

GoSAFE RAIL  
Project Reference: 730814  
S2R-OC-CCA-04-2015  
Research and Innovation action as part of the Shift2Rail JU  
Project Duration: 1 October 2016–30 September 2019



## Deliverable 5.5

# Dissemination Strategy Plan

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**Date:** 15<sup>th</sup> November 2017

**Dissemination level:** (PU, PP, RE, CO): PU

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No.730814



This project is funded by  
the European Union



**D5.5 Dissemination Strategy Plan**  
**GoSAFE RAIL – Global Safety Management Framework for Rail Operations**

**DOCUMENT HISTORY**

Number	Date	Author(s)	Comments
01	15/11/2017	Ken Gavin (KG) and Julie Clarke (JC)	First draft for internal review
02	16/11/2017		Reviewed by Irina Stipanovic (Inraplan)



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## **Executive Summary**

Dissemination activities are vital to the success of the GoSAFE RAIL project to ensure the effective communication of the project outputs to the relevant stakeholders and end-users. This report describes the various dissemination and communication activities that will be undertaken during the lifetime of the project, which will include end-user engagement, through dedicated workshops to obtain important end-user feedback in relation to the project outputs. In addition, the project will ensure an active online presence, including a dedicated project website, which will be updated regularly and maintained following the project completion, as well as active engagement with social media during the project. A variety of technical and non-technical publications will be produced as part of the project, including newsletters, feature articles, journal publications, conference articles and a series of non-technical guideline documents. Project clustering activities will also be undertaken by the GoSAFE RAIL project with complimentary European projects as part of the Shift2Rail initiative. The dissemination strategy for the GoSAFE RAIL project will be updated throughout the lifetime of the project to maximise the overall project impact and to ensure that end-user needs are successfully met through the project activities.



## **1 Introduction**

The GoSAFE RAIL project recognises the importance associated with the dissemination of project outputs and the effective communication of the main research findings. Within the project, WP5 addresses dissemination and communication activities according to Task 5.4. This document describes the dissemination strategy plan for the GoSAFE RAIL project, which will be updated throughout the course of the project to maximise the impact of the project.

The objectives of the project dissemination and outreach activities are to ensure the effective communication of the research undertaken in the GoSAFE RAIL project and to ensure that these activities address and support the needs of the relevant stakeholders and end-users. Face-to-face interviews with infrastructure managers will be hosted throughout the project, which will be used to disseminate the research findings and to obtain valuable feedback in relation to the project outputs. This will ensure that the final outputs of the GoSAFE RAIL project, such as the Global Safety Management Framework and the Decision Support Tool, sufficiently address the needs and requirements of the end-users. The project will have a significant online presence to disseminate the project outputs, including a dedicated project website, which will be updated throughout the project lifetime. A series of technical and non-technical publications will be produced as part of the project, including project newsletters, feature articles, journal publications and conference articles to maximise the project visibility. Clustering activities will be undertaken by the GoSAFE RAIL project in conjunction with similarly-themed European projects, as part of the Shift2Rail initiative.

An overview of the objectives of the GoSAFE RAIL dissemination strategy plan are and a means of achieving these objectives are presented in Table 1.



**D5.5 Dissemination Strategy Plan**  
**GoSAFE RAIL – Global Safety Management Framework for Rail Operations**

**Table 1.** Objectives of Dissemination Strategy Plan

<b>Objective</b>	<b>Methodology</b>	<b>Partners Responsible</b>
Mobilise project partners as ambassadors.	Conferences, scientific and non-scientific publications, newsletters, website, interaction with other Shift2Rail projects.	All
Ensure adoption of global safety framework by end-users.	Face-to-face meetings with Infrastructure Managers, interaction with certifying bodies, establishing links with user groups.	Executive Board
Interaction with other S2R and H2020 projects.	Creation of a database of similarly-themed projects, participation in Shift2Rail activities, invitation of Project Coordinators to GoSAFE RAIL project events.	WP Leaders
Communicate project outcomes to the general public / identified user groups.	Produce non-technical guidelines within the project. Use of the project website, LinkedIn and twitter as effective communication tools.	All Partners
Disseminate project outcomes with the scientific community.	Ensure all project outputs have a clear project branding and the correct funding acknowledgement. Encourage the publication of research findings amongst partners in leading rail journals and suitable conferences.	All Partners
Engage with policy makers at European and National Level.	Ensure participation at key events organised by the European Commission, actively participate in TRA special sessions, and organise face-to-face meetings with policy makers.	Executive Board



