

INFORMATION TECHNOLOGIES FOR SHIFT TO RAIL

D8.4 - Set up a dissemination plan for IT2RAIL

Due date of deliverable: 31/10/2015

Actual submission date: 30/11/2015

Leader/Responsible of this Deliverable: Stefanos Gogos, UNIFE

Reviewed: Y

Document status		
Revision	Date	Description
1	06/11/2015	First issue for WP8 review
2	19/11/2015	Second issue following WP8 review
3	23/11/2015	Third issue following WP8 conference call
4	30/11/2015	Final version after TMC approval

Project funded from the European Union's Horizon 2020 research and innovation programme		
Dissemination Level		
PU	Public	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

Start date of project: 01/05/2015

Duration: 30 months

REPORT CONTRIBUTORS

Name	Company	Details of Contribution
Stefanos Gogos	UNIFE	Author
Marta Goralczyk, Mihai Barcanescu, Cristina Hernandez, Yves Amsler	UITP	Reviewed
Piraba Navaratnam	RSSB	Reviewed

EXECUTIVE SUMMARY

The aim of this document is to provide a dissemination strategy for the IT2Rail project and to describe the tools that will be used to facilitate the wide-spread of information and knowledge from the results created by the project, among and beyond the members of the consortium (and beyond the life of the project). For the dissemination of IT2Rail to be successful, there needs to be a good cooperation between all the Work Packages throughout the life of the project.

In this respect, an overview of the dissemination and exploitation activities to be undertaken during the project's life is going to be provided, followed by a separate and more detailed analysis of each activity.

The consultative bodies that will be created, composed by an Advisory Board and two Expert Groups, will also be a channel which could contribute to the communication and dissemination of the project's activities, as described in the document D8.3 - Mandate and composition of Experts Groups & Advisory Board.

Dissemination and exploitation of results is not only crucial to the acceptance and implementation of technologies developed by suppliers and end-users, but more importantly by the Shift2Rail Joint Undertaking, which will carry on the research into a wider scope.

The target audience is also defined in the General Overview section, along with an appropriate strategy on how to disseminate effectively to these audiences.

TABLE OF CONTENTS

Report Contributors.....	2
Executive Summary	3
List of Figures	5
List of Tables	5
List of Abbreviations (alphabetic order)	6
1. Introduction – General Overview	7
1.1 Background.....	7
1.2 Definitions	8
1.3 Target groups / Target audience	9
2. Dissemination Plan	10
2.1 Objectives	10
2.2 Dissemination Measures	11
2.2.1 Project Identity.....	11
2.2.2 Public Website.....	12
2.2.3 Newsletters.....	13
2.2.4 Dissemination events & participation in conferences	13
2.2.5 Publications & Papers/journals	15
2.2.6 Consultative Bodies and Workshops.....	15
3. Exploitation Plan	17
3.1 Objectives	17
3.2 Exploitation Measures.....	17
4. Calendar of Events	19
5. Conclusions	20

LIST OF FIGURES

Figure 1: Key audience for IT2Rail	9
Figure 2: IT2Rail Brochure	11
Figure 3: IT2Rail Public Website homepage	12

LIST OF TABLES

Table 1: Targeted events and conferences	14
Table 2: Preliminary list of scientific papers and journal publications.....	15
Table 3: Dissemination Calendar	19

LIST OF ABBREVIATIONS (ALPHABETIC ORDER)

CCA: Cross-cutting themes and activities

CEN: European Committee for Standardization

CENELEC: European Committee for Electrotechnical Standardization

D2D: Door-to-Door

EN: European Standard

ERA: European Railway Agency

EU: European Union

IP: Innovation Programme

IT2Rail: 'Information technologies for Shift to Rail'

TRA: Transport Research Arena

WCRR: World Congress on Railway Research

WP: Work Package

1. INTRODUCTION – GENERAL OVERVIEW

This document has been drafted in order to provide a clear Dissemination and Communication plan for the IT2Rail project. To facilitate this, the following aspects need to be defined:

- Specific targets aimed;
- Dissemination and communication activities associated to each target;
- Contribution of each partner;
- A tentative general calendar of events and yearly goals.

Throughout the project, the Dissemination Work Package (WP8) will drive the dissemination of information, particularly for the purpose of ensuring future exploitation, the collaboration with the other Shift2Rail lighthouses projects (Roll2Rail and In2Rail) and the collaboration of different stakeholders related to other transport modes (road, tram, coach, etc...). The widespread and targeted dissemination of the project's outputs is vital to the acceptance and implementation of the technologies developed.

