

Communication Material

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Abstract

This document contains the description of the communication materials available to all the SATERA partners for communication activities and SATERA visual identification.





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¹ Representatives of all the beneficiaries involved in the project

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SATERA

SPACE-BASED COMPOSITE ADS-B AND MULTILATERATION SYSTEM VALIDATION THROUGH SCALABLE SIMULATIONS

SATERA

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Table of Contents

	Abstra	ract1				
1	Intr	roduction7				
	1.1	Applicable reference material				
2	Visu	al identity8				
	2.1	Logos				
	2.2	Banners				
	2.3	QR Codes				
	2.4	Poster Templates				
	2.5	Rollup Templates				
	2.6	Presentation Template 14				
	2.7	Report Templates				
	2.8	Flyers Templates				
	2.9	Newsletter Template				
	2.10	Stickers				
3	Wel	bsite				
4	Pres	Press releases				
5	Flye	Flyers				
6	Roll	Roll-ups				
7	Soci	Social media				
	7.1	LinkedIn				
	7.2	X				
	7.3	YouTube				
8	Vide	205				
9	List of acronyms					





List of Figures

Figure 1: Project logo
Figure 2: Project logo (white)9
Figure 3: SESAR 3 Joint Undertaking logo (left), European emblem and funding statement (right) 9
Figure 4 Web Header9
Figure 5 Web Footer 10
Figure 6 Printed materials Header 10
Figure 7 Consortium Footer 10
Figure 8 Disclaimer Footer 10
Figure 9 Website direct link QRcode (left), Newsletter direct link QRcode (right)
Figure 10 YouTube direct link QRcode(left), LinkedIn direct link QRcode(right) 11
Figure 11 X direct link QRcode 11
Figure 12 Poster 70cm x 50 cm Template 12
Figure 13 Roll-up Template
Figure 14 Example of a SATERA presentation slide, Title
Figure 15 Example of a presentation slide, Consortium15
Figure 16 SATERA Word Template 16
Figure 17 Example of a SATERA document 17
Figure 18 SATERA Flyer template (Dark), A4 18
Figure 19 SATERA Flyer Template, A4 19
Figure 20 Newsletter Template 20
Figure 21 SATERA Logo Stickers (big) 21
Figure 22 SESAR 3 JU and EU Logos Stickers (big) 22
Figure 23 all-logos Stickers (small) 23
Figure 24 Website -Homepage 25
Figure 25 Website – About page 26
Figure 26 Website – Consortium page 27





Figure 27 Website – Newsletter page 2	28
Figure 28 SATERA Flyer for general event (First version) 3	30
Figure 29 SATERA Roll-up (version A) 3	32
Figure 30 SATERA Roll-up (version B) 3	3
Figure 31 SATERA account on LinkedIn 3	\$5
Figure 32 SATERA account on LinkedIn, example of posts 3	\$6
Figure 33 SATERA account on X 3	37
Figure 34 SATERA account on YouTube 3	38
Figure 35 SATERA Teaser Highlights 4	10

List of Tables

Table 1: SATERA preliminary website structure	24
Table 2: SATERA videos	39
Table 3: List of acronyms	41





1 Introduction

1.1 Applicable reference material

- [1] SESAR 3 Joint Undertaking Multiannual Work Programme 2022-2031
- [2] Grant Agreement N° 101164313 SATERA HORIZON-SESAR-2023-DES-ER-02
- [3] SESAR 3 Joint Undertaking Visual Identity Charter, November 2022
- [4] Guidance Social media guide for EU funded R&I projects
- [5] Project's teaser videos guidelines
- [6] EU emblem and guidance on its use
- [7] Communication-at-a-glance guidelines
- [8] SESAR 3 Project Handbook
- [9] SESAR 3 Joint Undertaking Communication Guidelines
- [10] SATERA Initial CDE





2 Visual identity

The visual identity is the first key aspect for a clear, attractive, coherent, and effective communication structure. The SATERA visual identity will be shaped, following the SESAR 3 JU Visual Charter [3] which specifically aims to:

- 1. Build brand recognition and thereby brand value
- 2. Improve the efficiency of both internal and external communications
- 3. Produce a professional and consistent visual identity across all media

Digital promotional materials, such as flyers, brochures, and posters, are and will be developed along all the project to provide an overview of the project, highlight each partner's role within various work packages, and outline the project's main goals and potential impact on scientific and commercial development across the European Union exploiting the building blocks provided in these sections.

