

Co-Active

D5.1 – Project Identity and Website

Due date of deliverable: 28/02/2017

Actual submission date: 30/11/2017

Leader of this Deliverable: **THALES FR**

Document status		
Revision	Date	Description
1	19/10/2017	First issue
1.2	23/10/2017	Internal update
1.3	24/11/2017	Version for internal review
2	30/11/2017	Final Version for submission

Project funded by the S2R Joint Undertaking under 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	

Reviewed : Y

Start date of project: 01/09/2016

Duration: 28 months

EXECUTIVE SUMMARY

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

It relates to Work Package 5 “Dissemination and Communication”, and concerns the task 5.3 “Dissemination and communication setup”.

Chapter 1 Introduces the project, and the scope of this delivery

Chapter 2 will explain the graphical chart that has been selected.

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

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
TABLE OF CONTENTS.....	3
LIST OF FIGURES	4
1. Introduction.....	5
1.1 List of Acronyms.....	5
2. Project Identity.....	6
2.1 Graphical chart.....	6
3. Project Public Website.....	7
3.1 Objectives and considerations.....	7
3.1 Website Access.....	8
3.2 Website Structure.....	9
3.2.1 Overview	10
3.2.2 Objectives	10
3.2.3 Project Structure	11
3.2.4 Partners	11
3.2.5 Results and Publications	12
3.2.1 Project's News and Events.....	12
3.2.2 Contacts.....	13
3.2.1 Latest Project's News.....	13
3.3 Content Generation	13
3.4 Social Media.....	13
4. Conclusions.....	14

LIST OF FIGURES

Figure 1 – Co-Active Logo	6
Figure 2 – Website access from IP4 webpage	8
Figure 4 – Screenshot of the Overview section	10
Figure 5 – Screenshot of the Objectives section	10
Figure 6 – Screenshot of the Project Structure section	11
Figure 7 – Screenshot of the Partners section	11
Figure 8 – Screenshot of the Results and Publication section	Erreur ! Signet non défini.
Figure 9 – Screenshot of the Project news and events section	Erreur ! Signet non défini.
Figure 10 – Screenshot of the Contacts section	13

1. INTRODUCTION

The Co-Active 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, Co-Active will focus on the end-to-end processes around transport Service Disruption, and, Settlement payments and clearing, as well as enriching IT2Rail functions and increasing the IT2Rail scope of transport modes covered.

For Co-Active 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

EC	European Commission
GA	Grant Agreement
JU	Joint Undertaking
DoA	Description of the Action
S2R	Shift2Rail
CT	Cooperative Tool
WP	Work Package
TMT	Technical Management Team

2. PROJECT IDENTITY

2.1 Graphical chart

The clear recognition of the project through a graphical charter and an associated logo is a 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 align with Shift2Rail design rules
- There could be some similarities with IP4 complementarity projects started on the same schedule, especially Attractive

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



Figure 1 – Co-Active 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 aim at defining new concepts, innovative solutions, but also to share those innovations with the lever of public written communication.

