



UNMANNED TRAFFIC MANAGEMENT 4D PATH PLANNING TECHNOLOGIES FOR DRONE SWARM TO ENHANCE SAFETY AND SECURITY IN TRANSPORT

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1 EXECUTIVE SUMMARY

This document is the **Deliverable 10.1 Website and Communication Material** of the Work Package 10 - **Social acceptance, impact, business models & dissemination activities** of the project **Unmanned traffic management 4D path planning technologies for drone swarm to enhance safety and security in transport**, funded by the European Commission under the call H2020-MG-2019-TwoStages, coordination and support topic under the grant agreement no. 861696

In accordance with the H2020 Online Manual¹, LABYRINTH must communicate and promote the project and its results, "providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner". Since LABYRINTH is a Research and Innovation Action, Communication activities will focus on giving visibility to the project benefits for the general public, at the same time that works on keeping updated those stakeholders from the drone industry to promote the future uptake and an efficient development of the industry in the lines that the future EU regulation will establish.

1.1 DESCRIPTION OF TASK

The aim of Task 10.3 is to define and execute a Communication Plan. This will entail the following subtasks:

- Definition of the Communication Plan that will ensure the design, implementation and follow-up of an efficient communication strategy, starting with the mapping of Key Messages and targeted audiences to any adjustment that will be necessarily made during the implementation of the different actions.
- Development of project logo, project letterhead, project presentation template.
- Design of the project web site in consistency with the layout produced. It will contain general project information, as well as information about project results, news on the project activities, information on the consortium members, etc. including all the public deliverables, and it will be updated on the permanent basis during the project life and afterwards.
- Arrangement of the two-level access to the web site (public and internal).
- A LinkedIn page together with other social media channels (Twitter) will be created in order to disseminate the project development, outputs and main findings.
- Production of standardised, high quality printed material for dissemination purposes to be distributed at the conferences and other events, covering brochures/leaflets, project information package and project posters.

¹ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm



- Preparation and update of media release, available at the project website, and articles to be published in non-scientific or specialised journals and blogs
- Preparation of a video explaining project objectives and goals, to illustrate the scientific and practical benefits resulting straight from the outcomes of the project.
- Establish and execute communication monitoring actions

Some subtasks have been already completed and some others are ongoing according to the expected work plan.

TASK	2020	2021	2022	2023
Definition of the Communicatoin Plan	█			
Visual Identity	█			
Website	█			
Social Media Profiles	█			
Digital/Printed Material for dissemination purposes *		█	█	█
Press Release *	█	█	█	█
Video		█	█	█
Monitoring actions	█	█	█	█

* Approximate dates: they have been defined based on the main milestones of the project but will be adapted to the project needs



2 OBJECTIVES

Since LABYRINTH project results are envisaged to be potentially exploited in the context of enhancing safety, security and efficiency in the civil system transport, **the general public awareness of the project and technologies used or developed within its scope shall be appropriately addressed in the project communication activities.**

To ensure the best visibility of the project and to ensure its communication objectives the LABYRINTH *Communication Plan* should undertake the following activities:

1. Create a visible and distinguishable **visual identity** of the project to make it easily recognisable in a way that all the communicative actions undertaken during the project are traceable.
2. Deploy a **media planning** to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
3. Make an intense **follow-up** of the communication plan deployment, ensuring its correct functioning and making the necessary corrections when it is needed.
4. **Lay out the communication activities** among all the partners to ensure a correct deployment of the strategy.
5. **Coordinate with external stakeholders**, such as related projects, institutions, and media to ensure a high outreach of the communication activities.

2.1 STRATEGIC OBJECTIVES

The general objective of this *Communication Plan* is set up by three strategic objectives that will help the project to reach the main goal:

- Communicate the LABYRINTH project and its outcomes.
- Reach the target audiences and foster their interest in the project.
- Broadcast to the general public the future benefits of the consecution of this project.

These objectives will be connected to the obligation established by the European Commission in the Grant Agreement, article `38.1.1 *Obligation to promote the action and its results*' and the recommendations made by INEA for the communication activities as a purpose:

- Raise awareness & visibility
- Attract the best experts to the team
- Network with other funded projects
- Promote the activities
- Create market demand for the product/s
- Help raise funds for follow-up projects
- Exchange know-how and results
- Report to citizens on how their money is spent
- Prove to decision makers that investing in Horizon 2020 was a good idea



- Dialogue with policy makers, stakeholders, citizen's associations will be sought to demonstrate benefits for the society, industry and user community.

2.2 OPERATIONAL OBJECTIVES

To reach the above-mentioned objectives, it will be necessary to set the following operational objectives that must be undertaken in this *Communication Plan*:

- Have a complete handbook to help the consortium members identify when an issue must be communicated, and which are the steps and responsibilities for that purpose.
- Identify the main communication activities and lines of action to be carried out throughout the course of the project, planning, and coordinating all the efforts.
- Set the targeted audiences, the main partners, the key messages, and the principal media on which LABYRINTH communication activities will focus.

3 METHODOLOGY

The methodology used for the development of the LABYRINTH *Communication Plan* reflects the purpose for which it was designed. Above all, this plan is a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the global objective of the project. It has been made considering the "*Communicating EU research and innovation guidance for project participants*"² document.

The development of this Plan involves interaction among all the partners. Figure 2 presents the main steps for the development of the Communication Plan.

