



FP5DActiVate

D6.2

Dissemination and Communication Plan

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1 Executive Summary

This deliverable sets out the dissemination and communication plan of the FP5-DACtiVate project. The basis of the future dissemination and communication activities are key messages that capture the spirit of the project, Key messages are essential for future dissemination and communication activities, providing guidance and ensuring a consistent public image for the project. Key points of the project's dissemination and communication plan are highlighted, and it is shown which target groups are communicated to and through which channels. It concludes with a description of the overall process, which should ensure that all activities are of sufficient quality, meet the requirements of the Grant Agreement (FP5-DACtiVate Consortium; Europe's Rail Joint Undertaking, 2025) and can be planned and executed holistically.

Keywords: Dissemination Plan; Communication Strategy; Communication Channels; Project Identity; Target Audience; Project Management

2 Abbreviations & Acronyms

Abbreviation / Acronym	Description
D&C	Dissemination and Communication
DCE	Dissemination and Communication Expert
EDDP	European DAC Delivery Programme
EU-Rail	Europe's Rail Joint Undertaking
GA	Grant Agreement
MAWP	Multi-Annual Work Plan
KPI	Key Performance Index
PC	Project Coordinator
PO	Project Officer
SSOT	Single Source of Truth
SteCo	Steering Committee
WP	Work Package

3 Background

The present document constitutes the Deliverable 6.2 “Dissemination plan” in the framework of the FP5-DACtiVate Project as described in the EU-RAIL MAWP.

4 Objective/Aim

The aim of the Dissemination Plan is to provide a clear and thorough overview of the communication strategy and processes of FP5-DACtiVate. This document describes the planned dissemination measures during the project execution and reflects the quantitative measures and processes for the dissemination activities. It defines the dissemination and communication strategy for the FP5-DACtiVate project throughout its duration. It identifies the primary target groups and details the materials and channels that will be employed to engage each. In addition, the document provides information on the core messages to be conveyed through the various media and how a uniform image (project identity) will be ensured. Finally, it shows how the project will plan, execute, and monitor its communication and dissemination activities.

The contribution of all project partners and all Work Packages (WPs) is expected.

5 Dissemination Plan of FP5-DACTiVate

The Dissemination Plan outlines the Dissemination and Communication Strategy of the Flagship Project FP5-DACTiVate. It includes modules such as Project Identity, Communication Goals and Key Messages, Target Audience Definition, Communication Channels, and the overall Communication Process, which involves Planning, Execution, and Monitoring.

All these modules are detailed in this chapter together with a final explanation how they comply with official requirements set by the EU-Rail.

5.1 Project Identity

The core element of the project's identity is the designed logo for the Flagship Project, which will be featured across all Dissemination and Communication materials and will facilitate project recognition among all target audiences.

The logo shows the project name "FP5-DACTiVate" and a stylized freight train as framing visual. The design of the logo is based on the logo of FP5-TRANS4M-R to emphasise the cooperation and togetherness of the two projects. The freight train consists of a locomotive and a freight wagon representing both focus topics of the project Hybrid-DAC implementation in two different locomotive types and DAC validation tests for Interface A capable DACs. The coupling point of freight wagon and locomotive are centred on the letters DAC in the logo. The logo is available in two versions, one for use on light-coloured backgrounds (Figure 1) and one for use on dark-coloured backgrounds (Figure 2).



Figure 1 FP5-DACTiVate main logo for light-coloured backgrounds



Figure 2 FP5-DACTiVate main logo for coloured backgrounds

All colors used in the logo are defined by the EU-Rail's Graphic Guidelines (Europe's Rail Joint Undertaking Department of Communication, 2022). Shift Blue (HEX code: #0C1D3E) and Shift Green (HEX code: #97C62E) are the primary colors of Europe's Rail and create the color connection to the superordinate Joint Undertaking. "FP5" is written in a bluish green (HEX code: #02C39A) which is defined as the Flagship project's secondary color and distinct from the other Flagship Projects.

The italic alignment of the letters stands for the progress in DAC development and implementation to be achieved by the project.

