



D8.3:NEWSLETTER

SECURITY: PUBLIC



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DISTRIBUTION LIST

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GreAT Consortium EU	DLR, L-Up, HC, CIRA, Pildo Labs, UPM, KLM
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Project Officer	European Commission / INEA
Other	Advisory Board Members

EXECUTIVE SUMMARY

As outlined in the “Dissemination Action Plan” (deliverable D8.1) published in March 2020, this deliverable formalizes the release of the [first newsletter](#) of the H2020 GreAT project.

The newsletter is an essential item of the project communication, as it is directly addressed to individuals, having declared themselves interested for being part of “GreAT community”.

Its frequency, the quality of its content and the audience size and composition will be fundamental parameters of the visibility of GreAT project.

This deliverable gives a short description of the first Newsletter, but also shortly elaborates the methodology and tools used, and reports on the strategy how to administrate the audience.

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GLOSSARY

Acronym	Signification
AB	Advisory Board
AIDA	Awareness, Interest, Desire, Action (model)
ATC	Air Traffic Control
CMS	Content Management System
DAP	Dissemination Action Plan
DEC	EU Code for the following type of deliverable: Websites, patents filing, press & media actions, videos, et
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)
SC	Steering Committee

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 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 air 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. SCOPE OF THIS DELIVERABLE

This deliverable formalizes the release of the first Newsletter of the European funded project GreAT (which is a "DEC¹" type of deliverable), but also shortly elaborates the methodology and tools used, and reports on the strategy how to administrate the audience.

The newsletter is an essential item of the project communication, as it is directly addressed to individuals, having declared themselves interested for being part of "GreAT community". This newsletter is structuring and iterative component of 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 mobilizing stakeholders and multipliers.

Its frequency, the quality of its content and the audience size and composition will be fundamental parameters of the visibility of GreAT project.

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

2. SUPPORT TOOL: WHY MAILCHIMP ?

Mailchimp is an all in one marketing platform. With a free access, you can create an audience around a product or project and design marketing campaigns. L-UP suggested this tool with the advantage to:

- Design professional email newsletters, consistent with the project graphical chart (using free templates or creating specific ones)
- Connect them to website created under Wordpress or other CMS, via dedicated plug-in: from "pitches" provided on the main newsletter generated on Mailchimp, the reader can selectively access to complementary documentation provided on existing pages of the website.
- This way the newsletters' edition also allows us to feed the project webpages with regular content, hence optimizing the flow and pages referencing. This choice (compared to the alternative of redirecting the full newsletter to a "ghost page of the website") was made to take into account the necessary updates of the webpages (news being by experience not so frequent on EC projects, in particular on thematic of high industrial & economical stakes like aviation...)
- The administration area also offers insights and analytics on the campaigns' performance (statistics on opened emails, page visits....) allowing for optimization of the next issue and appropriate reporting.

The newsletter is received by email but can be shared directly with a [weblink](#), which also optimize responsiveness of the visual on different supports. This link was equally embedded in the end part of the email received by the audience.

3. NEWSLETTER

3.1. CONTENT

The objective of the public newsletter is to regularly keep relevant people (see 2.3.2 "Diffusion list") up-to-date on progress made within GreAT. What's more, interviews will let discover how the consortium partners cooperate to achieve the project objectives and give also particular insight on individuals' daily work. As the release of the presentation video was concomitant to the first newsletter publication, a special hint was placed on the first edition.

In terms of intuitiveness, attention will be paid in the newsletters to:

- putting emphasize on the core knowledge (GreAT's objectives and associated technology streams) and, whenever relevant, the side knowledge (technology trajectory and SOA in the domains, sister project's activity or clustering).
- avoiding (in particular in progress or interviews) references to MWP or deliverables, which make sense only for beneficiaries involved in GreAT (and not for external readers).

