

Communication, Dissemination and Exploitation Plan

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MAIA

MULTIMODAL ACCESS FOR INTELLIGENT AIRPORTS

This Communication, Dissemination and Exploitation plan is part of a project that has received funding from the SESAR Joint Undertaking (JU) under grant agreement No 101114853 under the European Union's Horizon 2020 research and innovation programme.



Abstract

The MAIA Communication, Dissemination and Exploitation (CDE) Plan is the project's guidance document for all communication, dissemination and exploitation activities. This document is the initial plan which will be updated twice during the project lifetime to adapt to the changing environment of the project, including the discovery of new channels, events, and opportunities.

The objectives of the CDE Plan are:

- (i) to identify the target audience groups and create appropriate messages to engage each of them;
- (ii) to manage a series of dissemination actions to reach the identified groups;
- (iii) to identify and monitor the maturity and the exploitation opportunities of project's results;
- (iv) to develop a communication toolkit that shapes the project identity and supports the dissemination and exploitation of MAIA's results.

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1 Introduction¹

The present deliverable details the communication, dissemination and exploitation plan for MAIA project.

It details the communication goals, includes high-level messages and a short description to be broadcasted in different media with the aim at making the project understandable at a first glance; the communication means include the project's website, the social media, and other relevant means.

It also details the strategy the project will follow to make use of or disseminate the project's results.

A detailed communication and dissemination plan of activities is included with a schedule and metrics to measure its impact and effectiveness

The exploitation chapter explains also the project approach and strategy to make the best use of the project results.

1.1 Definitions

¹ The opinions expressed herein reflect the author's view only. Under no circumstances shall the SESAR Joint Undertaking be responsible for any use that may be made of the information contained herein.

Communication	Dissemination	Exploitation	
<p>“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	 Definition
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project’s own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience
<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 b) • Grant Agreement Art. 38.1 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 a) • Grant Agreement Art. 29 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 1.1, 2.1, 2.2 a) • Grant Agreement Art. 28 	 Formal Obligations

Figure 1: Definitions of Communication, Dissemination and Exploitation in H2020 [1]

1.2 Applicable Reference Material

- [1] Making the Most of Your H2020 Project - Boosting the impact of your project through effective communication, dissemination and exploitation, The European IPR Helpdesk, available at: <https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>

- [2] Project Handbook of SESAR, Edition 02.02.00, June 2020.
- [3] Grant Agreement number: 101114853, 2020.
- [4] SJU, SESAR Communication and Dissemination, Kick-Off Meeting, 20/06/2023.
- [5] H2020 Programme. Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020, Version 3.2, 21 March 2017.
- [6] Project PMP²
- [7] SJU slides used for the KoM³

1.3 List of Acronyms

Acronym	Definition
ANSP	Air Navigation Service Provider
ATM	Air Traffic Manager
BAC	Brussels Airport
EUROCONTROL	Pan-European, civil-military organisation dedicated to supporting European aviation
IPR	Intellectual property rights
SID	SESAR Innovation Days
TMWC 2023	Tomorrow Mobility World Congress 2023

Table 1: List of Acronyms

² SESAR hasn't initialized STELLAR yet, we will provide the link in future versions.

³ SESAR hasn't initialized STELLAR yet, we will provide the link in future versions.

2 Project Introduction

2.1 Project “about” text

MAIA (Multimodal Access for Intelligent Airport) is a project funded by the SESAR 3 Joint Undertaking under the Horizon Europe Research and Innovation programme, through the Grant Agreement number 101114853.

The goal of MAIA is to develop a set of data analytics and modelling tools to support the evidence-based design and implementation of multimodal airport access solutions based on two passenger mobility innovations: shared autonomous vehicle fleets and unmanned aerial vehicle fleets.

The MAIA tools will monitor and anticipate passenger behaviour changes due to these new options, optimise vehicle dispatching under multimodal disruptions, and recommend appropriate locations for vertiports, with the aim of maximising the contribution of these mobility innovations to the competitiveness and sustainability of the European aviation sector.

