



Call: HORIZON-CL5-2021-D5-01

**Hyperconnected simulation ecosystem supporting probabilistic design
and predictive manufacturing of next generation aircraft structures**

CAELESTIS

Deliverable D8.3

Report on D&C and MAC tools & measures

Work Package 8

Dissemination, exploitation, communication, and collaboration

Document type : Document / Report
Version : 1.0
Date of issue : 14/12/2023
Dissemination level : SENSITIVE (SEN)
Lead beneficiary : RTDS

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT EXECUTIVE AGENCY (CINEA)]. Neither the European Union nor the granting authority can be held responsible for them.



**Funded by the
European Union**

The information contained in this report is subject to change without notice and should not be construed as a commitment by any members of the CAELESTIS Consortium. The information is provided without any warranty of any kind.

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the CAELESTIS Consortium. In addition to such written permission to copy, acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

© COPYRIGHT 2022 The CAELESTIS Consortium.

All rights reserved.

Document Control Information	
Title	<i>Report on D&C and MAC tools & measures</i>
Scope / purpose of deliverable	<i>Elaboration of the specific implementation of CAELESTIS' DEC objectives.</i>
Expected outcomes / contribution to impact	
Author(s)	<i>Tristan Bath & Luis Rodrigues – RTDS</i>
Reviewer(s)	-
Dissemination level (select one, as in DoA)	<input checked="" type="checkbox"/> CO Confidential (please provide Publishable Summary) <input type="checkbox"/> PU Public
Target audience	<i>CAELESTIS Consortium, European Commission</i>
Approved by	<input type="checkbox"/> AIM <input type="checkbox"/> UDG <input type="checkbox"/> ADD <input type="checkbox"/> ESI <input type="checkbox"/> JVN <input type="checkbox"/> ITA <input type="checkbox"/> BSC <input type="checkbox"/> EBOS <input type="checkbox"/> GKN <input checked="" type="checkbox"/> RTDS <input type="checkbox"/> TUD
IPRs underlined	<i>Does the deliverable include relevant IP content? No</i>
Datasets underlined	<i>Does the deliverable include relevant datasets? No</i>

Date	Version	Change/Comment
29/11/2023	0.1	Tristan Bath: n/a
14/12/2023	1.0	Tristan Bath: integrated minor notes from partners (formatting)

caelestis

Hyperconnected simulation ecosystem supporting probabilistic design
and predictive manufacturing of next generation aircraft structures

Report on D&C and MAC tools & measures



© Copyright – RTDS / Images © Copyright – Shutterstock

The designations employed and the presentation material in this information product (deliverable) do not imply the expression of any opinion whatsoever on the part of the CAELESTIS Consortium. The mention of specific companies, events, products of manufacturers, do not imply that these have been endorsed or recommended by the CAELESTIS Consortium.

The views expressed in this deliverable are those of the author(s) and do not necessarily reflect the views of the CAELESTIS Consortium.

Third party materials: Users wishing to reuse material from this work that is attributed to a third party, such as tables, figures, or images, are responsible for determining whether permission is needed for that reuse and for obtaining permission from the copyright holder. The risk of claims resulting from infringement of any third party-owned component in the work rests solely with the user.

TABLE OF CONTENTS

LIST OF FIGURES	5
LIST OF TABLES	5
1 PUBLISHABLE SUMMARY	6
2 D&C TOOLS, MATERIALS, AND MEASURES	7
2.1 Tools	7
2.1.1 Website with Blog	7
2.1.2 Flyer.....	10
2.1.3 Factsheet	11
2.1.4 Roll-Up Banner	11
2.1.5 Standard Word Templates	11
2.1.6 Standard Powerpoint Templates	12
2.2 D&C Channels	12
2.2.1 X / Twitter.....	13
2.2.2 LinkedIn	14
2.2.3 YouTube	15
2.2.4 Zenodo	16
2.2.5 Press & Media	16
2.3 D&C Measures.....	16
2.3.1 Corporate Identity / Logo.....	16
2.3.2 Newsletter.....	17
2.3.3 Scientific Publications	17
2.4 D&C Events	17
3 KPI REPORT RP1	19
3.1 Online communication KPIs	20
4 RP2 RECOMMENDATIONS	21
4.1 General Adjustments.....	21
4.2 KPI Adjustments	21
5 MAC ACTIVITIES	22
5.1 MAC Activity Plan Review	22
5.2 Timetable.....	23
6 ANNEX	24
6.1 Materials	24
6.1.1 Rollup	24
6.1.2 Word Template	25
6.1.3 Project Animation Video (stills).....	26
6.2 Press Release.....	27
6.3 Press Clippings.....	28

LIST OF FIGURES

Figure 1: The CAELESTIS website (home page	8
Figure 2: The 'Blog' section on the CAELESTIS website.....	8
Figure 3: Users by Country for CAELESTIS Website	9
Figure 4: Both sides of the CAELESTIS Project Flyer	10
Figure 5: CAELESTIS Factsheet	11
Figure 6: CAELESTIS Powerpoint Template	12
Figure 7: Screenshot of CAELESTIS' Twitter/X Account	13
Figure 8: Screenshot of the CAELESTIS LinkedIn Page	14
Figure 9: Screenshot of CAELESTIS' YouTube channel	15
Figure 10: Project Logo	17
Figure 11: Summary of RP2 MAC Activities	23
Figure 12: Timetable for RP2 MAC Activities	23
Figure 13: CAELESTIS Project Rollup	24
Figure 14: Screenshot from COMPOSITES WORLD	28
Figure 15: Screenshot from Faro de Vigo	29

LIST OF TABLES

Table 1: Revised MAC Activity Plan.....	22
---	----

1 PUBLISHABLE SUMMARY

Successful dissemination and communication (D&C) activities combine well-selected strategies, tools, measures, and materials that help to inform and engage relevant stakeholders. In the case of CAELESTIS, these include:

- Aeronautical manufacturers
- Aviation industry
- Materials research (metals & composites)
- Policymakers
- Scientific community
- Other related EU-funded projects (SUSTAINair, MORPHO, etc.)
- Relevant industrial organisations
- Press & media

Thus far, D&D&C activities for CAELESTIS sought to create a following of key actors relevant to the project, able to increase the potential uptake of (future) expected project results. The variety of tools measures, strategies, events, and materials of D&C efforts have been selected with these key actors and stakeholder groups in mind. These tools & activities include:

- Project website with blog (including core information, funding details, contact details, etc.)
- Flyer (basic overview of the project & visual identity)
- Factsheet (alternative version of information on flyer & website)
- Roll-up Banner (for use at events, utilising visual identity)
- Standard Word & PPT Templates
- Press Releases
- Newsletters
- Animated video explainer

Additionally, various social media channels have been set up in line with the Initial DEC Plan, and are being used to promote the project's aims and progress while connecting with stakeholders and related EU projects and initiatives. Engaged platforms include:

- Twitter
- LinkedIn
- YouTube
- Zenodo
- Facebook

Project communications for CAELESTIS began immediately in the run up to the project's kick-off meeting in May 2022, intensifying following the official launch of the project's public website and subsequent press release. In general, throughout its first reporting period, CAELESTIS was presented at a few aviation-focus ed events and meetings (incl. EASA's 13th Conference and the Paris Air Show) These efforts were mainly aimed at raising awareness of the project's launch, aims, and first year of activity. In RP2, a greater emphasis is expected to fall on dissemination as more publicly disclosable project results emerge.