



D8.2:PROJECT CORPORATE IDENTITY AND WEBSITE

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EXECUTIVE SUMMARY

As outlined in the “Project Dissemination Action Plan” (deliverable D8.1) published in March 2020, this deliverable formalizes the release of the Corporate Identity and the project website of the European funded project GreAT.

These two elements are essential corner stones of the project communication, recognised as a key in order to ensure the maximum impact of GreAT project. They are daily instruments or the visibility of GreAT project on the selected communities and target groups, from local to European and international levels, identified in the DAP, but also for partners daily internal exchanges, and team spirit. All partners of the consortium will contribute to the news and updates set in the associated website and social media.

This deliverable outlines a description of these two fundamental communication and dissemination elements:

- ➔ the corporate identity itself,
- ➔ the project website (architecture, content, links, administration and GDPR provisions)

The Dissemination Action Plan however described the actions (and publication policy) foreseen during the whole project life to animate this website and social networks, considering also clustering with the 3 sister projects ACACIA, ALERNATE and CLIMOP, starting in conjunction on similar issues.

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GLOSSARY

Acronym	Signification
AB	Advisory Board
ACACIA	Advancing the science for aviation and climate (Project)
AIDA	Awareness, Interest, Desire, Action (model)
ALTERNATE	Assessment on alternative aviation fuels development
ATC	Air Traffic Control
CLIMOP	Climate assessment of innovative mitigation strategies towards operational improvements in aviation (Project)
DAP	Dissemination Action Plan
DoA	Description of Action (or Annex 1 to the ECGA)
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
INEA	Innovation and Networks Executive Agency (EC)
IPR	Intellectual Property Rights
KPI	Key Performance Indicators
SESAR	Single European Sky ATM Research
WP	Work package

1. INTRODUCTION

1.1. GREAT IN BRIEF

The perception of environmental problems, especially global warming, is more than ever an issue, especially in this day and age when reaching agreements on today's climate targets is a challenge and a topic of concern among European citizens of all ages. Associated effects of global warming, like extreme weather events, are driven primarily by the emission of exhaust gases (especially CO₂, nitrogen oxides and methane) and water vapor creating contrails. Hence, reducing emissions to preserve the environment, while keeping the mobility is a central society need now and in the future. To reduce the emissions in short and medium term, changes in flight trajectory design and ATC operations are an appropriate means.

Thereby, the flight trajectories are influenced on one hand by environmental and aircraft parameters, and on the other hand by ATC driven parameters, like route length or usable altitudes. During flight execution, re-planning on board of an aircraft using the flight management system enables to consider dynamic effects on the tactical level, like changes in the weather situation. For the efficiency of such a greener trajectory, it is necessary that the trajectory can be flown in the planned way, even under the actual traffic situation controlled by ATC, which today is often not the case. The overall objective of the cooperation of Chinese and European partners in GreAT is to reduce the fuel consumption and gas emissions during "gate-to-gate" flight phases through developing and assessing an environment-friendly air traffic operational concept, adaptive airspace and green trajectory optimization technologies, and supporting avionic systems. Evaluation campaigns between the European partners and in combination with the Chinese partners through cross evaluations are planned to validate the proposed concept and show a potential significant reduction of the aviation's impact on climate change.

1.2. CONTEXT AND SCOPE OF THIS DELIVERABLE

This deliverable formalizes the release of the Corporate Identity and the project website of the European funded project GreAT (which are both "DEC¹" type of deliverables).

These two elements are essential corner stones of the project communication, recognised as a key in order to ensure the maximum impact of GreAT project. They belong to the first part of our AIDA approach (see D8.1, Chapter 1.5): "Initial phase (Awareness)", focused on increasing the visibility of the project and mobilising stakeholders and multipliers. They are daily instruments of the visibility of GreAT project on the selected communities and target groups, from local to European and International levels, identified in the Dissemination Action Plan (DAP), but also for partners' daily internal exchanges, and team spirit. All partners of the consortium will contribute to the news and updates set in the associated website and the social media.

The steering and tracking of these activities is monitored in a specific dissemination task (WP8.1), coordinated by L-UP, and embracing also the exploitation and IPR issues, with particular attention on international coordination. A number of Key Performance Indicators

¹ Classification: EU Code for the following type of deliverable: Websites, patents filing, press & media actions, videos, etc

(KPIs) and defined in the Project Management Plan (D1.2) will be reported in the DAP to measure the efficiency of these tools (in particular public website and LinkedIn page).

