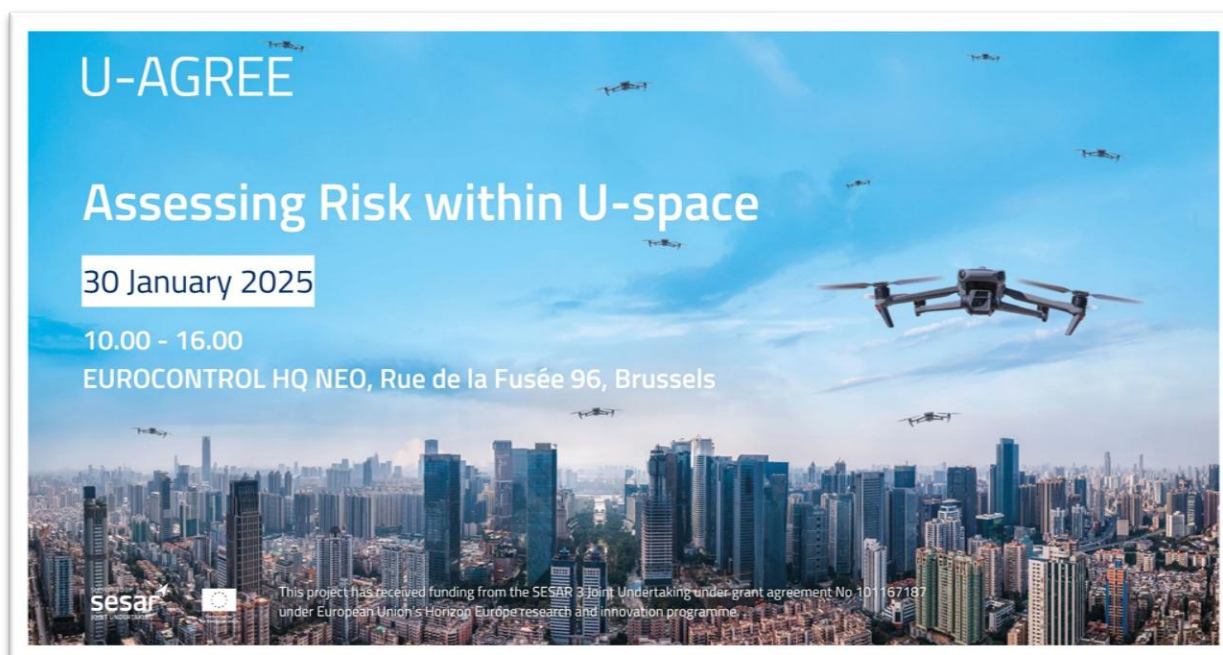


Figure 9: U-AGREE Social Card - Rectangular



Figure 10: U-AGREE Social Media Photo Template

To enhance visibility, U-AGREE includes references to SESAR 3 JU and the EU in its social media content, acknowledging the funding sources and creating direct links to them. Beneficiaries of the project are also encouraged to disseminate updates and achievements through their own social media channels, broadening the project's reach. Posts are indexed with relevant hashtags such as #SESAR3JU, #SESAR, and #U-AGREE to improve discoverability and engagement.

During its first year of activity, the project's LinkedIn page has grown steadily, reaching 205 followers. Peaks in engagement were recorded in correspondence with key initiatives, such as the Stakeholder Workshop in January 2025 and the participation in Airspace World in May 2025, as illustrated in Figure 11.

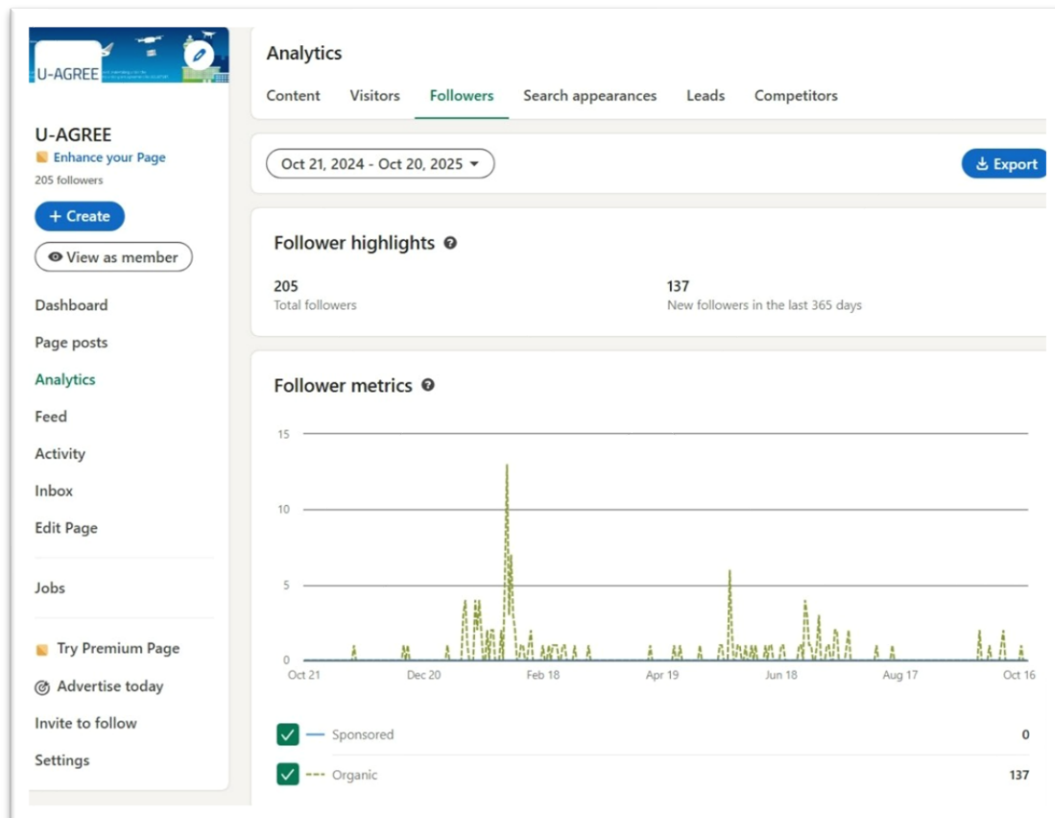


Figure 11: Followers growth in Y1

The professional demographics of followers closely reflect the target audience defined in the CDE Plan, including professionals working in Engineering, Operations, Business Development, Research, Information Technology, Education, as shown in Figure 12.

