



Horizon 2020
European Union Funding
for Research & Innovation

Clean Sky Advocacy and Compelling Communications Strategy 2019 - 2020

Purpose

Advocacy & Communications Strategy

The purpose of this document is to set out a high-level communications strategy for the Clean Sky 2 Joint Undertaking and the dissemination of research results through 2019 and 2020, noting some specific actions that will substantially improve the way we communicate in this particular and complex political and societal timeframe. The Communications Strategy 2019-2020 will continue with a Communications Strategy 2021-2024 supporting the finalisation of Clean Sky 2 and the new features of its successor.

The strategy is set out in four pillars: **Positive Reputation based on Successful Outcomes and Dissemination, Members' Relations, Impactful Digital and Off-line Communications**, and **Branding**. A headline implementation programme is also outlined, to be followed through in detail in the annual communications plans.

The communication strategy will support the mission of the Clean Sky 2 Joint Undertaking by underpinning its role **as part of the European Union's mission to improve the life of its citizens**, with effective internal and external communications by providing improved structures for communication.

The Clean Sky **main messages** and **target audiences** are defined based on the mission of Clean Sky and are the **focus** of the Advocacy & Communication Strategy and the annual communication plans to follow.



<p>Positive Reputation based on Successful Outcomes and Dissemination</p> <p><u>EMPHASISE</u> that Clean Sky is a European research model for eco-efficiency, innovation, and competitiveness. Achieve the widest possible dissemination of research results.</p>	<p>Members' Relations</p> <p><u>EMPOWER</u> public & private Members continuously, to encourage a high level of interaction and delivery.</p>	<p>Impactful Digital and Off-line Communications</p> <p><u>ENERGISING</u> digital tools and channels such as website and social media to improve visibility and reach out to external audiences and influence the public debate</p> <p><u>OPTIMISE</u> Clean Sky's media profile in Brussels and improve visibility in EU countries.</p>	<p>Branding</p> <p><u>REVITALISE</u> Clean Sky's brand as key contributor of Horizon Europe</p> <p><u>ENHANCE</u> brand style to be more consistent, recognisable, and dynamic.</p>
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Strategy enablers are:

- Industrial Leaders, the European Commission, Members and Partners, ITD Coordinators, the Clean Sky Communications Network, the State Representatives Group, the Scientific Committee and CSJU staff.
- Clean Sky spokespersons such as Chair and Vice - Chair of the Governing Board, Executive Director, Programme Manager.
- A capable and empowered communications team as well as Project Officers.
- Convert top projects into powerful messaging, visuals, and narrative.
- Consistently, monitor, review, and evaluate the impact of our communications by capturing key metrics to continually improve performance.

Pillar 1: Positive Reputation based on Successful Outcomes and Dissemination

GOAL: EMPHASISE that Clean Sky is a European research model for eco-efficiency, innovation, and competitiveness. Achieve the widest possible dissemination of research results.

- ✓ Ensure a **positive perception** of effectiveness of Clean Sky as a Joint Technology Initiative and demonstrate fair use of public funding.
- ✓ **Disseminate** comprehensive information about the **achievements** of the Clean Sky 2 programme building up on the successful results of Clean Sky 1. Dissemination actions at Members' level are planned by the platforms' coordinators in annual Dissemination Plans and reported to the JU. In addition, sufficient information will be posted on www.cleansky.eu about achievements and impact and where innovative Clean Sky technologies have been further developed by private partners to be integrated into aircraft on the market.
- ✓ **Engage in further advocacy work** towards the exiting and new **European Parliament and European Commission**, and the Council, to explain goals and achievements.
- ✓ **Explore the story of most successful eco-efficiency research** in aviation and develop **stories in connection with technical achievements**, particularly demonstrators.
- ✓ Exploit the **Technology Evaluator results**.
- ✓ Create a Clean Sky communications **network of SMEs**, building on a strong industrial basis & encouraging the involvement of SMEs.
- ✓ Explore and highlight the **increased collaboration with other European programmes**, in particular synergies with EU Structural Funds.
- ✓ Emphasise **Clean Sky 2's open and broad participation across Europe** and increase awareness and involvement of potential partners.

Pillar 2: Members' Relations

GOAL: EMPOWER public & private Members continuously, to encourage a high level of interaction and delivery. Secure engagement and close coordination.

- ✓ **Closely coordinate the messages by Clean Sky institutional and industrial Members** on the Clean Sky 2 programme.
- ✓ Identify opportunities to **amplify and complement our key messages with Members** with statements from their top management.
- ✓ Work with SRG Members to identify **joint profiling/dissemination opportunities at national level**.
- ✓ Ensure effective two-way communication with **partners including SMEs, universities and research centres** in order to better promote the results of their projects.
- ✓ **Achieve the widest possible dissemination of research results** through publications and presentations by Members, partners and the **Clean Sky 2 Joint Undertaking**.
- ✓ **Enrich Clean Sky databases** with top national policymakers in charge of research, and universities to reach out to students.
- ✓ Work with Members to explore **co-branding opportunities** in and beyond Brussels.
- ✓ The dissemination of research results will protect the **intellectual property rights** of the technologies developed.
- ✓ In cooperation with national Members, ensure the organisation of **Info Days** and specific dissemination events targeted towards potential candidates to the programme.

