Innopedia Involvement Plan (discussion paper)   NIVR, 15 October 2009

Introduction
The CREating innovative Air transport Technologies for Europe (CREATE) project has the objective to stimulate the development and the capturing of know how and technologies which will enable step changes for sustainable Air Transport in the second half of the century. It will design and implement a process to collect and assess creative and innovative ideas for the future of air transport.
As part of this collecting activity a wiki type website "Innopedia" was designed and build.

Innopedia is presently distributed mainly by word of mouth by the CREATE Team members and through search engines that use their bots to collect information on Innopedia and fill their database. Using the appropriate keywords (e.g. "Innopedia Green" or "Innopedia Box") in a Google search will result in a direct result on Innopedia. Using the common word "create" is not discriminating enough for the search engine to find innopedia easily.

Hence, an effort towards making Innopedia more known by a wider community, an Innopedia Involvement Plan (this document) has to be prepared and agreed upon.

One of the main questions is how to create an incentive for people to contribute to innopedia. An approach discussed with the Commission and getting some positive support is creating a link with future Workprogrammes in FP7. In practise this would mean that for WP2011 the topics for "Pioneering the Future" would be based on the discussions going on in Innopedia. The feedback from the Commission is that Innopedia should not develop into a Proposal Preparation Tools, but instead could be providing one of the inputs for the WP agenda. This approach and the possible role of Innopedia should be clearly communicated and not leave any doubts or options for misinterpretation.

Innopedia Involvement Plan
As part of the involvement plan we apply the W4-model that describes the: **W**hat, **W**ho, ho**W** and **W**hen of the involvement.

1. What
A number of options have been identified. These will be described and typically not all options will be carried out but a practical choice will be made.

> a. Filling Innopedia with project results
> b. Brochure
> c. USB-stick (2GB)
> d. Ads
> > o Google Adsense
> > o on the ASD website
> > o in Flight International (weekly; website)
> e. Tools on Innopedia
> f. Design contest on Innopedia
> g. Web based Technology Watch

2. Who
When taking any of the above actions, a typical audience could be:

> a. Network of team members (ASD-database; TUM, etc.).
> b. Universities (e.g. a letter to the Dean and/or the aeronautical student society).

   c. Use European Aeronautics Science Network (EASN) through their regional contact (PoC's available on the EASN website).

   d. ASD member companies/contacts ((i.e. Aerospace community using ASD data base).

   e. Contact Heads of Innovation / Directos of R&D of EOM's (potential customers)
- o assess their requirements
- o seek their support (what do they require)
    -   Ideas (← → **PRICE**)
    -   IPR / Security (TRL-level may be switch)

3. ho<u>W</u>

The hoW describes the ideas presented in "1. <u>What</u>".

   a. NIVR makes arrangement for team members to upload their project results in a structured way (NIVR assists)

   b. Brochure – a brochure is part of the work description (D-4.3).
- o Design brochure (consensus on concept)
- o Sending paper version to contacts
- o Sending PDF version to contacts (alternatively)
- o Addresses list is collected from ASD and team members

   c. USB-stick (2GB) – the USB-stick contains information on Innopedia and links to the website. When using the stick a page on Innopedia is displayed on screen. Cost €8 when ordering 500 pieces and mailing.
- o Replaces brochure
- o May work better than brochure as information on CREATE/Innopedia will be displayed on screen when USB-stick is used. Brochure may be less effective.

   d. Ads
- o Google Adsense – using advertising via Google. Key words are supplied to Google. The advertisement appears on the right-hand side of the screen when searching with Google and using suitable search terms. Cost: free trial; > € 30/month.
- o An ad on the ASD / ACARE websites (no cost)
- o An ad in Flight International (weekly; website; high cost)
- o Cost aspects to be related to RoI (first 2 options preferred!)

   e. Tools on Innopedia. The tools can be used by a visitor from inside Innopedia. the tools are in line with the objective of CREATE/Innopedia and facilitate the development / assessment of ideas (e.g. MindMap, basic airplane design; a work platform for a community, etc.).
- o MindMapping
- o Design tools
    -   a/c performance determination/prediction
    -   data bases on solar cells; fuel cell; batteries; combustion engines; etc. (existing knowledge easily accessible)
    -   data base on materials (existing knowledge easily accessible)
- o WP4 can cover a limited number of ideas; the commission could take this further

   f. Design contest on Innopedia. Define a design contest on Innopedia and put a price on the best idea. Ideas are to be contributed via (and are stored on) Innopedia or a parallel-site
- o Universities via Dean
- o Best design gets publicity and money (is good for university)
- o

g. Implement a web based Technology Watch in the site
   o tbd

4. When
The When puts the possible actions in a time frame.

   a. Brochure
      - Concept brochure in October 2009 (layout by design bureau)
      - Content to be supplied by team members
   b. USB-stick (2GB)
      - Same as in (a.)
   c. Google Ads
      - Run free version of Google Ads
      - Check statistics (Google service)
      - Decide if and what budget to spend maximally each month
      - ASD / ACARE to decide what to put on site
   d. Tools on Innopedia
      - See Report on WP 4.2 for details (progress report for outline)
   e. Design contest on Innopedia
      - Prepare in 2009
      - Run in 2010