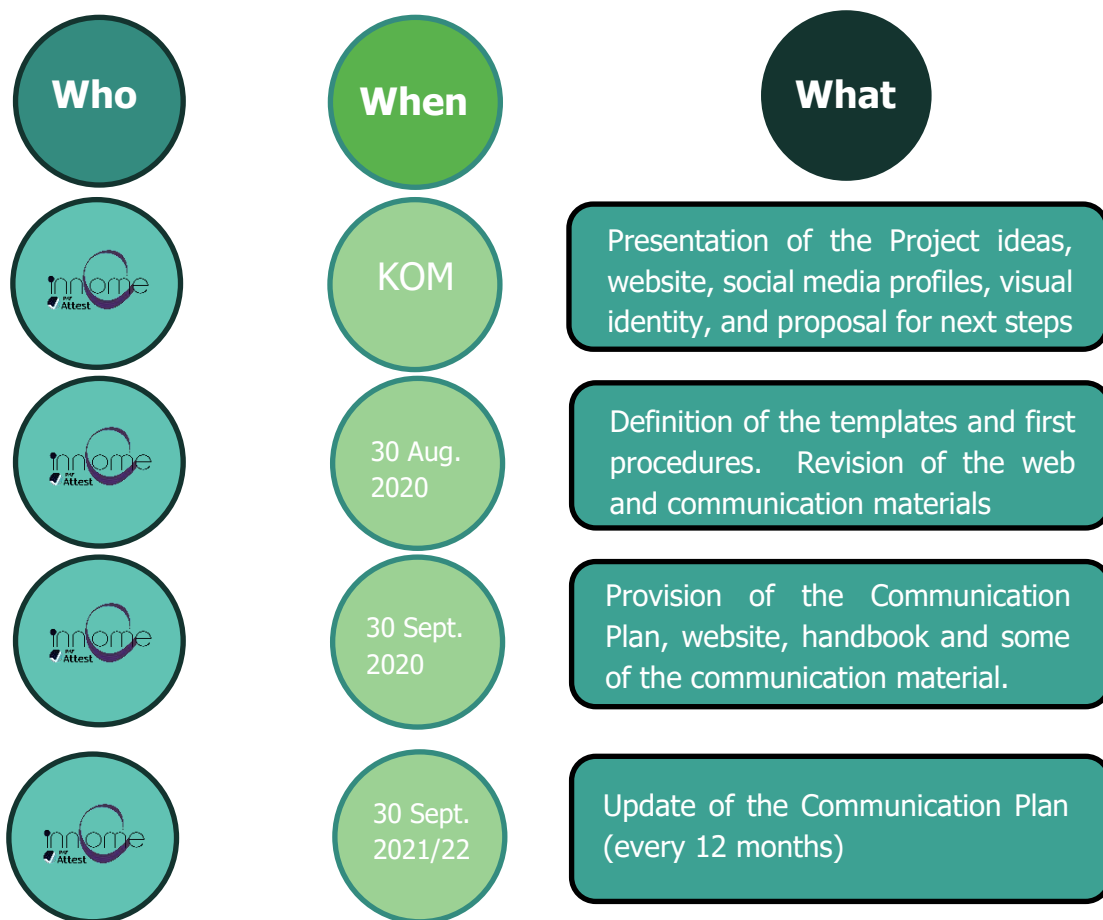


Figure 2 Steps for the development of LABYRINTH Communication Plan

The *Communication Plan* attends to the potentialities and strengths of the project partners. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals and institutions that should be enrolled in the project and of the best way to do it. In addition, most of the partners have access

² https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



to relevant networks that can be used to **reach different target audiences** and better communicate the project assets.

This plan will be annually reviewed, so partners will be requested to send their feedback and information about the next planned activities and results of the activities carried out. More detailed information on this process is included in Section [9 "Monitoring"](#). To be able to define and execute the Communication Plan, the following media available in relation with the project resources will be used:

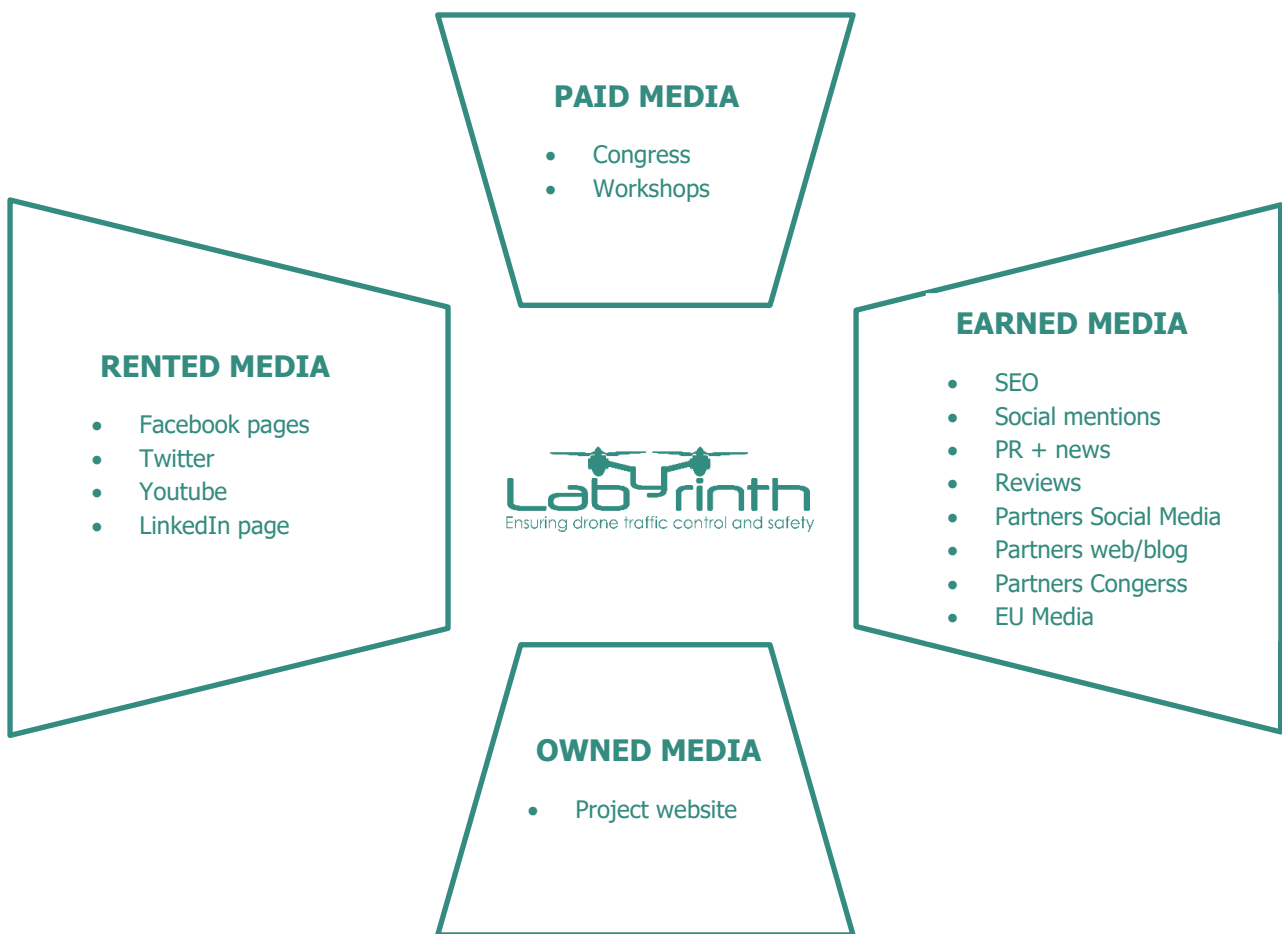


Figure 3 Project media distribution



4 WHAT TO COMMUNICATE

4.1 THE VALUE OF THIS PROJECT

The LABYRINTH project will create and validate **new swarm drone applications to enhance safety, security, and efficiency in the civil system transport**. Its scope covers two main aspects:

- **Develop and test technologies**, operational and business models for the application of drones or drone swarms and other emerging technologies **to increase the safety, security, public acceptance and overall efficiency of air, waterborne and surface transport**, both passenger and cargo, including search and rescue applications.
- Explore and **develop innovative technologies and sustainable business models for pilot services**, such as large vehicles/vessels/aircraft inspections, transport management (including emergencies), transport infrastructure condition monitoring and maintenance, logistics, on-demand cargo and/or personal mobility using drones and other emerging technologies safely.

4.2 KEY MESSAGES

LABYRINTH has some relevant messages to be shared from the very beginning of the project, and other ones will be added on the revision of this Communication Plan once the research is finished and there are some results and conclusions.

The nature of the messages will be targeted to a different audience and will have a different thematic adapting to each of the objectives settle in this Communication Plan.

The key messages are slightly revised to better reflect what the audience should remember of the project. From the very beginning, and until the first deliverables will be accessible and ready to disseminate, the key messages will be focused on four major assets of the project:

Main message:

Ensuring drone traffic control and safety

(this is also the slogan of the project)

A. END USERS, POLICY MAKERS AND GENERAL PUBLIC PILLAR KEY MESSAGES

- Drone technologies are a potential solution to improve the safety and efficiency of civil transport.
- Drone can help civil transport doing fast inspections, surveillance operations or accessing hard-to-reach areas.



