



Deliverable D11.3

Dissemination and Exploitation plan for IN2STEMPO

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1. Executive Summary

The purpose of this deliverable is to outline the dissemination and exploitation strategy for the IN2STEMPO project and describe the key tools and methods of which information and knowledge generated from the project will be shared beyond the members of the project consortium and the life of the project.

This document will therefore provide an overview of dissemination and exploitation activities to be undertaken in addition to a more detailed analysis for each activity.

Effective dissemination and exploitation of results are crucial to ensuring the acceptance and implementation of technologies developed in the project by suppliers and end-users. In conjunction with the dissemination and promotional activities of the Shift2Rail joint undertaking (JU), work package 11 (WP11) (of which D11.3 is a part) will guarantee proper dissemination and promotion of the project and its results, ensuring that all important stakeholders in the European railway sector are consulted and informed about IN2STEMPO objectives, contents and results. This will also enable the acceptance of project outcomes by the standards and regulatory bodies, which is key to obtaining acceptance and implementation of new technologies and processes.

Target audiences will be identified with an appropriate strategy defined on how to disseminate effectively to these specific audiences.

2. Abbreviations and acronyms

Abbreviation / Acronyms	Description
S2R	Shift2Rail
WP	Work Package
JU	Joint Undertaking
IM	Infrastructure Manager
D	Deliverable
TD	Technology Demonstrator
ODM	Operational Data Management
OC	Open Call
GA	Grant Agreement
IP3	Innovation Programme 3
EU	European Union
TMT	Technical Management Team
MS	Microsoft
TRA	Transport Research Arena

3. Background

The present document constitutes the Deliverable D11.3 “Dissemination and Exploitation plan for IN2STEMPO” in the framework of the IN2STEMPO Dissemination, Communication and Exploitation work package (WP11) of the project. Network Rail is responsible for the overall dissemination, exploitation and communication of the IN2STEMPO project with input from project partners.

IN2STEMPO represents the first and only member’s calls which address the following technology demonstrators:

TD3.9 – Smart Power Supply – looking to reduce investment through less wiring by digital system transfer for control and protection.

TD3.10 – Smart Metering Energy - achieve a fine mapping of different energy flows within the entire Railway System

TD3.11- Future Stations - station design concepts optimising station management, creating cost effective solutions and technologies so they can be applied in a variety of scenarios

- The IN2STEMPO Smart Power Supply activities seek to contribute to the development of a railway smart grid based on the development of a unique railway power grid in an interconnected system. This new railway network will integrate smart metering, innovative power electronic components, energy management and energy storage systems.
- The IN2STEMPO Smart Metering research activities will realise a non-intrusive smart metering sensor network at a railway system level. It will demonstrate an open system and interface for data collection, aggregation and analysis at an open source ODM (Operational Data Management) level. The applications will exploit the energy analysis with the aim of enhancing energy decision-making and line operation patterns. Other possible applications include preventative maintenance plans, asset management and Life Cycle Cost dashboards.
- The IN2STEMPO Future Stations activities are aimed at improving the customer experience and safety at stations, resulting in a better passenger experience for customers using the railway. Research will be focussed on improving crowd management in high capacity stations, station design and components, accessibility to trains and new ticketing technologies.

IN2STEMPO will complement the work of the In2Rail lighthouse project within the Energy management aspects, as well as the corresponding open calls, FAIR STATIONS, IN2DREAMS and Co-hesive.

4. Objective/Aim

This document has been prepared to provide a clear dissemination and exploitation plan for the IN2STEMPO project, describing the tools that will be used in order to effectively communicate key project activities and outputs among and beyond the members of the consortium and beyond the life of the project.

Throughout the project, WP11 'Dissemination, Communication and Exploitation' will champion dissemination of information, particularly for the purpose of ensuring exploitation both during and after the project. Developing a strategy for the targeted dissemination of project outputs is vital to ensuring acceptance and implementation of the research and technologies developed. For the IN2STEMPO it is even more crucial to ensure good transfer and exchange of information to both the Shift2Rail JU and the complementary projects to IN2STEMPO.

General dissemination activities will include:

- Presentation of the project results on the Shift2rail website
- Publication of results through a number of outlets, including but not limited to: newsletters, technical papers and conferences
- Attendance and dissemination at industry trade events
- Use of dissemination tools such as project video, demonstrator videos and other applicable communication mediums.

