

# INTERMODEL EU

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

**Grant agreement: 690658**

**D9.5 – COMMUNICATION PLAN 5**

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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## 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 and 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 lector 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, which 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.

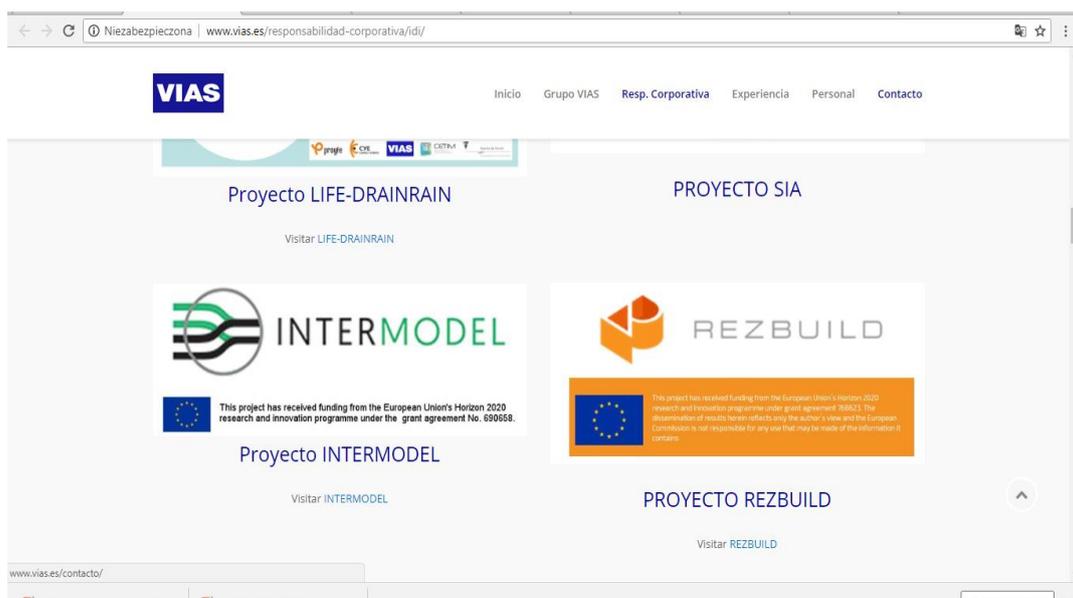
### 3.1. Website and intranet

Project website constitutes the major source of information concerning the project setup. The website has been established at the address <http://www.INTERMODELeu.eu/> 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.

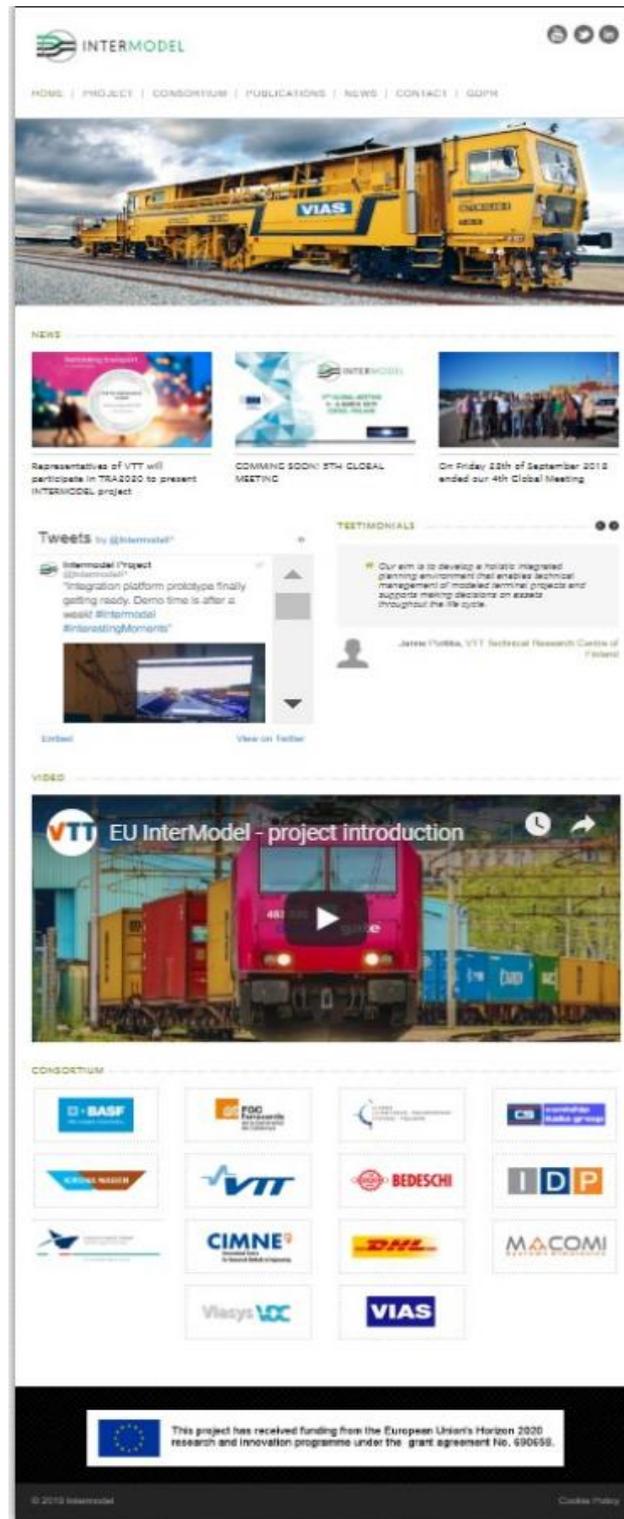
A good solution is to include information about the implemented project on the websites of partners, which is shown in the example below:

Figure 1 Information about the INTERMODEL project on the Partner's website, VIAS



The INTERMODEL site structure has not changed since the last update (M18).

Figure 2 Website structure



We have updated the page about new publications, information about the documents shown and the events in which we took part. Also, logo and key person of some partners have been updated.

The section of *Public Deliverables* has been updated according to the INTERMODEL EU documents available on the European Commission website.

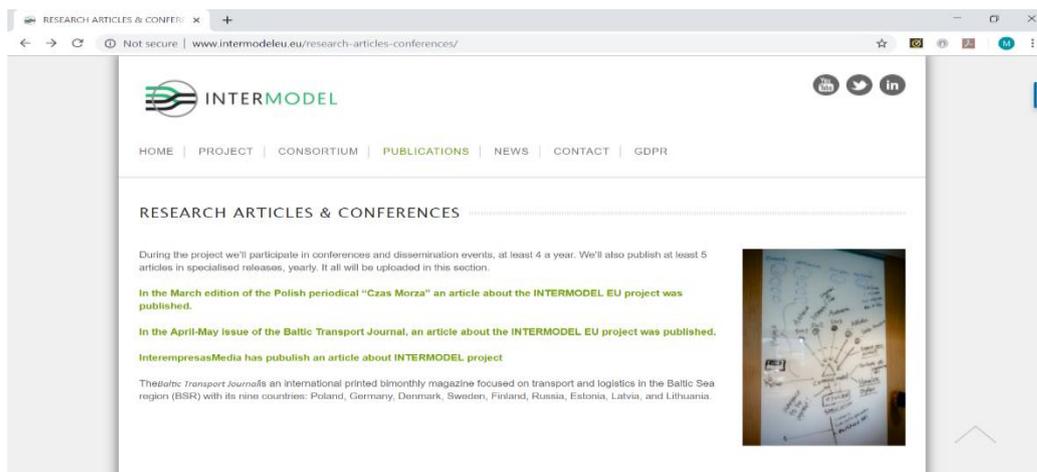
Figure 3 Updated Public Deliverables Section



13.	Communication Plan 2	14
14.	Conference paper 1: Integrated planning environment in terminal projects	12
15.	Operational simulation simulation model of the first real-life case.	17
16.	Operational simulation simulation model of the second real-life case.	17
17.	Internal Progress report prepared and ready for revision in the INTERMODEL General Assembly meeting 2	18
18.	Risk and contingency plan_Month 18	18
19.	Data Management Plan 2	18
20.	BIM model Demonstration of both real locations	18
21.	External mobility simulation model	18
22.	Communication Plan_3	18
23.	Definition and description of functional, economic and environmental analysis.	20
24.	Risk and contingency plan. Month 24	24
25.	Communication Plan 4	24
26.	Conference paper 2: Decision support for owners of terminal projects	26
27.	Assessment (meta study) of current transportation and logistics studies and trade statistics	27

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

Figure 4 Updated Research Article and Conference Section



The *News* and *Home* section been updated with the information and pictures from the TRA Vienna 2018 conference and the 4<sup>th</sup> Global Meeting in Milan. We have announced our next meeting in Espoo, Finland and VTT's presence at the TRA 2020 in Helsinki.

