

Project EUTRAIN

EUROPEAN TRANSPORT RESEARCH AREA INTERNATIONAL COOPERATION ACTIVITIES

Coordination Action

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DISSEMINATION PLAN

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PROJECT PARTNERS

No	Name	Short name	Country
1 (coordinator)	European Conference of Transport Research Institutes	ECTRI	Belgium
2	European Road Transport Telematics Implementation Coordination srl	ERTICO	Belgium
3	Forum of European National Highway Research Laboratories	FEHRL	Belgium
4	European Rail Research Network of Excellence	EURNEX e.V.	Germany
5	VOLVO Technology Corporation	VOLVO	Sweden

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Abstract: _____ The EUTRAIN Dissemination Plan aims to disseminate the findings, experience and progress so far of the project through a number of activities such as the conference and its related workshops, the internet site of the project, bilateral meetings, bi-yearly newsletter and its focused e-mailings, and other actions as necessary.

EXECUTIVE SUMMARY

In the field of transport research, the European Union and other major national, federal or regional entities are buffeted by common transport-related problems and challenges. International cooperation in transport research is becoming an increasing priority aiming, primarily, at creating “critical mass” in moving collaboratively to solve critical 21st century transportation challenges. The main idea and objective is to establish – through international cooperation in transport research - the free circulation of specialised knowledge, experience and know-how in facing transport problems and challenges and create through collaboration the conditions for more “breakthrough” research and achievements that would otherwise require more time and resources if faced individually and separately.

As the European Transport Research Area (ERA-T) takes shape and strength, international transport research collaboration can both help its further strengthening and internal cohesion as well as boost Europe’s competitiveness in the global economy. The EUTRAIN project seeks to put forward a framework for such international cooperation in transport research between the ERA-T and other regions, in order to ease existing barriers and limiting factors for such collaboration. It is also of major interest to try and achieve, within international research collaboration, an increased focus on human resources and creating the next generation of “global” researchers.

This dissemination plan will evaluate the frameworks, processes and plans necessary for this project to reach its desired audience. It will bring together current knowledge of target audiences, existing networks and priority activities during the project, not only during the 24 month duration of the project but also after the end date – 30th September 2013. The plan will be reviewed and updated on a regular basis for assessment of new and possible dissemination opportunities that emerge during the course of the project.

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ABBREVIATION AND TERMINOLOGY

BRICS	Brazil, Russia, India, China and South Africa
CETRRA	Contributing to a European Rail Research Area
CRRI	Central Road Research Institute
CSA	Coordination and Support Action
CSIR	Council for Scientific and Industrial Research
DETRA	Developing the European Transport Research Alliance (FP7 project)
EAGAR	European Assessment of Global Publicly Funded Automotive Research – Targets and Approaches (FP7 project)
ECTRI	European Conference of Transport Research Institutes
ERA-T	European Transport Research Area
ERRAC	European Rail Research Advisory Council
ERTICO	European Road Transport Telematics Implementation Coordination Org.
ERTRAC	European Road Transport Research Advisory Council
EURNEX	European Rail Research Network of Excellence
FEHRL	Forum of European National Highway Research Laboratories
FHWA	Federal Highway Administration
FRA	Federal Railroad Administration
ICPC	International Cooperation Partner Countries
HERMES	Establishing a comprehensive transport research information management and exchanges system (FP7 project)
INCO	International Cooperation
NAE	Network of Associated Entities
NRE	Network of Related Entities
PWRI	Public Works Research Institute
SAFIER	Support action for implementation of ERTRAC's road transport research priorities (FP7 project)
SIMBA (SIMBA II)	Strengthening road transport research cooperation between Europe and emerging international markets, FP6 project (FP7 project)
STADIUM	Smart Transport Applications Designed for large events with Impacts on Urban Mobility (FP7 project)
TRB	Transportation Research Board
VIAJEO	Open Platform for Transport Planning and Travel Information (FP7 project)
WATERBORNE	European Technology Platform for stakeholders from the Waterborne sector

1. Background

In the field of transport research, the European Union as well as other major national, federal or regional entities of global importance such as the U.S., Russia, Mediterranean countries, Korea, Japan, Australia, South America, India, China, and others are buffeted by common transport related problems and challenges. International cooperation in transport research is becoming an increasing priority aiming, primarily, at creating critical mass in moving collaboratively to solve critical 21st century transportation challenges. The main idea and objective is to establish – through international cooperation in transport research - the free circulation of specialised knowledge, experience and know-how in facing transport problems and challenges and create through collaboration the conditions for more “breakthrough” research and achievements that would otherwise require more time and resources if faced individually and separately.