To achieve this overarching goal, several specific objectives have been defined:

- Identify the opportunities and risks associated with passenger mobility innovations in a multimodal airport access context.
- Develop MAIA-Engine, a toolset for a passenger-centric design and implementation of innovative multimodal airport access services, which includes new methods and tools for predicting passenger behaviour.
- Develop MAIA-CCAM, a vehicle dispatching tool to support the operation of Shared Autonomous Vehicle (SAV) fleets in the airport access, able to mitigate multimodal disruption impacts.
- Develop MAIA-UAM, a vertiport site selection framework to support the implementation of Unmanned Aerial Vehicles (UAV) services in the airport access, able to balance passenger experience, capacity and environmental sustainability.
- Demonstrate and evaluate the capabilities of MAIA-Engine through their application to a set of case studies in the European airport network, aimed at demonstrating to what extent the novel MAIA-CCAM and MAIA-UAM concepts can help improve passenger experience, capacity and environmental sustainability.

2.2 Project key messages

1) Air travel is multimodal by nature. Any passenger using air transport services needs to combine them with other modes that support the movements between the door-to-door origin and destination points and the origin and destination airports. A multimodal approach to the quality and efficiency of the passenger journey is required not only to ensure aviation competitiveness, by enhancing passenger experience and optimising capacity, but also to reduce aviation’s ecological footprint. While recent intermodal solutions begin to provide tangible improvements to passenger experience and aviation

efficiency, **multimodality strategies must take into account that airport access is an ever-changing context permeable to mobility innovations.**

2) The progressive digitalisation of transport systems is giving rise to a variety of new mobility solutions, often grouped under the banner of smart mobility. There are numerous research efforts to understand the positive and negative impacts of these novel concepts for urban mobility. Considering their great potential to improve airport accessibility, environmental impact, and the resilience of airport passengers' journeys, **further research is needed on their complementarity with existing access modes, infrastructure needs within and outside the airport, and the applicability of these new mobility concepts to different airport access contexts.**

3) The aviation sector has always played an important role in innovation and early adoption. It is now the **time for the sector to take a proactive role and leverage cutting-edge data analysis and modelling techniques to develop supporting tools for an evidence-based implementation of innovative airport access services.** Particularly interesting is the development of tools able to guide the implementation of services based on CCAM and UAM concepts, as they are likely to transform airport access. By anticipating their impacts, the aviation sector will be able to better shape the future of airports as multimodal hubs.

2.3 Keywords

Mobility innovations, CCAM, UAM, shared mobility, airport accessibility, data analytics, demand modelling, vehicle dispatching, vertiport location.

2.4 Focal point for communications, dissemination and exploitation

Name	Role	Email address
Manon Coyne	WP6 Leader	mcoyne@polisnetwork.eu
Zsofia Jakoi	Communication Leader	zjakoi@polisnetwork.eu
Ines Peirats	Project coordinator and Exploitation leader	ines.peirats@nommon.es

Table 2: Focal Points of contact

3 Communication

3.1 Communication objectives and strategy

Considering the fundamental role of cooperation in the development of multimodal transport and access systems, stakeholder engagement has a strategic importance for the success of MAIA's activities. In this regard, communication is a key part of each of these activities and will be systematically included in their planning. Communication will enable awareness raising and information on the project objectives and results, and support stakeholders' involvement in their development. Additionally, communication activities will seek to promote the outputs of MAIA to a wide range of stakeholders, including the media and the citizens.

To this end, MAIA will develop a visual identity and a series of communication materials that will be fully aligned with the branding indications of SESAR JU, following the guidelines established in the Project Handbook (SESAR JU, 2022). The start brand pack will include:

- a graphical identity guidance based on the provided MAIA logo,
- derived banners for social media and the MAIA website,
- a project leaflet,
- a project roll-up banner.

The brand pack will be later complemented with a project poster with intermediate results for its use in conferences and events, as well as with a project brochure summarising the project results at the end of its lifetime.

Next to these materials, online communication channels will be established at the beginning of the project to launch a community to call upon for the events and consultations organised by the project partners.

- The project website will include all relevant public information about the project, including some high-level material describing the project activities, latest news, and research results. In addition, an online space within the SESAR JU website will be dedicated to MAIA and populated with only key outcomes of the project.
- The project will establish a Twitter account and a LinkedIn page to raise its visibility and engage with a wider audience.

The external communication strategy will be coordinated with the SESAR JU teams in order to maximise outreach and ensure alignment with the SESAR overall communication strategy.

