Development and validation of hybrid propulsion system components and sub-systems for electric aircraft

Deliverable D6.5 Second version of dissemination plan

Deliverable nature	Report
Dissemination Level :	Public
Author(s) :	Maršenka Marksel Barbara Božičnik
Organisation responsible for deliverable:	University of Maribor (UM)
Delivery date:	31.8.2014
Start date of project :	1 September 2013
Duration :	30 months

Keywords: dissemination, dissemination plan and strategy, dissemination time plan, target groups, key messages, dissemination methods, tools, channels.

Abstract: The main purpose of the Dissemination plan is a creation of reliable document and solid plan for efficient knowledge dissemination among professional and general public. The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination.

Project funded by the European Community under the FP7 (2007-2013). THEME 7: TRANSPORT (including AERONAUTICS).

Document Control Sheet

Project Number	FP7 - 605305
Project Acronym	HYPSTAIR
Project Full Title	Development and validation of hybrid propulsion system components and sub-systems for electrical aircraft
Project URL	www.hypstair.eu

Deliverable	D6.5. Second version of dissemination plan			
Work Package	WP6:Dissemination of knowledge			
Document URL				
Date of Delivery	**Contractual**	M12	**Actual**	M12
Issue date	Version 1	11. 8. 2014		
	Version 2	18. 8. 2014		
	Version 3	28. 8. 2014		
	Version 4	31. 8. 2014		

Nature	Report	X
	Prototype	
	Demonstrator	
	Other	
Dissemination level	Public	X
	Restricted to programme	
	Restricted to group	
	Confidential	

Partners Owning:	All
Partners Contributed:	All

TABLE OF CONTENT

DOCUMENT CONTROL SHEET 2
ABBREVIATION 5
DEFINITIONS 6
1 EXECUTIVE SUMMARY 7
2 INTRODUCTION 8
2.1 PROJECT DESCRIPTION 8
2.2 OBJECTIVES OF DELIVERABLE 9
3 DISSEMINATION STRATEGY 10
3.1 OVERVIEW 10
3.2 DISSEMINATION OBJECTIVES 11
3.3 TARGET GROUPS 12
3.4 KEY MESSAGES 21
3.5 DISSEMINATION METHODS 23
3.5.1 Dissemination tools 23
3.5.2 Dissemination Channels 30
4 DISSEMINATION TIME PLAN 31
5 RESPONSIBILITIES 32
6 EVALUATION 33
7 FORTHCOMING ACTIVITIES 34

LIST OF TABLES

Table 1: Identification of target groups and bodies.....14

Table 2: Key messages 22

Table 3: Target groups and project outputs 23

Table 4: List of magazines and newspapers for potential dissemination 26

Table 5: List of magazines and newspapers with published HYPSTAIR article 27

Table 6: Conferences, workshop, fair (Organizing).....29

Table 7: Conferences, workshops, fairs (Participating).....29

Table 8: HYPSTAIR dissemination time plan 31

Table 9: Partners responsibilities in dissemination activities 32

Table 10: Monitoring the realisation of HYPSTAIR deliverables 33

Table 11: Monitoring the realisation of project HYPSTAIR dissemination objectives.....33

Abbreviation

For the sake of consistency of the text and transparency of the tables and charts abbreviations of the names of the consortium are used throughout all the documents prepared or even published within the project:

UM	University of Maribor
MBV	MBVision
UNIPI	University of Pisa
PPS	Pipistrel d.o.o. Ajdovscina
SAG	Siemens AG

Definitions

Dissemination

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the general audience.

Dissemination strategy

Dissemination strategy refers to the identification of crucial project milestones suitable for dissemination, main audience and target groups, dissemination tools and finally implementation of all these goals.

Dissemination plan

Dissemination plan is based on the dissemination strategy, more specifically it places all activities of the dissemination strategy in to the time frames and as such serves as the timeline of the whole dissemination strategy.

1 Executive summary

The HYPSTAIR project was developed to address the challenge of designing and building components of a hybrid drive system, intended for use in small general aviation aircraft.

Dissemination of gained knowledge, data and results throughout the project is one of the essential parts of every project. Dissemination plan identifies all dissemination and communication tools, activities, target groups and strategy needed for proper and targeted information diffusion. The main purpose of present Dissemination plan is creation of reliable document and solid plan for efficient knowledge dissemination among professional and general public. The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities and a common style-guide are established.

Present paper is the second version of dissemination plan, dedicated to regular review and monitoring of achievements and changes that occurred in the past period. Dissemination plans will be prepared every 6 months to integrate new dissemination actions; objectives and tools suggested by project partners and involved stakeholders (including suggestions from European Commission).

2 INTRODUCTION

Dissemination refers to the process of making the results and deliverables of a project available to the stakeholders and to the general audience. Dissemination of gained knowledge, data and results throughout the project is one of the essential parts of every project.

To ensure that the project results will be realised, a project must develop a dissemination plan that explains how and when the deliverables of the project will be shared with the stakeholders, relevant institutions, organisations, and individuals.

Therefore is essential to establish the dissemination strategy, which should address the following issues:

- the aim of the dissemination;
- what will be disseminated;
- who presents key audience or target groups;
- what dissemination methods will be used;
- timing of dissemination activities.

2.1 Project description

HYPSTAIR project deals with design of the components of a serial hybrid propulsion system for a small aircraft. A serial hybrid aircraft concept currently represents the best efficiency versus range compromise in the light aviation segment. It can be considered as an electrically powered aircraft, with an on board generator used for extending the range when necessary. Limitations of current electric energy storage technology make an electric-only propulsion system as yet unsuitable for long range flying, therefore an on board ICE generator provides a weight efficient, if somewhat less energy efficient, power generation solution. The project involves conceptual design of the hybrid propulsion system components, namely the generator, motor, inverter, batteries and control unit. The components will be sized and designed by considering the performance and energy efficiency of the complete airframe-propulsion system, and will be tested in a laboratory environment. A dedicated human-machine interface that will be designed, will allow simple operation of a complex hybrid system. Together with the reliability of electric motors and the use of dual energy sources, safety of flying as provided by a system built upon these components will be improved.

