

Deliverable D 4.1

Plan for the dissemination, exploitation, and knowledge transfer of the project's results

Project acronym:	TER4RAIL
Starting date:	01/12/2018
Duration (in months):	24
Call (part) identifier:	H2020-S2RJU/OC-2018
Grant agreement no:	826055
Due date of deliverable:	Month 3
Actual submission date:	28/02/2019
Responsible/Author:	Christine HASSOUN - UIC
Dissemination level:	PU
Status:	Final

Reviewed: (yes)

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1. Executive Summary

The aim of this document is to provide a dissemination and communication strategy for the Shift2Rail funded TER4RAIL project (Transversal Exploratory Research Activities for Railway) and to describe the tools that will be used to facilitate the wide-spread of information and knowledge from the results created by the project, among and beyond the members of the consortium (and beyond the life of the project). For the dissemination of this two-year project to be successful, there needs to be a good cooperation between all the Work Packages throughout the whole life of the project.

In this respect, an overview of the dissemination and communication activities to be undertaken during the project is provided, followed by a separate and more detailed analysis of each activity.

The ambition of TER4RAIL is to become the European Coordination and Support Action of reference for railway transport future. Though this, TER4RAIL will serve as a source of data, paths (roadmaps), tools, technology descriptions and arguments supporting the rail sector presented in a succinct, clear and useful manner. The results of TER4RAIL will be used for the promotion of Shift2Rail to widen its audience and to raise awareness of the European Rail Research Advisory Council (ERRAC).

The strong presence of associations in the consortium will ensure the primary base of dissemination of the project results. Given their expertise in leading European funded projects, their high number of members and their prominent position in the field of transportation, all partners are a good asset to easily identify and address the right people and to disseminate results efficiently.

TER4RAIL's close links with the Shift2Rail JU, ERRAC and other EU projects will ensure further dissemination of the results achieved by the project.

The task leader of the work package 4 is UIC with the support of: EURNEX e. V., UNIFE, UITP and FFE.

This deliverable will be a dynamic document that will be revisited and edited periodically and will evolve with the project. An update of this document will be made in M12 of the project.

2. Abbreviations and acronyms

Abbreviation / Acronyms	Description
CCA	Cross-cutting activities
CSA	Coordination and Support Action
ECTRI	European Conference of Transport Research Institutes
EPF	European Passenger Federation
ERA	European Union Agency for Railways
ERRAC	European Rail Research Advisory Council
ERTRAC	European Road Transport Research Advisory Council
ETP	European Technology Platform
FFE	Fundación de los Ferrocarriles Españoles
IP	Innovation Programme
MAAP	Multi-Annual Action Plan
MX	Month X
PTFE	Spanish Railways Technological Platform
SC	Steering Committee
S2R	Shift2Rail JU
T4R	TER4RAIL
UIC	Union Internationale des Chemins de fer
UITP	Union Internationale des Transports Publics
UNIFE	Union des Industries Ferroviaires Européennes
WCRR	World Congress on Railway Research
WG	Working Group
WP	Work Package

3. Objectives of the dissemination strategy

This document will define the target audience and the strategy and activities for the successful dissemination, exploitation, and knowledge transfer of TER4RAIL in alignment with Shift2Rail's communication and dissemination strategy. This document will be a dynamic document that will be revised and edited periodically and will evolve with the project. It will be updated in M12 of the project.

It is linked to the three tasks of Work Package 4, i.e.:

- Task 4.1 Project dissemination
- Task 4.2 Exploitation: Knowledge transfer and exploratory research strategy
- Task 4.3 Meetings coordination

The objective of the dissemination is to use the results of TER4RAIL to promote Shift2Rail results to widen its audience and also raise awareness of ERRAC.

More precisely, the following tables are going into the details of the planned synergies between S2R, ERRAC and T4R. The tables are based on the S2R reference communication strategy available on the S2R website at: <https://shift2rail.org/wp-content/uploads/2018/02/S2R-COMMUNICATION-STRATEGY.pdf>.

