RailActivation

ACTIVATING INCLUSIVE GROWTH IN RAILWAY SMES 
BY WORKPLACE INNOVATION

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Abstract: In this deliverable the Dissemination and Communication Plan of the project is developed. In the same, there can be found the targets, the main channels, tools and actions, the guidelines, the communication kit for promotion, the internal actions, the external ones and the Key Performance Indicators (KPIs).
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1. DOCUMENT VERSIONS

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<thead>
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<th>Date</th>
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<th>Modification reason</th>
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<td>Mafex</td>
<td>First draft, TOC</td>
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<td>30 Oct 2019</td>
<td>All partners</td>
<td>Contribution to the event and publication planning</td>
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<td>Initial draft</td>
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<td>0.4</td>
<td>12 Nov 2019</td>
<td>Ditecfer</td>
<td>Review of the draft</td>
</tr>
<tr>
<td>1.0</td>
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<td>Mafex</td>
<td>Final version</td>
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2. EXECUTIVE SUMMARY

This is the first deliverable of the series of RailActivation dissemination and communication actions of the WP5. It is the first step to achieve the main objective of RailActivation, creating the basis the innovation support to SMEs. The Dissemination and Communication Activities will follow as a sequence to guarantee the accomplishment of the project ambition.

To ensure the implementation of the dissemination and communication strategy, the project consortium has identified several targets audiences’ groups, and selected multiple communication actions, channels and tools. Within this structure, the consortium has established concrete dissemination actions.

Overall, the plan develops a centralized approach to coordinate different sources, contacts and partners networks to make sure that both internal and external audience get the appropriate messages of RailActivation, therefore creating synergies in all communication efforts. This approach includes actions e.g. create project branding identity, communication materials, website, social media accounts etc. At the same time, it also provides flexibility and decentralization, allowing each partner to take their own onus to lead the communication in their networks. It also encourages collaboration with other similar EU initiatives and projects.

The effectiveness of different communication actions is monitored and evaluated based on KPIs. Dissemination and Communication Activities to cover project results, achieve communication ambition, potential business exploitation.

Keywords: Communication Actions, Community Building, Dissemination.

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Acknowledgement

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3. INTRODUCTION

To drive, support and connect the RailActivation community, this project includes the establishment of the project’s dissemination and communication strategic plan, which includes the scheduling of the project actions with identified responsibilities and deadlines, as well as establish the processes to follow for external dissemination respecting the project IPR rules.

Deliverable 5.1 is the first report of WP5 “Exploitation and dissemination of results”, due on the third month of the project.

Dissemination and communication activities are essential to keep participants and other stakeholders informed of the progress of the project as well as of any disrupted developments. They are also necessary to visibly position the project in the development of new mechanisms and tools based on proven principles for open innovation process that will support the transformation for the railway industry from the inside out by actively reimagining the entire business around the customer, enabling employees to be the catalyst for change.

3.1 Objectives

The aim of communication and dissemination of RailActivation is to help achieve the overall goals of the project and maximise the project’s impact though a strategic approach as outlined by this document.

The task is to promote (communication) and share (dissemination) the RailActivation results effectively to a wide range of stakeholders who have an interest in, concern about or are affected by Workplace innovation.

The deliverable is part of WP5: dissemination and exploitation of results, which specific objectives of the WP are:

- Build an adequate and effective communication and dissemination plan to ensure the best impact of the project results.
- Dissemination in order to increase awareness of the managerial skills that the Industrial revolution requires in order to exchange best practices and highlight the advantages brought by the projects.
- Produce a comprehensive set of communication material to ensure an easy identification of the project and a major exposure. Use a variety of dissemination channels (both internal and external) to reach the appropriate target audiences. This includes online and offline channels, and direct interactions with audiences through participation in EU-wide workshops and conferences.
- Ensure the persisted and long-lasting visibility of the project activities and outcomes, extended beyond the life of the RailActivation project.

In this sense, RailActivation Plan for dissemination and communication of Results (i) will work to ensure that RailActivation generates the greatest possible impact on the environment in which it operates and on society as a whole, and (ii) will focus on ensuring that the results of the
project provide a solid basis on which to continue working in the future to better incorporate workplace innovation into everyday life.

To ensure wider dissemination of the project and increase its impact and outreach, the RailActivation Dissemination and communication Plan should undertake the following activities:

1. Deploy a media planning to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
2. Make an intense follow-up of the dissemination and communication of results plan deployment, ensuring it’s correct functioning and making the necessary corrections when it is needed.
3. Lay out the dissemination activities among all the partners to ensure a correct deployment of the strategy.
4. Coordinate with external stakeholders, such as related projects, institutions and media to ensure a high outreach of the communication activities.