These materials are shared with partners to support their efforts in presenting and promoting the SATERA project and its outcomes.

Printed versions will be produced on an as-needed basis for specific activities, with a focus on minimizing print quantities to ensure sustainability.

In the following sub-sections, the communication materials useful to build a clear visual identity are reported.

2.1 Logos

The SATERA logo (in Figure 1) has been designed by the SESAR 3 JU Communications office, following the SESAR 3 JU Visual Charter, which provides the key elements for the logo branding, including the font (Titillium regular) and the colour deep blue (HEX 00306F) identified for Exploratory Research projects.. A secondary white logo in white is also available (Figure 2). Both, the SATERA logos are available to all the partners in the internal repository and on STELLAR platform.



Figure 1: Project logo







Figure 2: Project logo (white)

Moreover, to ensure consistent communication and build brand recognition, SATERA will use the SESAR 3 JU logo (Figure 3, left) and the European Union logo (Figure 3, right) in all communication materials promoting its project activities [7][9].

The communication and dissemination activities will always indicate that they reflect only the author's view, and that the SESAR 3 JU is not responsible for any use that may be made of the information it contains.

When displayed together with another logo, the SESAR 3 JU logo and the EU emblem will have appropriate prominence [6].



Figure 3: SESAR 3 Joint Undertaking logo (left), European emblem and funding statement (right)

All the logos are available to all the partners in the internal repository, in the visual identity folders.

2.2 Banners

Different banners with the visual identity of the project, to be used as header or footer in communication materials and websites, were developed and are reported in the following figures (Figure 4, Figure 5, Figure 6, Figure 7, and Figure 8).

SATERA

Space-based composite Ads-b and multila Teration systEm validation thRough scalable simulAtions

Figure 4 Web Header







This project has received funding from the SESAR 3 Joint Undertaking (JU) under grant agreement No 101164313. The JU receives support from the European Union's Horizon Europe research and innovation programme and the SESAR 3 JU members other than the Union. The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The SATERA consortium members shall have no liability for damages of any kind that may result from the use of these materials.



Figure 5 Web Footer



Figure 6 Printed materials Header







Figure 8 Disclaimer Footer

All the banners are available to all the partners in the internal repository, in the visual identity folder.

2.3 QR Codes

QR codes for direct access to the webpage, the Social-media and Newsletter were developed and are available to all the partners in the identity folder in the internal repository. All the QR codes are also reported in the following figures (Figure 9, Figure 10, and Figure 11).





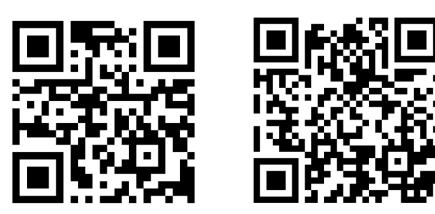


Figure 9 Website direct link QRcode (left), Newsletter direct link QRcode (right)

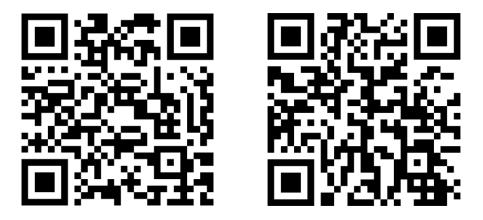


Figure 10 YouTube direct link QRcode(left), LinkedIn direct link QRcode(right)



Figure 11 X direct link QRcode

All the QR codes are available to all the partners on the internal repository, in the communication materials folders.





