



Deliverable 32.1

Project dissemination and communication plan

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1. Executive Summary

FP1 - MOTIONAL paves the way for implementation the future European Capacity Planning and Traffic Management System, built on digitalisation, automation, and connectivity, supported by Europe's rail technology initiative.

The FP1 - MOTIONAL project provides the rail industry players with digital access to automated and harmonised solutions for a common European capacity planning and traffic control railway system with shared data, with the goal to make rail the preferred mode of transport.

Improving the planning and operational management of services and offers is of paramount importance to meet the European ambitious target of making rail the preferred mode of transport in the future. The future European railway system will be interoperable, resilient and able to adapt its capacity and integrate all involved services including last mile operations by exploiting the opportunities provided by digitalisation. The development of the future European Traffic Management is key for achieving the foreseen Single European Railway Area (SERA).

To achieve these goals, the project activities are carried out in two large Workstreams:

- Workstream 1 (WS1) covers three main focus areas; planning, operational activities (including managing future interactively coupled timetable planning) and finally operational traffic management systems, which also includes integration activities for door-to-door mobility.
- Workstream 2 (WS2) refers to the delivery of a set of digital enablers for all European rail destinations, i.e., crosscutting, to support the development of destination-specific digitalisation solutions.

The communication and dissemination plan must be used as guidance in the communicative work and provide support for prioritising the right message and activities and ensuring coherent communication. The plan is based on EU-Rail's communication policy and communication strategy and on the common goal of strengthening the overall EU-Rail programme [2]. This is done by highlighting FP1 - MOTIONAL as an important contribution to the whole. From this, the goal is to disseminate and communicate the project developments and results to share the successes with the public and other stakeholders.

The aim of the deliverable is to provide a transparent dissemination and communication plan for the FP1 - MOTIONAL project and to describe the measures and approaches that will be used to facilitate the wide-spread distribution of information and knowledge of the results created by the project. The dissemination of FP1 - MOTIONAL is essential throughout the project duration and needs to be carried out with the active cooperation of all consortium members. Furthermore, it is expected that the dissemination plan, through an effective dissemination of results on selected channels, can be used as guidance for future work. The communication and dissemination plan is

a document that will be updated throughout the project lifecycle to reflect progress and outcome. This document introduces materials and documents to communicate and disseminate FP1 - MOTIONAL to railway stakeholders, the scientific community and the general public. Those include:

- The creation of a project identity and logo
- An Activity Plan as appendix to the DC Plan
- Stakeholder Mapping and Stakeholder Benefit-Analysis
- An overall message-board
- A project brochure
- A modular basic FP1 - MOTIONAL presentation to be used in different situations when needed
- Planning and organisation of dissemination events
- The organisation of a mid-term event (planned Q4 2024)
- The participation at conferences according to plan
- The publication of results in relevant journals
- Providing content for the EU-Rail communication channels, leveraging their already existing channels (e.g. social media, newsletter, etc)

Important findings and useful results will be widened with tailor-made messages, through the most appropriate channels and frequency to railway stakeholders, the scientific community and the general public by the mean above. Knowledge can then be used to “Go Research, Go External, Go Internal” by their interest and needs. The result can be used by research organisations, by other actors in the rail system community or by the partners within FP1 - MOTIONAL.

The dissemination plan will not include the verification of content for which WP leaders are responsible. WP Leaders are responsible for ensuring that the inputs to the Dissemination Work Package reflect the actual output and progress within the respective Work Packages.

2. Abbreviations and acronyms

Abbreviation / Acronym	Description
CER	Community of European Railway and Infrastructure Companies
CT	Cooperation Tool
DC-plan	Dissemination and communication plan
ERRAC	European Rail Research Advisory Council
EU	European Union
EU-Rail	European Joint Undertaking
FA1	Flagship Area 1
FP1	Flagship Project 1
GA	Grant Agreement
IM	Infrastructure Manager
IPR	Intellectual property rights
JU	Joint undertaking
KPI	Key Performance Indicator
MAWP	Multi-Annual Work Programme
OEM	Original Equipment Manufacturer,
RU	Railway Undertaker
SME	Small and medium-sized enterprises
SP	System Pillar
TMT	Technical Management Team
UIC	Union Internationale des Chemins de fer
WS	Work Stream
WP	Work Package

3. Background

The present document constitutes the Deliverable 32.1 “Communication, Dissemination and exploitation” in the framework of the Flagship Project 1 MOTIONAL, GA number 1011101973 [1] as described in the EU-RAIL Multi Annual Work Plan (MAWP) [2].

The first release of D32.1 Project dissemination and communication plan (DC-plan) is in Month 6. It outlines the plan for all the communication and dissemination activities envisaged during the life of the project. The DC-plan will be updated, when necessary (minimum once per year) during the project.

The FP1 – MOTIONAL strives to have effective communication and dissemination activities that serve to inform and engage a community of stakeholders and to disseminate the results of joint efforts broadly with tailored messages, through the most appropriate channels and frequencies to target groups as described in section 7.

Activities will be in line with GA annex 5 art. 17 and art. 18 [1]. For example, regarding Flagship’s relations and dissemination meetings, media, and communication activities as well as participation in EU-Rail Innovation days and other relevant conferences such as InnoTrans, WCRR and TRA.

4. Objective /Aim

The objective of this document is to describe communication and dissemination activities envisaged during the life of the project.

Project results and outputs are disseminated widely and effectively with tailor-made messages, through the most appropriate channels and frequency to the target groups across EU-Rail, the rail sector, and beyond. Furthermore, to raise awareness at EU level of systems developed in FP1 - MOTIONAL, the project intends to undertake dissemination, exploitation and communication measures not only to maximize the impact in reaching the objectives described above, but also to raise awareness of the technology developed, the results and the significance of their impact. All Dissemination and Communication activities must be supported by all the project partners (both beneficiaries and affiliated entities). Contributions include providing content for the public website, press releases, specialized articles in industry magazine or publications. Furthermore, we will use the content and results of FP1 – MOTIONAL (including results from demonstrators) to provide potential material for the EU-Rail well-established communication channels. . The work should ensure stakeholders engagement, through events and publications, with Trafikverket as WP Leader.