Dissemination will be targeted at both work package and project level, with a consistent message communicated at both levels.

The dissemination, communication and exploitation plan will be treated as a document that can be amended during the life time of the project, as and when it is identified as necessary to make a change. This first version will outline the most important set of procedures and processes that are necessary for good communication and exploitation of the project and will be accepted and adhered to by those partners participating within IN2STEMPO.

Any additional content identified by the project coordinator or partners during the course of the project will be incorporated in future versions of this document. It will be the project coordinators responsibility to maintain an up to date version of this document.

5. Definitions

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

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 Infrastructure Managers and Operators and the industrial and scientific community whilst managing knowledge within the consortium. This will be achieved through a public website, conferences, publications and attendance at relevant events
- **Exploitation:** The aim of exploitation is to increase competitiveness through the use of the results of the project. This activity involves the use of the project's results and developed technologies by the industries (as suppliers) and railway Infrastructure Managers and Operators (as 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 implemented.

6. Dissemination and Exploitation Activities

The dissemination within the project will seek to reach the widest applicable audience possible, to ensure that the research and technology developed within the project has a clear route to market. More visibility of these outputs will aid in the competitiveness of the European rail sector and as a result maximise the potential for benefits to be exploited.

The below image shows the integration of outputs of the IN2RAIL lighthouse project into IN2STEMPO within IP3 of the Shift2Rail programme. Alongside IN2STEMPO, there are three complementary open calls, which together will develop and demonstrate innovations to the market.



Figure 1: INSTEMPO – The path to deliver the innovations to the market

In order to provide a clear dissemination and exploitation plan for the IN2STEMPO project, the following aspects have been defined:

- Specific targets aimed
- Dissemination and exploitation activities planned during the life time of the project

All dissemination and exploitation activities will be channelled through WP11 ‘Dissemination, Communication and Exploitation’ to ensure a consistent message is communicated and that all future exploitation is ensured.

General dissemination activities include:

- Presentation of the project results on the Shift2Rail website

- Publication of results through a number of outlets, including but not limited to: newsletters, technical papers and conferences
- Attendance and dissemination at industry trade events
- Use of dissemination tools such as project video, demonstrator videos and other applicable communication mediums.
- Exchange of information through relevant working groups and advisory groups
- Exchange of information and progress through the complementary open calls

All the dissemination and exploitation activities will be in accordance with the guidelines set out in the document “Shift2Rail JU Communication Strategy”.

6.1 Target Groups/Target Audience

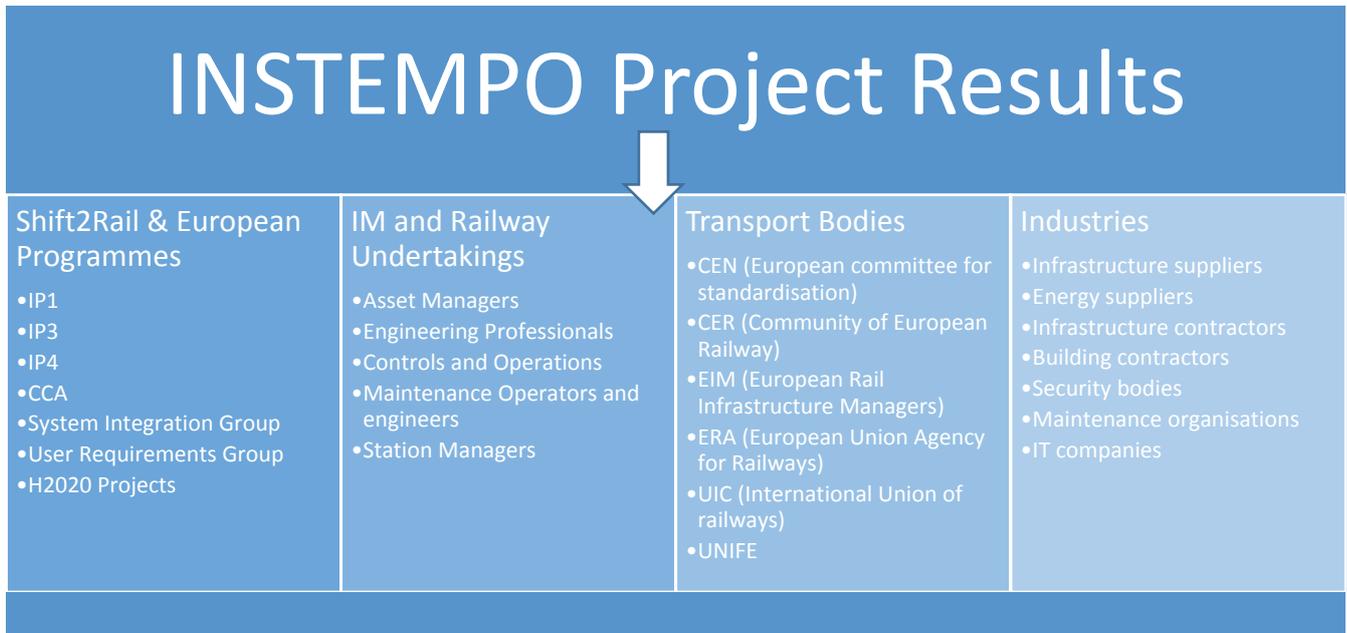
The specific paths to deliver the innovations described above require a structured and organised plan for the dissemination and exploitation of the project's results. Internal and external interactive information sharing and communication is a vital task. The IN2STEMPO WP11 will lead and monitor the dissemination and exploitation activities in the project. The work package will liaise with work package leaders to develop bespoke work package dissemination and exploitation activities as well as project level dissemination and exploitation activities.

