# Call for tenders ref. S3JU/LC/011-CFT

# Annex 8. Case Study Work area 2 “SUPPORT THE MARKET UPTAKE OF SESAR SOLUTIONS”

As part of its regulated obligations the SESAR 3 JU is responsible for developing and accelerate the market uptake of innovative solutions. It does this by capitalising on the work done by its R&D process and life cycle where SEAR Solutions at a TRL 6 maturity level are delivered, and in the case of established voluntary implementation objectives, are fed into deployment processes covering both industrialisation and implementation.

This work is carried out in alignment with the European ATM Master Plan.

To achieve this objective, the SESAR 3 JU aims to make improvements to the processes underpinning the European ATM Master Plan, as agreed by the Governing Board in December 2022 and as documented in a paper entitled “Proposal for a simplified and strengthened Master Planning approach”. See Appendix 6.

In this case study the tenderer is requested to propose

1. Propose a strategy summarising the steps needed to accelerate market uptake and stakeholder buy-in, and,as such, accelerate the market uptake with respect to the inter-institutional responsibilities like SESAR Deployment Manager, EUROCONTROL, the connection with standardisation and regulation activities (EASA, EUROCAE) and all this aligned with the overall processes.

- Propose a plan with examples of material that could be produced to raise visibility and engage targeted stakeholders, covering SESAR Solutions that are ready for industrialisation. The material should be readable by general and non-expert audiences.

The proposal of this case study should not exceed 4 pages and describe briefly approach, organisation, resource allocations, time line, quality measures, price setting aligned with the prices offered in the Price Schedule - financial offer submitted for the purpose of this call for tender.