



TITAN
Turnaround Integration in Trajectory And Network

Project Number: 233690

D7.1 Dissemination Plan

CLASSIFICATION: PU

ISSUE: 1.0

DATE: 21/04/2010

DOCUMENT REFERENCE

Project	Work Package	Partner	Nature	Number
TITAN	7	ISD	DEL	01



D7.1 Dissemination Plan

Issue: 1.0

Date: 21/04/2010

DOCUMENT CONTROL			
Responsible	Organisation	Name	Date
Author	ISD	Martijn Koolloos	03/03/2010
Partners involved	BLU	Steve Zerkowitz	
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Approver	INE	Alvaro Urech	03/03/2010

DOCUMENT CHANGE LOG			
Issue	Date	Author	Affected Sections / Comments
0.1	12/02/2010	MFJ Koolloos	All / Creation document
0.2	02/03/2010	MFJ Koolloos	Comments INE / BLU
0.3	03/03/2010	MFJ Koolloos	Version sent to EC
1.0	21/04/2010	MFJ Koolloos	Acceptance by EC



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Issue: 1.0

Date: 21/04/2010

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EXECUTIVE SUMMARY

Dissemination is not just a matter of distributing materials or presenting reports to conferences. Its purpose is to ensure that relevant audiences understand what was done, and how they might use the lessons learned to meet their own needs. A dissemination strategy is a way of describing how this is to be achieved, and suggests some guiding principles and tools for dissemination. This document describes the global strategy of the dissemination activities that will be undertaken by the partners of the TITAN project and a detailed description of those dissemination activities.



1. INTRODUCTION

1.1 Background

Turnaround delays are the cause of about 80% of late departures and therefore a key focus point when increasing the efficiency of airline operations. However, since the turnaround process is affected both by airside and by landside elements its effect on ATM performance is not fully addressed by SESAR (focussing on ATM-primary elements).

The TITAN project, see [1], bridges this gap by developing a new advanced operational concept for the turnaround process, fully compatible and complementary with the ConOps developed within SESAR, to improve the current process in three main KPAs: predictability, cost-effectiveness and efficiency.

1.2 Purpose and Scope

Work package 7 “Exploitation and Dissemination” of TITAN [2] will provide the basic infrastructure and appropriate instruments to disseminate the findings of the project among the Aviation community.

Dissemination is not just a matter of distributing materials or presenting reports to conferences. Its purpose is to ensure that relevant audiences understand what was done, and how they might use the lessons learned to meet their own needs. A dissemination strategy is a way of describing how this is to be achieved, and suggests some guiding principles and tools for dissemination.

The present document gives the Dissemination Strategy and Plan prepared for the TITAN project. It must be mentioned that the dissemination strategy is not set in stone. Some things are simply not yet clear at this stage of the project, and unexpected events will most probably call for a change of plan. This document is therefore flexible, and will be updated where necessary and, in any case, after the midterm of the project (M18).

1.3 Document Structure

This document describes the global strategy of the dissemination activities that will be undertaken by the partners of the TITAN project and a detailed description of those dissemination activities. After the present introductory chapter, chapter 2 gives some theoretical background about dissemination. Chapter 3 describes the dissemination objectives and strategy, based on the partners’ responses on a dissemination questionnaire [3]. Chapter 4 comprises detailed records for dissemination actions planned in the (near) future and for dissemination actions already carried out (to be completed during the course of the project).

1.4 Applicable and Reference Documents

1. TITAN - Description of work, Technical Annex I to the Grant Agreement n° 233690, v0.4, 31/08/2009
2. TITAN, Work Plan WP7, TITAN_WP7_INE_MGT_01_v0.0, 05/02/2010
3. TITAN, Dissemination Questionnaire, TITAN_WP7_ISD_TEC_01_v1.0, 11/12/2009
4. S. Hamsworth and S. Turpin, “Creating an Effective Dissemination Strategy”, TQEF National Co-ordination Team, July 2000.
5. S. Fincher, “Towards a Pattern Vocabulary for Dissemination Techniques”, presented at *Putting it all Together: Pattern Languages for Interaction Design* at CHI’97, Atlanta, Georgia.
6. M.F.J. Koolloos, “Dissemination Strategy,” FP6 project CAATS II, CII-WP2-ISD-006-V1.0-DE-CO, April 2007.

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1.5 Glossary

Term	Definition
ANSP	Air Navigation Service Provider
ATM	Air Traffic Management
CAATS	Cooperative Approach to Air Traffic Services
CDM	Collaborative Decision Making
EC	European Commission
FP	Framework Programme
IT	Information Technology
PAX	Passengers
R&D	Research & Development
SESAR	Single European Sky ATM Researc
SJU	SESAR Joint Undertaking
TITAN	Turnaround Integration in Trajectory and Network
WP	Work Package
WS	Workshop



2. THEORETICAL BACKGROUND

This chapter identifies and systemizes some general “patterns” underlying all dissemination activities.

