

Communication, Dissemination and Exploitation Plan

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Abstract

This document is a Communication, Dissemination, and Exploitation (CDE) Plan for the Industrial Research Fast Track Innovation & Uptake project, KAIROS. The KAIROS project aims at leveraging artificial intelligence to improve meteorological information for aviation stakeholders. This document provides a brief overview of the KAIROS project, and a proposed plan for communication, and dissemination of project overview and results including objectives, target audience, channels and KPIs. This document also presents a plan for the exploitation of the technology with the objective of commercializing the results into a new product/service. This document will be updated periodically to capture CDE strategy throughout the execution of the KAIROS project. The next submissions of the updated CDE plan are envisioned to occur in, March 2025 and May 2026.

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¹ Representatives of all the beneficiaries involved in the project

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² Representatives of the beneficiaries involved in the project

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KAIROS

UNLOCKING THE POTENTIAL OF AI-BASED WEATHER FORECASTS FOR
OPERATIONAL BENEFITS

KAIROS

This document is part of a project that has received funding from the SESAR 3 Joint Undertaking under grant agreement No 101114701 under European Union's Horizon Europe research and innovation programme.



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1 Introduction

The present deliverable details the communication, dissemination and exploitation plan for KAIROS. It details the communication goals, high-level messages and a short description to be broadcasted in different media with the aim of making the project understandable at a first glance.

The communication means include the project’s website, the social media and other relevant means. The deliverable also details the strategy the project will follow to make use of or disseminate the project’s results, as a plan of activities including a schedule and metrics to measure its impact and effectiveness.

The exploitation charter explains the project’s approach and strategy to make the best use of the project results.

1.1 Definitions

Before getting started, it is important to note the difference between communications and dissemination - see figure 1.

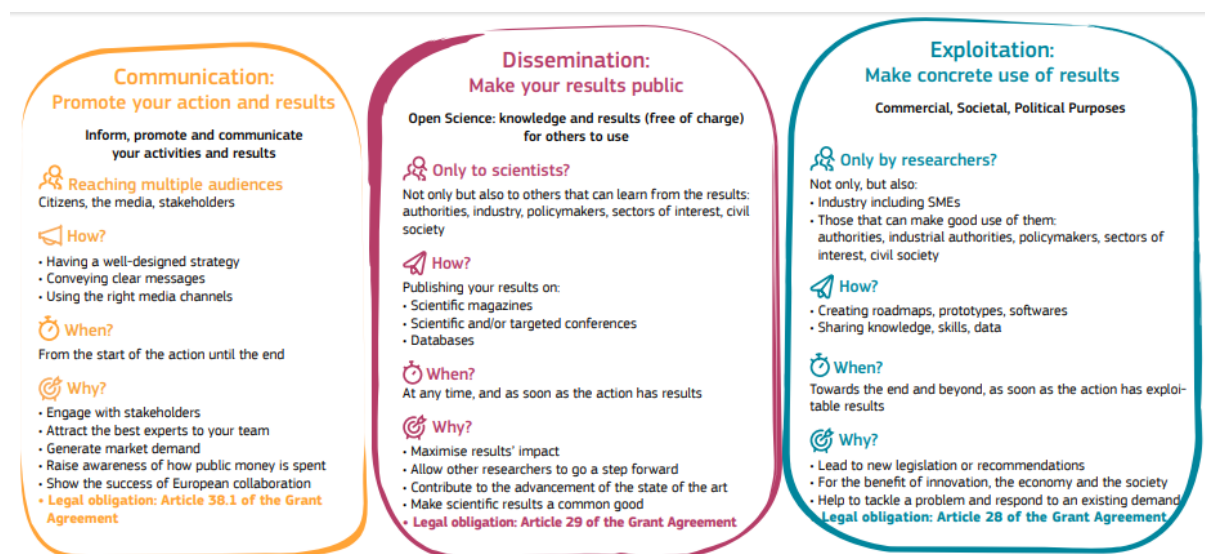


Figure 1: Definitions of communication, dissemination and exploitation in Horizon Europe

1.2 Applicable reference material

The communication, dissemination and exploitation plan of the project will be fully compliant with the latest version of the SESAR 3 JU Program Library. It is also compliant with the SJU slides used for the KoM. The communication and dissemination plan satisfies the content and activities identified in Section 3.9 of the SESAR 3 Joint Undertaking Project Handbook, Article 17 and of the Grant Agreement concerning communication, dissemination and visibility of the project, and the instructions provided in the Horizon Europe Communication Guide with regard to the communication strategy. It is also compliant with the Horizon Europe guidelines on open access to research data.

1.3 Continuous updates

Update	Section	Deliverable version
Introduction added to the table 2	2.5	4.2 (Ed 05.00)
Sub-sections numbers corrected	4.2, 4.3	4.2 (Ed 05.00)
Social media results	3.4.3	4.2 (Ed 05.00)
Communication events	3.4.4	4.2 (Ed 05.00)
Publications and newsletters	3.4.5	4.2 (Ed 05.00)
Communication KPIs	3.5	4.2 (Ed 05.00)
Dissemination events	4.2.2	4.2 (Ed 05.00)
Dissemination KPIs	4.4	4.2 (Ed 05.00)
Overview of communication and dissemination activities	6	4.2 (Ed 05.00)

2 Project introduction

2.1 “About” project text

KAIROS aims at improving the accuracy and lead time of meteorological information provided to the aviation community by using artificial intelligence. The goal is to provide aviation stakeholders with digital weather forecasts compatible with decision support tools, allowing them to mitigate the impacts of weather on their operations. KAIROS will enable a paradigm shift in the way capacity drops due to weather are mitigated at all levels of the airspace systems, from the network level to local FMPs and Urban Air Mobility. The KAIROS AI-based weather prediction platform will be an enabling technology that will unlock further operational efficiencies within the airspace system. By providing accurate weather forecasts earlier in the air traffic flow management process, aviation stakeholders will be able to formulate strategies to minimize the disruption to their operations.