However, enacting and fostering international research collaboration is faced with significant problems and difficulties today (such as issues related to intellectual property rights, research infrastructures, researchers’ mobility and others), which should themselves be researched, in order to provide the means of enacting solutions.

As the ERA-T takes shape and strength, international transport research collaboration can both help its further strengthening and internal cohesion as well as boost Europe’s competitiveness in the global economy. The EUTRAIN project is Coordination and Support Action (CSA) in the Seventh EU Framework Programme that seeks to put forward a framework for such international cooperation in transport research between the ERA-T and other regions, in order to ease existing barriers and limiting factors for such collaboration. It is also of major interest to try and achieve, within international research collaboration, an increased focus on human resources and creating the next generation of “global” researchers.

The EU has already embarked upon an active programme of international cooperation actions and programmes for research, with actions partly under the Seventh Framework Programme and partly related to bilateral agreements for scientific and technological cooperation. The EUTRAIN project builds upon the existing experience and know-how in this field that has been gained in recent years through specific actions of international cooperation as well as projects/studies – and goes one step further to make specific recommendations and policies that will be ripe for implementation. The sources to be used are:

1. Existing EU-funded International Cooperation (INCO) projects such as CETRRA, DETRA, SIMBA, SIMBA II, VIAJEO and STADIUM that have analysed, compared, assessed and linked together experiences and best practices for more productive international transport research cooperation.
2. Multi-stakeholder initiatives representing all sectors of the transport industry such as the ERTRAC, ERRAC and WATERBORNE Technology Platforms which serve as advisory bodies to the European Commission (EC) on the implementation of the Strategic Research agendas.
3. Independent bilateral or multilateral initiatives of international cooperation (most notably the ECTRI – TRB MoU and the work of its Working Group 10 on EU-US transport research collaboration that resulted from it, or the FEHRL – FHWA MoU, and other similar initiatives).

4. Experience and practices followed by other world transport research leaders such as the U.S., Japan, Australia, and others.

The main objectives of the EUTRAIN project are:

1. To contribute towards the establishment of a framework for international transport research cooperation to be built upon the principles and orientations laid down in the EC communication – A strategic European Framework for International Science and Technology Cooperation¹
2. To investigate country research capabilities, investment, future priorities and potential for cooperation with the EU in the prospect of mutual interest, in major regions of importance to the ERA-T.
3. To consider and discuss current practices for research governance and management as well as barriers, gaps, and diversions for international transport research cooperation.
4. To assess the benefits or added value to ERA-T, as well as the prospective synergies from such closer international cooperation.
5. To investigate alternative models and tools for carrying out such cooperation in the most effective and productive way.
6. To disseminate European know how and practices in transport research.

The project will also seek to clarify and establish the current status and practice vis-à-vis a number of focused international cooperation issues among which, most notably:

- Information and data sharing issues
- Achieving global research infrastructures
- Pre-standardisation issues and means of harmonising approaches and practices
- Intellectual Property Regimes
- Differences in Institutional cultures and research governance regimes
- Research training and human resource issues
- Establishment of open research cooperation programmes (e.g. notably joint programming).

2. Dissemination Plan objectives

This dissemination plan will evaluate the frameworks, processes and plans necessary for this project to reach its desired audience (outlined in chapter 4). It brings together current knowledge of target audiences, existing networks and priority activities during the project, not only during the 24 month duration of the project but also after the end date – 30th September 2013. The plan will be reviewed and updated on a regular basis for assessment of new and possible dissemination opportunities that emerge during the course of the project.

The main objective of the plan is to disseminate the findings, experience and progress of the project through a number of activities (outlined in chapter 5) such as the project website, bilateral meetings,

¹ COM(2008) 588 final 24-9-08.



a biyearly newsletter and its focused e-mailings, three workshops, a final conference and other actions as necessary. These aim at informing the right people at the right time with the right tools.

