FAIR STATIONS

Future Secure and Accessible Rail Stations

Grant Agreement no.:   NUMBER 777636 — IP/ITD/CCA — IP1, IP3

Project Start Date: 01/09/2017

Project End Date: 31/08/2019

DELIVERABLE D7.1

Dissemination, Communication and Preliminary Exploitation Plan

Work Package:	WP 7
Dissemination Level:	PU
Status:	5
Leader beneficiary:	UNEW
Due date of deliverable:	30/11/2017
Actual submission date:	30/11/2017
Prepared by:	Ms Sian Evans, UNEW
	Dr Emmanuel Matsika, UNEW
Contributors:	Umberto Battista, STAM

Verified by:	Umberto Battista, STAM

Document history

Version	Date	Author(s)	Description
D1	24/10/2016	Siân Evans [UNEW]	Document initialised
D2	27/10/2016	Siân Evans [UNEW]	Document updated
D3	30/10/2016	Siân Evans [UNEW]	Document updated
D4	14/11/2016	Siân Evans [UNEW]	Document updated
D5	15/11/2016	Siân Evans [UNEW]	Document put on FAIR Stations template and revised
D6	16/11/2017	Siân Evans [UNEW]	Document updated and sent to Emmanuel Matsika for addition information and review
D7	28/11/2017	Emmanuel Matsika [UNEW]	Gaps in the document filled. The major being Preliminary Exploitation plan. Noted that very few parts needs confirming my STAM
D8	30/11/2017	Umberto Battista [STAM]	Gaps in the document filled. Document approval

The FAIR Stations project consortium

No	Partner organisation	Short Name	Country
1	STAM SRL	STAM	Italy
2	UNIVERSITY OF NEWCASTLE UPON TYNE	UNEW	United Kingdom
3	METRO DE MADRID SA	MDM	Spain
4	TECHNISCHE UNIVERSITAET WIEN	VUT	Austria
5	SIIT SOCIETA CONSORTILE PER AZIONI SIGLABILE SIIT SCPA	SIIT	Italy
6	APF SOLUCIONES DE GESTION SL	APF	Spain
7	ILUNION ACCESIBILIDAD, ESTUDIOS Y PROYECTOS S.A.	ILUNION	Spain
8	UNION INTERNATIONALE DES TRANSPORTS PUBLICS	UITP	Belgium

Disclaimer

Copyright notice

Table of Contents

Executive Summary

This report documents the set-up and the development of the FAIR STATIONS dissemination plan, which mainly covers the project website, which is deliverable D7.1 of the FAIR STATIONS project.

A website presence is an efficient and necessary dissemination tool in today's business and research environment due to its far-reaching nature, capable to reach to both a wide and targeted audiences.

The project web presence has the role to:

➢ Reach a wide variety of audiences from the public, potential stakeholders, public authorities and academia to make them aware of the FAIR STATIONS project;

➢ Heighten interest in the project;

➢ Inform readers about the progress of the project;

➢ Update interested readers on any upcoming events within the project;

➢ Link to other websites and webpages of interest.

The website will also be used as a means of storing and exchanging information and as a means of communication between the consortium partners through internal resources on the site.

The following report summarises the stages the FAIR STATIONS website will go through from design and development to content and to the finished site. The site will be continuously updated and maintained by STAM and UNEW.

List of abbreviations

PRM	Person with Reduced Mobility
PTI	Platform-Train Interface

List of figures

List of tables

1. INTRODUCTION

The Dissemination and Communication and Preliminary Exploitation Plan for the FAIR Stations project is task 7.1 in WP7 of the project and is led by the partner UNEW. The scope of the activity is to raise awareness of the project's aims and objectives and its overall progress. To facilitate this, target audiences will be defined for each activity to assess the most appropriate tool to apply and dissemination material prepared with the support of industrial partners STAM, MDM, SIIT and UITP; passenger interest group partner ILUNION and academic partner VUT.