5. Definitions

Effective dissemination, communication and exploitation of results are crucial to the acceptance and implementation of technologies developed within the project by both suppliers and end-users. Throughout this document the terms ‘dissemination’, ‘exploitation’ and ‘communication’ will be used frequently based on the terms at the European Union’s website for Research and Innovation.

The difference between Communication, Dissemination and Exploitation is well-described in the document of the European Union’s Website for Research and Innovation [5].

Note that Exploitation is a part of D32.2 Exploitation strategy.

Figure 1. Difference between Communication, Dissemination and Exploitation





5.1 Communication

Project communication is a strategically planned process that starts at the beginning of the action and continues throughout its life.

The communication activities go beyond dissemination: they do not only involve project results but also the project in general such as the societal challenges or European added value of the project. Thus, communication activities target a much wider audience, including the media and the general public. It is important to use an appropriate register of language so that a non-specialist audience can easily understand the goals and messages of the project. For example, communication activities include visual identity (logo, graphic charter...), public website, leaflets and flyers, social media, videos, press releases, etc. This approach also offers accessibility and transparency to the general public.

5.2 Dissemination

Dissemination is the public disclosure of the results by any appropriate means including scientific publications. The aim of dissemination is to spread the results of the project among interested parties to maximise the impact of research results in the public domain. Therefore, the target audience of dissemination activities is any potential user of the project results: the scientific community, industry, policy makers, investors, civil society, etc.

It is important that the work and progress is reported internally by each partner involved whether the WP-participant is a part of the rail industry (IMs, RUs and technology providers) or scientific community.

6. WP32 organisation

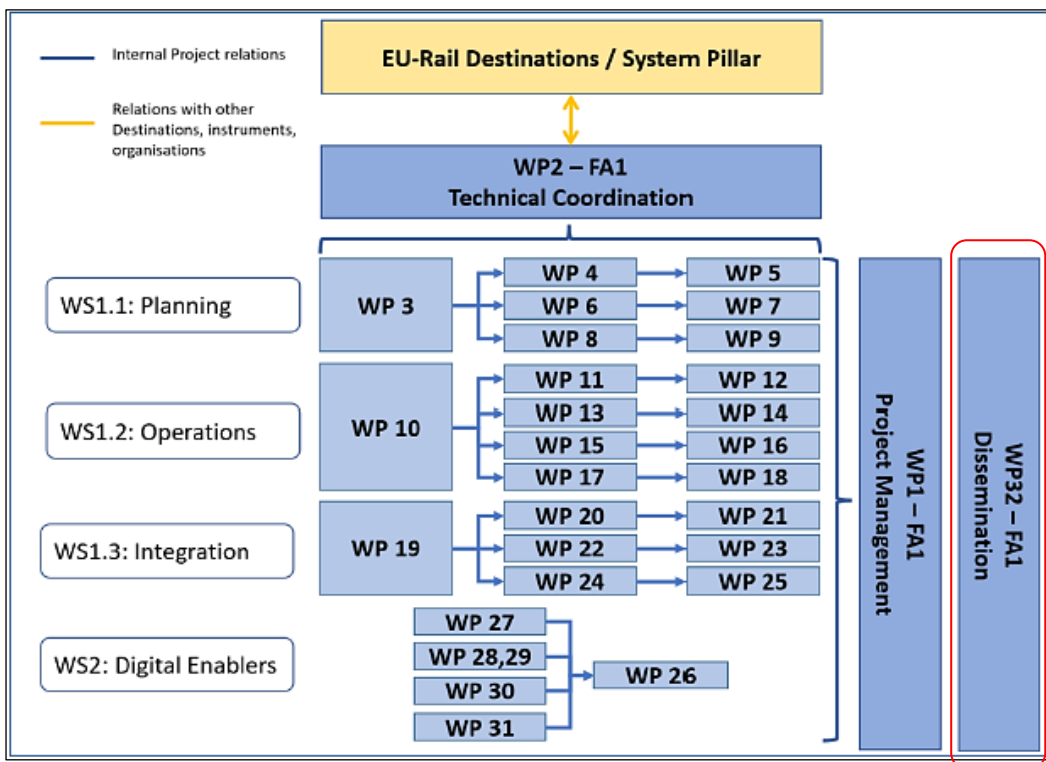
The overall structure of FP1 - MOTIONAL is presented in Figure 12.

FP1 - MOTIONAL has designed a specific work package (WP32) to coordinate and manage the dissemination activities within the project. With the aim of delivering results regarding the project goals, the work within WP32 is divided into three different tasks and seven subtasks, which are listed below.

- Task 32.1 Development and maintenance of dissemination and communication plan (TRV):
A multi-channel dissemination and communication strategy and a comprehensive plan for both internal (project partners) and external stakeholders will be developed, including the definition/refinement of target groups and key messages. In this task, it is overseen the overall implementation of the Dissemination and Communication plan, which include planning activities as well as monitoring the progress of the different actions.
- Task 32.2 Project communication and dissemination (TRV): This task carries out communications and knowledge sharing activities to raise awareness on the project at the European level. This task encores multiple subtasks in order to define and implement the right tools:
 - Subtask 32.2.1 Project Identity (DLR): creation of a set of tools based on a recognisable graphic identity to be used among others in the project public website, templates for presentations and a brochure presenting the project. The project identity is in line with EU-Rail guidelines.
 - Subtask 32.2.2 Project brochure (DLR): brochure summarising the key project objectives is produced.
 - Subtask 32.2.3 Social media (TRV): this task foresees the communication of the latest news and dissemination of results via the webspace (e.g. website of the project). It will also rely on the existing social media accounts of the project partners and EU-RAIL.
 - Subtask 32.2.4 Project Newsletters (TRV): this subtask will produce content that can be used on the EU-Rail corporate channels.
 - Subtask 32.2.5 Publications in specialised magazines and journals (CEIT): publication of scientific papers in relation to technical scientific knowledge.
 - Subtask 32.2.6 Participation in a number of ad-hoc European and International conferences and congresses (CEIT). Presentation of FP1 MOTIONAL at high level events. This will be encouraged and monitored within this task.
 - Subtask 32.2.7 Organisation of Mid-term event / Final conference (TRV). Mid-term event will be organised around M24 (at the half of the project). Final event it will be during the last 6 months of the project. Concrete dates will be decided depending on ongoing technical actions or activities.
- Task 32.3 Exploitation activities (DLR): Please refer to D32.2 in which all exploitations activities are included.

