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AUTOMATED RAIL CARGO CONSORTIUM: RAIL FREIGHT AUTOMATION RESEARCH ACTIVITIES TO BOOST LEVELS OF QUALITY, EFFICIENCY AND COST EFFECTIVENESS IN ALL AREAS OF RAIL FREIGHT OPERATIONS

D5.1 Dissemination and communication strategy / Project website and dissemination material

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REPORT CONTRIBUTORS

Name	Company	Details of Contribution
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Andrea Mazzone	Bombardier Transportation	Feedback on draft / input on project dissemination

EXECUTIVE SUMMARY

This document provides a description of the ARCC communication and dissemination plan. The aim of this plan is to provide a dissemination and communication strategy for the ARCC project and to describe the materials and strategies that will be used to facilitate the wide-spread of information and knowledge of the results created by the project. The dissemination of ARCC is essential throughout the project's life and need to be carried out with the cooperation of all Work Packages.

First, this deliverable presents the Shift2Rail IP5 high-level communication and dissemination strategy. All the Shift2Rail IP5 will contribute to the promotion of rail freight through the development of new technologies. Therefore, it is important that all the IP5 projects are harmonized in terms of communication and dissemination activities and contribute all to the Shift2Rail IP5 dissemination and communication strategy.

Secondly, this deliverable presents specific materials and strategies for communicating and disseminating ARCC to railway stakeholders, the scientific community and the general public. Those include: the creation of a project identity; the creation of a website; the production of newsletters; the creation of an electronic leaflet; the organization of dissemination events; the participation to conferences; the use of social media and the publication of results in relevant journals. Moreover, the dissemination plan describes how expert not involved in the project will interact with the technical Work Packages and how the results will be disseminated to the S2R Joint Undertaking. To implement the ARCC dissemination and communication strategy, ARCC project partners will develop a suitable monitoring tool.

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# 1. ORGANIZATIONAL AND COMMUNICATIONS OBJECTIVES

Exploitation, communication and the dissemination of results are essential for a successful achievement of IP5's objectives, to protect the participants' interests and exploitation perspectives in view of achieving the overall acceptance and implementation of the project's results. Therefore, the vision of IP5 sets the general frame for all dissemination and communication activities and ties them together.

The objectives of the dissemination and communication strategy are:

- to establish the project as a point of reference among the end user stakeholders;
- to develop and manage effective communication interfaces and dissemination channels between the project partners and with the outside world;
- to exploit sources of external knowledge and requirements related to the scope and aims of this project;
- the dissemination of project results that emerge from the project in the course of the project and to guarantee the proper diffusion of knowledge using an appropriate platform;
- to foster the use and application of the results that will have to take place when the project has been completed;
- to create and spread a knowledge database among stakeholders inside and outside the project.

In addition, specific attention will be given to the information of relevant authorities, and in particular the European Railway Agency, and of relevant organisation bodies at the European and international levels.

