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## DELIVERABLE 12.1

### PROJECT DISSEMINATION AND COMMUNICATION PLAN

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## Document history

Date	Name	Affiliation	Position/Project Role	Action/Description	Short
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12/05/2023	Fabrizio Burro	Faiveley Transportation (FT)	W12 Leader / Deputy Project Coordinator	Reviewed & Modifications.	
21/09/2023	Fabrizio Burro	Faiveley Transportation (FT)	W12 Leader / Deputy Project Coordinator	Updated according to ERJU feedback (20/09/2023)	
19/10/2023	Jose Antonio Cardenas	CAF	WP12 team member	General Review	
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## Executive Summary

The efficient and effective communication and dissemination of the research results produced within the project is one of the key objectives of the FP6-FutuRe Consortium.

This deliverable is intended to report on the agreed communication and dissemination activities of the project results in order to increase its impact on the railway R&D domain in Europe, summarising the Consortium's strategy and concrete actions to communicate, disseminate and protect the foreground generated within the project, identifying the target audience, and describing the tools and the channels that will be used to facilitate the spread of information and knowledge from the project's outcomes, between the members of the Consortium and beyond.

Having all the Consortium members engaged to contribute to the dissemination of project results tasks, this deliverable is also intended to represent a guideline for the communication and dissemination activities to be carried out in the context of the project.

This deliverable outlines the required actions towards the communication and dissemination of the project's results, as well as the structure of the final report and describe the communication and dissemination activities which demonstrate the added-value and positive impact of the project on the European Union.

Communication and dissemination activities will be performed, at least, during the whole project duration (48 months from December 2022) and after the end of the project.

The document is structured in the following five sections:

- Section 1 (Document Scope) detailing the rationale behind the document content and structure.
- Section 2 (Project Dissemination and Communication Strategy) that copes with the strategy to be adopted through the identification of roles in communication/dissemination, the guidelines for messages delivering/circulation, the target audience and the IPR topic.
- Section 3 (Project Dissemination and Communication Tools) providing due description of the different "instruments" to be exploited by the project for the project results and content promotion.
- Section 4 (Dissemination and Exploitation Plan) aims at identifying the set of events/milestones/target of dissemination in a timescale, specifying the topic, the involvement of the FP6-FutuRe partners, nature of the action, needed support, dates, description, any developed abstract/paper, expected audience.
- Section 5 includes the conclusion and recommendations of the deliverable.

## List of abbreviations, acronyms, and definitions

Abbreviation / Acronym	Definition
AE	Affiliated Entity
BEN	Beneficiary
CT5	Cooperation Tool 5
ERA	European Railways Agency
ERJU	Europe's Rail Joint Undertaking
ERTMS	European Rail Traffic Management System
FP	Flagship Project
FPM	Flagship Project Manager
GA	Grant Agreement
IPR	Intellectual Property Rights
PC	Project Coordinator
R&D	Research & Development
SP	System Pillar
TCO	Total Cost of Ownership
TSI	Technical Specification for Interoperability
WP	Work Package

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## 1. Document Scope

The present document constitutes the deliverable D12.1 of FP6-FutuRe project.

The overall objectives of the FP6-FutuRe project are to ensure the long-term viability of the regional railway by reducing the total cost of ownership (TCO), while ensuring high service quality and operational reliability. It also aims to increase customer satisfaction and to make rail an attractive and preferred mode of transport.

This document provides a description of the project Dissemination and Communication Plan associated to the above project scope.

The aim of the plan is to provide the strategy and tools for the dissemination, paving the way for an effective exploitation for the FP6-FutuRe project's results.

The strategy of the project dissemination and communication includes:

- the definition of the roles in the dissemination.
- the identification of the target audience.
- the selection of proper tools to be exploited for strategy implementation aims.
- building up a dissemination/communication plan in support of the next exploitation phase.

The D12.1 deliverable is in the target scope of FP6-FutuRe WP12, "Communication, Dissemination and Exploitation of Results".

D12.1 release is planned in M6, whilst the overall WP12 activities last for the entire project duration (48 months).

## 2. Project Dissemination and Communication Strategy

### 2.1. Drivers for Dissemination and Communication

In order to facilitate the reader in understanding the content of the present deliverable, it is worth reporting the European Commission definition and guidelines for Communication, Dissemination and Exploitation:

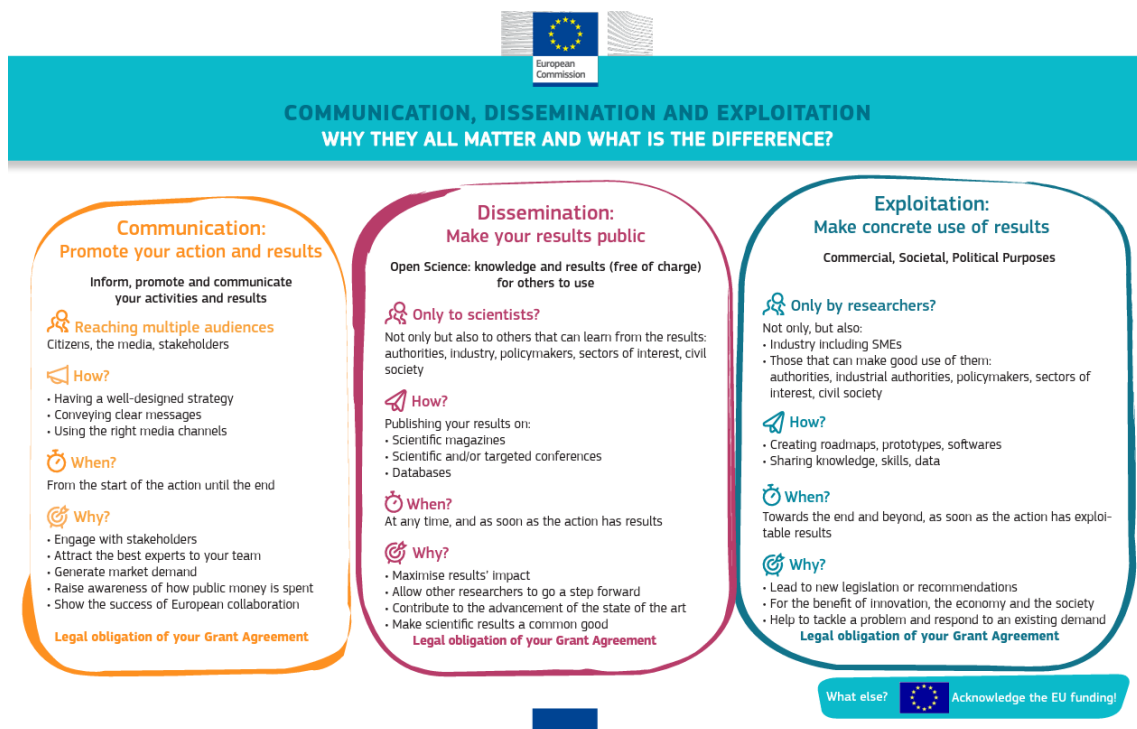


Figure 1 Communication, Dissemination and Exploitation concepts in the EC framework

The foundations of the FP6-FutuRe Dissemination and Communication strategy are defined by the Consortium GA. In it, is indicated that: “...the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in ... in a strategic, coherent and effective manner”.

