



# SIA

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## Deliverable D9.1

### Dissemination and Communication Plan

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# 1 Executive Summary

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The aim of this document is to provide a dissemination and communication strategy for the SIA project (System for vehicle-infrastructure Interaction Assets health status monitoring) and to describe the tools that will be used to facilitate the wide-spread of information and knowledge from the results created by the project, among and beyond the members of the consortium (and beyond the life of the project). For the dissemination of SIA to be successful, there needs to be a good cooperation between all the Work Packages throughout the life of the project.

In this respect, an overview of the dissemination and communication activities to be undertaken during the project's life is going to be provided, followed by a separate and more detailed analysis of each activity.

Because of its fairly broad representativeness, both in terms of railway stakeholders and in terms of geographical scope, thanks to the worldwide membership of UIC, the international outreach of universities and European and international associations, the consortium in itself will be the primary base for dissemination. It covers countries of West to East and North to South of Europe and brings together a balanced combination of railway operators and Infrastructure Managers, international professional associations, railway maintenance service providers, high-tech SMEs in IT and EGNSS technologies, with a strong support of universities and research institutes.

Given its expertise in leading European rail projects and its position in rail transport, UIC is a good asset to gain time in identifying and addressing the right people and to disseminate results efficiently.

Despite the fact that this deliverable appears as a “one-time-delivery” document at the beginning of the project, the nature of the content invites to be updated throughout the life of the project. Therefore, this deliverable will be a living document that will be revisited and edited periodically and will evolve with the project.

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### 3 Abbreviations and Acronyms

Will be completed by UIC just before publication

Abbreviation / Acronyms	Description
AG	Advisory Group
CEIT	Asociación Centro Tecnológico Ceit-IK4
CETRA	International Conference on Road and Rail Infrastructure
DLR	Deutsches Zentrum für Luft und Raumfahrt e.V
EGNSS	European Global Navigation Satellite System
ESSP	European Satellite Service Provider
GSA	European GNSS Agency
IFTTT	(if this, then that) is the free way to get apps and devices working together
IP	Innovation Programme
RSSB	Rail Safety and Standards Board
S2R JU	Shift2Rail Joint Undertaking
TRA	Transport Research Arena
UIC	Union Internationale des Chemins de fer
WCRR	World Congress on Railway Research
WP	Work Package

## 4 Introduction

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This document has been drafted to provide a clear dissemination and communication plan for the SIA project. To facilitate this, we present materials and strategies for communicating and disseminating SIA to railway stakeholders, to the scientific community and the general public. Those include:

- the creation of a project identity;
- the creation of a public website;
- the use of social media;
- the creation of a project brochure;
- the production of several E-newsletters;
- the organisation of a mid-term event and a final conference;
- the organisation of two training seminars;
- the participation to conferences and the publication of results in relevant journals;
- the invitation of at least 20 potential customers to visit the pilot projects;
- and the production of a final brochure.

Moreover, the dissemination and exploitation plan describes how SIA will interact with other EGNSS projects and how the results will be transferred to the railways and to the global satellite industry.

Throughout the project, the Dissemination Work Package (WP9) will drive the dissemination of information, particularly for the purpose of ensuring future exploitation and the collaboration with the other EGNSS projects. The widespread and targeted dissemination of the project's outputs is vital to the acceptance and implementation of the technologies developed and for this reason all the other project partners are going to be involved in the production and publication of material like scientific publications, articles, press releases, newsletters and project brochure.

### 4.1 Background

The main goal of SIA project is to develop four ready-to-use services (iWheelMon, iRailMon, iPantMon and iCatMon) to provide prognostic information about the health status of the railway's most demanding assets in terms of maintenance costs, at the points of the interaction between the vehicle and the infrastructure (wheelset, pantograph, rail and catenary).

## 4.2 Definitions

Throughout this document, the terms ‘dissemination’, and ‘communication’ will be used frequently. The definitions used by the authors are shown below:

- Dissemination:

The aim of dissemination is to spread the outputs of the project among interested parties. This activity involves presentation of the project’s results to the European railway, the industrial and scientific community, while managing knowledge within the consortium. The means to achieve this are described in this document.

- Communication:

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

## 5 Dissemination Plan

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### 5.1 Objectives

External communication will be achieved mainly by:

- creating a project identity, a public website and an open public discussion forum,
- issuing several e-newsletters and a final brochure,
- attending to conferences, fairs and relevant events,
- publishing articles in relevant journals,
- and inviting potential customers to visit the pilot projects.