The highlines to be settled under this dissemination strategy by the Consortium to reach the goals are the following:

- Coordinate the overall dissemination efforts.
- Define the target groups.
- Define the dissemination channels.
- Define the methodology for the maintenance and update of this Plan for dissemination and communication of Results.
- Coordinate the dissemination and communication activities for a higher impact.

### 3.2 Contributions to other WPs and deliverables

The following documents are the base of this deliverable and are applicable to this document and provide details not explicitly set out here:

- RailActivation Grant Agreement
- RailActivation Consortium Agreement
- RailActivation Kick-off Meeting

It will contribute to D5.3 (Newsletter – M8), D5.4 (Final Dissemination report Results – M24), interim project reports.
4. COMMUNICATION STRATEGY

Different tools, channels and actions, the target audience, the communication organization, the publication and reporting procedure and the guidelines to be followed by all the partners were defined and described. All the communication strategy and tactics will be in compliance with the EU communication guidelines. EU flag and disclaimers will be included as deemed obligatory.

In this chapter, the different tools, channels and actions, the target audience, the communication organization, the publication and reporting procedure and the guidelines to be followed by all the partners will be described.

The objectives of communication activities will be:

• Raise awareness and provide a clear view of the objectives, ambition and results of the project among the full range of potential adopters, users and usages.

• Promote and create an engage and active community of potential users around the project and collect knowledge to be taken into account by the project's activities.

• Establish the basis for the exploitation of the project's results towards the industry, focusing on the marketplace platform.

• Establish liaisons and connections with other H2020 or other R&D projects and initiatives for knowledge and innovation transfer.

• Support the dissemination and exploitation of results by formulating adapted key messages and prepare adapted communication material.

• Recognition of the results among the research communities, standardisation bodies, users and policy-maker institutions.

4.1 Methodology

As no results will be available at the beginning of the project, during the first months the strategy will focus on raising awareness in the project among the different stakeholders to create a wide base of audience for the future disseminative activities; thereupon, when the first results and deliverables will be available for it exploitation, the disseminative activities will include more developed and technical content.

The methodology used for the development of RailActivation Dissemination and Communication plan reflects the purpose for which it was designed. Above all, this plan is a practical tool to be used by all partners to develop their individual and collective dissemination activities efficiently and contribute to the global objective of the project. It has been made taking into account the H2020 funding guidelines for your dissemination and exploitation activities. [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)

Therefore, the development of this Plan involves interaction among all the partners. In the table below it is defined the main steps for the development of the Dissemination and Communication of Results.
Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals and institutions that should be enrolled in the project and of the best way to do it. In addition, most of the partners have access to relevant networks that can be used to reach different target audiences and better disseminate the project deliverables.

This plan will be annually updated, so partners will be requested to send their feedback and information about the next planned activities and results of the activities carried out. More detailed information on this process is included in the plan.

The Stakeholders, Users (SMEs) and Advisory Boards will provide regular feedback and validation from the community perspective concerning the RailActivation results, progress and effectiveness and acceptance level reached. This group will meet at least once a year with the RailActivation consortium to receive a presentation of results and provide input and feedback to the project.

The Project Advisory Board and the Project Officer will be regularly informed about the project progress and achievement. A list of key stakeholders and policy makers, institutions and organisations from EU, related to project scope is being created and information about project progress and achievements will be delivered directly to them.

Project Partners will be strongly encouraged to present their achievements in subject related conferences, workshops, meetings and exhibitions.

### 4.2 Communication Office organization

MAFEX will lead the dissemination and communication of results activities based on this plan, supported by DITECFER as WP5 leader. At the same time, MAFEX will encourage all partners to contribute, lead or suggest in the disseminative activities.

The dissemination activities and the responsibilities of each partners are defined in Table below:

<table>
<thead>
<tr>
<th>Who</th>
<th>When</th>
<th>What</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAFEX</td>
<td>Submission process</td>
<td>Dissemination plan draft and guidelines</td>
</tr>
<tr>
<td>DITECFER</td>
<td>December 2019</td>
<td>Plan for dissemination and communication</td>
</tr>
<tr>
<td>Tecnalia.</td>
<td>March 2020</td>
<td>Evaluation of the progress</td>
</tr>
<tr>
<td>Quinn</td>
<td>September 2020</td>
<td></td>
</tr>
<tr>
<td>MAFEX</td>
<td>March 2021</td>
<td></td>
</tr>
<tr>
<td>Quinn</td>
<td>September 2021</td>
<td></td>
</tr>
</tbody>
</table>

*Table 1 Steps for the development of RailActivation and dissemination plan*
Dissemination and communication activities tracker is developed (see Appendix 1).

