

D1.5 Report on Dissemination and Communication Activities of Period 2



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List of Acronyms

Abbreviation / acronym	Description
AFT	AgentFly Technologies (Consortium Partner),
AI	Artificial Intelligence
AIAA/CEAS	American Institute of Aeronautics and Astronautics/Council of European Aerospace Societies
AIRSHIP	AUTONOMOUS FLYING SHIPS FOR INTER-ISLAND AND INLAND WATERS TRANSPORT (Project Name)
ATM	Air-traffic management,,
ATRS	Air Transport Research Society (Conference)
ATT	Aviation Twin Transition

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Abbreviation / acronym	Description
CINEA	European Climate, Infrastructure and Environment Executive Agency (Implied from attendee list)
COLOSSUS	Collaborative System of Systems Exploration of Aviation Products, Services and Business Models (Project Name)
DATE	Design, Automation & Test in Europe Conference & Exhibition
DG MOVE	Directorate-General for Mobility and Transport (Implied from attendee list)
Di-Pegasus	Digital comPETitive next Generation Aviation technologies for SUStainable business models, products and services (Project Name)
DLR	German Aerospace Center (Deutsches Zentrum für Luft- und Raumfahrt)
DSD	Digital System Design (Conference)
Dx.y	Deliverable number y belonging to WP x
E-CONTRAIL	Artificial Neural Networks for the Prediction of Contrails and Aviation Induced Cloudiness (Project Name)
EMS	European Meteorological Society,
FN	Future Needs Management Consulting Ltd.
GDPR	General Data Protection Regulation
GPU	Graphics Processing Unit
IAM	Innovative Air Mobility
ICCS	Institute of Communication and Computer Systems
ImAFUSA	Impact and capacity Assessment Framework for U-space Societal Acceptance (Project Name)
ISCTE	Instituto Universitário de Lisboa
KPI	Key Performance Indicator
KTH	Kungliga Tekniska Högskolan (Royal Institute of Technology)
Mxx	Month xx (used for project timeline, e.g., M19 – M36),
PU	Public (Dissemination Level)
RANS	Reynolds-Averaged Navier-Stokes (used in RANS simulations)
SAF	Sustainable Aviation Fuel
SESAR	Single European Sky ATM Research
TU Delft	Delft University of Technology
UAM	Urban Air Mobility,
UAS	Unmanned Aircraft Systems
UC3M	Universidad Carlos III de Madrid (Consortium Partner),
USAL	University of Salford
UTM	Unmanned Traffic Management
UWV	Unmanned WIG Vehicle
WIG	Wing-in-Ground
WP	Work Package

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Executive Summary

This document provides a detailed account of RefMap project's final phase of outreach, spanning from Month 19 (July 2024) to Month 36 (January 2026). The implementation of the communication strategy devised in earlier stages of the RefMap project is described over this period, together with a comprehensive assessment of progress against established Key Performance Indicators (KPIs).

In terms of dissemination efforts, overall project progress has been highly positive, with achievements meeting or exceeding expectations across key areas. Scientific publishing of results from the project surpassed the relevant target, with the majority of papers made available via open access, facilitating dissemination. The RefMap consortium was further highly active in engaging external audiences, with partners presenting research at numerous high-profile scientific conferences and industry events, ensuring high visibility among key target audiences.

With regard to broader communication efforts via social media, the project's website and other outlets, the project has shown strong performance over most metrics and has developed a comparatively large and highly engaged audience of relevant users. While some online metrics fell below initial expectations, this is attributed to gaps in data collection and changes in the social media landscape stymieing audience growth on some platforms. A key communication focus during Period 2 was to raise awareness about the RefMap Platform and support RefMap's research, particularly on new aviation and Innovative Air Mobility (IAM) business models.

Dissemination and communication efforts were further supported by the successful launch and coordination of the Aviation Twin Transition (ATT) Cluster by RefMap, a partnership with five sister projects focused on collaboration and joint dissemination efforts, including the organisation of online and in-person events.

The project concludes its active phase by sharing key final research and business model results through two public webinars in January 2026. To fulfill the commitment to long-term impact and ensure accessibility of scientific findings, the project website will be maintained for a period of three years following the project's conclusion.

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1 Introduction

1.1 Purpose of the document

The purpose of this document is to present all Dissemination and Communication activities of the RefMap Project during Period 2 (M19 – M36). This Deliverable (D1.5) is drafted and delivered by Future Needs (FN), but it is acknowledged that all consortium partners participated and contributed actively to the communication and dissemination activities during Period 2.

The implementation of dissemination and communication activities is described and assessed with reference to the detailed communication and dissemination plans established in earlier phases of the project and with reference to KPIs as stipulated in the RefMap Project Grant Agreement.

1.2 Relation to other project work

This document, “D1.5: Report on Dissemination and Communication activities of Period 2”, is part of Work Package 1 (WP1). It is closely related to other tasks and deliverables within the same work package. Namely:

- D1.2: Dissemination and Communication Plan (M05).
- D1.4: Report on Dissemination and Communication activities of Period 1 (M18), detailing the preceding phase's efforts.
- T1.4: Project Branding, Dissemination and Communication activities (M01-M36; Lead: FN, Contributors: All partners), which covers the overall implementation of the strategy throughout the project duration.
- T1.5. Clustering with relevant projects and ATM/U-space stakeholders (M01-M36; Lead: FN, Contributors: All partners).

1.3 Structure of the document

This document is structured in several major chapters, excluding the Executive Summary.

Chapter 1 is the Introduction, detailing the purpose of the document, its relevance to other project work, and its structure.

Chapter 2 presents an Overview of Dissemination and Communication Activities, including the KPI Status, providing a summary of the key approaches taken.

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Chapter 3 presents all the Dissemination Activities in detail. This includes Publications, Participation in Events, Clustering & Synergies, and Promotional Material.

Chapter 4 presents the Communication Activities in detail, referring to the Project Website, Social Media, Newsletters, and Press Releases.

Chapter 5 Describes key Conclusions with regard to overall dissemination and communication of the RefMap Project, and discusses planned Website Maintenance beyond the end of the project.

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2 Overview of Dissemination and Communication Activities in Period 2

2.1 Dissemination Activities

Dissemination activities concern the process of sharing scientific findings and technological advances to relevant stakeholders and are thus shared by all consortium partners, with FN coordinating efforts as leader of the relevant T1.4 and T1.5. Key dissemination avenues are the publication of scientific articles, and presentations made at academic and industry events. Throughout Period 2, RefMap consortium partners have both extensively published results from their research and presented their work at numerous events relevant to the different strands of research conducted by the multidisciplinary consortium.

During monthly Dissemination and Communication Meetings held throughout Period 2 and chaired by FN, partners have shared updates on planned event attendance and the submission, acceptance and publishing of scientific articles. FN has tracked progress against KPIs and provided additional guidance on upcoming events and article submission deadlines.

In Period 2, the RefMap Project's dissemination efforts were further enhanced through the ATT Cluster, a partnership spearheaded by RefMap of 6 projects funded under the same Horizon Europe Call to foster collaboration, knowledge sharing and networking [1]. As part of this effort, an in-person clustering event was held in Athens, bringing together representatives from ATT projects, other researchers, policymakers and industry representatives[2].

2.2 Communication Activities

Throughout Period 2, RefMap's communication activities have served to complement the project's dissemination activities, raising awareness more broadly about the project and its advances among relevant stakeholder groups as well as the general public. Primary channels for this activity are the project website and the project's social media channels which are maintained and regularly updated by FN. As part of its activity in this area, FN has also developed and implemented a strategy for audience growth on the project's online channels focusing on the target audiences identified in D1.2 and D1.4. For example, a particular focus has been placed on

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reaching likely future users of the RefMap Platform and its tools, such as aviation and ATM stakeholders and IAM developers and operators.

All consortium partners have contributed to communication activities through providing written news and blog items and relevant visuals related to their attendance at events and research. Additionally, RefMap's online communications have been further supported by partner organisations sharing and reposting materials shared through the project's online channels, thus improving visibility among different online networks and audiences. FN has further supported the broad communication of the project and the RefMap Platform's aims and capabilities through contacts with the industry press and the publication of a press release in November of 2025 [3].

2.3 KPI Status

KPI	Goal	Achieved	Progress
# of unique visitors	8000	1022	12.8%
# of press releases	2	2	100.0%
# of subscribers	600	302	50.3%
# of newsletters	9	8	88.9%
# of downloads	250	138	55%
# of trifold brochures distributed	1500	1520	100%
# of events attended	30	30	100%
# of publications of articles	30	46	153%
# of blog posts	34	34	100%
# of articles in 3rd party websites	10	17	170.0%
# of LinkedIn followers	1500	777	51.7%
# of Twitter followers	1000	99	9.9%
# of likes in Twitter & LinkedIn	5000	4088	81.8%
Clustering event	Achieved	Achieved	100%
# of projects involved in social media campaigns	5	5	100.0%

Table 1: Status of RefMap Dissemination & Communication KPIs

Table 1 above presents progress against the KPIs established by the RefMap Project Grant Agreement for the entirety of the project.

Over the majority of KPIs, progress has been positive, with important KPIs reached or surpassed, and particularly for the KPIs related to dissemination activities. Most notably, the KPI for scientific papers published has been exceeded by almost 25%,

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reflecting the high level and quality of research conducted by consortium partners. Similarly, event attendance has been an area where consortium partners have been very active, with the RefMap Project presented to highly relevant audiences at 28 events including prominent attendances at several key aviation and scientific conferences. The RefMap Project's initiatives and efforts with regard to clustering have also proven successful, with the ATT Cluster providing a valuable vehicle for collaboration with sister projects and shared communication and dissemination efforts, bringing new audiences into contact with RefMap.

