

ATTRACKTIVE

D4.1 – Project Identity and Website

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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	

Reviewed: YES

Start date of project: 01/09/2016

Duration: 28 months

¹ of the document. The web site itself was delivered on time.

EXECUTIVE SUMMARY

This document describes actions taken by the ATTRACKTIVE consortium for the setup of the project identity and public website.

It relates to Work Package 4 “Dissemination and Communication”, and concerns the subtask 4.3.1 “Dissemination and communication setup”, which includes the following activities:

- Create a project identity.
- Create and run a public website.

This document is structured in the following way:

Chapter 1 gives the scope of this delivery. In addition acronyms used throughout the document and as well the whole project are listed.

Chapter 2 explains the graphical chart that has been selected.

Chapter 3 describes the structure of the website and its management within the project.



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1. INTRODUCTION

The ATTRACKTIVE project is one of two initial ‘calls for members’ within the overall Shift2Rail IP4 program, one of five Shift2Rail innovation programs, and aims at defining an Attractive Railway System as one which is integrated seamlessly with all other modes of transport, enabling seamless D2D (Door-to-Door) pan-European travel.

Building on the results of the IT2Rail lighthouse Project, ATTRACKTIVE will focus on the end-to-end processes around transport Service Disruption and interaction between travellers and the Shift2Rail eco-system through the Travel Companion, as well as enriching IT2Rail functions and increasing the IT2Rail scope.

For ATTRACKTIVE to have efficient impact on the public, the Railway market, and encourage collaboration with other research projects in related fields, the consortium planned to invest significant efforts in dissemination and communication activities.

We will present in this document the key building blocks that the project will use for its communication strategy: the project identity and the project public website.

1.1 List of Acronyms

CT	Cooperative Tool
DoA	Description of the Action
EC	European Commission
GA	Grant Agreement
JU	Joint Undertaking
R&D	Research & Development
R&I	Research & Innovation
S2R	Shift2Rail
TMT	Technical Management Team
WP	Work Package

2. PROJECT IDENTITY

The clear recognition of the project through a graphical charter and an associated logo is the first entry for the dissemination and communication mission.

When designing the logo, the following considerations were taken into account:

- The name of the project must be clearly stated.
- It must be aligned with the Shift2Rail design rules.
- There could be some similarities with IP4 complementarity projects started on the same schedule, especially Co-Active.

With the help of SHIFT2RAIL communication staff, the ATTRACKTIVE Consortium chose the logo pictured below, which defines the project identity:

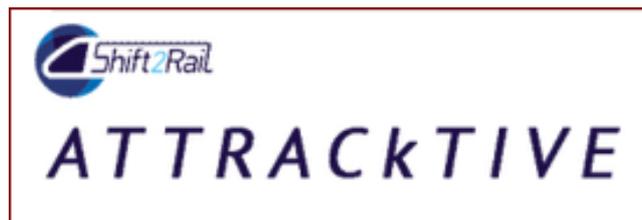


Figure 1 – ATTRACKTIVE Logo

This logo will be used throughout the life of the project for all dissemination and communication activities

3. PROJECT PUBLIC WEBSITE

3.1 Objectives and Considerations

Each R&D or R&I program aims at defining new concepts, innovative solutions, and sharing those innovations with the lever of public written communication.

The website is considered the window of the project, with the goal to explain and share with the public its definition, objectives, status and results, and maximize the project impact.

When preparing the website, the following objectives were taken into account:

- It should provide the reader with the appropriate information about what the project is trying to achieve and how it is structured to do so. The project objectives should be clearly stated, and its organization should be clearly explained.
- The composition of the consortium should be presented, and the reader should be able to access easily to the partner websites.
- There should be a place for the reader to reach the project consortium, and for anyone interested in getting more advanced information, or to engage collaboration.
- It should allow the consortium to share their results (for example Deliverables with a public dissemination level), news, events or any kind of written public communication.
- It should be linked with Shift2rail website, and especially with the IP4 webpage. Also, a reference to complementarity projects should be presented.