Partners' existing channels will be identified and used to relate MAIA information, so as to engage each partner's community and multiply the impact of the project results.

T7.2 will develop MAIA's communication toolkit and prepare and execute the communication actions expected by the CDE Plan here established: establish and maintain the project website, ensure MAIA's presence in web 2.0 and social networking tools, generate press releases, etc.

3.2 Target audiences

Target	How can they benefit from the project	Objectives and expected feedback
SESAR JU	Manage synergies with parallel activities	Identify synergies and establish links with other SESAR initiatives
European Commission	Manage synergies with parallel activities & Use MUSE tools for policy assessment in the evaluation of U-Space and UAM policies	Ensure alignment and benefit from potential synergies with the ongoing European initiatives on U-Space and UAM
Network Manager	MAIA-CCAM will integrate information on air-side disruptions to better manage CCAM-based airport access services	The Network Manager should participate in the co-creation process for shaping the MAIA-CCAM tool to ensure the viability of the concept
Airlines	Airlines play a key role in the door-to-door passenger journey and will receive some of the main benefits in the form of increased passenger satisfaction.	Collect their feedback on the expected impact and the feasibility of the proposed concepts.
Airports	Airports are a prominent user of MAIA Solutions, which seek to improve their performance as multimodal hubs	Inform them about the project results and gather their inputs
ANSPs	Include their interests in the development of the MAIA tools	Collect additional inputs on the feasibility of the concepts
Mobility Service Providers	Together with airports, new mobility operators may also use MAIA results	Their contribution will be sought so that their needs are properly taken into account
Public Transport Operators	The innovative airport access options enabled by new mobility options must complement current public transport options. MAIA tools will put emphasis on analysing to what extent the new services can promote a shift from private car use in the	The involvement of transport operators in project's activities will be sought to bring their insights on this issue to the table

	airport access instead of cannibalising existing sustainable options	
Transport authorities	MAIA will involve metropolitan transport authorities through the EEAB to ensure that their views are properly represented, and the indicators analysed by MAIA Solutions are also useful to them, beyond their applicability in terms of aviation performance	Transport authorities will surely have a word in the regulation of the innovative airport access services
SESAR IR Projects	The project results will be disseminated among relevant SESAR IR projects on a royalty free basis as stated by the topic conditions, in order to take advantage of possible synergies	Their involvement will pave the way for the future transition of the MAIA results to SESAR IR
SESAR ER Projects	The project results will be disseminated among relevant SESAR ER projects on a royalty free basis as stated by the topic conditions. Particularly relevant will be the projects funded under the HORIZON-SESAR-2022-DES-ER01 call topics that deal with UAM (both WA1-3 at fundamental science level and WA2-4 at ATM application oriented level) and the ATM-application oriented topic for multimodality and passenger experience (WA2-6)	Their involvement will pave the way for the future transition of the MAIA results to SESAR IR
Scientific Community	MAIA is a highly interdisciplinary project integrating knowledge from big data analytics, urban transport modelling, and ATM performance. As such, it can enrich many parallel scientific initiatives	The project will benefit from the exchange of information with other researchers currently working on related research fields

Table 3: MAIA target audiences

3.3 Communication channels

Channel		Link	Information to be shared
Visual identity & comm. material	Visual Identity guidance	tbd	<ul style="list-style-type: none"> • Logo, colours, main graphics • Usage instructions
	Project online visuals & banners	tbd	<ul style="list-style-type: none"> • Project title • Some key information (event dates & places for example)
	Project leaflet	tbd	<ul style="list-style-type: none"> • MAIA key messages • MAIA work plan • MAIA engagement opportunities & needs
	Project rollup banner	tbd	<ul style="list-style-type: none"> • Project title • Project objectives • Partners
	Project scientific poster(s)	tbd	<ul style="list-style-type: none"> • MAIA first results
	Project brochure	tbd	<ul style="list-style-type: none"> • MAIA results' summary and links
Online presence	MAIA website	tbd	<ul style="list-style-type: none"> • Project deliverables • Project news & events • Communication tools, e.g. brochures, flyers, videos.

