

# Dissemination Plan

*L.J.P. Speijker (NLR)*



This Dissemination Plan describes the dissemination strategy and guidelines developed to ensure and improve the external communication and dissemination activities of the ASCOS project. The approach consists of nine steps. For each of those steps, guidelines and recommendations are given.

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## Acronyms

Acronym	Definition
<b>AAT</b>	Aeronautics and Air Transport
<b>ACARE</b>	Advisory Council for Aviation Research and Innovation in Europe
<b>ASCOS</b>	Aviation Safety and Certification of new Operations and Systems
<b>ATM</b>	Air Traffic Management
<b>ATS</b>	Air Traffic Service
<b>CAA</b>	Civil Aviation Authority
<b>CNS</b>	Communication, Navigation, and Surveillance
<b>EASA</b>	European Aviation Safety Agency
<b>EASP</b>	European Aviation Safety Plan
<b>EC</b>	European Commission
<b>ECAST</b>	European Commercial Aviation Safety Team
<b>ECCAIRS</b>	European Coordination Centre for Accident and Incident Reporting Systems
<b>EGAST</b>	European General Aviation Safety Team
<b>EHEST</b>	European Helicopter Safety Team
<b>ESA</b>	European Space Agency
<b>ESASI</b>	European Society of Air Safety Investigators
<b>ESSI</b>	European Strategic Safety Initiative
<b>EU</b>	European Union
<b>EUROCAE</b>	European Organisation for Civil Aviation Equipment
<b>EUROCONTROL</b>	European Organisation for the Safety of Air Navigation
<b>FAA</b>	Federal Aviation Administration
<b>FAST</b>	Future Aviation Safety Team
<b>IATA</b>	International Air Transport Association
<b>FDf</b>	Final Dissemination Forum
<b>FP7</b>	7 <sup>th</sup> Framework Programme
<b>PSC</b>	Project Steering Committee
<b>SAE</b>	Society of Automotive Engineers
<b>SES</b>	Single European Sky
<b>SESAR</b>	Single European Sky ATM Research

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<b>SRC</b>	Safety Regulation Commission
<b>WP</b>	Work Package

## Executive Summary

Dissemination covers all actions by which the knowledge and ideas generated in the project are provided to the relevant specialist or non-specialist aviation groups in Europe. Whereas exploitation concerns the protection of the investing parties' interests, dissemination requires that all ideas that can be communicated in an open arena be made freely available. In both cases the objective is to make sure that the results and knowledge gained individually and collectively by the parties do not remain unused. Dissemination will be made through a set of specific, coordinated actions, supported by a press officer. Several dissemination actions will be undertaken for raising wider public participation and awareness, to engage with actors beyond the research community (also non-specialised people) and with public as a whole.

This Dissemination Plan describes the dissemination strategy and guidelines developed to ensure and improve the external communication and dissemination activities of the ASCOS project. The approach includes 9 steps:

1. Production of project overview;
2. Production of promotional material (flyer, identity brochure, presentations);
3. Development of a project website;
4. Seeking dialogue with relevant stakeholders;
5. Writing of technical publications;
6. Writing of policy briefs;
7. Engagement of the media;
8. Organisation of a Final Dissemination Forum (FDF);
9. Production of a Final Publishable Summary Report.

The ASCOS communication and dissemination team consists of the ASCOS Coordinator (NLR), the Manager of the Work Package "Dissemination and Exploitation" (CertiFlyer), and a supporting press officer (also from NLR).

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## 1 Introduction

### 1.1 Background

Dissemination covers all actions by which the knowledge and ideas generated in the project are provided to the relevant specialist or non-specialist aviation groups in Europe. Whereas exploitation concerns the protection of the investing parties' interests, dissemination requires that all ideas that can be communicated in an open arena be made freely available. In both cases the objective is to make sure that the results and knowledge gained individually and collectively by the parties do not remain unused. Dissemination will be made through a set of specific, coordinated actions, possibly supported by a press officer [4]. Several dissemination actions will be undertaken for raising wider public participation and awareness, to engage with actors beyond the research community (also non-specialised people) and with public as a whole.

Communicating and disseminating effectively and successfully about scientific results obtained in research projects requires a carefully planned dissemination strategy. From the EC perspective, central goals are [3]:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing innovative technologies, or making our lives more comfortable in other ways;
- Making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and scientific community to ensure follow-up.

Therefore, the following contractual requirements apply to communication and dissemination under FP7, according to the Grant Agreement (Annexes I and II) [1, 2]:

- Beneficiaries are to take appropriate measures to engage with the public and the media about the project and to highlight the financial support from the European Union;
- The Commission is authorised to publish information on the project;
- Each beneficiary is to ensure that their foreground (the project's results) is disseminated, within two months. If it fails to do so, the Commission may disseminate that foreground;
- Any dissemination activity has to be reported in the plan for the use.

It is necessary to develop a clear dissemination strategy, comprising guidelines and good practices to help to improve the external communication and dissemination activities right from the start of the project.

### 1.2 Objectives

The main objective is to develop and document an initial dissemination strategy, so as to ensure that scientific results obtained in the ASCOS project are correctly understood and sufficient dissemination is carried out.

