



## Deliverable 9.4

# Final Report: Dissemination, Communication, and Exploitation

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### Abstract:

This document outlines all HAIKU dissemination and communication activities, as well as the exploitation strategy and plan.



## Information Table

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				Final version for submission
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## List of Acronyms

Acronym	Definition
AI	Artificial Intelligence
CERTH	Centre for Research & Technology Hellas
DBL	Deep Blue
HE	Horizon Europe
HIT	Hellenic Institute of Transport
UAM	Urban Air Mobility
WP	Work Package
UC	Use Case

## Table of Contents

1. Introduction	8
2. HAIKU logo- visual identity	9
3. Project flyers	10
4. Roll Up Banner	13
5. PowerPoint template	15
6. YouTube videos	16
7. Dissemination and stakeholder dialogue	17
7.1 Stakeholder meetings	17
7.2 Social media, websites updates & dissemination activities	24
7.3 HAIKU Website	26
7.4 Electronic newsletters	27
7.5 Scientific publications	28
7.6 Glossy Report	31
7.7 Conferences	32
7.8 Workshops	34
7.9 Other Events & Webinars	35
8. Exploitation	36



## Executive Summary

Deliverable D9.4 is the final report on all dissemination and communication activities. It also outlines the final exploitation strategy and plan. The document has been produced by the Centre for Research and Technology Hellas (CERTH) / Hellenic Institute of Transport (HIT) team.

The HAIKU dissemination strategy relies on the following pillars:

### 1. Identification of dissemination stakeholder target groups

The identification of dissemination stakeholders is based on HAIKU results and the project consortium's network of contacts. Additional information about the process has been provided in **D2.3 Guidance on socially acceptable AI**. The identified Target groups are:

- All the end-users of HAIKU Use Cases: Pilots, Air Traffic Controllers, UAM Controllers, Drone Operators, Airport Safety Managers, Passengers.
- All the aviation stakeholders (e.g. airports, industry, research community, general public) interested in improving safety.

### 2. Creation of communication material and planning of activities

The following table presents the dissemination activities for the HAIKU Project. It describes the communication materials that have been produced during the project.

*Table 1: Communication material*

Communication material	Usage
HAIKU logo	Project visual identity
PowerPoint Template	For project related presentations
3 Project Flyers	General dissemination of project in events, conferences, meetings
Roll Up Banner & Poster	General dissemination of project in events, conferences, meetings
HAIKU Introductory Video	Planned video for increasing visibility of the project's key outputs and outcomes
6 Use Case Videos & 6 Use Case Demonstration Videos	12 in total Use Case videos, in order to promote our UCs and IA prototypes
4 HAIKU Glossy Reports	1) Future Aviation Landscape Report 2) Report for 1 <sup>st</sup> HAIKU Dissemination Event 3) Report for Final Dissemination Event 'AERODAYS 2025' 4) HAIKU Final Glossy Report

### 3. Website and social media strategy

- Website: The HAIKU website is the main channel of the project to disseminate its activities and results. The website: <https://haikuproject.eu/> has been designed to be simple and user-friendly as a central hub for all relevant information about the project. More analytical details can be found at [D9.1: HAIKU Project Website](#).
- Social media: HAIKU relies on social media to reach stakeholders. An overview of the social media activities and results are depicted in the following table

Table 2: Social Media

Social Media platform	Account name/group	Creation date	Followers
Twitter®	@HAIKUproject_EU	August 2025	407
LinkedIn®	HAIKU EU Project	August 2025	657

#### 4. Stakeholder meetings and final conference

Three stakeholder meetings organised in the duration of the project:

- █ 1<sup>st</sup> Dissemination Event: 26<sup>th</sup>-27<sup>th</sup> June 2023, Brussels
- █ 2<sup>nd</sup> Dissemination Event:
  - FLY AI FORUM, Session 3: Human-AI Teaming, (30<sup>th</sup> April 2024, Brussels)
  - EASA AI Days 2024, Session: AI use cases in aviation (2<sup>nd</sup> July, Köln)
- █ 3<sup>rd</sup> Dissemination Event:
  - FLY-AI Forum 2025 (22nd-23rd April 2025, EUROCONTROL Brussels)
  - AERODAYS 2025, (8<sup>th</sup> May 2025, Warsaw)

These events are designed to gather input, present project perspectives, and collect feedback for calibration. They also serve to showcase HAIKU’s achievements to interested stakeholders and amplify the impact of its results.

# 1. Introduction

## 1.1 Purpose and scope

D9.4 Dissemination, Communication and Exploitation is the final deliverable of the HAIKU project that describes and outlines the key activities that have been undertaken in the project's duration in order to increase visibility of the project's key outputs and outcomes and disseminate its activities and overall project implementation. Specifically, D9.4 describes the dissemination methodology that allows the project to have a maximum outreach and engage with all target group audiences that have the most to gain in the near-term from the results of the project, as well as the research community that could further exploit the findings.

The HAIKU dissemination strategy relies on the following actions:

- Identification of dissemination stakeholder groups and network of contacts that the project consortium brings
- List of communication material and dissemination activities (i.e. scientific publications, participation in conferences, workshop/stakeholder meetings, final conference etc.) that have been used to disseminate results and project related activities as well as allocation of work, based on agreed targets in Grant Agreement (GA)
- List of social media platforms, creation of accounts/groups and planning of dissemination content and frequency of postings

## 1.2 Deliverable structure




This document contains the following sections:

- Section 1 introduction and scope of the deliverable
- Section 2 HAIKU logo visual identity
- Section 3 Project flyers
- Section 4 Roll Up Banner & Poster
- Section 5 PowerPoint Template
- Section 6 YouTube videos
- Section 7 Dissemination & stakeholder dialogue
- Section 8 Exploitation

## 2. HAIKU logo- visual identity

The HAIKU logo has been developed by Deep Blue. Different variations of the logo have been created for online applications and social media (ANNEX 1). The consortium has finally reached a consensus for the version presented below.

*Table 3: Logo*

	Plain logo
	Logo and full acronym explanation
	Pictogram

### 3. Project flyers

The project flyer is an essential tool to raise awareness for the HAIKU project. Its content has been designed by DBL, EUROCONTROL and CERTH/HIT. Specifically, the [1<sup>st</sup> HAIKU leaflet](#) provides all the necessary information in a concise form regarding the project and its objectives. The flyer will be a threefold A4 flyer and provides the following info: Project logo, company logos of project partners, website address, social media addresses, the project goal, the human-centred approach, vision etc.



Figure 1: 1<sup>st</sup> Flyer

In order to promote our UCs and IA prototypes, DBL produced a [2<sup>nd</sup> HAIKU leaflet](#), which includes all the Use Case videos and most of the Use Cases demonstration videos.



**VISION**  
HAIKU envisions developing Human-Centred AI-Based Intelligent Assistants for safe, secure, trustworthy, and effective Human-AI partnerships in aviation systems.

**GOAL**  
Anchored in a truly human-centric approach, our goal is to pave the way for AI integration in aviation, crafting Intelligent Assistant prototypes that embody human values and dynamically evolve based on user interactions.

**APPROACH**  
Starting from users' needs, we prioritize integrating technology to enhance human activities, ultimately improving safety within aviation operations.

**WORK AREAS**

- Human AI partnership
- Explainability
- Future aviation workforce & skills
- Safety culture
- Societal acceptance of AI
- Acceptable Means of Compliance for AI
- SHS-L assessment framework: Safety, HP, Security and Liability

**USE CASES**

- COCKPIT**: Led by ENAC. Intelligent Assistant in the cockpit to assist in 'startle response' adverse events. Focus assistant: Flight Operational Completion for Unresolved Situations.
- COCKPIT**: Led by Thales and Embraer. Intelligent Assistant in the cockpit to assist in route planning/replanning. COMAR assistant: Enhanced Multitasking Communication for cockpit operations.
- CABIN**: Led by SkyWay and LFV. Intelligent Assistant for tower (and remote tower) controllers to assist in routine and repetitive tasks for aircraft on approach. TSA assistant: Dynamic Situational Assistant.
- AIRPORT**: Led by Linköping University and LFV. Digital Intelligent Assistant for Urban Air Mobility coordinator to assist in traffic management. DUC assistant: Digital assistant for UAM Coordinator.
- AIRPORT**: Led by Engineering. Intelligent Assistant to improve airport safety through data analysis. ASW assistant: Airport Safety Watch.
- AIRPORT**: Led by CERTH/NT. Airport Intelligent Assistant to monitor risk factor conditions associated with indoor spread of infectious diseases. COVID assistant: Covid Air.

**FOLLOW US**  
WEBSITE: <https://haikuproject.eu/>  
LINKEDIN: HAIKU EU Project  
X: @HAIKUprojectEU

**CONSORTIUM**  
We are 15 Partners from 10 different countries, bringing together Human Factors expertise, domain's key end-users and technology suppliers of excellence.

**END-USERS**  
Funded by the European Union. This project has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement no 101075332.

Figure 2: 2<sup>nd</sup> Flyer

In the final year of the project, the [3<sup>rd</sup> HAIKU leaflet](#) was updated by DBL.





**VISION**  
HAUKU envisions developing Human-Centred AI-Based Intelligent Assistants for safe, precise, trustworthy, and effective Human-AI partnerships in aviation systems.

**GOAL**  
Anchored in a truly human-centric approach, our goal is to pave the way for AI integration in aviation, crafting intelligent Assistant prototypes that embody human values and dynamically evolve based on user interactions.

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- Societal acceptance of AI
- Acceptable Means of Compliance for AI
- SHS-L assessment framework: Safety, HP, Security and Liability

**FOLLOW US**

**WEBSITE**  
<https://haikuproject.eu/>

**LINKEDIN**  
HAUKU EU Project

**X**  
@HAUKUproject\_EU

**QR CODE**  
Scan for our website

**Haiku**  
Human AI teaming Knowledge and Understanding for aviation safety

**A 36-month project funded by the Horizon Europe R&I Program**  
(September 2023 - August 2025)

**CONSORTIUM**  
We are 15 Partners from 10 different countries, bringing together Human Factors expertise, domain key end-users and technology suppliers of excellence.