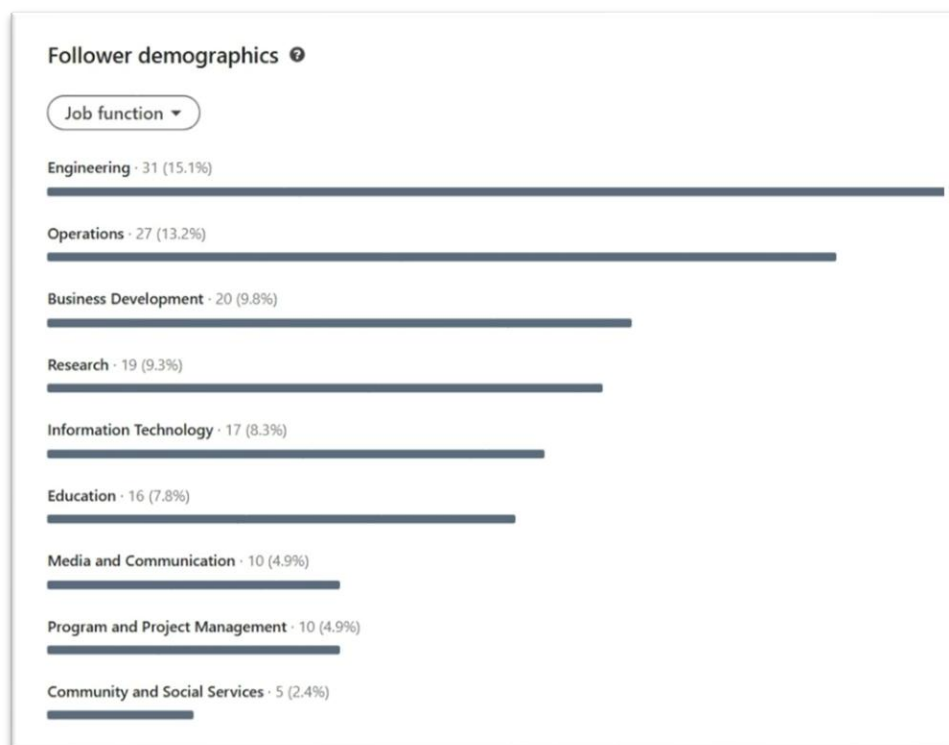


Figure 12: Follower demographics Y1

Statistics related to the LinkedIn profile are continuously monitored, with a more detailed tracking and reporting conducted every six months. The first two monitoring periods are presented below (Figures 13 and 14), covering October 2024 – March 2025 and April 2025 – September 2025, and include data on impressions and visitor activity for each semester.

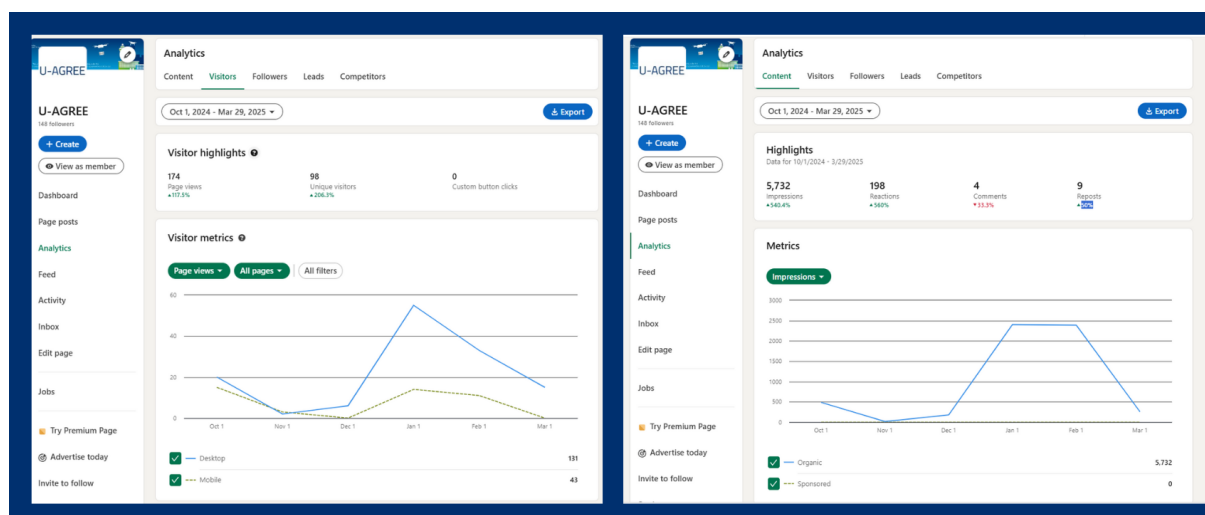


Figure 13: LinkedIn statistics (I semester)

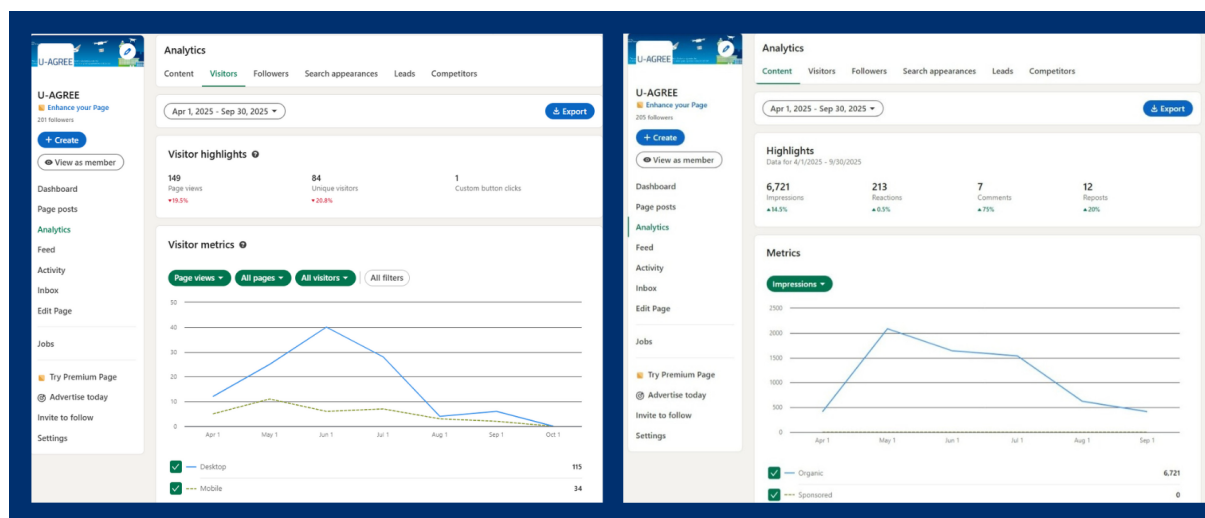


Figure 14: LinkedIn statistics (II semester)

A slight decrease in visitor metrics was observed between the first and second semester, indicating a temporary reduction in the number of users visiting the LinkedIn page. However, this trend is balanced by a notable increase in the engagement rate, suggesting that while overall traffic was marginally lower, the interactions and quality of engagement with the published content improved.