It's important to highlight that the procedures, rules and obligations of all beneficiaries applying to dissemination (validation and archiving) are detailed in the internal Project Management Plan (D1.2).

For the First 6 months of the GreAT project, the content of the website is mainly describing specifically goals, approach, validation campaigns/ demonstration and expected benefits. It will be regularly fed with news and events (including newsletter publications, participation to congresses), scientific publications, press release and other relevant announcements.

2. CORPORATE IDENTITY

The development of a visual identity and a project logo ensures that project outputs are consistent and easily recognizable. A brainstorming took place in the early phase of the proposal preparation with main EU and Chinese participants to find an appropriate concept for the project logo (initial version). To this aim, key aspects of the project were considered, with a number of key words (*Air Traffic Management, Adaptive airspace, Trajectory Optimization, avionics systems, fuel reduction, green operations; impact on climate change; short-haul and long-range flights; International cooperation with China; Mobility*), but also specific considerations to the different cultures involved in the present EU/Chinese cooperation.

After several declensions of the initial one, a final version was produced with the help of a graphic designer at the project start. The baseline "greener air traffic operations" was associated to the logo.



Figure 1: Final logo selected for GreAT

The graphical chart and relevant fonts were developed in harmony with this logo.



Figure 2: Graphical chart associated to the project logo

The project logo will be used in the following cases:

- All documents developed within the framework of the GreAT project and documents to be submitted to the EC (e.g. deliverables),
- PowerPoint presentations to be used for communication and dissemination activities to be carried out by each participant within the framework of the project,
- GreAT website and websites of the participants with a link to the project website and social profiles.

It is important to follow and respect the project visual identity, in order to maximize the impact on the audience. For this purpose, templates with GreAT brand have been prepared for partners use:

- A4 Microsoft Word template (and other open formats) using the header and footer areas of the document
- A Power Point presentation template to be used by all project partners containing GreAT logo, Horizon 2020 funding statement and EU flag, indication of WP, partner organization, place and time of the event.



Figure 3: Presentation templates developed for GreAT

3. PROJECT WEBSITE

3.1. MAIN OBJECTIVE AND TARGET AUDIENCE

The main objective of the GreAT website is to provide updated online information about the project, its goals and progress, the consortium partners and their communication and dissemination activities. This information can be found at: www.project-great.eu

The “.eu” domain has been used to highlight the European initiative underlying the activities of the project. The name of the domain will be registered for minimum 6 years (3.5 years of the project duration plus 2 years beyond the project's end date), being yearly renewed.

The project public website will target both the general public and specialist audiences: scientific community, education industry, media, policy makers.

A specific teaser (motion of 30' duration) was developed to widely promote the website publication (available on [YouTube](#): and our [LinkedIn Page](#):).

3.2. ELABORATION AND ADMINISTRATION

The public website architecture and content of each pages was validated by the consortium. L-UP (webmaster) will be in charge of the management of the website contents and will provide regular updates upon with inputs of partners (public information on progress and dissemination activities).

In order to maximize its visibility, free or affordable methods to increase page ranking on search engines will be used. Google Analytics utilities will be employed to monitor the website access: number of visitors, duration of the visits, geographical area, and the most visited pages of the website, etc. This will be a critical point in order to optimize the website activity.

Apart from the public area, a link to the internal, secured platform created as DLR TEAMSITE will be set up. All confidential project documents have been and will keep uploaded in the platform to enable the exchange of information and reporting activities.

The default language of the website is English for both content and news publications, but it's understood that an archive of the website could be provided by L-UP on demand to a Chinese counterpart, so that the website can be implemented and hosted in China (with a specific domain name to be booked to this aim: e.g. project-great.cn).

3.3. STRUCTURE

The design of the website respects the traditional structure and organisation in terms of intuitiveness, but it has been also optimized to get satisfactory **responsiveness** (size-ability and verticality of information display adapted to different screens size, from mobile phone to laptops). Special care was brought to the quality of the pictures and illustration embedded (High Definition). Whenever relevant, **2D/ 3D animation** have been brought to catch the reader attention on key facts, figures and concepts. While emphasizing the core knowledge (GreAT objectives, contextual and technical challenges) and the side

knowledge (technology trajectory and the state-of-the-art in the field), the sitemap of the GreAT website has been designed as follows (menu):

- ➔ **HOME**
- ➔ **PROJECT OVERVIEW**
 - GreAT in brief
 - Motivation and Challenges
 - Objectives
 - Concept and Methodology
 - Expected Impact
- ➔ **COOPERATION**
 - Consortium
 - Advisory Board
 - Interviews
 - Clustering
- ➔ **KNOWLEDGE & RESULTS**
 - Main outcomes
 - List of Publications
 - Glossary
 - News and Events
- ➔ **IMPRINT – DISCLAIMER – GDPR**

Each page has a unique title tag in the header section of the page's HTML code. This benefits the ranking of the project web pages in search engines.

