

## D5.2 - Set up a dissemination and exploitation plan for the project

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## 1 Introduction

This document provides a description of the ASTRail dissemination and exploitation plan. The aim of this plan is to provide a dissemination/exploitation strategy for the ASTRail project and to describe the materials and strategies that will be used to facilitate the wide-spread of information and knowledge of the results created as well as the concrete uptake of results developed by the project. The dissemination of ASTRail is essential throughout and beyond the project's life and need to be carried out with the cooperation of all Work Packages.

First, we present materials and strategies for communicating and disseminating ASTRail to railway stakeholders, the scientific community and the general public. Those include: the creation of a project identity; the creation of a website; the production of two newsletters; the creation of a project brochure; the organization of a final conference; participation to conferences; and the publication of results in relevant journals. Moreover, the dissemination and exploitation plan describes how expert groups (including Standardisation and Regulation bodies) will interact with the technical work packages and how ASTRail will interact with Shift2Rail IP2.

### 1.1 Scope

ASTRail (Satellite-based Signalling and Automation Systems on Railways along with Formal Method and Moving Block Validation) is a 24 months Shift2Rail IP2 Open Call project within the Horizon2020 Programme of the European Commission.

The main objective of ASTRail is to increase the efficiency and safety in the railway sector. ASTRail will contribute to enhancing the signalling and automation of the railway system thanks to innovative solutions that exploit cutting edge technologies already in use in sectors different from the rail, such as the aeronautic or the automotive sectors. Investigation of such technologies and assessment of their reusability in the railway field will be done taking particular care of issues related to safety and performance in the rail system.

The dissemination of the project's research activities and results are fundamental components of the ASTRail project. The dissemination objectives of this project are:

- to ensure that the outputs of the project are delivered in a form which makes them immediately available for use by the Innovation Programme 2 within Shift2Rail;
- to ensure that all important actors in the European railway sector are informed about ASTRail;
- to facilitate acceptance of the project outcomes by main actors of the EU rail sector.
- to disseminate, engage and promote the project and its research activities to relevant audiences;

In order to address these objectives, the project has a dedicated Work Package (WP5), which will coordinate and handle the dissemination of ASTRail. UNIFE, ISMB SIRT I ARD ENAC and CNR will engage in activities such as organising and participating in conferences, congresses, workshops, and showcases. WP5 will also work on the publication and distribution of material like scientific publications, articles and brochures, press releases, newsletters and a website towards accomplishing dissemination of the project results to a wide range of audiences.

The exploitation of ASTRail will be carried out as follows:

- Develop and sign a Collaboration Agreement together with X2Rail-1 and X2Rail-2 Project in order to identify the common areas of work and results which will be transferred to them;
- ASTRail will engage key stakeholders coming from relevant industries, railway operators, infrastructure managers, European regulation and standards bodies such as CEN/CENELEC and ERA via an ad-hoc Advisory Group meeting during the whole project's duration. The ASTRail partners will support this activity ensuring results with the developments in Regulation and Standardisation bodies in order to safeguard the project's services and conformance to modern standards and regulations.

This document presents the dissemination and communication plan that will be followed during the lifespan of the project. It includes the available and future project dissemination materials, the events, workshops and conferences that are of particular interest to the project from a dissemination perspective, the communities targeted by the project for dissemination and liaison activities.

## 2 External Communication

### 2.1 Project Identity

A project identity will be set at the beginning of the project including templates for presentations and reports, a project brochure as well as the ASTRail logo. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results. The brochure will be distributed at project workshops and conferences, where project partners will participate.

