



Project no. TIP5-CT-2006-031415

INNOTRACK

Integrated Project (IP)

Thematic Priority 6: Sustainable Development, Global Change and Ecosystems

D7.1.2 Set up of Dissemination platform

Due date of deliverable: 31/10/2006

Actual submission date: 05/12/2006

Start date of project: 1 September 2006

Duration: 36 months

Organisation name of lead contractor for this deliverable: UIC, M. Plaud

Final version

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Table of Contents

1. Dissemination Plan	2
1.1 Dissemination Objectives	2
1.2 Dissemination Targets	3
1.3 Definition of Major Intermediate Results	3
1.4 General Dissemination Timeline.....	5
1.5 Preparation of Summary Reports.....	5
2. Events & Conferences.....	6
2.1 Project Presentation in Related Conferences & Events.....	6
2.2 Preparation of Conferences & Workshops.....	6
3. Newsletters & Press Releases.....	7
3.1 Provision of regular paper Newsletters	7
3.2 Use of electronic Newsletters	7
3.3 Provision of Press Releases.....	7
4. Press Relations, Articles & other publications.....	8
4.1 4.1 Preparation of Press Contacts list.....	8
4.2 Relations with Press	8
4.3 Press Articles & other publications.....	8
5. INNTRACK Public Website.....	9
6. INNTRACK knowledge portfolio	10
Appendix.1: General dissemination timeline.....	11

1. Dissemination Plan

1.1 Dissemination Objectives

About INNOTRACK Aim

INNOTRACK will produce innovations in the state of products, processes and methodologies to meet rail market expectations and business efficiency. Therefore it is expected that the project results will be exploited rapidly by the project partners and other railways and implemented on their infrastructure.

Implementation of results is the ultimate goal.

UIC-Leaflets, TSI & Best practice network

Conformity with developed solutions, is assured through the incorporation of the results of work within UIC technical leaflets and guidelines, many of which subsequently form **the basis for Technical Standards for Interoperability (TSIs) and other European standards**.

Within the context of its primary mission of "standardisation and improvement of location and operating conditions of railways with a view to international traffic", the UIC has developed common measures, specifications and recommendations aimed at facilitating international rail traffic.

UIC leaflets and guidelines thus offer the earliest opportunity to develop consensus towards standardisation, based on their acceptance by Member railways as the best state-of-the-art knowledge on a particular subject.

The UIC Leaflets are documents of high quality. The Leaflets can be either obligatory, recommendations or information. They are the result of international cooperation between experts of the member railway networks of the UIC, more often than not in collaboration with other experts in the industry, standardisation bodies, etc. Their content makes them of global value and they are a reference for the entire railway community. They aim at unifying or standardising the construction measures as well as the railway operating procedures with a view to facilitating international traffic. They also allow members to rationalise their operations and to lower their costs.

One input focus for UIC is to present best practices to its Members in order to help them to create optimum conditions for inter-operability, maintenance, renewal and construction of the European railway network.

The INNOTRACK project, will investigate and define innovative track technologies, and will thus extend and enhance the leaflet updating process. It will also bring industry more directly involved with IMs in developing innovative solutions for the future. This will also reduce time to market for new railway products.

The expected feed-back process from these INNOTRACK solutions, and resulting leaflets updating made during the project development, will permit not only the **Agreement On the Implementation** from the experts involved in the project, but also **agreed guidelines** to practically realise the benefits.

About Dissemination

Dissemination is concerned with creating publicity for the INNOTRACK project. The strategy is addressing the following facets of dissemination: the matters, the audience, the media and the time.

Matters are defined in this chapter as a base for setting up the Dissemination platform; They remind The global INNOTRACK objectives, and the definition of the Dissemination platform.

Audience will be defined in next part with the identification of Dissemination Targets and relays.

Medias have been classified in three Dissemination tools;

Time is summarized in **Appendix 1: General Dissemination Timeline**.

About The INNOTRACK Dissemination Platform

The prime objective of *The INNOTRACK Dissemination Platform* is to assure:

- sector awareness & acceptance
- The circulation of the project results
- implementation of results to all stakeholders inside and outside the consortium

During the first 18 months, Activities will be to:

- Refine the information dissemination plan and develop the project image (including logo, basic illustrations, synopsis, PowerPoint presentation, public web site, etc.)
- Initiate participation at selected conferences and events
- Set-up collaboration regarding dissemination, technology transfer and training essentially through UIC and UNIFE with the support of EFRTC, RSSB, EIM, CER and other similar organisations in Europe
- Set-up the collaboration framework with other European projects dealing with infrastructure.

The dissemination of the validated solutions developed within the SP1 project is also of strategic importance to the supply industry members as it provides them with increased business opportunities both within the EC railways and those in the rest of the world.

During the second phase of the Project, once a first set of technical outputs will have been delivered, dissemination activities will focus on the establishment of the Training Platform and of the "Technical Review & Standardisation Platform".