The standard font recommended to use in all written communication is Open Sans. This font is one of the defined fonts in the EU-Rail's Graphic Guidelines and as it is licensed under the Open Font License (Google Fonts, 2023) it is easily accessible for all project members.

Italics are deliberately not used in continuous text to improve the readability of the text. Alternatively, the font Times New Roman can be used in case Open Sans is not available.

Templates for documents and presentations are provided by the Communication team to all project members. These templates were created following the guidelines described above and the requirements of the EU-Rail defined in its Graphic Guidelines (Europe's Rail Joint Undertaking Department of Communication, 2022). Open Sans as font and the main logo is integrated in these templates.

Project hashtags are defined to enhance the visibility of the project on all relevant Social Media platforms and create a link between all publications of the project. This facilitates one side keeping up with the project for externals and on the other side with monitoring social media activities and reporting.

The project hashtags are:

- **#FP5**
FP5-DACtiVate is a Flagship Project of Europe's Rail in Flagship Area 5. This hashtag is shared with FP5-TRANS4M-R as well and emphasizes the collaboration of both projects
- **#DAC**
Digital Automatic Coupling is the key technology of the project. This hashtag is shared with FP5-TRANS4M-R as well and emphasizes the collaboration of both projects
- **#DACtiVate**
The unique project name is the acronym for Activating DAC Development through Testing and Engineering
- **#EU_Rail**
FP5-DACtiVate is funded by the Europe's Rail Joint Undertaking. This connection is

shown through using the EU-Rail hashtag considering the EU-Rail requirements for D&C

5.2 Communication Goals and Key message

The aim of communication by the project team is to foster understanding and acceptance of project goals and results achieved. Ongoing transparent communication facilitates the project work by engaging relevant stakeholders at an early stage. It is crucial to the project that concerns, demands and opportunities from employees affected by the implementation of the results are raised early to support the project findings and increase acceptance.

Selecting an appropriate form of communication is fundamental for the project itself serves as a reliable reference point for all related information. This way, the expected results will be communicated and promoted properly, finding its target niche of relevant stakeholders.

The mission statement defined in the Project Handbook (Sureshkumar, 2025) can be understood as the key message of the project:

***Enabling Digital Automatic Coupling Pre-Deployment in Europe
in close collaboration with FA5 projects***

This mission statements reflects

- a) that FP5-DACtiVate has a clear focus: the Pre-Deployment of Digital Automatic Coupling
and
- b) that FP5-DACtiVate is not a stand-alone project but closely collaborating with other FA5 projects, primarily FP5-TRANS4M-R.
- c) the eight Technical Objectives defined in the project GA (FP5-DACtiVate Consortium; Europe's Rail Joint Undertaking, 2025).

The main contribution of the project towards the enablement of DAC Pre-Deployment are complementary tests, the integration of assets into locomotives and the provision of components. The project complements the activities in FP5-TRANS4M-R and collaborates closely through the following means:

- **Complementary DAC testing** (validation tests as well as Mix&Match tests for Interface A ready Couplers) will be conducted.
- **Hybrid Couplers** will be integrated into two additional types of locomotives and
- **Wagon-Onboard Units** will be provided to the FP5-TRANS4M-R Train Test Lab.

These three work areas define the scope of FP5-DACtiVate. They are visualized in the following Figure 3 which can be understand as the visualization of the mission statement.

