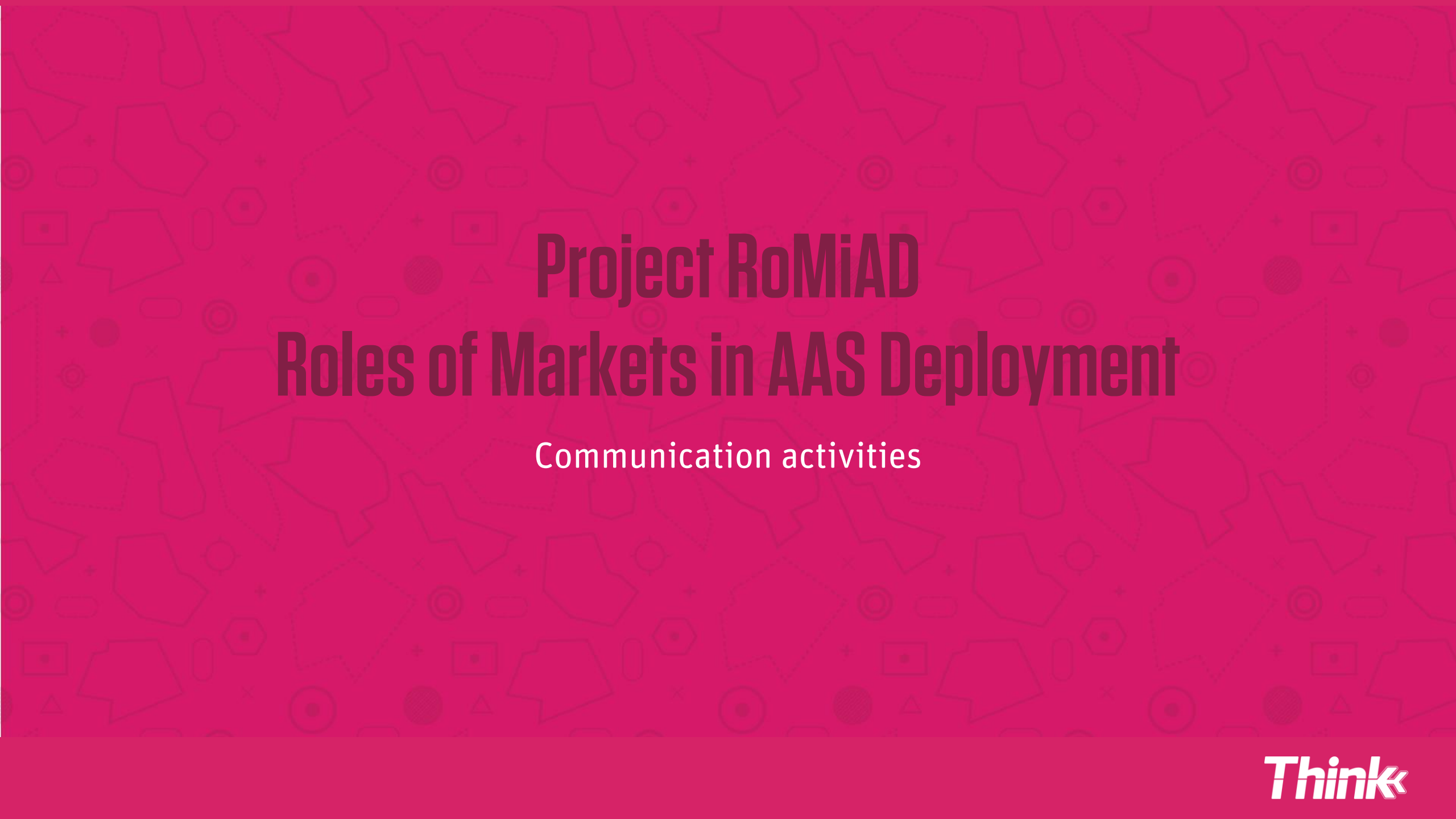


The background of the slide is a solid dark blue color. Overlaid on this background is a repeating pattern of various light blue geometric shapes, including polygons, circles, and squares, some of which are outlined and others are solid. The pattern is dense and covers the entire slide area.

Project RoMiAD

Roles of Markets in AAS Deployment

Communication activities

Project RoMiAD's Communication strategy

- Project RoMiAD is a catalyst project with limited (€60k) budget.
- We have however taken a proactive role in ensuring stakeholder input and communicating our results.
- This includes presentations at ICAO and supporting CANSO and EUROCAE working arrangements.
- The following slides summarise our communications activities.



Stakeholder consultation process

Deliverables and communication during project

Communication and dissemination

Stakeholder consultation process

Consultation	Attendees
First Virtual User Group	• 2 ANSP • 1 ANSP Alliance • 1 EU ATM Institution • 1 University
Second Virtual User Group	• 2 ANSP • 1 ANSP Alliance • 1 EU ATM Institution • 1 University
Third/Final Virtual User Group	• 3 ANSP • 1 ANSP Alliance • 1 EU ATM Institution • 2 University
Individual one-to-ones	• 4 ANSPs (Twice each) • 1 ANSP Alliance (twice)

- Project RoMiAD has combined:
 - a consultation process with various stakeholders through three Virtual User Groups; and
 - discussions in EUROCAE WG 122 and CANSO STWG to refine and share progress on virtualisation.
- The aim of given consultation process was to:
 - Validate and refine the results obtained from the study;
 - Involve a variety stakeholders to include diverging views; and
 - Promote virtualisation and novel ideas to accelerate the deployment of the AAS across multiple stakeholders.

Deliverables and communications during project

During the course of project RoMiAD, the team has produced the following communications material.

Output name	Output type	Date
Introducing RoMiAD: Catalyst of ATM transformation	Blog – Think Website	August 2020
Do we need to regulate virtualisation?	Blog – Think Website	October 2020
Benefits of ATM virtualisation	Blog – Think Website	March 2021
Virtual User Group presentations	Internal Presentation	October 2020, December 2020 and February 2021
Engage Summer School 2020 - RoMiAD	Video	September 2020
ICAO Global Symposium 2020 - Considerations on the economic impact of virtualisation	Video	December 2020
EUROCAE WG 122 - Regulatory considerations for the deployment of virtual centres	External Presentation	2020-2021
CANSO STWG - Inputs on the deployment of virtual centres	External Presentation	2021

Communication and dissemination

The following outputs are expected to be delivered with a marketing strategy. Further, RoMiAD's team will seek more dissemination opportunities including publications in magazines and blogs.

Output name	Output type	Date
RoMiAD Whitepaper – How to incentivise innovation in ATM	Whitepaper – Think Webpage	May 2021
ATM Modernisation	Resource Page – Think Webpage	May 2021
Virtualisation and ATS delegation	Poster – Think Webpage	TBD
The benefits of virtualisation	Poster – Think Webpage	TBD
RoMiAD communications video	Video	May 2021
RoMiAD presentation	Presentation	May 2021
Paper submission to SIDs 2021	Scientific paper	TBD
Engage Workshop: Economic incentives for future ATM implementation	Presentation and panel moderation	21 st June 2021
EUROCAE WG 122 - Regulatory considerations for the deployment of virtual centres	External Presentation	2020-2021
CANSO STWG - Inputs on the deployment of virtual centres	External Presentation	2021