General dissemination activities will include:

1. Presentation of the project results on the project website;
2. Publication of project results in newsletters, technical papers, trade journals and conferences;
3. Initial dissemination of information through the project brochure to relevant associations and organisations;
4. Attendance and dissemination at industry trade events and conferences;
5. Regular exchange of information with the Shift2Rail Joint Undertaking.

1.1 BACKGROUND

The "Information Technologies for Shift2Rail" (IT2Rail) project is a first step towards achieving the objectives of the long term IP4 -"IT Solutions for Attractive Railway Services", one of the Shift2Rail Joint Undertaking's Innovation Programmes. Shift2Rail IP4 project aims at providing a new seamless travel experience, giving access to a complete multimodal travel offer which connects the first and last mile to long distance journeys by:

- Transforming global travel interactions into a fully integrated and customised experience;
- Providing a door-to-door (D2D) multimodal travel experience, through services distributed by multiple providers;
- Helping operators to adapt their level of service, better to satisfy customer expectations and optimise their own operations.

IT2Rail project's research activities and results are fundamental components of the relationship with Shift2Rail. The dissemination objectives of this project are to:

- Ensure that the outputs of the project are available for use by Shift2Rail IP4;
- Ensure that all important actors in the European railway sector are informed about the IT2Rail final outcomes;
- Facilitate acceptance of the project outcomes by the standards and regulatory bodies as well as by the main stakeholders of the EU rail sector, through the Advisory Board and the End Users Expert Groups;
- Disseminate, engage and promote the project and its research activities to relevant audiences.

This document will therefore present the strategy with which the above goals will be achieved during the lifespan of the project. It includes the available and future project dissemination materials, the events, workshops and conferences that are of particular interest to the project from a dissemination perspective, the communities/audiences targeted by the project for dissemination and the various liaison activities.

1.2 DEFINITIONS

Throughout this document the terms 'dissemination' and 'exploitation' will be used frequently. The definitions used by the authors are shown below:

- *Dissemination*: The aim of dissemination is to spread the outputs of the project among interested parties. This activity involves presentation of the project's results to European railway community, the industrial and scientific community, while managing knowledge within the consortium. The means to achieve this are described in this document
- *Exploitation*: The aim of exploitation is to favor the market uptake through the use of the results of the project, particularly by using them in further research activities (outside the action). This activity involves the use of the project's results and developed technologies by the suppliers and end users. It involves working closely with all work packages to ensure outputs are captured and partners are able to engage with potential customers and also that they are supported in the development of the project outputs in order to produce products and services that can be exploited.

Dissemination and exploitation of results are crucial to the acceptance and implementation of technologies developed in the project by suppliers and end-users.

1.3 TARGET GROUPS / TARGET AUDIENCE

The dissemination of the project will aim at reaching specific groups as well as the general public, conceived as potential customers. The key audience for the project can be seen in the figure 1.