Although a full exploitation plan is only possible at the end of the project, this deliverable presents a preliminary exploitation plan based on the expected products. Exploitable products from this project will be:

- Platform based design solution for the PTI.
- Train door system for an independent and easy access.
- Platform detection technologies for station platform height and position determination.

One outcome of this project is design for independent boarding (and alighting) of PRMs, thereby reducing train dwell time at stations and improving crowd flow. As part of T6.6, a detailed exploitation plan with a timeline will be proposed regarding how this concept could be developed from TRL3 through to TRL 9 (market).

2. DISSEMINATION AND COMMUNICATION METHODOLOGY

The methodology for the FAIR Stations Dissemination Plan is split into two distinct areas:

1. Internal dissemination activities
2. External dissemination activities

2.1 Internal dissemination activities

2.1.1 Project Branding

The project branding for the FAIR Stations project will be carried across all project and dissemination materials. This includes:

- Project documents such as deliverables and presentations
- Website, press releases, banners and promotional materials

A standard representation template for use by project Partners has been designed with the project logo considered. The logo is illustrated below in Figure 1. All project Partners are requested to use this project identity on any items they produce for dissemination purposes, in the frame of the FAIR Stations project.

Figure 1 FAIR Stations logo

The internal dissemination activities will be carried out by UNEW with partners STAM; MDM; SIIT and UITP, passenger interest group partner ILUNION and academic partner VUT. Remaining partners will also be encouraged to contribute to dissemination activities with the project and via their own internal networks.

These internal dissemination activities include:

2.1.2 On-line media

- Website
- Newsletters
- LinkedIn forum
- Targeted
  - Project brochure for the final conference event.
  - Press releases

2.1.3 Academia Targeted

- Journal publications
- Presentations at conference

2.1.4 FAIR Stations conference

A Project final Conference is to be held in M24 that will showcase the project's progress and results. There will be focus on the practical laboratory demonstrations at MDM, Madrid facility that is a key action to take results to the market place and support the project objectives. In addition there will be a show case of a virtual demonstrator of the technologies developed in the project. Participants will be given a chance to experience virtual 3D navigation inside the station environment. A conference brochure dedicated to the results of the project that will be aimed at stimulating debate amongst the delegates concerning the results of the project.

2.1.5 Stakeholders

The targeted stakeholders for the FAIR Stations project include:

- Academia;
- Research;
- Policy;
- Operators;
- Infrastructure;
- Managers;
- Passenger interest groups (PRMs included); and
- Security departments.

2.2 External dissemination activities

2.2.1 FAIR Stations Website

One of the main dissemination tools today is the internet, which can be used in diverse ways, one of which is presence through a project website. The FAIR Stations website will be set up and maintained by the partner STAM with content support from partner UNEW after securing a domain name and web space. The site will utilise open source management software such as WordPress, which is a common widely supported medium that will provide both internal and external project resources such as RSS feeds. It is anticipated that the website will carry on after the lifetime of the project. Currently, internet information about the project can be found at:

www.uitp.org/news/fairstations - https://shift2rail.org/projects/fair-stations

The design and set-up of the FAIR Stations website will go through the following stages:

- Design of the overall "corporate identity" of the FAIR Stations project (including incorporating the colours, fonts, and other distinctive elements used in the FAIR Stations logo, templates, etc.);

- Overall site design and development;

- Consideration of the website menu including main page and links to sub-pages;

- Initial content of individual web pages, in consultation with the consortium partners;

- Type of website graphics;

- Use of Public and Private (members only) areas on the site.

The project results will be continuously disseminated electronically through this medium during the whole duration of the FAIR Stations project. This report outlines the current state of the website at M3.

FAIR Stations Website Design and Development

    Overall Design

The FAIR Station project website will be designed using WordPress, a free open-source content management system based on PHP and MySQL, through Aruba Internet hosting service. This is a widely diffuse platform, providing a lot of templates and a number of plug-ins available, e.g. Google Analytics, which will be used to analyse the traffic to the website and get relevant information for the dissemination KPIs.

