

V.1.0

Community Engagement Playbook for Drone Operators

Wing & Manna

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1 Introduction

It is important for drone operators to be accepted by the community they operate in. This playbook is meant to give some guidelines to operators on how to try to reach this acceptance through proactive means.

Note that although the guidebook is meant to help all drone operators, it was primarily written from the perspective of drone delivery companies, and therefore depending on the drone application each and every element of this guidebook may not apply, and at the same time there might be several elements, which could be added.

2 General guidelines of community outreach

2.1 Research, stakeholder analysis and strategy

Mapping community stakeholders for early-stage community outreach in drone delivery involves a comprehensive approach. Begin with thorough research to identify internal and external stakeholders, including residents, businesses, local decision-makers (government officials, city officials, councillors, MPs etc) and community groups (such as residents' associations and housing companies, social groups, environmental groups). Conduct stakeholder analysis to assess their interests, concerns, and influence levels. Utilize this analysis to inform the strategy approach, prepare a communication plan, tailoring engagement methods, and communication materials to address specific stakeholder needs. Assemble a dedicated outreach team, actively engage stakeholders not only before launch but during the operations through community events, surveys, information sessions and flight demonstrations, consistently gather and incorporate feedback. Transparency, documentation, and legal compliance are crucial elements in ensuring a successful integration of drone delivery operations within the community.

2.2 Establishing channels for communication

Make sure that if the community has questions or feedback about your operations, they have the appropriate channels available for them to communicate these questions or concerns to you. This should not happen only in the beginning of the operations or before the launch but you should have continued community interaction. Make sure you will address the concerns and questions properly.

2.3 Creating messaging

For effective drone delivery outreach, understand your audience's concerns, highlight benefits like efficiency, address privacy and safety issues transparently, share impactful stories, engage the community, use visuals, tailor messages, maintain consistency, foster two-way communication and ensure legal compliance.

2.3.1 Addressing general concerns

There are some recurring themes that arise when talking about drone operations: particularly safety, privacy and noise. It is therefore important for drone operators to inform the community on the specific ways in which they have taken into account these recurring concerns. Present the different mitigation methods you have in place in order to respond to safety concerns, share information on possible video or photo footage you gather during the operations and the usage of this material and try to provide people with opportunities to hear the drones beforehand for instance through demonstrations for key stakeholders, as well as present possible noise disturbance mitigations.

2.3.2 Informing about the benefits

In order for the community to accept the drone operator, they should also be informed on the positive effect of the operations. There are many benefits associated with drones, depending on the application. For instance drones can offer faster deliveries or help reduce emissions or congestion. Whatever the benefits of your drone application are, please do make it visible for the public

2.4 Collecting and responding to the feedback from the community

When addressing community feedback, it's crucial to empathetically acknowledge their concerns and suggestions. Offer transparent explanations of actions taken or planned in response to their feedback,

underlining your dedication to addressing concerns, improving safety, and minimizing disruptions. Try to maintain an open and collaborative dialogue with the community to foster trust and partnership and establish a feedback loop for continuous improvement in building trust and support for drone delivery within the community.

Depending on the scale of your drone delivery, it might be valuable to also collect data on public sentiment in a structural way to track trends and reactions to your operations.

3 Different means of community outreach

Please find below some ideas on how to communicate to the community. Please note that the communication should be done in the local language(s) and that the different means of outreach should not replace but complete others - all the different means would ideally be used before launch and during operations.

3.1 Targeted outreach with government officials and local stakeholders

It is important to create contacts to local decision-makers and keep them informed of your operations so that they have accurate and up-to-date information about your operations and they can inform their constituents and help prevent potential misinformation from other sources as well as provide you with questions or concerns from the community for you to tackle.

City officials can also be a great asset in developing your operations and give valuable feedback for instance on how to best reach the different community groups and citizens or where to establish delivery locations.

3.2 Local customer support team

Make sure you have a local customer support team, which can be reached throughout the day, during office hours, by phone or by email. Add the contact information of the team to as many places as possible, such as on the website and brochures, in order to offer people a contact to use for any feedback or questions they might have.

3.3 Presence at widely-attended community events

You can be creative in finding ways to communicate with the community. Existing large-scale, public events in the community from farmer's markets to music festivals, might be good opportunities to engage with the community members. It might be easier to pull your sleeve in an event or visit your booth to ask something about your operations than contacting you by email or phone. However, make sure to check with the organizers of the event that they find such an outreach suitable.

3.4 Hosting information sessions and flight demonstrations

The idea of the information sessions and flight demonstrations is to give the community members and the main key stakeholders, the possibility to see in person the static drone (in information session) or an actual drone delivery (in flight demonstrations). It might be advisable to invite for instance by mail and by social media / newspaper adds a large majority of the residences within the delivery footprint to join such an event. The sessions and demonstrations are a good opportunity for community members to hear about the operations, ask questions and give feedback. If possible, opt for flight demonstrations, rather than information sessions with a static drone and staff only, as witnessing the experience in person is often an extremely effective tool in educating the community about drone delivery and helps in creating local excitement about its benefits.

3.5 Hosting school events

Several middle and high schools have for instance STEM (science, technology, engineering and math) days where they are looking for interesting hands-on subjects to educate the children about. Participating in such a day could be a great opportunity to provide background on the drone delivery operation and educate more generally on drone technology and safe operation. They can also be effective tools to help generate enthusiasm among local students to pursue careers in the field.