This document includes:

- Template A1: list of dissemination events (conferences, workshop, exhibition fairs, congresses, etc).
- Template A2: Description of events already performed
- Template A3: List of other dissemination activities (Website/applications, press releases, flyers, activities published in journals, presentations, posters.)

Dissemination actions performance is to be updated by every partner monthly before the WP monthly teleconferences.

4.3 What to communicate—key messages

**RailActivation** aims to overcome the lack of a clear understanding and communication between all the stakeholders in Workplace Innovation. For this, the project will create an interregional network for the railway sector. **RailActivation** will improve this network reaching other potential stakeholders through and with national and regional support agencies. The composition of the network will reflect similar needs of SMEs and a comparable entrepreneurship culture in the area covered by it.
To increase the impacts of RailActivation, there are a number of main relevant messages identified to be shared from the very beginning of the project. Nevertheless, the main and more powerful messages of RailActivation project will be defined during its own development; once Work Packages aims are achieved and deliverables are produced. The nature of the messages will be targeted to a different audience and will have a different thematic adapting to each of the objectives set in this Communication Plan.

4.4 Target Audience

RailActivation results will be disseminated through different target groups according to the objectives of each moment but always keeping in mind the main purpose of contributing to the SMEs community (internal dissemination, SMEs community, research and universities, stakeholders, general public, industrial community, governmental and institutional dissemination).

According to the needs and interests of the different target groups, including general public, RailActivation will use different dissemination tools. Specifically, the dissemination strategy of RailActivation will include the development of a RailActivation Community to establish a broad dialogue, collect input from entrepreneurs and general public, among others, assess community acceptance and establish a communication flow with SMEs community located in EU to create and raise large awareness and overcome workplace innovation cultural and behavioural barriers, which are the paramount of preparing the future acceptance and uptake of project results.

Target Groups

External disseminative activities will take different tones according to the message that is being delivered and the targeted audience. RailActivation consortium has segmented the audiences according to the objective to accomplish and the potential relationship pursued.

Regarding the project objectives the audience segmentation has turned into the one shown in the table below:
<table>
<thead>
<tr>
<th>GROUP</th>
<th>OBJECTIVE OF THE COMMUNICATION STRATEGY</th>
<th>KEY MESSAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMEs</td>
<td>To raise their awareness about the importance of overcoming current barriers for Workplace innovation understanding and acceptance, involving them in training, educational and dissemination activities and creating Workplace innovation network. To maximize stakeholders’ engagement. To ensure RailActivation sustainability after the end of the project To contribute to Workplace Innovation</td>
<td>This group includes professionals who will benefit from the increased acceptance of workplace innovation. This group will participate in the pilot scheme proposed by RailActivation, will participate in the dissemination and educational activities, will help to promote the training its results and will benefit of the identification and definition of best practices for update the RailActivation Scheme.</td>
</tr>
<tr>
<td>Regulators and framework builders</td>
<td>The main objective of communicating the project to this groups is to ensure their contribution and advice. They will provide the project with inputs in their areas of expertise (standards, regulations, etc) and will help to disseminate the outcomes of the project among their relevant community. They will also consider the conclusions and advise of RailActivation when developing protocols, regulations, standards...</td>
<td>This group includes policy makers and other relevant actors (such as innovation experts) involved in identification of current gaps and the development and implementation of a specific regulation. This group includes entities working in standardization who will work to establish a framework for standardization of Workplace Innovation.</td>
</tr>
<tr>
<td>Private sector- Economical players</td>
<td>The main objective of communicating the project to obtain their feedback about the main barriers found when developing RailActivation Scheme and working with SMEs. The aim is also to ensure their involvement in the dissemination activities proposed (infodays, training. Etc) and to ensure their acceptance of the strategies proposed in the project.</td>
<td>This group is formed by companies, entrepreneurs and workforce. This group includes economical stakeholder interested in new instruments to promote the development of Workplace innovation in the Railway sector.</td>
</tr>
<tr>
<td>Research centres and Universities</td>
<td>To increase awareness of the RailActivation project and demonstrate the benefits of Workplace Innovation</td>
<td>RailActivation project will inform about the benefits of Workplace Innovation the academia.</td>
</tr>
</tbody>
</table>
4.5 Monitoring

The main objective of monitoring and evaluation is to ensure a high-quality communication strategy execution.

The project has an overall evaluation strategy to ensure the above-mentioned quality. However, a separate monitoring focused on communication activities is vital as the impact of those activities to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication activities.
- Ensure the quality of the communication activities carried out.