The FP1 - MOTIONAL project will establish contact with other FPs end-users, enablers, and other stakeholders such as the System Pillar, ERA, Unife, CER, UIC, ERRAC, etc. in the transport sector during and after the project and will deliver the project results to its target groups with tailored messages, through various channels in line with the Dissemination and Communication Plan (DCP) and the exploitation plan (EP). Note that communication with the System Pillar and FA-FA interactions are mostly overseen in WP2 (See Figure 2).

Figure 2. MOTIONAL organization



7. Project identity

The project identity is a collection of design elements (including project logo and colour scheme) used in the different communications of the project (e.g., website, brochures, deliverables, etc). The project identity of FP1 MOTIONAL follows the guidelines of the Graphic Guidelines Europe's Rail Joint Undertaking [7]. In case of doubt on how to use any element, it is recommended to revise the mentioned Guidelines to avoid any doubt.

This section outlines how to use the elements including logos, colours, and fonts. The partners have been instructed to follow this guideline to ensure a consistent appearance. The project identity will be reflected in all communication and dissemination channels.

7.1. Project logo

The logo of FP1 MOTIONAL will be properly displayed in all documents and communications of the project.

Figure 3. FP1 MOTIONAL Logo



7.2. Colours

The following set of colours will be used when creating graphic elements that accompany the project documents.

7.2.1. Primary colours



SHIFT GREEN
CMYK: 53/0/95/0
RGB: 151/198/46
HEX: #97c62e
PANTONE 2299 C



SHIFT BLUE
CMYK: 100/89/44/51
RGB: 12/29/62
HEX: #0c1d3e
PANTONE 282 C



SHIFT GREY
CMYK: 0/0/0/5
RGB: 242/242/242
HEX: #F2F2F2



7.2.2. Secondary Colours

The following colours are to be used for the documents, following the Graphic Guidelines of EU-Rail [7].



PA1
CMYK: 0/28/79/0
RGB: 255/186/73
HEX: #FFBA49
PANTONE 1365 C

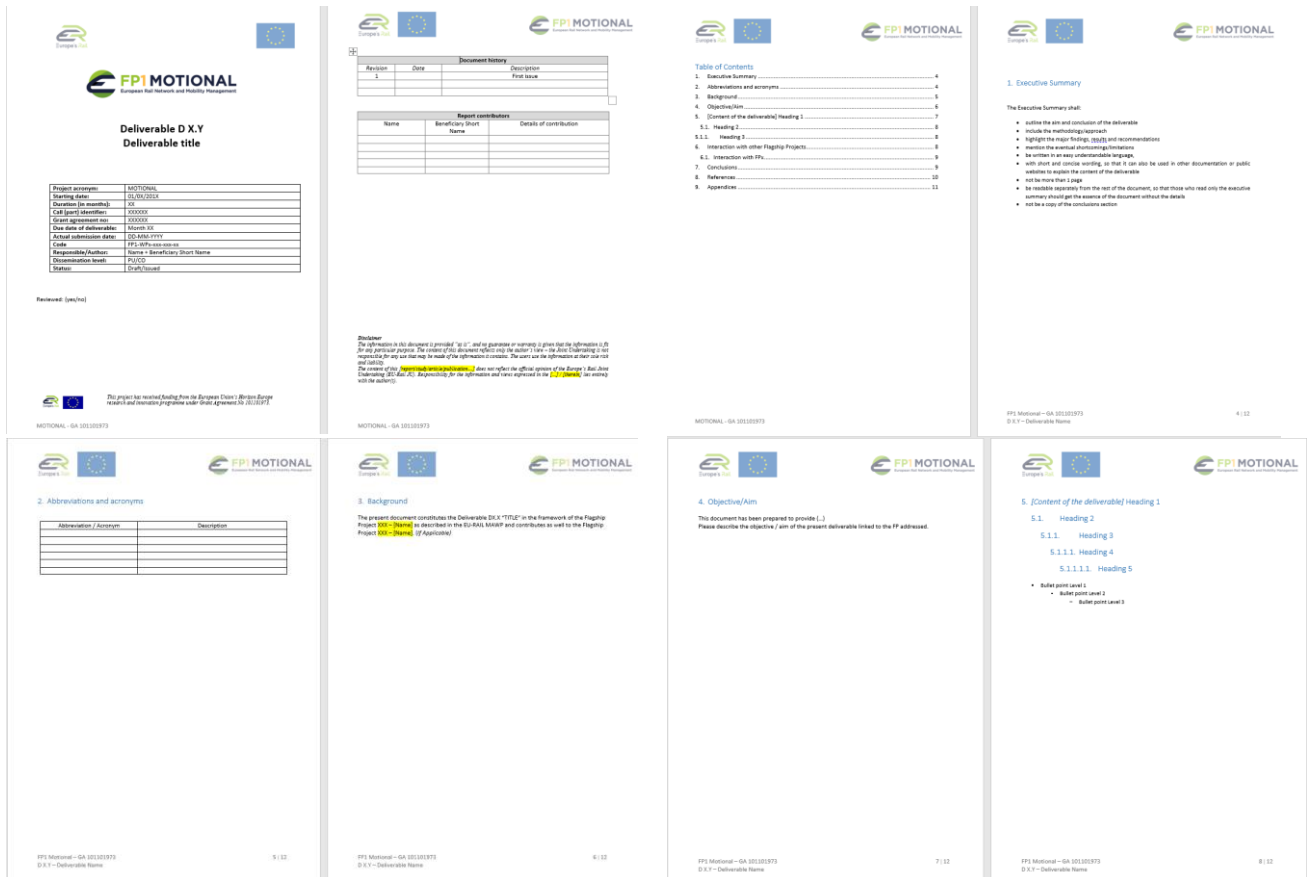
7.3. Templates

The templates created for the project have been created following the Graphic Guidelines of the EU-Rail [7]. All the templates are available in Project Place and partners are instructed to use them for any project related communication. Two examples of templates using the mentioned guidelines are shown in Figure 4 and Figure 5.