### 1.3 Methodology and approach

The ASCOS communication and dissemination team consists of NLR (the ASCOS coordinator) and CertiFlyer (the manager of the Work Package “Dissemination and Exploitation”). This team, which could be supported by other ASCOS partners, will undertake several dissemination activities for raising wider public participation and awareness beyond the aviation research community, i.e. the public as a whole. This team will introduce a template design which is suitable for both printed material and web pages. It will be responsible for external communications. And it will ensure dissemination of the results, involving all relevant stakeholders.

The approach is based on the following steps to be taken [6]:

1. Production of project overview;
2. Production of promotional material (flyer, identity brochure, presentations);
3. Development of a project website;
4. Seeking dialogue with relevant stakeholders;
5. Writing of technical publications;
6. Writing of policy briefs;
7. Engagement of the media;
8. Organisation of a Final Dissemination Forum (FDF);
9. Production of a Final Publishable Summary Report.

### 1.4 Structure of the document

Section 2 gives an overview of the ASCOS project. Guidelines for the production of promotion material (flyer, identity brochure, and presentations) are given in Section 3. Guidelines for the development of the project website are contained in Section 4. Interaction with relevant stakeholders, including the already established Users Group, is addressed in Section 5. The writing of technical publications and policy briefs is dealt with in Section 6 and Section 7 respectively. Section 8 describes how the ASCOS project intends to involve the media. The organisation of the Final Dissemination Forum is addressed in Section 9. Next, Section 10 presents guidelines for production of the Final Publishable Summary Report. Finally, conclusions and recommendations are contained in Section 10. Appendix A gives an overview of EC tools to support dissemination by the project.

## 2 Project Overview

### 2.1 Project background

Certification risk has been cited as an obstacle for the introduction of many innovative technologies and operational concepts. ASCOS is necessary to remove undue certification obstacles and enable implementation of technologies to reach the EU ACARE Vision 2020 and Flight Path 2050 goals.

To ease the efficient and safe introduction of safety enhancement systems and operations, an innovative approach towards certification is required that:

- Is more flexible with regard to the introduction of new products and operations;
- Is more efficient, in terms of cost, time and safety, than the current certification processes;
- Considers the impact on safety of all elements of the aviation system and the entire system life-cycle in a complete and integrated way.

Moving towards performance based regulation, based upon agreed safety performance in combination with risk based approach to standardization, is expected to lead to improvements in the way that safety risks are controlled. Anticipating on future risks and hazards by using a "proactive approach" helps to make the certification process robust to new developments. Introducing 'continuous safety monitoring' will ensure that new essential safety data is effectively used immediately after it will be available.

The main impact and benefits of the proposed project are:

1. Efficient and affordable certification of new safety enhancement systems and operations, with special characteristics that are not yet covered in existing Certification Specifications
2. Increase in safety: an 80% reduction of the accident rate, the safety performance target set by ACARE. ASCOS will contribute significantly to this target by focusing on innovative changes for priority areas to significantly reduce risk.

### 2.2 Project summary

Fundamental changes in the institutional arrangements for aviation regulation in Europe, the introduction of new technologies and operations, and demands for higher levels of safety performance call for the adaptation of existing certification processes. Therefore, the main objective of ASCOS is to develop innovative certification process adaptations and supporting safety driven design methods and tools to ease the certification of safety enhancement systems and operations, thereby increasing safety. The proposed project will follow a total system approach, dealing with all aviation system elements in an integrated way over the complete life-cycle. To investigate how dealing with all safety and certification aspects in an integrated manner may be made possible using a new process, new methods and new tools, ASCOS contains work packages on Certification processes, Continuous Safety Monitoring, and Safety Risk Management. Four case studies will be conducted to validate the processes, methods and tools proposed. The case studies include the certification of aircraft

failure management systems, a future ATM/CNS system for improved surveillance, aircraft systems for improved controllability in flight, and aircraft ground handling operations. A very strong User Group will keep the project focused and facilitate the uptake of project results. ASCOS will provide efficient and affordable certification process adaptations for new aeronautical systems and operations. ASCOS provides safety based design systems and tools that better account for the human element, already from the early stages of the certification process, thereby reducing consequences of human error and increasing safety.

## 2.3 Project objective(s)

To develop certification process adaptations, with supporting tools for safety based design and safety monitoring, so as to ease the introduction and certification of safety enhancements. To achieve this, six measurable and verifiable objectives are defined:

1. To analyse the existing European certification and rulemaking process and propose potential adaptations to ease certification of safety enhancement systems & operations;
2. To develop a methodology and supporting tools for multi-stakeholder Continuous Safety Monitoring, using a baseline risk picture for all the parts of the total aviation system;
3. To develop a total aviation system safety assessment method and supporting tools that can be used for safety based design of new systems, products and/or operations;
4. To apply proposed certification process adaptations and the design systems and tools in case studies, so as to show how they can be used by operators and manufacturers.
5. To validate key results: a) new certification approach, b) method and tools for Continuous Safety Monitoring, and c) all the supporting safety based design systems and tools.
6. To inform air transport stakeholders on the proposed certification approach through promotion workshops, supported by exercises and an e-learning web-site environment.

