



# MaDe4Rail FA7

## Deliverable D1.3 Communication, Dissemination and Exploitation Plan

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## 1 Executive Summary

This document constitutes the deliverable D1.3 of the MaDe4Rail project and describes Communication, Dissemination and Exploitation Plan (CDEP). The aim of this deliverable is to provide an organisation of the different activities foreseen to be executed related to the communication, dissemination and exploitation of the general information, results and outcomes produced within the project.

The document includes the communication, dissemination and exploitation plan, which specifies and describes its project identity, target audiences, objectives and key messages, a preliminary list of the different communication and dissemination activities, the platforms to be used, and the exploitation plan for the project's results. It is important to consider that dissemination, communication and exploitation activities will be defined on a rolling basis and new activities could be defined along the way during the execution of the project.

In addition, with regards to the communication and dissemination activities, as already anticipated in D1.1: Quality Plan, a Dissemination and Communication Management Team (DCMT) has been established by the consortium to facilitate and evaluate the different activities, which are and could be of interest to the project. Details of the tasks of the DCMT and the external communication approval process including the planning, execution and monitoring steps are discussed in the succeeding sections.

Lastly, the exploitation plan of the project, which includes Key Exploitable Results (KER) already identified in the Grant Agreement, has been expounded taking into consideration its possible use and potential users.

**Keywords:** Communication Plan; Dissemination Plan, Exploitation Plan, Communication Strategy, Communication Channels, Communication and Dissemination Strategy

## 2 Abbreviations and acronyms

<b>Abbreviation/Acronym</b>	<b>Description</b>
<b>CA</b>	Consortium Agreement
<b>CDEP</b>	Communication, Dissemination and Exploitation Plan
<b>CDER</b>	Communication, Dissemination and Exploitation Report
<b>DCMT</b>	Dissemination and Communication Management Team
<b>DB NETZ</b>	Deutsche Bahn Netz
<b>DITS</b>	Development and Innovation in Transport Systems
<b>DLR</b>	Deutsches Zentrum für Luft- und Raumfahrt
<b>ETRR</b>	European Transport Research Review
<b>EU</b>	European Union
<b>FA</b>	Flagship Area
<b>FSI</b>	Ferrovie dello Stato Italiane
<b>GA</b>	Grant Agreement
<b>EU-Rail JU</b>	Europe's Rail Joint Undertaking
<b>KER</b>	Key Exploitable Result
<b>KPI</b>	Key Performance Indicator
<b>ITF</b>	Italferr
<b>MaDe4Rail</b>	Maglev-Derived Systems for Rail
<b>Maglev</b>	Magnetic levitation
<b>MAWP</b>	Multi Annual Work Programme
<b>MDS</b>	Maglev-derived System
<b>RFI</b>	Rete Ferroviaria Italiana
<b>SCNF</b>	Société Nationale des Chemins de Fer Français
<b>TRA</b>	Transport Research Arena
<b>TRV</b>	Trafikverket
<b>TU Delft</b>	Technische Universiteit Delft
<b>Uni.Eiffel</b>	Université Gustave Eiffel



<b>UPM</b>	Universidad Politécnica de Madrid
<b>WP</b>	Work Package



### 3 Background

The present document constitutes the Deliverable D1.3 “Communication, Dissemination and Exploitation Plan” in the framework of the Flagship Area (FA) 7 - Innovation on new approaches for guided transport modes as described in the EU-Rail Multi Annual Work Programme (MAWP).



## 4 Objective/Aim

The main objective of this report focusing on the Communication, Dissemination and Exploitation Plan (CDEP) is to provide a clear understanding of the communication and dissemination strategy of the MaDe4Rail project and plan of its activities, as required in the Article 17 of the Grant Agreement.

Since the project is of interest to the European Union, Railway Sector, Scientific Community, Technological Developers, and other stakeholders, the MaDe4Rail project pledged to provide and disseminate most of the results publicly. In this way, these different groups could collaborate on a future project aiming to help and improve the mobility and maintain the railway system as the backbone of transportation.

In this CDEP, the project identity and its communication goals and key messages are described. The target audience and the different communication channels identified by the Consortium are also specified. In this report, an overview of the different possible communication and dissemination activities such as participation in conferences and publication of results in different journals is provided.