			<ul style="list-style-type: none"> • Interesting news on the topic
	Linkedin	https://www.linkedin.com/company/maiasesarproject/	<ul style="list-style-type: none"> • News • Scientific articles & contributions • Key events & opportunities
	Twitter	https://twitter.com/MAIA_SESAR	<ul style="list-style-type: none"> • Photos at events • News • Engagement opportunities
Additional information channels	POLIS public newsletter, Infopolis, POLIS Cities in Motion magazine	n/a	<ul style="list-style-type: none"> • Project deliverables • Project news • Interviews with researchers

Table 4: Communication channels

3.4 Project logo

The MAIA logo was pre-defined by the SESAR 3 JU and shared with the partners at the beginning of the project. It saved on partners' internal folders and in the common sharefolder on Confluence. It serves as a basis for the development of the subsequent graphical identity.



Figure 2: MAIA logo

3.5 Communication key performance indicators (KPIs) and success criteria

Actions	KPIs and targets
Website	300 unique website visitors (per month) 2 News section posts (per month)
Press and media	5 press releases & articles (online & printed)
Social media	300 posts on social media platforms 400 followers on LinkedIn 200 followers on Twitter
Partners' channels	30 publications about MAIA in partners' channels (website, newsletter, other info channel)

Table 5: Communication KPIs and success criteria

4 Dissemination

4.1 Dissemination objectives and strategy

T7.3 Dissemination will prepare and execute the dissemination actions expected by the CDE Plan (prepare dissemination contents for the communication tools of the project, participate in conference and workshops, produce scientific publications, prepare the Stakeholder Workshops and the Final Dissemination event, and elaborate a White Paper addressed to decision-makers at an executive level).

The objectives of this dissemination are two-fold:

- On one side, promote and showcase the MAIA research outcomes and the benefits they bring to the aviation stakeholders (airports, airlines, ATMs, etc.) and the traffic and mobility managers.
- On the other side, accelerate the uptake of these results by targeted audiences and operational stakeholders, enabling subsequent deployment of SESAR research and innovations.

To achieve this, T7.3 will disseminate the project findings among individuals or groups with a known interest in the project results. This activity will increase in the last six months of the project to present a sound and robust final report having on board all the inputs from the stakeholders. But since raising awareness should be done as soon as possible, opportunities to present partial results will be seized as well.

The dissemination strategy is simple:

- Identify conferences and journals (preferably open access) where results can be disseminated (until M6).
- Foster the elaboration of scientific papers to be presented by consortium members (until M30).
- Establish and exploit the External Experts Advisory Board (EEAB).
- Organise bilateral exchanges with interested stakeholders.
- Participate in existing research & industry networks.
- Organise two stakeholder workshops and a final dissemination event gathering as many stakeholders from the target groups as possible (at M5, M17, and M24).
- Draft and share the White Paper presenting the project results to decision-makers (until M27).

4.2 Target audiences

The target audiences for dissemination are the same as for communication: see section 3.2.

4.3 Dissemination channels

Channel	Link	Information to be shared
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Conferences and Publications	Saved internally	<ul style="list-style-type: none"> Project findings and activity results
External Experts Advisory Board (EEAB)	Specific page on the MAIA website	<ul style="list-style-type: none"> Information about the EEAB: the EEAB role, members, and news Information for the EEAB: work in progress requiring their review, invitation to events, interviews, or other opportunities within MAIA
White Paper 'Measuring U-Space Social and Environmental Impact: Lessons Learnt from MUSE and Way Forward'	MAIA website resources page & MAIA page on the SESAR website	<ul style="list-style-type: none"> Project results' promotion Project results' adoption showcase High-level view of the project results and conclusions

Table 6: Dissemination channels (general)

Scientific papers/presentations	Link	Information to be shared
SID 2023	tbd	MAIA objectives and approach
To be updated with content later		

Table 7: Scientific papers, publications and presentations

Event	Location	Date
1 st MAIA Workshop	tbd	T0+5
2 nd MAIA Workshop	tbd	T0+17
Final Dissemination Event	tbd	T0+24
TMWC 2023	Barcelona	T0+6
To be updated with content later		

