

Indicator Monitoring for a new railway PARadigm in seamlessly integrated Cross modal Transport chains – Phase 1



Deliverable D 5.2 Communication Plan

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1 Executive summary

IMPACT-1 is a project that aims to embed the technological achievements of Shift2Rail (S2R) in a societal context. The innovations developed in the Innovation Programmes (IP) will be assessed in the System Platform Demonstrators (SPDs). A Key Performance Indicator (KPI) model whereby interrelations between components are defined will also be developed and used to assess the impact on the programmes operational objectives.

IMPACT-1 is mainly targeting policy makers and a wider audience with an interest in discussing how rail can be an engine for shaping a future inclusive and sustainable society. It is therefore of utmost importance that the results of IMPACT-1 is made available and known to this target audience hence the need for an effective and implementable communication plan.

A closer look at potential ways to achieve the goal inform policy makers and a wider audience about the activities and results of IMPACT-1 shows numerous ways to do so. Also the close cooperation with the S2R Joint Undertaking (JU) needs to be pointed out and is crucial in the communication and dissemination activities of IMPACT-1.

Further, IMPACT-1 has a great opportunity to not only represent its own project, but also the wholesome picture of the S2R initiative due to its objectives and structure.

Therefore, the communication within the Shift2Rail initiative as well as to stakeholder outside Shift2Rail should be widely carried out and be aligned with the S2R JU.

2 Abbreviations and acronyms

Abbreviation / acronym	Description
CCA	Cross Cutting Activity in S2R
ERRAC	European Rail Research Advisory Council
EU	European Union
FP7	EU Framework research programme
GA	Grant Agreement
H2020	Horizon 2020
IM	Infrastructure Manager
IMPACT-1	Indicator Monitoring for a new railway PAradigm in seamlessly integrated Cross modal Transport chains – Phase 1
IMPACT-2	Indicator Monitoring for a new railway PAradigm in seamlessly integrated Cross modal Transport chains – Phase 2
IP	Innovation Programme
JU	Joint Undertaking
KPI	Key Performance Indicator
RU	Railway Undertaking
S2R	Shift2Rail
SPD	System Platform Demonstrator
UIC	Union internationale des chemins de fer
WA	Work Area
WP	Work Package

3 Background

The present document constitutes the Deliverable D5.2 “Communication Plan” in the framework of the WA 1.1 and WA 1.2. It contributes as well to WA 2 [1].

This document was submitted in response to the EU S2R JU 2015 call for members (proposal no. 730816). The GA was negotiated and closed during the summer 2016 with official project start 1st of September 2016. The consortium consists of 7 members:

Participant No *	Participant organisation name	Country
1 (Coordinator)	Deutsches Zentrum für Luft- und Raumfahrt e.V. – DLR	Germany
2	Ansaldo STS S.p.a. – ASTS	Italy
3	Bombardier Transportation UK – BT	United Kingdom
4	Construcciones y Auxiliar de Ferrocarriles, S.A. – CAF	Spain
5	Deutsche Bahn AG – DB	Germany
6	Siemens AG – SAG	Germany
7	Trafikverket - TRV	Sweden

Figure 1: Participants in IMPACT-1

IMPACT-1 has 5 WPs

- WP1 Management (DLR lead)
- WP2 Analysis of the Socio-economic impact (DBAG lead)
- WP3 SPD definition (TRV lead)
- WP4 KPI tree (DLR lead)
- WP5 Dissemination (TRV lead)

The objectives of IMPACT-1 are:

- Evaluating the effects for mobility, society and environment induced by new technology solutions and developments,
- Introducing relevant targets and needs to create a more attractive, a more competitive and more sustainable rail system,
- Defining System Platform Demonstrators (SPD) that represent future application use cases,
- Defining Key Performance Indicators (KPIs) that enable the monitoring and assessment of the Shift2Rail overall target achievement.