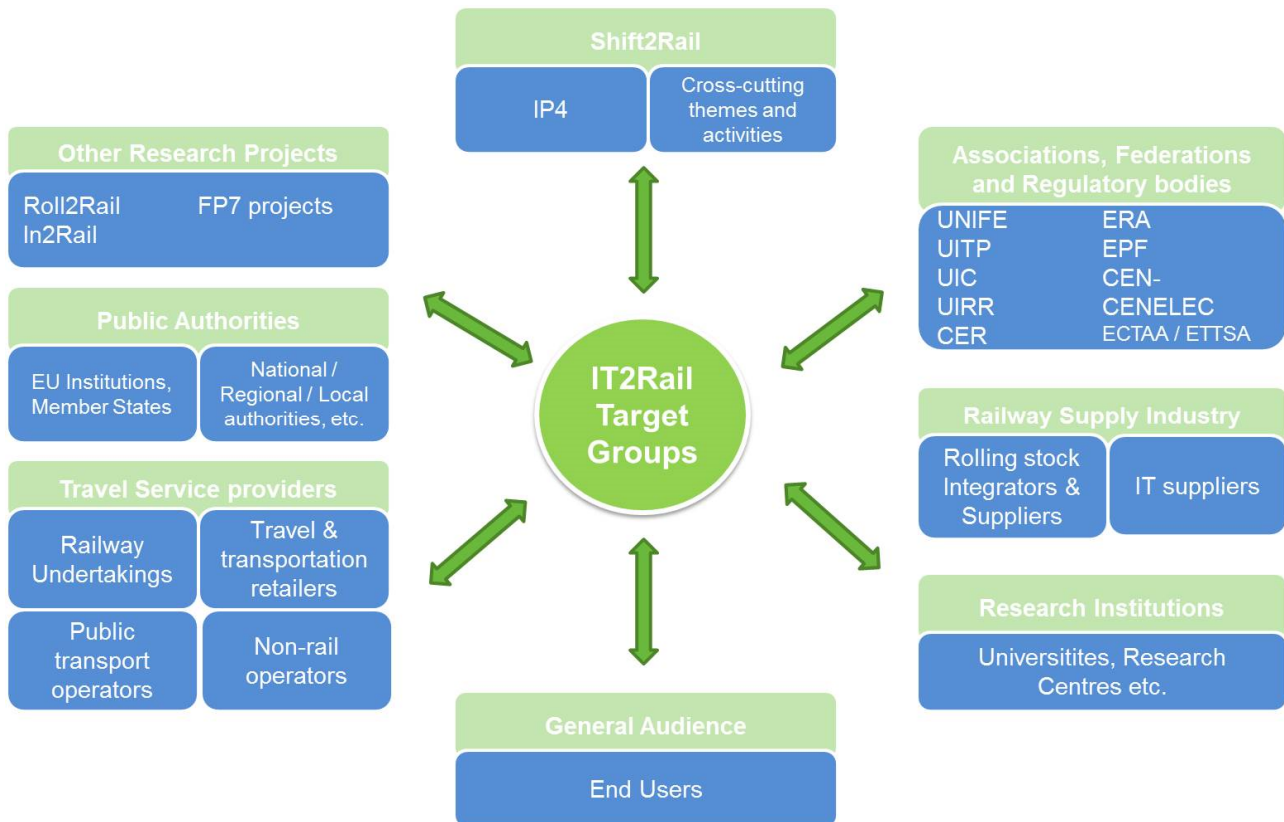


Figure 1: Key audience for IT2Rail

External communication is of key importance for maximising IT2Rail's impact and for disseminating the project results. Communication of the project research activities involves reaching:

- Relevant railway stakeholders (Shift2Rail, railway supply industries, urban and mainline operators and transport authorities, regulatory bodies, etc.);
- Relevant non-rail stakeholders for long distance travel;
- Relevant public transport operators and authorities in charge of integrated multimodal networks, including competent local public authorities in charge of public service requirements;
- The scientific community (research institutions; other research projects, etc.)

and creating awareness among the general public.

2. DISSEMINATION PLAN

2.1 OBJECTIVES

External communication will be achieved by creating a project identity and a public website, attending to conferences and relevant events and publishing articles in relevant journals.

As outlined in the IT2Rail description of work, the dissemination objectives are to:

- Establish a dissemination platform to facilitate wide-spread information transfer amongst and beyond the members of the consortium (and beyond the life of the project);
- Set up communication channels with Shift2Rail and implement a “knowledge transfer” between IT2Rail and Shift2Rail to ensure a permanent link/communication with the relevant Shift2Rail Innovation Programmes;
- Ensure that the project outputs reach targeted decision makers and stakeholders;
- Ensure that appropriate dissemination strategies are applied;
- Facilitate the implementation of IT2Rail results with the input from the Consultative Bodies (Advisory Board and Two Expert Groups);
- Investigate whether changes to existing standards and regulations would be needed to provide rail users with maximum benefits from the solutions identified in the project.

In order to achieve these objectives, the following dissemination and communication activities will need to be organised:

- Public website;
- Two newsletters;
- Articles in transport journals and transport conference papers;
- Conferences, seminar meetings with users and stakeholders at EU/national/local level;
- Press releases;
- Briefing of relevant Associations;
- Briefing of relevant EU Technology Platforms or standardisation groups;
- Publications in dedicated rail magazines & annual reports;
- Promotion of IT2Rail during important events (i.e. 5th Transport Research Arena TRA2016, 11th World Congress on Rail Research, Innotrans 2016, UITP World Congress 2017, IT-TRANS, etc.);
- Interaction with Shift2Rail IP4 and relevant Cross-cutting activities.

