Deliverable D 28.1
Dissemination and exploitation plan

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1. Executive Summary

This document provides a description of the FP4 - Rail4Earth dissemination & and exploitation plan on the global scope of the project (rolling stocks, infrastructures, stations, all related sub-systems and the 28 WPs of the project).

The aim of this plan is to provide a **dissemination strategy** for the project and to describe the materials and strategies that will be used to facilitate the widespread of information and knowledge of the results created by the project.

The dissemination of FP4 - Rail4Earth is essential throughout the project's life and need to be carried out with the cooperation of all Work Packages. The topics of technical and scientific communications are mainly proposed by the 26 technical WPs (WP1 to WP26). They are depending on their respective progress and their results generated during the project realization.

Those include: the creation of a **project identity**; the population of the **EU-RAIL FP4 - Rail4Earth website**; the production of **newsletters or brochure**; the organization or participation to of **dissemination events**; the participation to **conferences** (like the Annual EU-Rail Innovation Days) ; the **publication of results in relevant journals**; the organization of the **FP4 - Rail4Earth final conference**, the description of **Fact Sheets on sensitive Reports**. Moreover, the dissemination plan describes how **expert groups will interact with the technical Work Packages** and how the **results** will be **disseminated to the EU-RAIL** public-private partnership.

The Dissemination and Exploitation Plan of FP4 - Rail4Earth is fully in line with **EU-RAIL Dissemination strategy** and FP4 - Rail4Earth partners will be committed in communicating the main achievements of the project to the relevant stakeholders across Europe (and beyond) by using the most effective communication channels.

2. Abbreviations and acronyms

Abbreviation / Acronym	Description
BEMU	Battery Electric Multi Unit (Regional trains)
ERA	European Union Agency for Railway
EU-Rail	Europe's Rail Joint Undertaking
FM	EU-Rail Founding Member
FP4	Flagship Project 4, named FP4 - Rail4Earth
WP	Work Package

3. Background

N/A

4. Objective/Aim

This document has been prepared to provide the first Deliverable of WP28.
It will be followed by D28.2 "Dissemination activities (Including Project KPIs Update) Intermediate Report n°1" and D28.3 "Dissemination activities (Including Project KPIs Update) Final Report".

5. Public dissemination related to Task28.1

5.1.   Introduction

The EU-RAIL communication and dissemination strategy is used as input for FP4 - Rail4Earth communication policy and actions and, on M6 (April 2023) , the WP28 leader has already participated to several EU-RAIL Chief Stakeholder Relations and Dissemination telephone conferences to get the main guidelines and policy elements.

Alstom, as WP28 leader and Project Coordinator, has also exchanged internally with the ALSTOM Brand, External events & Customer Communications Vice-President to check how the EU-RAIL Communication policy will be used in respect also with ALSTOM communication strategy on this R&D Project. This double check will probably be needed in all external communication event by all concerned project FMs.

The project communication has been also discussed between the Project Coordinator (ALSTOM) and the Project Flagship Manager (SNCF)

Basically, two types of communications have been highlighted:

- The **scientific and technical communication**, mainly coming from the project WPs technical experts proposals (for example a conference on traction noise reduction by WP3 Noise and Vibrations experts)

- **Strategic and more political communication** resulting more generally from the JU invitation or from the proposals of the partners of WP27 Project Management and Technical Coordination and WP28 Dissemination, Communication and Exploitation. This one will present a global approach on Railway sustainability work with macro consequences on political/societal/business rules/investments impact and/or needs.

The two type of communication actions are requesting different profiles: technical experts profiles for the first type; high level executives, more business or political oriented for the second type of communications

5.2.   Project Identity.

The logo has been chosen:

A number of tools will be created, such as templates for presentation. They will be finalised in the coming weeks.

5.3.   Public website.

The project public website of FP4 - Rail4Earth, hosted by the general EU-RAIL Website, will be populated in order to present the general information on structure, goals and news about the project.

The first general information is already available here:

[eurail-fp4 (europa.eu)](eurail-fp4)

At this stage of project (Month6), there is no other information shared on the public web site due to the fact that the project partners are preparing to sub-contract some communication work but the order to the sub-contractor is not finalised (debate at EU-RAIL multi FPs discussion on the Project-Office support)

Website posts are expected in the coming years during the project life as soon as significant results will be generated.

