INTERMODEL EU

Simulation using Building Information Modelling Methodology of Multimodal, Multipurpose and Multiproduct Freight Railway Terminal Infrastructures

Grant agreement: 690658

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## Revision history:

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<th>Organization</th>
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## Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.
The information set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of neither INEA nor the Commission. Neither INEA nor the Commission is responsible for the use that may be made of the information contained therein.
1 Executive Summary

The deliverable aims to set up the strategy for the dissemination and the communication activities planned to be carried out within the INTERMODEL EU project. The Communication Plan determines target groups to be addressed with the results of the project, outlines dissemination tools. The document also defines the key performance indicators (KPIs) that will be used to assess measure efficiency of the dissemination activities. It also describes the communication management aspects within the project consortium as well as informs on the requirements of the Horizon 2020 Program with regards to promotion channels or rules governing securing open access to scientific publications based on the research supported with EU funds.

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). This deliverable is the third update.
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1. Objectives of the Communication and Dissemination Plan

The main objective of the Communication and Dissemination Plan is to ensure achievement of broad publicity of the INTERMODEL EU project among all project-relevant stakeholders using effective measures and instruments, adequate to the targeted audience. The Plan also aims to determine communication schemes facilitating effective communication of results and deliverables to INEA as well as among the project partners. The document aims to determine relevant dissemination actions and enable access to the project results by all the interested stakeholders. Effectiveness of the Communication and Dissemination activities will be assessed based on the Key Performance Indicators, developed for the project. The strategy for communication and dissemination of the INTERMODEL EU project includes both the project duration period as well as the period after the project completion. *(SMART is a criteria of setting goals and objectives in a clear manner, it is normally used in the field of Project management)*

SMART Criteria:

**Specific**- The main objective of the Communication and Dissemination Plan is to ensure achievement of broad publicity of the INTERMODEL EU project among all project-relevant stakeholders. The document also aims to determine relevant dissemination actions and enable access to the project results by all the interested stakeholders.

**Measurable**- Fulfillment of the KPI further explained in point number 7 of the present document. Number of website visits, number of publications, participation in fairs and newsletters sent within the project lifespan.

**Assignable**- each consortium partner has been informed about its role when referring to communication and dissemination. The key role here is played by ZNIK, which according to our Grant Agreement is the leader of Task 9.3 Dissemination and Task 9.4 Communication.

**Relevant**- The Communication and Dissemination Plan is utterly relevant for the completion of the project objectives and to raise awareness on the advances carried out thanks to the project and to the European Commission.

**Time-related**- Time-bound document that allows us to connect Communication and Dissemination activities in the INTERMODEL project is the Communication and Dissemination Plan, which is updated every six months. In the point number 4 and 5 of the document details of the actions can be read, for example when did the actions take place and when will new action take place.
1.1. Document Maintenance and Update

1.1.1. Update schedule

Along with the project progress and achievement of the specific objectives and milestones, also new promotion opportunities appear, which are not feasible to be foreseen at the initial period of the project implementation. Potential findings of the research process, including unexpected results, may also generate opportunities generating added value to the project publicity.

Therefore, schedule of the project assumes update of the Communication and Dissemination Plan every 6 months. Frequent, semiannual update of the Plan, facilitates inclusion of the new events, adding those of non-cyclic character as well as better adjustment of the dissemination activities to the project advancement, which may be a subject to various amendments, depending on the generated results.

1.1.2. Reviews and contributions

As the content of the Plan may be subject to significant number of amendments, such as contributions and updates throughout the project period, hence it is important to ensure availability of the most recent and up-to-date version of the document to all project partners. Therefore, each amendment or update of the document should be recorded by the partner changing the document, within the table in page number 2 of this plan. To keep track of the contributions and updates, the table should contain the following records:

- Date of release/introduced amendment
- Name of the contributing partner
- Short summary of introduced changes.

