



HYBRID-ELECTRIC REGIONAL FUSELAGE & EMPENNAGES

101140567- HORIZON-JU-Clean-Aviation-2023-01

**DOC TITLE** ***D1.2-1 - PDR-Plan for the Communication and Dissemination of Results***

<b>Project Name</b>	HERFUSE – Hybrid-Electric Regional FUSElage & Empennages
<b>Contract Number</b>	Grant Agreement -101140567
<b>Topic</b>	HORIZON-JU-CLEAN-AVIATION-2023-02-HER-01
<b>Start   Duration</b>	01 Jan 2024   36 months
<b>Project Coordinator</b>	LEONARDO S.p.A
<b>HERFUSE Website</b>	www.herfuse.eu
<b>Document Title</b>	PDR-Plan for the Communication and Dissemination of Results
<b>Version / Status</b>	Final
<b>Beneficiary (Organization)</b>	EASN-TIS
<b>Document Contractual Date of Delivery</b>	30/06/2024
<b>Document Actual Date of Delivery</b>	01/07/2024
<b>Document Number (according to Sygma: type-wp-sequence-revision)</b>	HERFUSE-D7_R01
<b>Document Type</b>	Deliverable
<b>Dissemination Level</b>	PU

	<b>Name</b>	<b>Organization/Role</b>	<b>Signature</b>
<b>Author</b>	Niki IATROU	EASN-TIS / Dissemination and communication manager	
<b>Approval Authority</b>	Giovanni Di Lorenzo	LDO / WP Leader	
<b>Coordinator</b> (GAM- Art.7)	Vittorio Caizzo	LDO / Project Coordinator	

This document reflects only the authors' view and the Commission is not responsible for any use that may be made of the information it contains

## D1.7\_Plan for the Communication and Dissemination of Results



### Document Concurrence

NO.	Name	Organization/Role
-	-	-

### Contributing Beneficiaries

NO.	Organization
1	AIRBUS DEFENCE AND SPACE SA (ADS-S)

### Electronic file details

Master file location:	<a href="https://projectsworkspace.eu/sites/HERFUSE/SitePages/Home.aspx">https://projectsworkspace.eu/sites/HERFUSE/SitePages/Home.aspx</a>
Filename:	HERFUSE-D7_R01.docx

### Document description

Plan for Dissemination and communication of results.

#### Abstract

The main goal of a Dissemination and Communication (D&C) project plan is to raise awareness and spark interest using both traditional and innovative methods. While this presents a significant challenge, it remains the top priority. Aligned with this objective, HERFUSE, a project financed by the European Union, has developed its Dissemination & Communication (D&C) plan, elaborated extensively in the current deliverable named "Plan for Dissemination & Communication Activities." This report underscores the primary approach embraced by the project, focusing on identifying core messages and distributing them to the appropriate audience. Furthermore, it offers a brief examination of the fundamental methods utilized for Dissemination & Communication (D&C), considering the project's early stage. Lastly, it introduces the chosen method for monitoring the progress and impact of the proposed D&C plan throughout the project duration.

**Keywords** Dissemination, Communication, Plan, Activities, Monitoring, Approval process

## D1.7\_Plan for the Communication and Dissemination of Results



### Revision History

Version	Date	Author	Organization	Description
V01	17-6-2024	Niki Iatrou	EASN-TIS	Dissemination and Communication Specialist
V02	19-6-2024	Di Lorenzo Giovanni	LEONARDO	Clean Sky Project and Civil Projects Innovation & Research
V1_final	19-6-2024	Niki Iatrou	EASN-TIS	Dissemination and Communication Specialist

### Distribution List

Name	Organization
LDO	LEONARDO - SOCIETA PER AZIONI
AHE	AIRBUS HELICOPTERS ESPANA SA
ADS-S	AIRBUS DEFENCE AND SPACE SA
ADS-G	AIRBUS DEFENCE AND SPACE GMBH
EASN	EASN TECHNOLOGY INNOVATION SERVICES BVBA
UPATRAS	PANEPISTIMIO PATRON
MARE	MARE ENGINEERING GROUP SPA
ASF	AEROSOFT SPA
CEiiA	CEiIA - CENTRO DE ENGENHARIA E DESENVOLVIMENTO (ASSOCIACAO)
ASCO	ASCO INDUSTRIES N.V.
DESA	DESA SRL
CIRA	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA
AITIIP	FUNDACION AITIIP
CTA	FUNDACION CENTRO DE TECNOLOGIAS AERONÁUTICAS
FADA-CATEC	FUNDACION ANDALUZA PARA EL DESARROLLO AEROESPACIAL
IDEC	IDEC, INGENERIA Y DESARROLLOS DE COMPOSITES SL
ISQ	INSTITUTO DE SOLDADURA E QUALIDADE

## D1.7\_Plan for the Communication and Dissemination of Results



ILOT	SIEC BADAWCZA LUKASIEWICZ-INSTYTUTLOTNICTWA
IDEKO	IDEKO S COOP
AIMEN	ASOCIACION DE INVESTIGACION METALURGICA DEL NOROESTE
DLR	DEUTSCHES ZENTRUM FUR LUFT - UND RAUMFAHRT EV
ANN	AERNNOVA AEROSPACE SA
AED	AERNNOVA ENGINEERING DIVISION SAU
INTA	INSTITUTO NACIONAL DE TECNICA AEROESPACIAL ESTEBAN TERRADAS
UPM	UNIVERSIDAD POLITECNICA DE MADRID
AAT	AIRBUS ATLANTIC
MVI	MECANIZADOS VITORIA SA
FIDAMC	FUNDACION PARA LA INVESTIGACION, DESARROLLO Y APLICACION DE MATERIALES COMPUESTOS
CSEM	CSEM CENTRE SUISSE D'ELECTRONIQUE ET DE MICROTECHNIQUE SA - RECHERCHE ET DEVELOPPEMENT
CT INGENIEROS	CT INGENIEROS AERONAUTICOS DE AUTOMOCION E INDUSTRIALES SL

### Table of Acronyms and Abbreviations

Acronym/Abbreviation	Description / Meaning
<b>PDR</b>	Plan for the Communication and Dissemination Results
<b>EU</b>	European Union

### Disclaimers

The project is supported by the Clean Aviation Joint Undertaking and its members.

Clean Aviation is the EU's leading research and innovation program for transforming aviation towards a sustainable and climate-neutral future.

As a European public-private partnership, Clean Aviation pushes aeronautical science beyond the limits of imagination by creating new technologies that will significantly reduce aviation's impact on the planet, enabling future generations to enjoy the social and economic benefits of air travel far into the future.

Document Title:

## **D1.7\_Plan for the Communication and Dissemination of Results**



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

**Visit the website to find out more about Clean Aviation: [www.clean-aviation.eu](http://www.clean-aviation.eu)**

**Funded by the European Union, under Grant Agreement No 101140567. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Clean Aviation Joint Undertaking. Neither the European Union nor Clean Aviation JU can be held responsible for them.**

**Copyright © 2024, HERFUSE Consortium, all rights reserved.**

**This document and its contents remain the property of the beneficiaries of the HERFUSE Consortium. It may contain information subject to intellectual property rights. No intellectual property rights are granted by the delivery of this document or the disclosure of its content. Reproduction or circulation of this document to any third party is prohibited without the consent of the author(s).**

THIS DOCUMENT IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT OWNER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS DOCUMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

# D1.7\_Plan for the Communication and Dissemination of Results



## Table of Contents

1. Introduction.....	10
2. Communication & Dissemination Plan.....	11
2.1 Scope.....	11
2.2 Methodology.....	16
2.2.1 Goals & objectives .....	17
2.2.2 Target Audiences .....	17
2.2.3 Key messages.....	19
2.2.4 Communication Channels .....	20
2.2.4.1 Visual Identity .....	21
2.2.4.2 Visual Identity Guidelines .....	22
2.3 Communications packs (digital & printed material).....	23
2.3.1 Leaflet (initial version).....	24
2.3.2 Poster (initial version).....	25
2.3.3 Templates .....	26
2.4 Website and Social Media .....	30
2.4.1 Website.....	30
2.4.2 Social Media.....	38
2.5 Conferences and Workshops .....	40
2.6 Non-scientific publications, newsletters & press releases .....	41
2.7 Scientific Publications .....	41
2.8 Clustering Events.....	42
3. Analysing the Impact of the Communication & Outreach Strategy .....	43
4. Dissemination e-approval tool.....	45
5. summary .....	46
Appendix A – 9. Plan for Dissemination and Communication.....	47

## List of Figures

Figure 1: HERFUSE Communication and Dissemination methodology .....	14
Figure 2: Alternative logo design suggestions for the HERFUSE project .....	21
Figure 3: Official HERFUSE logo .....	21
Figure 4: HERFUSE various logos.....	22
Figure 5 HERFUSE Colour Palette and Fonts.....	23
Figure 6: HERFUSE leaflet presenting an overview of the project .....	24
Figure 7: Poster presenting an overview of the project.....	25
Figure 8: HERFUSE templates a) Agenda, b) Deliverable, c) Minutes of minutes, d) memorandum .....	27
Figure 9: HERFUSE presentation template.....	28
Figure 10: Website development methodology .....	30
Figure 11: Scrolling down the homepage of the HERFUSE public website .....	33

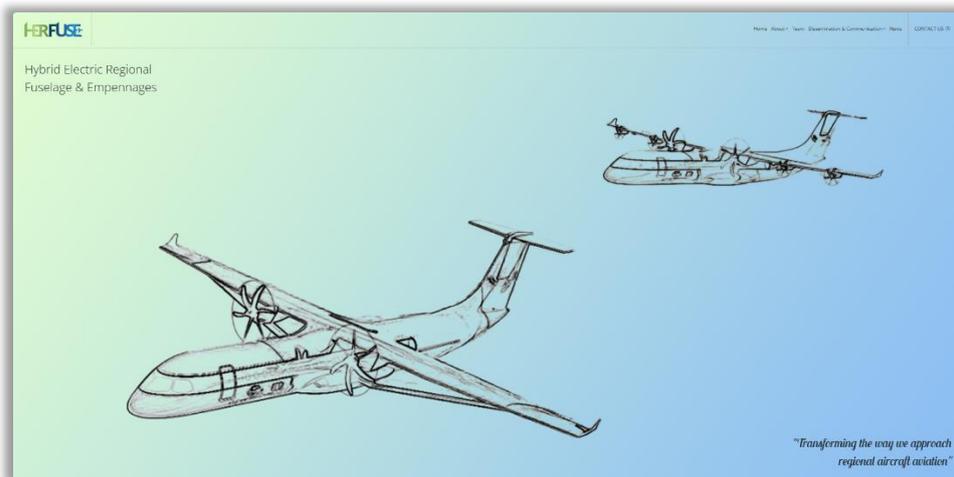


Figure 12: HERFUSE website menu .....	34
Figure 13: HERFUSE "ABOUT" tab.....	35
Figure 14: HERFUSE "TEAM" tab .....	36
Figure 15: HERFUSE "media" tab .....	37
Figure 16: HERFUSE "NEWS" tab.....	38
Figure 17: HERFUSE YouTube profile.....	38
Figure 18: HERFUSE LinkedIn profile .....	39

## List of Tables

Table 1 Target audiences.....	17
Table 2: Key messages per target audience .....	19
Table 3: The main communication tools to be used for targeting each group.....	20

Document Title:

## **D1.7\_Plan for the Communication and Dissemination of Results**



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

Table 4: Representative conferences/events to be exploited for HERFUSE dissemination.	40
Table 5: Preliminary list of the scientific journals to be targeted for the publication of the project's research results .....	41
Table 6: Proposed Dissemination and Communication KPIs for the HERFUSE project .....	43

## 1. INTRODUCTION

---

HERFUSE is an EU-funded project, under the Clean Aviation Joint Undertaking programme. The HERFUSE strives to create innovative fuselage and empennage designs that are optimized for the next generation of Hybrid-Electric Regional aircraft.