This means that followers are becoming more responsive and involved, showing a growing interest in the project's updates and communication activities. These dynamics, illustrated in the figures 8 and 9, confirm the progressive consolidation of a qualified and engaged audience around the project's LinkedIn presence.

Based on this analysis, the target number of LinkedIn followers has been adjusted from 500 to 300, reflecting a more realistic benchmark based on the audience engagement trends observed during the first year. It should be noted that the initial KPI of 500 followers was set considering the total number of followers across all social media platforms; however, as the project decided to focus exclusively on LinkedIn and not open additional social media accounts, the target has been revised accordingly. This revision acknowledges that the quality of engagement (interactions, comments, and shares) is a more meaningful indicator of the project's visibility and impact than sheer follower count. By setting a target of 300, the project aligns its expectations with the actual dynamics of the professional audience and ensures that growth remains sustainable and focused on relevant stakeholders.

The consortium decided during the project KoM to exclude the X platform from its communication strategy. This decision, approved by SESAR JU, reflects the platform's limitations, including its reduced performance and character restrictions, which are unsuited to the project's communication goals. Similarly, platforms like Facebook, TikTok, and Instagram were not considered, as they do not align with the project's professional and technical audience.

In addition to LinkedIn, U-AGREE will establish a presence on ResearchGate, a professional network for researchers and scientists. This platform will facilitate collaboration and networking while serving as a channel for disseminating research findings. By leveraging LinkedIn and ResearchGate, U-AGREE aims to effectively communicate its goals, foster engagement, and ensure its long-term impact on targeted professional and public audiences.

3.4.4 Communication events and workshops

The following table details the events in which the project has already participated. It is important to note that several main drone events scheduled for 2025 were cancelled (Amsterdam Drone Week, Expodronica). As a result, the initial list of potential events identified for project participation was revised to reflect these changes. The updated selection ensures that the project remains aligned with the most relevant and feasible opportunities for dissemination and stakeholder engagement within the current context.

The WP6 leader maintains a proactive approach in monitoring UAS industry events, ensuring the consortium remains up to date with the latest developments. Regular updates are provided to the project coordinator to determine interest in prospective events and to evaluate whether additional support is required to facilitate effective participation.

Event	Date	Place	Information shared	Importance for the project
SESAR JU Annual Conference 2025	18 February 2025	Brussels	Project basic information	Raise awareness on the project
			Outcomes of the I Stakeholders Workshop	Networking with other similar SESAR projects
25th ICNS Conference	8-10 April 2025	Brussels, Belgium	Project basic information	Raise awareness on the project
			Methodology	Generate understanding
				Engage stakeholders
Airspace World 2025	13 – 15 May 2025	Lisbon	Project basic information	Raise awareness on the project
			Methodology	Generate understanding
				Engage stakeholders
EASN Conference 2025	14-17 October 2025	Madrid,	Project basic information	Generate understanding
			Methodology	Engage stakeholders

Table 6: Events attended

The table below presents a list of events identified as potential opportunities, with a focus on activities relevant to achieving the project's objectives.

Event	Date	Place	Information to be shared	Importance for the project
SESAR Innovation Days 2025	1-4 December 2025	Ljubljana, Slovenia	Project information Methodology	Raise awareness on the project Generate understanding Network with other similar SESAR projects
Drone Beyond 2025	12-14 November 2025	Bari, Italy	Project information	Raise awareness on the project Generate understanding Engage stakeholders
Amsterdam Drone Week 2026	10- 13 March 2026	Amsterdam	Project basic information Draft of the first risk model	Raise awareness on the project Generate understanding Engage stakeholders
Airspace World 2026	26 – 28 May 2026	Lisbon	Project basic information Draft of the first risk model	Raise awareness on the project Generate understanding Engage stakeholders
SESAR JU Annual Conference 2026	n/a	n/a	Project basic information Draft of the first risk model	Raise awareness on the project Generate understanding Network with other similar SESAR projects
ICRAT 2026	n/a	n/a	Project basic information Draft of the first risk model	Raise awareness on the project Generate understanding Engage stakeholders

Aerodays 2026	n/a	n/a	Project basic information	Raise awareness on the project
			Draft of the first risk model	Generate understanding
				Engage stakeholders
SIDs 2026	n/a	n/a	Final formulation of the first risk model	Generate understanding
			Project's benefits	Engage stakeholders
Expodronica Air Show 2026	n/a	n/a	U-AGREE consolidated concept	Generate understanding
			Project's benefits	Engage stakeholders
				Ensure the impact

Table 7: List of relevant events to attend

In addition to participation in external events, the U-AGREE project has proactively organised workshops aimed at communicating its objectives, disseminating relevant information, and soliciting feedback from experts and professional stakeholders. Two key workshops have taken place thus far: the first was held in Brussels on 30 January 2025 at the EUROCONTROL headquarters, marking a significant milestone for the U-AGREE project. This Stakeholder Workshop, titled “Assessing Risk within U-space: U-AGREE Stakeholder Workshop,” brought together a wide range of experts, regulators, industry representatives, and researchers to discuss ways to advance risk assessment methods for UAS in the U-space environment. Detailed info are available at this link: [U-AGREE Hosts First Workshop on U-space Risk](#).

The second workshop occurred in Rome on 23 May 2025, coinciding with a pivotal Plenary Meeting of the U-AGREE Consortium and featuring active engagement with the Advisory Board (AB). This collaborative format facilitated direct, constructive, and participatory feedback, reinforcing alignment between the project's strategic direction and stakeholder expectations. Detailed info are available at this link: [U-AGREE I Plenary Meeting with AB](#).

A third workshop was presented as part of the SESAR JU U-space and Urban Air Mobility webinar series, organised by EUROCONTROL. The dedicated webinar, entitled “Overview of the Initial U-AGREE Risk Model,” took place online on 28 October 2025, from 14:00, with free participation available to all interested parties. This session showcased the initial risk model developed within U-AGREE, drawing upon state-of-the-art methodologies such as SORA, the Acceptable Means of Compliance (AMC) for Article 11 of EU Regulation 2019/947, and incorporating U-space services as outlined in EU Regulation 664/2021. Detailed info are available at this link: [U-AGREE's Model at SJU webinar series](#).

3.4.5 Publications and newsletters

Publications and newsletters plays a key role in keeping target audiences informed about the project's progress, key milestones, and relevant updates. Over the course of the project, two newsletters per years will be published, approximately one every 6 months, with the aim to provide concise, engaging updates to maintain stakeholder interest and engagement.

A newsletter template was designed by the EuroUSC Italia graphic team, fully aligned with the project's visual identity and incorporating all relevant sections to provide a comprehensive overview of project activities and outcomes. The first edition of the newsletter was launched in June 2025 and is available in the dedicated section of the project website at this link: [Newsletter #1 - U-AGREE](#)

This first issue introduced the project concept and methodology, announced the launch of the official website, reported on events attended, and highlighted three key project outcomes: the OSED, the Data Management Plan (DMP), and the Initial CDE Plan. The newsletter was shared on LinkedIn, where it achieved a good engagement rate, as shown in the data below (data collected one month after publication).