**END-USERS**  
FAA GROUP

**Partnered by the European Union**  
This project has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101075332

**USE CASES**

<p><b>COCKPIT</b></p> <p>Led by ENAC <b>Intelligent Assistant in the cockpit to assist in "startle response" adverse events</b></p> <p>"How can we use AI to support pilots in effectively handling starting and surprising events in the cockpit?"</p> <p><b>FOCUS assistant: Flight Operational Compliance for Unexpected Situations</b></p> <p>Scan for explanatory video</p> <p>Scan for demo video</p>	<p><b>UTM</b></p> <p>Led by Linköping University and LFV <b>Digital Intelligent Assistant for Urban Air Mobility coordinator to assist in traffic management</b></p> <p>"How can a digital assistant (DUC) support human UAM Coordinators in routine tasks and contingencies, opening city skies for a multitude of co-existing and sometimes conflicting drone services?"</p> <p><b>DUC assistant: Digital assistant for UAM Coordinator</b></p> <p>Scan for explanatory video</p> <p>Scan for demo video</p>	<p><b>AIRPORT</b></p> <p>Led by Engineering <b>Intelligent Assistant to improve airport safety through data analysis</b></p> <p>"How can we leverage historical data to generate actionable and predictive safety intelligence for improving the day-to-day operations and safety performance in Luton London Airport?"</p> <p><b>ASW assistant: Airport Safety Watch</b></p> <p>Scan for explanatory video</p> <p>Scan for demo video</p>
<p><b>COCKPIT</b></p> <p>Led by Thales and Embraer <b>Intelligent Assistant in the cockpit to assist in route planning/replanning</b></p> <p>"How can we enhance Pilot-Intelligent Assistant collaboration by using higher level interaction language based on operational intentions?"</p> <p><b>OLIVIA assistant: Operational, Intentional, Active for Aviation</b></p> <p>Scan for explanatory video</p>	<p><b>ATM</b></p> <p>Led by SkyWAY <b>Intelligent Assistant for lower (and remote lower) controllers to assist in routine and repetitive tasks for aircraft on approach</b></p> <p>"How can AI enhance Air Traffic Controller's decision-making process and optimise runway utilisation in single-runway airports?"</p> <p><b>ISA assistant: Intelligent Sequence Assistant</b></p> <p>Scan for explanatory video</p> <p>Scan for demo video</p>	<p><b>AIRPORT</b></p> <p>Led by CERTH/HOT <b>Intelligent Assistant to monitor risk factor conditions associated with indoor spread of infectious diseases</b></p> <p>"How can we empower passengers to make informed decisions about their visits to airport areas while ensuring their safety and minimising the risk of COVID infection?"</p> <p><b>COVID assistant: Covid Air</b></p> <p>Scan for explanatory video</p>

**Curious about our results and findings? Get a sneak peek at our insights!**

**QR CODE**  
Scan for our website

Figure 3: 3rd Flyer

### 3.1 Acknowledgement of EU funding

As the project is funded by the EU HE programme, all communication and dissemination material clearly acknowledge the receipt of EU funding through the display of the EU flag and the following text referring to Horizon Europe:

*"This project has received funding from the European Union's Horizon Europe research and innovation programme **HORIZON-CL5-2021-D6-01-13** under Grant Agreement no **101075332**".*



## 4. Roll Up Banner

A Roll-Up Banner created by CERTH. It presents the project logo and acronym, use cases logos and project consortium logos. The overall graphics design was subcontracted to a professional designer. The Roll-Up Banner is a popular type of display stand and has the advantage of being retractable-by rolling into a compact transportable form and easy to assemble. It has been used for all HAIKU Events. This banner can be adapted also for poster dimensions A1-A0 dimensions. The Roll Up Banner is available [HERE](#).



Paving the way for human- centric AI-based Intelligent Assistants in a range of aviation contexts.

Startle Response Aid

Route Planning Support

UAM Traffic Management

Remote Tower Support

Airport Safety Watch

Airport Virus Watch

**Consortium**

**End Users**

This project has received funding by the European Union's Horizon Europe research and innovation programme HORIZON-CL5-2021-D6-01-13 under Grant Agreement no 101075332

Figure 4: Roll Up Banner



## 5. PowerPoint template

A PowerPoint template was developed by DBL and has been used by all consortium partners for project meetings as well as for promoting the project and its results.



*Figure 5: PPT template*

## 6. YouTube videos

### 6.1 HAIKU Introductory Video

During the 2<sup>nd</sup> year of the project, a 3 minute [HAIKU introductory video](#) has been produced by CERTH/HIT and uploaded on YouTube in order to increase awareness about the project's scope, objectives and results. The use of YouTube will allow the video to reach a wider broader general audience.

### 6.2 Use Cases videos

In order to promote our UCs and IA prototypes, 6 Use Cases videos have been produced (by DBL). The videos show the application of the IA in a concrete scenario and how it's used to solve specific problems. The release strategy for each one of them is the following:

- o Use Case #1 video - released M16: <https://haikuproject.eu/use-case-1-video/>
- o Use Case #2 video - released M20: <https://haikuproject.eu/use-case-2-video/>
- o Use Case #3 video - released M22: <https://haikuproject.eu/use-case-3-video/>
- o Use Case #4 video - released M15: <https://haikuproject.eu/use-case-4-video/>
- o Use Case #5 video - released M19: <https://haikuproject.eu/use-case-5-video/>
- o Use Case #6 video - released M20: <https://haikuproject.eu/use-case-6-video-6/>

### 6.3 Use Cases demonstration videos

In the final year of the project, each Use Case team produced a demonstration video showcasing the progress and results achieved about each Use Case.

Use Case #1 demonstration video [here](#) (by ENAC)

Use Case #2 demonstration video [here](#) (by: EMBRAER, THALES, BORDEAUX INP, CATIE)

Use Case #3 demonstration video [here](#) (by: LiU & LFV)

Use Case #4 demonstration video [here](#) (by SKYWAY)

Use Case #5 demonstration video [here](#) (by: EUROCONTROL, ENGINEERING, SUITE 5, LONDON LUTON AIRPORT)

Use Case #6 demonstration video [here](#) (by CERTH/HIT)

## 7. Dissemination and stakeholder dialogue

In order to ensure an effective dissemination and stakeholders' dialogue the HAIKU project is having three main communication actions comprising:

- Creation of audio-visual material (project website & social media)
- Publications (articles in scientific journal)
- Event participation / Networking (inter/national conferences, workshops).

The following section includes the activities that took place to increase the project's visibility as well as disseminating the outcomes and main products to the target stakeholder groups. A stakeholder's analysis is included in D2.3.

### 7.1 Stakeholder meetings

Overall the dissemination strategy is based on combining the communication and dissemination material and activities while the project evolves around its key milestones and main outputs.

A variety of stakeholder meetings and events were held during the project, targeting end-users and other stakeholders. These events provided valuable input on the project's objectives, activities, and outcomes. They also served as a platform to present developments and gather feedback on the results produced by HAIKU.

- **1<sup>st</sup> HAIKU Dissemination Event: 26<sup>th</sup>-27<sup>th</sup> June 2023**
- **2<sup>nd</sup> HAIKU Dissemination Event: 30<sup>th</sup> April 2024 (at FLY AI Forum 2024) & 2<sup>nd</sup> July 2024 (EASA AI Days 2024)**
- **Final Dissemination Event: 22<sup>nd</sup>-23<sup>rd</sup> April 2025 (FLY-AI Forum 2025) & 8<sup>th</sup> May 2025 (AERODAYS 2025)**

#### 7.1.1 1<sup>st</sup> HAIKU Dissemination Event

The 1<sup>st</sup> HAIKU Dissemination Event took place on 26<sup>th</sup>-27<sup>th</sup> June, 2023 at EUROCONTROL (Brussels).



**Haiku**  
Human AI teaming Knowledge and  
Understanding for aviation safety

1<sup>st</sup> HAIKU Workshop

**AI in Aviation - Navigating the Hype**

What can we really expect in 2030 and beyond?

*“Hear what NASA, Embraer, Thales, UK CAA, SESAR-JU and others have to say about the future of AI in aviation”*

JUNE  
26<sup>th</sup>-27<sup>th</sup>  
2023

**EUROCONTROL**  
Rue de la Fusée 96, 1130 Brussels  
Event Room: NEO

Special guest  
 SafeTeam

Figure 6: Invitation for the event

The workshop addressed the question: *What can we really expect from AI in aviation, in 2030 and beyond?* HAIKU presented insights on the future of aviation, the related key challenges and the potential for AI applications in this safety-critical industry. A range of experts from all aviation segments - ATM, Cockpit, UATM, Airport joined at the event. With the [SafeTeam Project](#) as our special guest, we had interesting presentations and fruitful discussions as part of our networking with other EU projects. An analytical report about the 1st HAIKU Dissemination Event has been released [HERE](#).



Figure 7: 1st HAIKU Dissemination Event

During the 1<sup>st</sup> HAIKU Dissemination Event, a report about the future of AI aviation from HAIKU viewpoint has been presented (by Deep Blue).

What can we really expect in 2030 and beyond? What are the dominant features characterising the evolution of the coming years? To read more about the foreseen future aviation landscape, please visit [HERE](#).

### 7.1.2 2<sup>nd</sup> HAIKU Dissemination Event

On April 29th-30th, 2024, the [FLY-AI Forum 2024](#) is set to occur at EUROCONTROL premises in Brussels. The HAIKU project has been chosen to participate in **Session 5: Human AI Teaming, scheduled for Day 2 (April 30th, 2024)**.



**Haiku**  
Human AI teaming Knowledge and  
Understanding for aviation safety

Would you like to **discover more** about  
**our research outcomes and use cases?**

**JOIN US**  
at the **FLY-AI Forum and EASA AI Days!**

29-30 APRIL 2024  
BRUSSELS

**FLY  
FORUM**  
HOW IS AI  
SHAPING AVIATION?

EASA ASD CANSO EDA EUROCAE IATA IFATCA IFATSEA ACI EUROPE NATO SESAR 3 JU

**HAIKU presentation on April 30<sup>th</sup>**  
(Session 3: Human-AI Teaming)  
**HAIKU stand for Use Cases**  
demonstrations available both  
days

**EASA**  
European Union Aviation Safety Agency

**EASA Artificial  
Intelligence Days**  
High-Level Conference 2024

**HAIKU presentation on July 2<sup>nd</sup>**  
(Session: AI use cases in  
aviation)

**Don't miss these opportunities  
and register now!**

Registration for FLY-AI Forum: [HERE](#) | Registration for EASA AI Days: [HERE](#)



Figure 8: Invitation for the event

This presents a significant opportunity for HAIKU to host the 2nd Dissemination Event on that day, with the presence of key FLY AI partners such as the European Commission, EASA, ASD, CANSO, EDA, EUROCAE, IATA, IFATCA, IFATSEA, ACI EUROPE, NATO, and the SESAR 3 JU. The HAIKU project showcased in the most effective manner during this event.

