

Dissemination and Communication Plan

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Dissemination Level		
PU	Public	X
RE	Restricted to a group specified by the consortium and funding agencies	
CO	Confidential, only for members of the consortium and funding agencies	

Revision control / involved partners

Following table gives an overview on elaboration and processed changes of the document:

Revision	Date	Name / Company short name	Changes
1	20/10/2021	Paola Pellegrini / univEiffel	First draft
2	25/10/2021	Nathalie Botticchio / univEiffel	Quality check
3	10/11/2021	Johan Victor Flensburg, Carlos Lima Azevedo, Felipe Rodrigues, Georges Sfeir / DTU	Corrections
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Following project partners have been involved in the elaboration of this document:

Partner No.	Company short name	Involved experts
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Executive Summary

The objective of D6.1 Dissemination and Communication Plan is to provide a clear dissemination and exploitation plan for the SORTED-MOBILITY project.

To facilitate this, we present materials and strategies for communicating and disseminating SORTEDMOBILITY results to railway stakeholders and the scientific community.

Those include:

- the creation of a project identity
- the creation of a public website
- the set-up of a twitter account
- the creation of a project brochure
- the production of two newsletters
- the organization of two mid-term workshops and a final conference
- and the participation to conferences and the publication of results in relevant journals.

Throughout the project, the Dissemination and Exploitation Work Package (WP6) will drive the dissemination of information, particularly for the purpose of ensuring future exploitation.

Chapter 1 presents the dissemination objective and target groups.

Chapter 2 details the dissemination measures pursued.



Table of contents

1 OBJECTIVES AND TARGET GROUPS.....	7
2 DISSEMINATION MEASURES.....	8
3 PROJECT WEBSITE.....	13
3.1 Private area.....	13
3.2 Public area.....	13



Table of figures

Figure 1: Extended logo and title.....	10
Figure 2: Extended logo.....	11
Figure 3: Text logo.....	11
Figure 4: Acronym logo.....	11

Table of abbreviations

CMS Content Management System

1 OBJECTIVES AND TARGET GROUPS

The dissemination objectives are to:

- Establish a dissemination platform to facilitate wide-spread information transfer amongst and beyond the members of the consortium (and beyond the life of the project);
- Ensure that the project outputs reach targeted stakeholders;
- Ensure that appropriate dissemination strategies are applied.

Fundamental aspect of an effective dissemination strategy is the definition of the target groups to which the dissemination/communication activities have to be tailored. For SORTEDMOBILITY, the main stakeholders can be grouped according to four categories:

- Public bodies and organizations
- Railway infrastructure managers
- Railway undertakings
- Scientific community

The definition of the key stakeholder categories takes into account the different ways in which SORTEDMOBILITY outputs can be used, considering that in Europe there are several different organizational structures concerning the entities involved in railway transport. For example, the repartition of the activities regarding infrastructure management and railway undertaking can take different forms.

The leader of the Dissemination, Communication and Results Exploitation work package (WP6) is univEiffel. It plays the role of dissemination manager.

2 DISSEMINATION MEASURES

The concepts developed and the results obtained will be disseminated to the four identified target groups and to the general public.

To do so, all partners will promote SORTEDMOBILITY and its results independently (though concertedly) on relevant events.

Specific activities carried out are:

- Set-up and maintenance of project website and dedicated Twitter account (@sortedmobility).
- Preparation of a bi-annual electronic newsletter to provide news and project outcomes in short, catchy articles. It is released in December 2021, June and December 2022 and 2023, and June 2024. The newsletters will provide up-to-date information on the status and achievements of the project. The newsletters will be circulated via mailing lists, via twitter and in a printed version that complements the project flyer. In order to ensure that the widest audience possible is reached, each partner uses its own mailing list. The newsletters will also be uploaded on the project webpage and printed copies will be distributed at events and workshops.
- Scientific publications in top-rated journals.
- Participation in seminars and conferences.
- Presentation of results at international fairs on transport technologies such as INNOTRANS and RailTech.
- Organization of seminars to disseminate progress and results of the research in SORTEDMOBILITY to the wide scientific community as well as to the general public.
- Organization of three workshops to involve key stakeholders of the wide European transport industry and authorities to align research activities with the actual needs of practitioners.
 - One workshop will be held in March 2022 to involve stakeholders in the definition of KPIs in WP1.
 - A second workshop will be held in July 2023 to collect expert opinions on impacts of self-organizing railway operations on qualitative criteria such as perceived safety, regulatory approval and public acceptance.

- A third final workshop will instead be arranged in May 2024 to show-case final results and conclusions of the project and facilitate market uptake by the industry.