2. Target groups of the Communication and Dissemination Plan

Identification of the adequate target groups of the project is crucial not only from the point of view of effective publicity of the project but also influences the scale of the project results’ utilization by the range of stakeholders. This chapter aims to identify the stakeholders directly related to the project, as well as those functioning outside the scope of the project’s activities. Identification of the target groups is fundamental for determining adequate dissemination and communication measures.
2.1. Internal target groups

Stakeholders within the category of Internal target groups include those related to the project either by participating in the project consortium, acting as the associated or supporting partner, institutions in charge of the program or the branch institutions related to the program via the structures or relations to the project partner. The tables may come in handy to explain not just who are the target groups but to explain why are those groups relevant for our communication and dissemination and how will they be reached (this table can be set with whichever information is relevant, it is not a fix asset, it allows changes and adaptation for the needs and relevant information for this plan).

Specifically, the stakeholders categorized within the internal target group, include:

♦ INTERMODEL EU project partners;

♦ European Commission’s institutions: Innovation and Networks Executive Agency (INEA), Directorate-General for Research and Innovation, EC’s media and communication channels;

♦ Scientific/research institutions co-operating with project partners and/or within the range of direct contacts of the project partners;

♦ Companies and enterprises within the same capital groups of the project partners;

2.2. External target groups

Stakeholders categorized within the external target groups include entities and institutions indirectly related to the project partners or operating behind the direct scope of activities conducted by the project partners. External target groups may include the following:

♦ Potential end-users of the elaborated solutions, including civil engineering design and construction companies, as well as administrative or integrators of BIM technology;

♦ Academic communities in the area of intermodal infrastructure design;

♦ Local/regional/central administration responsible for research, innovation and development;

♦ Local/regional authorities;

♦ Container Terminal Operators;

♦ Port authorities;
Logistics and transport industry;

Transport companies;

Regional/country or European scale transport sectorial associations, e.g. International Railway Union; Baltic Ports Organization;

Associations of local and regional governments – the stakeholders of the European transport corridors;

Standardization bodies. The results of INTERMODEL will aid in the creation of frameworks that facilitate the development of intermodal infrastructure projects;

Regional and governmental agencies and ministries of transport;

Transport sector media, e.g. Baltic Transport Journal;

Rail Group cluster, or any other transport/logistics cluster;

General public, raising awareness on the advances in BIM as applied to civil engineering projects and contributing to public acceptance.

potential foreign partners, guests from foreign delegations, all guests from organized events by the INTERMODEL project partners, where the INTERMODEL project is presented as an example of "good practices and collaboration"

3. Dissemination and Communication tools

The tools serving efficient publicity of the project are mostly web-based solutions, with a special role of social media, facilitating effective transfer of the information in the form of text, images or videos, capable of reaching the direct and indirect stakeholders of the project. Activities conducted with social media will be accompanied by the participation in the events – conferences, seminars and fairs (described in chapter 6) and supported by printed materials, distributed during the events. Due to Research and Innovation type of the project, results of the research actions will be also published in scientific journals as well as sectorial magazines. The publicity of the project is also expected to be enhanced with 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. A range of dissemination measures for project information can be released into the public
domain to the stakeholders including EU web sites and information publications, peer reviewed scientific journals and general media publications for dissemination to the wider public.

### 3.1. Website and intranet

Project website constitutes the major source of information concerning the project setup. The website has been established at the address [http://www.INTERMODELeu.eu/](http://www.INTERMODELeu.eu/) and presents crucial information on the project, such as information on the objectives, planned activities, source of financing, and presentation of the partnership. Project website constitutes the main source of information and space for publication of information on project advancement, results of the research activities, other 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.

A good solution is to include information about the implemented project on the websites of partners, which is shown in the example below:

**Exhibit 1 Information about the INTERMODEL project on the Partner’s website, VIAS**

![Exhibit 1 Information about the INTERMODEL project on the Partner’s website, VIAS](image)

The INTERMODEL site structure has not changed since the last update (M18).
We have updated the page about new publications, information about the documents shown and the events in which we took share.
The section of Public Deliverables has been updated according to the INTERMODEL EU documents available on the European Commission website.

Exhibit 3 Updated Public Deliverables Section

The Research Articles and Conference section, has also been updated with the information related to two articles appeared in the press (Polish “Czas Morza” and International “Baltic Transport Journal”).

