

# INTERMODEL EU

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

**Grant agreement: 690658**

## D9.1 – COMMUNICATION PLAN 1

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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 regard to promotion channels or rules governing securing open access to scientific publications based on the research supported with EU funds.

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## 1. Introduction

### 1.1. Objectives of the project

The aim of the INTERMODAL EU project is to develop a decision support system facilitating optimization of the operations conducted in freight terminals. The system will facilitate modelling of the Multimodal, Multiproduct and Multipurpose Freight Rail Terminals' efficiency of operations in accordance with the variable Key Performance Indicators (KPI) and Performance Indicators (PI), identified for each of the two case study terminals participating in the project as well as two virtual terminals.

The objectives of the project include:

- Improve decision making in multimodal freight terminal networks and supply chains;
- Conduct comparative study assessing and evaluating alternative designs developed for Virtual Terminal and real terminal, in terms of the outputs generated by Building Information Modelling – virtual design.
- Development 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. Modelling environment will support decision-making both in the fields of design and planning as well as operating phases through the whole life-cycle of the terminal.
- Reduction of 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 citizen's quality of life.

### 1.2. Project Coordination and Structure

The INTERMODEL EU project is being implemented by the following partnership:

1. **IDP Ingeniería Y Arquitectura Iberia SL**, SPAIN – Lead Partner. Innovative and multidisciplinary SME offering services ranging from civil & infrastructure engineering, environmental sciences, ICT for project management & consultancy.  
IDP is a leader of the following work packages: Management (WP1), BIM Intermodal Terminal (WP4), Exploitation, dissemination and communication (WP9), Ethics requirements (WP10).

Contact person: Mrs. Gisela Soley, E-mail: [gsoley@idp.es](mailto:gsoley@idp.es)

2. **Ferrocarrils De La Generalitat De Catalunya (FGC)**, Spain – Project partner. The regional railways company (public company), established in 1979, to operate the railway lines within the geographical borders of Catalonia. FGC's mission is the efficient management of services and infrastructures as assigned to a public company.

Contact person: Miguel Ángel Dombriz, E-mail: [madombriz@fgc.cat](mailto:madombriz@fgc.cat)

3. **Consorci Centre D'innovacio Del Transport (CENIT)**, Spain – Project partner. Centre for Innovation in Transport (CENIT), is a research centre established in 2001, as a consortium between the Generalitat de Catalunya (Autonomous Government of Catalonia) and Barcelona Tech (Universitat Politècnica de Catalunya). CENIT has been the first Spanish research centre on transportation and its team consists of multidisciplinary researchers and a five-person supporting team.

CENIT is the leader of Work Package 6: External Mobility Effects.

Contact person: Mr. Pau Morales, E-mail: [pau.morales@upc.edu](mailto:pau.morales@upc.edu)

4. **DHL Freight Germany Holding GmbH**, Germany – Project partner. The company is one of the leading road freight providers, offers high-quality LTL (less than truck load), FTL (full truck load) and intermodal services for the B2B environment.

DHL is a leader of Work Package 8: Functional, economic and environmental analysis.

Contact person: Mr. Joachim Ritzer, E-mail: [Joachim.Ritzer@dhl.com](mailto:Joachim.Ritzer@dhl.com)

5. **Teknologian Tutkimuskeskus VTT Oy**, Finland – Project partner. Technical Research Centre of Finland Ltd (VTT) is a state owned and controlled non-profit limited liability company established by law (8761/2014). VTT carries out research and innovation activities with the mandate and mission to support economic competitiveness, societal development and innovation, for the needs of industry and knowledge-based society.

VTT is the leader of Work Package 2: Integrated planning, environment and decision support

Contact person: Mr. Janne Porkka, E-mail: [Janne.Porkka@vtt.fi](mailto:Janne.Porkka@vtt.fi)

6. **MACOMI BV**, Netherlands – Project partner. Macomi is a spin-off of Delft University of Technology, based in Rotterdam. Macomi is specialized in simulation based decision support systems and predictive analytics.

MACOMI is the leading partner of Work Package 5: Terminals Operational Simulation.

Contact person: Mr. Corne Versteegt, E-mail: [c.versteegt@macomi.nl](mailto:c.versteegt@macomi.nl)

7. **Vias y Construcciones (VIAS)**, Spain – Project partner. Its business focuses primarily on major projects for railways, motorways and roads, airports, buildings water works, coastal works and ports, industrial works and urban development, environmental works, etc. VÍAS has extensive experience in railway infrastructure construction and maintenance.

VIAS is the lead partner of Work Package 3: Data and indicators' definition.

Contact person: Mr. Manuel Menéndez, E-mail: [manuel.menendez@vias.es](mailto:manuel.menendez@vias.es)

8. **BEDESCHI S.P.A.**, Italy – Project partner specialized in all kinds of cargo handling equipment, established in 1908, in Italy. Bedeschi is a leading supplier of machinery and services to bulk material handling and mining industries with specific focus on difficult materials' handling as sticky coal and clay or dry mining and abrasive material like iron ore and other minerals. Bedeschi's products cover a full range of bulk handling solutions and a complete line of crushing equipment.

Contact person: Mr. Pietro De Michieli, E-mail: [pdm@bedeschi.it](mailto:pdm@bedeschi.it)

9. **CONTSHIP ITALIA S.P.A.**, Italy – Project partner. The company is a global leader in container terminal logistics. Currently it operates the largest and widespread intermodal network in terms of Maritime and Inland Container Terminals in Italy.