Figure 5 Updated Home Page Section

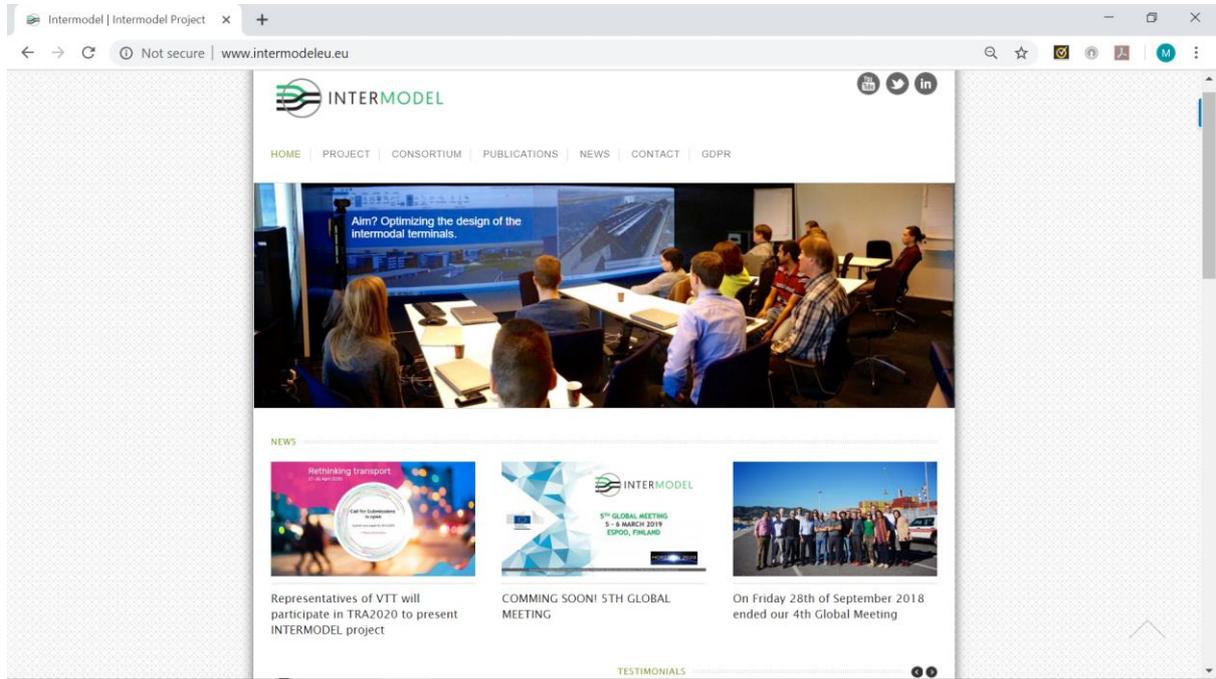


Figure 6 News Article with poster

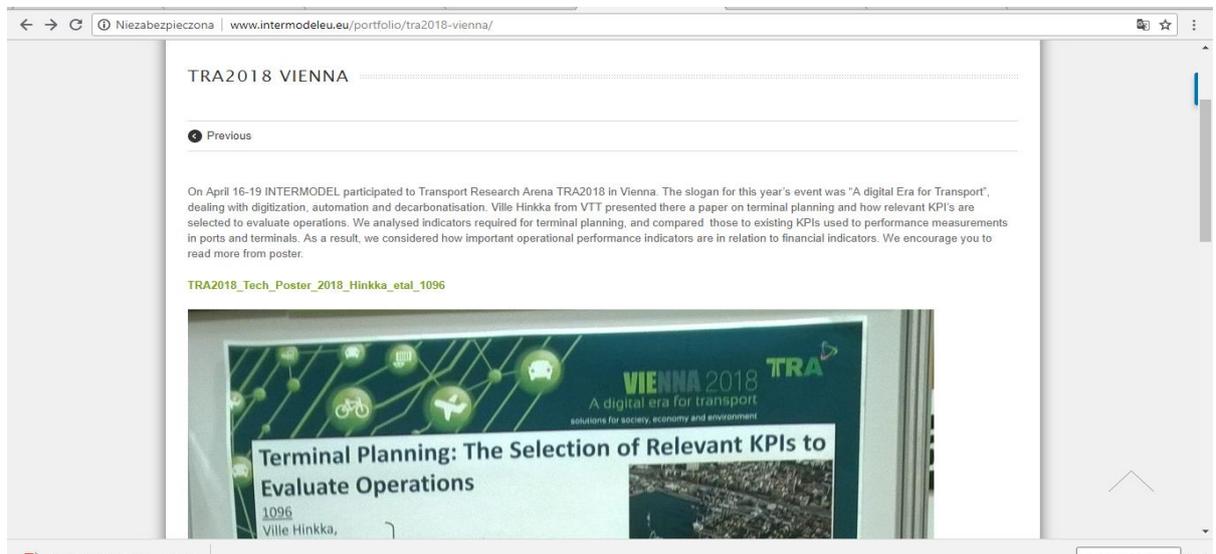
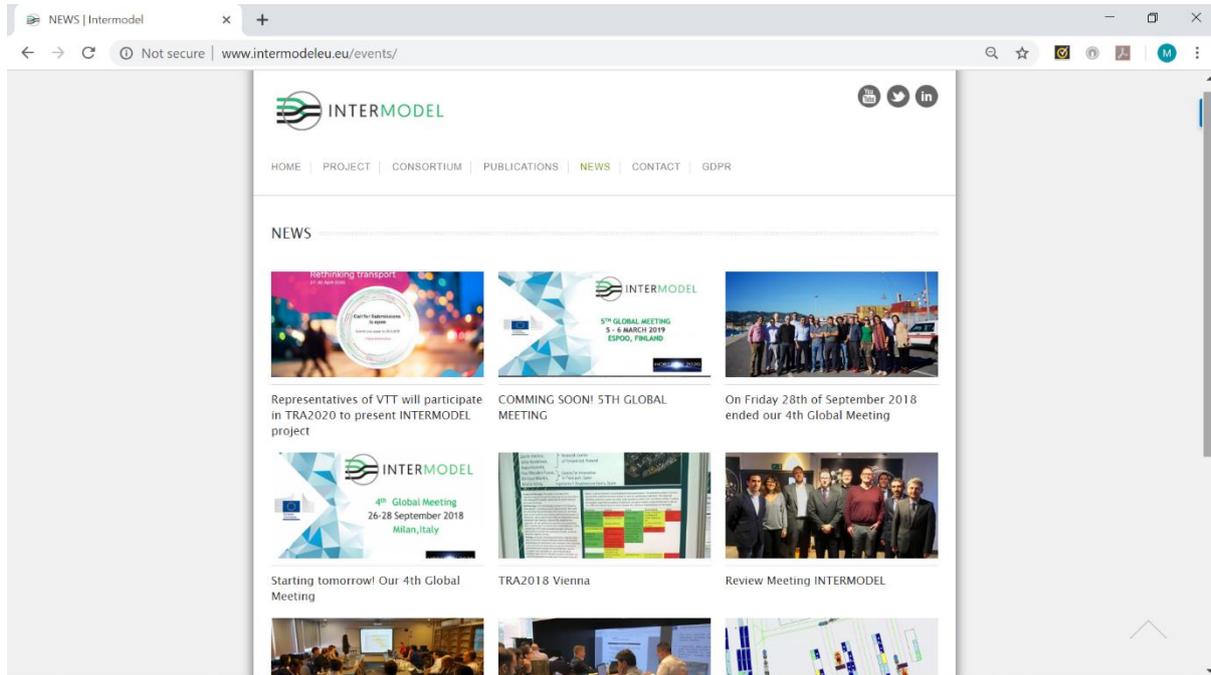


Figure 7 Updated News Section



### 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>
- Twitter - <https://twitter.com/IntermodelP>
- LinkedIn - <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 INTERMODEL'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

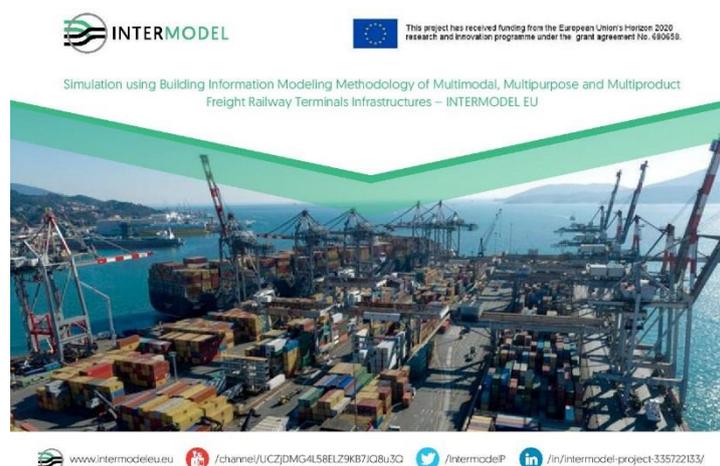
### 3.3. e-Brochure

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.

Figure 8 e-Brochure design



### Goals of the project

INTERMODEL EU project aims to develop an integrated decision support platform to assess different pilot cases of Multimodal, Multiproduct and Multipurpose Freight Rail Terminals in terms of a wide range of Key Performance Indicators (KPIs). By integrating simulation modules of the terminal operation and its relationship to the hinterland into a BIM design, both the quickness and the quality of the decision-making will be improved.

What the project proposes is to develop an advanced ICT environment based on BIM methodology adapted to intermodal freight rail terminals in order to support decision-making regarding both design and planning as well as operating phases through the whole life-cycle of the terminal. This ICT environment will include a BIM design able to interact with several simulation tools of the terminal performance and its hinterland impacts.

According to the indicators identified previously, specific pilot cases of intermodal freight rail terminals covering a wide range of possible scenarios will be tested.

“ Our aim is to develop a holistic integrated planning environment that enables technical management of multimodal projects and supports making decisions on assets throughout the life cycle.”

Janne Porikka, VTT Technical Research Centre of Finland



#### The objectives of the project include:

Improve decision making in multimodal freight terminal networks and supply chains.

Develop an advanced ICT planning environment based on BIM methodology.

Conduct comparative study assessing and evaluating alternative designs developed for virtual and real terminals, both inland and maritime, in terms of the outputs generated by Building Information Modelling – virtual design.

Develop of the planning platform for the decision support tool established by the Building Information Modelling (BIM) methodology and software adapted to intermodal freight rail terminals.

Support decision making both in the fields of design and planning as well as operating phases through the whole life cycle of the terminal.