Monitoring can be broken down into sub section:

- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

Performance measurement

The consecution of this plan will be measured according to the following indicators:

- The level of acknowledge of the project around Europe in two levels: the main RailActivation’s stakeholders and the general public.
- Rated regarding Website and Social Media Activities: a careful monitoring of RailActivation website hits will be done together with an analysis of the impact of events (e.g. publication of a new article). Using web tools for analysing visitor traffic and giving a complete picture of number of visitors, visited pages, geographical coverage including the audience’s needs and interests.
- Number of articles: the partner in charge will keep track of the number of publications.
- Number of attendants to the events.

Impact

Impact is a tool to ensure that the project objectives are being accomplished through a selection of tailored activities. Impact with regard to communication activities can help the consortium to understand the reach and sustainability of the project’s results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality and promotion channel.

Impact is often measured through indicators; both quantitative should be considered for the activity/action.

Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action.

These indicators are included in the table below:
**Project:** RailActivation - Activating inclusive growth in railway SMEs by workplace innovation

**Title:** Communication and dissemination Plan

**Diss.Level** PU

**Del. code** D5.1

**Date** 30.11.2019

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<table>
<thead>
<tr>
<th>Indicator</th>
<th>September 2020</th>
<th>September 2021</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visits to the website</td>
<td>≥2,000</td>
<td>≥2,000</td>
<td>Google Analytics</td>
</tr>
<tr>
<td>Accumulated number of Brochures distributed</td>
<td>≥400</td>
<td>≥700</td>
<td>Registry of dissemination activities</td>
</tr>
<tr>
<td>Accumulated number of followers on twitter</td>
<td>≥100</td>
<td>≥200</td>
<td>Twitter registry</td>
</tr>
<tr>
<td>Accumulated number of followers on LinkedIn</td>
<td>≥100</td>
<td>≥200</td>
<td>Linkedin registry</td>
</tr>
<tr>
<td>Accumulated number of subscriber’s w/o the project mailing list</td>
<td>≥80</td>
<td>≥120</td>
<td>Internal subscriber registry</td>
</tr>
<tr>
<td>Accumulated number of newsletters forwarded</td>
<td>2</td>
<td>≥4</td>
<td>Registry of dissemination activities</td>
</tr>
<tr>
<td>Accumulated number of press releases distributed</td>
<td>≥2</td>
<td>≥4</td>
<td>Registry of dissemination activities</td>
</tr>
<tr>
<td>Accumulated number of participants in events/workshop</td>
<td>≥20</td>
<td>≥40</td>
<td>Participant list</td>
</tr>
<tr>
<td>Accumulated number of relevant events on which participants participate</td>
<td>≥4</td>
<td>≥8</td>
<td>Registry of dissemination activities</td>
</tr>
</tbody>
</table>

*Table 4 RailActivation dissemination indicators*

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**Reporting**

To facilitate and accurate monitoring and assessment of the communication activities and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement.

These activities include both the previewed and the ad-hoc activities. Therefore:

- All partners must take into account the communication procedures settle in this document
- All partners should register the activities in the communication reporting document available in the Deliverable
- All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the communication plan biannual updates.
4.6 Dissemination guidelines

The dissemination policy has been developed to guide communication actions across the consortium whilst maintaining communication consistency. All RailActivation partners share the role of spreading the news, attending events on behalf of the project and disseminating RailActivation news in their networks. In this context, partners should take into account the following guidelines:

- Only use the project templates, roll-ups, design items, logos and other communication materials issued by the CM office while disseminating and presenting RailActivation.
- Broadcast RailActivation website: www.railactivation.eu (still under construction).
- Interact with RailActivation social media accounts, e.g. Twitter and LinkedIn.
- Add link to RailActivation.eu and @RailActivation while posting tweets.

Include a disclaimer excluding EC responsibility in all the publications: any dissemination of results must indicate that it reflects only the author’s view and that the Commission is not responsible for any use that may be made of the information it contains.

Inform the Project Coordinator and the Dissemination Leader before engaging in a communication activity related to RailActivation and that is expected to have a major media impact.
5. COMMUNICATION CHANNELS, TOOLS AND ACTIVITIES.

EARLY RESULTS

Results will be disseminated through various channels outside the consortium in order to reach the targeted audiences, considering for each audience, the best media planning.

5.1 Project identity and public image

A clear and coherent visual and graphical appearance will allow an easier identification for the public as well as an easier visibility to obtain a branding for the RailActivation project during the dissemination activities as shown in the following section.

![RailActivation Logo](Figure 1 RailActivation Logo)

By the third month into the project, the consortium has already created the word and presentation templates for the different meeting agendas, minutes, deliverables, presentations and teleconferences agendas and minutes. The following figures show how the templates look like:

![RailActivation presentation template](Figure 2 RailActivation presentation template)
5.2 Communication materials

Different communication materials (communication kit) will be used disseminate the results and the achievements of the project.