Focused on optimizing weight, volume, safety, flexibility, and sustainability, HERFUSE aims to revolutionize the aviation industry by providing cutting-edge approaches for a greener and more efficient future.

HERFUSE, like all projects under the Horizon Europe program, must establish a clear strategy for Dissemination and Communication Activities from the project's inception. This strategy will be monitored and updated throughout the project's entire lifecycle. To ensure effective communication, dissemination of project-related information, and exploitation of research findings, the HERFUSE consortium is committed to implementing an appropriate approach to communicate, disseminate, and protect the project's generated results. This detailed plan will also guide the consortium in executing the dissemination and communication activities within the project's context.

The project's dissemination activities aim to raise awareness of its achievements among targeted audiences, such as the scientific community and industry, so they can acquire the technical know-how to utilize them. Conversely, the communication activities are designed to inform the public about the ongoing project activities and outcomes, emphasizing their significant impact on the environment, industry, and society. This comprehensive plan outlines the methodology for efficient dissemination and communication, including key goals and objectives, target audiences, key messages, communication and dissemination tools, metrics, indicators for assessing the strategy's efficacy, and the consortium's approval process for related dissemination activities.

European Union-funded Research and Development (R&D) projects offer substantial advantages, including scientific advancement, the rejuvenation of EU industries, and the generation of high-skilled employment opportunities. However, it is imperative to provide concrete evidence of these benefits to the scientific community, relevant industries, and EU citizens. Therefore, it is crucial to disseminate and publicize the objectives and accomplishments of each EU-funded project to both experts and non-experts.

## 2. COMMUNICATION & DISSEMINATION PLAN

---

### 2.1 Scope

To maximize their impact, advance European research and innovation, and significantly influence all target audiences, HORIZON EUROPE initiatives must craft and execute a robust communication and dissemination plan. These activities should persist throughout the project, actively engaging all relevant audiences while consistently and distinctively sharing HERFUSE's progress, achievements, and outcomes. This approach ensures that the project's journey and successes are continuously highlighted and recognized.

The HERFUSE consortium recognizes the importance of dissemination and communication as powerful tools to support its dissemination and exploitation goals. This approach keeps all partners focused and engaged, as each participant serves as a vital link to showcase the project to interested parties and end users. Early dissemination and communication efforts are crucial to raise awareness, maximize the project's impact, and build an engaged community. Additionally, a well-defined communication and dissemination strategy will enhance the outcomes of activities across all the project's work packages.

To ensure HERFUSE's longevity and success, the primary goal of this plan is to develop and implement an effective dissemination and communication strategy. This strategy will precisely organize and structure the various tasks to be performed, supporting the implementation of impactful dissemination and communication activities. By using appropriate tools and processes, the plan aims to effectively share the project's goals and results with its diverse target audiences, thereby contributing to the anticipated impact at both the European and global levels.

The Communication and Dissemination Plan's primary objectives are to:

1. **Facilitate effective targeting:** Identify the appropriate target audiences for the project and create customized messages that resonate with each group. This objective ensures that the right information reaches the right people at the right time, using appropriate language and communication channels.
2. **Foster collaboration and engagement:** Establish and uphold collaborative channels that foster active engagement from the project's designated target groups. This goal is to forge robust relationships with partners and stakeholders, enabling seamless communication, sharing of information, and collaboration.
3. **Support partner communication efforts:** Support partners in their networking, communication, and dissemination endeavors. This goal guarantees that partners receive the essential assistance and resources to efficiently convey project information to their individual networks.

## D1.7\_Plan for the Communication and Dissemination of Results



4. **Ensure timely and effective information dissemination:** Create systems for promptly and efficiently sharing project information with the relevant audiences. This goal is to minimize delays and guarantee that project updates, findings, and key messages are distributed in a timely and effective manner.
5. **Utilize partnership for outreach and information sharing:** Harness the project partnership as a potent instrument for outreach and information dissemination. This goal underscores the utilization of the combined expertise, resources, and networks of the partners to enhance the reach and effectiveness of project communication endeavors.
6. **Establish a dynamic network:** Establish and sustain a vibrant network consisting of significant participants, stakeholders, and decision-makers. This goal entails keeping key stakeholders abreast of the project's progress, fostering collaboration and networking opportunities among them, and utilizing their expertise and influence to bolster the project's outcomes.
7. **Promote integration of project findings:** Encourage the integration of project findings into ongoing research initiatives and strategic research policy decisions. This goal underscores the significance of sharing project outcomes with pertinent research communities, policymakers, and organizations to optimize the project's lasting impact and facilitate evidence-based decision-making.

These core objectives synergize to guarantee efficient communication, engagement, and dissemination of project information to pertinent audiences, while also cultivating collaboration, networking, and the assimilation of project findings into broader research initiatives and policy decisions.

The Communication and Dissemination Plan of the HERFUSE project is strategically crafted, serving as a comprehensive framework and roadmap for fundamental communication processes. It commences at the project's inception and extends throughout its lifespan, adapting cohesively to its evolution while recognizing the tools, audiences, channels, and key messages to be conveyed. Dissemination activities may align with one of the following categories, based on their overarching objectives:

**Awareness-building activities:** These endeavors concentrate on cultivating broad awareness of the HERFUSE project and its endeavors. Their objective is to enlighten diverse target audiences who may not necessitate an in-depth comprehension of the project but can still derive value from being acquainted with its objectives, advancements, and outcomes. Examples of awareness-building activities may encompass press releases, media features, social media initiatives, newsletters, and public events.

## D1.7\_Plan for the Communication and Dissemination of Results



**Knowledge dissemination activities:** These initiatives seek to foster comprehension of the HERFUSE project and its endeavors within distinct target audiences. The objective is to furnish comprehensive information and insights regarding the project's objectives, methodologies, findings, and outcomes. Knowledge dissemination activities may encompass workshops, seminars, webinars, technical reports, research papers, case studies, and specialized publications tailored to pertinent industry or academic audiences.

### **Capacity-building activities:**

These initiatives concentrate on equipping target audiences with the ability to instigate change within their organizations or sectors. The objective is to furnish stakeholders with the requisite skills, information, and understanding of the HERFUSE project's endeavors to facilitate the effective implementation of its outcomes, resources, or strategies. Capacity-building activities might encompass training programs, interactive workshops, mentoring programs, best practice guides, toolkits, and technical assistance aimed at aiding stakeholders in integrating and utilizing the project's outcomes in their respective endeavors.

**Advocacy and policy engagement activities:** These endeavors strive to galvanize target audiences, especially influential stakeholders, to champion and spearhead change on a broader scale. The goal is to motivate these stakeholders to leverage their authority and influence to endorse the integration of HERFUSE project outcomes, resources, or strategies into pertinent policies, regulations, or industry practices. Advocacy and policy engagement initiatives might entail the creation of policy briefs, position papers, policy dialogues, targeted meetings with policymakers, and participation in relevant conferences or policy forums.

By categorizing dissemination activities according to their overarching goals, the HERFUSE project can adeptly tailor its communication strategies and opt for the most suitable activities to engage various target audiences, whether the aim is to enhance awareness, foster comprehension, prompt action, or influence policy reform.

The objective of the dissemination plan is to delineate and coordinate the activities to be undertaken to optimize the project's impact and convey pertinent information to the appropriate individuals promptly, employing suitable language and addressing the dissemination requirements of the project at each phase of its lifespan. The dissemination plan is founded on the following three pillars, as illustrated in Figure 1.



Figure 1: HERFUSE Communication and Dissemination methodology

The initial phase of the Dissemination & Communication Plan (D&CP) involves crafting a specific methodology. Subsequent stages encompass.

### **Development of suitable communication tools and channels:**

This phase entails creating foundational promotional materials and setting up the requisite communication and dissemination channels, as outlined in Section 2.2.4. Moreover, a series of templates (PDER tables) are crafted to gather input from partners for documenting both completed and planned dissemination and communication activities.

### Elaboration of an intricate plan:

The HERFUSE Consortium receives the PCDER tables and is tasked with finalizing their planned dissemination endeavors. The identification of HERFUSE target audiences is informed by partner feedback, aiming to devise an optimal strategy for engaging these audiences. Common dissemination channels include publishing scientific articles in journals, participating in scientific conferences or events, and more. The communication strategy to convey messages to the target audiences will be shaped by input gathered from partners. Various communication avenues are available, including:

- *Printed materials:* Circulation of a dedicated project newsletter and pertinent press releases highlighting the project's recent progress.
- *Online platforms:* Dissemination of news releases to stakeholders via email campaigns, publications on the website, and social media updates.
- *Engaging in conferences and trade shows:* Active involvement in relevant conferences, trade shows, and exhibitions within the HERFUSE project's domain offers valuable avenues to reach a wider audience. Presenting research outcomes, highlighting project successes, and networking during these events can boost visibility and draw the interest of industry specialists, policymakers, and potential partners
- *Collaborations with media and interviews:* Teaming up with media organizations or influential figures in the industry can amplify the project's message and extend its reach. This may entail partnerships for interviews, featured articles, or guest appearances, where project representatives can offer insights, provide project updates, and emphasize the HERFUSE project's impact on the industry or community.

Each approach comes with its own set of advantages and limitations, highlighting the importance of integrating them all into the dissemination and communication strategy. This ensures that the benefits of each method are maximized while mitigating any drawbacks they may have.

### Execution of activities:

The activities delineated in the D&CP are executed during the implementation phase, aiming to:

- Carry out communication-related tasks
- Establish reciprocal communication channels
- Enhance recognition of the HERFUSE project, its objectives, and projected results

All consortium members are expected to engage in action implementation, leveraging their expertise and influence from the outset of the dissemination and communication phase to enhance future exploitation opportunities.

**Monitoring and Evaluation:**

This step entails establishing a monitoring and evaluation framework to monitor the progress and efficacy of the implementation phase, defining key performance indicators (KPIs), regularly evaluating the outcomes and impacts of the implemented actions, and utilizing the findings to make required adjustments and enhancements.

Core aspects that will be monitored include:

1. *Communication Reach Assessment*: Gauge the extent of communication activities by monitoring metrics such as event attendance, website traffic, social media interaction (likes, shares, comments), email subscriptions, or newsletter registrations. These metrics provide insights into the level of awareness and engagement within the target audience.
2. *Media Visibility and Public Perception Evaluation*: Monitor the media presence of the HERFUSE project across pertinent publications, news channels, and online platforms. Evaluate the sentiment and tone of media coverage to understand public perception and pinpoint avenues for improving the project's portrayal and communication strategies.
3. *Collaboration and Partnership Assessment*: Assess the quantity and caliber of collaborations and partnerships forged throughout the implementation period. Measure the depth of engagement, contributions, and synergy generated through these partnerships. This metric reflects the project's capacity to nurture collaboration and harness resources efficiently.
4. *Timeliness and Compliance with Communication Strategy*: Supervise the execution of communication initiatives in alignment with the predetermined timeline and communication strategy. Evaluate the attainment of milestones and objectives as scheduled, identifying any deviations or delays warranting corrective measures.