Perfect modelling of terminal solution in view of feasibility studies.

Reduce the operational burden of the intermodal terminal on the surrounding area and on the existing logistics network regarding functional, economic and environmental dimensions, thus improving citizens' quality of life.

“ The ideal scenario for Kiruna Wagon is that project generate a standardized terminal concept that can handle Multi modular wagons in an efficient way.”

Fredrik Kangas, Kiruna Wagon AB, Sweden

### Consortium

INTERMODEL consortium consists of 14 selected partners, from 8 different Member states, representing an excellent combination of a wide range and complementary multidisciplinary expertise.



“ Intermodel is about decision making during design process taking into account the operational results and taking profit of modelling potential of BIM for model operational scenario.”

Miguel Angel Dombriz, Ferrocarrils de la Generalitat de Catalunya (FGC)

### 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, 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”.

Figure 9 INTERMODEL Logo



Figure 10 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 should also be published in the local press in the national language of each Partner.

An article was published in the Polish magazine "Time of the Sea".

Figure 11 Article about INTERMODEL in Time of the Sea

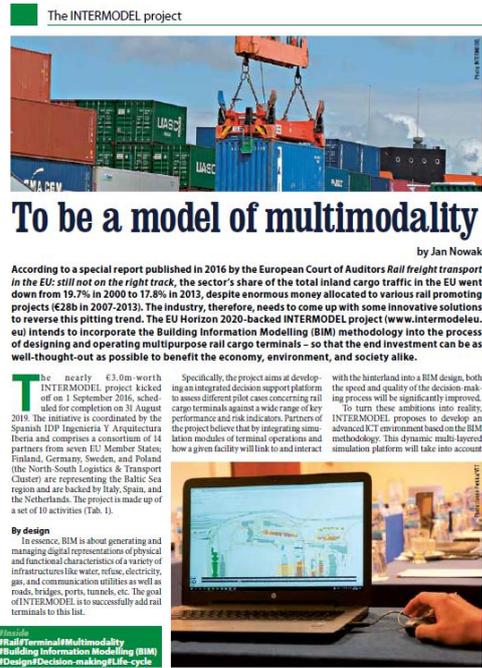
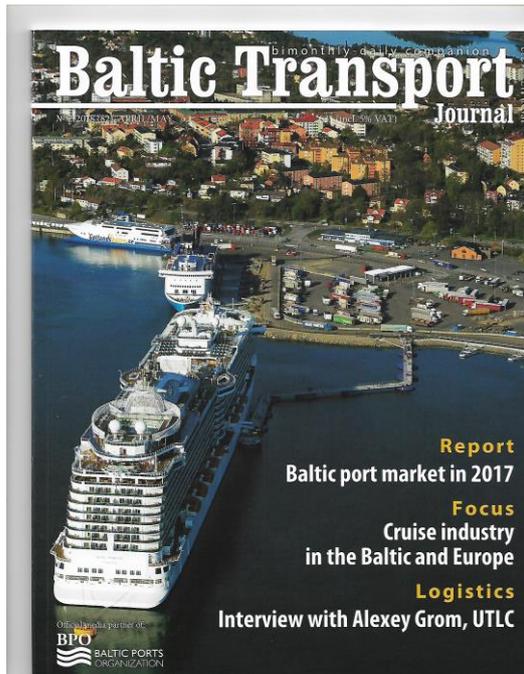




Articles about the INTERMODEL UE Project should also be published in the **international press** in the English language which is the most popular and used.

In May an article was published in the international “Baltic Transport Journal”

Figure 13 Article about INTERMODEL in Baltic Transport Journal



Tab. 1. INTERMODEL's activity areas

No	Activity	Tasks
1	Management	Governing, coordinating, and reporting Collecting information and requirements for terminal use cases Developing an integrated planning environment architecture and interface specifications
2	Integrated Planning environment and decision support	Implementing the integrated ICT environment Providing procedures for assisting in planning and designing as well as selecting an interface for exchanging the results of the project (model coordination)
3	Data & Indicators definitions	Developing work and decision processes within the integrated planning technology Defining key performance (KPI) and risk (KRI) indicators Setting up two real and two virtual terminal pilot case studies
4	BIM Intermodal terminal	Developing a BIM execution plan Building BIM models of the existing terminals in Melzo and La Spezia Building the 3D BIM models of the virtual locations Optimizing the first 3D static KPIs and KRIs Developing a data model that describes all relevant data used in a simulation component library
5	Terminals operational simulation	Developing a simulation component library (the decision support environment) for the operational simulation of all sorts of freight terminals Linking the developed simulation component library to external systems such as the integrated planning environment Performing operational simulation experiments by using the simulation component library as part of the two pilots Developing a data model for all sorts of intermodal freight terminals
6	External mobility effects	Setting a simulation model approach and linking it to the BIM model and the operation simulation Calculating the generated/extracted terminal traffic Simulating the hinterland mobility of the Melzo and La Spezia terminals and calibrating the model Estimating the external mobility KPIs and KRIs of the Melzo and La Spezia pilot case Implementing the interconnection simulation to the actual state of the La Spezia-Melzo railway corridor to calibrate and validate the model
7	External railway effects	Testing the case studies across the La Spezia-Melzo corridor Testing the pilots in a rail corridor connecting the two virtual terminals as a function of various test scenarios Testing the resilience of a rail link connecting two virtual intermodal terminals, a seaport and a dry port, using volumes comprising bulk and containerised cargoes
8	Functional, economic, and environmental analysis	Carrying out a functional, economic, and environmental analysis Assessing statistical data and current transportation and logistics studies, as well as their implications for intermodal terminals Validating the results at selected terminals Integrating the key results Protecting the intellectual property generated during the project
9	Exploitation, dissemination, and communication activities	Promoting and exploiting the results of the project Disseminating activities beyond the consortium to a wider audience Promoting the action and visibility of EU funding
10	Ethics requirements	Setting the ethics requirements the project must comply with

several factors such as geometrical, structural, and geotechnical characteristics, capital and operational expenditures, maintenance scheduling and associated costs, energy efficiency, productivity, capacity utilisation, reliability, and the impact a facility will have on the environment and the local community (e.g. due to lowering road-caused noise, pollution, and congestion). What's extremely important as well is that the ICT tool will be able to analyse how these indicators mix with each other throughout the whole-life cycle of a terminal. The application of the project's main objective will thus allow for: a better design by making it possible to simulate and evaluate a facility's operational performance in advance, an easier and faster analysis of alternative layouts along with a quick estimation of construction and maintenance costs for the different options, integration of interoperability/multimodality criteria, and assessment of the role the terminals can play on a bigger stage of relations between the economy, society, and the environment. In practice, more efficient terminals will make it easier to convince cargo owners and freight forwarders to shift their logistics from being 100% truck-based to being more rail-friendly. By dispatching more cargo units via the rail network, we'll ease road congestion, hence lower truck- and car-related pollution and the negative impact it has upon the health and condition of people and the ecosystem.

**Inter-** Ultimately, the ambition of INTERMODEL is to have a valuable input into developing the European rail industry of the future. The project partners are firmly convinced that thanks to the BIM methodology, the service quality of both already existing and yet to be set up intermodal terminals can be greatly enhanced. Through BIM, more heavy duty traffic shifts from roads onto rails, not as a result of fierce competition between the two modes but rather as an effect of combining their best features into one multimodal offering that will truly fit the requirements of next-generation digitally-infused logistics.

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).

### 3.5.1 Conference Papers and scientific publications

As means for disseminating project findings and results among scientific target, partners have planned a number of conference papers related to the main achievements and work done within work packages.

Conference proceedings will be published ensuring open access requirement as established in Article 29 of the Annotated Model Grant Agreement.

In the last few months the following papers have been accepted and presented:

- First conference paper related to work done in WP3 submitted for the Call for papers 3<sup>rd</sup> ICPLT, held in September 2017 in Darmstadt, Germany, was accepted. The paper has been submitted in July. Paper has been written in collaboration with IDP and published as result of D9.15

Title: *Assessment of intermodal freight terminals with Key Performance Indicators integrated in the BIM process.*

- Second conference paper presented at TRA 2018 Vienna, Austria, on 16<sup>th</sup>-19<sup>th</sup> April 2018. Paper was written in collaboration with VTT, IDP, MAC, and CIMNE and published as result of the D9.13.

Title: *Terminal Planning: The Selection of Relevant KPIs to Evaluate Operations*

- Third conference paper related to work done throughout WPs submitted and for the Call for papers SBE2019 in Helsinki, Finland, in May 2019 has been accepted.

Paper was submitted in October 2018. Paper has been written in collaboration with VTT, IDP, MAC, VIASYS and published as result of D9.14

Title: *Decision support for owners of terminal projects*

### 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](http://www.baltictransportjournal.com)) the international bimonthly magazine focusing on transport sector in the Baltic Sea Region, World Cargo 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>) or one of leading Spanish construction magazines Cemento Hormigon – Revista Tecnica (<http://www.cemento-hormigon.com/Home>). Local publications like La Gazzetta della Spezia & Provincia and Citta della Spezia or FerPress (<https://ferpress.it>) dedicated to transport and logistics from Italy

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

**Table 1 Articles published in national and international press**

Journal	Edition	Date	Title	Description	Language
inGEOpres	271	January 2019	<i>La transición a un modelo de multimodalidad</i>	article on four pages informing and promoting the INTERMODEL project	Spanish
Baltic Transport Journal	No 2.2018 (82)	30 <sup>th</sup> May 2018	<i>To be a model of multimodality</i>	article on two pages informing and promoting the INTERMODEL project	English
Czas Morza	No 4.2018	April 2018	<i>Zintegrowana Platforma wspierania decyzji</i>	article on one page informing and promoting the INTERMODEL project in polish press	Polish

In the last few months there were several publications on the websites of dedicated industrial magazines and local press.