2.2 DISSEMINATION MEASURES

2.2.1 Project Identity

A project identity has been created at the beginning of the project including templates for presentations, reports and newsletters, a project brochure as well as the IT2Rail logo. A general presentation will also be developed for specific events. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results. For instance, the brochure will be distributed at project workshops and conferences, where project partners will participate.



The brochure is a multi-page document providing a comprehensive overview of the IT2Rail project. It features a clean, modern design with a color palette of green, blue, and white. The content is organized into several sections:

- Partners:** A grid of logos for project partners, including Unife, Thales, Amadeus, Fraunhofer, SNCF, AttoMa, Gemalto, HaCon, TMD, C22, HaCon, TMD, CNCF, Indra, UTP, CYBERNETICA, oltis group, POLITECNICO MILANO, ILUNION, RSSB, and others.
- Facts and Figures:** A central section with a large green circle containing the number '27' representing the number of partners. It also lists the total budget of €12 million, a duration of 30 months, and the project start and end dates.
- Contact us:** Provides contact information for the project coordinator (Unife) and technical leader (Thales SA).
- Information Technologies for Shift2Rail:** A section on the right side highlighting the project's focus on digital, connectivity, and intermodality.
- Project Structure:** A diagram showing the hierarchy of the project, from the overall project management down to specific work packages (WP1 to WP6).
- Project in a Nutshell:** A section on the left side providing a brief overview of the project's goals and objectives.
- Project Objectives:** A section on the left side detailing the specific goals of the project, such as providing a seamless travel experience and improving the efficiency of the rail system.
- Major Benefits:** A section on the right side listing the expected benefits of the project, including improved service quality, reduced travel time, and increased passenger satisfaction.
- Contribution to Shift2Rail:** A section on the right side explaining how the IT2Rail project contributes to the broader Shift2Rail initiative.

Figure 2: IT2Rail Brochure

2.2.2 Public Website

A dedicated website has been set up at the beginning of the project. The website (<http://www.it2rail.eu>) is publicly accessible, with a section where visitors can register their interest. It is divided into two parts: the public portal and the cooperation tool (member's area), which acts as an exchange platform between the project partners.

The public portal is open to the public and displays the key project information, partners, results, news/events and links to the partners' websites. All the public deliverables will be published on the website and will be available for download.

The public webpage also lists related projects and includes their links, as well the links to the Shift2Rail website and the related "lighthouse projects" (Roll2Rail and In2Rail).



Figure 3: IT2Rail Public Website homepage

2.2.3 Newsletters

The project will produce two newsletters. The first newsletter will be released in month 15 and the second newsletter towards the end of the project in month 30 (approximate dates). The newsletters will provide up-to-date information on the status and achievements of the project. The newsletters will be circulated via e-mailing lists and in a printed version that complements the project brochure. In order to ensure that the widest audience possible is reached, each partner will use its own mailing list. The newsletter will also be uploaded on the project webpage and the printed copy will be distributed at events and workshops. The link between the Shift2Rail lighthouse projects (Roll2Rail and In2Rail) will be provided..

2.2.4 Dissemination events & participation in conferences

IT2Rail conferences:

The IT2Rail consortium will organise two events: a mid-term conference in month 15 and a final conference in month 30.

The mid-term conference will be the first open event on the project's results and new project networking that is supposed to lead to new co-operations. All relevant target groups will be invited via the activated channels and distribution lists that will be developed by then. It will have two main relevant goals:

- Technical and scientific exchanges among IT2Rail partners, members of the Consultative Bodies and the public;
- Dissemination and awareness, to offer a first knowledge sharing and results transfer to stakeholders not directly involved in IT2Rail activities.

The final conference will be an event with the focus on presenting the major results of the project. Experts at technical and political level active in the EU railway sector and other relevant transport sectors will be invited.

The final conference will provide a platform to discuss the achieved results of the project. Solutions for the identified problems and challenges will be presented based on the IT2Rail project results and the harmonisation of needs, requirements and demands facing the Shift2rail IP4 expectations will be discussed.

Other related conferences:

Certain conferences and events will be targeted where IT2Rail can be presented and communicated to a wide audience. IT2Rail will be presented during high-level EU events such as:

- TRA2016 – 5th Transport Research Arena (Warsaw, Poland);
- Innotrans 2016 (Berlin, Germany);

- WCRR 2016 – 11th World Congress on Railway Research (Milan, Italy);
- UITP World Congress 2017 (Montreal, Canada);
- IT-TRANS (Rheinstetten, Germany).