These objectives will be reached by performing a socio-economic impact analysis. Using these results scenarios for the System Platform Demonstrators are described with respect to the railway of the future for high-speed, regional, urban and freight transport. These scenarios are used to monitor the results of the other Shift2Rail projects using a mode of the KPIs. The model of the KPI shows the relation of the low-level KPIs to the overall targets defined in the S2R Master Plan [2]. The project IMPACT-1 is planned to fulfil the respective topic of the Shift2Rail Annual Work Plan 2015 [3].

4 Objectives/aims

This document has been prepared to provide a strategy to all partners within IMPACT-1 for dissemination and communication activities.

The IMPACT-1 dissemination and communication activities are coordinated by Trafikverket as WP5 leader, under the control of the project coordinator DLR. Dissemination and exploitation of results are crucial to the acceptance and implementation of the technologies developed in S2R and for the realisation of the operational targets– lower LCC by 50%, doubling of capacity, increasing reliability and punctuality by 50% - and showcased in the System Platform Demonstrators.

All project members have a responsibility for ensuring adequate visibility of IMPACT-1's achievements. Trafikverket and DLR, nevertheless being the only participants in the WP, have the overall task to make sure that dissemination and communication activities are properly planned and carried out. The overall strategy for raising awareness of IMPACT-1 among a wider concerned audience as well as the means of communication will be described in the communication plan. The main points of the communication plan will be

- The identification and definition of the external target groups to be reached by the project,
- The definition of the channels, means and form of communication that are most suitable to reach each target group e.g. policy makers, regional and local governments and end users,
- The definition of a consistent format of communication during the project life span.

The communication plan will be continuously updated throughout the lifetime of the project. The dissemination and communication activities will be coordinated with related activities undertaken by the S2R JU in order to make best use of resources and assure consistency.

The dissemination tools that will be used include the setting up of a dedicated website which will be the gateway for access to all information concerning the project. News about the project as well as information about planned external activities and events will be published on the website throughout the project life. Documents that the consortium wants to share with the public will be uploaded on the website. Participation at relevant events or workshops with poster presentations or as key note speakers and publications of articles in specialist media are other ways to disseminate results generated in the project. A special project fact leaflet in S2R format with a brief summary of the project and its objectives will be produced. Press releases for the announcement of major results are also feasible but this would be undertaken through discussions with the JU and members.

5 Dissemination Targets

IMPACT-1 will interact with both external stakeholders and S2R members in the dissemination and exploitation of the results. Within WP2 and WP3 IMPACT-1 will analyse how a future rail system that features the S2R innovations may influence the society. Further, IMPACT-1 will analyse how S2R innovations can be used as an active factor for realising a society with green credentials that is socially and economically viable. IMPACT-1 will also analyse how future trends may impact mobility patterns and their possible implications for the rail business along with identification of key success factors and obstacles that need to be removed for rail to become a thriving business. Furthermore, IMPACT-1 will deliver first indication about the qualitative relations in which the work of Shift2Rail will affect the overall key targets of Life Cycle Cost reduction, Reliability enhancement and Capacity enhancement of the railway system.

This requires an extensive interaction with external stakeholders that have an interest in mobility i.e. national, regional and local governments, city planners, passengers, freight owners, other research providers and the rail business itself. Results from the long term needs work package of IMPACT-1 will be discussed and validated by the external stakeholders through workshops, seminars and other relevant events. In this way IMPACT-1 will create a wider awareness among decision makers about S2R and the project will through its actions educate the societal stakeholders about steps and policy actions that are necessary for the realisation of S2R's full potential.

