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EXECUTIVE SUMMARY

This report outlines the Dissemination and Communication Plan for the INNOWAG project and details how the goals will be accomplished through achieving a series of key objectives.

The strategy covers both internal and external strategies, which aim to raise awareness of the project and entice industry to participate in the practical aspects of the project. To facilitate this, a Steering Group (SG) was established in order to monitor progress.

Other internal Groups also have an input into the dissemination activities to ensure the maximum high quality exposure to the project is achieved.

The strategy is ongoing throughout the life of the project and will be reviewed and adjusted, as necessary.

After an Introduction to the overall scope and specific objectives of Work Package 6 – Dissemination, the report summarises the dissemination methodology in Section 2. Section 3 further details the elements of the ***Dissemination and Communication Plan***.

1. INTRODUCTION

The scope of Work Package 6 – Dissemination is to raise awareness of the INNOWAG project progress and outcomes, ensuring their widest possible dissemination and uptake. This will be achieved by disseminating and communicating the INNOWAG project progress and achievements concerning the innovations and intelligent solutions in the three streams of INNOWAG project. An initial task will be to develop and maintain a project website as a dissemination tool open to the general public.

For the purposes of the Task 6.1 object of this document, the Dissemination and Communication Plan includes a series of activities to disseminate and communicate the INNOWAG project progress and results to targeted audiences through appropriate tools.

Internet awareness is only one of many activities to support the aim of raising awareness of the project. To increase awareness a comprehensive set of dissemination initiatives capable of catching the attention of the targeted stakeholders, opinion leaders, academia, associations, research institutes, authorities, end users and general public at large will be deployed. Traditional tools for selected target groups and web-based networking will reach a wider audiences through mediums such as Facebook, LinkedIn and Twitter. These means of interacting will reach the desired audience instantaneously, accelerating the exchange of ideas, contributions and feedback. These internet tools will be activated as soon as research work has started on the Work Packages in order to have suitable elements on the table for discussion, debate and exchanges.

The Task 6.1 objectives are fulfilled through the adoption of the above means of dissemination and the development and the implementation of the Dissemination and Communication Plan. The Plan involves:

- The specific Work Package objectives
- The target groups to be reached keeping into consideration potential users and market actors
- The description of the most appropriate tools to be used, as applicable
- The communication channels
- The time of execution

The Plan will be the result of an evaluation process during which each partner, according to their competences, skills and professional know-how will synthesise their expertise in a working document to be made available to all partners. Each action or approach to the designated targeted groups will be associated with traditional or web-based tool for dissemination, as required.

Although the Dissemination and Communication responsibility is assigned to a leader and specific designated partners, the effectiveness of the Dissemination and Communication is dependent upon the comprehensive support action of all the INNOWAG partners who have themselves specific communication channels reaching specialised audiences. This aspect was reinforced at the INNOWAG project kick off meeting which took place in Newcastle on 15th and 16th November 2016, organised by Newcastle University the project coordinator, during which the partners themselves offered to become actively involved in dissemination activities.

2. METHODOLOGY

The methodology for the INNOWAG Dissemination and Quality Plan is split into two distinct areas:

1. Internal dissemination activities
2. External dissemination activities

2.1 Internal dissemination activities

The internal dissemination activities will be carried out by NEWO with partners UNEW; POLIM; TUB and UNIFE. Others partners will also be encouraged to contribute to dissemination activities with the project and via their own internal networks. These internal dissemination activities include:

2.1.1 On-line media

- Website
- Newsletters
- LinkedIn forum
- Industry targeted
 - Project brochures
 - Press releases

2.1.2 Academia targeted

- Journal publications
- Presentations at conference

2.1.3 INNOWAG Conference

- Project final Conference to be held in M30.

2.1.4 Stakeholder lists

- Lists of expertise specific lists of stakeholders will be brought together by NEWO to be used when targeting dissemination activities. All partners will contribute to these lists which will be regularly updated. These lists will be used to target potential delegates for the INNOWAG final conference in M30.

2.2 External dissemination activities

2.2.1 INNOWAG Website

The main external dissemination activity is the INNOWAG website, which will be populated primarily by NEWO and UNEW and all partners will be encouraged to send articles and events for inclusion.

2.2.1 Presentation of INNOWAG at external events

NEWO will keep a list of relevant events to the INNOWAG project with input from all partners. This will be regularly updated and available to all partners in the INNOWAG document repository. Any presentation will be produced on the INNOWAG presentation template and recorded on SYGMA as a dissemination activity.

3. DISSEMINATION AND COMMUNICATION PLAN

To demonstrate the understanding and implementation of the **Dissemination and Communication Plan** effectively, the activities have been combined into a table summing up five constituting elements. In this way, the plan presented below in **Table 1** provides an overview that becomes the permanent guideline for the nominated partners involved in the Dissemination and Communication and at the same time to all project partners that according to the specific tool and channel of communication want to become actors in the plan for maximising its effectiveness.