Figure 14 Article about INTERMODEL on Observatorio2020 webpage

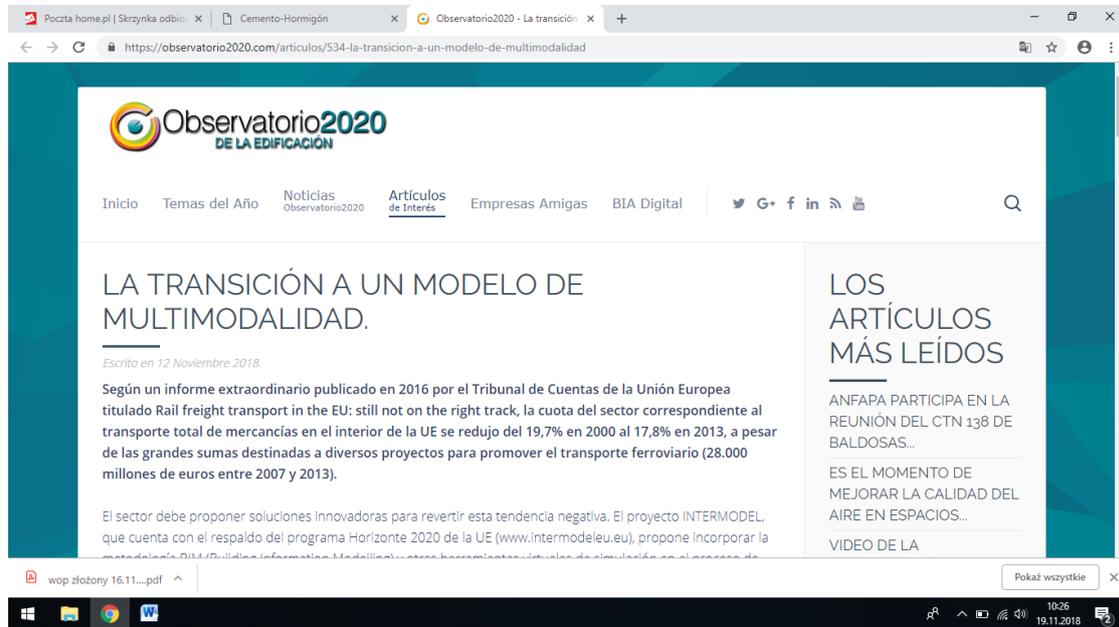


Figure 15 Article about INTERMODEL on Libero 24x7 webpage

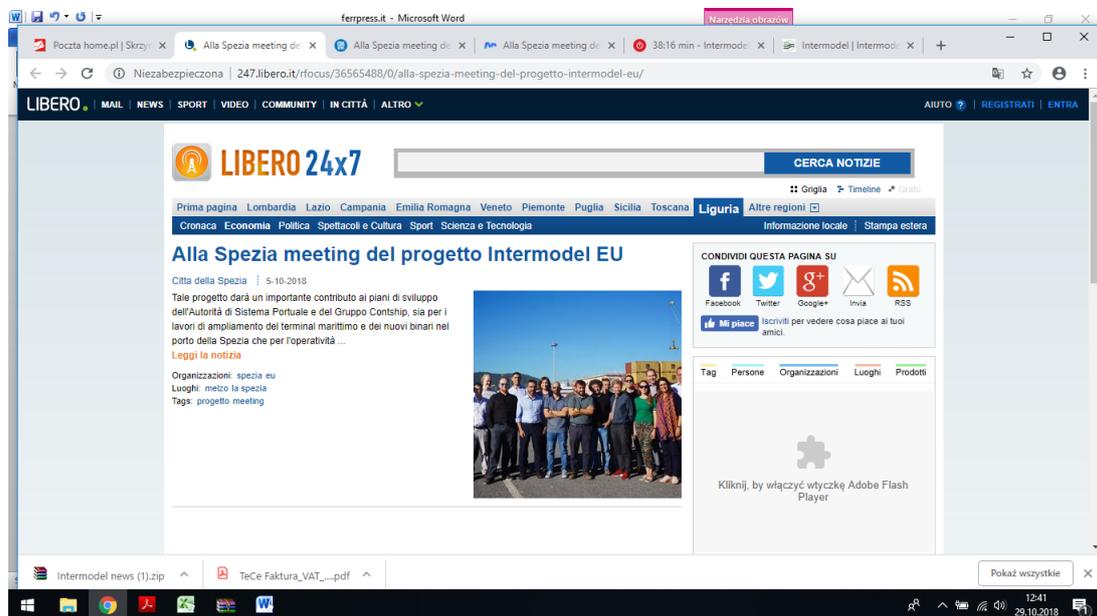


Figure 16 Article about INTERMODEL on la GAZZETTA della Spezia &amp; Provincia webpage

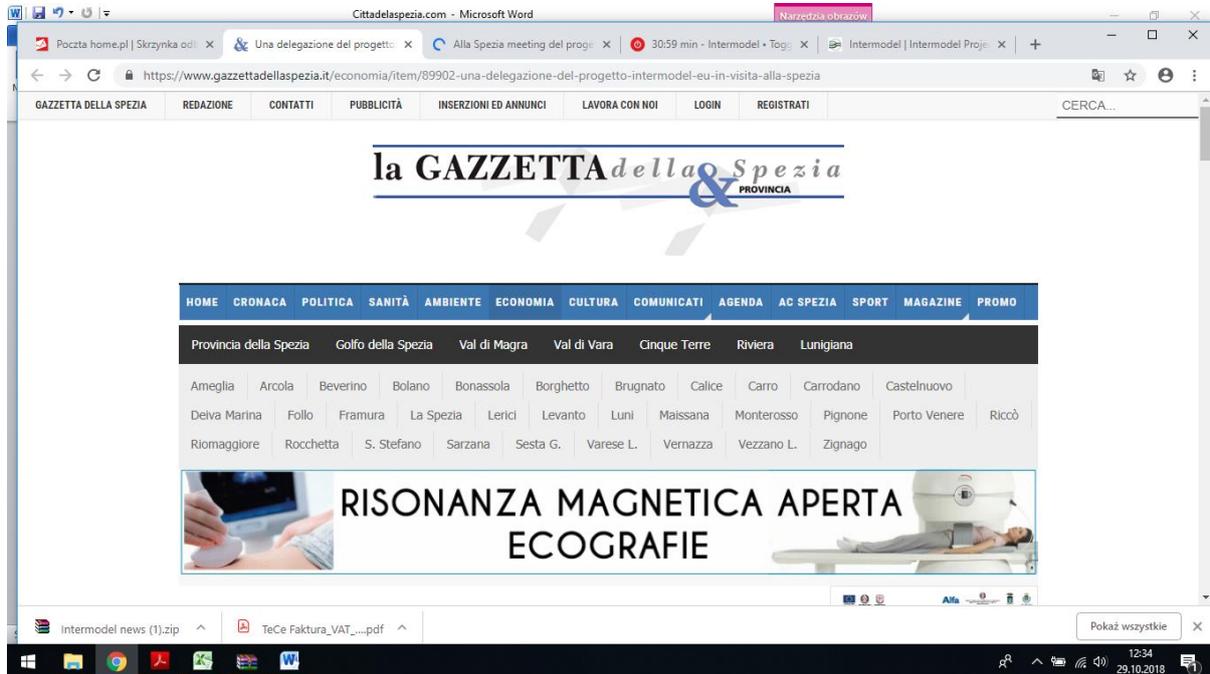


Figure 17 Article about INTERMODEL on Fer PRESS webpage



Figure 18 Article about INTERMODEL on CITTA della Spezia webpage



Figure 19 Article about INTERMODEL on Cemento Hormigon webpage



Figure 20 Article about INTERMODEL on master-builders-solutions.basf.es webpage



The screenshot shows a web browser displaying an article on the BASF website. The URL is <https://www.master-builders-solutions.basf.es/es-es/quienes-somos/noticias-y-comunicacion/basf-intermodel#>. The page features the BASF logo and navigation menus. The main heading is "La transición a un modelo de multimodalidad". The article text discusses a report from the European Court of Auditors and the INTERMODEL project. A contact information box for Miquel Fitè is visible on the right.

**CONTACTO PRINCIPAL**  
**Miquel Fitè**  
 Res. Dep. Comunicación  
 +34 93 261 62 53  
 E-mail

**La transición a un modelo de multimodalidad**

Según un informe extraordinario publicado en 2016 por el Tribunal de Cuentas de la Unión Europea titulado Rail freight transport in the EU; still not on the right track, la cuota del sector correspondiente al transporte total de mercancías en el interior de la UE se redujo del 19,7% en 2000 al 17,8% en 2013, a pesar de las grandes sumas destinadas a diversos proyectos para promover el transporte ferroviario (28.000 millones de euros entre 2007 y 2013). El sector debe proponer soluciones innovadoras para revertir esta tendencia negativa. El proyecto INTERMODEL, que cuenta con el respaldo del programa Horizonte 2020 de la UE ([www.intermodeleu.eu](http://www.intermodeleu.eu)), propone incorporar la metodología BIM (Building Information Modelling) y otras herramientas virtuales de simulación en el proceso de diseño y explotación de terminales de transporte ferroviario multimodales y multiproducto, de modo que la inversión final pueda racionalizarse todo lo posible para beneficiar a la economía, el medio ambiente y la sociedad a partes iguales.