**Utilization of Feedback:**

Evaluate the degree to which input gathered from stakeholders and the community has been incorporated to enhance project implementation and communication tactics. Quantify the adoption of feedback recommendations and assess their influence on project results.

**2.2 Methodology**

Dissemination plays a pivotal role in fostering connections among consortium members and stakeholders across industrial, scientific, and policy sectors. Furthermore, concerted efforts will target the broader public to engage them in the project's accomplishments and endeavors addressing societal challenges. These endeavors will be facilitated by a robust communication

strategy. By strategically disseminating project activities and outcomes, we aim to heighten awareness and foster knowledge exchange, transparency, and education. These efforts are anticipated to significantly drive the adoption of developed technologies in the market and facilitate the commercialization of project outcomes. Moreover, we will highlight the HERFUSE project's contribution to bolstering European aviation industrial leadership and advancing climate neutrality objectives for 2050.

## 2.2.1 Goals & objectives

Realistic goals and objectives have been established for HERFUSE's communication and dissemination efforts, supported by relevant actions. The Consortium aims to:

- Showcase the HERFUSE approaches and their benefits in developing novel certification methods and compliance means for disruptive technologies.
- Widely disseminate the project's findings to targeted end users in industry, research institutions, academia, and policy-making authorities, promoting extensive use and sustainability of the outcomes.
- Raise public awareness about the project's impact on sustainable aviation.

## 2.2.2 Target Audiences

To ensure maximum exploitation, high impact, and increased adoption of HERFUSE, it is crucial to effectively communicate relevant information to the appropriate audiences in a concise, clear, and engaging manner. Therefore, the initial step in developing a successful dissemination plan involves identifying the target audiences and determining the key messages and information to be conveyed to each group. The dissemination strategy enhances the likelihood of success by exploring, identifying, and developing a framework of the most suitable communication channels and tools tailored to the diverse needs of each audience. Given the project's concept, objectives, and anticipated impact, the target audiences are comprehensively detailed in Table 1.

Table 1 Target audiences

Target audience	Description
<b>Policymakers, regulatory authorities, certification bodies</b> (EC, ACARE, ICAO, EASA, etc.)	These bodies are expected to contribute to the implementation of the project, regarding the new disruptive aircraft technologies, operations and policies and building on existing knowledge, and to the

## D1.7\_Plan for the Communication and Dissemination of Results



	assessment of the feasibility of HERFUSE's digital certification framework.
<b>The scientific community (Academic Institutions, Research institutions, Researchers, Innovators, PhD/MSc students)</b>	Consists of Academic Institutions and Research Agencies/ Establishments, researchers, and PhD/MSc students who are active in project-related fields. Dissemination of novel knowledge and know-how across the related scientific community will constitute the basis for further scientific work, applications, and achievements.
<b>Industry, SMEs, Start-Ups</b>	Includes stakeholders with an interest in certification in aviation. These organizations should be regularly updated on the project's technical results, as their work has a significant impact on the industrial world.
<b>Technology Transfer organizations, Networks &amp; Associations (ASD, EREA, EASN, EACP etc.)</b>	Such entities should be made aware of the project's outcomes, as they may act as moderators for the acquisition of new knowledge and competencies and the enrichment of education in the field.
<b>Other Clean Aviation projects and Horizon Europe-related Programmes (SESAR3, BEPA, Clean Hydrogen, Made in Europe, etc.)</b>	Synergies may be established with related projects and programs with the purpose of exchanging ideas, transferring knowledge, and discussing common challenges among programs & initiatives dealing with certification for new disruptive technologies.
<b>Other opportunities beyond Horizon Europe (National, Regional, EC:DIGITAL, CEF, ESFRI)</b>	Synergies may be established with related projects and programs to exchange ideas, transfer knowledge, and discuss common challenges among programs & initiatives dealing with certification for new disruptive technologies.
<b>General public</b>	This target group refers to EU citizens with no specific knowledge or interest in the field. The communication activities have the purpose of informing them of the societal impact of HERFUSE's activities and achievements. Other benefits include the creation of new job opportunities and the enrichment of related education programs.

## D1.7\_Plan for the Communication and Dissemination of Results



### 2.2.3 Key messages

Table 2: Key messages per target audience

Target audience	Key message
<p>Policymakers, <b>regulatory authorities, certification bodies</b> (EC, EASA, EUROCAE, ACARE, ICAO, etc.)</p>	Contribution of HERFUSE solutions to the targeted performance gains of Clean Aviation SRIA. Relevant contributions to standardization bodies and rulemaking authorities. Contributions to End-to-End Life Cycle Assessment.
<p><b>Industry</b> (Aviation Industry, Tier 1 (or lower) aerospace companies, SMEs, start-ups, etc.)</p>	New integration, manufacturing, and assembly. Industry 4.0 & digital simulation. Eco-design & sustainability. Impact monitor. Technology roadmap and demonstration.
<p><b>Scientific community</b> (Academic Institutions, Research institutions, Researchers, Innovators, PhD/MSc students)</p>	Advantages of the innovative complete fuselage design, new integration solutions enabling hybrid-electric propulsion, advanced electric distribution, thermal management, new power sources, etc. to regional segments and beyond.
<p><b>Technology Transfer organizations, Networks &amp; Associations</b> (ASD, EREA, EASN, EACP etc.)</p>	Innovative knowledge acquired, competencies of the enabling technologies, contribution to education, and required new skills.
<p><b>Other Clean Aviation projects and HORIZON Europe HORIZON-related programs</b> (Clean Aviation JU, Horizon Europe Cluster 5, Clean Hydrogène, SESAR3 JU, BATT4EU, Key Digital Technologies, etc.)</p>	Exchange vision and technical objectives set common R&I initiatives on agreed topics, transfer knowledge, and discuss common challenges among programs and projects dealing with new concepts suitable to regional aircraft or beyond.
<p><b>Other opportunities beyond Horizon Europe</b> (National, Regional, EC: DIGITAL, CEF, ESFRI)</p>	Exchange vision and technical objectives set common R&I initiatives on agreed topics, transfer knowledge, and discuss common challenges among programs and projects dealing with new concepts suitable to regional aircraft or beyond.

## D1.7\_Plan for the Communication and Dissemination of Results



<b>General Public</b>	Reduced environmental footprint and energy consumption. New job opportunities, advancement of postgraduate education programs etc.
-----------------------	--

### 2.2.4 Communication Channels

The HERFUSE Communication Strategy is a top priority for the consortium. This strategy aims to promote information about the project, its activities, achievements, and the societal challenges HERFUSE seeks to address. It targets a diverse range of audiences beyond the project's immediate community, including the broader media and the public. The primary communication tools to be used for this purpose are outlined in Table 3, categorized by target audience.

Table 3: The main communication tools to be used for targeting each group

Target audience	Project Website	Digital & printed communication material	Media Coverage & Videos	Social media	Non-scientific publications
Policy makers, regulatory authorities, certification bodies	X	X		X	X
Industry	X	X	X	X	X
Scientific community	X	X		X	X
Technology Transfer organizations, Networks & Associations	X	X	X	X	X
Other Clean Aviation projects and HORIZON Europe related Programmes	X		X	X	X
General public	X	X	X	X	

The following subsections provide an overview of the various communication tools that will be employed throughout the HERFUSE project as part of the D&C plan, starting with the project's visual identity, which has influenced the overall design of these tools. It is important to note that all communication methods adhere to the regulations outlined in the project's Grant Agreement and the Clean Aviation guidelines.

Appendix A contains a list of the completed and planned communication actions up to the end of M6 (June 2024).

## D1.7\_Plan for the Communication and Dissemination of Results



### 2.2.4.1 Visual Identity

The project's visual identity began with crafting a logo that embodies its essence. This logo had to be visually appealing, editable, and meaningful, aligning with the project's goals and activities. It serves as the foundation for the project's visual representation, influencing the choice of colors and fonts in documents, the website, and branding materials.

Several logo designs (see Figure 2) were created by EASN-TIS to ensure attractiveness, recognizability, and suitability for different sizes and outputs. These designs were discussed with the coordinator and consortium partners, leading to the finalization of the HERFUSE logo (see Figure 3).

Figure 2: Alternative logo design suggestions for the HERFUSE project



Figure 3: Official HERFUSE logo



### 2.2.4.2 Visual Identity Guidelines

The colored version should be used, wherever possible, for all internal and external communication activities in the frame of the project. The monochromatic logo should be used in combination with a solid color background or a photo background with a dark overlay.

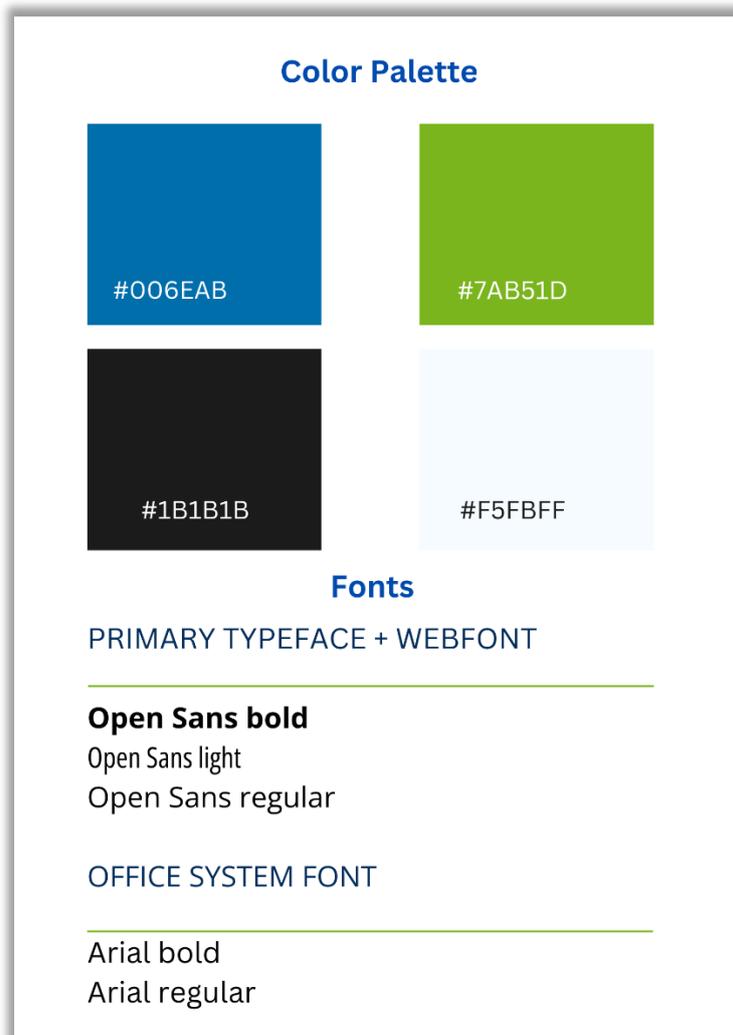
Figure 4: HERFUSE various logos



Ensure the logo is always used as a unified graphic element, avoiding division into separate parts, rotation, or distortion, and refraining from adding visual effects. It should always be prominently displayed alongside other logos or emblems, maintaining equal or larger size to uphold its significance. Utilize negative space effectively, providing ample clear space around the logo to preserve its clarity and visual impact. The logo must always remain legible, with a minimum size of 2cm, ensuring visibility across various materials and visual content.

Below are presented the colour palette and the corresponding gradient as well as the selected fonts and basic icons for the HERFUSE project.