Contact person: Mr. Nicolò Marrali, E-mail: [nicolo.marrali@contshipitalia-hannibal.it](mailto:nicolo.marrali@contshipitalia-hannibal.it)

10. **Autorita' Portuale Della Spezia**, Italy – Project partner. Autorita' Portuale Della Spezia is a manager of the port activities and the maritime property area, located by the Gulf of La Spezia. The Port of La Spezia is one of the most important container ports at the Mediterranean Sea. It is also the second most important port in Italy, for direct call services, serving the north Italian markets. Currently, the port operates successfully in different commodities: container traffic, liquid & dry bulk as well as general cargo.

Contact person: Mrs. Federica Montaresi, E-mail:

[federica.montaresi@porto.laspezia.it](mailto:federica.montaresi@porto.laspezia.it)

11. **Zarząd Nadbałtyckich Inicjatyw Klastrowych (ZNIK) Sp. z o.o.**, Poland – Project partner. The company is a formal coordinator of "North-South" Logistics & Transport Cluster. ZNIK operates as a non-profit private body. On behalf of the Cluster, ZNIK is a member of the European Cluster Collaboration Platform. The Cluster is an innovation-

oriented organization focused on the development of a co-operation between business sector, R&D institutions as well as local and regional governments.

Contact person: Mr. Marek Świeczkowski, E-mail: [klasterlogtrans@gmail.com](mailto:klasterlogtrans@gmail.com)

12. **VIASYS VDC Oy**, Finland – Project partner. The company provides solutions for unleashing the full potential on Virtual Design and Construction. Viasys VDC provides tools for better communication and coordination, resulting in more productive infrastructure projects.

Contact person: Mr. Jarkko Sireeni, E-mail: [jarkko.sireeni@viasys.com](mailto:jarkko.sireeni@viasys.com)

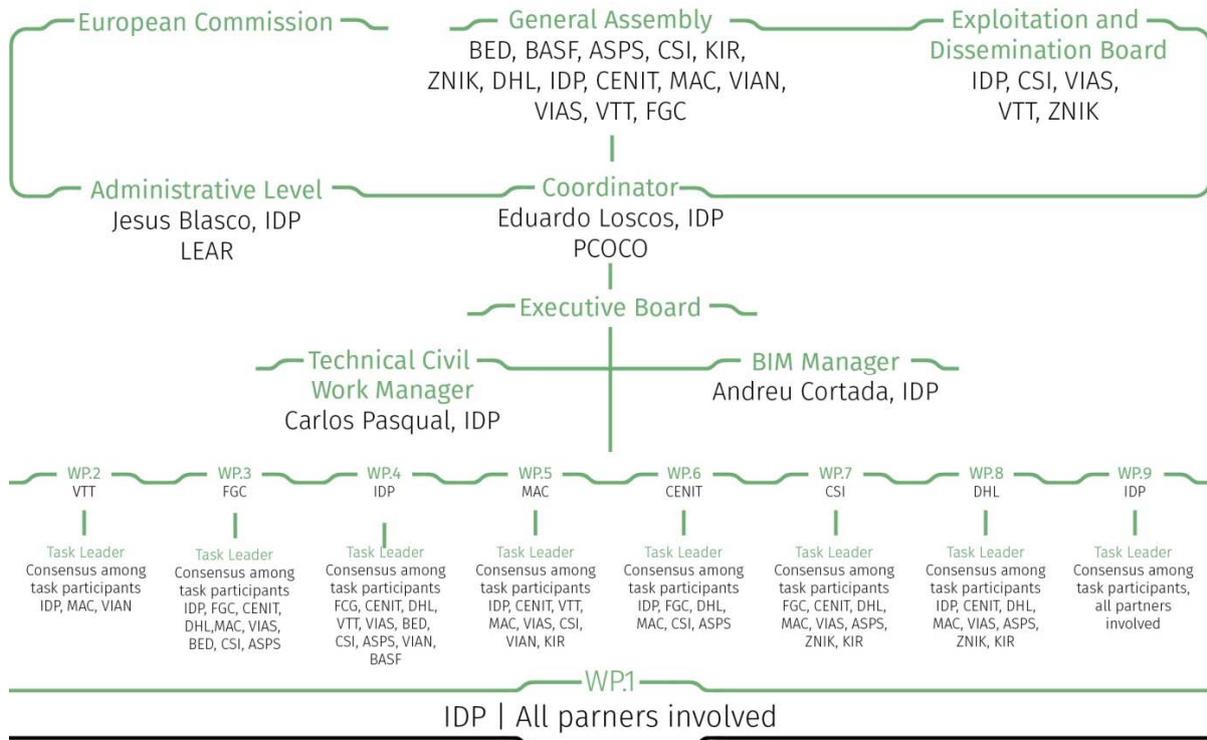
13. **BASF Construction Chemicals Espana SL**, Spain – Project partner. The company is the world's leading chemical company, with more than 100 000 employees, six sites and over 370 additional production sites worldwide. The portfolio of BASF ranges from chemicals, plastics, performance products and crop protection products to oil and gas.

