RailActivation
ACTIVATING INCLUSIVE GROWTH IN RAILWAY SMES
BY WORKPLACE INNOVATION

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<th>RailActivation - Activating inclusive growth in railway SMEs by workplace innovation</th>
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3 Executive summary

This is the deliverable of the series of RailActivation WP5- Exploitation and dissemination of results.

The document briefly describes the RailActivation Newsletter architecture and structure, released on month 8 and month 18; enabling the consortium to update the project community with the latest project activities and results as already mentioned in D.5.1. Communication and dissemination Plan (M3), the project newsletters are used to announce the project status, give regular updates on its progress and development.

3.1 Disclaimer

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3.2 Acknowledgement

This document is a deliverable of RailActivation project. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement Nº 861887.
4 Introduction

4.1. Objectives

The document briefly describes the content and the structure of the Railactivation Newsletter. The RailActivation Newsletter is linked on the RailActivation website on its own page: www.railactivation.eu.

To keep the interested audiences informed about the progress of the project, a newsletter will be addressed in month 8 and month 18 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 is 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.

4.2. Contributions to other WPs and deliverables

It will contribute to D5.1 (Dissemination and communication plan – M3), D5.4 (Final Dissemination Report Results – M24), interim project reports.
The first newsletter will be published at the end of month 8 of the project, announcing the project objectives and developments during its first months of activity.

Ditecfer in collaboration with all other consortium partners has prepared a first architecture and drafted an initial text for the publication of RailActivation first Newsletter. Figure below shows the RailActivation Newsletter format and first drafted edition in preparation for its publication.
The structure of Newsletter consists mainly of the following standards sections:

- Project news and events: a section mainly dedicated to important facts and organized events that will see involved RailActivation directly (workshops, conference, fair, citation, etc..)
- The Partners and project objectives
- Ongoing actions and next period actions
- Acknowledge to EC H2020 founding and EU flag

DITECFER as WP5 leader has in charge the RailActivation Newsletters preparing and sending.

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

These indicators are included in the table below:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>September 2020</th>
<th>September 2021</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accumulated number of newsletters forwarded</td>
<td>2</td>
<td>≥4</td>
<td>Registry of dissemination activities</td>
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The mailing list will be collected by DITECFER and MAFEX and divided in group of interest for different stakeholders following the scheme described in the subsequent figure and forming a database useful for all other communication and dissemination purposes.

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<tr>
<th>Name</th>
<th>Organization</th>
<th>Email Address</th>
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The e-newsletter will be distributed via e-mail and it will be available on the project website for download and also a link and advertisement will be made in the dedicated project Linkedin Group.
6 Conclusions

Updates on this report “Newsletter” will be given during its reviews. One more general updates will be released at M18 in the second edition of the deliverable D.5.1. Communication and dissemination plan” to which D.5.3. is closely related.

All partners will continue to produce press releases and contribute to produce information for the next newsletter, presenting their achievement and results within the project, while DITECFER will take care of preparing newsletter aimed at dissemination updates related to the project.
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**Partners**

![Partners Logo](image1)

This Project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861887
ACTIVATING INCLUSIVE GROWTH IN RAILWAY SMEs BY WORKPLACE INNOVATION

The Project

The main objective of RailActivation Project is to create and pilot a rail business and organisational mechanism for the uptake of workplace innovation by SMEs from the railway sector as part of an Open Innovation ecosystem.

To this end, the RailActivation project will work on the development of new mechanisms and tools based on proven principles to anticipate the effects of the digitalisation on the railway sector and designing innovation process transformation for the EU Railway Industry from the inside-out by actively reimagining the entire business around the customer and enabling employees to be the catalysts for change.

