Communication and Dissemination Plan

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Abstract

This document defines the strategy and activities for a successful dissemination of the FA1 Travel Wise project. It will list and describe the objectives of the Dissemination and Communication (DC) plan and provide a number of tools that will be used during the project. The Document is a living document that will be updated during the project.

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Authoring & Approval

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Disclaimer

The views and opinions expressed herein reflect the author's view only and do not necessarily reflect those of the European Union or Europe's Rail Joint Undertaking or SESAR 3 Joint Undertaking. Neither the European Union nor the granting authority can be held responsible for them.

Travel Wise

TRANSFORMATION OF AVIATION AND RAILWAY SOLUTIONS TOWARDS INTEGRATION AND SYNERGIES

101178579

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1   Introduction

The present deliverable details the communication and the dissemination plan for the Travel Wise project. It details the communication goals, high-level messages and a short description to be broadcasted in different media with the aim of making the project understandable at a first glance.

The communication means include the project's website, the social media and other relevant means. The deliverable also details the strategy the project will follow to make use of or disseminate the project's results, as a plan of activities including a schedule and metrics to measure its impact and effectiveness.

This deliverable starts with a chapter explaining the deliverable and then introducing the project, its goals and target audience and key messages and the objectives for the deliverables itself. The following chapter introduces the communication main tools, channels and how the activities will be achieved and monitored. This chapter also includes the main KPIs to achieve by the consortium and an estimated timeline for the communications activities. Then we present the dissemination activities and its KPIs and timeline. The last part provides an overview of the planning of all activities and gives more detailed information and annexes reference materials.

1.1   Definitions

Before getting started, it is important to note the difference between communication and dissemination - see figure 1. It is important to note that the guidance in this document refers to external communication and not internal communication between project consortium members.
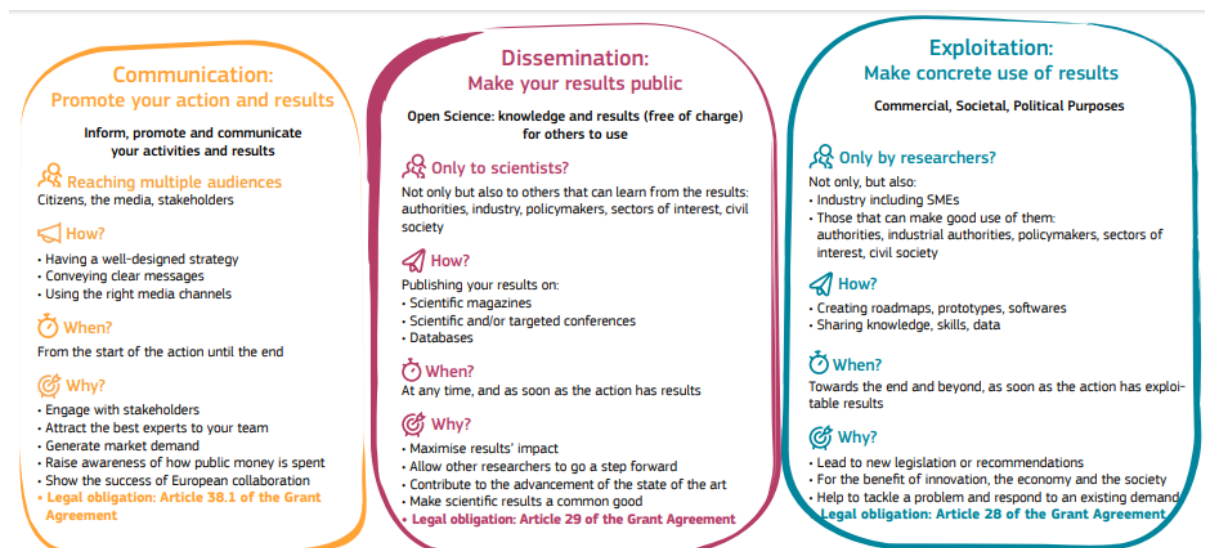
Figure 1: Definitions of communication, dissemination and exploitation in Horizon Europe

Definition of the terms: intermodal and multimodal:

The terms **intermodal** and **multimodal** are both related to the movement of goods and people using multiple modes of transportation, but they have distinct definitions and applications:
-**Intermodal transport** involves the use of multiple modes of transportation (e.g., rail, plane, truck, ship) to move goods or passengers in a single journey where each mode is operated by separate entities. Each mode has its own contract and responsibility (e.g., separated contracts for rail and air for example).
-**Multimodal transport** also involves the use of multiple modes of transportation. However, the key distinction is that it is managed under a single contract with one entity responsible for the entire journey. A single transport operator oversees the entire process.

1.2   Applicable reference material

1. Travel Wise Grant Agreement, number: 101178579

2. Travel Wise Project Management Plan – D9.1

3. Travel Wise Data Management Plan – D9.2

4. European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, 16/06/2023

5. EU emblem and guidance on its use

6. Guidance Social media guide for EU funded R&I projects

7. S3JU Communications Strategy (02.00 edition)

8. S3JU Communications Guidelines (0.03 edition), available on STELLAR

9. S3JU, Project communication at a glance

10. S3JU Visual Charter (update 11/2022)

11. SESAR 3 Joint Undertaking Project Handbook, Edition 01, April 2022, available on STELLAR

12. DES DSD CDE Plan - Annex I - Press releases, available on STELLAR

13. DES DSD CDE Plan - Annex II – Events, available on STELLAR

14. DES DSD CDE Plan - Annex III – Web presence, available on STELLAR

15. Europe's Rail governance and process handbook, version 2.6

16. EU-Rail Communications guidelines

17. EU_Rail dissemination strategy power point presentation

18. EU-Rail graphic guidelines

1.3 List of acronyms

Acronym	Description
CD	Communication and Dissemination
GA	Grant Agreement
T1 – T10	Target Group 1-10
CDM	Collaborative Decision-Making
EU-Rail	Europe's Rail Joint Undertaking
SEO	Search Engine Optimization
KPI	Key Performance Indicator

Table 1: List of acronyms

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2 Project introduction

2.1 Background

Transport is essential for the free movement of people, goods, and services. As global demand for transport is expected to double by 2050, smooth connections between different modes—road, rail, air, and sea—are more important than ever. The EU has focused on creating a unified transport system to support these connections, but challenges like emissions and environmental impact remain. Travel Wise aims to bridge the gaps between transport sectors, focusing on air and rail, by developing methods and technology for better data sharing, joint decision-making, and an improved passenger experience.