1.2 Dissemination Targets

Target Groups for dissemination of the project results are:

- Engineering specialists within the partner companies
- Technical and procurement functions of IMs emphasizing the validated innovations
- External industry and standards bodies
- Engineering specialists in other parts of the rail industry and in other sectors such as urban railway transport sector
- The external academic community
- Potential purchasers of products resulting from exploitation of the work

UIC & UNIFE as a relay to disseminate

UIC and UNIFE are the natural place for the experts from IMs and Industry to meet and to exchange their experience and to find common solutions for new implementations and or new rules.

UIC and UNIFE have a base of contacts in the railway world which makes it possible to target in a relevant way the public of the various actions of communication and to follow projects in the railway research.

The UIC gets together all the European railway operators (IMs and Railway Undertakers) and other major world railroads within its membership of 172 members covering five continents. Since 1922, it is the recognised world forum and platform within which experts meet to exchange their experience & know-how, update their knowledge and find common and innovative solutions to meet new technical challenges and operating environments.

1.3 Definition of Major Intermediate Results

INNOTRACK is as a large project, covering many different facets of Track technology & Operations.

To fulfil the objectives of dissemination, and spread an efficient, harmonised and coherent image of the activities carried out under the framework of INNOTRACK, it was necessary to identify the Milestones, and also the potential topics of interest for the “ User group”.

UIC members are strongly interested in exploiting the project results for life cycle cost reduction (LCC) with a particular attention to:

- Maintenance and renewal costs.
- Purchasing cost-effectiveness.
- Rapid progress towards standardisation of European switches.

Therefore it is expected that the project results will be exploited by most UIC members (i.e. those directly engaged in the project and those who will be informed of results as part of the dissemination process), with particular regard to the following:

- Cost-effective and predictive maintenance: Assessment methods (i.e. LCC-tools) will be optimised to allow for more reliable predictions.
- Cost-effective purchasing: Results will allow for more efficient supply management, the optimisation of product and service purchasing.
- Updated state of the art knowledge on switches and crossing technology

Results to be disseminated for each Sub-Project

The output material of INNOTRACK innovations could be gathered in the following forms:

- Reports
- Guidelines (Methodology) for track related operations
- Software (simulations, calculation ...)
- Procedures / Processes
- Components

There are such “ready-to-implement results” for each Sub-project of INNOTRACK.

As they can easily be evaluated & integrated as “concrete reference material”

In to track operations processes, they constitute the perfect material to promote INNOTRACK innovations towards the previously defined targets.

Below is the list of those final “tools” we’ve selected, this list is classified by SP’s:

Major Intermediate Results Table:

SP1	Database of track / vehicles characteristics, modelling	(ref: D1.1.3 at M9 – D.1.4.1 at M6 – D1.4.2 at M12)
SP2	Modelling & report on soil improvement	(D.2.1.3 at M18 – D2.2.1 at M12)
SP2	Design / Manufacture of slab track components	(D.2.3.3 at M18)
SP3	First Report on S&C related cost-drivers	(D3.1.2 at M18)
SP3	FRS for Switches & Crossings monitoring	(D3.3.3 at M18)
SP4	Guidelines for rail steel grades	(D4.1.3 at M18)
SP4	Interim report on minimum action rules for predictive maintenance for rail defect / fracture	(D4.2.2 at M12)
SP4	Influence of design and procedures on rail wear	(D4.6.3 at M18)
SP5	Report on interface between contractors / IM	(D5.1.4 at M12)
SP5	Procedure for new Track construction	(D5.2.1 at M14)

SP5	Procedure for track Maintenance & Renewal	(D5.2.2 at M14)
SP6	New tools & models for RAMS / LCC (database?)	(D6.2.2 at M9)
SP6	Modular LCC/RAMS models	(D6.5.1 at M18)

1.4 General Dissemination Timeline

The dissemination activities will be ongoing during the entire project duration. Accordingly, the **general dissemination timeline** (Appendix.1) will have to be adapted and updated several times.

The list of intermediate results allowed us to elaborate the **general dissemination timeline (appendix 1)**

This Timeline which will serve as a communication plan, will include all dissemination actions: Events, Workshops, Paper and Electronic Publications (Newsletters, Press releases) ,Website updates [...]

1.5 Preparation of Summary Reports

Internal reports

In months 3, 9, 15, 21, 27 and 33, all partners must answer a very simplified one-page questionnaire covering a 3-months-period (therefore called 3-monthly report), where they should confirm that work and consumption of resources are carried out as planned.

In month 6, 18 and 30, all partners must provide a 6-monthly report including:

- A description of their activities and results, including the status of deliverables and milestones.
- An estimation of the resource consumption (budget and efforts) (for project management purpose)

The report format will be similar to the EC annual report, which will allow reusing the information at the end of the reporting period.

All templates for reports will be sent out by the Project Office and will also be available on the INNOTRACK internal website in the section "Official documents/templates".

2. Events & Conferences

2.1 Project Presentation in Related Conferences & Events

Different major rail events could give the opportunity to present the INNOTRACK intermediate results and progression of work.