2.2 Project key messages

# Key message id	Communication	Dissemination
1	With KAIROS AI-based weather forecasts, aviation stakeholders will be able to make informed decisions to mitigate weather-related disruptions (convective weather, high altitude ice clouds, clear air turbulence, and low visibility).	KAIROS AI-based weather forecasts will enable a paradigm shift in the way capacity drops due to weather are mitigated at all levels of the airspace systems from the network level to local FMPs and Urban Air Mobility
2	Digital weather forecasts will be compatible with the currently used decision support tools, allowing aviation stakeholders across the European airspace to mitigate the impacts of weather on their operations	To assess the potential impact of improved weather information on aviation operations, the AI-based forecast will be integrated with decision support tools and platforms currently used by aviation stakeholders across the airspace system.

2.3 Keywords

These keywords will be used as metadata on the SESAR 3 JU and KAIROS website and as hashtags on relevant social media messaging.

Key Word	Definition
AI forecasting	Applying AI algorithms for the prediction of various weather phenomena.
Artificial Intelligence	Integrating of AI-based convection prediction models within air traffic flow management (ATFM) operational tools and platforms
Digitalisation	Developing digital processes for weather forecasting and implement them into aviation workflows to enhance manual systems.

Digital weather forecast	Evolving weather forecasts to digital format for more efficiency and accuracy.
Hazardous particles	Airborne aerosols, like Saharan desert dusts, ice crystals or sulphur dioxide particles can be a threat for aviation.
Meteorology	Serving the weather needs of the aviation community

2.4 Focal point for communications, dissemination and exploitation.

Name	Role	Email address
Virginia Villaplana Fernández	Communications officer (UC3M)	vwillapl@pa.uc3m.es

Table 1: Focal points of contact

2.5 Stakeholder identification

Emphasising the interdisciplinary nature of the KAIROS project, the distinct contributions and interests of each stakeholder are highlighted here, ensuring that scientific advances resonate in both academia and practical applications, ultimately benefiting society as a whole.

Stakeholder	Content
End users, industry and SMEs	Showcase KAIROS AI-enhanced weather forecasts and demonstrate the platform operation. Find potential partners and clients for existing or potential products developed within the project.
Project partners	Follow up the results and news of the project through website and social media updates. Create engagement to enhance the visibility of KAIROS.
Policy makers	Present evidence of how KAIROS contributes to enhanced aviation safety, reduced disruptions, and economic benefits.
Researchers, research and higher education institutions	Organize knowledge-sharing sessions to exchange findings and methodologies in AI-based meteorology. Foster collaborations and create future career opportunities.
EEN and innovators	Encourage them to explore KAIROS results for developing new tools, applications and services that leverage AI-driven weather forecasts to improve aviation and related sectors.
Civil society	Organise public awareness campaigns highlighting the positive impact of KAIROS on passengers and communities by contributing to safer and more reliable air travel.

Table 2: Stakeholders

3 Communication

The aim of communications is to raise the visibility of the project's activities among audiences beyond the project's own stakeholder community. KAIROS communications activities aim to convey the benefits of research for European citizens and the economy and demonstrate how EU funding contributes to tackling societal challenges.

3.1 Communications objectives and strategy

The communication objectives align with the overall strategy of the KAIROS project, which aims to ensure the effective promotion of the project actions and results:

Objective 1. Showcase the KAIROS platform

Develop engaging video demonstrations, flyers/posters and oral presentations at events to show the KAIROS AI-enhanced weather forecasting platform to potential partners, clients and stakeholders.

Objective 2: Enhance visibility and engagement

Maintain an active online presence through a dedicated project website, and social media channels in LinkedIn, X and YouTube to share regular information, achievements, and insights related to the project's progress.

Objective 3: Communicate societal benefits

Present tangible evidence of how the KAIROS solution contributes to improved weather disruption prediction, and what economic benefits this can bring to the aviation industry.

Objective 4: Foster industry collaboration and career opportunities

Attend events related to aviation, meteorology and AI and organise a KAIROS workshop to foster future industrial partnerships. Highlight potential career opportunities arising from KAIROS-related advancements.

Objective 5: Drive scientific and public awareness

Encourage innovators, entrepreneurs, and researchers to explore KAIROS results for creating new applications and services that leverage AI-driven weather forecasts to enhance aviation and related sectors. Publish in top-ranked journals and organize public awareness campaigns in social media to educate the public about the project's contributions to a more accurate weather forecasting for aviation.

3.2 Communication target audiences

Target	Main channel	Message	Activities
End users, industry, and SMEs	LinkedIn	KAIROS AI-based weather forecasts can help them to develop strategies for mitigating extreme weather events.	Videos about the KAIROS solution and its benefits, to be also showcased at events
Project partners	Website	The results from the KAIROS project are expected to benefit several actors in the aviation	News items to be followed on the website and social

		community, and many of them are project partners or advisory board members.	media. Active implication of the project partners.
Policy makers	LinkedIn	KAIROS can contribute to enhanced aviation safety, reduced disruptions, and economic benefits for society.	Content oriented to talk about the benefits of the project, published on social networks.
Researchers, research and higher education institutions	LinkedIn	KAIROS carries out cutting-edge methodologies in AI-based meteorology and is open to the generation of job opportunities and collaboration.	Invitation to KAIROS workshop, announcements of participation in other events and sharing career opportunities.
EEN and innovators	LinkedIn	KAIROS results can be used in future tools, applications and services that leverage AI-driven weather forecasts to improve aviation and related sectors.	Content oriented towards the future applications of the KAIROS results, published on social networks.
Civil society	YouTube	KAIROS improved weather forecasts can have a positive impact on passengers and communities by contributing to safer and more reliable air travel.	Public awareness campaigns based on explanatory video content to be broadcasted in media, education institutions, etc.

Table 3: Communications target audiences

3.3 Branding and acknowledgements

The KAIROS project logo is provided in the Figure 2.



Figure 2: Project logo

In CDE material, the project logo should be accompanied by the SESAR Joint Undertaking’s and EU support acknowledgements, including the following logos and text:



“This project has received funding from the SESAR Joint Undertaking (JU) under grant agreement No 101114701. The JU receives support from the European Union’s Horizon Europe research and innovation programme and the SESAR JU members other than the Union.”