2.4 Poster Templates

The following template was created for SATERA posters design and development (50X70 cm). It can be used, for example, in scientific conferences and fairs (Figure 12).



Figure 12 Poster 70cm x 50 cm Template

All the templates are available to all the partners on the internal repository, in the communication materials folders.





2.5 Rollup Templates

The following template was created for SATERA Roll-ups to be tailored and used in fairs, conferences, workshops (Figure 13).



Figure 13 Roll-up Template





Roll-up template is available to all the partners on the internal repository, in the communication materials folders.

2.6 Presentation Template

The presentation template proposed by SESAR 3 JU will be used for the project presentations. The presentation is customized by adding the SATERA logo and disclaimers (when needed).

The template is available to all the partners in the internal repository, in the communication materials folders. Examples are reported in Figure 14 and Figure 15.



Figure 14 Example of a SATERA presentation slide, Title.







Figure 15 Example of a presentation slide, Consortium

2.7 Report Templates

Any SATERA documents will use the template proposed by SESAR 3 JU, customized with the project logo, and disclaimers when needed (Figure 16 shows the first two pages of the word template, and Figure 17 shows an example of a SATERA document/deliverable).





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		Organisation name Date	
		UPV	
		ENAIRE	
		COLLINS	
		UNITOV	
		UNIV COIMBRA	
		INPE	
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		Organisation name Date	
		UPV ENAIRE	
		COLLINS	
		UNITOV	
Deliverable ID:	[DX.X] SATERA	UNIV COIMBRA	
Project Acronym: Grant:	101164313	INPE	
Call:	HORIZON-SESAR-2023-DES-ER-02		
Topic:	HORIZON-SESAR-2022-DES-ER-01-WA2-1	Rejected by ²	
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Edition:	[Edition Number]		
Status:	Official		
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Abstract		00.01	
This document contains is the reference	report template for any SATERA documents		
Authoring & Approval			
Author(s) of the document			
Organisation name	Date		
UNITOV		¹ Representatives of all the beneficiaries involved in the project	
UPV		² Representatives of the beneficiaries involved in the project.	
		Page 1 2 G - 2023- Statu EUROPEAN PARTNERSHIP	Co-funded b

Figure 16 SATERA Word Template







Figure 17 Example of a SATERA document

The template is available to all the partners in the internal repository, in the communication materials folders and on STELLAR platform.

2.8 Flyers Templates

The following templates were created to design flyers for communication events (Figure 18 and Figure 19).





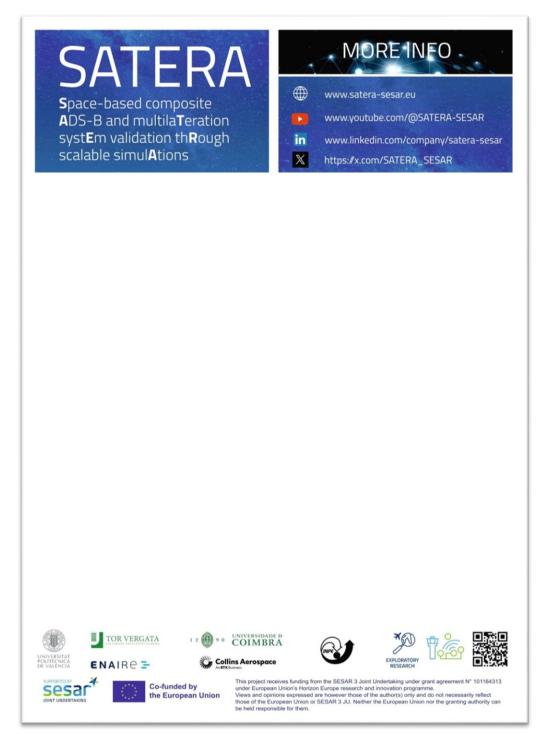


Figure 18 SATERA Flyer template (Dark), A4









Figure 19 SATERA Flyer Template, A4

The templates are available to all the partners on the internal repository, in the communication materials folders.





