

Development of Functional Requirements for Sustainable and Attractive European Rail Freight

D7.1 – Plan for the Use and Dissemination

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EXECUTIVE SUMMARY

This document provides a description of the FR8RAIL communication and dissemination plan. The aim of this plan is to provide a dissemination and communication strategy for the FR8RAIL 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 FR8RAIL 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 Innovation Programme 5 high-level communication and dissemination strategy. All the Shift2Rail Innovation Programme 5 will contribute to the promotion of rail freight through the development of new technologies. Therefore, it is important that all the Innovation Programme 5 projects are harmonized in terms of communication and dissemination activities and contribute all to the Shift2Rail Innovation Programme 5 dissemination and communication strategy.

Secondly, this deliverable presents specific materials and strategies for communicating and disseminating FR8RAIL 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 FR8RAIL dissemination and communication strategy, FR8RAIL project partners have developed a monitoring tool named The Logbook.

The dissemination and exploitation plan of FR8RAIL is fully in line with Shift2Rail Dissemination strategy and FR8RAIL partners will be fully committed in communicating the main achievements of the project to the relevant stakeholders across Europe by using the most effective communication channels.

ABBREVIATIONS AND ACRONYMS

CEN: European Committee for Standardization

CENELEC: European Committee for Electrotechnical Standardization

EN: European Standard

ERA: European Union Agency for Railways

EU: European Union

IEC: International Electrotechnical Commission

IP: Innovation Programme

JU: Joint Undertaking

Km: Kilometre

NNTR: Notified National Technical Rules

S2R: Shift2Rail

TSI: Technical Specification for Interoperability

WP: Work Package

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1. FR8RAIL: PART OF S2R IP5 DISSEMINATION AND COMMUNICATION STRATEGY

In Shift2Rail Innovation Programme 5 (IP5), two challenges are addressed:

- To acquire a new service-oriented profile for rail freight services based on excellence in on-time delivery at competitive prices, interweaving its operations with other transport modes, addressing the needs of the clientele among others by incorporating innovative value-added services;
- To increase productivity, by addressing current operational and system weaknesses and limitations, including interoperability issues, and finding cost-effective solutions to these problems, including optimisation of existing infrastructure and fostering technology transfer from other sectors into rail freight.

In order to achieve the two challenges above S2R IP 5 has developed a vision for future freight and a connected storyline that is based on digitalization enabling a higher degree of automation on line as well as in the nodes.



Figure 1: S2R IP5 Vision

1.1 S2R IP5 ORGANIZATIONAL AND COMMUNICATION OBJECTIVES

Exploitation, communication and dissemination of S2R IP5 projects results are essential for a successful achievement of S2R IP5's objectives, to protect the participants' interests and exploitation perspectives in terms of achieving the overall acceptance and implementation of the IP5 projects' results. Therefore, the vision of IP5 sets the general frame for all dissemination and communication activities within IP5 projects and ties them together.

The overall objective of the IP5 dissemination and communication strategy is to establish "Rail Freight" as a strong brand in the European transportation sector. Further, broken down objectives of the dissemination and communication strategy are:

- To establish the IP5 projects as a point of reference among the end user stakeholders;
- To develop and manage effective communication interfaces and dissemination channels between the IP5 projects partners and with the outside world;
- To exploit sources of external knowledge and requirements related to the scope and aims of the IP5 projects;
- The dissemination of emerging IP5 projects results and to guarantee the proper diffusion of knowledge using an appropriate platform;
- To foster the use and application of the IP5 projects results that will have to take place when the IP5 projects will be completed;
- To create and spread a knowledge database among stakeholders inside and outside the S2R IP5.

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

The particular dissemination strategies of the individual IP5 projects, including FR8RAIL, are derived from and part of the overall S2R IP5 strategy.

The strategy of FR8RAIL, which is led by Trafikverket, focuses on providing effective information into and between the IP5 projects, in context of the IP5 targets, with particular focus on the 'end user' stakeholders. Hence, they can contribute by providing needs and sharing the project's expected outcomes so that they can be adequately involved in the dissemination of the project results.