The concrete dissemination strategies of the individual consortia, incl. ARCC, are derived from the overall IP5 strategy and are part of it.
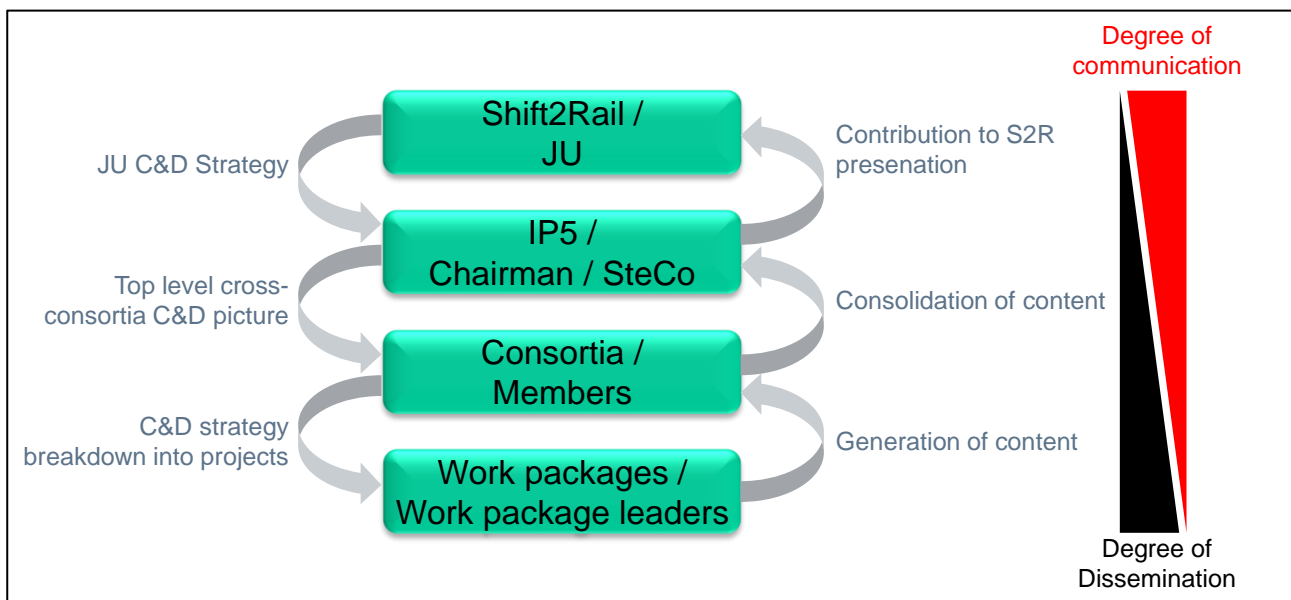
Figure 1: S2R IP5 Dissemination and communication strategy

The strategy of ARCC, which is led by DB, focuses on the provision of efficient information into and about the projects themselves and in context of the IP5 targets, with particular focus on the 'end user' stakeholders so that they can contribute by providing needs and share the project's expected outcomes and so that they can be adequately involved in the dissemination of the project results.

2. COMMUNICATION CHANNELS & TRAGET AUDIANCE

The dissemination and communication strategy of IP5 aims at full coverage of the interested public and sector stakeholders, including Scientific Community, Industry, Policy Makers, Media, Investors and end customers.

In order to reach a high impact, IP5 and its individual consortia and projects will serve and cover a large range of different channels, such as e.g.:

- Project website
- S2R newsletter
- Specialised and industry press
- General media
- Events (Trade friars, summits, conferences)
- Institutional events
- S2R Research and Innovation Days
- Members' events
- Social media, e.g. Youtube, Xing, LinkedIn

IP5 already collected a number of possible events and publications. The concrete formats and content will be discussed within the consortia when the first results are available. The following overviews of conferences and publications show an initial, exemplary overview. Both lists will be updated during the lifetime of Shift2Rail:

IP5 WPs	Ort	2016				2017												2018											
		9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
RailTech	Utrecht							■																					
RaiLille/ IAROR	Lille								■																				
Transport & Logistik	München										■																		
Railway Engineering	Edinburgh											■																	
5. Railwayforum	Berlin													■															
Schienenfahrzeugtagung	Graz														■														
Expo Ferroviaria	Milano															■													
Nordic Rail	Jonkoping																												
Intl railway Symposium	Aachen																■												
Transport Research Arena	Wien																					■							
InnoTrans	Berlin																										■		