3.2 Website Access

The public website can be accessed:

- Through a direct URL-Link: http://projects.shift2rail.org/s2r_ip4_n.aspx?p=ATTRACKTIVE, which is referenced in standard search engines.
- Or, in accordance with the objectives stated previously, from the main <https://shift2rail.org> website, under the [Innovation Programme 4](#) section to which ATTRACKTIVE belongs.
- An additional overview of the project objectives: <https://shift2rail.org/projects/ATTRACKTIVE/>

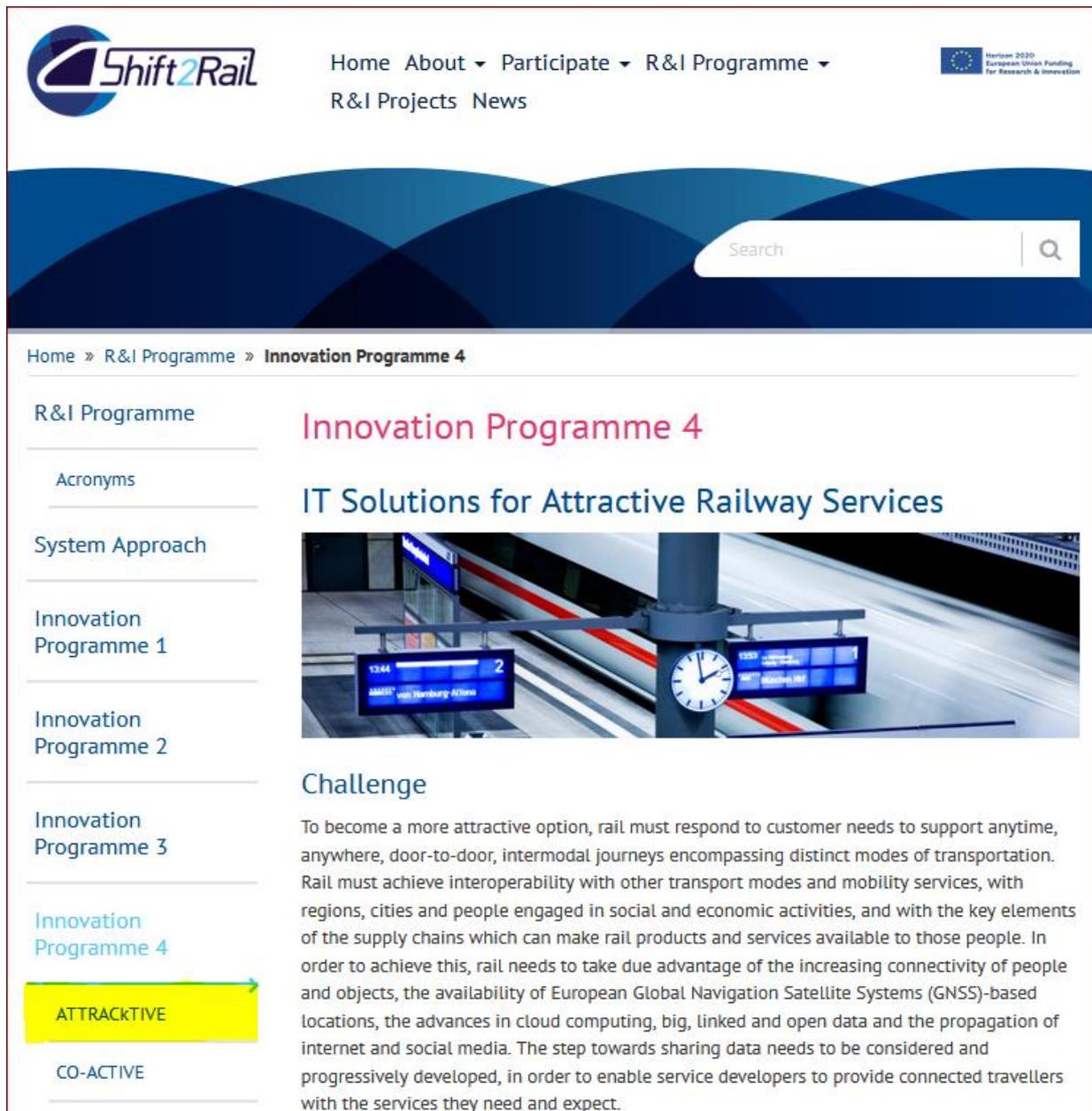


Figure 2 – Website access from IP4 webpage

3.3 Website Structure

It is structured in 8 sections, accessible directly from the main navigation bar.



