

WP9: EXPLOITATION, DISSEMINATION AND COMMUNICATION



Organization: ZNIK
1st global meeting
Kiruna, April 2017

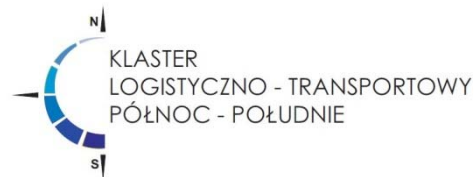




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1- STATUS OVERVIEW

The Communication Plan aims to set up **the strategy** for the dissemination and the communication activities planned to be carried out within the INTERMODEL EU project.

The Plan also:

- Determines **target groups** to be addressed with the results of the project;
- Outlines dissemination tools and
- Defines **the key performance indicators (KPIs)** that will be used to assess measure efficiency of the dissemination activities.

The Plan describes the **communication management** aspects within the project consortium as well as informs on the requirements of the Horizon 2020 program with regard to promotion channels or rules governing securing open access to scientific publications based on the research supported with EU funds.



2- OBJECTIVES AND DELIVERABLES

Deliverable Number	Deliverable Title	Type	Dissemination level	Due Date (in months)
D9.1 – D9.6	Communication Plan 1, 2, 3, 4, 5, 6	Report	Public	6 (updated e/ 6 months)
D9.7	Electronic project brochure completed and available for distribution	Websites, patents filling, etc.	Public	10
D9.13	Conference paper 1: Integrated planning environment in terminal projects	Report	Public	12
D9.14	Conference paper 2: Decision support for owners of terminal projects (VTT; WP1; M26)	Report	Public	26
D9.12	Final dissemination brochure completed and available for distribution	Websites, patents filling, etc.	Public	36