			Synergies with ERRAC	Synergies with T4R
Raising S2R JU profile	OBJECTIVES	Enforce the vision and goals of S2R JU by demonstrating the advantage of the Public Private Partnership together with the innovation capacity of Railway in order to gain support amongst European and National decision makers and current and potential stakeholders. Ensure that S2R JU's mission is clearly understood by the target audiences	<p>ERRAC has a formal position in favour of the continuation of the JU model and the renewal of the S2R mandate in a 'S2R2' under Horizon Europe. It seeks to influence decision makers by both direct communication as the official railway sector European Technology Platform (ETP) and by indirect means through the coordinated actions of its stakeholders.</p> <p>As ERRAC brings together the manufacturing, train operating, infrastructure management, urban transport, supply, academic and research stakeholders, and provides observer status participation to the EU and European Union Agency for Railways (ERA), it is uniquely placed to provide up to date and accurate assessments of the state of research in the railway sector, including the profile of S2R as its major delivery agent. The profile of S2R its mission and achievements, and its future development are standing topics for ERRAC.</p>	T4R's work programme represents a major synergy with S2R and this will be reflected in all the dissemination actions. Presenting information produced by TER4RAIL about rail's future and its ongoing value will help secure the position of S2R. The wide range of relevant stakeholders will better understand the relevance and value of the JU. In particular, the innovative research observatory will provide valuable data to inform decision making about the content of the continuing research and innovation programme. The assessment of existing roadmaps will also help the specification of S2R forward agendas. Arguments, well backed by data and analysis, supporting the role of rail will be valuable to raise the profile and maintain the leading position of S2R by demonstrating its lasting value.

			Synergies with ERRAC	Synergies with T4R
Highlighting the Innovation Programme (IP) technology potential and Project Results – Project Dissemination	OBJECTIVES	Demonstrate the added value of integration of new and advanced technologies into innovative rail – passenger and freight – product solutions in addressing economic, social and environmental concerns of EU citizens.	ERRAC provides platforms for the dissemination of S2R progress and achievements to a wide range of rail sector stakeholders, through its Plenary conferences and via reports of its activities. It also aligns with S2R in its presence at major events such as Innotrans, WCRR and TRA to promote the value of rail research and innovation in a wider transport setting.	The outputs of TER4RAIL will link with the results of the developing S2R programme to form a powerful evidence base for external demonstration of the new opportunities rail has to fulfill its role as the backbone of mobility in Europe. At each dissemination event the developing storyline will be presented – linking the overall vision and strategy (based on ERRAC and MAAP Part A) with the opportunities definitions as refined by the observatory and roadmap assessment, showing how the S2R work elements are addressing these opportunities and actually delivering technologies (products and services) that are being placed in the market and delivering valuable benefits.

Table 1 Synergies between Shift2Rail JU objectives, TER4RAIL and ERRAC

In this report, materials and strategies for communicating and disseminating Shift2Rail ERRAC and TER4RAIL to railway operators, railway infrastructure managers, European rail supply industry, the scientific community, the EU-representatives and the general public are presented. These include:

- the creation of a project graphic identity;
- the creation of a public website;
- The creation of an e-mail list (100 persons) of non-rail stakeholders;
- the creation of a project flyer;
- the use of social media;
- the participation in European research conferences and congresses;
- the organisation of an innovative railway marketing initiative targeting young EU citizens
- the organisation of a final conference;
- the liaising and fostering of collaboration between ERRAC, Shift2Rail, relevant ETPs, and the research community;
- the collaboration with IPX 01 and IPX 03;
- the elaboration of a comprehensive document based on key findings and recommendations of TER4RAIL.

Throughout the project, the Dissemination work package (WP4) will drive the dissemination of information, particularly for the purpose of ensuring future exploitation and the collaboration with Shift2Rail, ERRAC and other Shift2Rail projects as mentioned above.

4. Target audience

The objective of the dissemination is to use TER4RAIL to promote Shift2Rail and ERRAC results. Dissemination actions will target relevant groups, such as:

- Rail stakeholders (mainline and urban): Railway operators, railway infrastructure managers, manufacturers, European rail supply industry, railway representatives at national and European levels;
- ERRAC Plenary, ERRAC Steering Committee, ERRAC Working Groups and ERRAC Academia;
- Other transport stakeholders including Transport ETPs and National Technology Platforms;
- Representatives of passengers (targeted EU Citizens), such as the European Passenger Federation (EPF);
- Young EU citizens
- Other sector stakeholders that can influence the boost of innovative research in the railways (start-up environments, among others);
- Scientific community: Rail-related and from other disciplines;
- Technology providers including SMEs and large companies;
- Policy makers including European institutions;
- Shift2Rail JU.

TER4RAIL will adapt its content and dissemination tools to the target groups. The table below identifies the requirements of the different TER4RAIL target groups and proposes a set of dissemination tools for each.