Figure 5 HERFUSE Colour Palette and Fonts



## 2.3 Communications packs (digital & printed material)

Throughout the HERFUSE timeline, a variety of digital and printed materials will be created at the very beginning of the project for communication purposes. These materials will be distributed to all project partners to aid dissemination within their institutions and communities, as well as at relevant European and international events and workshops. An initial communication package

has already been assembled, offering comprehensive information about HERFUSE's objectives and anticipated impact.

### 2.3.1 Leaflet (initial version)

The project's informative leaflets serve a dual purpose: promoting the HERFUSE project and its core messages, while also supporting partners in their dissemination efforts. These leaflets will be distributed at major scientific events, technical seminars, and exhibitions, targeting researchers, academics, experts, and industry representatives who are familiar with the project's technical language, challenges, and goals. A smaller digital version is available for download from the [HERFUSE website](#).

#### Internal Trifold Side

- **Objectives:** a significant message to be communicated includes the objectives and expected outcomes of HERFUSE. This justifies the project's significance and importance to the technical advancements of the European Aeronautics Industry while the main, high-level objectives of the project are presented.
- **HERFUSE contribution to the HERA project:** a simple schematic representation of the HERFUSE work plan and, the interaction with the HERA project is presented.
- **HERFUSE methodology:** a visual lean and content description of the issues that HERFUSE partners have to achieve.

#### External Trifold Side

- **About:** in this section, general information on the concept and mission of the project is provided as well as a brief reference on the innovations proposed in HERFUSE
- **Team:** a complete list of the international consortium partners involved in the project is provided.
- **EC Acknowledgement statement:** the proper statement acknowledging the funding received from the European Commission (EC) for the European partners towards implementing this project is included, according to the rules described in the project's Grant Agreement. Through this statement, the HERFUSE consortium acknowledges the ability and interest of the EC to support research and innovation through collaborations like this, which can achieve more than would have otherwise been possible by individual partners alone.
- **Additional information:** the project's full name is provided, as well as its starting date, and duration including the indication of its social media accounts, email address, and project website's URL.

Figure 6: HERFUSE leaflet presenting an overview of the project

# D1.7\_Plan for the Communication and Dissemination of Results



*"Transforming the way we approach regional aircraft aviation"*

## About

HERFUSE (Hybrid-Electric Regional Fuselage & Empennages) aims to design innovative fuselage and empennages for future Hybrid-Electric Regional aircraft (HER) to reduce Green House Gases (GHG) emissions. It addresses challenges in layout, materials, components, manufacturing, and assembly, integrating features for hybrid-electric propulsion and complementary systems to improve weight, durability, aerodynamics, and operations. The project aligns with the HERA project, focusing on regional aircraft, and aims to achieve performance gains through technologies such as low GHG energy sources, storage, distribution, operational features, and thermal management. HERFUSE's technical solutions will contribute to reducing emissions at the aircraft level, in tandem with HERA's objectives.

### The HERFUSE Team

Coordinated by **LEONARDO**

Partners: AIRBUS, ESN, DESA, CEIIA, ASCO, CTA, IDEC, ISQ, AERINNOVA, ICA, aimen, FUSAME, CT, csem, HERFUSE, VITTORIA, csem

### Connect with HERFUSE

101140567 | 01.01.2024 | 36 Months

herfuse.eu | info@herfuse.eu

HERFUSE is supported by the Clean Aviation Joint Undertaking and its members. Funded by the European Union under CA No 101140567. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Clean Aviation Joint Undertaking. Neither the European Union nor Clean Aviation (JU) can be held responsible for them.

CLEAN AVIATION | Co-funded by the European Union

## Objectives

**Fuselage & Empennage design**

Providing a groundbreaking fuselage and empennage, along with integrated solutions, designed to align with Hybrid-Electric Regional concepts at significant component, assembly, or system levels, aiming to meet the environmental target set by SRIA for 2035 regional aircraft.

**On ground demonstration**

Showcasing on-ground components or sub-systems relevant to Hybrid-Electric Regional, providing quantitative data to aircraft-level studies in HERA project, and validating hybrid-electric technologies at a high Technology Readiness Level (TRL), in anticipation of the subsequent development of an operational regional aircraft.

**HERFUSE contribution to HERA**

HERFUSE: Steps towards fuselage and empennages layout & solution

HERA: Integration Technologies

**HERFUSE methodology to conceive 2035 fuselage and empennages**

HERFUSE methodology to conceive 2035 fuselage and empennages

Integration req. & interfaces | Fuselage and empennages layout & solution | Demonstration of critical items, manufacturing & assembly | Final solutions

Current regional fuselage and empennages | Concept and layout | Detailed integration | Final system integration and analysis

HERFUSE methodology to conceive 2035 fuselage and empennages

Phase A | Phase B | Phase C | Phase D | Phase E

### 2.3.2 Poster (initial version)

The initial version of the HERFUSE poster aligns with the project's leaflet and assists partners in spreading the word. It will be showcased at scientific events, seminars, and exhibitions. Designed by EASN-TIS, the poster mirrors the content and layout of the leaflet. A smaller digital version is available for download from the [HERFUSE website](https://www.herfuse.eu).

Figure 7: Poster presenting an overview of the project

Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

## About

HERFUSE (Hybrid-Electric Regional FUSElage & Empennages) aims to design innovative fuselage and empennages for future Hybrid-Electric Regional aircraft (HER) to reduce Green House Gases (GHG) emissions. It addresses challenges in layout, materials, components, manufacturing, and assembly, integrating features for hybrid-electric propulsion and complementary systems to improve weight, durability, aerodynamics, and operations. The project aligns with the HERA project, focusing on regional aircraft, and aims to achieve performance gains through technologies such as low GHG energy sources, storage, distribution, operational features, and thermal management. HERFUSE's technical solutions will contribute to reducing emissions at the aircraft level, in tandem with HERA's objectives.

## Hybrid Electric Regional FUSElage & Empennages

### Objectives

**Fuselage & Empennage design**

Providing a groundbreaking fuselage and empennage, along with integrated solutions, designed to align with Hybrid-Electric Regional concepts at significant component, assembly, or system levels, aiming to meet the environmental target set by SRIA for 2035 regional aircraft.

**On ground demonstration**

Showcasing on-ground components or sub-systems relevant to Hybrid-Electric Regional, providing quantitative data to aircraft-level studies in HERA project, and validating hybrid-electric technologies at a high Technology Readiness Level (TRL) in anticipation of the subsequent development of an operational regional aircraft.

**HERFUSE contribution to HERA**

**HERFUSE methodology to conceive 2035 fuselage and empennages**

**The Team**

**Connect with HERFUSE**

101140567 | 01.01.2024 | 36 Months

The project is supported by the Clean Aviation Joint Undertaking and its members. Funded by the European Union under GA No 101140567. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Clean Aviation Joint Undertaking. Neither the European Union nor Clean Aviation JU can be held responsible for them.

Co-funded by the European Union

### 2.3.3 Templates

Templates are essential for maintaining the project's visual identity. Early in the HERFUSE project, templates for deliverables, presentations, and internal documents were created and shared with all partners. This allows them to customize documents to their specific needs while ensuring consistency across the consortium. Two formats are available: a Word template for text documents such as deliverables, agendas, and meeting minutes, and a PowerPoint template for presentations.

**Project:** 101140567 — HERFUSE — HORIZON-JU-Clean-Aviation-2023-01  
**Dissemination Level:** PU

Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

Figure 8: HERFUSE templates a) Agenda, b) Deliverable, c) Minutes of minutes, d) memorandum

**HERFUSE**  
Horizon-Europe Business Gateway - Erasmus  
101140567 - HORIZON-JU-Clean-Aviation-2023-01

### Agenda

Meeting Title:  
Date:

Project Name	HERFUSE – Hybrid Electric Regional <b>Digitalize &amp; Empower</b>
Contract Number	Grant Agreement: 101140567
Topic	HORIZON-JU-CLEAN-AVIATION-2023-02-HER-01
Start   Duration	01 Jan 2024   36 months
Project Coordinator	LEONARDO S.p.A.
HERFUSE Website	www.herfuse.eu
Document Title	
Version / Status	Final / Draft
Meeting Location	
Meeting Date	
Author(s) / Organization	
Document Number (type-wp-sequence-revision)	HERFUSE-DOC type-wp-sequence numbers, revision numbers (ex: HERFUSE-D7_1_001)
Document Type	Meeting Agenda (MA)
Dissemination Level	PUBLIC (PU) / CONFIDENTIAL (CO) / RESTRICTED (RE)

**Disclaimers**

Funded by the European Union under Grant Agreement No 101140567. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the Commission can be held responsible for them.

Project: 101140567 – HERFUSE – HORIZON-JU-Clean-Aviation-2023-01  
Dissemination Level: PU/CO/RE Page 1/3

a)

**HERFUSE**  
Horizon-Europe Business Gateway - Erasmus  
101140567 - HORIZON-JU-Clean-Aviation-2023-01

### DX.X - DELIVERABLE TITLE

Project Name: HERFUSE – Hybrid Electric Regional **Digitalize & Empower**  
Contract Number: Grant Agreement: 101140567  
Topic: HORIZON-JU-CLEAN-AVIATION-2023-02-HER-01  
Start | Duration: 01 Jan 2024 | 36 months  
Project Coordinator: LEONARDO S.p.A.  
HERFUSE Website: www.herfuse.eu  
Document Title: DX.X  
Version / Status: #

Document Contractual Date of Delivery: [ ]  
Document Actual Date of Delivery: [ ]  
Document Number (according to type-wp-sequence-revision): HERFUSE-DEL Number-wp-sequence numbers, revision numbers (ex: D2.1.1.01)  
Document Type: Deliverable/Report/Output  
Dissemination Level: PU / SEN

Name	Organization/Role	Signature
Author		
Approval Authority		
Coordinator (if not A.A.): <b>Maria Sassi</b>	LD70-xx	

**Document Concurrence**

NO.	Name	Organization/Role
1		
2		
3		

**Contributing Beneficiaries**

NO.	Organization
1	
2	
3	

**Electronic file details**

Master file location: 000000  
Filename: HERFUSE-10101-K001-DEL\_DX.X

**Document description**  
-Copy from the GA. If this document is a contractual one, otherwise, provide one or two rows' descriptions:

**Abstract**  
(this section is mandatory and should be a short summary of the content of the document (maximum 5 pages) ->

**Keywords**

**Revision History**

Version	Date	Author	Organization	Description

**Distribution List**

Name	Organization

Project: 101140567 – HERFUSE – HORIZON-JU-Clean-Aviation-2023-01  
Dissemination Level: PU/SEN Page 1/33

b)



Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

HERFUSE-`<Doc type><wpnumber>.<sequence number>_R<revision number>` (ex: HERFUSE-PRSX.X-000X\_R01)

Co-funded by the European Union

Click to add text

Click to add text

Co-funded by the European Union

2

## 2.4 Website and Social Media

### 2.4.1 Website

The HERFUSE website reflects the project's visual identity seen in its **logo, leaflet, poster, and templates**, respectively. Its main goal is to inform the public about the project, its objectives, challenges, and anticipated outcomes. Regular updates will showcase progress within each WP and highlight the Consortium's achievements.