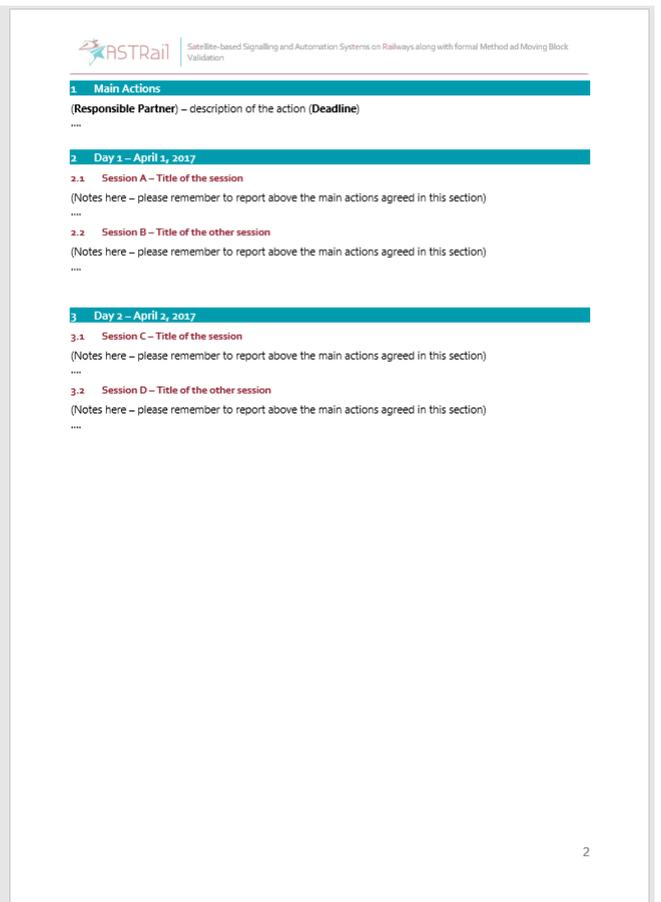


Figure 1 - ASTRail Identity Set

## 2.2 Social Media

ASTRail consortium has opted for Twitter as the social media platform for dissemination due to its nimbleness and efficiency. The twitter account (@S2R\_ASTRail ) will be set up at the beginning of the project and all relevant information of the project, events, news, publication, conference,... will be tweeted, being accessible to all the community.

Being the activity detected on ASTRail Twitter account a key indicator of project visibility and dissemination, ASTRail consortium has defined the KPI's stated on the table below. ASTRail consortium foresees achieving a minimum number of followers at the end of the project and publishing monthly a minimum number of Tweets related to technical aspects.

Topic	KPI
Frequency Tweets	1 Tweet per Mont (1-6 Months)
	2 Tweets per Month (6-24 Month)
Followers	150 Followers (End of the Project)

