Abstract

This document aims to provide criteria for project members to effectively and consistently communicate to both external and internal audiences about SESAR 2020 and the projects in which they are involved.
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1 Introduction

1.1 Purpose

This document aims to provide criteria for project members to effectively and consistently communicate to both external and internal audiences about SESAR 2020 and the projects in which they are involved.
2 About SESAR 2020

In 2015, the SESAR Joint Undertaking launched SESAR 2020 - phase two of the SJU partnership - which aims to generate an innovation pipeline towards deployment by demonstrating the viability of the technological and operational solutions (SESAR Solutions) already developed within the SESAR Programme (2008-2016) in larger and more operationally-integrated environments. At the same time, SESAR 2020 prioritises research and innovation in a number of key areas, namely high performing airport operations, optimised ATM network services, advanced air traffic services and an enabling aviation infrastructure in order to ensure a high performing ATM system in Europe. With a budget of 1.6 billion EUR, SESAR 2020 is structured into three main research phases, with funding available for exploratory research, industrial research (including validation activities) and large scale demonstrations of the concepts and technologies in representative environments in order to firmly establish their performance benefits and risks.
3 Communications objectives

To communicate effectively together on the outcomes of SESAR 2020 projects, the SJU has identified a number of objectives which should underpin all communications material. The following objectives aim to guide SJU communications activities over the 2016 – 2024 timeframe:

- To create awareness and outreach about SESAR 2020 and its projects among stakeholders both inside and outside Europe, where applicable;
- To showcase the research outcomes and benefits that SESAR solutions bring to real day-to-day air traffic management (ATM) operations both in Europe and within the broader global context;
- To accelerate the operational stakeholder acceptance and subsequent deployment of SESAR solutions.
- To demonstrate the value of public-private partnerships for European competitiveness and economic sustainability.
4 Coordination with SJU communications

To ensure that communications are consistent with the SESAR brand, project consortia are requested to contact SJU Communications Sector when preparing external communication activities, in order to:

- Ensure that project communications and outreach milestones are integrated into broader SJU communications scheduling and planning;
- Review strategies, key messages, targeted audiences and communications material on SESAR solutions to ensure consistency with SJU’s core objectives;
- Develop joint outreach activities taking into account established cooperative arrangements by the SJU or with the European Commission within the context of SESAR;
- Benefit from support of the SJU for various events and conferences;
- Maximise outreach by using SJU communications channels and cooperative arrangements to further cascade relevant content.

To facilitate the coordination of communication activities, each project is asked to nominate a communications lead contact and inform the SJU Communications Sector (communications@sesarju.eu) by the time of project kick-off.
5 Key supporting messages

To ensure maximum consistency, members of the project consortia should aim to include key messages about their project that underpin the following specific messages about SESAR 2020:

**Message 1:** SESAR 2020 is generating an innovation pipeline through which the European ATM community can explore new ideas, validate them with industrial partners and then demonstrate their viability for implementation.

**Message 2:** SESAR 2020 is delivering advanced technological and operational solutions to increase the performance of the ATM system and aviation.

**Message 3:** SESAR 2020 pools together ATM experts in order to create a single point of focus for ATM research in Europe, thereby spurring excellence in the field.
6 SESAR 2020 promotion by beneficiaries & third parties (mandatory)

In addition to these key messages, all communications developed for your project should include:

- Promoting projects (actions) is the obligation of beneficiaries (Art. 38.1.2 Grant agreement)
- Having a communications plan that defines clear objectives is key
- In promoting activities, beneficiaries should use:
  - EU emblem (no need for prior approval from the SJU), downloadable from here: https://europa.eu/european-union/about-eu/symbols/flag_en
  - Use the “Supported by SESAR Joint Undertaking” logo, downloadable from here: http://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo
  - Reference to the grant funding from Horizon 2020: This project has received funding from the SESAR Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No [number]

Beneficiaries should work with linked third parties to ensure promotion of the project (action), keeping in mind that:

- All promotion by linked third parties clearly mentions the beneficiary with whom they are collaborating and their role and scope of cooperation within the action.
- Beneficiaries may agree to promote the project on their third parties’ communication channels. Beneficiaries should agree beforehand on text and use of the above emblems/logos to describe the involvement of their linked third parties.
7 Communications plan

The communications plan for the project should be developed as an integral part of Project Management Plan (PMP) and should include a list of planned activities and key milestone dates. The SJU Communications Sector should be informed in the case of any significant change to the project’s communications plan.

The communication plan should include the following elements:

- Name of project communications lead.
- Communications objectives and strategy of the project.
- Target audiences e.g. partners, institutional decision makers, associations, media and approach
- Three key messages about your project, referring to the benefits that the project are expected to bring – these should be updated by the end of the project.
- Short “About” project description (max 15 lines) in simple language.
- Banner image (dimension 1350x250) free of copyright or indicating copyright.
- A calendar of key project milestones and communications activities (press release, news item, media event, magazine interview, web presence) –cross reference/scheduling file.
- Metrics (including analytics of press coverage, website and social media hits).