All components will be designed in a way that they will meet the relevant safety and certification standards. Currently exist no regulations for aviation hybrid drive systems, therefore defining these in collaboration with the authorities will be an important contribution of the project, paving the way for hybrid and electric technologies to be introduced to the market. These efforts will help to create a competitive supply chain for hybrid drive components and reduce the time to market of such innovations.

2.2 Objectives of deliverable

The main purpose of present Dissemination plan is creation of a reliable document and a solid plan for the efficient knowledge dissemination among the target groups. The deliverable defines the Dissemination plan with clear guidelines for the dissemination activities including all operational elements of the dissemination. The main aim of the Dissemination plan is defined throughout the objectives of the HYPSTAIR dissemination activities. Crucial target groups and bodies that are interested in the project and appropriate key messages are identified in the deliverable. Strategy envisages also all dissemination methods, tools and channels for the identified target groups. The dissemination time plan presents the overview of all planned dissemination activities and their realization. The monitoring of the dissemination activities provides evaluation of the progress and ensures that the set out objectives will be realized.

The objective of the deliverable is also to set common style-guide, which is provided with deliverables templates examples and editor standards, which ensure the uniform outlook of the project deliverables.

In the last period, all deliverables were implemented as planned, without major difficulties or core changes.

3 DISSEMINATION STRATEGY

3.1 Overview

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities are defined in the present strategy.

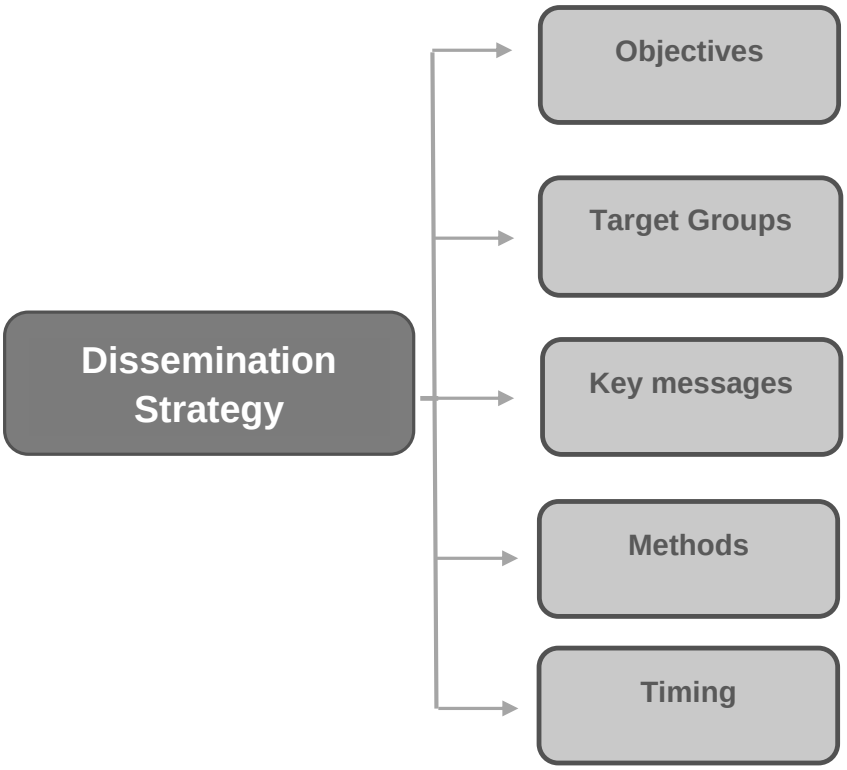

Figure 1: Dissemination strategy

Dissemination strategy of the HYPSTAIR project consists of 5 core components:

- **Objectives of dissemination:** identify the project dissemination objectives;
- **Target groups:** identify crucial target groups and bodies that are interested in the project;
- **Key messages:** identify core project messages for specific target groups;
- **Dissemination methods:** identify dissemination methods, tools and channels;
- **Dissemination time plan:** identify a plan of dissemination activities and responsibility of the partners.

3.2 Dissemination objectives

The main aim of the dissemination strategy is a dissemination and exploitation of knowledge among the project partners and knowledge transfer to the interested stakeholders in aeronautics. The dissemination objectives of HYPSTAIR projects are to:

- identify target groups at different territorial levels: EU, national, regional;
- identify the communication needs of the target groups;
- establish core messages of the project, to be disseminated to the target groups:
- identify dissemination methods and tools;
- disseminate the results, solutions and knowledge collected within a project to the general audience;
- define timing of dissemination activities;
- define partners' responsibilities in dissemination activities.

While defining the purpose of the dissemination, the first step is to decide on the audience, message, method and timing of the dissemination. The main purpose of HYPSTAIR dissemination activities is to achieve involvement of all relevant stakeholders and to provide updated information of project results. The dissemination activities will be therefore focused on:

- **Raising awareness** by informing general audience about the project work. The dissemination activities will be focused on target audience that does not require detailed knowledge of project work and results. The purpose of these activities will be to raise awareness of the project work and spread "word of mouth" type of dissemination that will help to build the clear project identity.
- **Dissemination of understanding** by educating the target audience about the project work. The dissemination will be focused on target audience, which can directly benefit from the project work. Dissemination of understanding has to provide deeper understanding of project work and underline main benefits.
- **Dissemination for action** by underlining the changes proposed by the project work. Dissemination of action targets on groups which are in position to »influence« and »bring change« within their organization or country.