2.1 Key principles

There are a number of key principles for a good dissemination strategy.

Identify relevant stakeholders

A stakeholder can be defined as: “Any group or individual who can affect, or be affected by the achievement of the projects objectives - or can influence these objectives” [4]. The term “target audience or group” can be used to describe the different groups of stakeholders connected to a project. It is important to identify and be clear about who the stakeholders are including as many varied individuals/groups who will need to be, at the very least, informed about the work of TITAN.

Focus on audience’s problems

Although some people may be interested in the project itself, most audiences are more interested in how it illuminates their own problems. These may be local and specific, or may relate to the larger issues concerning most people in higher education and employment.

Choose appropriate modes

Effective dissemination can be defined as that which engages the recipient in a process whether it is one of increased awareness, understanding or action. An important consideration is quality dissemination versus just quantity. There is a tendency to automatically pick up and run with the most obvious methods of dissemination, for example, newsletters, websites and e-mail lists. This is because they represent concrete outputs that can be easily evidenced as solid methods of dissemination, but it will be important to explore and evaluate which methods are the most effective and appropriate to meet the needs of the stakeholders.

Disseminate from the start

The impact of dissemination is usually increased by starting early. Telling people what is planned can strengthen partnerships and networks, and seminars or conference papers on work in progress can disseminate findings while they are fresh, and stimulate ongoing interest in the work.

Make full use of existing channels

Using existing channels such as newsletters, meetings of professional bodies etc, can often be both more economical and more credible with your audience. Members of the project Steering Group can sometimes offer access to already existing channels.

Evaluation and monitoring

It is important to consider how dissemination is to be monitored and evaluated. In other words; how to measure that messages are being received and understood. To do so, realistic and achievable targets for “successful” dissemination must be established.

Explain the context

This last issue is more relevant for the actual dissemination actions but is, as a principle, mentioned here.

Most audiences are interested in understanding how particular pieces of work fit into a bigger picture, especially where that has future implications. Directly related to this, it is important to explain the audience how this piece of work relates to previous work in the field.



2.2 Levels of dissemination

There are three levels of dissemination, which are shortly explained here [4].

1. Dissemination for Awareness.

It can be assumed that, at the very least, people must be aware of the work of the TITAN project. This may be useful for those target audiences that do not require a detailed knowledge of TITAN but it is helpful for them to be aware of the activities and outcomes. Creating such an awareness of the project's work will help the "word of mouth" type dissemination and help to build an identity and profile within the community.

2. Dissemination for Understanding (includes awareness).

There will be a number of groups/audiences that may benefit from what TITAN has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of TITAN.

3. Dissemination for Action (includes awareness and understanding).

"Action" refers to a change of practice resulting from the adoption of products, materials or approaches offered by a project. These groups/audiences will be those people that are in a position to "influence" and "bring about change" within their organisations. These are the groups/audiences that will need to be equipped with the right skills, knowledge and understanding of TITAN in order to achieve real change. Dissemination for action also includes involvement and commitment.

2.3 Strategies of dissemination

There are two strategies to reach the audience [5]:

1. Active strategy

The active strategy is encapsulated within any intended dissemination act. The act is conceived of and executed as a deliberate instance. It will have defined objective and audience and a recognised method. It is to be hoped that it will be successful, but when it has been executed, it is finished and it is time to evaluate the process.

2. Passive strategy

With the passive strategy the audience is not immediate; it is of the future. The audience is directed to the information and the informant focuses on hosting the information and keeps it updated. To utilise this strategy is to undertake the obverse of searching techniques. In other words: to ensure that the information is there to be found by both the diligent and the casual researcher.

2.4 Dissemination Mapping

Figure 1 shows a graphical representation of the dissemination process as function of audience size and time. The four created quadrants form classes of dissemination actions, which can be globally described as indicated in the centre of each quadrant.

The dissemination levels mentioned in section 2.2 are clearly a function of audience size and time and can therefore be mapped on the audience – time diagram. Dissemination for Awareness is typical for a broad audience and can start directly from the beginning of a project. Dissemination for Action is typical for a narrow audience and on a long term, where project results are already available. Dissemination for Understanding is the area between the two other levels. Mind that the borders between the different levels in Figure 1 are purely indicative and can be shifted, depending on the type of project. The thus obtained dissemination map (approach developed within CAATS II project [6]) can facilitate defining and locating the dissemination methods and actions.



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Both dissemination strategies (active and passive) can be applied over the entire spectrum, depending on the dissemination desires and requirements.

It must be mentioned that the time scale in Figure 1 is typically till the end of the project. However, in many cases dissemination will go beyond the duration of a project. Obviously, after a project the involvement and commitment required for Dissemination for Action cannot be offered to the same extent as during a project. Therefore, Dissemination for Understanding and, even more, Dissemination for Awareness will become more important and practically only a passive strategy can be applied, unless specific vehicles are agreed upon (e.g. training sessions).

