



multi-disciplinary digital - enablers for NEXT-generation AIRcraft design and operations

D7.3 – Communication kit (social media, website, flyer, video)

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Abstract

This document describes the communication tools put in place for the NEXTAIR project.

Keywords

Communication tools, social media, flyer, video

NEXTAIR	D7.3
GA No 101056732	Communication kit

Information Table

PROJECT INFORMATION	
PROJECT ID	101056732
PROJECT FULL TITLE	NEXTAIR - multi-disciplinary digital - enablers for NEXT-generation AIRcraft design and operations
PROJECT ACRONYM	NEXTAIR
START DATE OF THE PROJECT	01/09/2022
DURATION	36 Months
CALL IDENTIFIER	HORIZON-CL5-2021-D5-01
PROJECT WEBSITE	https://www.nextair-project.eu/

DELIVERABLE INFORMATION	
DELIVERABLE No AND TITLE	D7.3 Communication kit (social media, website, flyer, video)
TYPE OF DELIVERABLE ¹	Report
DISSEMINATION LEVEL ²	Public
BENEFICIARY NUMBER AND NAME	ERDYN
AUTHORS	Simona Braileanu
CONTRIBUTORS	Emilie Baffie
WORK PACKAGE No	7
WORK PACKAGE LEADER	Emilie Baffie
COORDINATOR VALIDATION DATE	28/11/2023

¹ Use one of the following codes: R=Document, report (excluding the periodic and final reports)
 DEM=Demonstrator, pilot, prototype, plan designs
 DEC=Websites, patents filing, press & media actions, videos, etc.
 OTHER=Software, technical diagram, etc.
 ORDP : Open Research Data Pilot.

² Use one of the following codes: PU=Public, fully open, e.g. web
 CO=Confidential, restricted under conditions set out in Model Grant Agreement
 CI=Classified, information as referred to in Commission Decision 2001/844/EC.

Table of Contents

1. Introduction	4
2. Communication tools.....	4
2.1. Logo and graphical chart.....	4
2.1.1. The logo	4
2.1.2. Graphical charter.....	4
2.2. Templates	5
2.3. Project website.....	7
2.4. Social media.....	8
2.5. Project flyer	10
2.6. Video.....	11

NEXTAIR	D7.3
GA No 101056732	Communication kit

1. Introduction

The present document is a deliverable report under Work Package 7 – Communication, Dissemination and Exploitation, led by ERDYN.

The objective of task 7.2 of the project dedicated to communication is to 1/ develop the project visual identity set (e.g., logo, flyers, PowerPoint presentations...), 2/set up and update the project website and social media (LinkedIn, Twitter), 3/ create videos to promote the project's results.

This report presents the communication materials developed in the framework of this task to promote the NEXTAIR project. These tools should be used by all partners to ensure the coherence of all communication and dissemination activities of NEXTAIR.

The communication tools created for the project include: a website, social media channels, a video, and a flyer.

2. Communication tools

2.1. Logo and graphical chart

2.1.1. The logo

The logo is the “face” of the project, and it has been developed by ERDYN with the support of the coordinator, ONERA, and a communication agency.



Figure 2: NEXTAIR colored logo



Figure 1: NEXTAIR black and white logo

Explanation of the logo: To improve the visibility of the project, the name is clearly legible. The aircraft picture features a high-aspect ratio wing to emphasize the work on this technology as key enabler for future green configurations. Similarly, the rotor embedded in the letter “R” emphasizes the key role of innovative engine concepts (such as open rotor and ultra-by-pass ratio fan) for reduced emissions. Finally, the neural network behind the letters “AI” refers to the digital transformation enabled by machine learning and artificial intelligence techniques that will be used to easily integrate real data in both design and MRO processes.

2.1.2. Graphical charter

Several colors have been chosen in order to emphasize the environmental and sustainable aspect of the project.:

- Green #009999
- Dark blue #002060
- Blue #4472C4

Typography used in communication / production documents is an arial font size 11.

2.2. Templates

Several templates have been put in place, respecting the graphical charter of the project and the logo, as follows:

- Deliverable template
- Presentation template
- Meeting minutes template

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101056732

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DX.X – DELIVERABLE TITLE

Document authors	Name (organization)
Document contributors	Name (organization)

Abstract

<This section is mandatory and should be a summary of the content of the document (maximum 1/2 page). The main results /findings should be summarized here>

Keywords
Insert keywords

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NEXTAIR	DX.X
GA No 101056732	Deliverable name

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ACRONYM	MEANING

¹ [See entry of the Deliverable code](#): P=Document, report (including the periods and final reports); D2P=Deliverable, 2nd, production, plan, design; D2C=Deliverable, 2nd, conceptual, plan, design; D2M=Deliverable, 2nd, media, action, video, etc.; D2H=Deliverable, 2nd, technical, design, etc.; D2R=Open Research Data File.
² [See entry of the Deliverable code](#): P=Public, fully open, e.g., web; C=Confidential, restricted under conditions set out in Work Grant Agreement; I=Classified, information as referred to in Commission Decision 2005/84/EC.