Contact person: Mr. Àlejandro Calvo Costa, E-Mail: [alejandro.calvo-costa@partners.basf.com](mailto:alejandro.calvo-costa@partners.basf.com)

14. **Kiruna Wagon AB**, Sweden – Project partner. SME involved into invention, development, manufacturing and maintenance of world class, rail-bound ore logistics including railroad wagons and unloading stations.

Contact person: Mr. Frederik Kangas, E-Mail: [Fredrik.Kangas@kirunawagon.com](mailto:Fredrik.Kangas@kirunawagon.com)

Graph 1. Structure of the project management



### 1.3. Expected project outputs and deliverables

Project deliverables constitute important element of the communication and dissemination activities as they define specific outputs of the action, which constitute the subject of the promotion activities. Deliverables presented in the table below constitute the outputs of the expected research and innovation activities to be achieved within specific period of project duration. The list does not specify entire scope of the deliverables, part of which are dedicated to such aspects as project management, risk and contingency, etc., which do not constitute a subject of promotion activities. Table also indicates the level of dissemination that is also delimiting whether specific deliverable is expected to be a subject of public promotion or is expected to be submitted just to INEA and other Commission services. Most of the dissemination efforts will attributed to the deliverables to be presented to the broader audiences.

**Table 1. Project deliverables**

Deliverable Number	Deliverable Title	WP	Lead partner	Type	Dissemination level	Due Date (month)
D2.1	Requirements for terminal projects	2	VTT	Report	Public	9
D2.2	Integrated planning Environment architecture	2	VTT	Report	Public	12
D2.3	Interoperability and data exchange specification	2	VTT	Report	Confidential, only for members of the consortium (including the Commission Services)	18
D2.4	Documentation of implemented integrating ICT environment prototype	2	VTT	Report	Confidential, only for members of the consortium (including the Commission Services)	24
D2.5	Interactive decision making with integrated planning environment	2	VTT	Report	Confidential, only for members of the consortium (including the Commission	30

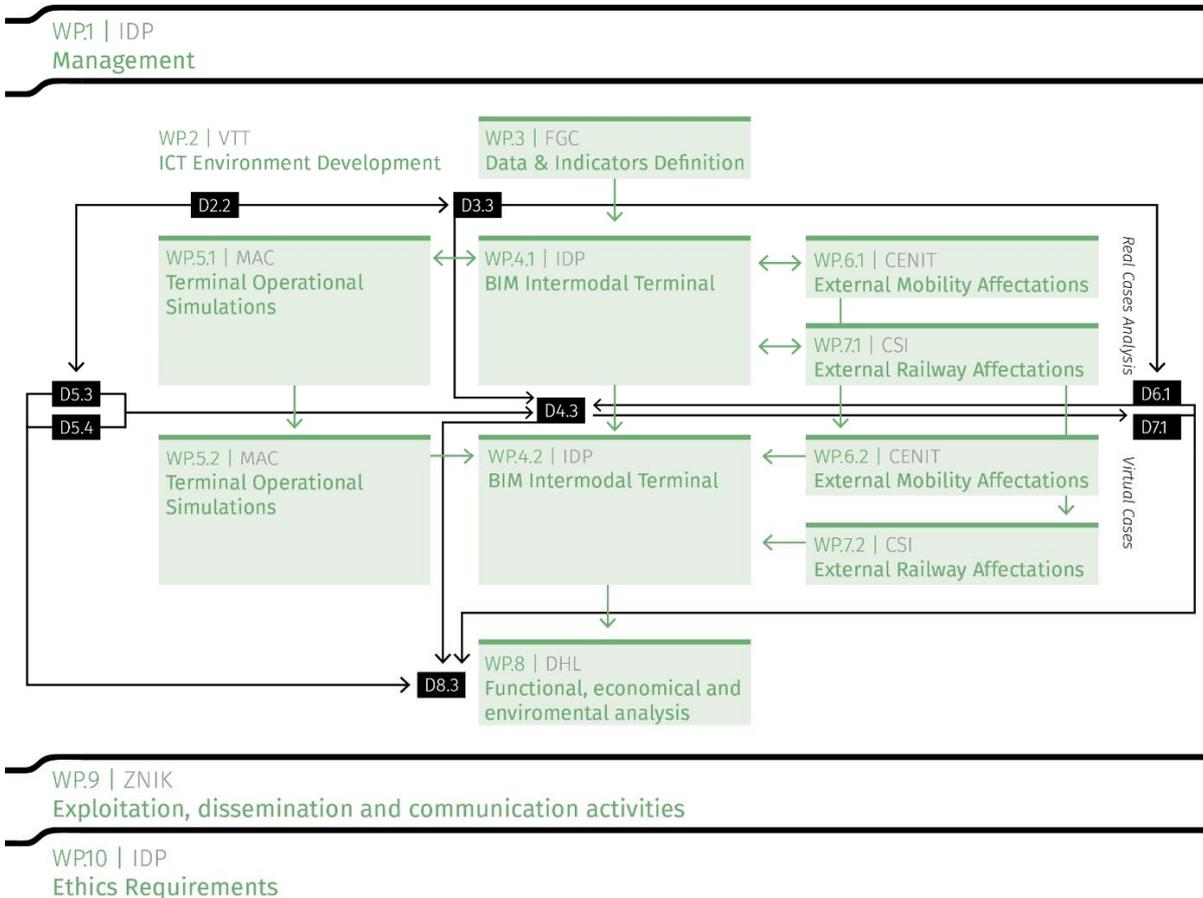
					Services)	
D2.6	Gaming technology in interactive operational visualisation	2	VTT	Report	Confidential, only for members of the consortium (including the Commission Services)	32
D3.1	Study of the state of the art and description of KPI and KRI of terminals, hinterland mobility and rail network	3	FGC	Report	Public	3
D3.2	Pilot innovations and improvements	3	FGC	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	6
D3.3	Input data analysis and scenarios	3	FGC	Report	Confidential, only for members of the consortium (including the Commission Services)	12
D4.1	BIM Execution Plan Guideline	4	VIAN	Report	Public	7
D4.2	BIM model Demonstration of both real locations	4	IDP	Demonstrator	Public	18
D4.3	7th D BIM model of the Virtual Pilot Cases	4	IDP	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	18
D4.4	Pilot Cases alternatives including Pilot Innovations and Improvements	4	IDP	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	19
D5.1	Data model	5	MAC	Other	Confidential,	6