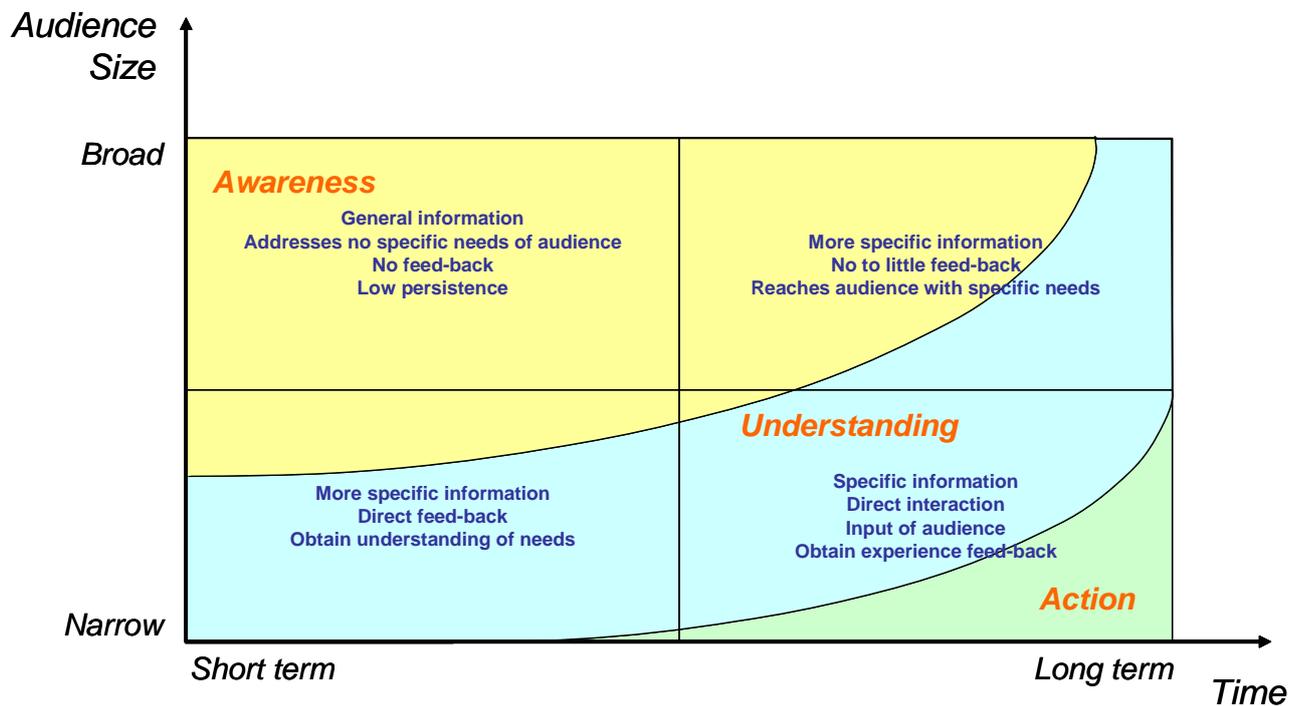


Figure 1: Dissemination Map

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3. DISSEMINATION STRATEGY

3.1 What to Disseminate

It is important to know what to disseminate together with a way of describing this to those that are outside TITAN and who may stand to benefit from the results. Table 1: shows what TITAN has to disseminate and from which part of the TITAN project this will be retrieved. This list may show some overlapping issues and is not exhaustive.

What does TITAN have to disseminate?	Retrieved from which part of TITAN ?
Service oriented description of the current operational situation and its shortcomings.	WP1.1 – D1.1
Proposals for improvement, based on Detailed Collection of User needs	WP1.2 – D1.2
The new operational concept	WP1.4 – D1.4 Issue 1 & 2
The TITAN model including its limitations	WP2 – D2.4 / D2.7
The validated performance gains, with special focus on the delay reduction (efficiency), predictability and the CBA results (added value of implementing the TITAN tool)	WP3.4 – D3.4 / WP5.2 – D5.2
The TITAN tool, description and mock-up	WP4 – D4.4
Transition proposals: Integration of TITAN tool in the future ATM environment (incl. CDM)	WP6 – D6.1, D6.2, D6.3, D6.4
Connections to other projects, especially those emerging from the SJU	WP0.2 – D0.11

Table 1: TITAN results to be disseminated

3.2 Target Audience / Groups

The term “target audience or group” can be used to describe the different groups of stakeholders connected to a project. It is important to identify and be clear about who the TITAN stakeholders are including as many varied individuals / groups who will need to be, at the very least, informed about the work of TITAN. For the TITAN project it can be stated that all stakeholders are part of the ATM community. Table 2 shows the list of target audience within this ATM community, mapped to one of the dissemination levels “awareness”, “understanding”, or “action”. Table 3 gives the members of some of the target groups (*i.e.* the stakeholders).