Table 1 – Social Media KPI

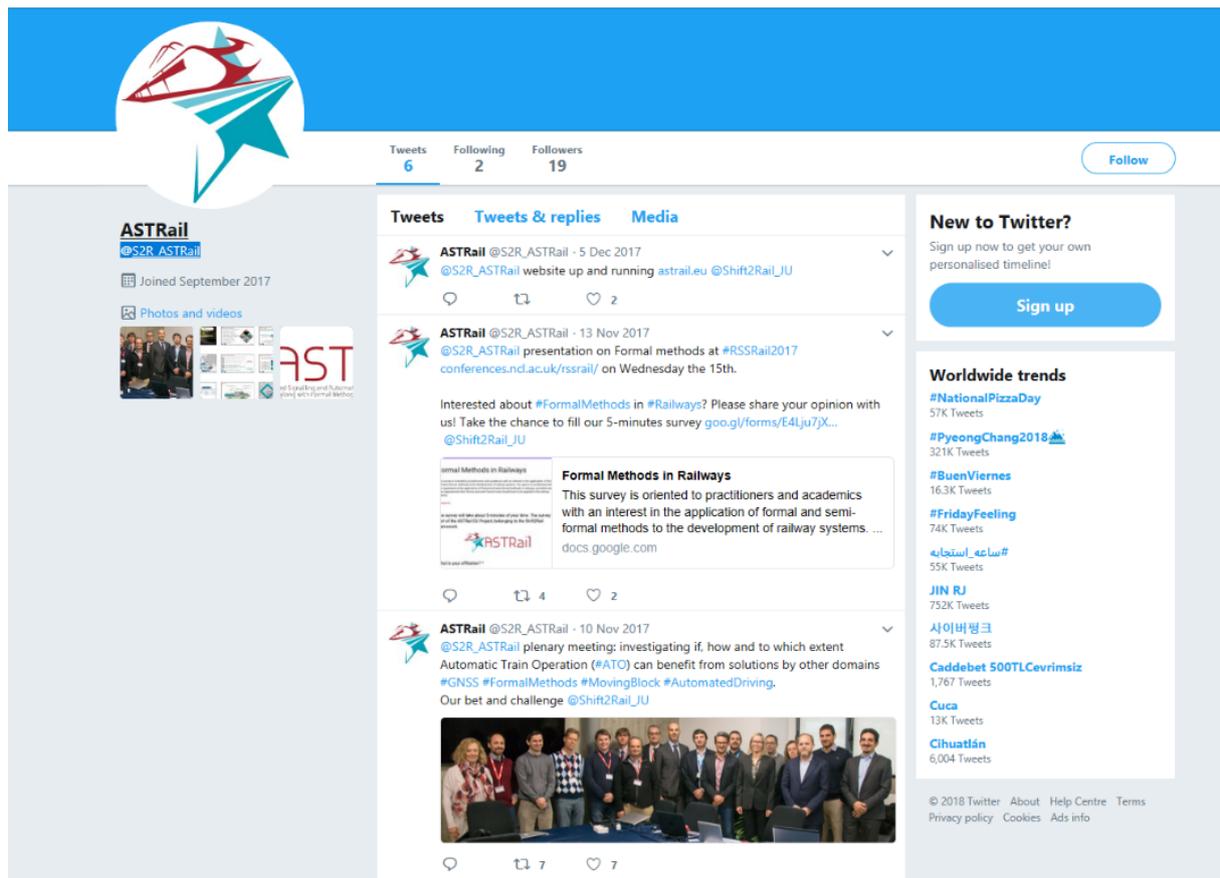


Figure 2 - ASTRail Twitter Account

### 2.3 Public Website

A dedicated website will be set up at the beginning of the project. The website (<http://www.astrail.eu>) will be openly available, with a section where visitors can register their interest. It will be divided in two parts: the public portal and the private portal. The member's area, will act as an exchange platform between the project's partners. A specific area in the front-page of website will be dedicated to allocate the latest tweets of ASTRail twitter account.

The public portal will be open to the public and will display the key project information, partners, results, news/events and links to the partners' institutions. All the public deliverables will be published on the website and will be available for download.

The webpage will also list all related projects and also offers links to the Shift2Rail website as well as to the websites of the EC.