Communication activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

For all CDE actions, projects should acknowledge EU funding by displaying the EU emblem and SESAR 3 JU logo, in addition to the project. The following text must appear in all dissemination documents, reports, publication, posters and presentations:

“The project is supported by the SESAR 3 Joint Undertaking and its members under grant agreement No 101114701. The JU receives support from the European Union’s Horizon Europe research and innovation programme and the SESAR JU members other than the Union.”

3.4 Communication channels

The communication channels are chosen to ensure that research and innovation activities are made known to the professional as well as the society at large. The KAIROS project will focus its efforts on several strategic channels for the dissemination of the project, the main ones being a dedicated website, three social media profiles (LinkedIn, X and YouTube), press and media, and communication events.

3.4.1 Website

A dedicated standalone website has been created to promote the KAIROS project and its research activities, under the following domain: www.kairos-eu.com. Its static pages will be updated every time a relevant change occurs (e.g., a new demo of the platform), and the news section will show monthly updates to reflect the progress of the project, communicate relevant events, and report on new journal and conference papers and on the achievement of the project milestones.

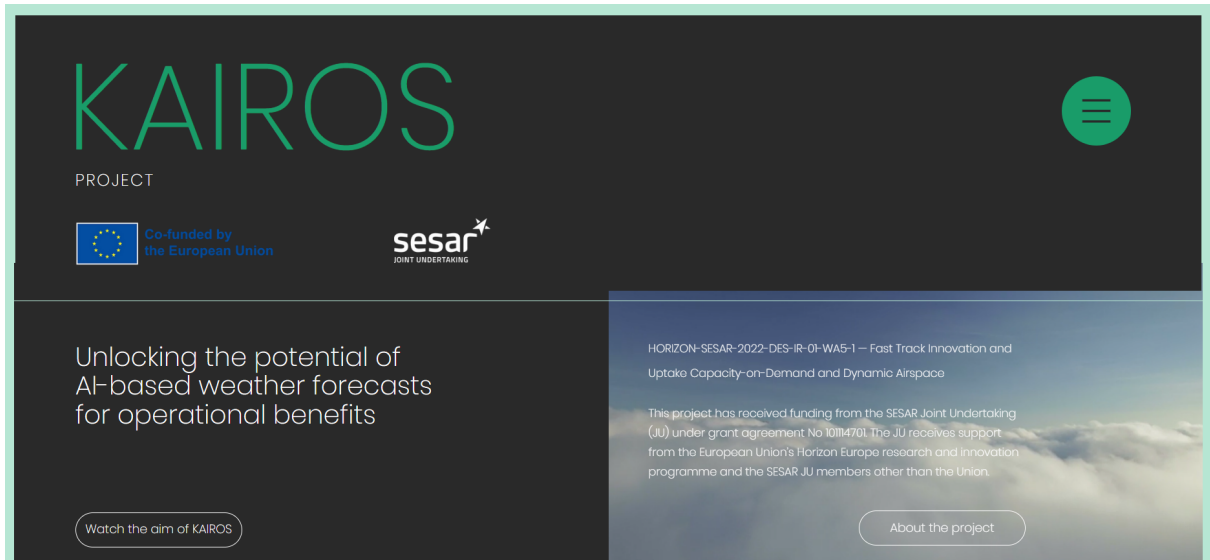


Figure 3: Homepage header view of the KAIROS standalone website

The website is divided into seven different pages that structure the information about the project:



Figure 4: KAIROS website menu structure

Homepage

The homepage tries to summarize the most relevant contents of the project in a single page. The header section displays the project logo and the EU and SESAR 3 JU logos at the top of the page, followed by the project tagline and the funding acknowledgements. After the header, the home page displays the news section as an attempt to focus the viewers' attention on the most recent project updates.

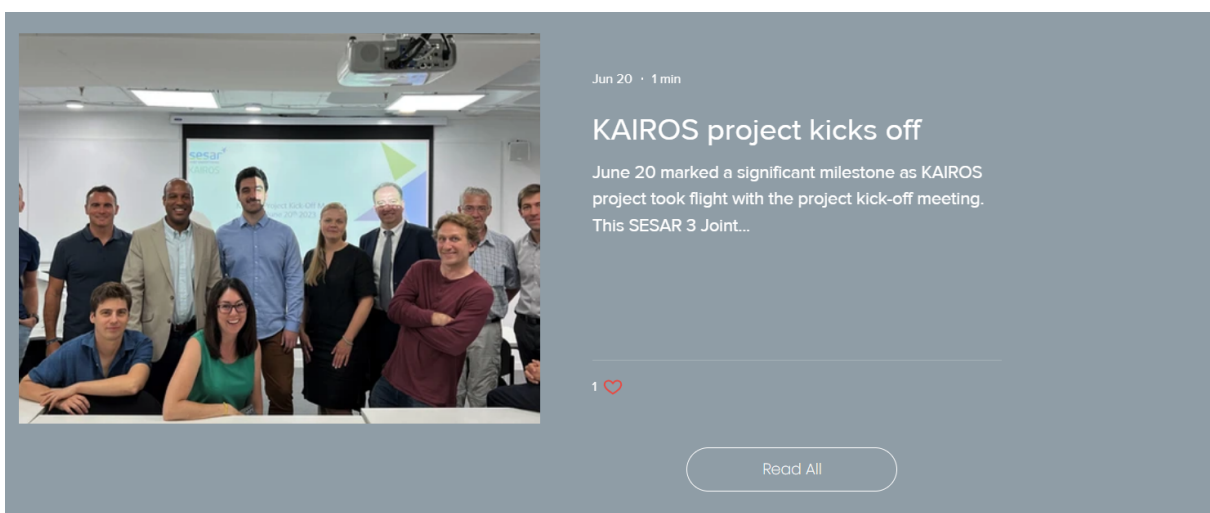


Figure 5: News section at the homepage of the KAIROS website

Following this, the milestones of the project, from its beginning to its end, can be consulted immediately:

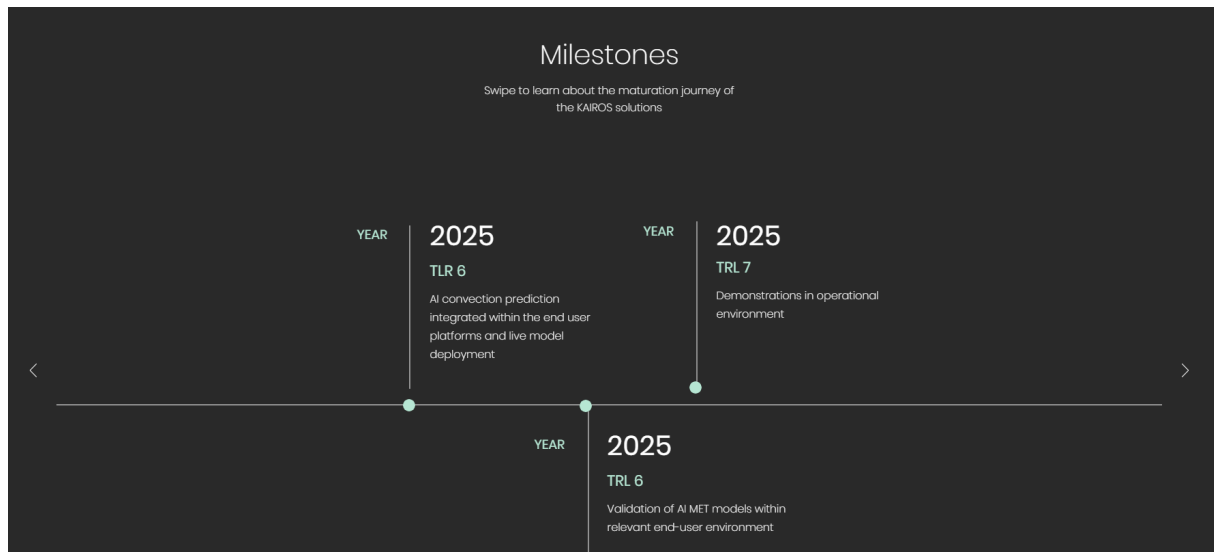


Figure 5: View of the KAIROS project milestones

The project consortium logos are shown below, inviting readers to enter the detailed section to learn more about each participant.



Figure 6: website view of the KAIROS consortium

And to conclude, the footer again highlights the acknowledgements of the KAIROS project and provides the links to the social media profiles of the project.

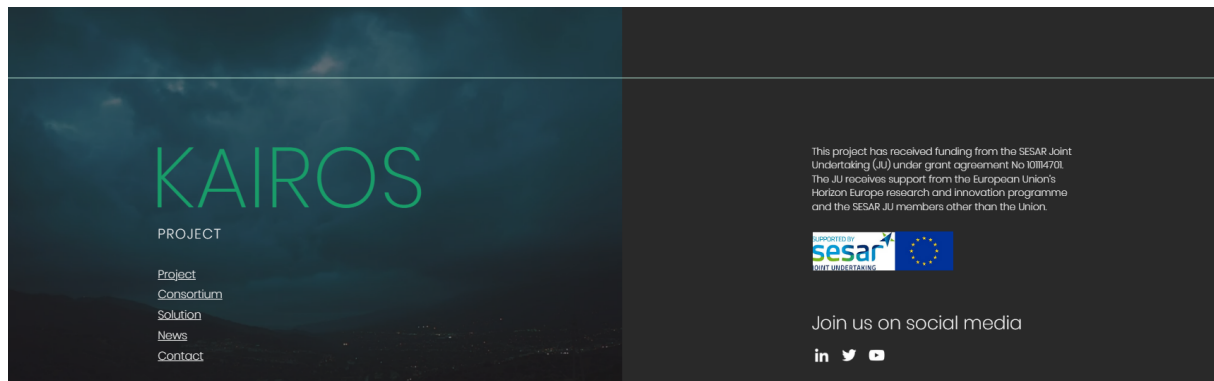


Figure 7: KAIROS website footer

Project

The “Project” page (www.kairos-eu.com/project) explains what KAIROS consists of, outlining the rationale for the project, the main objectives and desired outcomes, and the related success criteria. The text that appears on this page can be used as the general text about the project required for the project website on SESAR 3 JU website.

Consortium

The “Consortium” page (www.kairos-eu.com/consortium) provides with a list of the project partners in alphabetical order, including the official logos of the organisations accompanied by a short description that can be expanded to get to know their role in the KAIROS project.

Solution

The “Solution” page (www.kairos-eu.com/solution) explains the phenomena that AI-based weather forecasting platform will be able to predict. This page aims to be a space for potentially showcasing the details of the KAIROS solution, once it is developed.

Deliverables

The “Deliverables” page (www.kairos-eu.com/deliverables) lists the KAIROS project deliverables, and it will include the link to the final versions of the public ones.

News

The “News” page (www.kairos-eu.com/news) will be the dynamic showcase for the latest events and research progress, providing monthly posts about the project.

Contact

Finally, the “Contact” page (www.kairos-eu.com/contact) includes a form for potential contacts.

Project webpage on SESAR 3 JU website

This webpage has been created under the link: <https://www.sesarju.eu/projects/KAIROS>. A banner, a customised text about the project will be shared with the SESAR 3 JU via STELLAR, accompanied with the list of beneficiaries in alphabetical order and the [link to the project website](#).

Videos, relevant news, and other future communications material are expected to be added into this webpage in order to offer a multichannel and homogeneous view of the KAIROS project to the public.

3.4.2 Press and media

KAIROS will publish a press release on its website, on social media, and in specialised media in all partner countries. All partners are required to publish the press release on their respective websites and social media accounts in their respective languages. The main purpose of the press releases is to gain publicity and raise public awareness.

The press release will be sent to the following media outlets, and the list will be amplified in the following versions of this document, according to each partner's contribution.

Media activity	Date	Link
<i>Forecasted contribution</i>		
TV Interview broadcasted on several national European and American TV channels participating in the ATEI	2024	https://noticiasncc.com/
Press release on Alpha Galileo via Universidad Carlos III de Madrid - Oficina de Información Científica	End of the project	https://www.alphagalileo.org/
Press release on the news portal Madr+d of Community of Madrid	End of the project	http://www.madrimasd.org/
Press release on Dicyt news	End of the project	https://www.dicyt.com/noticias
Press release on EurekAlert	End of the project	https://www.eurekalert.org/

Table 4: Contribution to external media.