3- WORK DONE 1/3

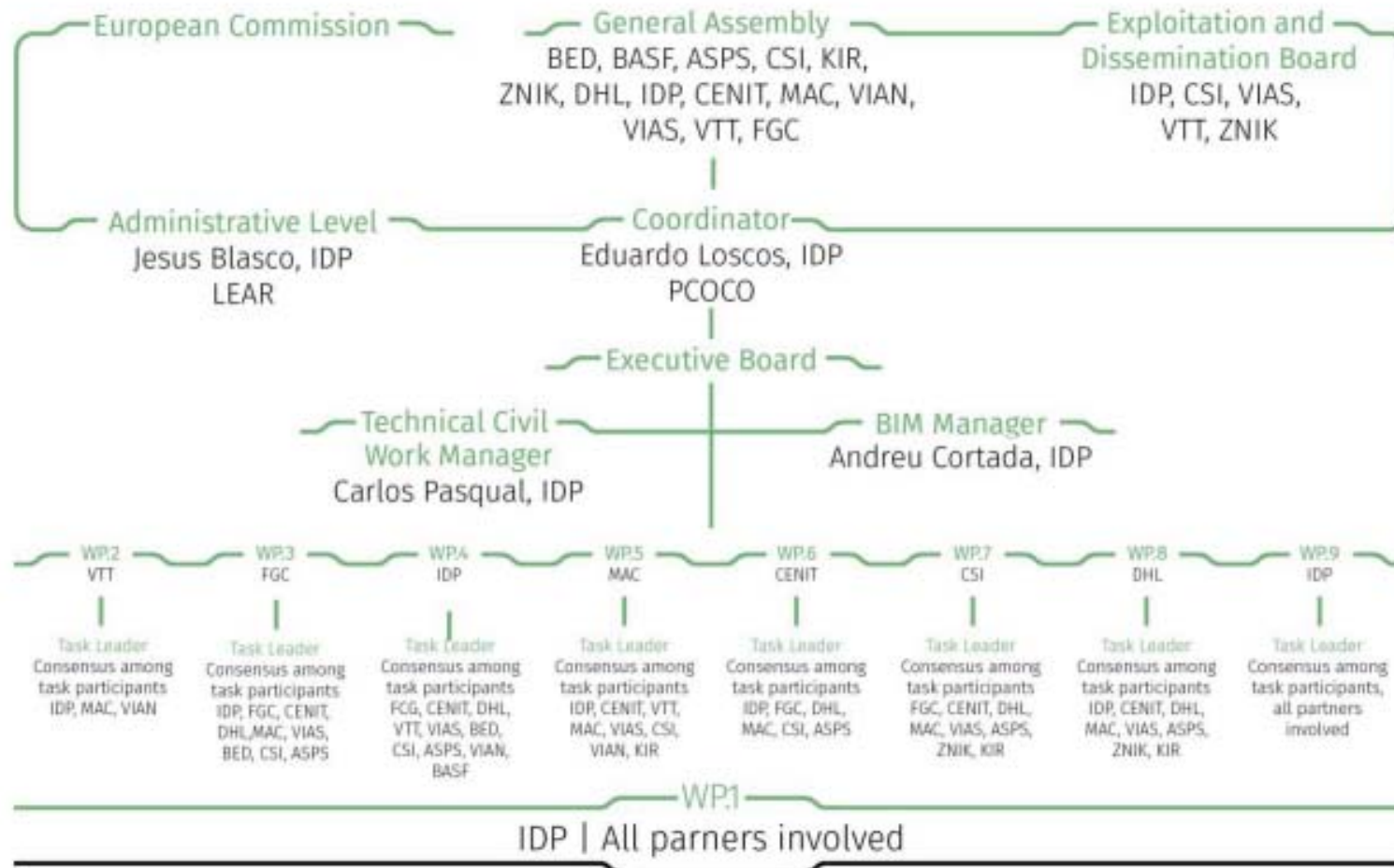
- **Design, creation and management of the INTERMODEL website:**
 - ✓ Projects domain is: <http://www.intermodeleu.eu/>;
 - ✓ Designing, creating and placing the INTERMODEL site on the server/project webside structure, public area, private area;
 - ✓ Create accounts on Twitter <https://twitter.com/IntermodelP>, LinkedIn <https://www.linkedin.com/in/intermodel-project-335722133>, YouTube <https://www.youtube.com/channel/UCZjDMG4L58ELZ9KB7JQ8u3Q> ;
 - ✓ Update the webside;
 - ✓ Website and intranet administration;
- **Project presentations by ZNIK:**
 - ✓ Energy Cleantech Cluster Milano, Italy, in Brussels, November 30 th , 2016 , Agro Transilvania Cluster Romania, in Brussels, November 30 th , 2016 Gdansk Port Authorities, in Gdansk, Poland, December 21 st , 2016
- **Communication Plan v.1**



3- WORK DONE 2/3

At the end of February 2017 the Communication Plan v.1 was submitted through the participant portal.