El proyecto INTERMODEL, con un valor próximo a los 3 millones de euros, arrancó el 1 de septiembre de 2016 y su finalización está prevista para el 31 de agosto de 2019. BASF Construction Chemicals participa en el proyecto juntamente con 14 socios más de

Figure 21 Article about INTERMODEL on ARPHO webpage



The screenshot shows a web browser displaying an article on the ARPHO website. The URL is <https://www.arpho.org/comunicacion/prensa/basf-construction-chemicals-participa-en-el-proyecto-intermodel>. The page features the ARPHO logo and navigation menus. The main heading is "BASF Construction Chemicals participa en el Proyecto INTERMODEL". The article text discusses the project's goals and the role of BASF. A sidebar on the left contains a search bar and a list of members.

**Video: Recomendaciones sobre reparación, refuerzo y protección del hormigón en Obra Civil**

**Inicio** / **Comunicación** / **Sala de prensa** / **BASF Construction Chemicals participa en el Proyecto INTERMODEL**

**Comunicación**  
 Presentación  
 Noticias  
 Sala de prensa  
 Boletín público  
 Formulario

**Miembros de ARPHO**  
 Todos los miembros  
 Buscar  
 Ver listado completo

**BASF Construction Chemicals participa en el Proyecto INTERMODEL**

16/11/2018

El proyecto INTERMODEL, con un valor próximo a los 3 millones de euros, arrancó el 1 de septiembre de 2016 y su finalización está prevista para el 31 de agosto de 2019. BASF Construction Chemicals participa en el proyecto juntamente con 14 socios más de siete estados miembros de la UE; Finlandia, Alemania, Suecia, Polonia, Italia, España y los Países Bajos. El proyecto está formado por un conjunto de paquetes de trabajo en los que se desarrollan diferentes tareas, y los que, en su conjunto, forman el proyecto INTERMODEL. Las tareas principales de BASF se centran en la aportación de modelos de comportamiento de los materiales que permitan evaluar estudios de ciclo de vida de las estructuras del proyecto, y su influencia en los costes de inversión y mantenimiento de las mismas durante su vida útil.

**Diseño**

En esencia, la metodología BIM consiste en la generación y la gestión de representaciones digitales de características físicas y funcionales de diversas infraestructuras (edificios, instalaciones de servicios (agua, electricidad, gas, residuos,) y servicios de comunicación (carreteras, puentes, puertos, túneles, etc. El objetivo de INTERMODEL consiste en la integración satisfactoria de las terminales ferroviarias en ese

### 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.

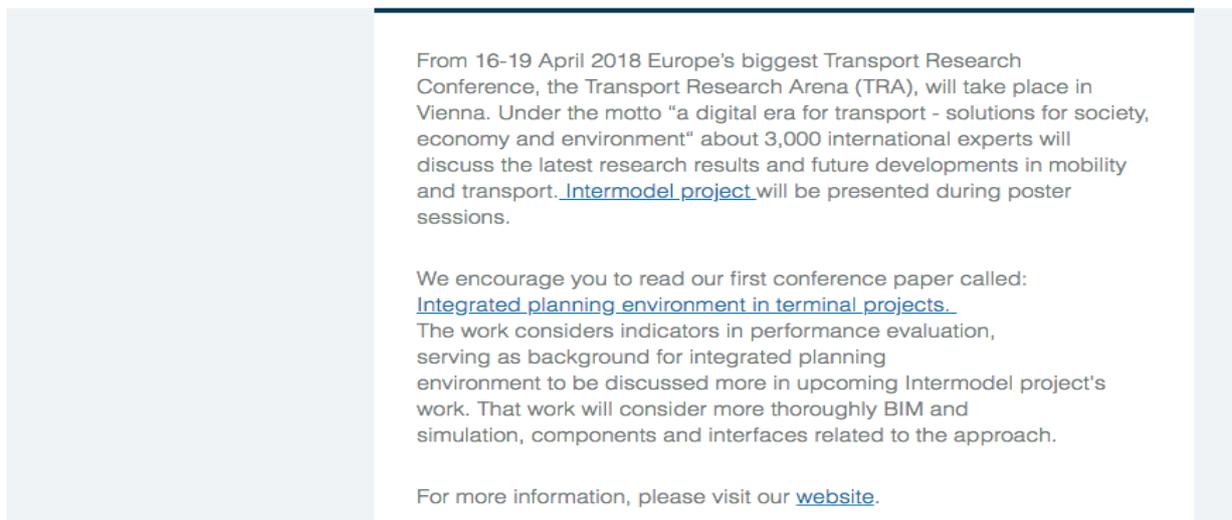
After 30 months of project implementation, there is enough material to be published in the form of a Newsletter. The Newsletter will be prepared and sent within the next months.

Our project uses two types of newsletters:

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

Figure 22 INTERMODEL Newsletter template

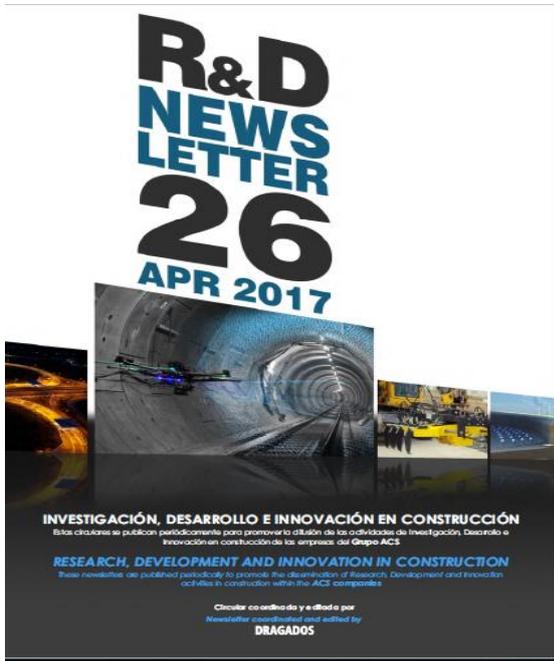
Intermodel EU Project <welcome@sumomail.com> [Anuluj subskrypcje](#)  
do mnie ▾



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.

Figure 23 VIAS internal dissemination newsletter



Another example comes from The Port Authority of the Eastern Ligurian Sea team who made sure to spread the word about the INTERMODEL with a dedicated press release and two articles on the local newspapers (“La Nazione” and “Il Secolo XIX”).

Figure 24 The Port Authority of the Eastern Liguria Sea dissemination newsletter




**COMUNICATO STAMPA**

**DELEGAZIONE DEL PROGETTO INTERMODEL EU IN VISITA A MELZO E LA SPEZIA**

Nei giorni scorsi si è tenuto a Melzo presso Rail Hub Milano, la sede del terminal intermodale gestito dal gruppo Contship Italia, e a La Spezia, presso la sede dell'Autorità di Sistema Portuale del Mar Ligure Orientale, il meeting del progetto Intermodel EU, finanziato all'interno del programma Horizon 2020. Tale progetto ha come finalità quella di sviluppare un modello di simulazione delle operazioni di carico e scarico di container e delle connessioni ferroviarie tra il porto della Spezia e il terminal di Melzo tramite il Building Information Modeling, un metodo per ottimizzare la pianificazione, realizzare e gestire infrastrutture tramite aiuto di un software.

125 partecipanti al meeting, in rappresentanza di 14 società provenienti da 8 diversi Stati Membri, rappresentano un'eccellente combinazione di professionalità nel mondo dello sviluppo software applicato al trasporto marittimo e intermodale, tra cui IDP- società di ingegneria con sede a Barcellona, CENIT - centro di innovazione e ricerca sui trasporti, Ferrocarrils de Catalunya - società ferroviaria catalana, DHL, Bedeschi - azienda leader nel settore delle forniture di mezzi di movimentazione portuale. I partner del progetto hanno dapprima tenuto un workshop, presso l'auditorium dell'ADSP, dedicato allo stato di avanzamento del progetto, facendo il punto sul software di simulazione e successivamente hanno effettuato una visita all'interno dell'area portuale al fine di esaminare da vicino quello che fino ad oggi hanno avuto modo di simulare a livello virtuale.

Tale progetto darà un importante contributo ai piani di sviluppo dell'Autorità di Sistema Portuale e del Gruppo Contship, sia per i lavori di ampliamento del terminal marittimo e dei nuovi binari nel porto della Spezia che per l'operatività ferroviaria del terminal di Melzo. Grazie al software di simulazione, sarà possibile pianificare l'operatività dei nuovi terminal alla luce degli incrementi di traffico previsti nei prossimi anni e in ottica di integrazione intermodale porto-retroporto con beneficio per la competitività delle operazioni e dell'ambiente di cui il trasporto ferroviario è alleato indiscutibile.

ADSP Sede Via del Molo, 1 | 19126 La Spezia | T + 39 0187 546320 | F + 39 0187 599664  
ADSP Ufficio Territoriale Viale C. Colombo, 6 | 54033 Marina di Carrara, MS | T + 39 0585 782501 | F + 39 0585782555  
www.adspmarligureorientale.it  
Partita IVA 011447450113 Codice Fiscale 91091240118




**FOR THOSE OF YOU WHO ARE NOT THAT FLUENT IN ITALIAN HERE IS ENGLISH VERSION.**

**NICE READING!**

**PRESS RELEASE**

**DELEGATION OF THE 'INTERMODEL' EU PROJECT WITH VISIT TO MELZO AND LA SPEZIA**

In recent days, the intermodel EU project meeting was held in Melzo at Rail Hub Milano, the headquarters of the intermodal terminal managed by the Contship Italia group, and in La Spezia, at the headquarters of the Port Authority of the Eastern Liguria Sea, within the Horizon 2020 program. The purpose of this project is to develop a simulation model for container loading and unloading operations and for the railway connections between the port of La Spezia and the Melzo terminal through the Building Information Modeling, a method to optimize planning, build and manage infrastructures with the help of software.