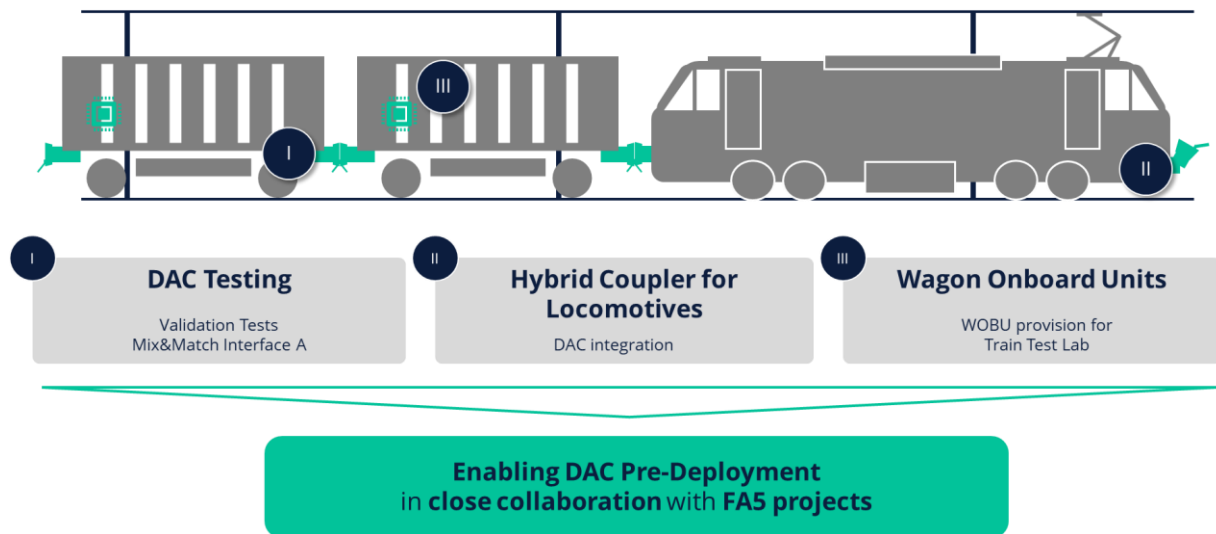


Figure 3: FP5-DACTiVate Project Scope

5.3 Target Audience and Communication Channels

The FP5-DACTiVate project will use different communication channels in its communication with the outside world, which differ both in their characteristics and the target groups they address. The amount of information that can be communicated through different channels varies greatly, so it is important to adapt the information to the medium. It is equally important to adapt the information to the target group addressed in each case so that it can be processed by the recipient for the greatest possible benefit of the project.

The aim of using different channels is to provide information about the project to a broad audience, with different levels of granularity within the sector and beyond. D&C activities should follow a multi-channel approach meaning that it's recommended to use at least two different communication channels for each D&C opportunity. This can be:

- An EU-Rail social media channel and a partner social media channel emphasizing the achievement of the project FP5-DACTiVate and giving a project partner the opportunity to highlight its specific contribution to the communicated achievement
- A deep dive article with details on the project's homepage and a teaser on the EU-Rail Social Media Channels
- An event hosted by a partner or a conference presentation/attendance of a project partner and accompanying announcements of it on Social Media in general and documentation on the project's homepage

The use of different channels also offers the possibility of broader distribution when the media refer to each other (re-posting, mentioning, sharing) and thus intensify the interaction between the project and the outside world, and broaden its outreach.

Table 1 shows the individual target groups and the primary communication channels assigned to each. The most important target groups and communication channels are explained in more detail in the following sections 5.3.1 and 5.3.2. The naming of the target groups and communication channels follows the naming in the SyGMa tool. These groups include all mentioned groups in the Grant Agreement but partly under slightly different names.

Table 1 Communication Matrix with communication channels and target groups

FP5 communication channels	Target Groups									
	Citizens/ Civil society	EU Institutions	Industry, business partners	Innovators	International organisations	Investors	Policy makers (local, regional and national)	Rail Authorities	Research communities	Specific end user communities
X=main focus										
O=secondary focus										
Event	O	O	X	X	O	X	X	X	X	X
Exhibition	X	O	X	X	X	X	X	O	X	X
Interview	O	O	O	O	O	O	O	O	O	O
Media Article	X	O	X	O	O	X	O	O	O	X
Newsletter	O	X	O	O	O	X	O	O	X	X
Press release	O	X	O	O	O	X	O	O	X	X
Print materials	O	O	O	O	O	O	O	O	O	O
Social Media	X	O	X	X	X	X	O	O	X	X
TV/ Radio campaign	O	O	O	O	O	O	O	O	O	O
Education and training events	O	O	X	O	O	O	O	X	O	X
Clustering activities	O	O	O	O	O	O	O	O	O	O
Collaboration with EU-funded projects	O	X	X	O	X	O	O	X	O	O

Other scientific collaboration and cooperation	O	O	O	X	O	O	O	O	X	O
Video	X	O	O	O	O	O	O		O	X
Website	X	X	X	X	X	O	O		X	X

5.3.1 Target Groups

In order to be able to target the communication measures in the most effective and efficient ways different target groups were identified as shown in Table 1. In the following, the most important target groups for the project are explained in more detail.