Table 8: Dissemination conferences and workshops

4.4 Dissemination KPIs and success criteria

Activity	KPIs and targets
Publications	+3 articles in peer-reviewed journals +6 presentations in peer-reviewed international conferences
EEAB	Inclusion of at least one airport, one airline, one new mobility operator, one transport authority and EUROCONTROL
Stakeholder Workshops	+20 participants in each Stakeholder Workshop
Final Dissemination Event	+60 participants
Bilateral discussions	+5 bilateral meetings with airports, airlines, mobility providers or authorities, other SESAR projects
Participation in existing research & industry networks	Dissemination through minimum 4 aviation and urban mobility networks
White paper	Distributed to +20 key executive managers of target group stakeholders

Table 9: Dissemination KPIs and success criteria

4.5 Open access to scientific publications

Open science practices will be an integral part of the proposed research methodology. We will adopt open science practices as promoted by the EU along several dimensions:

- (i) a co-creation approach will be implemented, which will be based on open collaboration and knowledge sharing with all relevant stakeholders, including citizens, private companies and policy makers;
- (ii) open access to research publications will be granted under the terms and conditions laid down in the Grant Agreement. Research articles will be published in relevant international journals with peer review that offer a Full (Gold) Open Access publication model. The respective open access publication fees for the expected publications are taken into account in the proposed project budget. To further increase transparency and access to the research results, preprints and preliminary results will as much as possible be published in trusted publication repositories (e.g., HAL);
- (iii) FAIR principles will be applied to research data (see section 1.2.7); and
- (iv) reproducibility of research outputs, through a comprehensive documentation of the methodology followed and the key results produced. Whenever possible, low-level detail of the algorithms produced will be available and the information on the tools and instruments required for validating the results will be provided (and, whenever possible, the tools and instruments themselves will be provided).

5 Exploitation

5.1 Project exploitable results

The composition of the Consortium will maximise the opportunities for the exploitation of the project findings. Even if MAIA will focus on exploratory research with low level of maturity, the three SESAR Solutions stemming from the project will provide solid concept outlines that will facilitate their evolution into applicable solutions for improving ATM and multimodal transport performance in the future.

All the results identified as part of MAIA's research outputs (see **Error! Reference source not found.**) are subject to exploitation with regards to knowledge and scientific uptake, policy transfer and market deployment of results.

ID	Description	Owner
R1.1.	Knowledge base of the current and expected airport access conditions (e.g., available modes, population size and composition within different travel time thresholds, expected infrastructure interventions, etc.) in Europe.	TML
R1.2.	Knowledge base of the key challenges for airport accessibility in Europe according to the stakeholders involved in MAIA.	Nommon
R1.3.	Opportunities and risk matrix covering the mobility innovations that can shape innovative multimodal airport access services, assessing their contribution to the identified challenges and their associated risks.	Nommon
R1.4.	High-level requirements for the passenger behaviour modelling and simulation tools aimed at providing evidence-based support for the design and implementation of innovative multimodal airport access services.	Nommon
R2.1.	Inventory of data sources for passenger behaviour analysis, including the sources that the foreseen innovative multimodal airport access services would generate during their operations.	TML
R2.2.	Toolset for the passenger-centric design and implementation of innovative multimodal airport access services (MAIA-Engine), a SESAR Solution at TRL-1, which includes results R2.2.1., R2.2.2., R2.2.3., R2.2.4.	TML, Nommon, System X
R2.2.1.	Algorithms for enriching the passenger profiling and airport access information available from big geolocation data sources with passenger survey data, in order to characterise relevant traits	Nommon
R2.2.2.	Algorithms for generating passenger synthetic populations that combine regularly updated data sources (e.g., mobile network data) with census/survey data, providing large, anonymous and disaggregated passenger datasets.	System X, Nommon
R2.2.3.	Algorithms for airport access service demand prediction based on data-driven machine learning approaches, able to exploit service operation data together with other fine-grained big data sources to anticipate service demand levels.	Nommon
R2.2.4.	Algorithms for airport access service demand modelling based on discrete choice approaches, able to integrate reliability as a relevant factor in the airport access context, as well as to estimate the demand captured and the modal shifts associated with the implementation of innovative airport access services, a key aspect to determine their impacts.	TML
R3.1.	Concept outline for MAIA-CCAM, a SESAR Solution at TRL-1, which is vehicle dispatching tool that supports the operation of Shared Autonomous Vehicle (SAV)	SystemX