Exhibit 4 Updated Research Article and Conference Section

The News section, has also been updated with the information and poster from the TRA Vienna 2018 conference.
3.2. Social media

Dissemination and communication activities within the INTERMODEL EU project utilize the social media, which facilitate quick and effective distribution of the project-related news and other materials. The project channel at Youtube will facilitate publication of video materials presenting the project and its results. All presentations, films, materials intended for Youtube will be published only after obtaining the official consent of the INTERMODEL EU Partner who created them. Out of concern for the good of protected intellectual property and in order to
avoid actions on the part of competing companies, only the final approved content will be published.

LinkedIn portal facilitates networking with professionals around the world, operating within different economic sectors. Functionality of the portal allows establishing groups of contacts interested in the specific area of knowledge or professional activities. 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.

Twitter is a tool facilitating quick distribution of short news, messages, links and images or videos among the followers (Twitter users) of the INTERMODEL EU project profile. Scale of publication at Twitter can be enhanced by adding hashtags in the comment line, which increase visibility of the published content in the Twitter’s searching engine, by contributing to the catalogue attributed to the specific keyword.

Below addresses linked to the INTERMODEL EU project profiles at the abovementioned social media platforms.

- **YouTube** - [https://www.youtube.com/channel/UCZjDMG4L58ELZ9KB7JQ8u3Q](https://www.youtube.com/channel/UCZjDMG4L58ELZ9KB7JQ8u3Q)
- **Twitter** - [https://twitter.com/IntermodelP](https://twitter.com/IntermodelP)
- **LinkedIn** - [https://www.linkedin.com/in/intermodel-project-335722133](https://www.linkedin.com/in/intermodel-project-335722133)

To increase the number of followers in the social media channels, each member of the consortium will send an email to their colleagues, encouraging them to visit the profiles.

Regular exchanges of information between the INTERMODEL project Partners and the communication and dissemination team (WP 9) can help ensure the project is promoted adequately, by enabling the ZNIK’s manager to draft relevant content and post it on time. To reach the widest possible audience.

To make this possible, regular contact with project partners is needed. This contact is referred to via email and relies on the questions of ZNIK on the activity of Project Partners and information that could be posted on the project website. There is also an idea to develop an internal communication procedure between project partners that would include clear communication rules and ideas for dissemination of project results.
We recommend to identify other individuals in every WP or Partner’s company from our Consortium who are already using social media. We could invite them to retweet and share the project’s posts and relevant content with the appropriate audiences. To conduct social media right (in accordance with the recommendations of the European Commission) we should use appropriate style, content and tone and:

- Minimize the use of abbreviations, except generally recognized acronyms and accepted hashtags.
- Limit the number of technical words that only experts are likely to understand. Instead try to use layman’s terms.
- Use visual aids in tweets as much as possible, and tag relevant handles.
- Keep posts short, clear and catchy
- Publish content in other languages, to reach local communities.

All the NTERMODEL’s Partners can share their information and news (using pictures, (live) videos, short messages, key quotes, etc.) at the exact moment they are taking place, for example:

- When they have a project breakthrough, reach a (genuine) milestone or get results
- When the project is featured at a conference or event
- When the project is presented at an exhibition fair stand
- When a new press release is published

Another option is to inform ZNIK's Manager about the post's proposal, attach a photo and short information for publication

### 3.3. e-Brochure

Project dissemination activities assume publication of two editions of the e-brochures in PDF format, at the initial period of the project and second, in last months of the project, summarizing the project implementation.

Content of e-brochures will summarize the activities conducted so far, in the form of brief articles, illustrated with relevant graphic elements. Information within the e-brochure shall also encourage visits of the project profiles at social media.
The brochures may also be distributed in the printed form, so they can serve as the promotion material, e.g. as the inserts to conference materials. This mean of project promotion allows a person not familiar with the project to receive up-to-date information and most recent findings on the ongoing activities.

3.4. Project information materials and visual identity

Visual identity of the project constitutes a crucial measure that provides common branding to the whole range of specific activities conducted by the established partnership, within a defined period of time. Therefore, the INTERMODEL EU project logotype has been created/designed and is meant to be used in all the project-related information materials along with the emblems of the EU as well as the message providing information on project co-financing within Horizon 2020 Program, 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.