The dissemination partners especially, will be active in the promotion and dissemination, by joining these and other major events and conferences and presenting results and achievements of the project.

A preliminary list of conferences & events is shown in the following table. This list will be continuously monitored and updated throughout the project.

Events	Countries addressed	Type of audience	IT2Rail - related work	Partners involved
IT-Trans - 1-3 March 2016	International	General audience from the public transport sector	Overall results	Dissemination Partners
5 th Transport Research Arena (TRA 2016) - 18-21 April 2016.	International	General audience from the transport sector (Research)	Overall results	All
11 th World Congress on Rail Research (WCRR 2016) - 29 May – 2 June 2016	International	General audience from the rail sector (Research)	Overall results	Dissemination Partners
IT2Rail mid-term conference	Mainly Europe	General audience from the transport sector	Overall results	All
INNOTRANS 2016 - 20-23 September 2016	International	General audience from the rail sector	Overall results	Dissemination Partners
UITP World Congress 2017 - 13-17 May 2017	International	General audience from the public transport sector	Overall results	Dissemination Partners
IT2Rail final conference	Mainly Europe	General audience from the transport sector	Overall results	All

Table 1: Targeted events and conferences

2.2.5 Publications & Papers/journals

Regular information shall be published at the usual channels of the different associations involved in the project (UNIFE, UITP, EPF, etc). Project results are also planned to be published through articles mainly in specialised press and scientific journals such as:

- Railway Gazette;
- IRJ;
- RTR European Rail Technology Review;
- European Railway Review;
- Rail Technology Magazine;
- Passenger Magazines.

Furthermore, different external scientific media shall also be considered. A preliminary list of scientific papers and journal publications is shown in the following table. This list will be continuously monitored and updated throughout the project and shall consider the non-rail specific publications which are dealing with relevant transport.

Papers/Journals	Countries addressed	Type of audience	IT2Rail - related work	Partners involved
Railway Gazette	European	Railway sector	Overall result	All
IRJ				All
RTR European Rail Technology Review				All
European Railway Review				All
Rail Technology Magazine				All

Table 2: Preliminary list of scientific papers and journal publications

2.2.6 Consultative Bodies and Workshops

In terms of Consultative Bodies for the IT2Rail project, one Advisory Board and two Expert Groups are created.

- The Advisory Board is a high-level strategic group, which involves some project partners and other major stakeholders, with possible non-EU representatives. This will provide a two-way flow of information; stakeholders will have the chance to contribute into the project and likewise it will be a good opportunity to carry out some targeted dissemination to

stakeholders. This group will provide recommendations on topics like the pilot proposal, the use and implementation of the innovative solutions presented by the project, legislative issues and technical harmonisation, strategic developments concerning the project work, etc.

In terms of the two Expert Groups, there is one dedicated to aspects related to End Users and another one dedicated to ethical, privacy and security aspects.

- The End Users Group will provide technical and operational guidance and support for the project, ensuring that the results are in line with the operators' and passengers' needs, therefore facilitating the expected high European added-value of the project outcomes. This group shall also help disseminate and increase the acceptance of project's results to the relevant stakeholders.
- The Ethical, Privacy and Security Group will ensure compliance with the EU privacy and data protection legislation, ethical and societal acceptance, as well as any other aspects that are at stake. This Expert Group will also respond upon request to any relevant topic raised by the project partners.

The experts invited in the abovementioned consultative bodies, are selected from the following stakeholders:

- European regulation and standardisation bodies such as ERA and CEN/CENELEC;
-
- Railway Undertakings;
- Mass Transit Operators;
- Public Transport Operators;
- Universities and Research Institutes;
- Infrastructure Owners/Managers;
- Public Transport Authorities;
- Other industries like aeronautics (incl. academia).

Each groups' composition could be updated during the course of the project. The document D8.3 - Mandate and composition of Experts Groups & Advisory Board includes more details related to the consultative bodies.

In addition to these three consultative bodies, some workshops will also be organised with future partners of Shift2Rail IP4, in order to ensure the transfer of knowledge from IT2Rail to Shift2Rail IP4 and the relevant Cross-Cutting Activities envisaged. More details on these workshops will be given in the next chapter.

3. EXPLOITATION PLAN

3.1 OBJECTIVES

IT2Rail is setting the foundations for many of the Technology Demonstrators that will be continued within Shift2Rail's Innovation Programme 4: 'IT Solutions for Attractive Railway Services'. It is planned that IT2Rail will start coordinating with Shift2Rail when the joint undertaking is fully operational in 2016.