3.3 Target groups

In the first phase, dissemination strategy deals with recognition of the crucial target groups interested in the project and in its results. The following target groups should be considered:

- **Internal stakeholders** refer to members of the project consortium that have to be informed about progress of the project activities. Adequate internal dissemination will ensure that the project members are updated. The main internal stakeholders which will be addressed:
  - Project Management Board;
  - Work package and Task leaders;
  - Project Manager (LP).

- **External stakeholders** refer to institutions and persons that will benefit from the outcomes of the project and act as "opinion makers" (usually policy makers, public bodies, researchers, aeronautics companies and scientists) in aeronautics:
  - European institutions;
  - State administration;
  - Local/Regional Authorities;
  - Research Institutions;
  - Other public/semi-public bodies;
  - Business sector.

- **General audience** refers to persons who do not require detailed knowledge of project work and results. Certain elements of the project provided through dissemination materials such as leaflets, brochures, newsletters and articles can be used by a general audience than the specific target group. The general audience will be addressed in all participating countries and when possible also on the European level:
  - general audience in Slovenia;
  - general audience in Germany;
  - general audience in Italy;
  - general audience on the European level;
  - general audience on the global level.

- **Other project** refers to sharing project results with coordinators and key actors of projects dealing with similar topics, both within the programme and in others, will ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.

Since the beginning project partners were required to indicate their list of external target group. Contact base will serve as a dissemination tool and later on as a forum for potential future cooperation.

Target groups identified in the table below are stakeholders that can be directly involved in the project activities at different levels: information gathering, invitation to conference or events, direct involvement in project activities. In order to collect the same type of information on target groups the table setting standardized criteria for information gathering was prepared. After identification of the target groups and creation of database, we started to follow dissemination paths to each target body with the intent to get comprehensive image of the dissemination results.

Table 1: Identification of target groups and bodies

EU institutions			
Body name	**Purpose of contact**	**Website**	**Contact person**
EASA	Invitation to the workshop	http://easa.europa.eu/	Mr. Stefan Ronig
European Commission-DG Research	Invitation to the conference	http://ec.europa.eu/research/index.cfm?pg=contacts#H	Mr. Liam Breslin

Local and regional authorities			
Body name	**Source of dissemination**	**Description of involvement**	**Contact person**
Municipality of Ljubljana	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures.	Municipality of Ljubljana, namely Mr. Miran Gajšek participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	Mr. Miran Gajšek
Slovenian National Building and Civil Engineering Institute	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	Slovenian National Building and Civil Engineering Institute, namely Ms. Karmen Fifer Bizjak participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	Ms. Karmen Fifer Bizjak
Ministry of Infrastructure and Spatial Planning of the Republic of Slovenia	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	Ministry of Infrastructure and Spatial Planning of the Republic of Slovenia, namely the Minister Mr. Samo Omerzel, Mr. Fedor Černe, Mr. Franc Žepič participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	the Minister Mr. Samo Omerzel, Mr. Fedor Černe, Mr. Franc Žepič

Ministry of Maritime Affairs, Transport and Infrastructure of the Republic of Croatia	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	Ministry of Maritime Affairs, Transport and Infrastructure of the Republic of Croatia, namely Ms. Olja Budisavljević participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	Ms. Olja Budisavljević
Ministry of Foreign Affairs of the Republic of Hungary	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	Ministry of Foreign Affairs of the Republic of hungary, namely Mr. Daniel Hörchenr, participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	Mr. Daniel Hörchenr
Ministry of Transport of Romania	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	Ministry of Transport of the Republic of Romania, namely Ms. Monica Patrichi participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	Ms. Monica Patrichi
Ministry of Transport of the Republic of Serbia	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	Ministry of Transport of the Republic of Serbia, namely Mr. Miodrag Poledica, participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	Mr. Miodrag Poledica
H. E. Mr. Marius Boiangiu, Romanian Ambassador to Slovenia	Participated at the conference with HYPSTAIR presentation, roll-up banner, brochures	H. E. Mr. Marious Boiangiu, Romania Ambassador to Slovenia participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	H. E. Mr. Marious Boiangiu, Romania Ambassador to Sloveni

Specific partners			
Body name	**About the body**	**Description of involvement**	**Website**
ASTM International	ASTM International, formerly known as the American Society for Testing and Materials (ASTM), is a globally recognized leader in the development and delivery of international voluntary consensus standards. ASTM's leadership in international standards development is driven by the contributions of its members: more than 30,000 of the world's top technical experts and business professionals representing 150 countries. The Society also has offices in Belgium.	ASTM International co-organized the project Workshop, which has been held on 8. 4. 2014 in Friederichshafen. It also disseminated the event among its members and other associated partners.	http://www.astm.org/
Zee.Aero	Zee.Aero is a new San Francisco Bay Area start-up company developing revolutionary aircraft concepts, working at the intersection of electric propulsion, active control, and information technology. We are actively building a team of world-class engineers who have experience in fields ranging from power electronics to aerodynamics.	Zee.Aero participated in first project Workshop held on 8. 4. 2014 in Friedrichshafen. They contributed with their opinions on project topics and potential developments.	http://zee.aero/
Letecka Amaterska Asociace Ceske Republiky	Light Aircraft Association of the Czech Republic - LAA CR is association of pilots, builders, designers, manufacturers and operators of light aircraft with MTOM up to 450 kg. It has 6 400 members and registers 7 900 aircraft and 10 000 pilots. LAA CR is a competent authority for Certification, Licencing and Operation of micro lights in the Czech Republic. This covers paragliding, powered paragliding, hang gliding, gyroplanes, helicopters, weight shift and aerodynamically controlled micro light.	Light Aircraft Association of the Czech Republic participated in first project Workshop held on 8.4.2014 in Friedrichshafen. They contributed with their opinions on project topics and potential developments.	http://en.laacr.cz/about-laa.htm
Evektor s.r.o.	In the course of its existence, Evektor became a leading development and design centre in the aircraft industry of the Czech Republic and is also considered to be a reliable partner in the area of development of cars and their parts and components.	Evektor participated in first project Workshop held on 8. 4. 2014 in Friedrichshafen. They contributed with their opinions on project topics and potential developments.	http://www.evektor.cz/en/about-evektor.aspx
Cessna Aircraft Company	The Cessna Aircraft Company is an American general aviation aircraft-manufacturing corporation headquartered in Wichita, Kansas. Best known for small, piston-powered aircraft, Cessna also produces business jets. The company is a subsidiary of the U.S. conglomerate Textron. In March 2014, Cessna became a brand of Textron Aviation.	The Cessna Aircraft Company participated in first project Workshop held on 8.4.2014 in Friedrichshafen. They contributed with their opinions on project topics and potential developments.	http://www.cessna.com/