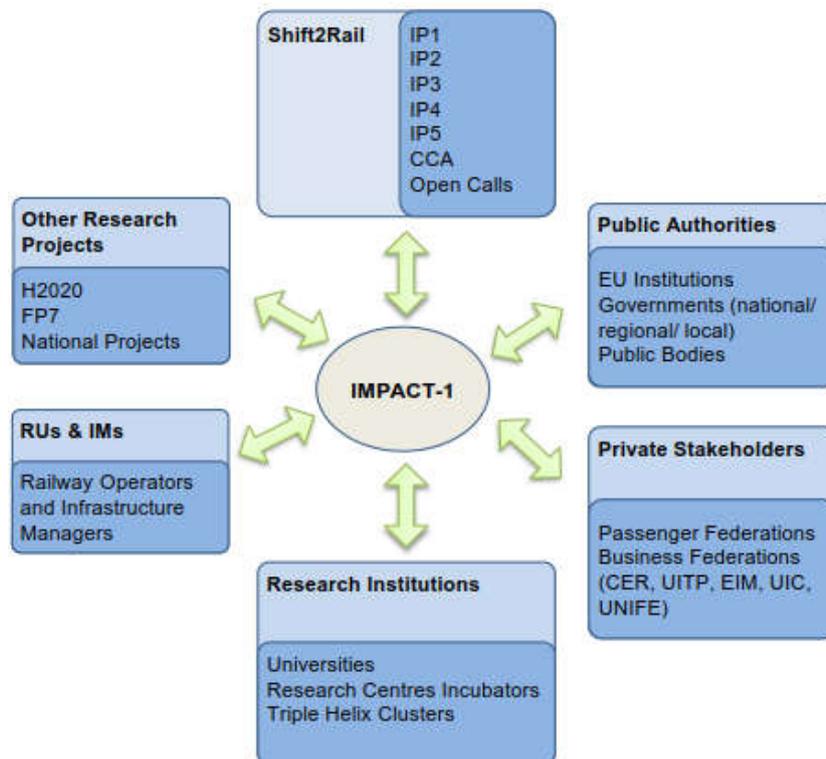


Figure 2: Targeted audiences of IMPACT-1 project results

The results of IMPACT-1 which are suitable for external dissemination will be presented by typical means as e.g. a dedicated project website, leaflets, journal articles and presentations at conferences and workshops.

5.1 Key target audience

5.1.1 S2R Joint Undertaking

As it is co-funding the Project, the European Commission through the S2R Joint Undertaking is the first recipient of the deliverables. Moreover it has to ensure that IMPACT-1 is performing to standard and according to the contractual agreements. It is therefore necessary to have an open and informative dialogue with the Project Officer representing the S2R Joint Undertaking which is naturally the first and main addressee of the deliverables.

In accordance with the Grant Agreement, the Project Officer will be kept informed through the periodic reports, on the progress of work, the project objectives, and on the achievements all along the duration of the project.

At the end of the project, the final summary report will give an overview of the project context, achievements and potential impact. The Project Officer will be invited to attend all seminars and workshops for the dissemination of the IMPACT-1. The S2R Joint Undertaking will be informed of any scientific publication related to the project. For an improved and open dialogue, more informal direct meetings between the Project Officer and the Coordinator and involving a panel of experts of appropriate expertise and level will be organised on demand of the Commission Officer or proposed by the Coordinator, where particular points will be presented and questions answered.

5.1.2 Other research projects

Linking with similar projects allows cross-fertilisation and mutual enrichment of projects. Opportunities for networking with other EU project leaders including the open call “sister” project NEAR 2020 will continuously be explored all along the project lifetime, in order to establish links, identify interactions, create synergies and avoid duplication of work. Necessary liaisons with the other IPs and on-going S2R projects are handled within the S2R management structure.

5.1.3 Senior staff at Infrastructure Managers and Railway Undertakings

Senior staff at Infrastructure Managers and Railway Undertakings is an audience of primary importance, as it is the one responsible for the deciding on strategic orientations and the drafting and implementation of business plans. Railway Undertakings and Infrastructure Manager will be actively involved in the work carried out in IMPACT-1.

5.1.4 Public Authorities

IMPACT-1 is a high visibility vehicle for making a wider circle of public authorities aware of the societal benefits that accrue to a reinvented railway system meeting the demands of the 21th century. EU, national and also regional governments are key players in the shaping of policies for promotion of sustainable development, social and territorial cohesion. Policies, which S2R

transpire to support. IMPACT-1 will seek out relevant channels of communication with representatives of the policy making community with a stake in mobility. This can for example be done through face to face interaction at high level events where transport issues are discussed and debated in conjunction with broader societal challenges or through articles in relevant media outlets or conferences.