2.9 Newsletter Template

The following template for the newsletters was created and is available for future use (Figure 20).

Sateration system validation through scalable simulAtions	 MORE INFO www.satera-sesar.eu www.youtube.com/@SATERA-SESAR www.linkedin.com/company/satera-sesar x.com/SATERA_SESAR
Prova tecnica.	
UNIVERSIDAD UNIVERSIDAD DU TOR VERGATA 1 2 0 9 0 UNIVERSIDAD COIMBR DU TOR VERGATA ENAIRE - Collins Aerospace	
Sesar' Co-funded by under Europea	ceives funding from the SESAR 3 Joint Undertaking under grant agreement N° 101164313 In Union's Horizon Europe research and innovation programme. nions expressed are however those of the author(s) only and do not necessarily reflect iropean Union or SESAR 3 JU. Neither the European Union nor the granting authority can sible for them.

Figure 20 Newsletter Template

2.10 Stickers

Stickers in two standard formats (70x36cm and 105x74cm) were created for all the logos and are available for printing in A4 sheet (Figure 21, Figure 22, and Figure 23).





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Figure 21 SATERA Logo Stickers (big)







Figure 22 SESAR 3 JU and EU Logos Stickers (big)







Figure 23 all-logos Stickers (small)





3 Website

The SATERA website serves as a primary channel for communication and dissemination of the project. It offers an overview of SATERA, detailing the project objectives, activities, and outcomes. Additionally, the website features news updates, event information, downloadable communication materials, and links to relevant external resources. It also provides regular updates on project progress, activity status, and other relevant communications related to SATERA.

Page	Content
Homepage	Header with logo and menu
	Banner with title and picture
	Project description
	Project objectives
	Latest news
	Footer with funding acknowledgments, contacts, social media links, link to SESAR 3 JU website
About page	Context
	Objectives and methodology
	Expected outcomes
	Advisory Board members
Consortium	Logos and descriptions
Results	Public deliverables
	Scientific publications
	Communication and dissemination material
	Solutions
News & events	News and events
Download	Documents of the project (brochures, posters etc.)

The table below (from Initial CDE, [10]) describes the structure of the website.

Table 1: SATERA preliminary website structure

Additionally, the site offers access to the project's biannual electronic newsletter.

The project website URL is:

https://www.satera-sesar.eu/

The figures below present selected screenshots of various pages (Figure 24, Figure 25, Figure 26, and Figure 27).

The website will be linked to the SESAR 3 JU website of the project (https://sesar.eu/projects/SATERA)