Efficient communication and dissemination activities will serve to first form and engage a community of stakeholders, and then spread the results of joint efforts widely to all target audiences in an optimal manner. To pave the way to the exploitation activities, to enable the

project results to be fully implemented and widely used afterwards, thus ensuring a sustainable impact of the project in the long run.

Having considered the above foundations for the communication and dissemination of the project results, their importance has been emphasized at Consortium level since the earliest execution stages. To duly manage and mitigate any potential risk that could affect the achievement of intended results, those drivers have been defined in support of the dissemination and communication strategy.

→ No major HIGH risk, specific for WP12, have been detected at proposal level

→ Focus on risk nr 12:

Risk number	Description	Work Package No(s)	Proposed Mitigation Measures
12	Medium: Not enough impact and awareness of the activities and outcomes from FutuRe.	WP12	Technologies might not be market-ready in time to halt the ongoing closure of regional rail in Europe. Thus, WP12 will need to deliver a strong communication.

### We are FutuRe and...



Figure 2 FP6 - FutuRe Communication and Dissemination drivers

The FP6-FutuRe Consortium will act as a team that intends to generate value for the European Community, favouring citizens wide moving/connecting.

To achieve such a promising goal, the team will execute the project to make it a “game changer” for the future of Regional Railways in Europe.

Such drivers are intended as a “stimulus” for the Consortium members to be active project communicators and disseminators.

## 2.2. FP6 project partners role

According to the in-force GA for the FP6-FutuRe project, all partners (BEN and AE) are expected and required to contribute to the dissemination and communication activities.

The WP12 (lead by Faiveley Transport - FT) is the one specifically dedicated by the project work breakdown structure to dissemination and communication activities. The activities of the WP will be supported by all the partners contributing to the technical outputs of the project through the various other technical WPs.

Contributions will include providing content for the intended dissemination and communication actions, through the selected tools (ref. to sect. 3 of present document).

All the FP6-FutuRe project BENs and AEs are entitled to pursue dissemination actions in compliance with the GA requirements and in coordination with project coordination team and WP12 leading team. That approach has the aim of improving the capabilities of the Consortium to address the larger spectrum of important events and stakeholders.

## 2.3. Guidelines for delivering key project messages

The main goal of communication and dissemination strategy is delivering the right information to the right target audience (ref. to sect 2.4 below) at the right time using the right language.

In attempting to achieve the above target, it will be necessary to take into account both the project's needs and availability of resources at each stage of its lifecycle.

To avoid inconsistency and lack of effectiveness in the action, it is important to identify a primary message on which the communication and dissemination actions shall be based; referring to the FP6-FutuRe GA, it can be summarized as:

*“The overall objectives of the FP6-FutuRe project are to ensure the long-term viability of the regional railway by reducing the total cost of ownership (TCO), while ensuring high service quality and operational reliability. It also aims to increase customer satisfaction and to make rail an attractive and preferred mode of transport...These goals are to be achieved through a concept tailored to regional railways but transferable across Europe, encompassing digitalisation, automation and the use of common and new technologies for signalling and track components, rolling stock and customer information.”*

From the above primary message, it has been possible to derive more specific and direct communications, “Pillar Messages”, in compliance with:

### Communication and Dissemination – “Pillar” messages

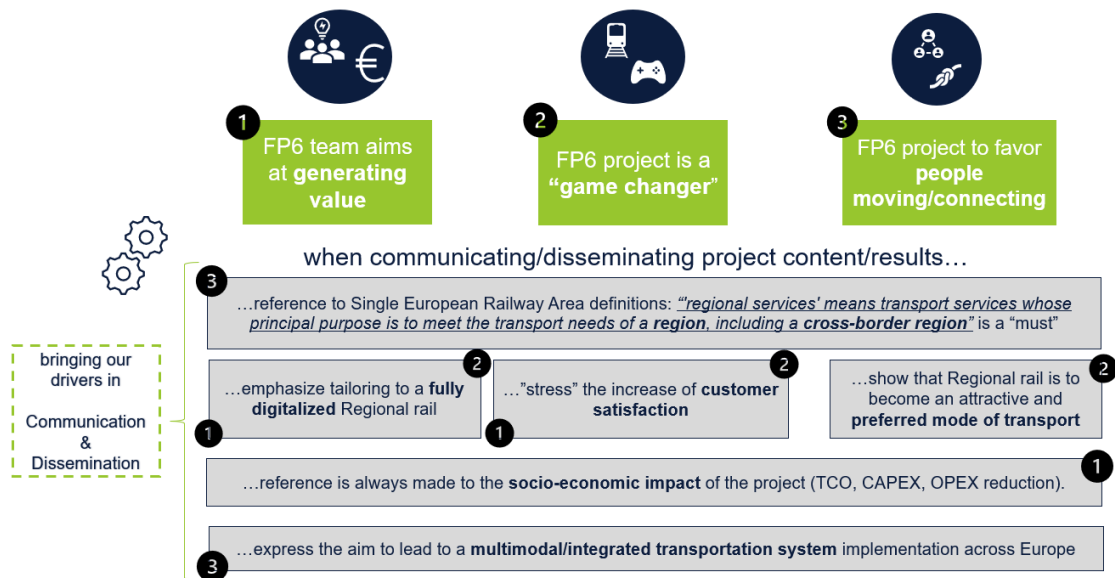


Figure 3 FP6 - FutuRe Dissemination and Communication pillar messages

This “cornerstone” of the dissemination strategy, whereas required by the Consortium, will be tailored for the specific interest in the target audience, by taking into proper account their specificities. In doing that, focused and effective dissemination and communication can be assured.

To this end, the Consortium will peer-review all the contents to be used for the specific dissemination action (articles, posters, presentations, brochures, press releases, news, social network posts, etc.) before their publication in order to achieve the required level of quality, to maximize the effectiveness with respect to the target audience, and, last but not least, to adhere to GA terms and conditions for dissemination.

