DECISION OF THE HIGH-LEVEL DEPLOYMENT GROUP

adopting Europe's Rail Deployment Group – Communication Plan

N° 04/2025

THE HIGH-LEVEL DEPLOYMENT GROUP OF THE EUROPE'S RAIL JOINT UNDERTAKING, NOTES

- Europe's Rail Deployment Group – Communication Plan

THE HIGH-LEVEL DEPLOYMENT GROUP OF THE EUROPE'S RAIL JOINT UNDERTAKING, AGREES

- The approval and release of the following documents:
    o Europe's Rail Deployment Group – Communication Plan

DATE: 13/02/2025

Annex I: Europe's Rail Deployment Group – Communication Plan

ANNEX I

EUROPE'S RAIL DEPLOYMENT GROUP – COMMUNICATION PLAN

Introduction

The Europe's Rail Joint Undertaking (EU-RAIL) became the legal and universal successor of the Shift2Rail Joint Undertaking (S2R JU or S2R) under the Council Regulation (EU) 2021/2085 of 19 November 2021 establishing the Joint Undertakings under Horizon Europe. The general aim of the partnership is to ensure a fast transition to more attractive, user-friendly, competitive, affordable, easy to maintain, efficient and sustainable European rail system, integrated into the wider mobility system. EU-RAIL will support the development of a strong and globally competitive European rail industry while contributing towards the achievement of the Single European Railway Area (SERA).

The structure of the JU is set to achieve this ambitious goal, with a System Pillar, coordinating the whole sector evolution, the Innovation Pillar continuing to generate innovative solutions, and the Deployment Group that will ensure a coordinated and consistent deployment of the new solutions and system(s). The Deployment Group is a stakeholders group advising the Governing Board on the market uptake of rail innovation developed in the Europe's Rail Joint Undertaking and to support deployment of the innovative solutions.

The Deployment Group will tackle the transition from R&I to coordinated and consistent deployment at European level, to avoid creating new barriers to a one single European network. Only via a coordinated and integrated deployment of system integrated solutions can rail reap the benefits of the investments made, accelerate its transformation and deliver new services to its clients.

In the past years, the deployment of innovative solutions has too often resulted in a patchwork system, where the intrinsic benefits of investments were lost and even resulted in additional costs as, in many cases, such solutions have been deployed as additional layers on existing systems or a patchwork. This resulted in doubling the maintenance costs, in additional complexities, in a lack of trust in the new solutions and, de facto, has anchored Europe rail systems to their legacy, missing the opportunity for a major transformation.

To address the above pitfall, the Deployment Group will coordinate the European deployment activities to ensure a unified and coordinated strategy. Communication will play a key role in the work of the Deployment Group, ensuring that all stakeholders are informed on the latest activities and key results communicated to the necessary target audiences.

Objectives

The general objectives established in Europe's Rail Stakeholder Relations, Dissemination and Communication Strategy will continue to apply for the overarching strategy of the Deployment Group. A particular focus will be placed on gathering information on the already existing groups working on the deployment of innovative rail technologies in Europe and ensuring they are well integrated in the communication planning. It will also launch the preliminary phase of communication, establishing the necessary target groups, building relationships with stakeholders and identifying and populating the various communication channels used to communicate about the Deployment Group. In the next steps, the key milestones and results will be communicated to the identified target groups. Some of the main objectives include:

1. Ensure all stakeholders understand the purpose, goals, and benefits of the Deployment Group.

2. Foster active participation and collaboration among stakeholders and stakeholder groups.

3. Ensure internal communication about the various Deployment Group sub working groups and core group.

4. Ensure coordinated and consistent deployment of integrated rail solutions across Europe.

5. Communicate milestones and achievements to maintain momentum and support.

6. Promotion of the added value of integrating new and advanced technologies to provide innovative rail solutions for passengers and freight, capable of addressing the economic, social and environmental concerns of EU citizens and businesses.

7. Promotion of rail's important role in achieving a sustainable, smart and resilient mobility.

8. Promotion of EU-RAIL's demonstration activities.

9. Foster Synergies with EU-RAIL Innovation and System Pillars.

Target Audiences

Target audiences are based on the key stakeholders identified in the Europe's Rail Stakeholder Relations, Dissemination and Communication Strategy and are updated as necessary. However, particular focus needs to be placed on some of the already existing expert groups to ensure unified and coordinated messaging. Additionally, major focus will be placed on the industry, including RUs and IMs. A key target group also includes the European Institutions and the Member States. A more detailed list of stakeholders can be consulted below:

1. Already existing expert groups in the fields of FRMCS, ERTMS, DAC, ATO, etc.

   - UIC FRMCS, UNITEL, UNISIG, ETSI TC RT, ERTMS Users Group, ERTMS stakeholder platform, EDDP, ETCS Extended Core Team, other industry working groups.