Table 1. INNOWAG Dissemination and Communication Plan - Source: INNOWAG Project

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
INNOWAG Articles in journals and specialised magazines	During the project lifetime as appropriate	<ul style="list-style-type: none"> - Create awareness about the ongoing project activities - Address target groups with updated detailed and specialised technical information/results from the project - Share viewpoints and results to a mass audience 	<ul style="list-style-type: none"> - Professional audience, opinion leaders - Policy makers - Academia - Associations and European organisations linked to rail transport, wagons, logistics, intermodality - Interested stakeholders out of the general public with professional transport background - Journalists 	Printing
INNOWAG Brochures and stencils	During the project lifetime as appropriate	<ul style="list-style-type: none"> - Create interest and awareness about the ongoing project activities - Address target groups and the public at large with updated detailed information/results from the project - Share results to mass audience 	<ul style="list-style-type: none"> - Interested stakeholders - General public at large 	Printing
INNOWAG Logo + Website	Logo: month 1 Website: within month 3 After website start up during the project lifetime	<ul style="list-style-type: none"> - Communicate with the logo the project comprehensive message and image - Create awareness and draw attention of internal and external communities about the ongoing project activities, generating consensus - Share information, viewpoints and results to mass audiences, Europe and worldwide - Stimulate interest and discussion around the project innovations - Create a document repository for facilitating the internal exchange of information among project partners - Facilitate in a fast, real time through internet dissemination of the project information, developments and results 	<ul style="list-style-type: none"> - Interested stakeholders - General public at large via internet channels 	Multimedia / Online
INNOWAG Website	Website: within month 3	<ul style="list-style-type: none"> - Share results with interested stakeholders - Create a document repository/electronic archive for facilitating a faster exchange of information 	<ul style="list-style-type: none"> - Project partners - Interested stakeholders 	Multimedia / Online

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
Download Section	After website start up during the project lifetime	<ul style="list-style-type: none"> - Collect in a virtual space all the material relating to INNOWAG (articles, papers, brochures, newsletters, stencils, events), making it easy to consult, download, read 	<ul style="list-style-type: none"> - General public at large via internet channels 	
INNOWAG Newsletters via the web at month 15 & 30	Newsletter 1: month 15 Newsletter 2: month 30	<ul style="list-style-type: none"> - Update and share viewpoints and results with interested stakeholders - Create interest and awareness around project objectives, developments and results 	<ul style="list-style-type: none"> - Users, operators, rail undertakings, service providers - Professional audience, opinion leaders - Policy makers - Interested stakeholders - Associations - General public at large 	Multimedia / Online
INNOWAG Social Media (Facebook, Twitter, LinkedIn)	During the project lifetime as appropriate	<ul style="list-style-type: none"> - Create group of interest about the ongoing project - Share viewpoints and results - Stimulate debates on the project topics (cargo monitoring, wagon design, predictive maintenance), generating consensus - Create a real time dialogue with interested stakeholders Europe and worldwide - Facilitate in a fast, real time and direct way the dissemination of the project information, developments and results 	<ul style="list-style-type: none"> - Interested stakeholders - General public at large via internet channels 	Multimedia / Online
Participation in existing working groups of existing market topics dealing with rolling stock, rail innovation and technologies	During the project lifetime as appropriate	<ul style="list-style-type: none"> - Create awareness about the ongoing project activities - Share viewpoints and results to a network of professionals - Contribute to discussions on future solutions for rail freight transport at European level by sharing experiences - Engage working groups and councils in debates - Create a valuable dialogue lasting after the project lifetime - Make use of the network's communication channels for disseminating INNOWAG material and enlarge the stakeholders' audience 	<ul style="list-style-type: none"> - Professionals, opinion leaders - Policy makers - Academia - Associations and European organisations linked to rail transport, wagons, logistics, intermodality - Interested stakeholders out of the general public with strong professional background - Existing working groups active Europe-wide on the INNOWAG topics 	Multiple channels and presentations

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
Press Release at kick off and final event	Press release at kick off: month 1 – Executed Press release at final event: month 30	<ul style="list-style-type: none"> - Inform on INNOWAG project existence after kick off meeting - Inform of INNOWAG specific research activity - Exploit media and associations communication channels to spread the main INNOWAG objectives, reaching wider audiences 	<ul style="list-style-type: none"> - Journalists - Associations and European organisations linked to rail transport, wagons, logistics, intermodality - Professional audience, opinion leaders - Policy makers - Academia - Interested stakeholders out of the general public with strong professional background 	Multiple channels and presentations
INNOWAG Final event at month 30	Final event: month 30	<ul style="list-style-type: none"> - Introduction and validation of INNOWAG innovations with the marketplace - Create interest and awareness about the project activities, results, conclusions, solutions found - Share viewpoints and results to professional audiences - Engage in debates professionals and interested stakeholders - Create a dialogue and exchange of opinions, views, information - Receive input by external stakeholders - Facilitate the dissemination of the project information, developments and results - Receive quick feedback - Exploit communication channels not in the hand of the project to spread the main INNOWAG objectives, reaching vast audiences - Evaluate ex post the complementarity with the results of <i>S2R-CFM-IP5-02-2015: Start-up activities for Freight Automation</i> - Stimulate debate at European level, generating consensus 	<ul style="list-style-type: none"> - Project partners - S2R JU and EU Commission members - Professional audience, opinion leaders - Policy makers - Academia - Associations and European organisations linked to rail transport, wagons, logistics, intermodality - Transport industry at large 	Face-to-Face, stencils, brochures, presentations