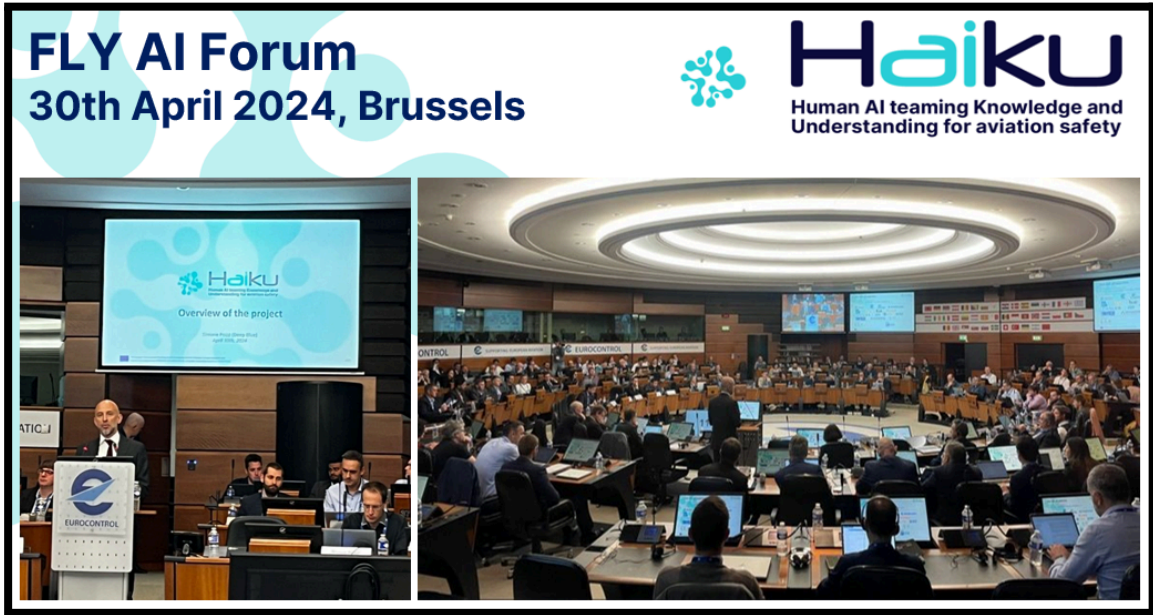


Figure 9: 2nd Dissemination Event

Three months later, on July 2nd, the HAIKU project was presented at the [EASA AI Days 2024](#). We showcased our six Use Cases, provided an overview of the HAIKU approach to safety, security, and human factors in human-AI interaction, and explored the impact of AI on future human roles. During our session, we also introduced the app designed to evaluate Human-AI Teaming Systems.

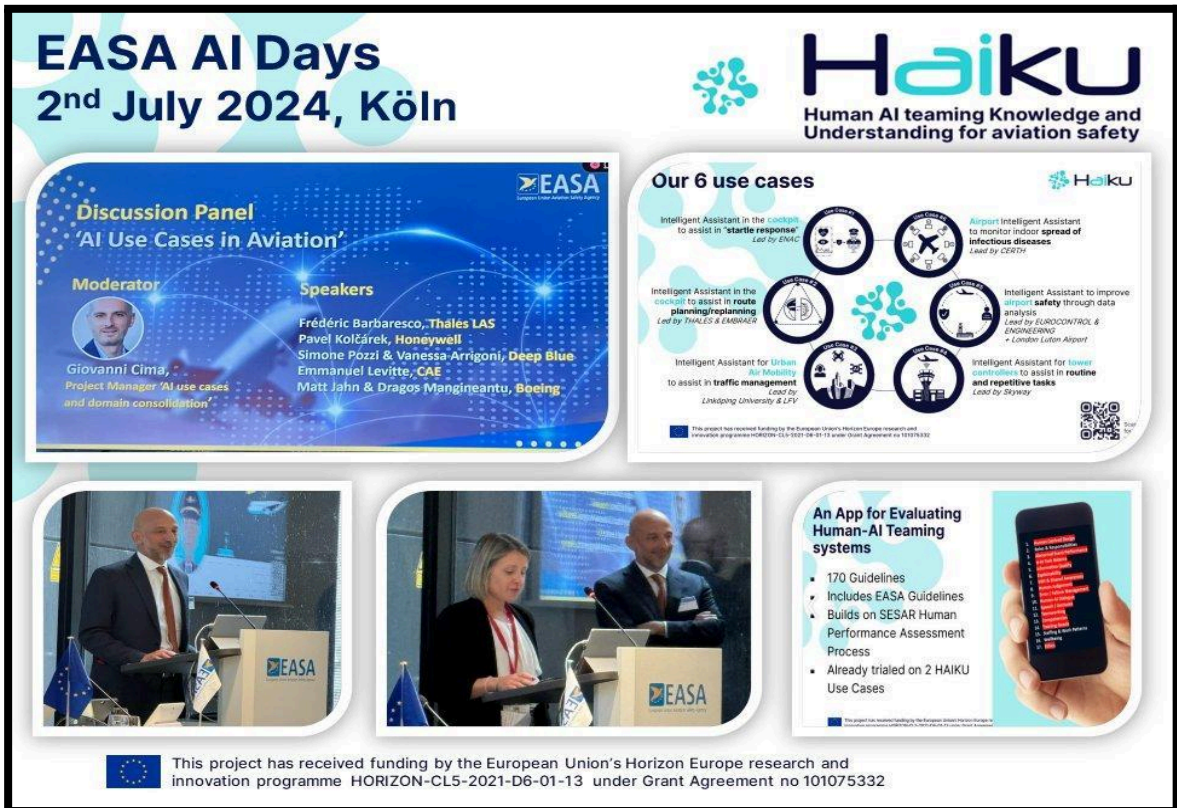


Figure 10: 2nd Dissemination Event



### 7.1.3 Final Dissemination Event

HAIKU took part in the [FLY AI Forum 2025](#), held at EUROCONTROL headquarters in Brussels on April 22–23, 2025. As part of the Day 2 agenda, Deep Blue moderated a panel discussion within the session “Human-AI Teaming in Action: What Does Human-AI Teaming Look Like in Aviation?”. The discussion spotlighted two HAIKU use cases: Use Case 2, presented by TAVS, and Use Case 4, presented by Skyway, offering a deep dive into real-world applications of Human-AI teaming in aviation.



Figure 11: HIKU @FLY-AI Forum 2025

HAIKU also participated in [AERODAYS 2025](#), presenting the project’s vision, objectives, and achievements to date. The spotlight was on Use Case #1 and Use Case #5, through which we shared key insights and lessons learned so far.



The poster features the Haiku logo at the top, followed by the text 'Curious to explore our use cases and key highlights?'. Below this is a large cyan banner with 'JOIN US at the AERODAYS 2025' and the dates 'May 7th-9th, 2025 | Warsaw, Poland'. The central image shows a hand holding a glowing, wireframe airplane. The bottom section is split into two columns: 'HAIKU Highlights presentation' and '2 Use Cases demo' (listing 'Use Case #1 Flight deck startle response' and 'Use Case #5 Airport Safety Watch'). The footer contains the session details: 'Our session will be on May 8<sup>th</sup>, 2025 from 10:00 to 11:00 (Meeting room B1)' and a small Haiku logo.

Figure 12: Invitation for the event

Additionally, a preliminary version of the HAIKU Glossy Report was released for this occasion (available [here](#)), showcasing key highlights around the following central questions:

- What have we learned about human-AI teaming from the six ai aviation use cases?
- What does it mean for AI to be explainable? Is explainability a necessary precondition of trustworthiness?
- How to train AI to assist humans in safety critical tasks when training data are insufficient?
- What is the potential impact of AI on safety culture?
- How can AI support pilots in effectively handling startling and surprising events in the cockpit?
- How can we leverage historical data to generate actionable safety intelligence for improving day-to-day airport operations and safety performance?

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Figure 13: Final Dissemination Event @AERODAYS

## 7.2 Social media, websites updates & dissemination activities

The social media channels of the HAIKU reflect activities, events and achievements of the project and are an important online communication tool.

The social media used are Twitter and LinkedIn. These platforms give the possibility to share the activities of the HAIKU to large audiences of stakeholders potentially interested in the project.

### 7.2.1 Social Media campaigns

Throughout the project's duration, several social media campaigns were launched across our official channels to support dissemination efforts. These included:

- 1) Use Cases Campaign
- 2) Approved Deliverables Campaign
- 3) Use Case Videos Campaign
- 4) Use Case Demonstration Videos Campaign

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## 7.2.2 Twitter

The Twitter® platform has been chosen for the online dissemination purposes as a dynamic, powerful means to share information through short, to-the-point posts (tweets). The twitter account of the HAIKU can be accessed through the following link: [https://twitter.com/HAIKUproject\\_EU](https://twitter.com/HAIKUproject_EU).

The **@HAIKUproject\_EU** Twitter account was created in September 2022 and is maintained and updated by CERTH. Tweets from the HAIKU account can be distinguished into two categories: 1) project related tweets (i.e. the release of project deliverables; upcoming project meetings; participation of consortium members in conferences or any type of event; promotion of project survey/interviews; project website updates) and 2) more general tweets regarding news relevant to aviation news about human factors, relevant studies to the topics covered by HAIKU project and retweets of other posts from research projects/groups/users/EU relevant research accounts.

Hashtags (#) and handles (@) have been used in the HAIKU tweets to reach specific target groups and accounts. Tweets will contain the following groups: #AI #aviation #aviationsafety #humanfactors #HorizonEU #cinea\_eu

The HAIKU Twitter account as of 04/08/2025 has **407** followers and **101** posts.