The 25 participants at the meeting, representing 14 companies from 8 different Member States, represent an excellent combination of professionalism in the world of software development applied to maritime and intermodal transport, including IDP- engineering company based in Barcelona, CENIT - center of innovation and transport research, Ferrocarrils de Catalunya - Catalan railway company, DHL, Bedeschi - a leading company in the field of port handling equipment. The project partners first held a workshop, at the ADSP auditorium, dedicated to the progress of the project, taking stock of the simulation software and subsequently visited the port area in order to examine close up what until today have been able to simulate on a virtual level.

This project will make an important contribution to the development plans of the Port System Authority and the Contship Group, both for the expansion of the maritime terminal and the new tracks in the port of La Spezia and for the railway operation of the Melzo terminal. Thanks to the simulation software, it will be possible to plan the operation of the new terminals in light of the traffic increases expected in the coming years and with a view to intermodal port-back-harbor integration with benefits for the competitiveness of operations and the environment of which rail transport it is an indisputable ally.

ADSP Sede Via del Molo, 1 | 19126 La Spezia | T + 39 0187 546320 | F + 39 0187 599664  
ADSP Ufficio Territoriale Viale C. Colombo, 6 | 54033 Marina di Carrara, MS | T + 39 0585 782501 | F + 39 0585782555  
www.adspmarligureorientale.it  
Partita IVA 011447450113 Codice Fiscale 91091240118

Riempito stampa ad uso esclusivo del destinatario, non riproducibile.

Autorità portuale La Spezia

Another example of communication of project, it's the initiative adopted by BEDESCHI and project coordinator IDP of adding in their email signature logo and website of the project (figure 25)

**Barcelona · Madrid · Florianópolis · Rio de Janeiro · Belém · Quito · Lima · Santiago de Chile**  
Av. Frances Macià, 60 3º 08208 Sabadell (Barcelona) | www.blog.idp.es | www.idp.es



As Coordinator of the Intermodel H2020 UE Project IDP invites you to visit the website:  
<http://www.intermodeleu.eu>

**Projects & Design Manager**



BEDESCHI S.p.A.  
Via Praimbole, 38 - 35010 Limena - (Padova) ITALY  
T. +39 049 7663100 - F. +39 049 8848006  
sales@bedeschi.com - [www.bedeschi.com](http://www.bedeschi.com)




As partner of the Intermodel UE Project Bedeschi invites you to visit the website:  
<http://www.intermodeleu.eu>

Figure 25 Project communication

## 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.

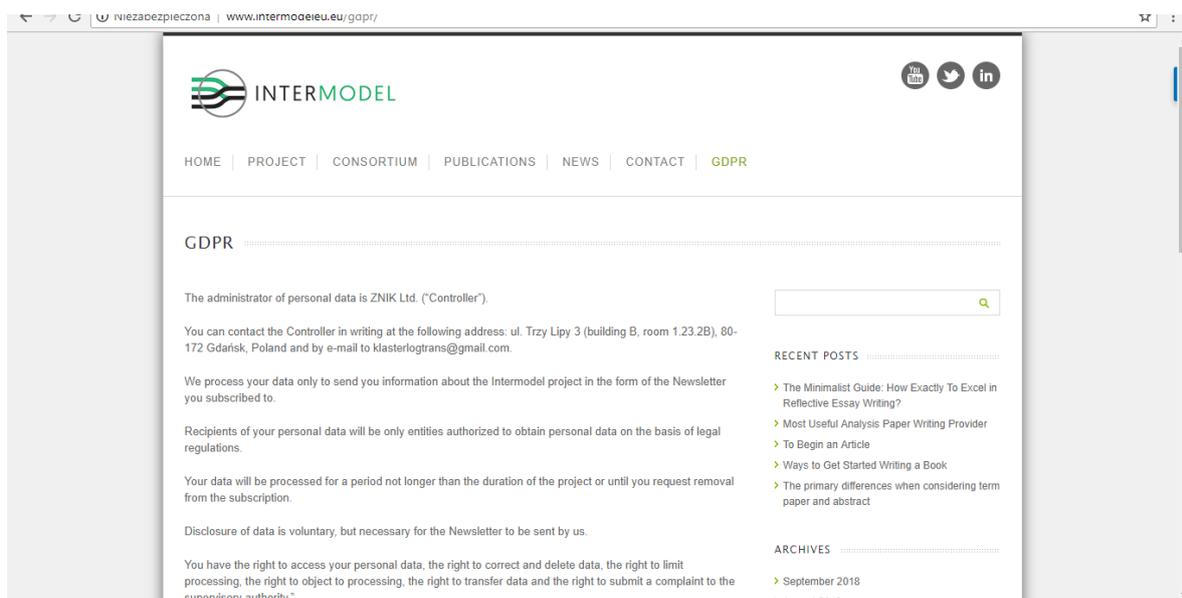
The implementation will take place at the following levels:

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

Figure 26 The new GDPR Section on INTERMODEL website



#### 4.2 GDPR in Newsletters

We have informed our subscribers about this by sending them an e-mail information about these new regulations, 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.*

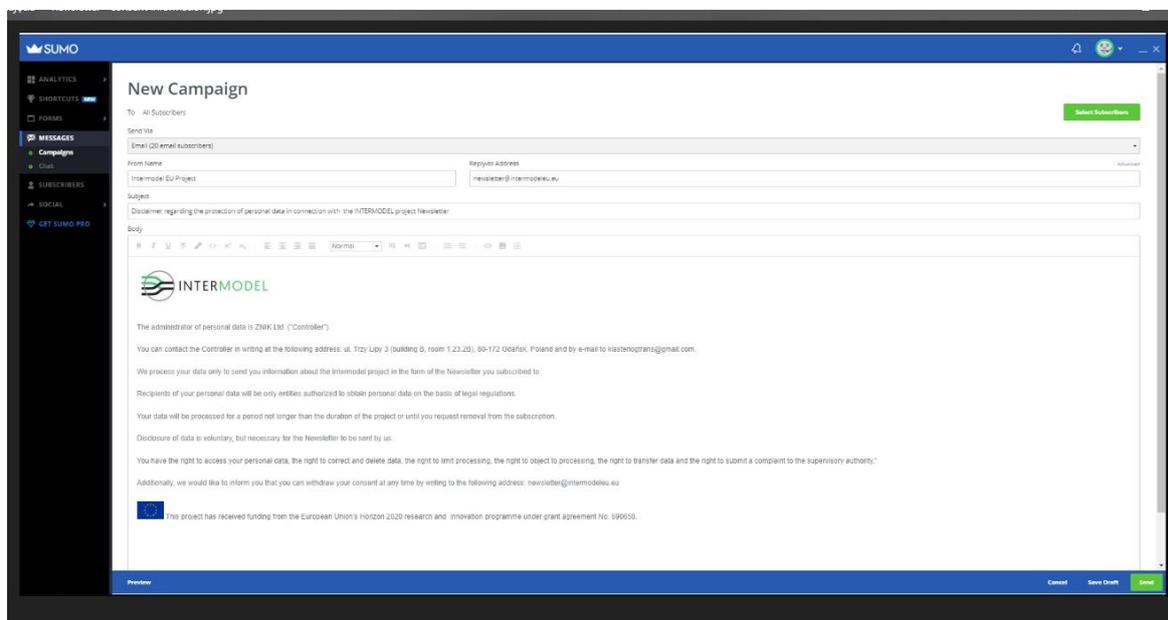
*We process your data only to send you information about the INTERMODEL project in the form of the Newsletter you subscribe to.*

*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, the right to object to processing, the right to transfer data and the right to submit a complaint to the supervisory authority.”*

Figure 27 The content of the e-mail sent to INTERMODEL subscribers



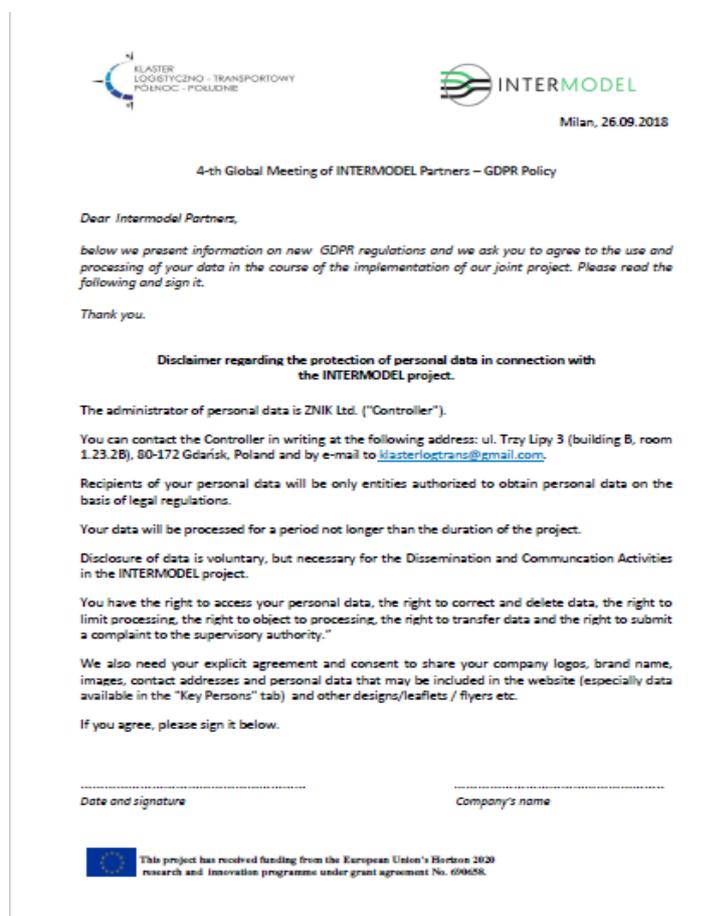
For those who will just want to subscribe to our newsletter, we also have prepared information about new regulations.

