Connecting LOng and Short-distance networks for Efficient tRansport

Deliverable D7.1

DISSEMINATION PLAN

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Participant's name	
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Transportøkonomisk institutt	TOI
Fraunhofer Gesellschaft, Institut für Verkehrs- und Infrastruktursysteme	FhG – IVI
Valtion Teknillinen Tutkimuskeskus	VTT
Centrum dopravního výzkumu v.v.i	CDV
Centre for Research and Technology Hellas / Hellenic Institute of Transport	CERTH/HIT
Vilniaus Gedimino technikos universitetas / Transporto mokslo institutas.	VGTU-TMI

LIST OF ABBREVIATIONS AND DEFINITIONS

DoW	Description of Work
EC	European Commission
EU	European Union
FP	Framework Programme
FP7	Seven Framework Programme
IST	Information Society Technology
NGO	Non-Governmental Organisation
PAG	Policy Advisory Group
RTD	Research and Technological Development
SME	Small and Medium Enterprise
WP	Work Package
P	Planned
AI	Already

Document Control Sheet

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EXECUTIVE SUMMARY

Abstract

This document is the Dissemination and Use Plan prepared for the CLOSER project. This document was prepared in Work Package 7, task 7.1 of the project. The document sets out to describe the scope of the dissemination activities of the CLOSER project.

Particular attention will be given to various levels on which the numerous dissemination activities will unfold. Future dissemination activities may be evaluated against intentions as specified below, thus making it possible to indicate a measure of success in this area.

In the document we also identify the dissemination opportunities for CLOSER including:

- Identification and planning of appropriate dissemination platforms and routes using virtual sources (web based), face-to-face (workshop and conferences) and the public media.

- Encouraging project-internal information sharing on dissemination events and opportunities to which they can jointly contribute, and having them communicated to all project members on a monthly basis via a dissemination calendar.

- Definition of quality standards and templates so as to maintain the integrity of the project through the production of high-quality materials.

The document is structured as follows. After the Introduction, a specific chapter presents an analysis of the target audience of CLOSER project, and another one presents the dissemination activities foreseen for the project.

Introduction

This document presents the Dissemination Plan for the project CLOSER, detailing the strategy that will be followed during the project period in order to present the results achieved in the various activities in which the project is involved to the public (ex. potential users, beneficiaries, etc).

Also, a specific part of this document has been dedicated to explain those dissemination activities the consortium has participated in to disseminate the objectives and results of the project.

This plan will be updated to improve the strategies and to keep track of the dissemination actions carried out to offer visibility to the project.

The intended audiences of this document are all project participants and the European Commission

1   Closer stakeholders and potential users

Stakeholders of CLOSER project will be all those organisations interested in increased efficiency of interfaces between long and short-distance transport. Furthermore it is a goal to achieve exchange of information about new mobility/organisational schemes related to interconnection between short and long-distance transport networks. The following table summarizes the main data about different types of stakeholders/organizations that the project Consortium has considered to be potential users of the CLOSER project due to their probable interest in the project results and the interest in the collaboration.

Table 1

Stakeholders/organizations	Offer from CLOSER	Demand
Commercial organisations	Business models	Best practises, new technologies, results and achievements derived from the project
Policy makers	Policy Advisory Group	Guidance for decision-making for the interconnection between short and long-distance transport network
Research organisations (Universities, research institutes, etc.)	Research and evaluation resources Research results	Relevant data
End users	Users' needs	High level of mobility

2 Consortium approach to dissemination

The CLOSER results will be exploited and disseminated inside and outside the consortium. The consortium is already composed of representatives from the academic world and research institutes. By having partners involved in the interconnection between short and long distance transport networks and from different types of organizations and countries, the opportunity is open to use the channels for dissemination of the project results to a maximal extent. The aim is to ensure maximum use of the project results by addressing companies, research institutes, policy makers, business decision makers, etc. In order to achieve these **goals** the project must attract the necessary attention, interest of different potential users and serve as a reference point.

2.1 Dissemination actions

The activities of raising public participation and awareness are the basis for project success. Several actions will be realised with this objective.