Figure 2: Overview of relevant conferences

BahnReport	Hospodarskie Noviny	Polska Gazeta Transportowa	Railway Track & Structures
bahnOnline	International Railway Journal	Privatbahn-Magazin	Rynek Kolejowy
Baltic Transport Journal	Internationales Verkehrswesen	Railnews	Signal und Draht
Deutsche Verkehrs-Zeitung	Int. Wochenzeitung für Transport Logistik	Railvolution	The Baltic Course
Der Eisenbahningenieur	Le Rail	Railway Age	Track and Signal
Eisenbahnjournal Zughalt	Logistik heute	Railway Bulletin	TTTrasporti
Elektrische Bahnen	LOK Report	Railway Digest	Verkehr und Technik
European Railway Review	Nova Zeleznici Technika	Railway Gazette International	Verkehrsrundschau
Eisenbahntechn. Rundschau	Österreichische Verkehrszeitung	Railway Insider	ZEV rail
Güterbahnen	PendolariER	Railway Technology RWT	

IP5 will further stimulate all member companies to feed their in-house PR departments with Shift2Rail material and to use each company's standard PR channels, which also include social media channels, with C&D material from Shift2Rail.

3. PROJECT DISSEMINATION

All dissemination and communication material will be gathered bottom-up from the individual projects within the consortia.

- The individual work package leaders are responsible for preparing the C&D content from their project deliverables and results.
- The consortium leader is responsible that the work packages / projects deliver a timely and sufficient input that ties in with the IP5 vision and that fulfils the obligations from the Grant Agreement

3.1 EXTERNAL COMMUNICATION

External communication is of key importance for maximizing ARCC impact and for disseminating the project results. Communication of the project research activities involves reaching relevant railway stakeholders, the scientific community and creating awareness among the general public. This will be achieved through creating a project identity and a public website, attending to conferences and relevant events and publishing articles in relevant journals.

3.2 PROJECT IDENTITY

A project identity has been set at the beginning of the project including templates for presentations and reports as well as the ARCC logo. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results.

Figure 3: ARCC Logo

3.3 WEBSITE

A collaborative website with the S2R Joint Undertaking has been set up at the beginning of the project. The website is openly available, with a section where visitors can register their interest.

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

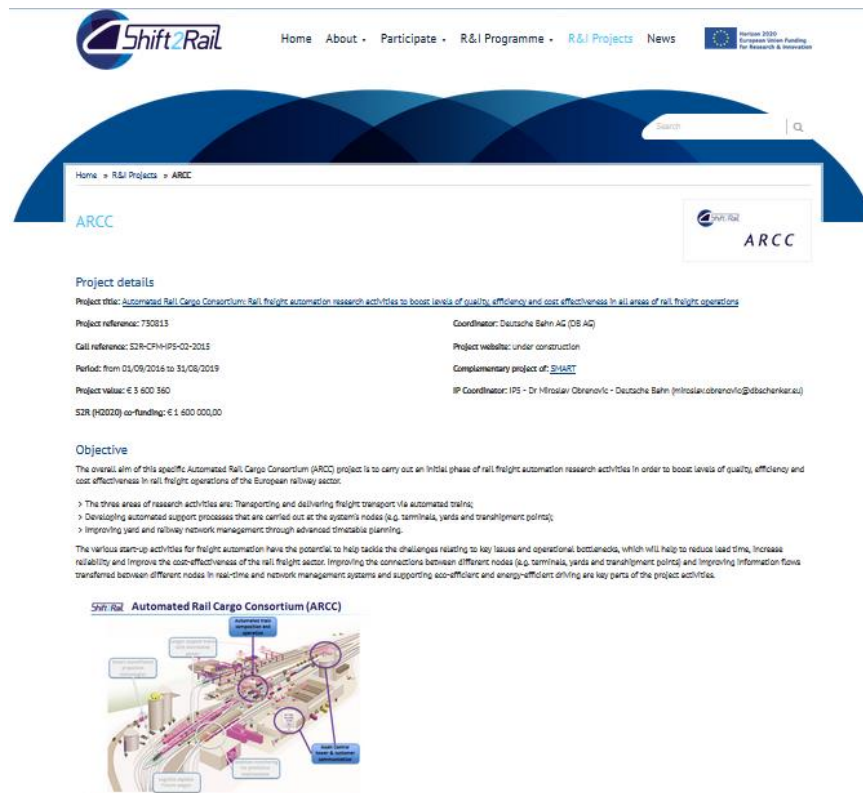The webpage (http://shift2rail.org/projects/ARCC/) also lists all related projects including links to them.