Figure 4. FP1 MOTIONAL PowerPoint Template



Figure 5. FP1 MOTIONAL Deliverable Template



7.4. Compliance with official requirements regarding Dissemination and Communication

The terms of dissemination and communication are established in the Grant Agreement [1] and the project partners will ensure that those are followed. These activities within FP1 – MOTIONAL are to be aligned with EU-Rail Stakeholder Relations, Dissemination and Communication Strategy [8]. Smooth coordination and exchange between EU-Rail Communication team and WP32 leaders is crucial.

All external communication must acknowledge the contribution made by each consortium member and must indicate EU funding in accordance with Article 17 of the GA [1]. Any dissemination of results in any form (including electronic), must:

- Display the EU-Rail logo;
- Display the EU emblem, and
- Include the following texts:



- *The project is supported by the Europe's Rail Joint Undertaking and its members.*
- *Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Europe's Rail Joint Undertaking. Neither can the European Union nor the granting authority can be held responsible for them.*

When displayed together with another logos, the JU logo and the EU emblem must have the appropriate prominence. For purposes of their obligations under this Article, the Partners may use the EU-Rail logo and the EU emblem without first obtaining approval from the EU-Rail or the Commission. This, however, does not give them the right to exclusive use.

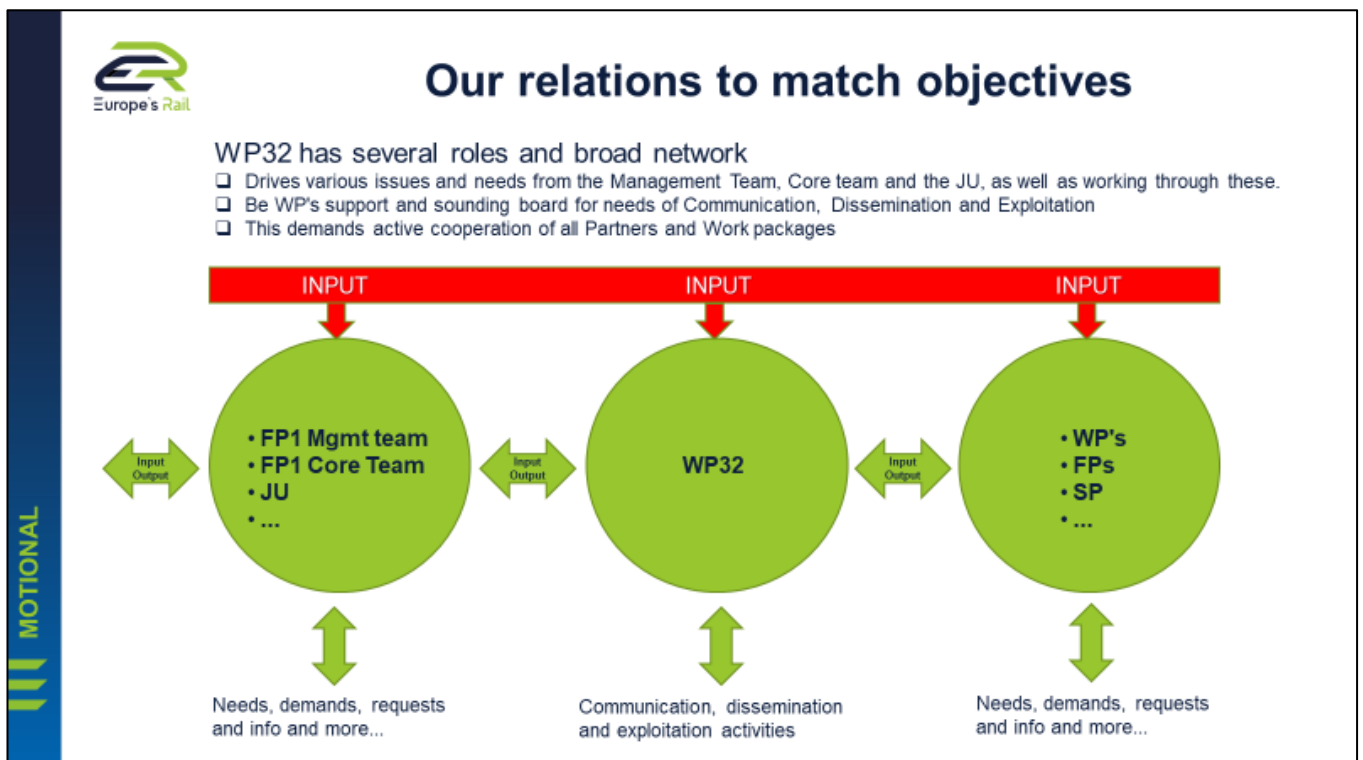
8 Methods and procedures

There are multiple meetings to ensure a constant update and progress of dissemination activities within FP1 - MOTIONAL (WP32 Core team meeting, WP32 Large Group meetings, JU Communication team meetings) [3].

WP32 shall function as support and sounding board for the FP and shall also drive various issues to and from TMT, Core team and JU and likewise use these groupings for laboratory work and dissemination of messages.

In order to achieve a large influx of information and interaction within WP32 itself, the WP needs to have a 360-degree network of contacts both within and outside WPs. The contact network is mainly within FP, but it extends also to other FPs as well as EU-Rail and System Pillar and other external organisations. Additionally, FP1 is in regular contact with EU-Rail Communication Team. A Microsoft Teams channels was created to facilitate exchange of information (e.g., post for EU-Rail social media). We are also welcome to share news and other relevant project-related information that could be shared via EU-Rail communications channels (e.g., social media, newsletter). It is expected that the WP32 contact network will channel the requests for needs, requirements, questions, and information that need to be considered (See Figure 6).

Figure 6. WP32 relations to match objectives.