Each project partner should be equipped with the set of promotion materials, especially roll-up posters, which allow project identification during internal meetings of the project consortium as well as presentation of the project at external events.

The project consortium elaborates the project brochure presenting the full scope of information on the project, including objectives, planned activities, and partnership. The brochures support promotion activities, to be distributed at exhibition stands or as inserts to the conference/seminar materials.

Part of the project visual identity should involve also a template for presentation of the project to be used by all project partners at conferences, seminars and other events, which involve project promotion activities. Besides the unique graphic layout, default elements of the presentation template should be constituted by the project logo as well as the EU and Horizon 2020 emblems accompanied by standard information on the financing programme, in accordance with the guidelines included in the Grant Agreement and INEA’s document “Communicating EU research and innovation guidance for project participants”.

Exhibit 8 INTERMODEL logo

Exhibit 9 EU emblem used to present the project

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 690658.

3.5. Scientific articles

Due to the research profile of the activities undertaken within the project, the partners should make efforts to contribute with project results to publications in the selected scientific journals, e.g. World Journal of Engineering and Technology, Journal of Transportation Technologies, The Harbors Review, Journal of Transport Geography, Baltic Transport Journal and others.
Articles about the INTERMODEL Project have been also published in the local press in the national language of Partner. For example in April, an article was published in the Polish “Time of the Sea”

Exhibit 10 Article about INTERMODEL in Time of the Sea

Moreover, articles about the INTERMODEL UE Project have also been published in the international press in the English language which is the most popular and used.

For example, in May an article was published in the international “Baltic Transport Journal”
Project partners shall also save the screenshots of the articles published online as well as scans of the articles from printed sources, for reporting purposes.

Each published scientific article will be included into the list at the annex to the final Communication Plan (Deliverable 9.6).
3.6. Press Releases

Press releases dedicated to the project implementation and results of the action may also become interesting 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.

The list of potential transport and intermodal sector magazines, which may host articles dedicated to INTERMODEL EU project, include e.g. Baltic Transport Journal (www.baltictransportjournal.com) the international bimonthly magazine focusing on transport sector in the Baltic Sea Region, WorldCargo News (http://www.worldcargonews.com) Freight Industry Times, Combined Transport Magazine (https://combined-transport.eu), HANSA - one of the leading magazines for the maritime industry and the oldest journal of its kind in Europe, Port Technology International (https://www.porttechnology.org).

Information on the press releases should be included into the below table.

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<th>Date</th>
<th>Title</th>
<th>Description</th>
<th>Language</th>
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<tr>
<td>Czas Morza</td>
<td>No 4.2018</td>
<td>April 2018</td>
<td>Zintegrowana Platforma wspierania decyzji</td>
<td>Article on one page informing and promoting the INTERMODEL project in polish press</td>
<td>Polish</td>
</tr>
<tr>
<td>Baltic Transport Journal</td>
<td>No 2.2018(82)</td>
<td>30th May 2018</td>
<td>To be a model of multimodality</td>
<td>Article on two pages informing and promoting the INTERMODEL project</td>
<td>English</td>
</tr>
</tbody>
</table>

3.7. Newsletter

Project dissemination activities assume publication of two newsletters per year.

In the given period, only one newsletter was sent, due to there was not enough material for writing a relevant one. The dissemination manager, after the first year of the project started working on the content of the newsletter with milestones reached after the first year, but it...
has been considered that more material and results will be available after the first 18 months, when the BIM models will be delivered as well as the simulation for the existing terminals. The Newsletter will be prepared and sent within the next months.

Our project uses two types of newsletters:

1. Posted by ZNIK to subscribers who have registered via the INTERMODEL project website

Exhibit 12 INTERMODEL Newsletter template

2. By project partners who are also obliged to promote and inform internally about the INTERMODEL project.

This distribution channel has a much larger audience range. A great example of this is our Partner's newsletter: VIAS, which belongs to DRAGADOS. DRAGADOS is one of the largest construction groups. Their newsletter is published and disseminated each year. One of them contained information about our project.
Exhibit 13 VIAS internal dissemination newsletter

R&D Newsletter 26 - April 2017

EDITORIAL

EDITORIAL

Miguel Soledad
Direccion Técnica y Planes, VIAS de S.A. Espana

Dr. Miguel Soledad
www.establishcom.com
4. Information obligation of GDPR

The GDPR (General Data Protection Regulation) is a new law on the protection of personal data in connection with their processing. These provisions came into force on May 25, 2018, by virtue of the EU regulation.