2.1.1 On-line actions:
- E – mail
- E- newsletters
- CLOSER website
- Press release, articles
- Uploading of the main deliverables of all WPs of the project (with a public dissemination level) on the project website.

2.1.2 Off- line action:
- Workshops
- Other meetings
- Presentation of midterm and final results on conferences
- Submission of papers based on finalised material to the editorial board of scientific journals

3 Dissemination strategy

3.1 Graphic Identity Guideline

3.1.1 Logo

The building of the project's image started with the design of a distinctive logo.

This logo has been included in the design and production of the CLOSER website, leaflet, as well as in all the internal and external communication material produced by the consortium.

3.1.2 Document template

In order to maintain a homogeneous look of the materials produced in the project, templates have been produced.

- Template for reports: In order to create a corporate identity, WP7 developed a deliverable template which has to be used by the authors of the deliverables.
- Power Point Template: In order to create a corporate identity WP7 produced a PowerPoint template which should be used by project partners for CLOSER presentations.

3.2 Dissemination tools

3.2.1 Project presentation

AS part of WP7, a presentation template and a project presentation is available. The purpose of the template is to use it in all events and meetings where CLOSER results and activities are presented. It will be designed to support the creation of a project identity and to facilitate the recognition of the project.

The project presentation will include the objectives, organization and goals of the CLOSER project. This presentation will be used in project conferences, workshops or other events or meeting where consortium partners will participate. The main content of the presentation is:

- General project information, project acronym and name, logo, partners, EC funding.
- Main goals, key issues, expected achievements and potential beneficiaries.

E-mail, e-newsletters and the CLOSER website will promote the project and its activities. Press releases and articles will be published. Such activities will support the awareness creation on the CLOSER space and will therefore support the exploitation

of the project results. In the end, articles and press releases will be published in order to spread the information to a broad audience.

3.2.2 Leaflet Design (Task 7.5)

A first CLOSER leaflet has been produced in the beginning of the project with general information about the CLOSER project and the activities that will be realised. This document was produced just in electronic format and used as communication material to be sent by email to better explain the CLOSER project aims and objectives.

A second leaflet will be realised in the second semester of the project, and will be more oriented towards the CLOSER opportunities for the users.

3.2.3 Poster

A CLOSER poster is in production with the idea that each partner could distribute some copies among potential beneficiary organisations. Also the poster will be placed in a visible place of the offices of each partner to disseminate the project activities towards other colleagues of the organizations and external visitors. The poster will be also placed in occasion of the "Dissemination workshop" that will be organized in the frame of the CLOSER project.

3.2.4 Public section of the CLOSER website (Task 7.2)

The CLOSER website is the primary dissemination route through which CLOSER will be presented (in addition to the online provision of press releases, etc.) and will enable the automatic collection of contact details on interested stakeholders to be used for dissemination purposes (e.g. via e-newsletter, workshop invitation, etc.). The idea is to keep all the sections of the website updated and to "animate" all the on-line activities as the fora and SIGs, to be sure users return to the website at regular intervals. The website, as showed in the image below, is structured in 4 main areas:

- The Project: One of the public sections of the website offering information about the project description, the partners and the main results achieved in the project.

- CLOSER services: In order to have access to this section it is necessary to be registered in the CLOSER website. The registration is for free and provides the user with two main additional actions:

    o To create a database (DB) of organisations and/or private users: this DB will be used for the distribution of the e-newsletters and to provide information about the project results and activities.

    o To offer better services to the registered members depending on their profile and area of interest selected during the compilation of the registration form.

- CLOSER info: this area is also public and offers updated information about project news, interesting links, contact form, etc. The public sections are open to all visitors of the website, offering general information on the project and the

technology area, as well as all public deliverables and other public documents produced in the framework of the project.

- The website also provides an interactive „Events Calendar" highlighting the dates of the current month with planned events related to transport mobility not only organised by the CLOSER consortium but also including all the relevant events related to the topics of the CLOSER project. The "Event Calendar" is also a public section of the website (M3).