9 Target audience and target groups

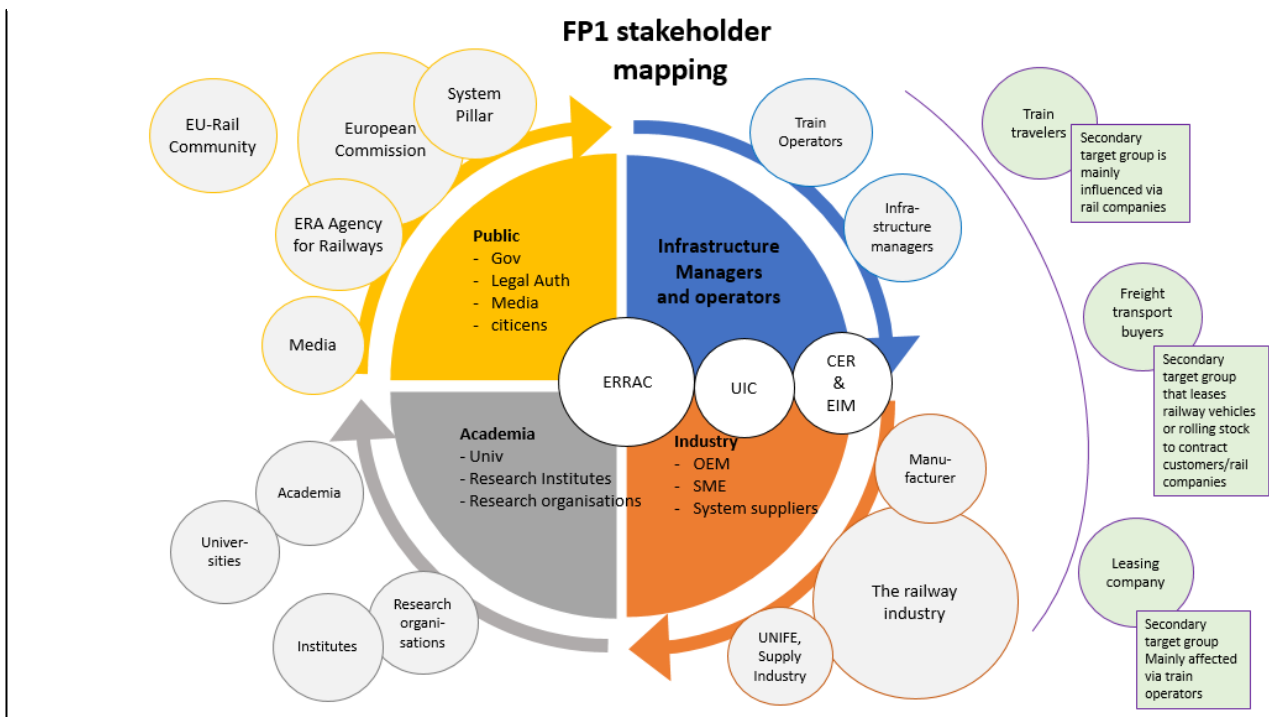
Communication is adapted based on the stakeholder analysis and it also offers different channel choices. The dissemination will be concise and tailored to the recipients. In order to spread the knowledge and learn from the results, not only the scientific community is intended to be covered, but also others such as: authorities, industry, decision makers, interest sectors and civil society.

Stakeholder mapping: The railway sector as interpreted by FP1 - MOTIONAL consists of five different target groups, which are shown in Figure 7.

- **Authorities and decision-makers** in the rail sector, infrastructure managers and railway companies (presented in blue).
- **Enablers and stakeholders** which includes parties such as industry with OEMs and SMEs (presented in red).
- There are also other interested actors such as **the Academy** with researchers including students, and research institutes (presented in grey).
- **The civil society** with the media and citizens – (Presented in yellow).
- Finally, **Users** are presented with green text circles and a text box outside the centre circle with the four quadrants. The Users are divided into three areas: travellers, transport buyers and leasing companies.

This mapping may be updated during the course of the project.

Figure 7. Stakeholders mapping in a broad perspective.



The stakeholder mapping (Figure 7) is done with the aim of identifying which sector involved stakeholders belong to. The result is a picture that gives us knowledge about where different target groups belong and where we can prepare us to bridge these differences when we reach out.

With a deeper analysis of the nature of the target groups, the residence of the various target groups can be derived/mapped. The type of organization, its mission, its deliveries and its own target group are crucial to understand in the planning process.

Notable stakeholders for FP1 - MOTIONAL are to be found in the map, such as: EU-Rail, SP (including RNE) as well as the directly involved partners

- The European Railway Companies and Infrastructure Managers (RU, IM): ÖBB-Infra, SNCF, DB, FS, NSR, PR, PKP, ADIF, TRV through their direct participation and all other RU and IM through later commercial implementation.
- Railway system supply companies: ATSA, AZD, CAF, ENYSE, ETRA I+D, FT, HACON, INDRA, KB, MERMEC, STS, TLSG, vaRS (direct involvement), European Railway Agency (EPOK)
- The scientific community: planning areas and operational management of services and semantic interoperability. CEIT, DLR (Direct Engagement)
- Public transport operators: MDM (direct involvement)
- End users: mainly train passengers and rail freight users (indirect)

Target groups

To achieve an effective interaction with the target groups, different communication methods presented in Figure 5 will be used. Workshops and seminars are suitable for smaller and well-identified groups, for larger and imprecise groups, newspapers, scientific journals, media, and social media are appropriate.

Regarding larger, well-defined groups and stakeholders, conferences are judged to be the best option. In order to have an effective interaction with the target groups, different communication methods will be used.

Figure 8. Target groups - mapping in a broad perspective

Dissemination activity	Target groups											Other target groups		
	Infrastructure managers and operators		Industry			Academia		Public				Users		
	Train operators	Infrastructure owners	OEM	SME	System suppliers	Research Institutes	Research Organisations	Gov	Legal	Media	Citizens	Travellers	Transport buyers	Leasing Companies - forwarders
Branding and visual identity	x	x	x	x	x	x	x	x	x	x				
Creative arts										x	x			
Newsletter (e-)	x	x	x	x	x	x	x	x		x		x	x	x
Project conference	x	x	x	x	x	x	x	x	x					x
Project workshops, roundtables, forums	x	x	x	x	x	x	x	x						
Brochures, leaflets	x	x	x	x	x	x	x	x		x		x	x	
Journal articles, media releases	x	x	x	x	x	x	x	x		x				

Stakeholder benefits: The analysis in Figure 8 shows different benefits that relate to the stakeholders (Target groups). They are sorted as Railway companies, Train operators, Manufacturers, and Infrastructure managers. Their different benefits and expectation that drive their participation are presented as examples in Figure 9. By tailoring document distribution according to the interests and objectives of these stakeholder groups, the project can ensure that relevant information reaches key parties involved in promoting increased competitiveness and efficiency within the railway system.