## 2.4 Project details

The project is characterised by the following project details:

- EU Programme: FP7 Transport - Aeronautics and Air Transport (AAT)
- EU Activity: Ensuring customer satisfaction and safety (7.1.3)
- EU Area/topic: Operational Safety (7.1.3.4)
- EU Sub Programme area: Design systems and tools (AAT.2012.3.4-1)
- Contract type: Small or medium-scale focused research project
- Total cost: 4702893 EURO
- EU contribution: 3365884 EURO
- Grant Agreement: ACP2-GA-2012-314299-ASCOS
- Starting date: 1 July 2012
- Duration: 36 months

## 2.5 Project strategy and methodology

The idea is to start with the analysis of existing European certification and rulemaking processes and to identify potential shortcomings and bottlenecks in view of the foreseen regulatory changes and technological developments. Following this analysis, new and innovative approaches to certification will be defined and evaluated. The results of this evaluation will be used to select and further develop affordable innovative certification processes so as to ease certification while maintaining (or even increasing) aviation safety.

Harmonisation of compliance based certification with performance based certification requires a detailed baseline for the current risk level of the various parts of the total aviation system during its complete life cycle. For this purpose, multidisciplinary aviation safety data will be used to establish a baseline risk picture for the main operational issues identified in the European Aviation Safety Plan (EASP) using Safety Performance Indicators (SPIs). This risk picture will be used as baseline to set up a process for continuous safety monitoring.

Performance based certification of new aeronautical products and operations require a good view on potential emergent and future risks not present in today's aviation system. For this purpose a total aviation system safety assessment method with supporting safety based design systems and tools will be developed. A proactive approach will be taken to ensure that potential future hazards and risks can be mitigated and safety will be maintained or even increased as compared to the established data driven baseline risk picture.

The newly proposed certification process adaptations, and its supporting methods and tools for continuous safety monitoring and safety based design, will be applied in a number of case studies, already selected in coordination with ASCOS User Group members. This will be followed by a quantification of the overall safety impact (reduction of the accident rate) of introduction of selected new operations and systems in Europe.

The scientific and technological advance that the proposed project is expected to bring culminates in the following three items that will be validated:

- a) new more streamlined and affordable certification processes that will make certification easier,
- b) innovative safety based design systems and tools, and
- c) new methods and tools to support continuous safety monitoring.

The ASCOS project is therefore based on the following work packages:

- WP1 Certification process (lead Thales Air Systems SA)
- WP2 Continuous safety monitoring (lead Avanssa)
- WP3 Safety risk management (lead EADS APSYS)
- WP4 Certification case studies (lead NLR)
- WP5 Validation (lead ISDEFE)
- WP6 Dissemination and exploitation (lead CertiFlyer)
- WP7 Management (lead NLR)

### 3 Promotional material

Unless the Commission requests otherwise, any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), will specify that the project has received research funding from the European Union and display the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. [3]. It will be indicated at all times that the project has received funding from the European Union, using the European emblem on the promotional material [3]. The two emblems given in Figure 1 will be used.



*Figure 1 European Commission emblems for ASCOS promotional material*

Any publicity made, in whatever form and on or by whatever medium, will specify that it reflects only the author's views and that the EU is not liable for any use that may be made of information contained therein.

#### 3.1 Flyer

At the start of the project, a promotional flyer will be produced. The flyer will be aimed at generating interest in the research project among the broadest possible audience. Therefore, the flyer will have to capture attention, with graphic design, copywriting, and colours use playing important roles. The project logo will be prominently displayed. The EU flag and Framework Programme logo will be visible on the front cover. The flyer will have a moderate amount of text. It will contain a short project summary, the rationale behind ASCOS, and benefits that ASCOS will bring. Some information will be presented using bullet points. Bullet points can also be used in listing the potential impacts and benefits of the research project. The consortium members may subsequently be presented together on a separate flyer panel. The format option for a standard flyer is a DIN A4-sized document (210 x 297 mm) with front and back. Paper and electronic versions will be produced and distributed. The flyer will be updated once with results, shortly before the Final Dissemination Forum (FDF).

#### 3.2 Identity brochure

Containing far more information than the flyer, the identity brochure provides a detailed overview of the research project. Its purpose is to create further awareness and stimulate interest among concerned stakeholders. Like the flyer, the brochure will be visually appealing and reflect the project template design, but it can bear greater textual weight. It will contain a more thorough explanation of the project rationale and describe in greater detail the questions that the research is trying to answer and the methodology that is being followed. The brochure will provide information on the project's major activities and identify their relevance for targeted users and stakeholders. The brochure also offers scope for providing further details about the

consortium. As the brochure is considerably larger than the flyer, it provides space for graphic elements such as tables and charts. Photographs and other illustrations may also be used. The brochure format is variable. It can be folded or staple-bound and usually has a DIN A5 face size (210 x 148 mm) or slightly smaller. Paper and electronic versions will be produced and distributed to the already identified targeted users and stakeholders. The identity brochure will be updated once with results, shortly before the Final Dissemination Forum (FDF).

### 3.3 Presentations

Presentations to external audiences at seminars, workshops and/or conferences should meet certain minimum standards in the style of their spoken delivery and the quality of their accompanying presentations. They will have to be prepared in detail with regard to both their contents and length, but the contents will be kept relatively simple and the messages clear. It is possible to go into scientific detail at technical conferences. However, for presentations to the media or high-level policy makers too much scientific detail will be avoided.