Pillar 3: Impactful Digital and Off-line Communications

GOAL: ENERGISING Clean Sky digital and off-line tools and channels such as website and social media to improve visibility and reach out to external audiences and influence the public debate

OPTIMISE Clean Sky's media profile in Brussels and improve visibility in EU countries.

- ✓ Develop **proactive communications**, leveraging our Members' network **and aligning the messages** across the most effective platforms.
- ✓ Enhance **the technical style** of our output to sharpen the messaging and narrative.
- ✓ Implement a clear and **simple process for delivery of external messaging**, managing risks, and opportunities.
- ✓ Develop a **solid stock of Clean Sky 2 results** to use widely in publications, speeches and events.
- ✓ **Profile** the new **Executive Director and new Chair of the Governing Board** when appointed.
- ✓ Review, update and improve **www.cleansky.eu**, reinforcing the content on innovative technologies, broadening the scope and giving more context and links.
- ✓ Organise impeccable “place to be” **events, alone or jointly with the European Commission and the European Parliament, with positive impact** on the dissemination of results and on Clean Sky's brand/reputation.
- ✓ Secure large dissemination of technical results developed within the programme among the **scientific community** via website, events and articles in journals.
- ✓ Work on a **media relations** and outreach plan to foster relationships with key editors & producers and increase our output of **opinion-style media articles**, demonstrating our innovation edge and technical progress.
- ✓ Deliver a **media training programme** for all spokespersons.

Pillar 4: Branding

GOAL: REVITALISE Clean Sky's brand as a key contributor to Horizon Europe

ENHANCE Clean Sky style brand to be more consistent, recognisable, and dynamic.

- ✓ Ensure **full consistency and respect of EU/Clean Sky brand identity** in hardware and software results as well as printed, visual, and other communication materials.
- ✓ Introduce a **more dynamic style to our branded content**: more visual stories on website, more videos at events and stands.
- ✓ Use of **infographics and digital applications** and other effective messaging tools.
- ✓ **Professionalise corporate presentations** and audio-visual materials
- ✓ Secure **new, high-visibility opportunities to showcase Clean Sky 2**, particularly linked to future demonstrators.
- ✓ Make a **communication kit** for Members to use including PowerPoint presentations, basic press statements, and branding elements.
- ✓ Train the communications staff to **adapt to new communication technologies** and visual tools.

Clean Sky's five key messages and target audiences

Key messages to be communicated about Clean Sky 2 are aligned to the mission and vision of the organisation in line with EU proposals on research and innovation. Clean Sky's key messages should evolve according to the programme's achievements and the complex political context in 2019 and 2020. They will be updated and adopted by the Governing Board when necessary. The Members are requested to base their own communications about Clean Sky on these messages. They need to be supported by meaningful facts, figures, and visuals as much as possible.

- Clean Sky 2 addresses societal needs as defined in EU Horizon 2020: Clean Sky places Europe at the forefront of the greening of aviation by developing innovative, cutting-edge technology aimed at reducing CO₂, gas emissions and noise levels produced by aircraft. Clean Sky makes a contribution to the improvement of mobility and connectivity.
- Clean Sky 2 contributes to European global leadership, European competitiveness and more jobs in Europe. Clean Sky plays a key role in the Horizon 2020 goals to improve the quality of life for Europeans and maintain global leadership by: 1) Preparing the full supply chain for the next generation of aircraft and derivatives; 2) Building on a strong industrial basis and encouraging the involvement of SMEs; 3) Stimulating private investments in clean air transport technologies; and 4) Coordinating and leveraging private and public efforts in aeronautical research across Europe.
- Clean Sky 2 is a broad and inclusive programme that includes the full aeronautics 'eco-system' across Europe and delivers a set of game-changing technologies. Clean Sky is a catalyst and a focal point for all European aeronautical research, ensuring the involvement of the main industrial players, universities, research institutes, and SMEs. Clean Sky is active in 26 countries, with more than 1000 participants.
- Clean Sky 2 is a lean, efficient PPP with proven results. Clean Sky has established a successful and sustainable model for Public Private Partnerships (PPPs). Clean Sky 2 is well on track and has achieved tangible results, monitored by dedicated, independent scientific tools and through reviews. The Technology Evaluator is carrying out its role of assessing the situation with regards to the environmental targets.
- The future of excellent European research for aeronautics is a visionary, far-reaching **possible future partnership on aviation** within the EU's Horizon Europe programme, aimed at making a decisive leap forward on European green technologies for the benefit of Europeans and travellers worldwide

Target audiences

Targeted communication efforts must be focused on:

- Clean Sky Joint Undertaking industrial Member and partners
- The European Commission
- The European Parliament
- Member States (with the support of the SRG), in particular Permanent Representations in Brussels and Regions
- Academia and research organisations
- SMEs and potential applicants
- Press
- Aviation industry and related associations
- Universities and students
- Public at large