More specifically, we assess that the various stakeholders get:

- **For Railway Operators and Service Providers:** Results for communications detailing operational efficiency improvements, technological advancements, and strategic initiatives aimed at enhancing competitiveness would be disseminated to railway companies, service providers, and operators. For instance, documents outlining new signalling systems or route optimization strategies would be shared with railway operators in Europe.
- **For Transportation Authorities and Urban Planners:** results focusing on the integration of railways into broader transportation networks, urban development projects, and transit-oriented initiatives would be forwarded to transportation authorities and urban planners. This could also include city councils, transit agencies, or regional planning commissions.
- **For Industry Partners and Suppliers:** results related to innovation in railway technology, supply chain management, and partnerships aimed at improving efficiency would be sent to industry partners and suppliers. For instance, updates on new available technologies, methodologies and processes that could be implemented in their operations and in the railway industry.

- **For Regulatory Bodies:** Results pertaining standards, safety standards, and infrastructure needs plans would be sent and communicated to relevant organisations and government departments responsible for overseeing railway operations and ensuring adherence to regulations.

Figure 9. Examples of benefits relating to FP1 - MOTIONAL

Benefits relating to FP1 - deliverables to stakeholders	Railway company	Train operators	Manufacturer	Infrastructure managers
Increased competitiveness	Offer door-to-door mobility	Management of future interactively linked timetable planning	Deliver solutions that strengthen competitiveness and innovation.	Management of future interactively linked timetable planning
An efficient railway system	improved services and offers on the railway	Improved planning and operational management of services	Eliminate barriers to interoperability and provide solutions for complete integration	An interoperable, resilient rail system with increased capacity

10 Dissemination and communication activities

The FP1 - MOTIONAL project engages in a series of dissemination activities to effectively communicate its research findings and innovations within the EU-Rail community and beyond. This section outlines the various channels and approaches utilized to share project progress and results.

- **Main Channels for Dissemination:** The primary channel for dissemination is the FP1 - MOTIONAL webpage, integrated into the EU-Rail's webpage. Significant news is also shared with the EU-Rail Communications group for highlighting on the front pages of the EU-Rail social media accounts, which already count with an established number of interested followers, leveraging their networks.
- **Participation in conferences:** we are planning to actively participate in multiple topic-related conferences that will increase the visibility of the FP1-MOTIONAL and will support the engagement with our target groups-
- **Engagement in Flagships Relations and Dissemination Meetings:** Active participation in Flagships relations and dissemination meetings is a priority. The project also engages in media and communication activities to enhance visibility, alongside participation in relevant topic related conferences.
- **Timing of Publication and Action:** Results are published in the FP1 – MOTIONAL webpage, and actions of interest are launched at least once per year before the vacation period. This timing depends on legal issues, project status, and Intellectual Property Rights (IPR) considerations.
- **Maximizing Impact and Advancement of Research:** Active engagement in dissemination activities aims to maximize the impact of results and facilitate progress for other researchers. Participation in the Annual EU-Rail Innovation Days is crucial for advancing the state of the art in rail transportation.
- **Communication through Peer-Reviewed Journals:** Further dissemination occurs through peer-reviewed journals, focusing on those offering open access publishing. Project partners envisage submitting articles to journals such as Transportation Research: Policy and Practice, Transportation Research: Emerging Technologies, and others.
- **Production of audiovisual material:** there at least two videos planned during the project. There will be a video that summarizes the key elements of the project. Additionally, audiovisual material is planned for the participation in InnoTrans2024. This video will also be used for further communication and dissemination activities.
- **EU-Rail communication channels:** we will cooperate with EU-Rail communications team in order to create and share the content of FP1 – MOTIONAL through their existing channels. EU-Rail has an established communication network of which we can take advantage, reaching that way audiences that are outside of our current networks.
- **Flyers and brochures:** it is planned to have brochure with essential FP1 – MOTIONAL information that will be made available to all project partners, so they can use it when attending events.

11 Communication messages

It's imperative for all partners to be well-versed in the communication messages and to understand their individual roles within the overarching strategy. Here are the key pillars to ensure effective communication:

- **Clear Message Identification:** The messages we convey must be crystal clear and coherent. These messages should be agreed upon unanimously within the consortium, ensuring alignment and consistency.
- **Target Group Adaptation:** Tailoring the messages to suit the diverse needs and preferences of different target groups is crucial. This includes but is not limited to, the research community, authorities, industry stakeholders, decision-makers, interest sectors, and civil society. Each group may require a nuanced approach for effective communication.
- **Continuous Improvement of Messages:** Our messages should constantly evolve and refine through proactive engagement with our target groups. By actively participating in meetings and fostering dialogue, we gain valuable insights into their communication and information needs. This allows us to iteratively enhance our messages, ensuring they remain relevant and impactful.

Some key messages are developed at the beginning of the project and they will improve over time, when the project starts producing results and the key messages can be refined:

1. **Empowering Future Rail Innovation:** FP1 - MOTIONAL is upgrading European rail, enabling advanced planning and operational management to make rail the preferred mode of transport.
2. **Interoperability for Seamless Travel:** With FP1 – MOTIONAL, the future European railway system will be interoperable, resilient, and capable of integrating services to offer passengers smoother travel experiences.
3. **Digitalisation Driving Progress:** By harnessing the power of digitalization, FP1 – MOTIONAL is revolutionizing European traffic management, paving the way for a Single European Rail Area.
4. **Innovative Solutions for Future Challenges:** FP1 – MOTIONAL develops algorithms and simulation methods to optimize timetables, enhance capacity, and effectively managing events with cooperative multi-actor planning systems.
5. **Cross-Border Operations:** FP1 – MOTIONAL facilitates cross-border planning systems, fostering harmonization and efficiency across Europe's railway networks.
6. **Human-Centric Automation:** FP1 - MOTIONAL develops decision support systems for automated train operations (ATO) and cooperative driving assistance systems (C-DAS), ensuring safe and efficient rail operations.
7. **Integrated Mobility Solutions:** FP1 - MOTIONAL aims to integrate rail with other transport modes, offering inclusive mobility services and optimizing resources.
8. **Secure and Reliable Data Sharing:** With FP1 – MOTIONAL, sharing data becomes more secure and reliable across the federated rail system.