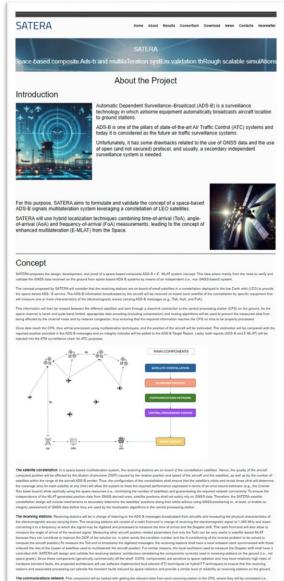


SATERA a	A Aims ims to design and validate a GNSS independent ATC surveillance system enabling the
definition o and Safety SATERA a oceanic or	f integrity parameters for space-based ADS-B data improving the Air Traffic Security ins to be a key enabler to optimize air operations, mainly for long-haul flights over uninhabited areas, allowing the reduction of greenhouse gas emissions, the increase
SATERA a ATM servic	capacity, safety and security. Ims to enhance European anispace sovereignty by fostering the provision of critical es by European companies, enhancing the European industrial leadership on the ATC of satellites and boosting the deployment of space-based ADS-B in Europe.
SATER	A Objectives
501	Formulate the concept of operations of a reliable space-based surveillance system to provide composite ADS-B + E-MLAT surveillance from a constellation of small satellites in LEO orbits.
502	Develop an integrity estimator for the entire space-based ADS-B system.
	Design and validate receiver system architecture models spable of receiving .405.8 messages and measuring, at least, the fullowing combinations of parameters. TDOA-IDFOA, TDOA-AbA, DFOA-AbA and TDOA-AbA-DFOA.
60	Develop a communication network architecture integrating the inter-satellite link (55), the downlink (00), and the ground subsetworks (55N).
0	Develop and validate a communication network simulator capable of emulating the real-time traffic produced by up to a maximum of 225 alreaft.
506	Develop and validate a mathematical model (named hereinafter constellation propagation model) to estimate the dynamic state vector (position, velocity, acceleration) and footprint of small satellites' constellations in LEO orbits.
507	Define a set of quality parameters related to the expected space-based composite ADS 8 + E-MUAT system performance and develop a space-based composite ADS 8 + E-MUAT systems' performance prediction tool to compute them as a function of the satellites' position and the internatialite extensive performance.
	Develop and validate a position estimation and tracking system based on the measurement capabilities of the receiving system architectures developed by SATERA.
509	Assemble the constellation simulator, the network simulator, and the detection and tracking systems in a system vealuation tool, capable of simulating end-to-end the operation of up to a maximum of 225 already at a time.
5010	Validate the TRL2 maturity of the concept proposed as per SO1 by means of three realistic vier cases.
Project	Timeline
ľ	Sick Off (MO)

Figure 24 Website -Homepage







The commutations relever. This component will be tasked with griding the relevent data have such reacting data between the quite the commutation of the point in the QCBs, where the quite the commutation of the point intermediate the quite the commutation of the point intermediate the quite the commutation is the point of the quite the commutation of the point intermediate the quite the commutation of the point intermediate the quite the commutation of the point the commutation of the quite the quite the quite the quite commutation of the quite the quite

Figure 25 Website – About page







Figure 26 Website – Consortium page







SATERA	Home About Result	ts Consortium Download News Contacts Newsletter				
Space-based composite Ads-	SATERA	validation thRough scalable simulAtions				
	Newsletter					
By joining our community, yo related to this exciting initiativ	By joining our community, you'll gain access to valuable updates, resources, and information related to this exciting initiative.					
Subscribe to our newsletter!						
	First name					
	Last name					
	Email					
	I accept the privacy policy Subscribe					
SATERA	Privacy	Social				
SATERA	Privacy Policy Cookies Policy	LinkedIn YouTube Twitter/X				
Sesar JU receives support from the E	agreement No 101164313. The European Co European Union's Horizon made of the inform on programme and the SESAR 3 members shall ha	s website reflects solely the views of its authors. mmission is not liable for any use that may be mation contained therein. The SATERA consortium re no liability for damages of any kind that may e of these materials.				

Figure 27 Website – Newsletter page





4 Press releases

Press releases are official announcements sent to selected members of the news media to publicize noteworthy information. They will be concise, engaging news stories designed to capture the attention of journalists and/or publications.

Press releases' structure will respect the guidelines provided by SESAR 3 JU in the DES HE CDE Plan - Annex I - Press releases.

Press notes about the project will be prepared whenever significant events or activities occur. These notes will be crafted by the task leaders responsible for each development and then distributed by all partners through their respective networks.

When possible, they will include logos and banners as described in the visual identity section.