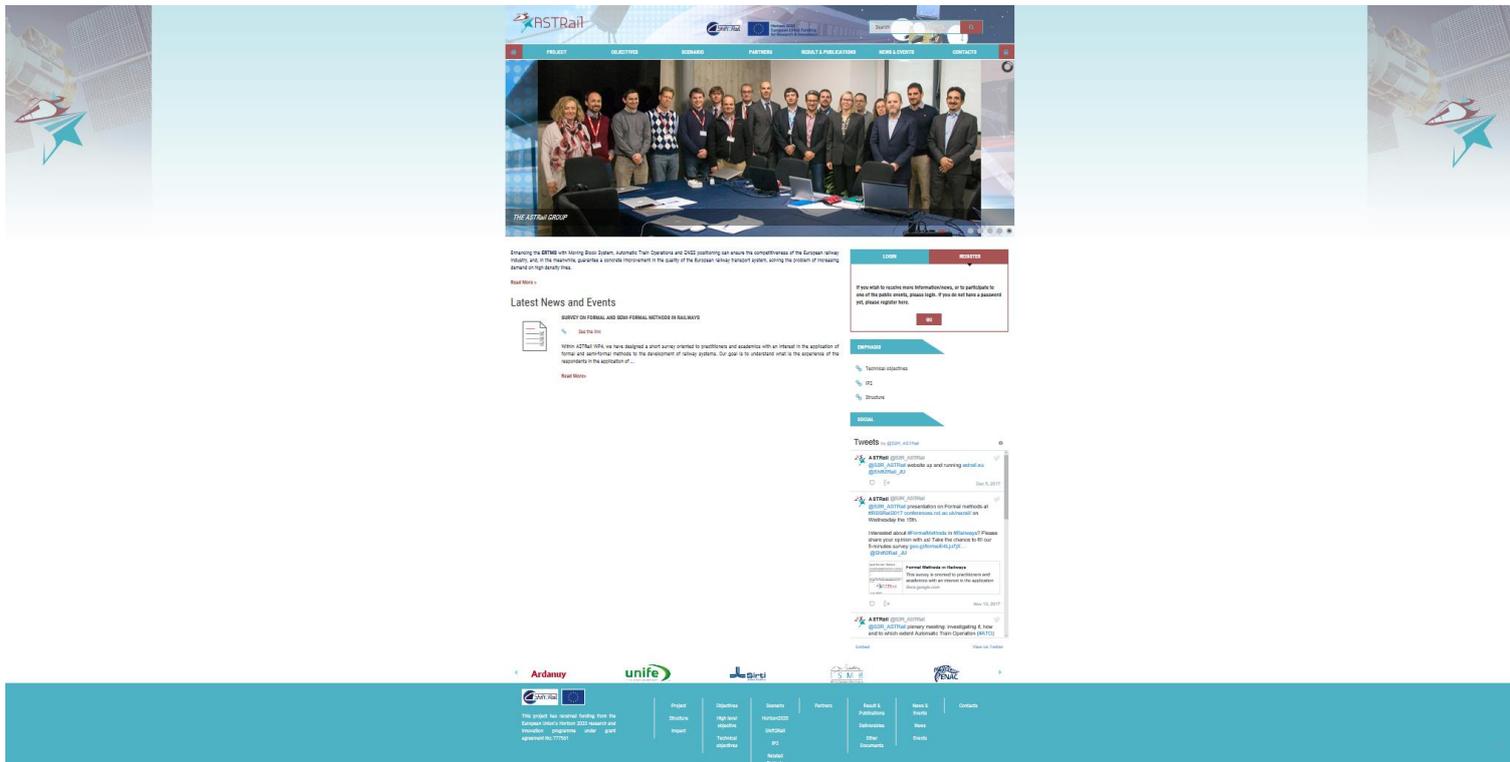


Figure 3 - ASTRail Website

### 2.4 Newsletter

The project will produce two newsletters. The first newsletter will be released in month 10 and the second newsletter towards the end of the project in month 24. The newsletters will provide up-to-date information on the status and achievements of the project. The newsletters will be circulated via e-mailing lists and in a printed version that complements the project brochure. In order to ensure that the widest audience possible is reached, each partner will use its own mailing list. The newsletter will also be uploaded on the project webpage and the printed copy will be distributed at events and workshops.

## 2.5 Brochure

During the first part of the project, a brochure will be delivered. The main objective of this publication is to provide the wide audience with some preliminary information on the goals of the project, the structure and main planned activities and the members of the ASTRail consortium. The brochure will anticipate the newsletters and will have a more generic content as the activities will have just started. The project brochure will be distributed during public events such as TRA Vienna April 2018 and InnoTrans September 2018.

## 2.6 Educational Dissemination

The contributions to the educational dissemination of ASTRail, which are planned at the time of writing, are the following:

- ASTRail, in the specific ISMB, will organize a seminar for students belonging to:
  - the 2<sup>nd</sup> level specializing Master on Navigation and Related Applications (<https://didattica.polito.it/master/navigation/2015/introduction>), that is a joint initiative of Politecnico di Torino and Istituto Superiore Mario Boella (ISMB), with the collaboration of the Istituto Nazionale di Ricerca Metrologica (INRIM) and the United Nations Office for Outer Space Affairs (UN-OOSA).
  - the Master degree on Information and Communication Technologies for smart society at Politecnico di Torino ([https://didattica.polito.it/laurea\\_magistrale/ict\\_for\\_smart\\_societies/en/ict\\_for\\_smart\\_societies](https://didattica.polito.it/laurea_magistrale/ict_for_smart_societies/en/ict_for_smart_societies)).