	fleets in the airport access, specifically tailored to the mitigation of airport access and air-side disruption impacts. This comprises two results: R3.1.1. and R3.1.2.	
R3.1.1.	Scenario for the integration of airport-specific vehicle dispatching tools in CCAM-based airport access services, including the identification of the involved stakeholders (e.g., service operator, transport authorities, airport managers, potential users, non-users, etc.), the description of the interactions of each stakeholder with the service, the description of the required physical and digital infrastructure, the description of the operational processes and their constraints, an outline of the service cost-revenue structure and a preliminary assessment of the potential positive and negative impacts on aviation performance.	SystemX
R3.1.2.	Algorithms for SAV fleet dispatching tailored to the airport access context, with particular focus on mitigating the impacts of unplanned disruptions in other airport access alternatives or in the air leg of the door-to-door trip.	SystemX
R4.1.	Concept outline for MAIA-UAM, a SESAR Solution at TRL-1, which is a vertiport site selection framework that supports the implementation of Unmanned Aerial Vehicles (UAV) services in the airport access, aimed at balancing passenger experience criteria and UAM operational constraints. This comprises three results: R4.1.1., R4.1.2. and R4.1.2.3.	FTTE
R4.1.1.	Scenario for the use of a vertiport site selection framework in the implementation of UAM-based airport access services, including the identification of the involved stakeholders (e.g., service operator, transport authorities, airport managers, potential users, non-users, etc.), the description of the interactions of each stakeholder with the service, the description of the required physical and digital infrastructure, the description of the operational processes and their constraints, an outline of the service cost-revenue structure and a preliminary assessment of the potential positive and negative impacts on aviation performance.	FTTE
R4.1.2.	Algorithms for vertiport site evaluation in the airport environment that take into account passenger experience criteria (e.g., reduction of door-to-gate travel time, increased opportunities for connection between flights of airports connected by the UAM service, etc.) and U-space requirements (e.g., obstacles, weather, environmental impact, etc.).	FTTE
R4.1.3.	Algorithms for vertiport site evaluation in the catchment area that take into account the spatial distribution of the potential demand and U-space requirements (e.g., obstacles, weather, environmental impact, etc.).	FTTE
R5.1.	Demonstration of MAIA-Engine in two case studies related to the implementation of CCAM- and UAM-based innovative airport access services, showing its potential for improving the understanding of passenger expectations and reactions to novel alternatives for airport access.	Nommon, TML, System X
R5.2.	Demonstration of MAIA-CCAM in at least one case study, showing its potential for improving passenger experience, capacity and environmental sustainability.	Nommon, System X
R5.3.	Demonstration of MAIA-UAM in at least one case study, showing its potential for improving passenger experience, capacity and environmental sustainability.	Nommon, FTTE

Table 10: MAIA Results

5.2 Exploitation strategy and objectives

The projects under the HORIZON Europe programme should engage in dissemination and exploitation activities. The HORIZON expectations indicate that the projects should benefit to the largest number and the fruits of the research reach society as a whole. In line with the positioning of the project in terms of R&I maturity, most results will be exploitable as an input of follower research activities aiming higher maturity levels. The pillars of the exploitation strategy are the following:

- **Maturity Assessment:** the consortium will carry out an internal Maturity Assessment of the project results, with the aim of identifying whether the project outcomes are mature enough for their subsequent evolution to higher TRLs. This Maturity Assessment will be carried out according to the SESAR Project Handbook (SESAR JU, 2022) and the guidance provided by the SJU during project meetings. This assessment will address questions such as: Has the ATM problem that innovation would contribute to solve been identified? Has the concept/technology under research been defined, described, analysed and reported upon? Is there further scientific research possible and necessary in the future? Are stakeholders interested about the technology?
- **Objectives definition:** the consortium has defined the objectives of the project with a focus on leveraging the research outcomes to create technological advancements and drive innovation. The objectives of the project are defined in the Project Management Plan (PMP).
- **Stakeholder engagement:** involving the stakeholders during the project will augment credibility and reliability on the results of the project, eventually increasing the probability of exploitation by other parties. The activities for stakeholder engagement planned during the research phase of the project include the establishment of an External Experts Advisory Board, and two Stakeholders Workshops.
- **Case studies definition:** the case studies will be specifically tailored to address relevant needs of citizens, local authorities, airports, mobility providers, and ATM stakeholders in order to facilitate the exploitation of the project results.
- **Key results and beneficiaries' definition:** After the completion of the project, each of the partners will exploit the results of the project according to their business and field of expertise. The external beneficiaries will be segmented on industries, sectors, or specific technological needs that could benefit from the research outcomes. For further details, refer to section 5.3.
- **Communication and Reporting:** MAIA's research outcomes and advancements will be communicated to stakeholders through research publications, workshops, the project website and social media.