Presentation will be accompanied with good clear slides, using the Presentation Template that has been defined for the ASCOS project. The following guidelines with respect to the content will also be used [5]:

- Develop a simple style and do not try to put too many messages on one slide;
- Use pictures, graphics and diagrams wherever possible and keep words to a minimum;
- A slide should support what you are saying, not provide your speaking notes;
- It is essential to verify the functioning of presentations at the location;
- Keep the presentation clear, simple and to the point;
- Structure the message so that your key point is the one that will be retained most strongly;
- Avoid complex sentence constructions and obscure or slang words;
- Maintain the technical content at a level you believe the audience will understand;
- Eliminate unnecessary scientific jargon; and
- Communicate your enthusiasm, and try to incorporate interesting or amusing anecdotes;
- Have more slides with less information on each slide, than fewer, more detailed, slides.
- Take minimum of 24-point for ALL CAPITALS texts, and at least 32-point for Capitals and Lower Case;
- Limit text to about six lines per slide, with individual points covered in a single line, wherever possible;
- Adopt a 'telegram' or 'text message' style, eliminating all unnecessary words;
- Round off numbers, and use symbols in place of words – e.g. '%', instead of 'percent';
- Include no more than one sub-level to bullet points;
- When a photograph is included, reduce the volume of text accordingly;
- Bold text carries more weight, so use it for main titles and, where appropriate, to highlight key words;
- Employ colour with purpose, not as decoration – too many colours are confusing and distracting;
- Use light-coloured texts against dark backgrounds, rather than vice versa.
- Keep diagrams simple; eliminate any detail that is not essential in making your point;
- Present the most important data in the brightest colours, and display related data in the same colour;
- Finally, it may be wise to rehearse the presentations before they are actually delivered.

## 4 Project website

A public web site will be developed and maintained. It will contain unclassified material authorised for public dissemination, and will allow external companies and the public to follow the ASCOS developments. It will allow access to ASCOS dissemination documents, presentations, flyer, and brochure. This web site will be populated and updated on a regular basis. A dedicated section will provide links to other relevant activities.

The website will be well structured, presenting its content in an accessible and usable way. It will publicize project results and clearly identify consortium members. The consortium's web presentation will remain online even after the project has finished. The project website may have a page dedicated specifically to policy issues, linking to a database with downloadable files from relevant third-party documentation such as legislation, regulations, directives and position papers. This could be facilitated through a link to the e-learning web-environment, which is developed by TU Delft within WP1 of the ASCOS project.

The following guidelines for the design, maintenance and exploitation of the project website are used [5, 6]:

- Website will be prepared within 3 months after project start in order to give it the best visibility;
- The project website will contain at least the subsequent elements:
  - EU flag + logo in accordance with the description part of this (see 2nd page)
  - Project acronym and title
  - Project number
  - Consortium with a short description of partners
  - Project duration (start + end dates)
  - Project budget (EU contribution)
  - Important events and conferences (place, date, agenda, presentation material)
  - Key messages resulting from these scientific events.
- Project is presented as part of 7th Framework Programme, while showing relation to other projects;
- Pictures of seminars, conferences in connection with the project considered increase attractiveness;
- Deliverables and other documentation will be uploaded on a regular basis;
- A specific visible area will be created for potential users by identifying/distinguishing target groups;
- Impact and benefits that the project could have for the whole society or for any specific sector will be clearly made visible on a specific visible area section of the website (usefulness criteria);
- Added value of dissemination activities of consortium partners at different levels will be optimised;
- Developed methods, tools, and databases will be made visible for accessibility to research outputs;
- Key publications/articles will be indicated shortly (title, short abstract, cover picture, how to get it);
- Website will be regularly updated throughout the lifetime of the project;
- Consortium partners (and possibly also User Group members) may provide a link to the ASCOS public website on their website (and use this for dissemination of publicly available ASCOS results as well);
- The following legal notice will be indicated clearly:  
LEGAL NOTICE: The views expressed in this website are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.

## 5 Stakeholders

### 5.1 Interaction with stakeholders

To support the worldwide usability and acceptability of the ASCOS results, a dedicated User Group has already been put in place. Its members will support the proposed project by making available relevant information and providing feedback on initial ideas and development. Feedback will be taken into account before proceeding any further. ASCOS results will be presented wherever possible and/or necessary. Besides planned ASCOS end-users workshops (one per year), as part of WP6, the project will be represented at meetings of various other relevant safety and certification related initiatives such as EUROCAE, ESSI, ECAST, EGAST, ECCAIRS, and ESASI.

### 5.2 Users Group

The ASCOS Users Group includes members/advisors of regulatory bodies (EASA, FAA, SRC), standardisation organisations (like EUROCAE, SAE, EUROCONTROL), aeronautical product manufacturers (Dassault Aviation and Rockwell Collins), specific safety and certification related advisory bodies like ESSI (including ECAST, EGAST, EHSAT), FAST, ESASI and ECCAIRS, major research initiatives (SESAR JU), and other relevant parties. The User Group will be open to additional interested stakeholders (although only those that have already submitted a letter of intent will be able to receive re-imbusement of travel costs). An overview of the current User Group members is given in Table 1, together with their anticipated role. The Users Group will be kept informed about the project and will be able to provide feedback on results by the following means:

- A yearly workshop will be organised during which the proposed certification process will be further explained to the stakeholders, questions will be answered, and stakeholders will be able to provide feedback on the certification process, risk model and case studies.
- Project results will be made available to the User Group members and other stakeholders via a web-environment with e-learning functionality.
- Members will provide a peer review of selected project deliverables and public papers.