This project will use digital solutions and lessons from the air sector to enhance coordination and create an integrated European transport network. Travel Wise's consortium includes industry stakeholders, technology providers, and transport operators to ensure comprehensive implementation and validation.

2.2 What is Travel Wise?

Travel Wise is an intermodal innovation project for the aviation and railway sectors, focused on connecting air and rail traffic management systems to create seamless, coordinated travel. By fostering collaboration across transport sectors, it aims to break down barriers and enable smooth, intermodal operations through innovative solutions.

The project will develop an Intermodal Collaborative Decision-Making tool to help rail and air operators work together more effectively, managing operations smoothly in both routine situations and during disruptions, enhancing the passenger experience. Travel Wise builds on the expertise gained from the Single European Sky and Europe's Rail research on European-level rail traffic management.

Mission - To enable information sharing and joint decision-making between air and rail operators. To develop integrated plans and technical solutions to enhance the passenger travel experience. To support, share expertise, and bridge knowledge between the air and rail sectors.

Vision - To create a connected, digitalized ecosystem where air and rail work seamlessly together with efficient traffic management and an improved passenger experience through shared data and collaborative decision-making.

2.3 Project key messages

For the communication and dissemination, it is important that the consortium uses a common language and common key messages when talking about the project to attract the attention of media and key decision-maker audiences. The message we send out needs to be clear, easy to understand and to engage with. Based on the background (section 2.1) and the mission and the vision of the project (section 2.2) we have created 3 key messages. These key messages will be adapted and tailored for each of the target groups, defined later in the document (section 2.6).

# Key message id	Communication	Dissemination
1. Creation of a seamless, sustainable multimodal Travel for Europe's Future.	By addressing the current lack of integration, Travel Wise is innovating the aviation and railway sectors, bridging air and rail systems to enable smarter, seamless, and sustainable traveling across Europe.	Share results from the case studies, highlighting connectivity and cooperating improvements, reduced delays, and enhanced passenger experience.
2. Intermodal Collaboration for Transport Innovation.	Travel Wise lays the foundation for a Single Mobility Area by promoting data sharing and collaboration to modernise air and rail systems.	Publish, for example, technical papers, and roadmaps tailored to policymakers, showcasing contributions to rail and air transport modernisation.
3. Empowerment of Communities Through Practical Solutions.	Travel Wise delivers measurable results and sets a new standard for passenger convenience and social equity, more accessible travel and an integrated intermodal management of disruptions that reduces travel time contributing to the EU's climate and mobility goals.	Disseminate reports on reduced disruption response times, single ticketing, and improved accessibility for diverse passengers in the Travel Wise scenarios.

Table 2: Project Key messages

2.4 Keywords

To furthermore define the core of the project we provide a list of keywords. These words can be added in social media postings and serve as a baseline for further texts, press releases and the website creation.

Key Word	Definition
Air-Rail Integration.	Reflecting the project's core focus on connecting air and rail traffic management systems into a unified network.
Collaborative Decision-Making.	Highlighting the development of tools and frameworks that enable operators from different modes to make coordinated decisions.
Passenger-Solutions.	Emphasising the commitment to improve the passenger experience through seamless travel, accessibility, and convenience.
Innovation.	Highlighting the development of new solutions to modernise transport systems.
Intermodality	Reflecting the project's focus on seamless travel using different transport modes.
Disruption Management	Addressing the need to handle disruptions efficiently, minimising delays and ensuring resilience in multimodal operations.

Table 3: Keywords

2.5 Focal point for communication, dissemination and exploitation.

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Name	Role	Email address
Kristina Svensson	Work package leader	kristina@eurnex.eu
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Micol Biscotto	Project coordinator	micol.biscotto@dblue.it

Table 4: Focal points of contact

2.6 Stakeholders' identification

In order to optimise the spread of our communication and dissemination, we need to define and address the right target groups. Doing so, we want to identify which group could be interested in the project as a whole and who could benefit from the results of the project. Engaging these stakeholders is essential for fostering long-term adoption of Travel Wise solutions and ensuring effective impact. For this reason, Travel Wise will involve the stakeholders in all phases of the implementation and evaluation of the proposed solutions. The project also benefits from the established networks of its partners.

In the following table the relevant Stakeholders and target audiences has been identified as well as the specific communication content for each group.

Stakeholder	Target Group	Content
Transport operators (T1-T7)	- T1: Airport and railway infrastructure managers - T2: Other transport modes' service providers and infrastructure managers - T3: Other air-related service providers and operators - T4: Railway operators (high-speed and regional) - T5: Air Navigation Service Providers (ANSPs) - T6: Airspace users (e.g., airlines, drone operators) - T7: Technology providers	Provides technical insights, operational strategies, and use cases to improve multimodal efficiency, optimise disruption management, and enable collaborative innovation across sectors.
Civil society (T8)	- T8: Citizens and passengers	Shares accessible information on enhanced passenger experiences, reduced travel disruptions, environmental benefits, and inclusive solutions.

| Policy makers and Regulators T9) | - T9: Policy makers, regulatory bodies, safety and security organisations, and standardisation bodies (e.g., DG MOVE, EASA, ICAO, ERA, etc.) | Delivers strategic roadmaps, policy recommendations, and frameworks to support a unified mobility area and improved multimodal data sharing. |
| Aviation and Rail Industry (T10) | -T10: Industries in the field of aviation and rail, and their European and global associations (e.g., CANSO, AIA, RIA). | Offers industry-focused use cases, cost-efficiency solutions, and opportunities to strengthen market competitiveness and multimodal operations. |

Table 5: Stakeholders and Target group

3 Communication

3.1 Communication objectives and strategy

This document has been prepared to provide the tools and strategies to assure a high visibility and attention to the project. The objective of this report is to identify and organise these tools, communication channels and activities to be performed, in order to promote the project itself and its results and to mobilise and engage the targeted communities. The communication and dissemination plan will be organised into the following terms: external communication and dissemination of the results.