IN2STEMPO dissemination, communication and exploitation strategies will build on existing groups and work streams from railway bodies (e.g. UNIFE, UIC, etc.) to ensure appropriate groups and subject experts are reached. In addition, IN2STEMPO will also inform relevant Shift2Rail Committees and working groups (e.g. IPs, cross-cutting working groups) in addition to the complementary open calls about project progress so progress and results can be fully integrated into the Shift2Rail initiative.

Below is a map identifying key stakeholders in which dissemination activity will be targeted at, depending on the nature of the content. Targeting the right stakeholders is key to ensuring that research is exploited sufficiently, mitigating against the risk of falling into ‘the valley of death’, where research often fails to get market acceptance due to a lack of consideration in engaging with standards and certification groups.

Tailoring the communication mediums for each of these groups is vital in ensuring engagement is achieved. This document will set out the strategy for doing so at the start, middle and end of the project, to ensure engagement is maintained in the whole life of the project.

Below outlines the target audience for IN2STEMPO:



6.1.1 Shift2Rail & European Programmes

The European Commission and the Shift2Rail Joint Undertaking have a role to ensure that IN2STEMPO is performing according to the contractual agreements. Therefore it is important to have an open and informative dialog with the European Commission and the Shift2Rail Joint Undertaking, represented by the Project Officers and the Shift2Rail Joint Undertaking staff.

IN2STEMPO will use opportunities such as the IP3 Steering committee, JU hosted events and steering groups as a means of keeping the programme body informed of project results and outcomes, in addition to working with coordinators across IP's that offer synergies with the research topics within IN2STEMPO.

6.1.2 Infrastructure Managers and Railway Undertakings

Infrastructure managers and operators are an important target audience as the majority of the project outputs will directly impact them. Through the course of the project, this stakeholder group will be addressed in different ways through invitations to events and conferences, in addition to consultation on any relevant steering groups or committees. In terms of information, this will be presented through a variety of outlets, including, but not limited to:

- IN2STEMPO deliverables
- IN2STEMPO brochures
- IN2STEMPO newsletters
- Invitation to IN2STEMPO project events

- Invitation to events IN2STEMPO is showcasing at

6.1.3 Transport Bodies

The Railway Associations and Federations, Passenger Federations, regulatory and standardisations bodies and other representatives from other sectors are important. Involvement of these bodies will be utilised through advisory groups in order to obtain expertise and buy in to the research developed during the project. This will help permit a two way of flow of information; stakeholders will have chance to contribute some input into the project and likewise it will be a good opportunity for the project to carry out some targeted dissemination to stakeholders. These groups will review documents, contribute to standardisation activities and provide advice particularly on the technical aspects of the project. It will be also an opportunity to exchange with others sectors and to promote transfer of knowledge between sectors.