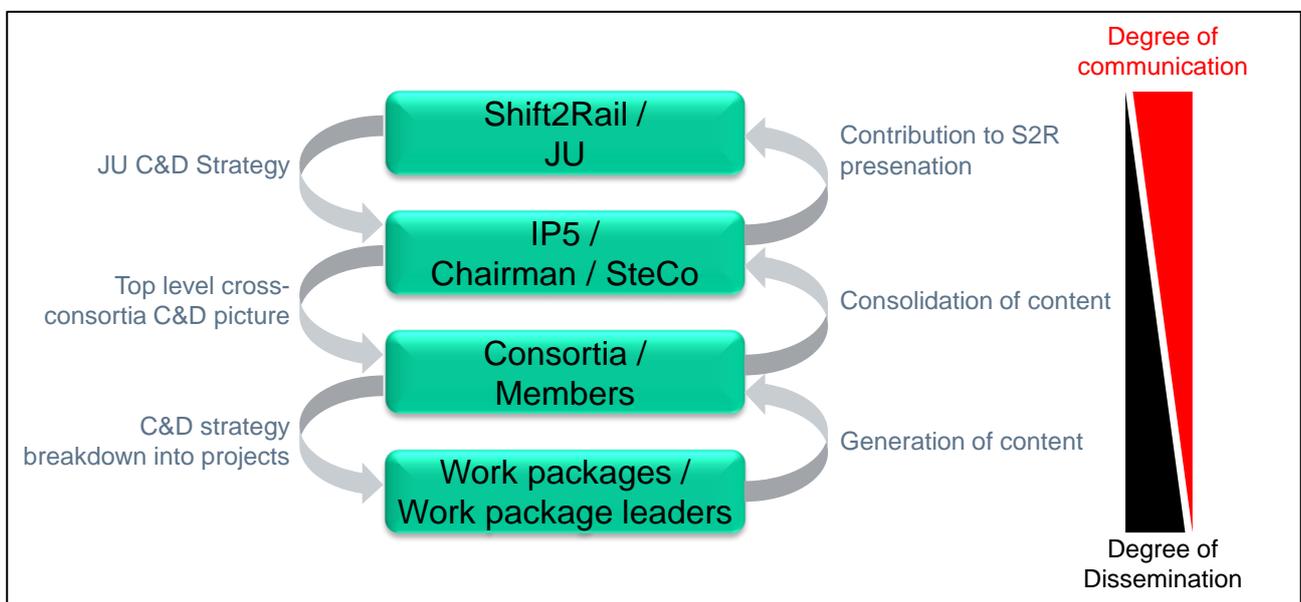


Figure 2: S2R IP5 Dissemination/Communication strategy

1.2 S2R IP5 COMMUNICATION CHANNELS & TARGET AUDIENCE

The dissemination and communication strategy of S2R 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, S2R IP5 and its individual consortia and projects will serve and cover a large range of different channels:

- S2R IP5 Project website;
- S2R newsletters;
- Specialized and industry press;
- General media;
- Events (Trade fairs, summits, conferences);
- Institutional events;
- S2R Research and Innovation Days;
- Members' events;
- Social media, e.g. YouTube, Xing, LinkedIn.

S2R IP5 already collected a number of possible events and publications. The particular formats and content will be discussed within the S2R IP5 consortia when the first results will be available. The following overviews of conferences and publications show an initial overview. Both lists will be updated during the life cycle of S2R IP5.

| 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 3: S2R IP5 Targeted events for dissemination

| | | | |
|---------------------------|---|-------------------------------|----------------------------|
| 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 | |

Table 1: S2R IP5 Targeted magazines for dissemination

S2R IP5 will further stimulate all member companies to feed their in-house communication departments with S2R material and to use each company's standard communication channels, which also include social media channels, with communication and dissemination material from S2R.