## 2.4. Target audience

Audience of FP6-FutuRe project can be defined as all external parties to be reached by dissemination and communication activities, beyond the Consortium members. This group of stakeholders and potential beneficiaries will be involved at different levels and stages and according to the requirements stated by the present plan.

To ensure an effective preparation of the project results exploitation, dissemination and communication shall be driven by the appropriate information to the relevant and interested audiences in a concise, well-articulated, understandable, and attractively packaged manner. Consequently, the first step towards developing a successful dissemination action plan relies on the identification and classification of the groups of information beneficiaries which need to be targeted.

Therefore, the dissemination and communication actions need to be designed based on the specificity of the potential audiences, to tailor the “primary message” (ref. to sect 2.2) to be disseminated through the proper tools (ref. to sect 3) with every different stakeholder.

To address in due advance the project dissemination needs, together with the aim of involving the sector key actors since the early stages of the conceptual phase, the target audience characterization has been started by the Consortium since the GA phase. That has brought to the composition of the FP6-FutuRe Advisory Board.

It is intended that the overall target audience will not be limited to the Advisory Board, that will represent a specific subset of actors in it.

### 2.4.1 Advisory Board

As per GA, to ensure the active engagement of all target users and to gather feedback from the entire European community, the project will set up an End-users Board, namely Advisory Board, to bring together experts from specific users/operators of regional lines across Europe. The objective is to communicate regularly to these stakeholders and collect their feedback as potential users and customers of the solutions developed in the project. Regular meetings, with a defined frequency (currently one per year) are planned to be organized during the life of the project.

The Board, to be coordinated by WP12, will include key players at European level and beyond.

In the Grant Agreement (task 12.2) the objective of the Advisory Board is described as follows: “... to communicate regularly to these stakeholders and collect their feedbacks as potential users and customers of the solutions developed in the project. Regular meetings will be organized during the life of the project, and we plan to invite the Board members to demos and workshops to present the project results”.

All Consortium members can request for additional Board members. Request to be sent to the Project Manager/Coordination. Feedback will be given, and the applicant will be requested to sign a letter. Once the signed letter has been received, the new member will be added to the Board members list.hungary

At the date of publication of the present plan the Advisory Board of the FP6-FutuRe project is composed by:

FP6 FutuRe Project - Advisory Board	Country
Transport for New South Wales	Australia
Hilfsgemeinschaft der Blinden und Sehschwachen Österreichs	Austria
Niederösterreichische Verkehrsorganisationsgesellschaft (NÖVOG)	Austria
Steiermark Bahn	Austria
Canadian Urban Transit Research & Innovation Consortium (CUTRIC)	Canada
Magyar Államvasutak (MÁV)	Hungary
Győr-Sopron-Ebenfurti Vasút Zrt. (GySEV)	Hungary
Calea Ferată din Moldova (CFM)	Moldavia
Željeznički prevoz Crne Gore (ŽPCG)	Montenegro
Căile Ferate Române (CFR Calatori)	Romania
Željeznice Republike Srpske / Жельезнице Републике Српске (ŽRS)	Serbia
Železničná spoločnosť Slovensko (ZSSK)	Slovakia
Slovenske železnice (SŽ)	Slovenia
Network Rail	UK
Sälen	Sweden
Sälen Community	Sweden
Cesky Drahy (CD)	Czech Republic
Lietuvos geležinkeliai (LTG)	Lithuania
FH Campus Vienna	Austria
European Union Agency for the Space Programme (EUSPA)	European Union
International Association of Public Transport (UITP)	European Union
EEIG ERTMS Users Group	European Union
Inlandsbanan	Sweden
European Union Agency for Railways (ERA)	European Union
Danish Civil Aviation and Railway Authority	Denmark
Lulea University of Technology	Sweden
Ferrovier Nord	Italy
Office of the State Governmenty of Styria	Austria

Figure 4 FP6 - FutuRe Advisory Board

It is important to consider that:

- ➔ The above table is a living one, implying with that the possibility to extend it following the entering of new interested members, during the project life cycle. Currently, the Advisory Board workshop is planned twice per year; step in of new members, despite it will be managed asynchronously to that plan, will be officialised during such workshops.
- ➔ The Board members and the Consortium members, particularly the WPs Leaders, already collected (at the date of issuing of present plan), the feedback by the Advisory Board members on the project R&D areas and technical enablers of their interest.

## 2.4.2 Stakeholders Map

Referring to the above sections, it is possible to identify and map the below listed target audience member types:

- ➔ Advisory Board (End-Users): Railway operators (Public and Private) including infrastructure managers and passengers/freight fleets/service managers.
- ➔ Related ERJU projects: Flagship Projects and System Pillar.
- ➔ Policy makers and regulatory organizations: Policy makers and regulatory authorities should be targeted towards proposing specific actions for modification on existing standards related to the project scope particularly (but only) for the TSI.
- ➔ Industrial stakeholders.
- ➔ Scientific community, like Academic Institutions and Research Organizations.
- ➔ General public: It is an obligation to ensure that the European taxpayers are informed of the technical and societal impacts of the EU-funded projects' outcomes.
- ➔ Media.

## 2.5. Dissemination and Communication strategy in a snapshot

The concepts that have been introduced in the above sections, can be integrated into the below snapshots:

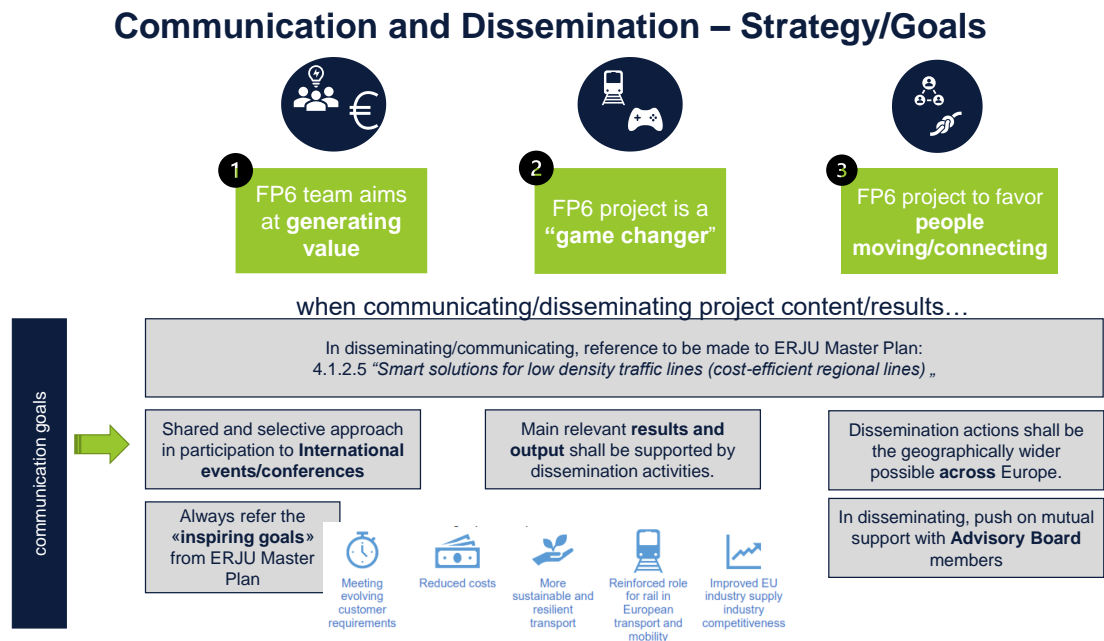


Figure 5 FP6 - FutuRe Dissemination and Communication strategy in a “snapshot”

FP6 Future project intends to implement a project-specific communication strategy to generate widespread interest in the expected results.

Coherently with sect. 3.4, the materials and key messages to be disseminated to the transport, supply industry, rail undertakings and rail infrastructure stakeholders as well as the research community must be agreed at key stages of the project (Steering Committee in principle).

The adopted strategy for communication and dissemination is based on both classic, which encompasses the open unidirectional dissemination and communication of results through presentation of journal articles via conferences or publications, and mass dissemination using traditional media, and innovative (social media, webinars, etc...) approaches.

Engagement with mainstream media will be key in communicating FP6-FutuRe project ambitions and achievements to the broadest audience possible. To maximise visibility of the

project, a clear project identity and mission, supported by a comprehensive web presence, project literature (brochures and leaflets in multiple languages) and key communication tools, such as social media (Twitter, LinkedIn, YouTube), newsfeeds, interactive visualizations and articles in popular online and published media will be established.

FP6-FutuRe has the aim of connecting with end-users, enablers, and other stakeholders in the rail sector as well as policy makers during and beyond the project and will deliver the project results to its target groups through diverse channels.

The project intends to exercise the dissemination of its activities from the onset in publications, press releases, relevant third-party websites, and will endeavour to have a wide coverage of not only the network members but open to society at large.

In the defined strategy, the power of social media, internet forums and community networks are duly considered, to raise awareness about the project and help increase transport institutions and passengers trust and confidence in the FP6-FutuRe of regional rail.

Still, in the following sections the approach to build up the project identity through a logo, a unique professional format for sharing templates (publications, leaflet, newsletters, etc.), a vibrant and up-to-date website will be detailed.

## 2.6. Management of IPR

The detailed terms, rights and responsibilities of the partners concerning intellectual property are detailed in the FP6-FutuRe GA.

The dissemination and communication activities will be carried out without endangering the protection and use of the project results intellectual properties Consortium by partners and in line with the confidentiality clauses of the GA.

Consortium members who would like to disseminate research results that are characterized by confidentiality are required to manage the action as per GA clauses. It is important to emphasize that the largest part of the project technical deliverables is categorized as Public; consequently, their content is not subject to any confidentiality clause. Dissemination and communication of such results will not be impacted by IPR in that case.

### 3. Project Dissemination and Communication Tools

Dissemination and communication tools are meant to be all material/channels/technical means and supports to be used to present the content of the project to an external audience.

Like typically done in R&D context, it is possible to classify and map the project dissemination and communication tools into Internal (proper to the project and limited to it) and External ones.

The below reported table summarizes and introduces the FP6-FutuRe selected tools, for which a more detailed description and aim are provided in the following sections.

Tool description	Dissemination		Communication
	Internal*	External**	
Project Logo	X	X	X
Project Templates	X	-	X
Project Website	X	X	X
Project Cooperation Tool	X	X	X
Project Technical Deliverables (Public)	X	X	-
Project Technical Deliverables (Confidential)	X		-
Brochures	-	X	-
Presentations	-	X	-
Posters	-	X	-
Social Media posts	-	-	X
Press releases	-	X	X
Project events	X	-	-
European R&D events	-	X	X
National and/or extra-European events	-	X	X
Email lists	X	X	X

\*Restricted to FP6 project team members, excluding the Advisory Board

\*\*information accessible by “external to FP6 project team” stakeholders

*Figure 6 FP6 - FutuRe Dissemination and Communication tools*

## 3.1. Project “Essentials”

### 3.1.1 Project Logo

The main image of the project is the project logo; the below reported picture represents the FP6-FutuRe logo:



*Figure 7 FP6 - FutuRe Logo*

As one of the first steps in the execution of the project, the logo has been prepared and approved through a voting mechanism (among four alternative solutions) that involved all the Consortium partners.

The logo matches the ERJU Communication guidelines in terms of colours (green and blue scales indicated and adopted by ERJU in the EURAIL logo) and character; the main feature is a train (reminding to a fixed composition vehicle, typical of regional lines) that is projected to transport into the future its users. Graphical Emphasis is put on the capital “R”, meaning with that the regional domain of railway transportation.

It is worth to highlight, that the project name that is disseminated and communicated is “FP6-FutuRe”. As well as reflecting this in the full title: “Europe’s Rail Flagship Project 6 – Delivering Innovative rail services to revitalise capillary lines and Regional rail services”.

### 3.1.2 Templates

The use of document templates ensures that the FP6FutuRe visual identity is consistent through the whole duration of the project and among all partners. All project presentations, both for internal and external events, will be created starting from the template.

Specific information related to project templates is reported in FP6-FutuRe D1.1 “Quality Plan” deliverable.

### 3.2. Website

Thanks to the technological platform made available by the ERJU, a dedicated project website has been created and hosted. The project website can be accessed at the below reported URL:

<https://projects.rail-research.europa.eu/eurail-fp6/>

The website is publicly accessible, mobile friendly and is linked to Google Analytics to keep track of visitors.