Target groups	Website and social media	CSA events, ERRAC meetings, working sessions	Flyer, press releases, e-newsletter	Peer-reviewed scientific paper	Presentations at conferences	Final public event	Innovative marketing initiative
Rail stakeholders	✓	✓	✓		✓	✓	
Other transport stakeholders	✓	✓	✓		✓	✓	
Scientific community	✓	✓	✓	✓	✓	✓	
Technology providers		✓	✓		✓	✓	
EU citizens	✓						✓ (Young citizens)
Policy makers	✓	✓	✓		✓	✓	
S2R	✓	✓	✓	✓	✓	✓	

Table 2 Dissemination tools for target groups

WP	Key messages to communicate	Rail Stakeholders	Other transport stakeholders	Scientific community	Technology providers	EU citizens	Policy makers	S2R
WP1	A new rail Innovative research observatory will monitor new, disruptive technologies, innovation and ideas emerging from rail and other related sectors to ensure the position of the railways as the backbone of the EU transport system	✓✓✓	✓	✓✓	✓	✓	✓	✓✓✓
WP2	Updated and more complete roadmaps will federate views on the future of the railway	✓✓✓	✓✓	✓✓✓	✓	✓	✓	✓✓✓
WP3	Rail is beneficial for society and environment	✓	✓✓✓	✓	✓	✓✓✓	✓✓✓	✓✓

Table 3 TER4RAIL key messages

5. Project dissemination

5.1. Creation of a graphic project identity

A cohesive visual identity was created during the first three months of the project for use by the TER4RAIL project partners, e.g. logo, documents, reports, presentations, meeting agenda, project flyer and other external communications. The project identity is of utmost importance to communicate, to be clearly identified, and to create an experience that encourages people to engage with us. It will help dissemination activities and ensure a consistent communication of the project concept, objectives and results.

5.1.1. TER4RAIL Logo

As a first step, the project logo was prepared and approved. It will be used further for all dissemination actions. The arrow in the logo refers to innovation, rail and transport whilst the colours have been chosen in liaison with the words clean, sustainable and trustworthy.



Figure 1 TER4RAIL Logo

The logo of the project will play a role of utmost significance in creating project association regarding visual communication.

5.1.2. TER4RAIL Templates

Project templates for Powerpoint presentations, word reports and meeting agenda and minutes, have been prepared immediately after the creation of the project logo. This Deliverable Report has been made according to the deliverable template that will be used for all project deliverables.

5.1.3. TER4RAIL project flyer

The flyer was released in March 2019. It contains a summary of the project, including its background, objectives and expected outcomes as well as its main facts and figures. It also includes the list of partners at the kick-off date. The brochure has been printed and will be largely distributed by the project partners in most of the rail events organised during the life of the project and listed in table 4 of this deliverable.



Figure 2 TER4RAIL Flyer

5.2. TER4RAIL public website

A dedicated website was set up at the beginning of the project using the already set graphic identity. The URL of the website is www.ter4rail.eu. The website is publicly accessible, mobile friendly and is linked to Google Analytics to keep track of visitors. The public website contains the following pages:

- Presentation of the project
The "About" Page will give the visitors an overview of the project aims, objectives and work plan.
- Consortium
This page will display the list of all partner companies. Access to the partner websites will be allowed by clicking on their respective logos.
- News and events
The "News" page provides information on past and upcoming events such as project meetings, participation in international conferences, etc. It will be updated regularly. News should also speak to non-experts so they will be written in a clear and understandable manner without jargon.
- Documents and download
All TER4RAIL publications (Press releases, brochure, content for S2R electronic newsletters...) and deliverables produced during the lifespan of the project will be made available in this section.
- Contact form (to send messages and requests to the dissemination WP leader)

The structure of the public website will adapt and be amended to suit the project and partner's requirements as delivery occurs.

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826055 (TER4RAIL)