					only for members of the consortium (including the Commission Services)	
D5.2	Ontology and conceptual modelling	5	MAC	Other	Confidential, only for members of the consortium (including the Commission Services)	9
D5.3	Operational simulation simulation model of the first real-life case.	5	MAC	Demonstrator	Public	17
D5.4	Operational simulation simulation model of the second real-life case.	5	MAC	Demonstrator	Public	17
D6.1	External mobility simulation model	6	CENIT	Demonstrator	Public	18
D6.2	External mobility actual performance in the La Spezia and Melzo terminals	6	CENIT	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	24
D6.3	Assessment of external mobility impacts of La Spezia and Melzo pilot cases	6	CENIT	Other	Confidential, only for members of the consortium (including the Commission Services)	30
D7.1	Rail interconnection simulator	7	CSI	Demonstrator	Confidential, only for members of the consortium (including the Commission Services)	24
D7.2	Assessment of the rail	7	CSI	Report	Public	30

	interconnection pilot cases					
D7.3	Assessment of rail Interconnection resilience	7	CSI	Report	Public	32
D8.1	Definition and description of functional, economic and environmental analysis.	8	DHL	Report	Public	28
D8.2	Assessment (meta study) of current transportation and logistics studies and trade statistics	8	DHL	Report	Public	27
D8.3	Set of Key Performance Indicators for assessing and operating intermodal terminals (functional, economic and environmental perspective)	8	DHL	Report	Public	34
D8.4	Assessment and validation workshops onsite at selected terminals with local specialists	8	DHL	Report	Public	34
D8.5	Summary of results of work packages 2-7 and implications. Recommendations for new and to be renewed intermodal terminals (functional, economic, and environmental perspective). (Month 8)	8	DHL	Report	Public	36
D9.12	Final dissemination	9	ZNIK	Websites, patents	Public	36

	brochure completed and available for distribution			filling, etc.		
D9.13	Conference paper 1: Integrated planning environment in terminal projects	9	ZNIK	Report	Public	12
D9.14	Conference paper 2: Decision support for owners of terminal projects (VTT; WP1; M26)	9	ZNIK	Websites, patents filling, etc.	Public	26

Graph 2. Relations between work packages and deliverables



## 2. Résumé of HORIZON 2020 dissemination requirements

Major requirements concerning promotion of the project have been included into Article 38 of the Grant Agreement “PROMOTING THE ACTION. VISIBILITY OF EU FUNDING”. According to the article 38, any promotional activity, conducted in electronic form, via social media etc., infrastructure and equipment as well as major results funded must display the EU emblem. In the case communication activities, they should be accompanied by the following statement: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 690658”*.

Any infrastructure or equipment funded by the grant as well as major results should display the following “This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 690658”.

When displayed with other logotype, the EU emblem must have a prominence which means it must be at least the same size and must be placed in a visible location at the document or material.

According to Article 38 item 1 point 3 of the Grant Agreement any communication activity must indicate that it reflects only the author’s view and that the Agency (INEA) is not responsible for any use that may be made of the information it contains.

Article 38 item 2 point 1 reserves the INEA’s right to use information relating to the action, documents, summaries, any other material, including pictures and audio-visual material received from the beneficiary, for the communication and publicizing activities it conducts. In the case the use of these materials, documents or information may generate risk of compromising legitimate interests, the beneficiary concerned may request the INEA no to use it.

The right to use the mentioned materials and information includes:

- a) Use for its own purposes (in particular, making them available to persons working for the Agency or any other EU institution, body, office or agency or body or institutions in EU Member States; and copying or reproducing them in whole or in part, in unlimited numbers);
- b) Distribution to the public (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating

through press information services, or inclusion in widely accessible databases or indexes);

- c) Editing or redrafting for communication and publicizing activities (including shortening, summarizing, inserting other elements (such as meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation);
- d) Translation;
- e) Giving access in response to individual requests under Regulation No 1049/200125, without the right to reproduce or exploit;
- f) Storage in paper, electronic or other form;
- g) Archiving, in line with applicable document-management rules, and
- h) The right to authorize third parties to act on its behalf or sub-license the modes of use set out in Points (b),(c),(d) and (f) to third parties if needed for the communication and publicizing activities of the Agency.

If the right of use is subject to rights of a third party (including personnel of the beneficiary), the beneficiary must ensure that it complies with its obligations under this Agreement (in particular, by obtaining the necessary approval from the third parties concerned).