*Figure 8 FP6 - FutuRe Web site homepage (1<sup>st</sup> dynamic view)*

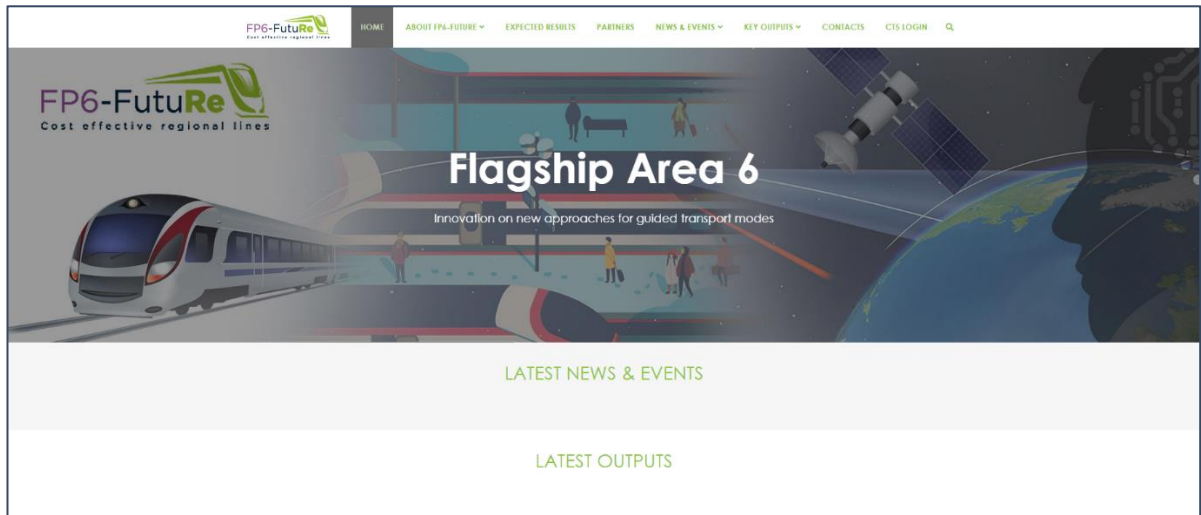


Figure 9 FP6 - FutuRe Web site homepage (2nd dynamic view)

**Flagship Project 6: FUTURE - Delivering innovative rail services to revitalise capillary lines and regional rail services**

Regional railway lines with lower usage or secondary network play a crucial role not only in serving European regions, but also as feeders for passenger and freight traffic for the main/core network. Therefore, they have an essential function as an environmentally friendly mode of transport. In addition is as well essential their link to other public transport services and to first and last mile services, such as bike sharing, cycling, walking or driving to get from/to stations to remote locations. Unfortunately, many of these routes were abandoned in the past - mainly due to high costs. These rail lines need to be revitalized or even renewed to make them economically, socially and environmentally sustainable and to meet current customer needs and challenges.

The overall objectives of the FutuRe project are to ensure the long-term viability of the regional railway by reducing the total cost of ownership (TCO), while ensuring high service quality and operational reliability. It aims to increase customer satisfaction and to make rail an attractive and preferred mode of transport. These goals are to be achieved through a concept tailored to regional railways but

[MORE DETAILS](#)

**GENERAL INFORMATION**

<b>Call:</b>	HORIZON-ER-JU-2022-01	<b>Max grant amount:</b>	15.484.001,32 €
<b>Topic:</b>	HORIZON-ER-JU-2022-FA6-01 - Regional rail services / Innovative rail services to revitalise capillary lines	<b>Total project cost:</b>	32.900.000,00 €
		<b>Project duration:</b>	48 months
<b>Linked actions:</b>	<a href="#">FP1</a> , <a href="#">FP2</a> , <a href="#">FP3</a> , <a href="#">FP4</a> , <a href="#">FP5</a>	<b>Number of partners:</b>	50

Figure 10 FP6 - FutuRe Web site homepage (extract)

## PARTNERS

### COORDINATOR



### OTHER PARTNERS

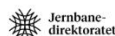


Figure 11 FP6 - FutuRe Web site homepage (extract)

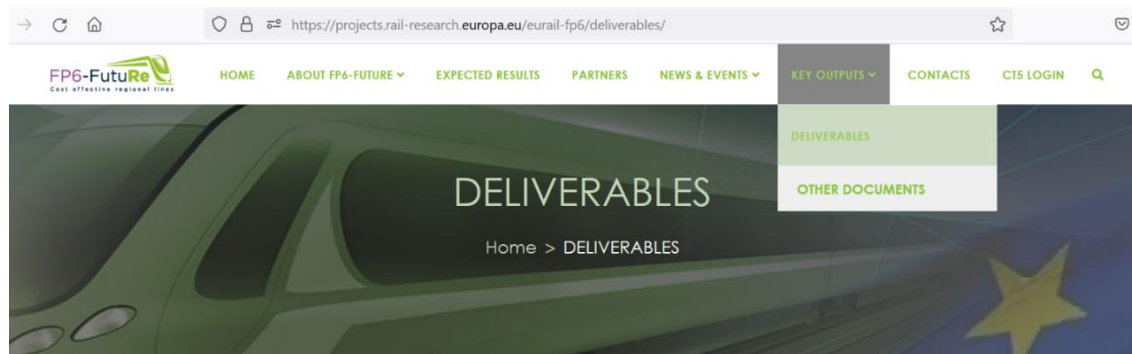
The public website contains the following sections:

- About FP6-FutuRe: containing subsections Objective, Structure and Technical Enablers;
- Expected Results;
- Partners;
- New & Events;
- Key output: Deliverables and Other Documents;
- Contacts;
- CT5 Login (link to Cooperation Tool, ref. to sect. 3.4 of present deliverable);
- "Search" magnifying glass.

The website offers the visitor a comprehensive overview of the project. The website is being regularly updated and maintained in order to reflect the project developments and to suit the project and partner's requirements as delivery occurs. The website will remain online after the end of the project.

### 3.3. Cooperation Tool

The Cooperation Tool incorporates a functionality to export uploaded public documentation to the project website which will be visible under Key Outputs > Deliverables/Other documents, as shown on the picture below.



#### DELIVERABLES PUBLISHED BY THE PROJECT

Final version of all project deliverables (both Public and Sensitive) should be uploaded in the Cooperation tool. Once public deliverables are approved by ERJU, they will be made available on the project website. Those public deliverables will be accessible to everyone visiting the project website and will be available for download.

Recommendation: Final version of public deliverables should be in a pdf format. This process will be managed by the Coordinator and the Project Management Office.

### 3.4. Dissemination material

#### 3.4.1 Project Technical Deliverables

From the point of view of results dissemination, the FP6-FutuRe project adopted a specific rationale for managing the project technical deliverables, produced by the different Work Packages.

Most of the document in the above said framework have been classified as “Public”, meaning with that the possibility to openly circulate and share their content. With that approach, the tens of technical documents to be released will increase the dissemination strength of the project.