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

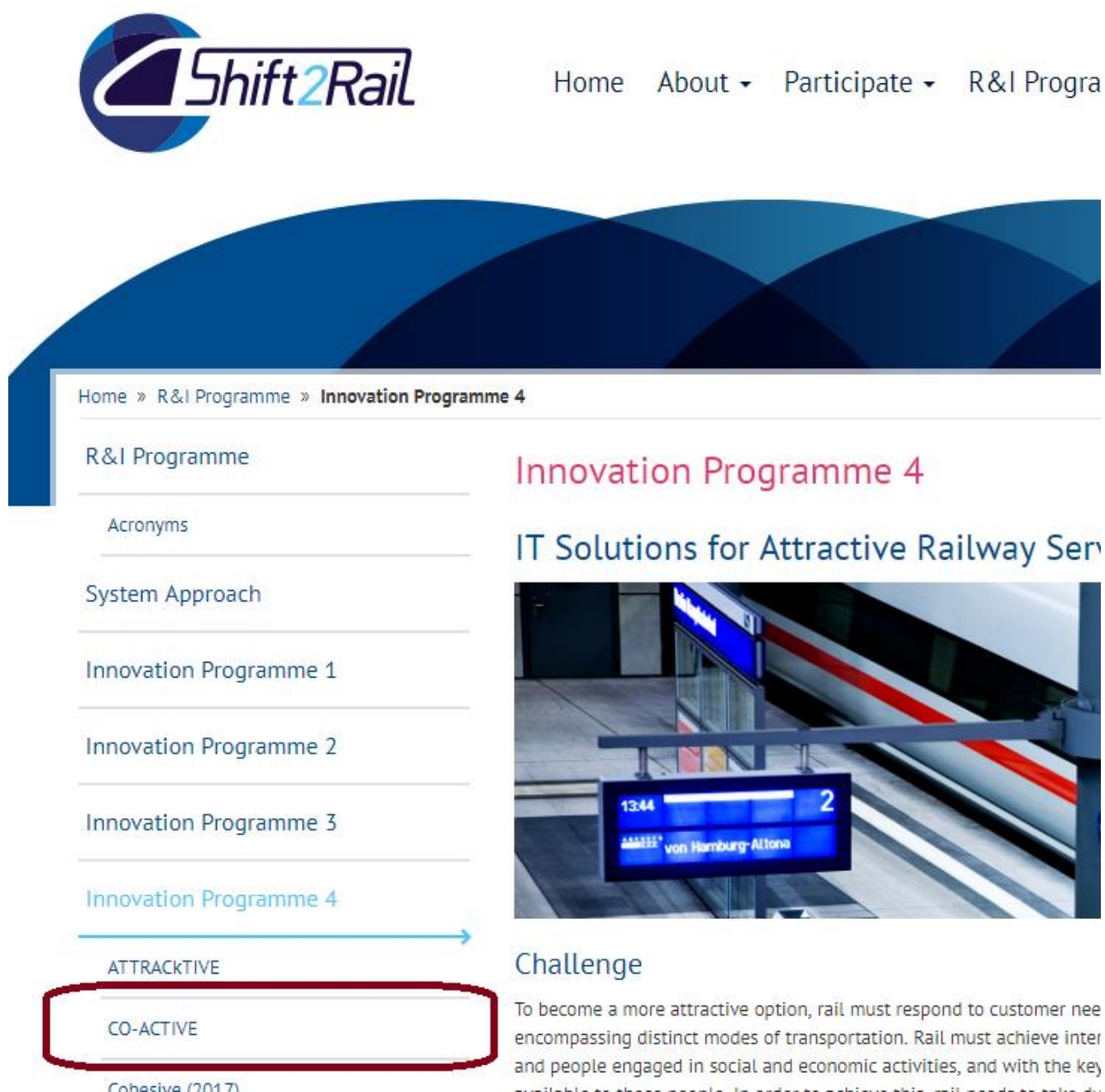
When preparing the website, the following objectives where considered:

- 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 explained
- The composition of the consortium should be presented, and the reader should have the possibility to have an easy access to the partner websites.
- There should be a place for the public to allow him to reach the project consortium, 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 present

3.1 Website Access

The public website can be accessed:

- Through a direct url : http://projects.shift2rail.org/s2r_ip4_n.aspx?p=CO-ACTIVE, which is referenced in standard search engines
- Or, in accordance with the objectives stated previously, from the main Shift2Rail.org website, under the Innovation Programme 4 section to which Co-Active belongs.



Shift2Rail

Home About ▾ Participate ▾ R&I Progra

Home » R&I Programme » **Innovation Programme 4**

R&I Programme

Acronyms

System Approach

Innovation Programme 1

Innovation Programme 2

Innovation Programme 3

Innovation Programme 4

→


ATTRACTIVE

CO-ACTIVE

Cohesive (2017)

Innovation Programme 4

IT Solutions for Attractive Railway Services



Challenge

To become a more attractive option, rail must respond to customer needs encompassing distinct modes of transportation. Rail must achieve intermodal connectivity and people engaged in social and economic activities, and with the key

Figure 2 – Website access from IP4 webpage

3.2 Website Structure

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



Figure 3 – Navigation bar

3.2.1 Overview

This section presents some facts and figures of the project.

It introduces Co-Active timeline, and presents complementarity projects.



The screenshot shows the 'Co-Active' project overview page. On the left is a navigation menu with links: Overview, Objectives, Project Structure, Partners, Results and Publications, Project's News & Events, and Contacts. The 'Overview' section is highlighted. The main content area displays project details:

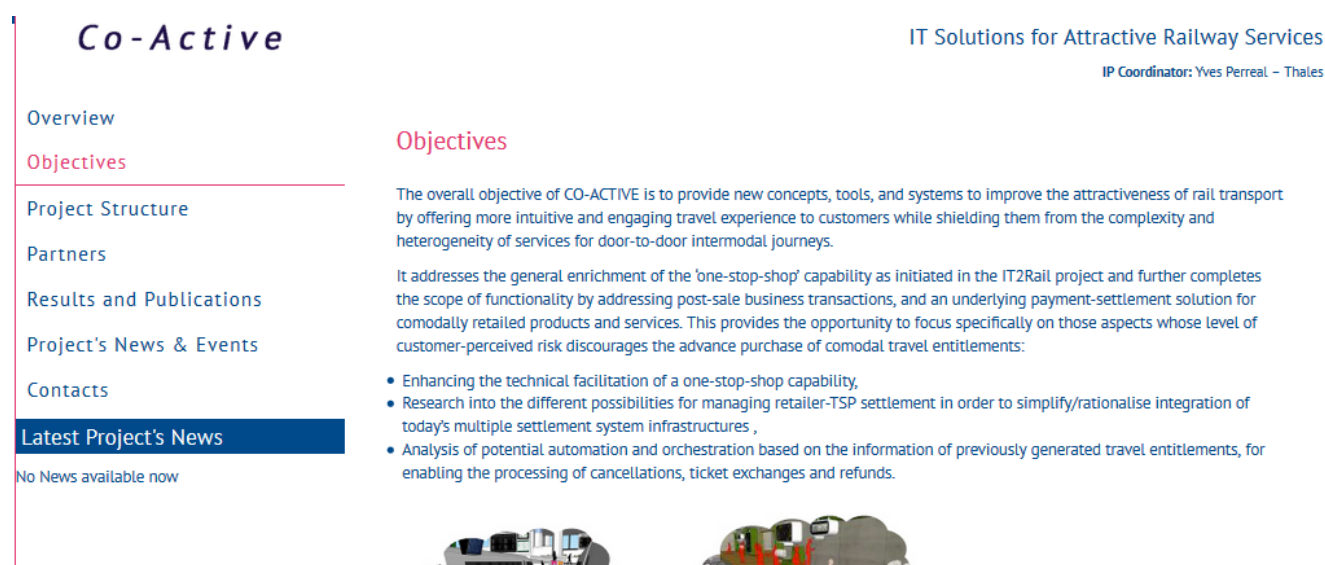
- Project title:** CO-modal journey re-ACcommodation on associated Travel services
- Topic:** S2R-CFM-IP4-01-2015
- Duration:** from 01/09/2016 to 31/12/2018
- Coordinator:** Lionel Levieux, Thales Communications & Security SAS
- Total Project Value:** € 7 818 365,21
- S2R (H2020):** € 3 474 481,52
- co-funding:**
- Complementary projects:** ATTRACTIVE, GOF4R, ST4RT

At the top right, it says 'IP4 Projects' and 'IT Solutions for Attractive Railway Services'. Below that, 'IP Coordinator: Yves Perreal - Thales'.

Figure 4 – Screenshot of the Overview section

3.2.2 Objectives

This section provides some background, and introduces Co-Active concepts and objectives.



The screenshot shows the 'Co-Active' project objectives page. The navigation menu on the left is the same as in Figure 4, but 'Objectives' is highlighted. The main content area displays the project objectives:

The overall objective of CO-ACTIVE is to provide new concepts, tools, and systems to improve the attractiveness of rail transport by offering more intuitive and engaging travel experience to customers while shielding them from the complexity and heterogeneity of services for door-to-door intermodal journeys.

It addresses the general enrichment of the 'one-stop-shop' capability as initiated in the IT2Rail project and further completes the scope of functionality by addressing post-sale business transactions, and an underlying payment-settlement solution for comodally retailed products and services. This provides the opportunity to focus specifically on those aspects whose level of customer-perceived risk discourages the advance purchase of comodal travel entitlements:

- Enhancing the technical facilitation of a one-stop-shop capability,
- Research into the different possibilities for managing retailer-TSP settlement in order to simplify/rationalise integration of today's multiple settlement system infrastructures ,
- Analysis of potential automation and orchestration based on the information of previously generated travel entitlements, for enabling the processing of cancellations, ticket exchanges and refunds.

At the bottom, there are two small images: one showing a train and another showing a person at a computer.

Figure 5 – Screenshot of the Objectives section

3.2.3 Project Structure

The section presents the overall WBS structure of Co-Active.

It describes all the WP of Co-Active, and the work that they will carry on.



The screenshot shows a web interface with a sidebar on the left containing a navigation menu: 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 'WP6 - Project Management'. Inside this box are five smaller boxes representing work packages: WP1 Travel Shopping, WP2 Booking & Ticketing, WP3 Business and Contractual Management, WP4 Technical Coordination and System Coherence, and WP5 Dissemination and Communication. Below the WP6 box, there is a section for 'WP1 Travel Shopping' which lists objectives: 'The Travel Shopping work package will address the following objectives: Enrich Journey Planning functionalities by ensuring the re-accommodation of journey' and 'Enlarge the journey planning by taking into account the first and last miles, allowing the traveller to use personal or shared'.