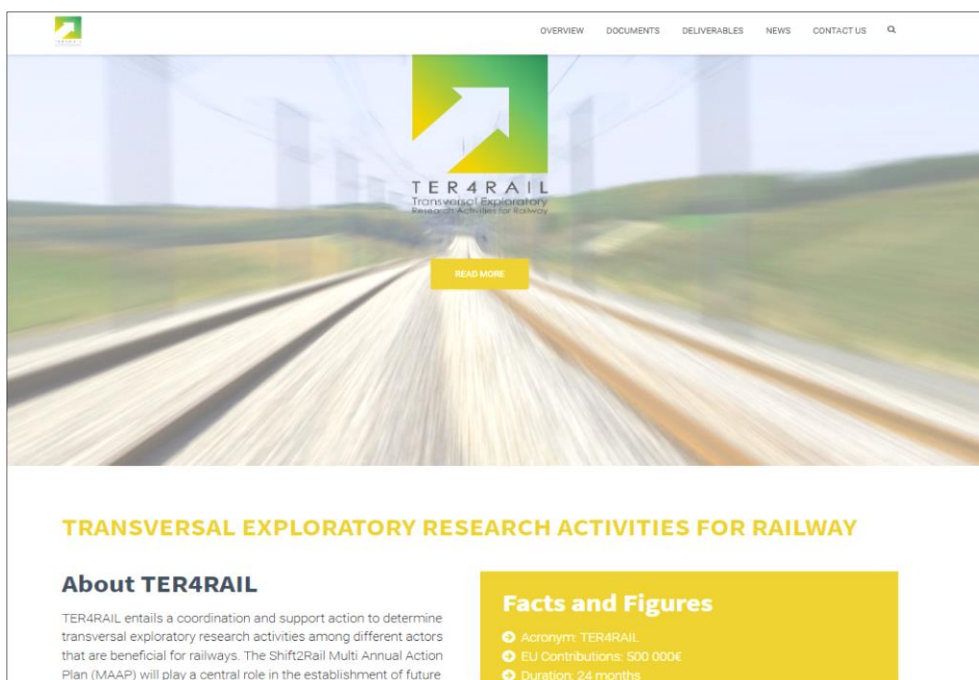


Figure 3 TER4RAIL Website homepage

5.3. TER4RAIL cooperation tool

The TER4RAIL cooperation tool (member's area) acts as an exchange platform between the project partners. It was created at the very beginning of the project and its access is reserved for the project partners. It is accessible at: <https://www.dropbox.com/home/TER4RAIL>.



Figure 4 TER4RAIL Cooperation tool structure

5.4. Use of social media

5.4.1. TER4RAIL twitter account

A TER4RAIL_Shift2Rail twitter account (@Ter4r) was launched at the beginning of the project. It is used to convey messages from the TER4RAIL project, from the Shift2Rail JU, the partners of the project and from actors of the railway and transportation sector. To ensure a strong synergy between the twitter accounts, TER4RAIL twitter account will always tag the Shift2Rail JU and we will ensure that the Ter4Rail Twitter account constantly re-shares and likes all Shift2Rail Twitter content. Below the homepage of the twitter account at time of issuing this report:



Figure 5 homepage of the TER4RAIL twitter account

When considered appropriate, posts will be prepared by Ter4Rail for sharing on S2R social media channels, and this content will be put on the [S2R Projects Communication Planning GoogleSheet](#).

5.4.2. TER4RAIL LinkedIn Group

A TER4RAIL linkedIn group has also been created to make more detailed reporting on the project achievements.

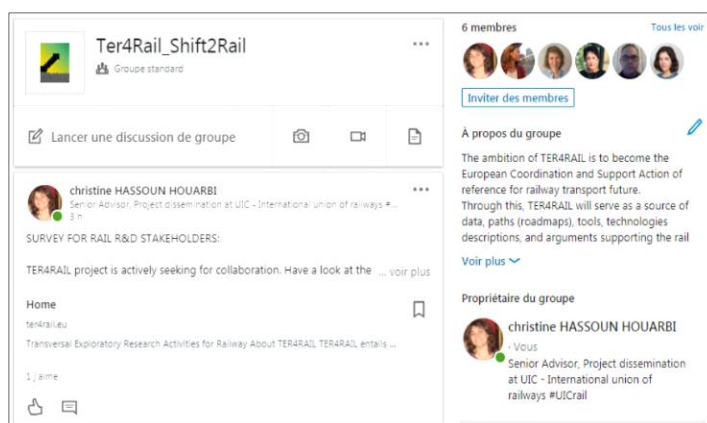


Figure 6 Homepage of the TER4RAIL LinkedIn Group

These two social media will be used, all along the project life, to disseminate TER4RAIL results to enhance the visibility of Shift2Rail and ERRAC to the largest audience possible, in the railways but also in the transport sector. They will benefit from the large presence of S2R in the social media.

5.5. Content for Shift2Rail electronic newsletter

TER4RAIL will provide to Shift2Rail content for its electronic newsletter as often as possible.

5.6. Creation of an e-mail list (100 persons) of non-rail stakeholders

In view of disseminating the results achieved, an email list of 100 non-rail stakeholders has been created. An excel file of the list is available on the workflow tool. Each partner has been asked to provide 10 names of companies. These stakeholders are recipients of news of the project and participants will be invited to the workshops and surveys to be organised by TER4RAIL, ERRAC and the Shift2Rail. The 100 non-rail stakeholder list is complemented with rail stakeholders which are already represented through TER4RAIL partners. The setting-up of this list is compliant with GDPR.

5.7. Organisation of a final conference

A TER4RAIL final conference will be organised by UIC around month 24. The Final Conference will be used to present the major project results, raise awareness about TER4RAIL's key conclusions, and prepare the implementation of TER4RAIL recommendations. This event will be held in coordination with an ERRAC plenary.

This event will be open to anyone interested in participating. To ensure maximum participation, invitations will be sent to the key actors in the field and will benefit from the large audience of S2R. The location will also be chosen to ensure maximum participation.