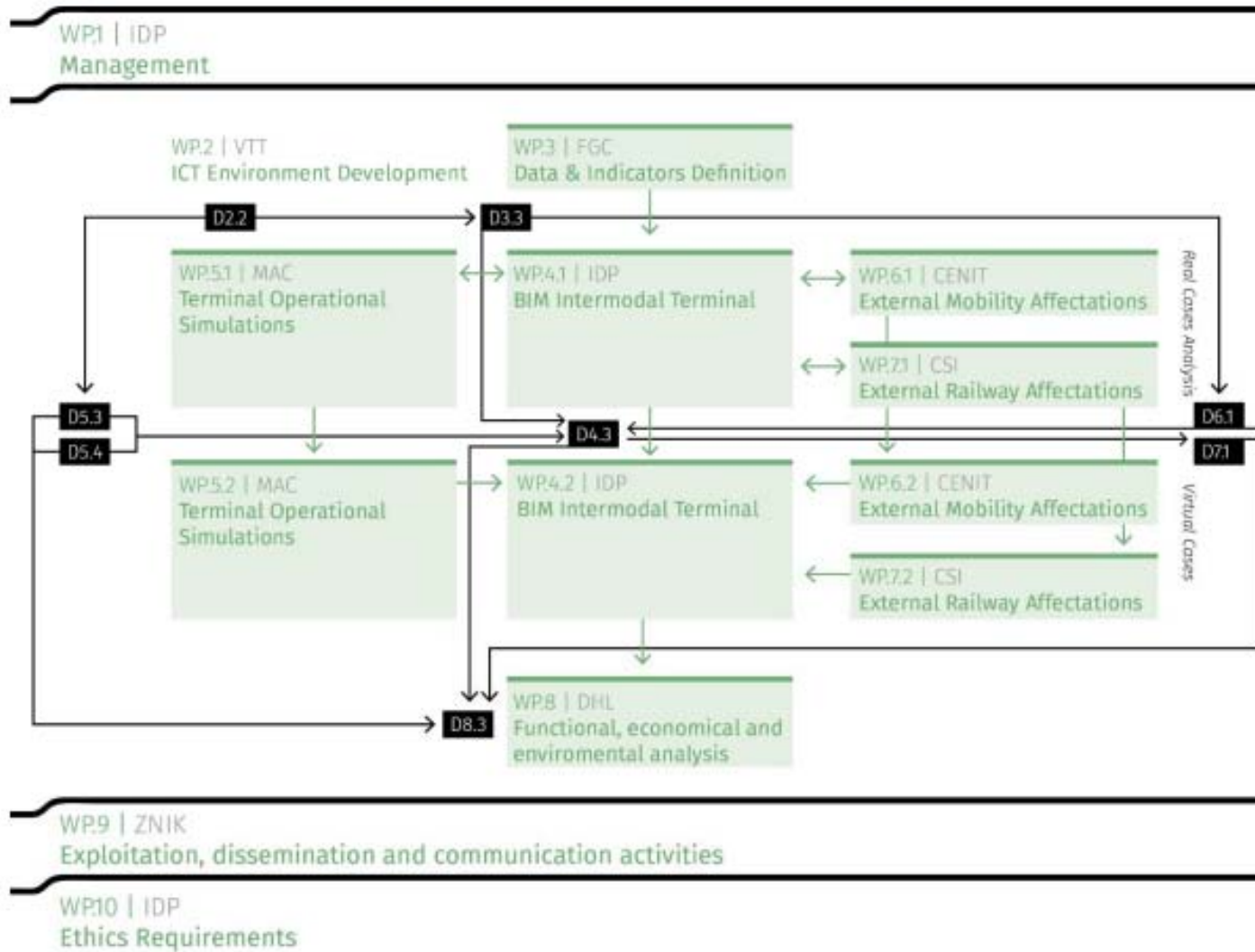
Graph 1. Structure of the project management





3- WORK DONE 3/3

Graph 2. Relations between work packages and deliverables





Dissemination and Communication tools

- **Web-based solutions** with special role of social media (text, images, videos, etc.);
- Participation in events, **conferences**, webinars and fairs (support material: printed materials such as project brochure);
- **Publications** in scientific journals and sectorial magazines, and also press releases;
- **Dissemination activities** will take place at all relevant points during the project and will be considered by the Management Board at the achievement of each of the project milestones.