Up now, SATERA was cited in three different press releases:

- SESAR3 JU news on the Kick-off for 18 new SESAR exploratory research projects (19 September 2024), https://www.sesarju.eu/news/kick-18-new-sesar-exploratory-research-projects
- SNA-ITACA website news, on the participation to the SESAR Innovation Days in Rome, <u>https://www.itaca.upv.es/the-sna-itaca-group-highlights-at-the-sesar-innovation-days/</u>
- Tor Vergata university website news, on the participation to the European Researcher's Night in Rome (<u>https://web.uniroma2.it/it/contenuto/roma-tor-vergata-protagonista-della-notte-europea-dei-ricercatori-e-delle-ricercatrici-2024</u>)





5 Flyers

A first flyer for general communication events was created.

It contains the project contact information, the consortium logo, the main aims of the project and its short abstract (Figure 28). It is available on the internal repository and on the SATERA website (https://www.satera-sesar.eu/download/).



Figure 28 SATERA Flyer for general event (First version)





6 Roll-ups

Two Roll-ups to be used for communications, were already created and are available in the internal repository. The first one was already used for the project Kick-off Meeting, and the second one was used in the European Researchers' Days in Rome. They are reported in the following figures (Figure 29 and Figure 30). All the roll-ups are also available on the website (<u>https://www.satera-sesar.eu/download/</u>).







Figure 29 SATERA Roll-up (version A)







Figure 30 SATERA Roll-up (version B)





7 Social media

The consortium has created three social media accounts (on X, LinkedIn, and YouTube).

These channels will facilitate continuous communication with specialized audiences, institutional bodies, and the public.

Through these platforms, the project shares articles and updates from the SATERA website, promotes events, shares videos, disseminates findings and results, and maintains regular engagement with related projects. The project will also be integrated with all relevant social media channels of the EC and SESAR 3 JU.

7.1 LinkedIn

A SATERA account was created on LinkedIn:

https://www.linkedin.com/company/satera-sesar/

The account profile is reported in the following figure (Figure 31).

UNITOV will manage the profile to help in the dissemination of project activities and results.

The official language of the profile is English, and the account is considered a useful way to immediately disseminate project activities and news to a wide audience, as well as to raise awareness about the latest news and trends in the ADS-B + E-MLAT via LEO Satellite (an example of post is reported in Figure 32).





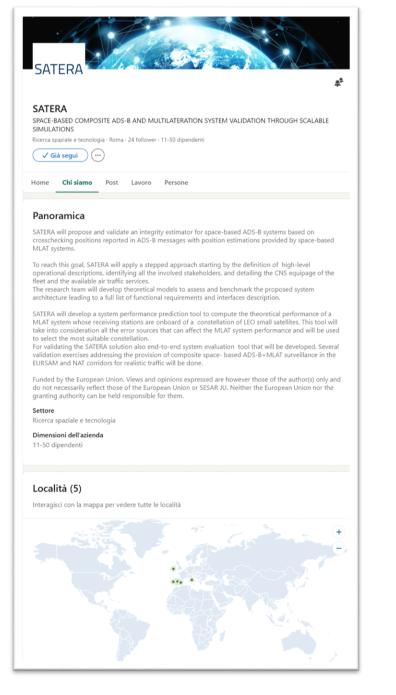


Figure 31 SATERA account on LinkedIn





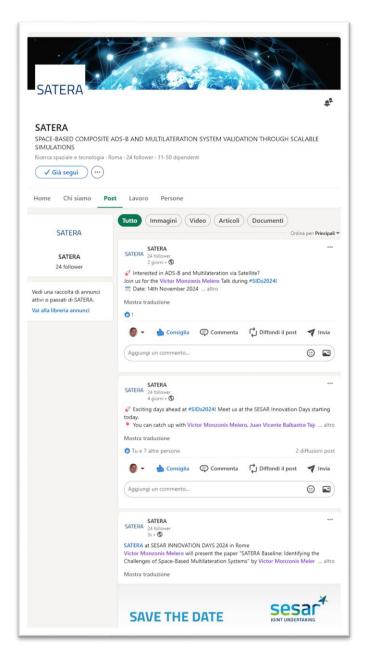


Figure 32 SATERA account on LinkedIn, example of posts

7.2 X

A SATERA account was created on X:

https://x.com/satera_sesar

The account profile is reported in the following figure (Figure 33).