Civil society and Citizens

As the project is supported by EU funds, it is intended that information is provided on how these funds are used to improve and change the socio-economic segment in Europe and for European citizens. Furthermore, the content will be presented in a generally understandable way so that interested persons can inform themselves about it.

Industry and business partners

FP5-DACtiVate is a project that affects the entire sector and will significantly change the way we work. The changes to be initiated require the cooperation of all those involved. In order to increase the willingness to cooperate and to address existing and emerging doubts, it is important to regularly inform the sector about planned projects.

Policy Makers (national, regional and local authorities)

The project is of great interest to political representatives throughout the European area, as the results have a considerable influence on the agreements reached within the framework of the Green Deal. The aim is to regularly inform policymakers about progress and to identify needed support.

Rail Authorities

As the project is working on new and innovative and not yet authorized technology an alignment with rail authorities is foreseen to support an authorization, especially for pre-deployment.

Specific end user communities

The project aims to deliver results with the vision to change the way the industry operates. Because of this, it is important to involve all relevant actors in the logistics chain during

the project and to inform them about the changes. This should increase the willingness to cooperate and can have a positive impact on the project results.

5.3.2 Communication Channels

There are several D&C channels that are defined with the project's GA and the SyGMatool in mind. The most important channels for the project are described in the following.

Website

The project has launched a separate website as a subpage of the EU-Rail homepage (<https://rail-research.europa.eu/rail-projects/fp5-dactivate/>) It allows interested parties to inform themselves independently about the project and its results.

The website will serve as a comprehensive project diary, announcing and summarizing events attended by partners, offering detailed information through published deliverables and homepage posts, and highlighting the participating institutions and companies. This approach ensures adequate visibility for all stakeholders while enabling visitors to efficiently access the information most relevant to their interests.

Social Media

The social media presence is aimed at parties interested in the rail industry and the public. It offers an easy way for project staff to share information with their professional network, generate interest and strengthen their own identification with the project. The clear and target group-oriented provision of information draws attention to the project and creates acceptance for the goals set.

Social media channels to be used are the EU-Rail channels for news of the project itself as the sender, project partners' channels promote that news, and also to highlight their individual contribution to the project, and personal channels of project members if they want to give a more personal insight into the project or their work.

Main social media platforms to be used are LinkedIn for all type of media, YouTube and Vimeo for videos and X (formerly Twitter) for news.

Project Events

Within the FP5-DACtiVate project, events will be planned to inform the participants about the progress. Already defined events are the Project Kickoff and a Midterm Event which preferably take place in cooperation with EU-Rail or other EU-Rail funded projects. Participation in external events such as InnoTrans fair is foreseen, and other events will be planned as opportunities arise. Dates and content will be announced well in advance to maximize the number of participants. As good experience has been gained in the past with hybrid and all-digital formats, these are seen as an opportunity to involve people who would not be able to participate otherwise

Presentations and Conferences

The project welcomes exchange with external experts outside the consortium, through presentations to disseminate goal and achievement at various events. The aim is to foster discussion, provide information and thus draw attention to the project's results within both scientific and business contexts.

Media articles

Project results will be shared with established media outlets to allow for a better visibility of the project especially with Enablers and Stakeholders. Media contacts of the project partners and attendance to third-party events are the starting point to get in contact with the relevant media.

Project Standard Presentation and Digital Brochure

A project standard presentation will be created to primarily give the partners easy-to-use and consistent D&C materials to explain the project goals in all kinds of events they attend. A digital brochure that can either be distributed as two-page PDF or print flyer summarizes the project standard presentation in a comprehensive way.

Collaboration with EU-funded project

As FP5-DACTiVate is closely connected with other DAC projects it will closely collaborate. Especially a collaboration with FP5-TRANS4M-R will be established to exchange results between projects and jointly communicate. A participation of the DCE to European DAC Delivery Programme (EDDP) Stakeholder meetings is suggested to be aligned with the overarching DAC initiative. Details are described in section 5.6.3.