Figure 6 – Screenshot of the Project Structure section

3.2.4 Partners

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



The screenshot shows a web interface with a sidebar on the left containing a navigation menu: Overview, Objectives, Project Structure, Partners (highlighted), Results and Publications, Project's News & Events, Contacts, and Latest Project's News. The main content area is titled 'Partners' and is divided into two sections: 'Coordinator' and 'Beneficiaries'. The 'Coordinator' section features the logo of THALES. The 'Beneficiaries' section features four logos: amadeus, indra, HaCon (Traffic - Software - Service), and NetworkRail.

Figure 7 – Screenshot of the Partners section

3.2.5 Results and Publications

This section is intended to host any kind of publication, such as deliverables, intended for public dissemination. It will be regularly updated with new content from the consortium.

3.2.1 Project's News and 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.

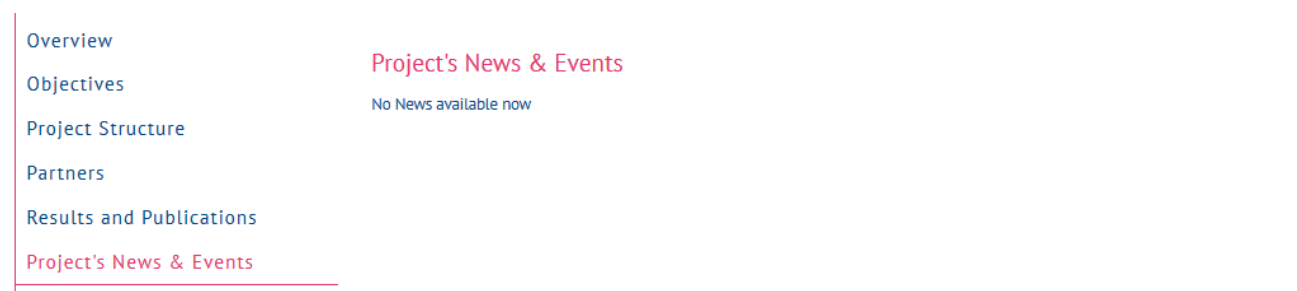


Figure 8 – Screenshot of the Project News and Events section

3.2.2 Contacts

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

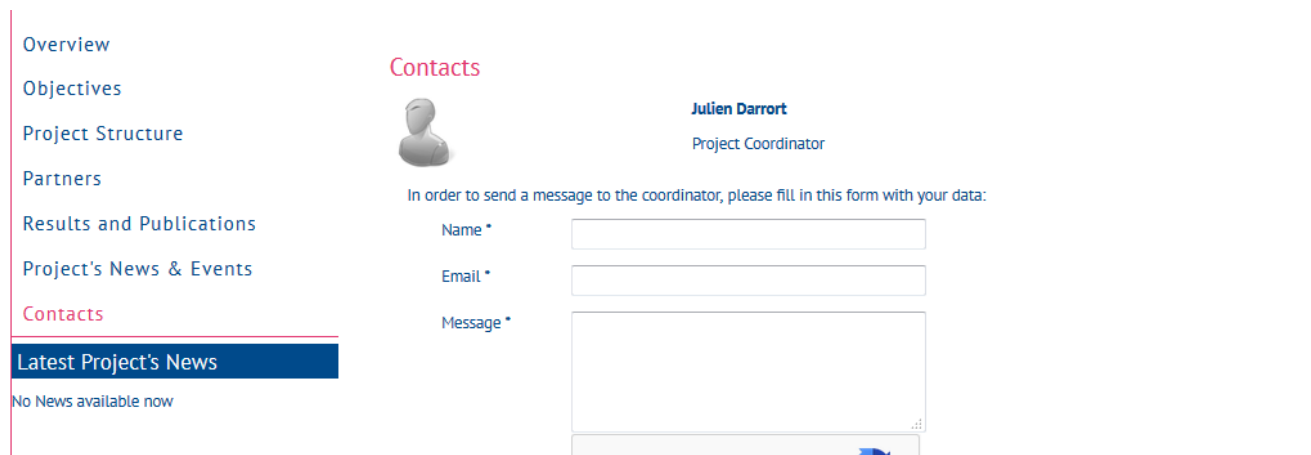


Figure 9 – Screenshot of the Contacts section

3.2.1 Latest Project's News

This section references the latest project news, as a subset of the Project News and Events section.

3.3 Content Generation

Co-Active website is a live place where the Project can share its results, information, publications with all the public interested in its areas of research.

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.

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.

3.4 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**

The project website will be the corner stone of the communication strategy of Co-Active.

It will be a living place, enriched throughout the project duration with up to date useful information produced by the project, and made available to a large audience.

Of course the project will make use of different channels for those activities. Co-Active will participate in several transport-related events, will organize dedicated conferences, and will collaborate with other research projects.