Organic engagement		
143	23.4%	
Engagements	Engagement rate	
Clicks		117
Click-through rate		19.1%
Reactions		22 →
Comments		0
Reposts		4 →

Figure 15: Organic engagement of Newsletter #1

Following the website launch, a newsletter subscription form was added to the site, allowing the collection of 13 contacts to date. The next edition will be distributed via email to subscribers and shared on LinkedIn to broaden outreach and visibility. The second issue is planned for December 2025, shortly after the SIDs event.

In addition, communication materials (brochure, roll up, illustrative content) have been produced with input from WP leaders. In particular, during the initial phase of the project, a preliminary brochure has been created to introduce the project with basic information, including the project's objectives, key goals, and the logos of all consortium members. Its purpose is to establish a clear and accessible overview of the project for stakeholders and target audiences. It has been distributed at the events the project has attended in the first year. The brochure is available in digital format on the website at this link: [U-AGREE Flyer](#).

Once the first draft of the risk model is developed, a more detailed technical brochure will be designed. This brochure will focus on presenting the technical aspects of the project, outlining the methodologies, preliminary findings, and results associated with the risk model. It will serve as a resource for audiences seeking a deeper understanding of the project's technical progress and outcomes.

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 16). As this roll-up was produced prior to the official start of the project, it does not reflect the final visual identity; however, it successfully provided early visibility and presence for the project.

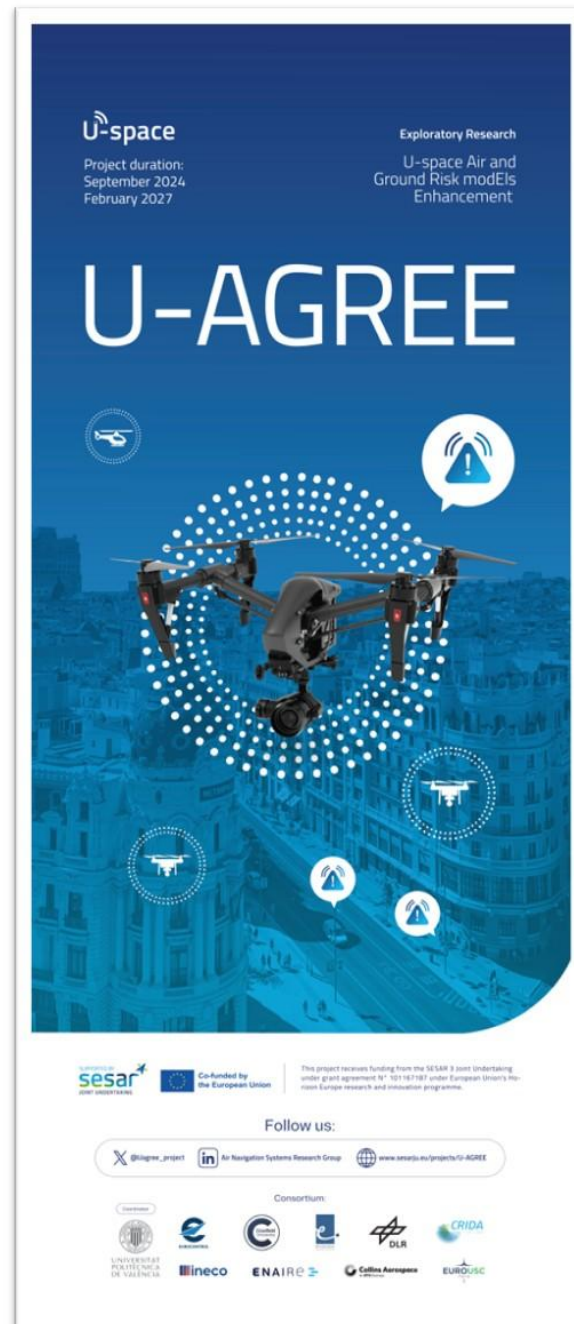


Figure 16: Roll up #1

By M4, a more detailed roll-up (Figure 17) 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. It has been showcased at the SESAR Annual Conference 2025, Airspace World 2025 and EASN Conference 2025. In the image below is presented the finalized version.

U-AGREE

 Follow us on **LinkedIn**
 Visit our **Website**



RISK ASSESSMENT

ABOUT

U-AGREE aims to develop risk models linking the operations of unmanned aircraft (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.

METHODOLOGY

To achieve its objectives, U-AGREE will follow these key steps:

1 Identifying realistic UAS operations scenarios and all potential hazards to safety, security, privacy, and environment.

2 Assessing metrics and thresholds, in collaboration with relevant stakeholders to measure risks associated with identified hazards.

3 Developing mathematical models that connect hazards to their effects, defining mitigation barriers and quantifying their effectiveness.

4 Evaluating the model's applicability and effectiveness by integrating the risk model into the scenarios previously identified.

OUTCOME


No negative impact on environment


Additional system capacity


New services for European citizens


Maintenance of the safety standards


Maintenance of the security standards


Cost reduction of the UAS operation






Co-funded by the European Union

This project has received funding from the SESAR Joint Undertaking under the Horizon Europe research and innovation programme under grant agreement No 101167187

Figure 17: Roll up #2

In addition to the previous versions, a third roll-up has been designed and submitted specifically for the SIDs event. This new roll-up focuses on the risks that the project is tackling and provides an overview of the methodology employed. Following the approval of the poster submission, this roll-up

will be showcased for the first time at SIDs 2025, marking a significant step in communicating the project's technical approach and risk management strategies to a wider audience.

In line with the project's commitment to effective communication and stakeholder engagement, four distinct concept views (Figures 18, 19, 20, 21) have been developed to illustrate the key risks being addressed by the project and to raise broader awareness of these critical issues. Each concept was thoroughly discussed during a dedicated workshop with the consortium and the Advisory Board (May 2025), ensuring that a range of expert perspectives were incorporated into the final versions. The feedback gathered during this interactive session was instrumental in refining and enhancing the clarity and impact of the concepts.

These concept views are now finalised and prepared for publication. They will be featured in a dedicated editorial series across the project's social media channels and website, but also printed for events, providing an accessible and visually engaging resource for both the professional community and the wider public. This targeted dissemination aims to foster a deeper understanding of the project's risk management strategies and promote informed dialogue among stakeholders.



