



Publishable Summary

1. Project context and main objectives

Promo-Air – Promoting Aeronautics Innovation and Research (www.promo-air.eu) is a CSA project within the 5th call of the European Union’s 7th Framework Programme (FP7). Promo-Air primarily aims at raising the interest of young Europeans and promoting scientific and technical studies and careers in aeronautics and air transport research and industry. This target will be achieved through the production of attractive digital educational material by incorporating state-of-the-art research results of past and ongoing Aeronautics and Air Transport related projects. The communication of such material within secondary and engineering schools makes the close collaboration of experts of imperative importance. The consortium of Promo-Air fulfills this requirement by including experts from both the aviation and education sectors. The foreseen actions, which are also the main objectives of this project, are summarized as following:

- ✓ Identification of representative Aeronautics and Air Transport RTD projects, and establishment of a contact point with each one of the selected projects.
- ✓ Analysis and selection of the main research results to be used as input for the educational material.
- ✓ Preparation of digital educational material. The material will include: a) films highlighting the cutting-edge technologies of the Aeronautical industry and b) serious games giving the opportunity to secondary and technical schools students to explore and interact with the “World of Aeronautics”.
- ✓ Development of policies for disseminating and communicating the produced educational material through forums, internet, schools.

The overall project plan of Promo-Air has a total duration of 24 months and is divided into three main phases:

- Phase 1: The identification of the most promising RTD projects, covering all the activity domains and technical fields, and the analysis of the results of the selected projects.
- Phase 2: Based on the input from Phase 1, the digital educational material (films, animations, quiz games and e-brochures) will be prepared, which comprises the core part of the project.
- Phase 3: The dissemination and the effective communication of the produced educational material to the identified target groups.

2. Work performed and main results achieved

During the second period of the implementation plan of the project, the following work has been performed and the following results have been achieved:

1. Digital Material Preparation

Following to the review and evaluation of the first set of mature versions by both the Advisory Board (AB) and the Mirror Groups (MGs), released at the end of the first year of the project, the preparation of the final versions was initiated. The production schedule was geared to the activation of the different "Hot-areas" illustrated at the 3D aircraft/airport scene on the official website of the project and in line with the dissemination campaign. In this context, the material was made public on the website sequentially.

In total, products based on the state-of-the-art results of 20 AAT projects have been prepared, divided into 10 Hot-Areas. The digital material included videos, e-Brochures and a quiz game including questions/answers from all the selected AAT projects. In order to further stimulate the main target group (high school students), a Pan-European Quiz competition was initiated during September 2014 and closed on March 31st 2015. The Quiz Competition Prize is a full-paid trip and visit at the AIRBUS assembly line in Toulouse, France.

2. Dissemination

The effective dissemination and communication of the Promo-Air educational material is the key objective of this CSA. In order to address the specific Promo - Air needs for dissemination, the consortium has prepared a comprehensive dissemination plan based on four different, but also interconnected, channels of communication: a) the project's website, b) the social media profiles, c) the organization and participation in workshops and d) the Academia (Universities and Research Institutes throughout Europe) through the organization of the "European Aeronautics Science Week" event.

Throughout the project, the target is to continuously attract high school students all over Europe to join the Promo-Air Community and "explore the world of Aeronautics" through the produced educational material. Regular updates of the website and the social media profiles informed the visitors about the new Promo-Air material release, as well as about the Quiz Competition.

In parallel, by making use of the infrastructures of EASN, the consortium organized the major dissemination event (European Aeronautics Science Week – EASW). During this event, high school students had the opportunity to visit a university active in the field of aeronautics related research, experience lab tours and watch the material produced within Promo-Air. In total 18 Universities from 15 EU countries participated to this event by organizing an open-day. It should be mentioned that Promo-Air consortium will continue to support the open-days scheduled after the end of the project, by providing both the digital material produced as well as physical dissemination material to the Universities.

3. Impact of the results and use

Promo-Air consortium delivered the full pack of the digital educational material, as expected by the implementation plan. The public release of the produced material (through the official website) was also in line with the dissemination plan of the project. As already stated above, the key-factor for achieving the objectives set is the effective communication and dissemination of Promo-Air educational material.

In this context, the consortium set a number of KPIs at the beginning of the project, in order to monitor the progress of its activities. These are:

A) At least 2.000 visits of the project website (aiming to 3.500) and 1.000 favourite replies at the social networking sites (aiming to 2.500).

Driven by the dissemination plan, the consortium managed to attract 2,618 sessions on the website, as well as 2,530 favourite replies at the social media profiles so far. Both the website and the social media profiles will be maintained after the end of the project.

B) Visits and “followers” from all European countries.

Covering a wide range of the EU countries, Promo-Air managed to attract young students all over Europe. It should be mentioned that the countries of the peripheral of Europe expressed the highest interest to Promo-Air initiative.

C) At least one institution from each European country (aiming to two from two different cities) and 30 institutions in total (aiming to 50) participating in the “Aviation week” and carrying out the associated events.

The initial target set was very ambitious and difficult to be achieved. In total 17 Universities from 15 EU countries participated to the EASW, establishing a link between high school students and Academia. Taking into account that this was the first attempt to organize a Pan-European event, as well as the fact that a number of EU countries are actually inactive in the field of aeronautical related research (e.g. Cyprus, Malta, Luxemburg, Iceland etc.), the consortium considers this event as successful.

Promo-Air is expected to contribute to an increase, both in terms of quality and quantity of students towards scientific and technical studies and careers in the areas of aeronautics and air transport research by raising the interest and improving the image of an Aeronautics-related career. In turn, in the short term, this is expected to have an impact on the number and quality of students choosing to follow an Aeronautics-related career. In the medium and long-term, this will reflect on the competitiveness of the European aeronautics industry, as it is a field which strongly relies on innovative thinking which in turn strongly depends on the quality and effectiveness of the people active in it.

It should be underlined that the objectives set by the Promo-Air consortium cannot be totally fulfilled by the present project. Continuous and permanent activities should be undertaken in order to attract young Europeans in the field of aeronautics related studies and careers. Promo-Air project has set the base and the infrastructure for this kind of activities, while new initiatives should take place in the short and long term.