Airbus Group Innovations	The world will change considerably in the coming decades, requiring new products based on emerging technologies and efficient processes. Products and processes must be tightly linked to improve competitiveness and differentiation. Research & Technology (R&T) plays a central role in Airbus Group remaining competitive by being more innovative, better, cheaper and faster in delivering products than its competitors, in view of the fact that European companies suffer from a largely fragmented and generally lower customer funding than their US peers, for example.	Airbus Group Innovations participated in first project Workshop held on 8.4.2014 in Friedrichshafen. They contributed with their opinions on project topics and potential developments.	http://www.airbus-group.com/airbusgroup/int/en/our-innovation/innovation-works/Our-Vision.html
University of Zagreb	The University of Zagreb (1669) is the oldest and biggest university in South-Eastern Europe. Ever since its foundation, the University has been continually growing and developing and now consists 29 faculties, three art academies and the Centre for Croatian Studies. With its comprehensive programmes and over 50,000 full-time undergraduate and postgraduate students, the University is the strongest teaching institution in Croatia.	University of Zagreb participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.unizg.hr/homepage/
Descartes System Group	Descartes is an international logistics technology platform that unites people and technology that move the world. Descartes' logistics technology is efficient, flexible, reliable and collaborative. The Logistics Technology Platform fuses the Global Logistics Network — the world's most extensive logistics network covering multiple transportation modes — with the industry's broadest array of modular, cloud-based, interoperable web and wireless logistics management solutions. The Logistics Technology Platform leverages the world's largest multimodal logistics community to enable companies to quickly and cost-effectively connect and collaborate.	Descartes System Group participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.decartes.com
Iskratel, d.o.o.	Iskratel d.o.o. is leading European InfoCommunications vendor and solution provider with 65 years of experience, own R&D and manufacturing, 900 employees and local presence in over 30 countries. Our customers describe us as innovative and customer centric. Our flexibility allows us to blend into your environment.	Iskratel d.o.o. participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of	http://www.iskratel.com/en

		HYPSTAIR dissemination materials.	
Faculty of Mechanical Engineering (FYROM)	University “Sts. Cyril and Methodius” (UKIM) is the largest and the oldest university in Macedonia. It is a well established institution with respected educational and scientific background. The Faculty of Mechanical Engineering in Skopje (FME-SK) is focused on educating highly skilled engineers. The FME-SK continuously maintains cooperation with numerous institutions from the country, region and the world and has successfully realised many international and Tempus projects.	Faculty of Mechanical Engineering (FYROM) participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.ukim.edu.mk/
Research Centre of Vehicle Industry	The Research Center of Vehicle Industry aims at providing appropriate research and development cooperation between the automotive partners and higher education. The Research Center of Vehicle Industry has been working since May 2011. All research groups give an excellent background for the planned basic and targeted researches on the topics of modelling and analysing complex hybrid and electric vehicle dynamics, electronic measuring and control methods, mathematical models and optimization processes, automotive info communication technologies. Based on the results of the different research areas significant and continuous cooperative industrial developments of vehicle (sub)systems can be achieved.	Research Centre of Vehicle Industry form Hungary participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://jkk.sze.hu/en_GB/main
Ecological Engineering Institute	Ecological Engineering Institute deals with planning, designing and engineering at the areas of waste management, water supply management, wastewater treatment and project documentation supervision. Their business orientation accomplishes vision and mission to realize expectations of their customers, of public and non-profit organizations and also their employees and so that they define frames for the formation of strategic and executive goals.	Ecological Engineering Institute participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.iei.si/home.html
Research Centre of Vehicle Industry	The Research Centre of Vehicle Industry aims at providing appropriate research and development cooperation between the	Rsearch Centre of Vechicle Industry form Hungary participated at	http://jkk.sze.hu/en_GB/main

	automotive partners and higher education. The Research Center of Vehicle Industry has been working since May 2011. All research groups give an excellent background for the planned basic and targeted researches on the topics of modeling and analyzing complex hybrid and electric vehicle dynamics, electronic measuring and control methods, mathematical models and optimization processes, automotive infocommunication technologies. Based on the results of the different research areas significant and continuous cooperative industrial developments of vehicle (sub)systems can be achieved.	conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	
ETNA PLUS	The overall objective of ETNA Plus is to foster innovation in trans-national cooperation in Transport with a focus on promoting the active participation of new actors and regions in EU research calls and projects. Transport NCPs are key players in this mechanism, but their role will be complemented and enhanced by the contribution of other relevant stakeholders, giving real added value both in terms of knowledge and expertise. ETNA Plus targets transnational cooperation by organising specific initiatives to raise awareness on the EU transport R&I landscape and by improving the level of expertise on EU funding tools at NCP and researcher level.	ETNA PLUS participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.transport-ncps.net/etna-plus/project-description.html
HIDRIA, d.o.o.	Hidria is one of the leading European and global corporations in the field of Climate Technologies and Automotive Technologies. It is committed to develop innovations which improve the quality of life in the area of living comfort and green mobility. Hidria's organisational structure and long-term relationships with its business partners are based on four values: responsibility, knowledge and competence,innovativeness and excellence. Our activity is a contribution to the sustainable development of natural and social environments. Hidria employs 2,600 people in 17 countries. Products are sold in 80 countries around the world.	HIDRIA, d.o.o. participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.hidria.com
Faculty of Mechanical Engineering (SI)	University of Ljubljana was established in 1919 on the foundations of a long-established pedagogical tradition. It is a very large university, with 50.000 undergraduate and postgraduate students, taking over 300 different undergraduate and postgraduate study programmes. The Ljubljana Faculty of Mechanical Engineering (FME) exists to	Faculty of Mechanical Engineering of the University of Ljubljana participated at conference "Transport and Research in the Danube Region" which took place in	http://www.fs.uni-lj.si/