With regard to other KPIs, progress appears to be below that initially expected, in particular performance regarding unique website visitors and social media growth. However, as is discussed in Chapter 4 below, in the case of website visitors this appears to be due to a significant under-counting of website visitors. Meanwhile the lack of growth on Twitter is likely due in part to broader developments that have created significant headwinds to reaching the project's target audiences on the platform.

Overall, when taken more broadly and when compared with similar research projects, the RefMap Project has been successful in the aim of reaching its targeted audiences, building a relatively large following of highly relevant and engaged users on LinkedIn and connecting with stakeholders through in person events and concerted outreach efforts.

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3 Dissemination Activities

Since the RefMap Project's inception, dissemination activities have formed a key element of the consortium's outreach in order to maximise the project's impact. Given the project's diverse outputs, including scientific research, practical tools and new business models, different approaches have been required to ensure different target audiences are reached. This understanding was the basis for the dissemination plans established, developed and described in D1.2 and D1.4 and implemented in practice.

To maximise the impact of the RefMap project's research, RefMap's academic partners have published extensively in high-profile journals and conference proceedings covering disparate domains such as acoustics research, AI model development, and transportation research, aiming at open access publications.

In parallel, RefMap has sought to disseminate its progress and tools under development through presentations at relevant international events and conferences. In several of these events, RefMap consortium members played key roles as organisers in addition to presenting research. Target audiences for dissemination, as described in D1.2 and D1.4, include policymakers; professionals in the aviation, U-Space, IAM industries; technology providers; logistics providers and civil protection authorities.

In addition to conferences and events, RefMap has sought to network with other research consortia through the research activity of the project's partners as well as the formation of ATT Cluster.

Below the different strands of the project's dissemination activities are described in more detail.

3.1 Publications

Below Table 2 presents all of the scientific papers published by the RefMap consortium throughout the project. In total 46 papers have been published or accepted for publication, exceeding the relevant KPI of 30. Of these, 31 are available as open access publications.

As discussed in Chapter 4 below, the RefMap project has further promoted the dissemination of research results through its online channels. All scientific papers produced in the context of the project are available via the project website [4]. Further, a social media campaign and individual website news items have sought to draw further attention to the publications.

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No.	Title	Partner	Timeline	Dissemination in Events
1	"Noise from unconventional aircraft: A review of current measurement techniques, psychoacoustics, metrics and regulation" [5]	USAL	Dec 2023	N/A
2	A Reinforcement Learning Approach to Conflict Resolution of Climate Optimal Trajectories [6]	UC3M	Jul 2023	Aerospace Europe Conference 2023 in Lausanne
3	Robust climate-optimal flight planning toward identifying "win-win" solutions [7]	UC3M	Jul 2023	Aerospace Europe Conference 2023 in Lausanne
4	Free-routing climate-friendly flight planning using the GPU-based trajectory optimizer ROOST [8]	UC3M	Oct 2023	4th ECATS Conference, Delft, The Netherlands, October 24–26, 2023
5	Auto-tuning Multi-GPU High-Fidelity Numerical Simulations for Urban Air Mobility [9]	ICCS	Mar 2024	2024 Design, Automation & Test in Europe Conference & Exhibition (DATE)
6	Defining Mechanistic Pathways for Anthropogenic Noise Impact on Avian Species. [10]	USAL	May 2024	N/A
7	Robust 4D climate-optimal aircraft trajectory planning under weather-induced uncertainties: Free-routing airspace [11]	UC3M	Jun 2024	N/A
8	Concept of robust climate-friendly flight planning under multiple climate impact estimates [12]	UC3M	Jun 2024	N/A
9	Acoustic and Psychoacoustic Characterisation of Unmanned Aircraft Systems as a Function of Vehicle Mass and Flight Procedure [13]	USAL	Jun 2024	30th AIAA/CEAS Aeroacoustics Conference (2024)
10	Synthesis and Auralisations of Quadcopter Flyovers for Psychoacoustic Assessment. [14]	USAL	Jun 2024	30th AIAA/CEAS Aeroacoustics Conference (2024)

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11	Understanding the impact of varying geometry level of detail in multi-direction urban RANS simulations tailored for urban air-mobility viability. [15]	TU Delft	Sep 2024	EMS Annual Meeting 2024
12	Integrating Non-CO2 climate impact considerations in air traffic management: Opportunities and challenges [16]	UC3M	Sep 2024	N/A
13	How do flight operations and ambient acoustic environments influence noticeability and noise annoyance associated with unmanned aircraft systems? [17]	USAL	Sep 2024	QuietDrones 2024 Manchester
14	Empirical models to describe UAV tonal dynamics during real operations [18]	TU Delft	Sep 2024	QuietDrones 2024 Manchester
15	Aircraft Trajectory Planning for Climate Hotspot Avoidance Considering Air Traffic Complexity: A Constrained Multi-Agent Reinforcement Learning Approach [19]	UC3M	Nov2024	SESAR Innovation Days 2024
16	Sound from unmanned aircraft systems: Progress in acoustics and psychoacoustics [20]	USAL	Jan 2025	N/A
17	Case study on SAF emissions from air travel considering emissions modeling impact [21]	KTH, UoB	Jan 2025	N/A
18	Climate-optimized flight planning and sustainable aviation fuels [22]	UC3M	Jan 2025	Towards Sustainable Aviation Summit (TSAS 2025),
19	Climate-optimized flight planning can effectively reduce the environmental footprint of aviation in Europe at low operational costs [23]	UC3M	Jan 2025	N/A
20	Human perception and response to sound from unmanned aircraft systems within ambient acoustic environments [24]	USAL	Feb 2025	N/A
21	Aspect-ratio effect on the wake of a wall-mounted square cylinder immersed in a turbulent boundary layer [25]	KTH	Mar 2025	N/A
22	Soundwalking in Scilly: UAS Noise Impact on Remote Soundscapes [26]	USAL	Mar 2025	DAS/DAGA 2025 - 51st Annual Meeting on Acoustics
23	Dataflow Optimized Reconfigurable Acceleration for FEM-Based CFD Simulations [27]	ICCS	Apr 2025	2025 Design, Automation & Test in Europe Conference (DATE) Lyon, France
24	GenSDF: An MPI-Fortran based signed-distance-field generator for computational fluid dynamics applications [28]	TU Delft	May 2025	N/A

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25	Network-level aircraft trajectory planning via multi-agent deep reinforcement learning: Balancing climate considerations and operational manageability [29]	UC3M	May 2025	N/A
26	POSTER: Performance Portability in GPU-Accelerated Spectral Finite Element Fluid Simulations: A Cross-layer Exploration Approach [30]	ICCS, KTH	May 2025	CF '25: 22nd ACM International Conference on Computing Frontiers Cagliari Italy May 28 - 30, 2025
27	Reducing Tonal Noise of Contra-Rotating Unmanned Aerial System Rotors via Blade Rake Angle Adjustment [31]	USAL	May 2025	N/A
28	Aircraft emissions of ultrafine particles characterized by real-world near runway measurements [32]	TU Delft	Jun 2025	N/A
29	Verified implementations of the Sottek psychoacoustic Hearing Model standardised sound quality metrics (ECMA-418-2 loudness, tonality and roughness) [33]	USAL	Jun 2025	Forum Acusticum Euronoise 2025, 23–26 June 2025, Malaga, Spain
30	Machine Learning-based Modelling of UAV Noise Metrics in Real Conditions [34]	TU Delft	Jun 2025	Forum Acusticum Euronoise 2025, 23–26 June 2025, Malaga, Spain
31	The effects of time-variant characteristics of unmanned aircraft system noise on reported annoyance [35]	USAL	Jun 2025	Forum Acusticum Euronoise 2025, 23–26 June 2025, Malaga, Spain
32	Integrated U-Space societal acceptance assessment: Energy-based and perception-based acoustic metrics [36]	USAL	Jun 2025	Forum Acusticum Euronoise 2025, 23–26 June 2025, Malaga, Spain
33	Turbulence around two obstacles in tandem: Effects of obstacle height and separation [37]	KTH	Jul 2025	N/A

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34	Effects of exposure to unmanned aircraft systems sound: Applying machine learning and parametric clustered-data models to human response prediction [38]	USAL	Aug 2025	Inter-Noise 2025 August 24-27, 2025, Sao Paulo, Brazil
35	Auralisation and assessment of time-varying characteristics of Unmanned Aircraft System noise [39]	USAL	Aug 2025	August 24-27, 2025, Sao Paulo, Brazil
36	Feasibility of Integrating Multiple Climate Impact Estimation Models to Enhance Confidence in Environmentally-Friendly Aircraft Trajectory Optimization [40]	UC3M	Nov 2025	N/A
37	Development of psychoacoustic prediction models for short-term noise annoyance responses to unmanned aircraft systems [41]	USAL	Sep 2025	N/A
38	Quantifying the impact of urban geometric detail for urban air mobility risk forecasting [42]	TU Delft	Sep 2025	N/A
39	Shaping future soundscapes: Affective impact of unmanned aircraft systems noise in urban environments [43]	USAL	Oct 2025	N/A
40	Fake it till you make it: Synthetic turbulence to achieve swift converged turbulence statistics in a pressure-driven channel flow [44]	TU Delft	Oct 2025	N/A
41	Towards an Integrated Environmental Modeling Platform for Sustainable Aviation and Urban Air Mobility]	FN, ISCTE	Nov 2025	TRANSCODE
42	Synthesis and auralisation of multirotor unmanned aerial systems from hovering flight noise recordings [46]	USAL	Nov 2025	N/A
43	A deep multi-agent reinforcement learning framework for climate-aware aircraft trajectory planning considering air traffic complexity [47]	UC3M	Dec 2025	N/A
44	REFMAP: From HPC Computational Fluid Dynamic Simulations to Optimized Flow Prediction Models for Next-Gen Urban Airspace Mobility [48]	ICCS, KTH	(Pending)	SAMOS XXV – 25th International Conference on Embedded Computer Systems: Architectures, Modeling and Simulation
45	Robust Climate-Optimal Flight Planning with Probabilistic Algorithmic Climate Change Function (paCCF) of Ozone [49]	UC3M	Jan 2026	Accepted for 5th ECATs Conference

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46	Network-Level Aircraft Trajectory Planning for Contrail Hotspot Avoidance and Complexity Management using Constrained Multi-Agent Reinforcement Learning [50]	UC3M	Jan 2026	Accepted for 5th ECATs Conference
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Table 2: Scientific papers published by the RefMap consortium

3.2 Participation in Events

Attendance at major industry and academic events by RefMap consortium partners has been a key element of the project's dissemination strategy. In total, consortium members have presented RefMap research at a total of 28 events, including many high-profile events at which the project had a prominent role and presence. This activity has enabled the consortium to reach a broad range of stakeholders from disparate domains, presenting different aspects of the RefMap project's research and outputs to relevant audiences.