- Drone market is growing and will create multiple jobs
- Security issues have made impossible (and sometimes illegal) to fly drones at low altitudes in most civil environments.
- In a few years, the proliferation of different drone applications in highly populated urban areas will be a reality and a potential risk to people's safety.
- LABYRINTH will create a new centralized planification system to communicate with all drones in a certain area and process their trajectories to avoid collisions.
- LABYRINTH's technology will be tested in 4 use cases: air, road, and sea transport, also in emergencies.
- Through an integral communication network 5G+Satellite, LABYRINTH will be able to reach any place where a coordinated action of drones is required.
- LABYRINTH's applications will revolutionise civil transport and speed-up regulatory changes to allow drone transit in the European Union.
- LABYRINTH traffic planification system will enable to speed-up the deployment of other emerging drone applications (for instance, delivery).

B. SCIENTIFIC/TECHNOLOGICAL PROFESSIONAL COMMUNITY PILLAR KEY MESSAGES

- LABYRINTH's system will be based on the U-SPACE technology, to make a leap forward in the efforts undertaken so far within the SESAR strategy, contributing to position European technology at the same level as NASA's control stations for drone guidance.
- LABYRINTH will research in development of drones swarming 4D path-planning algorithm and new U-space services supporting drone swarms auto-guidance.
- LABYRINTH will enable to achieve leap forward validating in several pilots auto-guidance multidrone technologies that have only been theoretically validated for simple simulated problems.
- LABYRINTH system will be integrated by:
 - i. U-space system, drone Ground Control Station and Cloud Platform
 - ii. Virtual drone flight and scenario simulator
 - iii. Communication framework integrated by 5G networks and UE-based satellite systems.



- Drone technology will be an increasingly demanded and offered discipline in universities due to its high career opportunities

C. BUSINESS EXPERTISE PILLAR KEY MESSAGES

- LABYRINTH will increase the competitiveness of the civil transport reducing maintenance and management costs managing transport, as well as reducing cost derived from accidents or other potential issues.
- LABYRINTH will open drone industry to new markets.
- LABYRINTH will create new business models focused on private and public entities that regulate and manage transport infrastructures.
- At least 4 new vertical business models will be provided for:
 - i. road traffic surveillance platform
 - ii. seaport monitoring
 - iii. airport facilities inspections
 - iv. emergency assistance support.

D. GOVERNMENT AND INSTITUTIONS PILLAR KEY MESSAGES

- LABYRINTH will provide a roadmap for the future regulation of autopiloted drone operations:
 - i. New standards and guidelines for the certification procedure of drone autopilot solutions.
 - ii. A dissemination plan for public acceptance of the use of drones and awareness of their presence in public spaces
- LABYRINTH will ensure appropriate legal frameworks and, also will advance safety systems certification and set standards with potential to become a global reference.
- LABYRINTH will contribute to economic growth by unleashing new markets, new industries and new high-added value jobs in Europe.
- LABYRINTH provides an environmental impact, protecting wildlife by avoiding bird collisions with airplanes, or reducing CO2 emissions by providing major efficiency in road transport management or by using drones instead of helicopters for road traffic surveillance.



5 TARGET GROUPS

LABYRINTH project communications will extend from the most technical and experienced community working on drone and other emerging technologies, to the general public, going through other fields directly concerned by the project results.

LABYRINTH project audiences will be segmented in 5 different groups:

- **Consortium partners:** to ensure an efficient communication among the consortium partners to achieve an effective and transparent project management, and among the internal staff to find possible synergies in other areas that support the dissemination of the project results.
- **Scientific/technological professional community:** exchanges with other researchers working on related R&D domains will be of mutual benefit for all and will let to avoid duplication of effort.
- **Advisory boards (AB):** The advisory boards will be composed by external members to the project already supporting the participant companies as advisors in different fields.
 - End User Advisory Board (EUAB) to interact with the end users directly involved in the project
 - Scientific Advisory Board (SAB) to support the technical team of the project
 - Business Advisory Board (BAB) to guide the team in making strategic decisions for an effective exploitation of the project.
- **General Public:** will be informed about ongoing activities and tasks, project concepts and objectives as well as benefits to society, at European and international level.
- **Governmental & institutional dissemination:** to contribute a better understanding and update of civil drone integration through the creation of a new concept of a control station, the project most relevant results will be shared with European Commission and other relevant policy makers.

These audiences will be primarily segmented in internal and external audiences

5.1 INTERNAL AUDIENCE

The internal communications will be carried out between the members of the consortium composed. These communications are essential to ensure a proper project execution, with communication messages formulated and targeted to the right person in the right moment. Therefore, internal communication includes both overt communication like face-to-face meetings or plenary conference calls and private calls in order to discuss technical nor managerial issues, showing results or taking decisions. The main responsible for the definition of the communication procedures is INNCOME in collaboration with the Coordinator, UC3M. Other consortium members will be required to contribute and follow the defined procedures when performing internal or external communication activities. The internal communications procedures are defined in the [Annex II: Communication procedure](#) and complemented with D1.1 project Management Handbook



5.2 EXTERNAL AUDIENCE

Communication will take different tones according to the message that is being delivered and the target audience. LABYRINTH consortium has segmented the audience according to the objective to accomplish and the potential relationship pursued.

Regarding the target audience segmentation, LABYRINTH will focus on:

- Scientific/technical community working on drones
- Drone Industry
- End users
- Governmental & institutional entities (Standardization Entities and certification bodies)
- Business and financial industry
- General public
- General scientific community
- Mass Media

The main groups can be segmented in two categories, as depicted Table1 and Table2.



The primary target groups are those ones on which LABYRINTH will primarily focus for the definition of the communicative activities

Table 1 Primary target groups

GROUP	COPOSED OF	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
Scientific/technical community working on drones	Researchers form any related domain such as: <ul style="list-style-type: none"> • Unmanned Traffic Management • Computer Science • Infrastructures management and surveillance • Future workers of the industry 	<ul style="list-style-type: none"> • To spread LABYRINTH's research advances and engage scientific community working in the same area to participate with new advances. • To maximize stakeholders' engagement. • Set a new line o study for universities setting drones technology as a key pillar 	(B) (C) This group is composed mainly by technical professionals. The LABYRINTH research will benefit a wider community of experts generating a win-win with professionals working on R&D by building synergies.
Drone (UTM) Industry	<ul style="list-style-type: none"> • Drone manufacturers • UTM Innovation and Test Facilities • Future investors in UTM 	<ul style="list-style-type: none"> • To directly involve the UTM industry in the definition of priorities and solutions, therefore maximizing consensus and acceptance of the research. • To maximize stakeholders' engagement 	(B), (C) They are potential customers and/or venture partners. (D) This group will contribute to ensure a legal framework, certification system and set new standards for the European airspace
End users	<ul style="list-style-type: none"> • Transport infrastructures operators and service providers • good transport management • service provider 	<ul style="list-style-type: none"> • To maximize stakeholders' engagement 	(A), (C) They are potential customers and/or venture partners.
Governmental & institutional entities	<ul style="list-style-type: none"> • Standardization Entities • Certification Regulatory • Stakeholders 	<ul style="list-style-type: none"> • To ensure their acceptance and possibly their contribution and advice. 	(A) (D) This group will contribute to ensure a legal framework, certification system and set new standards for the European airspace



GROUP	COPOSED OF	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
	<ul style="list-style-type: none"> • Certification Bodies 		
Business and financial industry	<ul style="list-style-type: none"> • Aerospace, transport infrastructure and emergency corporates • Public and private investors 	<ul style="list-style-type: none"> • To gain their trust and get financial help, also gain advice in new business models to open the drone industry to new markets. 	(C) They are potential customers and/or venture partners. They can contribute to design new business scenarios.

The secondary target groups are those that are important to reach and to consider when communicating the LABIRINTH project, but they are not so important for the consecution of the project objectives.