## **2 Objectives**

The objective of the dissemination strategy plan for the GoSAFE RAIL project is to ensure that accurate, timely and relevant information is effectively disseminated to the target audience by using appropriate means. The dissemination strategy plan addresses three main phases of the project, as follows:

### **1. Awareness and Visibility Phase**

During the first year of the project, dissemination activities will focus on generating interest in the project and creating an awareness of the project research undertakings amongst the relevant stakeholders and potential end-users of the project outputs.

### **2. Progress Updating Phase**

Between months 12 and 34 of the project, the dissemination activities will focus on the providing progress updates to stakeholders and end-users in relation to the research findings. Additionally, end-user feedback will be obtained in relation to the main project outputs, such as the Global Safety Management Framework and the Decision Support Tool.

### **3. Exploitation Phase**

The third phase of the dissemination strategy plan will be conducted during the final 6 months of the project. The final results of the project will be published and a final conference will be hosted. In addition, an exploitation plan will be produced to determine how the project outputs will be maximised beyond the life of the project. Within the project, there is a dedicated work package (WP4) to demonstrate the main research outputs of the project according to case studies.



The target audiences for the three phases of the project are listed in Table 2.

**Table 2.** Target audience for the 3 phases of the project

<b>Grouping</b>	<b>Examples</b>	<b>Phase(s)</b>
Policy Makers	<ul style="list-style-type: none"> <li>• Government Transport Committees</li> <li>• Independent Regulator Groups</li> <li>• Danube Strategy Group</li> <li>• European Railway Agency</li> <li>• European Commission Directorates</li> <li>• Transport Ministries</li> <li>• OECD</li> </ul>	2, 3
Rail Industry	<ul style="list-style-type: none"> <li>• Infrastructure Manager</li> <li>• Railway Contractors</li> <li>• Railway Suppliers</li> </ul>	1, 2, 3.
Rail Industry Bodies	<ul style="list-style-type: none"> <li>• CER</li> <li>• EIM</li> <li>• UIC</li> <li>• UNIFE</li> <li>• EFRTC</li> </ul>	1, 3
Rail Conferences	<ul style="list-style-type: none"> <li>• Iberian Rail</li> <li>• Wider Black Sea Area</li> <li>• TRA</li> <li>• TRB</li> <li>• IRRC</li> <li>• CETRA</li> </ul>	3
Standards Bodies	<ul style="list-style-type: none"> <li>• CEN</li> </ul>	3



### **3 Stakeholder & End-User Engagement**

The GoSAFE RAIL project will conduct various dissemination activities to maximise the project impact, ranging from stakeholder workshops to one-to-one engagement with infrastructure managers and owners. The target audience of the project will include rail infrastructure managers and owners (e.g. UIC and EURNEX), industry professionals, policy makers, researchers, standards bodies, interest groups (e.g. FEHRL, CEDR, EFTRA, CER, EIM, CEN), as well as transport users.

Given that the project is developing tools for infrastructure managers, an important aspect of maximising implementation is the demonstration of the technology in real-world conditions. As such, the operation of the Global Safety Framework will be demonstrated for several locations along the TEN-T network in Croatia, Ireland and Norway. Furthermore, a series of non-technical guidelines will be produced for Infrastructure Managers as part of the project.

Furthermore, the dissemination strategy will exploit a variety of communication sources, such as LinkedIn and Twitter, to ensure that the project outcomes are effectively communicated to key stakeholders. In addition, a series of presentations will be conducted by the project at selected industry and research conferences to generate interest in the project, whereby industry leaders will be invited to attend. Key events will include the TRA conference, the European Technology Platforms (ERTRAC, ERRAC and WATERBOURNE) and the TRB, which typically attracts over 10,000 delegates. GoSAFE RAIL will participate in special sessions at these conference events in conjunction with complimentary projects. In addition, a number of 1-day workshops will be organised to demonstrate the technology innovations arising from the project to relevant stakeholders.