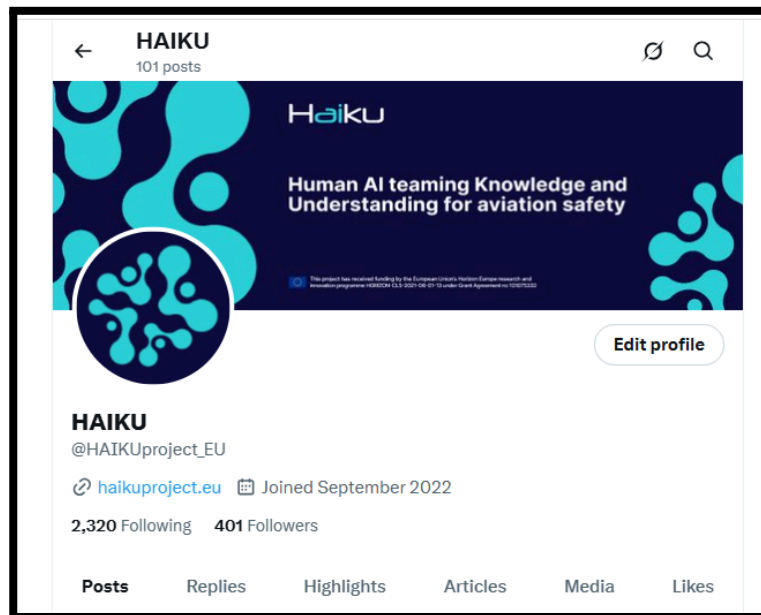


Figure 14: Twitter

## 7.2.3 LinkedIn

LinkedIn® is a professional network and discussions are rather fact based. The LinkedIn account **HAIKU EU Project**, was created in September 2022, will be used to engage with a professional public in discussions and to disseminate project results. The content that is published on the group is based on the aforementioned guidelines as Twitter. The HAIKU LinkedIn group as of 04/08/2025 has **657** members and **116** posts.



Figure 15: LinkedIn

### 7.3 HAIKU Website

The HAIKU website <https://haikuproject.eu/> was launched online in December 2022 under the main responsibility of CERTH. DBL and EUROCONTROL have supported the website creation process by providing content and support to the overall process. The project website is one of the most important dissemination tools that will introduce the project's aspects and results to the public. The website contains all the following sections:

- About
  - Vision
  - Approach
  - Consortium
  - Advisors
- Use Cases (UC#1, UC#2, UC#3, UC#4, UC#5, U#C6)
- Products
  - Deliverables
  - Dissemination material (leaflet, presentations, reports, videos)
  - Publications
  - Interactive Landscapes
- News-events
- Contact us form
- Newsletter subscription area
- Social media links (links to Twitter, LinkedIn and YouTube channel)

Additional information regarding the project website can be found in [D9.1 HAIKU Project Website](#).

As of 4<sup>th</sup> August 2025, HAIKU's official website has received 2.339 visits, of which 2.325 are new users. 56.5% of visitors accessed the website directly, while 36.6% found it through Google searches. Another 4.6% arrived via referral links, and the remaining percentage came through social media channels. In figure 15, there is a list of the top ten countries that visit the site, with Italy holding the top spot, France holding the second spot, Greece taking the third spot, etc.

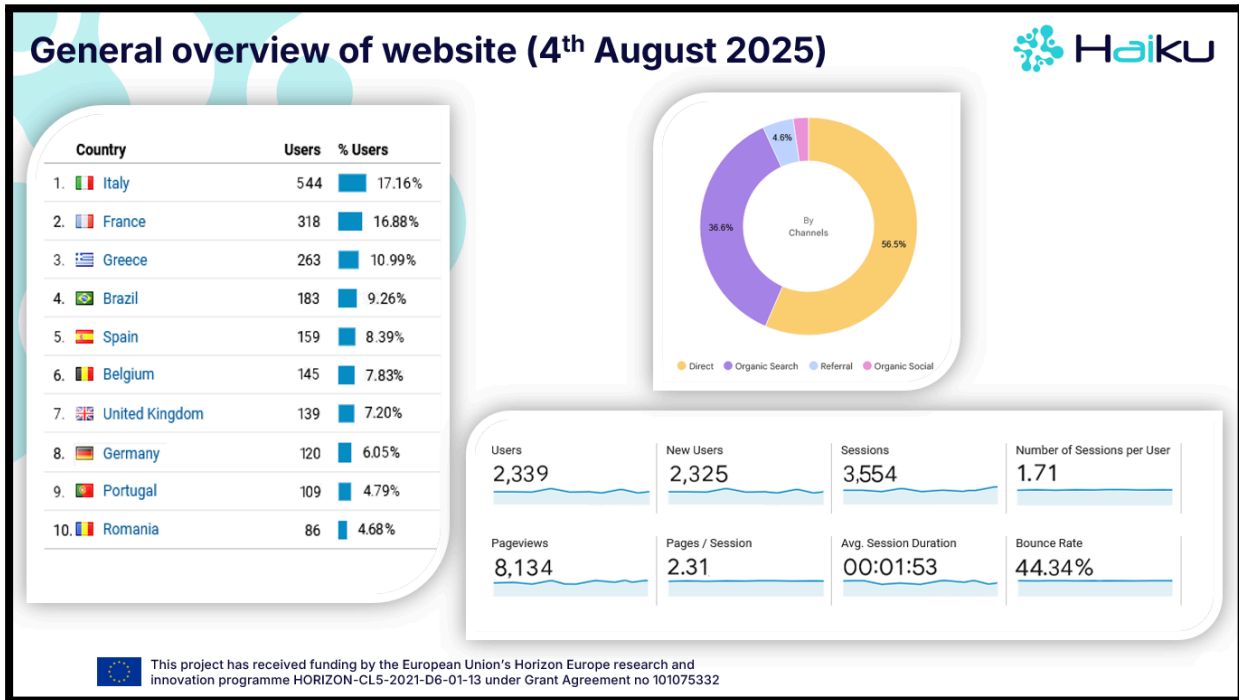


Figure 16: Website statistics

## 7.4 Electronic newsletters

In the previous deliverables D9.2: HAIKU Dissemination, Communication and Exploitation Plan and [D9.3: Interim Report on Dissemination, Communication and Exploitation](#); it was stated that HAIKU would release six newsletters. However, after internal discussions within the consortium, it was decided to revise this approach. Instead of publishing newsletters, which tend to lose readership over time, we agreed it would be more impactful to update the HAIKU website and particularly the Use Cases section to better preserve and showcase the work carried out so far for future reference.

The updates can be viewed at the following links:

**Use Case #1:** Intelligent Assistant in the cockpit to assist in 'startle response' adverse events (FOCUS assistant: Flight Operational Companion for Unexpected Situations)

**Use Case #2:** Intelligent Assistant in the cockpit to assist in route planning/replanning (OLIVIA: Operational Intentions adVlser for Aviation)

**Use Case #3:** Digital Intelligent Assistant for Urban Air Mobility coordinator to assist in traffic management (DUC: Digital assistant for UAM Coordinator)

**Use Case #4:** Intelligent Assistant for tower (and remote tower) controllers to assist in routine and repetitive tasks for aircraft on approach (ISA: Intelligent Sequence Assistant)

**Use Case #5:** Intelligent Assistant to improve airport safety through data analysis (ASW: Airport Safety Watch)

**Use Case #6:** Airport Intelligent Assistant to monitor risk factor conditions associated with indoor spread of infectious diseases (COVAID: Covid Aid)

## 7.5 Scientific publications

Scientific publications are one of the most important dissemination activities for reaching out to the academic and research community. Table 4, presents in total the 34 publications that have been published in scientific journals/conferences or publications to be announced. The subject of the journals is related to the different technical WPs covering methodologies used in the project, data, and results. The majority of the publications is open access to ensure availability of the results to the wider research community and the public.

Table 4: Publications

Partner	Publication	Link
DEEP BLUE	The Future Impact of AI on the Human Role in Aviation: a case study of Pilots	Waiting for publication on the late breaking papers volume
DEEP BLUE, DFKI, SUITE 5, SKYWAY, EUROCONTROL, LIU	Construal Level Theory (CLT) for Designing Operational Explainability for Human-AI Teaming Interfaces in Aviation Contexts	<a href="https://openaccess.cms-conferences.org/publications/book/978-1-964867-37-3/article/978-1-964867-37-3_27">https://openaccess.cms-conferences.org/publications/book/978-1-964867-37-3/article/978-1-964867-37-3_27</a>
EUROCONTROL	Human Factors Requirements for Human-AI Teaming in Aviation	<a href="https://haikuproject.eu/human-factors-requirements-for-human-ai-teaming-in-aviation/">https://haikuproject.eu/human-factors-requirements-for-human-ai-teaming-in-aviation/</a>
EUROCONTROL	The Future Impact of Digital Assistants on Aviation Safety Culture	<a href="https://haikuproject.eu/the-future-impact-of-digital-assistants-on-aviation-safety-culture/">https://haikuproject.eu/the-future-impact-of-digital-assistants-on-aviation-safety-culture/</a>
EUROCONTROL	The Impact of Artificial Intelligence on Future Aviation Safety Culture	<a href="https://haikuproject.eu/the-impact-of-artificial-intelligence-on-future-aviationsafety-culture/">https://haikuproject.eu/the-impact-of-artificial-intelligence-on-future-aviationsafety-culture/</a>
EUROCONTROL, DEEP BLUE, SKYWAY	A Human Centric Design Approach for Future Human-AI Teaming in Aviation	<a href="https://haikuproject.eu/a-human-centric-design-approach-for-future-human-ai-teaming-in-aviation/">https://haikuproject.eu/a-human-centric-design-approach-for-future-human-ai-teaming-in-aviation/</a>
DEEP BLUE, ENAC, EUROCONTROL	HAIQU - A Human Factors Requirements App for Human-AI Teams in Aviation	<a href="https://haikuproject.eu/haiqu-a-human-factors-requirements-app-for-human-ai-teams-in-aviation/">https://haikuproject.eu/haiqu-a-human-factors-requirements-app-for-human-ai-teams-in-aviation/</a>
EUROCONTROL, LONDON LUTON AIRPORT, SUITE 5, ENG, NATS	Augmenting aviation incident analysis with Artificial Intelligence, and the curse of dimensionality	<a href="https://haikuproject.eu/augmenting-aviation-incident-analysis-with-artificial-intelligence-and-the-curse-of-dimensionality/">https://haikuproject.eu/augmenting-aviation-incident-analysis-with-artificial-intelligence-and-the-curse-of-dimensionality/</a>
EUROCONTROL, NATIONAL AIR	Anatomy of a Deep Dive into Airport Taxiway Incidents	<a href="https://haikuproject.eu/anatomy-of-a-deep-dive-into-airport-taxiway-incidents/">https://haikuproject.eu/anatomy-of-a-deep-dive-into-airport-taxiway-incidents/</a>