That choice represents a balanced strategy between open dissemination of results for maximizing access to and re-use of data on one side, and protection of results for both privacy protection and market exploitation and patenting.

Such technical deliverables, and more in general the information and data produced in the project context, will be managed according to the terms defined by the FP6-FutuRe project deliverable D1.2 “Data Management Plan”.

Target audience for Project Technical Deliverables are mostly ERJU team, other FPs and SP technical experts.

### 3.4.2 Brochure

The project brochure will be produced referring the pillar project messages and the summary content of the GA.

The main scope of this publication is to provide key information about the project goals, the Consortium and the main activities with their impact on the interested R&D areas. The brochure will describe the high-level objectives of the project and detail key information about how these will be reached (including the constitution of the Advisory Board).

The traditional paper format will be considered as a delivery mean; at the same time the use of a QR-code for accessing a digital version of the brochure will be made available. Both solutions will be exploited for the document distribution during the dissemination events in plan.

The brochure will be prepared in coordination with ERJU Communication team and with contribution by all the partners before the final version will have been published.

The project will foresee updates of the existing brochure and new releases according to the progresses in the execution and the achievement of significant results for the external stakeholders.

Target audience for brochures are mainly participants to sector related events and stakeholders that are in general not part of the ERJU initiatives.

Reasonably, a first edition of the project brochure is in plan within M12 considering the need of consolidating the specific project values to disseminated. Further brochure's updates are in plan coherently with project results maturation, expected on a yearly basis with a final version showing the demonstrators associated results.

### 3.4.3 Presentations

With the aim of providing a homogeneous snapshot of the project to the external stakeholders, a standard PowerPoint presentation of FP6-FutuRe project has been set up. Such presentation has been based on the standard project template for PPT files (ref also to FP6-FutuRe project deliverable D1.1 “Quality Plan”).

The slides in the standard presentations highlighting the context (ERJU), the project abstract, objectives, Consortium, organization, tasks and main expected results; as per brochures and posters, the standard presentation will evolve according to the achievements by the project in its life cycle. The expected usage is during all the presentations made by all the partners, providing also all the information to access the project’s website and to contact the project’s representatives.

Target audience for project presentations are participants to sector related events that would be interested in knowing the project scope at highest level; the presentation should be the starting point for involving external stakeholders in further deep-dive interactions on specific thematic areas.

### 3.4.4 Posters

Similarly, to what is proposed for the brochure, the release of a project generic poster (even with roll-up format) is in plan. The approach that will be adopted is aligned to that one presented in section 3.4.2 of present document.

Specific posters, in case of participation to events in which such kind of space will be dedicated to FP6-FutuRe project, will be prepared following the already described review approach. Template proposed by the event organisation, if any, will be used.

Target audience for posters are mainly participants to sector related events and stakeholders that are in general not part of the ERJU initiatives.

### 3.5. Social/Visual Media and Press

Initiatives by the FP6-FutuRe project for publications on social media and for press releases will be managed in full coordination with ERJU Communication team.

Following the project startup and first releases of the main deliverables in their preliminary version, the project team has in plan to launch press releases addressing main media and press channels of R&D, industrial and railways sector in Europe.

It is in plan to also promote and present the projects in extra-EU contexts, where the expected R&D outcomes could be relevant.

FP6-FutuRe project will explore the potential of its presence on miscellaneous social networks; these networks will be used to boost the interaction with the R&D, industrial and end-users' community as well as the General Public. The social media campaign will be implemented to increase project's outreach and social impact by:

- identifying specific target audience and key stakeholders to be reached on the social networks;
- updating about the project's related events and progresses;
- stimulating discussion on the on the R&D themes treated by the project.

Main social media that will be exploited is the LinkedIn network, that is indeed a general purpose professional social media, that would allow disseminating FP6 on a wider scenario that the railway sector.

Despite we are in the era of social media, press releases are still one of the most effective ways of communicating the existence of the project to a target audience by attracting attention to the project's progress and its achievements. The initial press release is the most important one. It is in plan that in the middle of the project there could be a press release to explain the project's progress, and at the end of the project, a press release for the project's main results.

All Consortium partners will review the content of press releases prior to their publication. Press releases will be publicly available on the project website.

## 3.6. Events

Coherently to the engagement taken by the Consortium through the GA, the project started planning the participation to high-level events and conferences at National and International levels.

Project partners, through the guidance and coordination of PC/FPM/WP12 Leader, started dissemination activities pointing to major events and conferences and presenting results and achievements of the project.

The organisation/participation to project-related or external events at international and national scales aims at stimulating public interest towards the project and reach out to a larger public including external stakeholders.

The project's visibility will be enhanced through dedicated presentations in conferences and participation to some exhibitions, at least two times per year in the specific field of capital regional rail services to revitalise capillary lines or in the specific sector-related events (e.g. InnoTrans, Transport Research Arena, etc).

### 3.6.1 Project events

A mid-term conference and final conference will be organised at the mid/end of the project by the Project Coordinator (FT). Those events will present the major results of the project. All key stakeholders in the rail industry, including Europe's Rail JU project partners, as well as other sectors and target audiences will be invited. The mid-term and final conference will provide a platform for industry experts and stakeholders to discuss about the project results. FP6-FutuRe will liaise with other projects notably under HORIZON-ER-JU-2022-FA1-TT-01, HORIZON-ER-JU-2022-FA2-01 & HORIZON-ERJU-2022-FA4-01 and prospective Horizon Europe projects to assess the feasibility of hosting joint events.

In M36, organisation of workshops will take place to show the demos and the results of the project until then. In addition, videos are going to be recorded and posted in the project website. During the demonstration workshops are going to be hosted. These workshops will take place preferably in the cities where the demonstration is taking place. Such events will attract press coverage and inform the local citizens and stakeholders. FT will coordinate these workshops to ensure homogeneity and disseminate the invitations, while local partners will host the events, ensure the locally specific context of the programme and facilitate the interpretation onsite.

Such events will bring visibility to FP6-FutuRe project and the community of Europe's Rail.

### 3.6.2 External to project events

Future project partners will participate in thematic conferences/events such as the following (but not limited to):

- European Transport Conference.
- European Week of Regions and Cities.
- ERA – ERTMS conference.
- International Conference on Railway Technology: Research, Development and Maintenance.
- InnoTrans.
- IT-TRANS (Intelligent Urban Transport Systems).
- Nordic Rail/FP6 – Future Transport.
- Railways, International Conference on Railway Technology.
- Transport Research Arena (TRA).
- World Congress on Railway Research (WCRR).