3.6 Flyer outreach to the community

You are never able to reach all the community members by events, social media or newspaper articles or ads. One way to reach out to a bigger audience is to send my mail flyers to the community over which you will be flying in. In the flyer you can give basic information about your operations and possibly already answer the most common concerns (FAQ section) as well as give you contact information for the members of the community for asking more questions and send feedback. If you have some local events coming up which you are organizing or attending, this is also a good occasion to advertise them. Note that often due to “No commercials” sign on doors, you will never be able to reach the whole community with such an outreach style either.

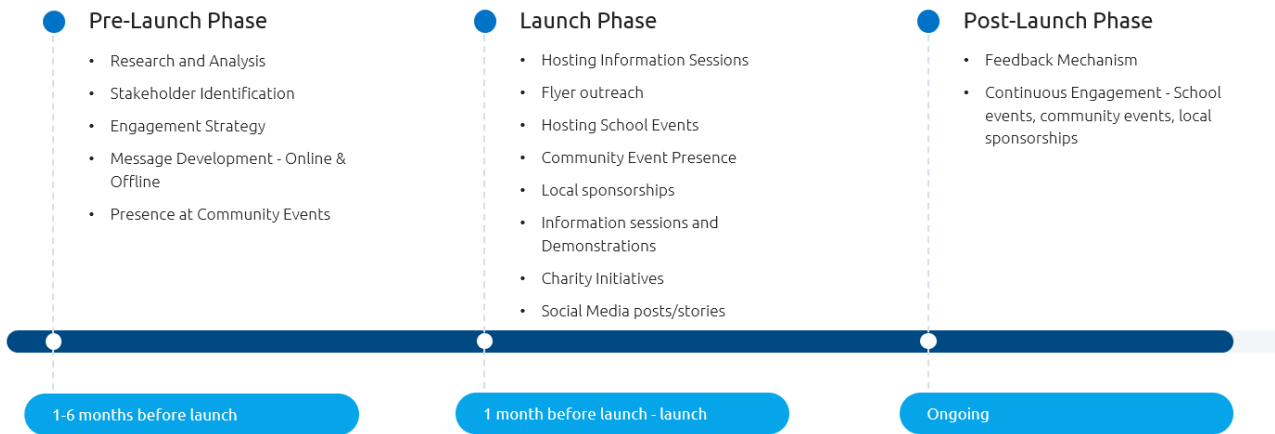
3.7 Local sponsorships and charity initiatives

Being part of a community means you might also want to give back to the community. If you are an active player in the community, you will most likely be approached with different charity and sponsorship opportunities, such as sponsoring the local football team or participating in a charity event with drones as an extra program and a highlight. These are good initiatives to show the community you are part of it.

3.8 Social media

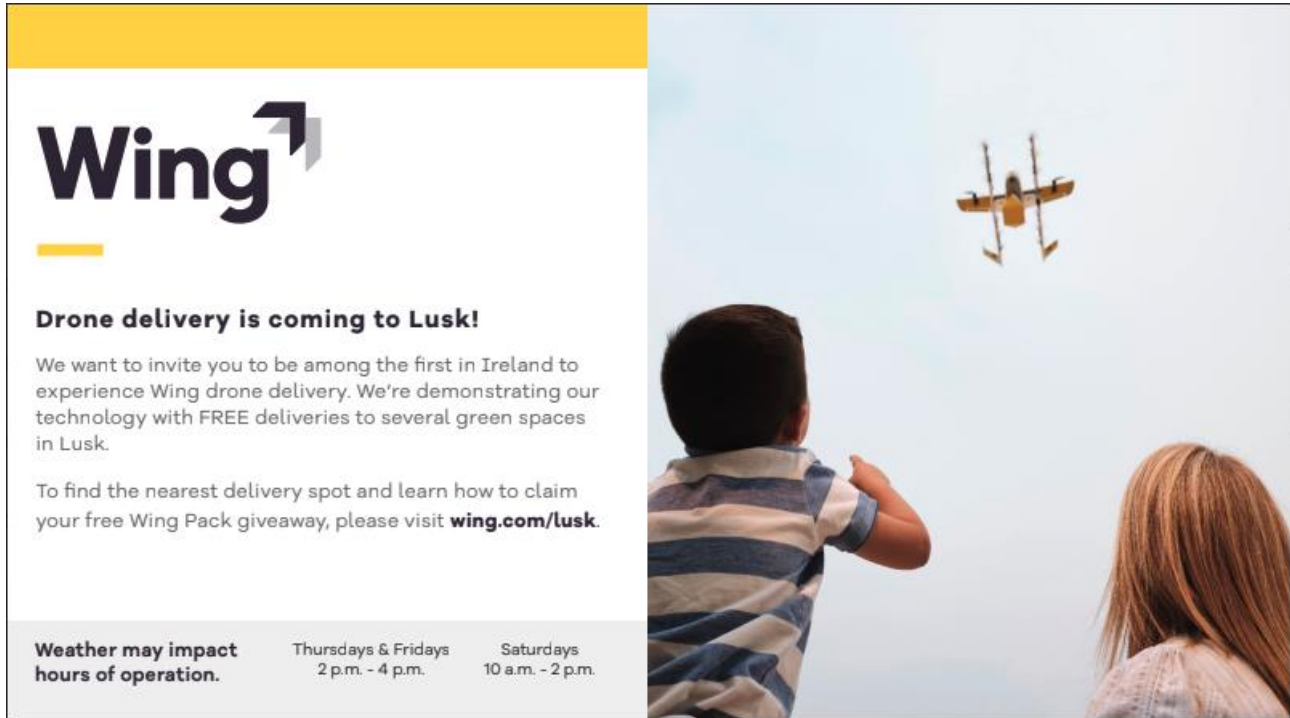
Utilize social media platforms as a direct and extensive channel for community engagement. Choose platforms that align with your target audience, such as your own blog, Facebook, Twitter, Instagram, TikTok and LinkedIn. Create content that educates and engages the community in real-time, addressing their needs, concerns and providing updates on project milestones and expansion plans. Leverage visual elements and multimedia to effectively communicate the advantages and safety measures of drone delivery. Take into consideration that sharing information to certain areas / neighborhoods can be done via multiple social media channels in parallel. Highlight real-life stories and testimonials to add a human touch to the service. Foster two-way communication by promptly responding to feedback and questions.