3.2.5 CLOSER Newsletters (Task 7.5)

CLOSER Newsletter:

- Will be produced at least 4 times in the duration of the project.
- E-newsletter will be distributed to all the registered members of the CLOSER website, using the addresses from the database of organizations and contact available.

A template for the electronic preparation and sending of the newsletter will be developed within the CLOSER website functionalities. In this way the newsletter arrives in a prefixed format that includes the CLOSER logo and all the references about the project. All CLOSER partners will collaborate in the preparation of the newsletter sending information about news, specific needs, success cases, mobility opportunities,

etc. to CDV. The electronic format used for sending the newsletter will be also used as communication channel by CLOSER partners to send alerts or specific news of interest related to the project (M14, M20, M26, M32).

3.2.6 Press release and articles (Task 7.3)

CLOSER partners plan to disseminate the project result and ongoing activities via public media, presentations and papers to enable CLOSER material to be widely disseminated through journals, newspapers and magazines and speaking opportunities at appropriate conferences and seminars. A specific press release about the project will be realised. This will be distributed among certain general press magazines (or newspapers) to promote the CLOSER website and benefits through such media.

In order to increase the impact of the project at national level, press releases will be prepared in each project region. The relevant partner will prepare a press release in local language. The papers will be delivered at local level. Each press release will contain information related to the results of the first half of the project, about the case studies and at the end of the project (M24, M36).

3.3 Dissemination activities

3.3.1 Workshops

The following workshops are planned to be organised

- 1st Workshop

   A workshop will be organized on **Month 9** (to be held under WP2) **(FHG IVI),** and will invite co-ordinators of HERMES and INTERCONNECT projects to discuss the approach on CLOSER, to comment on deliverable D2.1 (*Review templates and review report of previous research result*) and to exchange views to avoid duplication and to benefit from each others' progress. Co-ordinators of a set of other projects will also be invited to review and comment on deliverable D2.2. (the WP2 final report). Furthermore, coordinators from on-going related projects, such as the LINK Forum, will also be invited. Also the workshop could serve as a good meeting point to identify potential candidates for the Policy Advisory Group.

   The PAG will bring therefore experts from international institutions and European associations, as well as national public servants with extensive

   international experience which could probably offer significant added-value to the project as PAG members. Membership of PAG will be submitted to the European Commission for approval.

- 2nd Workshop

   A workshop will be organized on Month 13 (to be held under WP3) (INRETS) and will include presentation of draft deliverables D2.2 (draft final report of

WP2), D3.1 (structure of interfaces and existing indicators), and D4.1 (the decision-making framework).The first meeting of the PAG will be arranged in connection with the second workshop.

- Final Workshop

A final workshop will be organized on Month 36. This workshop will be aimed at dissemination purposes, and will give the opportunity to disseminate the core project results to end-users and developers. Moreover, the workshop will offer ideal opportunities for the project to gather direct feedback, and address the needs of the various stakeholders involved. This final workshop will be focused on establishing synergies between participating stakeholders, while collecting their feedback in order to ensure CLOSER platform fully addresses their needs.

These dissemination workshops will also become platforms to promote potential synergies and collaborations between projects, while the achievements of CLOSER will be presented.

Participants of the final workshop (an attendance of ca. 50 is targeted) will be representatives of all stakeholder groups as research institutes user groups related to freight transport, operators, stakeholders responsible for developed and evaluated intermodality related measures, etc., including the members of the CLOSER project.

Five blocks should probably be included:

- o Guidance and recommendation for passenger transport.
- o Guidance and recommendations for Freight transport.
- o Guidance for decision – making.
- o Main barriers.
- o Round Tables with stakeholders.

3.3.2 Other meetings

- PAG
  - o Month 19. Review of draft deliverable D3.2 (final report of WP.3) and
  - o First draft of D4.2 (PAG recommendations).
  - o Month 24 (following HERMES and INTERCONNECT final conference in Gdansk) Approval of final draft of D4.2, discussion of D5.1 (evaluation framework for the case studies), discussion on HERMES and INTECONNECT conclusions.

  - o Month 32 PAG Final meeting.