Figure 18: Mid Air Risk Concept View

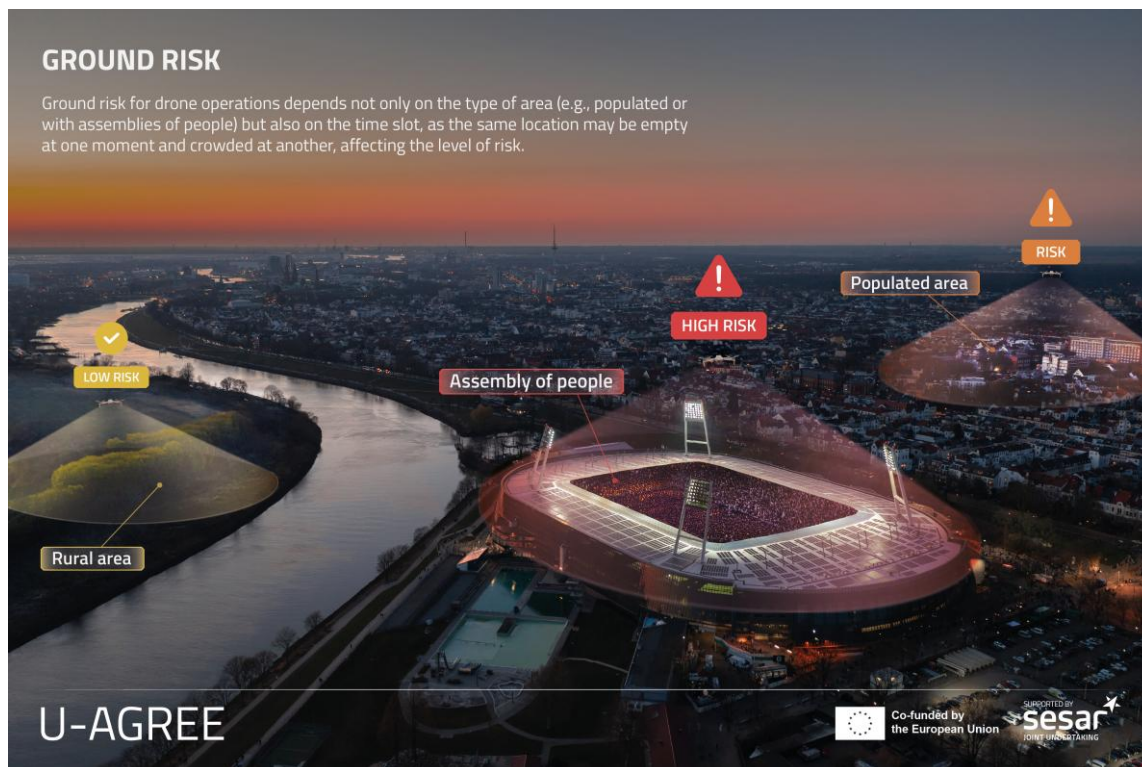


Figure 19: Ground risk concept view



Figure 20: Security risks concept view



Figure 21: Environmental risk concept view

All publications can be printed for distribution at events and conferences and also made available as digital files on the website and social networks. These and following materials will be available for the overall consortium to be locally printed in case of necessity. Printed content incorporates QR codes directing readers to the project's website, helping to minimize paper usage and reduce waste while still reaching diverse audiences effectively.

However, considering the number of events the project has attended and will continue to attend, the success criteria relating to the quantity of printed material has been revised upwards. The target number of printed materials is now raised from 100 to 300, reflecting the increased need for dissemination across multiple high-profile occasions and enhanced stakeholder engagement opportunities.

Publications/newsletters/printed material	Description	Date	Link
Roll up #1	It gives visibility to the project.	September 2024	n/a
Roll up #2	It incorporates information about the project's solution, methodology, and expected outcomes.	February 2025	U-AGREE Roll up

General Brochure	It displays a project's overview.	January 2025	U-AGREE Flyer
Newsletter	It provides project's info and outcomes.	June 2025	Newsletter #1 - U-AGREE
Roll up #3	It provides info on risks addressed by the project and methodology.	December 2025	n/a
Technical Brochure	It presents technical aspects and methodology	Middle of the project	n/a

Table 8: Communication material

3.4.6 Videos

Three videos will be produced to enhance visibility and understanding of the project. These videos will be shared across platforms such as YouTube, social media and website, serving both to promote the project, engage the public and as a resource for press and stakeholder relations.

The first video was released in M4 and is a video interview with the Project Coordinator (PC), Juan Vicente Balbastre Tejedor. It was professionally recorded at the EuroUSC Italia office with the support of a skilled videographer. In the interview, the PC provided valuable insights into the project, focusing on the following key aspects:

- Project objectives
- Target audiences
- Anticipated project impacts
- Technical solutions proposed to achieve the objectives

The video incorporates dynamic illustrations and animations enhancing the visual storytelling and supporting the voiceover narration. The content is carefully aligned with the SESAR 3 JU visual identity, ensuring consistency with the branding guidelines. Additionally, the video highlights the project consortium and includes the mandatory funding acknowledgment. This video is showcased in different platforms, including:

- the project website: [U-AGREE Video teaser](#)
- the SJU dedicated webpage: [SESAR Joint Undertaking - U-AGREE](#)
- Youtube: [U-AGREE - YouTube](#)
- LinkedIn: [U-AGREE - LinkedIn](#)

It serves as a compelling tool to raise awareness about U-AGREE, effectively communicating its mission and goals to a broad audience.

The second video, scheduled for M15, will feature interviews with project partners. It will introduce the consortium members, explain their roles and research activities within the project, and provide insights into the features of U-AGREE's models, fostering a deeper understanding of the project's scientific approach.

The third video, to be released in M30, will focus on validation activities and results from WP5. This hybrid-format video will combine recordings of simulation activities, interviews with researchers and key stakeholders, and footage of the simulator used during validation. It will aim to demonstrate the practical applications of U-AGREE's work and generate interest in the project's outcomes among diverse audiences.

All videos produced for the U-AGREE project will adhere to the SESAR visual identity standards by beginning and ending with the official SESAR video template intro and outro. Additionally, each video will strictly follow the project's brand guidelines, ensuring consistency in style and messaging across all communication materials. The videos will prominently display the required funding statements and feature the logos of all project partners, ensuring proper acknowledgment of their contributions and alignment with dissemination requirements.

Videos	Description	Planning	Link
General Video	Video interview with animation to provide an overview of the project.	M4	https://www.youtube.com/watch?v=0We81166bug
Video interviews	Interviews with project partners to introduce the consortium members, explain their roles and research activities.	M15	n/a
Technical video	Hybrid-format video, combining recordings of simulation activities, interviews with researchers and key stakeholders, and footage of the simulator used during validation.	M30	n/a

Table 9: Video

3.5 Communication key performance indicators (KPIs) and success criteria

Action	KPIs	Success criteria	Currently achieved	Last update
Web presence	Number of visits.	+ 500 per month	n/a	n/a
Press and media	# press releases	3	0	M14
Social Media ²	Total number of followers on LinkedIn	300	211	M14
	Number of posts	At least 3 per month	Reached	

² [Guidance Social media guide for EU funded R&I projects.](#)

Events	# of organised workshops/events.	4	3	M14
	# of participation in external events and seminars.	6	4 (table 10)	

Table 10: Communication KPIs and success criteria

4 Dissemination

4.1 Dissemination objectives and strategy

Dissemination is a vital component of any research project, as it focuses on sharing outcomes, best practices, and expertise with a wide audience. This process not only benefits project stakeholders and partners but also enriches the broader scientific community by making knowledge accessible and fostering collaboration. Effective dissemination efforts are essential for promoting the wide circulation of data, accelerating scientific innovation, and maximizing the project's impact on society.