5.3 Exploitation of results

Beneficiary	Result (ID)	How do they plan to use the project results	When
Nommon	R1.2., R1.3., R1.4, R2.2., R5.1.,	Development of new products and services	After the project
		Publication of scientific papers at journals and conferences	During and after the project
TML	R1.1., R1.4., R2.1., R2.2., R5.1.	Development of new products and services	After the project
		Publication of scientific papers at journals and conferences	During and after the project
FTTE		Explore new avenues of research enabled by MAIA's results	After the project

	R1.4., R4.1., R5.3.	Publication of scientific papers at journals and conferences	During and after the project
POLIS	R5.1., R5.2., R5.3.	Capacity building and policy transfer of the knowledge built and insights to its principal audience (city and regional authorities)	During and after the project
BAC	R5.1., R5.2., R5.3.	Leverage MAIA's insights to improve the management of their airport facilities.	After the project
SYSTEMX	R2.2., R1.4., R3.1., R5.2.	Development of new products and services	After the project
		Publication of scientific papers at journals and conferences	During and after the project

Table 11: Project internal exploitation of results

User Group	Result (ID)	How could they use the project results	When
SESAR SJU	R.1.2., R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	The SESAR 3 JU transversal performance project will benefit from the metrics, indicators and data generated by the project to develop indicators for airport accessibility performance.	During and after the project
European Commission	R.1.2., R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	The Commission will benefit from the metrics, indicators and data generated by the project. The MAIA solutions developed can be of interest as policy assessment tools for the evaluation of airport accessibility conditions.	During and after the project
Network Manager	R3.1., R5.2.	Network Managers will benefit from the metrics, indicators and results generated by MAIA-CCAM solution to better manage CCAM-based airport access services on disruptions. MAIA solutions may be used to optimise their dispatching operation in airport access.	After the project
Airlines	R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	Airlines play a key role in the door-to-door passenger journey and will receive some of the main benefits in the form of increased passenger satisfaction when MAIA-Solutions are implemented.	After the project
Airports	R.1.2. R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	Airports will benefit from the metrics, indicators, and results generated by MAIA solutions to improve their airport accessibility performance.	After the project

ANSPs	R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	ANSPs will benefit from the metrics, indicators, and results generated by MAIA solutions to improve airport accessibility performance.	After the project
Mobility service providers	R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	This includes shared mobility, on-demand and UAM emerging operators. Network Managers will benefit from the metrics, indicators and results generated by MAIA-CCAM and MAIA-UAM solutions to better manage airport access services on disruptions. MAIA solutions may be used to optimise their operation in airport access.	After the project
Public transport operators	R2.2., R5.1.,	The innovative airport access options enabled by new mobility options will complement current public transport options. Public transport operators will benefit the metrics, indicators, and results generated by MAIA solutions to analyse at what extent the new services can complement public transport.	After the project
Transport authorities	R.1.2., R5.1., R5.2., R5.3.	Transport authorities will benefit from the metrics, indicators, and results generated by MAIA solutions to ensure new mobility options follow the regulations established.	After the project
SESAR IR Projects	R.1.4., R2.1., R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	The results of the project can be used for related research in airport accessibility in order to take advantage of possible synergies and pave the way for the future transition of the MAIA results to SESAR IR. Particularly relevant will be the projects funded under the HORIZON-SESAR-2022-DES-IR-01 call topics WA5-3 ('Fast Track Innovation and Uptake Multi-modality and Passenger Experience') and WA4-1 ('Fast Track Innovation and Uptake U-space and Urban Air Mobility').	After the project
SESAR ER Projects	R.1.4., R2.1., R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	The project results will be disseminated among relevant SESAR ER projects on a royalty free basis as stated by the topic conditions. Particularly relevant will be the projects funded under the HORIZON-SESAR-2022-DES-ER-01 call topics that deal with UAM (both WA1-3 at fundamental science level and WA2-4 at ATM application-oriented level) and the ATM-application oriented topic for multimodality and passenger experience (WA2-6).	After the project
Scientific Community	R.1.4., R2.1., R2.2., R3.1., R4.1., R5.1., R5.2., R5.3.	The results of the project can be used for related research in airport accessibility and multimodality.	After the project