## 4. Dissemination and exploitation plan

The present document and, in particular, the below reported plan (sect 4.2), represents the bases on which the project results exploitation (WP12, deliverables D12.2 and D12.3) campaign will be implemented.

The plan is a living tool, to be maintained and upgraded coherently to the project execution stages; it has been developed using the ERJU Communication package templates and guidelines and its evolution intends to bring the project at achieving (either improving) the dissemination and communication KPIs that have been defined at GA level (ref. to Annex1 and Annex2 to present document).

The plan will be checked for updates monthly; FP6-FutuRe project partners will be asked to share to WP12 Leader, with a reasonable notice, new entries for such plan as per their communication/dissemination initiatives. The plan's updates will be shared on the dedicated Teams repository to be set up by the ERJU.

In referring sect. 2.4.2 and sect. 3 of present document, sect. 4.1 supports and complements what in sect. 4.2, particularly mapping the type of dissemination and communication activities onto the target audience.

### 4.1. Activities and target audience

Main Activities/Tools	General Public	Scientific community	Industrial stakeholders	End-Users	Policy Makers	ERJU Projects
Borchures, Presentations, Posters	X	X	X	X	X	
Project Technical Deliverables (Public)		X	X	X	X	X
Project Technical Deliverables (Confidential)						X
Press, Media, Social	X	X	X	X		X
R&D events (Articles/Publications)		X	X	X		X
Website	X	X	X	X	X	X

## 4.2. Plan

The “living plan” for the dissemination and communication activities will be managed through a and Excel file that will be stored at FP6-FutuRe projects repository level and copied, monthly, on the centralised dissemination repository by the ERJU.

Below reported the link to the FP6-FutuRe project repository file location and a sample of the table:

### D12.1 - FP6 Dissemination and communication activities plan - @20231010.xlsx

D12.1: Project Dissemination and Communication													
WP(s)	topic of communication	FMs associated with the com	place of com	nature of com	support	date of com	description	abstract sent (Y, N, NY, NA)	abstract approved	paper draft sent (Y, N, NA)	paper approved (Y, N, NY, NA)	com done	audience (number of people)
1 to 12	FP6 FutuRe project presentation	FT	UITP 2023	general	E-poster	June 4th - 7th 2023	<p>UITP (Union Internationale des Transports Publics) is the International Association of Public Transport and a passionate champion of sustainable urban mobility. Established in 1885, with more than 135 years of history, it is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.</p> <p>The UITP Global Public Transport Summit, scheduled in Barcelona (Spain) from June 4th to June 7th 2023, is the world's biggest event dedicated to sustainable mobility which brings together all transport modes, industry authorities and operators, as well as exhibitors.</p> <p>FP6 FutuRe project has been selected for E-poster session on Jun4th; PC will hold the presentation with the aim of presenting to the audience the project scope and its</p>	Y	Y	Y	Y	Y	>15000
3	Fp6 FutuRe G1 line CCS concept	CAF; ENYSE; ADIF; AZD; F	TRA2024	technical	Paper	April 15th - 18th 2024	<p>In 2024 TRA takes place in Dublin, Ireland, from the 15th - 18th of April. Transport Research Arena (TRA) is the foremost European transport event that covers all transport modes and all aspects of mobility.</p> <p>An abstract addressing the WP3 scope, CCS for G1 Lines, has been submitted.</p>	Y	Y	Y	NY	NY	>5000
5	Fp6 FutuRe regional lines vehicle new concept	KTH, FT, DLR	TRA2024	technical	Paper	April 15th - 18th 2024	<p>In 2024 TRA takes place in Dublin, Ireland, from the 15th - 18th of April. Transport Research Arena (TRA) is the foremost European transport event that covers all transport modes and all aspects of mobility.</p> <p>An abstract addressing one of the R&amp;D lines in WP5 scope, Regional Rail Rolling Stock Requirements &amp; Specifications, has been submitted.</p>	Y	Y	Y	NY	NY	>5000
5	Fp6 FutuRe G2 lines concept	FT	TRA2024	technical	Paper	April 15th - 18th 2024	<p>In 2024 TRA takes place in Dublin, Ireland, from the 15th - 18th of April. Transport Research Arena (TRA) is the foremost European transport event that covers all transport modes and all aspects of mobility.</p> <p>An abstract addressing one of the R&amp;D lines in WP5 scope, CCS for G2 Lines, has been submitted.</p>	Y	Y	Y	NY	NY	>5000
3	FP6 train positioning development	NTNU	TRA2024	technical	Paper	April 15th - 18th 2024	<p>In 2024 TRA takes place in Dublin, Ireland, from the 15th - 18th of April. Transport Research Arena (TRA) is the foremost European transport event that covers all transport modes and all aspects of mobility.</p> <p>An abstract addressing one of the R&amp;D lines in WP3 scope, innovative train positioning from multisensor fusion, has been submitted.</p>	Y	Y	Y	NY	NY	>5000

## 5. Conclusions

The present deliverable is intended to be a guide on how to increase awareness, interest, and acceptance of the FP6-FutuRe project outcomes within the target audience. It provides the reader in general, and the Consortium in the specific, with comprehensive dissemination strategy describing the materials and the tools to be used for the scope.

The plan for dissemination and communication, as preparatory set of actions for the exploitation of the project results, is summarised in section 4.

D12.1 is a “living” document, meaning with that that it can be characterised by updates as project shift and priorities become clearer. Main updates to D12.1 will basically affect the Dissemination and Communication time plan (ref. to sect. 5).

The Consortium will go through periodic reviews of the targets established by the present document to ensure it includes up-to-date contents and opportunities for disseminating and communicating project information.

It is expected that additional dissemination opportunities will arise as the project progresses. Therefore, the Consortium will contribute to update this plan under through the coordination of the Project Coordinator, the Flagship Project Manager and WP12 leadership.