S2R IP5 will not only use the established channels of the partners, but also the different strengths of the project staff as all contributors have their own way and form of communicating and disseminating. Thanks to this way S2R IP5 ensures that also the different preferences of the audiences are addressed.

1.3 MESSAGES

The particular message will always depend on the particular content/results and the targeted audience. However, it is essential that the messages align with and promote the goals of S2R and IP5.

1.4 PROJECTS DISSEMINATION

All dissemination and communication material will be gathered bottom-up from the individual S2R IP5 projects within the consortia.

The individual S2R IP5 work package leaders are responsible for preparing the communication and dissemination content from their project deliverables and results.

The S2R IP5 coordinators are 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.

2. FR8RAIL: DISSEMINATION AND COMMUNICATION STRATEGY

FR8RAIL dissemination and communication strategy is aligned with the S2R and S2R IP5 communication and dissemination strategy. FR8RAIL dissemination and communication outputs will be used to promote S2R and raise awareness of the development of new technologies in the freight area to contribute positively to the evolution of the rail freight market share in Europe and in the world.

2.1 INTRODUCTION

FR8RAIL is a 36-month project, funded by the Horizon 2020 programme of the European Commission. The main aim of the FR8RAIL project is the development of functional requirements for sustainable and attractive European rail freight.

These objectives of FR8RAIL are:

- A 10 % reduction in the cost of freight transport measured by tonnes per Km;
- A 20 % reduction in the time variations during dwelling and increase attractiveness of logistic chains by making available 100 % of the rail freight transport information to logistic chain information systems.

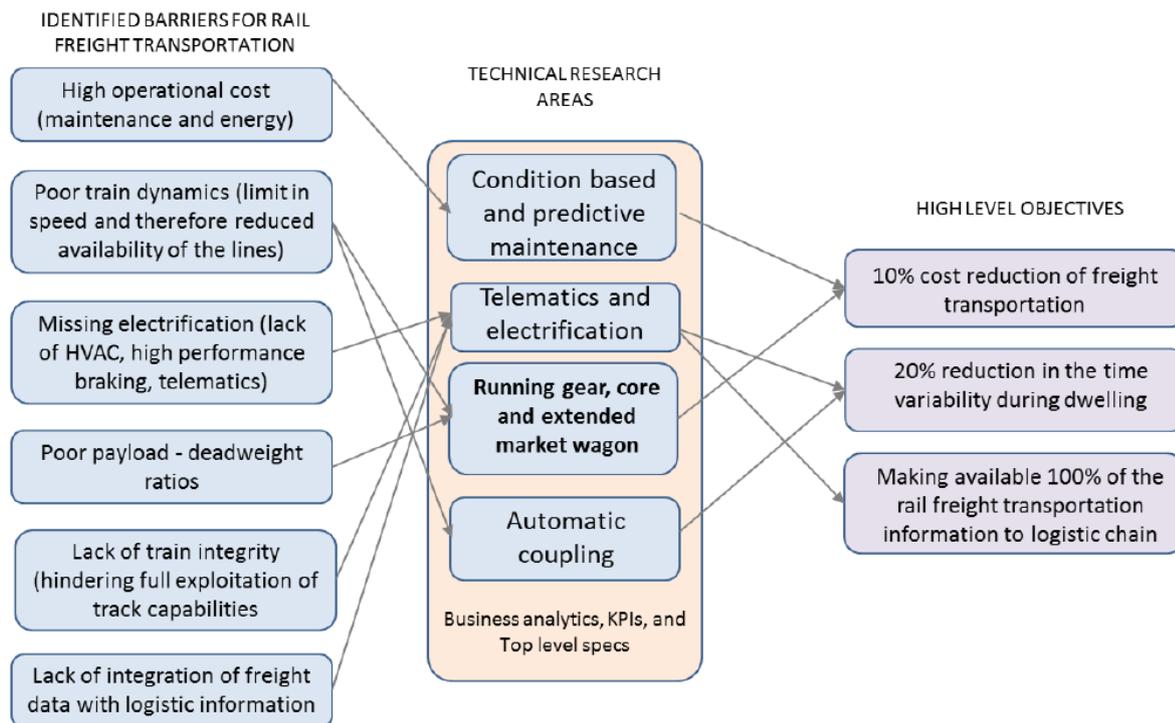


Figure 4: Relationship between the market needs, high level objectives and specific technical objectives addressed by FR8RAIL