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 the 4th Global Meeting in Milan (26-28 September), all partners received a form informing them 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 was the place to sign and indicate the name of the company concerned.






Milan, 26.09.2018

4-th Global Meeting of INTERMODEL Partners – GDPR Policy

Dear Intermodal Partners,

below we present information on new GDPR regulations and we ask you to agree to the use and processing of your data in the course of the implementation of our joint project. Please read the following and sign it.

Thank you.

**Disclaimer regarding the protection of personal data in connection with the INTERMODEL project.**

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 [klasterlostrans@gmail.com](mailto:klasterlostrans@gmail.com).

Recipients of your personal data will be only entities authorized to obtain personal data on the basis of legal regulations.

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 Dissemination and Communication Activities in the INTERMODEL project.

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

We also need your explicit agreement and consent to share your 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.

If you agree, please sign it below.

.....  
Date and signature

.....  
Company's name

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 690458.

Figure 28 INTERMODEL partners agreement

## 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 were discussed during a workshop focused on communication and exploitation during the 4th Global Meeting that was held in September 2018. Further discussion regarding events participation will be held at the 5<sup>th</sup> Global Meeting in March 2019.

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> at menu Events.

Another source of information on the European research events is available at CORDIS site: [www.cordis.europa.eu/news/home\\_en.html](http://www.cordis.europa.eu/news/home_en.html)

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

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
30.11.2016	Energy Cleantech Cluster Milano	Brussels, Belgium	n/a	n/a	ZNIK
30.11.2016	Agro Transilvania Cluster Romania	Brussels, Belgium	n/a	n/a	ZNIK
21.12.20016	Gdansk Port Authorities	Gdansk, Poland	n/a	n/a	ZNIK
24-25.11.2016	GeoBIM Building and Infrastructure	Amsterdam, Netherland	<a href="http://www.geo-bim.org/europe/">http://www.geo-bim.org/europe/</a>	n/a	IDP
2-3.03.2017	Succesful R&I in Europe. 8th European Networking Event	Dusseldorf, Germany	<a href="https://ec.europa.eu/research/index.cfm?pg=events&amp;eventcode=B091D948-EE02-D36B-0C8257974A843F38">https://ec.europa.eu/research/index.cfm?pg=events&amp;eventcode=B091D948-EE02-D36B-0C8257974A843F38</a>	n/a	IDP
28-30.03.2017	RailTech Europe	Utrecht, Netherlands	n/a	n/a	MAC
18.05.2017	Open Day Projects organized by the RailGrup Cluster	Barcelona, Spain	n/a	n/a	FGC
27-29.06.2017	TOCEurope	Amsterdam, Netherlands	n/a	n/a	MAC
25-26.09.2017	ICPLT Interdisciplinary Conference on Production, Logistics and Traffic	Darmstadt, Germany	<a href="http://www.icplt.org">http://www.icplt.org</a>	Assessment of intermodal freight terminals with Key Performance Indicators integrated in the BIM process.	CIMNE
29-30.11.2017	Intralomag	Lodz, Poland	n/a	n/a	ZNIK
5.12.2017	National Smart Specializations	Warsaw, Poland	n/a	n/a	ZNIK

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
6-7.02.2018	Open InfraBIM	Tampere, Finland	<a href="https://www.ril.fi/en/events/infrabim-open.html">https://www.ril.fi/en/events/infrabim-open.html</a>	n/a	VTT
21-23.03.2018	InterModal 2018	Warsaw, Poland	<a href="http://www.intermodal-poland.com">www.intermodal-poland.com</a>	n/a	ZNIK
16-19.04.2018	TRA2018 – Transport Research Arena	Vienna, Austria	<a href="http://www.traconference.eu/">www.traconference.eu/</a>	Terminal Planning: The Selection of Relevant KPIs to Evaluate Operations	VTT, CIMNE
06 – 08.11.2018	TransLogistica Poland 2018	Warsaw, Poland	<a href="https://trans-poland.pl/Targi">https://trans-poland.pl/Targi</a>	n/a	ZNIK
07 – 08.11.2018	EU – KOREA Cluster Matchmaking Event European Utility Week	Vienna, Austria	<a href="https://eu-korea-cluster-matchmaking.b2match.io/">https://eu-korea-cluster-matchmaking.b2match.io/</a>	n/a	ZNIK
13-14.11.2018	Rail Revenue World Congress	Amsterdam, Netherlands	<a href="https://10times.com/rail-revenue-management">https://10times.com/rail-revenue-management</a>	n/a	MAC
28.11.2018	China Chance 2018	Milan, Italy	<a href="http://www.transpotec.com/it/china-change-china-chance">http://www.transpotec.com/it/china-change-china-chance</a>	n/a	CSI
15.01.2019	DTLF Plenary Meeting	Brussels, Belgium	<a href="http://www.dtlf.eu/">http://www.dtlf.eu/</a>	n/a	APSP
25-28.02.2019	Mobile World Congress Brokerage event	Barcelona, Spain	<a href="https://mwc2019.b2match.io">https://mwc2019.b2match.io</a>	n/a	IDP

Table 3 List of upcoming events

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
04.04.2019	Envisioning the Port of the Future: the 2030 horizon	Trieste, Italy	<a href="https://www.docksthefuture.eu/docks-the-future-mid-term-conference-4th-april-2019/">https://www.docksthefuture.eu/docks-the-future-mid-term-conference-4th-april-2019/</a>	n/a	ZNIK
19.03.2019	Baltic Cluster Forum 2019	Kaunas, Lithuania	<a href="http://klaster.lt/en/renginys/baltic-cluster-forum-2019/">http://klaster.lt/en/renginys/baltic-cluster-forum-2019/</a>	n/a	ZNIK
26-28.03.2019	Rail Tech Europe	Utrecht, Holland	<a href="https://www.railtech.com/">https://www.railtech.com/</a>	n/a	MAC
11-13.06.2019	TOC Europe	Rotterdam, Holland	<a href="https://www.tocevents-europe.com/en/Home.html">https://www.tocevents-europe.com/en/Home.html</a>	n/a	MAC
05-07.11.2019	TransLogistica Poland 2019	Warsaw, Poland	<a href="https://trans-poland.pl/Targi">https://trans-poland.pl/Targi</a>	n/a	ZNIK
27-30.04.2019	TRA2019	Helsinki, Finland	<a href="https://traconference.eu/">https://traconference.eu/</a>	n/a	VTT
22-24.05.2019	SBE2019	Helsinki, Finland	<a href="https://www.ril.fi/en/events/sbe-2019.html">https://www.ril.fi/en/events/sbe-2019.html</a>	Digital twin in sustainable cargo terminal planning	VTT
22-24.07.2019	Summer Simulation Conference 2019	Berlin, Germany	<a href="http://scs.org/summersim/">http://scs.org/summersim/</a>	n/a	CIMNE

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
29-31.07.2019	Simultech 2019	Prague, Czech Republic	<a href="http://www.simultech.org/">http://www.simultech.org/</a>	n/a	CIMNE

## 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 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 show period (M24) and yellow indicators were marked in the period for which we provide the Communication Plan (M30).