Table 12: Project external exploitation of results

5.4 IPR Management

MAIA's IPR management strategy will help maximise the dissemination of the research work while guaranteeing the protection of confidentiality obligations and the legitimate interests of the owner(s) of the results. MAIA partners agree to the following IPR preliminary strategy:

- Results (foreground) shall be the property of the beneficiary carrying out the work generating those results. Where several beneficiaries have jointly carried out work generating results and their contribution cannot be differentiated, they shall jointly own such results. They will establish an agreement regarding the allocation and terms of the joint ownership, including definition of the conditions for granting licenses to third parties.
- Each Party will have the right to transfer ownership of its own results following the procedures predefined in the Grant Agreement, ensuring that the rights of other partners will not be affected by such transfer.
- Exploitation issues will be periodically assessed from very early on in the project to ensure that findings regarding market and commercialisation that come up when studying exploitation options can still be fed into the project.
- Where results are capable of industrial or commercial application, its owner shall provide for its adequate and effective protection, having due regard to its legitimate interests and the legitimate interests (particularly the commercial interests) of the other beneficiaries. In particular, IPR and results coming from BAC data will not be open or free for use in case these would have an impact on the business model and strategy of BAC.

The following table drafts a preliminary agreement on the IPR management of the different exploitable results:

IPR Strategy	MAIA results
Free use by partners and EU	R1.1, R1.2, R1.3, R1.4, R2.1, R3.1.1, R4.1.1, R5.1, R5.2, R5.3
Free use by partners and EU + Copyright	R4.1.2
Royalty-free licensing among partners + Copyright/patents/SaaS licenses	R2.2.1, R2.2.2, R2.2.3, R2.2.4, R3.1.2, R4.1.3

Table 13: IPR management of MAIA results

6 Schedule of communication and dissemination activities

The schedule of communication and dissemination activities will be continuously updated as opportunities arise, and uploaded on STELLAR.

Activity	Description	Target audience	Tools to be used to further support communication and dissemination	Provisional dates /frequency	Responsible Role	KPIs and targets
TMWC 2023 Presentation	Introduction of MAIA in a panel on UAM	Local authorities, urban mobility stakeholders	MAIA leaflet	7-9 November 2023	POLIS	+20 participants in the session audience
SIDs 2023	Introduction of MAIA objectives and approach	Other SESAR and research projects on UAM	MAIA scientific poster	27-30 November 2023	NOMMON	+5 connections with relevant projects for MUSE activity

Table 14: Schedule of Communication and Dissemination Activities

7 Guidelines

7.1 Indication of funding

In line with articles 29.4, 29.5, 38.1.2 and 38.1.3 of the Grant Agreement, in communication and dissemination activities, the project will:

- Use EU emblem (no need for prior approval from the SJU), downloadable from here: https://europa.eu/european-union/about-eu/symbols/flag_en
- Use the “Supported by SESAR Joint Undertaking” logo, downloadable from here: <http://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo>
- Use the following reference in all communications, dissemination and exploitation material: This project has received funding from the SESAR Joint Undertaking (JU) under grant agreement No [number]. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the SESAR JU members other than the Union.
- Indicate that the activity reflects only the author’s view and that the JU is not responsible for any use that may be made of the information it contains.

7.2 Disclaimer excluding SJU responsibility

The communication and dissemination activities will always indicate that it reflects only the author's view and that the SJU is not responsible for any use that may be made of the information it contains.

Moreover, any communication activity (including in electronic form, via social media, etc.) will display the SJU logo and the EU emblem, and will include the following text:

“This project has received funding from the SESAR Joint Undertaking (JU) under grant agreement No 101114853. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the SESAR JU members other than the Union”.

When displayed together with another logo, the SJU logo and the EU emblem will have appropriate prominence.