3.4.3 Social media

Project activities will be promoted throughout the duration of the grant, aiming to create engaging content that shows the benefit of the KAIROS research to the different targeted audiences. To this end, the following social media channels have been selected.

LinkedIn and Twitter (X)

The LinkedIn page ([@KAIROS.eu](#)) was recently created and so far, has gained a total of 52 followers and more than 700 video views. The KAIROS page ([@KAIROS_project](#)) on Twitter (X) currently has 8 followers and 1,143 video impressions. The goal is to publish one post per week to maintain a continuous communication flow and

keep the audience engaged without saturating them. This approach will help us prioritize producing higher quality content overall.

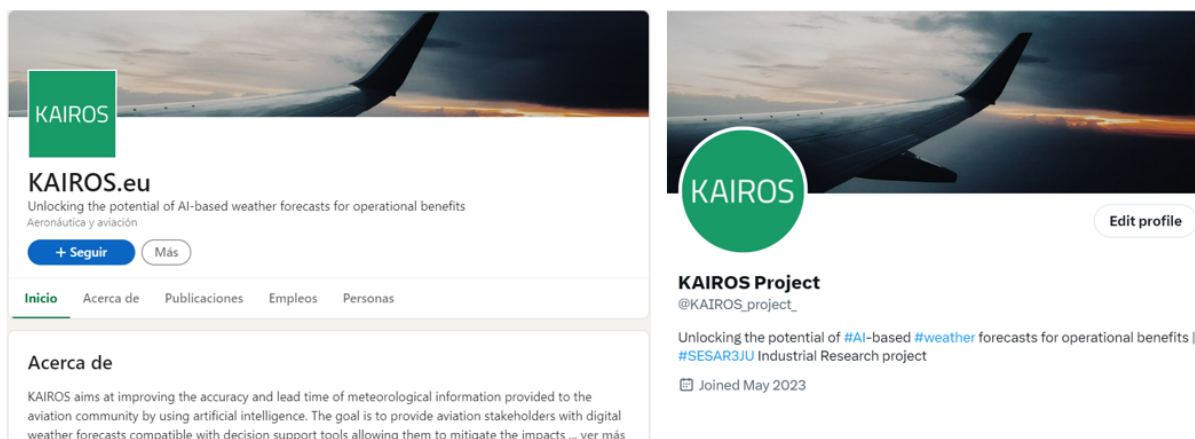


Figure 8: Overview of the KAIROS LinkedIn and Twitter (X) page

Specifically, the LinkedIn and Twitter (X) posts cover the following activities:

- News and updates on the KAIROS activities and progression of project tasks and deliverables
- Papers and presentations originating from workshops, conferences, journals etc.
- Upcoming events prompting stakeholders for papers and events participation
- Project use cases
- Publications in media and newsletters
- Videos and photos
- Reposts of related topics (AI, aviation and weather)
- Information about the KAIROS consortium as an important asset of the project, in particular regarding:
 - news about the most highlighted achievements,
 - related activities and
 - career opportunities in science.

3.4.4 Communication events

The communication events serve as platforms to share project updates, research findings, and innovations related to the KAIROS project, helping to engage stakeholders, raise awareness, and foster collaboration within the aviation and meteorology sectors. This is a preliminary list of events that will be completed in the intermediate version of the present document.

Event	Date	Place	Information to be shared	Importance for the project
KAIROS Workshop	End of project	Madrid, Spain	Presentation of the project solution	Highlighting the final project outcomes
SESAR Innovation Days 2023	27/11/2023	Seville, Spain	Poster about the status of the project	Sharing progress and engaging with the aviation innovation community

Cities on Volcanoes 12	11-17/02/2024	Antigua, Guatemala	Oral presentation about the status of the project (focus on SO2)	Expending project visibility and contributing to volcano monitoring and the mitigation of the risk for aviation
11 th Safety Forum 2024	19-20/06/24	Brussels, Belgium	Presentation about the KAIROS project	Highlighting the first project outcomes related to Aviation Weather Resilience
Airspace World 24	19-21/03/24	Geneva, Switzerland	Walking tour to launch the KAIROS project dashboard	Showcasing the project solution to aviation and innovation European leaders
International Conference on Research in Air Transportation (ICRAT).	24/06/2024	Singapore	Research findings related to air transportation	Contributing to the research community and expanding project visibility
US/Europe ATM Seminar. (ATM Seminar)	TBD	TBD	Relevant project updates and insights	Networking with key players in the ATM field
European nowcasting conference	TBD	TBD	Advancements in nowcasting techniques	Showcasing KAIROS contributions to weather forecasting
Aerospace Tech Week Americas	14-15/11/2023	Atlanta, GA	Demonstrating project relevance to aerospace beyond Europe	Connecting with aerospace industry professionals
Airspace Integration Week Madrid	25-28/09/2023	Madrid, Spain	Introducing KAIROS project to the aerospace industry	Networking with key players in the aviation world
European Geosciences Union (EGU) general assembly	14–19/04/2024	Vienna, Austria	Showcasing KAIROS' meteorological innovations	Engaging with the geosciences and meteorology community
ILA Berlin	5-9/06/24	Berlin, Germany	Research findings related to air transportation	Networking with key players for innovation in aviation
SESAR Innovation Days 2024	30/11/2024	TBD	Oral presentation describing the status of the project	Providing updates to the innovation community

World Meteorological Congress	TBD	TBD	Make the Kairos solution known within the World Meteorological Organization context	Create awareness about the KAIROS project and solution in the meteorologic sector
International Paris Air Show	June 2025	Paris, France	Exchange of knowledge and experience	Showing the KAIROS solution to potential partners of the aviation sector

Table 5: Events

3.4.5 Publications and newsletters

KAIROS will develop publications, printed material and newsletters referencing the SESAR 3 JU and EU funding. The goal is to achieve with them a broader communication impact.