Before any information is committed to the site, the following aspects will be considered:

➢ How the user-interface will appear to the reader;

➢ The style and outlay of the site, which is important to how the reader navigates the site and how pages are linked;

➢ The purpose of the website;

➢ The target audience for the website;

➢ The ability to expand the site in terms of space available and the size of files and folders that may be hosted on the site.

Overall Target Audience

The FAIR Stations website will raise awareness of the project and allow the internal and external community to follow new developments and results.

Therefore, the FAIR Stations website is targeted towards Academia; Research; Policy; Operators; Infrastructure; Managers; Passenger interest groups (PRMs included); and Security departments and expects some traffic from the public.

Website template

The final website template will initially use a "Basic" theme and background: the background is white which ensures that there is enough contrast between the background and any text colour to avoid hard to read text or graphics.

The navigation menu will be on the top bar.

Wherever possible, links will be put into an article to enable the reader to easily navigate to the required information. There will also be the facility to download documents such as a leaflet/flyer or newsletter in a .pdf format.

The website template can be expanded in many ways, e.g.:

➢ By adding new visible pages on the menu bar;

➢ By adding invisible pages that lie at the back of the website and be connected to by a link on a visible page;

➢ By adding and using an additional sub-menu as a sidebar (on the left or on the right side), including widgets such as "search", "recent posts", "archives", "tags", etc.

A reasonable virtual space is required for the website to expand and develop into a sizeable site over the 24 months of the project.

Website structure and content

The website content is in UK English and will also be viewed by an audience whose first language is not English. We will therefore endeavour to keep the language simple.

The body text is in font size 14 which should agree with most screen resolutions. Text has been broken into smaller sections, using sub-headings and appropriate spacing to separate the sections. The different sized fonts and headings show the hierarchy and importance of the

topics.

Content for the website will be proofread by a member of UNEW to check:

➢ Spelling and grammar;

➢ How the pages look through another browser;

➢ The colour coding is consistent;

➢ The content for accuracy;

➢ Links are working properly;

➢ Email addresses are correct.

The initial stages of the website design involved creating a plan of the proposed web pages. There are various pages that are standard to project websites, such as:

➢ About

➢ Project Objectives

➢ Partners / Consortium

➢ Project Structure / Work Packages

➢ News

➢ Contact, etc.

Social Media

This tool can further be used to enable readers to download important information and web-based networking such as Twitter, LinkedIn and Facebook. These web-based activities also open the door to encouraging dialogues between user groups for discussion, debate and exchanges.

Impact of the Site

The impact of the site will be measured by a variety of means:

➢ Checking the meta-tags on the page and ensure that these are directing the site to the best search engines;

➢ Regular review of traffic figures for number of hits; which pages are visited more often and length of stay on each part of the site;

➢ Feedback from partners;

➢ Feedback from readers;

➢ Feedback from delegates at FAIR Stations events.

The project dissemination material, once finalised will be available via the FAIR Stations website to view and if necessary to download.

2.2.2 Presentation of FAIR Stations at external events

Any one of the project partners could use any available opportunity to make presentations that promote FAIR STATIONS. This would include events such as seminars, conferences, and exhibitions. STAM will keep a list of relevant events to the FAIR STATIONS project with input from all partners. This will be regularly updated and available to all partners in the FAIR STATIONS document repository. Any presentation will be produced on the FAIR STATIONS presentation template and recorded on SYGMA as a dissemination activity.

2.2.3 Dissemination and Communication Plan

To demonstrate the understanding and implementation of the ***Dissemination and Communication Plan*** effectively, the activities have been combined into a table summing up five constituting elements. In this way, the plan presented below in ***Table 1*** provides an overview that becomes the permanent guideline for the nominated partners involved in the Dissemination and Communication and at the same time to all project partners that according to the specific tool and channel of communication want to become actors in the plan for maximizing its effectiveness.

3. Exploitation Plan

For a project of this nature, there are two types of exploitation: first and foremost, **the project results will be exploited by policy makers and infrastructure owners and operators** who will be able to make better informed decisions about the better station design and vehicle accessibility the EU. Secondly, the project results will be directly exploited **by the FAIR stations partners**: for universities, the main focus will be on follow-up research and teaching, while the other partners involved will focus on gaining a competitive advantage through enhancing and underpinning their position on the leading edge of the market.