Figure 4: ARCC on S2R website

3.4 NEWSLETTER – PRESS RELEASE – SOCIAL MEDIA

The project will produce newsletters. 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 maybe in a printed version that complements the project electronic leaflet. In order to ensure that the widest audience possible is reached, each partner will use its own mailing list. The newsletters will also be uploaded on the project webpage and the potential printed copy will be distributed at events and workshops.

ARCC will publish Press Releases to inform about project events, demonstration showcases or to inform about the progress of the project.

ARCC will also use, if a platform will be available, social media as a dissemination and communication tool to promote the ARCC outputs. Such communication should be aligned with S2R social media strategy.

3.5 PROJECT EVENTS

The ARCC consortium will organise a final conference that could be combined with other S2R IP5 projects. This final meeting aims to present all the results of the project. This conference will be open to anyone interested in participated. To ensure maximum audience invitations will be sent to the key actors in the field. The location will be chosen to ensure maximum participation.

ARCC further plans to have several workshops with non-ARCC stakeholders who are involved in R&I of the individual topics. The workshops will be organised individually at sensible project stages, e.g. milestones or essential deliverables.

The major objectives of such conferences should include:

- To enable other stakeholders not being directly involved in the project to be briefed on intermediate results at important project milestones
- To have an interactive discussion on the basis of their comments and proposals made to draft version documents and deliverables disseminated through professional associations – partners of the project
- To validate the proposed results by consensus of all stakeholders concerned
- To check the potential for the implementation of the proposed solutions
- To provide guidance for further work and for the completion of deliverables

3.6 PRESENTATION & PUBLICATIONS

Visibility of the project is crucial for a successful dissemination strategy. Project results are planned to be published through articles mainly in specialized press, scientific journals and in relevant national and international conferences and workshops. ARCC will actively look-out for high profile academic and industrial events that are within the domain of interest of the project.

At this stage of the project, the following events are being targeted:

- Transport Research Arena (TRA – Vienna, Austria, April 2018);
- InnoTrans (Berlin, Germany, September 2018);

It is important to highlight that ARCC will be focused on the delivery of Quick Wins that could be promoted to events. It is anticipated that ARCC will be presented with S2R projects during the TRA and InnoTrans event. The fact that S2R will have a stand at both events will guarantee the dissemination of ARCC results during these two key events.

Moreover professional magazines are being targeted, such as e.g.:

- European Railway Review;
- International Railway Journal;
- ZEV Glaserns Analen;
- Eisenbahnrevue International;
- Railway Gazette International.

ARCC will use established channels from the partner companies to the press in order to efficiently place articles regarding major deliverables and demonstrations in fitting editions. ARCC will target special editions on rail freight that might be proposed by some magazines in order to maximize readership within the freight community.

3.7 STANDARD AND REGULATORY BODIES

ARCC will also work on standardization. Therefore, a liaison with regular exchanges between the standardization technical committees, ERA and the project is envisaged. ARCC plans to invite standardization stakeholders to the final conference of the project to ensure the uptake of the results. This will allow those key stakeholders to be informed regarding the projects outputs and to provide feedback to facilitate their acceptance.

If needed and approved by the ARCC TMT, some representatives of CEN/CENELEC and ERA could be invited to some TMT meetings or ARCC WPs meetings to keep them regularly informed about ARCC project progress.

4. MONITORING OF DISSEMINATION & COMMUNICATION ACTIVITIES

In order to monitor the ARCC dissemination and communication activities and promote events that are relevant, ARCC plans to set up a monitoring tool that should be available on the ARCC Cooperation Tool. This tool should be a living tool that each ARCC partner can update. It will enable information sharing between ARCC partners on opportunities for dissemination.