TRAFFIC SERVICES, LONDON LUTON AIRPORT, SUITE 5		
LIU	A Design Evaluation of Text and Graphical Explanations from a Conceptual Intelligent Assistant in Urban Air Traffic Management	<a href="https://link.springer.com/chapter/10.1007/978-3-031-93721-7_18">https://link.springer.com/chapter/10.1007/978-3-031-93721-7_18</a>
LIU, LFV	Human-AI Teaming in the Urban Air Mobility Coordinator Work Position: A Proof-of-Concept Design	<a href="https://dl.acm.org/doi/10.1007/978-3-031-93721-7_18">https://dl.acm.org/doi/10.1007/978-3-031-93721-7_18</a> & <a href="https://link.springer.com/chapter/10.1007/978-3-031-93721-7_18">https://link.springer.com/chapter/10.1007/978-3-031-93721-7_18</a>
CATIE, BORDEAUX INP, THALES, EMBRAER open access	Optimizing Decision Making in Aviation: A New Communication Paradigm for Rerouting	<a href="https://www.scitepress.org/Papers/2024/129606/129606.pdf">https://www.scitepress.org/Papers/2024/129606/129606.pdf</a>
DFKI, FEDERATION ENAC, ISAE-SUPAERO ONERA, UNIVERSITE DE TOULOUSE	Distinguishing Startle from Surprise Events Based on Physiological Signals	To be announced
DFKI	Cross-Subject Startle Detection for Pilots on the Flight Deck Using Physiological Signals	<a href="https://ieeexplore.ieee.org/abstract/document/10797063">https://ieeexplore.ieee.org/abstract/document/10797063</a>
ENAC	Investigating the Independent and Combined Effects of Startle and Surprise in a Simulated Flight Task	<a href="https://journals.sagepub.com/doi/epub/10.1177/00187208251342100">https://journals.sagepub.com/doi/epub/10.1177/00187208251342100</a>
FEDERATION ENAC, ISAE-SUPAERO ONERA, UNIVERSITE DE TOULOUSE	FOCUS: An Intelligent Startle Management Assistant for Maximizing Pilot Resilience	<a href="https://haikuproject.eu/focus-an-intelligent-startle-management-assistantfor-maximizing-pilot-resilience/">https://haikuproject.eu/focus-an-intelligent-startle-management-assistantfor-maximizing-pilot-resilience/</a>
CERTH	Agent Based Modelling of COVID-19 Transmission at an Airport (ICTR 2023)	<a href="https://www.rare-project.eu/sites/default/files/2024-02/ICTR2023_Overall_Programme.pdf">https://www.rare-project.eu/sites/default/files/2024-02/ICTR2023_Overall_Programme.pdf</a>
CERTH	Passenger Dynamics in Airports: Integration of Spatial Poisson Processes, Markov Chains, and KMeans Clustering	To be published
CERTH	Integrated Passenger Routing System in Airport Common Areas for Preventing the Spread of COVID-19 (ICTR 2023)	<a href="https://www.rare-project.eu/sites/default/files/2024-02/ICTR2023_Overall_Programme.pdf">https://www.rare-project.eu/sites/default/files/2024-02/ICTR2023_Overall_Programme.pdf</a>
CERTH	Passenger Routing Algorithm for COVID-19 Spread Prevention by Minimising Overcrowding	<a href="https://haikuproject.eu/passenger-routing-algorithm-for-covid-19-spread-preventionby-minimising-overcrowding/">https://haikuproject.eu/passenger-routing-algorithm-for-covid-19-spread-preventionby-minimising-overcrowding/</a>

CERTH	Allocation of Airport Flight Slots using a Vickrey-Clarke-Groves Auction	<a href="http://escr.uth.gr/wp-content/uploads/2025/01/ESCC-2024_Book-of-Proceedings.pdf">http://escr.uth.gr/wp-content/uploads/2025/01/ESCC-2024_Book-of-Proceedings.pdf</a>
CERTH	A Person Routing Tool for Airborne Disease Spreading Prevention in Airports using Cameras and Passenger Information	Under Review
CERTH	Human - Artificial Intelligence Teaming for Automotive Applications: A Review	<a href="https://www.iieta.org/journals/ijtdi/paper/10.18280/ijtdi.080201">https://www.iieta.org/journals/ijtdi/paper/10.18280/ijtdi.080201</a>
CERTH	Cuckoo search algorithm for the evacuation strategy of people in flash floods using a spatiotemporal conditions weight	<a href="https://www.e3s-conferences.org/articles/e3sconf/abs/2023/73/e3sconf_iced2023_02001/e3sconf_iced2023_02001.html">https://www.e3s-conferences.org/articles/e3sconf/abs/2023/73/e3sconf_iced2023_02001/e3sconf_iced2023_02001.html</a>
CERTH	A Retrieval-based AI Chatbot for Indoor Building Passenger Information Targeting Airborne Disease Spreading Prevention	Under Review
CERTH	A Classification Tool for Indoor Air Quality Management with Explainability	<a href="https://ieeexplore.ieee.org/document/10829083">https://ieeexplore.ieee.org/document/10829083</a>
CERTH	Tracking without a Tracker. A Computer Vision Algorithm for Person Counting	<a href="https://ieeexplore.ieee.org/document/10828810">https://ieeexplore.ieee.org/document/10828810</a>
CERTH, ATHENA RESEARCH CENTER PATRAS	Quantum Congestion Game for Overcrowding Prevention within Airport Common Areas	<a href="https://haikuproject.eu/quantum-congestion-game-for-overcrowding-prevention-within-airport-common-areas/">https://haikuproject.eu/quantum-congestion-game-for-overcrowding-prevention-within-airport-common-areas/</a>
CERTH	The Analysis and AI Simulation of Passenger Flows in an Airport Terminal: A Decision-Making Tool	<a href="https://haikuproject.eu/the-analysis-and-ai-simulation-of-passenger-flows-in-an-airport-terminal-a-decision-making-tool/">https://haikuproject.eu/the-analysis-and-ai-simulation-of-passenger-flows-in-an-airport-terminal-a-decision-making-tool/</a>
CERTH, UNIVERSITY OF IOANNINA	Towards Explainable Artificial Intelligence with Potential Games	<a href="https://www.extrica.com/article/24454/pdf">https://www.extrica.com/article/24454/pdf</a>
EMBRAER, BORDEAUX INP, CATIE, THALES	Human-AI Teaming for Cockpit Assistance	<a href="https://www.incose.org/docs/default-source/hsi-conference-2024/46-hsi2024.pdf?sfvrsn=937b50c7_1">https://www.incose.org/docs/default-source/hsi-conference-2024/46-hsi2024.pdf?sfvrsn=937b50c7_1</a>
EMBRAER, BORDEAUX INP, THALES	OlivIA: enabling joint work in aircraft divert scenario through Operational Intentions	To be announced
LIU, CERTH	Levels of Autonomy in Cognitive Control – Levels of Automation (LACC-LOA): A	To be announced

	comparison of six digital assistant concepts and scenarios in aviation.	
LIU, Behaviour & Information Technology (BIT)	The Design and Evaluation of a Visual Narrated Storytelling Concept to Improve End Users Understanding of Explanations from a Conceptual AI Assistant	To be announced

## 7.6 Glossy Report

HAIKU has produced a final dissemination product - the HAIKU Glossy Report - which brings together the main insights, findings, reflections, and recommendations derived from the lessons learned over the three-year duration of the project.

This is an updated version of the preliminary report presented at Aerodays 2025. The final Glossy Report will be published on the [HAIKU website - Reports section](#), shortly after the end of the project.

The report addresses the following key driving questions:

- What have we learned about Human-AI Teaming from the six AI aviation use cases?
- What does it mean for AI to be explainable? Is Explainability a necessary precondition of trustworthiness?
- How to train AI to assist humans in safety critical tasks when training data are insufficient?
- What are the main challenges in validating AI-based systems?
- What is the potential impact of AI on workforce?
- What is the potential impact of AI on Safety Culture?
- [UC1] How can AI support pilots in effectively handling startling and surprising events in the cockpit?
- [UC2] How can we enhance pilot-intelligent assistant collaboration by using higher level interaction language based on operational intentions?
- [UC3] How can AI support humans in managing U-Space operations?
- [UC4] How can AI enhance air traffic controllers' decision-making process and optimise runway utilisation in single-runway airports?
- [UC5] How can we leverage historical data to generate actionable safety intelligence for improving day-today airport operations?
- [UC6] How can AI help passengers make informed decisions about airport visits while ensuring safety and reducing infection risk?



Figure 17: HAiku Glossy Report

## 7.7 Conferences

Communication regarding HAiku took place on both national and international stages through participation in conferences and other public events. Table 5 lists a total of 27 conferences that HAiku partners have attended or intend to attend to disseminate the project.