For example, RefMap's work on noise modelling and perception has been presented by partners USAL and TUDelft at several conferences focusing on noise and acoustics including Internoise 2024 in Nantes, France [54], Internoise 2025 in Sao Paulo, Brazil [66], and Forum Acusticum Euronoise 2025 [62]. USAL further organised the QuietDrones 2024 Symposium, where research conducted by the consortium on drone noise perception and modelling was presented to an international audience [57].

Consortium partner AFT, leader of WP5 "Integration and validation of models in multi-scale aviation simulations" has presented simulation and modelling work conducted within RefMap at numerous high-profile aviation, IAM and transportation focused events such as the US-Europe Air Transportation Research & Development Symposium 2025 [63], the Towards Sustainable Aviation Summit 2025 [58] and Airspace World [59]. The 2025 edition of the latter was also attended by project partner FN who created a dedicated booth for the RefMap Project and engaged in active networking with attendees in order to promote the project among industry professionals, policymakers and other stakeholders and recruit participants to take part in surveys and workshops conducted in the context of WP6 "Development of the RefMap services and the new European businesses they enable" [59]. RefMap's work on business validation models was similarly presented by consortium partner ISCTE at the Air Transport Research Society Conference 2024 [53].

Meanwhile, project coordinator KTH presented work conducted by RefMap at the ATT Clustering Event in Athens [2]. Similarly, project partner ICCS presented work in AI modelling at the 27th Euromicro Conference Series on Digital System Design (DSD) [55].

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The above represents a small selection of the events attended, with the diversity of events and audiences and their high-profile nature in their respective fields ensuring high visibility for the RefMap project and extensive networking with target audiences

Table 3 below lists the 24 events at which RefMap consortium members presented (or is scheduled to present) the project's research and results during Period 2 of the project. An additional 6 events were reported in D1.4.

No.	Date	Event	Location	Partners
1	13 May 2024	186th Meeting of the Acoustical Society of America [51]	Ottawa, Canada	USAL
2	4 Jun 2024	30th AIAA/CEAS Aeroacoustics Conference 2024 [52]	Rome, Italy	USAL
3	1 Jul 2024	ATRS Conference 2024, https://www.atrsworld.org/ [53]	Lisbon, Portugal	ISCTE, FN
4	25 Aug 2024	Internoise 2024 [54]	Nantes, France	USAL
5	28 Aug 2024	27th Euromicro Conference Series on Digital System Design (DSD), https://dsd-seaa.com [55]	France	ICCS
6	2 Sep 2024	EMS, 2024 Annual Meeting of the European Meteorological Society Annual Meeting 2024, Barcelona, https://ems2024.eu/ [56]	Barcelona, Spain	TU Delft
7	8 Sep 2024	QuietDronesConference 2024 [57]	Manchester, UK	USAL, TU Delft
8	12 Nov 2024	SESAR Innovation Days 2024 [19]	Rome, Italy	UC3M
9	28 Jan 2025	Towards Sustainable Aviation Summit 2025 [58]	Toulouse, FR	FN, AFT
10	17 Mar 2025	DAS/DAGA 2025 - 51st Annual Meeting on Acoustics [26]	Copenhagen, Denmark	USAL
11	13 May 2025	Airspace World [59]	Lisbon, Por	FN, AFT
12	28 May 2025	22nd ACM International Conference on Computing Frontiers (CF' 25) [60]	Sardinia, Italy	ICCS
13	16 June 2025	European African Wind Engineering Conference [71]	Trondheim, Norway	TU Delft
13	19 Jun 2025	Digital Aviation Technologies Webinar [61]	Online	FN, AFT
14	23 Jun 2025	Forum Acusticum Eurnoise 2025 [62]	Malaga Spain	TU Delft
15	24 Jun 2025	US-Europe Air Transportation Research & Development Symposium 2025 (ATRD) [63]	Prague, Czech Republic	AFT

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No.	Date	Event	Location	Partners
16	28 Jun 2025	SAMOS XXV – 25th International Conference on Embedded Computer Systems: Architectures, Modeling and Simulation [64]	Samos, Greece	ICCS
18	29 Jul 2025	ATT Clustering Event [2]	Athens	FN, KTH, ICCS, AFT, USAL, TUDelft, UC3M
19	18 Aug 2025	European Ornithologists Union 2025 Conference [65]	Bangor, Wales	USAL
20	24 Aug 2025	InterNoise 2025 [66]	Sao Paolo Brazil	USAL
21	27 Nov 2025	GFIC [67]	Lisbon, Portugal	ISCTE, FN
22	11 Dec 2025	Transcode Conference [68]	Zagreb Croatia	FN
23	21 Jan 2026	ATT EUROCONTROL Webinar 1 [69]	Online	KTH, TUDelft, USAL, AFT, UC3M
24	28 Jan 2026	ATT EUROCONTROL Webinar 2 [70]	Online	FN

Table 3: Events at which the RefMap was presented during Period 2

3.3 Clustering & Synergies

3.3.1 Aviation Twin Transition Cluster

Beginning in late 2024, RefMap launched the ATT Cluster, an initiative bringing together six (6) European-funded research projects working towards transforming the European aviation landscape by integrating emerging digital technologies and business models that prioritise environmental sustainability [72]. Key aims of the ATTC are to create synergies among stakeholders including researchers, policymakers, and industry professionals to address challenges, expand professional networks and promote collaboration both in research and in the communication and dissemination of results [1].

Following an extensive outreach campaign with invitations sent to all projects funded under the same call as RefMap (HORIZON-CL5-2022-D5-01), as well as projects funded under other relevant initiatives, 5 additional projects joined the cluster. Table 4 below lists the projects of the ATTC.

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Project	Start – End	Description
ImAFUSA - Impact and capacity Assessment Framework for U-space Societal Acceptance [73]	Sept 2023 – Feb 2026	Funded by SESAR Explores factors affecting public acceptance of Urban Air Mobility (UAM). The project aims to create a framework that will facilitate the socially acceptable and beneficial deployment of UAM in cities.
COLOSSUS - Collaborative System of Systems Exploration of Aviation Products, Services and Business Models [74]	Feb 2023 – Jan 2026	Funded by HORIZON Europe COLOSSUS will develop a system-of-systems design methodology which for the first time will enable the combined optimization of aircraft, operations and business models
AIRSHIP - AUTONOMOUS FLYING SHIPS FOR INTER-ISLAND AND INLAND WATERS TRANSPORT [75]	Jan 2023 – Dec 2026	Funded by HORIZON Europe AIRSHIP aims to lay the foundations of a new class of fully electrical unmanned aircraft system, the UWV (Unmanned WIG Vehicle) that brings together speed, flexibility and energy efficiency.
E-CONTRAIL - Artificial Neural Networks for the Prediction of Contrails and Aviation Induced Cloudiness [76]	Jun 2023 – Nov 2025	Funded by HORIZON Europe The overall purpose of the E-CONTRAIL project is to develop artificial neural networks (leveraging remote sensing detection methods) for the prediction of the climate impact derived from contrails and aviation-induced cloudiness.
Di-Pegasus - Digital competitive next Generation Aviation technologies for Sustainable business models, products and services. [77]	Dec 2023 – Nov 2026	Funded by HORIZON Europe Will boost the operation of seaplanes, vertical take-off and landing aircraft, and drones by fostering autonomous, cost-effective and eco-friendly technologies. Researchers plan to develop a digital platform to assess the viability of business models in specific locations based on available digital technologies and key performance indicators.

Table 4: Projects of the ATT Cluster

Following the inception of the cluster, members of the ATTC participated in online networking and brainstorming meetings, and joint social media campaigns in order to promote audience growth on respective social media channels (discussed in greater detail in Chapter 4).

A key activity of the ATT Cluster since its inception has been the organisation of events, with the RefMap Project leading or contributing to the organisation of online and in-person events as well as organising and implementing online dissemination campaigns for their promotion. On June 18, 2025 the first event organised under the umbrella of the ATT Cluster was held – a joint webinar on “Digital Aviation

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Technologies” hosted by the Di-Pegasus Project. This event brought together speakers representing the Di-Pegasus, RefMap, ImAFUSA, and AIRSHIP projects for a discussion covering topics around the digital transition in aviation and its implications. Social media posts by the cluster members were used to promote participation in the webinar and for the dissemination of post-event articles [61]. This was followed by an in-person clustering event held in Athens, Greece organised by the RefMap Project on July 29-30, 2025 (see 3.3.2). In January 2026, the Final Conference of the RefMap project will be held, with this being organised as a series of webinars under the ATT Cluster in collaboration with EUROCONTROL in order to maximise visibility and impact (see 3.3.3).