Annex 1 – Dissemination Measures KPI from GA

DISSEMINATION MEASURES		
Instruments (for the whole duration of the project)	Expected impact (KPI)	Target Groups
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
Minimum of 6 articles in rail industry and professional association magazines	>1,000 subscribers	All stakeholders
Minimum of 6 scientific articles in peer review journals	>100 readers	<ul style="list-style-type: none"> <li>• Transport and rail authorities, Infrastructure managers and Rail Undertakings, and supply chain</li> <li>• Researchers in the rail industry and transport sector</li> <li>• Industry associations of “enablers”</li> <li>• Policymakers and regulators</li> </ul>
Minimum of 6 presentations at third-party workshops and conferences	2,000 participants	<ul style="list-style-type: none"> <li>• Transport and rail authorities, Infrastructure managers and Rail Undertakings, and supply chain</li> <li>• Researchers in the rail industry and transport sector</li> <li>• Industry associations of “enablers”</li> <li>• Policymakers and regulators</li> </ul>
Setting-up of an <b>Advisory Board</b> including regional railway operators and infrastructure manager; FP6 – Future consortium has preliminary sent the invitations to participate in the Advisory Board.	<p>15 participants</p> <p>The Letter of Support and confirmation for joining the Advisory Board has been received from:</p> <ul style="list-style-type: none"> <li>• Calea Ferata din Moldova (CFM, Moldova),</li> <li>• Canadian Urban Transit Research &amp; Innovation Consortium (CUTRIC, Canada),</li> <li>• Ceske Drahy (Czech Republic)</li> <li>• Destination Sälen (Sweden)</li> <li>• GYSEV – Raaberbahn (Hungary),</li> <li>• Hilfsgemeinschaft der Blinden und Sehschwachen Österreichs (Austria),</li> <li>• Lithuanian Railway (LTG, Lithuania)</li> <li>• Magyar Allamvasutak (MAV, Hungary),</li> <li>• Niederösterreich Bahnen (Austria),</li> <li>• Sälen Municipality (Sweden)</li> </ul>	<ul style="list-style-type: none"> <li>• Regional / National Operator and Infrastructure Manager Community worldwide through RUs and IMs Associations (i.e., CER, EIM, etc)</li> </ul>

	<ul style="list-style-type: none"> <li>• Slovenske Zelenice (Slovenia),</li> <li>• Steiermarkbahn und Bus GmbH (Austria),</li> <li>• Transport for New South Wales (Australia),</li> <li>• Železničná spoločnosť Slovensko, a. s. (ZSSK, Slovakia),</li> <li>• Željenice Republike,</li> <li>• Srpske a.d. Doboj (Bosnia and Herzegovina),</li> <li>• Željeznicki prevoz Crne Gore (ZPCG, Montenegro)</li> </ul>	
<p>Demonstrators' workshops and videos as well taking part in different conferences such as InnoTrans, WCRR, TRA and other relevant events, also considering beyond rail events (I.e., technologies conferences, transport, such as POLIS conference, REAL Corp, European Week of Regions &amp; Cities, ITS Europe).</p> <p>Including any other conference in which EU-Rail is participating.</p>	>50 participants	<ul style="list-style-type: none"> <li>• Transport and rail authorities, Infrastructure managers and Rail Undertakings, and supply chain</li> <li>• Researchers in the rail industry and transport sector</li> <li>• Industry associations of "enablers"</li> <li>• Policymakers and regulators</li> <li>• Regional / National Operator and Infrastructure Manager Community</li> <li>• Rail Supply Industry</li> <li>• Authorities</li> <li>• Passengers</li> </ul>
<p>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)</p>	>20 actions	<ul style="list-style-type: none"> <li>• All stakeholders (including cross-sector collaboration)</li> </ul>

Annex 2 – Communication Measures KPI from GA

COMMUNICATION MEASURES		
Instruments (for the whole duration of the project)	Expected impact (KPI)	Target Groups
Inputs to Europe's Rail Website, Newsletters, social media, and delivering sufficiently quality communicative videos and pictures to Europe's Rail	At least a FP6 communication per month	Europe's Rail contact list <ul style="list-style-type: none"> <li>• All stakeholders</li> </ul>
Press releases	> 6 press releases	<ul style="list-style-type: none"> <li>• Newspapers</li> </ul>

		<ul style="list-style-type: none"> <li>• Magazines</li> <li>• Social media</li> <li>• Policymakers</li> <li>• Academics</li> </ul>
Project Brochure	1 project brochure	<ul style="list-style-type: none"> <li>• Rail authorities</li> <li>• Policymakers, regulators and supply chains</li> <li>• Researchers from other transport/energy projects</li> <li>• Industry associations of “enablers”</li> <li>• Policymakers and regulators</li> <li>• The media</li> <li>• Academics</li> </ul>
Website posts (at least four per each year of the three-year project)	200 visitors per year	<ul style="list-style-type: none"> <li>• Rail authorities and supply chains</li> <li>• Policymakers</li> <li>• Researchers from other transport-energy projects</li> <li>• Industry associations of “enablers”</li> <li>• Policymakers and regulators</li> <li>• The media</li> </ul>
Newsletters (2 issues per main topic – WP3/8, WP4/9, WP5/10, WP6/11 and one issue for WP7-. Including the general overview of the project - during the life of the project)	> 200 subscribers	<ul style="list-style-type: none"> <li>• Rail authorities</li> <li>• Policymakers</li> <li>• Researchers and Academics</li> </ul>
Webinars/workshops for stakeholders including at least six countries	4 workshops	<ul style="list-style-type: none"> <li>• Rail authorities</li> <li>• Policy Makers</li> </ul>
A short video about with the demos and the socio-economic impacts, to be posted on YouTube	> 500 (rough estimate of viewers)	<ul style="list-style-type: none"> <li>• The public and passengers (FP6 – Future project will send press releases to the media and other outlets about the availability of the videos)</li> </ul>
Project website (under EU rail website)	> 1000 of visitors in total with minimum 3 updated per year. Link with social media allowing for ad-hoc updates (feeds)	<ul style="list-style-type: none"> <li>• Transport-energy authorities</li> <li>• Policy-makers</li> <li>• Academics and Other researchers</li> <li>• Media</li> <li>• The public</li> </ul>
Social media (LinkedIn & Twitter)	Over 30 posts through LinkedIn & Twitter networks of the project partners	<ul style="list-style-type: none"> <li>• Public</li> </ul>
Focused communication for railway operating companies to secure that solutions are promoted and market uptake is ensured/encouraged	Approximately 50 different European railway operating companies will be addressed via the Advisory Board, targeted communication (e.g. conferences) and personal contacts	<ul style="list-style-type: none"> <li>• Railway Operators</li> <li>• Infrastructure Manager</li> </ul>

<p>Focused communication for political stakeholder to raise awareness of solutions</p>	<p>Through different national &amp; European channels political stakeholder/decision makers (e.g. national ministries contact, European Committee of the Regions, trade unions) will be addressed to show the added value of the developed solutions.</p>	<ul style="list-style-type: none"> <li>• Communication with political stakeholders via corporate Affair Offices of project partners and Advisory Board</li> </ul>
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