We are aware that we must comply with these provisions, which is why we have a plan to implement new regulations and adapt them to the INTERMODEL project.

The implementation will take place at the following levels:

1. Website.
2. Newsletter and subscribers
3. Project partners.

4.1 GDPR on the Website

On the project website we have added a new section related to the information obligation on GDPR

Exhibit 14 The new GDPR section on INTERMODEL website

4.2 GDPR in Newsletters

We have informed our subscribers about the new regulation by sending them an informative e-mail about these changes, as in the example below:

“Disclaimer regarding the protection of personal data in connection with the INTERMODEL project newsletter.”
The administrator of personal data is ZNIK Ltd. ("Controller"). You can contact the Controller in writing at the following address: ul. Trzy Lipy 3 (building B, room 1.23.2B), 80-172 Gdańsk, Poland and by e-mail to klasterlogtrans@gmail.com.

We process your data only to send you information about the INTERMODEL project in the form of the Newsletter you subscribe to.

Your data will be processed for a period not longer than the duration of the project.

Disclosure of data is voluntary, but necessary for the Newsletter to be sent by us.

You have the right to access your personal data, the right to correct and delete data, the right to limit processing, and the right to object to processing, the right to transfer data and the right to submit a complaint to the supervisory authority.”

Exhibit 15 The content of the e-mail sent to INTERMODEL subscribers

For those who will just want to subscribe to INTERMODEL newsletter, we also have prepared information about new regulations.

We will ask for their acceptance by ticking the checkbox which will be shown with the pop-up window: "Join Our Newsletter"
4.3 GDPR in project Partners cooperation.

During our next meeting of the 4th Global Meeting in Milan (26-28 September), all partners will receive a form informing about new regulations and a request to agree and consent to share their company logos, brand name, images, contact addresses and personal data that may be included in the website (especially data available in the "Key Persons" tab) and other designs/leaflets / flyers etc.

The proposed document will be the place to sign and indicate the name of the company concerned.

### 5. Events – conferences, seminars, exhibitions and fairs

A very significant part of the dissemination and communication activities in the project is constituted by events, which are characterized by high promotional potential. Project events constitute part of the project own promotion activities, however the Plan should also include the external events, which have a potential to increase the range of publicity.
External events include any type of event organized by external companies/organizations/institutions, which is participating by the project partners and include INTERMODEL EU project promotion activities. Formula of the events may be either a conference, seminar, B2B meetings related to project activities, exhibitions, fairs, and lectures. Similar to internal meetings, attention should be given to the documentation and identification of the project. In the case of the project presentation at any type of the mentioned meetings the visual identification should be feasible, both using the common project presentation template as well as physical information carriers, such as roll-up project poster.

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

- Agenda of the event including the title of the presentation related to the project,
- Presentation given at the event,
- List of participants (if possible)
- Photographic documentation,
- Any other type of documentation, such as press releases, publications at social media (Tweeter, LinkedIn, YouTube) etc.

Project partners shall identify external events expected in the EU, national, regional and local scale, where the project can be promoted. Information on the relevant external events shall be presented in the table below. Upcoming events will be discussed during a workshop focused on communication and exploitation during the 4th global meeting that will be held in September 2018.

Up to date information dedicated to the events and conferences to be held at the European level can be selected from among the events listed at the website of the European Commission [http://ec.europa.eu/research](http://ec.europa.eu/research) at menu Events.