3.2 Objectives

The objective of Travel Wise's communication activities is to to strategically inform and engage relevant stakeholders on project progress and outcomes, supporting the project's overall objectives and following the objectives and goals of the Joint undertakings.
The three core objectives of Travel Wise's communication activities are:
Raise Awareness: Enhance visibility and understanding of Travel Wise's objectives and results, emphasizing its role in advancing seamless air-rail intermodal integration and sustainability.
Facilitate Engagement: Build strong connections with stakeholders, including policymakers, industry players, and the public, to drive collaboration and foster widespread support for the project's vision.
Promote Adoption: Advocate for the implementation of Travel Wise solutions by demonstrating their value in improving passenger experiences, operational efficiency, and environmental sustainability within Europe's transportation ecosystem.

3.2.1 Project's overall objectives

- **Analyse and benchmark** existing concepts and technologies for integrating air and rail transport.
- **Define** an air-rail intermodal Concept of Operations and the high-level architecture of the Travel Wise solution.
- **Advance** a Common European Mobility Data Space.
- **Create** an integrated air-rail Collaborative Decision-Making (CDM) tool and interconnected operations plans.
- **Enhance** the passenger experience.
- **Validate and assess** the impact of the Travel Wise solution.
- **Promote outreach** to encourage the adoption of Travel Wise results.

3.2.2 Objectives and goals of the Joint undertakings.

The communication objectives will go in line with the following objectives and goals of the Joint undertakings.

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Europe's Rail Joint Undertaking communication objectives:
- Engage the mobility ecosystem more strategically to expand on and improve proximity with stakeholders, whilst promoting the added value of the JU.
- Highlighting the Innovation Programmes technology potential and strongly communicating Project Results and System Pillar outputs.
- Centrally manage internal communication to foster a unified culture and vision for optimal collaboration.

SESAR 3 Joint Undertaking objectives:
- Promote the Digital European Sky vision.
- Promote the role of the SESAR 3 JU partnership in creating added value.
- Promote SESAR research and innovation as an integral part of the EU's and industry's efforts to become economically and environmentally sustainable in the long-term.

3.2.3 Objectives of the DC strategic plan

A strong Dissemination and Communication (DC) Plan is essential to achieving the above-mentioned goals. The DC Plan will establish the foundation to increase project visibility and maximize its impact through tasks involving project partners, stakeholders, EU decision-makers, and the public.

Specifically, the objectives of this DC strategic plan are:
- To raise awareness of the project at all levels and share project results widely.
- To engage interested parties, including key decision-makers, by increasing knowledge and promoting the project's benefits.
- To foster community involvement and stimulate participation across various levels.

3.3 Communication target audiences

As stated in section 2.6, we divided the audience into 10 target groups. We will adapt the communication channel and message for each Target group.

Target	Channel	Message	Activities
All targets, including civil society (T8)	Website and social media	"Creating a seamless, sustainable multimodal Travel for Europe's Future." Travel Wise improves your travel experience by making journeys smoother, faster, and more sustainable."	Updating and posting on the website and on social media and creting videos.
Policymakers and Regulators (T9)	newsletters, project presentation	"Intermodal Collaboration for Transport Innovation. Travel Wise supports EU goals for a Single Mobility Area and	Present the project and its findings at EU-level conferences, and send newsletters summarising

		sustainable transport through innovative air-rail integration."	project milestones and outcomes.
Media	Press releases, interviews, use cases	"Travel Wise revolutionises European mobility by integrating air and rail systems for seamless, sustainable travel."	Distribute press releases, organise media interviews with key project representatives, and share compelling use cases showcasing impact.

Table 6: Communication target audiences

3.4 Branding and acknowledgements

A project identity has been created at the beginning of the project including Logo, design guidelines and templates for presentations and deliverables. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results. See Annex-1

3.4.1 Logo

In the process of creating the project logo, the EU-Rail and SESAR3 JUs guidelines (see Annex 1) were taken into account to make a logo that not only represents the project itself but also reflects the image and identity of the Joint undertakings. A set of keywords were the basis for the development of the visual identity.

Keywords: Air-Rail Integration, Collaborative Decision-Making, Passenger-Solutions, Innovation, Intermodal, Disruption Management, Multimodality, SESARJU, EU-Rail, Horizon Europe.

Using the Gotham Narrow typography and the text colour scheme from EU-Rail, integrate a green-to-blue gradient similar to the SESAR 3 JU style, while emphasising key concepts like Intermodality and Air-Rail Integration.

Figure 2: Project logo

The logo should always be presented maintaining the correct proportions and colours. Do not alter, crop or manipulate the original logo, meaning do not stretch, change the proportions or modify the colours of the logo in any other way, always maintain a minimum clear space around the logo. If

necessary the Logo may be used in grayscale or negative colors if for example colours cannot be reproduced or it is placed on a coloured background.
The colours are:
Dark blue:#1A213D
Green:#97C233
Deep blue:#00306F
Light blue: #009DD9

For more details see the Annex 1 Design Guidelines.

3.4.2   Brand typography

For the Logo, the font Gotham Narrow will be used and for all body text in deliverables, press releases and such, Ariel, open sans and if these fonts aren't available Calibri can be implemented.

3.4.3   Project visual identity guidelines

To harmonize the preparation of dissemination products within the consortium and from a statical point of view, a set of visual identity guidelines have been produced. The document can be seen in the Annex 1 Design Guidelines.

3.4.4   Rules according to the GA. Article 17 — communication, dissemination and visibility

In accordance with Art. 17 of the GA, in all CD actions, we shall use the following disclaimers, and display the EU emblem, Europe's Rail JU and SESAR 3 JU logo, in addition to the project logo.

Disclaimer:

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3.5 Communication channels

3.5.1 Project templates and presentations

A set of templates (e.g. press releases) will be created to assure that the visual identity follows through the whole project. The power point presentation and the deliverable word templates were provided by EU-Rail and SESAR. All templates will be available for all partners in the shared folders facilitated by the coordinator Deep Blue.
A project presentation will be produced with the objective of raising awareness, disseminating project advancements and results and promoting key exploitable results. The general project presentation will be kept up to date as project progresses. At least once at the beginning of the project (M4) and once at mid-term (M18).