*Table 1 ASCOS Users Group summary*

Member	Activity and role
SESAR JU	Will be consulted to ensure that maximum benefit can be obtained from ongoing/ planned SESAR activities in the fields of certification and safety methods & tool development. Will be consulted for advice on execution of case studies to ensure that ASCOS stays complementary to SESAR.
FAA	Will be consulted to support good harmonization of adapted European certification processes with those used in the USA. Will be consulted for advice on the bottlenecks in the certification processes, evaluation of potential adaptations, development of an adapted certification approach, and the sharing of incident/accident data sources (ASIAS) and safety based design systems for setting of regulatory requirements.

EUROCAE	Will be consulted throughout the project for advice on the standardisation of the newly proposed certification process and the supporting safety based design systems and tools, with the aim to support use in the regulation of aviation systems and equipment.
SAE S-18	Will be liaised with throughout the project for advice on the standardisation of the newly proposed certification process and the supporting safety based design systems and tools, with the aim to support use in the regulation of aviation systems and equipment.
EASA	Will be consulted for advice on the bottlenecks in the existing certification processes, evaluation of potential adaptations, and development of an adapted certification approach. Expected to support the usability, acceptability and exploitation of ASCOS project results
SRC	Will be consulted for issues related to the institutional and regulatory changes foreseen as consequence of the transfer of ATM regulatory responsibilities to EASA. Will provide insight into foreseen relevant regulatory changes as part of the Single European Sky framework.
ESSI	Will be consulted for advice on the development and application of methods and tools to assess the safety of the total aviation system. Will support the dissemination of ASCOS project results to the different ESSI safety teams (ECAST, EHEST, and EGAST).
EURO-CONTROL	Will be consulted throughout the project for advice on the execution of the ATM/CNS related case study, dealing with future ground based architecture for improved surveillances. Will be consulted for use of the Integrated Risk Picture (IRP) results.
IATA	Will be consulted throughout the project for advice on the ASCOS incident/accident data analysis methodology (including taxonomies) and of accident classification methods.
FAST	Will be consulted throughout the project for issues related to the extension of the FAST methodology as well as advice regarding the development of ASCOS safety based design systems and tools.
ESASI	Will be consulted throughout the project for advice on the investigation of air safety incidents and accidents (WP2). This will include the data analysis methodology as well as analysis of incident/accident data
CAA NL	Will be consulted throughout the project for advice on the development of safety tools and processes. Will support sharing of the Dutch Causal model for Air Transport Safety (CATS). Will support the further exploitation of the ASCOS project results.
Dassault Aviation	Will be consulted throughout the project for advice on the standardisation of the newly proposed certification process and the supporting safety methods and tools, with the aim to initiate the incorporation in the EUROCAE WG-63 documentation
Rockwell Collins	Will be consulted throughout the project for advice on the standardisation of the newly proposed certification process and the supporting safety methods and tools, with the aim to initiate the incorporation in the EUROCAE WG-63 documentation
TUV NORD CERT	Will be consulted throughout the project for advice on the transposition of results into applicable certification rules for ANSP/aerodromes
CAO	Will be consulted throughout the project for advice and will also contribute in the exploitation of the ASCOS project results.

The initial Points of Contact representing the above described stakeholders comprise:

- Patrick Mana (SESAR JU)
- John Lapointe, Tom Tessitore (FAA)
- Abdoulaye n'Diaye (EUROCAE Secretary General)
- John Dalton (SAE S-18)
- Ken Engelstad (EASA);
- Jos Nollet (SRC advisor);
- Michel Piers (ESSI Steering Group member);
- Eric Perrin (EUROCONTROL);
- Dieter Reisinger (Chairman IATA Accident Classification Task Force);
- Rudi den Hertog (Co-chairman FAST);
- Keith Conradi (President ESASI);
- Bruno Stoufflet, Catherine Champagne (Dassault Aviation);
- Okko Bleeker (Rockwell Collins);
- Rob van der Boom, Ron van de Leijgraaf (CAA The Netherlands);
- Hendrik Schorcht (TUV NORD CERT);
- Tommaso Sgobba, Maite Trujillo (ESA).
- Piotr Michalak (Polish Civil Aviation Authority)

## 6 Technical publications

Dissemination of the technical results of the project will rely on the usual methods for publishing results from scientific research. That is, the partners will place little or no restrictions on the availability of the results in Europe (besides respecting the usual commercial confidentiality and the question of any patent or copyright protection in order to avoid premature disclosure), provide technical publications to relevant scientific libraries and establishments, and publish papers in relevant journals and conference proceedings. The financial support from the EU and the names of the specific partners will be mentioned in any published paper. Before publication in the open literature the partners have to approve the release of information. Partners will be given one month to approve for this release. Approval can only be withheld for one month after receiving the proposed text and if it is demonstrated that publication would harm interests of partners. Publications will be accessible through the project website, after a similar approval process as for publication in open literature.