Partners have been working on identifying congresses and conferences considered interesting for dissemination of INTERMODELEU’s results. And once the list is closed, they are proceeding to pair feasible papers based on deliverables with congresses.
### Table 2: List of events in which team members participated

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of event</th>
<th>Event’s location</th>
<th>Event’s website</th>
<th>Title of presentation*</th>
<th>Project partner</th>
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<td>Multiomdal</td>
<td>Birmingham, UK</td>
<td><a href="http://www.multimodal.org.uk">www.multimodal.org.uk</a></td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
### Table 3. List of upcoming events

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of event</th>
<th>Event’s location</th>
<th>Event’s website</th>
<th>Title of presentation*</th>
<th>Project partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-14.11.2018</td>
<td>Rail Revenue World Congress</td>
<td>Amsterdam</td>
<td><a href="https://10times.com/rail-revenue-management">https://10times.com/rail-revenue-management</a></td>
<td>-</td>
<td>MAC</td>
</tr>
<tr>
<td>to be confirmed</td>
<td>BIM conference at the College of Civil Engineers in Cataluña where we will explain the BIM applied to a Infrastructures projects (InfraBIM) and one of the case studies will be INTERMODEL</td>
<td>Cataluña</td>
<td>-</td>
<td>-</td>
<td>IDP</td>
</tr>
</tbody>
</table>
6. Monitoring and reporting

6.1 Performance indicators

Efficiency of the dissemination activities undertaken within the project will be measured with the Key Performance Indicators (KPI) of the specific activities. As some of the KPIs concerning specific dissemination activities or tools can be defined at the initial stage of the project, others, especially those referring to social media or website visits will be evaluated every six months, within the update of the Communication and Dissemination Plan and upon the completion of the project.

Goals of the project regarding dissemination and communication activities includes (what is comparative with the SMART methodology):

- 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,
- 1 or 2 newsletters per year.

The table below contains the KPIs attributed to specific communication and dissemination tools, to be evaluated within the project.
## Table 4 Communication & Dissemination KPIs

<table>
<thead>
<tr>
<th>Dissemination tool/measure</th>
<th>Key Performance Indicators</th>
<th>After 18 months</th>
<th>After 24 months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website</strong></td>
<td>• Number of updates (included content updates),</td>
<td>80</td>
<td>217</td>
</tr>
<tr>
<td></td>
<td>• Number of material downloads,</td>
<td>300</td>
<td>523</td>
</tr>
<tr>
<td></td>
<td>• Number of visits to the website.</td>
<td>13,350</td>
<td>15,785</td>
</tr>
<tr>
<td><strong>Newsletters</strong></td>
<td>• Number of subscribers</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>• Number of distributed copies</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>• Number of opened newsletters (located at website)</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td><strong>Press articles and scientific publications</strong></td>
<td>• Number of articles published in the technical literature and dedicated journals</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>• Number of scientific papers published in international conferences and dedicated journals</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
The charts presented below show how, throughout the implementation of the INTERMODEL project, individual Key Performance Indicators (KPI’s) are assigned to specific communication and dissemination tools.

The data is shown in a way that makes it easier to compare them. They are presented cumulatively. You can also see how these rates have recently increased. For the sake of data clarity, the indexes that were achieved in the period (M18) were marked in green, while the blue indicators were marked in the period for which we provide the Communication Plan (M24).

Exhibit 17 Website number of visit and download

Exhibit 18 Number of visits to website
Exhibit 19: Number of press release

Exhibit 20: Number of event attended by partners
Communication activities will also be evaluated not only in terms of outputs, but also trying to evaluate long-term or indirect effects of these impact indicators.

6.2 Reviews and planning

Summaries of the reporting periods, in terms of communication and dissemination will take place every 6 months and are expected to include analysis of the activities implemented within the previous period. The subjects for reviews will be the efficiency of the dissemination activities and tools listed in the chapter dedicated to Key Performance Indicators as well as other related activities of both internal and external character.

Biannual reviews will be accompanied by the updates of the Plan in terms of the forthcoming international and regional events, planned achievement of specific milestones and milestones-related dissemination activities.

Schedule of the Plan’s updates has been reflected in the following deliverables:

- D9.1 : Communication Plan 1 [ month 6]
- D9.2 : Communication Plan 2 [month 12]
- D9.3 : Communication Plan 3 [month 18]
• D9.4 : Communication Plan 4 [month 24]
• D9.5 : Communication Plan 5 [month 30]
• D9.6 : Communication Plan 6 [month 36]