Table 5: Conferences

Partner	Date	Conference	Website
DBL	08-10 March 2023, Geneva	Airspace World	<a href="https://airspaceworld.com/">https://airspaceworld.com/</a>
DBL	20-22 September 2023, Turin	CHIItaly 2023 - Crossing HCI and AI	<a href="https://chitaly2023.it/">https://chitaly2023.it/</a>
DBL	22-27 June 2025, Gothenburg	27th International Conference on Human-Computer Interaction (HCI International 2025)	<a href="https://2025.hci.international/">https://2025.hci.international/</a>
DBL	26 September 2024, Athens	European Association for Aviation Psychology	<a href="https://conference.eaap.net/">https://conference.eaap.net/</a>

DBL	22-24 April 2025, Malaga	IHIET-AI	<a href="https://www.ihiet-ai.org/index-ai.html">https://www.ihiet-ai.org/index-ai.html</a>
DBL, LIU, LfV	22-27 June, 2025 Gothenburg	HCI International	<a href="https://2025.hci.international">https://2025.hci.international</a>
DBL, EUROCONTR OL, SKYWAY	26-28 August 2024, Venice	IHIET Conference 2024	<a href="https://ihiet.org/program-access.html">https://ihiet.org/program-access.html</a>
EUROCONTR OL	13-15 April 2023, Lausanne	IHIET Conference 2023	<a href="https://ihiet.org/series.html">https://ihiet.org/series.html</a>
EUROCONTR OL	28-30 April 2025, Burton Upon Trent	CIEHF 2025	<a href="https://ergonomics.org.uk/events-calendar/ergonomics-human-factors-2025.html">https://ergonomics.org.uk/events-calendar/ergonomics-human-factors-2025.html</a>
EUROCONTR OL	18-19 September 2025, London	International Human Factors Rail Conference 2025	<a href="https://www.eventsforce.net/rssb/frontend/reg/thome.csp?pageID=64698&amp;eventID=232&amp;traceRedirect=2">https://www.eventsforce.net/rssb/frontend/reg/thome.csp?pageID=64698&amp;eventID=232&amp;traceRedirect=2</a>
LIU	07-09 February 2024, Umeå	WASP-HS Winter Conference	<a href="https://wasp-hs.org/event/winter-conference-2024/">https://wasp-hs.org/event/winter-conference-2024/</a>
LIU	07-10 October 2025, Tallin	European Conference on Cognitive Ergonomics (ECCE) 2025	<a href="https://transform.tlu.ee/ecce-2025/">https://transform.tlu.ee/ecce-2025/</a>
THALES, LfV	29-30 April 2024, Brussels	FLY AI FORUM 2024	<a href="https://www.eurocontrol.int/event/fly-ai-forum-2024">https://www.eurocontrol.int/event/fly-ai-forum-2024</a>
THALES	22-23 April 2025	FLY AI FORUM 2025	<a href="https://www.eurocontrol.int/event/fly-ai-forum-2025">https://www.eurocontrol.int/event/fly-ai-forum-2025</a>
CATIE, BORDEAUX INP, ENAC	16-17 May 2024, Toulouse	ICCAS 2024	<a href="https://events.isae-superaero.fr/event/32/">https://events.isae-superaero.fr/event/32/</a>
DFKI	21-23 October 2024, St Albans UK	MetroXRaine 2024	<a href="https://www.metroxraine.org/">https://www.metroxraine.org/</a>
DFKI, ENGINEERING	22-24 October 2025, Ancona	MetroXRaine 2025	<a href="https://www.metroxraine.org/">https://www.metroxraine.org/</a>
CERTH	20-22 September 2023, Hrakleion	ICTR 2023	<a href="https://www.ictr.gr/default.aspx">https://www.ictr.gr/default.aspx</a>
CERTH	20-22 October 2023, Athens	ICED 2023	<a href="https://iced.eap.gr/">https://iced.eap.gr/</a>
CERTH	26-30 August 2024, Corfu	ESCC Conference 2024	<a href="https://docs.google.com/spreadsheets/d/18quFRYeXz_N1iDB-1_mmfNvkO8w3RunH/edit?gid=2003916503#gid=2003916503">https://docs.google.com/spreadsheets/d/18quFRYeXz_N1iDB-1_mmfNvkO8w3RunH/edit?gid=2003916503#gid=2003916503</a>
CERTH	25-26 October 2024, Dubai	ICAMAC 2024	<a href="https://icamac.com/">https://icamac.com/</a>
CERTH	21-23 June 2025, Salerno	APSAC 2025	<a href="https://www.apsac.co/">https://www.apsac.co/</a>
CERTH	23 January 2025, Nicosia	International Conference "SAFEGUARDING	<a href="http://eateo.eu/">http://eateo.eu/</a>

		AVIATION: RESPONDING EFFECTIVELY TO CONFLICT-RELATED DISRUPTIONS" (EATEO)	
EMBRAER & DBL	5-8 September 2023, Salerno	13th EASN Conference	<a href="https://easnconference.eu/">https://easnconference.eu/</a>
EMBRAER	18-21 October 2022, Barcelona	12th EASN Conference	<a href="https://easn.net/newsletters/issues/easn-newsletter-october-2022">https://easn.net/newsletters/issues/easn-newsletter-october-2022</a>
EMBRAER	14-17 October 2025, Madrid	15th EASN International Conference	<a href="http://easnconference.eu">http://easnconference.eu</a>
EMBRAER	01-04 February 2025, Seville	INCOSE 2025	<a href="https://www.incose.org/IW2025">https://www.incose.org/IW2025</a>

During HAIKU's participation in HCI International 2025, partners from LIU and LFV presented the paper titled "Human-AI Teaming in the Urban Air Mobility Coordinator Work Position: A Proof-of-Concept Design", which was honored with the **Best Paper Award**.



Figure 18: Best Paper Award

## 7.8 Workshops

Several workshops have been organized and attended by HAIKU partners. Table 6, presents the 19 workshops.

Table 6: Workshops

Partner	Date	Workshop
DBL organiser, EUROCONTROL, LIU	3 November 2022, Rome	Human-Centred AI concept Workshop
LFV & LIU	22 November 2022, Norrköping, Sweden	Use Case 3: Urban Air Mobility" internal workshop
DBL & all partners	1 February 2023, Brussels	HAIKU 2023 Landscape Workshop
CERTH	16 March 2023, Thessaloniki	Use Case #6 Workshop
SKYWAY, DBL	12 April 2023, Alicante	Alicante Airport visit and interviews for UC4
LFV, LIU	14 April 2023, Norrköping, Sweden	Use Case #3 AI ConOps workshop
DBL	17 May 2023, Rome	Future Workshop in Aviation
THALES, CATIE, BORDEAUX INP, DBL organiser, EUROCONTROL, LIU, SKYWAY	28 June 2023, Brussels	Future Workforce in Aviation - WP8 Workshop
LFV & DBL	13 June 2023, Stockholm, Sweden	Future Workforce Workshop
CERTH & DBL	4 July 2023, Thessaloniki	Use Case #6 Workshop-Journey Map
DBL	7 September 2023, Brussels (online)	EDA AI Action Plan Workshop
EMBRAER	28-31 October 2023, online	IncoSE IW2023 (International Workshop)
SKYWAY, EUROCONTROL, DBL	17 January 2024, Madrid	HAZOP Workshop for Use Case 4
LFV LIU and DBL	21 May 2024, Norrköping	WP8 workshop: the UAM Coordinator role
LiU, LFV, ECTL and DBL	14-15 October 2024, Stockholm	UC#3 HAZOP workshop
LiU, LFV, DBL, SUITE5, EMBRAER	10, 13, 20, 23 September 2024 (online)	LACC/LOA workshops
LIU, LFV, ECTL, EMBRAER, CHPR, DFKI, ENG, SUITE5, DBL	20 June 2024 (online)	Where is the AI in DUC?
THALES, EMBRAER, ECTL, CATIE, BORDEAUX INP	1 February 2025, Mérignac	UC#2 HAZOP workshop
THALES	12 February 2025, Mérignac	UC#2 workshop. Discussion with EASA (application of EASA IA concept paper)

## 7.9 Other Events & Webinars

Table 7 lists a total of 27 general events and 7 webinars that HAIKU partners have attended or intend to attend to disseminate the project.

Table 7: Other Events & Webinars

Partner	Date	Event
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This project has received funding by the European Union's Horizon Europe research and innovation programme HORIZON-CL5-2021-D6-01-13 under Grant Agreement no 101075332

CERTH	04 November 2022 (Brussels)	EATEO Seminar
LFV	24 November 2022 (Malmö)	Universal AAM Strategies
DFKI	15 December 2022	Webinar: An overview on XAI Interaction
DBL	23 March 2023	Webinar: Data Augmentation for using machine learning in aviation
CERTH/HIT	09 February 2023 (Amigdaleonas, Kavala)	Egnatia Aviation Open Day
DEEP BLUE	20 February 2023 (Trento)	Company Presentation Seminar
EUROCONTROL	01-02 March 2023 (Brussels)	SAFETY TEAM-ST34
SUITE 5	09 May 2023	Meeting with Industry Stakeholders
EMBRAER	27 June 2023	SETI 2023
EUROCONTROL	July 2023	HAIKU (in EUROCONTROL's newsletter)
EUROCONTROL, LIU, LFV	13 August 2023	Webinar:UTM simulators
CERTH	09-17 September 2023	87th Thessaloniki International Exhibition & Congress Center
EUROCONTROL (& CHPR, SKYWAY, THALES)	20-21 September 2023 (Birmingham)	CRA FORUM (FAA-ECTL Meeting on HAT)
CERTH	29 September 2023	Researcher night
EUROCONTROL (& SKYWAY, CHPR)	26-27 October 2023 (Paris)	TIM ' <u>Human-Systems Integration</u> '
CERTH/HIT	23 November 2023	Cranfield University
SUITE 5	24 November 2023	Presentation of HAIKU and of UC5/4 objectives and work (without disclosing partners data) to Athens Airport experts
ENAC	02 December 2023 (Toulouse)	ENAC Open Day
THALES	27 October 2023, Paris	US-EUROPE Technical Interchange Meeting
EUROCONTROL	26 November 2024	Webinar: Supporting Human-AI Teaming: What Questions Should We Be Asking?
ENAC, EMBRAER	12 June 2024	Webinar: Presentation of UC1 FOCUS assistant
LIU, LFV, ECTRL, DBL	5 April 2024 (online)	Interview with Eurocontrol Drone Unit and CORUS-XUAM project
LIU, LFV, DBL	14 June 2024 (online)	Interview EVE Air Mobility (UAM soluton provider)
DBL	01-02 October 2024	CANSO seminar
CERTH	7-15 September 2024	88th Thessaloniki International Exhibition & Congress Center
LIU, LFV	8 April 2024	Field visit to Join Rescue Coordination Center (JRCC)
EMBRAER	22-27 September 2024, Brasil	12th SETI

EMBRAER	23-27 September 2025, Brasil	13th SETI
DBL	11 April 2025, Fiumicino	Congresso dei Delegati ANACNA
SUITE 5	17-19 March 2025, London	PTE World (passenger terminal expo)
EUROCONTROL	21 January 2025	Webinar: Will Artificial Intelligence Enhance or Erode Aviation Safety Culture
CATIE	16-19 June 2025, Paris	International Paris Air show
EUROCONTROL	10 July 2025	Webinar: Presentation to CIEHF Aviation Sector Group
CATIE	02 January 2025	CATIE activity report 2024



## 8. Exploitation

The HAIKU consortium has placed strong emphasis on exploitation from the very beginning, conducting annual reviews with all partners to assess and update their individual plans and strategies. The final version of the exploitation assets and plans is presented in the following tables, with one dedicated to each partner.