2

Figure 3: Deliverable template

NEXTAIR	D7.3
GA No 101056732	Communication kit

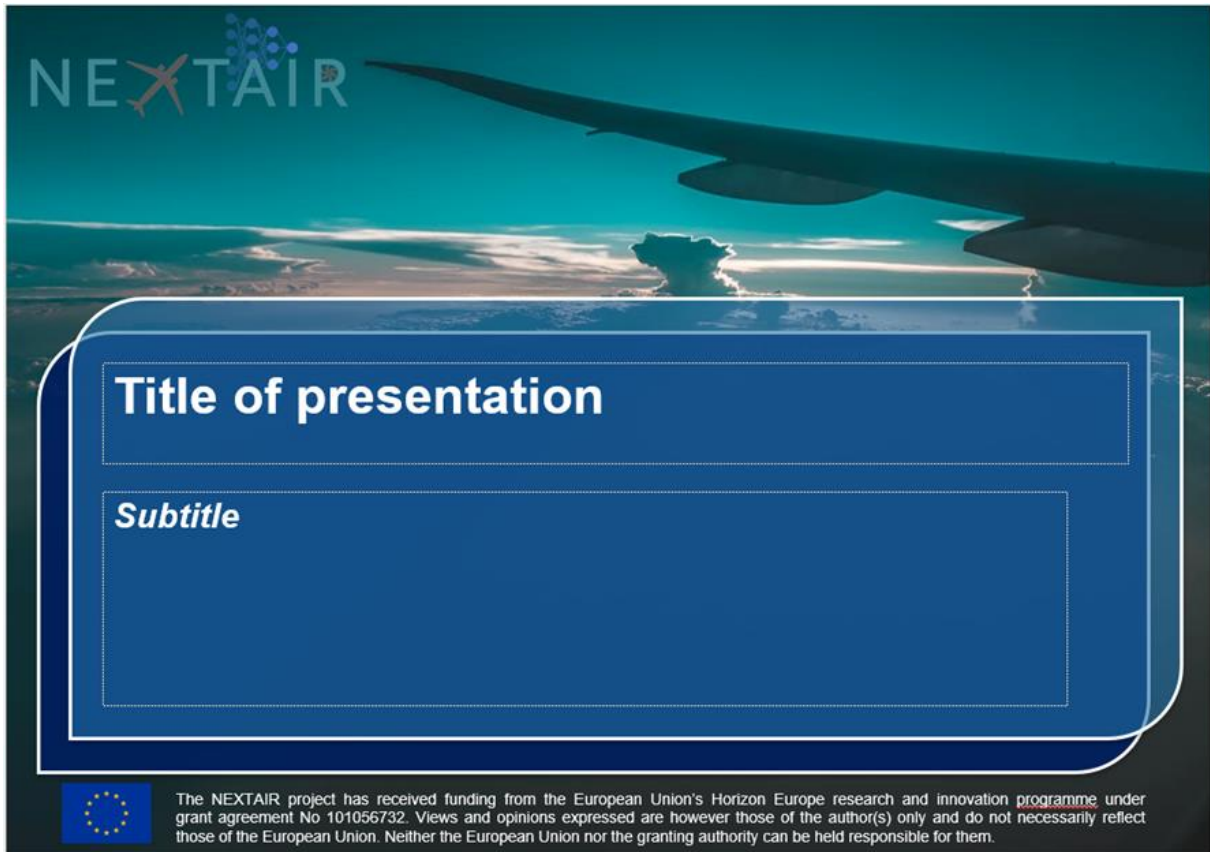


Figure 4: Presentation template

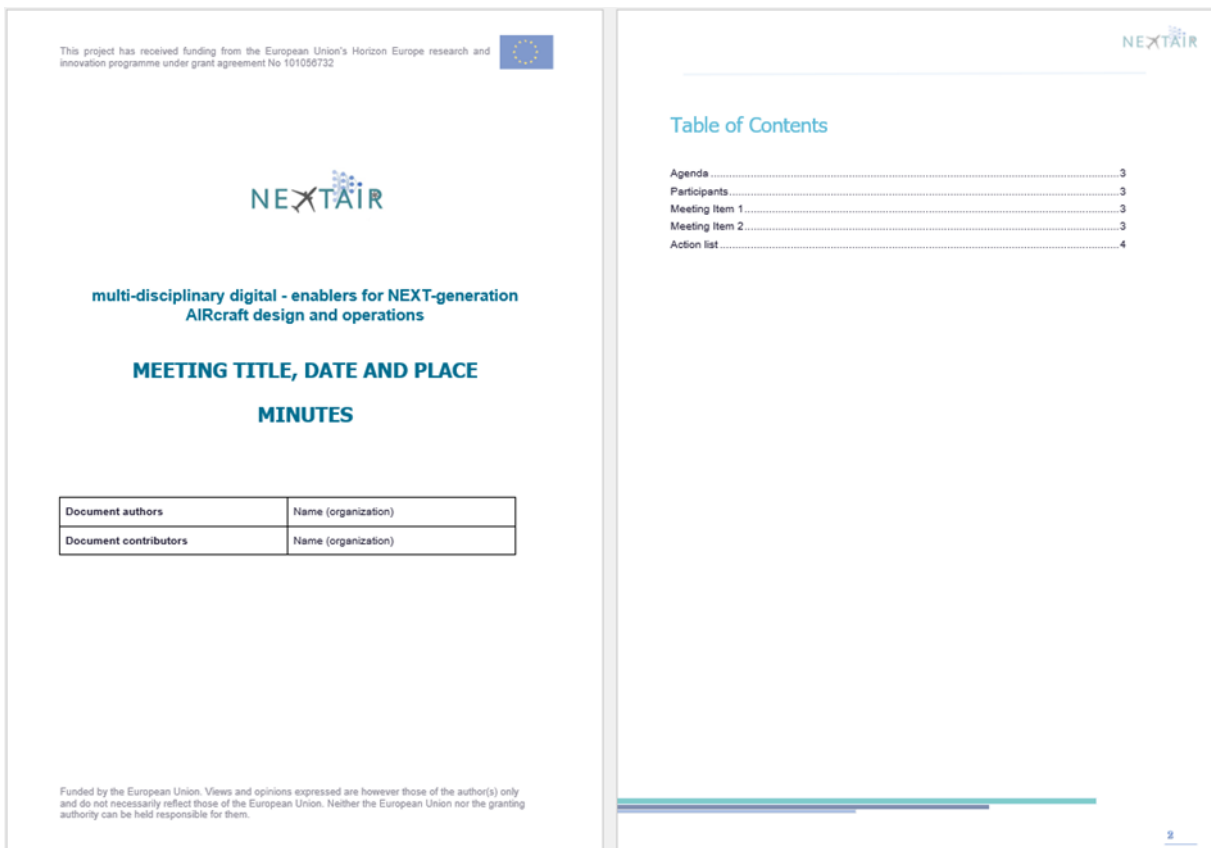


Figure 5: Meeting minutes template

NEXTAIR	D7.3
GA No 101056732	Communication kit

2.3. Project website

A website for the NEXTAIR project has been designed and created where all the relevant information of the project is available.

It is structured as follows:

- Home
- Challenge
 - Challenge in the Aeronautical Industry
- Project
 - Objectives
 - Work Plan
 - Test cases
 - NEXTAIR's long-term impacts
- Consortium
- Contact
- Results
 - Timeline of the expected results
 - Project deliverables
 - Scientific publications
- Download
- News

The website is one of the most important communication tools enhancing the visibility of the project. It is continuously updated by ERDYN, with public project information, public deliverables and other results that may interest the public, the scientific community, or end-users.

The website name domain is: www.nextair-project.eu

The homepage of the website is presented below:





Figure 6: Homepage website

NEXTAIR	D7.3
GA No 101056732	Communication kit

2.4. Social media

Social media has become a very popular means of communicating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience (specially to involve the general public and not only sector experts), NEXTAIR is integrating these media tools strategically in the communication activities. Twitter and LinkedIn have been selected as the most appropriate social networks to promote the project achievements, news, and outcomes.

ERDYN acts as moderator of Twitter and LinkedIn social profiles, that means, control and filter inadequate contents and monitor the suitability and relevance of information to be published. Partners are tagged in every post and encouraged to share it and like it.