- UIC Joint session of Track Experts Group & Panel of Structural Experts (13th of Feb. 2007)
- UIC Infrastructure Forum (Paris, 21st of May 2007),
- RailTech Russia (Moscow, 18-20th of June 2007),
- (Among others, the theme of "Integrated European rail systems for passenger & freight" will be discussed during the conference.)
- IHHA 2007 (Kiruna, June, 2007).
- WCRR 2008 (hosted by KORAIL) (Seoul, 18-22nd of May 2008), Contribution has to present the results of original research or innovative practical applications relevant to the congress
- IHHA 2009 (Shanghai, 2009).

These events were selected by taking account of the degree of relevance between INNOTRACK project and their general topic.

Other events in the future can be potentially interesting. International Congresses and meetings can give the possibility of promoting the project and of disseminating the knowledge of the intermediate results on a large scale.

2.2 Preparation of Conferences & Workshops

The project plans a much wider international dissemination through a number of complementary channels such as international conferences.

Conferences

Railway Conferences include a large audience, with representatives from all stakeholders. This will be unique opportunities to:

- Stimulate interest in INNOTRACK and the research results
- Reach wide and varied audiences (like researchers, railway managers, industry... but also beyond the research and community)
- Stimulate discussion and feedback.
- Improve IM & Industry Networking

Workshops

Workshops are an opportunity to share technical results, stimulate discussion and to gather contributions and technical expertise from the members. The format allows more detailed presentation of results, more interactive discussion, and a greater opportunity to explore implications.

Special Workshops will be arranged within UIC for its members.

Workshops Schedule

- SP1 Workshops on a national basis (on maintenance & renewal expenditures)
- Workshops corresponding to the major milestones of each sub-project
- Dissemination workshops with CER / EIM
- Workshop on proposals to standards M36 (7.3.4) org. by UIC

3. Newsletters & Press Releases

3.1 Provision of regular paper Newsletters

The publication of Paper newsletters will be done according to the deliverance of the Major Intermediate Results, in accordance with the **general dissemination timeline** (Appendix.1)

3.2 Use of electronic Newsletters

Electronic newsletters will be used as ideal medium to keep the Railway community informed about the project.

- **UIC e-news:** inclusion of INNTRACK articles

UIC electronic newsletter (*UIC e-News*), focused on projects and activities, is weekly sent to its stakeholders (railway undertakings, international bodies; almost 1000 contacts). Two articles have already been issued (cf UIC e-News n°23 and n°28)



UIC e-News n°23

Cf pages 3-4



UIC e-News n°28

Cf pages 6-7

The key messages were:

- What the project is;
- The project's aims;
- Who is involved in the project (description of each SP with leaders);
- Project launch (political and technical kick-off meeting);
- Key milestones in the project.

The next ones will focus on latest achievements and intermediate results.

- **Internal Newsletters** (one by Sub-Project)

3.3 Provision of Press Releases

A press release has been already issued. Indeed a UIC-DB-UNIFE joint press release, covering the official and political launch of the project (at DB HQ on 21 September in Berlin), has been distributed hand to hand to some journalists and media who attended the InnoTrans Fair in September 2006 in Berlin. It has been also sent out to journalists worldwide by e-mail.

4. Press Relations, Articles & other publications

4.1 4.1 Preparation of Press Contacts list

The UIC Communications Department will provide an international press contacts list of French-English-German speaking journalists.

It contains contacts from Railway & Infrastructures specialised magazines as well as contacts from large audience targeted press.

4.2 Relations with Press

Members of the Dissemination Platform will also concentrate on establishing and maintaining personal contacts with concerned sector journalists from the following periodicals:

- International Railway Journal (IRJ),
- The Railway Gazette,
- The European Railway Review
- Eurailmag,
- La Vie Du Rail,
- Ville et Transports
- Infrastructures et Mobilité
- Revue générale des Chemins de fer

4.3 Press Articles & other publications

The Dissemination team has prepared a list of topics for which published articles would be valuable, and journals that might be suitable. Many of them could be direct extensions of the more informal reports.

An article has already been published in the latest UIC Activities Report
(Published in November 2006)

5. INNTRACK Public Website

The setting-up of the INNTRACK Public-Website is described in the Deliverable D.7.1.1
The website can be visited at: <http://www.inntrack.eu>

6. INNOTRACK knowledge portfolio

The sub-projects will generate IPRs related to new knowledge. Participants involved in INNOTRACK but possibly not directly in the same sub-project may need access to this Knowledge to perform their own research or for use. The Steering Committee will have the task to:

- Collect information on the Knowledge generated in an INNOTRACK knowledge portfolio
- Agree, with their owners, the standard access conditions within the project
- Maintain the INNOTRACK knowledge portfolio according to licenses exchanged and protection made

This INNOTRACK knowledge portfolio will also be a key tool for dissemination and exploitation of the project results.

Appendix.1: General dissemination timeline