5.4 Dissemination and Communication Content

As already described in section 5.2 the goal of communication is to create understanding and acceptance for the goals of the project and the results achieved. Therefore, the content of D&C activities of FP5-DACTiVate aims to give insights into the project, share and explain results achieved and allow third parties to get in contact with the project.

Generic content (e. g. holiday wishes) and content with few insights (e. g. a project internal meeting was held) are avoided.

Content is created by all project partners, and the publication is aligned following the Dissemination and Communication process as described in the following section 5.5.

5.5 Dissemination and Communication Process

All Dissemination and Communication activities of the project FP5-DACTiVate must follow a process and fulfil certain requirements concerning disclaimers and usage of logos which are described in the following.

Any D&C activity and marketing material planned to be published or publicly presented, needs to follow three phases within the dissemination process – planning, execution and monitoring (Figure 4). This system has been established by the FP5-DACTiVate Dissemination and Communication Expert (DCE) who is the Task Lead for D&C in WP6 and the Project Coordinator. The DCE and the Project Coordinator form the D&C Management Team.

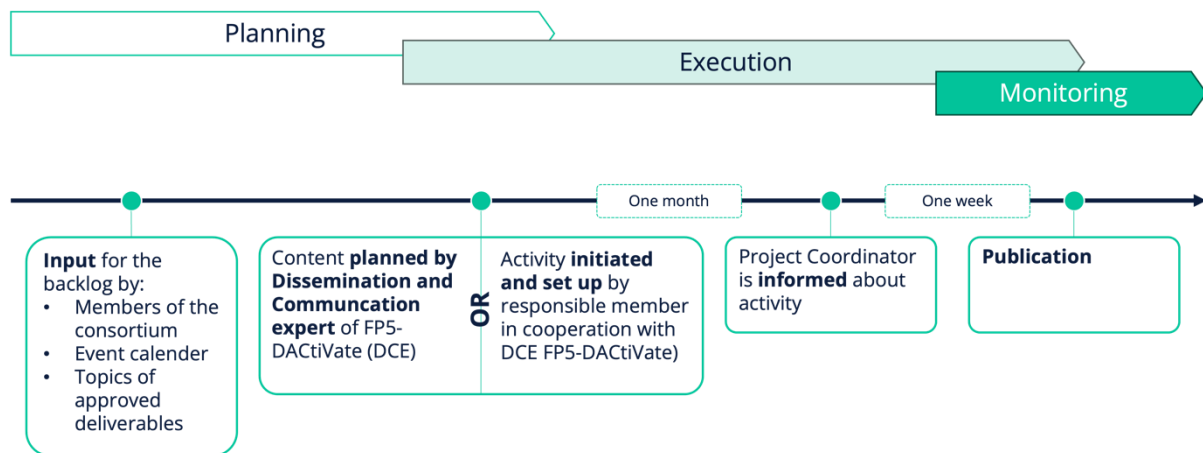


Figure 4 Dissemination and communication process and timeline

This D&C process provides a standardised and structured approach for all D&C activities. All members of the project must follow the given process which ensures that the FP5-DACTiVate D&C Management Team is notified of all activities before publication and can approve them. The process and its three overarching phases are visualized Figure 4. The DCE takes care of coordinating D&C activities with the Europe's Rail Joint Undertaking.

5.5.1 Planning

The Planning is the first phase of the D&C process. Its core is the D&C backlog which gives an overview of D&C opportunities for the project in the future during the project's lifetime.

The input for the D&C backlog is compiled in different ways such as through consultation of the project's technical experts (especially WP leads), the project partner communication contacts and the Communication team of the Europe's Rail Joint Undertaking. D&C opportunities can be:

1. Predefined project milestones (e. g. milestones defined in the GA like the start of testing activities in WP1)
2. Project milestones stemming from project work

3. Events visited by project partners
4. Events hosted/assisted by the Europe's Rail Joint Undertaking

The D&C backlog is managed by the DCE and accessible to all project members. It is continuously updated by the project.