As already stated in D1.1 – Quality Plan, the MaDe4Rail Consortium decided to institute a Dissemination and Communication Management Team (DCMT), which would be in charge of:

- Evaluation and approval of the contents and format of all first disclosure activities in the CDEP
- Evaluation and approval of additional dissemination and/or communication activities not included in the CDEP, as well as their contents and formats
- Assessment of the compliance of all communication and/or dissemination activities throughout the project (e.g., posters, scientific publications, presentations, etc.) with the CDEP and the Quality Plan (limited to communication and dissemination aspects)
- Liaison with the Europe's Rail Communication team and providing timely updates on the communication and dissemination activities of the project.

Hence, in this report, the members of the DCMT will be identified.

The exploitation plan of the MaDe4Rail Consortium is also described in this document, specifying the different results and outcomes that would be used for commercial, societal, and political purposes.



## 5 Communication and Dissemination Plan of MaDe4Rail

The Made4Rail project commits to carry out communication and dissemination activities to increase the impact of the results and outcomes of the project.

Communication refers to informing and promoting to citizens, stakeholders, and the media the activities and results related to the project. Meanwhile, dissemination is referred to as the public disclosure of the results by appropriate means, which has the objective of providing knowledge and research results produced within the project publicly available and free of charge. In such way, scientists, industry, public authorities, policymakers, and civil society could learn and benefit from these.

The different means to communicate and disseminate the goals, results, and outcomes of the MaDe4Rail project will be discussed and elaborated in the next sections.

### 5.1 Project Identity

The main element of the MaDe4Rail project identity is the logo created that is dedicated to and shall be present to all the communication and dissemination activities and materials related to the project. The logo has been developed to be recognised by the target groups and audience of the project.

**The logo** illustrates the name of the project “MaDe4Rail”, which stands for **Maglev-Derived Systems for Rail**, and specifies the project’s inclusion in FA7.

On the text “Rail” of the logo, a maglev-derived system (MDS) vehicle or capsule has been placed on the top part of “R”, which signifies the possibility of an MDS vehicle to be interoperable with the conventional railway infrastructure. Instead, the speed lines represent the high pace of change in the different sectors and technological advancement that affect the transportation system. Moreover, this is also interpreted as the high speed that an MDS can achieve, which is competitive to the traditional railway.



**Figure 1: MaDe4Rail Logo**



The colours used in the logo are conformant to the Graphic Guidelines of EU-Rail JU. The main colours of the EU-Rail JU are utilised to create the logo of the MaDe4Rail project. In particular, the colours utilised are #1A213D and #97c233, as specified in the figure below. Moreover, the other colours present in the logo are within the gradient of Shift Blue and Shift Green.



**Figure 2: Official Colours of the Europe's Rail Logo**

The colours utilised for the logo of the project follow the same sequence of the EU-Rail JU logo. It must be noted that green has also been adopted in "Rail" to promote the idea of "Green Rail" system.

**The standard font** recommended by the EU-Rail JU is Open Sans, which should be used in all written communications, as it is considered as a "web safe" font. Hence, it can be utilised in newsletters, Microsoft Office documents, and other communication and dissemination materials.

**The templates for documents and presentations**, more specifically, the deliverable template and the presentation template have been prepared by the EU-Rail JU. These templates are provided to all the partners and are available in the Microsoft Sharepoint Folder of the project. In addition, these documents are updated as these already include some details described above such as the project logo and as well as the Grant Agreement number of the project.

All the templates, logos, and guidelines stated previously are available and downloadable in the Microsoft Sharepoint.

## 5.2 Communication and Dissemination Objectives and Key Messages

The communication and dissemination strategy of the MaDe4Rail project intends to create



understanding in the general public of the project's objectives, results, and milestones; and to obtain visibility of the project's strategic importance in the future of transportation and sustainability in the European Union (EU). The CDEP also aims to connect with relevant stakeholders from the early stages of the project and to involve them in all activities regarding MaDe4Rail and the FA7.

The main goals within the MaDe4Rail Communication and Dissemination strategy include:

- Institution of clear channels for communication with citizens, stakeholders, and the media
- Highlighting of the strategic importance of the MaDe4Rail project in the European context
- Engagement of relevant stakeholders in the project's activities
- Diffusion of the knowledge obtained by the project's results
- Boost of acceptance of the project's outcomes to European regulatory bodies, and key stakeholders of the European railway sectors.
- Creation of a community of scientists, industry, authorities, policy makers and other stakeholders that can use the project's results to move forward towards the next generation of guided transportation systems.