Table 2 Secondary target groups

GROUP	COPOSED OF	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
Mass media	<p>Mass media includes a diversified collection of media focused in these topics (both online and offline):</p> <ul style="list-style-type: none"> • Unmanned Traffic Management • aerospace • technology development • innovation • transport management • safety and security issues • emerging technologies • infrastructure protection • aerospace regulations 	<p>Inform about ongoing research, project concepts and objectives as well as benefits to society and industry, considering the innovative framework defined in the LABYRINTH project. This will help to make LABYRINTH know in all sectors and environments.</p>	<p>It will be necessary to create relevant content to attract the focus of the mass media to guarantee the presence of LABYRINTH into the Agenda Setting, being able to reach the targeted audiences.</p> <p>(A) (C) (D) This group is composed by technical and nontechnical professionals who must understand the purpose and benefits of the project before being able to contribute to the communication of the other messages.</p>



GROUP	COPOSED OF	OBJECTIVE of comm. strategy	KEY MESSAGE CATEGORIES (A-D Section 4.2) and reason to communicate
General scientific community	<ul style="list-style-type: none">• Main researchers influenced by UTM• Computer Science researchers• Schools and other educational institutions interested in UTM• Students from areas related to UTM	Sharing knowledge to: <ul style="list-style-type: none">• Know related studies and projects that can provide advice• Enable synergies• Promoting the study of engineering bachelors related to UTM	(B) The advances achieved in LABYRINTH have a direct benefit for the scientific community that it is important for them to know
General Public	<ul style="list-style-type: none">• Entrepreneurs, companies, and workforce• General public (almost everyone will interact with drones in the short term)	General public awareness of the project and the technologies developed	(A) The advances achieved in LABYRINTH have a direct benefit for the citizen and general public, that it is important for them to know



6 COMMUNICATION CHANNELS, TOOLS AND ACTIVITIES

6.1 PROJECT WEBSITE

The LABYRINTH website (<http://labyrinth2020.eu/>) is running since the first month of the project, serving as a primary source of information regarding LABYRINTH's objectives, progress and outcomes with the aim of organizing the project information into a unified source of visitor's knowledge. According to the progress of the project, the content of the website will be continuously extended and updated.

The website is aimed to reach all primary and secondary audiences of the LABYRINTH project.

The main communication objectives of the LABYRINTH website are:

- To provide relevant and updated information to a wide audience.
- To ensure information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation and deliverables.

LABYRINTH Website will be a tool for an active promotion of project results, business opportunities, investment opportunities and public awareness. The website includes both a public and a private restricted area.

- The private area includes the project scheduling, deliverables with restricted access, reporting, other confidential documents, and management tools.
- The public section of the LABYRINTH website provides a project overview highlighting the motivation, background and objectives, the technical content and the structure of the project including the composition of the consortium. On the other hand, it will provide access to the project's public deliverables and to the media centre with all press releases generated during the project.

The maintenance of both areas is responsibility of the Task 10.3 leader (INNCOME), whilst the procurer of the information/documentation might be other consortium members. These documents must be uploaded to the private area of the website by each WP leader as soon as they are validated to ensure that all the consortium members have access to the latest documentation generated.

6.2 PROJECT BROCHURES AND OTHER MATERIALS

To contribute to the communication and awareness of the LABYRINTH project, some promotional material like leaflets, brochures, posters, roll-ups, events information, promotional video etc., will be elaborated. This material will be of a high-quality standardized format and will be distributed in the regular marketing activities of all partners and LABYRINTH events.



6.2.1 BROCHURE

The brochure of the project will be used to inform about the existence of LABYRINTH in events, workshops, congresses, etc. It will be also available on the website to be downloaded.

This creativity will be also used to be printed as billboard or roll-up and make the project more visible in the project stands at Conferences, Forums, etc.

An initial brochure will be produced, to explain and disseminate the project. As the project evolves and relevant milestones are reached, new designs will be made.

Based on the main milestones of the project, it is planned to produce 4 brochures for the whole life of the project, but this may vary according to the communication and dissemination needs.

These are the approximate dates for the brochures production:

TASK	2020	2021	2022	2023
Brochure	■	■	■	■

6.2.2 PROMOTIONAL VIDEO

With the aim of reaching a wider audience and a bigger impact as well as to inform about the existence of the LABYRINTH project, its goals and achievements, INNCOME will produce some multimedia material that will remain hosted on YouTube.

Initially, two videos will be produced: one at the beginning of the project, to present and publicise it, and another in the final months, to summarise all the achievements.

Both videos will be distributed and shared on social Media, the project website, and other platforms. They will also be used on workshops and other events to help in the presentation of the project.

These are the approximate dates for the video production:

TASK	2020	2021	2022	2023
Video	■		■	

6.3 PROJECT RELEASES AND ARTICLES

The major achievements and milestones of the project will be released and published in the project website and delivered to mass media around Europe. These articles will be written by INNCOME with the technical contribution of the LABYRINTH partners when needed and reviewed by the Project Coordinator, UC3M before their distribution.

The main European media companies identified as relevant contacts for the distribution of LABYRINTH news are shown in Table 3 below.

*Table 3 List of European media identified*

Media	Country	Type
Agence France Presse	Europe	Press Agency
Agencia EFE	Spain	Press Agency
RTVE	Spain	Public radio & TV
Reuters	Europe	Press Agency
ANSA	Italy	Press Agency
Europa Press	Spain	Press Agency
Deutsche Presse-Agentur	Germany	Press Agency



LABYRINTH will also use EC's media channels such as:

Media *	Description	Use to communicate KEY MESSAGE CATEGORIES (A-D Section 4.2)
<u>Horizon Magazine</u>	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.	(A), (B), (C) Potential users, collaborators and/or venture partners of LABYRINTH are readers of this magazine.
<u>Project stories</u>	Articles about selected EU-funded research projects, which led to breakthroughs, and that contribute to economic growth and creating jobs, and tackling societal challenges.	(A), (B), (C) Potential users, collaborators and/or venture partners of LABYRINTH are readers of this magazine.
<u>research*eu magazine</u>	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.	(B), (C), (D) LABYRINTH will present its results at the end of the project through this media.
<u>Events on the CORDIS website</u>	This website displays research related conferences and events.	This media will be used to promote the LABYRINTH events.
Conferences/ events organised by the EC	The European Commission co-organises a variety of conferences. These may include exhibition areas or sessions.	LABYRINTH will work to be part of EC Conferences talking about the success that this project means and the benefits for Europe.
<u>International Journal of Critical Infrastructure Protection</u>	The IJCIP was launched in 2008 with the aim of publishing scholarly papers of the highest quality in all areas of critical infrastructure protection. The scopes of the journal include: <ul style="list-style-type: none"> • Analysis of security challenges and identification of core security principles and techniques that can be applied to critical infrastructure protection. 	(B), (C) Potential collaborators around the scientific and technological professional community, also business experts in transport safety
<u>Transportation Research Part C: Emerging Technologies</u>	This Journal is focused on scholarly research that addresses development, applications, and implications, in the field of transportation. It is especially focused on emerging technologies on transportation system performance, in terms of service, capacity, safety and reliability.	(B), (C) Potential collaborators around the scientific and technological professional community, also business experts in transport infrastructure



