



Horizon 2020
European Union Funding
for Research & Innovation



In2Rail

Project Title: **INNOVATIVE INTELLIGENT RAIL**
Starting date: 01/05/2015
Duration in months: 36
Call (part) identifier: H2020-MG-2014
Grant agreement no: 635900

Deliverable D13.3

Set-up a dissemination and exploitation plan for In2Rail

Due date of deliverable	Month 6
Actual submission date	30-10-2015
Organization name of lead contractor for this deliverable	UNIFE
Dissemination level	PU
Revision	FINAL



Authors

Author(s)	UNIFE (UNIFE) Nicolas Furio
Contributor(s)	NETWORK RAIL LTD (NR) Tom Tivey Amanda Webster
	STRUKTON RAIL BV (SR) Henk Samson
	MER MEC SPA (MERM) Antonella Semerano
	D'APPOLONIA SPA (DAPP) Elisabetta Noce

Executive Summary

The aim of this deliverable is to provide a dissemination and exploitation strategy for the In2Rail project and to describe the tools that will be used to facilitate the 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).

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

Dissemination and exploitation of results is crucial to the acceptance and implementation of technologies developed in the project by suppliers and end-users. For the In2Rail project it is even more crucial to ensure a good transfer of results to the Shift2Rail Joint Undertaking contributing to the progress and achievements of the Innovation Programmes of the Shift2Rail Joint Undertaking.

The target audiences are also defined with an appropriate strategy identified on how to disseminate effectively to each of these specific audiences.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
ABBREVIATIONS AND ACRONYMS	5
1. BACKGROUND	6
2. OBJECTIVE / AIM	7
3. DEFINITIONS	8
4. TARGET GROUPS / TARGET AUDIENCE	9
5. DISSEMINATION PLAN	11
5.1. OBJECTIVES	11
5.2. DISSEMINATION MEASURES	12
5.2.1. Website	12
5.2.2. Publications	12
5.2.3. Project Video	13
5.2.4. Dissemination events – Conferences & papers/journals	14
5.2.5. Planning and organisation of workshops dedicated to In2Rail project	15
6. EXPLOITATION PLAN (INCL.SHIFT2RAIL)	16
6.1. OBJECTIVES	16
6.2. EXPLOITATION MEASURES	16
7. CONCLUSIONS	18

Abbreviations and acronyms

Abbreviation / Acronyms	Description
AC	Alternative Current
CEN	The European Committee for Standardization
CENELEC	The European Committee for Electrotechnical Standardization
CER	Community of European Railway and Infrastructure Companies
COTS	Commercial Off the Shelf
DMP	Data Management Plan
EIM	European Rail Infrastructure Managers
EFRTC	European Federation of Railway Trackworks Contractors
EPF	European Passengers' Federation
ERA	European Railway Agency
EU	European Union
FP7	Seventh Framework Programme
H2020	Horizon 2020
ICT	Information and Communications Technology
IM	Infrastructure Manager
IP	Innovation Programme
IRJ	International Railway Journal
RDERMS	Railway Distributed Energy Resource Management System
RTR	Rail Technology Review
S&C	Switches and Crossings
TRA	Transport Research Arena
UIC	International Union of Railways
UITP	International Association of Public Transport
UNIFE	The European Rail Industry
WP	Work Package

1. Background

The In2Rail project is to set the foundations for a resilient, consistent, cost-efficient, high capacity European network by delivering important building blocks that unlock the innovation potential that exists in Shift2Rail: innovative technologies will be explored and resulting concepts embedded in a systems framework where infrastructure, information management, maintenance techniques, energy, and engineering are integrated, optimised, shared and exploited.