The seminar will be organized in Torino, through a close cooperation with the reference professors at Politecnico di Torino. Indeed, ASTRail works on technological aspects that fall in the interest of both the courses. The seminar will provide an overview of the project, it will introduce the current problems related to railways signalling and it will describe the early results that ASTRail has achieved.

- ASTRail WP1 topics will be presented in the ENAC's monthly seminar on telecom topics in March 2018. The seminar will address the Reliability Availability, Maintenance and Safety of the Rail Industry and how GNSS standards might be fit to achieve a high quality of service of the rail network. This event is for ENAC PhD students to share and learn about ENAC research topics through internal dissemination.

ASTRail partners contemplated the possibility to realize webinars related to ASTRail research topics and achieved results. These webinars could be made available on-demand on the website of the ASTRail project. This option has not been yet approved by ASTRail partners. It will be further discussed during the lifetime of the project in order to consider the appropriateness of the webinar dissemination tool in relation to the ASTRail research topics and available contents.

## 2.7 Events

The ASTRail's consortium will organise one main public event at the end of the project, the Final Conference. ASTRail final conference aims to present all the results of the project. This conference will be open to anyone interested in participating. To ensure maximum audience, invitations will be sent to the key actors in the field. The location will be chosen to ensure maximum participation.

The ASTRail consortium will organise two events. These events will be open to anyone interested in participated. To ensure maximum audience, invitations will be sent to the key actors in the field. The location will be chosen to ensure maximum participation:

- ASTRail mid-term conference: This conference will present the work undertaken and any results achieved in the first half of the project. It will also look ahead to the second half of the project.
- ASTRail final conference: This final meeting aims to present all the results of the project.

The major objectives of such event are:

- To enable other stakeholders not being directly involved in the project to be briefed on results at important project milestones;
- To have an interactive discussion on the basis of their comments and proposals made to draft version documents and deliverables disseminated through professional associations – partners of the project;
- To validate the proposed results by consensus of all stakeholders concerned;
- To check the potential for the implementation of the proposed solutions;
- To provide guidance for further work and for the completion of deliverables.

Apart from the Mid-Term and Final Conference, ASTRail partners plan to promote the project results during events organised in Europe during 2018 and the 2019 such as, TRA2018 (Vienna, April 2018) and InnoTrans (Berlin, September 2018) consortium partners' events and other relevant occasions.

## 2.8 Presentations & Publications

Project results are planned to be published through articles mainly in specialized press, scientific journals and in relevant national and international conferences and workshops. ASTRail will actively look-out for high profile academic and industrial events that are within the domain of interest of the project such as Forum Méthodes Formelles (October 2017 Toulouse), RSSRail2017 (Pistoia November 15), TRA2018 (Vienna, April 2018) and InnoTrans (Berlin, September 2018).