4 Sample Timeline



5 Sample Communications

5.1 Before Launch flyer



Wing

Drone delivery is coming to Lusk!

We want to invite you to be among the first in Ireland to experience Wing drone delivery. We're demonstrating our technology with FREE deliveries to several green spaces in Lusk.

To find the nearest delivery spot and learn how to claim your free Wing Pack giveaway, please visit wing.com/lusk.

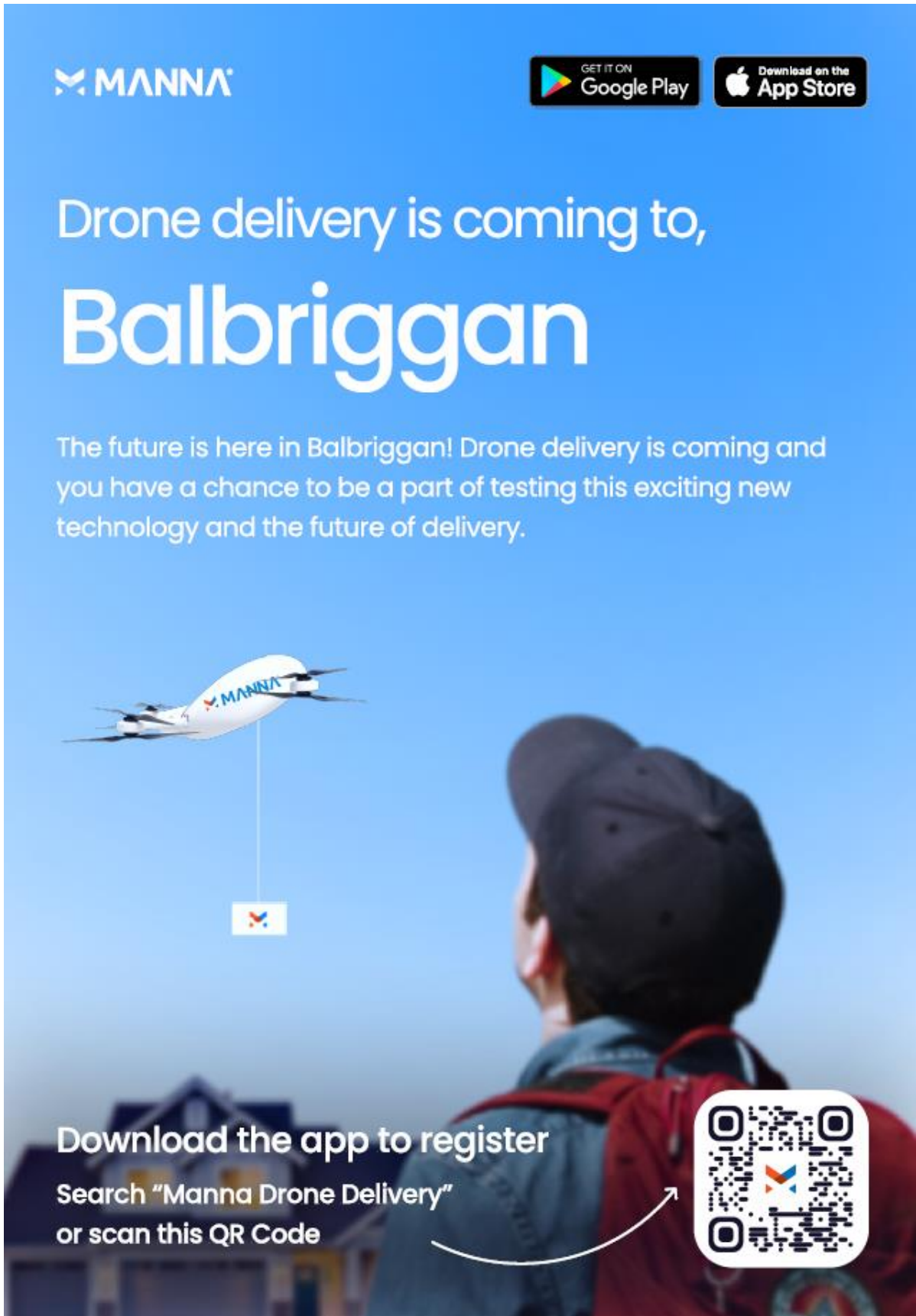
Weather may impact hours of operation.

Thursdays & Fridays 2 p.m. - 4 p.m.	Saturdays 10 a.m. - 2 p.m.
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Ready to get started?