3.3.2 ATT Clustering Event Athens

The ATT Cluster held its first in-person event over two days on July 29-30, 2025 in Athens. The event was organised and hosted by the RefMap project, led by partner FN. Through keynote presentations, panel discussions, and interactive workshops, participants exchanged knowledge, explored innovative technologies, and discussed pathways towards greener, smarter, and more connected aviation systems.

Preparation for the event involved extensive e-mail outreach through networks of RefMap partners and those of the other cluster members. A dedicated campaign through blogs and social media channels was also run in the months prior to the event to raise awareness and encourage participation featuring branded audio-visual materials developed specifically for the event and shared by ATT Cluster members. On the RefMap website, a dedicated section of the website was developed and launched to compile all relevant information for the event promotion, including a Book of Abstracts [78] of the papers and work presented in the event [2].

The event was attended by 48 participants, including representatives from Cluster projects ImAFUSA, Di-Pegasus, AIRSHIP and COLOSSUS. Participants further included researchers from other EU projects (Flying Forward 2020, EU Local Digital Twin Initiative), representatives from companies active in the aviation sector, and representatives from DG MOVE, CINEA and the Hellenic Civil Aviation Authority, among others [2].

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[ATT Cluster](#)
[News](#)
[Contact](#)

[in](#)
[w](#)
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RefMAP Clustering Event 2025

Advancing Sustainable Aviation & Urban Air Mobility

The Aviation Twin Transition (ATT) Cluster Event is a premier gathering of **experts, industry leaders, researchers, and policymakers** working towards sustainable and digital transformation in the aviation and Urban Air Mobility (UAM) sectors. Organised by [Future Needs](#) under the ATT Cluster and hosted by the RefMap project, this event aims to foster collaboration, share insights, and drive innovation in sustainable aviation.

 **Date:** 29–30 July 2025
 **Location:** [155 Coworking Space](#), Athens, Greece

Why attend?

This two-day event will provide a unique platform to:

- ✓ Gain insights into the latest advancements in aviation and UAM sustainability.
- ✓ Engage in discussions on technological innovation and regulatory frameworks.
- ✓ Connect with key stakeholders, project partners, and experts.
- ✓ Explore opportunities for collaboration between Horizon Europe-funded projects and beyond.
- ✓ Participate in interactive workshops and networking sessions.






Figure 1: The refmap.eu website section promoting the ATT Cluster Event [2]

Opening with keynote speeches, the agenda then featured a series of panel discussions to promote interaction and open exchanges of views. On Day 1 of the event, the following panel discussions were held: Showcasing Digital Leadership, Future Aviation Economy, Sustainability Challenges in Aviation, and Regulatory and Operational Challenges. On Day 2 a panel discussion was held on Joint Dissemination Opportunities followed by a workshop on New Aviation Business Models Validation [2]. Following the event, feedback was solicited via a dedicated online form with the comments received being unanimously positive [79].

The presentations made during the event were filmed in full with all materials subsequently shared via Youtube and made available on the RefMap blog and the minisite dedicated to the Clustering Event to enable ongoing dissemination [2]. These have been further promoted through social media posts (see 4.2.1.2 for more detail).

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An engaging highlights video [2] and summary blog post were also produced providing an overview of the key discussions held during the event [80]. As of writing, the videos created to disseminate the discussions held during the Clustering Event have amassed over 300 views on Youtube [82].

3.3.3 Final Conference

As a Final Conference, Future Needs is organising two webinars in coordination with other projects of the ATT Cluster to be hosted in January 2026 by the EUROCONTROL LearningZone as part of its UAS Webinar Series – Inside the Enablers [82],[83]. It is expected that the online nature of these events, together with the ongoing efforts to promote the webinars by RefMap, other ATT projects and EUROCONTROL will encourage broad participation among relevant aviation and IAM stakeholders. During these webinars, RefMap partners will present key research regarding integrated environmental modelling and new business models developed under the project's key strands.

The webinars are free to attend and the materials will be freely available for viewing following the events via the EUROCONTROL and RefMap websites to further enable wide dissemination of the presentations made, including after the conclusion of the RefMap Project. This will facilitate the broad dissemination of key results of the RefMap Project with the relevant materials hyperlinked to the tools developed by the project as these are presented on the About page of the project website under the “Outcomes” heading.

The agendas for the two webinars are included below [82][83].

Webinar 1: Integrated Environmental Modelling for Sustainable Aviation and Urban Air Mobility (21/1/26, 14.00 CET)

- From high-fidelity simulations to the optimal path - Gerardo Zampino (RefMap Project / KTH)
- Predictive Models of Drone Noise During Real Operations - Camilo Andino Cappagli (RefMap Project / TU Delft)
- Framework for Integrated Noise and Annoyance Modelling in Advanced Air Mobility Operations - Antonio J. Torija Martinez (RefMap Project / University of Salford)
- Integrated Modelling and Simulation Framework for Assessing Environmental Impacts of ATM and UTM Systems - Milan Rollo (RefMap Project / Agentfly Technologies) ’

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- Observation-Based Assessment of Contrail Climate Impacts Across the Euro-Atlantic Region (2023) - Manuel Soler (E-CONTRAIL, UC3M) – 10’.
- Q&A:

Webinar 2: From Models to Markets: Business Perspectives on Sustainable Aviation and IAM (28/1/26, 14.00 CET)

- Enabling the Business Potential of Digital Aviation and Innovative Air Mobility Solutions within the RefMap Project - Sofia Iosifidou (RefMap Project / Future Needs)
- AIRSHIP: Use cases for ground-effect craft technology - Kristin Kerem (AIRSHIP Project / TalTech University)
- Business models for seaplanes, drones and eVTOL aircraft: insights from the Di-PEGASUS project - Ioanna Moscholidou (Di-PEGASUS Project / University of the Aegean)
- Business Model Insights from the IAM Fleet Operator Perspective - Nabih Naeem (COLOSSUS Project, DLR)

At the time of writing, EUROCONTROL provided results and feedback from Webinar

1. According to the organisation, the webinar had:

- 312 registrations
- 116 participants for a defined duration
- 93.8% satisfaction ratio.
- 26 feedback forms completed

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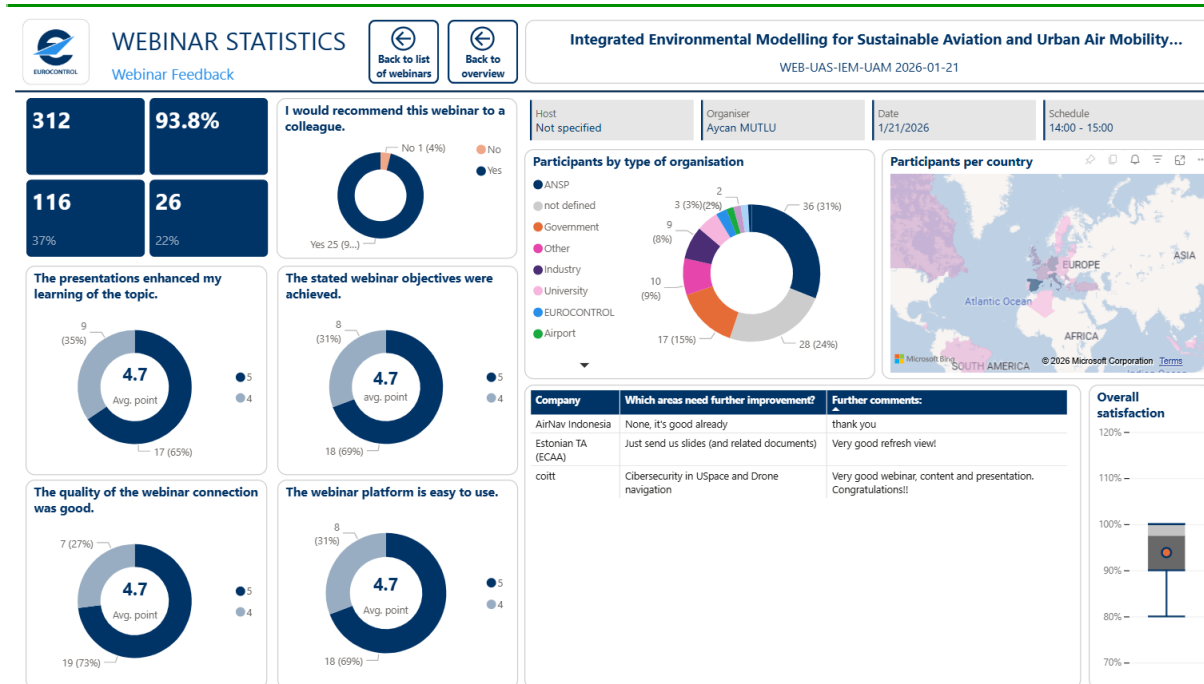


Figure 2: Attendance statistics and feedback recieved by EUROCONTROL for Webinar 1: Integrated Environmental Modelling for Sustainable Aviation and Urban Air Mobility

Webinar 2 was successfully delivered with 76 participants, as confirmed in communications with EUROCONTROL, bringing the cumulative attendance across both webinars to 192 participants. **This exceeds the initial target of 150 attendees**, demonstrating the strong impact and effectiveness of the EUROCONTROL webinar series in disseminating the results of the RefMap project.

3.4 Promotional Material

Branded promotional materials for the RefMap project, including the trifold brochure and project poster, were developed and circulated during the initial phase of the project, as detailed in Deliverable D1.4. Building on the 300 copies distributed in Period 1, consortium partners distributed an additional 1220 flyers at the events attended during Period 2, resulting in a total distribution of 1520 copies against a target KPI of 1500. The RefMap poster was also exhibited at a number of these external engagements.

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Figure 3: Staff of Future Needs and AgentFly Technologies at the RefMap booth at Airspace World 2025

At Airspace World 2025 (May 13-15, 2025), partner Future Needs also designed and manned a dedicated booth (H21450) featuring branded RefMap designs (see Figure 2). At the booth live demonstrations of the RefMap Platform were held to engage industry stakeholders.