The objectives of the dissemination activities are:

1. Raising Awareness:

The primary goal of dissemination is to raise awareness about the significance of U-AGREE's mission and the solutions it offers. In the context of U-AGREE, this involves promoting a deeper understanding of how advanced risk models can enhance safety, security, privacy, and environmental considerations in U-space operations. By increasing public and professional knowledge of these advancements, the project directly contributes to improving operational standards, safety, and trust in U-space systems.

2. Knowledge Sharing:

Central to U-AGREE's dissemination strategy is the adoption of the Open Science approach, a hallmark of European research. By openly sharing ideas, methodologies, and findings, the project fosters collaboration across disciplines and accelerates innovation in UAS risk modelling. This approach ensures that the project's outcomes benefit not only its immediate stakeholders but also the broader scientific and technical community. Through publications, shared tools, and open access deliverables, U-AGREE promotes inclusivity and amplifies the impact of its research.

3. Stakeholder Engagement:

A critical aspect of U-AGREE's success lies in engaging with stakeholders who can adopt, refine, and elevate the project's outcomes. This includes maintaining an active dialogue with industry leaders, regulatory bodies, technical experts, academia, and specialized audiences. Notably, several project partners actively participate in regulatory and standardisation working groups, which helps facilitate the alignment of U-AGREE outcomes with evolving industry requirements and standards. For example, UPV contributes to EUROCAE WG-105/115, while EUROCONTROL and EuroUSC Italia are involved in JARUS. This close involvement ensures that the project's insights and innovations are considered in the development of future regulations and standards for U-space operations.

4. Ensuring Long-Term Impact:

To ensure that U-AGREE's contributions extend beyond the project's lifespan, a key dissemination objective is to highlight the value of its outcomes to policymakers, industry decision-makers, and researchers. By illustrating the practical applications and long-term benefits of its risk model and related innovations, U-AGREE seeks to influence regulatory frameworks, operational guidelines, and future research. This guarantees that the project's legacy supports the growth and safety of U-space operations for years to come.

To ensure the effective dissemination of results, a range of activities across multiple channels are being carried out (§4.2) with different tone of voice, accordingly to the specific target audience.

By leveraging these strategies, the project aims to maximize its outreach, foster collaboration, and contribute to scientific progress on a global scale. The following chapters will define key elements of the dissemination strategy.

4.2 Dissemination channels

Channel	Objective	Tools	Link	Information to be shared
Journals	Generate understanding Raise Awareness Engage the stakeholders	i.e. scientific publications, technical publications	n/a	Project objectives, progress and results
Conferences and events	Generate understanding Raise Awareness Engage the stakeholders Ensuring Long-Term Impact	i.e. infographics, posters, recipients, postcards	See Table 10	Project objectives, progress and results
Regulatory and standardisation working meetings	Align project outcomes with feature regulations and standards	Working materials	https://www.eurocae.net/working-groups/ , http://jarus-rpas.org	Project objectives, progress and results
Website	Generate understanding Raise Awareness Engage the stakeholders Ensuring Long-Term Impact	i.e. videos, presentations, scientific publications, infographics	https://www.u-agree.eu/	Project objectives, progress and results
Social networks	Generate understanding Raise Awareness	i.e. videos, presentations, scientific	https://www.linkedin.com/company/u-agree/	Project objectives, progress and results

Engage the
stakeholders

publications,
infographics

Table 11: Dissemination channels

4.2.1 Open access to scientific publications, technical deliverables and datasets

The U-AGREE project ensures immediate, open, and free-of-charge access to all peer-reviewed scientific publications generated during the project. This approach aligns with the principles of Open Science and maximizes the visibility and impact of the project's research outputs.

Whenever possible, publications produced by U-AGREE will be published under a golden access schema. An alternative way to provide open access to U-AGREE scientific outcomes will consist of uploading machine-readable electronic copy of either the Version of Record (VoR) or the final Author Accepted Manuscript (AAM) to project's dedicated Zenodo community, "U-AGREE Project – U-space Air and Ground Risk Models Enhancement" as soon as it becomes available (green access). Zenodo meets technical and organizational standards that guarantee long-term accessibility and compliance with open-access requirements.

Moreover, in accordance with the project's Data Management Plan (D6.2), technical deliverables and datasets classified as public and formally approved by SESAR 3 JU will be made openly available. These are uploaded both on the project website and in the U-AGREE Zenodo community, ensuring open access, full metadata documentation, and persistent identifiers for citation and traceability.

As of the end of the first reporting period (RP1), one public deliverable has been published on Zenodo:

- D2.1 – Operational Service and Environment Description (OSD), Version 1

The next public deliverable planned for publication on Zenodo is D2.3 – Initial Concept Outline, which has already been approved by SESAR 3 JU. However, its public release will take place once the consortium has addressed the recommendations provided during the review process to ensure full alignment with SESAR feedback.

Scientific papers/ presentations	Link	Information to be shared
Journal of Open Aviation Science	https://journals.open.tudelft.nl/joas	Project results and benefits
AIAA	https://www.aiaa.org/	Project results and benefits
The Aeronautical Journal	https://www.aerosociety.com/aerospace	Project results and benefits
Springer	https://link.springer.com/	Project results and benefits
Elsevier Aerospace Science and Technology	https://www.sciencedirect.com/journal/aerospace-science-and-technology	Project results and benefits
MDPI Drones	https://www.mdpi.com/journal/drones	Project results and benefits

Table 12: Candidate journals to submit articles

4.2.2 Dissemination events

Oral communications and posters describing U-AGREE results and benefits are being submitted to the high-impact conferences. In particular one poster was submitted and showcased at the Walking tours organised by SJU at Airspace World 2025 and an updated poster has been submitted for SIDs 2025. A tentative, not exhaustive list of recurrent conferences U-AGREE will target encompass:

- SESAR Innovation Days.
- ATM seminars.
- AIAA annual conference.
- ESAN.
- Asia-Pacific International Symposium on Aerospace Technology.