Media *	Description	Use to communicate KEY MESSAGE CATEGORIES (A-D Section 4.2)
<u>Marine and Petroleum Geology</u>	This journal is the pre-eminent international forum for the exchange of multidisciplinary concepts and techniques for all concerned with marine and petroleum geology in industry, government, and academia.	(B), (C) Potential collaborators around the scientific and technological professional community, also business experts in maritime transport and infrastructure
<u>Journal of Computational Design and Engineering</u>	This Journal aims to provide academia and industry with a venue for rapid publication of research papers reporting innovative computational methods and applications to achieve a major breakthrough, practical improvements, and bold new research directions within a wide range of design and engineering.	(B), (C) Potential collaborators around the scientific and technological professional community, also business
<u>Procedia Computer Science</u>	It is an electronic journal focusing on publishing high quality conference proceedings. Conference delegates can publish their papers in a dedicated online issue on ScienceDirect, which is then made freely available worldwide.	(B) Potential collaborators around the scientific and technological professional community
<u>Transportation Research Procedia</u>	It is an open access product focusing entirely on publishing full sets of conference proceedings, enabling fast, world-wide dissemination so that conference delegates can publish their papers in a dedicated online issue on ScienceDirect.	(B) Potential collaborators around the scientific and technological professional community
<u>IEEE Aerospace and Electronic Systems Magazine</u>	It is a monthly magazine that publishes articles concerned with the various aspects of systems for space, air, ocean, or ground environments as well as news and information of interest to IEEE Aerospace and Electronic Systems Society members.	(B) Potential collaborators around the scientific and technological professional community
<u>IEEE Trans. Aersp. Electronic Systems</u>	It focuses on the organization, design, development, integration, and operation of complex systems for space, air, ocean, or ground environment. These systems include, but are not limited to, navigation, avionics, spacecraft, aerospace power, radar, sonar, telemetry, defense, transportation, automated testing, and command and control.	(B) Potential collaborators around the scientific and technological professional community
<u>IEEE Access</u>	It is a multidisciplinary, all-electronic archival journal, continuously presenting the results of original research or development across all of IEEE's fields of interest.	(B), (C) Potential collaborators around the scientific and technological professional community, also business



Media *	Description	Use to communicate KEY MESSAGE CATEGORIES (A-D Section 4.2)
<u>Robotics and Autonomous Systems</u>	It carries articles describing fundamental developments in the field of robotics, with special emphasis on autonomous systems. An important goal of this journal is to extend the state of the art in both symbolic and sensory based robot control and learning in the context of autonomous systems.	(B) Potential collaborators around the scientific and technological professional community
<u>Expert Systems with Applications</u>	It publishes papers dealing with the design, development, testing, implementation, and/or management of expert and intelligent systems, and also to provide practical guidelines in the development and management of these systems.	(B) Potential collaborators around the scientific and technological professional community
<u>Journal of Intelligent & Robotic Systems</u>	It publishes papers to disseminate scientific knowledge in many fields such as unmanned systems, multi-robot teams and networked swarms, and other related areas in which cutting edge technologies have been developed and applied to model, design, build and test complex engineering and autonomous systems.	(B) Potential collaborators around the scientific and technological professional community
<u>Journal of Field Robotics</u>	The Journal of Field Robotics seeks to promote scholarly publications dealing with the fundamentals of robotics in unstructured and dynamic environments.	(B) Potential collaborators around the scientific and technological professional community
<u>IEEE Robotics & Automation Letters</u>	The scope of this journal is to publish peer-reviewed articles that provide a timely and concise account of innovative research ideas and application results, reporting significant theoretical findings and application case studies in areas of robotics and automation.	(B) Potential collaborators around the scientific and technological professional community
<u>IEEE Robotics & Automation Magazine</u>	The Magazine is a forum for articles which fall between the academic and theoretical orientation of scholarly journals and vendor sponsored trade publications.	(B) Potential collaborators around the scientific and technological professional community
<u>IEEE Communications Magazine</u>	This magazine brings the latest international coverage of current issues and advances in key areas of wireless, optical and wired communications.	(B), (C) Potential collaborators around the scientific and technological professional community, also business



Media *	Description	Use to communicate KEY MESSAGE CATEGORIES (A-D Section 4.2)
<u>IEEE Networks</u>	It provides a focus for highlighting and discussing major computer communications issues and developments. The articles are intended to be surveys or tutorials, slanted towards the practical, and comprehensible to the nonspecialist, as well as practitioners.	(B), (C) Potential collaborators around the scientific and technological professional community, also business
<u>MDPI Sensors</u>	It is the leading international peer-reviewed open access journal on the science and technology of sensors.	(B) Potential collaborators around the scientific and technological professional community
<u>Elsevier Computer Communications</u>	It is a peer-reviewed international journal that publishes high-quality scientific articles (both theory and practice) and survey papers covering all aspects of future computer communication networks (on all layers, except the physical layer), with a special attention to the evolution of the Internet architecture, protocols, services, and applications.	(B) Potential collaborators around the scientific and technological professional community

*This is a list of possible media in which to publish LABYRINTH's research and advances, it will not be published in all of them.



6.3.1 PARTNERS WEBSITE

To increase the impact among the specialised audience, all the consortium members will be asked to include a mention to the project and their participation at this project on their organization website.

- [UC3M](#)
- [UC3M - Robotics Lab](#)
- [EXPACE](#)
- [DLR](#)
- [DGT](#)
- [TID](#)
- [INTA](#)
- [EUROCONTROL](#)
- [DIN](#)
- [ADSPMLO. Autorita di Sistema Portuale del mar Ligure Orientale](#)
- [AIT](#)
- [PONS](#)
- [SAMUR](#)
- [INNCOME](#)

6.3.2 PARTNERS BLOGS / MEDIA

After every relevant milestone of the project, every consortium member who took part of it will be asked to make a mention on their owned media channels and/or profiles making proper reference to the project:

- Making reference to the project name
- Making reference to the UE funding status
- Describing their role in the project and/or in the specific event

Afterwards, LABYRINTH's media channels and profiles (website, newsletter, social media) will mention these publications to increase the impact of every communicative action.

6.3.3 EUROPEAN PROJECTS RELATED TO LABYRINTH

There are numerous European projects with which LABYRINTH can collaborate and provide feedback. We will have contact with them and follow their progress.

Regarding communication, we will create a section on the web where we can inform about these projects and link to their respective websites. We will also work closely with social networks.

Below it is listed the projects related to LABYRINTH identified so far, including ongoing projects funded by the same topic as LABYRINTH:

- [5d-Aerosafe](#) (Topic [MG-2-8-2019 - Innovative applications of drones for ensuring safety in transport](#))
- [Drones4safety](#) (Topic [MG-2-8-2019 - Innovative applications of drones for ensuring safety in transport](#))



- **RAPID** (Topic [MG-2-8-2019 - Innovative applications of drones for ensuring safety in transport](#))
- **Monyfly** (Topic MG-1-4-2016-2017)
- **AW-Drones** (Topic MG-2-3-2018 - Airworthiness of mass-market drones)
- **ALADDIN** (Topic [SEC-12-FCT-2016-2017 - Technologies for prevention, investigation, and mitigation in the context of fight against crime and terrorism](#))

6.4 SOCIAL NETWORKING COMMUNICATION TOOLS

LABYRINTH will own project profiles on social media to increase the impact and generate straight communication channels to allow interactions with the audience through different tools depending on the communicative objective. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the Project profiles will be constantly updated to show LABYRINTH as an active and interesting project.

The presence of the project on social media is fundamental to accomplish the objectives, it will be used as a relevant tool to reach third parties, the research community and to interact with the general public. The availability of new project results will be communicated, disseminating the project outcomes and creating a scientific hub interested in collaborating with the project. It will be crucial to reach a high level of followers to have a real impact.

The content will be generated by INNCOME with the collaboration of other consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be rather efficient in communicating project evolvments and stabilising strong presence.

