FACT Website and Social Media

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FUTURE ALL AVIATION CNS TECHNOLOGY

Abstract

The primary goal of the project FACT is to evaluate the feasibility of a Performance-Based Integrated CNS (iCNS) concept, in order to support today's and tomorrow's air traffic challenges in the most cost effective way with equally or better than today performance of the overall operational safety.

This deliverable is associated with Task 6.2 Execution of the dissemination actions, part of which is design, development, and maintenance of the FACT project public website as the main communication channel of the project. Approach to management of FACT presentation on social media channels is also discussed in this document.

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Table of Contents

1 Executive Summary

This deliverable summarizes the design and structure of the website and also provides description of targeted social media channels with focus on maximal visibility and awareness about the FACT project.

1.1 List of Acronyms

ATM	Air Traffic Management
CNS	Communication, Navigation, Surveillance
FACT	Future All Aviation CNS Technology
R&D	Research and Development
SESAR	Single European Sky ATM Research
WP	Work Package

1.2 List of Figures

1.3 List of Tables

No table of figures entries found.

2 Introduction

The FACT project has established following communication channels

- official project website (https://fact.itu.edu.tr/)

- Twitter channel (https://twitter.com/fact_sju)

- LinkedIn channel (https://www.linkedin.com/groups/9007980/)

Purposes of providing information on website and social media are generally

- raise general awareness of the project

- enable ease access to public deliverables and public project data

- disseminate important results and outcomes of the project

- enable involvement of target audience

    o Air Traffic Control Officers

    o Air Navigation Service Providers

    o Airports

    o R&D Centres

    o Policy bodies

    o Air traffic safety electronics personnel

- communicate project high level messages

Project high level messages are defined in the D1.1 Project Management Plan as follows:

- Today's ATM CNS infrastructure still relies to large extent on 50-90 years old technology. It's high time for a real update, as a true rationalization of resources is necessary in order to allow a continued safe and orderly air traffic management.

- In today's connected environment there is already considerable overlap among technologies used for implementing individual Communication, Navigation and Surveillance (CNS) functions. Large scale cost savings as well as more efficient spectrum usage are possible when unnecessary redundancies can be removed, and a more rationalized infrastructure can be deployed. Potential common failure modes can be avoided by well-designed functional redundancy.

- Adaptation of technologies proved useful in non-aviation domains and new methods how to prove reliability and integrity of avionics functions are the two main ways forwards foreseen by the project.

Specific goals relevant to website and social media channels are provided in the D6.1 Exploitation and Dissemination Plan and will be evaluated in the D6.3 Dissemination Assessment and Report on the Final Summit.

General objectives of communication and dissemination and strategy to achieve them is described in the D1.1 Project Management and discussed in D6.1 Exploitation and Dissemination Plan.

3 Website

The project FACT website provides information about project objectives, partners, news, public deliverables, planned activities and dissemination events. Website address is https://fact.itu.edu.tr/ and it has been published on November the 23rd 2020.

The entire site is designed as a single page, with the top menu enables jumping to the desired section of the page. Structure of the website is following:

- o Home

  - Main topics of the project

  - Each activity description is linked to a short insight for a more detailed textual description in a dedicated page

  - In the second part of the page, the list of the most interesting articles is shown, while in the right part the social activity of the twitter profile is shown.

- o About

  - Brief description of the project

  - ID of Grant Agreement

  - Start date

  - Overall budget

- o Consortium

  - Partners and logos

- o Outcomes

  - List of project deliverables – public documents will be presented for download, confidential ones only listed

- o News

  - Project news

- o Contact

  - E-mail address

  - LinkedIn group

  - Twitter account

Bottom part of the webpage contain logos – FACT project logo, SESAR logo, logo of European Union, and H2020 funding information[1].

3.1 Design

Following figures presents the site sections appearance.