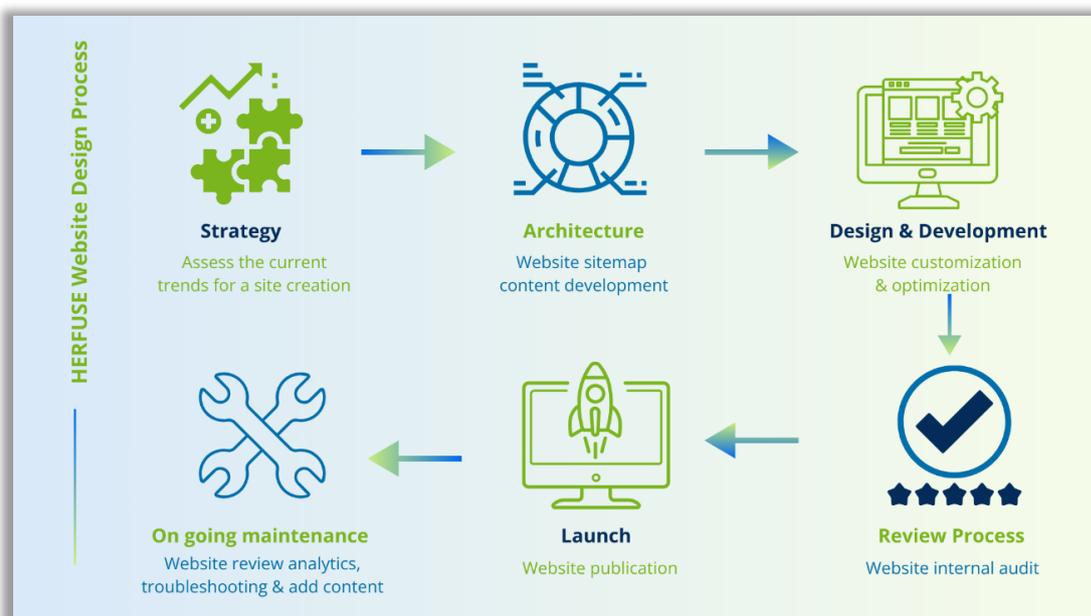
Following "*Communicating and raising EU visibility*"<sup>1</sup> the official domain is the: <https://herfuse.eu/>.

**EASN-TIS** provides technical support for hosting, development, maintenance, and support. Their expertise in EC-funded project websites ensures the site's design and structure align with the project's communication strategy.

#### **Methodology for the establishment of the HERFUSE public website**

The **HERFUSE** public website was created through a collaborative process involving all the Consortium partners. The methodological steps for developing the official website are outlined in Figure 10.

Figure 10: Website development methodology



<sup>1</sup> [https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility\\_en](https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en)

## D1.7\_Plan for the Communication and Dissemination of Results



**Step 1 - Strategy:** The objectives of the HERFUSE official website were defined through comprehensive research on current trends. We analyzed the needs of our target audience to structure the site and content appropriately. Additionally, we identified the resources and tools necessary to support the website's operation and development.

**Step 2 – Architecture:** This stage was crucial since it was necessary to define and describe the project's objectives and the key messages as lean as possible. Key questions addressed include:

- *What purpose does the HERFUSE website serve?*
- *What outcomes are expected from its creation?*
- *What information will the target audience seek?*
- *What core messages do Consortium partners wish to convey?*

After consideration of the above issues, the content of the HERFUSE website was outlined. Initial considerations indicated it would cover the project description, the Consortium description, objectives and impact, the methodology to be followed, the dissemination activities etc. The website was to be designed to appeal to a diverse audience, including:

- Airlines/Aircraft end users (Group #01)
- Aircraft producers (Group #02)
- Scientific Community (Group #03)
- Standardisation authorities and IP offices (Group #04)
- Policymakers (Group #05)
- General Public/Citizens (Group #06)

**Step 3 – Design & Development:** Within this step, the process of building the HERFUSE public website is performed. In particular, an extendible directory and file structure for the website was created. Additionally, the selection and use of the appropriate content management system and modules (where helpful) and templates for supporting the consistent look and feel of the HERFUSE public website were performed.

The outcome of this step is the development and finalization of the HERFUSE public website both in terms of the content and the appropriate and relevant functionalities.

**Step 4 – Review Process:** During the website development process, continuous feedback was received from HERFUSE partners. This was done to gather the required information for the project and ensure the partners could review the entire website content before it went public, ensuring no sensitive or incorrect information was communicated outside the consortium. Once the website was ready, the consortium was given one week to review the content and design and provide EASN-TIS with final feedback, comments, and suggestions for improvement.

## D1.7\_Plan for the Communication and Dissemination of Results



**Step 5 - Launch:** After incorporating the partners' comments and suggestions, the HERFUSE public website was launched on 29<sup>th</sup> of March 2024.

### **Step 6 - On-Going Maintenance:**

This step encompasses all processes related to maintaining and updating the HERFUSE public website. Specifically, it involves handling all public relations aspects of the website, such as promoting the HERFUSE website to online communities through publicity and continuously providing content updates, announcements, articles, and other inputs to keep the website engaging.

Additionally, this phase includes integrating new features into the website to ensure ongoing development and enhancement. This involves exploring and implementing additional functionalities to boost the website's appeal, traffic, and visibility. Continuous research is conducted to incorporate the latest trends and improve usability, ensuring the website exceeds user expectations. Regular updates to the website content will be made throughout the project lifespan to keep it current and relevant.

To evaluate the effectiveness of the project's dissemination strategy via the public website, specific Key Performance Indicators (KPIs) will be utilized. These KPIs will primarily rely on data gathered by Google Analytics, a web analytics service provided by Google that tracks and reports website traffic. Metrics such as the number of unique visitors, user engagement, popular pages, and geographical reach will be monitored to gauge the website's performance. Google Analytics will also help identify areas for improvement and inform potential adjustments to the dissemination plan.

Below is a brief overview of the various sections featured on the HERFUSE public website.

### **A. Homepage**

This step encompasses all processes related to developing, maintaining, and updating the HERFUSE public website. Specifically, it involves handling all public relations aspects of the website, such as promoting the HERFUSE website to online communities through publicity and continuously providing content updates, announcements, articles, and other inputs to keep the website engaging.

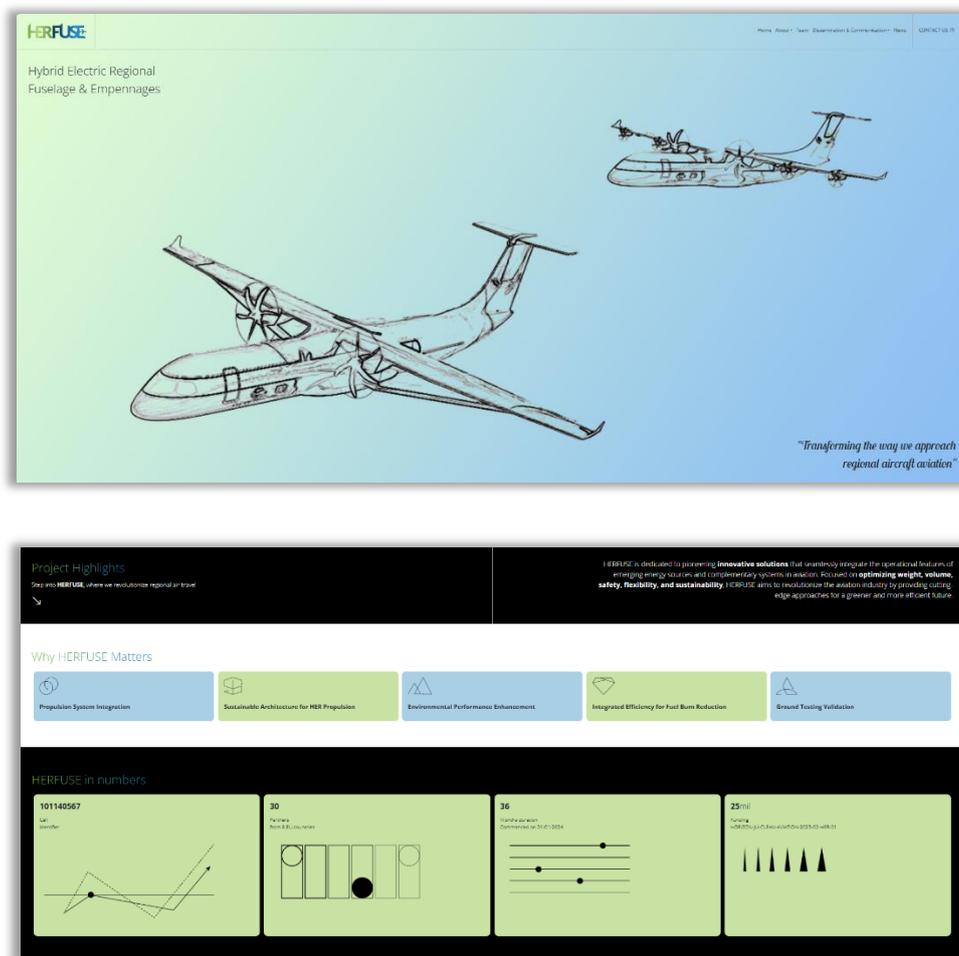
Additionally, this phase includes integrating new features into the website to ensure ongoing development and enhancement. This involves exploring and implementing additional functionalities to boost the website's appeal, traffic, and visibility. Continuous research is conducted to incorporate the latest trends and improve usability, ensuring the website exceeds user expectations. Regular updates to the website content will be made throughout the project lifespan to keep it current and relevant.

# D1.7\_Plan for the Communication and Dissemination of Results



To evaluate the effectiveness of the project's dissemination strategy via the public website, specific Key Performance Indicators (KPIs) will be utilized. These KPIs will primarily rely on data gathered by Google Analytics, a web analytics service provided by Google that tracks and reports website traffic. Metrics such as the number of unique visitors, user engagement, popular pages, and geographical reach will be monitored to gauge the website's performance. Google Analytics will also help identify areas for improvement and inform potential adjustments to the dissemination plan.

Figure 11: Scrolling down the homepage of the HERFUSE public website



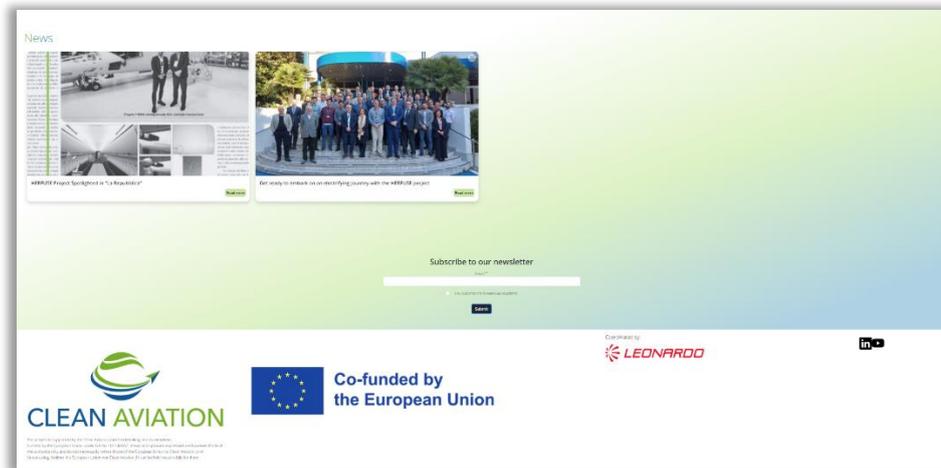
Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024