6.1.4 Industries

Due to the nature of the topics involved in the IN2STEMPO, it is recognised that some of the research developed can be applicable within other industries, likewise, there is an opportunity to learn from relevant research and findings that are within other industries. For the energy management work packages, stakeholders within the power supply markets have been identified, that can provide data, input and support to the project and should be consulted on through cross industry working groups, particularly on a regional level. Likewise for the station and security type projects, it is recognised that engaging with key regional security partners will support the route to implementation and provide any necessary guidance and access. This will be achieved through cross industry advisory groups and invitation to project events.

7. Dissemination Plan

7.1 Objectives

- 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)
- Ensure the dissemination of deliverables and outputs from IN2RAIL will reach the relevant and necessary participants of IN2STEMPO, to enable successful knowledge transfer
- Ensure that the project outputs reach targeted decision makers and stakeholders;
- Ensure that appropriate dissemination strategies are applied;
- Delivery of high-quality results and sound technologies;

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

- Articles in journals and 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
- Regular newsletters
- Project leaflet/flyer;
- Use of social media platforms
- Publications in dedicated rail magazines & annual reports;
- Promotion of IN2STEMPO during industry events and conferences (e.g. Transport Research Arena, World Congress on Rail Research, Innotrans)
- IN2STEMPO Video promoting the main project results/innovations in addition to videos of demonstrator work where possible;
- Interaction with the Shift2Rail Innovation Programmes.

7.2 Dissemination Measures

7.2.1 Shift2Rail – IN2STEMPO Website Page

To emphasise IN2STEMPO's role within the overall Shift2Rail portfolio, a dedicated page on the Shift2Rail website will be utilised to aid in sharing the progress of the project and exploiting the project outputs.

The website is accessible to the public and is therefore openly available and displays the key project information, results, news/events

Those deliverables that are classified as 'Public' will be shared through the Shift2Rail website which is accessible to the general public. To compliment this, social media and other mediums will be used as way of broadcasting these outputs, and will direct users to the website where they can access and review the documents.

7.2.2. Publications

Publications include preparation of brochures, newsletters and press releases and other relevant publications that can be also uploaded on the document repository.

A brochure will be developed at the beginning of the project and will be circulated widely via key dissemination channels and consortium members. It will present the project in a structured way and will be used by partners during conferences, workshops and exhibitions as a tool to disseminate project details. As an outline, the brochure will cover:

- The summary of the project, including a description of the Technology Demonstrators (TDs);
- The main objectives;
- The project structure;
- Benefits and impact ;
- The contribution to Shift2Rail.

Newsletters will be produced throughout the project. It will report on the current status of the project. It will also summarise activities, milestones and achievements from the past year.

Press releases and articles will be made at appropriate times/events and as requested by the media.

7.2.3 Project Videos

IN2STEMPO will aim to produce a number of project videos throughout the life span of the project, as both a promotional and informative tool that will highlight significant activity. The project will consider opportunities where a video medium can be utilised to visually demonstrate research undertaken within the project. This can include the filming of demonstrations taking place, testing and similar type activities.

In addition to this, a project video will be developed during the course of the project and at the end of the project, as a means of showing the status of the project and the final project

outcomes. The video will be produced to cover all activities within the IN2STEMPO project, grouping work packages by Technology Demonstrators: Smart Power Supply, Smart Metering and Future Stations.

It is envisaged that the video will be utilised as a standalone media resource, or more likely as a focus within the context of other presentation events/activities. In this context there shall be facilities within the construction of the video to skip to specific sections and hence enable a bespoke configuration of the content for the particular audience in question. This shall provide the ability to deliver a “summary” version only that is currently envisaged to be of the order of 5 minutes duration, and to have a full “all sections” version of approximately 45 minutes runtime.

The media produced will be in digital format and be compiled from a mixture of colour “real moving images” and static digital images, complete with an integral sound track in the English language.

The media format shall be in accordance with the data type specifications defined in the following section Data Management Plan and shall be configured to operate in the Windows Media Player environment, data streaming from the website and as hyperlinks within MS PowerPoint.

The content will be developed to cover the objectives of the WP task, the main results, and the conclusions; with a particular focus on innovation successes and plans for future exploitation and the linkage to Shift2Rail.

7.2.4 Dissemination Events – Conferences & papers/journals

Certain conferences and events will be targeted where IN2STEMPO can be presented and communicated to a wide audience IN2STEMPO results will be disseminated at events such as Innotrans and Transport Research Arena.