Home » R&I Programme » Innovation Programme 4 » IP4 Projects » **ATTRACTIVE** ▾

 **ATTRACTIVE** IP4 Projects ▾
IT Solutions for Attractive Railway Services
IP Coordinator: Yves Perreal – Thales

- Overview
- Objectives
- Project Structure
- Partners
- Results and Publications
- Project's News & Events
- Contacts
- Latest Project's News

No News available now

Overview

Project title:
Advanced Travel Companion and Tracking Services

Topic:
S2R-CFM-IP4-02-2015

Total Project Value:
€ 5 059 579

Duration:
from 01/09/2016 to 31/12/2018

S2R (H2020) co-funding:
€ 2 248 477,01

Coordinator:
Daniel Schmidt
Hacon Ingenieurgesellschaft MBH

Complementary projects:
Co-Active, GoF4R, ST4RT

Figure 3 – Screenshot of the Navigation bar

3.3.1 Overview

This section presents some facts and figures of the project. It introduces ATTRACKTIVE timeline, and presents complementarity projects (see Figure 3).

3.3.2 Objectives

This section provides some background, and introduces ATTRACKTIVE concepts and objectives.



The screenshot shows the ATTRACKTIVE project website. The header includes the Shift2Rail logo and the project title 'ATTRACKTIVE'. The navigation menu on the left lists: Overview, Objectives (highlighted in red), Project Structure, Partners, Results and Publications, Project's News & Events, and Contacts. The 'Latest Project's News' section shows 'No News available now'. The main content area is titled 'Objectives' and contains the following text:

Objectives

ATTRACKTIVE aims to provide new concepts, tools, and systems to improve the attractiveness of rail transport by offering more intuitive and engaging travel experiences to customers while shielding them from the complexity and heterogeneity of services for door to door intermodal journeys. This includes disruption handling, navigation and user centric ubiquitous applications as well as the required tooling and modular design to foster adoption and enable future refinements, new concepts and ideas. The journey shall become attractive for travellers and offer a seamless, stress free, and even engaging experience.

Increasing the attractiveness of rail transport requires a novel and integrated solution that will be developed in the IP4 part of the Shift2Rail project. In particular, ATTRACKTIVE proposes new capabilities such as the capacity to create a "one stop shop" that helps customers to easily select and purchase an itinerary and assist her/him throughout her/his whole journey. In this respect the solutions of IT2Rail will be expanded and further developed. It will guide, support, inform, and even entertain users throughout their entire itinerary, adapting to unforeseeable interruptions and events in order to propose alternative routes, including in the first and last miles. A real door-to-door travel solution including all modes of transport will be developed along with new forms of traveller experiences aiming to transform the travel itself into an "ATTRACKTIVE" part of the journey. This proposal aims to implement both the Shift2Rail Trip Tracker (TD4.4) and Travel Companion (TD4.5), two major components to materialise this vision and deliver seamless door-to-door travel support encompassing both public and private transportation portions of a journey. This includes disruption handling, navigation and user centric ubiquitous applications as well as the required tooling and modular design to foster adoption and enable future refinements, new concepts and ideas.

The H2020 Lighthouse project IT2Rail initiated this shift in a first step. Its ideas are continued and further developed to a higher level of readiness in the frame of a Shift2Rail IP4 project.

At the bottom of the page, there is a small illustration of a train and a person.

Figure 4 – Screenshot of the Objective section

3.3.3 Project Structure

The section presents the overall WP structure of ATTRACKTIVE. It describes all the WP of ATTRACKTIVE, and the work that they will carry on.