The structure of GreAT newsletter has been designed as follows (chapters):

- ➔ **INTRODUCTION (WORD FROM COORDINATOR)**
- ➔ **PROJECT PROGRESS: THE OBJECTIVE IS TO SHARE IN A PERSONNEL / ATTRACTIVE LAYOUT THE MAIN PROGRESS OF THE TECHNOLOGY STREAMS, WITH EYE CATCHING ILLUSTRATIONS.**
- ➔ **INTERVIEWS**

➔ **GET TOGETHER: SHARE INFORMATION ON MAIN EVENTS, IN PARTICULAR THOSE WHERE GREAT WILL BE PRESENTED (WHILE THE DETAILED LISTING IS SHARED ON TEAMSITE FOR PARTNERS AND MONITORED IN DISSEMINATION)**

One or two interviews per Newsletter will be conducted (guided by several tags/ key words, the questions being prepared jointly by L-UP and DLR) and reported: the objective is to offer the reader the possibility of getting to know some of the project partners a little bit better... Thus, the interviews section will let discover the day-to-day life of the people involved in achieving the GreAT goals. Attention will be paid to the balance of interviewee selection (profile, country, gender...) but the connection to the project hot topics (progress, events) will be the main driver for the candidates' suggestion.

Newsletter #01

The GreAT project started on 1st January 2020, just a very short time before the Corona Crisis. This EU-China collaborative action gathering 13 partners will bring an unprecedented optimization of Air Traffic Management (ATM) through greener trajectories and reduce fuel consumption during all flight phases. The kick-off meeting for the European part of the project was the last face-to-face meeting until now, and the whole project team faced the challenge to continue doing the initial work without the possibility of face-to-face workshops. Most regrettable is surely not to have had the chance of a joint EU-China meeting, which forced us to find other ways to organize and drive our cooperation in the project. And it worked! We all managed this as good as it could be managed, and so far we are still in the timeline; we are still on track. Therefore, I would like to thank all partners and people on both continents for this very good engagement, and for doing their best to achieve goals and milestones under these difficult circumstances. I'm looking forward to the time ahead of us, and to the time where collaboration is not restricted to online meetings any more. This first newsletter will report about the progress achieved in the project up to now, and it is the first

Floor to the players

GreAT newsletters offer you the possibility of getting to know some of the project partners a little better... Thus, the interviews section will let you discover the day-to-day life of the people involved in achieving the GreAT goals. In this first edition of the GreAT Newsletter, two interviews could be conducted

Haoliang HU,
Senior Engineer in Key Laboratory of ATM Avionics Technology, CARERI

Santiago Soley,
CEO, PILDO LABS

Project Progress

A number of activities have been launched in the first months of the project.

These activities have started jointly by Europe and China in March 2020. The key challenge is to develop a high-level environmentally friendly operational concept in line with International Civil Aviation Organization (ICAO) standards and the future ATM programs of involved countries.

Concept of greener TBO operations

[Read more](#)

Two approaches for improving long haul operation are proposed. The first is to develop a Heterogeneous En-Route Airspace Management (HERAM) concept by identifying the boundary to divide China's en-route network into the eastern (fixed route) and western (flexible route) region, putting focus on the planning of Flexible En-Route Airspace in the West of China (FERA-WoC).

Greener Long Haul Operation

[Read more](#)

Having started in July 2020, the main objective of these activities is the development of an operational environment and assistance systems for the guidance of short haul flights, enabling climate friendly air traffic operations based on concept elements derived in the Concept for Greener TBO operations.

Greener Short Haul Operation

[Read more](#)

Get Together

You may meet us, mostly remotely for the moment, in a number of key events of the sector in the coming months...