3.5.2 Website

Travel Wise will have its own user-friendly website, developed by Deep Blue (DBL) presenting initially the project concept and plans. The webpage will be hosted at the following url: **www.travelwise.eu**. It will be the main channel showcasing the project, providing key information about it, sharing materials, and news about the project. Content and maintenance will be continuously updated during the entire duration of the project by EURNEX. Metrics related to the website can be easily tracked through analytics instruments.
At the beginning of the project and until the website has been launched, we will launch a landing page including some facts and a short presentation of the project, key project figures (Partners, duration, starting date, grant), primary contacts (coordination and communication team), and an acknowledgment to the EU-Rail and SESAR. The main language of the website will be English.
Once created the website will include more detailed information and provide an overview of the objectives and timelineof work, to track its progress and present relevant results. Public project deliverables will be available on the website and project workshops and activities will be promoted. The website will be publicly available and will serve as a useful source of information for the relevant audience and other stakeholders.
Special care will be given to have an easy-to-follow menu. The website will be composed of the following pages:
- Homepage: overview of the project, objectives, footer partner´s logos
- About: methodology and scenarios, consortium, AB
- Resources: outputs, communication material
- News and events
- Contacts (travelwisecorodinator@dblue.it + travelwisecommunication@dblue.it)

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Emphasis will be also given to include explanatory diagrams and images, in addition to text, for better understanding. A part of the website will be devoted to include key results of the demonstrations in the three scenarios.

It will be optimized for mobile devices, ensuring that the content is available and accessible to visitors on smartphone and tables. The website has a SEO-tool included to further more ensure a higher ranking on Google searches. It will also be continuously monitored with analytics to follow the visits and interaction that the site produces.

A link to the website will be provided to EU-Rail and to SESAR 3 JU for inclusion into their websites. The project website link will also be provided to all partners in the consortium in addition to coordinating with their respective in-house communications teams the content development relating to the project so that it may appear on their websites, ensuring the EU- Rail/SESAR JU and EU funding is referenced/displayed.

The website will be continuously updated by EURNEX with new documents, results and news as the project goes along. At least once twice per month a news will be updated.

3.5.3   Promotional material

Specific graphic materials will be designed in compliance with the graphic identity and according to the aim and the goal of the communication activity. These will be used to raise awareness on the project and its activities, to disseminate the project's progress, outcomes, and results, as well as to engage relevant stakeholders ensuring an effective impact. All graphic material will incorporate the reference to EU-RAIL and SESAR 3 JU visual identities, including the brand colours to be used in the project logo, as well as the fonts and general templates. Reference to the specific FP will be included. All graphic material will also be available in a digital format and submitted to EU-Rail and SESAR 3 JU.

3.5.3.1   Digital brochure

An easy-to-understand digital brochure shall be created and updated at least twice a year following project presentation and the design guidelines. It will be accessible on the project website and submitted to EU-Rail and SESAR 3 JU web sites for download.

3.5.3.2   Poster

There will at least 3 posters/infographics throughout the lifetime of the project to be presented at different conferences and events.

3.5.3.3   Roll-ups

Hand in hand with the project presentation and the digital brochure, 2 roll-ups, one at the beginning (M4) and one at the end of the project (M30) will be created for the consortium to produce and use for communication activities, events and conferences.

3.5.3.4   Images

To show case the core of the project and its special intermodal and rail-air cooperation we will create at least 1 concept image (M18) to be used on all promotion materials when an illustration or image is needed. This to streamline and keep the visuals cleans and professional and to prevent the use of "self-

made" illustrations. We will make sure we collect and provide EU-Rail and SESAR 3 JU with high quality photos for their catalogue of solutions.

3.5.3.5 Videos

Videos always catch the public attention more than still images and text so Travel Wise will create videos and digital content to promote the project's work to be repurposed for social media, events and in presentations by project partners. Throughout the project we will make sure to capture footage (pictures and videos) to ensure that we have materials for videos. We will for example make sure that we take short videos and pictures during events and meetings to create videos based on this material. We have set out to produce at least three professional, high quality video content production during the duration of the project.

The first video should be a video teaser, a short introduction to the project explaining the scope of the project. This video will be used to grab the audience's attention explaining what the main purpose and aims of the project are and to promote the project on social media by EU Rail, SESAR 3 JU, and project partners.

The second and third video could be going more into detail on one of the scenarios or be a summary of the midterm meeting. All videos should of course follow the design guidelines of the project and the Joint Undertakings. An intro and outro will be developed for this reason.

Videos	Description	Planning	Link
Project teaser/Introduction	A short introduction to the project explaining the scope of the project. It can be an interview with the coordinator or a kind of animation/infographic video.	Will be produced in the first year of the project. If only an animated video (M6-M9). If we conduct interviews, it can be done for example at the plenary of the first year to be held in Barcelona in October 2025 (M13).	
Midterm video	Going more into detail on one of the scenarios or a summary of the midterm meeting	M20- M26	
Resuming the project and looking into future- video	A summary of the lessons learned, looking into future adaptions and collaborations. Interviews.	After the final meeting.	

Table 5: Videos

3.5.4 Press and media

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A variety of articles on media channels and press releases will be delivered during the project with such a big consortium with important partners. EURNEX will gather the contacts to each communication responsible at the partner organisations to be able to collaborate closer on this matter. Links to the publications will be submitted to EU-Rail and SESAR 3 JU, publication on EC channels (Cordis, The EU R&I magazine, etc..) of results and articles.

Media activity	Date	Link
Past contribution		
Interview for Europe's Rail Website	*December 2024*	
Forecasted contribution		
Articles will be published on CORDIS, Euronews, Horizon*EU	*TBD*	

Table 7: Contribution to external media.

3.5.5 Press releases

During the period of the project we will publish at least 3 press releases. The first to be sent our in the beginning of the project (M3-M4) stating that the Project has started and that the kick off meeting took place. The second press release will be sent out in the middle of the project and the third at the end of the project showcasing the results.