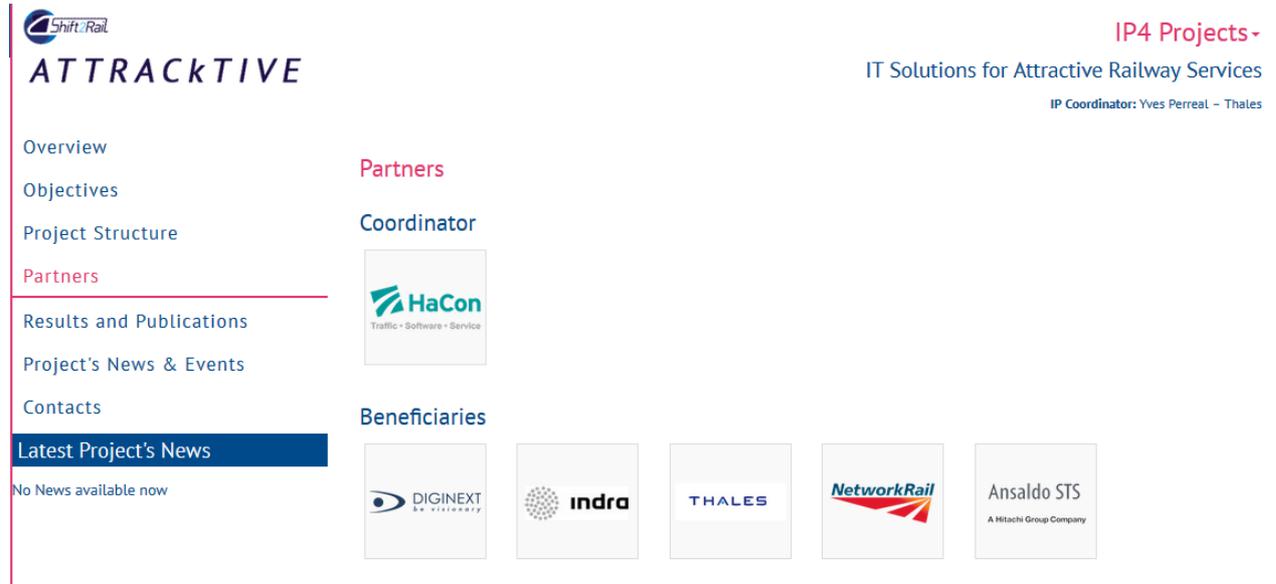


The screenshot shows the ATTRACKTIVE website interface. On the left is a navigation menu with items: Overview, Objectives, Project Structure (highlighted), Partners, Results and Publications, Project's News & Events, Contacts, and Latest Project's News. The main content area is titled 'Project Structure' and features a large blue box labeled 'WP5 - Project Management'. Inside this box are four smaller boxes representing Work Packages: WP1 Trip Tracking, WP2 Travel Companion, WP3 Technical Coordination, and WP4 Dissemination and Communication. Below the diagram, text states: 'The project is composed of 5 work packages: WP1 Trip Tracker deals with the specification, design and implementation of the system in charge of collecting travel information from multiple sources, to detect and handle transport events and disruptions for all modes and to provide travel tracking services. WP2 Travel Companion aims to specify, design, and implement the required techniques and tools to design novel forms of travel experiences, including an advanced travel companion, shielding the traveller from the heterogeneity and complexity of intermodal services and with navigation assistance. WP3 Technical Coordination and System Coherence will assure the coordination inside the activities of the call, but also with the other TDs inside the IP4 programme in general and in particular with IT2Rail and with Co-Active (CO-modal journey re-ACcommodation on associated Travel serVices). It will also be in charge of integrating and testing WP1 and WP2 technical results and organisation evaluation session with end-users to collect feedback and new requirements for the next releases. WP4 Dissemination and Communication WP5 Project Management'.

Figure 5 – Screenshot of the Project Structure section

3.3.4 Partners

The definition of the consortium may be found here, represented by the partners' logo and integrating direct link to their corporate website.



ATTRACKTIVE

IP4 Projects -
IT Solutions for Attractive Railway Services
IP Coordinator: Yves Perreal - Thales

Overview
Objectives
Project Structure
Partners
Results and Publications
Project's News & Events
Contacts
Latest Project's News
No News available now