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4 Communication Activities

4.1 Website

The RefMap website, launched in May 2023, is the primary outlet for communicating about the project with relevant stakeholders and the general public. Both the dynamic content (blogs and news items) and static content are regularly updated to accurately reflect progress in the project and assist with outreach needs as these are communicated by consortium partners. For example, temporary pop-ups visible to users on entering the site have been used to promote the ATT Clustering Event as well as recruitment for surveys and business model validation workshops conducted during the course of the project.

Future Needs coordinates and manages the production, editing and uploading of the relevant material – text and photographs, videos, diagrams, infographics, etc. of the consortium members.

4.1.1 Static Content

Static content refers to the core informational website pages which are less frequently updated, in contrast to the regularly updated dynamic content of the Blog and News sections. Since the release of D1.4, over Period 2 of the project the static pages of the RefMap website have been enhanced with additional materials and sections. These seek to communicate more detail about the project and its outputs as the RefMap Platform has matured, providing clear visuals where appropriate.

The About page has been updated with an Outcomes section (accessible via the About drop down menu in the main menu bar), presenting the tools developed as part of the RefMap platform. Here each tool is concisely presented, and users are invited to learn more by clicking a link. This then navigates the user to a separate page dedicated to each tool featuring a video that provides a walkthrough of the use of the tool as it will operate in the final platform [90].

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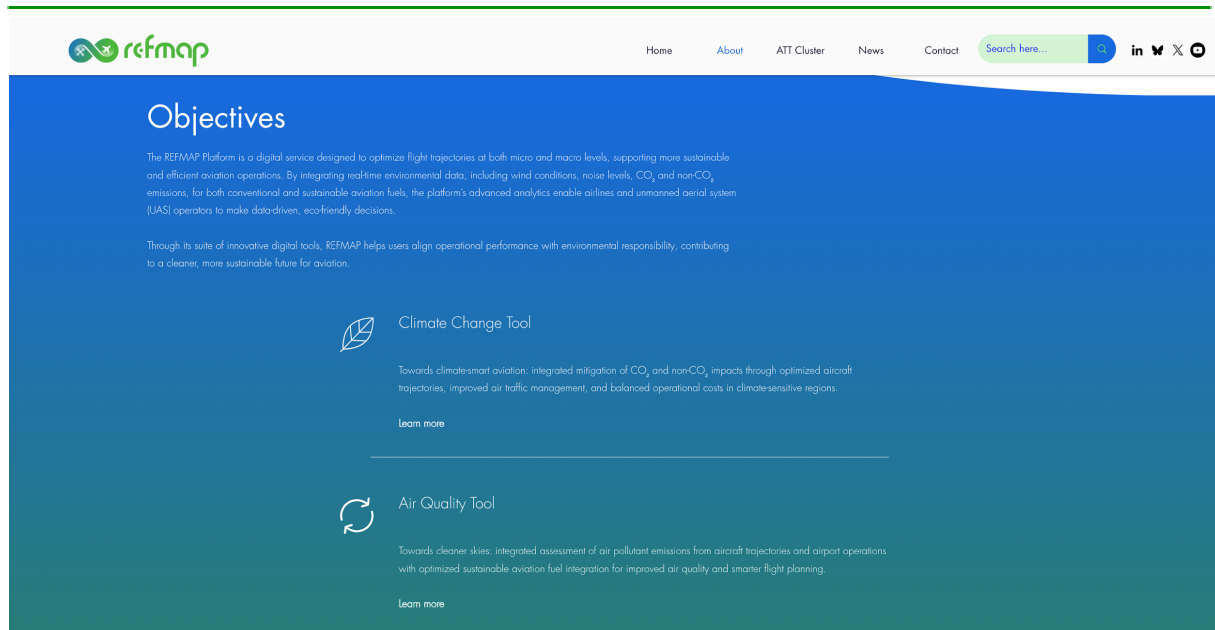


Figure 4: A screenshot of the RefMap website About section featuring descriptions of the RefMap Platform tools [90]

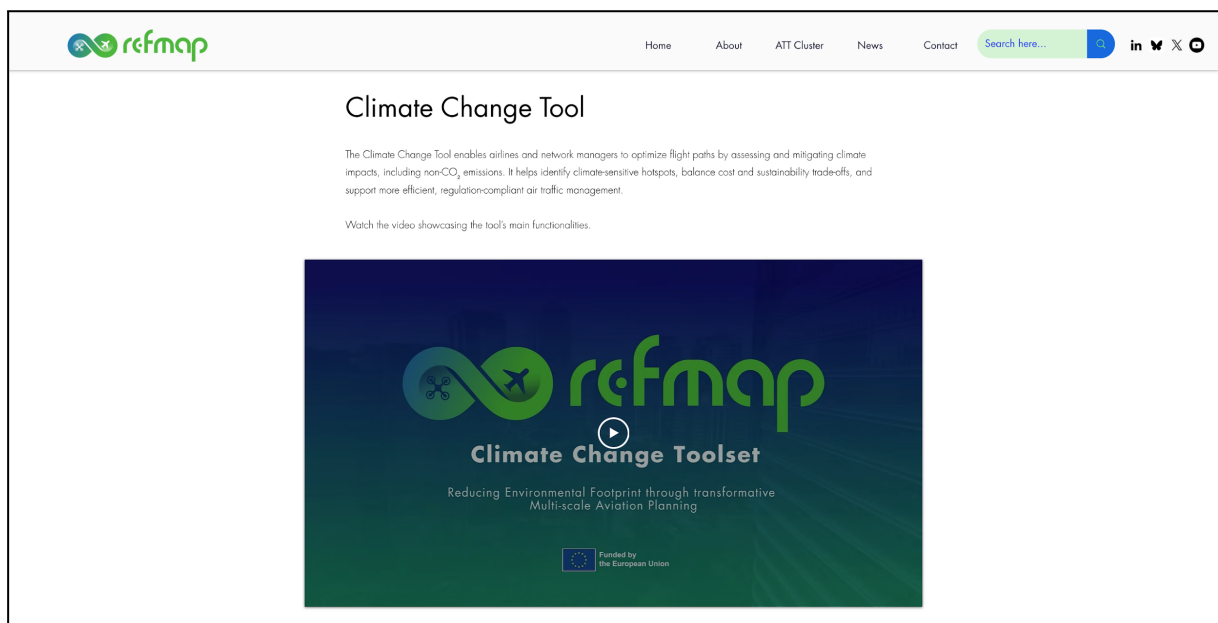


Figure 5: The Refmap webpage dedicated to the Climate Change Toolset [91]

Through the main navigation bar at the top of the RefMap website, users can also access pages where all of the public deliverables [88] and scientific publications produced by the project are listed and linked [4].

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The main menu bar has also been updated with the addition of a dedicated section about the ATT Cluster (see 3.3.1) where users can find all information related to the ATT Cluster as well as the ATT Clustering Event held in Athens on July 29-30. Materials relating to the latter include an Abstracts Book [78] and the full videos of the presentations made during the event. A highlights video from the Athens Clustering Event is also featured prominently on the homepage [89].

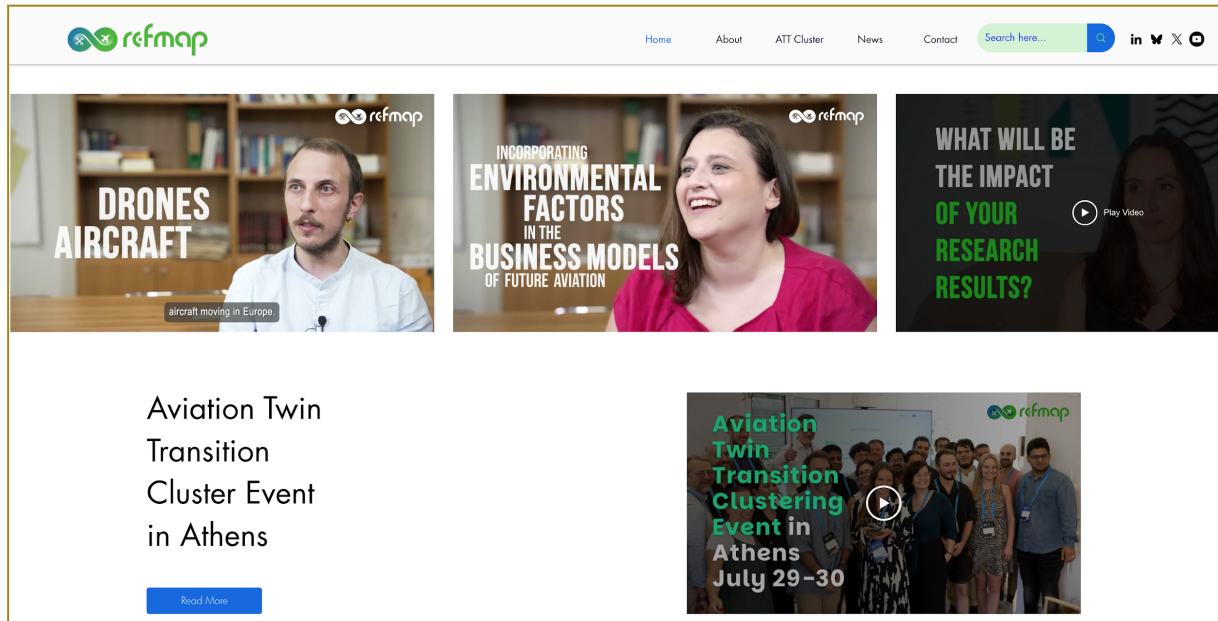


Figure 6: A screenshot of the homepage of the RefMap website [80]

The homepage has further been enhanced with videos from an interview campaign conducted by Future Needs. These feature concise, accessible interviews with representatives from consortium partners explaining the importance of the RefMap Project, its goals and the roles of their respective organisations. When a video is clicked, additional information is displayed summarising the role of each partner.