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

Papers/Journals	Countries addressed	Type of audience	IN2STEMPO related work	Partners involved
UNIFE newsletter and Annual Report	European	Railway Sector	Key Outputs throughout the project and overall results	All
Railway Gazette				
IRJ – International Rail Journal				
RTR European Rail Technology Review				
European Railway Review				



Modern Railways				
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Events	Countries Addressed	Type of Audience	IN2STEMPO related work	Partners involved
INNOTRANS	International	General audience from rail sector	Key Outputs throughout the project and overall results	All
Transport Research Arena (TRA)	International	General audience from transport sector	Key Outputs throughout the project and overall results	All
World Congress on Rail Research	International	General audience from the rail sector	Key Outputs throughout the project and overall results	All
Local Industry Events and exhibitions	Local	General audience from rail Sector / wider industry if applicable (e.g. Security, energy)	Key Outputs throughout the project and overall results	All

Where identified as appropriate, the partners within IN2STEMPO will seek to identify local industry events and working groups where the objectives and progress of the IN2STEMPO project can be showcased and outputs disseminated where allowed. This will be supported by promotional materials such as demonstrator videos, leaflets and newsletters. Engaging in this local dissemination will aid to ensure that the project outputs reach as far as possible.

8. Exploitation Plan

8.1 Objectives

The objectives for the exploitation of results are the following:

- To ensure good transfer of results into Shift2Rail and its members
- To ensure that IN2STEMPO results will contribute to regulation and standardisation bodies
- To enable the results of IN2STEMPO to be utilised beyond the life of the project
- To enable market readiness of the research through the dissemination of key outputs through industry bodies

IN2STEMPO will generate five categories of knowledge: scientific, technological, societal, economical and ethical. These categories will allow external and internal flow of information in a bi-directional mode. Each category of knowledge will need to be targeted to specific communities, to ensure relevant and effective exploitation of results is achieved.

Targeted Communities	Scientific	Technological	Economical	Ethical	Social
IN2STEMPO Partners	Daily exchange by electronic means, annual meeting and reports, topical intermediate meetings, internal reports, exchange of personnel, technology implementation plan				
S2R JU Projects	Regular meetings and electronic communication to align on and coordinate scientific, technological, economical, ethical and societal matters. Technical communications for the joint contribution to standardisation activities.				
S2R JU	Regular meetings to align on joint initiatives, policies, strategies and standardisation activities				
Railway Community	Articles, patents, conferences	Fairs and joint events			
Academics	Articles, patents, conferences	Conferences, patents, project showcases	Articles, conferences, websites		
Industries and SME's	Articles, patents, conferences	Demonstration activities, project showcases, patents		Articles, conferences, websites	
Finance	Project showcases	Demonstration activities, project showcases	Reports, websites		
Journalists	Reports, website, interviews, project showcases				
Government	Reports, website, interviews, project showcases				
Citizens	IN2STEMPO page on JU website, social networks (Facebook, Twitter, etc.)				

In addition to the targeted communities specified in the table above, there will be three official project events; a kick off meeting, midterm conference and final event. The mid-term conference and final event will be open outside of the IN2STEMPO consortium to attend.

8.2 Exploitation Measures

To ensure the good transfer of results between IN2STEMPO and Shift2Rail, the project will follow the steps outlined:

- Establish a collaboration agreement between IN2STEMPO and related open calls, to ensure exchange of knowledge and results throughout the duration of the project, maximising the outputs of both
- Establish a cooperation process between IN2STEMPO and the Innovation programmes, particularly where synergies have been identified with IP4
- Implement a series of 'knowledge transfer' both through meetings and documents to ensure an appropriate transfer of results

The exchange of information will enable the IN2STEMPO project to provide feedback to the Shift2Rail Innovation programmes but also collect suggestions that could be relevant on the on-going activities of the project.



9. Conclusions

This document has made clear plans in the areas of dissemination, exploitation and communication for all knowledge created by the project. A series of dissemination events have been planned, and it is anticipated that more opportunities will arise as the project progresses.

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 IN2STEMPO and Shift2Rail. Dissemination, exploitation and communication will be discussed at each Technical Management Team (TMT) meeting and the dissemination and exploitation tables will be regularly updated.