6.4.1 TWITTER

Twitter will be used for a big scale bidirectional communication, with all the audience present on this social media, but focusing on a technical audience from the drone and transport safety area. This Social Media will be crucial on Events, Conferences or Workshops to broadcast LABYRINTH role on these scenarios and attract followers through real time information.

- **Objective:** Increase awareness of the Project and its progress / create a network / Increase public awareness on drone and transport safety / inform about its application / increase drone for traffic safety and emergency acceptance.
- **Audiences:** General Public, scientific community, traffic management business experts
- **Message:** Information about Congress & Workshops, share documents, articles & reviews.
- **Type of content:** Infographics, videos, links, news, documents.
- **Content producers:** All the members in the consortium, stakeholders, leaders, scientist...



On twitter, LABYRINTH will use the following hashtags and tags recommended by the European Commission:

- Hashtags: #H2020 #Transport_EU #EU_H2020 #Drone
- EU Profiles: @Transport_EU @EU_H2020

In addition, LABYRINTH will use the following hashtags and tag other profiles according to each communication:

- Hashtags: hashtags from events where LABYRINTH participates: #drones #scientific #transport #safety #technology #Europe
- Profiles:
 - The consortium members of the project (list available on Table 5 in this document)
 - Related projects and institutions when they participate in an event or contribute to LABYRINTH
 - @EU_ScienceHub
 - @AWDribes_EU
 - @Transport_EU
 - @EU_Commission
 - @EUScienceInnov
 - @inea_eu

On twitter, LABYRINTH will also have accessible lists to generate more engagement and contribute to the creation of a wider network:

- Consortium members: with the institutional consortium members profiles.
- Related projects: including similar EU projects.
- Other lists with stakeholders or members of the industry sharing relevant contents on the same line that LABYRINTH.

6.4.2 LINKEDIN

LinkedIn is a professional social network and will be used to reach a business and scientific audience. Will be the scenario to share news and articles about the progress and outcomes of the project.

- Objective: Communicate the progress of the project among the scientific community and professional stakeholders / attract knowledge and generate awareness.
- Audiences: Scientific community, professionals from related areas.



- Message: Achievements reached along the project to help end users understand the state of the technology and keep updated on the advances of technology. Content related from stakeholders.
- Type of content: Infographics, pictures, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientist...

6.4.3 YOUTUBE

YouTube will be used to share audio-visual contents that will be shared on other medias and platforms.

The partners will be asked to communicate the relevant milestones of the project, as well as their participation in project events on their social media profiles.

Table 5 shows the consortium members profiles on social media.

Table 5 List of Consortium members social media profiles

Partner	Twitter	LinkedIn	YouTube
UC3M	@UC3M	Universidad Carlos III de Madrid	UC3M
UC3M - Robotics Lab	@uc3mRoboticsLab	Not available	Not available
EXPACE	Not available	Not available	Not available
DLR	@DLR_en	German Aerospace Center (DLR)	DLR
DGT	@DGTes	Dirección General de Tráfico	DGTes
TID	@telefonicaid	Telefónica	Telefónica
INTA	@intaespana	Instituto Nacional de Técnica Aeroespacial	INTA. Instituto Nacional de Técnica Aeroespacial
EUROCONTROL	@Eurocontrol	EUROCONTROL	EUROCONTROLTV
DIN	@DIN_Norm	DIN Deutsches Institut für Normung e. V.	DIN e. V. Berlin
ADSPMLO	Not available	Not available	Not available
AIT	@AITtomorrow2day	AIT Austrian Institute of Technology GmbH	Not available
PONS Seguridad Vial	@pons_Svial	PONS Seguridad Vial	PONS Seguridad Vial
SAMUR	SAMUR-Proteccion Civil	Not available	Ayuntamiento de Madrid
INNCOME	@PKF_INNCOME	innCome I+D+i	PKF ATTEST INNCOME



6.5 PROJECT INTERNAL EVENTS

LABYRINTH will schedule different workshops, conferences, and other kind of events that are planned for the right performance and the success of the project, also to guarantee its communication. To increase the impact of these events, INNCOME, as leader of task 10.3, will contribute to their diffusion working on the communication activities to inform about these events through the mentioned mass media.

6.6 EXTERNAL MEETINGS, SEMINARS AND CONFERENCES

Members of the consortium will assist to different congresses, conferences and workshops related to drone technologies, transport, and safety, where they will represent the consortium and, according to the event agenda, they should lead debates, carry out project-related speeches and/or workshops, contact with stakeholders and market leaders or assist to chats and debates to contribute or learn about the actual opinions and tendencies in the industry.

The main events in this sense identified are shown in Table 6.

Table 6. List of External Events

Event	Interval
<u>International conference on Unmanned Aircraft Systems</u>	Yearly
<u>European Drone Summit</u>	Yearly
<u>International Forum on Drone Technology</u>	Yearly
<u>Commercial UAV Expo Europe</u>	Yearly
<u>AUVSI XPONENTIAL</u>	Yearly
<u>InterDRONE – The International Drone Conference & Exposition</u>	Yearly
<u>World ATM Congress</u>	Yearly
<u>International Conference on Intelligent Robots and Systems</u>	Yearly
<u>International Conference on Robotics and Automation</u>	Yearly
<u>Workshop on Micro Aerial Vehicle Networks, Systems, and Applications for Civilian Use (DroNet)</u>	Yearly
<u>Mission-Oriented Wireless Sensor, UAV and Robot Networking (MiSARN)</u>	Yearly

7 COMMUNICATION MEANS AND CONTENTS

Following the analysis of the above descriptions of the Communication plan, the present section aims to identify the content/possible content of the various project communication means. This information is included in the Table 7 below.

Table 7 Communication means and contents



	Website	Brouchures	Leaflets	Posters	Videos	Media Releases	Newsletter	LinkedIn	Twitter	Events	Partners Media
A. END USERS, POLICY MAKERS AND GENERAL PUBLIC PILLAR KEY MESSAGES											
Drone technologies are a potential solution to improve the safety and efficiency of civil transport											
Drone can help civil transport doing fast inspections, surveillance operations or accessing hard-to-reach areas											
Security issues have made impossible (and sometimes illegal) to fly drones at low altitudes in most civil environments.											
LABYRINTH will create a new centralized planification system to communicate with all drones in a certain area and process their trajectories to avoid collisions.											
LABYRINTH's technology will be tested in 4 use cases: air, road, and sea transport, also in emergencies.											
LABYRINTH's applications will revolutionise civil transport and speed-up regulatory changes to allow drone transit in the European Union.											
B. SCIENTIFIC/TECHNOLOGICAL PROFESSIONAL COMMUNITY PILLAR KEY MESSAGES											
LABYRINTH's system will be based on the U-SPACE technology, to make a leap forward in the efforts undertaken so far within the SESAR strategy.											
LABYRINTH will research in development of drones swarming 4D path-planning algorithm and new U-space services supporting drone swarms auto-guidance.											
LABYRINTH system will be integrated by i. U-space system; ii. Virtual drone flight simulator; iii. Communication framework integrated by 5G networks and UE-based satellite systems.											
C. BUSINESS EXPERTS PILLAR KEY MESSAGES											
LABYRINTH will increase the competitiveness of the civil transport reducing maintenance and management costs											
LABYRINTH will open drone industry to new markets.											
LABYRINTH will create new business models focused on private and public entities that regulate and manage transport infrastructures.											
At least 4 new vertical business models will be provided for: i. road traffic surveillance platform; ii. Seaport monitoring; iii. Airport facilities inspections; iv. Emergency assistance support											
D. GOVERNMENT AND INSTITUTIONS PILLAR KEY MESSAGES											
LABYRINTH will provide a roadmap for the future regulation of autopiloted drone operations											
LABYRINTH will ensure appropriate legal frameworks and, also will advance safety systems certification and set standards with potential to become a global reference.											
LABYRINTH will contribute to economic growth by unleashing new markets, new industries and new high-added value jobs in Europe.											
LABYRINTH provides an environmental impact, protecting wildlife or reducing CO2 emissions											





8 ACTION PLAN

The Global Action Plan includes the main events and actions to be carried out during LABYRINTH project execution, most of them involving all the partners. Many of the activities and actions included in the Action Plan were already defined in the LABYRINTH Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined. The first version of the Action Plan is provided below.