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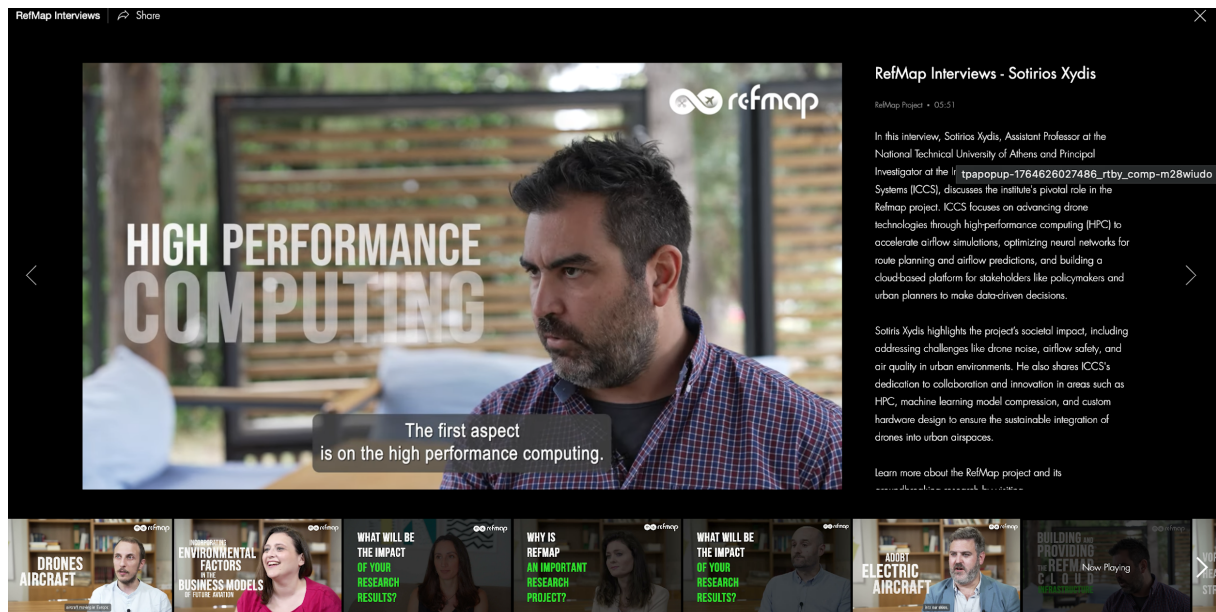


Figure 7: A screenshot of the video interview section of the homepage of the RefMap website [89]

4.1.2 Dynamic Content

Over the period June 2024 – November 2025, twelve blog posts were published on the RefMap website, providing educational content and accessible and engaging insights on work being conducted in the project, with another six planned by M36. The latter form a series of final blog posts that will be published together with relevant visualisations to provide an overview of the work and results achieved during the course of the project.

In addition, 14 news articles were published over the same period, highlighting items such as the publication of scientific papers, participation in conferences, and news about the ATT Cluster and Clustering Event.

Over the period June 1 2024 – November 30, 2025, the blog and news posts have accrued over 2,000 views (although as noted in section 5.1.1, the true number is likely significantly higher). Both news and blog articles show appreciable levels of traffic, with the most read article by far being a Call for Abstracts issued in the lead up to the ATT Clustering Event in Athens, indicating the high levels of interest in the event and the ATT Cluster [84].

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4.1.3 Website Performance

For the period June 2024 – December 2025, 1,686 project website sessions from 667 unique users were recorded. Since the website’s launch in May 2023, (i.e. including figures reported in D1.4) the corresponding figures are 2,511 sessions and 993 unique visitors to December 2025. These figures are derived from the in-built analytics of the Wix platform that hosts the RefMap website [84].

Sessions over time

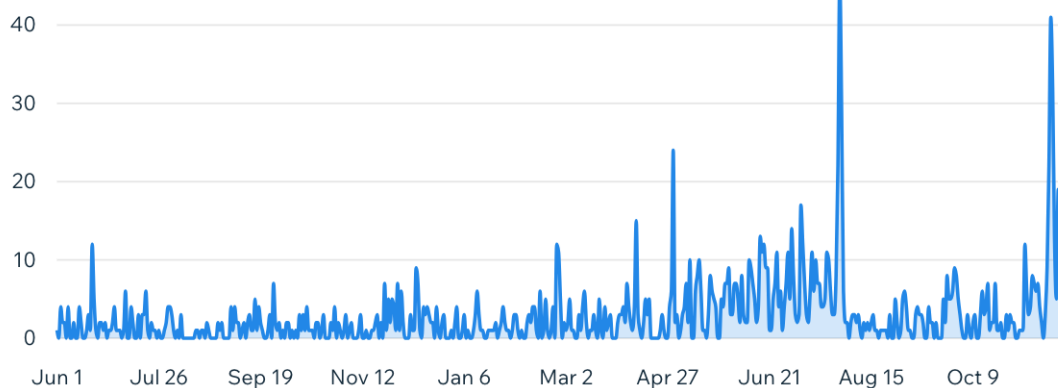


Figure 8: Traffic to refmap.eu over Period 2 [84]

Figure 2 displays the traffic over time for Period 2 of the RefMap project. As can be seen, the project website has received relatively steady levels traffic during this period, with increases in activity corresponding to project activities (such as attendance at events, the release of newsletters, etc.). For example, higher levels of site traffic were seen over the period May-end July 2025, with a spike in traffic during the dates July 28-31 corresponding to the ATT Clustering event held on July 29-30. This activity was likely driven by the active promotion of the event through blog posts and website and social media updates.

In terms of traffic sources, Table 1 below displays the top referrers to the RefMap project website during Period 2. The majority of sessions have been attributed by the analytics software to “Direct” entries. This category is a “catch-all” which refers to any website visit where the source of the visitor cannot be identified. This category can – and almost certainly does – include traffic that did originate from social media and other platforms but arrived without referral data.

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Traffic Source	Traffic Category	Site Sessions	Unique Users
Direct	Direct	1,098	368
Google	Organic search	319	182
Linkedin	Organic social	124	105
Bing	Organic search	20	17

Table 5: Top refmap.eu referrers June 2024 – Dec 2025 [84]

4.1.3.1 Challenges and Conclusions

In the case of the RefMap website, it is highly likely that traffic from social media and specifically LinkedIn is being under-counted and recorded as Direct traffic due to referral data being lost. Detailed examination of the analytics shows pronounced spikes in activity on specific blog posts immediately after they are shared on LinkedIn, yet a large proportion of these sessions are classified as Direct. For instance, a spike in website traffic was seen on April 30, 2025 and specifically to a blog post published a few days earlier advertising RefMap's upcoming participation at the Airspace World 2025 conference. On the same day, this blog post was the subject of a social media post on LinkedIn. However, according to the analytics registered for April 30, of the sessions registered on that day, 58% were attributed to Direct entries, and 37.5% to Google Search, with no entries registered from LinkedIn [84].

It is also likely that the overall traffic to the website has been undercounted. In order to comply with the GDPR, since the launch of the RefMap website, a cookie banner has been displayed offering users the choice whether to accept cookies, including tracking cookies, when using the site. On the Wix platform, when a cookie banner is displayed, only users who actively accept cookies are registered by the analytics software [85]. Users who reject cookies, or who do not interact with the cookie banner at all are not tracked. Relevant studies have shown that when faced with a cookie banner, cookie acceptance rates can be as low as 10-20% [86].

For much of the site's operation, the RefMap cookie banner occupied the bottom of the browser window and did not prevent users from accessing the site. On November 19, 2025 the cookie banner was redesigned to be more prominent and to prevent further browsing until the user had chosen to accept or reject cookies. From November 20, 2025, the level of traffic registered by the analytics software immediately rose. Following the banner design change, the average number of

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unique visitors rose to over 10 per day. Prior to the change in the cookie banner, the site had an average of fewer than 2 unique users per day [84]. Note that even following the banner redesign, users must still accept cookies to be tracked by the site's analytics.

It is therefore likely that the actual levels of traffic to the Refmap site are considerably higher than have been registered by Wix analytics – potentially by as much as a factor of 10. Further evidence for this comes from third party websites that estimate levels of web traffic through other means. For example, the established service SimilarWeb provides estimates for website traffic based on a combination of data sources, including panel data from millions of opted-in users, ISP and clickstream data, allowing it to approximate visits, traffic sources, and user engagement outside of a site's internal analytics. According to the service's analysis of the RefMap site, SimilarWeb estimates a monthly traffic of 3,500 users for the month of October 2025 alone [87]. While this is only an approximation and likely an over-estimation, it indicates that the real level of internet traffic is likely significantly above that registered by Wix Analytics over the course of the project.