In2Rail comprises three technical sub projects containing several interrelated Work Packages (WP) as follows:

- **Smart Infrastructure (WP2-6)**
 - WP2 – Innovative S&C Solutions
 - WP3 – Innovative Track Solutions
 - WP4 – Bridges & Tunnels
 - WP5 – Commercial Off The Shelf (COTS) Monitoring
 - WP6 – Maintenance Strategies & Execution
- **Intelligent Mobility Maintenance (WP7-9)**
 - WP7 - System Engineering
 - WP8 - Integration Layer
 - WP9 - 'Nowcasting' and Forecasting
- **Power Supply and Energy Management Systems (WP10 & WP11)**
 - WP10 – Intelligent AC Power Supply
 - WP11 – Smart Metering for a Railway Distributed Energy Resource Management System (RDERMS)

To facilitate the technical work there are three transversal work packages to provide, structure, coordination, integration and communications across all the work packages.

- **Transversal work packages (WP1, WP12 & WP13)**
 - WP1 - Project management
 - WP12 - Technical Coordination and System Integration
 - WP13 - Dissemination, Communication and Exploitation

2. Objective / Aim

This deliverable has been produced in order to provide a clear dissemination and exploitation plan for the In2Rail project. To facilitate this, the following aspects have been defined:

- Specific targets aimed;
- Dissemination and exploitation activities planned during the life of the project;

Throughout the project, the WP13 “dissemination, exploitation and communication” will champion dissemination of information, particularly for the purpose of ensuring future exploitation. The widespread and targeted dissemination of project outputs is vital to the acceptance and implementation of the technologies developed.

General dissemination activities include:

- Presentation of the project results on the project website;
- Publication of project results in newsletters, technical papers, trade journals and conferences;
- Initial dissemination of information through the project brochure to relevant associations and organisations;
- Attendance and dissemination at industry trade events (e.g. Innotrans) and conferences;
- Regular exchange of information with the Shift2Rail Joint Undertaking;
- Exchange of information with the In2Rail Advisory Groups;
- Promotion of In2Rail results through a video;
- Support of In2Rail partners with dissemination activities to promote the In2Rail results and established cooperation with past or on-going FP7, H2020 or national research projects.

3. Definitions

Dissemination and exploitation of results is crucial to the acceptance and implementation of technologies developed in the project by suppliers and end-users.

Throughout this document the terms 'dissemination' and 'exploitation' 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 European railway Infrastructure Managers and Operators and the industrial and scientific community whilst managing knowledge within the consortium. This will be achieved through a public website, conferences, publications and attendance at relevant events.
- **Exploitation:** The aim of exploitation is to increase competitiveness through the use of the results of the project. This activity involves the use of the project's results and developed technologies by the industries (as suppliers) and railway Infrastructure Managers and Operators (as end users). It involves working closely with all work packages to ensure outputs are captured and partners are able to engage with potential customers and also that they are supported in the development of the project outputs in order to produce products and services that can be implemented.

4. Target groups / Target audience

The dissemination of the project will aim at reaching the widest audience possible relative to the amount of resources available. The key audience for the project can be seen in the figure below:

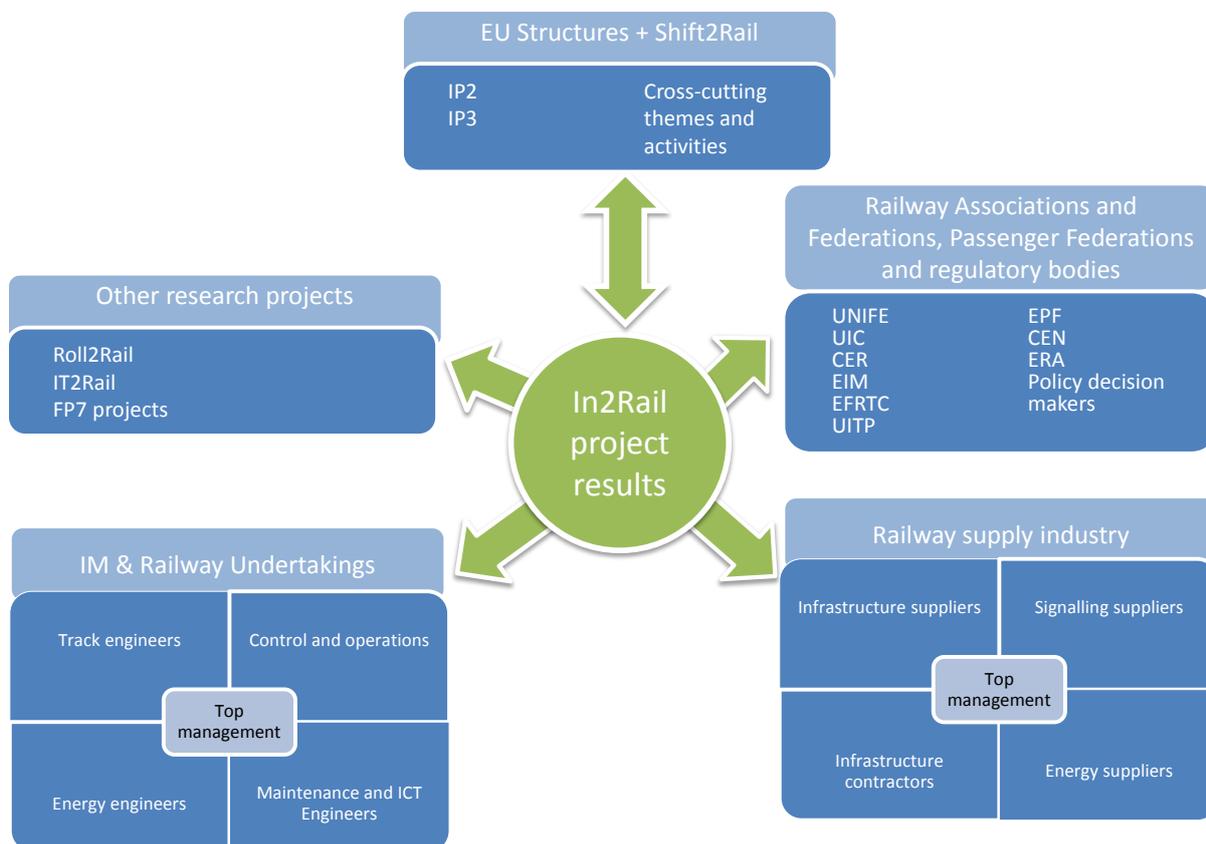


Figure 4.1: key audience for the project

The European Commission and the Shift2Rail Joint Undertaking have a role to ensure that In2Rail is performing according to the contractual agreements. Therefore it is important to have an open and informative dialog with the European Commission and the Shift2Rail Joint Undertaking, represented by the Project Officers and the Shift2Rail Joint Undertaking staff.

The Infrastructure Managers and Operators are important target audience since they are concerned by the project outputs. During the time of the project, this group will be addressed in different ways, by means public conferences, events and seminars. Information will be presented to the top management in both the infrastructure management and operating companies through:

- In2Rail deliverables;
- In2Rail Brochures;
- In2Rail Newsletter;

SET-UP A DISSEMINATION AND EXPLOITATION PLAN FOR IN2RAIL

- Invitation to In2Rail project events;
- Invitation to In2Rail Advisory Group bringing together operators and infrastructure managers;
- Participation at railway events.

Railway Industry manufacturers/suppliers are addressed within UNIFE and EFRTC committees. In the supply industry, the publications, deliverables and guidelines will be delivered to the top management directly via the UNIFE high-level committees (UNIRAILINFRA – UNIFE’s strategic/business infrastructure committee, UNIFE Technical Plenary, Strategy committee, Presiding Board) and EFRTC high-level committees. All the communication materials will be available at UNIFE’s offices and at association events held throughout the year. The supply industry will have access to the In2Rail public conferences, seminars and events. Moreover the In2Rail industrial partners (Industry manufacturers/suppliers) should deliver exploitable products and services based on In2Rail results, either jointly or separately. It supports the objectives of competitiveness and leadership of the European rail supply industry. The In2Rail consortium will investigate and search on possible standardisation and potential exploitation pathways for the results of the project. It will be paid especial attention to the procedures to standardise and harmonise the In2Rail. Exploitation workshops (e.g. In2Rail events, advisory groups meetings...) will be used to detect the most promising In2Rail results and to obtain agreement to go into individual and collective exploitation action plans. Commonly agreed Performance Indicators (i.e. increased number of marketable (new/ and/or improved products and services , filed patents, contacted stakeholders, number of standards achieved, etc.) will be monitored and evaluated and included in the reporting to the Shift2Rail Joint Undertaking.