The final conference will provide a platform to discuss the achieved results of the project. Solutions for the identified problems and challenges will be presented based on the TER4RAIL project results and the harmonisation of needs, requirements and demands facing the Shift2Rail expectations will be discussed.

5.8. Participation in European research conferences and congresses

Apart from the final conference, some other conferences and public events will be targeted where TER4RAIL can be presented and communicated to a wide audience. Significant rail events planned in 2019 and 2020 have been listed in the table below.

All consortium but especially the dissemination partners (EURNEX e. V., UNIFE, UITP and FFE) will be active in the promotion and dissemination, by joining the above-mentioned and other major events and conferences and presenting objectives, results and achievements of the project.

Event	Date	Place	Website
1st FRMCS Conference	14-15/05/2019	UIC Paris, France	https://events.uic.org/uic-global-frmcs-conference-2019
2nd TopRail Forum	17-18/05/2019	Napoli, Italy	https://events.uic.org/2nd-toprail-forum
International Transport Forum	22-24/05/2019	Leipzig, Germany	http://2019.itf-oecd.org/
The Raise of IoT and Big data in Rail	28-29/05/2019	Munich, Germany	http://www.iotandbigdatainrail.com/
UIC Global Digital Conference	03-05/06/2019	Brussels, Belgium	https://dir.international/
Market Place Seminar	04/06/2019	Munich, Germany	http://marketplaceseminar.org/
Transport&Logistic exhibition	04-07/06/2019	Munich, Germany	https://www.transportlogistic.de/index-2.html
ILCAD (International Level Crossing Awareness Day)	06/06/2019	Amersfoort, Netherlands	https://events.uic.org/ilcad-2019-international-conference
International Heavy Haul Conference	10-14/06/2019	Narvik, Norway	https://ihha.net/narvik-conference-ihha
UITP Global Public Transport Summit 2019	9-12/06/2019	Stockholm, Sweden	https://www.uitp.org/events/global-public-transport-summit-stockholm-2019
UIC Security Week	18-20/06/2019	Paris, France	https://events.uic.org/uic-security-week-2019
Hydrogen Economy and Mobility workshop	21/06/2019	Newcastle University, UK	-
TER4RAIL event	27-28/06/2019	London, UK	https://ter4rail.eu/
IPIC 2019 - 6th International Physical Internet Conference	9-11/07/ 2019	London, UK	https://www.pi.events/
TRAKO	24-27/09/2019	Gdansk, Poland	http://www.trakofair.com/
EXPO Ferroviaria 2019	1-3/10/2019	Milano, Italy	http://www.expoferroviaria.com/eng/
Railway Days	08-09/10/19	Bucharest, romania	https://summit.clubferoviar.ro/?lang=en
European Transport Conference	09-11/10/19	Dublin, Ireland	https://aetransport.org/en-gb/etc/this-year-at-etc
WCRR - World Congress on Railway Research	28/10-01/11/2019	Tokyo	https://wcrr2019.org/
Alpine Rail Optimisation Event	31/10/2019	Vienna, Austria	http://www.alpinerailoptimisation.com/

Event	Date	Place	Website
MES EXPO	5-7/11/2019	Berlin, Germany	https://www.innotrans.com/
InnoRail	12-14/11/2019	Budapest, Hungary	http://innorail2019.hu/en/general-information-2/
Smart Mobility Congress	19-21/11/19	Barcelona, Spain	http://www.smartmobilitycongress.com/en/home
ERRAC Plenary	29/11/2019	Brussels, Belgium	www.errac.org
PTFE Annual Assembly	nov-19	Madrid, Spain	www.ptferroviaria.es
IT-Trans	3-5/03/2020	Karlsruhe, Germany	https://www.it-trans.org/en/
TRACK ACCESS CHARGES SUMMIT 2020	March-April 2020	Riga, Latvia	https://events.railtech.com/track-access-charges-summit-2020/
Rail Live!	31/03–2/04/2020	Madrid, Spain	https://www.terrapinn.com/conference/rail-live/index.stm
TRA - Transport Research Arena 2020	27-30/04/2020	Helsinki, Finland	http://www.traconference.eu/
InnoTrans 2020	22-25/09/2020	Berlin, Germany	https://www.innotrans.com/
TEN-T Days	?	Croatia	