A full exploitation plan will be produced towards the end of the project. It contains the following:

- Identification and documentation of the main exploitable results (proposed solutions).
- Market analysis and assessment of the factors that influence their exploitation such as standardization and regulatory aspects.
- Value innovation analysis of the main results.
- Risk assessment & Overall IPR strategy and management of new knowledge delivered by the project.
- Assessment of the result's market potential and exploitation options.

During its life, FAIR Stations will develop three exploitable products namely:

- Platform based design solution for the PTI.
- Train door system for an independent and easy access.
- Platform detection technologies for station platform height and position determination.

With over 30,000 stations in Europe are affected by the need for developing, independent boarding (PTI) systems, the potential for exploitation is massive.

To move the proof of concepts from TRL 3 to TRL 9, the project will identify,

- Who will do it
- How it will be done
- Timescale
- How the activities will be funded

This section provides a preliminary exploitation plan which will identifies the above aspects be updated along the project life. Table 2 details this.

UNEW will identify and include SME and other European partners with the following roles and responsibilities:

- End-user, Infrastructure owner/manager to provide implementation advice to ensure exploitation of the results.
- Suppliers of similar technologies to the rail sector.
- Exploitation partners.
- Manufacturing partners (SMEs) for production

Partners to cover gaps not yet identified in this case, the FAIR Stations outputs would feed into the S2R CFM calls thereby having immediate exploitation by founder and associate members, in particular train manufacturers and infrastructure managers. The Project Advisory Board will have a role in determining the most appropriate exploitation routes throughout the life is this project.

4. CONCLUSIONS

The Dissemination and Communication and Preliminary Exploitation Plan for the FAIR Stations project was developed and presented in the current document. Both internal and external dissemination were discussed, including the planned activities and materials, whose scope is to raise awareness of the project's aims and objectives and its overall progress.

A preliminary exploitation plan is also presented, based on the expected products: platform based design solution for the PTI; train door system for an independent and easy access; platform detection technologies for station platform height and position determination.

Table 1- FAIR Stations Dissemination and Communication Plan

Dissemination/ Communication Tool	Timing	Work Package Objectives	Target Groups/Potential Users	Dissemination Communication Channel
FAIR Stations logo and website Logo – Month 1 Website – within 3 months of project kick-off During the life of the project	Throughout the project and after the life of the project	• To create the widest form of dissemination to the largest international audience • To make available information to both internal and external users/readers • To have a portal for storing documents and downloading documents to external audience	• Interested stakeholders • Public authorities • Academia	• Online • Multimedia
FAIR Stations website Production and publication of materials	Throughout the project	• To create the branded materials and post on the website such as, news, events, dissemination materials, publications	• Interested stakeholders • Public authorities • Academia	• Online • Multiple channels
Fair Stations **Social Media** Twitter, LinkedIn	During the lifetime of the project and beyond	• Setting up dedicated interest Groups with similar interests • Stimulate debate and share viewpoints and results with a world-wide audience	• Interested stakeholders • Interested public users	• Online • Multiple channels

		• Disseminate the project information; developments and progress in a real-time and direct way • Preparation of dissemination material for upload the social media		
Press Releases	Kick-off meeting @ M2 Project final meeting @ M24 Any others are deemed necessary	• To make readers; stakeholders and the media aware that the project has started • To ensure maximum exposure via blogs, websites and social networks – direct readership publicity	• Media • Stakeholders • Social media interest groups • Professional audiences	• Online/website • Direct to media outlets • Journals
FAIR Stations newsletters	Newsletter 1 @ M8 Newsletter 2 @ M19	• Raising awareness of the project. • Outlining on-going activities in the Work packages • Overall project progress	• Interested stakeholders • Professional audiences • Transport user groups • Service providers	• Multi media/online
FAIR Stations Participation of individual partners to **Exhibitions, Fairs Congresses, Events, Workshops,** and via **presentations** and **speeches**	During the lifetime of the project	• To have a presence at important events to create awareness and interest in the project and the ongoing tasks and activities • Engage in direct communication with target audiences at Exhibitions and Fairs	• Interested stakeholders • Professional audiences • Transport user groups • Service providers	