The objectives for the exploitation of results are the following:

- To ensure a good transfer of results between IT2Rail and Shift2Rail. The IT2Rail outputs should be used to deliver new technology demonstrators, which will be applied to multimodal transport travel and realised through:
 - Shift2Rail IP4;
 - Shift2Rail "CCA".
- To ensure that IT2Rail results will be forwarded to the relevant regulation and standardisation bodies competent for the various transport sectors.

3.2 EXPLOITATION MEASURES

To ensure the good transfer of results between IT2Rail and Shift2Rail, the IT2Rail project will follow the following steps:

- 1) As soon as the Shift2Rail Joint Undertaking will be fully set-up, the IT2Rail WP8 will contact the relevant partners of Shift2Rail IP4 and those involved in the relevant Cross-Cutting Activities, to establish a cooperation process with them.
- 2) Then it is envisaged to organise "knowledge transfer" meetings or workshops every six months to ensure an appropriate transfer of results. Nevertheless, this is a tentative frequency. The real frequency of the meetings will depend on the technical progress of both IT2Rail and Shift2Rail.
- 3) Direct technical interactions could also be organised at WP level (WP1-7), to facilitate the knowledge transfer for the purpose of the Shift2Rail activities. These will be managed on a case-by-case basis.

This exchange of information will enable the IT2Rail project to provide feedback to the relevant people in Shift2Rail, but also to collect suggestions that could be relevant for the on-going activities of the project.

Two reports that will show the exploitation of IT2Rail results by Shift2Rail will be delivered at the middle and at the end of the project (M15 and M30).

Note: This process can only start when the Shift2Rail Joint Undertaking members will be known and the Shift2Rail Innovation Programme leaders are appointed.

To ensure that IT2Rail results will properly address the regulation and standardisation issues, IT2Rail will keep close links with the respective standardisation and regulation bodies (such as ERA, CEN/CENELEC etc. in railways) with the target of achieving the following:

- Identify and review the relevant existing standards and regulations which could help promote or frustrate the identified solutions;
- Consider what new or changed standards and regulations might help promote the identified solutions;
- Discuss these possible innovations with the relevant competent authorities;
- Propose specific changes to standards and regulations;

These links will be guaranteed either through the participation of standardisation bodies in the IT2Rail Advisory Board or through the organisation of dedicated meetings in case the Advisory Board meetings are not deemed enough to accomplish the abovementioned targets.

4. CALENDAR OF EVENTS

According to what has been explained previously, Table 3 contains a tentative calendar of the main international and national conferences, exhibitions and events that IT2Rail will organise and participate in, as well as some dissemination actions to be performed.

Year 1											
				May M1	June M2	July M3	Aug M4	Sep M5	Oct M6	Nov M7	Dec M8
				Kick-Off		Project Website	Set Up Consultative Bodies			Project Brochure	
Year 2											
Jan M9	Feb M10	Mar M11	April M12	May M13	June M14	July M15	Aug M16	Sep M17	Oct M18	Nov M19	Dec M20
		IT-Trans	TRA 2016; Possible meeting with standardization bodies	WCRR 2016	Knowledge Transfer S2R	Newsletter; Mid Term conference		InnoTrans 2016			
Year 3											
Jan M21	Feb M22	Mar M23	April M24	May M25	June M26	July M27	Aug M28	Sep M29	Oct M30		
				UITP World Congress				Knowledge Transfer S2R	Newsletter; Final Conference		

Table 3: Dissemination Calendar

5. CONCLUSIONS

This document provides clear plans in the areas of dissemination, exploitation and communication. It presents a comprehensive dissemination strategy for the IT2Rail project and describes the materials and strategies that will be used for external communication, along with the engagement and uptake of the results by relevant stakeholders.

A series of dissemination events have been planned, but it is anticipated that more dissemination opportunities will arise as the project progresses. Therefore the IT2Rail consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination activities will be discussed at WP level and will be coordinated generally via IT2Rail WP8.

Routes to exploitation have been identified and the specific cooperation with the Shift2Rail Joint Undertaking will be a key activity to ensure both success of IT2Rail and Shift2Rail.

Dissemination, exploitation and communication will be discussed at each WP8 meeting and the dissemination and exploitation tables will be regularly updated by the WP8 leader.