### DEEP BLUE

Asset	Description	Target Users	Concrete Actions	When
1	IA Concepts Generation Methodology (WP3)	Training participants (Aviation)	Develop a training module to be added to existing AI training, to guide participants in generating new concepts of AI projects	Ongoing as part of an existing training course
2	IA concepts (WP3)	Aviation industry & Service Providers	Organise bi-lateral meetings with potential adopters	2025-2026
3	XAI design methodology (WP4/5)	Industry (all safety-critical sectors)	Standardise the service and include into the current consultancy offer	Ongoing as part of the consultancy contract with an industrial player
4	MOC Framework (WP7)	Authorities (EASA)	Organise bi-lateral meetings with the regulator to obtain endorsement for the proposed MOC Framework Produce informative sheet for the regulator	2025
		Industry (aviation)	Standardise the service and include into the current consultancy offer	2026

5	Methodology to design the future workforce and future skills (WP8)	Industry (all safety-critical sectors)	Standardise the service and include into the current consultancy offer	Ongoing as part of the consultancy contract with a Service Provider
		Training participants (aviation)	Develop a training module to be added to existing training courses, to guide participants in the design of future roles	Ongoing as part of an existing training course
6	Training Packages (WP8)	Training participants (aviation)	Develop new training modules to be included in our portfolio: H-AI Team Cognition, Incident analysis, Risk analysis, Trust & recovery, AI-CRM, Explainability	Ongoing as part of an existing training course
7	HAIQU App (WP7)	Aviation industry & Service Providers	<ul style="list-style-type: none"> <li>- Define a business model</li> <li>- Test the approach in other industries</li> </ul>	Ongoing
8	HF Compass (WP7)	Industry (all safety-critical sectors)	<ul style="list-style-type: none"> <li>- Finalise the development</li> <li>- Define a business model</li> <li>- Promote it</li> </ul>	Ongoing

## EUROCONTROL

Asset	Description	Target Users	Concrete Actions	When
1	HAIQU App (WP7)	ANSPs	Present the HAIQU HF Requirements App to ANSPs in a webinar in November	Completed (Nov 2024 ECTL-led webinar)
		ANSPs, FAA, Cockpit designers (airframe manufacturers), HF practitioners across multiple domains, academic HF researchers	Presentation to FAA / Mitre / Volpe	Ongoing

		HF practitioners across multiple domains, academic HF researchers.	Run a 'Masterclass' on HF Requirements for AI-based systems	CIEHF Annual Conference 28-30 April 2025, UK Other deliveries already performed
		AI researchers and developers.	HAIQU presentation	AI Conference 28 Nov 2024, Porto
		SESAR Research community	Organise bi-lateral meetings with key ECTL SESAR HF people, for consideration in existing / future SESAR projects.	Ongoing

## SKYWAY

Asset	Description	Target Users	Concrete Actions	When
1	Improved ATC capacity and safety awareness for ANSP/Airport operators (WP4)	ANSP/Airport operators	<ul style="list-style-type: none"> <li>- Organise bi-lateral meetings with potential adopters</li> <li>- Attend to workshops/international events</li> </ul>	2026
2	UC4 expertise and outcomes will be turned into a service for other airports/ANSPs with similar needs.	ANSP/Airport operators	<ul style="list-style-type: none"> <li>- Organise bi-lateral meetings with potential adopters</li> <li>- Attend to workshops/international events</li> </ul>	2026

## CHPR

Asset	Description	Target Users	Concrete Actions	When
1	State of the Art, HF design guidance for HAT (WP3)	R&D community	Incorporate HAT design principles into HF consultancy	Ongoing
2	Knowledge on human performance monitoring and sensor technologies (WP3)	Users of real-time validation / simulation	Refine an advanced method for integration of real-time physiological measures and and incorporate it into consultancy	2026
3	XAI design strategies (WP4/5)	Applied laboratory research	Evaluate and refine methods for explainability. Standardise the service and include into the current consultancy offer	2026
4	XAI design strategies (WP4/5)	Industry (aviation + other sectors)	Develop guidelines for enhanced XAI and incorporate them into consultancy	2026 +
5	Validation methods for HAT (WP6)	ATM community	Incorporate HAT requirements approach, and linked validation methods (V&V measures and metrics) in proposed ATM system developments	2026

## LiU

Asset	Description	Target Users	Concrete Actions	When
1	Theoretical models of human-AI teaming (WP3, WP6)	Academic, industry	Organise bi-lateral meetings with potential adopters and researchers. Expanded collaboration with the Industry (together with LFV)	Ongoing, 2025
2	IA concept for U-space traffic management (WP2, WP3, WP4, WP5, WP6, WP8)	Academia, Industry (all aviation related sectors with a particular focus on air navigation service providers and UAM/UAS stakeholders)	Organise bi-lateral meetings with potential adopters and researchers. Expanded collaboration with the Industry (together with LFV).	Ongoing, 2025
		Academia	<ul style="list-style-type: none"> <li>- Development of the IA prototype</li> <li>- Include it in academia training courses</li> <li>- Organise bi-lateral meetings with relevant stakeholders to promote it</li> </ul>	2025-2026
3	Human role in U-space traffic management (WP2, WP3, WP4, WP5, WP6, WP8)	Academia, industry (all aviation related sectors with a particular focus on air navigation service providers and UAM/UAS stakeholders)	Organise bi-lateral meetings with potential adopters and researchers. Expanded collaboration with the Industry (together with LFV).	Ongoing, 2025
		Academia	<ul style="list-style-type: none"> <li>- Development of the IA prototype working station</li> <li>- Include it in academia training courses</li> </ul>	Ongoing, 2025

			- Organise bi-lateral meetings with relevant stakeholders to promote it	
4	Concept of U-space implementation in Stockholm, Sweden (WP2, WP3, WP4, WP6)	Academia, industry (all aviation related sectors with a particular focus on air navigation service providers and UAM/UAS stakeholders)	- Organise bi-lateral meetings with potential adopters and researchers. Expanded collaboration with the Industry (together with LFV) - Include it in academia training courses - Established new contact and collaboration with the Joint Rescue Coordination Center in Sweden.	Ongoing, 2025
		Academia, industry (all aviation related sectors with a particular focus on air navigation service providers and UAM/UAS stakeholders)	Interactive prototype for visualising U-space environment in Stockholm.	Ongoing, 2025
5	XAI design methods (WP5)	Academia, industry	Standardise the methods and included it into academia courses portfolio	Ongoing, 2025

## THALES

Asset	Description	Target Users	Concrete Actions	When
1	Tool concepts to assist pilots in decision-making (WP4)	Organisation Eng Staff	- Internal promotions (Eng Seminar, Communities of Practice, targeted workshops) - Deploy knowledge in internal or follow-on projects	2025-2026
2	A concept product for airlines to reduce pilot workload	Airline Staff (Pilots, Operational Control Center staff)	- Continue R&T activities to change the initial target (pilot assistance). Airlines could be interested to be assisted in route planning for all flights.	2026-2027

	while improving mission efficiency (WP4)		- Evaluate stakeholders needs in future assistant product definition and development	
3	Guidelines for HF (WP3, WP5, WP6) Methods and tools for pilot assistance assurance development and evaluation	Organisation Eng Staff	<ul style="list-style-type: none"> <li>- Explore HF impacts on AI Dev. processes in Eurocae WG 114/SG8</li> <li>- Deploy knowledge in internal or follow-on projects</li> <li>- Internal promotions (Eng Seminar, Communities of Practice, targeted workshops)</li> </ul>	2025-2026

## BORDEAUX INP

Asset	Description	Target Users	Concrete Actions	When
1	Tools and methods to design HAT concepts and integrate AI into socio-technical systems	Engineering students, PhD students, Engineers	Embed this contents into our current academic courses ( <a href="https://ensc.bordeaux-inp.fr/fr/diplome-universitaire-ingenierie-cognitive-et-facteurs-humains">https://ensc.bordeaux-inp.fr/fr/diplome-universitaire-ingenierie-cognitive-et-facteurs-humains</a> )	Ongoing, 2025
2	Methodology to design new HAT systems (from evaluation of the AI in HAT (WP6), to requirements	Industry	<ul style="list-style-type: none"> <li>- Standardise the service and include it into the current offer for industrial players planning to implement AI in their working environment</li> <li>- Application to new EEC calls</li> </ul>	2025-2026

	development (WP3/WP4).			
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## CATIE

Asset	Description	Target Users	Concrete Actions	When
1	HAT Knowledge and Expertise (WP3/4/6)	Engineers, Researchers, SME, Industry,	<ul style="list-style-type: none"> <li>- Standardise the service and include it into the current offer for industrial players planning to implement AI in their working environment</li> <li>- Application to new EEC calls</li> </ul>	2025-2026

## DFKI

Asset	Description	Target Users	Concrete Actions	When
1	XAI Knowledge	AI researchers, Industry	Standardise a service and promote it via publications and presentations at relevant conferences	2025-2026
		Students, PhDs, Industry	Develop new training materials to be added to existing training (lectures, workshops, summer schools, thesis)	Ongoing
2	Knowledge on Generalizable Startle Detection Models for Pilots Using Multimodal	Researchers, Industry	<ul style="list-style-type: none"> <li>- Organise bi-lateral meetings with potential adopters</li> <li>- Promote via publications and presentations at relevant conferences</li> </ul>	2025-2026

	Physiological Data			
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## ENGINEERING