The following section will briefly describe the content of each web page, with some screen shots but we invite the reader to consult the online version.

4. CONTENT

4.1. HOMEPAGE

The homepage contains a short introduction to the GreAT main objectives and the project consortium. The footer allows a subscription to the project newsletters. The latest pieces of news are also displayed on the homepage, through a roll-over mode.



Figure 4: Screen shot of GreAT home page (part 1)

Direct access from the home have been created to 3 key pages of the projects:

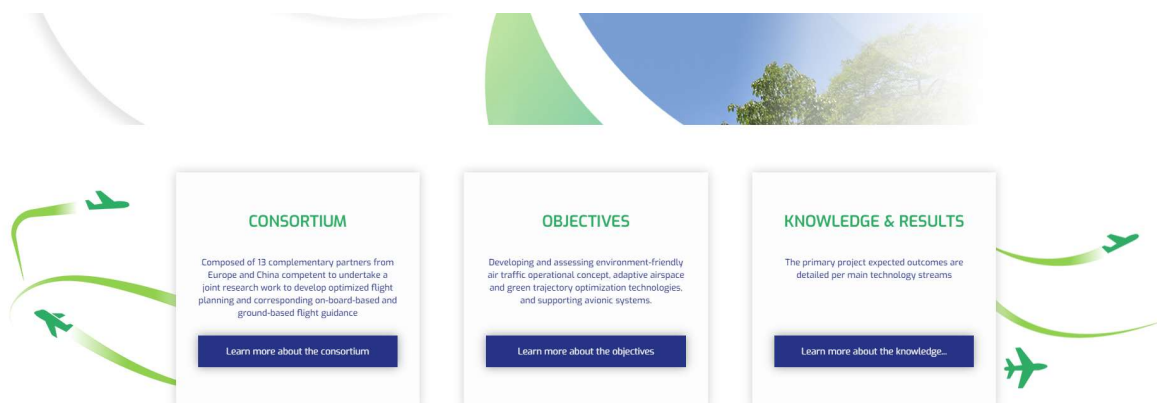


Figure 5: Screen shot of GreAT home page (part 2)

In the footer, as for any other pages, direct accesses to the specific [LinkedIn page](#), the [Zenodo Community](#), and contact area of the project are provided (contact@great-project.eu), redirected to the Coordinator (DLR), and the PMO and Dissemination Manager at L-UP.

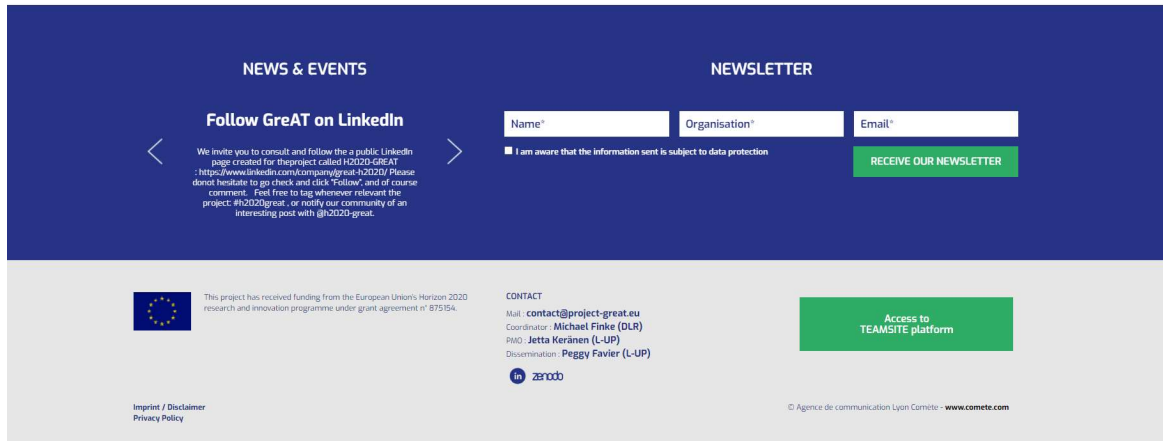


Figure 6: Screen shot of GreAT home page (part 3 - footer)

Access to information on imprint (including full contact details for maintenance issues and queries), disclaimer and GDPR policy is also accessible from the footer, to fulfil regulations in place.