Table 8 Action Plan Planification

	YEAR	2020								2021								2022								2023												
	MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
EVENTS	RESPONSIBLE																																					
Implement project workshops, webinars and conferences *	EXPACE	■						■											■																			■
Participate in external meetings, seminars and conferences	ALL	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Actions/Tools	Details																																					
Provide project website	INNCOME	■																																				
Update project website	INNCOME	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Develop project brochures	INNCOME				■	■	■	■											■																			■
Develop project video	INNCOME					■	■																															
E-mail communications with stakeholders and policy makers	ALL																						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
Develop and publish press releases	INNCOME	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publish articles	ALL	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Launch SM accounts: TW, LI, YT	INNCOME	■																																				
Update SM accounts: TW, LI, YT	INNCOME	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■



9 MONITORING

The main objective of monitoring and evaluation is to ensure a high-quality communication strategy execution.

The project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring focused on communication activities is vital as the impact of those activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- Ensure the quality of the communication activities carried out.

Monitoring can be broken down into sub-sections:

- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

9.1 PERFORMANCE MEASUREMENT

The success of these Communication Plan will be assessed based on indicators or KPIs listed below:

No. communication with technological professional community, stakeholders and end users

- Number of media appearances
- Number of internal consortium reports
- Number of visits to the LABYRINTH website
- Number of conferences, meetings or exhibitions held
- Number of publications in scientific journals
- Number of links established with other research groups

9.2 IMPACT

Impact is a tool to ensure that the project objectives are being accomplished through a selection of tailored activities. Impact with regard to communication activities can help the consortium to understand the reach and sustainability of the project's results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality, and promotion channel.

Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action. Task 10.3 indicators are included in the table below:



Indicator	October 2021	October 2022	June 2023	Source & Metodology
Number of visits to the LABYRINTH website	1.500	3.000	4.000	Google analytics
Accumulated no. brochures designed	1	2	3	Report dissemination activities
Accumulated no. video views	50	100	130	YouTube Analytics
Accumulated no. Twitter Followers	100	200	300	Twitter Analytics
Accumulated no. LinkedIn Followers	100	200	300	LinkedIn Analytics
Accumulated no. Press Release distributed	2	3	4	Report communication activities
Accumulated no. Articles/Reposts published on LABYRINTH web	6	12	15	Report dissemination activities
Accumulated no. Events on which LABYRINTH has participated	2	4	6	Report dissemination activities

9.3 REPORTING

To facilitate an accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, there will be available in the private area of the website a section named "Report of Communication and Dissemination Activities" to report every communication activity or publication (articles, publications on blog, etc.) made by each consortium member.

These activities include both the pre-viewed and the ad-hoc activities.

Therefore:

- All partners must consider the communication procedures settle in this document.
- All partners should register the activities in the communication reporting document available in the private area of the website.
- All partners should save evidence of the activities conducted.

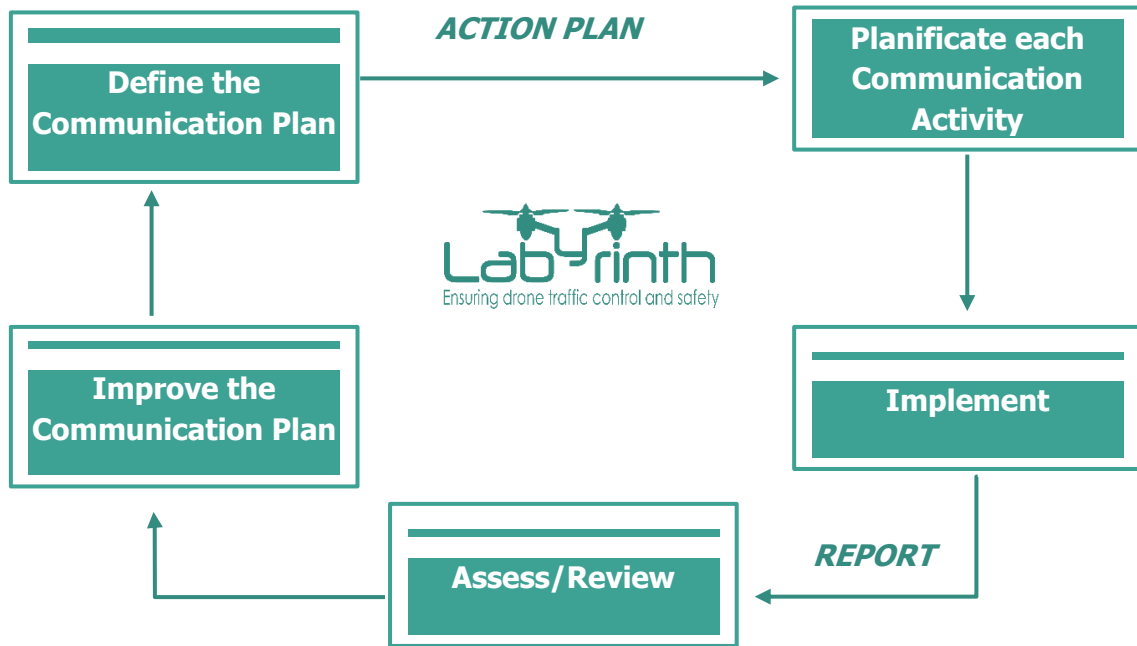
By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan annual updates.

9.4 MONITORING AND ASSESSMENT

The process of monitoring of communication activities are outlined in Figure 4



Figure 4 Monitoring Process



As the figure shows, the monitoring is a continuous process that will assess the overall Task 10.3 activities/results, but also evaluate each individual activity and its impact on the project as a whole. It is most likely that the Communication Plan will be updated according to the results of such evaluations.



ANNEX I: VISUAL IDENTITY

To be recognisable and identifiable we have developed a visual identity for the project to make every document and actuation identifiable and have a bigger impact and make traceable the storyteller and the evolution of the project.

LOGO

We have developed a trademark specially for this project where we assembly the project name, it's purpose or slogan and an iconic representation that refers to drones, this icon represents the purpose of the project.



This logo must be used on every dissemination or communication activity that any member of the consortium unfolds during the length of the project. It can be used on both-top sides and in the left bottom side, leaving top-right and the bottom space available to include the eu-flag logo accompanied by the legal text.

For the identification of the project on social media, we have created a combination of the project logo with the mandatory requirement to announce the public funding nature of this project with EU funds:



A. EU LOGO



All the documents referring to the project must include the eu-flag logo accompanied with the text "This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 861696", according to the European Commission guidelines.




B. TYPOGRAPHY

The selected typography for this project is 'Tahoma', a very extended typography that is easily legible, mostly on computers, an important benefit for a project where there will be a lot of large documents that we intend to be read by many people.