The establishment of an Advisory Board for the GoSAFE RAIL project will also serve to provide important stakeholder feedback to the project. The Advisory Board comprises both internal and external project members, and mainly comprises infrastructure owners or managers. The Advisory Board will provide important industry-led strategic direction to the project, including the following:

- Guidance in relation to the priority problems of the industry;
- Advice on the practicality of the proposed solutions and the likely acceptance of the project outputs;
- Promotion and dissemination of the project outputs within the networks of individual members.



#### **4 Online Presence**

A dedicated website has been established for the project ([www.gosaferail.eu](http://www.gosaferail.eu)), which will be regularly updated throughout the project and maintained beyond the lifetime of the project. The website will provide regular updates in relation to news articles and project events. In addition, all project outputs (e.g. deliverables, milestones, publications) will be hosted on the website. The website will also host a video section where project results will be presented. Project partners will be encouraged to record short video clips explaining their research activities in lay terms, which will be hosted on the project website.

The project will also produce 6-monthly electronic newsletters, providing project updates and newsworthy information, which will be distributed to a broad range of relevant stakeholders. The GoSAFE RAIL project will also ensure an active participation in social media, including a LinkedIn account to ensure widespread dissemination of the project outputs.

To ensure effective communication of the project activities, a clear branding identity has been established for the project. This includes a project logo (Figure 1) to be adopted in various project documentation, in addition to the correct acknowledgement of EU funding.



**Figure 1 GoSAFE RAIL Branding**



## **5 Publications**

### **5.1 Non-Technical**

The GoSAFE RAIL project will produce regular newsletters, providing updates in relation to the project activities and main research findings. In addition, the project will produce a newsletter every 6 months that will clearly communicate the project outputs. A series of non-technical guidelines will also be produced as part of the project.

### **5.2 Technical**

The project will present preliminary and finalised results of the research in specialist conferences. In addition, it is expected that a significant number of technical journal articles will be published based on the research conducted as part of the project. High impact factor journals will be targeted in the areas of mathematical risk modelling, structural engineering, geotechnical engineering, information management and reliability analysis.



## **6 Dissemination Events**

Dissemination events, such as conferences and workshops, provide an opportunity to present the project outputs to large audiences. The main research findings may be presented at such events either in a highly technical manner or in a non-technical manner, depending on the audience.

Conferences will be targeted across Europe to ensure the widest geographical and target audience spread is achieved. A final conference will be organised to launch the final outputs of the project and to outline the exploitation strategy. Key events will include the TRA conference, the European Technology Platforms (ERTRAC, ERRAC and WATERBOURNE) and the TRB.



## **7 Project Clustering Activities**

Clustering activities will be undertaken by the GoSAFE RAIL project in conjunction with other Shift2Rail projects (see [www.shift2rail.org/projects/](http://www.shift2rail.org/projects/)). The project is twinned with the PLASA S2R Project. Joint workshops have been held, the latest at AIT, Austria on September 19<sup>th</sup>, 2017. The groups are collaborating primarily in the area of microsimulation modelling. Regular Shift2Rail meetings are attended by the GoSAFE RAIL project, whereby progress is reported and synergies with the other projects are identified and discussed.



## **8 Conclusions**

This report has outlined a preliminary dissemination strategy plan for the GoSAFE RAIL project that will be updated as the project progresses. The plan comprises three main phases of the project: 1) awareness and visibility phase, 2) progress updating phase, 3) exploitation phase. The target audience will include infrastructure managers and owners, the research community, policy makers and standards authorities. The objectives of the project dissemination and outreach activities are to ensure the effective communication of the research undertaken in the GoSAFE RAIL project and to ensure that these activities address and support the needs of the relevant stakeholders and end-users. The main dissemination activities will comprise interaction with relevant stakeholders and end-users, a project website, social media activity, technical and non-technical publications, and clustering activities, as part of the Shift2Rail initiative.