In respect of other publications, a draft copy of planned publications will be supplied to all the partners within the consortium at least one month prior to submission of the publication. Any opposition to the planned publication will be made in accordance with the Grant Agreement and the Consortium Agreement. If no such opposition is made within the time limit set, the publication is permitted. All the partners will be informed about publication intentions both prior to the submission of abstracts and immediately after acceptance of such abstracts. When the partners have agreed that certain project deliverables are available to the public, any partner may publish information from this deliverable. When there is an opposition, the members of the Project Steering Committee (PSC) will discuss how to overcome the justified grounds of the opposition. The

opposing partner(s) will not unreasonably maintain its opposition(s), when appropriate actions are performed following PSC discussion (see the Consortium Agreement). The Coordinator will be firstly informed about the titles of the papers, the associated abstracts, and the authors (and contributing partners) prior to submission.

As starting point, Table 2 provides an overview of key initiatives, conferences and journals for submission of technical publications as a result of ASCOS. Other initiatives may emerge; it is not intended to restrict the submission of technical publications to the initiatives, conferences, and journals that are listed in this Table 2.

*Table 2 Overview of relevant initiatives for submission of technical publications*

Initiative/conference/journal	Link to relevant information (or example)
European Strategic Safety Initiative	<a href="http://easa.europa.eu/essi">http://easa.europa.eu/essi</a>
Skybrary	<a href="http://www.skybrary.aero">http://www.skybrary.aero</a>
International Air Safety Seminars (IASS)	<a href="http://flightsafety.org/aviation-safety-seminars">http://flightsafety.org/aviation-safety-seminars</a>
European Aviation Safety Seminars (EASS)	<a href="http://flightsafety.org/aviation-safety-seminars">http://flightsafety.org/aviation-safety-seminars</a>
EASA Annual Safety Conferences	<a href="http://easa.europa.eu/conferences/pbo">http://easa.europa.eu/conferences/pbo</a>
Europe/US	<a href="http://easa.europa.eu/conf2011">http://easa.europa.eu/conf2011</a>
International Aviation Safety Conference	<a href="http://www.faa.gov/news/conferences_events/2012_us_eu">http://www.faa.gov/news/conferences_events/2012_us_eu</a>
ESASI Annual Seminars	<a href="http://www.esasi.eu/Annual_Seminars.html">http://www.esasi.eu/Annual_Seminars.html</a>
ECCAIRS Steering Committee Meetings	<a href="http://eccairsportal.jrc.ec.europa.eu">http://eccairsportal.jrc.ec.europa.eu</a>
SAE S-18 Meetings	<a href="http://www.sae.org/works/committeeHome.do?comtID=TEAS18">http://www.sae.org/works/committeeHome.do?comtID=TEAS18</a>
EUROCAE Working Group 63 Meetings	<a href="http://www.eurocae.net/working-groups/wg-list/35-wg-63.html">http://www.eurocae.net/working-groups/wg-list/35-wg-63.html</a>
European Commission Aerodays	<a href="http://www.aerodays2011.org">http://www.aerodays2011.org</a>
Safety science	<a href="http://www.journals.elsevier.com/safety-science">http://www.journals.elsevier.com/safety-science</a>
Risk Analysis	<a href="http://www.sra.org/journal.php">http://www.sra.org/journal.php</a>

## 7 Policy brief

The project will establish a “Policy brief”, which specifically intends to provide information on policy relevant subject matters that are dealt with in ASCOS. The aim of this Policy brief is to support the policymaking process on aviation safety and certification. The length of the Policy brief is 8 to 10 pages, structured as follows [6]:

1. *Introduction*. Description of the problem and relation of evidence to the task of addressing it (1 page).
2. *Evidence and analysis*. Important policy-relevant *new knowledge* (e.g. new data, methods and tools, and analysis) produced by the project. Research data and analysis, preferably arranged into several thematic blocks, will have to support policy implications/recommendations that follow (3 to 4 pages).
3. *Policy implications and recommendations*. Research based recommendations, derived from research and analysis. Implications/recommendations that apply to specific groups policymakers are grouped and clustered accordingly. Generally applicable points will be grouped as “General” (1 to 2 pages).
4. *Research parameters*. Description of the primary objectives and the methodologies used (1 page).
5. *Project identity*. Basic information about the project and those who participate in it (1 to 2 pages).
  - a. Project name
  - b. Coordinator
  - c. Consortium
  - d. Funding scheme
  - e. Duration
  - f. Budget
  - g. Website
  - h. For more information
  - i. Further reading

The Policy brief will be made available to the FDF participants prior to the FDF, implying that the findings are initially presented as preliminary and recommendations will be expressed in conditional terms. Depending on the outcome of the FDF, it will be possible to update the Policy brief before it is more widely distributed.

It is important to realize that the Policy brief will focus on the most important policy relevant implications and recommendations derived from *new knowledge* produced. To ensure that the most relevant knowledge is included in the Policy brief, it is planned to also disseminate intermediate results through (see Appendix A):

- Openaire
- Research\*eu
- Transport research on Europa.eu
- Transport Research and Innovation Portal (TRIP)
- ASCOS Public website

To increase the usefulness of the new knowledge, as produced by ASCOS, by policymakers in the field of aviation safety and certification, the draft content of the Policy brief will be provided to the EC scientific officer, EASA, FAA and SESAR JU for review, before it will be distributed more widely to the FDF participants.