C. COLOURS

We have selected a frame of pastel colours that goes from light green to black. The reason why we have chosen these pastel colours is because they are more delicate and softer. The selected colors are:



-  Green: it represents life and health, to link this idea to the safety propose of LABYRINTH
-  Light green: this colour is usually associated to vibrancy, and with LABYRINTH we want to impulse the drone industry, opening it to new markets.
-  Dark green: this colour is usually associated to serenity, to transmit the confidence and commitment of LABYRINTH with its purpose



ANNEX II: COMMUNICATION PROCEDURE

INTERNAL COMMUNICATION

The Communication Leader (T10.3 Leader – INNCOME) and the Dissemination Task Leader (T10.4 Leader EXPACE) will work together for an effective communication and dissemination strategy under the following responsibilities:

- Inform to all the consortium members about the progress and results of the project.
- Coordinate all the communication and dissemination activities among the consortium members.
- Define the communication and dissemination strategy and execute them.

Both INNCOME and EXPACE will keep the Dissemination and Exploitation Manager (DEM – WP10 Leader – EXPACE) informed about their progress in order to ensure the proper update of the Plan for Exploitation and Dissemination of Results (PEDR).

To these aims, the main communication tool used for internal communications among the consortium members will be the e-mail. To better target every communication, a mailing list in the private area of the project website (www.labyrinth2020.eu) was created including detailed information about the role of partner’s main contacts that should be contacted depending on the purpose of the communication: technical/project organizational issues, administrative and financial issues, and dissemination issues.

Figure 5 LABYRINTH Mailing List (project contacts)

A	C	D	E	F	G	O	P	AB	AC	AD	
Nº	ACRONYM	TYPE	COUNTRY	CONTACT	E-MAIL	PF Sign	PL sign	WP coordinator	Comments	Tiene ac	
1	UC3M	University	Spain	Luis Moreno	lmoreno@ing.uc3m.es			Yes	LABYRINTH PROJECT MANAGER	SI	
2	UC3M	University	Spain	Francisco Velera	Fvelera@it.uc3m.es				Robotics Lab leader	SI	
3	UC3M	University	Spain	Florencia Giunta	fgiunta@ipa.uc3m.es				Netcom Lab leader	SI	
4	UC3M	University	Spain	Dolores Blanco	dblanco@ing.uc3m.es					Enviado	
5	UC3M	University	Spain	Santiago Garrido	sgarrido@ing.uc3m.es	r			Robotics Lab participant	SI	
6	UC3M	University	Spain	Blanca Lopez Patomino	bllopez@ing.uc3m.es	r			Robotics Lab participant	Enviado	
7	UC3M	University	Spain	Javier Muñoz Mendi	amunoz@ing.uc3m.es	r			Robotics Lab participant	Enviado	
8	UC3M	University	Spain	Dr Dorin Copaci	dcopaci@ing.uc3m.es	r			Robotics Lab participant	Enviado	
9	UC3M	University	Spain	Iván Vidal	ividal@it.uc3m.es	r			Netcom Lab participant	SI	
10	UC3M	University	Spain	Luis Félix	luisfgon@it.uc3m.es	r			Netcom Lab participant	SI	
11	UC3M	University	Spain	Borja Nogueles	bnogueles@ipa.uc3m.es	r			Netcom Lab participant	SI	
12	UC3M	University	Spain	Victor Sánchez	victor.sanchez@imides.org				Netcom Lab participant	SI	
13	UC3M	University	Spain	Ovidio Ramos Cecos	proyectos.europeos_ais@uc3m.es	Yes	Yes				
14	UC3M	University	Spain	Juan José Vacuero López	proyectos.europeos@uc3m.es	Yes	Yes				
15	UC3M	University	Spain	Juan José Vacuero López	proyectos.europeos@uc3m.es	Yes	Yes				
16	EXPACE	SME	Spain	Ruben Garcia	rgarcia@expace.net			Yes	Yes	Technical project manager WP1, WP3 & WP10 person in charge	SI
17	EXPACE	SME	Spain	Manuel Martin	mmartin@expace.net		Yes				SI
18	EXPACE	SME	Spain	Luis de la Fuente Gallego	lfuente@expace.net	r			WP2 & WP9 person in charge	SI	
19	EXPACE	SME	Spain	Omer Velasco Anrnr	ovelasco@expace.net	r			WP3 & WP7 person in charge	SI	
20	EXPACE	SME	Spain	Alfonso Muñoz-Ayuela M	amunoz@expace.net	r			WP4 person in charge	Enviado	
21	EXPACE	SME	Spain	Manuel Convalia	mconvalia@expace.net	r			WP6 person in charge	SI	
22	DLR	R&D	Germany	Miguel Ángel Fas Millán	mfamilan@dlr.de			Yes			SI
23	DLR	R&D	Germany	Robert GEISTER	rgeister@dlr.de						SI
24	DLR	R&D	Germany	Dagi Geister	Dagi.Geister@dlr.de	r					Enviado
25	DLR	R&D	Germany	Michael Borkowski	Michael.Borkowski@dlr.de	r					Enviado
26	DLR	R&D	Germany	Alexander Kuenz	Alexander.Kuenz@dlr.de	r					Enviado
27	DLR	R&D	Germany	Michael Rudolph	Michael.Rudolph@dlr.de	r					Enviado

T10.3 Leader (INNCOME) will keep this document up to date during the progress of the project.



WITH STAKEHOLDERS

LABYRINTH project will work hard on establishing close interactions with international associations, working groups and committees involved in similar or related activities in Europe including:

- current European initiatives focused on transport and safety,
- other European funded projects working on similar perspectives,
- the industrial and academic community specialised in drone technologies
- standardisation bodies and policy maker

These communications will follow the following procedure:

- Mass media communications, usually will come from a WP necessity, the Project Coordinator or from the Communication Leader; on these situations, INNCOME, will receive the instructions on the type and content for the communication, will validate the communication with the proposer of the communication and disseminate it.
- One to one communication, this kind of communications will follow the Visual Identity rules indicated in Annex I. Whenever a consortium member will require a more developed content, he must ask the Task 10.3 Leader (INNCOME) for its production.

WITH COMMUNICATION AGENCIES/PLAYERS

The Project Coordinator (UC3M) and the T10.3 leader (INNCOME) will be in charge of coordinating and managing the communication activities with third parties such as the EU communication agencies, press media, suppliers, etc.



ANNEX III: SOCIAL MEDIA MANAGEMENT

The social media management is a task who's responsible is the task 10.3 leader, INNCOME, he will be responsible of the creation and maintenance of the profiles, programming, executing and making the follow up of all the publications.

INNCOME will elaborate a publications calendar feed with information from all the consortium partners such as assistance to workshops or conferences, the main milestones of the project and the broadcast of the project on mass media.

There are three kinds of possible scenarios:

- Programmed posts inside the project: INNCOME will be in charge of carrying out the post on the whole.
- Assistance to conferences, workshops or events where INNCOME doesn't assist: on this situation, as long as it would be possible, INNCOME will keep in contact with the consortium members assisting to the event to keep informed and make publications in real time and interacting with other users. In the case that this situation can't be carried out, INNCOME will give access to an elected consortium member assisting to the event to publish and inform about the LABYRINTH implication in such event; in these cases, the person publishing on LABYRINTH social media profiles must have in mind all the procedures, and meet the project tone and public image.
- Answer to technical issues out of the scope of INNCOME: in the situations where a comment from a user in social media brings INNCOME out of its scope, he might ask the collaboration of other consortium members to give the best answer.