The dissemination campaign of EUTRAIN will follow three phases:

- **Awareness-oriented phase:** aims to raise awareness within a qualified community about the project and its objectives. The main activities include:

- Design of the EUTRAIN logo.
- Creation and maintenance of the website

The website will describe the project and its structure, list the project partners and introduce the objectives of the project

- Design of leaflet, banner and poster and preparation of a standard project presentation.

These will aim at informing the stakeholders about the existence and objectives of the project.

- Introductory presentations at conferences and workshops

The aim here is to present the challenges and goals of EUTRAIN to raise awareness among stakeholders and establish the basic brand name of EUTRAIN.

- **Result-oriented phase:** aims to promote the results of the project to allow potential interested parties to get to know the achievements and the related benefits of the EUTRAIN project.

The main activities include:

- Update of project website

The website will be updated by displaying and promoting public deliverables, forthcoming events and news for viewing and downloading on the project website

- Presentations of the outcomes of the project at conferences and workshops

- Publications of the results of the project in journals

- **Exploitation-oriented phase:** Specific activities will be undertaken to start the actual exploitation. In order to exploit the project results successfully, it is essential that the results meet needs clearly identified since the beginning of the project.
- The website and the results available through that will stay live for at least two years after the end of the project to ensure that the key findings can still be accessed and utilised by as a wider spectrum of stakeholders as possible i.e. there will be an exploitation-oriented upgrade of the project website. During the course of the project, the project consortium will actively evaluate project outcomes and make recommendations on their further usage. These recommendations will be passed onto stakeholders both at European and international level for their implementation into defining future EU based international transport research cooperation activities.

3. EUTRAIN impact

The EUTRAIN project involves extensive international dissemination activities and know-how transfer. This is done through the four major dissemination events planned, i.e. the three regional workshops



and the international conference in Brussels towards the end of the project. In addition, a number of bilateral meetings and questionnaire completion through interviews is planned to take place in assessing the (common) needs and priorities for transport research globally. These meetings will provide a fruitful basis for the exchange of experience and know-how by bringing together transport research providers and administrators from all major transport research interested countries. By facilitating these international networking and cooperation activities, the EUTRAIN project will spread European excellence. The excellence, expertise and knowhow of the project beneficiaries guarantee the full exploitation of the results and recommendations of this project in the future long after the project EUTRAIN completes its work.

The end results of the EUTRAIN project work should form the basis for specific administrative or legislative actions and further steps (to be taken by the EU and national administrations) that will facilitate international cooperation in the field of transport research.

Particular emphasis will be given to producing recommendations in the following areas:

1. Intellectual property regimes (an account of existing regimes and major “players”, problems and hindrances for patent issuance and recognition, proposals for harmonisation at a global level)
2. Evaluation of current and potential “models” of international cooperation in transport research, including “tools” that could be used to facilitate cooperation under existing regimes.
3. Transport research governance issues such as: producing or commonly exploiting major research infrastructures, personnel training, information and data sharing.

Furthermore, the results of the project work will be exploitable in the field of dissemination and consensus building among the international transport research community. This will be achieved through the project’s workshops, its development and maintenance of the two Networks of Associated and Related entities, and the bilateral interviews that are planned. The “owners” of these results are the entities that form the basic project consortium, as well as the EC, collectively or individually as the case may be, according to the specific terms and provisions of the contract and the consortium agreement.

4. Dissemination target groups

The dissemination target groups in general will include:

- Partners (including their third parties) and their members
- Administrations and other relevant stakeholders at European and international level to be reached through the help and intervention of an Network of Associated (NAE) as well as a Network of Related Entities (NRE).
- Research providers, i.e. research organisations in the field of transport but also in other fields. Through these organisations, the individual researchers will be accessed and informed about project results.
- Local and regional authorities.



5. The key dissemination activities

5.1 Events

1. EUTRAIN International Conference

The EUTRAIN consortium will organise a large conference in Brussels towards the end of the project (at month 20). This conference aims to gather together all project stakeholders and provide a forum for interactions and exchange of experiences. It will examine all project results and findings so far, provide new inputs and experiences that can be further utilised in the project as well as disseminate European experiences and know-how that has been generated so far during the project. In doing so, this conference will seek to effectively disseminate the results of the EUTRAIN work and promote a wide “evaluation” of these results to all members of the identified target groups at European and international level.