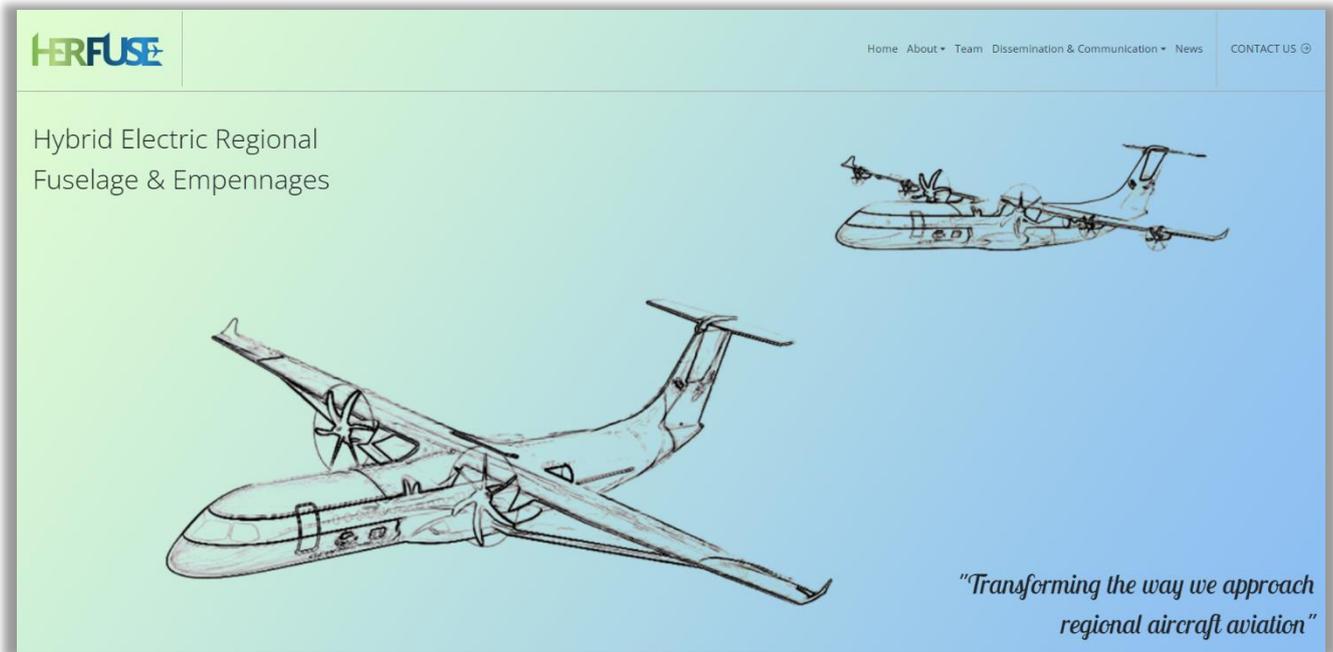
## Top Side Menu

The website's content is divided into five (5) main categories illustrated in the top right-side menu (Figure 12). Via this menu, the navigation to the website can be achieved. The top right-side menu includes the following tabs:

- Home
- About
- Team
- Dissemination and Communication
- News

Figure 12: HERFUSE website menu

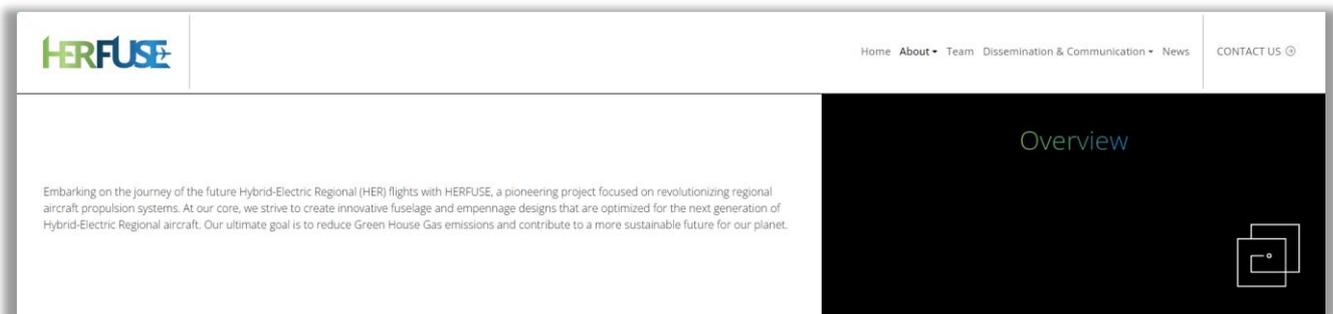
# D1.7\_Plan for the Communication and Dissemination of Results



## "ABOUT" Tab

The "[ABOUT](#)" tab is a comprehensive section that provides users with a clear and concise understanding of the HERFUSE project. It is designed to give visitors a quick yet thorough **overview** of the project's purpose, **key objectives**, and the summary in which it operates. This section is essential for new visitors seeking to grasp the fundamental aspects of HERFUSE and understand its significance.

Figure 13: HERFUSE "ABOUT" tab



Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

**Summary**



**HERFUSE** (Hybrid-Electric Regional FUSElage & Empennages) aims to design innovative **fuselage and empennages for future Hybrid-Electric Regional aircraft (HER)** to reduce Green House Gases (GHG) emissions. It addresses challenges in **layout, materials, components, manufacturing, and assembly**, integrating features for hybrid-electric propulsion and complementary systems to improve weight, durability, aerodynamics, and operations. The project **aligns with the HERA project**, focusing on regional aircraft, and aims to achieve performance gains through technologies such as low GHG energy sources, storage, distribution, operational features, and thermal management. HERFUSE's technical solutions will contribute to **reducing emissions at the aircraft level**, in tandem with HERA's objectives.

**Objectives**

**Fuselage & Empennage design**



Providing a groundbreaking fuselage and empennage, along with integrated solutions, designed to align with Hybrid-Electric Regional concepts at significant component, assembly, or system levels, aiming to meet the environmental target set by SRIA for 2035 regional aircraft.

**On ground demonstration**



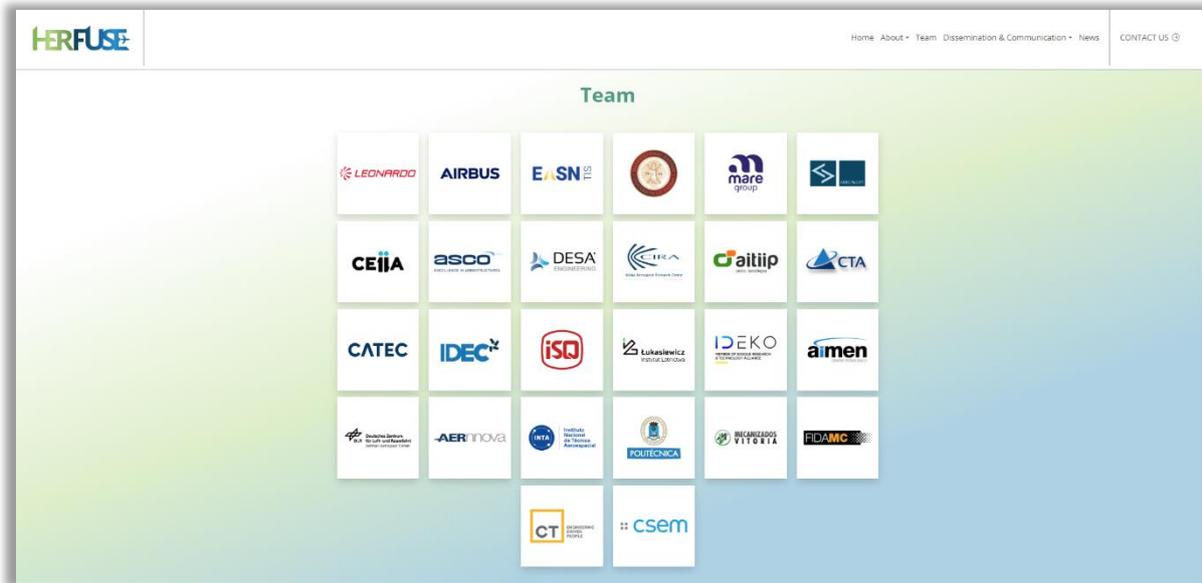
Showcasing on-ground components or sub-systems relevant to Hybrid-Electric Regional, providing quantitative data to aircraft-level studies in HERA project, and validating hybrid-electric technologies at a high Technology Readiness Level (TRL), in anticipation of the subsequent development of an operational regional aircraft.

## **"TEAM" Tab**

By clicking on the '[TEAM](#)' tab (Figure 14), a page showcases all the partners involved in the HERFUSE project. Each partner is presented with a brief description and their specific role within the project. By clicking on a partner's logo, the user is redirected to the partner's website.

Figure 14: HERFUSE "TEAM" tab

# D1.7\_Plan for the Communication and Dissemination of Results



## "MEDIA" Tab

The 'MEDIA' subsection will include HERFUSE-related dissemination material (poster, leaflet) available for download and related videos.

Figure 15: HERFUSE "media" tab



## "NEWS" Tab

# D1.7\_Plan for the Communication and Dissemination of Results



This section includes in chronological order all HERFUSE news. These include project meetings, press releases, attendance at conferences and exhibitions, etc.

Figure 16: HERFUSE "NEWS" tab



## 2.4.2 Social Media

HERFUSE has recently established a presence on social media platforms like LinkedIn and YouTube. These platforms serve as vital communication channels, enabling the project to engage with diverse audiences and disseminate updates effectively.

The project's objectives on these platforms are multifaceted. HERFUSE aims to grow a follower base, engage with industry professionals and enthusiasts, and drive traffic to the official HERFUSE website. By maintaining an active presence, the project seeks to foster meaningful conversations, share project milestones, and demonstrate its commitment to advancing aviation technologies.

We encourage interested individuals to join HERFUSE on LinkedIn and YouTube to stay informed about the latest developments, participate in discussions, and become part of the project's community. Links to the social media pages are provided below:



[\(1\) HERFUSE: Overview | LinkedIn](#)



[HERFUSE project - YouTube](#)

Figure 17: HERFUSE YouTube profile

Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

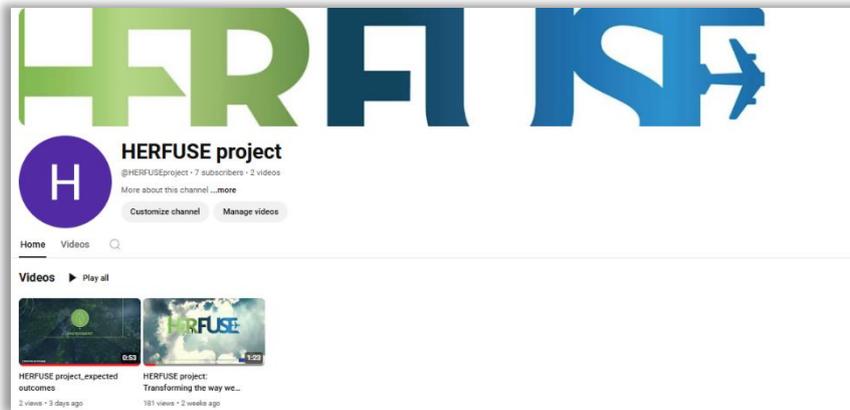
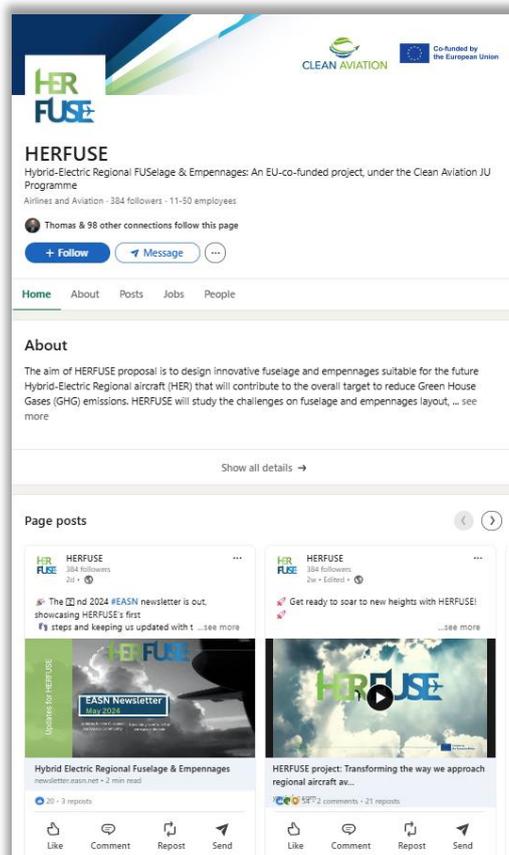


Figure 18: HERFUSE LinkedIn profile



### 2.5 Conferences and Workshops

HERFUSE recognizes the importance of participating in industry events and conferences to share project insights effectively. We aim to foster productive dialogues with potential end users and stakeholders by engaging meaningfully at conferences, workshops, and exhibitions.