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Awareness	Understanding	Action
Policy makers and Regulatory bodies	ANSP's and network managers	
Airline companies	Most important International Airline Companies. Low cost airlines	Selected ¹ International Airline Companies. Selected low cost companies
Airport operators	Most important airport operators	Selected ¹ airport operators: persons involved in operations
Airport concession holders	Most important airport concession holders (or reps)	Selected ¹ airport concession holders
Handling agents and ground handlers (fuel providers, ramp handling, catering etc).	Most important handling agents and ground handlers.	Selected ¹ handling agents and ground Handlers at the Airports
Companies managing the PAX processes ²	Most important companies managing the PAX processes	Selected ¹ companies managing the PAX processes
Airport security service providers	Most important airport security service providers	Selected ¹ companies providing airport security services
Airport IT service providers	Most important airport IT service providers	Selected ¹ companies providing airport IT services
ATM R&D community	Relevant SJU related projects (mainly of WP6 and 12)	Some SJU related projects

Table 2: TITAN Target Audience

¹ Selected means here: those parties that decide to get involved at action level

² Sometimes this role is taken over by the handling agent



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Group		Members
Institutional organisations	Regulation / Standardisation Bodies at European level	<p>These institutional organisations provide the ATM community with the standards, rules and guidance at a global level. Some of the most important and influential organisations are the following:</p> <ul style="list-style-type: none"> • International Civil Aviation Organization (ICAO). • European Civil Aviation Conference (ECAC). • European Aviation Safety Agency (EASA). • Eurocontrol. • Joint Aviation Authorities (JAA).
	European Commission	<p>The EC is the guarantor of the European Community Policies regarding European civilian air transportation. With regard to the ATM RTD projects the EC provides a Framework Programme (currently, the 7th FP) which constitutes the financial instrument of the European Research Area (ERA).</p>
	SESAR Joint Undertaking	<p>The SJU is a legal entity that was founded by the European Commission and Eurocontrol, to coordinate and concentrate all relevant research and development efforts in the Community. The mission of the SJU is to develop a modernised ATM system for Europe. This future system will ensure the safety and fluidity of air transport over the next thirty years, will make flying more environmentally friendly and reduce the costs of ATM.</p>
Policy decision makers		<p>Civil Aviation Authorities (CAAs), responsible for:</p> <ul style="list-style-type: none"> • policing international, European and national regulation in Aviation; • developing and policing national regulation in Aviation; • investigating aircraft accidents occurred in the nation or with nationally registered aircraft.
Air Navigation Service Providers (ANSPs) and ATCOs Associations (CANSO)		<ul style="list-style-type: none"> • National ANSPs • Civil Air Navigation Services Organisation (CANSO). • International Federation of Air Traffic Controllers' Associations (IFATCA). • Joint Air Traffic Management Working Group (JATMWG).
Airport organisations and concession holders		<p>Airports are essential components of the turn around system. Some important airport organisations are briefly described below.</p> <ul style="list-style-type: none"> • Airports Council International (ACI). • Airports Consultant Council (ACC).
Airport service providers	Ground Handling (agents)	<ul style="list-style-type: none"> • International Aviation Handlers' Association (IAHA) <p><i>More to be defined</i></p>
	Ramp handling	
	PAX	
	Security	
	IT	

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Group		Members
	Airline organisations	<p>The airline organisations mentioned below are the most significant at international and European level. Links to most of the airlines can be found on their respective web sites.</p> <ul style="list-style-type: none"> • International Air Transport Association (IATA). • Association of European Airlines (AEA). • European Regions Airline Association (ERA). • European Low Fares Airline Association (ELFAA). • Air Transport Association (ATA). • Regional Airlines Association (RAA).
ATM R&D Community	ATM R&D Organisations	<p>In addition to the aeronautical & aerospace manufacturers and already-mentioned institutions (e.g. EUROCONTROL), some important organisations related to R&D in Aviation and ATM are:</p> <ul style="list-style-type: none"> • Advisory Council for Aeronautics Research in Europe (ACARE). • European ATM Research And Development Association (EATRADA). • European Research Establishments in Aeronautics (EREA). • European Aeronautics Science Network (EASN). • National Aeronautics and Space Administration (NASA). • American Institute of Aeronautics and Astronautics (AIAA). • Royal Aeronautical Society (RAeS). • MITRE. • John A. Volpe National Transportation Systems Center (Volpe).
	SESAR Programme	<ul style="list-style-type: none"> • SJU related projects

Table 3: TITAN Stakeholders

A Stakeholders' Group will be set up with representatives of as many groups in Table 3 as possible. They will be contacted frequently by INECO in order to inform them of the main achievements of the project and/or to get their feedback on specific issues as part of the "action" dissemination level. This group will be created at the beginning and will be kept throughout the project.