3.5.6 Newsletters

Travel wise will not send out its own Newsletter but better take advantage of the existing Newsletters from EU-Rail, SESAR 3 JU and the consortium. We will make sure that at least one newsletter teaser per month will be submitted to EU-Rail and SESAR 3 JU covering the milestones of the project, demos, upcoming events or publications. We have already been present in the October issue of the EU-Rail Newsletter.

Figure 3: EU-Rail Newsletter

Publications/newsletters/printed material	Description	Date	Link
October issue of EU-Rail Newsletter	Presenting the project and the kick-off meeting	28.10.24	https://mailchi.mp/rail-research.europa.eu/october2024newsletter

Table 8: Publications, Newsletters, Printed material

3.5.7 Social media

Part of the dissemination and communication strategy is also developing a strong social media presence. Social media are perfect tools to keep a steady information/news flow regarding the project and its achievements throughout the process.

As a new social media presence can take time to create followers, we will not start a new account, but we will profit from all partners existing accounts especially EU-Rail and SESAR. Travel Wise will benefit from being an EU-RAIL/SESAR 3 JU project and update their communication office on the project news that could be spread via their communication channels, newsletters and social media accounts. We will encourage all the partners to join, repost, tag, share and engage in all social media posting to keep an ongoing news flow and high engagement rate. We have the goal to produce at least one social media post per month and submitted it to EU-Rail and SESAR 3 JU, including text and visuals during the project. Travel Wise will be using primary LinkedIn and YouTube to spread the word about all news, public events, etc.

The performance within each social media platform can be monitored through specific tools. LinkedIn analytics can measure the effectiveness and engagement rate of the content shared with followers through our (EURNEX and other partners) own social media posts. Analytics insights from partners' YouTube channels will also be harvested especially in terms of views, re-watches, unique viewers and traffic sources.

Whenever posting about the Travel Wise project on partners channels, the official hashtag #EU_RAIL and #SESARJU together with #TravelWise should be used for recognition. Other keywords and Hashtags that can be used are:#multimodality, #HorizonEurope, #Air-Rail Integration, #Passenger-Solutions, #Innovation, #Intermodal.

Social media channel	Tag partners	#
LinkedIn	@EURail_JU, @SESAR_JU @HorizonEU @cinea_e @eurnex, @deepblue, @enac @Flatland Association ….etc	#TravelWise, #EU_Rail, #SESARJU, #multimodality, #HorizonEurope, #Air-Rail Integration, #Passenger-Solutions, #Innovation, #Intermodal.
Youtube	@EuropesRailJointUndertaking, @SESARJU, @eurnexe.v7610, @cinea-europeancommission	#TravelWise #EU_Rail #SESARJU, #multimodality, #HorizonEurope, #Air-Rail Integration, #Passenger-Solutions, #Innovation, #Intermodal.

Table 9. social media accounts

3.5.7.1 LinkedIn

LinkedIn is the social media platform where most of the professional stakeholders are present. The platform gives a great opportunity to reach a greater network beyond the stakeholders and benefit from the existing LinkedIn networks and communities involved in the areas of Air and Rail-transport. The LinkedIn posts contain more details and links to relevant accounts and relevant hashtags. We will try to keep the posts as dynamic as possible with different content formats. We have created a TravelWise group that can be entered and were all the posts about the project will be gathered. It is also possible to follow the hashtag #TravelWise to get more updates on the postings.

As the project started in October 2024, we have already had some social media presence.

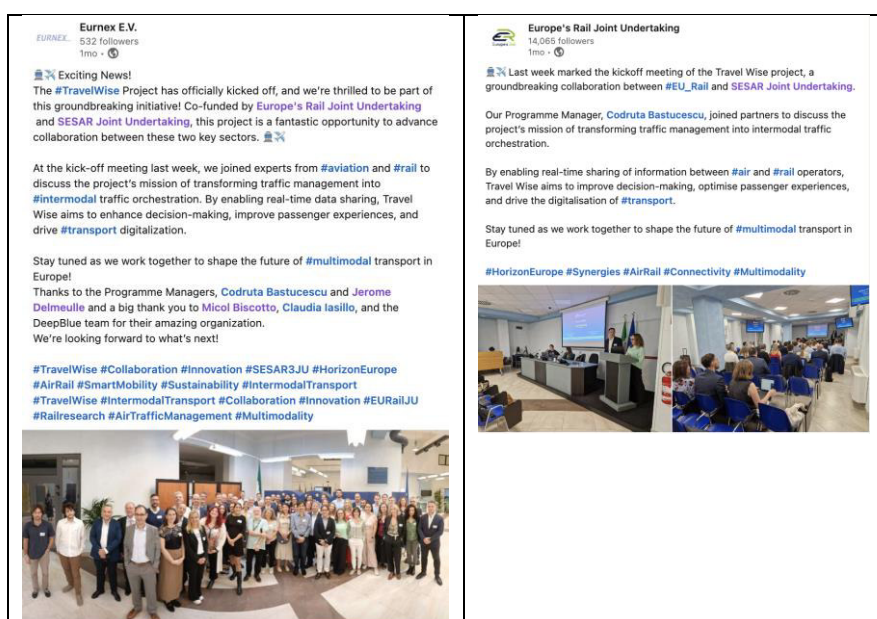Here are some examples from the LinkedIn posts.

Figure 4: Examples of social media presence so far.

The own LinkedIn posts made from EURNEX account can be monitored through the LinkedIn analytics that can give an idea about the public reached and the engagement rate. The engagement rate on LinkedIn measures how actively your audience interacts with your content, including likes, comments, shares, and clicks. It's calculated by dividing the total number of engagements by the total number of impressions, then multiplying by 100 to get a percentage:

Engagement Rate (%) = (Total Engagements / Total Impressions) × 100

A "good" engagement rate on LinkedIn varies depending on factors like industry, audience size, and content type. Generally, an engagement rate between 1% and 3.5% is considered good. We are aiming to get an average engagement rate over 5%.
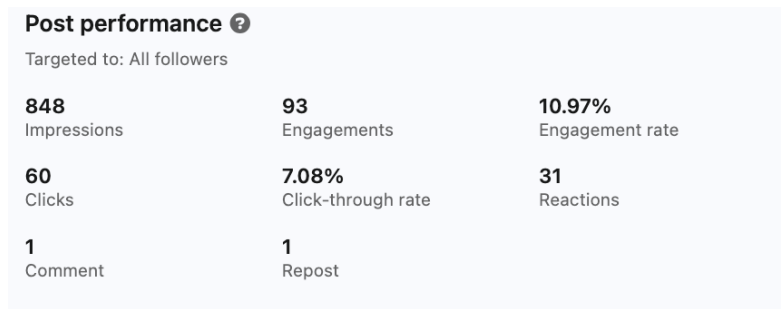
Figure 5: Post performance from first LinkedIn post about the kick-off meeting.