## 8 Media

From the perspective of the European Commission, it is important to show that ASCOS is relevant for society, e.g. by creating jobs, introducing innovative technologies, or making life more comfortable by increasing customer satisfaction and safety. Therefore, it will be beneficial if ASCOS attracts media attention so that the press can identify and understand the potential impacts and benefits to society. The key press messages are:

- ASCOS contributes to the EC ACARE Vision 2020 Strategic Research Agenda aviation safety aim, being:
  - Reduction of the accident rate by 80%,
  - Drastic reduction of impact of human errors and its consequences.
- ASCOS also contributes to the EC Flight Path 2050 safety objective, which aims for less than one accident per ten million commercial aircraft flights in the overall European air transport system, by introducing new methods and tools for safety management, safety assurance and certification.
- ASCOS aims to improve safety through introduction of innovative certification adaptations, which will ease the certification and approval process of safety enhancement systems and operations.
- ASCOS introduces a certification approach, based on performance based regulation with a risk based approach to standardization, to ease introduction of safety enhancements and thus improving safety.

The main objective of interactions with the press is to support the confidence of passengers and society that commercial flying will see a reduction in the occurrence of accidents, notwithstanding increased traffic and more aircraft movements. There will likely be technical project developments to motivate and illustrate how ASCOS will achieve this main objective. Press preparations will have to deal with several questions:

- What exactly do we want to achieve with this interaction with the press?
- Who exactly are the targeted press audiences?
- How will we be able to achieve the specific objectives?

A dedicated press officer from NLR will promote the publication of articles and press releases. Journalists of the specialized press will be invited for presentation of key developments and results. The EC scientific officer will usually be informed about forthcoming interactions with the press. This could include press releases, press demonstrations about topics, news and/or events, and/or the handling of queries received from the press.

Media coverage is expected to expand the pool of policymakers who can put the research findings to good use. If the project produces important findings or strong data, media outlets may be used to publicize it as a complement to making the results availability via the public website of the ASCOS project. It is expected that the research results will have to be filtered somewhat, in order to explain them in plain language. The produced Policy Brief will be used as a good starting point for a press release or press article. However, hard data, numbers and diagrams – preferably related to recent or current events – may have to be added when preparing press materials. The right time to draw attention by issuing a report or press release may be when an ASCOS topic is making headlines. Besides using already existing relationships with journalists, it is foreseen to make use of freely accessible tools from the European Commission, such as Cordis News, Cordis Wire and the Futuris and Innovation Magazine (Appendix A). The EC scientific officer will be involved in these efforts.

## 9 Final Dissemination Forum

Shortly before the end of the project, when ASCOS will have generated a lot of new results and analysis, a Final Dissemination Forum (FDF) will be organized. Much of that knowledge will be relevant for decision-makers to influence policy making, and by industry and the scientific community to ensure follow-up. Because it is planned to also inform targeted stakeholders of intermediate key results through three Users Group Workshops, many participants will already have an idea of how the project's research will conclude. However, FDF will be open to the public and therefore there may also be participants to learn something new. Therefore, the FDF will have to be generally informative, include a summary of the project's main findings, and an assessment of their scientific and policy implications. In addition to presentations from consortium partners, the event may feature input from external parties (including User Group members) as well. Effort will be made to maximize the FDF communications potential, making it as media-friendly as possible. Invitations will be issued to all relevant parties several weeks in advance, with the press receiving an invitation adapted to their interests. Project policy briefs and other public documentation will be made available on location. A conclusive press release will be issued during the FDF, and the coordinator will be made available for interviews as well.

Being the last public event, this forum is an opportunity to take stock, to review the project's achievements and pose questions that merit further exploration. Basic guidelines for the organization of the FDF are [6]:

1. Deadline for information on the FDF: Potential participants should be informed at the latest 3 months in advance of the FDF in order to ensure the widest possible publicity of the event.
2. In order to be announced by EC, the following information is provided to the Scientific Officer:
  - a. title of and brief summary announcing the conference
  - b. programme of the conference
  - c. website of the conference and/or project
  - d. contact (e-mail) for registration
3. Clearly define the objective of the FDF as well as the profile of the participants by distinguishing:
  - a. stakeholders, policy-makers and other decision-makers (regional, national, European levels)
  - b. research community
  - c. media
4. Prepare a press release (one page maximum) with recommendations based on scientific findings.
5. Developed methods, tools, and databases will be made visible, in a separate document, for a better accessibility to the research output of the project.
6. Make available, during the FDF, information about ASCOS (data on coordinator, consortium, duration, budget allocated, objectives, results, etc.) to all participants through an updated Flyer and Brochure.
7. Prepare, for the conference, a policy brief presenting the rationale of the project, its scientific context, its general and specific objectives, main findings in terms of new knowledge, new concepts and European added value, key messages, recommendations for policy-makers.
8. Ensure the participation of journalists to have a good coverage of the FDF (newspapers, TV, etc).
9. Take pictures of the event which could be used in further EU publications.
10. Ask the EC services to send supporting material like publications, annual reports, newsletters, etc.