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
Participation of individual partners to Exhibitions, Congresses, Workshops, Fairs, Events through presentations, speeches, interventions	During the project lifetime as appropriate	<ul style="list-style-type: none"> - Create interest and awareness about the ongoing project activities - Share viewpoints and results to mass audiences - Engage in debates professionals and interested stakeholders - Create a dialogue and “live” exchange of opinions, views, information, generating consensus - Receive input by external stakeholders - Facilitate in a fast, real time and direct way the dissemination of the project information, developments and results - Receive quick feedback - Exploit communication channels not in the hand of the project to spread the main INNOVAG objectives, reaching vast audiences 	<ul style="list-style-type: none"> - Professional audience, opinion leaders - Policy makers - Academia - Associations and European organisations linked to rail transport, wagons, logistics, intermodality - Interested stakeholders out of the general public with strong professional background - Transport industry at large 	Face-to-Face, stencils, brochures, presentations
Personal talks to members of the rail freight professional environment	During the project lifetime as appropriate	<ul style="list-style-type: none"> - Create interest and awareness about the ongoing project activities - Share viewpoints and results - Engage in debates professionals and interested stakeholders - Create a dialogue and “live” exchange of opinions, views, information - Receive input by external stakeholders - Facilitate in a fast, real time and direct way the dissemination of the project information, developments and results - Receive quick feedback - Contribute to the development of the topics object of the project - Stimulate debate at European level, creating consensus 	<ul style="list-style-type: none"> - Professional audience, opinion leaders - Policy makers - Academia - Associations and European organisations linked to rail transport, wagons, logistics, intermodality - EU institutions exponents - Interested stakeholders with strong professional background - Users, operators, rail undertakings, service providers - Transport industry at large - General public at large 	Face-to-Face, stencils, brochures, presentations

4. CONCLUSIONS

The Dissemination and Communication Plan has been designed to maximise the impact of the outcomes and progress of the project. The website is up and running at www.newrail.org/innowag. It has been set up on a UNEW platform to keep down the costs related to registering a domain name, web hosting and designing of web templates. UNEW and NEWO will work together to populate and maintain the site and keep it up-to-date with project progress.

A Press Release has been produced (Annex 1), which has already been placed in the November 2016 issue of Transport News. This has been distributed to partners and will be uploaded onto the website.

The Plan will be continuously developed over the lifetime of the project and a further report D6.3 – Dissemination Tools due in M30 will detail the dissemination activities that have taken place.

ANNEX 1 – Press Release



Press Release

INNOWAG is the acronym for a new Shift2Rail project called: **INNO**vative monitoring and predictive maintenance solutions on lightweight **WAG**on

The INNOWAG project, co-financed by the Shift2Rail initiative of the European Commission, had its kick off meeting in Newcastle upon Tyne, UK on the 15th and 16th November 2016. The objective of the project is to increase the rail freight competitive profile by developing the next generation of lightweight and intelligent freight wagons. To achieve this three essential Work Streams will be started:

- Work Stream 1 : Cargo condition monitoring;
- Work Stream 2 : Wagon design;
- Work Stream 3 : Predictive maintenance.

The project will integrate innovative technologies for cargo condition monitoring into a novel high performance lightweight freight wagon, with predictive maintenance models for increasing European rail freight sustainable competitiveness. The INNOWAG project will also aim to develop a rail freight service that fits the needs of modern manufacturing and supply chain requirements, which will contribute to increasing rail freight capacity through the wagon design and deadweight reduction. This will improve freight logistic capabilities by offering real time data on freight location and conditions, through the use of smart self-powered sensors and ICT technologies. It will increase RAMS and reduce LCC by implementing modern and innovative predictive maintenance analytics, models and procedures.

A qualifying part of the INNOWAG project development is the integration, correlation and exploitation of results into the other projects of the Shift2Rail members so that the emerging solutions are ready for exploitation into the marketplace.

The INNOWAG Consortium is Coordinated by Newcastle University, UK and composed of leading European companies, associations and universities engaged in the field of Research, Technology Innovation and testing, Advanced rail material production, Wagons maintenance, Rail operations and ICT Fleet management.

For further information please go to www.newrail.org/innowag

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