Moreover, to disseminate more effectively the results and promote a wide adoption at international level, presentations of the findings and workshops will be organised adapted to various organisations, institutions and authorities dealing with transport research.

2. Three regional workshops

Three regional workshops will be organised which aim to collect further data and experiences related to the project aims and objectives, assess the needs and topics of interest and priorities for research cooperation of the respective countries and regions with the EU, and discuss viable instruments and tools for international transport research collaboration (as well as other characteristics of such transport research). The workshops will be organised as follows (the indicated timing may change slightly during the actual planning of the event):

- Workshop 1 –July 2012 in Greece. Focus on European neighbourhood cooperation countries (Russia, Balkan countries, CIS, and Black sea countries).
- Workshop 2 -September 2012 in China. Focus on the Mediterranean cooperation countries.
- Workshop 3 –October 2012 in Russia. Focus on Brazil, Russia, India, China and South Africa (BRICS) plus Korea, Japan, Australia, Chile.

Each of the above three workshops will be a one-day event and will contain similar structure and contents. An average of 50 participants is foreseen in each workshop coming from academia, industry and research institutions in the field of transport.

5.2 Contact with International bodies

Two “circles” of international participants are involved in the project

1. A circle of close cooperation through the “NAE”, which are world-known organisations involved in transport research (administration or execution) and which will be closely associated with the project and will be invited to join the main project activities
2. A wider “circle” of “NRE”. These will be organisations with which the project will create contact and keep a minimum of correspondence as a way of sounding their opinions, views, and reactions vis-à-vis the project’s findings and proposals, i.e. as a kind of wider “Advisory Board”.

Both entities will operate throughout the life of the project.

The NAE consists of the following entities (may be increased or slightly altered during project execution):

- U.S.A. – Transportation Research Board (TRB) of the National Academies
- U.S.A. – Federal Highway Administration (FHWA)
- U.S.A. – Federal Railroad Administration (FRA)
- U.S.A. – Center for Transportation Studies, University of Minnesota
- Russia – Petersburg State Transport University, St. Petersburg
- China – Beijing Transportation Research Centre
- Australia – ARRB Group
- Latin America – Pontificia Universidad Católica de Chile
- Korea – Korea Transport Institute (KOTI)
- South Africa – Council for Scientific and Industrial Research (CSIR)
- Japan – Public Works Research Institute (PWRI)
- India – Central Road Research Institute CRRRI
- EU – WATERBORNE Technology Platform (ETP)

5.3 Clustering with other projects and initiatives

EUTRAIN will be establishing links with other initiatives, in particular to find synergies and avoid duplications. The first example of such a common activity was the organization of the NAE launch event together with the FP7 DETRA project on October 18th 2011. Projects that have already been identified with similar interests to EUTRAIN include [HERMES](#), [DETRA](#), [SAFIER](#), [EAGAR](#), [SIMBA I](#) and [SIMBA II](#).

EUTRAIN will invite all these project partners and other stakeholders to all its planned events (workshops and conference) and, whenever possible, EUTRAIN representatives will participate in the planned events for these projects. It will also look at more ways of organizing joint events with these existing projects and initiatives e.g. the new HERMES FP7 project.

5.4 EUTRAIN presentation materials

A coherent visual identity has been developed for the project, including the logo (Figure 1) and PowerPoint template (Figure 2) which can be used by partners when presenting their work in electronic and print material. There will be a comprehensive range of dissemination material produced within the project. The design of these tools will be based on the project logo. The usual print material (posters, banner and leaflets presenting project concept, achievements, and results) will be developed by ECTRI. It has been planned to develop two banners for the coordinator (ECTRI), five posters (each partner to get one) and 750 leaflets (half of which will be distributed to partners). This promotional material will need to be used (posters) and distributed (leaflets) by partners at key events (such as TRA 2012, TRB, etc) they are attending.



Figure 1 : The EUTRAIN logo



Figure 2 : The EUTRAIN PowerPoint template

5.5 Newsletter

The project consortium will publish an e-newsletter every six months which will be accessible through the public part of the website and sent by email to all identified stakeholders by all partners. These newsletters will report the news of the project. The first newsletter, to announce the project, should be published in March 2012.