Communication and dissemination activities are supposed to be conducted both by the entire consortium as well as by individual partners, addressing audiences at the local/regional/country level. As each country or a region is characterized by individual specificity, project partners shall develop their own communication and dissemination activities addressing local/ regional stakeholders, which complement the communication and dissemination activities conducted at the project level. Additional information regarding Horizon 2020 dissemination requirements could be found in INEA's document "Communicating EU research and innovation guidance for project participants", available at [http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

The document contains the checklist dedicated to building the communication strategy as well as case studies of the effective communication strategies developed so far within the projects co-financed within the H2020 projects. Besides the checklist, the report guidebook contains also the list of the program's information distribution channels, which may be used by project beneficiaries.

List of the program's communication and dissemination channels include:

Table 2. Horizon 2020 dissemination channels<sup>1</sup>

Horizon Magazine <a href="http://horizon-magazine.eu/">http://horizon-magazine.eu/</a>	HORIZON is the EU Research & Innovation e-magazine. It is covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.  It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles.
Project stories <a href="https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/">https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/</a>	Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs, and tackling societal challenges.
research*eu results magazine <a href="http://www.cordis.europa.eu/research-eu/magazine_en.html">www.cordis.europa.eu/research-eu/magazine_en.html</a>	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English, and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.
research*eu focus <a href="http://www.cordis.europa.eu/research-eu/research-focus_en.html">www.cordis.europa.eu/research-eu/research-focus_en.html</a>	This print magazine covers in each issue a specific topic of research interest. It features articles on EU policies, initiatives, programmes and projects related to research and technological development and their exploitation. It is published at irregular intervals up to six times a year in English. Exceptionally, it may be available in other European languages as well.
Newsletters	Newsletters are published by the European Commission for different research areas.

<sup>1</sup> Communicating EU research and innovation guidance for project participants: [http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

<a href="http://www.ec.europa.eu/research/index.cfm?pg=publications&amp;lg=en">www.ec.europa.eu/research/index.cfm?pg=publications&amp;lg=en</a>	
Co-publications or editorial partnerships	The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co-published in this way.

### 3. 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.

## 4. Document Maintenance and Update

### 4.1. 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 value added to the project publicity.

Therefore, schedule of the project assumes update of the Communication and Dissemination Plan every 6 months. Frequent, biannual update of the Plan, facilitates inclusion of the new events, including 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.

## 4.2. Reviews and contributions

As the content of the Plan may be a 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 visible in the initial part of the Plan. In order 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.

## 5. 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.

Each project partner should determine relevant stakeholders within their direct as well as indirect scope of influence. This information will be included in the second communication plan.

### 5.1. Internal target groups

Stakeholders within the category of Internal target groups include those related to the project either by participation in the project consortium, acting as the associated or supporting partner, institution administering the programme or the branch institutions related to the programme via the structures or relations to the project partner.

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

- INTERMODEL EU project partners
- Stakeholders co-operating with the project consortium,

- 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;
- 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.

## 5.2. 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:

- Container Terminal Operators, Port authorities,
- Logistics and transport industry,
- Transport companies,
- regional/country or European scale transport sectoral 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
- RailGroup cluster

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

## 6. 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.

### 6.1. 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, 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.

The website has been designed in order to comply with the following requirements:

- Secure Private access for consortium members.

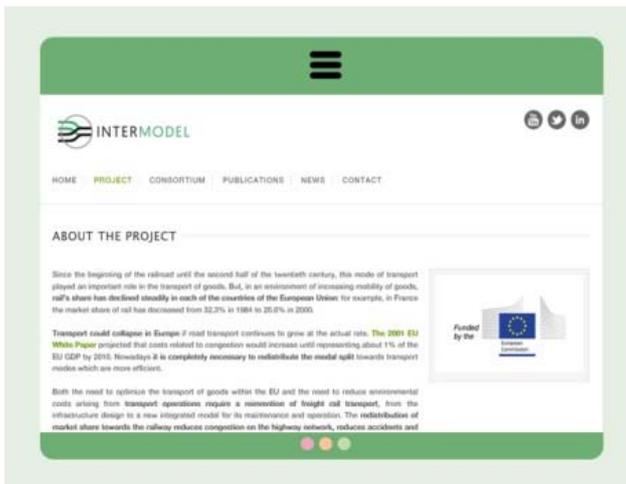
- Integration of Social networks, specially Twitter, Linked In and Youtube.
- Responsive web design, responding to the user's behaviour and environment based on screen size, platform and orientation. Implementation following User Centered Design and Usability principles.
- Multilingual capability: in order to be able to offer content in several languages. (First version only contains content in English).
- Quick deployment and Cost Efficiency: which has been achieved through the use of a CMS which allows the use of easy customizable responsive templates for the presentation layer, as well as plugins to facilitate intranet services, integration of social networks and enables the publication of content to users with a basic internet's knowledge.