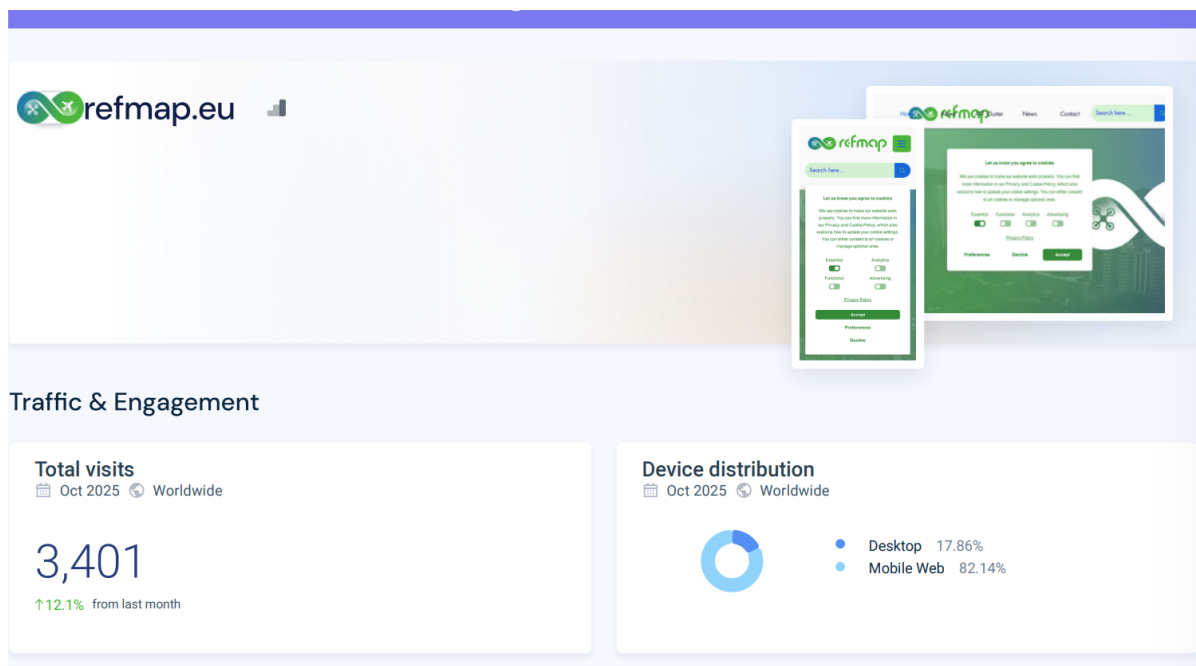


Figure 9: Analysis of the RefMap.eu domain by the service SimilarWeb [87]

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4.1.4 Website Maintenance Beyond the End of the Project

The maintenance of the project's primary public interface will remain a priority to ensure long-term accessibility of project results. Following the completion of the RefMap project, Future Needs will maintain the RefMap website ensuring its smooth operation and full access to all project materials, for a period of three years following the project's conclusion.

This ongoing commitment will ensure that all public deliverables and scientific publications remain accessible via the domain refmap.eu, continuing to maximize the searchability and impact of the RefMap outputs well beyond the project's official end date.

4.2 Social Media

Social media forms a key communication outlet for the RefMap Project. The project maintains accounts on the platforms LinkedIn [92], X (formerly Twitter) [93], Bluesky [94] and Youtube [81]. LinkedIn forms the central pillar of the project's communication efforts, with the project having developed a large audience of individuals with highly relevant backgrounds and interests. Due in part to the high levels of engagement seen on the platform, the RefMap newsletter was also migrated to LinkedIn from an e-mail-based platform. Engagement is less frequent on X and Bluesky.

Social media and LinkedIn in particular forms a key avenue for stakeholders and target audiences to discover the project. Consortium partners are regularly encouraged by FN to share posts in order to increase exposure and awareness, and help grow followers and engagement. The RefMap social media profiles are linked on all platforms with the project's website to enable interested users to explore the project in detail.

4.2.1 Social Media Content

Social media posts are used to directly inform followers about project updates, such as partners' upcoming event attendances, publication of scientific papers and other news. Social media posts are also linked to items published on the project website when relevant to encourage traffic to the website and improve the website's ranking on search engines.

FN has developed guidelines with regard to posting on social media aligned with industry best practices which are implemented to promote engagement. Given the

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rapidly evolving nature of social media platform functionality and user behaviour, these guidelines are regularly revisited and updated.

Examples of best practice include all posts featuring an engaging visual element, as research has shown that posts with images perform better than posts that are text only or feature link previews. Where possible, vertical videos and image carousels are also incorporated as these have also been shown to draw greater levels of engagement.

Further, social media profiles of relevant individuals and organisations are tagged where possible in posts to further promote post visibility and engagement. Such tagging in photos (provided consent has been obtained) has also been used as a form of follow-up with individuals met at in-person events and conferences who have expressed interest in the RefMap project.

4.2.1.1 Rotation Plan

Since the outset of the RefMap Project, a weekly Rotation Plan has been implemented in order to ensure a steady flow of content for the project's social media channels and to provide consortium partners with regular opportunities to highlight their work in the project such as participation at events, publications and collaborations. The Rotation Plan is described in detail in D1.2 and D1.4.

4.2.1.2 Campaigns

A total of four dedicated social media campaigns have been run during the course of the project in order to raise awareness of specific project activities and results and promote website traffic. Two of these campaigns were run during Period 1 (the "Why I Care" and "Women in Aviation Science" campaigns), with details available in D1.4, Section 3.1.2.

During Period 2, in order to raise awareness over the published scientific papers produced in the context of the project, a social media campaign was launched with social media posts highlighting different publications produced. An engaging video template was produced which is adapted for each paper, with the accompanying social media caption providing context and more detail about each paper. The social media posts are then linked to the papers in question for readers to access them, while authors and relevant institutions are tagged in the posts to improve visibility and engagement. Each social media post in the campaign is tagged with #Refmappublications. The campaign is ongoing till the project closure, garnering more than 4,200 impressions, 230 clicks and 140 Likes [96].

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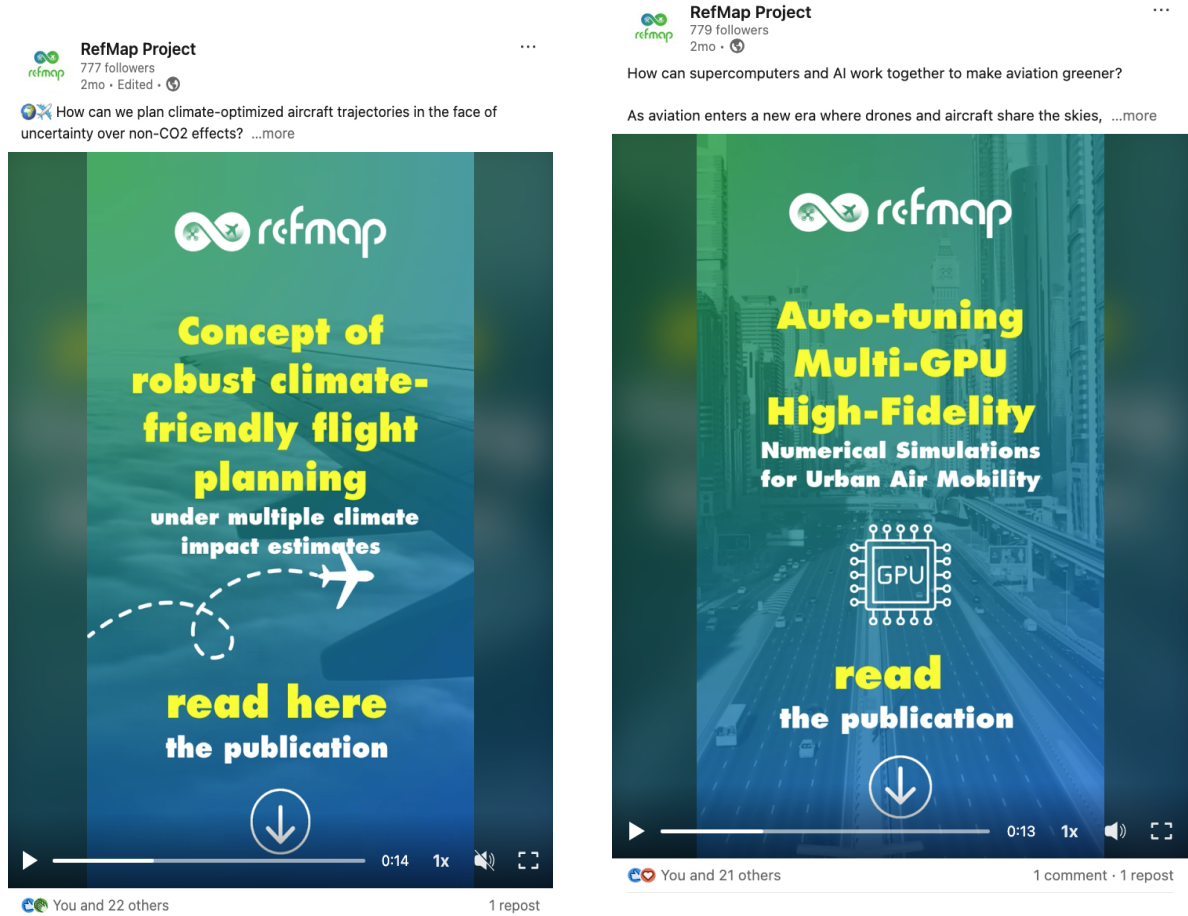


Figure 10: Two examples of posts under the #RefMappublications social media campaign [96],[97]

Social media campaigns have also been run in the context of the ATT Cluster. In particular to raise awareness and generate interest in the events organised under the cluster, social media post templates were created and shared among cluster members. Projects of the ATT Cluster as well as consortium partners were encouraged to use these templates to create their own posts and/or to repost relevant posts published by the RefMap project in order to maximise the campaigns' reach among different audiences. The hashtag #AviationTwinTransition was created to group all such posts.

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Figure 11: Examples of posts published under the #AviationTwinTransition by RefMap and other projects of the cluster [98],[99],[100],[101]

As of December 3, 2025 on the RefMap project's LinkedIn channel 28 posts featuring the #AviationTwinTransition hashtag were published, garnering 20,198 impressions,

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2240 clicks, 635 reactions, 35 comments and 64 reposts [95]. Note that these figures do not include data concerning posts initially published on the social media channels of other projects of the ATT Cluster, or of project partners. Figure 8 displays a selection of such posts made by RefMap, other projects of the ATT Cluster, and research partners.