3.3 Benefits to Stakeholders

Next, it is important to assess how the outcomes of TITAN will benefit the stakeholders. Table 4 shows the issues/problems that TITAN's output/outcomes will help to overcome and which target audiences/groups these will apply to.

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Issue / problem	Target Audience / Group
Delay in turnaround process due to suboptimal airport resources allocation, coordination and Information sharing / communication	Policy makers and Regulatory bodies, Airport organisations and concession holders, Airport service providers, Airlines, ANSPs
Lack of predictability of the turnaround times due to low visibility of the processes inside	Policy makers and Regulatory bodies, Airport organisations and concession holders, Airport service providers, Airlines, ANSPs
Lack of consideration of the ATM overall network effect in the airport processes	Policy makers and Regulatory bodies, Airport organisations and concession holders, Airport service providers, Airlines, ANSPs
Lack of resources to manage peak times or in case of disruptions	Airport service providers, Airlines, Airport organisations and concession holders, ANSPs
Profits decrease due to suboptimal resources allocation	Airport service providers, Airlines, Airport organisations and concession holders, ANSPs
Pax flow in transit area	Airport service providers, concession holders
Enable AOC to steer more accurate the turnaround process; specifically with ground handling operations.	Airlines, Airport service providers

Table 4: Relevant issues / problems for specific target groups

3.4 Dissemination Methods

Table 5 shows the range of different dissemination media, which can be used to engage particular target audiences for TITAN.

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Target Audience	Dissemination Method/Vehicle	Reasons
All in "Awareness" column of Table 2	Website, articles, conference contributions, brochures, TITAN newsletter	To increase awareness and understanding. Only little feedback is necessary.
Airport Organisations and Airlines companies	Press releases to dedicated magazines	Awareness and gives authority
Most important airport organisations, airport service providers and airline companies	See above and workshops	More feedback is required. Especially to obtain their needs and expectations.
	Multimedia supports (interactive CDs, DVDs etc)	With project results, aimed at understanding
	Blogs and social network groups (like SESAR group on LinkedIn)	
Selected Airport Organisations, Airport service providers and Airline companies	On site briefings	It is possible that Workshops attendance and feedback in general is lower than hoped for. On site attendance and briefings can then be considered as attendance is usually better at such events.
Selected airline/airport/ground handler/ATC at one airport	One-to-one test Demonstrations with working prototypes	To asses interaction of stakeholders using TITAN results The most effective way to encourage someone to get involved is to show him the concrete results of the project in terms of performance.
Some SJU related projects	Email, on-site meetings	Close coordination is needed

Table 5: Dissemination methods

3.5 Timescales

Important for the dissemination strategy are the timing of particular dissemination activities and the setting of targets. Each of the target audiences/groups and the level of dissemination required should be considered. It may be that some of the dissemination activities are dependent upon certain other task / activities within TITAN being completed. Table 6 gives the timescale by which one or more dissemination activities have to be undertaken for some TITAN key target audiences and the reasons. A more detailed timescale is given in section 4 "Detailed Action Plan".



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	Target Audience	Timescales	Reasons
Awareness	Policy makers and Regulatory bodies, ANSPs, Airport organisations and Concession holders, Airport service providers, Airlines, ATM R&D Community, Stakeholders' Group	From beginning till end, as often as possible.	Need to be informed constantly to achieve maximal awareness. Focus of dissemination shifts from plans to results Note: It is very difficult to supply information on a permanent basis as this tends to overload at most Airlines. A good balance must be found.
	SJU	As above, but more on their request.	Depends on SJU requirements
Understanding	ANSP's, network managers and the most important: - Int. Airline Companies; - Low cost airlines - Airport operators and airport concession holders (or reps) - Handling agents and ground handlers. - Companies managing the PAX processes - Airport security and IT service providers Stakeholders' Group	From the beginning of the project, especially after its milestones but, more generally, on a twice per year basis.	Focus of dissemination shifts from plans and expectations to results and validated benefits. It is important that the involved stakeholders are informed about the project scope and results, with the objective of increase the participation of their members from the <i>understanding</i> to the <i>action</i> level
	SJU related projects	When needed, but normally after milestones.	Depends on the timescale of the related SJU project.
Action	Most important airport organisations, airport service providers and airline companies	Early in project	Introduction of project to the stakeholders and collection of their needs.
	Selected International Airlines Companies, low cost companies, airport operators, airport concession holders, handling agents and ground handlers at the Airports, companies managing the PAX processes, companies providing airport security and IT services.	Especially in 2nd half of project. However, the selected companies will need to have advance planning as early as possible to ensure their planned cooperation	Will apply project results, which will not be available from the beginning Planning information must be given to the selected companies so that they may plan things properly. This needs to start early
	Stakeholders' Group	From beginning till end	Need of having operational expertise of those actors involved in the turnaround process.
	Some SJU related projects	When needed, but normally after milestones.	Depends on the timescale of the related SJU project.