4.2. PAGE “GREAT IN BRIEF” IN MENU “OVERVIEW”

The page “GreAT in brief” briefly presents the scope of the project together with the information summarizing GreAT in a snapshot. Similar information display is being used in the [kakemono](#) developed for conferences and congresses.

4.3. PAGE “MOTIVATION AND CHALLENGES” IN MENU “OVERVIEW”

This page presents the elements of the context that had led the GreAT partners to set up the project while trying to address the societal challenges identified by the EU institutions.



To support air mobility while mitigating the causes of climate change (reduce CO₂ and other gas emissions), the industry and airlines have the following leverage

Figure 7: Screen shot of motivation & challenges page

4.4. PAGE "OBJECTIVE" IN MENU "OVERVIEW"

The objective of this page is to introduce the challenges lying behind the GreAT research and innovation activities.

Home / Project Overview / Objectives

OBJECTIVES

- 01 Establishment of common awareness between Europe and China
- 02 Development of GreAT overall concept (involving new airspace design and TBO)
- 03 Tackling key methodologies and technologies: (Prototypes and supporting algorithms / Supporting avionic systems (China))
- 04 Setup of a comprehensive simulation environment (Fast-Time and/or Real-Time Human-in-the-loop)
- 05 Validation of Operational performance and Environmental Benefits

HOME PROJECT OVERVIEW COOPERATION KNOWLEDGE & RESULTS



With these objectives we aim at addressing ATC aspects with regards to the whole air traffic as well because:

- New airspace structures are investigated which impact all aircraft and hence the air traffic.
- The enhanced controller tools for arrival, departure and surface management, which are modified in the project to optimize the full traffic situations, not only single flights.
- Due to evaluation reasons, it is necessary to use scenarios where single flights can be tracked from gate to gate because the fuel consumption arise on board of a single aircraft.
- ATC aspects are fully covered on airport surface and TMA as background traffic is also simulated.
- Within the TMA optimisation strategies are applied to whole traffic, not just flights from and to airports of the airport pair.
- For long haul flights less optimization potential is expected while ATC induced manoeuvres play a smaller role than for short haul flights, general flight planned routing is more important here.

Figure 8: Screen shot of the objectives webpage

4.5. PAGE "CONCEPT & METHODOLOGY" IN MENU "OVERVIEW"

This page presents the key technologies under investigation in GreAT that will address the concept elaboration, the prototyping and the assessment phases.