- 1** Visit wing.com/lusk to find the nearest delivery spot and download the Wing Drone Delivery app.
- 2** Find the code for the delivery spot you're using. This is available on wing.com/lusk and on the yellow sign at each delivery spot.
- 3** Enter the provided code when the app asks for the address where we're flying to. That will give you access to the catalogue.
- 4** Select your free pack and place your order. Wing's service is subject to availability. Wing's full service terms and conditions can be found at wing.com/terms.
- 5** The drone will take off from the nearby staging facility, and fly several kilometers to the delivery spot you selected.
- 6** The drone typically arrives within 10 minutes. It will hover down, and use a tether to slowly lower the package to the ground.
- 7** The customer can retrieve their package after the drone has departed.
- 8** The drone returns to the staging facility, lands on its charging pad, and gets ready for its next mission.

Questions or comments? Contact us at support-ie@wing.com.




MANNA

GET IT ON
Google Play


Download on the
App Store

Drone delivery is coming to, Balbriggan

The future is here in Balbriggan! Drone delivery is coming and you have a chance to be a part of testing this exciting new technology and the future of delivery.



Download the app to register
Search "Manna Drone Delivery"
or scan this QR Code





Manna Drone Delivery will soon be commencing drone delivery trials in the Balbriggan area. Our drones offer a fast, convenient and environmentally friendly way to get everyday products right to your door.

This trial is in conjunction with local retailers, including Tesco. You will be able to purchase a range of products using your phone and these will be delivered by drone directly to your home or business address. We will add new retailers very soon after the initial launch. These will include hot food, coffee, over the counter medicines and many more. You can order up to 2kg and this will also increase as we progress.

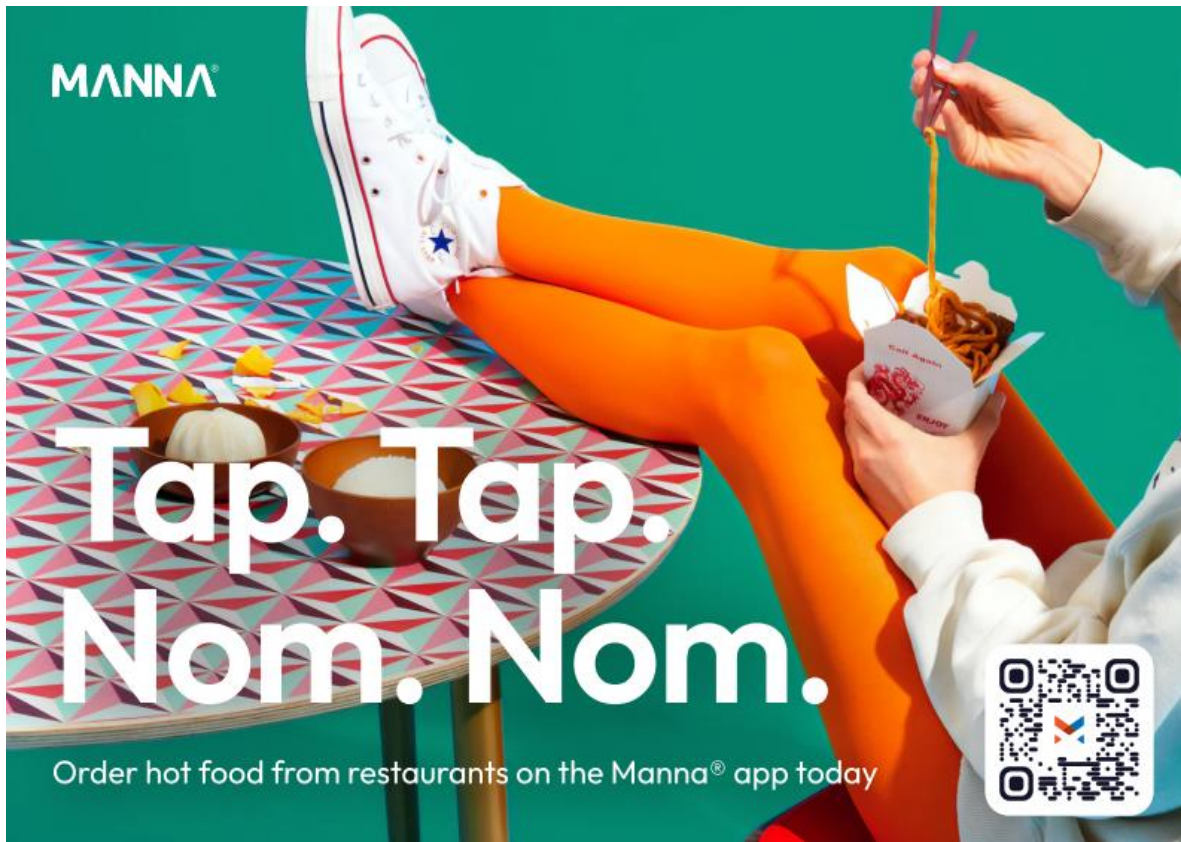
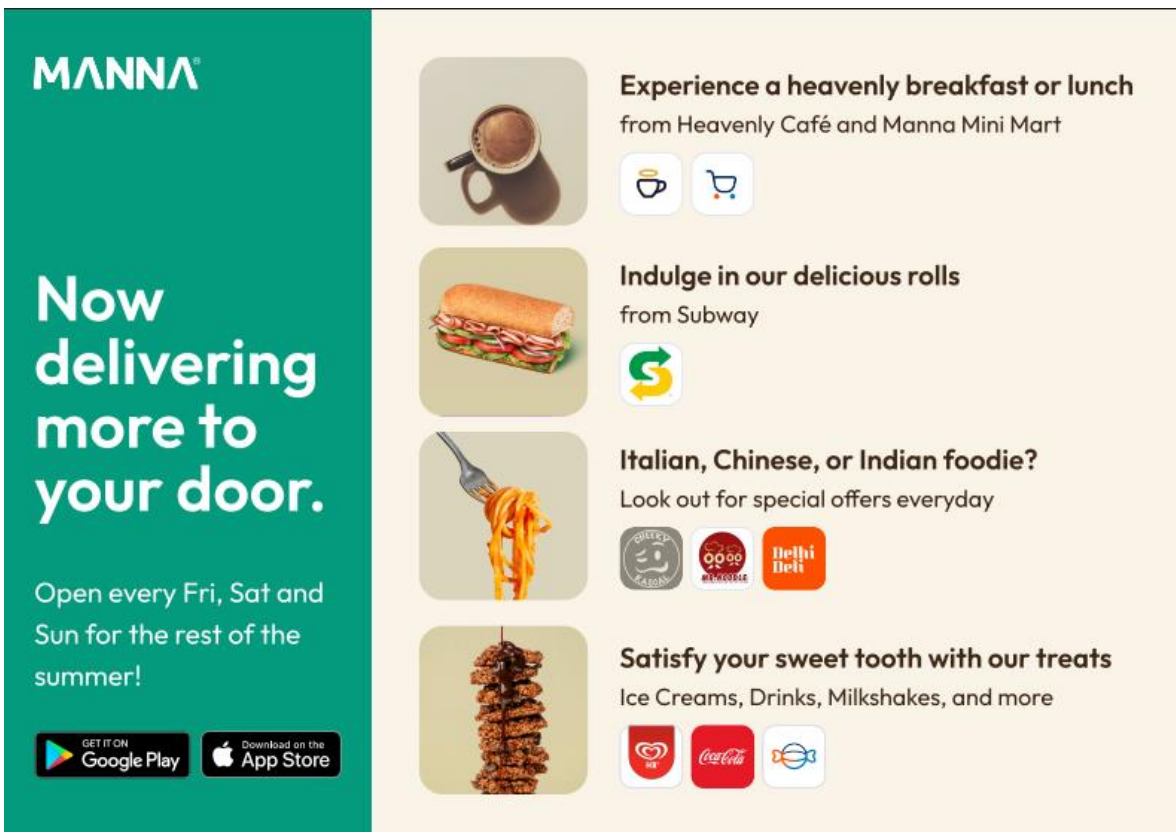
All sorts of items can be delivered – in the past we have safely delivered newspapers, birthday cake, sandwiches, and even eggs!