Figure 29 Number of updates and material downloads

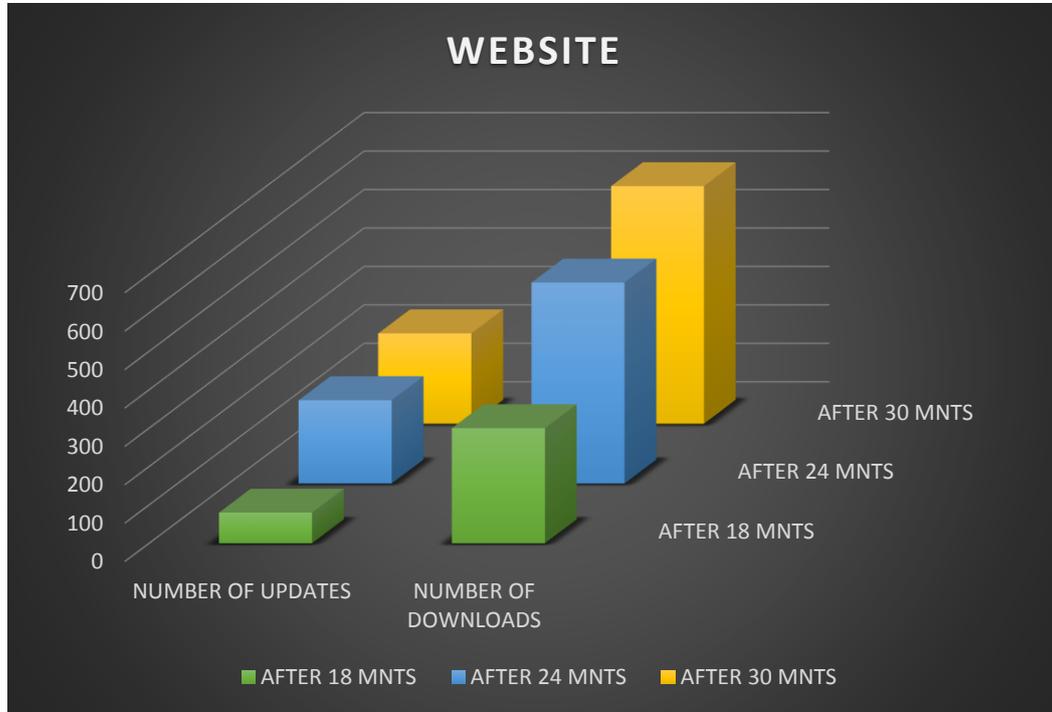


Figure 30 Number of visits to the website

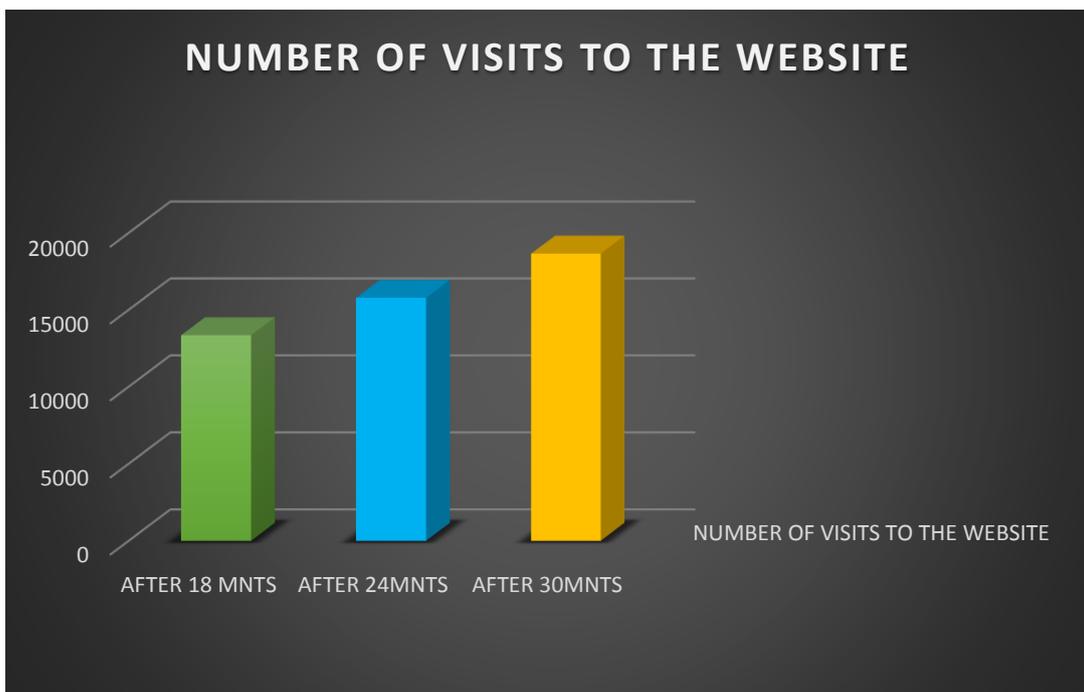


Figure 31 Number of newsletters

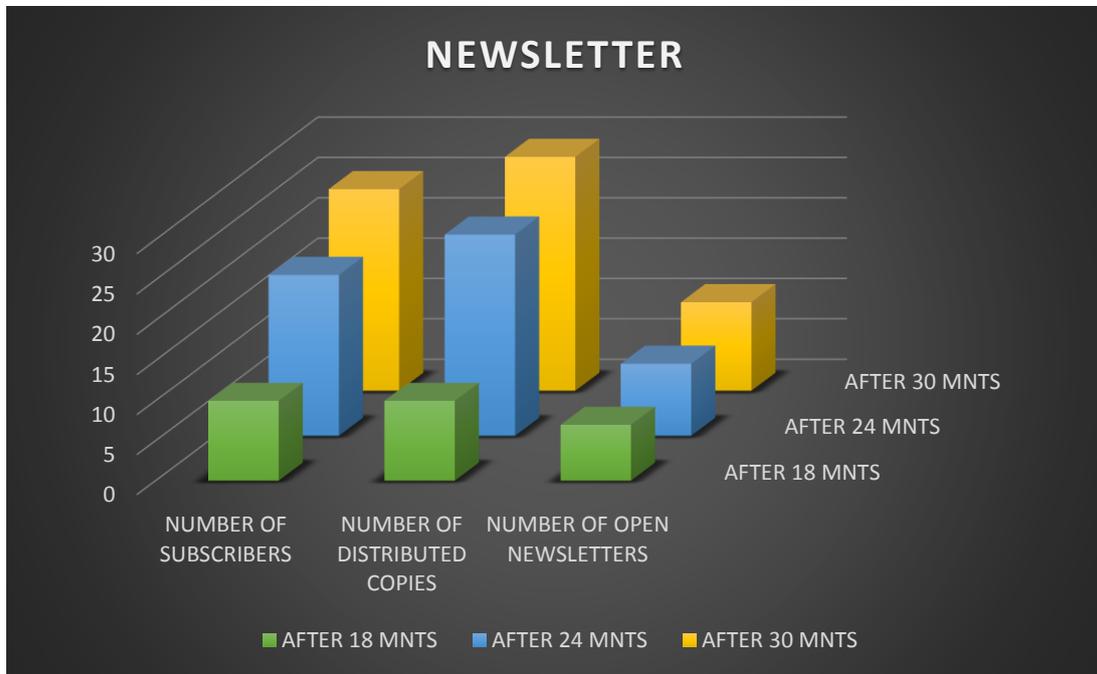


Figure 32 Number of press articles and scientific publications

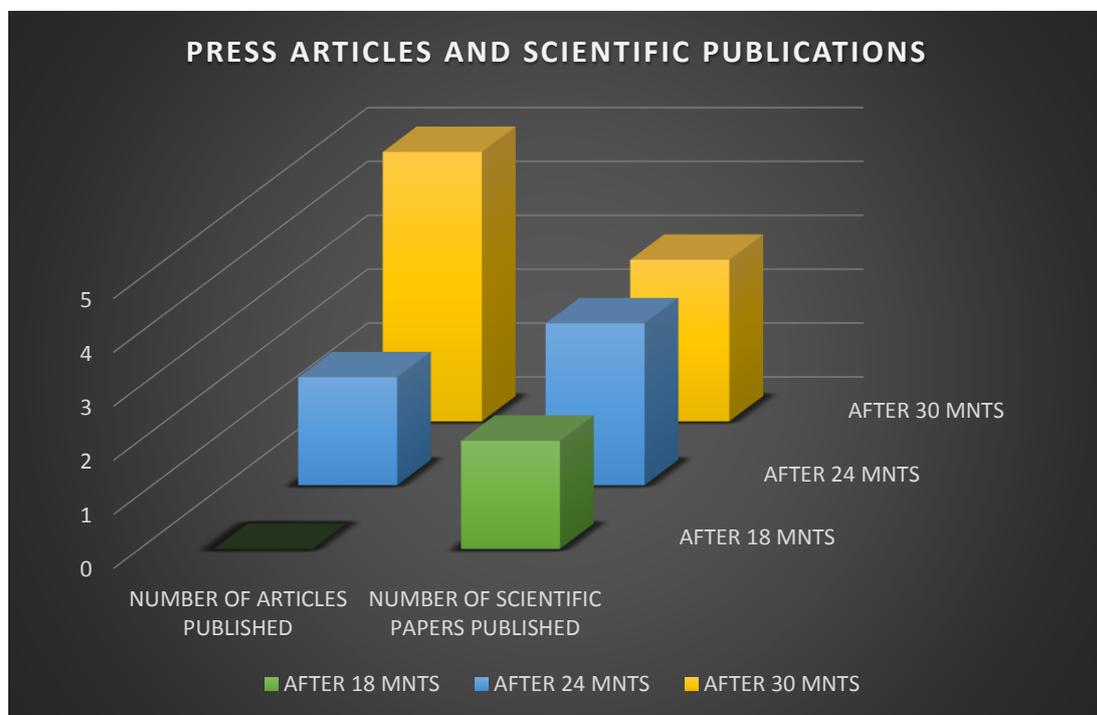
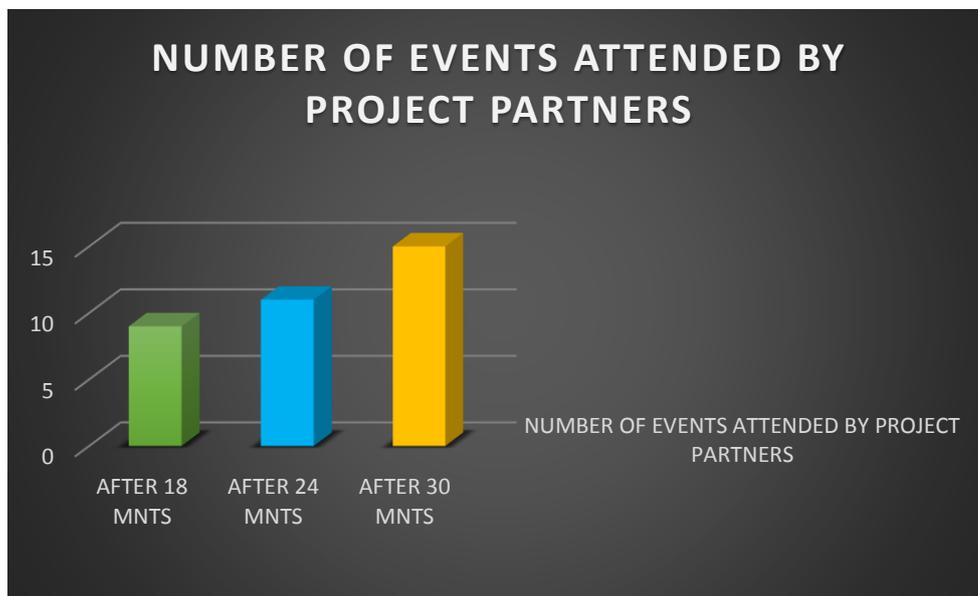


Figure 33 Number of events attended



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]