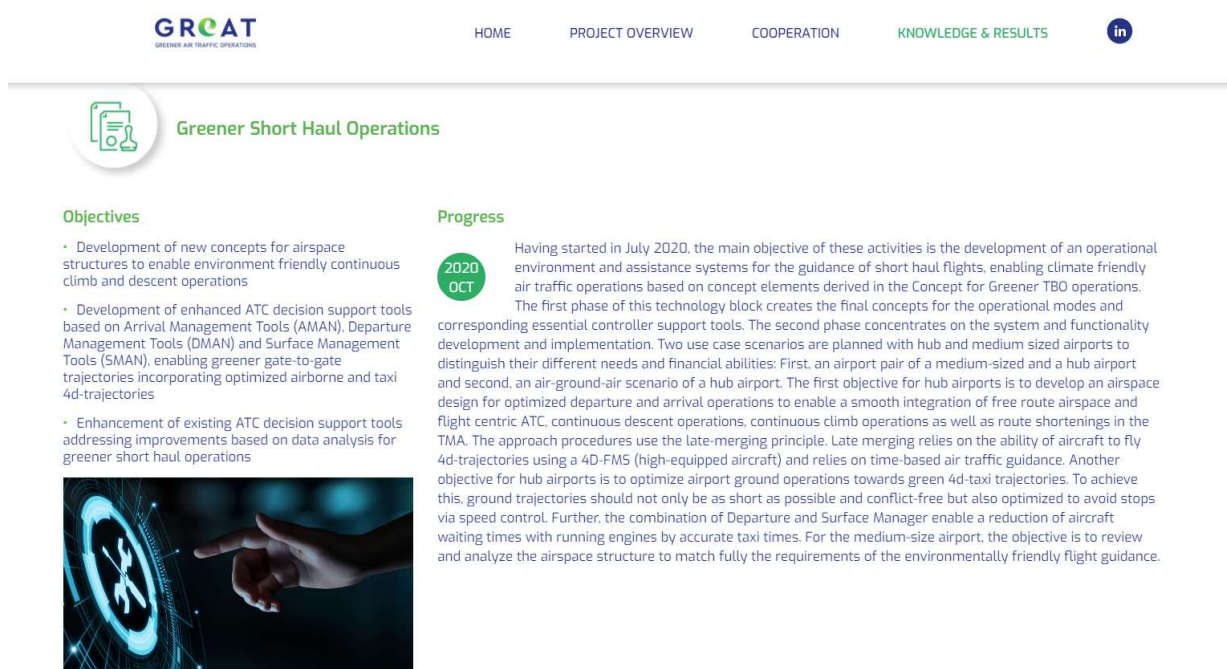
- 3rd ECATS Aviation and Climate Conference**
October 13-15, 2020, online event
[Read more](#)
- 10th China aviation industry summit**
October 28-29, Shanghai, China
[Read more](#)
- Aerodays**
November 24-26, 2020, hybrid event platforms
[Read more](#)
- SIDs 2020**
December 7-10, 2020, online event
[Read more](#)

Figure 1 : Some screen shots of the first e-Newsletter

3.2. ELABORATION

The backbone of this newsletter and its first edition was prepared from July 2020 on. The following steps were performed:

- **PREPARATION OF THE SKELETON/ BACKBONE ON MAILCHIMP WITH THE SUPPORT OF A SUBCONTRACTOR TO ENSURE CONSISTENCY OF THE GRAPHIC DESIGN**
- **IN PARALELL, CONTENT ELABORATION WITH ALL PARTNERS (COORDINATOR, MWP LEADERS, AND INTERVIEWEES)**
- **FEW ITERATIONS FOR COMPLEMENTS AND HARMONISATION, IN THE PERSPECTIVE OF EXTERNAL READERS**
- **VALIDATION OF THE OVERALL CONTENT, INCLUDING THE "GET TOGETHER" AREA WITH ALL PARTNERS**
- **FEEDING THE RELEVANT PAGES OF THE WEBSITE, WITH PRECISE BEACONS/MARKETS POSITIONNED IN THE HTML CODE*:**
 - Main project results (structuration and rearrangement of the existing page)
 - Interviews (rearrangement of the existing page to tag dates of interviews)
 - News and events
- **PUBLICATION OF THE NEWLSETER ON THE 5TH OF OCTOBER 2020, FROM MAILCHIMP (EMAIL CAMPAIGN) IN PARALLEL TO RELEASE ON THE PROJECT WEBSITE (VIA SPECIFIC NEWS), AND POSTING ON LINKEDIN PAGE**



The screenshot shows the top navigation bar of the website with the following items: HOME, PROJECT OVERVIEW, COOPERATION, KNOWLEDGE & RESULTS, and a LinkedIn icon. Below the navigation bar, there is a section titled "Greener Short Haul Operations" with a sub-header "Objectives" and "Progress".