Publications/newsletters/printed material	Description	Date	Link
Poster 1	SIDs 2023	27-30/11/23	www.kairos-eu.com/post/13th-sesar-innovation-days-kairos-poster-awarded
Brochure 1	General overview of the project		https://www.sesarju.eu/sites/default/files/documents/projects/Brochure%20KAIROS-digital_v2.pdf
Flyer/poster 2	SIDs 2024	30/11/24	
1 publication in sector-specific magazines		TBD	
SESAR outreach (newsletter) 1		after KoM	SESAR publication pending
SESAR outreach (newsletter) 2		at the end of the project	

Table 4: Publications, printed material and newsletters

3.4.6 Videos

KAIROS will prioritise video over static content, with the goal of leveraging visual storytelling and engaging content to effectively convey the significance the project in society and capture the attention of a wider audience.

The SESAR 3 JU and the EU logos will always be included, and the logos of the participating partners will also be part of the created videos.

Videos	Description	Planning	Link
Video 1	KAIROS teaser video	KoM	https://www.youtube.com/watch?v=HLHcQmMqIHU
Video 2	Interview about the project outcome	2025	

Table 5: Videos

3.5 Communication key performance indicators (KPIs) and success criteria

Action	KPIs	Success criteria	Currently achieved	Last update	Annual growth
Web presence	# of visitors to the website # of posts in website 'News' section. # of referrals in external websites	> 1000 visitors 30 news items > 10 referrals in external websites	341 visits 8 news items 7 referrals	25/01	Not applicable
Press and media	# of videos # of flyers/posters # of publications in sector-specific magazines	2 videos 2 flyers/posters >1 publication in sector-specific magazines	1 video 1 poster / 1 brochure	25/01	Not applicable
Social Media	# followers per social network # posts (per year and social network) # of engagements/posts # total views of videos # of mentions	>100 followers per social network 50 posts (per year and social network) 5 average engagements/post > 2000 total views of videos. 30 mentions	101 followers in LinkedIn and 17 in X 27 posts and 26 tweets 11 average engagements/post in LinkedIn and 9 in X >5684 views of videos. 4 mentions	25/01	Not applicable
Events	# of organised events # of webinars # of conferences # of attendees	> 5 events and 1 webinar 1 KAIROS workshop > 30 attendees from +5 nationalities	1 KoM	25/01	Not applicable

Table 6: Communication KPIs and success criteria

4 Dissemination

4.1 Dissemination objectives and strategy

In order to maximize the impact of the KAIROS project results, the consortium will focus on assuring that the knowledge obtained in this research is properly disseminated in the wider scientific and aviation community. This will be achieved through the following objectives:

1. Conducting excellent science on AI and weather prediction for aviation.
2. Fostering high-talented individuals to follow scientific careers.
3. Providing free-of-charge, online access to scientific information.
4. Providing open access to research data.

The KAIROS project will achieve these dissemination goals by:

1. Definition of dissemination activities and their KPIs (as defined in this document)
2. Measurement of impacts based on KPIs (as defined in this document)
3. Active contribution by all WPs to guarantee optimal communication in all partner countries and at the EU level.
4. Easy, fast, and open access to information, results, and news about the project through its website, which will also make use of social media channels for a wider dissemination.
5. Transmission of relevant information by involving target users/ stakeholders in the design and development of dissemination material.
6. Use of existing channels (national and EU levels), ensuring wider reach and long-term availability of materials.
7. Exchange activities with other relevant projects at the national, European, and international level to create synergies.

4.2 Dissemination channels

Channel	Objective	Tools	Link	Information to be shared
Journals	Publication in top-ranked journals	scientific publications, technical publications		Research findings, innovative methodologies
Conferences and events	Publication at scientific conferences	Posters, conference papers	www.kairos-eu.com/post/13th-sesar-innovation-days-kairos-poster-awarded	Research outcomes

Website	Creation of an active and enticing website	videos, presentations, scientific publications,	https://www.kairos-eu.com/	Project overview, publications, deliverables, updates
Social networks	Provision of quality content on social media, at specified intervals	videos, presentations, scientific publications, upcoming events	https://www.linkedin.com/company/kairos-eu/	Engaging project updates, research insights

Table 7: Dissemination channels

4.2.1 Open access to scientific publications

The KAIROS project acknowledges the significance of sharing knowledge and research findings for the advancement of science and innovation and is committed to open cooperation and transparency, with emphasis on providing open access to its research outputs. To achieve this goal, the following dissemination plan outlines the strategies for open access and ensuring reproducibility:

Open access to the research outputs in KAIROS

KAIROS project aims to provide gold general access to its research results. Balancing access with cost, the project will generally provide open access for its scientific publications. UC3M as an academic partner will maintain suitable institutional repositories, that will allow public and early access to research papers produced during the project. KAIROS will publish pre-prints on ResearchGate platform upon submission, updating the version along the review process, until its final publication.

Ensuring reproducibility of the results in KAIROS

To validate and re-use research data, KAIROS's website will provide free, open, and publicly searchable access to public deliverables, technical reports, data and results, software tools, etc. that are generated during the project in order to ensure the reproducibility of research outputs.

Scientific papers/ presentations	Link	Information to be shared
Paper published in top-ranked journals such as: Weather and climate extremes, Advances in Atmospheric Sciences, Expert Systems with Applications, Machine Learning with Applications or Journal of Air Transport Management	TBD	TBD

Table 8: Scientific papers, publications and presentations

4.2.2 Dissemination events

Event	Date	Place	Information to be shared	Importance for the project
KAIROS Workshop	End of project	Madrid, Spain	Presentation of the project solution	Highlighting the final project outcomes
SESAR Innovation Days 2023	27/11/2023	Seville, Spain	Poster describing the status of the project.	Sharing progress and engaging with the aviation innovation community
11 th Safety Forum 2024	19-20/06/2024	Brussels, Belgium	Presentation about the KAIROS project	Highlighting the first project outcomes related to Aviation Weather Resilience
SESAR Innovation Days 2024	30/11/2024	Rome, Italy	Poster describing the status of the project.	Providing updates to the innovation community

Table 9: Dissemination conferences and workshops

4.2.3 KAIROS workshop for dissemination purposes

As a final step in the dissemination plan, the KAIROS consortium will organize a workshop dedicated to the topic “Unlocking the potential of AI-based weather forecasts for operational benefits” at UC3M (Madrid) that will be open to the industry. We believe that bringing together researchers on this particular topic is of major interest towards building a network and potentially build up collaborations and consortiums for projects. It is planned to be held at the end of the project. One track will be devoted to present KAIROS results. Another track will be devoted to industrial sessions, where representatives from leading industries will give talks related to potential KAIROS applications. There will be a panel discussion about the challenges and opportunities in the near future for AI-based weather prediction, from an industrial perspective.