We maintain a dynamic list of relevant events to ensure our continued presence and impact within target communities. This list is meticulously updated by project partners and the Dissemination & Communication Manager, keeping HERFUSE at the forefront of industry engagement.

Table 4: Representative conferences/events to be exploited for HERFUSE dissemination.

<i>Conference/Workshop/Exhibition</i>
International Paris Airshow Le Bourget
Transport Research Arena (TRA)
International EASN Conference series
ICAS Congress
Farnborough International Airshow
ILA Berlin International Airshow
SciTech AIAA Conference
European AeroDays
Greener Aviation Conference
European Conference for Aerospace Sciences (EUCASS)
Society for the Advancement of Material and Process Engineering Congress (SAMPE)
DESEI+D Congress of Research and Development focused on Dual Technologies
MATCOMP Spanish National Congress of Composite Materials
European Workshop on Structural Health Monitoring (EWSHM)
International Workshop on Structural Health Monitoring (IWSHM)
Quantitative Infrared Thermography Conference (QIRT)
ECCM
ICCM
JEC WORLD The Leading International Composites Show

### 2.6 Non-scientific publications, newsletters & press releases

The project's outcomes should be published by all partners in the local, national, and worldwide press and through EC communication channels (e.g., Horizon the EU Research and Innovation Magazine, research\*EU results magazine, research\*EU focus, etc.). Sharing the project's news with people increases project awareness among the target audiences.

### 2.7 Scientific Publications

The dissemination of project findings includes scholarly publications, such as papers in scientific journals and conference presentations, emphasizing open-access publications to ensure unrestricted access to knowledge. The dissemination manager oversees the publication process, ensuring project outcomes reach the intended audience. In collaboration with the project coordinator, efforts are made to address any dissemination gaps. A list of the scientific journals where the consortium intends to publish research articles is provided in Table 5.

Table 5: Preliminary list of the scientific journals to be targeted for the publication of the project's research results

<i>Journal Name</i>	<i>Online ISSN</i>
Aerospace Science and Technology	270-9638
AIAA Journal	1533-385X
Journal of aircraft	1533-3868
Aerospace	2226-4310
International Journal of Reliability, Risk, and Safety: Theory And Application	2676-3346
Structural Safety Journal	0167-4730
The International Journal of Life Cycle Assessment	1614-7502
CEAS Aeronautical Journal	1869-5590
Progress in Aerospace Sciences	0376-0421
Spanish Defense technology observation bulletin	2444-4839
Mechanical Systems and Signal Processing	1096-1216
Structural Health Monitoring	1475-9217
NDT&E International	1879- 1174

## D1.7\_Plan for the Communication and Dissemination of Results



Aerospace	2226-4310
Journal of Mechanical Working Technology	0924-0136
Journal of Composite Science	2504-477X
Journal of Mechanical Working Technology	0924-0136
Journal of Composite Science	2504-477X
Aerospace science and technology	1626-3219
Composite structures	1879-1085
Carbon	1873-3891
Materials Science and Technology	1743-2847

### 2.8 Clustering Events

Creating or joining clusters can significantly enhance the project's impact by improving management, communication, and knowledge exchange among related projects. HERFUSE will prioritize networking and clustering activities to foster partnerships with existing networks, associations, and communities. Additionally, collaboration with other projects in related fields will be pursued to create synergies and maximize collective impact.

## 3. ANALYSING THE IMPACT OF THE COMMUNICATION & OUTREACH STRATEGY

Various indicators have been identified to track the progress and effectiveness of communication and dissemination activities within HERFUSE. These indicators will be continuously optimized and refined throughout the project. To ensure effective communication, the following measures have been established to monitor HERFUSE 's impact:

- **Website and Social Media Analytics:** Google Analytics will monitor website traffic, visitor engagement, visit duration, popular pages, traffic sources, and geographic distribution. Social media metrics will encompass follower count, post engagement, and other relevant indicators.
- **Dissemination Material:** The quantity of press releases, brochures, posters, and other materials produced and distributed during the project will be documented
- **Events, Presentations, and Publications:** **HERFRUSE** will document the number of external events attended, along with the types of materials presented (e.g., papers, posters, presentations) and feedback received from the audience, providing insights into the reach of dissemination efforts.

Furthermore, the following table summarizes the preliminary Key Performance Indicators (KPIs) set for assessing the strategy's effectiveness.

Table 6: Proposed Dissemination and Communication KPIs for the HERFUSE project

<i>Activity</i>	<i>Indicator</i>	<i>Proposed Target</i>	
<b>Dissemination Activities</b>	Number of attendees to events	≥20	
	Number of presentations to external events	≥20	
	Number of scientific publications	Published during the project	≥15
		Published beyond the project's lifetime	≥13
	Number of downloads of the project papers deposited in the open-access repository	≥1500	
	Number of distributed brochures	≥1000	
	Number of website visits	≥4000/year	

## D1.7\_Plan for the Communication and Dissemination of Results



<b>Project Website</b>	Geographic Coverage (origin of the visitors)	≥25
	Number of downloads	≥20 per document
	Number of posts to social media pages	≥25
	Number of followers to social media pages	≥1000
	Number of likes to the posts on social media pages	≥2000
	Number of YouTube views	≥3000
<b>Communication Activities</b>	Open Event	At least 1
	Number of attendees to the Open Event	≥50
	Number of press releases	≥5
	Number of no-scientific publications	≥10
	Number of videos	≥5
	Number of subscriptions to the newsletter	≥100

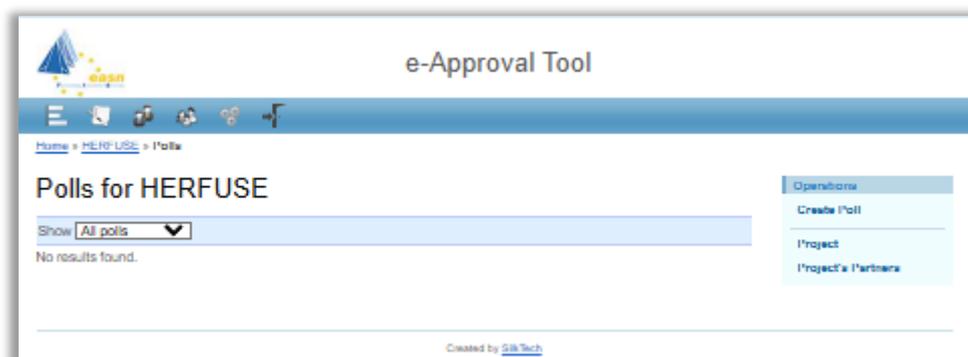
## 4. DISSEMINATION E-APPROVAL TOOL

The D&C Leader, represented by EASN-TIS, has established an automated "approval process" to oversee dissemination activities and mitigate potential intellectual property (IP) issues. This process is facilitated through the "HERFUSE e-Approval Tool," an online platform.

In accordance with the agreed procedure outlined in Article 17 of the G.A, all partners are obligated to submit proposed publications, including presentations, posters, press releases, and scientific publications, to EASN-TIS, the WP2 leader, at least 15 days before the dissemination event. Upon receiving notification of an intended publication, consortium members are required to:

- Confirm receipt within 48 hours or receive reminders every 2 days.
- Review the dissemination material and either approve or reject the publication in case of significant conflicts of interest, providing a clear explanation. In the event of conflicts, the dissemination manager intervenes to resolve the issue, utilizing clickable links in the notification email.
- If no objections are raised within the 15-day period, any partner who has not expressed an opinion is deemed to have accepted the publication, and the approval process concludes. The dissemination manager and the author are then notified of the approved publication.
- In case of unanimous approval from all partners before the deadline, the dissemination manager and the author are promptly notified. However, if any objections arise, the dissemination manager and the author are alerted, and approval remains pending until the matter is resolved.

Automating this process streamlines project management minimizes errors, and enhances workflow efficiency, accuracy, and consistency.



## 5. SUMMARY

---

This deliverable serves as the cornerstone for upcoming Dissemination & Communication endeavors, presenting the initial PCDER table.

The Dissemination plan, structured as a comprehensive five-step process, initiates the identification of target audiences based on their specific interests. Subsequently, a meticulous analysis of project objectives ensues, aimed at aligning each objective with a tailored key message tailored to the target audience.

Upon establishing the framework for Dissemination and Communication, a series of activities are outlined per key message to ensure their effective implementation. Employing tools such as social media and website analytics, ongoing monitoring and evaluation will facilitate dynamic adjustments for maximal impact.

Moreover, an innovative online platform named "HERFUSE e-Approval Tool" is introduced, dedicated to safeguarding partners' intellectual property rights, and overseeing materials slated for publication.