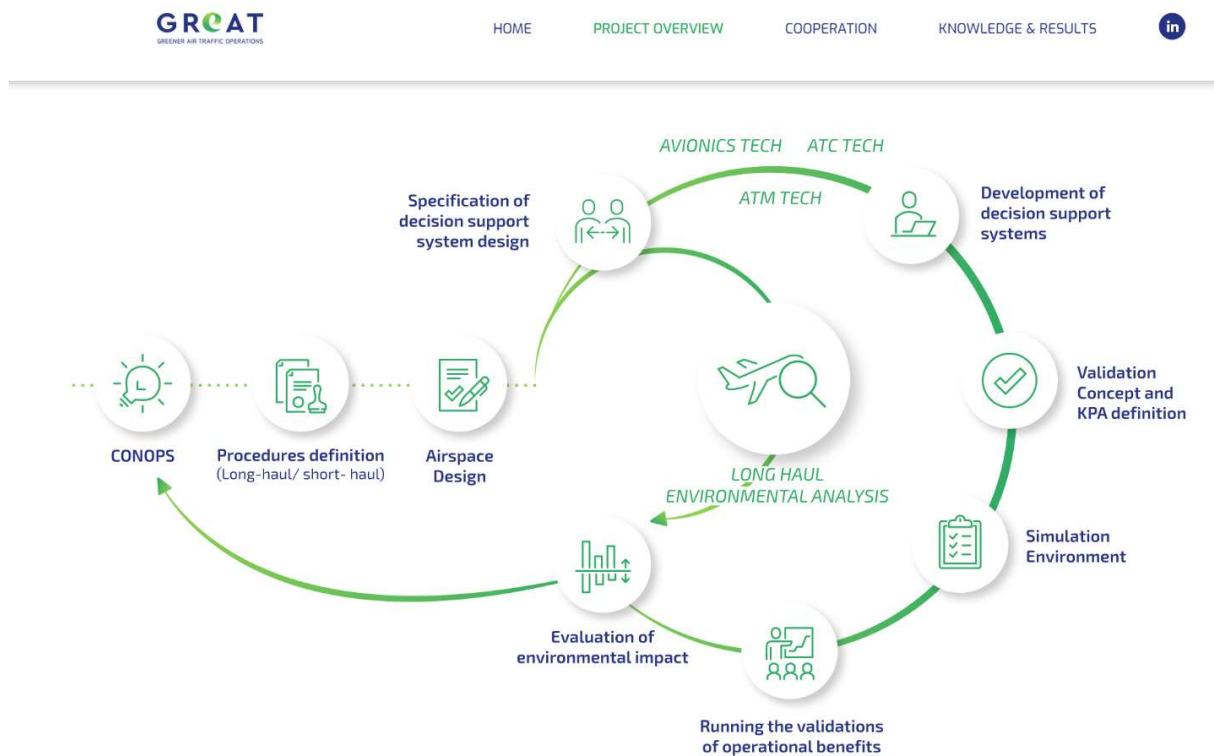


Figure 9: Screen shot of the concept page

4.6. PAGE "EXPECTED IMPACT" IN MENU "OVERVIEW"

This page presents the large impact induced by this unique concept: applicable in all possible areas, for all possible utilization times, using existing infrastructures. Key facts and figures are displayed to strengthen the statements.

4.7. PAGE "CONSORTIUM" IN MENU "COOPERATION"

The 13 partners of the GreAT consortium (from EU and China) are represented in a dynamic way, above a nicely designed map from Europe to China. Visitors can click directly on a partner's logo to be re-directed to the partner organisation homepage.