As outlined in the SIA description of work, the dissemination objectives are to:

- Pave the way for the commercial exploitation of iWheelMon, iRailMon, iPantMon and iCatMon;
- Promote the project results to industry players (railway infrastructure managers, integrated operators, train operating companies and maintenance subcontractors) and the other stakeholders (regulators, policy makers) to create awareness, involvement and uptake;
- Communicate the project status (objectives, planning, consortium, public deliverables, news);
- Contribute to the relevant standardisation activities and industry forums in Europe and worldwide so as to enable smooth market entry of the new services;
- Disseminate non-confidential project results through publications in journals, conferences, and workshops;
- Set up communication channels between SIA and other S2R JU and EGNSS projects to ensure a permanent link/communication with the relevant S2R JU and EGNSS activities.

## 5.2 Communication Tools

### 5.2.1 Project Identity

A cohesive visual identity will be created for use by the SIA project partners, e.g. logo, documents, reports, presentations, meeting agenda, project flyer and other external communications. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results.

- Project Logo

As a first step, the SIA logo has been prepared and approved. It will be used further for all dissemination actions.



**Figure 1 – SIA Logo**

- Project Templates

Project templates for presentations, reports and meeting minutes, are being currently prepared. They will be described in deliverable D1.1. This Deliverable Report is in itself an example of the deliverable template.

- Project Flyer

The brochure will be prepared in the first months of the project. It will contain a synthetic description of the project background, objectives and expected outcomes as well as facts and figures and the list of partners at the kick off date. It will be largely distributed in all events, like next UIC, CEIT and other partner events, mid-term conference and external events to reach as many people as possible in the targeted audiences.



## 5.2.2 Public Website

A dedicated website will be set up at the beginning of the project. The URL of the website is [www.siaproject.eu](http://www.siaproject.eu). The website will be publicly accessible, with a section where visitors can register their interest. It will be divided into two parts: the public portal and the cooperation tool (member's area), which will act as an exchange platform between the project partners. The website will contain the following pages:

- Presentation of the project

The "About" Page will give the visitors an overview of the project aims, objectives and work plan.

- Consortium

This page will display the list of all partner companies. Access to the partners websites will be allowed by clicking on their respective logos

- News and events

The "News" page provides information on past and upcoming events such as project meetings, participation in international conferences, etc. It will be updated regularly.

- Documents and download

All SIA publications (Press releases, brochure, newsletters...) and deliverables produced during the lifespan of the project will be made available in this section.

- Contact form
- Access to members' area

This website will be linked with CEIT document repository

This structure will adapt and be amended to suit the project and partner's requirements as delivery occurs.

### 5.2.3 Social Media

- An SIA twitter account (@SIAGalileo) has been launched at the beginning of the project. It relays messages from SIA, the European GNSS Agency, the Shift2Rail JU, the partners of the project and from actors of the railways sector. Below the homepage of the twitter account at time of issuing this report:



Figure 2 – Twitter home page

- A LinkedIn project group will be created shortly. It will be used to disseminate results all along the life of the project and will bring higher visibility between relevant people of the railway industry.
- A Facebook page of the project will be created shortly. This will give us an extra social channel and it will serve as a discussion forum as well.

In both cases some means of automation will be used for reposting content. Applications such as IFTTT ([www.ifttt.com](http://www.ifttt.com)) allow automatic reposting from one social medium (e.g. twitter) to other channels (e.g. LinkedIn and Facebook). This way, the reach of the project's communication content will cover broader audiences.

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## 6 Dissemination measures

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### 6.1 Advisory Group

The SIA consortium will provide directly key technical information to the main stakeholders through the Advisory Group (AG). The Advisory Group will comprise a group of first level organisations which have a direct interest in the project and can contribute to the success of its results. The AG will have two complementary objectives:

- Review the progress of the project and advice on issues such as operational rules for track maintenance, constructive requirements and operation of vehicles under certain situations.
- Be directly informed about the evolution of the project and to disseminate the outcomes of the research inside and outside their organisations (including sectors not related with railway systems to further enable cross- fertilization to other industries).

These two complementary objectives will be achieved in two ways:

- The consortium will provide technical information to the AG members
- AG members will attend two technical meetings of the project. At these meetings, they will make suggestions and comments according to their point of view and knowledge. They will then disseminate the information inside and outside their organisations.

The consortium has chosen the following 4 people due to their practical knowledge and previous experiences with them in other research projects:

- Mr. Richard Lockett (Richard.LOCKETT@era.europa.eu) at European Union Agency for Railway
- Mrs. Monika HEIMING (Monika.HEIMING@eimrail.org) from the European Infrastructure Manager Association
- Mr. José Manuel Álvarez (jose-manuel.alvarez@essp-sas.eu ) from ESSP (European Satellite Service Provider)
- Mrs. Shamit Gaiger (Shamit.Gaiger@rssb.co.uk) from RSSB

### 6.2 Electronic Newsletters

The project will produce at least 6 e-newsletters. They will be released every 6 months. The newsletters will provide up-to-date information on the status and achievements of the project. The newsletters will be circulated via e-mailing lists, via the twitter account and will be available on the project website.