A clear, effective, and unified communication and dissemination strategy for all consortium participants is key to reach the goals of the project and to provide high quality results to the public.

The communication and dissemination strategy of the MaDe4Rail project is based on three key messages:

1. MaDe4Rail looks towards the future of transportation: This message weighs on the importance of research and development on innovative technologies – such as MDS – for the railway transportation system, that could be able to shape the future of mobility setting railway as the backbone of a multimodal, sustainable in the long term and efficient mobility for passengers and freight across Europe.
2. The MaDe4Rail project is funded by the European Union: This brings an obligation to use the resources responsibly and provide results to move forward towards consolidating an efficient and sustainable single European mobility network and towards reaching the European Green Deal objectives.
3. MaDe4Rail brings together the European transportation sector: Diverse actors from the sector - including infrastructure managers, transport authorities, engineering and consultancy companies, technological developers, research centres and universities - are coming together to develop the next generation of railway-based transportation

systems. The MaDe4Rail project addresses general interests of all the involved partners, and thus, the sector works together in unity to reach the goals set up for the project.

## 5.3 Stakeholder Mapping and target audience

stakeholder identification and mapping are critical components of the communication and dissemination strategy for the MaDe4Rail project. Identifying and understanding the key stakeholders is essential to communicate the project's outcomes effectively, ensuring that the right messages reach the right audiences. This subchapter presents the approach for stakeholder mapping, detailing the identification process, categorization and engagement strategies for stakeholders.

### 5.3.1 Identification of Stakeholders

The first step in stakeholder mapping involves identifying individuals, groups, and organizations that may have an interest or are affected by the MaDe4Rail project. These stakeholders can be internal, such as consortium partners, or external, including industry partners, policy makers, and the general public. The following categories have been identified as key stakeholders:

- **Consortium Partners:** Members of the MaDe4Rail project consortium, including research centres, universities, infrastructure managers, transportation authorities and technology developers.
- **European Union Bodies:** Including the European Commission, EU-Rail JU, and other EU regulatory and funding bodies.
- **Industry Partners:** Companies and organizations involved in railway technology, infrastructure, and transportation services.
- **Policy Makers:** Government officials and regulatory bodies responsible for transportation policies and regulations.
- **Scientific Community:** Researchers and academic institutions working in the fields of transportation, engineering, and sustainability.
- **General Public:** Citizens and media who are interested in the advancements and impacts of the MaDe4Rail project.
- **Other Stakeholders:** Includes transportation authorities, associations, technology developers, and enablers.

### 5.3.2 Categorization of Stakeholders

After the initial identification, stakeholders have been categorized based on their possible level of interest and influence over the MaDe4Rail project. This categorization helps to define effective engagement methods and communication strategies. The categories include:

- **High Influence, High Interest:** These stakeholders have significant power and a high level of interest in the project. They include consortium partners, EU bodies, and key industry players. Regular and detailed communication is essential for this group.
- **High Influence, Low Interest:** These stakeholders have significant power but may not be highly interested in the project's day-to-day activities. Policy makers and some industry players are included in this category. Strategic updates and occasional detailed communication are the activities defined for this group.
- **Low Influence, High Interest:** These stakeholders have a high level of interest but limited power to affect the project. The scientific community and some members of the general public are included. Regular updates and engagement through workshops and publications are important activities for this group.
- **Low Influence, Low Interest:** These stakeholders have limited power and interest in the project. They include broad segments of the general public and other industry players. General information and high-level updates are sufficient for this group.

### 5.3.3 Stakeholder Engagement Strategies

Some effective engagement strategies for stakeholders have been defined, as they are essential to maintain stakeholder interest and support throughout the MaDe4Rail project. The following strategies are specified to the different stakeholder categories and are detailed in the following chapters:

- **Consortium Partners:** Regular meetings, detailed project updates, collaborative workshops, collaborative workspace.
- **European Union Bodies:** deliverables, reports, articles, presentations at EU-sponsored events.
- **Industry Partners:** Workshops, presentations and demonstrators, other joint development initiatives.
- **Policy Makers:** Workshops, conferences and articles.
- **Scientific Community:** Publication of research results in magazines or peer reviewed journals, presentations at academic conferences, collaborative research opportunities.
- **General Public:** Media releases, social media updates, presentations and demonstrators, informative webpage content.
- **Other Stakeholders:** Newsletters, news outlets, emails, invitation to workshops relevant to their interests.