The communication kit will comprise regularly updated content and promotional material. It will consist, mainly, of:

- Roll-up banners, posters, brochures and different conference support materials.
- Branding logo.
- Online newsletters.
- Policy briefings.
- Press kits (press releases and press coverage).
- Presentation and Word templates.

The kit will evolve to include marketing campaigns as an essential action towards disseminating results.

5.3 Internal actions

Internal actions refer to activities used for communication among the consortium. All partners work will collaborate with the purpose to achieve synergies in project dissemination.

WPS mailing list has been created to facilitate report, campaign and other communication efforts. Apart from the mailing list, tele-conferences, RailActivation shared repository and consortium meetings will be organised and tracked to ease internal communication.

Regular teleconference mechanism has been set up to keep the partners up to date about the project progress. Monthly call mechanism has been set up to keep all partners up to date of the project progress. The frequency of the calls can be adjusted to the needs from the exact work required by each different task under different WPs. Within the WP5 “Exploitation and Dissemination of results” a monthly teleconference has been established, in which the dissemination and communication activities will be addressed.

The internal actions focus on delivering unified messages to external audience, ensuring that even though news items or content about RailActivation are generated by different partners in different channels, the messages are unified. The tone of voice, the look and feel of images and the spirit of each message should conform with the communication standard stipulated by the Communication Manager.

In addition, internal communications also serve to cross check communication actions in different parts. Last but not the least, they are used sometimes to brainstorm creative ideas for campaigns and events organisation.

5.4 External actions

External actions refer to communication of RailActivation and its results to target audiences through different online and offline channels, e.g. participation to events, website, traditional media, social media and word of mouth effect.
Offline dissemination

Events

RailActivation will schedule a number of Infodays, webinar and other kind of events they are planned for the right performance and the success of the projects.

Every year a general event that covers all topics of the project will be organized. These events will be organised every year and will favour a strong cross-fertilization between academia and industry. This space will allow accelerating the dissemination of results and development of next generation of Workplace innovation.

Members of the consortium will assist to different congresses, conferences and workshops about workplace innovation in the railway sector where they will represent the consortium and, according to the event agenda, they should lead debates, carry out project related speeches and/or workshops, contact with stakeholders and assist to chats and debates to contribute or learn about the actual opinions and tendencies in the industry.

The partners foresee attending international conferences to disseminate the RailActivation activities and strategies in order to disseminate to the Railway communities. The main events in this sense identified are listed in the table below:

<table>
<thead>
<tr>
<th>Targeted event</th>
<th>Description and expected dissemination activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>RaiL Live! 2020 Expo and congress (Spain 2020/2021)</td>
<td>Rail Live! 2020 is expected to gather representatives of up to 40 organisations for expositor zones. MAFEX will organise the Innovation Zone, in which the consortium members will have the opportunity to demonstrate the RailActivation solution applicable to the railway sector. They will also have an agenda to explain to present the RailActivation project.</td>
</tr>
<tr>
<td>Innotrans (Berlin 2020)</td>
<td>Innotrans is the leading international trade fair for transport technology and takes places every two years in Berlin. With the main theme of the exhibition being Railway Technology, Innotrans has gained a world leading international position as a platform within the sector. RailActivation will participate in the Fair with a stand, as international meeting point for the main decision makers in the economy, politics and transport and will present project results and demonstrations to groups of experts.</td>
</tr>
<tr>
<td>ExpoFerroviaria Milan 2021</td>
<td>EXPO Ferroviaria is the only trade fair for the railway industry that takes place every two years in Italy, and it represents a unique opportunity for companies that wish to penetrate the domestic market and for companies looking for foreign customers.</td>
</tr>
<tr>
<td>Transport Research Arena (Helsinki, 2020)</td>
<td>TRA is European arena for researches, companies and public authorities’ active in the field of transport. It welcomes policy makers and stakeholders framing research and transport policy. Together the share and discuss new ideas, research results, technological solutions and new business models.</td>
</tr>
<tr>
<td>Industry Day – Brussels 2020 and 2021</td>
<td>EU Industry Days takes place every year in Brussels and is focus on key industrial challenges such as sustainability, digitalisation, investment and globalisation. The EU Industry</td>
</tr>
</tbody>
</table>
Days were established in the spirit of co-creation, dialogue and cooperation with all relevant stakeholders. The event will demonstrate how EU industrial policy benefits European citizens and provide input for future policy making. EU Industry Days will gather more than 1000 participants from across Europe and beyond, including stakeholders representing industry.