5.5.2 Execution

The preparation of D&C activities should start at least one month prior to the planned publication/execution. A D&C activity should always be based on a D&C opportunity described in the backlog. It can either be initiated by a project partner or the DCE.

In any case all project partners directly mentioned in the D&C activity should be involved in the D&C activity and at least express their consent with the activity or involve themselves actively in the activity.

If a major impact of an activity is expected, the D&C activity should be directly aligned with EU-Rail which lies in the responsibility of the DCE. Content and publication schedules/channels will be aligned with either the Project Officer or the EU-Rail Communication Team.

5.5.3 Monitoring

All D&C activities are continuously monitored in a Single Source of Truth (SSOT) available to all project members on the SharePoint to ensure transparency within the project. It includes as well a performance overview of all reported D&C activities by all project partners and WPs.

The SSOT is the basis for a regular reporting of D&C activities inside the project. The DCE quarterly reports at least twice a year to the Steering Committee (SteCo) including a summary of activities, the progress toward the GA expectations and the D&C performance of all project partners and all WPs.

External reporting towards EU-Rail is described in section 5.6.4.

5.5.4 Roles and responsibilities

The Lead of task 6.4 Dissemination and Communication fills the role of the Dissemination and Communication Expert (DCE) of the project. He is in charge of establishing and executing the D&C process coordinating all D&C activities. He is responsible for hosting the D&C Jour Fixe (D&C JF) at least once every quarter. The DCE is responsible for the D&C monitoring and reporting as described in section 5.5.3 and 5.6.4. The DCE is the contact point towards the Project Coordinator, the EU-Rail Communication team and the EU-Rail Project Officer.

All project partners are expected to nominate a D&C contact person responsible for representing the D&C affairs of the partner in the project. They are also responsible for producing the content of D&C activities to fulfil the projects' commitment to maximise its impact.

The D&C JF is the regular meeting of the DCE and the D&C contact persons of the project partners and the project coordinator. Updates on D&C shall be communicated here, the D&C monitoring as described in section 5.5.3 shall be presented here. All project partners are expected to participate here.

5.6 Compliance with official requirements regarding Dissemination and Communication

5.6.1 Disclaimer and logos

As agreed in the Grant Agreement (FP5-DACtiVate Consortium; Europe's Rail Joint Undertaking, 2025), the project will follow the rules regarding the disclaimers and logos to be included. The combination of logos and disclaimers is depicted in Figure 5.



Figure 5 Logos and Disclaimers that should be included in every publication

The exact requirements to be considered are:

- Visibility – European flag and funding statement (Article 17.2):
 - European flag (emblem) and
 - Funding statement (translated into local languages, where appropriate)
- Quality of information — Disclaimer (Article 17.3):
 - “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 the Europe’s Rail Joint Undertaking. Neither the European Union nor the granting authority can be held responsible for them.”
- Disclaimer (Annex 5):
 - “The project FP5-DACtiVate is supported by the Europe’s Rail Joint Undertaking and its members.”
- Furthermore, there must be the logo of the Europe’s Rail Joint Undertaking next to the Disclaimer from Annex 5.

For D&C activities on Social Media the requirement for disclaimers and logos is adapted to facilitate publishing. The requirements can be split into Europe's Rail specific requirements and project specific requirements:

Europe's Rail specific requirements:

- Use of the hashtag #EU_Rail
- Tagging the Europe's Rail corresponding Social Media Channel (e. g. on LinkedIn/X)

Project specific requirements:

- Use of the project hashtags #DAC #DACTiVate #FP5 as described in section 5.1.

This information about the use of disclaimers and logos is made available to each member and each member is responsible for complying with it. To promote compliance, reminders are given at regular intervals in internal project events, and the Dissemination and Communication Expert also supports corresponding activities by checking the disclaimers at the request of the publishers.

5.6.2 Grant Agreement expectations

Within the Grant Agreement of the project Key Performance Indices (KPIs) are defined in Annex 1 Part B section 2.2.1. The following Table 2 describes the expected Dissemination measures as instruments with corresponding KPIs.