Table 4 European Research conferences and congresses

Event	Targeted presence of partners						TER4RAIL Planned actions					
	EURNEX	UIC	FFE	UITP	UNEW	UNIFE	Oral presentation	Paper	Stand	Networking	Poster	Flyers
1st FRMCS Conference		X				X						X
2nd TopRail Forum		X										X
International Transport Forum		X				X						X
The Raise of IoT and Big data in Rail						X						X
UIC Global Digital Conference		X										X
Market Place Seminar		X										X
Transport&Logistic exhibition		X										X
ILCAD (International Level Crossing Awareness Day)		X										X
International Heavy Haul Conference	X (KTH)	X										X
UITP Global Public Transport Summit 2019		X		X		X				X		X
UIC Security Week		X										X
Hydrogen Economy and Mobility workshop					X		X			X		X
TER4RAIL event	X	X	X	X	X	X	X			X		X
IPIC 2019 - 6th International Physical Internet Conference					X		X					
TRAKO	X											X
EXPO Ferroviaria 2019	X (DICEA)	X				X						
Railway Days	X (Tbc)					X (Tbc)						
European Transport Conference												
WCRR - World Congress on Railway Research	X	X										
Alpine Rail Optimisation Event		X				X						
MES EXPO		X										
InnoRail	X	X				X						
Smart Mobility Congress	X											
ERRAC Plenary	X	X	X				X			X		
PTFE Annual Assembly	X (Tbc)		X									
IT-Trans				X								
TRACK ACCESS CHARGES SUMMIT 2020												
Rail Live!	X (Tbc)		X									
TRA - Transport Research Arena 2020	X	X		X		X		X	X	X	X	
InnoTrans 2020	X	X	X	X		X				X		
TEN-T Days		X				X		X	X	X		

Table 5 Partners targeted presence and planned actions to EU conferences and congresses

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826055 (TER4RAIL)

5.9. Planning of TER4RAIL dissemination actions

Last update: 5 June 2019				dec 2018	janv 2019	févr 2019	mars 2019	avr 2019	mai 2019	juin 2019	juil 2019	août 2019	sept 2019	oct 2019	nov 2019	déc 2019	janv 2020	févr 2020	mars 2020	avr 2020	mai 2020	juin 2020	juil 2020	août 2020	sept 2020	oct 2020	nov 2020
Actions			Mstart	Mend	YEAR 1												YEAR 2										
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Communication tools					1	24																					
Graphic project identity					6	6																					
Logo					2	2																					
Templates					2	2																					
Project flyer					5	5																					
Project public website					1	24																					
Project cooperation tool					1	24																					
Social media					1	24																					
Innovative railway marketing initiative					10	17																					
Creation of an email list of non-rail stakeholders					1	6																					
Deliverables					1	24																					
D4.1 Plan for the dissemination, exploitation, and knowledge transfer of the					3	3																					
D4.2 Data Management Plan					4	4																					
D4.3 Knowledge transfer and exploratory research strategy					24	24																					
Events					1	24																					
1st FRMCS Conference					14-15/05/2019	UIC Paris, France	6	6																			
2nd TopRail Forum					17-18/05/2019	Napoli, Italy	6	6																			
International Transport Forum					22-24/05/2019	Leipzig, Germany	6	6																			
The Rise of IoT and Big data in Rail					28-29/05/2019	Munich, Germany	6	6																			
UIC Global Digital Conference					03-05/06/2019	Brussels, Belgium	7	7																			
Market Place Seminar					04/06/2019	Munich, Germany	7	7																			
Transport&Logistic exhibition					04-07/06/2019	Munich, Germany	7	7																			
ILCAD (International Level Crossing Awareness Day)					06/06/2019	Amersfoort, Netherlands	7	7																			
UITP Global Public Transport Summit 2019					9-12/06/2019	Stockholm, Sweden	7	7																			
International HeavyHaul Conference					10-14/06/2019	Narvik, Norway	7	7																			
UIC SecurityWeek					18-20/06/2019	Paris, France	7	7																			
Hydrogen Economy and Mobilityworkshop					21/06/2020	Newcastle University, UK	7	7																			
TER4RAIL event					27-28/06/2019	London, UK	7	7																			
IPIC 2019 - 6th International Physical Internet Conference					9-11/07/2019	London, UK	8	8																			
TRANS					24-27/09/2019	Gdansk, Poland	10	10																			
EXPO Ferroviaria 2019					1-3/10/2019	Milano, Italy	11	11																			
Railway Days					08-09/10/19	Bucharest, Romania	11	11																			
European Transport Conference					09-11/10/2019	Dublin, Ireland	11	11																			
WORR - World Congress on Railway Research					28/10-01/11/2019	Tokyo	11	12																			
Alpine Rail Optimisation Event					31/10/2019	Vienna, Austria	11	11																			
MES EXPO					5-7/11/2019	Berlin, Germany	12	12																			
InnoRail					12-14/11/2019	Budapest, Hungary	12	12																			
Smart Mobility Congress					19-21/11/19	Barcelona, Spain	12	12																			
ERRAC Plenary					29/11/2019	Brussels, Belgium	12	12																			
PTFE Annual Assembly					nov 19	Madrid, Spain	12	12																			
IT-Trans					3-5/03/2020	Karlsruhe, Germany	16	16																			
Rail Live!					31/03-02/04/2020	Madrid, Spain	16	17																			
TRACK ACCESS CHARGES SUMMIT 2020					March-April 2020	Riga, Latvia	16	17																			
TRA - Transport Research Arena 2020					27-30/04/2020	Helsinki, Finland	17	17																			
InnoTrans 2020					22-25/09/2020	Berlin, Germany	16	16																			
TENT Days					?	Croatia	?	?																			
TER4RAIL final conference					?	?	20	24																			