By the third month into the project, the consortium has already presented the project during two events:

<table>
<thead>
<tr>
<th>Event title</th>
<th>Date</th>
<th>Description of the event</th>
<th>Amount of participants</th>
<th>Project represented by</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMB CHALLENGES DAY</td>
<td>6/11/2019</td>
<td>TMB (Transports metropolitan Barcelona) innovation activity, as well as innovation challenges and different initiatives about Open Innovation practices in WI.</td>
<td>More than 30 participants. (attendance list available after request)</td>
<td>Mafex presents Railactivation objectives and expected results</td>
</tr>
<tr>
<td>Jornada Tecnologias avanzadas (Advanced technology Day)</td>
<td>14/11/2019</td>
<td>the event organised by MAFEX and TEKNIKER (Technology Centre) in collaboration with Adif and Plataform Tecnologica Ferroviaria Española aims to create networking forum, for entities. MAFEX present project, objectives results and inform about activities</td>
<td>More than 80 participants (attendance list available after request)</td>
<td>Mafex presents Railactivation objectives and expected results</td>
</tr>
</tbody>
</table>

By the third month into the project, the consortium has already presented the project during two fairs:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Type of dissemination activity</th>
<th>Project represented by:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo Ferroviaria italiana</td>
<td>October 2019</td>
<td>Press release</td>
<td>DITCFER</td>
</tr>
<tr>
<td>TRAKKO 2019</td>
<td>October 2019</td>
<td>Press release</td>
<td>European Railway Clusters Initiative: ERCI</td>
</tr>
</tbody>
</table>
Online dissemination

Project website:
The website is aimed to reach all the audiences of the RailActivation project, although a greater number of visits is expected from those groups that are more technical and related to the subject matter of the project. The main communication objectives of the RailActivation website are:

- To provide relevant and current information to a wide audience.
- To ensure information is provided in an accessible and usable manner.
- To be a common documentation base for all the partners, containing the main project documentation and deliverables.
- Illustrations, designs, photos, brochures and a downloadable informative poster available.
- Information regarding forthcoming events and conferences is included.
- To be an information database of all the activities and deliverables carried out by RailActivation Project and its partners.
- Social network profiles included

The deliverables of the project will be available at the project website (www.Railactivation.eu), all of them will be accessible for the consortium members in the private section, and the public ones will be available for anyone interested in them in a public created for this purpose. It will be possible to review them online or download them.

The public area of the project website provides all relevant project information for the public at large scale. Public information includes: background information of the project, public documents with the possibility of downloads (brochures, working papers, presentations, reports, etc.), news and events (workshops, seminars, conferences etc.), information about the consortium partners (including links to their websites). The also, on the website there will be articles published informing about the project progress and its outcomes.

The website is developed and is maintained by MAFEX. The responsible of this article will be DITECFER, who will require the collaboration of every WP leader and deliverable responsible for the elaboration of each news.

Figure 3 RailActivation website
Partners Website
To increase the impact among the specialised audience, all the consortium members will be asked to include a mention to the project and their participation at this project on their organization website.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Website Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAFEX</td>
<td><a href="https://www.mafex.es/">https://www.mafex.es/</a></td>
</tr>
<tr>
<td>Tecnalia</td>
<td><a href="https://www.tecnalia.com/es/">https://www.tecnalia.com/es/</a></td>
</tr>
<tr>
<td>DITECFER</td>
<td><a href="http://www.ditecfereu/">http://www.ditecfereu/</a></td>
</tr>
<tr>
<td>BT/S</td>
<td><a href="https://bts-sachsen.de/?lang=en">https://bts-sachsen.de/?lang=en</a></td>
</tr>
<tr>
<td>Quinn</td>
<td><a href="https://www.consorzioquinn.it/">https://www.consorzioquinn.it/</a></td>
</tr>
</tbody>
</table>

Table 8 Partners websites involved in the dissemination process

Partners media
After every relevant milestone of the project, every consortium member who took part in it will be asked to make a mention on their own media channels and/or profiles making proper reference to the project:

- Making reference to the project name
- Making reference to the UE funding status
- Describing their role in the project and/or in the specific event.

Afterwards, RailActivation’s media channels and profiles (Website, newsletter, social media) will mention these publications to increase the impact of every communicative action.

Project newsletter:
To keep the interested audiences informed about the progress of the project, a newsletter will be addressed every period to all the consortium members and to increase the impact of the project there will be a newsletter containing the main news and information about the project.

The responsible of managing and delivering this document is DITECFER, as Task 5.4 and WP5 leader.

RailActivation will ensure the existence of enough materials to be included in the Newsletter and will ask other consortium members assist, etc.

The newsletter will be defined according to the European legislation in this sense, and it will be included in the website as well as sent via email to the cluster consortium member entities.