3.3.3 List of dissemination events (Task 7.4)

The type of interventions of the CLOSER partners at such events will present the CLOSER project as a whole, focusing on the vision, the objectives and the impact of the results for the targeted field. The table 2 presents a list of events where CLOSER participation is planned. This list focuses on conferences, congresses or journals related to particular sub-domains of the project goals. The project partners will be attentive to additional events which had not been already detected and which could be interesting.

3.4 Monitoring system of the impact of the project

3.4.1 Visits and downloads in the web site

Our systems will automatically log and collect statistics about visitors.

These statistical ratings do not contain any personally identifiable information about any of our users.

We will also collect and analyse traffic on our website in order that we can monitor data such the number of visits to the technical articles on the web and also downloads.

Visitors can share their own experiences by submitting relevant web links or event announcements.

3.4.2 Participants in Conferences

CLOSER partners are planning to disseminate the project result and ongoing activities in Conferences. As it is intended that most of representative stakeholders related with transport sector will attend the conferences, CLOSER responsible partner of the conference will count the number of the present's stakeholders and will evaluate the progress of this number during the life of the project. This way we can have a close idea of the increasing influence of the project in the sector.

Table 2

Title/Place	Dates	Responsibility	Status	Participation of Project Expected Impact
12th World Conference on Transport Research / Lisbon, Portugal	07/ 11 – 15/2010	WP.7 **CDV**	Al	Special session: CLOSER, HERMES, INTERCONNECT, General CLOSER presentation (CEDEX, CDV), New and emerging mobility schemes (Task 2.2).
CLOSER 1st Workshop	09/2010	WP.2 **FhG**	P	The occasion for CLOSER consortium inviting co-ordinators from other projects to discuss the approach on CLOSER, comment on deliverable and to benefit from each other. Coordination with the projects HERMES and INNTERCONNECT. Identification of potential candidates for PAG.
CLOSER 2nd Workshop	01/2011	WP.7 WP.3 **CDV, INRETS**	P	The occasion where intermediate results are presented and stakeholders have the opportunity to react on the results.
INTERMODES Brussels	02/ 09-10/2011	WP.7	P	The opportunity for CLOSER consortium to present the results.
CLOSER Final Workshop	2012	WP.7	P	The structure will be fine tuned according to the results. Dissemination of case studies, results and recommendations.
TRA www.traconference.eu	2012	WP.7	P	The opportunity for CLOSER consortium to present the results.
HERMES and INTERCONNECT final conference, Gdansk	2012	WP.7	P	The opportunity for CLOSER consortium to present the results.
ICTR2010	30/09 & 01/10 /2010	WP.7	P	General CLOSER presentation on HIT's stand.

4 Synergies with other projects

In this sense, the CLOSER partners constitute some synergies with ongoing RTD projects also funded under the FP7 umbrella.

Table 3

Project Acronym	Description	Project coordinator
HERMES		Rosario Macario rosariomacario@civil.ist.utl.pt
INTERCONNECT		Christiane Bielefeldt christiane.bielefeldt@googlemail.com

Another relevant completed and finished RTD projects that fall within the scope of the CLOSER project are:

Table 4

Project Acronym	Description	Project coordinator
PROMIT	Promoting Innovative Intermodal Freight Transport	PTV AG - Traffic, Mobility, Logistics dieter.wild@ptv.de www.promit-project.net
FREIGHTWISE	Management Framework for Intelligent Intermodal Transport	BMT British Maritime Technology jennyg@bmtech.co.uk www.freightwise.info/cms
BRAVO		rmertel@kombiconsult.com www.bravo-project.com/home/index.shtml
BESTUFS II	Best urban freight solution	PTV AG - Traffic, Mobility, Logistics dieter.wild@ptv.de www.bestufs.net,
INTERMODA	Integrated solutions for intermodal transport between the EU and the CEECS	TINA VIENNA -Transport Strategies Ges.m.b.H. intermoda@tinavienna.at
EUTP II	European Transfer Points II - accompanying Measure	EURA A/S www.eutp.org ffp@eura.dk
ITIP	Innovative Technologies for Intermodal Transfer Points	PTV AG - Traffic, Mobility, Logistics christiane.wiezorke@ptv.de
RECORDIT	REal COst Reduction of Door-to-door Intermodal Transport	ISIS - Istituto di Studi per l'Integrazione dei Sistemi aricci@isis-it.com www.recordit.org
SAIL	Semi-trailors in Advanced Intermodal Logistics	www.zlw-ima.rwth-aachen.de/forschung/projekte/sail/index.html
IN.HO.TRA	Interoperable Intermodal Horizontal Transhipment	Roland Frindik rfrindik@sgkv.de