In order to ensure that the widest audience possible is reached, each partner will use its own mailing list to circulate the newsletters.

### 6.3 Project Poster

A poster describing the main objectives of the project will be designed by CEIT in order to provide more visibility in the events that the partners may participate during the project. As the poster will be created at an early stage, it will not show any project's results. In any case, it will provide a general overview of the project from the beginning. The GSA will be able to use this poster to give more visibility to the activities of the project related to EGNSS-based asset management applications in the railway sector (e.g. Innotrans 2018).

### 6.4 Final Brochure

A final brochure will be published at the end of the project to describe all of the results achieved within SIA regarding the development of iWheelMon, iRailMon, iPantMon and iCatMon.

### 6.5 SIA Dissemination Events

The SIA consortium will organise two main public events. The first one will be organised by CEIT at mid-term (around September 2019). This event will offer the opportunity to present the first results and gain a wider visibility. The second one will be organised by UIC at the end of the project (February 2021). The Final Conference will be used to present all the results of the project. These events will be open to anyone interested in participating. To ensure maximum audience, invitations will be sent to the key actors in the field. The location will be chosen to ensure maximum participation.

The final conference will provide a platform to discuss the achieved results of the project. Solutions for the identified problems and challenges will be presented based on the SIA project results and the harmonisation of needs, requirements and demands facing the GSA expectations will be discussed.

Apart from the mid-term event and final conference, some other conferences and public events will be targeted where SIA can be presented and communicated to a wide audience. SIA will be presented during high-level EU events such as InnoTrans 2020 (Berlin, September 2020). The dissemination partners especially will be active in the promotion and dissemination, by joining these and other major events and conferences and presenting results and achievements of the project.

## 6.6 Seminars for Professional Advancement and for Students

### 6.6.1 Seminar for Professionals

DLR will organise one seminar for professionals to disseminate the knowledge acquired during the project on positioning techniques in the railway environment.

### 6.6.2 Seminar for Students

CEIT will organise one seminar for engineering students to disseminate the knowledge acquired during the project on positioning techniques in the railway environment.

## 6.7 Invitation to potential customers to visit the Pilot Projects

The consortium plans to invite up to 20 potential end-users of the four services that will be developed by SIA (iCatMon, iPantMon, iWheelMon, iRailMon). As the market orientation of these services is very clear, the objective of this visits will be to obtain leads for the further exploitation of the different services.

Among the potential end-users, a balance between the following target profiles will be taking into account when managing the invitations:

- Infrastructure managers
- Train operators
- Maintenance managers

## 6.8 Dissemination to the scientific community

The consortium plans to disseminate the non-confidential outcomes of the development and integration activities in the most important scientific journals and international conferences and fairs aligned with the interests of SIA.

DLR and CEIT will publish at least 6 articles (3 articles each) in scientific journals and international conferences, such as those on the list below:

- Journal of Rapid Rail Transit: <http://journals.sagepub.com/home/pif>
- Transport Research Arena: <http://www.traconference.eu/>
- International Railway Journal: <http://www.railjournal.com/>
- International Conference on Railway Technology:  
<http://www.railwaysconference.com>
- RAILLIVE!: <https://www.terrapinn.com/conference/rail-live/>
- RailTech Europe: <https://events.railtech.com/europe2019/>
- Railway Interchange: <http://railwayinterchange.org>
- World Congress on Railway Research: <https://wcr2019.org>
- TRA – Transport Research Arena: <https://www.traconference.eu>
- CETRA – International Conference on Road and Rail Infrastructure:  
<http://master.grad.hr/cetra/ocs/index.php/cetra5/cetra2018>
- INNOTRANS: <https://www.innotrans.de/en>

## 6.9 Linking with other pilot projects

DLR and CEIT will also establish a linking with other pilot projects and activities in Shift2Rail since they are already participating in IP2, IP3 and IP5, and specifically they are participating in FR8RAIL (IP5), and it is planned their participation as Associated Members in X2RAIL-2 (IP2) and FR8HUB (IP5) which specifically deal with EGNSS based localization.

Regular information shall be published through the usual channels of the different associations involved in the project.

## **7 Conclusion**

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This document provides clear plans in the areas of dissemination and communication. It presents a comprehensive dissemination strategy for the SIA project and describes the materials and strategies that will be used for external communication, along with the engagement and uptake of the results by relevant stakeholders.

A series of dissemination events have been planned, but it is anticipated that more dissemination opportunities will arise as the project progresses. Therefore, the SIA consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination activities will be discussed at WP level and will be coordinated generally via WP9.

The specific cooperation with the GSA and the EGNSS projects will be a key activity to ensure the success of SIA.