Social Networking communication tools
RailActivation will own project profiles on social media to increase the impact and generate straight communication channels to allow interactions with the audience thought different tools depending on the communication objectives. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the Project profiles will be constantly updated to show RailActivation as an active and interesting project. The social media management will be developed following the Social media guide for EU funded R&D
The presence of the project on social media is fundamental to accomplish the objectives, it will be used as a relevant tool to reach third partied, the industrial and research community and to interact with the general public. The availability of new project results will be communicated informing about its progress and its effect on railway industry, disseminating the project outcomes and creating a specific interregional network interested in collaborating with the project. It will be crucial to reach a high level of followers to have a real impact.

The content will be generated by DITECFER with the collaboration of other consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be rather efficient in communicating project evolvements and stabilising strong presence.

DITECFER. As task 5.3. and WP5 leader, will be responsible of the social media management, being in charge of the creation and maintenance of profiles, programming, executing and making the follow up of all the publications. DITECFER will elaborate a publications calendar feed with information from all the consortium partners such as assistance to workshops or conferences, the main milestones of the project and the broadcast of the project on mass media.

There are three kinds of possible scenarios:

- **Programmed posts inside the project**: DITECFER will be in charge of carrying out the post on the whole.
- **Assistance to conferences, workshops or events where DITECFER does not assist**: on this situation, as long as it would be possible, DITECFER will keep in contact with the consortium members assisting to the event to keep informed and make publications in real time and interacting with other users. In the case that this situation can’t be carried out, DITECFER will give access to an elected consortium member assisting to the event to publish and inform about the RailActivation implication in such event; in these cases, the person publishing on RailActivation social media profiles must have in mind all the procedures and meet the project tone and public image.
- **Answer to technical issues out of the scope of DITECFER**: in the situations where a comment from a user in social media brings DITECFER out of its scope, she/he might ask the collaboration of other consortium members to give the best answer.

**a- Twitter**

Twitter will be used to create a community with experts in different fields related to the project and share with them the results of the project. Twitter will be used to inform about the existence of project events such a conference and workshops, make a follow up of them and disseminate the results. RailActivation profile on twitter will also make mentions of partner’s assistance to third parties events, contributing to their dissemination and exposing their point of view about the topics discussed.
Twitter is a tool that will be very useful to contact with experts in different fields and to reach a wider audience in the dissemination of contents to a bigger audience such as general public or end users.

Twitter account has been created:

![RailActivation Twitter account](image_url)

**b- Linkedin**

Linkedin is a professional social network and will be used to reach a business and scientific audience. Will be the scenario to share news and articles about the progress and outcomes of the project. Will be a crucial tool for the dissemination of the main achievements made during the progress of the project.

Linkedin account has been created:

![RailActivation LinkedIn account](image_url)

**c- Partners social media**

The partners will be asked to communicate the relevant milestones of the project, as well as their participation in project events on their social media profiles.
Publications and articles, dissemination events and other activities:

Unless it goes against their legitimate interests, each beneficiary must—as soon as possible—”disseminate” its results by disclosing them to the public by appropriate means, including in scientific publications.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries together with sufficient information on the results it will disseminate.

Any dissemination of results (in any form, including electronic) must display the EU emblem and include the following text: “This Project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861887”.

When displayed together with another logo the EU emblem must have appropriate prominence.

By the third month into the project, the consortium has already presented the project in several publications:

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Link (if applicable)</th>
<th>Date</th>
<th>Target audience</th>
<th>RailActivation responsible partners</th>
</tr>
</thead>
</table>

Table 9 Early results of RailActivation(publications)

Scientific publications:

Each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results.

In addition, to complement the appearance in specific media, the major achievement and milestones of the project will be released and published in the project website and delivered to mass media around Europe. These articles will be written by DITECFER with the technical
contribution of the RailActivation Partners when needed and reviewed by the Project Coordinator, MAFEX, before the distribution.

EC’s media channels

RailActivation will also use EC’s media channels such as:

<table>
<thead>
<tr>
<th>Media</th>
<th>Description</th>
<th>Use to communication Key Message Categories</th>
</tr>
</thead>
</table>
| Horizon Magazine  
[http://horizon-magazine.eu](http://horizon-magazine.eu) | Horizon is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievement of EU funded research, its impact on citizens’ lives and its contribution to the EU goals of smart and sustainable growth. | These media will be used to inform about the benefits and progress that RailActivation will generate in Europe informing about the open debates created and the results. |
| Project stories  
| Research*eu results magazine  
[www.cordis.europa.eu/research-eu/magazine_en.thml](http://www.cordis.europa.eu/research-eu/magazine_en.thml) | This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space. | This media will be used to inform about the existence of RailActivation Project, explain it main challenges and inform about its progress. |
| Newsletters  
[www.ec.europa.eu/research/index.cfm?pg=publications&lg=en](http://www.ec.europa.eu/research/index.cfm?pg=publications&lg=en) | Newsletters are published by the European Commission for different research areas. | RailActivation will contact this media to reach a wider audience, potentiating its outreach. |
| Events on the CORDIS website  
[www.cordis.europa.eu/news/home_en.html](http://www.cordis.europa.eu/news/home_en.html) | This website displays research-related conferences and events. | RailActivation public conferences and events will be displayed on this media to have a wider outreach. |
Conferences and events organised by the European Commission | The European Commission co-organises a variety of conferences. These may include exhibition areas or sessions | RailActivation will work to be part of EC Conferences talking about the success that this project means and the benefits for Europe that this kind of project means

Table 10 RailActivation EC Media Channels
Conclusions

Work Package 5 is strategically set to raise awareness and maximise visibility of RailActivation and its vision of new mechanisms and tools based on proven principles for open innovation process for European stakeholders and tackling the challenges among European railway industry, SMEs, science community, policy makers and the civil society in general.

In order to accomplish the objective, the consortium has appointed a Communication Manager and defined a Detailed Dissemination and Communication Plan to serve the project within and beyond its lifetime. In accordance, the different tools and channels, the target audience and the internal and external communication activities have been planned to be carried out.

The project already has a logo, different templates, a twitter account and a profile in LinkedIn after the kick-off meeting. Apart from that, the Communication Manager is leading the construction of the project website, marketing materials (brochures, posters,), newsletters and press releases that will be ready gradually as planned in the communication strategy. The initial communication strategy has set different phases for dissemination, the first of which focuses on building up the project identity through disseminating the information of the project to industry, SMEs, scientific community and related European initiatives as defined in the target group. This is the beginning of creating keen interest in RailActivation topics in the target groups and paves the ground for a dynamic and engaging RailActivation ecosystem for the future.

In the foreseen month’s effective communication actions are expected to support the evolvement of the project. Communication materials will also be rolled out according to the need of the project. Continuous monitoring will be carried out to ensure the accomplishment of all KPI targets. Provision of feedback to the initial plans that might be updated, if needed, taking into account possible deviations, changes in the working environment or any unexpected factor that might appear during the whole duration of the all communication activities.
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List of Abbreviations

EC - European Commission

KPI – key performance indicator

TRA - Transport Research Arena

TMB - Transports metropolitans Barcelona

SMEs – small and medium enterprises
APPENDIX 1: DISSEMINATION AND COMMUNICATION ACTIVITIES TRACKER

This document includes:

- Template A1: list of dissemination events (conferences, workshop, exhibition fairs, congresses, etc).
- Template A2: Description of events already performed
- Template A3: List of other dissemination activities (Website/applications, press releases, flyers, activities published in journals, presentations, posters.)
<table>
<thead>
<tr>
<th>Type of event (Conference, fair, seminar, workshop, etc.)</th>
<th>Event title</th>
<th>Objective</th>
<th>Date</th>
<th>Place</th>
<th>RailActivation partner contribution (project presentation, poster, brochure, stand..)</th>
<th>Counties addressed (national/international)</th>
<th>RailActivation responsible partner</th>
<th>Status (performed/planned)</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
**Project:** RailActivation - Activating inclusive growth in railway SMEs by workplace innovation

**Title:** Communication and dissemination Plan  
**Del. code** D5.1  
**Date** 30.11.2019

This Project has received funding from the European Union’s Horizon 2020 research and innovation Programme under grant agreement No 861887

---

### Template A2: Description of events already performed

<table>
<thead>
<tr>
<th>Event title</th>
<th>Location:</th>
<th>Type of event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>Date:</th>
<th>Responsible partner</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

- Event description (main focus, organizers, topics addressed, periodicity.)
- Partner contribution (presentation name, and purpose, topics addressed, main content, etc.)
- Type of audience (industry, scientific community, civil society, policy makers, authorities, etc.)
- Statistic (number of attendants, countries, etc.)
- Feedback (summary, reactions, interests, conclusions)
- Materials (presentations, brochure, poster, video etc.)
- Attachments (agenda, photos, …)
<table>
<thead>
<tr>
<th>Type of Activity (website, social network, brochure, video, presentation etc.)</th>
<th>Link (if applicable)</th>
<th>Objective</th>
<th>Date</th>
<th>RailActivation partner contribution description</th>
<th>Targeted audience (Society, Industry, policy makers, authorities.)</th>
<th>RailActivation responsible partners</th>
<th>Status (performed/planned)</th>
</tr>
</thead>
<tbody>
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</table>
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