RailActivation

ACTIVATING INCLUSIVE GROWTH IN RAILWAY SMES
BY WORKPLACE INNOVATION

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CONSORZIO UNIVERSITARIO IN INGEGNERIA PER LA QUALITÀ E L’INNOVAZIONE - QUINN
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Abstract: In this deliverable the RailActivation Website structure is defined. The website: www.railActivation.eu.
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1. DOCUMENT VERSIONS

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2. EXECUTIVE SUMMARY

The RailActivation Project website has been developed to promote the effective dissemination of results and analysis within the project. It is an important 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.

The website has been structured in a way that is informative, easy to navigate through and can target all the target audiences.

This document is intended as a “living” document and as such will evolve throughout the duration of the project. This report will be reviewed by consortium members every year, to continuously improve the dissemination activities. The updated versions will be made available to the EC during periodic reporting.

Keywords: Communication Actions, Community Building, Dissemination.
Disclaimer

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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.
3. INTRODUCTION

To drive, support and connect the RailActivation community, this project includes the establishment of the project’s website.

Deliverable 5.2 is part 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 Website, will publicize the objectives, progress and findings/results of the project. The website provides access to key message about the RailActivation Project and its results, suited to all the different target audiences (EU commission, industry, research institutions, etc.). Access to both specialized dissemination materials focusing the technical community and dissemination materials of a general nature written for a broader audience both
arising in the implementation of the project will be provided. Its design will include the next key elements:

- Project Description.
- The official logos will be included and references to the financial funding under the H2020 scheme will appear.
- Background and contact details on the beneficiaries taking part in the project.
- Regular information on progress.
- Digital versions of the dissemination materials including: project newsletter, project presentations, posters, brochure.
- Access to RailActivation methodologies and recommendations for workplace innovation uptake.

The website of RailActivation Project will provide the necessary mechanisms to get feedback from its visitors.

### 3.2 Contributions to other WPs and deliverables

The website are an important part of the overall project dissemination and communication with public. Outcomes of RailActivation project will be promoted through the website. Therefore, it is an important tool for coordinating the dissemination and communication with relevant audiences.

The RailActivation will serve as well to encourage people who work in European Railway sector to participate in the survey.

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. PROJECT WEBSITE

The aim of the project website is to inform the public of the project objectives and status of the project.

4.1 General

The website is publically accessible on www.railactivation.eu. Each consortium partner will get access to do updates on the website.

All consortium members will receive a personal login in order to update RailActivation Project website with project latest information and news.

The website is only available in English.

4.2 Site Structure

4.2.1. Homepage

The homepage contains:

- The menu bar
- A brief introduction of project and objectives
- Consortium partners
- A footer with social links, EU grant acknowledgement information, about section, recent publications, user account menu

 Activating inclusive growth in railway SMEs

LAST NEWS
Project: RailActivation - Activating inclusive growth in railway SMEs by workplace innovation

Title: Website

Diss. Level: PU

Del. code: D5.2

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
4.3 The project

“The Project” section, accessible through the menu, contains information about the project background, scope and impact of the projects.
4.4 Objectives

The main objective of RailActivation project is to create and pilot a business and organisational scheme for the uptake of Workplace Innovation by SMEs from the railway sector, using open innovation approaches.

In order to address this objective and considering that the small and medium sized enterprises (SMEs) play a crucial role in reaching the objectives of the Europe 2020 strategy, the specific objectives of the project are the following:

- Look at existing tools, identify and exchange best practices. Rail Activation project will look and analyse existing tools to support the uptake of Workplace Innovation.
- Support a new pilot scheme, including content based, long term mechanisms to support the uptake of Workplace Innovation by the SMEs of the sector. NAME the created Workplace Innovation scheme to Railway Industry, defined by content based vis. dynamics capabilities and high performances work systems.
- Test Pilot Schemes. A new pilot scheme for railway industry will be tested in about 20 sites. The operations involving directly will be approximately reaching 75 employees, selecting feedback, tracking the activities and outcomes and recording any adjustments that are necessary to get the desired results.
- Support the creation of an interregional network for the railway sector and recommendations for action. RailActivation already involves a consortium that represents a dynamic network of 8 members (AAREP, STR, and MetroTech and HT: Research and Technology Organization).
- Raising awareness and dissemination of the need for Workplace Innovation as part of the RailActivation project; identification and exploitation strategy. Through this work, it will be prominent the role of a Working Group if work, dealing with Workplace Innovation which will aim to improve the performance of SMEs, promoting this RailActivation schemes, tools and mechanisms.
4.5 Partners
Project: RailActivation - Activating inclusive growth in railway SMEs by workplace innovation

Title: Website

Diss.Level: PU

Del. code: D5.2

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
4.6 Activity

SURVEY for Looking at existing tools, identify and exchange best practices

We appreciate your experience and your point of view.
Please fill this survey, it will take approximately 20 minutes to complete it.

Form Step 1

Individual Level:
Role in your entity

Gender
- Female
- Male

Age range
- 18-30
- 31-40
- 41-65
- Other

Education
- Bachelor

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4.7 Event
4.8 Publications

The new articles are shown on the homepage or separately accessible through the header in the menu:

4.9 News

The new articles are shown on the homepage or separately accessible through the header in the menu:
4.10 Contact

The Contact section is accessible through the header in the menu, as well as at the end of the homepage.

The Contact section is accessible through the header in the menu, as well as at the end of the homepage.
Conclusions

This document presents the design of RailActivation website. In the foreseen month’s effective communication actions are expected to support the evolution of the project. Therefore, the current design is considered as the starting point, and will evolve during the project in order to publicise the analysis of Workplace Innovation, uses case and work package.
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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
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**Partners**

- MAFEX
- DITECFER
- Quinn
- BT/S Rail Saxony
- tecnalia

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