#### 6.1.1. Public area

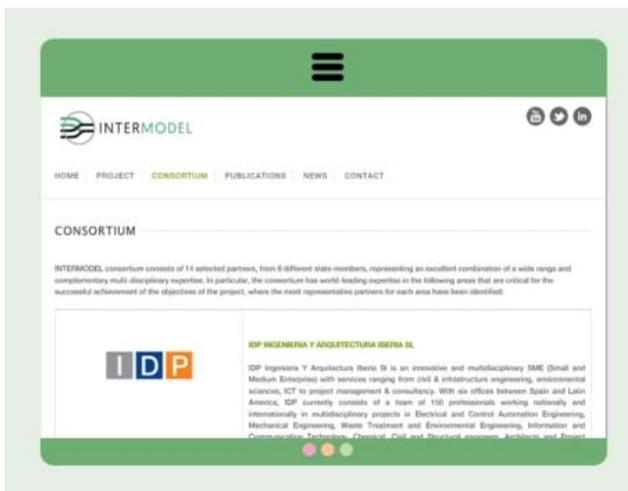
- Home: this section contains news, testimonials, promotional video, and logos from each consortium partner. It also includes a twitter widget that targets all #INTERMODEL hash tags published.



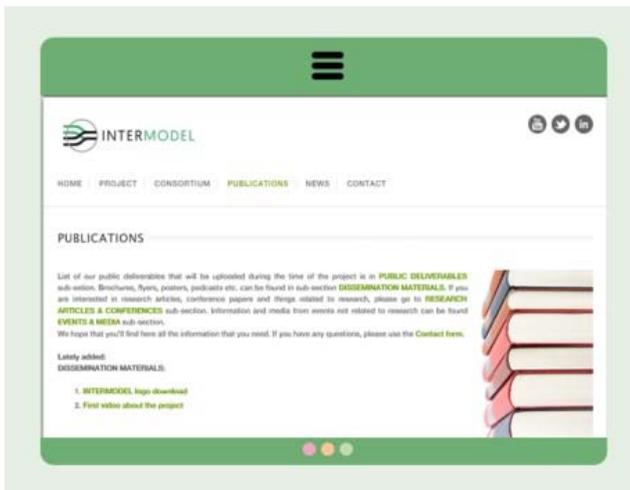
- Project: gives an overview of the project and has two subsections: Objectives and Activities. The Activities section gives a brief description of each work package objectives and tasks.



- **Consortium:** this section provides information of all the partners involved in the project, as well as links to their websites. It comprises a Key persons subsection.



- **Publications:** this section contains all the documentation produced by INTERMODEL partners as main outcomes of the project. It comprises four different subsections according to the type of documents: Public deliverables, Dissemination materials, Events & Media, and Research articles & Conferences.



- News: this section includes all news related to the INTERMODEL project activities, press releases and events.
- Contact: last section with a contact form to be filled in case any party is interested in learning more about the project.

### 6.1.2. Private area

WordPress CMS offers a private area just for Consortium partners (intranet), as well as plugins which could be easily installed in order to provide a complete workspace for the Consortium members, with the possibility to include different access levels in order to integrate other stakeholders which could be interested to collaborate with the consortium in the near future.

## 6.2. 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.

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 are linked to the INTERMODEL EU project profiles at the abovementioned social media.

- YouTube - <https://www.youtube.com/channel/UCZjDMG4L58ELZ9KB7JQ8u3Q>
- Twitter - <https://twitter.com/IntermodelP>
- LinkedIn - <https://www.linkedin.com/in/intermodel-project-335722133>

### 6.3. 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 duration, 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 be also distributed in the printed form, so they can serve as the promotion material, e.g. as the inserts to conference materials. This form of project promotion allows a person which is not familiar with the project to receive up-to-date information on the ongoing activities and most recent findings.

### 6.4. Project information materials and visual identity

Visual identity of the project constitutes a crucial measure that provides common branding to range of specific activities conducted by the established partnership, within a defined period of time. Therefore, the INTERMODEL EU project logotype has been developed and is meant to be used with 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 programme, in accordance with the guidelines of the Grant Agreement. Logotype of the project, emblems of the EU and H2020 shall be also visible at all the project promotion materials, such as roll-up posters, brochures, gifts.

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".

### **6.5. Scientific articles**

Due to 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. Scientific publications will be also a subject for promotion in the social media.

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

### **6.6. 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.

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

Journal	Edition	Date	Title	Description	Language

Project partners shall also save the screens of the articles published online as well as scans of the articles from printed sources, for reporting purposes.

## 6. 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, lectures.

Similarly to the 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 by the use of 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. The events will be discussed during a workshop focused on communication and exploitation during the first global meeting.

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)

Table 3. List of events

Date	Name of event	Event's location	Event's website	Title of presentation*	Project partner
2-3/03/2017	Successful R&I in Europe 2017 – 8 <sup>th</sup> European Networking Event	Düsseldorf (DE)	<a href="http://horizon2020.zenit.de/networking2017/">http://horizon2020.zenit.de/networking2017/</a>	n/a	n/a
7-9/03/2017	Transport Week 2017	Sopot (PL)	<a href="http://www.transportweek.eu">www.transportweek.eu</a>	n/a	n/a
5-6/04/2017	SmartRail Europe	Amsterdam (NL)	<a href="http://www.smartraileurope.com">www.smartraileurope.com</a>	n/a	n/a
9-12/05/2017	Transport logistic	Munich (DE)	<a href="http://www.transportlogistic.de">www.transportlogistic.de</a>	n/a	n/a
30-31/08/2017	5 <sup>th</sup> Railway Forum Berlin 2017	Berlin (DE)	<a href="http://www.railwayforumberlin.com">www.railwayforumberlin.com</a>	n/a	n/a
7-8/09/2017	Baltic Ports Conference 2017	Trelleborg (SE)	<a href="http://www.bpoports.com">www.bpoports.com</a>	n/a	n/a
26-29/09/2017	TRAKO – 12 <sup>th</sup> International Railway Trade Fair	Gdańsk (PL)	<a href="http://www.trakotargi.ambere.xpo.pl">www.trakotargi.ambere.xpo.pl</a>	n/a	n/a
16-19/04/2018	TRA2018 – Transport Research Arena	Vienna (AT)	<a href="http://www.traconference.eu/">http://www.traconference.eu/</a>	n/a	n/a