How it works

- 1 **Download** the app to register your Eircode and select the Delivery Point in your garden, driveway or common area. You only need to do this once and, once verified by Manna, you will be able to place orders
- 2 **Place your order** on the app. Remember the 2kg limit!
- 3 **You will receive a notification** once your order has been accepted
- 4 The store staff will **prepare** your order and package it for delivery
- 5 The drone will take off and **fly** at a height of approx. 60 meters until it arrives at your property
- 6 Once at your property it will **descend** to approx. 15 meters
- 7 Upon arrival, the drone doors will open and your package will be **lowered on a string** directly to your designated Delivery Point
- 8 The drone will then **ascend** to 60 meters and return to its base
- 9 Once the drone has commenced its flight back you can **collect your package**
- 10 The attached string is **biodegradable** so just pop it in your bin – or you can keep it as a souvenir!
- 11 Don't worry – a Manna member of staff will be present nearby when the package is being dropped to ensure the **utmost safety precautions are adhered to**

www.manna.aero

5.2 After launch flyer

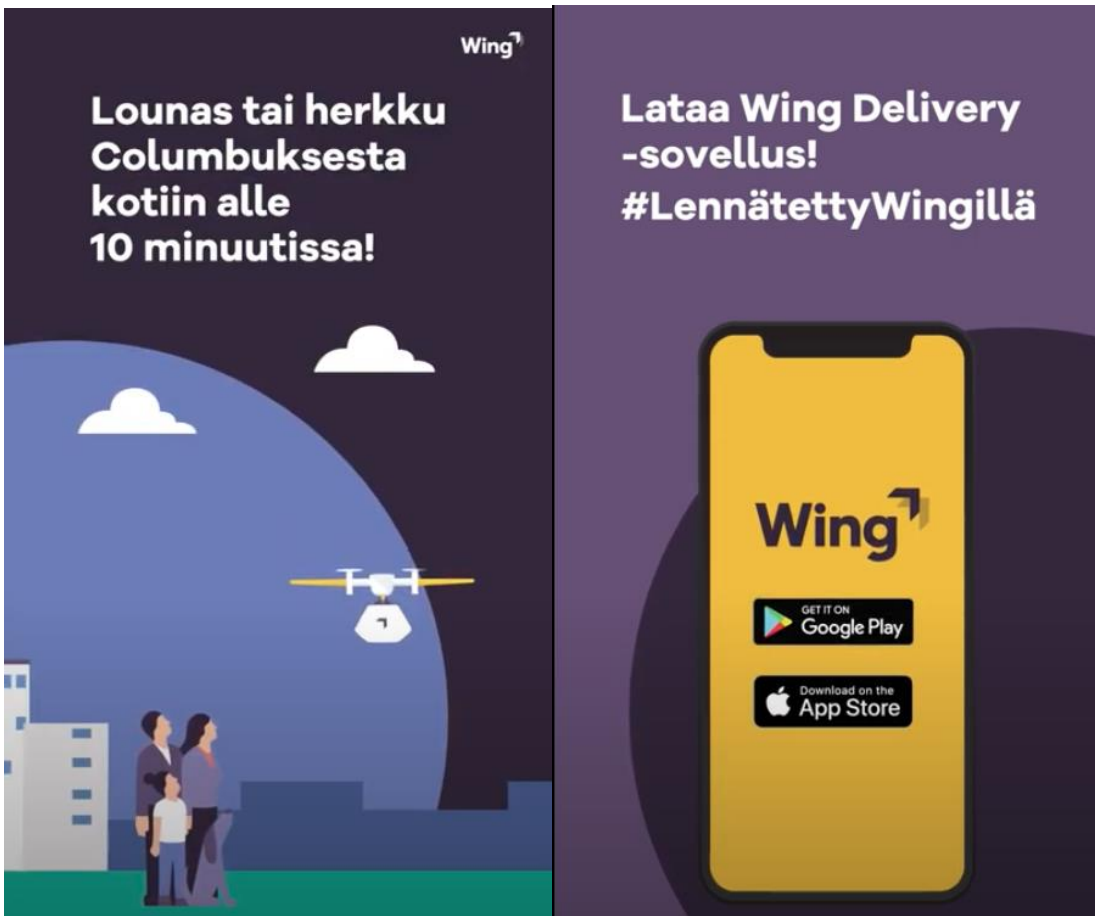
MANNA

Now delivering more to your door.

Open every Fri, Sat and Sun for the rest of the summer!

GET IT ON Google Play | Download on the App Store

- Experience a heavenly breakfast or lunch** from Heavenly Café and Manna Mini Mart
- Indulge in our delicious rolls** from Subway
- Italian, Chinese, or Indian foodie?** Look out for special offers everyday
- Satisfy your sweet tooth with our treats** Ice Creams, Drinks, Milkshakes, and more