4.3 Dissemination target audiences

Target	Channel	Benefits from the project	Expected feedback
Regulatory and standardisation bodies	Graphic materials Presentations Press releases Articles in specialized magazines Events (workshops, conferences) Reports Policy briefs/benchmarks	Uptake of the solution	Support on the methodological work, recommendations and feedback on the project activities and results.
U-space Service Providers (USSPs), Air Navigation Service Providers (ANSPs) and Common Information Service Providers	Website Social Media Videos Graphic materials Mailing list Press releases Events (workshops, conferences) Newsletter	Assessment for their services, higher capacity and uptake of the solution	Engagement, implement their services.
UAS Operators	Website Social Media Videos Graphic materials Mailing list Press releases Articles	Higher capacity, new services (delivery, inspection, security, etc.), cost and operational efficiency	Engagement, project activities and results.

	Events (workshops, conferences) Newsletter		
Academia and R&D Organizations	Website Graphic materials Presentations Articles in specialized magazines Events (workshops, conferences) Reports Newsletter	Knowledge	Project activities and results.
Civil society	Website Social Media Videos Graphic materials Press releases Reports Newsletter	Be informed about UAS and their services, new services (delivery, inspection, security, etc.), privacy, environmental benefits, economic growth.	Societal acceptance.

Table 13: Dissemination target audiences

4.4 Dissemination KPIs and success criteria

Action	KPIs	Success criteria	Currently achieved	Last update
Academic publications	# of published articles.	6	0	n/a
Events	# of organised workshops/events.	4	3	M14
	# of participation in external events and seminars.	6	4	
Print materials	# of brochures.	300	150	M14
Web presence	Number of visits.	More than 500 per month	n/a	n/a
Innovative video content	# of views.	500	47 on Youtube	M14

Social media ³	Total number of followers on LinkedIn	300	211	M14
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Table 14: Dissemination KPIs and success criteria

³ Guidance Social media guide for EU funded R&I projects. Dissemination for social media aims to cover project results only. It happens only once results are available, and is directed towards specialist audiences (groups that may use the results in their own work, including peer groups, industry, professional organisations, policy makers. It en

5 Exploitation

5.1 Project exploitable results

The consortium has identified the primary exploitable results of the U-AGREE project as follows:

- Development of an integrated risk model concept addressing the risks associated with UAS operations in airspaces utilizing U-space services. This model aims to define the U-space services and systems, as well as the airspace capacity required to meet a Target Level of Safety (TLS). The concept incorporates several components:
 1. An enhanced ground risk model.
 2. An improved air risk model.
 3. An advanced collision risk model.
 4. Models of strategic and tactical mitigation barriers using U-space services.
 5. Algorithms to evaluate the performance of U-space within the mitigation barriers and to determine airspace capacity.

The concept is expressed mathematically, with equations and diagrams, supported by analytical developments and algorithms demonstrating its applicability across diverse scenarios.

- Proposal for an improvement to SORA, reflecting the project's outcomes. This improvement includes expanding the ground risk model to consider the impact of mid-air collisions on the ground, introducing a quantitative approach to air risk assessment, and integrating U-space services as a means to mitigate initial risks.

These results form the foundation for advancing UAS safety and aligning operational practices with enhanced risk mitigation strategies.

5.2 Exploitation strategy and objectives

The exploitation strategy includes a combination of joint and individual exploitation activities:

- Joint exploitation: As part of Task 6.4, the consortium will refine the description of the project's exploitable results and their associated intellectual property rights (IPRs). This process will establish a collaborative strategy to bring the project's outcomes closer to market readiness.
- Individual exploitation: Each partner has identified their specific strategic interests related to U-AGREE's outcomes, both from research and a commercial perspective.

This dual approach ensures that the exploitation strategy is comprehensive and tailored to maximize the impact of U-AGREE's results for both collective and individual benefits. Further details are provided in the following chapter.

5.3 Exploitation of results

Although U-AGREE is a non-oriented exploratory research (ER) project and currently distant from direct market application, the consortium is dedicated to advancing its results toward market readiness as swiftly as possible. To support this objective, an Economic Evaluation (ECO-EVAL) report (D6.5) will be developed as part of Task 6.4. This report will outline the necessary activities and stages required to transition U-AGREE outcomes closer to the market, including a focus on innovation management strategies.

The U-AGREE project has identified two primary markets for the exploitation of its results and developed corresponding strategies to effectively penetrate these markets:

- **Market 1 (Mk1): Civil Aviation Authorities:** The first target market focuses on civil aviation authorities responsible for conducting airspace risk assessments (ARA) as part of the process for designating U-space airspaces.

The strategy for this market involves integrating the U-AGREE integrated risk model into the acceptable means of compliance for airspace risk assessments required by Regulation 664. This approach will be supported by EUROCONTROL's engagement with Member State civil aviation authorities, providing guidance and expertise to facilitate the adoption of U-AGREE's methodologies. Additionally, the project benefits from the participation of EASA and the involvement of civil aviation authorities in the Advisory Board (AB), ensuring alignment with regulatory requirements and industry needs.

- **Market 2 (Mk2): SORA Stakeholders:** The second target market includes:
 1. Authorities responsible for issuing operational approvals under the SORA framework, encompassing 46 states globally, each with at least one organization tasked with this role.
 2. UAS operators required to perform SORA-based risk assessments. In the EU alone, approximately 1,300 operators are registered to operate in the specific category and must carry out these assessments.

The penetration strategy for this market consists of:

- Advocating for the adoption of advanced risk models by developing tailored solutions, such as practical tools, best practices, and training materials, to enable stakeholders to effectively integrate U-AGREE's innovations into their workflows.
- Facilitating the integration of U-AGREE risk models into industry standards and regulations, particularly by proposing amendments to SORA. This effort will leverage the expertise of EUROCONTROL and EuroUSC Italia, who actively contribute to JARUS working groups where risk models are reviewed and developed.

These strategies ensure that U-AGREE's results are accessible and impactful for the intended stakeholders, fostering widespread adoption and enhancing the safety and efficiency of UAS operations.

In addition, individual exploitation plans have been developed for each project partner. These plans outline the specific interests and objectives of each partner:

Partner	Plan
UPV	To promote and integrate the advanced risk models into the educational curriculum and research activities related to U-space at UPV.
EUROCONTROL	To incorporate the project's outcomes into EUROCONTROL's guidance materials and recommendations for enhanced safety within U-space.
EUROUSC ITALIA	To enhance EUROUSC ITALIA's consulting services with the adoption of advanced risk models and provide tailored support to clients in the UAM sector.
ENGage slr	To expand ENGage slr's portfolio by integrating advanced risk models into their safety consultancy services for U-space stakeholders.
DLR	To leverage the project's findings in enhancing DLR's research on U-space safety and fostering the adoption of advanced risk models
COLLINS	To incorporate the project's outcomes into Collins Aerospace's solutions, providing U-space stakeholders with advanced risk modelling capabilities.
ENAIRE	To integrate U-AGREE's results into ENAIRE's operational procedures, ensuring that advanced risk models contribute to enhanced safety within Spain's U-space.
CRIDA	To integrate the project's outcomes in CRIDAS's research on U-space safety and fostering the adoption of advanced risk models in more mature solutions.
INECO	To leverage the project's findings in enhancing INECO's capabilities as regards U-space safety and enhancing its consulting portfolio with the adoption of advanced risk model.
CRA	To incorporate the project's findings into Cranfield University's newly established MSc course in Advanced Air Mobility Systems, as well as ongoing research and development activities in ATM/UTM domain.