5.2 External communication activities

5.2.1 Project website

The project website, which is set under the milestone MS2 “Project-specific website”, is divided into a public website and a private domain.

The public area is the tool of choice for hosting communication materials and disseminating project activities to a vast audience. It provides information on the project’s objectives and duration, funding, participants list, etc.

The project website is available at: <http://verkehrsforchung.dlr.de/de/projekte/impact-1-railway-future>

Further there is dedicated a project page for IMPACT-1 found at the S2R JU webpage: <https://projects.shift2rail.org/IMPACT-1>

The private domain is a share point that allows the exchange of working documents and to work together on documents. It is exclusively accessible by project members.

5.2.2 Conferences and publications

To raise awareness of the activities within IMPACT-1 and Shift2Rail to a wider specialist audience, participation and presentation at conferences and publications in journals are a common and useful instrument. Also flyers, press releases in such a surrounding can be used to not only inform but gain interest in the objectives of IMPACT-1 and Shift2Rail. Thus, IMPACT-1 will be present at the key conferences of the branch and watch out for specialist journals to publish the project results.

5.2.3 Main events

Initiating or participating in major events or workshops is an effective way to reach a large audience, and invite stakeholders related to the project and network to meet with experts and discuss the findings of the project. Planning or participation in such events has to be commensurate with the target audience but also sequenced and paced to the project time plan and the delivery of appropriate results. The consortium will organise its own dissemination events in the form of workshops and one final event at M18.

Table 1: Main events and dissemination activities during project duration

Event / Dissemination activity	Description	Date	Venue
Workshop	Workshop on trends and scenarios	TBD	TBD

ETC 2017	European Transport Conference	October 2018	Barcelona
Leaflet	Summary of IMPACT-1 TRV	April 2017	N/A
Poster	Poster presentation TRV	May 2017	N/A
UIC	Presentation relevant UIC bodies	Autumn 2017	Paris
ERRAC	Presentation at ERRAC plenary	Autumn 2017	Brussels
Scientific community	Scientific papers in academic networks	Spring 2018	N/A
Webpage	Continuous updates and progress reports	2017-2018	N/A
Final event	Presentation findings IMPACT-1	February 2018	Brussels

In addition to main events targeting external stakeholders, communication within Shift2Rail will be organised. Especially workshops with the leader of the Technical Demonstrators to examine their impact on KPIs and the socio-economic assessment will be carried out. Also informative presentations in different Shift2Rail bodies such as the Governing Board and the Innovation Programme Steering Committees are foreseen.

6 Conclusions

The conclusions reached at this stage of the R&I and highlighted in this report is that there a numerous ways to inform the public about the activities within IMPACT-1.

Analysing and assessing the benefits for the society as a whole that stems from a reinvented railway system is a key objective of IMPACT-1. Therefore, IMPACT-1 is highly connected to the whole S2R initiative. The implementation of this communication plan is an important step in spreading awareness among relevant policy and decision makers of the work that is being carried out in S2R.

The selection of the communication canals should carried out carefully and in close consultation with S2R JU.

7 References

- [1] European Commission. (2015). Shift2Rail Multi-Annual Action Plan (MAAP). Available at: http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/jtis/h2020-maap-shift2rail_en.pdf (16.04.2018).
- [2] European Commission. (2015). Shift2Rail Strategic Master Plan. Version 1.0. Available at: <https://ec.europa.eu/transport/sites/transport/files/modes/rail/doc/2015-03-31-decisionn4-2015-adoption-s2r-masterplan.pdf> (16.04.2018).
- [3] S2R JU Governing Board. (2016). Shift2Rail Joint Undertaking (S2R JU) Annual Work Plan 2015. Available at: http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/jtis/h2020-wp15-shift2rail_en.pdf (09.04.2019).