The advertisement is split into two vertical panels. The left panel has a dark blue background with a stylized illustration of a family (a man, a woman, and a child) standing on a green lawn, looking up at a white drone with a yellow bag hanging from it. The drone is flying in a dark blue sky with a few white clouds. The text in this panel is white and reads: "Lounas tai herkku Columbuksesta kotiin alle 10 minuutissa!". The right panel has a purple background and features a large yellow smartphone. On the phone's screen, the Wing logo is displayed at the top, followed by two buttons: "GET IT ON Google Play" and "Download on the App Store". The text in this panel is white and reads: "Lataa Wing Delivery -sovellus!" and "#LennätettyWingillä".

Wing⁷

Lounas tai herkku Columbuksesta kotiin alle 10 minuutissa!

Lataa Wing Delivery -sovellus!
#LennätettyWingillä

Wing⁷

GET IT ON
Google Play

Download on the
App Store

5.3 Invitation to an open house



Lusk Community Council
October 20, 2022 · 🌐

Lusk Community Council is delighted to bring news of a major drone technology initiative coming to Lusk. This morning Wing has announced on its Blog <https://blog.wing.com/> that Lusk will be the test location for Wing in Ireland. "this is a first small step for Wing in Ireland, and will look different from the commercial services we now operate in Finland, Australia and the United States. We're excited for the opportunity to demonstrate our technology and get feedback from the...
[See more](#)

Wing drone delivery is coming to Lusk



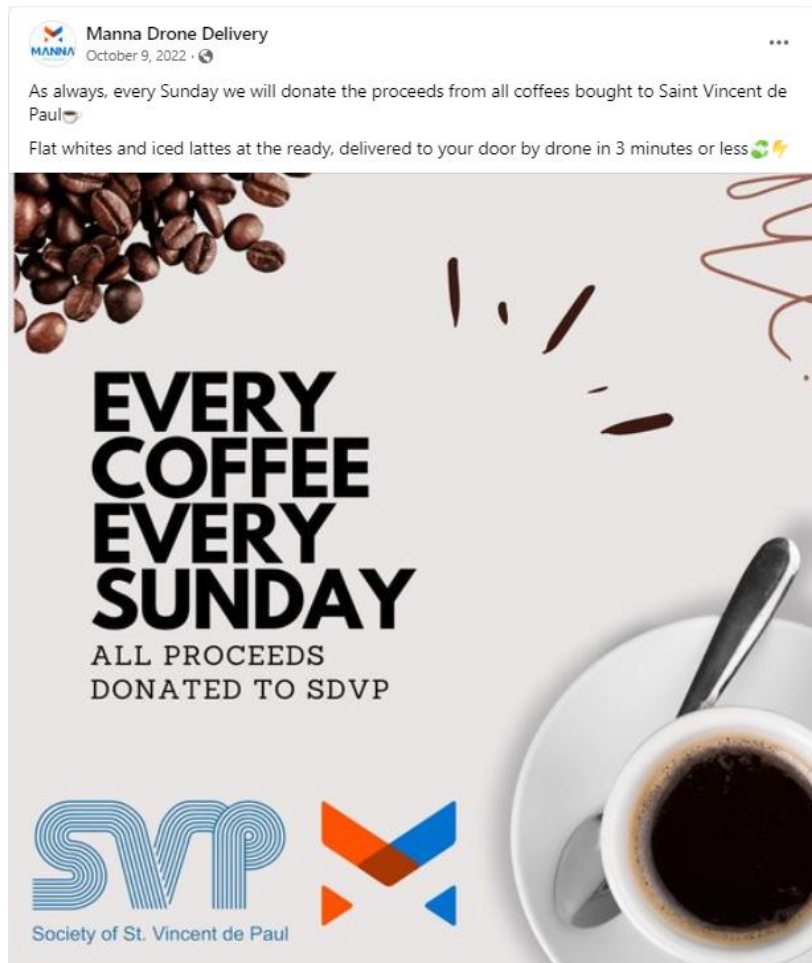
Join us for an open house.
Meet Wing representatives and see a stationary drone.