	create and disseminate knowledge that enables its students and research partners to competitively participate in the international scientific field and marketplace. The vision of the Ljubljana FME is to become the premiere teaching and research faculty for mechanical engineering in Slovenia and Southeast Europe while maintaining the highest educational and professional standards. With this the faculty will become be an even stronger magnet for the cooperation with Slovenian and international companies and research-and-development organizations.	Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	
Institute of Traffic and Transport in Slovenia	The Traffic Institute Ljubljana I.l.c. is a research organisation founded by Slovenian Railways. The company with over 40 years of tradition and innovative solutions conducts research and development projects in all traffic modes applied to the domestic and foreign market. The institute is a member of the Slovenian Chamber of Engineers and is registered as a research organisation by the Slovenian research agency. The company specialises in research and development of transport technology, infrastructure, transport economics and law, transport related IT&T as well as in elaboration of investment documentation.	Institute of Traffic and Transport in Slovenia participated at conference "Transport and Research in the Danube Region" which took place in Ljubljana on 2nd and 3rd April 2014. HYPSTAIR project was presented at the conference both in a form of presentation of Mr. Veble (PIPISTREL) and with a stand of HYPSTAIR dissemination materials.	http://www.prometni-institut.si/?id=3&lang=en

3.4 Key messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principle guidelines of key messages are to:

- be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used where possible;
- tailored to the target groups; it is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- messages of different projects related to the same subject can be coordinated to enhance the impact;
- information should be correct and realistic.

Regular messages already were and will be provided through dissemination activities as showed in the Table 2 below.

Table 2: Key messages

Target audience	Key messages
Internal stakeholders: • Project Management Board • Work package and Task leaders • Project Manager (LP)	**Project status:** Whatever the project is currently operating within the agreed schedule, budget and quality targets; **Project issues:** The impact of the issues currently affecting the project and the actions taken to resolve them. **Project risks:** The high level risks which may affect the project and the actions taken to mitigate, avoid or reduce them. **Project outputs:** The outputs completed to date and the items which are scheduled for completion within the next reporting period. **Project budget**: The overall situation in project budget in relation to the plan and any constrains currently affecting the project.
External stakeholders: • European institutions • State administration • Local/Regional Authority • Other public/semi-public bodies • Business sector	**Project results:** To underline the project progress and results that can improve the design of components of a serial hybrid propulsion system for a small aircraft, which regulations should be established for aviation hybrid drive systems, how to create a competitive supply chain for hybrid drive components and reduce the time to market of such innovations. **Project events**: Invitation to public project events, tailored workshops during the events and dissemination of results of the events.
General audience • General audience in Slovenia • General audience in Germany • General audience in Italy • General audience on European Level • General audience on the global level	**Project results:** Project results that can improve the design of components of a serial hybrid propulsion system for a small aircraft. **Project events**: Invitation to public project events, tailored workshops during the events and dissemination of results of the events.
Other project	**Project results:** Project activities and results that could be related to other project. **Project events:** Underline project events,which could be gathered through other projects' events with similar topics.

Key words

Following key words will be used in dissemination materials:

- hybrid drive,
- light aviation,
- green aircraft,
- electric propulsion,
- hybrid propulsion system components,
- human-machine interface,
- hybrid aircraft performance
- analysis and optimisation,
- electric and hybrid drive,
- certification specification.

3.5 Dissemination methods

3.5.1 Dissemination tools

The project dissemination tools are expected to be effective both within institutions and countries of the project partners and also beyond, which is presented in the table below:

Table 3: Target groups and project outputs

Dissemination tool	European Institution	State Administration	Local/Regional Authority	Other public/semi-public body	Business sector	Other
Brochures	X	X	X	X	X	X
Leaflets	X	X	X	X	X	X
Posters, billboards				X	X	X
Press releases	X	X	X	X	X	X
Magazine or newspaper articles	X	X	X	X	X	X
Newsletters	X	X	X	X	X	X
Website	X	X	X	X	X	X
Workshops				X	X	X
Conferences		X	X	X	X	X

All partners must be preliminary informed about any kind of public communication concerning exclusively the HYPSTAIR project and confirm it. In case of a minor public reference to the HYPSTAIR project made by the partner, latter must subsequently inform the consortium about it in order to include all the activities in the dissemination report. This instructions must be followed both in written and oral communication. Provided templates for different dissemination tools must be properly used and modified when needed.

3.5.1.1 Brochures

The **HYPSTAIR brochures** are printed dissemination tool for awareness raising at the EU level. Brochures were the first general project depiction, distributed in all partner countries and at all dissemination events. In the first edition, we have printed 1.500 copies, whereas 1.000 copies will be printed in 2015. In total, 2500 copies will be printed, while partners will also distribute them electronically.