\* If relevant

## 7. Monitoring and reporting

### 7.1. 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 biannually, 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:

- 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
- 2 newsletters per year
- Advertisements in social networks, press and other media

The table below contains the KPIs attributed to specific communication and dissemination tools, to be evaluated within the project. The value of these indicators will be discussed also during a workshop focused on communication and exploitation during the first global meeting.

**Table 4. Key Performance Indicators**

Dissemination tool/measure	Key Performance Indicators
Website	number of updates, number of material downloads, number of visits to the website.
Newsletters	number of subscribers number of distributed copies number of opened newsletters (located at website) subscriber's country of origin.

Press articles and scientific publications	number of articles published in the technical literature and dedicated journals number of scientific papers published in international conferences and dedicated journals estimated number of readers of the article and/or media releases
Events	number of the events attended by project partners including presentation of the INTERMODEL EU project

## 7.2. Reviews and planning

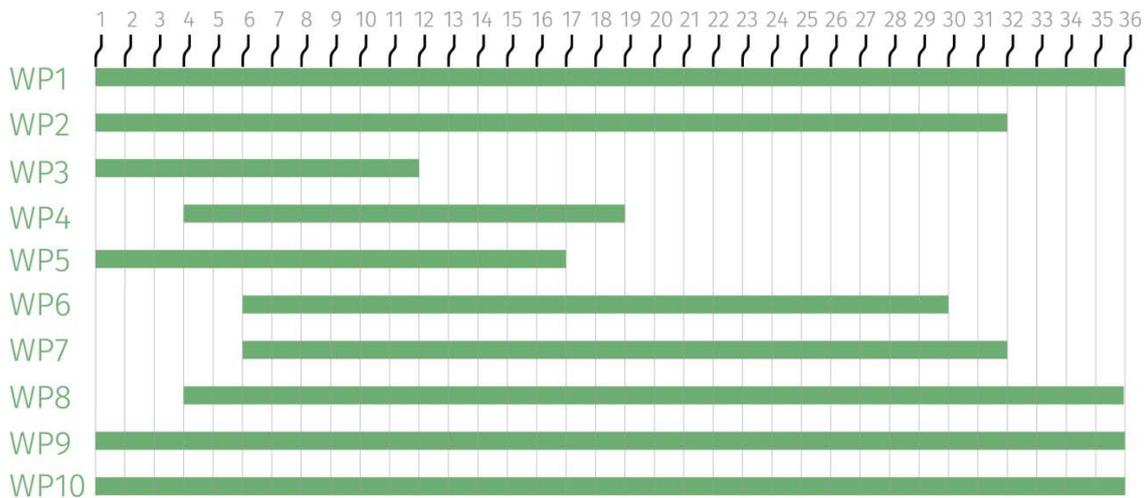
Summaries of the reporting periods, in terms of communication and dissemination will take place every 6 months and are expected to include analysis of the activities implemented within the previous period. The subjects for reviews will be the efficiency of the dissemination activities and tools listed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

Graph 3. Project schedule - Gantt's chart



## 8. Partnership communication management

### 8.1. Consortium meetings

Internal project meetings are constituted mostly by the meetings of the project partners, which aim to discuss the pending issues, summarize works implemented so far as well as plan the future activities. Internal meetings usually constitute part of the work package dedicated to project management. Partner meetings are usually organized 1 – 2 times a year. Location of the meetings is the subject of internal arrangements of the consortium partners. Information on the expected timing and location of the meetings will be included into the Plan, within the biannual updates of the document.

Attention should be given to the reporting aspects, namely documentation of the event that should include the following:

- Agenda of the meeting
- List of participant
- Minutes of the meeting
- Photographic documentation

It is important to remember that the documentation of the meetings should be produced on the common layouts/templates provided either by the Horizon 2020 programme or prepared by the project consortium, using default elements of the graphical identification – project logo, EU emblem, information on the funding programme.

## 8.2. Communication tools

Depending on the circumstances and significance of the issues to be discussed by the partnership, the internal meetings can be held remotely, via conference calls or using other web-based communication tools, such as Skype or other VoIP solutions.

The need for the conference call can be proposed by each project partner but needs to be reported to the Lead Beneficiary first.