The objectives of the FR8RAIL project will be achieved by developing a number of vital areas within freight rail. There are six technical work packages that form the backbone of FR8RAIL project approach in achieving the development of functional requirements for sustainable and attractive European rail freight. The six technical work packages are:

1. **WP1:** Business Analytics, KPIs, Top Level Requirements;
2. **WP2:** Condition Based and Predictive Maintenance;
3. **WP3:** Telematics & Electrification;
4. **WP4:** Running Gear; Core and Extended Market Wagon;
5. **WP5:** Automatic Coupling;
6. **WP6:** High level System Architecture and Integration.

The outcomes of FR8RAIL will support the S2R goals set out in the S2R Masterplan and the S2R Multi Annual Action Plan and contribute to strengthen the role of rail in the transport system, and in particular freight rail transport.

FR8RAIL addresses the topic “Development of functional requirements for sustainable and attractive European rail freight” (S2R-CFM-IP5-01-2015) of the first H2020-S2R Call for proposals for the JU members.

The dissemination of the project’s research activities and results are fundamental components of the FR8RAIL project. The dissemination objectives of this project are:

- To ensure that the outputs of the project are delivered in a form which makes them immediately available for use by the Innovation Programme 5 within S2R;
- To ensure that all important actors in the European railway sector are informed about FR8RAIL;
- To facilitate acceptance of the project outcomes by the standards and regulatory bodies as well as by the main actors of the EU rail sector;
- To disseminate, engage and promote the project and its research activities to relevant audiences;

In order to address these objectives, the project has a dedicated Work Package (WP7), which will coordinate and handle the dissemination of FR8RAIL. All FR8RAIL partners will engage in activities such as organising and participating in conferences, congresses, workshops, showcases as well as standardisation activities. FR8RAIL WP7 will also work on the publication and distribution of material like scientific publications, articles and electronic brochures, press releases, newsletters and a website towards accomplishing dissemination of the project results to a wide range of audiences.

The following parts of this deliverable present the dissemination and communication plan that will be followed during the lifespan of the FR8RAIL project. It includes the available and future project dissemination materials, the events, workshops and conferences that are of particular interest to the project from a dissemination perspective, the communities targeted by the project for dissemination and liaison activities. All the FR8RAIL project dissemination and communication activities are aligned with the S2R IP5 dissemination and communication strategy (refer to chapter 1 of the deliverable).

2.2 EXTERNAL COMMUNICATION

External communication is of key importance for maximizing FR8RAIL 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.