The Partners

Project Leader
MAFEX - Spanish Railway Association (Spain)

Project Members
BTS - Railway Saxony (Germany)
DITECFER - District for Rail Technologies, High Speed, Safety & Security S.c.ar.l. (Italy)
QUINN - University Consortium in Engineering for Quality and Innovation (Italy)
TECNALIA - Foundation Tecnalia Research & Innovation (Spain)

Upcoming Events

Open Call for pilot SMEs
In May 2020 the Call for SMEs wishing to benefit from the “RailActivation” pilot scheme for empowering Workplace Innovation will be launched.
Deadline: 2 months after opening date

RailActivation Brunch
During RailLive! 2020 - taking place in Madrid from November 30th to December 2nd - we will organise the “RailActivation Brunch”. We will confirm the final date soon. Stay tuned!
The “RailActivation” project is one of the only three projects the European Commission has approved at European level to develop new pilot-schemes to support Workplace Innovation in SMEs. The Kick-off meeting in Brussels with the European Commission was a great moment also for meeting with the Partners of the other two projects.

**Expected impacts**

Through the “RailActivation” project we aim to reach these impacts:

- **Impact 1**: New Context based mechanisms supporting uptake of Workplace Innovation by SMEs
- **Impact 2**: More SMEs take advantage of the opportunities offered by Workplace Innovation
- **Impact 3**: New, context-based forms of Workplace Innovation are created
- **Impact 4**: Improved framework conditions for the uptake of new technologies
- **Impact 5**: Better skilled workforce and more resilient companies

Looking at existing tools, identify and exchange best practices

Between 3rd December 2019 and 25th January 2020 we run a Survey among both SMEs and Large companies in order to gather information and describe the existing workplace innovation mechanisms and tools applicable to the railway SMEs, thus establishing a foundation to identify, suggest and exchange best practices.

The results have shown that in recent years, companies have developed a greater understanding of the value that people-centred design brings. In fact, many managers could define multiple cases in which the design has effectively solved the problems with customers, for example. Furthermore, people-centred design has contributed decisively in the development of competitive advantages in many organisations.

Besides that, certain differences between involvement of various groups of employees into the development of all kind of innovation were proved. During the development of new product/solution or a new process, all types of sources of new ideas are really used more frequently (in comparison with the development of new marketing innovation or new product innovation).
HELP! WHY DOES A CULTURE OF INNOVATION MATTER?

Conceptually, a culture of innovation should provide two benefits. First, it should boost employee engagement, with employees inspired and energized by the ability to work on interesting innovation problems. That boost in engagement brings predictable benefits, such as lower absenteeism, greater retention and improved day-to-day productivity.

Second, such a culture should improve the ability to develop and launch innovative ideas to boost revenue and to improve operations. The latter puts to a challenge a senior HR IT leader gave us. “When I am outside work, I click a button on my phone and a car arrives. It takes a minute to order a meal. And I can easily videoconference with my daughter anywhere in the world,” she said. “Why isn’t my life inside my company as easy as my life outside of it? We need to apply innovation to our internal processes as much as we do to our external ones.”

Research by Adobe shows that questioning the status quo and fostering creativity makes a company 3.5 times more likely to outperform peers in terms of revenue growth. A Forbes article reported that companies promoting collaborative working are five times more likely to be high performing.

Scott Anthony, Harvard Business Review - Idea Lab

Open Call for SMEs Guidelines

This Open Call is aimed at providing innovation support of €225,000 through specific services and travel vouchers. Direct innovation support is intended to foster collaboration and help the winners with their Open culture transformation process, including organizational and production processes, as well as to encourage business models that are sustainable and deliver social impact.

RailActivation Project scheme will be tested in at least 20 SMEs, selected by the interregional network created under the project, by using at least 75% of the grant for this purpose.

The SMEs selected through the Open Call will benefit from the project in different ways, directly and indirectly.

More details about the scope and the application for the Open Call may be found on our website.

Dissemination events

Madrid (Spain) - RailLive! 2020 - 1st December 2020

RailActivation Breakfast will take place during RailLive! fair, running in Madrid from 30th November to 1st December 2020.

Berlin (Germany) - InnoTrans 2021 - April 2021

RailActivation INNOVATION WAY WORKSHOP will be organized during InnoTrans, the International Trade Fair for Transport Technology running in Berlin from 27th to 30th April 2021.