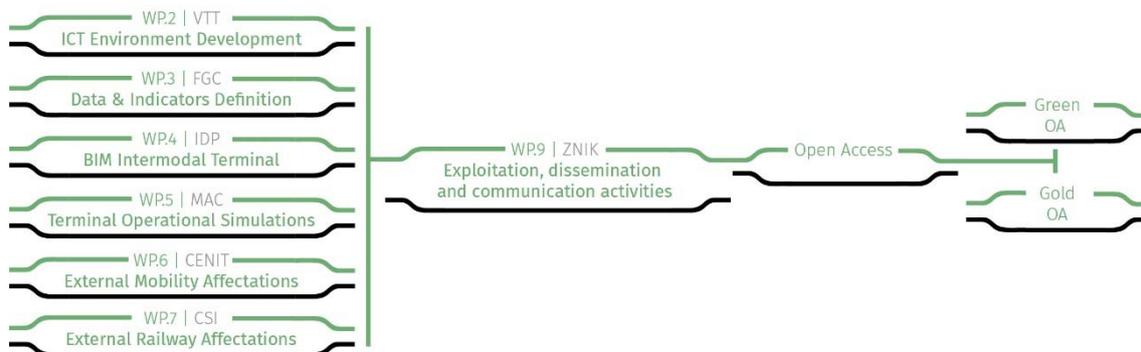
## 8.3. Granting open access to scientific publications based on the research results

According to the Grant Agreement, Article 29 “Dissemination of results – Open Access – Visibility of EU Funding”, the project partners must disseminate the results of the conducted research, unless this acts against their legitimate interests, by granting open access by appropriate means. In the case beneficiaries use scientific publications as a mean of dissemination of the result, open access to the publications must be ensured.

Regarding the peer-reviewed scientific articles, the beneficiary must as soon as possible, on the publication date at latest, deposit a machine-readable electronic copy of the published version or the accepted final peer-reviewed manuscript at the repository for scientific publications. The open access shall be granted in either way, which does not exclude another option:

- **Self-archiving (Green Open Access)** – the final version of the peer-reviewed article is archived by the researcher before, after or alongside publication time to a chosen open access repository. The access to the article may be delayed due to imposing ‘embargo period’ by a scientific publisher that may wish to sell subscriptions and charge fees for downloads within an exclusivity period. The embargo period is generally accepted and it may last 6 or 12 months in the case of social sciences and humanities.
- **Open access publishing (Gold Open Access)** – refers to the open access journals or hybrid journals that both sell subscriptions as well as grant open access to selected articles. Publishing in the mentioned journals must guarantee free-of-charge access. Fees related to securing the open access in online journals constitute an eligible cost and is a subject for reimbursement within the project duration period. After termination of the project the cost cannot be reimbursed.

Graph 4. Open access publishing scheme



Open access must be also granted, through the repositories, to the to the bibliographic metadata identifying the publication. The metadata must be in standard format and must include the following:

- the terms ["European Union (EU)" & "Horizon 2020"] ["Euratom" & Euratom research & training programme 2014-2018"]
- the name of the action, acronym and grant number
- the publication date, the length of the embargo period (if applicable) and a persistent identifier.

Purpose of the metadata is to enable easier access to the publications and ensure visibility of EU funding. Adequate reflection of EU funding in the bibliographic metadata allows proper monitoring, production of statistics and assessment of the Horizon 2020 impact.

Open access publishing is being supported by the EU via the project OPENAIRE2020 ([www.openaire2020.eu](http://www.openaire2020.eu)).

### 8.1. Intellectual property aspects

In accordance with the Grant Agreement, Article 24 – Agreement on Background, project partners must identify and agree (in writing) on the background for the action, namely data, know-how or information (tangible and intangible), including any rights such as intellectual property rights that is held by the beneficiaries before they acceded to the Agreement and is needed to implement the action or exploit the results. Article

25.2 obliges beneficiaries to provide each other free of charge access to background needed to implement their own tasks unless the beneficiary informed other partners that access to its background is subject to legal restrictions or limits, including those imposed by the rights of third parties or agreed with other partners that access would not be free of charge.

Aspects of the ownership of the results generated within the action have been the subject of the article 26 of the Grant Agreement. The articles provides terms for the ownership by two or more beneficiaries as well as rights of third parties and INEA's to protect the results.

Joint ownership of the results is possible if they jointly generated them and it is not possible to establish the respective contribution of each beneficiary or separate them for the purpose of applying for, obtaining or maintaining their protection. Beneficiaries jointly generating the results must sign the joint ownership agreement defining allocation and terms of exercise of their joint ownership. Each of the owners may grant non-exclusive licenses to third parties to exploit these results (no sub-licensing), provided that other joint owners are given an advance notice – at least 45 days as well as fair and reasonable compensation.

INEA may assume ownership of results to protect them, with the consent of the concerned project partner, if the one aims to disseminate the results, without protecting them, up to for years after the time of the project termination. Exception concerns the following cases:

- The lack of protection results from the fact that protecting is not possible, reasonable or justified (given the circumstances)
- The lack of protection results from a lack of potential for commercial or industrial exploitation, or
- The project partner intends to transfer the results to another project partner or third party in established in an EU Member State or associated country, which will protect them.

Before the dissemination activities are undertaken and unless any of the cases above applies, the concerned project partner must formally notify INEA of any reasons for refusing the consent. The consent may be refused only if the partner is able to prove that its legitimate interests would significantly suffer.

Assuming ownership of the results by INEA can also take place in the case the project partner intends to stop protecting the results or not to seek an extension of the protection up to four years since the project termination. Exception concerns the following cases:

- The protection is stopped due to lack of potential for commercial or industrial application
- An extension would not be justified given the circumstances.

Similarly to the previous case, the project partner may refuse the consent only if the one is capable of proving that its legitimate interests would suffer significant harm.