When:
4pm-8pm Thursday 27 October 2022

Where:
Lusk Community Cultural Centre, Chapel Road, Lusk K45 CP40

👍❤️ 45 28 comments 17 shares

5.4 Social Media outreach





Manna Drone Delivery

October 6, 2022 · 🌐



Our all electric drones are zero-emission, so you can feel confident about sustainable shopping 🌱



Shop
Sustainable.





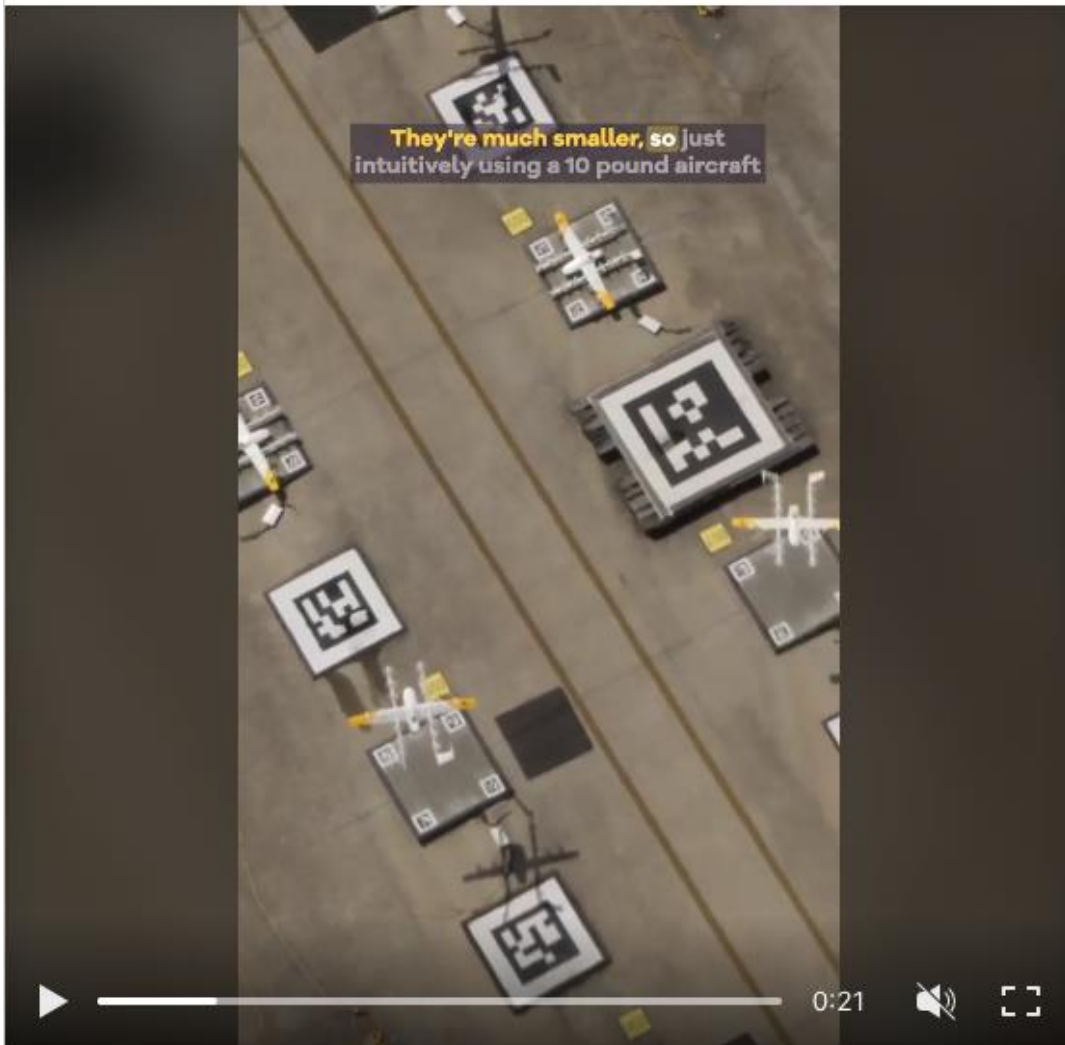
Wing

39,488 followers

3w · 🌐

Of the many variables we consider when designing, **#Sustainability** is a crucial consideration when creating future-proofed technology 🌱

#DeliveredbyWing #DroneDelivery #deliverydrone #uas #uav #logistics #robotics #drone #drones #engineering #automation #aerodynamics #delivery #lastmiledelivery





Wing

11. kesäkuu 2020 · 🌐



[#AskWing](#): How do our drones fly safely through the sky?

One way is through redundancy built into our aircraft. Each delivery drone comes equipped with backup batteries and motors – even a backup navigation system. Our onboard software helps our aircraft monitor its own health in real time and qualified pilots oversee all operations.

Have any questions? [#AskWing](#) below!