*Please note that these elements will be used to promote the project on the SESAR JU website.
8 Targeting and segmenting audiences

To ensure effective communications, projects should identify the audiences they wish to target and segment these accordingly. The following is a list of the target audiences:

- Airspace users
- Air navigation service providers
- Airport operators
- Industry partners
- Industry associations and their members
- Staff associations and their members
- Institutional decision-makers (EU, national, international)
- Media (trade press, general)
- Broader European R&D community
- Passengers and constituents

For each activity, the projects should indicate the audiences targeted and develop activities/communications messages according to the level of knowledge and interest they have on air traffic management. The SJU recommends applying the standard inverted triangle approach to developing messages and activities per segmentation/targeted audiences:

![Image of audience segmentation]

Figure 1: Audience segmentation
9 Messages - Finding the right angle

To attract the attention of media and key decision-maker audiences, projects should:

- Describe the issue that the project is aiming to address. It is advisable to provide a context to the project, putting into simple terms what existed before the project started;
- Emphasise the practical, quantified benefits of the project for local communities, as well as for Europe as a whole;
- Capitalise on the reputation of national partners to engage with national and/or local press;
- Put forward simple, striking figures and language to illustrate the benefits of the project;
- Stress the relevance of the project outcomes for future efforts on ATM modernisation, implementation and deployment, specifying solutions to which the project has contributed.

9.1 Communications channels

To add value to your communications, project consortia should consider some of the following communications approaches:

- Project logo and branding;
- Features in on-board flight magazines at airports;
- Contribution to corporate magazines/newsletters/aviation or trade magazines;
- Creation of a dedicated web page on the website of project consortia members to promote the project and its research activities and your contribution to SESAR, including a link to the SJU website. In parallel the SJU will develop specific project web pages on its website;
- Information about SESAR and your company’s involvement in the project in your press kit;
- Information about SESAR and your company’s involvement in the project in sustainability and annual reports;
- Promotion through social media, such as Twitter and LinkedIn;
- Creation and distribution of video/multimedia material;
- Creation of factsheets, flyers and other communications material to promote your project at trade events where your company/project is represented (World ATM Congress, ATC Global, Paris Air Show/Aviation & Environment Summit);
- News and articles about SESAR 2020 and the project activities through internal communication channels, such as:
  - Company Intranet;
  - Internal e-news;
  - Internal magazine.
- News, articles and event announcements about SESAR 2020 and the project activities through EU Horizon 2020 channels:
  
Please inform the SJU Communication Sector through the project management plan of any of the above so that the materials can be cascaded through the SJU’s own communication channels.
10 Scheduling communications activities

Communication activities should be associated with:

- Important project milestones (Contract signature, project kick-off, flight trial(s), validations, project conclusions, etc);
- Major air transport community events, such as ATC Global, World ATM Congress, Aviation/Air Shows and the Aviation & Environment summit, represent communication opportunities where each partner is invited to display information on SESAR. Each project should also identify national events that might harness some local interest from key stakeholders and media attention in the project.

Projects are expected to enter key communications activities and their milestones into the overall project Gantt chart so that they may be linked to the SJU corporate communications objectives, where applicable. Please see the Project Management Plan handbook for more guidance.
11 Open access and self archiving

Open access can be defined as the practice of providing on-line access to scientific information that is free of charge to the reader. Under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

Beneficiaries can freely choose between the most appropriate route towards open access for them:

- **Self-archiving** (also referred to as 'green open access') means that a published article or the final peer-reviewed manuscript is archived (deposited) in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article ('embargo period'). If this route is chosen beneficiaries must ensure open access to the publication within a maximum of six months (twelve months for publications in the social sciences and humanities).

  **NOTE to SESAR 2020 projects**: published articles related to projects can be archived/stored on the SESAR JU website, on the projects’ dedicated page.

  To do so, SESAR 2020 projects should published the article in PDF as well as a link/note indicating in which journal it was originally published via the collaborative platform (Tab 18 Communication in each project space).

- **Open access publishing** (also referred to as 'gold open access') means that an article is immediately provided in open access mode (on the publisher/journal website). Publishers sometimes charge so called Article Processing Charges (or APCs) to make articles open. Such costs are eligible for reimbursement during the duration of the project as part of the overall project budget. In the case of gold open access publishing, open access must be granted at the latest on the date of publication and you also have to deposit a copy in a repository.

More general information on open access: [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm)
Measuring impact

The metrics that matter most are those that tell you if your communications approach and activities are helping to meet your project’s communications objectives. Yet, measuring that impact is complex and complicated, involving a mixture of metrics, which must be analysed both quantitatively and qualitatively. Projects should establish the target metrics in their communications plan according to the selected communications activities and benchmark their success according to the targets, e.g:

Twitter: Number of shares, followers, click-throughs with benchmark showing the evolution of these analytics over the course of the project

Publications: Number distributed at events and through social media and other channels, qualified by feedback (qualitative) from targeted audiences

Events: Number of participants, geographical/stakeholder coverage, post-event feedback from participants

Media: Number of articles published by media/and in targeted scientific journals based on targeted messaging (as a result of a project event, press release, news item, publication)/Toning of articles (positive/negative)/Coverage based on targeted outreach
12 Reading material

- Communicating EU research and innovation guidance for project participants

- The use of the EU emblem

- EU interinstitutional style guide

- Misused English words and Expressions in EU publications

- How to write clearly