4.3 Dissemination target audiences

Target	Channel	Benefits from the project	Expected feedback
General public	Website, Social media	Raise awareness about the project, its goals and activities.	Increased engagement, inquiries about project details.
Aviation community	Website, Social media	Provide the European aviation community with a common pan-European vision on the specific project outcomes (forecasting AI models, weather prediction tools, a real time dashboard, etc.).	Interest from stakeholders, positive reception of innovations.

Research institutions	Conferences, Scientific publications	Promote the use of project results for the future research activities and the creation of a go-to-market strategy	Acknowledgment of project's contribution, potential collaboration interests.
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Table 10: Dissemination target audiences

4.4 Dissemination KPIs and success criteria

Action	KPIs	Success criteria	Currently achieved	Last update	Annual growth
Academic publications	# of published scientific publications. # of abstracts	>1 journal papers 2 abstracts	-	-	-
Events	# of organised events # of attendees # of conferences attended # of conference papers	> 5 events 1 KAIROS conference with > 30 attendees from +5 nationalities 2 conference papers	KoM organised and 3 events attended	25/01/24	-
Print materials	# of flyers/posters # of publications in sector-specific magazines	2 flyers/ posters 1 publication in sector-specific magazines	1 poster, 1 brochure	25/01/24	-
Website	# of visitors to the website # of posts in website 'News' section. # of referrals in external websites	> 1000 visitors 30 news items > 10 referrals in external websites	341 visits 8 news items 7 referrals	25/01/24	-
Innovative video content	# of videos	2 videos >1 practical video 1 ready-to use training material	1 teaser video	25/01/24	-
Social media	# followers per social network	>100 followers per social network	101 followers in LinkedIn and 17 in X	25/01/24	Not applicable

# posts (per year and social network)	50 posts (per year and social network)	27 posts and 26 tweets
# of engagements/posts	5 average engagements/post	11 average engagements/post in LinkedIn and 9 in X
# total views of videos	> 2000 total views of videos.	>5684 views of videos.
# of mentions	30 mentions	4 mentions

Table 11: Dissemination KPIs and success criteria

5 Exploitation

It is envisioned that KAIROS results will lead to the creation of new weather products and services for the aviation community. To maximise the chances of industrialisation of KAIROS solutions four areas relating to the standardisation and regulatory needs have been identified. These include the use of artificial intelligence for weather prediction, the certification of the source data used for input and the training of the AI algorithms, establishing necessary service level agreements, and providing results in a standardised format to meet the industry needs.

5.1 Project exploitable results

The KAIROS project aims to commercialize the AI-based weather forecasting technology within the aviation community. The path to commercialization may differ depending on multiple factors such as data sources to be used, end user, and existing regulations.

The key to commercialize the KAIROS solutions will be to correctly identify value chains that incorporate the project results.

5.2 Exploitation strategy and objectives

KAIROS will provide an opportunity to trial new types of weather services, leaving open the possibility for exploitation opportunities. The partners of the KAIROS consortium cover the full value chain associated with a potential product. The value chain presents a mixture of public and private organizations, not typical of the way things are done today. While the suggested value chain may present a departure from the established way the industry operates, it is anticipated that the potential operational benefits demonstrated within the KAIROS project will lead to a re-evaluation of industry practices and the uptake of this technology.

As the technology objectives of the KAIROS project are achieved, potential end users of the technology will be allowed to assess the benefits of the technology first hand, creating opportunities for new business and exploitation strategies.

Throughout the execution of the project, the KAIROS consortium will work to identify and develop value chains that incorporate the KAIROS solutions and technology. Already within the KAIROS consortium, there are several members that could play critical roles within a product value chain. Throughout the execution of the KAIROS project, the goal will be to show how the technology can provide benefit to the end user and develop a strategy for overcoming any potential regulatory/standards challenges that may arise. **Figure 9** shows a generic value chain for the KAIROS solutions, and where along the chain each consortium member fits.

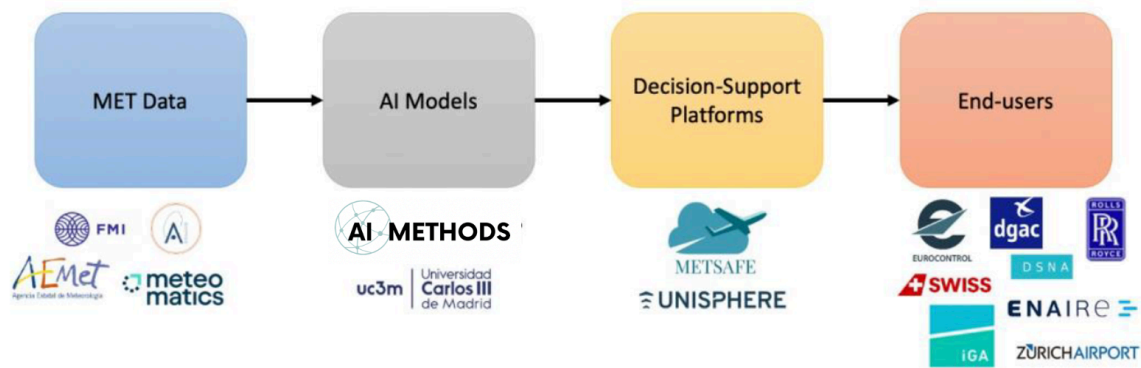


Figure 9: Generic Value Chain for KAIROS Project

5.3 Exploitation of results

The KAIROS project envisions the following possible exploitable results at the end of the project:

1. AI weather prediction service. New SaaS product to be provided to multiple aviation stakeholders.
2. AI weather model development. Exploitation of AI based models for weather prediction to be commercialized in conjunction with existing weather provider (National MET agency or private company) to improve the quality of current weather products.
3. AI weather model development for end user. Exploitation of AI based weather models to be commercialized in conjunction with specific aviation end user (airport, ANSP, airline, drone operator, etc.). The models will allow end users to extract optimal information from various weather data for improved decision making.