TWITTER		
	Account: @nextair_eu Official Hashtag: #nextaireu, #horizoneurope	Use of Twitter is focused on broadcasting relevant NEXTAIR news, calls, events, and partners activity, in real-time if possible (i.e., live action of a NEXTAIR partner in an external event, test case activities).
LINKEDIN		
	LinkedIn Profile: https://www.linkedin.com/company/nextair-project/	NEXTAIR profile is intended as a mirror of the main updates in NEXTAIR website. The most relevant contents and news of NEXTAIR will be posted on this profile in order to reach a wider audience.

The frequency of posting is ~2 times a month.

Below some examples of visuals from NEXTAIR social media:

NEXTAIR	D7.3
GA No 101056732	Communication kit

NEXTAIR Project
81 abonnés
2 mois

Looking for more information about the EU-funded NEXTAIR project, which aims to transform the aviation industry through digital methodologies?
...voir plus

[Voir la traduction](#)

NEXTAIR multi-disciplinary digital - enablers for NEXT- generation AIR craft design and operations

nextair-project.eu • Lecture de 1 min

The EU-funded NEXTAIR project will build and validate novel design methodologies, data-fusion ...

Pinar TEMEL et 13 autres personnes

2 republications

J'aime

Commenter

Republier

NEXTAIR Project
81 abonnés
3 mois • Modifié

The Horizon Europe NEXTAIR project is bringing together 16 partners from 6 countries:

- ✓ 4 leading aeronautical industries,
- ✓ 3 innovative SMEs, and

...voir plus

[Voir la traduction](#)

Vous et 16 autres personnes

6 republications

J'aime

Commenter

Republier



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GA No 101056732	Communication kit

2.5. Project flyer

A flyer has been created by ERDYN. The objective of the flyer is to present briefly key information about the project. It will be used to introduce NEXTAIR and the foreseen activities to a non-expert audience.

The flyer is available on NEXTAIR's website for [download](#).

multi-disciplinary digital - enablers for NEXT-generation AIRcraft design and operations


Mitigating aviation's impact on climate change requires major transformations in aircraft configurations and operations. Digital methodologies that optimise aircraft performance will play a key role in this transformation.

Through eight industrial test cases and for 36 months, the NEXTAIR project will build and validate:


- ✓ *novel design methodologies;*
- ✓ *data-fusion procedures;*
- ✓ *smart health assessment tools.*

Together, these solutions will lead to the digital transformation of aircraft design, manufacturing, and maintenance. The project will improve methods to better tackle the uncertainty in manufacturing and the variability in operating conditions for the industrial, multi-disciplinary design of aircraft and engine components.


TEST CASES (TCS)




TC1: High Aspect-Ratio Wing
small-medium-range configuration




TC2: Laminar High Aspect-Ratio Wing
business jet configuration



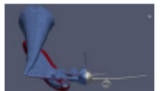
TC3: Ultra High Bypass Ratio fan




TC4: Unducted Single Fan (USF)



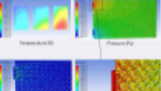
TC5: Wing-USF engine aeropropulsive interactions



TC6: Wing-engine-exhaust interactions



TC7: High-pressure turbine



TC8: Heat exchanger for hybrid electric engine

EXPECTED RESULTS & IMPACTS

NEXTAIR will :

- ✓ Increase *modelling and simulation capabilities* for new disruptive concepts and breakthrough technologies.
- ✓ Account for *manufacturing uncertainty and operational variability* in the industrial MDO.
- ✓ Extend the usability of *machine learning techniques* to design and maintenance.

This will contribute to:

- ✓ Open the way to increased synergies and feedback among design, manufacturing, and Maintenance-Repair-Overhaul phases in the aircraft life-cycle.
- ✓ Enable flawless entry into service and continuous airworthiness of European aircraft of all platforms.
- ✓ Support the development of any new aircraft configurations considering green technologies.
- ✓ Reinforce EU leadership position in the growing market of aviation digital transformation.

FOLLOW NEXTAIR

CONSORTIUM

[@nextair-project](#)


[@nextair_eu](#)

<https://www.nextair-project.eu/>

communication.nextair@erdyn.fr

16 partners

- ✓ 9 leading research organisations
- ✓ 4 aeronautical companies
- ✓ 3 innovative SMEs



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Figure 7: Project flyer

NEXTAIR	D7.3
GA No 101056732	Communication kit

2.6. Video

Two videos are planned to present the main objectives of the NEXTAIR project and promote its results and impact for the society.

The **first video** was prepared by ERDYN, with the support of key partners and a communication agency. The objective is to introduce the NEXTAIR projects, its objectives, test cases and impact. This video has been posted on [YouTube](#) and shared on social media and website (see figures below).



A **second video** is foreseen at the end of the project.