The Railway Associations and Federations, Passenger Federations, regulatory and standardisations bodies and other representatives from other sectors are important. They will be involved through advisory groups that will be set up to involve a wider community of stakeholders in the project activities. This will help permit a two way of flow of information; stakeholders will have chance to contribute some input into the project and likewise it will be a good opportunity for the project to carry out some targeted dissemination to stakeholders. These groups will review documents, contribute to standardisation activities and provide advice particularly on the technical aspects of the project. It will be also an opportunity to exchange with others sectors and to promote transfer of knowledge between sectors.

Other European Research projects (e.g. H2020, FP7) are target audience to develop some synergies and work on the different subsystems interfaces in order to ease the implementation of the In2Rail project results within Shift2Rail.

5. Dissemination Plan

5.1. Objectives

As outlined in the In2Rail description of work, the dissemination objectives are to:

- Establish dissemination platform to facilitate wide-spread information transfer amongst and beyond the members of the consortium (and beyond the life of the project);
- Set up communication channels with Shift2Rail and implement a “knowledge transfer” between In2Rail and Shift2Rail to ensure a permanent link/communication with the relevant Shift2Rail Innovation Programmes;
- Ensure that the project outputs reach targeted decision makers and stakeholders;
- Ensure that appropriate dissemination strategies are applied;
- Delivery of high-quality results and sound technologies;
- Facilitate the implementation of In2Rail results in applicable codes and standards through the setting up of a regulation and standardisation Advisory Group.

In order to achieve these objectives, the following dissemination and communication activities will need to be organised:

- Public project website and web links;
- Articles in journals and conference papers;
- Conferences, seminar meetings with users and stakeholders at EU/national/local level;
- Press releases;
- Briefing of relevant Associations;
- Briefing of relevant EU Technology Platforms or standardization groups;
- Two newsletters;
- Project leaflet/flyer;
- Publications in dedicated rail magazines & annual reports;
- Promotion of In2Rail during important events (e.g. Transport Research Arena, World Congress on Rail Research, Innotrans...);
- In2Rail Video promoting the main project results/innovations;
- Interaction with the Shift2Rail Innovation Programmes.

5.2. Dissemination Measures

5.2.1. Website

The website (<http://www.in2rail.eu>) will be openly available, with a section where visitors can register their interest. It will be divided in two parts: the public portal and the private portal or document repository (members' area).

The public portal will be open to the public and will display the key project information, partners, results, news/events and organisation. The project logo will be seen on the website and all materials. All the public deliverables will be published on the website and will be available for download. The public portal (Figure 5.1 below) is open to the public and displays the key project information, partners, results, news/events and organisation:

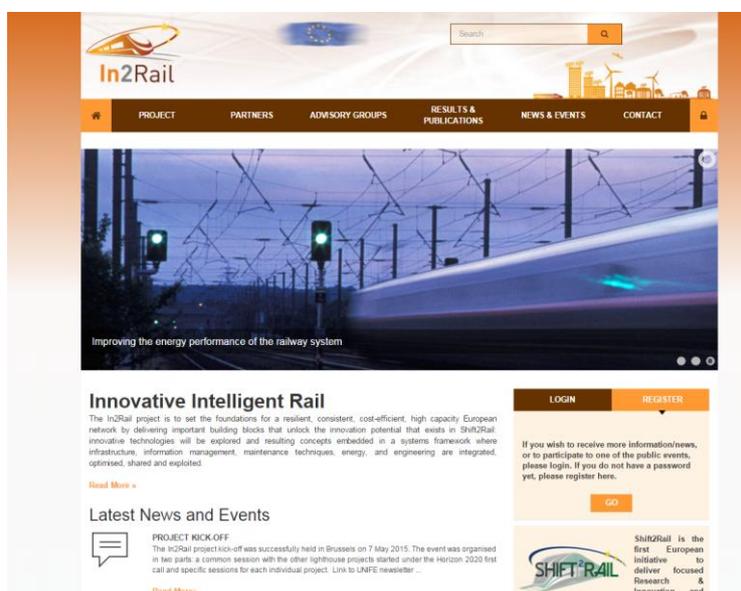


Figure 5.1: Screenshot of public portal (public website)

The cooperation tool (members' area) aims at storing and sharing project documents, keeping them well organised and available for the project partners. The deliverable D12.2 "Quality Plan" and D13.1 "Data Management Plan (DMP)" are key deliverables that aid the dissemination and exploitation process implemented within the In2Rail project.

5.2.2. Publications

Publications include preparation of brochures, newsletters and press releases and other relevant publications that can be also uploaded on the document repository.

A brochure will be developed at the beginning of the project and will be circulated widely via UNIFE's dissemination channels and via consortium members. It will present the project in a structured way and will be used by partners during conferences, workshops and exhibitions as a tool to disseminate project details. This brochure describes:

- The summary of the project;
- The main objectives;
- The project structure;
- Benefits and impact ;
- The contribution to Shift2Rail.

Two newsletters will be produced during the project's life. It will report on the current status of the project. It will also summarise activities, milestones and achievements from the past year.

Press releases and articles will be made at appropriate times/events and as requested by the media.

A project video will be produced at the end of the project. This video will highlight the main results of the In2Rail project.

5.2.3. Project Video

A project video will be produced and completed by the end of the project. This video will be developed with the objective of providing a promotional and dissemination media source that is complementary to the other information initiatives described in Section 5.2.

The video will be produced to cover all activities within the In2Rail programme and will be structured to group work packages aligned to match the technical sub-project areas of I2M, Power Supply and Energy Management Systems and Smart Infrastructure, as well as addressing the process related elements within the transversal WP's that have been developed to manage the collaborative working processes applied within In2Rail.

It is envisaged that the video will be utilised as a standalone media resource, or more likely as a focus within the context of other presentation events/activities. In this context there shall be facilities within the construction of the video to skip to specific sections and hence enable a bespoke configuration of the content for the particular audience in question. This shall provide the ability to deliver a "summary" version only that is currently envisaged to be of the order of 5 minutes duration, and to have a full "all sections" version of approximately 45 minutes runtime.

The media produced will be in digital format and be compiled from a mixture of colour "real moving images" and static digital images, complete with an integral sound track in the English language.

The media format shall be in accordance with the data type specifications defined in the In2Rail Data Management Plan and shall be configured to operate in the Windows Media

SET-UP A DISSEMINATION AND EXPLOITATION PLAN FOR IN2RAIL

Player environment, data streaming from the In2rail website and as hyperlinks within MS Powerpoint.

The content will be developed to cover the objectives of the WP task, the main results, the conclusions; with a particular focus on innovation successes and plans for future exploitation and the linkage to Shift2Rail.

5.2.4. Dissemination events – Conferences & papers/journals

Certain conferences and events will be targeted where In2Rail can be presented and communicated to a wide audience. In2Rail results will be disseminated at the event Innotrans 2016 and in other conferences and events including the World Congress for Rail Research and the Transport Research Arena.

A preliminary list of conferences & papers is shown in the following table. This list will be continuously monitored and updated throughout the project.