ECTRI is responsible for producing the newsletter and drafting an editorial list of topics which will complete the table below. They will produce the first draft and send out to all partners 15 days before publishing to give the chance for them to give any input. At least four newsletters will be published according to table 1 below:

Issue	Topics	Publication date
First newsletter	Topic to be confirmed but possibly General overview of project (aims, feedback from kick-off meeting, dissemination of project at TRB 2012 and TRA2012 to come and other activities	March 2012
Second newsletter	Topics to be confirmed but possibly indicative topics such as Bilateral meetings held, activities of the first workshop in Athens	September 2012
Third newsletter	Topics to be confirmed but possibly overview of all the workshops held	March 2013
Fourth newsletter	Topics to be confirmed but possibly the project's findings	September 2013

Table 1 : Overview of newsletter topics and timings

News from the newsletter can also appear individually on the website. Topics that could be added to newsletters include:

- Key milestones of the project reached
- Key actions of the project taken (e.g. questionnaire sent out, meeting held, etc)
- Key workshops/events/conferences/exhibitions where EUTRAIN has been presented
- News about participation at Conference or workshop
- Key magazines where EUTRAIN was covered
- News about relevant projects
- News about relevant transport-related happenings/events (e.g. TRA2012)
- Features on a partner in the project
- Possible national or regional applications as a result of EUTRAIN
- News about major events related to relevant EU transport policy (issue of legislation, publication of communications from the EC, publication of major studies commissioned from EC's DGs)

5.6 Website

A project EUTRAIN website has been set up and launched at <http://www.eutrain-project.eu> (see figure 3 below) that is dedicated to the provision of up-to date information on the progress and the achievements of the project. It introduces the objectives, activities and outputs of the project. All dissemination materials will be available for downloading from the website.

A specific component of the site (Intranet) is reserved to the project beneficiaries to be used as an efficient communication channel between them (e.g. exchange of documents) where all project

deliverables will be available for downloading. ECTRI (HIT) and ECTRI secretariat will be responsible for the content and for the updating the website with support from all partners.

The language of the website is English, which is the appropriate common language for all project beneficiaries and the international organisations that participate in the project. It is attractive, user-friendly and systematically updated, and will be maintained for at least two years after the end of the project.

The website's main headings are:

- **Welcome:** Project overview, objectives, priorities and general information
- **News and events;** Announcements about forthcoming events;
- **Project details:** WPs, Partners, Associated Entities, etc
- **Media:** newsletters, leaflets, press, logo and templates
- **Publications**
- **Intranet**



Figure 3: The EUTRAIN website

- The Intranet zone's main heading are:



Figure 4 : The EUTRAIN Intranet zone heading

For more information on the EUTRAIN website, the dedicated deliverable D5.2 “EUTRAIN web-site” can be consulted.

Apart from the website, the progress and results of EUTRAIN will be published on to at least all the partner’s websites. Lists of relevant websites where the project can be advertised are:

- ECTRI - <http://www.ectri.org/Activities/Projects.htm>
- ERTICO - <http://ertico.com/activities/>
- EURNEX - <http://www.eurnex.net/activities.shtml>
- FEHRL - <http://www.fehrl.org/index.php?m=155&mode=more&id=423>
- Volvo Group - http://www.volvogroup.com/group/global/en-b/Pages/group_home.aspx

Other sites where EUTRAIN should be added will be investigated during the first months of the project and steps will be made to place EUTRAIN information on to other relevant websites.

Other social media platforms will be evaluated and used where relevant, e.g. transport and research-related groups on LinkedIn (www.linkedin.com)

6 CONCLUSIONS

This dissemination plan will evaluate the frameworks, processes and plans necessary for this project to reach its desired audience (outlined in chapter 4). It brings together current knowledge of target audiences, existing networks and priority activities during the project, not only during the 24 month duration of the project but also after the end date – 30th September 2013. The plan will be reviewed and updated on a regular basis for assessment of new and possible dissemination opportunities that emerged during the course of the project.

The main objective of the plan is to disseminate the findings, experience and progress of the project through a number of activities (outlined in chapter 5) such as the project website, bilateral meetings, a biyearly newsletter and its focused e-mailings, three workshops, a final conference and other actions as necessary. These aim at informing the right people at the right time with the right tools.

REFERENCE

Annex 1 –“Description of work”, EUTRAIN project, 2011