All events are open to anyone interested in participating. To ensure maximum audience, invitations will be sent to the key actors in the field. The location is chosen to ensure maximum participation. If the sanitary situation does not allow in-person meetings, online ones are organized, using suitable communication and collaborative work tools.

- Direct knowledge transfer to the rail stakeholders participating in the project, in terms of new methodologies and possible developed solutions and/or case-study insights for direct application to their current decision making.
- Organization of a final conference of the project with stakeholder engagement.

The Dissemination Manager (univEiffel) is responsible for:

- Producing dissemination material
- Organizing the intermediate workshops and the final conference
- Keeping track of the project dissemination activities
- Ensuring consistency of project image and published contents
- Making sure of optimum use of the project dissemination resources

Partners are expected to contribute by:

- Identifying and informing the consortium about dissemination opportunities (e.g., events, publications, etc.)
- Promoting the project results in their own organization with press releases and web pages
- Submitting technical papers and presenting the project results at relevant external conferences according with the project quality plan
- Ensuring liaison with appropriated standardization bodies
- Suggesting stakeholders to be invited to the related conferences to promote the project

All dissemination actions need to be reported to the dissemination manager.

A project identity has been created since the beginning of the project including the SORTEDMOBILITY logo, templates for presentations and reports, as well as a project flyer. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results.

As a first step, the SORTEDMOBILITY logo has been prepared and approved. It is used for all dissemination actions. The logo has been designed in dark green, but can be also converted in black and in white if necessary. It has been designed in four versions: extended logo and title, extended logo, text logo, acronym. They are all shown below. The project partners are free to choose the most suitable version depending on the specific use.



Self-Organized Rail Traffic for the Evolution of Decentralized MOBILITY

Figure 1: Extended logo and title



Figure 2: Extended logo



Figure 3: Text logo

Furthermore, a cohesive visual identity in the form of templates has been created for use by the SORTEDMOBILITY project partners, e.g., for documents, re-

ports, presentations, meeting agenda and other external communications. These templates are available for download on the private area of the project website (this deliverable report is, in itself, an example of a report template).



A SORTEDMOBILITY flyer is released in December 2021. It contains the following information:

- A synthetic description of the project
- The most significant facts and figures
- The objectives and expected outcomes
- The project organization with the list of partners and logos

It uses the same colour palette as the project logo. The graphism used for this document serves for all future documents produced for SORTEDMOBILITY, such as the newsletters, to produce a recognisable identity for the project. The flyer is also advertised by Twitter and it is available for download on the SORTED-MOBILITY website.

3 PROJECT WEBSITE

The SORTEDMOBILITY website has been developed:

www.sortedmobility.eu

It includes a private area restricted to partners of the project consortium and a public area open to any visitor on the web.

3.1 Private area

The private area of the project website aims:

- a) To favour the collaboration between researchers involved in the project, allowing better information exchange
- b) To support the coordination and management of the project.

The access to the private area is protected via a secured password.

It is developed in TYPO3 CMS, an Open Source Enterprise Content Management System with a large global community, backed by the approximately 900 members of the TYPO3 Association.

The private area enables users to share and store documents. A specific folder is linked to each work package, and it includes a number of sub-folders: Deliverables, Reports, Meetings, Miscellaneous, and any other sub-folder defined by the WP leader. Documents are uploaded on a specifically designed page, indicating a short description of their content and the folder where they will be stored.

3.2 Public area

The public area of the project website aims at disseminating public information related to the research project, its objectives and the results achieved so far.

Target users of the public website are:

- Colleagues of the researchers involved in the project and managers of their organizations
- Researchers not involved in the project but working on the same subject
- Entrepreneurs and managers potentially interested in the project results

- European Commission and National Administration Officers checking the project dissemination activity
- Associations and Organizations in the field of the project scope
- End users of the project results (e.g., passengers and freight operators)

Therefore the public website aims to achieve the following objectives:

- To provide basic general information about the project to interested visitors
- To offer more detailed information to really interested visitors, e.g., downloading documents
- To clearly inform about the project nature and envisaged results
- To publish updates, news and events related to the project
- To allow a direct link between the project and interested visitors.

Like the private area, the public area is developed in TYPO3 CMS.

The public area includes a registration functionality. This enables a list of selected visitors to be collected in order to send updates (e.g., newsletter) and invitation to project events.

A “News” page allows the visitor to follow the latest updates on the project status, and an “Events” page reports the details on past and future events.

All documents prepared for the project (flyer, newsletters, presentations at mid-term and final conference, etc.), as well as all public deliverables (once they have been approved by the Steering Committee), are published on the website and available for download (whenever public).