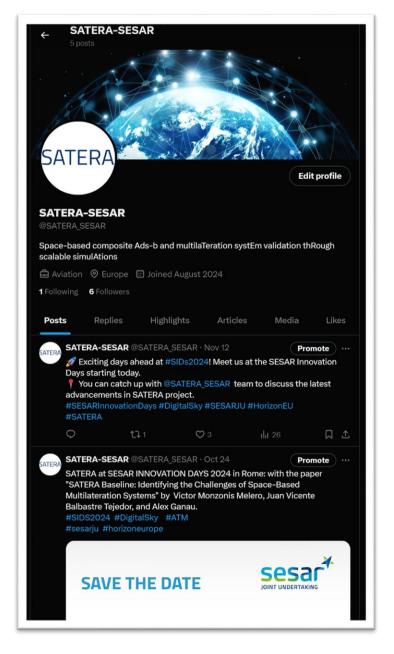


Figure 33 SATERA account on X

The X account is administrated by UNITOV, which regularly upload posts, referring to results and news on the project, and any important information that is relevant to the project. The official language of the tweets is English, even though re-post might be made from original posts in other languages, mainly those of partners. The X account is considered a useful channel to immediately disseminate project activities and news to a wide audience, as well as to raise awareness about the latest news and trends in the ADS-B + E-MLAT via Leo Satellite.





7.3 YouTube

A SATERA account was created on YouTube:

https://www.youtube.com/@SATERA-SESAR

The account profile is reported in the following figure (Figure 34).

	Cerca	Q .
· · ·//	SATERA	
	SATERA	
SALERA	@SATERA-SESAR · 4 ISCRITI · 1 VIDEO SPACE-BASED COMPOSITE ADS-B AND MULTILATERATION SYSTEM VALIDATION THR	OUaltro
	👚 Iscritto 🗸	
Home Video Com	munity Q	
Video		
SATERA Scate-based composite ADS-B and multiliteration system validation through	0.32	
SATERA at the European Researchers' Night	1	
29 visualizzazioni • 1 mese fa		

Figure 34 SATERA account on YouTube





8 Videos

Three videos aiming at raising awareness of the project and its expected outcomes will be disseminated for partners to use to present the project, as well as for press relation purposes (Table 2 from [10]).

A first video that aims at presenting the manifold aspects of SATERA, the objectives and impacts of the project, as well as the technical solutions proposed to achieve them (Concept video Teaser), was created following the guidelines given in [5].

Videos	Description	Planning	Link
Concept video Teaser	A teaser to divulgate the project's objectives and expected benefits.	Toward M6	N/A
Interviews	A partners' interviews video aiming at introducing partners, explaining the research activities in which they are involved and describing the features of SATERA technology	Toward M15	N/A
Results	A final video will be produced to summarise project's outcomes and showcase demo activities (toward M30)	Toward M30	N/A

Table 2: SATERA videos

The SATERA teaser video is available in the internal repository, in the SATERA WebSite (<u>https://www.satera-sesar.eu/download/</u>) and on the SATERA YouTube Channel (<u>https://www.youtube.com/watch?v=cJ1nE2RFAKg</u>)

In the following figure, it is possible to see the main highlights of the video. The SATERA video intro and outro developed by SESAR 3 JU are also available on the internal repository.







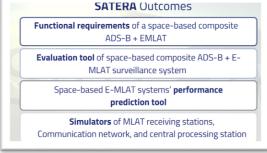




Figure 35 SATERA Teaser Highlights





9 List of acronyms

Acronym	Description	
CDE	Communication, Dissemination and Exploitation	
GA	Grant Agreement	
N/A	Not Available	
SESAR 3 JU	SESAR 3 Joint Undertaking	
TBD	To Be Determined	
Table 2: List of operations		

Table 3: List of acronyms



