



D8.5: ROLL-OVER AND MINI-VIDEO

SECURITY: PUBLIC



Lead beneficiary: P. Favier (L-UP)

Contractual Due Date: M9

Actual Submission Date: 28/09/2020 (M9)

Grant Agreement number:	875154
Project acronym:	GREAT
Project title:	GREENER AIR TRAFFIC OPERATIONS
Funding scheme:	RIA/ H2020
Start date of the project:	January 1st, 2020
Duration:	42 months
Project coordinator (organisation):	Michael Finke (DLR)
Phone:	+49 531 295-2921
E-mail:	Michael.Finke@dlr.de
Project website address:	www.project-great.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875154 GreAT.

DOCUMENT INFORMATION

DOCUMENT NAME	D8.5 Roll-over and mini video
VERSION	VF
VERSION DATE	28/09/2020
AUTHOR	Peggy Favier (L-UP)
SECURITY	Public

DOCUMENT APPROVALS

	NAME	ORGANISATION	DATE
COORDINATOR	Michael Finke	DLR	28/09/2020
WP LEADER	Peggy Favier	L-UP	28/09/2020
TASK LEADER	Not applicable		
OTHER (QUALITY)	Jetta Keränen	L-UP	28/09/2020

DOCUMENT HISTORY AND LIST OF AUTHORS

VERSION	DATE	MODIFICATION	NAME (ORGANISATION)
V0	28/09/2020	Initial version	Favier (L-UP)
V1	28/09/2020	Comments and edits	Abdellaoui (DLR), Finke (DLR), Temme (DLR),
VF	28/09/2020	Addition of web links	Favier (L-UP)

DISTRIBUTION LIST

FULL NAME OR GROUP	ORGANISATION
GreAT Consortium EU	DLR, L'Up, HC, CIRA, Pildo Labs, UPM, KLM
GreAT Consortium China	CAAC ATMB, CARERI, CAUC, CETCA, NRIIEE, NUAA
Project Officer	European Commission / INEA
Other	Advisory Board Members

EXECUTIVE SUMMARY

As outlined in the "Project Dissemination Action Plan" (deliverable D8.1) published in March 2020, this deliverable formalizes the release of the roll-over and the mini video designed for the H2020 GreAT project

These two elements are essential components of the project communication, in particular for presentation at conferences and fairs. They put the ideas and concept of the project in a nutshell, and can be shared electronically or displayed on booth.

This deliverable outlines a short description of these elements, to which a poster was added and formalise the release of them.

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GLOSSARY

Acronym	Signification
AB	Advisory Board
AIDA	Awareness, Interest, Desire, Action (model)
ATC	Air Traffic Control
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
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 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 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 roll-over (also known as "kakemono") and the mini-video of the European funded project GreAT (which are both "DEC¹" type of deliverables).

These two elements are essential items of the project communication, recognised as a key element 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 fundamental instruments of the visibility of GreAT project, in particular for presentation at conferences and fairs.

As for the poster, the kakemono/roll-over and the video have been embedded on the project webpage.

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

2. ROLL-UP BANNER AND POSTER

Although the main channel is digital content, also visual material (poster, roll over) are efficient mobile supports to promote the project and its events (fairs, conferences, exhibitions). This material was developed in accordance with the graphical chart and logo depicted in the D8.2 "GreAT Corporate ID and website".

As such, and to complement the traditional poster, an overall **kakemono** or "roll-up banner" (dimensions: 80 cm*200 cm) has been designed in the first months of the project to support the participation to key conferences from Spring 2020. It is usually either suspended, either vertically stretched on specific vertical support (freestanding structure), and then rolled for storage and subsequent usage.

It's mainly seen as a recognizable sign of GreAT presence at events, embedding only high-level information and overview, that can be caught easily at some meters of distance from the support, to attract public in a creative way.

As such, it's largely based on the page "project overview" of the website. This marketing instrument conveys GreAT message at a glance.

Due to Covid-19 pandemic, most events were however cancelled, postponed or held fully remotely so far, but the consortium will be ready to use them as soon as dissemination activities will be back to "normal operations".



The European-Chinese Research and Innovation project **GreAT** aims to reduce aviation's impact on climate change across continents.

FULL TITLE GREENER AIR TRAFFIC OPERATIONS	STARTING DATE 1 ST JANUARY 2020	DURATION 42 MONTHS
GRANT AGREEMENT n° 875154	TOTAL BUDGET 6 992 163	EC GRANT 2 681 532
CALL TOPIC LC-MG-1-6-2019: Aviation operations impact on climate change	COORDINATOR M. FINKE, DLR	CHINESE CORRESPONDANT M. HU, CARERI
ZENODO PAGE GREAT COMMUNITY	LINKEDIN PAGE H2020-GreAT	WEBSITE PROJECT-GREAT.EU

International Cooperation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 875154.