Figure 1: Website Header Appearance

Figure 2: Website Section "FACT Partners" Appearance

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[1] Although the information about EU/SESAR funding was present on the web page since start, the full H2020 text was missing by mistake and will be added shortly after submission of this document as a part of larger website update.
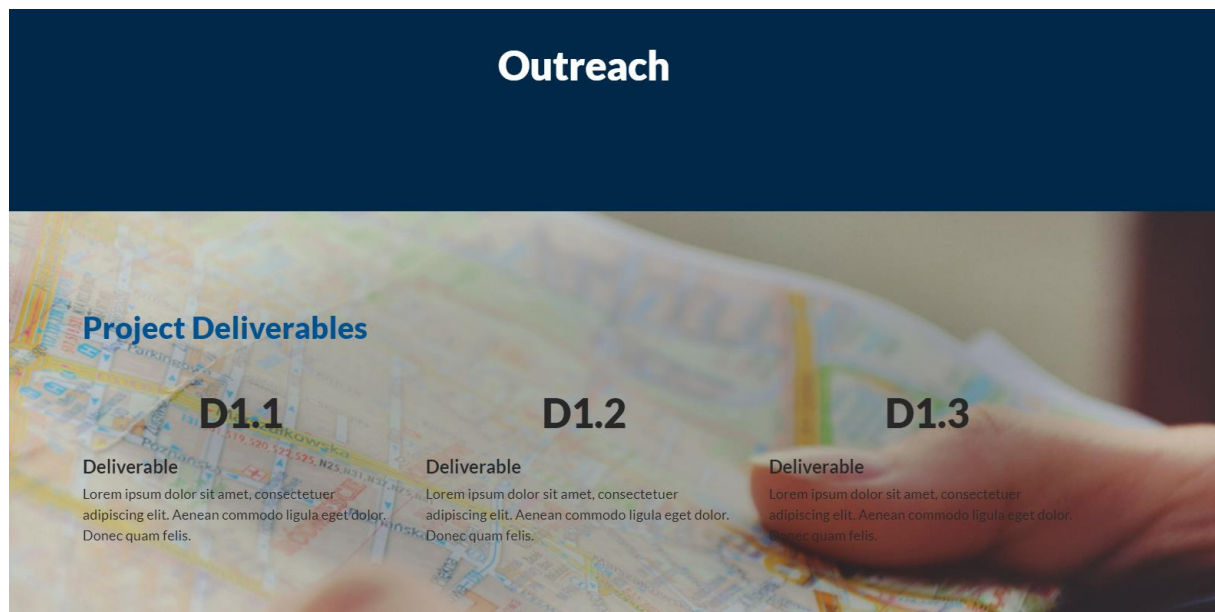
Figure 3: Website Section "Outreach" Appearance (Deliverables section is a subject of ongoing update).
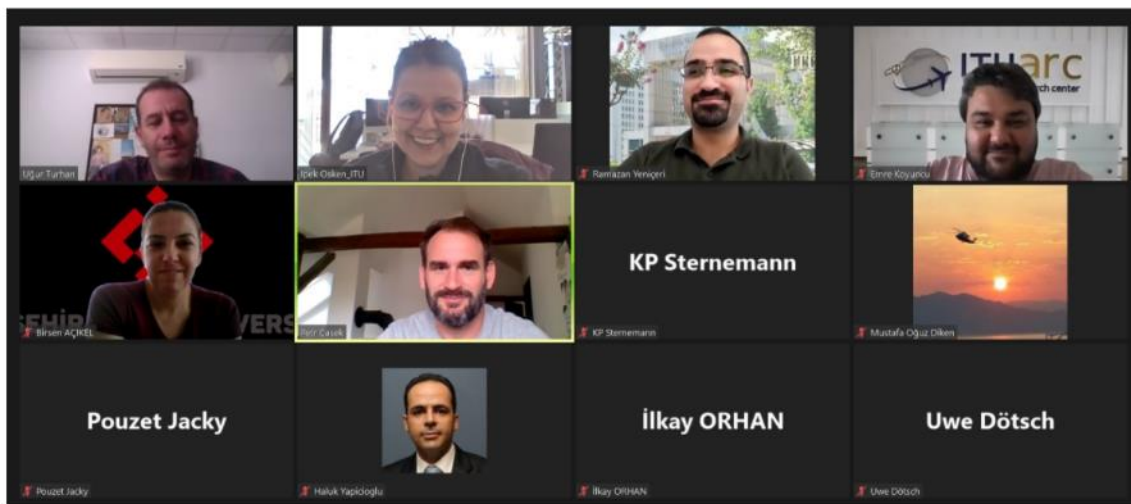

Figure 4 Project News section of the website

3.2 Roles and Responsibilities

Work Package 6 (Dissemination and Exploitation) leader Istanbul Technical University is responsible for:

- o   maintaining the webpage up and running

- o   adding/updating relevant content

All partners are responsible for sharing actual news and providing relevant content to WP6 leader.