12 Communication strategy

The objectives of the communication and dissemination activities within FP1 – MOTIONAL are:

- To raise awareness and increase visibility about the project, its expected results and progress within defined target audiences using effective and adequate communication means and tools.
- To exchange experience and find synergies with other projects and initiatives in the field to join efforts, maximise potential and expand the impact of the project.
- To disseminate the fundamental knowledge, the methodologies and technologies developed during the project, always respecting the interest of the partners in terms of confidentiality and IPR.
- To establish the way for a successful exploitation of the project outcomes by engaging with relevant stakeholders in the field ensuring the sustainability of the project results outside of the project frame.

The dissemination and communication activities support the visibility of the project activities and results. They encourage the engagement with the identified target audiences.

Target audiences, key messages and channels have been defined in sections 9, 0, 11.

The frequency of the activities will be internally defined, and it is highly dependent on ongoing activities and events. During the last phase of the project, we will take advantage of the results produced throughout the project to increase our visibility in the different described channels. Simultaneously we are tracking existing external events (e.g. conferences) in which we can participate.

Monitoring

Monitoring and evaluation are essential aspects of ensuring the effectiveness and success of implemented communication measures. Monitoring involves systematically tracking the implementation process, while evaluation assesses the outcomes and impacts of these measures.

In monitoring, key performance indicators (KPIs) were established to track progress (see Table 4 and Table 5). Regular monitoring allows for early identification of any issues or challenges that may arise during implementation, enabling timely adjustments to be made to optimize effectiveness.

By continuously monitoring implemented communication measures, it can be identified strengths, weaknesses, and areas for improvement. This iterative process enables them to make informed decisions, refine strategies, and enhance communication effectiveness over time. Ultimately, effective monitoring and evaluation ensure that communication efforts are aligned with organizational goals and contribute to positive outcomes.



To monitor the communication and dissemination activities, there are multiple tools set up in the common project repository (Project Place), in which partners can input their activities. Simultaneously, there are regular meetings at WP level to oversee what is happening and what are the next steps to take.

13 Activity plan

The activity plan, serving as an internal project document, will undergo regular updates throughout the project duration.

Table 1, Table 2, Table 3 provide an overview of pertinent information filtered at a higher level. The intention is to regularly communicate relevant information from this plan to the Communication Team's plans.

Table 1. Examples of events – Activities 2023-2026

Part a) List of upcoming events, agenda			
Activities 2023 - 2025	When	Where	Priority
2024			
January			
Transportforum 2024.	17-18/01/2024.	Linköping Sweden	Normal
February			
International Railway Summit, Paris	20-22/02/2024	Only as Remote Workshop!	
March			
RailTech Europe	6-7/03/2024	Utrecht, Netherlands	
Jernbaneforum	2024-03-12	Oslo, Norway	Normal
Research and Innovation Week (R&I Week)	18-21/03/2024	Tour & Taxis (Brussels, Belgium)	
Autonomy mobility World Expo, Paris	20-21/03/2024	Paris, France	
RIA Innovation Conference	26-27/03/2024	Newport, Wales	
April			
Connecting Europe Days	2-5/04/2024	Brussels, Belgium	Very High
TRA 2024	15-18/04/2024	Dublin	Very High
Intertraffic Amsterdam	16-19/04/2024	Amsterdam, Netherland	
May			
IT Trans 2024	14-16/05/2024	Karlsruhe, Germany	
The Rise of IoT & Big Data in Rail	15-16/05/2024	Cologne, Germany	
RailCPH - Banekonferansen 2024	2024-05-22	Copenhaguen, Denmark	
International Transport Forum 2024	22-24/05/2024	Leipzig, Germany	Very High

Table 2. Examples of news and publications - Activities 2023-2026

Version: Febr 2024

Part b) News, Publications in Spezialised Magazines

Publications	Description/Purpose	Stakeholders	Language	Channel	When	Link	Responsible Part/Name
News publication	Overall presentation of EU-Rail and introduction of the Flagship Projects	The Swedish Railway Industry	Swedish	Trafikverkets Web	05/04/2023	Järnvägen ska vara ryggraden i ett multimodalt transportsystem för passagerare och gods - Bransch (trafikverket.se)	Trafikverket / Lotte Eriksson
News publication	Overall presentation of FP1 MOTIONAL	The Swedish Railway Industry	Swedish	Trafikverkets Web	11/04/2023	Trafikledning och gränsöverskridande kapacitetsplanering, integrerade system och digitala möjliggörare - Bransch (trafikverket.se)	Trafikverket / Lotte Eriksson
Article	Overview of FP1 Motional	European Railway Sector	English	Eu-Rail Webpage	31/05/2023	https://rail-research.europa.eu/news/europes-rail-fp1-motional-shares-ambitions-for-future-european-rail-traffic-management/	Hacon / Lars Deiterding
Social media posts	Social media posts and ideas for Christmas posts	Task 32.2 T32.2.3	English	TBD Conferences	Regulary - start in 2023 autumn mariano.martinez@adif.es	https://service.projectplace.com/#/project/524876409/documents/6328287	mariano.martinez@adif.es lotte.eriksson@trafikverket.se
Video film	Video film Making a video	Task 32.2 T32.2.3	English	TBD Conferences		TBD	francisco.lozano@enyse.com lotte.eriksson@trafikverket.se

Table 3. Examples of log for event participation - Activities 2023-2026

Part c) Log of event participation

Congress, Meeting, Fair, etc	When	Where	Status
2024			
Transportforum 2024.	17-18.01.2024	Sweden	Finished
TRA 2024 - Dublin	15-18.04.2024	Dublin	Finished
TRA 2024 EU Session	15-18.04.2024	Dublin	Planned
TRA 2024 Speaker	15-18.04.2024	Dublin	Finished
IT Trans 2024 Karlsruhe	14-16.05.2024	Kalsruhe, Germany	Finished
IT Trans 2024 Karlsruhe	14-16.05.2024	Kalsruhe, Germany	Finished
EURO 2024	30.6.-3.7.2024	Copenhagen, Denmark	Planned
Innotrans 2024	24-27.09.2024	Berlin, Germany	Planned
Nectar Conference 2024	3-5.07.2024	Brussels, Belgium	Preparing



14 Communication and Dissemination measures

Dissemination/communication measures are described in Table 4 and Table 5. The communication and dissemination plan is to be updated at least once a year.