4.2.2 Social Media Performance

Over the course of the RefMap Project, a sizable audience of followers has been built on social media platforms, and particularly LinkedIn.

4.2.2.1 LinkedIn

As of December 4, 2025, the project had acquired 777 followers on LinkedIn. While this is below initial expectations established for the project, with significant distance left to cover to meet the KPI of 1,500 followers by M36, as can be seen in Table 6 this audience growth is significantly above that seen in other projects funded under the same call as the RefMap Project.

Project	LinkedIn Followers
RefMap [92]	777
Airship Project [102]	441
Di-Pegasus [103]	340
Colossus Project [104]	324
Avatar Project [105]	103

Table 6: LinkedIn followers of RefMap and other projects under the same call

Detailed inspection of the RefMap follower list further reveals that a high proportion of followers are active in areas relevant to the project's activity, such as aviation and IAM research and development, academia, policy making, etc.

The RefMap Project's LinkedIn posts receive relatively high levels of engagement. Over the 12-month period December 3 2024 – December 4, 2025, the project averaged 1.5 posts per week on the platform, with each post receiving an average of 1755 impressions (the number of times a post appeared in a feed), 393 views (the number of times individuals stopped to read or post or watch a video), 60.3 clicks, 19.5 likes, and 2.2 reposts [95]. The post that received the most reactions in Period 2 was a post published following the project's in-person plenary meeting held in April

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2025, which received 72 likes on LinkedIn . Examination of the list of individuals who liked the post shows a high proportion of researchers in fields related to RefMap's work and professionals in the aviation industry [106].

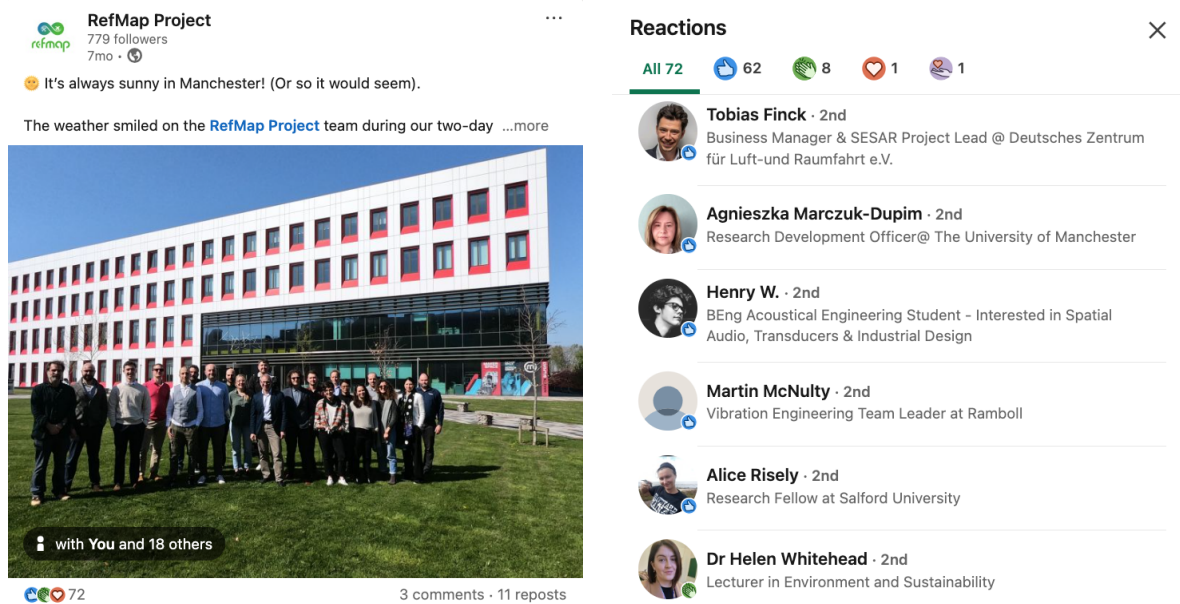


Figure 12: The most-liked RefMap LinkedIn post during Period 2 and a sample of the individuals who reacted to it [106]

4.2.2.2 X and Bluesky

While similar content has been posted on X as on LinkedIn throughout the project's duration, engagement levels and follower growth on X has lagged behind that on LinkedIn. Potential reasons for this include the lower overall engagement levels that have been observed with the platform by members of the research community in recent years in favor of other platforms, apparently driven by the change in ownership of X and associated international political developments [107].

User engagement with the project on X has thus proven to be significantly lower in practice than initially anticipated. As of December 4, 2025 the project had 99 followers on X. Growth trends have been stagnant, or slightly negative, with the follower count marking a slight decline from September 2025 when the project had 105 followers. Based on observations on other projects' performance on X during that period, the conclusion drawn is that this is primarily due to users leaving the platform and deleting their accounts, rather than unfollowing the RefMap account in isolation.

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In response to the apparent loss of popularity of X among members of the research community, RefMap launched an account on the Bluesky platform in April of 2025. To date, the account has acquired 37 followers on the platform [108].

4.3 Newsletters

As described in D1.4, newsletters form an important part of the RefMap communications strategy, providing consolidated updates with key project developments and news. Subsequent to the 3 newsletters reported in D1.4, in Period 2 of the project, an additional 5 newsletters have been published. A final newsletter is scheduled for M36 to coincide with the end of the project.

As with the first three newsletters, the 4th RefMap newsletter, published in October 2024, was sent via e-mail directly to subscribers. However, it was observed in early 2025 that growth of the e-mail subscriber list remained at low levels, having reached only 113 subscribers by February 2025. Drawing on experience from other EU-funded projects, FN proposed to its consortium partners that the newsletter be migrated to LinkedIn Newsletter, with the proposal being agreed. By December 4 2025, the project had acquired 302 subscribers via the LinkedIn platform [109]. Due to the nature of the platform, LinkedIn also enables other non-subscribers to discover the newsletter through the activity of individuals in their networks. Through this organic discovery, the 8th (November 2025) issue of the RefMap Newsletter reached 515 LinkedIn users.

Table 7 shows the months in which each edition of the newsletter was published in Period 2. The schedule for the publishing of the newsletter was adapted from that laid out in D1.4 to better align with project events and developments, and particularly the ATT Cluster Event held on July 29-30, 2025. The September 2025 edition, for example, features a full digest of the panel sessions held during the event, with links to articles and videos allowing readers to explore topics in considerable depth. All editions of the newsletter published throughout the project are accessible via the project's website in a dedicated section.

Newsletter	Published
4th [110]	October 2024 (M21)
5th [111]	May 2025 (M28)
6th [112]	June 2025 (M29)
7th [113]	September 2025 (M32)

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Newsletter	Published
8th [114]	November 2025 (M34)
9th	January 2026 (M36) (Scheduled)

Table 7: Newsletter publishing schedule in Period 2

4.4 Press & 3rd Party Mentions

4.4.1 Second Press Release

Following the first press release issued at the outset of the RefMap Project and reported in D1.4, a second Press Release was issued on November 19, 2025. Timed to coincide with the COP30 meeting in Brazil, this release featured the headline "In RefMap Platform, EU Develops New Tools to Enable the Sustainable Future of Flight." It highlighted the development of the RefMap Platform and the tools it provides that will enable the aviation industry to move beyond the scope of the Paris Agreement [3].

To maximize international reach, the press release was translated and made available in four languages: English, German, Spanish, and Greek. It was actively distributed to almost 100 different outlets including in the English-language press and news agencies and specialised titles in the German, Greek, Cypriot, and Spanish media.

The press release was taken up and published by several news outlets including:

- Unmanned Airspace, published on November 19, 2025. [115]
- Ptisi (Flight.com.gr), published on November 23, 2025. [116]
- CNA News (CNA.gr), published on November 19, 2025. [117]

Of the above, two titles (Unmanned Airspace and Ptisi) are specialist titles catering to readers with an interest in aviation and IAM.

The press release has also been made available in a blog item on the project website [118] and as a downloadable pdf (in all of the above languages) on the dedicated "Press Releases" section of the website [3].

4.4.2 Other Press Mentions

In Period 2, RefMap was also cited in an article titled "Drone Economics" that was published on page 100 of the Air Traffic Technology International 2026 magazine [119]. The article focuses on new EU-funded research exploring the costs and benefits of integrating Unmanned Aircraft Systems (UAS) into Europe's transport

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networks. RefMap is cited as an example of research exploring how drone operators can profit from becoming more environmentally sustainable.

The above are in addition to the 13 articles on RefMap published on third-party websites during Period 1, which were reported in D1.4, Section 3.4.1.

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5 Conclusions

5.1 Overall Progress

The RefMap project's dissemination and communication activities during Period 2 (M19–M36) have been highly successful overall, exceeding expectations in key areas related to maximizing impact and visibility. Scientific output significantly surpassed the established publication goal, reflecting the high quality of research performed, with the majority of peer-reviewed papers made available via open access and disseminated through the project channels. Furthermore, the consortium maintained high visibility by actively presenting research results at numerous high-profile scientific conferences and industry events, with additional dissemination through the website news section and social media.

A major success in outreach was the establishment and effective coordination of the ATT Cluster, which successfully fostered collaboration and shared dissemination efforts among sister projects.

Regarding communication goals, the project developed a sizable, highly relevant, and engaged audience, particularly on LinkedIn. Although quantitative measurements for unique website visitors and engagement on some social media platforms fell below initial expectations, this is attributed mainly to technical under-counting issues stemming from GDPR compliance measures and broader changes in the online environment, rather than a failure of the overall strategy.

The project is concluding its active phase by ensuring the broad dissemination of key research results and innovative business models through final public webinars, which are being coordinated with the ATT Cluster and EUROCONTROL.

To preserve the long-term accessibility and impact of the project's outputs, the RefMap website will be maintained for a period of three years following the project's conclusion

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