The posting on LinkedIn will be planned in an excel table as a timeline throughout the project so that there will be a flow of output during the whole process. It shall be a framework that enables us to plan, organize, and execute our content creation, publication, and distribution strategies. It acts as a guiding tool, allowing us to maintain consistency, relevance, and timeliness in our communications while aligning with the project's objectives.

It not only ensures a steady stream of high-quality content but also facilitates effective coordination among our partners and stakeholders. It will be ready in M4 but will look something like this.

Figure 6: First draft of a social media calendar

3.5.7.2 Youtube

Youtube will be used to upload our videos. We will first of all use the youtube plattformof EU-Rail and SESAR 3 JU to reach a greater audience but also encourage the partners to use their Youtube plattforms.

3.6 Communication key performance indicators (KPIs) and success criteria

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Action	KPIs	Success criteria	Currently achieved	Last update	Annual growth
Brand Identity	Logo and visual identity	One visual identity package developed to build branding and project recognition (comprehensive of logos, colour palette, fonts, guidelines for partners, templates for social media and internal documents)	Yes (see annex 1)	29/11/2024	0%
Printed materials	# of downloads of the digital brochure # of posters/infographics # of concept images # of roll-ups # videos # project presentations	>300 downloads of the digital brochure 3 posters/infographics 1 concept image 2 roll-ups 3 videos 2 project presentations	N/A	29/11/2024	0%
Website	# of unique visitors # of news	> 2000 unique visitors +2 news per month published	N/A	29/11/2024	0%
Press and media	# Press releases # of newsletter teasers per month	At least 2 press releases At least one newsletter teaser per month submitted to EU-Rail and SESAR 3 JU covering the milestones of the project, demos, upcoming events or publications	N/A	29/11/2024	0%
Social media	# of posts per month Engagement rate	+1 post per month Average Engagement rate higher then 5%	N/A	29/11/2024	0%

Table 10: Communication KPIs and success criteria

4 Dissemination

This section describes the different dissemination activities foreseen during the project and reports on the status of each of them.

4.1 Dissemination objectives and strategy

The dissemination objective is to strategically inform relevant stakeholders on the project's progress and outcomes. We want to have a dialogue with the stakeholders to disseminate our results but also to gain information and foster more collaborations over the different modes of transport.

Dissemination is an ongoing process during the whole project as well as beyond the duration of the project itself. Some of the actions will take place at a specific point, such as conferences and punctual publications, and some will follow along the whole duration of the project, such as the web-based and social media presence.

Graphic material, leaflets, posters and roll-ups that will outline the project objectives will be made available in the SharePoint in the early months of the project. Further materials will be provided throughout the project implementation to outline the main achievement and lessons learnt. Moreover, the Consortium aims to realise at least 6 publications in conferences and/or scientific journals, during the project lifetime.

It is foreseen that project partners attend international, European, national, and local events promoting the project. Travel wise will attend events, give presentations, distribute material, represent at events, organize or attend workshops, give oriented presentations, attendance with a stand/exhibition, presenting a poster, a roll up, and make contacts and network.

See Table 13 for a preliminary list of the foreseen upcoming events where travel Wise will participate in some form.

4.2 Dissemination channels

Channel	Objective	Tools	Link	Information to be shared
Journals	Publish results	i.e. scientific publications, scientific papers technical publications		Project results
Conferences and events	Present the project and its results	i.e. infographics, posters, Roll up, digital brochure		Project results
Website	Spread easy to understand information.	i.e., videos, presentations, scientific		Project objectives, results and activities

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		publications, infographics, images, results, facts and news blog. Deliverables for download		
Social media	Create awareness, interest and engagement towards the project.	i.e. videos, presentations, scientific publications, infographics, news blogs.		Project objectives, results and activities
Workshops and webinars organised by Travel Wise	Collect inputs from the stakeholders and end users, spread the word of the results and guarantee replication	Web platforms and Miro boards for the events online. Boards and interactive tools for the workshops in-person.		Project objectives and results

Table 11: Dissemination channels

4.2.1 Open access to scientific publications

Open Science is the initiative to make scientific research activity and data obtained during this activity available to any member of an inquiring society, from professionals and industry to citizens. This approach significantly improves the effectiveness and productivity of research by preventing duplication and increasing reproducibility and thus contributes to research integrity and excellence. Even though it's an Innovation Action, Travel Wise will produce results to be disseminated also through scientific articles. The participation of project partners from research, industry and end-users increases the variety of outcomes of the research. The collaborative way for production and sharing findings and related data will cover all aspects of the research cycle, from scientific discovery and review to research assessment, publishing and sharing. Travel Wise expects that following Open Science principles will bring significant impact. First, the publication in open access journals or features will result in higher citation rate and more efficient dissemination. Additionally, research papers will be freely accessible to the public, enhancing the communication of results and maximizing their impact. Publications available in open access regime will also get more media coverage through sharing information on social media and mainstream media outlets which may attract the interest of industry and broader community Travel Wise will follow an approach to maximise the open access policy to ensure that research outcomes, even though limited, are accessible without paywalls. All publications will also be uploaded to either a general repository, such as Zenodo, or a trusted discipline-specific repository within the relevant research field. Uploads will occur no later than the publication date. Special attention will be paid to the copyright conditions set by the journals to ensure that the articles are published under CC-BY or similar licence to allow commercial use of the outputs. Furthermore, the partners are committed to make the research data as open as possible while taking confidentiality and

IP protection into account. Relevant data sets will be uploaded to trusted repositories in line with the Data Management Plan that will be agreed and implemented at the beginning of the project´s implementation. The Data Management Plan will describe the type of data that the project is generating/ re-using and specify how this data will be handled, shared and preserved during and after the project. The exploitation opportunities, the protection of generated IP, the confidentiality obligations, the security obligations, and the obligations to protect personal data will always be considered before making the data openly accessible.