Dissemination and Communication targets

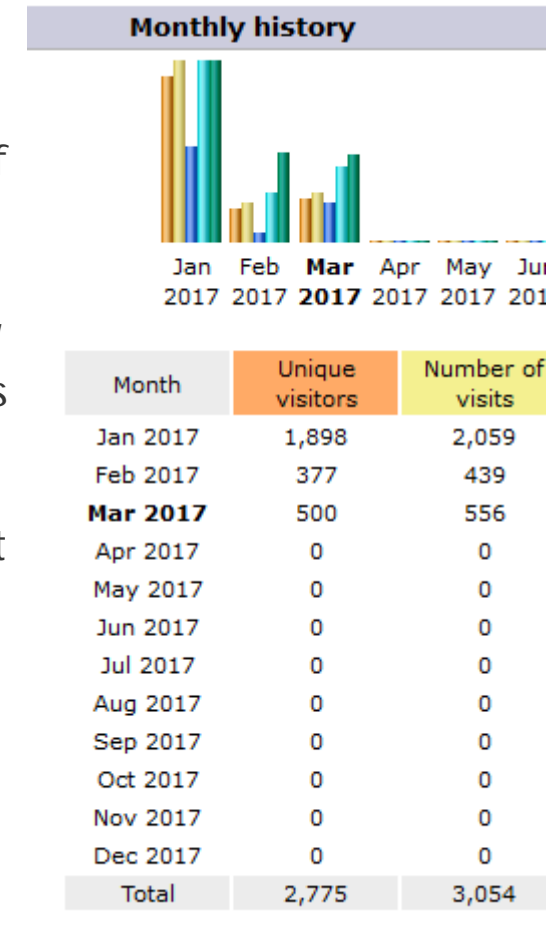
- **5,000 visits** since launch of the website
- At least, **6 articles and papers** within the project life
- Project presentation in at least **4 logistics or transport events**



Website and intranet (<http://www.intermodeleu.eu/>)

- source of information concerning the project setup;
- information on the objectives, planned activities, source of financing, presentation of the partnership;
- project-related activities conducted by the project partners, such as participation in the meetings, conferences, fairs and/or exhibitions;
- information on press releases or publication of other project materials, including scientific articles.

Project partners shall also use their **own communication tools**, as their corporate and institutional websites to disseminate the information on the project advancement.





Social media

- quick and effective distribution of the project-related news and other materials;
- **the project channel at Youtube** - publication of video materials presenting the project and its results;
- **LinkedIn** portal facilitates networking with professionals around the world, operating within different economic sectors;
- the project profile aims to develop a **network of professionals** operating in the scope of project interests, distribute news and other project-related information as well as initiate the discussions related to various aspects of the conducted activities, with **both internal and external stakeholders**.



e-Brochure

- **Two editions of the e-brochures in PDF** format, at the initial period of the project and second, in last months of the project duration, summarizing the project implementation.
 - Summary of the activities conducted so far, in the form of brief articles, illustrated with relevant graphic elements
 - Distributed in the printed form as promotion material, e.g. as the inserts to conference materials.



BROCHURE TABLE OF CONTENTS

1. Editorial - Forward, few words about the project and brochure from
2. Key facts and figures
3. About BIM
4. Goals of the project
5. Consortium
6. First 12 months. What did we accomplish?
7. Next steps of the project



Project information materials and visual identity

- **INTERMODEL EU project logotype**
- message providing **information on project co-financing within Horizon 2020** programme, in accordance with the guidelines of the Grant Agreement.
Logotype of the project
- emblems of the EU and H2020 shall be also visible at all the project promotion materials, such as roll-up posters, brochures, gifts;
- **Brochures;**
- **Template for presentation** of the project to be used by all project partners at conferences, seminars and other events, which involve project promotion activities



Scientific articles

- Contribute with project results to publications in the **selected scientific journals**.
- Scientific publications will be also a subject for promotion in the social media.
- Each published scientific article should be included into the list at the annex to **the final Communication Plan**.

Deliv.	Main Author	CO-Author	TOPIC	Deadline for submission	Possible Journals/Conferences
3.1	CENIT		Indicators in intermodal terminals (comprehensive state of the art)	31/03/2017	Transport Reviews, European Transport Research Review, International Journal of Transport Management
5.2	MACOMI	CENIT	Ontology for simulation at intermodal terminals	28/04/2017	Journal of metadata and semantics
8.3	CENIT	DHL	Development on the results from the terminals and recommendations for new and remodelled intermodal terminals	15/02/2019	Transportation Planning and Technology, European Transport Research Review, Transport Policy
8.1-2	CENIT	DHL	Review on current studies and data forecast and implications on intermodal terminals (market analysis)	30/11/2018	Transportation Planning and Technology, European Transport Research Review, Journal of Transportation Geography
6.2-3	CENIT	MACOMI	Calibration and validation / Assessment of external mobility affectations	01/09/2018	European Transport Research Review, Transportation Research Record
7.3	MACOMI	CSI		30/04/2019	European Transport Research Review, Transportation Research Record,
2.2	VTT		Conference paper: Integrated planning environment in terminal projects.	30/08/2017	¿?
2.4	VTT		Conference paper: Decision support for owners of terminal projects	30/08/2018	¿?