Figure 1: GreAT roll-up banner

An official general **poster of GreAT** was finally also designed by L-UP (design adaptable to a printing in 80cm*120cm or 60cm*80cm dimensions). With a higher level of details compared to the kakemono, it presents the goals, the approach, the consortium and the main (expected) benefits from a technical point of view. It's generally dedicated to a scientific audience.



Figure 2: GreAT general poster

It shall be noticed however that this does not preclude partners to be led to develop other posters, with specific lay out or content organization, according to the conferences' guidelines. When it will be the case, they shall go through the official validation procedure towards GreAT SC.

These two items are available for the general public on [our project website](#). GreAT partners were also notified of their availability in a ready-to-print version in the internal collaborative platform (Teamsite).

3. PROJECT MINI-VIDEO

3.1. MAIN OBJECTIVE AND TARGET AUDIENCE

This 3D motion design, combining 2D and 3D animations, is intended to give a short overview about the project activities and goals and be published on the project website to reach general public, as well as on social media platforms ([Linkedin](#), [Youtube](#)). It will also be used as reference for workshops and presentations on conferences, to introduce awareness of specialist before a more detailed technical presentation on research topics.

3.2. ELABORATION

This short explainer animation was prepared during the first months of the project. The following steps were performed to prepare the video:

- ➔ **WRITING OF THE VIDEO STORYBOARD AND RELATED SCRIPT FOR THE VOICE-OVER.**
- ➔ **PRODUCTION OF THE VIDEO BY A COMMUNICATION AGENCY (INCLUDING RECORDING OF THE VOICE-OVER, ADDITION OF A BACKGROUND MUSIC, SUB-TITLES).**
- ➔ **VALIDATION FIRST OF THE CONTENT AND SECOND THE FINAL INTEGRATED SUPPORT BY THE CONSORTIUM PARTNERS.**
- ➔ **RELEASE OF THE VIDEO ON THE PROJECT WEBSITE, LINKEDIN PAGE, YOUTUBE.**

The duration of the video is 2 minutes 30 seconds, provided in MPEG4 format (166 Mo for the highest quality, but also available in SD from 4 Mo). The video is composed of 5 main sequences running smoothly one after another:

- ➔ **PRESENTATION OF THE CONTEXT OF THE PROJECT: ENVIRONMENTAL, TECHNICAL, EXTERNAL FACTORS, OPERATIONNAL & ECONOMICAL IMPACT**
- ➔ **MAIN EXPECTED OUTCOMES**
- ➔ **PRESENTATION OF THE CONSORTIUM**
- ➔ **INTRODUCTION TO THE PROJECT METHODOLOGY AND ACTIVITIES**
- ➔ **ACKNOWLEDGMENT OF THE EU FUNDING**

For a maximum of visibility, its is accessible from the home page of the project website:

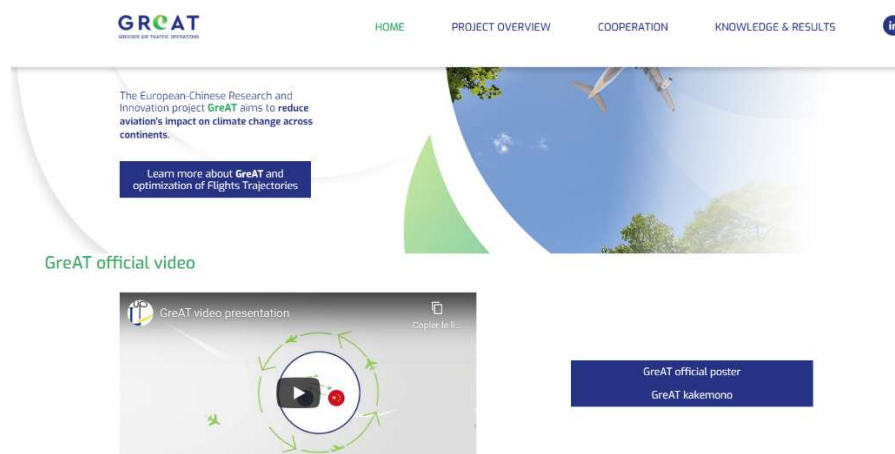


Figure 3: Screen shot of GreAT homepage, video inclusion

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 organised for a wider public despite the slowdowns observed over the last months due to sanitary crisis.

Beyond their release in specific announcements and news, a specific sub-page gathering all communication supports, press release and public deliverables will be developed in the website.