

WP9: EXPLOITATION, DISSEMINATION AND COMMUNICATION

Organization: ZNIK
2nd global meeting
Espoo, September 2017





TABLE OF CONTENTS

1. Status overview
2. Objectives and deliverables
3. Work done
4. Immediate objectives (next 6 months)
5. Changes from envisaged plan
6. Potential risks and opportunities



Dissemination

The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

Communication

A planned process, that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.



2- OBJECTIVES AND DELIVERABLES

Deliverable Number	Deliverable Title	Type	Dissemination level	Due Date (in months)
D9.1 – D9.6	Communication Plan <i>(Communication plans M6 and M12 submitted)</i>	Report	Public	updated every 6 months
D9.7	Electronic project brochure completed and available for distribution <i>submitted</i>	Websites, patents filling, etc.	Public	10
D9.13	Conference paper 1: Terminal planning: the selection of relevant KPIs to evaluate operations <i>submitted</i> (done by VTT)	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



Brochure

The first brochure has been designed with the aim of presenting the project, for its use in dissemination activities beyond the project consortium to a wider audience, promoting the action and visibility of EU funding. The brochure is available in printed and online version.





3- WORK DONE

Twitter

We've increased activity on a Twitter.

INTERMODEL



The screenshot shows the Twitter profile for Intermodel Project (@IntermodelP). The profile header includes the name, handle, and a bio. The statistics bar shows 21 tweets, 7 following, 10 followers, 5 likes, 0 lists, and 0 moments. The main content area displays two tweets: one from 4 minutes ago about a meeting in Helsinki, and another from 1 day ago about a presentation at a meeting. The right sidebar shows a 'Who to follow' section with three suggested accounts: VacationClub, SOS-LOGistica, and Gianluca Rinaldi.

Tweets	Following	Followers	Likes	Lists	Moments
21	7	10	5	0	0

Intermodel Project
@IntermodelP
Joined November 2016
8 Photos and videos

Tweets | Tweets & replies | Media

See 1 new Tweet

Intermodel Project @IntermodelP · 4m
Tomorrow will be another @IntermodelP #global #meeting. Helsinki, we are coming.

Intermodel Project @IntermodelP · 1d
On Friday our #intermodel project was presented during the meeting of @ZNIK_LTCluster and @PracodawcyP (Pomorania's Employers).

Who to follow · Refresh · View all

- VacationClub @Vacation...
Follow Promoted
- SOS-LOGistica @SOS_L...
Follow
- Gianluca Rinaldi @Rinald...
Follow

Find people you know

Trends for you · Change





3- WORK DONE

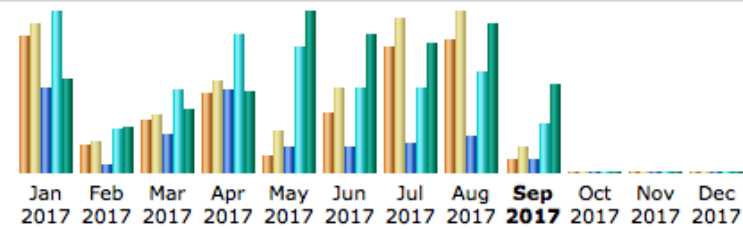
Website

IntermodelEU website is successively updated with new content.

Goals of the project regarding dissemination and communication activities includes:

- 5000 visits since launch of the website
- at least 6 articles and papers within the project life
- project presentation in at least in 4 logistics or transport events, such as fairs like TOC 2016, Transport Logistic 2017
- two newsletters per year.