## 5.4 Plan of Activities

The MaDe4Rail project will utilise different communication channels to inform and promote its



activities and results to its target audience. It must be noted that the target audience differ depending on the medium of communication to be used. Moreover, the amount of information to be communicated also varies on the capacity of the medium. Therefore, the information to be transmitted to the target audience must be well thought to convey the message clearly, effectively, and efficiently.

The use of variety of communication means also help to spread the information regarding the project to a wider range of audience. In this way, the MaDe4Rail consortium can engage with different stakeholders such as industry partners and policy makers, attract the experts, innovators, and academia, raise awareness of how the public money is spent and show the success of European Collaboration (European Union, 2023).

### 5.4.1 Time scheduling of the activities

The different communication and dissemination activities have been proposed by the Consortium Members of the MaDe4Rail project. The planning and scheduling of these activities has been defined considering the objectives and deadlines of the Project and the Work Packages (WPs) included in it.

The kick-off meeting in July 2023 has been planned and hosted by RFI, the project coordinator. It marked the first communication activity at the beginning of the project. Throughout the project development phase, different workshops have been organised, wherein various experts have been invited and have participated allowing for the dissemination of project results and the provision of feedback from external stakeholders. These served as an input in executing various activities related to different WPs. During this phase, other communication and dissemination activities have been completed including participation at conferences, articles, news outlets, social media posts and presentations.

The remaining activities will be concentrated at the end of the project, when the results are ready, allowing for comprehensive communication and dissemination. These activities will include a final event with a conference to present the project outcomes at InnoTrans, a demonstrator of the MDS technologies and an interactive module for presenting project results also showcased at InnoTrans, the production of scientific peer-reviewed papers, and additional participation in conferences and presentations.

Other communication and dissemination means are structured depending on the details and requests of the events and publications, taking into consideration the deadlines set by the DCMT. In the next paragraphs, the different media foreseen to be used in the project are discussed and the different target groups are specified.



## 5.4.2 Webpage

A webpage will be created for the MaDe4Rail project, which shall act as the main and basic source of information regarding the project and its activities. The webpage shall contain the key project information, its objectives, and upcoming events organised by the consortium and furnish updates regarding the progress of the activities foreseen, through the publication of the results and deliverables, wherein most of these shall be available to the public. This medium will also show the different organisations and companies involved in the project.

The Project Coordinator (RFI) will provide the webpage dedicated to the MaDe4Rail Project within its own website. Such webpage will also be linked within the EU-Rail website under the EU-Rail Projects.

The publication of the deliverables with public dissemination level in the webpage will represent, in most cases, the first disclosure of the project's results, unless another dissemination activity is specifically organized for such purpose. The visitors and interested parties can navigate independently the webpage and select the information they are interested in. The publication of the deliverables will also be communicated to the EU-Rail Project Officer for the dissemination on the EU-Rail website and newsletter.

## 5.4.3 Other Communication Means

As already stated in the Grant Agreement, the MaDe4Rail project aims to utilise different means of communication to different target groups, as specified in Table 1, such as emails, press releases, newsletters, social media and website, and workshops.

**Table 1. Foreseen communication measures and activities.**

<b>COMMUNICATION MEASURES AND ACTIVITIES</b>		
<b>Instruments</b>	<b>Description</b>	<b>Target Groups</b>
Emails	<p>Email is the simplest medium to interact with different target groups/individuals.</p> <p>Emails will be sent on a weekly basis, mainly to consortium partners, to provide updates regarding the progress of the project.</p> <p>It must be noted that emails must be written efficiently yet briefly, containing all the most important</p>	<ul style="list-style-type: none"> <li>• Consortium partners and stakeholders</li> <li>• Other FAs from EU-Rail participants</li> <li>• Policy makers</li> <li>• Railway and transportation authorities</li> <li>• Transportation associations</li> <li>• Technology</li> </ul>