Table 6: Timing of Dissemination Activities

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3.6 Evaluation and Criteria for Success

An effective dissemination strategy will only continue to be effective if it is viewed as being an evolving and constantly developing process. The environment around TITAN will change during the lifecycle of the project and the contexts within which the end users are working will also change. This means that suitable mechanisms need to be put in place for reviewing the progress and the extent to which the dissemination strategy is meeting its objectives.

For TITAN there are three success criteria:

- **Attendance** and **quality** of **workshops and dissemination material**. To be measured by means of questionnaires
- The degree to which the **stakeholders** (selected Airport Organisations, Airport service providers and Airline companies) **compromise** their selves to the project.
- The level of **acceptance** by the **SJU**. The results of TITAN should be adopted by the SJU as reference for all turn around related projects.



4. DETAILED ACTION PLAN

This chapter comprises detailed records for dissemination actions already carried out (to be updated in following versions of this document) and for planned dissemination actions .

4.1 Overview

Figure 2 shows the general dissemination actions as identified in chapter 3 plotted in the dissemination map of Figure 1. As explained in section 2.4, the intention is to visualise generally the actions in terms of audience size, timing and level of dissemination. The actions are based on project results, which does not mean that some dissemination actions cannot be performed earlier than indicated. For example, based on the knowledge and experience already present for some of the partners, articles may be published as early as from the beginning of the project.

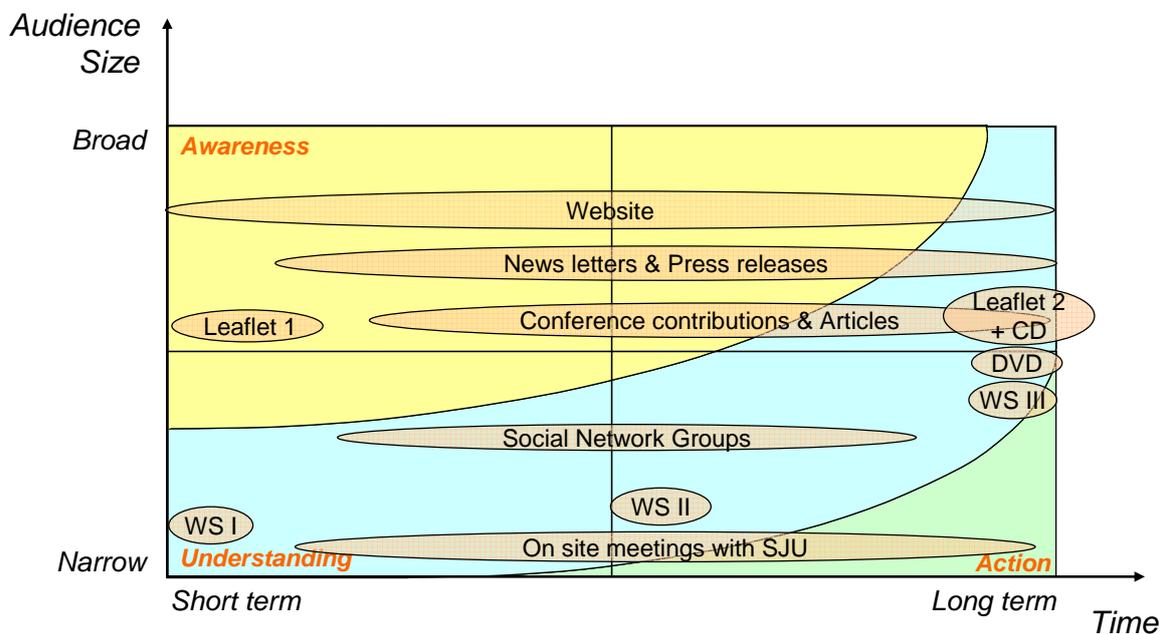


Figure 2: Dissemination map for TITAN

Table 7 summarises the dissemination strategy in an action plan, which will be more detailed in the following sub-sections.