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	1,898	2,059	9,876	18,658	199.80 MB
Feb 2017	377	439	1,031	4,997	98.47 MB
Mar 2017	733	807	4,551	9,543	136.86 MB
Apr 2017	1,103	1,266	9,594	16,085	173.66 MB
May 2017	226	584	2,909	14,583	343.46 MB
Jun 2017	829	1,172	2,978	9,839	296.19 MB
Jul 2017	1,739	2,130	3,480	9,905	276.34 MB
Aug 2017	1,835	2,220	4,333	11,790	318.35 MB
Sep 2017	194	367	1,578	5,625	190.11 MB
Oct 2017	0	0	0	0	0
Nov 2017	0	0	0	0	0
Dec 2017	0	0	0	0	0
Total	8,934	11,044	40,330	101,025	1.99 GB



3 - WORK DONE

CMS Wordpress allows to establish different access and management levels to the website, providing access to relevant content to the appropriate users. Possible users roles are: **Public user** (no need to login) – access to all public content of website;

Intranet

Subscriber (needs to login) – Public user privileges plus privilege to accesses to private content and update his user profile;

Contributor – Subscriber privileges plus he can edit and delete his own posts, but he cannot edit or delete published posts;

Author - Contributor privileges plus he can write, edit, and publish his own posts. He can also delete his own posts, even if they are published;

Editor - Author privileges plus he can change every aspect of the website. Has full control on the content sections the website. He can add, edit, publish, and delete any posts including the ones written by others;

Administrator – Editor privileges plus he can install, edit, and delete plugins as well as themes, add new users to the site, change information about existing users including their passwords as well as delete any user.

http://www.intermodeleu.eu/user_login/



3- WORK DONE

Communication Plan 2

The Communication Plan was created at M6, and an updated version of the Plan is then provided together with each project periodic report about dissemination and communication activities (M12, M18, M24, M30, M36). CP2 deliverable is the first update.

What has changed?

- Website Gallery as a new tool of presenting the project: it may be an interesting way to showcase the actions taken in the project and to encourage stakeholders to creative thinking and discussion. It is planned to expand the content of the website with this new functionality by the end of 2017.
- We have added a record: 'To increase the number of followers in the social media channels, each member of the consortium will send an email to his colleagues, encouraging them to visit the profiles'.
- We have added a new goal: two newsletters per year.

Pending

Two newsletters per year.



3- WORK DONE

We have added media evaluation to follow the success of the project dissemination and communication activities, to maximize the project's impact and to react and make changes in the Communication Plan. This process will be carried out biannual.

Action	Quantitative assessment	Qualitative assessment
Follow up on project partners activities of sharing information about project in events, seminars and conferences.	How often the information is shared?	Has the information reached the target audience? Has the shared information been tailored to the audience? How did the information provided contribute to the dissemination of the project?
Follow up on project partners activities of sharing information about project in electronic and paper media channels.	How often the information is shared?	Has the information reached the target audience? Has the shared information been tailored to the audience? How did the information provided contribute to the dissemination of the project?
Has the project website been noticed?	What is the number of hits/visits per page? What is the duration of visits?	Have site visitors found content that interests them? Have they stayed longer on a particular subpage?
Has the project youtube/linkedin/tweeter profile been noticed?	What is the number of followers? What is the number of shared posts/video?	Does the activities in social media channels show growing interest in the project?
Follow up on project partners activities of publishing of articles.	How many articles have been published?	How did the information provided contribute to the dissemination of the project?



3- WORK DONE/ IMMEDIATE OBJECTIVES

Proposal of the events in which we should participate:

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
11-13/09/2017	Baltexpo	Poland, Gdansk	www.baltexpo.ztw.pl	n/a	n/a
21-22/09/2017	CEF Conference	Tallinn, Estonia	http://www.connectingeu.eu/	n/a	IDP, FGC, MAC
25-26/09/2017	3 rd Interdisciplinary Conference on Production, Logistics and Traffic (ICPLT)	Darmstadt, Germany	http://www.icplt.de /	Assessment of intermodal freight terminals with Key Performance Indicators in the BIM process	CENIT
26-29/09/2017	TRAKO – 12 th International Railway Trade Fair	Gdańsk, Poland	www.trakotargi.amberexpo.pl	n/a	n/a
26-27/10/2017	5th Container Ports and Terminal Operations Exhibition and Conference	Spain, Barcelona	www.transportevents.com	n/a	n/a
28-30/11/2017	INTERMODAL EUROPE 2017	Netherlands, Amsterdam	www.intermodal-events.com	n/a	n/a
03/2018	InterModal 2018	Warsaw, Poland	intermodal-poland.com	n/a	n/a
01-03/2018	Clusters meetings	Poland	www.klasterlogtrans.pl	n/a	n/a
16-19/04/2018	TRA2018 – Transport Research Arena	Vienna, Austria	http://www.traconference.eu/	Terminal Planning: The Selection of Relevant KPIs to Evaluate Operations	VTT