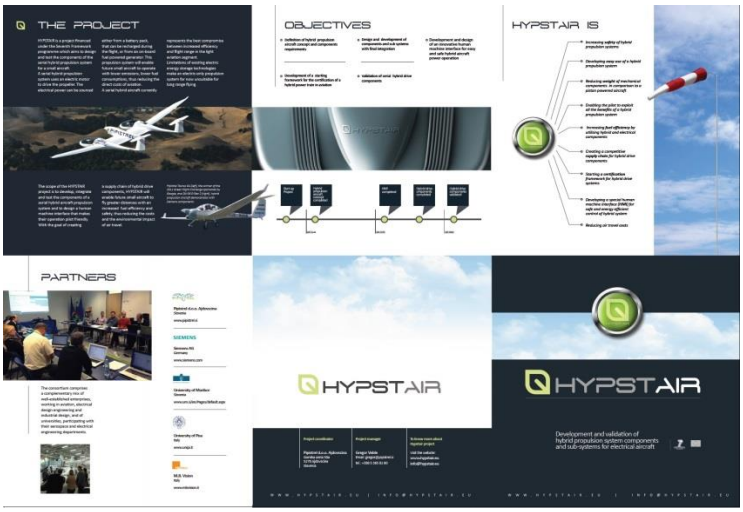

Figure 2: HYPSTAIR brochures

3.5.1.2 Leaflets

The **HYPSTAIR leaflets** are also printed dissemination tool for awareness raising at national and EU level. Leaflets are presenting project depiction, distributed in all partner countries and at all dissemination events. In the first edition of leaflets we have printed 2000 copies as was planned at the beginning. 750 copies for the second edition will be printed in 2015. Leaflets will be distributed among the partners who will be responsible for further distribution

Figure 3: HYPSTAIR leaflets

3.5.1.3 Posters and billboards

Posters with both visual and verbal content in English language were printed and used in occasional dissemination events, especially fairs, exhibitions and conferences. Digital version of posters were distributed to the project partners by MBV, whereas printing and allocation of printed posters is under responsibility of the UM.

Billboards contain visual and verbal presentation of project in English language and are used at occasional dissemination events, especially for project workshops and conferences.

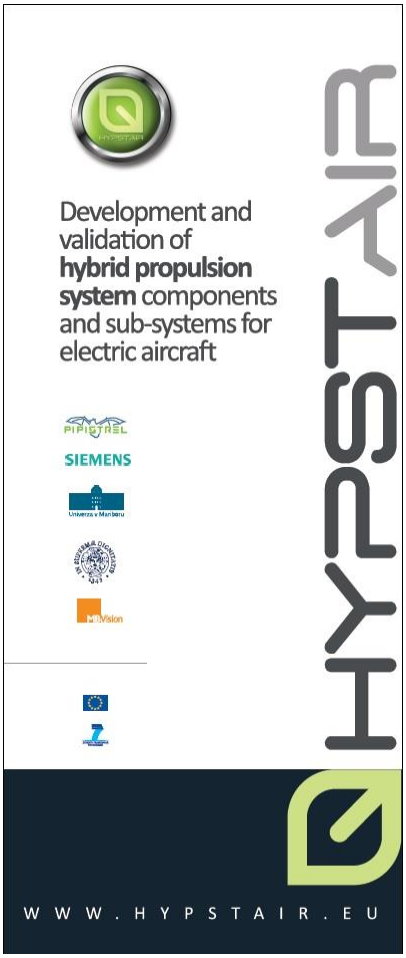

Figure 4: HYPSTAIR Billboards

3.5.1.4 Press Releases and Articles

Project estimates **5 HYPSTAIR Press Releases and 1 Article** in different types of magazines and newspapers. Our tendency is to publish articles or PRs both in scientific magazines and general newspapers to cover all sectors of interested public. In order to select the most appropriate magazines, all partners were asked to prepare a list of national and international magazine.

3.5.1.5 Newsletters

The **HYPSTAIR newsletter** will be prepared with intention to:

- Raise awareness about the project;
- Inform target groups, general and professional public about both technical and substantive progress of the project;
- Invite target groups and interested public to all project events;
- Present all partners of the project to foster new partnership on the EU level.

There are 4 Newsletters planned throughout the duration of the project. They will be prepared jointly by all the partners, but under coordination and responsibility of the UM. All versions of the Newsletters will be prepared in English and distributed electronically.

First HYPSTAIR Newsletter is the phase of designing and should be published in the second half of September.

Table 4: List of magazines and newspapers for potential dissemination

List of magazines and newspapers			
Type of paper	**Name of magazine or newspaper**	**Language**	**Frequency of publishing**
General	Creativity	IT	Monthly
Professional	Aerospace Science and Technology	EN	Periodically
Professional	Global Science and Technology Forum (GSTF)	EN	Periodically
Professional	Science Direct: Aircraft Design	EN	Periodically
Professional	Science Direct: Aircraft Design projects	EN	Periodically
Professional	Science Direct: Air &Space Europe	EN	Periodically
Professional	Elsevier: Aerospace Science and Technology	EN	Periodically
Professional	EbscoHost: Science&Technology Collection	EN	Periodically
Professional	SAGE: Building Services Engineering Research and technology: An International Journal	EN	Periodically
Professional	SAGE: International Journal of Engine Research	EN	Periodically
Professional	SAGE: Journal of Mechanical Engineering Science	EN	Periodically
Professional	SAGE: Proceedings of the Institution of mechanical Engineers. PART G: Journal of Aerospace Engineering	EN	Periodically
Professional	The American Institute of Aeronautics and Astronautics (AAIA): AIAA Journal	EN	Periodically
Professional	The American Institute of Aeronautics and Astronautics (AAIA): Journal of Aircraft	EN	Periodically
Professional	The American Institute of Aeronautics and Astronautics (AAIA): Journal of Propulsion and Power	EN	Periodically
Professional	The American Institute of Aeronautics and Astronautics (AAIA): Journal of Guidance, Control and Dynamics	EN	Periodically

Table 5: List of magazines and newspapers with published HYPSTAIR article

List of magazines and newspapers with published HYPSTAIR article						
Date, place	Type of paper	Name of magazine or newspaper	Language	Frequency of publishing	Website	Partner involved
1. 11. 2013	General	Creativity	IT	Monthly	/	MBV

3.5.1.6 Website

The Website is one of the main tools for public dissemination as well as for internal project management, knowledge management and reporting. The public website is utilised for presenting project activities and progress, making public statements and announcements as well as for on-line dissemination of project deliverables, newsletters, brochure, etc. Internal part of the website is limited to consortium partners who will be granted unlimited access to all project related materials, including instructions, deliverables and confidential project materials.