5.4 Data protection strategy

KAIROS will make use of various types of weather data within the project. While the implications of the protection of weather data are not as critical as other types of data (personal, financial, etc.). Protecting the data will still be important. Many of the input data that will be used in the project has restrictions and limitations regarding the terms of use. The KAIROS data management plan will ensure that the restricted data is protected.

Having access to such a variety of high-quality data sources will be beneficial to the KAIROS project, however, the organization of the data will be key to successfully executing the project. The first months of the project will be dedicated to creating a data infrastructure to house and manage the various data sources.

An initial data management plan will be developed within the first 3 months of the project ensuring data sources and project outputs are managed in line with the FAIR principles (Findable, Accessible, Interoperable, Reusable), the data plan will be updated toward the completion of the project. Please refer to D1.2 for further details on the data management plan.

5.5 IPR management

The Intellectual Property Rights (IPR) management of the KAIROS project will be important for a successful execution of the project and any potential exploitation activities that may follow in the future. The IPR

management of the project will revolve around two main threads. 1. How the project manages IP internally during the technology development and project execution, and 2. IPR strategy to protect the technology externally, especially if a commercial product/service is envisioned.

Regarding the first point, the KAIROS Consortium will clear ownership of IPR with in the consortium agreement (CA). Within the document, each member will state the know-how that they are bringing to the project including algorithms, software code, data models. The general strategy will be that each partner will have rights of ownership over what they develop. In the case of joint development, this ownership will be decided between the parties. The CA will be reviewed by legal entities on all sides to establish the rules for the exploitation of results, including their ownership and how exploitation is organized if that one or more partners want to exploit specific results. In accordance with the CA, the consortium will exploit IP generated within the project to create added value both in additional methodological development in AI-based solutions, but also to leverage the results to form the basis for further development projects with the partners and the EU industry.

Externally, the KAIROS IPR comprises novel Artificial Intelligence solution methods for accurate weather prediction, as well as their validation and the derivation of recommendations. The CDE activities of the project will need to find a balance between sharing results with wide audience through publications, talks, workshops targeted at industry experts, while still maintaining a commercial advantage if the technology is to become a commercial product/service.

6 Overview of communication and dissemination activities

Activity	Channel	Tool	Objective	Target audience	KPIs	Success criteria	Frequency/date
Press release on project outcomes	Partners' outreach channels	Press Release	Share project achievements and outcomes	General public, Research community	# references in external websites	Broadcasted in >5 partner channels	End of Project
Publication in specialised press	Top-ranked journals	Article	Reach aviation community and increase the project prestige	Aviation industry	# publications	1 publication	Before the end of the project
Scientific publications	Peer reviewed journals	Journal paper	Reach scientific community and increase the project prestige	Research community	#papers	>1 journal papers	Before the end of the project
KAIROS Workshop	Event	Video and presentation. Publication of proceedings after workshop	Present project solution	Aviation industry	Attendance, participant feedback	> 30 attendees from +5 nationalities	End of Project
SESAR Innovation Days 2023	Conference	Oral Presentation	Share project status	Aviation industry	Interaction	Meaningful engagement and networking	27/11/23
SESAR Innovation Days 2023	Conference	Poster	Share project outcomes	Aviation industry	Interaction	Knowledge contribution and expanded visibility	27/11/23
Participation in post-Engage KTN activities	Event	Visual material	Share project outcomes	Aviation industry	Interaction	Meaningful engagement and networking	TBD

ICRAT, US/Europe ATM Seminar, EGU, AGU, etc.	Confer ence	Conferen ce Paper	Contribute research findings	Research community and aviation industry	Paper acceptance, audience response	At least 2 conference papers published	TBD
SESAR Innovation Days 2024	Confer ence	Oral Presenta tion	Share project status	Aviation industry	Interaction	Meaningful engagement and networking	Nov-24
SESAR Innovation Days 2024	Confer ence	Poster	Share project outcomes	Aviation industry	Interaction	Knowledge contribution and expanded visibility	Nov-24
Newsletter issue 1	SESAR e- News	Newslett er	Present the project	SESAR 3 JU aviation community	Publication	Broader visibility	T0+1/TO +3
Newsletter issue 2	SESAR e- News	Newslett er	Share project outcomes	SESAR 3 JU aviation community	Publication	Broader visibility	End of the project
Video 1	Social media & web	Teaser Video	Introduce the project	All target audiences	Video views, engagement	>250 views	KoM
Video 2	Social media & web	Interview Video	Share project outcomes	All target audiences	Video views, feedback	>250 views	End of the project
Social media outreach	Linkedl n and X	Posts, images & video	Generate project awareness and community engagement	All target audiences	Followers, # posts/year and social network and # average engagement s/post	>100 followers in LinkedIn/Twi tter. 50 posts 5 average engagement s	By weekly updates
Website	kairos- eu.co m	web	Share key project information and updates	All target audiences	Visitors, posts, referrals in external websites	> 1000 visitors, 30 news items, >10 referrals	By monthly updates
Printed materials	Event partici pation	Flyers/po sters	Distribute printed materials	Research community and aviation industry	# materials created	2 flyers/poster s	Before the end of the project

Table 12: Overview of communication and dissemination Activities

7 List of acronyms

Acronym	Description
AI	Artificial Intelligence
ATM	Air Traffic Management
ATFM	Air Traffic Flow Management
CDE	Communication, Dissemination, and Exploitation
EU	European Union
FAIR	Findable, Accessible, Interoperable, Reusable
FMP	Flight and Meteorological Planning
IPR	Intellectual Property Rights
JU	Joint Undertaking
KoM	Kick-off Meeting
KPIs	Key Performance Indicators
SESAR	Single European Sky ATM Research
SMEs	Small and Medium-sized Enterprises
TBD	To Be Determined

Table 13: List of acronyms