Objectives

- Development of new concepts for airspace structures to enable environment friendly continuous climb and descent operations
- Development of enhanced ATC decision support tools based on Arrival Management Tools (AMAN), Departure Management Tools (DMAN) and Surface Management Tools (SMAN), enabling greener gate-to-gate trajectories incorporating optimized airborne and taxi 4d-trajectories
- Enhancement of existing ATC decision support tools addressing improvements based on data analysis for greener short haul operations

Progress

2020 OCT

Having started in July 2020, the main objective of these activities is the development of an operational environment and assistance systems for the guidance of short haul flights, enabling climate friendly air traffic operations based on concept elements derived in the Concept for Greener TBO operations.

The first phase of this technology block creates the final concepts for the operational modes and corresponding essential controller support tools. The second phase concentrates on the system and functionality development and implementation. Two use case scenarios are planned with hub and medium sized airports to distinguish their different needs and financial abilities: First, an airport pair of a medium-sized and a hub airport and second, an air-ground-air scenario of a hub airport. The first objective for hub airports is to develop an airspace design for optimized departure and arrival operations to enable a smooth integration of free route airspace and flight centric ATC, continuous descent operations, continuous climb operations as well as route shortenings in the TMA. The approach procedures use the late-merging principle. Late merging relies on the ability of aircraft to fly 4d-trajectories using a 4D-FMS (high-equipped aircraft) and relies on time-based air traffic guidance. Another objective for hub airports is to optimize airport ground operations towards green 4d-taxi trajectories. To achieve this, ground trajectories should not only be as short as possible and conflict-free but also optimized to avoid stops via speed control. Further, the combination of Departure and Surface Manager enable a reduction of aircraft waiting times with running engines by accurate taxi times. For the medium-size airport, the objective is to review and analyze the airspace structure to match fully the requirements of the environmentally friendly flight guidance.

Figure 2 : Example of inclusion of project progress (beacon redirection from the email newsletter)

**this also allows the reader to be selective and go exactly to the areas of interest for him/her in the newsletter.*

3.3. DISTRIBUTION LIST

The distribution list of the newsletter is made up of:

- **INDIVIDUAL SPONTANEOUS REGISTRATIONS ON THE PUBLIC WEBSITE**
- **CONSORTIUM MEMBERS (EUROPEAN AND CHINESE ONES),**
- **ADVISORY BOARD MEMBERS**
- **COORDINATORS OF SISTER PROJECTS**
- **EC/ INEA PROJECT OFFICER**
- **EC/ INEA COMMUNICATION SERVICES**
- **FEW ADDITIONAL ADDRESSES IDENTIFIED AND PROPOSED BY THE PARTNERS WITH PRIOR CONSENT (DIRECT REGISTRATION VIA THE WEBSITE WAS HOWEVER ALWAYS RECOMMENDED TO ENSURE GDPR PROCEDURES BEING RESPECTED)**

The diffusion list will be constantly updated in order to increase the contact surface. The GreAT partners will promote subscription to the newsletter during dissemination events (conferences, workshops, events...).

The EC/INEA Project Officer will be also surveyed by the Coordinator and the Dissemination Manager to provide suggestions of email addresses of people potentially interested in GreAT activities (e.g. related H2020 project's partners...)

Finally, the newsletter will be published on the website (via a specific news) and the social media. It's important to notice that, in compliance with GDPR regulations, addressees have the opportunity to ask to be removed from the mailing list (option proposed at the newsletter end or contacting directly per email to contact@project-great.eu).



Figure 3 : Unsubscription option area in the footer of the Newsletter

4. CONCLUSIONS AND NEXT STEPS

The communication and dissemination tools developed for GreAT will support the consortium partners in their communication and dissemination activities, both scientific, technical and those organized for a wider public despite the slowdowns observed over the last months due to sanitary crisis. The Newsletters are one of these and, together with posts on social media, attract attention on project hot topics. Without these two tools, there would be little chance that visitors regularly visit the website and stay tuned on its updates.

Beyond the release of the Newsletter in specific announcements and news, and to allow more visibility and also for centralization aim, a specific area in the webpage will store this newsletter and the further editions (Knowledge and results > Resources > Newsletters), and gather all communication supports, press releases and public deliverables.

Although the Grant Agreement provisioned a yearly newsletter, the consortium will thrive to publish newsletters on a 6-monthly basis, depending on the project emerging news and current issues.

Finally, we highlight the active participation to the content elaboration of all project stakeholders, including the Chinese correspondents.