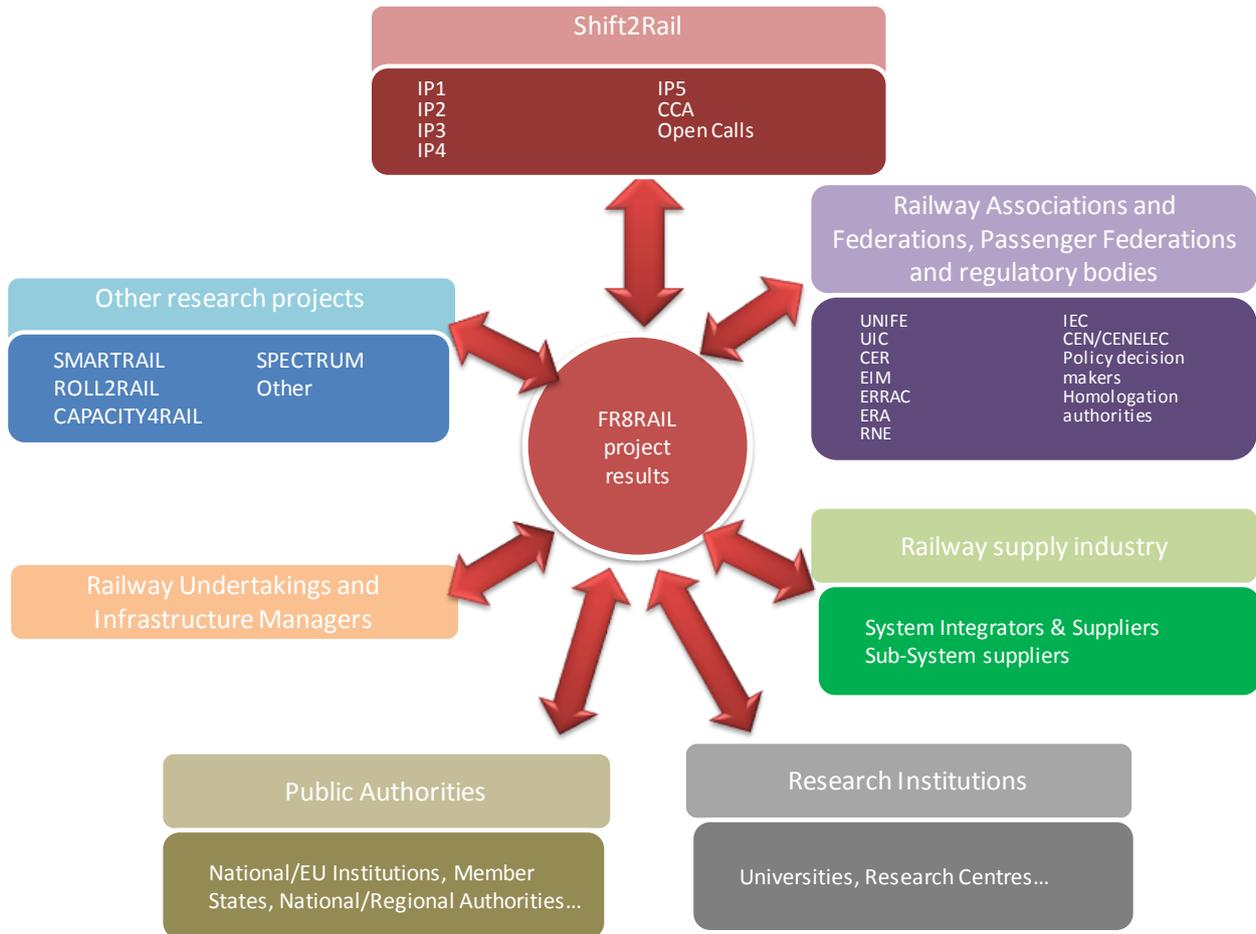


Figure 5: FR8RAIL Dissemination Target Groups

2.2.1 Project Identity

A project identity has been set at the beginning of the project including templates for presentations and reports, an electronic leaflet as well as the FR8RAIL logo. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results. The electronic leaflet will be available on-line.



Figure 6: FR8RAIL Logo

2.2.2 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/fr8rail/>) also lists all related projects including links to them.