Papers/Journals	Countries addressed	Type of audience	In2Rail - related work	Partners involved
UNIFE newsletter and Annual Report	European	Railway sector	Overall result	UNIFE
Railway Gazette				All
IRJ				All
RTR European Rail Technology Review				All
European Railway Review				All
Modern Railways				All
Eisenbahntechnische Rundschau	Germany, Austria, Switzerland	Railway engineering	Overall result	All
Events	Countries addressed	Type of audience	In2Rail - related work	Partners involved
INNOTRANS	International	General audience from the rail sector	Overall result	All
Transport Research Arena (TRA)	International	General audience from the transport sector (Research part)	Overall result	All
World Congress on Rail	International	General audience from	Overall	All

SET-UP A DISSEMINATION AND EXPLOITATION PLAN FOR IN2RAIL

Research		the rail sector (research)	result	
----------	--	-------------------------------	--------	--

Table 5.1: Preliminary list of conferences & papers

5.2.5. Planning and organisation of workshops dedicated to In2Rail project

The project is proposing to organise workshops. The major objectives of such workshops are:

1. To enable other stakeholders not being directly involved in the project to be briefed on intermediate results at important project milestones;
2. To have an interactive discussion on the basis of their comments and proposals made to draft version documents and deliverables disseminated through professional associations – partners of the project;
3. To validate the proposed results by consensus of all stakeholders concerned;
4. To check the potential for the implementation of the proposed solutions;
5. To provide the orientation for further works and the completion of deliverables.

Taking into account the planning of deliverables, major project milestones and demonstrators, the celebration of three workshops is proposed:

- First in Month 18;
- Second in Month 36.

6. Exploitation plan (incl.Shift2Rail)

6.1. Objectives

The objectives for the exploitation of results are the following:

- To ensure a good transfer of results between In2Rail and Shift2Rail. The In2Rail outputs should be used to deliver new technology demonstrators, which will be implemented in the railway network and realised through:
 - Shift2Rail Innovation Programme 2 (IP2) “Advanced Traffic Management & Control Systems”;
 - Shift2Rail Innovation Programme 3 (IP3) “Cost Efficient, Sustainable and Reliable High Capacity Infrastructure”;
 - Shift2Rail “cross-cutting themes and activities”.
- To ensure that In2Rail results will contribute to regulation and standardisation bodies.
- To agree on Performance Indicators (i.e. increased number of marketable (new/ and/or improved products and services, filed patents, contacted stakeholders, number of standards achieved, etc.) for monitoring and evaluation purpose that will be included in the reporting to the Shift2Rail Joint Undertaking.

6.2. Exploitation Measures

To ensure the good transfer of results between In2Rail and Shift2Rail, the In2Rail project will follow the following steps:

- 1) As soon as the Shift2Rail Joint Undertaking is fully set-up, the In2Rail WP13 will contact the relevant Shift2Rail Innovation Programmes Leaders to establish a cooperation process between In2Rail and the Innovation Programmes.
- 2) Then it is envisaged to organise “knowledge transfer” meetings every six months to ensure an appropriate transfer of results.

This exchange of information will enable the In2Rail project to provide feedback to the Shift2rail Innovation Programmes but also to collect suggestions that could be relevant for the on-going activities of the project.

***Note:** This process can only start when the Shift2Rail Joint Undertaking members will be known and the Shift2Rail Innovation Programmes leaders appointed.*

To ensure that In2Rail results will contribute to regulation and standardisation bodies, In2Rail will set up a regulation and standardisation advisory group which will include bodies such as the European Railway Agency and CEN/CENELEC. In2Rail plans to include its

SET-UP A DISSEMINATION AND EXPLOITATION PLAN FOR IN2RAIL

deliverables into the European standardisation and regulation processes including European standards and transport regulations.

7. Conclusions

This document has made clear plans in the areas of dissemination, exploitation and communication. A series of dissemination events have been planned, and it is anticipated that more opportunities will arise as the project progresses.

Routes to exploitation have been identified and the specific cooperation with the Shift2Rail Joint Undertaking will be a key activity to ensure both success of In2Rail and Shift2Rail.

Dissemination, exploitation and communication will be discussed at each Work Package 13 meeting and the dissemination and exploitation tables will be regularly updated.