The aim of the website is to reach a wide range of interested audience and target bodies. A user friendly, high standard, accessible website is already established and functioning in its full capacity. Since July, project partners can exchange, upload and download files via “Partner area” on the HYPSTAIR website, which contributes to safer and faster data exchange and cooperation.

The website is available at: http://www.hypstair.eu/. The development of the website was under the responsibility of MBV with support of all the project partners.

3.5.1.7 Workshops

Workshops are dedicated to the professional public in order to spread the news about the new project innovations, progress and future possibilities. Beside the educational side, workshops are prepared also to meet possible new partners and to strengthen the aeronautics R&D network.

HYPSTAIR’s first workshop was implemented in cooperation with ASTM International, on 8 April 2014 in Friedrichshafen, Germany, a day before the grand opening of the AERO Expo 2014. Main theme of the workshop was “Certification requirements of components for electric aircrafts”. Workshop was divided into two sessions, both hosted by the project partners’ representatives and experts. The objective of the workshop was to bring the electric aircraft industry together, from regulators, researchers, and manufacturers/designers to discuss the development and validation of hybrid propulsion system components and sub-systems for electrical aircraft. 28 participants from 7 countries of the world visited the workshop and according to their statements it was a great success.

Second workshop was not in the organization of HYPSTAIR consortium but AHS International – AIAA. Workshop that took place on 28 August 2014, held a title “Transformative Vertical Flight Concepts Joint Workshop on Enabling New Flight Concepts through Novel Propulsion and Energy

Architectures". On behalf of HYPSTAIR consortium, Dr. Tine Tomažič (PPS) will be a speaker at the workshop.

3.5.1.8 Conferences

Project conference is planned to be implemented at the very end of the project's timeline. Only after final project results will be achieved partners will be able to present overall project development, results, challenges and achievements. The final conference will be also aiming at establishment of a new partnership for potential future development of project idea.

Project partners will fill in the proposed table of planned and implemented project events presented in Table 5 and Table 6.

Table 6: Conferences, workshop, fair (Organizing)

ORGANIZING: Conferences, workshops, fairs							
Planned (P) or Implemented (I)	**Date, place**	**Type and name**	**Type of audience**	**Countries addressed**	**Approx. size of audience**	**Website**	**Partner involved**
I	8. 4. 2014, AERO fair Friedrichshafen (GER)	Workshop: Certification requirements of components for electrical aircrafts	General and professional	all	100	https://www.aero-expo.com	all

Table 7: Conferences, workshops, fairs (Participating)

PARTICIPATING: Conferences, workshops, fairs							
Planned (P) or Implemented (I)	**Date, place**	**Type and name**	**Type of audience**	**Countries addressed**	**Approx. size of audience**	**Website**	**Partner involved**
I	9. 4.-12. 4. 2014 Friedrichshafen (GER)	Fair: Exhibition at AERO Friedrichshafen (GER)	General and professional	all	approx. 32.000	https://www.aero-expo.com	all
I	22. 11. 2013	Crea@tivity 2013 - Mr. Veble's contribution (PPS): Innovation in light energy efficient aircraft design	Professional	All participating	50	http://www.progettocreactivity.com/creactivity13/	MBV and PPS
I	26. 8. 2014	AHS International - AIAA Transformative Vertical Flight Concepts Joint Workshop on Enabling New Flight Concepts through Novel Propulsion and Energy Architectures	Professional	All participating	70	http://www.vtol.org/events/transformative-vertical-flight-workshop	PPS

3.5.2 Dissemination Channels

3.5.2.1 Online channels

Among online channels, **official website** and **partners' websites** are recognized as the most reliable and effective online channels. Official project website is under the responsibility of MBV, while all the project partners are obliged to provide self-explanatory information together with important contact details (name of the contact person, institutional web link). In general, any news, event or dissemination activity performed must be communicated to the UM and MBV to update the public section of the website with these information. For this reason the partners will be required to report specific information on events (for example the description of place, date, participants, relevance to the project, material disseminated, pictures of the event).

Project partners are requested to refer to HYPSTAIR web link in respective institutional websites to increase the awareness raising of our project. Continuous project communication should be made directly via partners' websites or through newsletter or other similar means.

Third party institutional websites (e.g.: associated partners, participants to stakeholder platform, multipliers, etc…) were requested to include a direct link to HYPSTAIR homepage.

3.5.2.2 Non electronic channels

With a view to efficient dissemination among general and professional public all partners were asked to propose a list of magazines and newspapers where press releases or articles (scientific or not) could be published. In the proposed plan of activities, all the partners have been required to send UM a provisional list of these non-electronic channels. In order to sort out the most appropriate channels, the list will be later merged and discussed among partners

4 DISSEMINATION TIME PLAN

Dissemination time plan was prepared during the project preparation phase and was upgraded at the kick-off meeting.