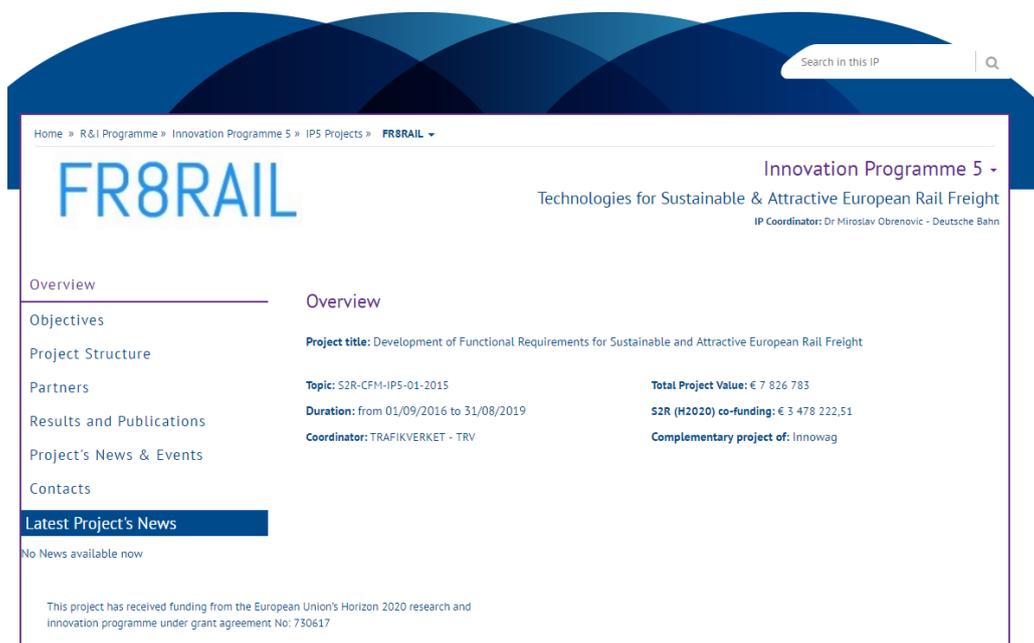


Figure 7: FR8RAIL on Shift2Rail website

2.2.3 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.

FR8RAIL will also publish Press Releases to inform about project events, demonstration showcases or to inform about the progress of the project.

FR8RAIL will also use social media as a dissemination and communication tool to promote the FR8RAIL outputs. Such communication will be aligned with S2R social media strategy.

2.2.4 Events

The FR8RAIL 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.

The major objectives of such workshops are:

- 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.

2.2.5 Presentations & 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. FR8RAIL 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:

- InnoTrans (Berlin, Germany, September 2018);
- Transport Research Arena (TRA – Vienna, Austria, April 2018);
- World Congress on Rail Research (WCRR – Kyoto, Tokyo, 2019);
- Word Conference on Transport Research Society (WCTRS – Mumbai, India, May 2019);
- Tagung Moderne Schienenfahrzeuge (Graz, Austria, September 2017);
- Rad Schiene - Internationale Schienenfahrzeugtagung (Dresden, Germany, March 2017);
- 7th International Conference on Railway Operations Modelling and Analysis (Lille, France, April 2017);
- International Workshop on Railway Noise (IWRN);
- International Congress on Sound and Vibration (ICSV);

- Nordic Rail/Future Transport (Jönköping, Sweden, October 2017).

It is important to highlight that FR8RAIL will be focused on the delivery of Quick Wins that could be promoted to events. It is anticipated that FR8RAIL will be presented with several S2R projects during the TRA and InnoTrans event. The fact that S2R will have a stand at both events will guarantee the dissemination of FR8RAIL results during these two key events.

Moreover the following magazines are being targeted:

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

FR8RAIL WP7 will establish good connections with several magazines and provided as many as possible articles. FR8RAIL will also target special editions on rail freight that might be proposed by some magazines.

2.3 STANDARD AND REGULATORY BODIES

FR8RAIL will work on standardisation. Therefore, a liaison between the standardisation technical committees (CEN/CENELEC) and the project is envisaged. FR8RAIL plans to invite standardisation 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.

FR8RAIL also envisages establishing a liaison with the European Union Agency for Railways. Indeed, FR8RAIL outputs will be useful for the Agency's activities on the Telematic Application for Freight Technical Specification for Interoperability.

If needed and approved by the FR8RAIL TMT, some representatives of CEN/CENELEC and ERA could be invited to some TMT meetings or FR8RAIL WPs meetings to keep them regularly informed about FR8RAIL project progress.