		• To enable engagement and facilitate real-time feedback with and from relevant professionals, internal and external stakeholders • Exploit communication channels to disseminate to other mass audiences • To deliver targeted presentations and speeches concerning the projects and its progress and achievements		
FAIR Stations Banner stand	For the lifetime of the project	• To outline the project and the aims and objectives, partners, methodology and expected outcomes	• Audiences attending workshops, exhibitions and any other events where there is a targeted audience present	• To take to exhibitions; workshops and events where the banner can be placed in a visible area
FAIR Stations Publications	During the lifetime of the project	• Articles concerning the project and progress	• Readers of specialised magazines	• Specialised newspapers concerning mobility/infrastructure/public security
FAIR Stations Final brochure	In time for the FAIR Stations Final Event	• Preparation of project final brochure including project milestones and outcomes • For distribution at the FAIR Stations Final Event to stimulate discussion and debate	• Delegates attending the Fair Stations Final Event	• Stakeholders • Academia • Research • Policy makers • Operators and infrastructure managers • Passenger interest groups • Security departments

FAIR Stations Final Conference Event	Final Conference @ M24	• Aimed to show the milestones and results achieved during the lifetime of the project • Focus given to laboratory results, animations and mathematical modelling • Targeted to give substance to the project and its results • Conclusions of the project will be presented	• Interested stakeholders • Professional audiences • Transport user groups • Service providers	• Stakeholders • Academia • Research • Policy makers • Operators and infrastructure managers • Passenger interest groups

Table 2 – Preliminary Exploitation Plan

Exploitable Product	Who will do it	How it will be done	How the activities will be funded	Time scale	Who are the beneficiaries
Platform based design solution for the PTI.	SMEs with software dissemination and manufacturing experience.	• Working in collaboration with station owners and infrastructure owners. • UNEW will identify and include SME and other European partners relevant to the product. • Guidance and inputs from project partner APF, MDM and UITP	• Follow on EC projects (any related). • Small part of a large S2R project call • Dedicated S2R project call • Internally funded by an engineering firm (such as STAM) • Direct government or EC funding. • By project beneficiaries. • National governments through PPIs.	• 2 to 3 yrs	• Station owners (from PTI design solutions). • Train operators (shorter train dwell times and increased network capacity). • Passengers, through improved crowd flows and time schedule.

| Train door system for an independent and easy access. | • SMEs with software dissemination and manufacturing experience.
• Vehicle manufacturers. | • Working in collaboration with station owners and infrastructure owners.
• UNEW will identify and include SME and other European partners relevant to the product.
• Guidance and inputs from project partner APF, MDM and UITP | • Follow on EC projects (any related).
• Small part of a large S2R project call
• Dedicated S2R project call
• Internally funded by an engineering firm (such as STAM)
• Direct government or EC funding.
• By project beneficiaries.
• National governments through PPIs. | • 3 – 5 yrs | • Train manufacturers (door access design systems).
• Train operators (shorter train dwell times and increased network capacity).
• Passengers, through improved crowd flows and time schedule. |
| Platform detection technologies for station platform height and position determination. | • SMEs with software dissemination and manufacturing experience.
• Vehicle manufacturers. | • Working in collaboration with station owners and infrastructure owners.
• UNEW will identify and include SME and other European partners relevant to the product.
• Guidance and inputs from project partner APF, MDM and UITP | • Follow on EC projects (any related).
• Small part of a large S2R project call
• Dedicated S2R project call
• Internally funded by an engineering firm (such as STAM)
• Direct government or EC funding.
• By project beneficiaries.
• National governments through PPIs. | • 1 – 3 yrs | • Station owners (from PTI design solutions).
• Train manufacturers (door access design systems).
• Train operators (shorter train dwell times and increased network capacity).
• Passengers, through improved crowd flows and time schedule. |