Table 8: HYPSTAIR dissemination time plan

Del. Number	Deliverable Title	WP	Lead beneficiary	Nature	Dissemi-nation level	Delivery date from AF
D6.1	Project brochures	6	MBV	O	PU	M2
D6.2	First version of dissemination plan	6	UM	R	PU	M3
D6.3	Official Website	6	MBV	O	PU	M3
D6.4	Workshop nr.1	6	UM	R	PU	M6
D6.5	Second version of dissemination plan	6	UM	R	PU	M12
D6.6	Newsletter nr.1	6	UM	R	PU	M12
D6.7	Workshop nr.2	6	UM	O	PU	M18
D6.8	Third version of dissemination plan	6	UM	R	PU	M21
D6.9	Newsletter nr.2	6	UM	O	PU	M22
D6.10	Final version of dissemination plan	6	UM	R	PU	M28
D6.11	Newsletter nr.3	6	UM	R	PU	M30
D6.12	Final project conference	6	UM	R	PU	M30

5 RESPONSIBILITIES

Partner responsibilities in dissemination activities were defined and updated at the project's kick-off meeting. During the project implementation, new tasks will be allocated to partners and the table will be updated.

Table 9: Partners responsibilities in dissemination activities

Dissemination tool	Nr.	Delivery date (M)	Description of dissemination tool	Responsible partners	Participating partners
Brochures	**1**	**2**	Project brochures contain all basic information about project and project partners for dissemination and promotion of project at different project and other events.	MBV	all
Dissemination plan	**3**	**3, 12, 21**	Definition of content, timing and frequency, distribution channels and responsible partners for each dissemination activity, which will be periodically upgraded.	UM	all
Official website	**1**	**3**	Official website of the project, with incorporated content management and updated project information and deliverables.	MBV	all
Workshop	**2**	**6, 18**	Workshop organized on topic of certification requirements of components for electrical aircrafts.	UM	all
Newsletters	**4**	**12, 22, 26, 30**	Periodical HYPSTAIR electronic newsletter will be published and disseminated to a general audience and stakeholders.	UM	all
Final dissemination plan	**1**	**28**	Final version of dissemination plan is prepared and distributed between partners For planning their dissemination activities regarding final project events.	UM	all
Final conference	**1**	**30**	An international event presenting main project results and future prospective of hybrid propulsion system components and sub-systems for electrical aircraft.	UM	all
Logo	**1**	**2**	Graphic brand word mark prepared for visual recognisability and presentation	MBV	all
Templates	**5**	**2**	Different document templates were prepared with aim of visual unity of all project related documents	UM	all
Exhibitions, fairs	**3**	**8, 20, 25**	Participation at various fairs with the HYPSTAIR stand and other printed materials	UM, PPS	all
Press releases and articles	**5**	**3, 9, 18, 22, 30**	Press releases, magazine and newspaper articles will be published to inform crucial EU and national institutions, professional and general public about the progress pf the project and reached milestones.	UM	all

6 EVALUATION

The implementation of dissemination strategy will be regularly evaluated according to the level of realization of set up dissemination objectives and results. In case of any deviation from planned dissemination activities the corrective actions will be proposed and carried out.

Table 40: Monitoring the realisation of HYPSTAIR deliverables

Del. Number	Deliverable name	Lead beneficiary	Delivery date from Annex I (project month)	Delivery date from Annex I	Actual/Forecast delivery date Dd/mm/yyyy
D6.1	Project brochures	UM	M2	30. 10. 2013	25. 3. 2014
D6.2	First version of dissemination plan	UM	M3	30. 11. 2013	20. 2. 2014
D6.3	Official Website	MBV	M3	30. 11. 2013	10. 3. 2014
D6.4	Workshop nr.1	UM	M6	28. 2. 2014	8. 4. 2014
D6.5	Second version of dissemination plan	UM	M12	31. 8. 2014	31. 8. 2014
D6.6	Newsletter nr.1	UM	M12	31. 8. 2014	15. 9. 2014
D6.7	Workshop nr.2	UM	M18	28. 2. 2015	
D6.8	Third version of dissemination plan	UM	M21	30. 5. 2015	
D6.9	Newsletter nr.2	UM	M22	30. 6. 2015	
D6.10	Newsletter nr.3	UM	M26	30. 10. 2015	
D6.11	Final version of dissemination plan	UM	M28	30.12. 2015	
D6.12	Newsletter nr.4	UM	M30	29. 2. 2016	
D6.13	Final project conference	UM	M30	29. 2. 2016	

Table 11: Monitoring the realisation of project HYPSTAIR dissemination objectives

Indicators	Type of indicator	Forecast	Currently achieved
Number of dissemination plan	quantitative	4	2
Number of official website developed	quantitative	1	1
Number of connections to website	quantitative	20	5
Number of articles	quantitative	1	1
Number of press releases and papers	quantitative	5	3
Number of Newsletters published	quantitative	4	1
Number of Brochures printed	quantitative	1	1
Number of Leaflets printed	quantitative	2	1
Number of project Workshops	quantitative	2	1
Number of project Conferences	quantitative	1	
Number of European institutions towards which the dissemination tools will be disseminated	quantitative	8	2
Number of Local and Regional Authorities towards which the dissemination tools will be disseminated	quantitative	10	8
Number of Specific partners towards which the dissemination tools will be disseminated	quantitative	10	17

7 FORTHCOMING ACTIVITIES

Dissemination activities in upcoming 6-month period will be focused on:

- Updating official project website with project activities and events;
- Increasing the connections to the project website;
- Dissemination of project brochures, leaflets/flyers, posters and folders;
- Dissemination of project electronic Newsletter by providing sufficient database from partners;
- Improving the list of national and international magazines in which the project articles could be published;
- Organizing the 2nd Workshop;
- Identify additional target groups towards which the project material will be disseminated;
- Prepare press release;
- (Oral) presentation of project to wider public in in relevant conferences, workshops and fairs;
- Participation on relevant fairs and exhibitions which have potential to improve project results.