	<p>information, to convey the message or the need effectively and consequently, to receive a quick response and/or feedback from the target group, if needed.</p>	<p>developers and enablers</p> <ul style="list-style-type: none"> <li>• Academia</li> </ul>
Press releases	<p>The press release shall contain official statements from the consortium regarding the project, may it be relative to the successful execution of activities and positive results or a fruitful event organised by the consortium.</p> <p>European Commission also provided some tools that can be utilised by the consortium to publish news and articles such as:</p> <ul style="list-style-type: none"> <li>• Horizon Magazine</li> <li>• CORDIS</li> <li>• Research and Innovation success stories</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• Policy makers</li> <li>• Stakeholders</li> <li>• Railway and transportation authorities</li> <li>• Transportation associations</li> <li>• General public</li> </ul>
Newsletters	<p>The subscription to the newsletter can be done through the MaDe4Rail webpage.</p> <p>The newsletter is the medium used to update its target audience regularly regarding the progress of activities within the project (e.g., what is currently being worked on, what has been recently done, what is expected in the next period, etc.), which will be sent at least once given the duration of the project. Moreover, it is a way to involve the different target audience in other events organised by the consortium.</p>	
Social media and website	<p>The consortium will use the social media to give continuous updates regarding the project and to provide visibility to the project to its target</p>	

	<p>audience.</p> <p>Updates will be posted on the social media accounts of the Partners and the project webpage. The frequency of the publication of posts will depend on the updates related to the project (e.g., presentation of the results on conferences and other events). All Partners (i.e., beneficiaries and affiliated entities) and EU-Rail will be tagged on each post on the social media accounts.</p> <p>The aim of spreading information through social media is to connect with railway industry experts and public in the easiest way.</p> <p>The project collaborators can share information to their professional network, generate interest regarding the technology and most importantly, on the project, and demonstrate their own affiliation with and contribution to the project.</p>	
Workshops	<p>The consortium will organise at least 5 workshops to bring together experts in the industry that could contribute to the development of the project.</p> <p>The exact number of workshops organised depends on the purpose and target audience of the event and the participants adherence.</p> <p>Through these workshops, the consortium will:</p> <ul style="list-style-type: none"> <li>• promote the goals and activities of the project to the stakeholders outside the consortium</li> <li>• brainstorm with different actors regarding the feasibility,</li> </ul>	<ul style="list-style-type: none"> <li>• Policy makers</li> <li>• Stakeholders</li> <li>• Railway and transportation authorities</li> <li>• Transportation associations</li> <li>• Technology developers and enablers</li> <li>• Academia</li> </ul>

	<p>benefits, and other aspects of the different systems investigated within the project and,</p> <ul style="list-style-type: none"> <li>• exchange ideas with the experts regarding relevant issues in the field of transportation that could be addressed by the technology/ies being analysed.</li> </ul>	
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#### 5.4.4 Dissemination Activities

The different dissemination means are specified in the Grant Agreement, which include the publication of articles in transportation community and magazines and scientific articles and as well as presentation in workshops and conferences. In this CDEP, specified in Table 2, more details are provided on the different possible events and activities that wherein the MaDe4Rail consortium can participate.

Moreover, the consortium will organise the **MaDe4Rail Final Event**, which will be held during the InnoTrans: International Trade Fair for Transport Technology event in Berlin, Germany by the end of September 2024, to present all the results of the project, which shall be open to the public. Invitations will be sent out to the key players in the industry and relevant stakeholders to reach a wide range of audience. Such conference, through the showcasing of a demonstrator of the maglev technologies that are being analysed within the project, an interactive module for the presentation of project results, conferences and presentations, feedback collection, networking with participants of the event, etc., aims to:

- Engage and discuss with other stakeholders the results of the project;
- Collect the feedback of the key players and stakeholders regarding the feasibility, benefits, and other aspects of the system, which could help improve the development of technology;
- Understand the potential of the system with other stakeholders and possibly, organise a future collaboration with interested parties.