8 Annexes

8.1 IMPACT-1 Leaflet

IMPACT-1

Indicator Monitoring for a new railway Paradigm in seamlessly Integrated Cross modal Transport chains– phase 1



Rail should meet the needs of today's customers and therefore need to implement innovations. Shift2Rail has a vision of radically transformed mobility for the people, regions and business of Europe. This is necessary to face the challenges from the most important current societal trends e.g. climate change, urbanisation, territorial and social cohesion. Fundamental change in mobility is imperative for Europe to renew with and stay on a path of inclusive growth and shared prosperity.

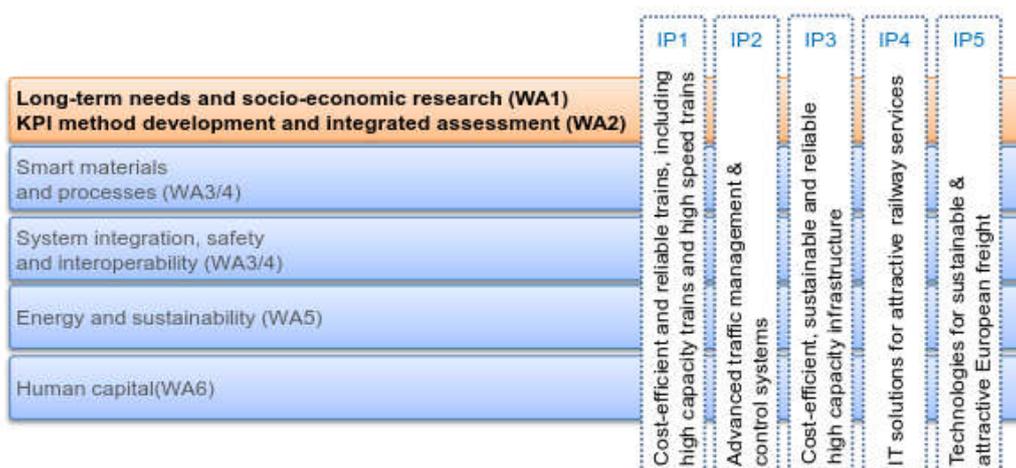
The purpose of the Shift2Rail project IMPACT-1 is to assess the railways from an outside perspective and bring an understanding on how rail can be a catalyst in transformational societal changes. The next generation railway will be an essential ingredient in bringing about easy, personalised and integrated future mobility– without the railway there is no sustainable mobility solution in the long term.

IMPACT-1 is addressing the future railway services, developed inside and outside Shift2Rail, by future scoping of society building and societal values, based on technological and behavioural developments and trends. It also assesses how the railways can interact and respond to an ever faster changing world and also be a driver of this change. The exercise will form the basis for the change definition of four

use cases that will show the Shift2Rail results at an aggregated level. The use cases are the four global System Demonstrator Platforms (SPDs) defined within Shift2Rail:

- the High Speed and Mainline passenger demonstration platform
- the Regional passenger demonstration platform
- the Urban and Suburban passenger demonstration platform
- the Freight demonstration platform

A second important task for IMPACT-1 is to assess the contribution of the technologies developed on the operational targets of Shift2Rail that is on costs, capacity and reliability. This will be done by developing a Key Performance Indicator Model. With this KPI tool, also a huge added value for research in the railway sector and future projects is generated. It embodies a systematic approach to the understanding of the complex interrelations in railways, which will also be useful to forecast a project's costs and benefits.



IMPACT-1 is laying the basis for a better understanding on how a reengineered railway system can be a catalyst and driver for change in a sustainable direction, The KPI model will provide an understanding of the interrelations between infrastructure, rolling stock and train operation and their interaction in an optimised system that delivers on Shift2Rail's operational targets. However the final results and conclusions will be the work of the successor project IMPACT-2 that will start in autumn 2017 and run to 2024.