4- IMMEDIATE OBJECTIVES (NEXT 6 MONTHS)

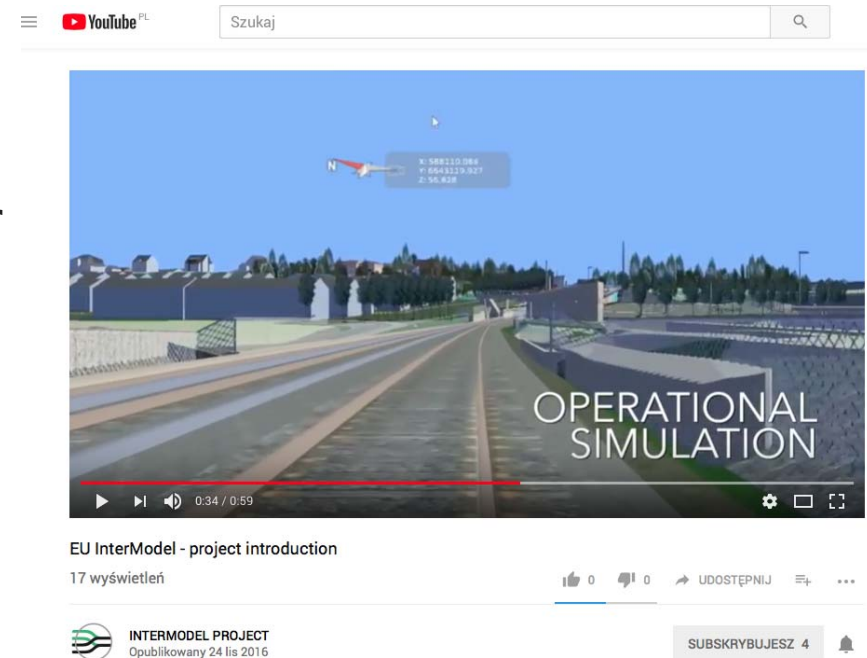
YouTube Channel

Our channel on YouTube is not as often visited as we would like (only 4 subscribers).

In order to increase its attractiveness, we plan to add more movies, for example from TEN-T Days.

We are trying to change YouTube URL, which is too long to something more friendly. To create a custom channel URL, our account must:

- have at least 100 subscribers,
- exist for at least 30 days,
- have a picture or icon of the channel,
- have a channel graphic.





4- IMMEDIATE OBJECTIVES (NEXT 6 MONTHS)

Newsletter

In the near future we plan to add two functionalities to our website: newsletter and gallery.

We are also obliged to prepare some information about the project, which will be published by the European Commission in selected research areas newsletter.

What will contain the newsletter?

Information about the project and consortium, events we have attended, work progress, journal publication and planned actions.



4- IMMEDIATE OBJECTIVES (NEXT 6 MONTHS)



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 (we will send you a table to be completed);
- 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 and to subscribe project YouTube channel;
- Each partner should send to ZNIK some photos to our website gallery.





5- CHANGES FROM ENVISAGED PLAN

At the moment:

- 2 e-newsletter per year, which for the first year is still pending



RISK

1. Inefficient communication, resulting in unsatisfactory dissemination results;
2. Little media attention (Not quite attractive content);
3. Project information does not reach the intended target audience.

OPPORTUNITIES

1. Partner experience in project implementation funded by EC.
2. Involvement of partners
3. Participation in international events (TEN-T Days, conference and exhibition)

More activity is needed in the website and social networks to improve communication.

- More information from partners?
- E-mail loop for WP9 regarding 'communication and dissemination'



QUESTIONS?
10'



THANKS!