INTERFACE	Improvement of iNtermodal TERminal Freight operAtions at border Crossing tErminals	p.gasperini@tecnic-spa.it Mr. Paolo Gasperini TECNIC Consulting Engineers S.p.A
LINK	European Forum of Intermodal Passenger Travel	http://www.linkforum.eu/
KITE	a Knowledge base for Intermodal passenger Travel in Europe	STRATA GmbH kite@strata-gmbh.de www.kite-project.eu
EUROSIL	European Strategic Intermodal Links	giaoutsi@central.ntua.gr
INTRAMUROS	Integrated Urban transport concepts and market orientated urban transport systems/on demand urban transport systems	Electronic Trafic, S.A vsebastien.etra-id@etra.es
INTERCEPT	INTERmodal Concepts in European Passenger Transport	Mr Simon Hayes DSD Design Systems Development
TENASSESS	Policy Assessment of Trans-European Networks & Common Transport Policy	Dr Liana Giorgi The Interdisciplinary Centre for Comparative Research in the Socia Sciences l.giorgi@iccr.co.at
STEMM	Strategic European Multi-Modal Modelling	Mr Bill Eadie Baxter Eadie Limited wte@belwwhq.demon.co.uk
EMOLITE	Evaluation Model for the Optimal Location of Intermodal Terminals in Europe	UNIVERSITY OF ANTWERP Dr. Alain VERBEKE
TOOLQIT	Tools for the assessment of level of service and quality of service across different transport market segments	
FOCI	Future Orientations for Cities is an ESPON2 project where the territorial performance of cities is analysed, with a focus on accessibility between cities	Moritz Lennert Université Libre de Bruxelles moritz.lennert@ulb.ac.be

Table 5: Deliverables Table

Del N°	Deliverable Name	WP N°	Nature	Dissemination Level	Delivery Date
D7.1	Dissemination plan	7	O	PU	M2
D7.2	Website	7	O	PU	M3
D2.1	Review templates and review report of previous research result	2	R	PU	M8
D3.1	Interconnections between short and long-distance transport networks: Structure of interface and existing indicators	3	R	PU	M12
D7.4a	Monitoring of conference papers	7	R	PU	M12
D.4.1	Analisys of the D-M framework	4	R	PU	M13
D2.2	WP2 final report	2	R	PU	M14
D1.1	Mid Term Report	1	R	PU	M18
D3.2	Core indicators for the interconnection between short and long-distance transport networks	3	R	PU	M18
D7.4b	Monitoring of Conference papers	7	R	PU	M18
D5.1	General analysis framework including templates for the case studies and final identification of the case studies	5	R	PU	M22
D7.3a	Monitoring of journal publications	7	R	PU	M24
D7.4c	Monitoring of conference papers	7	R	PU	M24
D4.2	Policy Advisory Group recommendations	4	R	PU	M25
D7.4d	Monitoring of conference papers	7	R	PU	M30
D5.2	Case studies: Results and synthesis	5	R	PU	M32
D6.1	Guidance and recommendations for interconnection between long distance and local/regional passenger transport	6	R	PU	M36
D6.2	Guidance and recommendations for interconnection between long distance and local/regional freight transport	6	R	PU	M36
D6.3	Decision-Making Guidebook for the Interconnection between Short and Long-Distance Transport Networks	6	R	PU	M36
D7.3b	Monitoring of journal publications	7	R	PU	M36
D7.4e	Monitoring of conference papers	7	R	PU	M36
D1.2	Final Report	1	R	PU	M36