2.4 INTERACTION WITH SHIFT2RAIL IP5 AND CROSS-CUTTING ACTIVITIES

FR8RAIL is setting the foundations for many of the technologies that will be continued within S2R IP5. It is planned that FR8RAIL will share information with other related projects funded within S2R. Therefore, the dissemination of the project's results to IP5 of S2R must be ensured. Knowledge-transfer workshops will be organised between the project WP leaders and relevant S2R TD leaders.

A strong link will be implemented between the FR8RAIL project and the S2R JU. FR8RAIL members are all members of the S2R JU and most of them are members of the S2R IP5 Steering Committee. Therefore, S2R IP5 Steering Committee will be regularly informed about FR8RAIL

project progress and FR8RAIL will also share information with other S2R IP5 projects during the S2R IP5 Steering Committee meetings.

It is also important to note that FR8RAIL has a specific collaboration agreement with the S2R IP5 project INNOWAG in order to favour a good cooperation between the two projects. These two projects will also harmonise as much as possible their communication and dissemination strategies.

Moreover, knowledge transfer workshops will be organised bringing together FR8RAIL project partners and S2R IP5 projects (Call For Members and Open calls projects). It will ensure the good communication between S2R IP5 projects partners required to reach the S2R high-level objectives.



Figure 8: On-going S2R IP5 projects

2.5 MONITORING OF FR8RAIL DISSEMINATION AND COMMUNICATION ACTIVITIES – THE LOGBOOK

In order to monitor FR8RAIL Dissemination and Communication activities and promote events that are relevant for FR8RAIL project, FR8RAIL WP7 has developed a monitoring tool (named logbook) that will be available on the FR8RAIL cooperation Tool. This tool will be a lively tool that each FR8RAIL partner can update. It will enable to share information between FR8RAIL partners on opportunities for dissemination.

| ID | Title | Type | Main theme | Language | Date | Place | Webpage | Contributors | Attendees | Dissemination materials |
|----|--|------------|---|-----------------|----------------------------|---|---|--------------|-----------|-------------------------|
| 1 | International Railway Vehicle Conference | Conference | Rolling Stock | English/German | 01. - 03. March 2017 | Internationales Congress Center Dresden, Germany | https://www.htw-dresden.de/fakultaet-maschinenbau/forschung-ff/tagungen-konferenzen-symposien/internationale-schienenfahrzeugtagung.html | | | |
| 2 | RailLille2017 | Conference | Railway Operations Modelling and Analysis | English/French | 04. - 07. April 2017 | Congress center "Lille Grand Palais" 1 Boulevard des Cités Unies 59000 Lille France | https://raillille2017.sciencesconf.org/ | | | |
| 3 | Modern Rolling Stock (Moderne Schienenfahrzeuge) | Conference | Rolling Stock | English/German | 10th - 13th September 2017 | Graz University of Technology Austria | https://www.htw-dresden.de/fakultaet-maschinenbau/forschung-ff/tagungen-konferenzen-symposien/internationale-schienenfahrzeugtagung.html | | | |
| 4 | Nordic Rail | Conference | Railway Operations and | English/Swedish | 10-12 October 2017 | Elmia, Jönköping, Sweden | www.elmia.se/Nordicrail | | | |
| | | | | | | | | | | |

Table 2: FR8RAIL LOGBOOK

3. CONCLUSION

This dissemination and exploitation plan presented a comprehensive strategy for the project FR8RAIL. The dissemination and exploitation plan described all the materials and strategies that will be used for external communication, engagement and uptake of the results by relevant stakeholders. This document also describes how the results of the project will be communicated to S2R IP5 and how the FR8RAIL Dissemination and Communication strategy is integrated in and aligned with the S2R IP5 Dissemination and Communication strategy.

It is anticipated that more dissemination/exploitation opportunities will arise as the project progresses. Therefore, the FR8RAIL consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination and exploitation activities will be discussed at WP level and will be coordinated generally via WP7.