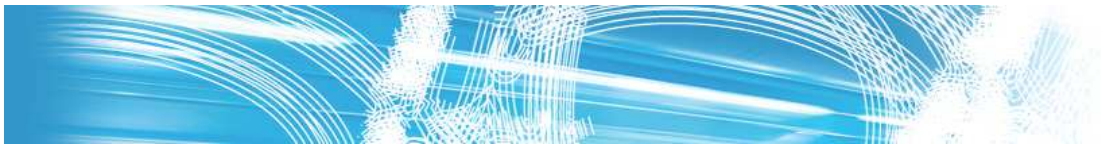




PRESS4**TRANSPORT**

improving EU surface transport media visibility



INFORMATION PACKAGE

Enhance the **visibility** of your project
with a professional **PRESS** service!

www.press4transport.eu



**Virtual Press Office to improve EU Sustainable Surface Transport
research media visibility on a national and regional level.**

OUR PROJECT IN BRIEF

PRESS4TRANSPORT is currently running under the 7th Research Framework Programme.

PRESS4TRANSPORT was launched to support national and regional projects in the transport area, by providing a communication service at European level.

The main idea of **PRESS4TRANSPORT** is to fill the gap in communication skills which is commonly present in national and regional research projects. An efficient and professional service for disseminating research results will be provided, with the support of professional journalists that will operate behind the Virtual Press Office platform. Communication needs of the projects will be collected and elaborated in professionally edited press releases, which will then be sent to selected media with the aim to improve each projects' visibility.

WHO WE ARE

The **PRESS4TRANSPORT** partners cover all communication services, with experts in online press releases (**CYBION**), experienced journalists (**EJC**) and professionals in dissemination strategies for European projects (**INOVAMAIS** and **CLEPA**) as well as scientific supervision (**POLOMOB**, **BUTE-DHRE** and **MDCE**).

Project coordinator:

[CYBION Srl](#) – IT & Communication experts, Rome, Italy, Rina Angeletti

[EJC](#) – European Journalism Centre, Maastricht, Netherlands.

[CLEPA](#) – European Association of Automotive Suppliers, Brussels, Belgium.

[INOVAMAIS](#) – Innovation Consultant, Oporto, Portugal.

Scientific partners:

[BUTE](#) – Budapest University of Technology and Economics, Budapest, Hungary.

[MDCE](#) – Maritime Development Center of Europe, Copenhagen, Denmark.

[POLOMOB](#) – Sustainable Mobility Pole, Rome, Italy.