**Table 2. Foreseen dissemination measures and activities.**

<b>DISSEMINATION MEASURES AND ACTIVITIES</b>		
<b>Instruments<sup>1</sup></b>	<b>Example of Relevant Events and Journals</b>	<b>Target Groups</b>
Articles in transportation community and professional association magazines	<ul style="list-style-type: none"> <li>• Ingegneria Ferroviaria (in Italian and English languages)</li> <li>• Journal of Rail Transport Planning and Management</li> </ul>	<ul style="list-style-type: none"> <li>• Technology developers</li> <li>• Transportation authorities and associations</li> <li>• Policy makers</li> <li>• Railway and transportation community</li> <li>• Stakeholders</li> <li>• Scientific community</li> <li>• General public</li> </ul>
Scientific articles in peer reviewed journals	<ul style="list-style-type: none"> <li>• European Transport Research Review (ETRR)</li> </ul>	
Presentations of results (e.g., PowerPoint, interactive module, demonstrator, etc.) of the activities of the project at third-party workshops and conferences	<ul style="list-style-type: none"> <li>• TRA 2024: Transport Research Arena               <ul style="list-style-type: none"> <li>◦ Date and location: 15<sup>th</sup> to 18<sup>th</sup> of April 2024 in Dublin, Ireland</li> </ul> </li> <li>• KTH Railway Group Seminars               <ul style="list-style-type: none"> <li>◦ Date and location: Quarterly (Q1 of 2024) in Stockholm, Sweden</li> </ul> </li> <li>• CETRA 2024: 8<sup>th</sup> International Conference on Road and Rail Infrastructure               <ul style="list-style-type: none"> <li>◦ Date and location: 15<sup>th</sup> to 17<sup>th</sup> of May 2024 in Cavtat, Croatia</li> <li>◦ Deadline of abstract: 22<sup>nd</sup> of December 2023</li> </ul> </li> <li>• Maglev 2024               <ul style="list-style-type: none"> <li>◦ Date and location: 18<sup>th</sup> to 21<sup>st</sup> of September 2024 in Malmo, Sweden</li> </ul> </li> <li>• InnoTrans 2024</li> </ul>	

<sup>1</sup> Number of articles and presentations is specified in the Grant Agreement.

	<ul style="list-style-type: none"><li>o Date and location: 24<sup>th</sup> to 27<sup>th</sup> of September 2024 in Berlin, Germany</li></ul>	
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## 5.5 Compliance with the official requirements regarding Communication and Dissemination

With regards to the communication and dissemination activities, requirements have been provided by EU-Rail, specifically in the Grant Agreement. Additional conditions agreed among Consortium Members are specified in the succeeding paragraphs.

### 5.5.1 Dissemination and Communication Management Team (DCMT)

As already anticipated in D1.1: Quality Plan, the project decided to institute a Dissemination and Communication Management Team (DCMT). Each Partner will nominate a member of the DCMT from its organisation. As of the moment, there are 14 members of the DCMT coming from 10 organisations involved in the MaDe4Rail project, including the Beneficiaries, Affiliated Entities and Associated Partner. Any changes related to the DCMT, whether related to the list of members or the tasks to be executed, will be adapted and implemented. Hence, if necessary, this deliverable will be updated as well.

As stated in D1.1: Quality Plan, the DCMT will oversee the following tasks:

- Evaluation and approval of the contents and format of all first disclosure activities included in the CDEP.
- Evaluation and approval of additional dissemination and/or communication activities not included in the CDEP, as well as their contents and formats.
- Assessment of the compliance of all communication and/or dissemination activities throughout the project (e.g., posters, scientific publications, presentations, etc.) with the CDEP and the Quality Plan (limited to communication and dissemination aspects).
- Liaison with the Europe's Rail Communication team and providing timely updates on the communication and dissemination activities of the project.
- Participation in the meetings organised by Europe's Rail Communication team and update the dedicated 'dissemination plan' excel file in Microsoft teams.

The DCMT, therefore, will ensure the publication and/or presentation of high quality and complete materials.



## 5.5.2 Partners' Roles and Responsibilities

The communication and dissemination activities are managed efficiently considering the expertise and experiences of the different partners of the Consortium from different sectors and different countries.

Research Centres and Universities, along with the DCMT and the Project Coordinator, are taking the lead in the production of the articles, publication of scientific papers and participation to different conferences to present the results of the activities of the project.

Meanwhile, Technological Developers, Infrastructure Managers and Transport Authorities, and Engineering and Consultancy Companies proposed the different events and conferences wherein the Consortium could take part and disseminate the results of the project.

All Consortium members shared their knowledge and experiences in making the communication and dissemination activities reach vast audience within and outside Europe, contribute to the progress and development of the technology and provide impact and engage possible stakeholders.