## 10 Final Publishable Summary Report

The Final Publishable Summary Report will be a comprehensive summary of the project's results, describing the work carried out to achieve the objectives, the main results and conclusions, and explaining their (potential) impact. The aim is to address a wide audience, including the general public. This Final Report will identify policymakers and other targeted users for whom the research is relevant. It will provide clear references to methods, tools, and databases that have been developed. It will feature diagrams/photographs, the project logo (where appropriate) and EU logo, thereby illustrating and promoting the work of the project.

The Final Publishable Summary Report will contain at least the following elements [6]:

- An executive summary, ready to be published online as a short article or as basis for a press release;
- A summary description of the project objectives and work/content;
- A description of the (expected) main results,
- A description of the (potential) impact and benefits,
- A description of the main dissemination activities carried out;
- A plan for the further use and dissemination of foreground, to spread awareness;
- A description of the further exploitation of results/foregrounds;
- A link to the project website, which will be maintained for several years after project finalization.

## 11 Conclusions and recommendations

### 11.1 Conclusions

Dissemination covers all actions by which the knowledge and ideas generated in the project are provided to the relevant aviation community. Dissemination will be made through a set of specific, coordinated actions, supported by a press officer. Several actions will be undertaken for raising wider public participation and awareness, to engage with actors beyond the research community and with public as a whole.

This Dissemination Plan describes the dissemination strategy and guidelines developed to ensure and improve the external communication and dissemination activities of the ASCOS project. The approach includes 9 steps:

1. Production of project overview;
2. Production of promotional material (flyer, identity brochure, presentations);
3. Development of a project website;
4. Seeking dialogue with relevant stakeholders;
5. Writing of technical publications;
6. Writing of policy briefs;
7. Engagement of the media;
8. Organisation of a Final Dissemination Forum (FDF);
9. Production of a Final Publishable Summary Report.

The ASCOS communication and dissemination team consists of the ASCOS Coordinator (NLR), the Manager of the Work Package “Dissemination and Exploitation”(CertiFlyer), and a supporting press officer (also from NLR).

### 11.2 Recommendations

This Dissemination Plan is established based on an initial view of the communication and dissemination issues expected to arise. It may be wise to reconsider the approach based on experience gained and lessons learned. It would be appropriate to reconsider and possibly update this Dissemination Plan after the Mid Term Review.

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3	European Commission; Communicating EU transport research, ISBN 978-92-79-23198-8, Luxembourg, Publications Office of the European Union, 2012
4	European Commission; Communicating science – a scientist’s survival kit, ISBN 92-79-01947-3, Luxembourg, Publications Office of the European Communities, 2006
5	European Commission; European research – a guide to successful communications, ISBN 92-894-7882-9, Luxembourg, Publications Office of the European Communities, 2004
6	European Commission; Communicating research for evidence-based policymaking, ISBN 978-92-79-14858-3, ISSN 1018-5593, Luxembourg, Publications Office of the European Union, 2010

## Appendix A European Commission tools to support dissemination

The European Commission offers freely accessible tools to support dissemination and communication [...]

**Cordis News** <http://cordis.europa.eu/news/>

Cordis is the European Commission's research results portal. It works from its Luxembourg office, where suitable stories are selected on a daily basis to be published on the site. News may be submitted (by means of a press release or otherwise) via <http://tiny.cc/gk1pf/>.

**Cordis Wire** <http://cordis.europa.eu/wire/>

Cordis Wire functions as a small press agency, issuing news releases and event announcements submitted by FP projects. This requires one-time registration at <http://tiny.cc/gc54k/>.

**Futuris and Innovation Magazine** <http://www.euronews.net/sci-tech/futuris/>

These are both short documentary-style television magazines in various European languages, appearing on the EuroNews channel throughout Europe. EuroNews has editorial independence, but the EC is in contact with them to suggest good stories. Since it is television, this is interesting for visually appealing projects and demonstration activities. The project officer will need to be contacted if the project is to be put forward.

**Openaire** <http://www.openaire.eu/>

The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications (preprints or conference publications). Publications may (voluntarily, for transport projects) be submitted to <http://tiny.cc/wlu4x/>.

**Research\*eu** <http://ec.europa.eu/research/research-eu/>

This formerly print magazine will soon reappear as an online platform, covering European research in depth, oft en in thematic issues. The website will need to be checked for the latest news.

**Success stories** In-house collection of research successes that find their way to policy briefings, European Commission publications and press releases. The project officer should be contacted about any project outcomes that illustrate the added value of European cooperation, for example: job creation, efficient sharing of facilities, a 'world first', or successful real-life application of your research.

**Transport research on Europa.eu** <http://ec.europa.eu/research/transport/>

This is the website of the transport directorate of DG Research and Innovation. It maintains an up-to-date calendar of public events along with a news section and in-depth coverage of transport research outcomes. The project officer will need to be contacted with news and events for inclusion on this DG website.

**Transport Research and Innovation Portal** <http://www.transport-research.info/>

This website is run on behalf of the European Commission to give an overview of all European transport research. It includes an event calendar and accessible summaries of project results. Up-to-date information on the project as well as any news and events may be submitted via <http://www.transport-research.info/>.