5.4.   Organisation of project Kick-Off Meeting.

The Kick-Off meeting took place on 17/01/2023 at SNCF Headquarters.

The EU-RAIL global environment was presented by the JU, the overview of the project by the Project Coordinator. The six sub-projects covering the 26 technical WPs have been presented, the FP4 - Rail4Earth project values have been discussed during a dedicated workshop and finally the project management and communication have been also presented.

All of the project Founding Members participated, physically or remotely. The EU-RAIL and the ERA participated too.

5.5.   Project targeted dissemination and knowledge sharing activities.

The knowledge produced by the project partners will be promoted through different dissemination channels such as participation in conferences, workshops and exhibitions (such as Transport Research Arena, Innotrans, WCRR, …).

On March 2023, a first **list of communication proposals matrix** is circulating at WPs levels to get the first proposals from the 28 WP leaders.

Transport Research Arena 2024 is the first one to be studied as the deadline for abstract is mid April 2023.

Many other event are considered like: WCRR 2025, RAILTECH 2024, EURONOISE, Forum Acusticum 2023, FORMNEXT Frankfurt (Nov 2023), FORMNEX 2023, Aerovehicule 2025,

International Transport and Air Pollution Conference, X-MOBILITY.

Beyond these fairly standard modes of communication in an R&D project, social media could also be used directly by the Project Consortium or via a co-communication with the EU-RAIL.

5.6. Project publications

FP4 - Rail4Earth brochure or newsletter are foreseen and will be discussed (both on the content and on the planning) with the WP28 partners

5.7. Articles on specialised magazines and scientific papers.

Publication of articles on project results, best practices and papers in industry journals, such as Railway Gazette, IRJ, etc should also be proposed by WPs experts and discussed/recorded in WP28.
6 articles in rail industry and professional association magazines, 3 scientific articles in peer review journals, 6 presentations at third-party workshops and conferences are expected.

The consortium will use as much as possible additional communication tool offered by the Horizon Europe and EC services like https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/projectsresults;

5.8. Participation to the Annual EU-Rail Innovation Days

The project will be presented as needed and on invitation by the JU at this Innovation Days organised in December each year.

5.9. Organisation of Final conference.

It will present the results of the project. All key stakeholders in the EU rail sector (including EU-RAIL members) will be invited.
A short video about the demos, to be posted on EURAIL web site Project website, could be realised but at this stage of maturity, we don't have yet concrete proposals from the Project partners.
The Final Conference will also provide a platform for industry experts and stakeholders to discuss the project results.

6. Contribution to other EU-RAIL activities related to Task28.2

6.1 Master Plan KPIs

The FP4 - Rail4Earth KPIs (Energy, CO2, noise, LCC and autonomy of the BEMU) will be delivered on an annual basis in order to contribute to the quantification of the following macro KPIs of the Master Plan:
- Meeting evolving Customer Requirements
- Improve EU Rail supply industry

- Reduce costs
- More sustainable & resilient transports
- Improved performances & capacity

6.2   Contribute to push standards & norms evolution/creation

WP28 will push further norms & standards evolutions, especially on TSI linked with WPs: 3; 5 to 9; 14; 20. Moreover cooperation on TSI (including Energy) is agreed between FP4 - Rail4Earth and the EU-RAIL System Pillar project.

Proposals could be done, if the FP4 - Rail4Earth project experts consider them useful to boost results of the project and help them to be rapidly sold on the markets after the end of the project.

FP4 - Rail4Earth will provide once a year a state of FP4 - Rail4Earth TSI evolution request including those linked to circular economy (FP4 - Rail4Earth WP4).

A milestone every year is implemented in FP4 - Rail4Earth to transmit a state of TSI proposals evolutions.

7. Conclusions

This D28.1 presents all the expected Dissemination and exploitation actions of the project, as described in our WP28.
As the project is starting, we have limited communication actions but this will change and the D28.2 expected on M24 (Nov 2024) will complete this first D28.1 Report with all communication and dissemination actions done between April 2023 and Nov 2024.

8. References

N/A

9. Appendices