In any case, all members of the consortium will be informed of the communication and dissemination activities in order to nurture internal debate within the consortium and, in so doing, increase the quality of the activities dealt with therein.

## 5.6 Planning, Execution and Monitoring of Activities

As mentioned above, the dissemination and communication activities are of key importance in order to ensure the compliance of the project's objectives. The DCMT will accompany and support all the foreseen dissemination and communication activities, ensuring that they are compliant with the objectives and key messages of the CDEP (see section 5.2).

As already mentioned in the Deliverable D1.1: Quality Plan, the first disclosure of the project's results is foreseen to take place with the deliverables that have public dissemination level and that will be published on the project's webpage, as well as in events specifically defined for the first disclosure of project's results, with the participation of the whole consortium or where the Project Coordinator will act as representative.

Second disclosure of the project's results will take place through dissemination and communication activities that will be carried out by the partners of the consortium and distributed and posted in different EU-Rail Channels, and that will also be accompanied by the DCMT from the planning stage. The partners can use all the contents and materials released in the first disclosure to prepare the second disclosure activities.

The Quality Plan also set that all activities planned for the dissemination and communication of the project's results should follow the 3 steps of the external publications and dissemination activities approval process: Planning, Execution and Monitoring. The process, defined in the Quality Plan, is set to ensure the highest quality of outputs in terms of contents and presentation. The three steps are defined in this section.

### 5.6.1 Planning

The dissemination and communication activities of MaDe4Rail will be planned on a continuous basis during and after the duration of the project. The planning of the activities is key to achieve the best quality of contents and presentation, and to ensure that the objectives of the CDEP are being achieved.

Each partner is free to propose to the DCMT any dissemination and/or communication activity based on the first disclosure materials that have been produced by the project (e.g., deliverables and presentations) and will be in charge of providing the detailed planning of the activity to the DCMT for their evaluation.

The detailed plan of the communication or dissemination activity should contain at least the following information:

- Description of the activity that is being planned, the related context (i.e., description of the conference, congress, or publication) and the specific contents of the MaDe4Rail project that will be included (related WPs or deliverables).
- Scheduling of the activity, including all relevant timestamps like the date of submission of contents when applicable, actual dates of the event or publication, etc.
- Location of the activity (if applicable)
- Description of the target audience that is aimed to be reached with the activity.
- Information about the authors or people that will represent the Consortium at the activity.
- Description of how the objectives and key messages of the communication and dissemination strategy will be addressed
- Definition of the Key Performance Indicator/s (KPIs) to monitor the activity's impact (see section 5.6.3)

The process defined in the Quality Plan, sets that the detailed plan of all activities must be presented to the DCMT at least one month before the activity takes place or the materials must be submitted. The DCMT will decide if the proposed plan is concordant with the objectives of the CDEP and the interests of the consortium and of the EU-Rail JU. The DCMT will respond with



an approval or rejection of the activity to the interested partner no later than 3 weeks before the date of submission/execution. A lack of response from the DCMT in the established timeframe will signify an implicit approval of the activity.

## 5.6.2 Execution

After the approval of the plan, the interested partner will produce the contents for the dissemination or communication activity. The MaDe4Rail project requires that all materials related to the communication and dissemination activities have high quality standards in terms of content, meaning that the information must be in complete accordance with the project results and deliverables; and also, in terms of presentation, meaning that the materials should be attractive and adapted to fit the target audience and the communication/dissemination channels.

The DCMT will oversee the review of the contents of the dissemination/ communication activity, ensuring the quality of the materials and the fulfilling of the CDEP objectives. The DCMT will also accompany the execution of the activity, providing all necessary information regarding the project's results, and providing the appropriate templates and style guides. Official publications of MaDe4Rail, such as project presentations or press releases should also be approved by the DCMT.

As set in the Quality Plan, the interested partner must submit the contents and/or materials for the dissemination or communication activity no later than 2 weeks prior to the date of submission/presentation. The DCMT must provide a reply no later than 1 week before, approving or rejecting the submission. A lack of response from the DCMT in the established timeframe will signify an implicit approval of the contents/materials.