Wing

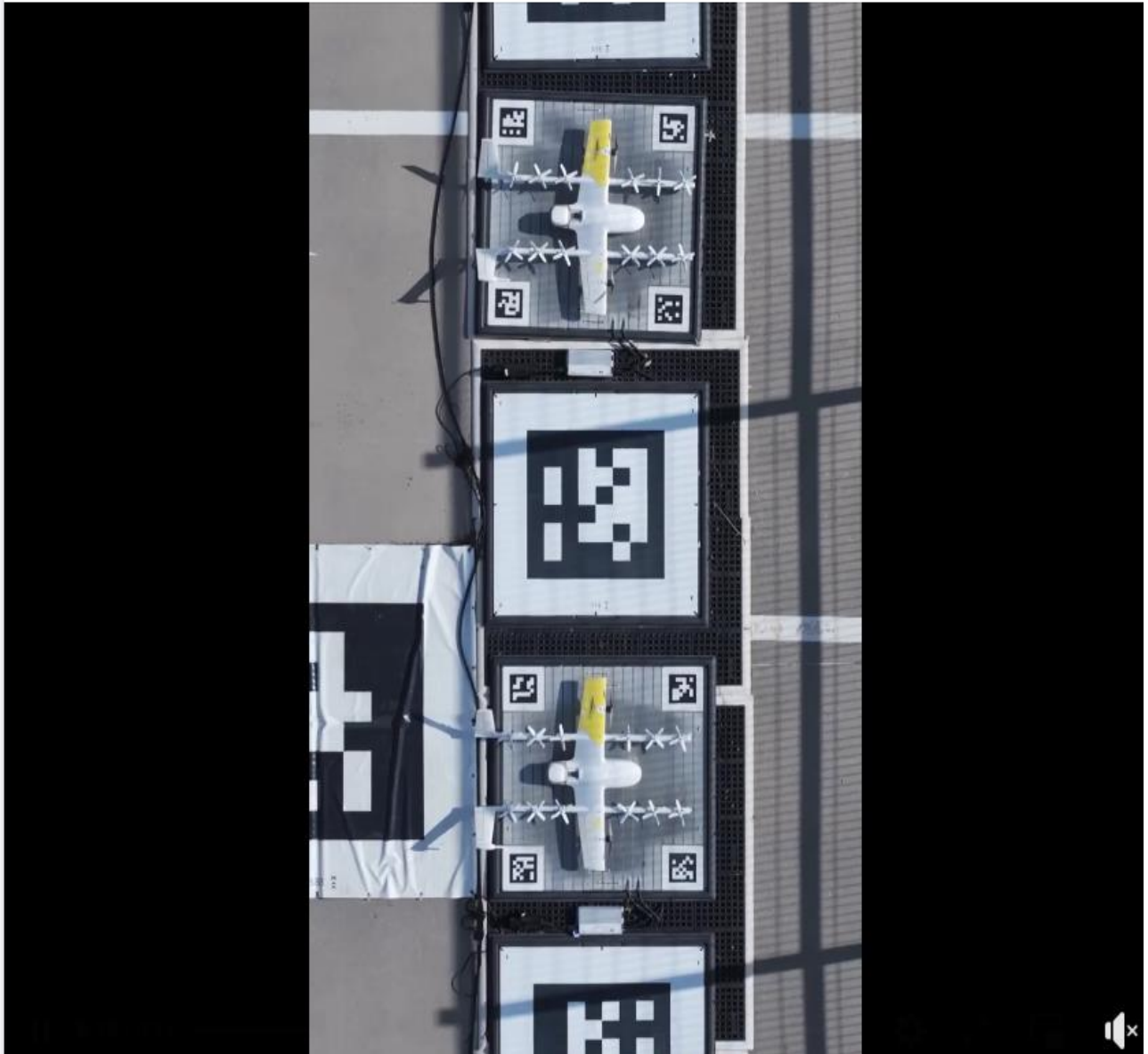
22. heinäkuu · 🌐



Big airplanes are fun and all, but who's excited to see some tiny ones at #OSH23? 🤖

If you're in #Oshkosh this week, come check out our booth to see a real delivery drone. Better yet, swing by the RC Flying Field in the evenings to watch us fly with @modelaircraft!

#DroneDelivery #UAS #drones #aviation #airshow





Manna Drone Delivery

August 29, 2021 · 🌐

One of our proudest moments, delivering the new set of GAA jerseys to Naomh Mhuire Ladies football team sponsored by Manna! Now that is a worlds first to be proud of!

Thank you to all at The community centre who helped get this over the line, we are so delighted to be part of this winning team! [Oranmore Community Centre](#) 🥳🥳 [Naomh Mhuire Oranmore Maree](#)

[#mannadronedelivery](#) [#community](#) [#ladiesfootball](#) [#WinningTeam](#) [#supportlocal](#)





Lusk United AFC · Follow

April 17 · 🌐



A great informative night tonight with [Wing Delivery](#) .We feel the pilots need to be ready for the weekend as an influx of orders may be coming ! Thank you to Brenda, Tony and Andrew for coming out and answering all the many questions . A huge thank you as always to [Lusk United Soccer Club Bar](#) for their hospitality



👍 25

1 comment 1 share



Lusk Community Council

October 27, 2022 · 🌐



We had over 60 visitors to the WING Information Open House today at the Lusk Community Cultural Centre. Thanks to all the visitors for their questions and to the WING staff for explaining what the research on drone deliveries will look like in LUSK.



👍 24

10 comments 1 share

5.5 Community sentiment research

Virginia Tech: Perspectives on drone delivery from the first community in the U.S. to experience residential package delivery by drone ([link](#))

5.6 Communication on the benefits of drones

Wing blog post: “Recent study explores what drone delivery growth could mean for cities, with Helsinki as a model” ([link](#))