Table 6 Planning of TER4RAIL dissemination actions

6. Exploitation plan: knowledge transfer and exploratory research strategy

6.1. Stakeholder engagement

In this task, TER4RAIL will ensure liaising and foster collaboration between ERRAC, the Shift2Rail JU, relevant ETPs, and the research community. Meetings will be organised to discuss strategic aspects and assess the progress of the TER4RAIL project. To maximise the impact, these meetings will be jointly held with the ERRAC meeting sessions (WP and plenary sessions). In the same context, the results of TER4RAIL will be publicised among the planners of the upcoming rail research programmes (transport multi modal related themes).



Figure 7 TER4RAIL Table of discussion

As a proof of commitment of rail and transport stakeholders in TER4RAIL planned achievements, the transport ETPs, ERRAC and ALICE have signed a letter of support with the TER4RAIL consortium. It is also worth noting that UNIFE, UITP, EURNEX, FFE, NEWOPERA, and UIC are stakeholders of the ERRAC, NEWOPERA is part of ALICE, and FFE is the Secretary of the Spanish Railways Technological Platform (PTFE) and has contact with National Technology Platforms of various European countries therefore confirming their liaison at all levels. In this task, a stakeholder reference group is currently being created. ERRAC rail people will be added to this list.

6.2. Close collaboration and promotion of Shift2Rail JU

TER4RAIL will ensure close collaboration with Shift2Rail and will actively participate in liaising, dissemination, and communication activities promoted by Shift2Rail. TER4RAIL will also offer support, in terms of effort, to the organisation of S2R innovation events, such as S2R Science Awards, S2R Hackathon events, TRA, and any innovative event/marketing activities of S2R funded innovations and key enabling technologies. In particular, TER4RAIL will collaborate in the following items:

- Benchmarking activities and support to the creation of innovative rail initiatives;
- Specifically addressing event/marketing activities of rail S2R funded innovations towards EU citizens

During the project lifetime TER4RAIL will engage and support Shift2Rail events by:

- Supporting S2R in the organisation of specific events and other dissemination activities, as requested by S2R;
- Conceptualising and drafting structures of the events;
- Proposing speakers, panellists, moderators,..
- Creating materials (printouts, roll-ups, etc.);
- Increasing engagement and participation by sending invites and pursue participation of targeted experts.

6.2.1. Plan for an innovative railway marketing initiative

T4R will organise in Berlin a Shift2Rail innovative railway marketing event coordinated by EURNEX. This event will target Rail Youngsters under 27.

The plan of this event will be elaborated soon and will be detailed in the update of this deliverable on M12 of this project.

6.2.2. TRA 2020

This task will also support the organisation of TRA 2020 by promoting the event and contributing to the activities of the different TRA committees, in coordination with ERRAC. A request of chair at TRA Tech & Engineering via ETRA was made to reinforce the presence of Rail in TRA together with ERRAC.

6.2.3. S2R innovation events

A TER4Rail presence would be standard at key S2R innovation events, and feature agreed AV, soft and hard materials. The key focal items (based on project deliverables) and key messages will be coordinated in advance to fit with the overall S2R approach at each event.

These activities will be reported in D.4.3.

T4R will propose regular but efficient liaison process with S2R on matters of substance (i.e. not just process driven project meetings) to maximise the leveraging opportunities within the S2R programme. First meeting to establish the cooperation process between T4R and the Shift2Rail JU was held on May 2nd 2019 in S2R premises and by webex. The next one will be organised soon on the details of possible options for an innovative railway marketing initiative, based on a proposal by T4R.

The large presence of first rank associations devoted to rail and public transport will help to achieve these commitments. We will also contact the EU Passenger forum (EPF) to see how we can disseminate the TER4RAIL results to the EU citizens.

As indicated in the DoA, EU Citizens will benefit from the actions of T4R and this will be detailed in the deliverable. Main events will be open to all EU citizens and communication through social media will ensure the information on the events is accessible. T4R will support the organisation of an innovative railway marketing initiative, e.g. an online hackathon, to target young EU citizens. Representative members of EU citizens and passengers (EPF for instance) will be invited to the T4R events.