Partners

Coordinator

HaCon
Traffic • Software • Service

Beneficiaries

DIGINEXT
by visionary

indra

THALES

NetworkRail

Ansaldo STS
A Hitachi Group Company

Figure 6 – Screenshot of the Partners section

3.3.5 Results and Publications

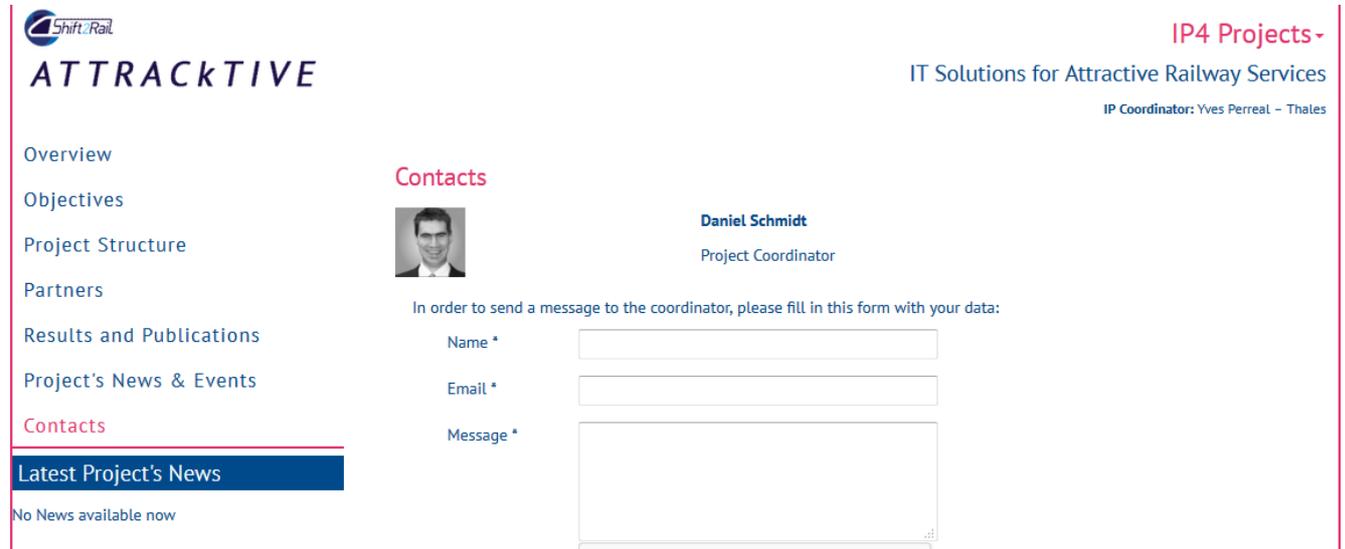
This section is intended to host any kind of publication, such as deliverables, intended for public dissemination.

3.3.6 Project's News & Events

The consortium will be able to share information as for the project status, events, or other information related to the area of research of the project.

3.3.7 Contacts

This section proposes a form for the reader to contact the Project Coordinator.



The screenshot shows the ATTRACKTIVE website interface. On the left is a navigation menu with items: Overview, Objectives, Project Structure, Partners, Results and Publications, Project's News & Events, Contacts (highlighted), and Latest Project's News. The main content area is titled 'Contacts' and features a profile for Daniel Schmidt, Project Coordinator, with a small photo. Below the profile is a form with the instruction: 'In order to send a message to the coordinator, please fill in this form with your data:'. The form contains three fields: 'Name *', 'Email *', and 'Message *'. On the right side of the page, there is a header for 'IP4 Projects - IT Solutions for Attractive Railway Services' and the text 'IP Coordinator: Yves Perreal - Thales'.

Figure 7 – Screenshot of the Contacts section

3.3.8 Latest Project's News

This section references the latest project news.

3.4 Content Generation

ATTRACKTIVE website is a live place where the Project can share its results, information, publications with the public.

Thanks to its integration with the Cooperative Tool, that the consortium uses for “intranet” project and document management, publishing new content on the website will be straightforward.

Under the responsibility of related WP leaders, all materials produced that are intended for public dissemination will be published within a short delay (less than a month), once reviewed and formerly validated by the TMT.

3.5 **Social Media**

The consortium does not intend to create dedicated social media spaces (Twitter, Facebook, ...).

However, the consortium intends to make use of the Shift2Rail JU social account (@Shift2Rail_JU) to disseminate project news, results or events.

This mean will contribute to maximize the impact of the dissemination activities.

4. CONCLUSIONS

Communicate on the project vision and results are important tasks to promote the ATTRACKTIVE and Shift2Rail purposes. In this document, the actions taken by the ATTRACKTIVE consortium in the context of WP4 “Dissemination and Communication” are presented, which include the setup of a project identity and a public website.

Firstly, the clear recognition of the project through a graphical charter and an associated logo is a first entry for the dissemination and communication mission. The work products from this task are aligned with the Shift2Rail design rules and will be reused for the creation of the templates identified in WP1.

Secondly, the project public website will allow the partners to communicate widely on the vision and the progress of the ATTRACKTIVE project. It implements classic sections such as the homepage, the partners’ description, a newsroom, a page with contact information and a page with deliverables. Thereby the site will contain public deliverables.