Scientific papers/ presentations	Link	Information to be shared
6 scientific publications on peer reviewed journals		Project results
Contribution to JUs publications (e.g. Solutions Catalogue, results brochures, annual highlights, e-news) providing text and illustrative content will be part of the work as well, where needed.		Project results

Table 12: Scientific papers, publications and presentations

4.2.2   Dissemination events

Project events are all networking opportunities organised by the project where all or specific target audiences are invited. The attendance at events/conferences/fairs will increase the visibility of Travel Wise. Project goals, results and findings are continuously presented during such events: in the early phases to raise awareness about the project and share knowledge, gradually shifting towards disseminating results, engaging stakeholders, and collecting their feedback.

The consortium will attend and participate in 12 relevant international conferences/fairs/initiatives including ATM Seminar, ICRAT, SIDs, DASC, ICNS, UITP summit, TRA, EASN, Rail Infrastructure Networking, IT-TRANS, Rail Tech Europe, ITF, Data Sharing Festival.

All the key partners of the project are expected to take part in scientific conferences, exhibitions, events and technical workshops.

4.2.2.1   Project workshops

Travel Wise will organise three project workshops during the project life, targeting key stakeholders, aiming at providing input for the project's view and activities. The objective of these events will be to gather the needs and inputs of stakeholders (user requirements elicitation workshops, one per each scenario, within M3), so that they are able to influence the project outcomes, and to collect feedback on the results of the project (replication workshops, during the first and second validation phases) to finetune the Travel Wise solution and foster replication and scalability. Among others, they will discuss technical aspects, usability of the Travel Wise outcomes, barriers and drivers to acceptance, scenarios

of use, ethics, exploitation opportunities, links with policies, etc., focusing on the issue of critical importance for the project at the period of each event.

At the end of the project, Travel Wise will organise one dissemination event (M36) and at least four public webinars during the term of the project with all pre-event and post-event material submitted to EU-Rail.

Event	Date	Place	Information to be shared/collected	Importance for the project
User requirements' elicitation workshops (3)	November, December 2024	Rome	Inputs from the end users	Very relevant for the definition of the concept of operations
SESAR 3 JU Innovation days	November 2024	Rome	Travel Wise objectives and future activities	Very relevant to start building Travel Wise community
Validation and replication workshop	M22	TBD	Inputs from end users and potential replication partners	Very relevant for the validation of Travel Wise solution
Validation and replication workshop	M30	TBD	Inputs from end users and potential replication partners	Very relevant for the validation of Travel Wise solution
Webinar#1	TBD (last year of the project)	Online	Travel Wise solution and its potential for replication	Relevant to guarantee the impact of Travel Wise solution
Webinar#2	TBD (last year of the project)	Online	Travel Wise solution and its potential for replication	Relevant to guarantee the impact of Travel Wise solution
Webinar#3	TBD (last year of the project)	Online	Travel Wise solution and its potential for replication	Relevant to guarantee the impact of Travel Wise solution
Webinar#4	TBD (last year of the project)	Online	Travel Wise solution and its potential for replication	Relevant to guarantee the impact of Travel Wise solution
Final event	TBD (last month of the project)	TBD	Travel Wise results and plan for sustainability	Relevant to guarantee the impact of Travel Wise solution
Participation in 12 sector events	TBD	TBD	Travel Wise objectives, activities and results	Relevant to guarantee impact and replication of Travel Wise solution

Table 13: Workshops, events and conferences

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4.3 Dissemination target audiences

Target	Channel	Benefits from the project	Expected feedback
Transport operators (T1-T7)	Press releases, Newsletter, Publications, Scientific papers	Access to new markets, development of advanced multimodal tools, and opportunities for product innovation. Contributions to research in multimodal transport, open-access knowledge sharing, and opportunities for collaboration.	Feedback on technical specifications, scalability, and integration challenges for multimodal solutions. Peer reviews, critiques of findings, and suggestions for future research directions.
Policy makers and Regulators (T9)	Conferences and events, Newsletters, Publications	Support for achieving a Single Mobility Area, improved sustainability, and better-informed policymaking.	Suggestions on policy alignment, feedback on legislative needs, and support for project implementation.
Aviation and Rail Industry (T10)	Events, Webinar, Newsletters, Publications	Enhanced operational efficiency, disruption management, and integration between air and rail systems.	Insights on operational challenges, feedback on system usability, and evaluation of proposed solutions.
Scientific Community	Newsletter, Project presentation	Travel Wise contributes to the advancement of knowledge in multimodal transport through innovative research and open access publications.	Publish scientific papers, present at conferences, and organise academic workshops with leading research institutions.

<p align="center">Table 14: Dissemination target audiences</p>

4.4 Dissemination KPIs and success criteria

Action	KPIs	Success criteria at M36	Currently achieved	Last update	Annual growth
Scientific publications	# of scientific papers published (or in press) in peer reviewed journals and/or conference proceedings	6	N/A	29/11/2024	0%

Events	# of events organised # of participants in events # of sector events in which Travel Wise will take part	3 workshops 1 final dissemination event 4 webinars 12 events (participation)	N/A	29/11/2024	0%
Printed materials	# of downloads of the digital brochure # of posters/infographics # of concept images # of roll-ups # videos # project presentations	>300 downloads of the digital brochure 3 posters/infographics 1 concept image 2 roll-ups 3 videos 2 project presentations	N/A	29/11/2024	0%
Website	# of unique visitors # of news	> 2000 unique visitors +2 news per month published	N/A	29/11/2024	0%
Social media	# of posts per month Engagement rate	+1 post per month Average Engagement rate higher then 5%	N/A	29/11/2024	0%

Table 15: Dissemination KPIs and success criteria

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5 Overview of communication and dissemination activities