Ter4Rail will regularly provide content to Shift2Rail for publication through the ShiftRail website, social media and newsletter. This content will be inserted into the Google Sheet 'Shift2Rail projects communication planning', allowing all Shift2Rail projects to share material for dissemination purposes.

6.3. Collaboration with and promotion of ERRAC

Cooperation with the ERRAC European Technology Platform (ETP) is extremely important to achieve TER4RAIL's objectives. For this reason, the participants of the Consortium form the central stakeholders of ERRAC and are deeply engaged in ERRAC activities.

At time of writing this report, TER4RAIL partners have already made contacts with all ERRAC entities. Main actions are listed below:

- **ERRAC PLENARY:** TER4RAIL Project will have an important role in all ERRAC Plenaries during its lifetime. As a start, it was presented at ERRAC Plenary of the 30th of November 2018, even though the project had not officially started. The ERRAC Plenary of 21st March 2019 contained a general presentation of the TER4RAIL project and a Panel Discussion on Rail Research and Innovation designed by TER4RAIL in line with the key content of Task 1.1. The ERRAC Plenary of November 2019 will include a session designed by TER4RAIL on non-rail stakeholders.
- **ERRAC Steering Committee:** TER4RAIL coordinator will brief ERRAC Steering Committee on the development of TER4RAIL, as a continuous point in their agenda. If needed, EURNEX will seek the support of TER4RAIL WP leaders for this task. Specific presentations were made on ERRAC SC of 13th November 2018 and 5th February 2019.
- **ERRAC WG1 – Vision and Strategy:** Contact with ERRAC WG1 coordinator has been established. TER4RAIL project has been presented to him and common interests have been identified in relation to T4R WP3.
- **ERRAC WG2 – Common Collaboration:** Contact with ERRAC WG2 coordinator has been established. TER4RAIL was invited to present the project on the meeting that took place on 4th December 2018 and has been invited to provide input for their next meeting. Commonalities have been identified especially in relation to T4R WP1.
- **ERRAC WG3 – Communications:** Contact with ERRAC WG3 coordinator has been established. TER4RAIL was invited to present the project on the meeting that took place on 29th November 2018. The project had not started by then, but extra effort was made to use the opportunity. Specific presentation on WP1 was made.
- **ERRAC Permanent Advisory Group PAG:** Contact with ERRAC PAG coordinator has been established. TER4RAIL was invited to present the project on the meeting that took place on 20th March 2019. A slot in the agenda will also be reserved for TER4RAIL on their next meeting in June 2019.

6.4. Collaboration with IPX 01 and IPX 03

A special attention will be put in the Shift2Rail projects S2R-OC-IPX-03-2018 (MVDC-ERS and B4CM) and S2R-OC-IPX-01-2018 (FLEX-RAIL) to learn from each other's results and cross-fertilise the work progress.

The consortium leader of the MVDC-ERS project (IPX-03) was invited to the TER4RAIL kick-off meeting and presented ideas to improve traditional electrification systems and to overcome the challenges they are encountering.

Contact has also been made with the FLEX-RAIL (IPX-01) project to ensure future collaboration between the projects. TER4RAIL project coordinator was invited to attend FLEX-RAIL kick-off meeting on 15th January 2019 to present the project. A teleconference between T4R and Flex-RAIL was organised on the 12th of March 2019 to share views on both projects and specific insights on their relationship with T4R WP1. It was agreed to maintain teleconferences every 6 months for update.

6.5. Final document

To ensure the suitable exploitation of TER4RAIL outcomes, this task will also entail the creation of a comprehensive document based on key findings and recommendations of TER4RAIL. Based on the outcomes of WP1, WP2, WP3, and especially Task 1.3, Task 2.1, and Task 3.2, this document will target the rail community and beyond, including decision makers. The document will provide recommendations regarding the needs, challenges, and possible collaborative research initiatives on key enabling technologies.

7. Conclusions

This document provides plans in the areas of dissemination and exploitation. It presents a comprehensive dissemination strategy for the TER4RAIL project and describes the materials and strategies that have been and will be used for external communication, along with the engagement and uptake of the results by relevant stakeholders.

A series of dissemination events has been planned, but it is anticipated that more dissemination opportunities will arise as the project progresses. Therefore, the TER4RAIL consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination activities will be discussed at WP level and will be coordinated generally via WP4. Routes to exploitation have been identified and the specific cooperation with the Shift2Rail Joint Undertaking, ERRAC and the relevant CCA projects will be a key activity to ensure success to all the entities involved.

The results of the activities of this work package and the impact of TER4RAIL will be monitored by the project coordinator, EURNEX.