Press Releases

- Press releases - stories for newspapers, magazines or transport sector media.

Each project partner shall identify their local/regional/country-scale journalists and media, which may become interested in the results of activities conducted within the project.

Journal	Edition	Date	Title	Description	Language



Events - conferences, seminars, exhibitions and fairs 1/2

- **Internal events**
- External events, including any type of event organized by external companies/organizations/institutions, which is participating by the project partners and include INTERMODEL EU project promotion activities.

For the reporting purposes, project promotion should be documented by the following:

- ✓ Agenda of the event
- ✓ Presentation
- ✓ List of participants
- ✓ Photographic documentation
- ✓ Other type of documentation (press releases, social media, etc.)



EVENTS PROPOSALS 1/2

Table 3. List of events

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
2-3/03/2017	Successful R&I in Europe 2017 – 8 th European Networking Event	Düsseldorf (DE)	http://horizon2020.zenit.de/networking2017/	n/a	n/a
7-9/03/2017	Transport Week 2017	Sopot (PL)	www.transportweek.eu	r	n/a
5-6/04/2017	SmartRail Europe	Amsterdam (NL)	www.smartraileurope.com	r	n/a
9-12/05/2017	Transport logistic	Munich (DE)		INTERMODEL EU: Improvement of mobility infrastructures design, construction and operation through BIM implementation and its 8 th Dimension – Process simulations Project partner: IDP	
30-31/08/2017	5 th Railway Forum Berlin 2017	Berlin (DE)			
7-8/09/2017	Baltic Ports Conference 2017	Trelleborg (SE)			
26-29/09/2017	TRAKO – 12 th International Railway Trade Fair	Gdańsk (PL)	www.trakotargi.amberexpo.pl	n/a	n/a
16-19/04/2018	TRA2018 – Transport Research Arena	Vienna (AT)	http://www.traconference.com		n/a

* If relevant

IDP + VTT will present INTERMODEL for the call for abstracts (deadline: 24 April)



EVENTS PROPOSALS 2/2





4- IMMEDIATE OBJECTIVES (NEXT 6 MONTHS)



1. Electronic project brochure completed and available for distribution month 10;
2. Conference paper 1: Integrated planning environment in terminal projects month 12;
3. Communication Plan v.2, month 12;

What do we expect from partners?

- According to the Grant Agreement, Article 29 “Dissemination of results – Open Access – Visibility of EU Funding”, the project partners must disseminate the results of the conducted research, unless this acts against their legitimate interests, by granting open access by appropriate means;
- Each project partner shall inform IDP and ZNIK about any dissemination and exploitation actions taken by them, to include them in the next reports;
- Each project partner shall identify their local /regional /country-scale journalists and media, which may become interested in the results of activities conducted within the project;
- Each partner should encourage their partners to visit the project website;
- Each partner should provide ZNIK with documentation and graphic content for Electronic project brochure, we need lots of pictures 😊.





5- CHANGES FROM ENVISAGED PLAN



No significant changes have been made.





6- POTENTIAL RISKS AND OPPORTUNITIES



For satisfying dissemination results, we need to establish good communication models between partners.





▶ Proposal for Conference paper:

- Call for papers 3rd Interdisciplinary Conference on Production, Logistics and Traffic (ICPLT) September 25th - 26th, 2017. Darmstadt, Germany
 - Title: Assessment of intermodal freight terminals with Key Performance Indicators integrated in the BIM process
 - Abstract submission: January 13th, 2017
 - Abstract review: until March 31st, 2017



QUESTIONS?
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THANKS!