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Timing	Method vehicle /	Purpose	Target Audience	Audience size	Responsibility / involvement
May 2010 - 2012 and beyond	Project website	All project information	"Awareness" group (Table 2)	Large	BluSky/WP7.2
2010 - 2012	Social Network Group - LinkedIn	To keep stakeholders informed about progress and to have on-line discussions.	Airport organisations, airport service providers and airline companies	Medium	INECO / all
February 2010	Initial Project Brochure	Present Project	"Awareness" group (Table 2)	Medium	BluSky/WP7.3
November 2012	Final Project Brochure	Present Project results	"Awareness" group (Table 2)	Medium	BluSky/WP7.3
March 2010	1 st Workshop	Project introduction and identification of stakeholders needs	Most important airport organisations, airport service providers and airline companies	Medium	INECO / WP7.4 in coordination with WP1
January 2011	2 nd Workshop	Review of inputs and assumptions for the validation scenarios	Most important airport organisations, airport service providers and airline companies	Medium	INECO / WP7.4 in coordination with WP3.2
November 2012	3 rd Workshop	Presentation of TITAN results + demo	"Awareness" group (Table 2)	Large	INECO / WP7.4
2010 – 2012 on ad-hoc base	On-site meetings	Keep SJU informed about progress and ensure alignment with SJU projects.	SJU and its projects	Small	INECO / All
November 2012	Project video	Promote findings of project	Most important airport organisations, airport service providers and airline companies	Medium	Blusky / WP7.3
November 2012	Interactive CD	delivers the project results in an interactive and graphically rich form	Most important airport organisations, airport service providers and airline companies	Medium	Blusky / WP7.3

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Timing	Method vehicle /	Purpose	Target Audience	Audience size	Responsibility / involvement
2010 – 2012	News letters	Keep stakeholders in- formed about progress	Most important airport organisations, airport service providers and airline companies. Policy makers and Regulatory bodies, ANSPs	Large	INECO, BluSky
2010 – 2012	Press Releases	Awareness and give authority when published in a recognised journal	Airport organisations, airport service providers and airline companies.	Large	INECO / All
2010 / 2011	Conference contribution / Journal article	To raise attention and provide first and/or expected results and to receive comments by scientists / practitioners	“Awareness” group (Table 2)	Large	All
2012 and beyond	Papers, Conferences and other Publications	To present project results	“Awareness” group (Table 3 2)	Large	All

Table 7: Action Plan

4.2 TITAN Website

The TITAN website will be operational from May 2010 and will be accessible through the following URL: <http://www.titan-project.eu>. It is under responsibility of BluSky and will continue active until after the end of the project.

The site is a dissemination tool providing public access to general information on the project (objectives, partners, upcoming events, etc.), and to its public deliverables and presentations. It will also have a restricted part for exchanging internal project information between partners. While the look and feel of the two areas will be basically identical, the available information and functionality will be optimised for each area separately. Each WP will have its own area to store documents while a general area will serve as a project source document depository to provide easy access to important, common documents. A meeting calendar will also be part of the site. The structure of the site will be kept simple to ensure easy navigation and quick access to all documents.

It is important to place a link to the TITAN Website in as many places as possible (in publications, at events, during presentations, in other websites like those of e.g SESAR Linked-in group or EURO-CDM) in order to increase the awareness of the existence of the TITAN project and its website and to not rely exclusively on the internet search tools and on the willingness and fortune of the interested parties to find this website by themselves. Furthermore, action must be undertaken to make sure that the website of TITAN get high scores in search engines like Google for selected keywords.

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Another online dissemination vehicle are Social Network Groups. This is a modern way to keep stakeholders informed about progress and to have on-line discussions. It offers potentially an enormous network of people but depends on to which extent the TITAN stakeholders are registered users and willing to use it. The website LinkedIn offers the possibility to create a company profile (instead of person) and the TITAN consortium can actively invite people to join the TITAN group.

4.3 Brochures

Two leaflets will be prepared and issued, both with the intention to increase awareness and understanding.

4.3.1 Initial project brochure

This “brochure” is in fact an A5 size document holder, with a number of inserts and a dummy CD. The holder itself carries slogan level information about TITAN as well as the contact information. Four inserts are planned:

- TITAN general description;
- TITAN concept elements and benefits description;
- TITAN partner information;
- TITAN door-hanger (*DO NOT DISTURB – TITANS AT WORK HERE*).

The inserts contain focused information on the given subject, with contact information on the reverse side. The material of the inserts is high quality and sufficiently rigid to ensure that they can “stand” also on their own. The dummy CD is there as a placeholder, with the expected publication date of the interactive CD (2012, see section 4.4.1) clearly shown.

4.3.2 Final project brochure

The final project brochure will keep the document holder concept but the inserts will be more numerous and will contain more detailed information on the project, including its achievements. The final project brochure will also contain the actual interactive CD.

4.4 Multimedia

4.4.1 Interactive CD

An interactive CD will be produced as part of the final project brochure. The CD will contain those project documents that are in the public domain, descriptions of the project achievements, benefit information and illustrative animations that will highlight the details of the enhanced turnaround process and TITAN’s contribution to it. An appropriate demo of the TITAN tools will also be included.

The CD will be organised such that experts, field workers and managers on different levels are able to select material best suited to their level of understanding of the turnaround process. They will also be guided through the material in a way that requires their interaction with the computer to keep their attention on the subject. This will be achieved via an intuitive and non-intrusive interaction methodology.