Table 2 Dissemination measures and KPIs as per the project Grant Agreement

Instruments	Expected impact (KPI)	Target Groups
Website as sub-website in the EU-RAIL website and articles	Quarterly posts (> 9 posts); impact measured through page views	• Rail authorities and supply chains • Policymakers • Researchers from other transport-energy projects • Industry associations of "enablers" • Policymakers and regulators • The media
Project Digital Brochure kept up to data as project progresses	Update once per reporting period aligned with the timing of FP5-TRANS4M-R	• 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
Workshops together with FP5-TRANS4M-R	6 workshops; impact measured	• Rail authorities • Policy Makers • Researchers and Academics

	through workshop participants	Other Rail, Mobility and Transport Research
Input for EU-RAIL Social media	1 per quarter aligned with FP5-TRANS4M-R, impact measured through likes, comments, reposts	Public
2 articles in rail industry and professional association magazines	>1,000 subscribers	- Enablers - Stakeholders
Standardized EU-RAIL Presentation (Project Identity)	Quarterly updates	EU-Rail
Presentations, exhibitions at third-party workshops / conferences incl. identification of number of participants reached during presentations	> 4	Industry and professional associations
Mid-term event	1 event	In alignment with FP5-TRANS4M-R
Professional, high quality video content production submitted to EU-Rail;	2 videos, impact measured through views and likes on social media	Public

Quarterly website posts and Input for EU-Rail Social media is planned and generated out of the D&C opportunities collected by the project in the D&C JF.

The contents of the Kick-Off presentation held in April 2025 will be the starting point for the creation of the Standardized Presentation and the Project Digital Brochure. The latter will be published on the Project homepage and is available as a supporting measure on events hosted/organized by project partners.

Workshop topics in cooperation with FP5-TRANS4M-R will be discussed in the exchange of both projects which is described in the following section 5.6.3. The midterm event is ideally collaboratively organized with an FP5-TRANS4M-R event to demonstrate the collaboration of the projects.

The project shall be introduced at several presentations and exhibitions. The standardized project presentation and digital brochure will be produced to be used in these occasions. Based on the events to be attended by the project partners the presentation of the project will be realized.

Videos to be produced shall give a better insight into the topic. This could either be a detailed look into one of the project topics or the documentation of activities carried out in a WP. Same applies for the articles in magazines.

5.6.3 Coordination with and inside the Europe's Rail Joint Undertaking and its projects

D&C activities shall be aligned with the EU-Rail Communication team if a major impact of an activity is expected. The alignment is ensured through a regular exchange between DCE and the EU-Rail Communication team.

The EU Survey serves as a sharing tool with the EU-Rail Communication team if activities are fully defined. If further alignment on an activity is needed, the DCE gets in contact with the EU-Rail Communication team via email.

To ensure alignment with the other topic-related projects in Europe's Rail (amongst others FP5-TRANS4M-R and DACFIT) a regular exchange (at least twice a year) is ensured. Therefore, the corresponding DCEs are invited to the D&C JF of the other projects and are involved in the planning phase of D&C. The monitoring and D&C performance as described in section 5.5.3 is excluded from the alignment.

It is advised that the DCE participates in the EDDP Stakeholder group meetings to ensure alignment with this working group as well.

5.6.4 Reporting

The reporting on D&C activities can be split into internal and external project. Internal reporting focusses on the WPs and partners of the project and external reporting focusses on the representation of the project as a whole.

The internal D&C reporting consists of a regular update by the DCE towards the SteCo about the project's D&C performance (see section 5.5.3 for details).

External reporting is directed towards EU-Rail. It is carried out in the framework of the yearly technical reporting and if necessary, towards the System Innovation Programme Board. It only reflects the performance of the project as a whole and does not include the D&C performance of specific project partners or WPs.

6 Conclusion

This Dissemination and Communication Plan lays the foundation for successful dissemination and communication work in the project. The declared key message in combination with the coherent project identity provide the project members with effective dissemination guidelines. Externally, the project will have a coherent, unified, and strong communication identity, which is also in line with the objectives of EU-Rail and will increase visibility for all. It was demonstrated how quality standards can be maintained within the process and how contractually agreed requirements can be met.

7 References

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