Asset	Description	Target Users	Concrete Actions	When
1	UC5 IA prototype (dashboard)	<ul style="list-style-type: none"> <li>•London Luton Airport (LLA)</li> <li>•Other airports</li> </ul>	<p>The core of the solution is constituted of technological development, testing, validation and impact creation. The activities on the basis of the offering are related to continuous research and innovation. Moreover, marketing and communication activities aimed to enforce the customers' engagement and to disseminate the solution that have a great role. From this point of view, Engineering has a decennial consolidated presence on Safety and Security market. Engineering has several customers in Italy as well as several initiatives nationally and in Europe. Engineering has acquired considerable experience in the realisation of Security solutions for its clients over several years, also being involved in the most important research and development initiatives nationally and in Europe. Participation in the most external relevant events. Exhibitions, Industry for public events. Participation in the International Conference series and workshops. Publication on Magazines/journals will support these activities. Engineering's strategy for the dissemination starts with the deployment of the exploitable results into its product portfolio for targeted users. Then, through the support for the marketing internal team, Engineering uses existing contacts to create awareness of the project results in a wide area of interested communities and customers, through presentations, workshops and seminars. Possible gaps, future needs and specific customizations are analysed based on the specificities for each target and will be developed following the Consortium agreement on the system</p>	2025-2026

			<p>results exploitation. This activity has already been started by Engineering during the project lifetime and will continue after its closure. In fact, the whole system features will be presented and demonstrated to different potential key customers, rising expressions of interest on the whole solution. Business development opportunities are expected from the inclusion and integration of HAIKU exploitable results into the company's current offerings in order to enlarge it to the security market. Following the activities planned to be initiated after the completion of HAIKU:</p> <ul style="list-style-type: none"> <li>• Empower the offerings for future research funding</li> <li>• Develop the basic technology offer: Support by sales engineers, field engineers, consultants, solution designers, configuration engineers, technical and commercial project managers</li> <li>• Develop an attractive technology offer: IT developers and market analysis for the appropriate customization of the solution to the different market segments</li> <li>• Contact with potential companies</li> <li>• Develop a prototype of the product</li> <li>• Commercial launch: Support licensing agreements and IPR</li> <li>• Organise bi-lateral meetings with potential adopters</li> </ul>	
2	Technical knowledge on safety analysis and predictive safety.	<ul style="list-style-type: none"> <li>•Critical Infrastructure Operators in private and public sectors, CI Management Teams and CI Owners</li> <li>•Security companies and federal authorities</li> <li>•Industry market operating in the security sector, which could be interested to integrate</li> </ul>	<p>The key element of this exploitation strategy revolves around Engineering's expertise in safety analysis and predictive safety methodologies. The focus is on leveraging technical knowledge acquired and refined through continuous research and innovation activities. This knowledge-based offering will be further enhanced through testing, validation, and creating a tangible impact within the safety and security sectors. Engineering's well-established presence in the Safety and Security market, both in Italy and across Europe, positions the company to effectively exploit the knowledge generated. Over the past decade, Engineering has developed significant experience in providing safety solutions to its clients, while</p>	2025-2026

		<p>AI-based intelligence assistant</p>	<p>actively participating in major national and European research and development initiatives. This deep expertise will be instrumental in promoting the adoption of this methodological KER.</p> <p>Participation in prominent industry events, international conferences, and workshops, alongside publications in leading journals, will support the dissemination and promotion of the safety analysis and predictive safety methodologies. These activities will raise awareness among relevant stakeholders, including potential adopters, ensuring the KER's visibility and credibility in the market. Engineering's strategy begins with integrating this methodological KER into its existing product portfolio, targeting users across safety-critical industries. Engineering will demonstrate the methodology to key potential clients, aiming to generate interest and secure commitments for further collaboration. Expressions of interest from potential users will pave the way for deeper integration of these methodologies into safety-critical applications.</p> <p>Following the completion of the project, the planned activities include:</p> <ul style="list-style-type: none"> <li>● <b>Enhancement of Offerings for Future Research Funding</b> Engineering will strengthen its offerings by leveraging the expertise gained, positioning itself for further research and innovation funding opportunities.</li> <li>● <b>Development of the Methodological Offer</b> Engineering's sales engineers, field engineers, consultants, and project managers will support the development and promotion of the safety analysis methodology. This approach will ensure the method is effectively integrated and delivered to clients.</li> <li>● <b>Customization of the Offer</b> IT developers and market analysts will tailor the methodology to suit various market segments, making it an attractive offering for diverse industries with specific safety requirements.</li> </ul>	
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			<ul style="list-style-type: none"> <li> <b>Standardise the Service and Include into the Current Consultancy Offer</b>            Engineering will standardise the safety analysis and predictive safety methodologies, ensuring they become a regular part of the consultancy services provided to clients. This will enable Engineering to offer a consistent, high-quality service to all sectors requiring safety-critical solutions.         </li> <li> <b>Engagement with Potential Partners</b>            Engineering will proactively reach out to potential partners and companies interested in adopting the safety analysis and predictive safety methodologies.         </li> <li> <b>Development and Commercial Launch</b>            A prototype of the methodology will be developed and prepared for commercial launch. Engineering will explore licensing agreements and Intellectual Property Rights (IPR) to safeguard and commercialise the methodology.         </li> <li> <b>Bilateral Meetings and Business Partnerships</b>            Engineering will organise bilateral meetings with potential adopters and key clients to present the methodology, demonstrate its value, and secure long-term partnerships.         </li> </ul>	
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## LFV

Asset	Description	Target Users	Concrete Actions	When
1	Human-AI teaming concept	U-space service providers, UAM	- Organise bi-lateral meetings with potential adopters and researchers	2025-2026

	in U-space (WP3, WP4, WP6)	researchers and UAM concept developers	- Share/transfer/further develop the concept and knowledge, and involve in future research	
2	UAM Coordinator concept in U-space (WP2, WP3, WP4, WP5, WP6, WP8)	U-space service providers, UAM researchers and UAM concept developers	- Organise bi-lateral meetings with potential adopters and researchers - Share/transfer/further develop the concept and knowledge, and involve in future research	2026
3	Intelligent assistant for UAM Coordinator (DUC) concept in U-space	U-space service providers, UAM researchers and UAM concept developers	- Organise bi-lateral meetings with potential adopters and researchers - Share/transfer/further develop the concept and knowledge, and involve in future research	2026
4	Knowledge on UAM scenario design	Training institutes and academies	- Organise bi-lateral meetings with potential adopters to share and transfer the knowledge	2026

## ENAC

Asset	Description	Target Users	Concrete Actions	When
1	Open source Eye-tracking data processing library (ArGaze)	Human factor practitioners, research engineers	Website and open source library deployed <a href="https://achil.recherche.enac.fr/features/eye/argaze/index.html">https://achil.recherche.enac.fr/features/eye/argaze/index.html</a>	June 2024
2	Knowledge on eye tracking device	Human factor practitioners, research engineers	Standardise a service to respond to requests of support and new functionalities for the Argaze library	Since June 2024

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	capabilities in real-time			
3	Training course on startle and surprise for commercial pilot student's at ENAC	Pilot instructor and pilot students	Deployment of the course	Ongoing 2025

## SUITE 5

Asset	Description	Target Users	Concrete Actions	When
1	Airport Safety Incident AI-powered dashboard (A product for airports planning to improve their safety monitoring and incident predictive capability)	Airport safety stack, airport operations	<ol style="list-style-type: none"> <li>1. Test and validate updates in LLA</li> <li>2. Deploy at LLA</li> <li>3. Create service using LLA as a reference point</li> <li>4. Integration of dashboard (without LLA data) in combined offering of the S5 Griffio product</li> </ol>	<ol style="list-style-type: none"> <li>1. Completed 2024/2025</li> <li>2. Completed 2025</li> <li>3. Ongoing 2025</li> <li>4. 2025/2026 (after the end of the project)</li> </ol>
2	ML-based Air Traffic Sequence optimisation	ANSPs, ATCOs	<ol style="list-style-type: none"> <li>1. Test and validate updates during VAL2</li> <li>2. Make a service offering bundle by S5</li> <li>3. Generalisation of solution to be applicable to other airports</li> </ol>	<ol style="list-style-type: none"> <li>1. Completed 2025</li> <li>2. Completed 2025</li> <li>3. 2025/2026 (after the end of the project)</li> </ol>

	(A product for airports/ANSPs to improve efficiency)			
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## CERTH

Asset	Description	Target Users	Concrete Actions	When
1	Prototype for wireless counting + Android application for routing and health and safety tool (A product for airports)	Airports, Passengers, Health and safety officers	<ul style="list-style-type: none"> <li>- Develop products for Android and web application as well as cloud based IA</li> <li>- Certify them to adhere to EU AI regulations.</li> </ul>	2025-2026
2	Wireless air quality and queue counting sensorboard	Air quality experts and indoor spaces professionals (e.g. shopping centres)	Develop sensorboard that will be based on low cost hardware for market use	2025-2026
3	iOS application for routing	APP developers, Passengers	Develop product for market uptake and certification procedure	2025-2026
4	Novel algorithms for counting game theoretic design	Academic Community	Continue research to create a portfolio	2025 onward

	of HAIKU related processes			
5	Human AI teaming to students and professionals	Students, AI experts	Open source platform carefully built to discourage trolls	2025-2026

## EMBRAER

Asset	Description	Target Users	Concrete Actions	When
1	Guidelines for HF (WP3, WP7, WP8) Methods and tools for pilot assistance assurance development (WP7) Methods to improve cockpit safety	Organisation Eng Staff	<ul style="list-style-type: none"> <li>- Internal promotions (Eng Seminar, Communities of Practice, targeted workshops)</li> <li>- Develop training materials (internal standards, lessons learned, best practices)</li> <li>- Deploy knowledge in internal or follow-on projects</li> <li>- Explore HF impacts on AI Dev. processes in Eurocae WG 114/SG8</li> <li>- Discuss emerging regulation on AI assistant products/services with EASA and other regulators</li> </ul>	Ongoing since 2024
2	Pilot assistance tools, concepts and artefacts (WP4, WP6)	Organisation Eng Staff	<ul style="list-style-type: none"> <li>- Showcase case study</li> <li>- Organise bi-lateral meetings with potential adopters</li> <li>- Support further engineering development of re-route/divert assistant</li> </ul>	2025-2026

3	A product to improve airline effectivity and efficiency (WP4)	Airline Staff (Pilots, Operational Control Center staff)	<ul style="list-style-type: none"> <li>- Showcase HAIKU development to further assess stakeholders needs in future assistant product definition and development</li> <li>- Organise bi-lateral meetings with potential adopters</li> <li>- Further R&amp;D to improve/extend assistant concept in joint development</li> </ul>	2025-2027
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