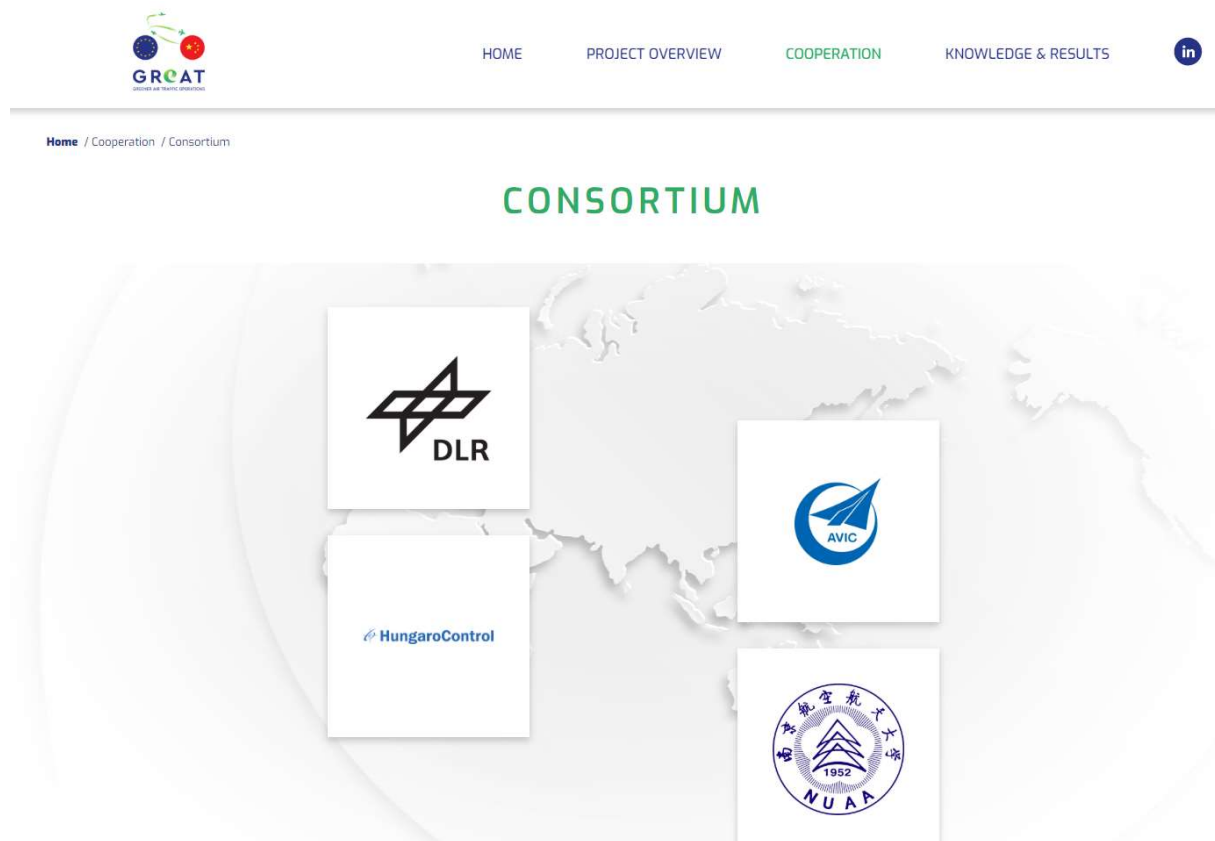


Figure 10: Screen shot of the consortium page

4.8. PAGE "ADVISORY BOARD" IN MENU "COOPERATION"

The 8 Advisory Board members are equally represented in a dynamic way, with similar redirection to the partner organisation homepage.

4.9. PAGE "CLUSTERING" IN MENU "COOPERATION"

Detailed information on the 3 sister projects, the positioning of Great within INEA contributions to "low environmental impact" priority and links to other past or running H2020, SESAR or national initiatives are displayed, with redirection to the main project homepage whenever possible.

As part of the state of the art, the objective of this page is to show the contribution of the past and/or running projects to the GreAT research fields. Active links to the relevant projects have been integrated (either still active projects' websites or those available through the Cordis summary pages).

4.10. PAGE "INTERVIEWS" IN MENU "COOPERATION"

This page contains two interviews from GreAT stakeholders:

- The project coordinator, Michael Finke (DLR)
- Main representatives from KLM: Clim van der Weijden (Manager Development Airport & Routes Asia) & Captain Tim ten Velde (Flight Operations SPL/NM).

Additional interviews may be published later during the project duration.

4.11. PAGE "MAIN OUTCOMES" IN MENU "KNOWLEDGE & RESULTS"

This page will be fed during the project. The partners will have a possibility to describe and showcase their innovative technologies or assessment developed within the project.

4.12. PAGE "LIST OF PUBLICATIONS" IN MENU "KNOWLEDGE & RESULTS"

This page provides the state-of-the-art bibliography and useful links in the context of the project (mainly from the DoA). They are classified per discipline involved in GreAT developments.

- **BACKGROUND INFORMATION: CLIMATE CHANGE AND AIR TRAFFIC GROWTH**
- **PERFORMANCE ASSESSMENT**
- **GENERAL ATM CONCEPTS**
- **TRAJECTORY BASED OPERATIONS**
- **FLOW MANAGEMENT**

The list of publications and presentations generated by the consortium partners will be equally available on this page (including also links to the corresponding files, whenever possible).

4.13. PAGE "GLOSSARY" IN MENU "KNOWLEDGE & RESULTS"

A glossary has been set up, consolidating all acronyms that are used on the different website pages. It will be naturally updated along the project, accordingly to the new content provided to the website.

An interactive functionality has been brought in its elaboration, so that visitors are automatically redirected to the relevant definition when scrolling over the acronym on a page.

4.14. PAGE "NEWS & EVENTS"

This page provides the list of the project-related pieces of news in a reverse chronological order (i.e. most recent items are located on top of the page). It will provide regularly public information on progress and dissemination activities (publications, participation to congresses, release of communication material: poster, kakemono...). As a general process, this news will be duplicated on the social media in place for the project, LinkedIn.

5. WEBSITE STATISTICS

L-UP, the partner responsible for GreAT website set-up and maintenance, will monitor the statistics of the website in compliance with the EU GDPR. The tool "Google Analytics" will be used for this purpose.

6. CONCLUSIONS AND NEXT STEPS

The GreAT consortium partners will regularly update and enrich the website, in particular through the section "News & Events" which is a traditional conveyor of the project life. However, other sections can also be developed based on possible improvements that will be brought to our knowledge by the consortium itself or by the "GreAT community" created around the project.

Reporting of dissemination KPIs and dissemination activities, including clustering, will be provided in details in the periodic reports (at M18, 36 and M42) and in the final report.