2. Infrastructure Managers and Rail Undertakings

3. Suppliers and Technology Providers

4. National and EU Legislators, including EU institutions (European Commission and ERA) and Member States

5. Industry Associations (ALICE, ALLRAIL, AERRL, CEN-CENELEC, CER, CLECAT, EIM, EPF, ERCI, ERFA, ETF, ETSI, ETTSA, EURNEX, FEDEC, NB-Rail, SEMAF, UIC, UIP, UIRR, UITP, UNIFE, etc.)

6. Other relevant organisations

A thorough stakeholder analysis should be carried out prior to launching specific communication activities to define the target audience and ensure a tailor-made approach. The stakeholders will be mapped out against the key objectives of EU-RAIL.

Key Messages

In order to drive a successful and efficient communication campaign, key messages should be identified prior to launching the campaign. The main messages will focus on the importance of coordinated European deployment of innovative technologies. Focus will also be placed on the importance of transitioning from R&I to results concretely implemented, coordinated standardisation, collaboration and addressing legacy systems.

- The Deployment Group is key to transitioning from research and innovation to a unified, efficient European rail network.

- Emphasise the benefits of a coordinated approach, such as reduced costs, accelerated transformation, and enhanced service delivery.

- Benefits of deployment of new technology.

- Highlight the importance of adapting legal frameworks and standards to support deployment.

- Stress the collaborative nature of the group, involving infrastructure managers, rail operators, suppliers, and other stakeholders.

- Communicate the strategy for phasing out legacy systems and mitigating associated risks.

- Ensure that new solutions maintain or improve current safety standards while increasing rail performance.

Communication Channels

Several channels will be used to transfer the key messages to the relevant stakeholder groups and target audiences. Mainly the already existing EU-RAIL channels will be used as they benefit from a large reach and established reputation. However, tailor-made messages should be developed for specific groups and direct communication channels should be used.

1. **EU-RAIL Newsletter -** quarterly updates highlighting key achievements of the Deployment Group, upcoming events, and opportunities for engagement

2. **EU-RAIL Website -** Dedicated section on the JU website as a single point of entry with key information, such as governance, decisions, minutes and latest news, achievements

3. **Social Media -** utilising EU-RAIL X, YouTube and LinkedIn channels, with occasional posts on involved partners accounts

4. **Press Releases and Media Relations -** Press releases to announce major milestones and achievements. Engagement with the press and media, particularly to produce specialised articles

5. **Participation to and organisation of physical and online events -** The work of the Deployment Group will be promoted at relevant Europe's Rail events, including Info Days, Innovation Days and during EU-Rail participation to exhibitions and conferences. The group shall organise specialised webinars and information sessions to identified audiences

6. **Bilateral exchanges -** Organise direct meetings with stakeholders responsible for system implementation (infrastructure managers, rail undertakings) and with national transport ministers to align on deployment priorities and address challenges.

Action Plan

The following stages are proposed for a clear and coherent communication strategy that will support the Deployment group in achieving its specific objectives.

Launch and Awareness Building

- Create a dedicated section for the Deployment Group on the EU-RAIL website.

- Announce the formation of the Deployment Group through press releases and social media.

- Develop a detailed communication plan and timeline.

Active Implementation and Stakeholder Engagement

- Create a stakeholder mapping document outlining the roles, level of influence, and engagement of each stakeholder group.

- Host initial events, information sessions, workshops and/or webinars to disseminate the Deployment Group activities and goals among the stakeholders, and gather input.

- Begin quarterly updates via newsletters, including Deployment Group activities information in the EU-RAIL newsletter.

- Engage with media to highlight the importance of the group's work.

- Develop and share the initial roadmap for the Deployment Group.

- Launch targeted campaigns to address specific milestones or challenges.

- Share success stories and case studies to illustrate the benefits of coordinated deployment.

- Adjust communication strategies based on feedback and evolving needs/goals.

- Deliver personalised briefings to key stakeholder groups (e.g., infrastructure managers, rail undertakings, policymakers) to address their specific roles in deployment.

- Develop stakeholder-specific content (factsheets, FAQs, and infographics) highlighting how deployment impacts each group.

Sustained Communication and Collaborative Growth

- Maintain ongoing communication efforts.

- Regularly update the roadmap and share progress.

- Foster collaboration and engagement among stakeholders.

- Monitor and evaluate the impact of communication efforts to ensure effectiveness.