Publication of updated versions of the dissemination and communication plan is planned take place during the entire project period, if not emerging needs and events beyond our control change this planning.

Diverse activities are described, detailing a series of step-by-step activities designed to achieve key performance indicators (KPIs). We anticipate a prescribed sequence of actions crucial for ensuring project success.

Table 4 presents an array of measures and corresponding actions. The status and outcomes of these activities are meticulously documented within an internal project document.

Likewise, our Communication Plan follows a similar structured approach. Table 5, 'Communication Activities to Ensure Expected Results', outlines the process for effective communication strategies aligned with our objectives."

Table 4. Dissemination activities

DISSEMINATION MEASURES				FP1 MOTIONAL actions to reach these goals
Instruments	KPI	Target Groups	Resp	
6 articles in rail industry and professional association magazines	> 1,000 subscribers	Enablers Stakeholders	CEIT	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need to write publishable text 3. Publish articles in selected magazines 4. Follow up and log published articles 5. Regular updates on our web site
3 scientific articles in peer review journals	> 100 readers	Transport and rail authorities, Infrastructure managers and Rail Undertakings, and supply chain; Researchers in the rail industry and transport sector; Industry associations of "enablers"; Policymakers and regulators	CEIT	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need to write articles 3. Publish articles in selected peer review journals 4. Follow up and log published articles 5. Regular updates on our web site
6 presentations at third-party workshops and conferences	2,000 participants	Industry and professional associations	CEIT	<ol style="list-style-type: none"> 1. Using the conference planning Process 2. Use all partners in the consortium 3. Remind monthly the need to identify suitable workshops and conferences 4. Log and decide where to participate and the message we want to give 5. Establish an action group for needed planning and preparation 6. Follow up and log progress 7. Regular updates on our web site
Participation to the Annual EU-Rail Innovation Days. (substituting when possible mid-term events and final event)	>Attendees (virtual or physical)	All rail stakeholders/transport community	CEIT	<ol style="list-style-type: none"> 1. Using the conference planning Process 2. Use all partners in the consortium 3. Remind monthly the need to identify suitable workshops and conferences 4. Log and decide where to participate and the message we want to give 5. Establish an action group for needed planning and preparation 6. Follow up and log progress 7. Regular updates on our web site
Demonstrators	10 demonstration work packages including multiple demonstrations. A total of around 60 demos of various length, depending on the scope, will happen in public areas across Europe.	Stakeholders; Infrastructure managers and Rail Undertaking; Policymakers and regulators; Mobility providers; End customers	DLR	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need to plan the demonstrations 3. Use the established WP's for needed planning and preparation 4. Present and publish in an agreed way (IPR) 5. Regular updates on our web site
Use of Horizon Europe tools in order to boost the dissemination about the project. Among others, the project will consider horizon results platform, Booster, etc)	>20 actions	All stakeholders (including crosssector collaboration)	TRV	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need to support dissemination 3. Publish relevant information by using Horizon Europe tools 3. Follow up and log published information 4. Regular updates on our web site.

Table 5. Communication activities

COMMUNICATION MEASURES			FP1 MOTIONAL actions to reach these goals	
Instruments	KPI	Target Groups	Resp	
Inputs to Europe's Rail Website, Newsletters, social media, and delivering communicative videos and pictures of sufficiently quality to Europe's Rail	At least one FP1 communication per month Europe's Rail contact list	All stakeholders	TRV	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input 3. Update the log for publishable information 4. Decide what information to be published, target group, how and where 5. Follow up and log published articles 6. Regular updates on our web site
Press releases	> 6 press releases	<ul style="list-style-type: none"> • Newspapers • Magazines • Social media • Policymakers • Academia This includes parties such as: Industry including SME's, authorities, policymakers, sectors of interest and civil society including citizens and media	TRV	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input 3. Update the log for publishable information 4. Decide what information to be published, target group, how and where 5. Follow up and log published articles 6. Regular updates on our web site
Project Brochure	1 project brochure	<ul style="list-style-type: none"> • Rail authorities • Researchers from other transport projects • Industry associations of "enablers" • Policymakers and regulators • Media • Academia 	DLR	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind annually the need of input to next brochure 3. Update the log for potential brochure content 4. Decide what information to be in the brochure, target group 5. Follow up and log brochures 6. Regular updates on our web site
Project website and Website posts (at least four posts per each year)	> 1000 of visitors	<ul style="list-style-type: none"> • Rail authorities and supply chains • Researchers from other transport projects • Industry associations • Policymakers and regulators • Media • The public (civil) society including citizens and media. • Industry including SME's, • Sectors of interest 	TRV	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input 3. Update the log for publishable information 4. Decide what information to be published, target group, how and where 5. Follow up and log published articles 6. Regular updates on our web site
Newsletters (4 issues during the life of the project)	> 200 subscribers	<ul style="list-style-type: none"> • Rail authorities • Policymakers • Researchers and Academia 	TRV	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input to next newsletter 3. Update the log for potential newsletter content 4. Decide what information to be in the newsletter, target group 5. Follow up and log brochures 6. Regular updates on our web site
Webinars/workshops for stakeholders including at least six countries	6 workshops	<ul style="list-style-type: none"> • Rail authorities • Policymakers • Trade unions (depending on relevance of results) 	CEIT	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need to support dissemination on webinars and WS 3. Follow up and log activities 4. Regular updates on our web site
A short video about with the demos and the socio-economic impacts, to be posted on YouTube	> 500 (rough estimate of viewers)	The public and passengers (the FP1-MOTIONAL project will send press releases to the media and other outlets about the availability of the videos)	TBD	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input 3. Decide content, target group, how and where 4. Follow up and log videos 5. Regular updates on our web site
Social media (LinkedIn & Twitter)	Over 30 posts through LinkedIn & Twitter networks of the project partners	<ul style="list-style-type: none"> • Public 	TRV	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input 3. Update the log for publishable information 4. Regularly send out news on JU's LinkedIn channels (Not Twitter/X) 5. Follow up and log news/post 6. Regular updates on our web site
Demo surveys	Several thousands	<ul style="list-style-type: none"> • Business participants • Public 	DLR	<ol style="list-style-type: none"> 1. Use all partners in the consortium 2. Remind monthly the need of input 3. Update the log for publishable information 4. Follow up and log demos 5. Regular updates on our web site

15 References

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