Activity	Channel	Tool	Objective	Target audience	KPIs	Success criteria	Frequency/ date
Brand Identity	Branding materials	Logo, visual identity package	Build project branding and recognition	General public, partners, stakeholders	Logo developed, visual identity package delivered	1 visual identity package with logos, colour palette, fonts, and templates	Completed (29/11/2024)
Printed Materials	Brochures, posters	Flyers, posters, roll-ups, infographics	Raise awareness and disseminate project results	Stakeholders, policymakers, operators	>300 downloads, 3 posters/infographics, 1 concept image	Distribution of high-quality materials, downloads exceeding targets	Twice yearly updates
Website	Online	Project website, Google SEO	Share project news and knowledge materials	General public, stakeholders	>2000 unique visitors, +2 news posts/month	Website traffic exceeds 2000 visitors, regular news updates published	Monthly updates
Press and Media	Press releases	Press releases, newsletters	Increase project visibility and communicate key milestones	Media, policymakers, stakeholders	At least 2 press releases, 1 newsletter /month	Newsletter teasers and press releases submitted to EU-Rail and SESAR 3 JU	Monthly (newsletters)
Social Media	Social platforms	Posts, engagement tools	Engage audiences and raise awareness globally	General public, stakeholders	+1 post per month, engagement >5%	Increased engagement rate and consistent monthly posting	Monthly

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Scientific publications	Journals		Disseminate project results	Scientific community, policy makers, industry	At least 6	Downloads	By the end of the project
Participation in sector events	Conferences, expos	Presentations, booths, workshops	Showcase project results and foster collaboration	Industry, policymakers, academics	At least 12 sector events attended	Active participation and presentation at relevant events	Ongoing (target: 12 by 2026)
Events (workshops)	In presence or online workshops		Collect inputs from the end users and stakeholders	Industry, transport operators	3	Active participation of attendees	TBD
Events (final dissemination event)	In presence event		Showcase project results and foster replication	Industry, policymakers, scientific community, transport operators	1	Active participation of attendees	TBD
Events (webinars)	Online workshops	Google meet/Teams	Showcase project results and foster replication	Industry, transport operators	4	Active participation of attendees	TBD

Table 16: Overview of communication and dissemination Activities

6   Annex 1. Project Identity Guidelines

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Travel Wise

Visual Identity
&
Design Guidelines

Travel Wise FA1

TravelWise
Project overview

- Project Title: Transformation of Aviation and Railway solutions towards Integration and Synergies: **Travel Wise**

- Topic: HORIZON-JU-ER-2023-FA1-SESAR

- Duration: 36 months

- Coordinator: Deep Blue srl

- Project Website: www.travelwise.eu

- Total Project Value: 4 999 172.81€

- Co-funding: EU-Rail, SESAR 3 JU

- Complementary projects: XTEAM D2D, SIGN-AIR, FP1-MOTIONAL, MultiModX, FP6 – Future.

MISSION & VISION:

Mission: To enable information sharing and joint decision-making between air and rail operators. To develop integrated plans and technical solutions to enhance the passenger travel experience. To support, share expertise, and bridge knowledge between the air and rail sectors.

Vision: To create a connected, digitalized ecosystem where air and rail work seamlessly together with efficient traffic management and an improved passenger experience through shared data and collaborative decision-making.

Key words: Air-Rail Integration, Collaborative Decision-Making, Passenger-Solutions, Innovation, Intermodal, Disruption Management, Multimodality, SESARJU, EU_Rail, HorizonEurope.

Visual Identity & Design Guideline

Following the
EUR JU & SESAR
Design-Guidelines

Their Logos and colour pattern, green and blue.

JOINT UNDERTAKING

DEEP BLUE
C 100% / M 85% / Y 5% / K 30%
R 0 / G 48 / B 111
#00306F

LIGHT BLUE
C 100% / M 0% / Y 5% / K 0%
R 0 / G 157 / B 217
#009DD9

GRASS GREEN
C 60% / M 0% / Y 100% / K 0%
R 122 / G 181 / B 29
#7AB51D

DARK GREEN
C 80% / M 10% / Y 100% / K 0%
R 25 / G 156 / B 105
#199C69

Europe's Rail

CMYK: 100/90/45/51
RGB: 26/33/61
HEX: #1A213D

CMYK: 49/0/94/0
RGB: 151/194/51
HEX: #97c233

Visual Identity

LOGO

- Using the **Gotham Narrow** typography and the text colour scheme from **EU-Rail**, integrate a **green-to-blue gradient** similar to the **SESAR 3 JU** style, while emphasising key concepts like **Intermodality** and **Air-Rail Integration**.

Travel Wise
FA1

TravelWise

Visual Identity

COLOURS

Dark blue:#1A213D

Green: #97C233

Deep Blue: #00306F

Light blue: #009DD9

TravelWise

FA1

Visual Identity

LOGO USAGE

The logo should always be presented while maintaining the correct proportions and colours. Do not alter, crop, or manipulate the original logo; this means you must not stretch, change the proportions, or modify the colours of the logo in any way. Always ensure a minimum clear space is maintained around the logo. If necessary, the logo may be used in greyscale or negative colours, for example, if the colours cannot be reproduced or if it is placed on a coloured background.

Visual Identity

TYPEFACE

Travel Wise will utilise two primary typefaces: one designated for the logo, headlines, and to create distinction from regular text (**Gotham Narrow**), and another for body texts and official documents (Arial).

Gotham Narrow

(Print & Web)
Gotham Narrow
AaBbCcDdEeFf
1234567890(?!,")

Arial
(Documents & Web)
AaBbCcDdEeFf
1234567890(?!,")

Or

Open sans
regular
AaBbCcDdEeFf
1234567890(?!,")

Only use icons, images and illustrations that have been created for the project and provided or/and approved by the coordinator.

Disclaimer and Acknowledgement

In accordance with the Article 17 of the GA all CD actions of the project, we shall always use the following disclaimers on all dissemination and communication materials, and display the EU emblem, Europe's Rail JU and SESAR 3 JU logo, in addition to the project logo.

Disclaimer

The views and opinions expressed herein reflect the author's view only and do not necessarily reflect those of the European Union or Europe's Rail Joint Undertaking or SESAR 3 Joint Undertaking. Neither the European Union nor the granting authority can be held responsible for them.

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SUPPORTED BY

Europe's Rail

sesar
JOINT UNDERTAKING

The project is supported by the Europe's Rail Joint Undertaking and the SESAR 3 Joint Undertaking and their members.