# D1.7\_Plan for the Communication and Dissemination of Results



## APPENDIX A – 9. PLAN FOR DISSEMINATION AND COMMUNICATION

**HERFUSE Table A1: List of Current and Foreseen Scientific Publications**

NO.	Type of PID (repository)	PID of deposited publication	PID (publisher version of record)	Type of publication	Link to publication <sup>1</sup>	Info about the Author(s)		Title of the scientific publication <sup>2</sup>	Title of the journal or equivalent	Number	ISSN or eISSN	Publisher	Date of Publication	Was the publication available in open access (OA) through the repository at the time of publication ?
						Entity	Author(s)							
1				Article in journal	TBD	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA (CIRA)	CHIARIELLO, BELARDO, PERILLO	CONCEPTUAL DESIGN OF HTU FOR REGIONAL HYBRID-ELECTRIC REGIONAL AIRCRAFT	AEROSPACE JOURNAL				12/20/2024	
2				Article in journal	TBD	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA (CIRA)	CHIARIELLO, BELARDO, PERILLO	PRELIMINARY DESIGN OF HTU FOR HYBRID-ELECTRIC REGIONAL AIRCRAFT	TBD	TBD	TBD	TBD	12/20/2025	
3				Article in journal	TBD	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA (CIRA)	CHIARIELLO, BELARDO, PERILLO	DESIGN AND STRUCTURAL ANALYSIS OF HTU FOR HYBRID-ELECTRIC REGIONAL AIRCRAFT	TBD	TBD	TBD	TBD	12/20/2026	
4				Publication in conference proceedings	TBD	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA (CIRA)	TBD	Optimization of aerodynamics performance of a morphing tail plane for a future Hybrid-Electric Regional aircraft.	TBD	TBD	TBD	TBD	2026	
5	to be completed	to be completed	to be completed	Article in journal	to be completed	UNIVERSIDAD POLITECNICA DE MADRID (UPM)	to be completed	to be completed	to be completed	to be completed	to be completed	to be completed	to be completed	to be completed
6	Other			Article in journal	TBD	MARE GROUP	BUONOCORE, GRAZIANO, SANTONICOLA, ATALARICO, PEZZELLA, DI PALMA	Multi-disciplinary and multi-objective optimization of the Design of VTU For Regional Hybrid-Electric Regional Aircraft	AEROSPACE JOURNAL	TBD	TBD	TBD	45646	

7	Other			Article in journal	TBD	MARE GROUP	GRAZIANO, SANTONICOLA, ATALARICO, PEZZELLA, DI PALMA	Crashworthiness requirements And Preliminary Analysis of fuselage of new Hybrid-Electric Regional Aircraft	AEROSPACE JOURNAL	TBD	TBD	TBD	45646	
8	Other			Article in journal	TBD	MARE GROUP	BUONOCORE, GRAZIANO, SANTONICOLA, ATALARICO, PEZZELLA, DI PALMA	Preliminary Design Of Vtu For Hybrid-Electric Regional Aircraft	TBD	TBD	TBD	TBD	46011	
9	Other			Article in journal	TBD	MARE GROUP	GRAZIANO, SANTONICOLA, ATALARICO, PEZZELLA, DI PALMA	Crashworthiness Analysis of new Hybrid-Electric Regional Aircraft	TBD	TBD	TBD	TBD	46011	
10	Other			Article in journal	TBD	MARE GROUP	BUONOCORE, PEZZELLA, DI PALMA	Design And Structural Analysis Of Vtu For Hybrid-Electric Regional Aircraft	TBD	TBD	TBD	TBD	46376	
11	Other			Publication in conference proceedings	TBD	ASCO INDUSTRIES N.V. (ASCO)	TBD	Design And Structural Analysis Of Cabin floor and attachment For Hybrid-Electric Regional Aircraft	TBD	TBD	TBD	TBD	Q4 2026	

**HERFUSE Table A2: List of Planned & Performed Dissemination activities**

No.	Dissemination activity name	Main leader		Date of dissemination activity When?	Place of dissemination activity Where ? (Country)	Type of dissemination activity What?	Target audience reached Who?	Status of the dissemination activity	Why? Description of the objective(s) with reference to a specific project output (max. 200 characters)
		Entity	Participant(s)						
1	14th EASN International Conference	C.I.R.A. CENTRO ITAL	CIRA	OCTOBER 2024	Research communities	Conferences	Research communities	Ongoing	BASED ON THE PRELIMINARY RESULTS OF WP3 A DESCRIPTION OF CONCEPTUAL DESIGN SOLUTION REGARDING THE HORIZONTAL TAIL UNIT WILL BE SHOWN
2	15th EASN International Conference	C.I.R.A. CENTRO ITAL	CIRA	2025	Research communities	Conferences	Research communities		BASED ON THE RESULTS OF WP5 A DESCRIPTION OF DESIGN SOLUTION REGARDING THE HORIZONTAL TAIL UNIT WILL BE SHOWN
3	16th EASN International Conference	C.I.R.A. CENTRO ITAL	CIRA	2028	Research communities	Conferences	Research communities		BASED ON THE RESULT OF WP7, A DESCRIPTION OF DESIGN END ANALYSIS RESULTS OF WILL BE SHOWN
4	LCA methodology: proposed application to Herfuse configuration	C.I.R.A. CENTRO ITAL	CIRA	2024-2025	Research communities	Conferences	Research communities		tailoring of LCA methodology to HERFUSE use case
5	Life cycle assessment referring to the fuselage and empennages solutions proposed by HERFUSE.	C.I.R.A. CENTRO ITAL	CIRA	2026	Research communities	Conferences	Research communities		description of the results of the Life Cycle assessment applied to HERFUSE configuration
6	Conference	UNIVERSIDAD POLIT	to be completed	to be completed	to be completed	Conferences	Industry, business partners	to be completed	
7	14th EASN International Conference	MARE GROUP	MARE GROUP	08-11 OCTOBER 2024	Thessaloniki, Greece	Conferences	Research communities	Planned	Based On The Preliminary Results Of Wp3 A Description Of Conceptual Design Solution Regarding The Vertical Tail Unit Will Be Shown.
8	14th EASN International Conference	MARE GROUP	MARE GROUP	08-11 OCTOBER 2024	Thessaloniki, Greece	Conferences	Research communities	Planned	Based on Crashworthiness Preliminary Analysis of fuselage of new Hybrid-Electric Regional Aircraft results will be shown.

Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

9	15th EASN International Conference	MARE GROUP	MARE GROUP	2025	TBD	Conferences	Research communities	Planned	Based On The Results Of Wp5 A Description Of Design Solution Regarding The Vertical Tail Unit Will Be Shown.
10	15th EASN International Conference	MARE GROUP	MARE GROUP	2025	TBD	Conferences	Research communities	Planned	Based on Crashworthiness Analysis of fuselage of new Hybrid-Electric Regional Aircraft results will be shown.
11	16th EASN International Conference	MARE GROUP	MARE GROUP	2026	TBD	Conferences	Research communities	Planned	Based On The Result Of Wp7, A Description Of Analysis Results Regarding The Vertical Tail Unit Will Be Shown.
12	16th EASN International Conference	MARE GROUP	MARE GROUP	2026	TBD	Conferences	Research communities	Planned	Based on Crashworthiness Analysis of new Hybrid-Electric Regional Aircraft results will be shown.
13	14th EASN International Conference	ASCO INDUSTRIES N.V.	ASCO INDUSTRIES N.V.	1408-11 OCTOBER 2024	Thessaloniki, Greece	Conferences	Research communities	Ongoing	Based On The Preliminary Results Of Wp3 and 4.2 A Description Of Conceptual Design Solution Regarding The Floor design solution and attachment technology
14	15th EASN International Conference	ASCO INDUSTRIES N.V.	ASCO INDUSTRIES N.V.	2025	TBD	Conferences	Research communities	Ongoing	Based On The Preliminary Results Of Wp5 Description Of Preliminary Design Solution Regarding The Floor design solution and attachment technology
15	15th EASN International Conference	ASCO INDUSTRIES N.V.	ASCO INDUSTRIES N.V.	2026	TBD	Conferences	Research communities	Ongoing	Based On The Preliminary Results Of Wp7 Description Of Detailed of Design Solution Regarding The Floor design solution and attachment technology
16	16th EASN International Conference	INSTITUTO DE SOLDADURA	ISQ	2026	TBD	Conferences	Research communities	Ongoing	TBD

**HERFUSE Table A3: List of Planned & Performed Communication activities**

No.	Communication activity name <sup>1</sup>	Description	Main leader		Type of audience: Who?	Communication channel How?	Date	Status
			Entity	Participant(s)				
1	We are excited to unveil the HERFUSE Project, a pioneering project focused on revolutionizing regional aircraft propulsion systems.	Post	EASN TECHNOLOGY INNOVATION SERVICES BVBA (EASN TIS)	Niki Iatrou	Civil society	Social media		
2	Avvio del progetto Herfuse per la riduzione delle emissioni nell'aviazione regionale	Post	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA (CIRA)	Chiariello Antonio, Marika Belardo	Civil society	Website		
3	To prepare a public paper focused on the Life cycle assessment referring to the fuselage and empennages solutions proposed by HERFUSE.	Paper	C.I.R.A. CENTRO ITALIANO RICERCHE AEROSPAZIALI SCPA (CIRA)	Mario Solazzo	Research communities	Event		
4	HERFUSE Program participation	Logo and description in MVI HD+ webpage	MECANIZADOS VITORIA SA (MVI)	Ismael Carlos de Bergara	Citizens	Website		
5	HERFUSE Program participation	Post	MECANIZADOS VITORIA SA (MVI)	Ismael Carlos de Bergara	Citizens	Social media		
6	HERFUSE Program participation	Radio interview	MECANIZADOS VITORIA SA (MVI)	Ismael Carlos de Bergara	Citizens	TV/Radio campaign		
7	HERFUSE Program participation	Press article	MECANIZADOS VITORIA SA (MVI)	Ismael Carlos de Bergara	Citizens	Press release		
8	HERFUSE Program participation	Discussion Forums of SEA (Sociedad de Empresarios Alaveses)	MECANIZADOS VITORIA SA (MVI)	Ismael Carlos de Bergara	Civil society	Other		
9	HERFUSE: Partnership and targets towards the European Green Deal	Meeting	LEONARDO		ILA2024 Berlin Airshow, 5-9 June 2024			
10	HERFUSE: Partnership and targets towards the European Green Deal	Meeting	LEONARDO		Farnborough International Airshow, 22-26 July 2024			

10	HERFUSE: Partnership and targets towards the European Green Deal	Meeting	LEONARDO		Farnborough International Airshow, 22-26 July 2024			
11	Overall view of the project for UPM students	Post	UNIVERSIDAD POLITECNICA DE MADRID (UPM)	Gonzalo Rubio, Eusebio Valero	Civil society	Press release, Social media		
12	LinkedIn	Post	MARE ENGINEERING GROUP SPA (MAREGROUP)		Civil society	Social media		
13	LinkedIn	Post	MARE ENGINEERING GROUP SPA (MAREGROUP)		Civil society	Social media		
14	La Repubblica	Newspaper article	MARE ENGINEERING GROUP SPA (MAREGROUP)	L. Di Palma	Civil society	Interview		
15	Paris Air Show	Event	MARE ENGINEERING GROUP SPA (MAREGROUP)		Industry, business partners	Exhibition		
16	Turin Aerospace & Defence meeting	Event	MARE ENGINEERING GROUP SPA (MAREGROUP)		Industry, business partners	Exhibition		

Document Title:

# D1.7\_Plan for the Communication and Dissemination of Results



Document Number: HERFUSE-D7\_R01

Release date: 01/07/2024

16	Turin Aerospace & Defence meeting	Event	MARE ENGINEERING GROUP SPA (MAREGROUP)		Industry, business partners	Exhibition		
17	Exciting Update: HERFUSE Project Spotlited in "La Repubblica"!	Post	EASN TECHNOLOGY INNOVATION SERVICES BVBA (EASN TIS), MARE ENGINEERING GROUP SPA (MAREGROUP)	L Di PalmaNiki Iatrou	Civil society	Social media		
18	HERFUSE Program participation	Post	FUNDACIÓN PARA LA INVESTIGACION, DESARROLLO Y APLICACION DE MATERIALES COMPUSTOS (FIDAMC)		Civil society	Social media		
19	Green Med Expo & Symposium	Event	MARE ENGINEERING GROUP SPA (MAREGROUP)		Industry, business partners	Exhibition		
20	Farnborough International Airshow	Event	MARE ENGINEERING GROUP SPA (MAREGROUP)		Industry, business partners	Exhibition		
21	LinkedIn	Post	ASCO INDUSTRIES N.V. (ASCO)		Civil society	Social media		
22	Presentation and guided ASCO Factory tours with engineering students (Twice yearly)	Event	ASCO INDUSTRIES N.V. (ASCO)		Innovators	Other		
23	Herfuse: la sfida del secolo per l'aerospazie	Newspaper article	AEROSOFT (AEROSOFT SPA)		Other	Press release		