The CD will also be downloadable from the TITAN Web site.

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4.4.2 Project video

The project video will be a movie of around 5 minutes duration, with focus on the TITAN achievement and how it fits into the SESAR program. It will have a very dynamic, fresh style, with music and focused commentary. The intention is to convey the message visually as much as possible with words only gap fillers where necessary.

4.5 TITAN Workshops

This section gives the information of the three official TITAN Workshops. The responsible for the organisation of the workshops is INECO, although all partners will contribute.

1. Stakeholders' Needs Workshop	
Location	Pullman Hotel Brussels Airport
Date	17/03/2010
Title	First Workshop
Goal	Presentation of the project and to identify the stakeholders' needs with respect to the turn around process.
Target Audience	Most important airport organisations, airport service providers and airline companies.
Proceedings	N/A

2. Validation Scenarios Workshop	
Location	TBD
Date	January 2011
Title	TBD
Goal	Review of inputs and assumptions for the validation scenarios.
Target Audience	Most important airport organisations, airport service providers and airline companies.
Proceedings	N/A

3. Final Workshop	
Location	TBD
Date	November 2012
Title	TBD
Goal	Presentation of TITAN results to the ATM community. During the final workshop a demo will be given in order to create commitment to the TITAN tool
Target Audience	Policy makers and Regulatory bodies, ANSPs, Airport organisations and Concession holders, Airport service providers, Airlines, ATM R&D Community
Proceedings	N/A



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4.6 SJU alignment

The SJU and its (for TITAN relevant) projects should be informed on a regular base about the progress of TITAN to ensure alignment with these projects. The most effective way through which a large SJU audience can be reached is to organize **on-site meetings** on an ad-hoc base and on request of the SJU.

4.7 Papers, conferences and other publications

This section shows the already published / presented papers, the plans for publication and a list of interesting dissemination events and should be updated frequently.

4.7.1 Published / presented papers

To date, there are no papers published / presented yet. Use table below for each publication.

<name of journal / conference>	
Type	<conference / paper>
Title of publication	
Author(s)	
Location	<of publisher (in case of journal) or of conference>
Date	<of publication or of conference>
Target Audience	

4.7.2 Papers to be published / presented

To date, there are no planned papers to be published / presented yet. Use table below for each publication.

<name of journal / conference>	
Type	<conference / paper>
Title of publication	
Author(s)	
Location	<of publisher (in case of journal) or of conference>
Date	<of publication or of conference>
Target Audience	
Status	<in preparation / submitted / accepted / under review / etc>

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4.7.3 Interesting events

Event / Activity	Organisation or individual	Additional information
ATC Global Exhibition & Conference	United Business Media	Yearly in March, Amsterdam, The Netherlands
ATM Seminar	EUROCONTROL/FAA	http://www.atmseminar.org/
ATRS Conference	Air Transport Research Society	Yearly. Next on 6-9th July 2010, Porto, Portugal. http://www.atrsworld.org/conferences.html
Annual European Business Aviation Convention & Exhibition (EBACE)		Yearly in May, Geneva, Switzerland
Avionics Europe		March 24-25, 2010, Passenger Terminal City Centre, Amsterdam, The Netherlands. www.avionics-event.com
AEROEXPO Europe		May 28-30, 2010, Pribram Airfield, Prague, Czech Republic. www.expo.aero .
EUR-AVIA Cannes		June 4-6, 2010, Cannes International Airport; France www.eur-avia.com
Farnborough Int. Air show		July 19-25, 2010, Farnborough, UK. www.farnborough.com .
Paris Air show		June 20-26, 2010, Le Bourget Airport, Paris www.paris-air-show.com .
European Business Aviation Convention And Exhibition		May 14-16, 2010, PalExpo, Geneva. www.ebace.aero .
Airport Exchange	ACI Europe	Mainly in airport operation conferences
JURG	AEA/IATA	Biyearly in Brussels
SESAR airport-related events	SJU. Mr. Paul Adamson Aena leads WP6 (Airport Operations)	This link can be exploited to facilitate information dissemination

Table 8: Future events / activities

4.7.4 Interesting Journals

- Airline Business
- Jane's Airport Review
- Aviation Today
- Air Traffic Management
- Airports International

 The logo for TITAN, featuring a stylized blue and white aircraft or ship with the word "TITAN" written vertically on its side.	D7.1 Dissemination Plan	Issue: 1.0 Date: 21/04/2010
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4.7.5 Other Publications

Newsletters can be prepared on a regular base (e.g. twice a year) and sent out by e-mail to the most important stakeholders in order to keep them informed about the progress and results of TITAN. The project coordinator (INECO) will be responsible for issuing this news letter.

Press Releases can be used after important milestones of the project (main results and workshops). It will reach a wider audience than the newsletters sent by e-mail and gives authority to the project when published in recognised journals (see also 4.7.4).