Table 15 Individual Exploitation Plan

5.4 Data protection strategy

The data protection approach adopted by the U-AGREE CDE activities is fully aligned with the project DMP as defined in deliverable D6.2, ensuring consistent and robust handling of all data-related matters throughout the project lifecycle. The U-AGREE project ensures that all activities comply with the highest standards of data protection, ethics, and applicable legislation. While the research activities of U-AGREE do not require the collection of personal data, certain dissemination and communication efforts under WP6 may involve the collection of generic personal information through registration forms for events. These forms will request details such as name, job title, email address, and organization, strictly for organizational and outreach purposes.

All dissemination and communication events taking place within EU countries, and any personal data collected is managed in accordance with the data protection laws enforced in the hosting country, as well as the general EU data protection framework, including the General Data Protection Regulation (GDPR).

Additionally, images and videos of project participants may be captured for dissemination and communication purposes. The collection and publication of such materials will only proceed with the explicit consent of the individuals involved, obtained via a dedicated consent form.

U-AGREE activities involving individuals adheres to the ethical provisions outlined in the Grant Agreement and complies with the highest ethical standards, as well as all relevant international, EU, and national laws in participating countries. This includes adherence to the ethical codes of conduct specific to each consortium member organization.

The consortium ensures that all necessary ethics approvals are obtained and that participants provide their free and fully informed consent. Any personal or security-protected data collected is stored securely and managed in full compliance with EU legislation, ensuring the integrity and confidentiality of all personal information.

5.5 IPR management

The consortium has established a framework for managing intellectual property rights (IPR) as outlined in the Consortium Agreement (CA), based on the DESCA reference model. This agreement ensures fair and reasonable conditions for the distribution and use of intellectual property generated within the project. The main aspects of the IPR strategy are as follows:

- **Ownership of Results:** Each consortium partner will retain ownership of the knowledge and developments they generate during the project. Partners will have the autonomy to determine the appropriate type of protection for their results. In cases where results are jointly developed and contributions cannot be distinctly separated, joint ownership will apply unless an alternative arrangement is agreed upon by the involved partners.
- **Access to Background Knowledge:** Throughout the project, partners have free access to the necessary background knowledge required to perform their assigned tasks, limited strictly to research purposes and the achievement of project objectives. Post-project, access rights to background knowledge owned by other partners will be provided under fair and reasonable conditions, as necessary to enable the use of project results.
- **Joint Ownership:** In situations where joint ownership arises due to collaborative inventions, designs, or works that cannot be independently protected, the involved partners will collaboratively apply for and maintain the relevant IPR. Specific arrangements for protection and management will be defined on a case-by-case basis. During the period of joint ownership, no partner may use or license the jointly owned rights without prior written consent from the other co-owners. Any licensing agreements with third parties must include appropriate financial compensation to all concerned partners.

This IPR framework ensures a clear, equitable, and collaborative approach to managing intellectual property, fostering innovation while safeguarding the rights and contributions of all consortium members.

6 Overview of communication and dissemination activities

Activity	Channel	Tool	Objective	Target audience	KPIs	Success criteria	Frequency/ date
Web presence	Website	Site Kit	Raise awareness Disseminate the results	Specialised and non-specialised audience	N. of visits	+500	Per month
Press and media	Press and online media	Website and social media	Raise awareness Generate understanding Disseminate the results	Specialised and non-specialised	N. of press releases	3	By the end of the project
Social Media	LinkedIn	/	Raise awareness Networking	Specialised and non-specialised	N. of followers N. of posts per month	300 At least 3	By the end of the project
Events	/	/	Generate understanding Disseminate the results Networking	Specialised	N. of organised workshop /events N. of participation in external events	4 6	By the end of the project
Academic publications	Scientific journals		Generate understanding Disseminate the results	Specialised	N. of published articles	6	By the end of the project
Print materials	Events		Raise awareness Generate understanding Disseminate the results Networking	Specialised and non-specialised audience	N. of printed brochures	300	By the end of the project

Innovative video content	Website, social media, events	Raise awareness Generate understanding Disseminate the results	Specialised and non-specialised audience	N. of views	500	By the end of the project.
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Table 16: Overview of communication and dissemination Activities

7 List of acronyms

Acronym	Description
AAM	Author Accepted Manuscript
AB	Advisory Board
AMC	Acceptable Means of Compliance
ANSPs	Air Navigation Service Providers
ARA	Airspace Risk Assessments
CA	Consortium Agreement
CDE	Communication, Dissemination and Exploitation
CNS	Communication, Navigation, Surveillance
D	Deliverable
DESCA	Development of a Simplified Consortium Agreement
DMP	Data Management Plan
EASA	European Union Aviation Safety Agency
eVTOL	Electric vertical take-off and landing
ECO-VAL	Economic Evaluation
ER	Exploratory Research
EU	European
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
JARUS	Joint Authorities for Rulemaking in Unmanned Systems
KoM	Kick off meeting
KPIs	Key Performance Indicators
M	Month
Mk	Market
OSD	Operational Services & Environment Description
PC	Project Coordinator
SIDs	Sesar Innovation Days
TLS	Target Level of Safety
UAS	Unmanned Aircraft Systems
USSPs	U-space Service Providers

WP	Work Package
VLL	Urban Very Low Level
VoR	Version of Record

Table 17: List of Acronyms

8 Guidelines

8.1 Indication of funding

In line with the Grant Agreement, in communication and dissemination activities, the project will:

Use the EU emblem (no need for prior approval from the SESAR 3 JU), downloadable from here:
https://europa.eu/european-union/about-eu/symbols/flag_en

Use the “Supported by SESAR 3 Joint Undertaking” logo, downloadable from here:
<https://www.sesarju.eu/node/3406#sesar-logos7694>

Use the following reference in all communications, dissemination and exploitation material: This project has received funding from the SESAR 3 Joint Undertaking (JU) under grant agreement No 101167187. The JU receives support from the European Union’s Horizon Europe research and innovation programme and the SESAR 3 JU members other than the Union.

Indicate that the activity reflects only the author's view and that the SESAR 3 JU is not responsible for any use that may be made of the information it contains.

8.2 Disclaimer excluding SESAR 3 JU responsibility

The communication and dissemination activities will always indicate that it reflects only the author's view and that the SESAR 3 JU is not responsible for any use that may be made of the information it contains.

When displayed together with another logo, the SESAR 3 JU logo and the EU emblem will have appropriate prominence.