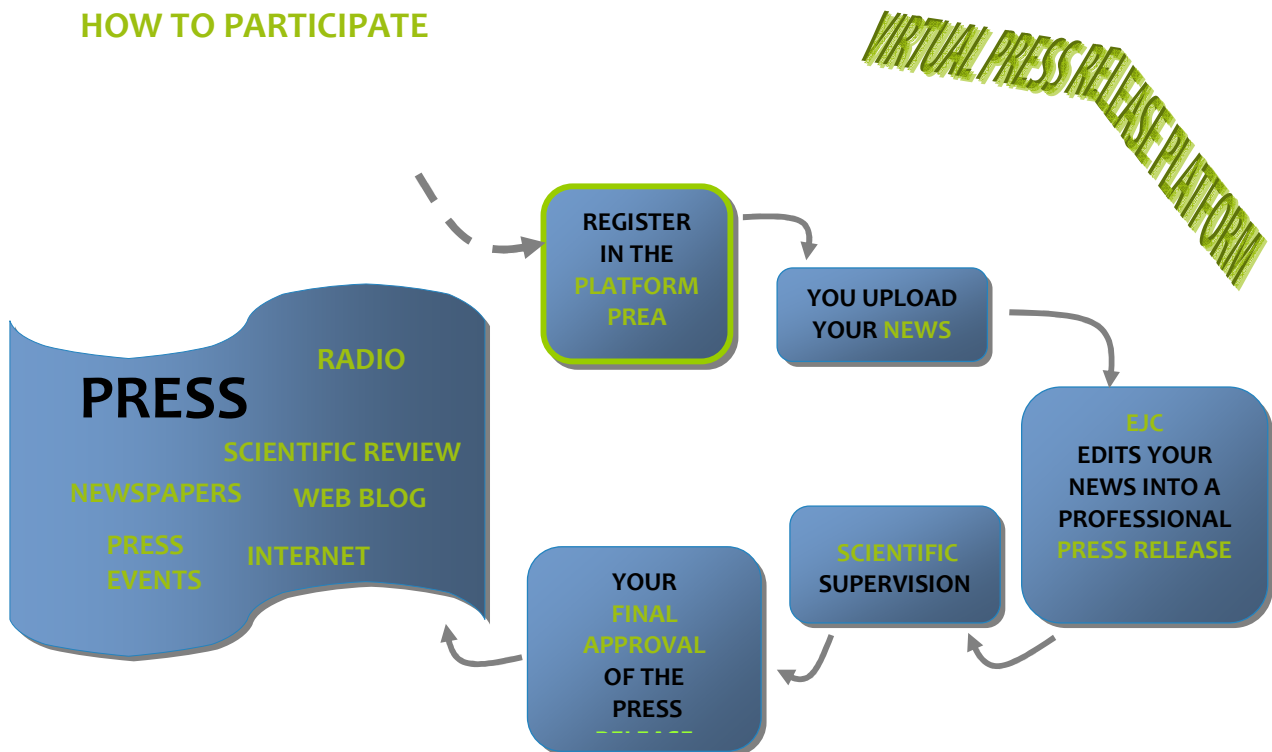
WHAT WE OFFER FREE OF CHARGE

Do you want to successfully inform the public within your project results in the field transport? You can submit your news via our online tool the **Virtual Press Release Platform** by posting a short text that will then be edited by our team of journalists to produce a **professional press release**. After your approval this Press Release will be disseminated through specialized media.

Do you fear that your project results will be misunderstood and the scientific results misinterpreted? Your press release will also benefit from a thorough technical review from our scientific partners **POLOMOB**, **BUTE-DHRE** and **MDCE**. We will always ask for your permission before diffusing any information.

*If you are running a regional or national project in the transport field and you would like to benefit from **PRESS4TRANSPORT** services, please **JOIN US!***

HOW TO PARTICIPATE



BENEFITS! Your project will:

- Increase visibility in the scientific community as well as amongst the general public
- Journalism and scientific experts can turn your news into a dynamic journalistic article capable to reach relevant audience
- Promote regional and national transport research programmes and their respective projects
- Be published in main transport journals and reviews
- Attract the local and national media, while being covered by European level media
- Create new synergies
- Benefit from innovative user-friendly tools



Virtual Press Release Platform

WHAT IS IT?

PRESS4TRANSPORT will fundamentally act as an independent press office for all the SUSTAINABLE SURFACE TRANSPORT projects/initiatives identified on a national and regional level with the aim of enhancing each projects' visibility among the media.

PRESS4TRANSPORT will collect project information and will structure it, subsequently turning it into a professional press release to be distributed and promoted among our media network members.

PRESS4TRANSPORT features a user-friendly virtual press release tool that performs the entire press release process online.

The team behind PRESS4TRANSPORT consists of professional journalists, university professors and IT specialists all with a background in sustainable transport topics.

The tool does not require any additional software downloads or complex technical specifications.

ALL YOU NEED IS:

- Register at **PRESS4TRANSPORT's platform**
- Submit information about your project (news about your project, mid-term and final results, upcoming events, workshops or exhibitions) that you would like to turn into a catchy media-friendly press release
- Suggest the media (mainstream and specialised media) you would like to promote your news to

HOW DOES IT WORK?

Registration process

Go to **PRESS4TRANSPORT** official website at <http://www.press4transport.eu>

After completing the brief registration process which provides some basic information about you and your project, a confirmation e-mail will be sent that officially grants you access to the platform.

At this point, you will be able to insert a piece of news about your project that you would like to transform into a press release and distributed among relevant media.

You can submit all kinds of relevant news to the platform such as your project results, upcoming events, workshops or project meetings etc. PRESS4TRANSPORT journalists could help in identifying newsworthy stories about your project.

Updates about your project will be promoted among media that might be interested in publishing the news as well as being uploaded to the PRESS4TRANSPORT website.



HOW THE VIRTUAL PRESS RELEASE PLATFORM WORKS:

- 1) A project coordinator or another representative of a national or regional SUSTAINABLE SURFACE TRANSPORT project (from hereforth “the user”) registers to the PRESS4TRANSPORT platform. To complete the registration process the user is required to several answer basic questions concerning their particular needs and requests.
- 2) The user submits a piece of information about the project.
- 3) The **PRESS4TRANSPORT** journalist receives the information and is assigned to edit a press release.
- 4) Once it is edited, it’s automatically submitted to the PRESS4TRANSPORT research expert who scientifically validates it.
- 5) When the validation process is finished, an e-mail is automatically sent to the user informing them that the news item has been revised and is ready for publication.
- 6) The user has to re-enter the platform and view his/her newly created professional press release on his/her personalised home page.
- 7) To complete the process the user must validate the press release. He or she can add further comments. In that case, the press release would subsequently be resent to the PRESS4TRANSPORT journalist to be revised. In any case the user has the final say on the changes and must validate the results. All comments are visible to both the user and journalist.
- 8) As soon as the press release is validated by the user, it is placed on a list to be sent to the media by the PRESS4TRANSPORT Chief Journalist. The press release is archived and visible in the public section of the PRESS4TRANSPORT portal.
- 9) The following step is the submission of the press release to the selected target media.
- 10) Follow up of the press release and assessment of the results.

If you are interested on how to get involved, please visit www.press4transport.eu or contact PRESS4TRANSPORT.

PRESS4TRANSPORT team is ready to assist you to enhance the visibility of your project results!

CONTACT US:

info@press4transport.eu

www.press4transport.eu