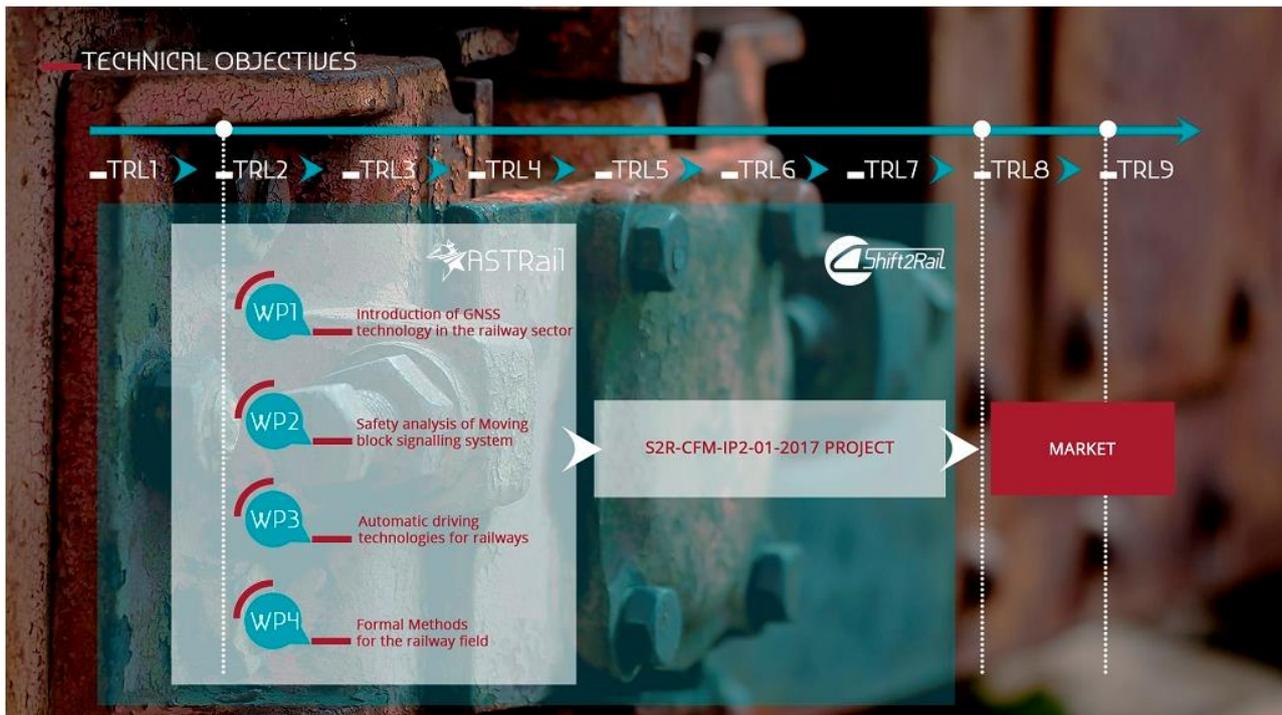
## 3 Advisory group

An Advisory group in charge of Standardisation/Regulation monitoring will be established to safeguard the project's services and conformance to modern standards and regulations. The Advisory Group will be mainly composed but not limited to ERA, CEN/CENELEC and members of the CFM projects S2R-CFM-IP2-01-2017 and S2R-CFM-IP2-01-2015 as main beneficiaries of the outcomes of ASTRail.

We plan to organise a meeting with the most relevant standardisation stakeholders to ensure the uptake of the results. This will allow those key stakeholders to be informed regarding the projects outputs and to provide feedback to facilitate their acceptance. The group will be created when there is a need to seek external advice.

## 4 Interaction with S2Rail IP2

ASTRail is setting the foundations for many of the technologies that will be continued within Shift2Rail's Innovation Programme 2: 'Advanced Traffic Management and Control Systems'. Therefore, the dissemination/exploitation of the project's results to IP2 of Shift2Rail will be ensured. Knowledge-transfer discussions will be organised between the project WP leaders and relevant Shift2Rail TD leaders. The dissemination of the results to IP2 of Shift2Rail, mainly into X2Rail-1 and X2Rail-2, is shown in the figure below:



ASTRail is fully committed to finalize and sign the Collaboration Agreement with its correspondent CFM projects, X2Rail-1 and X2Rail-2, by the end of February 2018. However, cooperation between ASTRail and X2Rail-1/X2Rail-2 already started and the projects have set up a tight collaboration (in terms of common Work Packages) from the beginning of the projects. This interaction has been already presented during two IP2 Steering Committees and it has been well received by the IP2 Steering Committee members.

## 5 Conclusions

This dissemination and exploitation plan presented a comprehensive strategy for the project ASTRail. The dissemination and exploitation plan described all the materials and strategies that will be used for external communication, engagement and uptake of the results by relevant stakeholders. This document also describes how the results of the project will be communicated to Shift2Rail IP2.

It is anticipated that more dissemination/exploitation opportunities will arise as the project progresses. Therefore, the ASTRail consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination and exploitation activities will be discussed at WP level and will be coordinated generally via WP5.

## Acronyms

Acronym	Explanation
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
ERA	European Railway Agency
EU	European Union
S2R	Shift2Rail
WP	Work Package
IP2	Innovation Programme 2
EC	European Commission

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