Project coordinator is responsible for approval of the communication outputs.

4 Social Media

Figure 5: Project Twitter Account

FACT project is presented on two social media channels – Twitter and LinkedIn.

Twitter account address is https://twitter.com/fact_sju.

LinkedIn group address is https://www.linkedin.com/groups/9007980/.

The account will be publishing and sharing all the milestones and events which will be carried out during the project. All stakeholders and related groups are informed to join the related social media account.

In addition to LinkedIn, the WP6 leader created a Twitter account as will posts mirrors of LinkedIn messages. However, considering the targeted community of the project, most likely, the LinkedIn will be the main dissemination source of FACT.
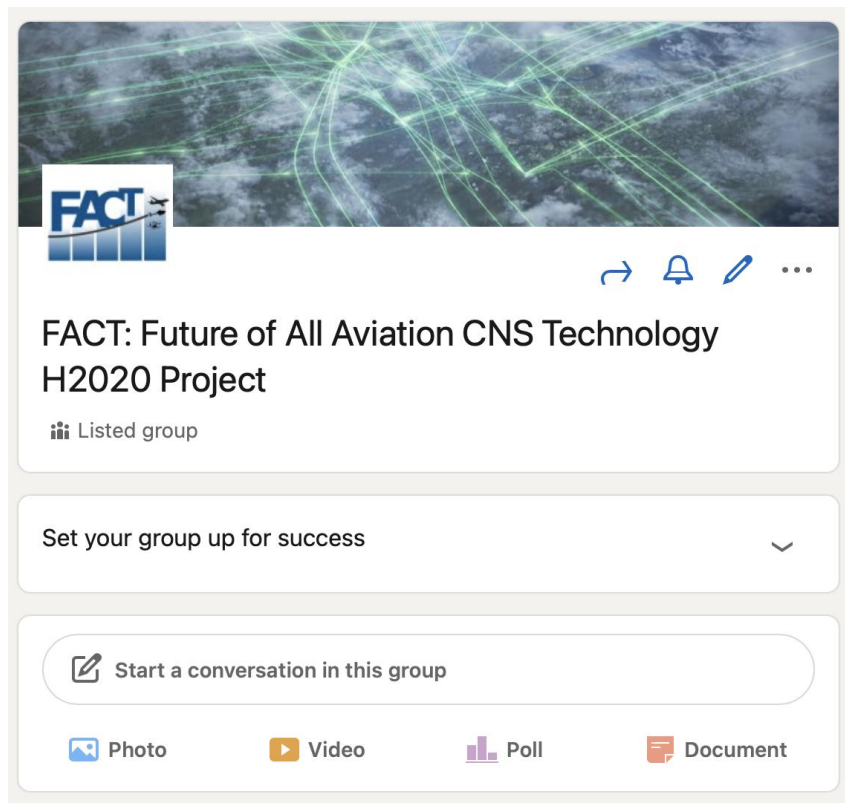
Figure 6: LinkedIn Group

4.1 Roles and Responsibilities

Work Package 6 (Dissemination and Exploitation) leader Istanbul Technical University is responsible for:

- o   administration and maintenance

- o   active networking by following relevant stakeholders

- o   promoting the project by sharing news and links to website

Project coordinator is responsible for approval of the communication outputs.

5 References

[1]   https://fact.itu.edu.tr/

[2]   https://twitter.com/fact_sju

[3]   https://www.linkedin.com/groups/9007980/

[4]   https://ec.europa.eu/research/participants/data/ref/h2020/other/guides_for_applicants/jt is/h2020-guide-execution-2016-er-sesar-ju_en.pdf

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