## 5.6.3 Monitoring

As set in the Quality Plan, the interested partner will also be in charge of monitoring the impact of the activity and documenting it. A summary of the monitoring of all dissemination and communication activities will be included in the deliverable D1.4: Communication, Dissemination and Exploitation Report (CDER) due in month 12.

A document will be provided in the Communication, Dissemination and Exploitation shared folder inside the Work Package (WP) 1 channel to keep track of the planning and execution of all dissemination and communication activities related to the MaDe4Rail project. All interested partners should keep track of all activities in the file, including all relevant information regarding the activity such as description, location, responsible partner, status, etc.

Additionally, the interested partner should define at least one KPI to measure the performance



of the activity in terms of the impact it has on the defined target audience. An effective monitoring of the communication and dissemination activities through indicators will allow to evaluate the MaDe4Rail project's communication and dissemination strategy, and the results will define along the way if it should be confirmed or reevaluated. A successful communication and dissemination strategy will also allow for the engagement of stakeholders and thus facilitate the exploitation of the results.

The KPIs defined to measure the impact of each dissemination or communication activity could include (but are not limited to) the following:

- Number of visits
- Number of subscribers or followers
- Number of views on a video
- Rate of new visitors
- Number of interactions
- Engagement rate
- Number of messages or responses received

## 6 Exploitation Plan of MaDe4Rail

The MaDe4Rail project aims to progress in the development of MDS and its subsystems. One way to achieve this is through the exploitation of results, which refers to the “use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities”, according to the Grant Agreement.

Therefore, the results and outcomes of the project could be used as a basis for their further and deeper analysis and future demonstration until its eventual commercialisation and implementation. The foreseen exploitation activities of the MaDe4Rail project’s results are aimed to:

- Interact with other EU-Rail projects and initiatives such as FP1: MOTIONAL, FP2: R2DATO, FP3: IAM4RAIL, FP5: TRANS4M-R, and FP6: FUTURE, and engage partners and stakeholders related to the System Pillar and the other FAs of the Innovation Pillar.
- Contribute to the creation of open-source projects providing access to the project’s results and framework.
- Build a community and raise awareness on the importance of MDS for the future of transportation and sustainability in the EU.
- Promote knowledge transfer from academia and technology developers to industry.
- design, preparation and construction of demonstrators to test technologies, subsystems and overall MDS.

Table 3 summarises the different Key Exploitable Results (KER), already identified in the Grant Agreement, that could be obtained from the project, taking into consideration the main outcomes of the activities of each WP.

For this Exploitation Plan, the KERs already identified have been provided with further details such as the possible use of the KERs and its potential users within and outside of the Consortium. The deliverable D1.4 (CDER), will also include an overview of the progress of the foreseen exploitation activities.

This document presents an initial approach to the expected KERs that will come from the MaDe4Rail project’s outcomes. As the results of the project start to be produced, new forms or methods of exploitation might be identified, and the exploitation plan will be updated accordingly.

**Table 3. Key Exploitable Results for the MaDe4Rail project.**

KER no.	Key Exploitable Result (KER)	Related WP	Lead Partner	Description/Background	Potential Users and Its Possible Use
1	Benchmark and description of traditional maglev in commercial operations or under development and innovative MDS	WP2	DITS	Provide calculation schemes, existing prototype test-results on performance indicators (e.g., force, acceleration, etc.) to be benchmarked with other existing or in development systems	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> The KER can be used to plan specific research and development projects based on the state-of-the-art and comparison with other technologies under development.</li> <li>• <b>Industry:</b> The KER could be used to analyse possible technologies, systems and subsystems that could be produced to support the research and development of the MDS and provide specific solutions to the technology providers.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> The KER could provide an overview of the state of different technologies and define strategic planning scenarios for network and service development, considering the plausible deployment of new innovative transportation systems.</li> <li>• <b>Researchers:</b> The KER could be used as a reference of the state-of-the-art of traditional maglev and MDS, including its subsystems and components, if available, for further research and development of MDS.</li> </ul>

2	Specification of subsystems and technologies and their TRL	WP2	DITS	Existing prototype specification of magnetic levitation system in existing railways, that will be part of the to be assessed technologies. Contribution with extensive knowledge and experience in technology and subsystem specification.	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> This KER could provide an overview of the different technologies available for a certain subsystem and its TRL. Therefore, this could support in the evaluating and selecting the most applicable and feasible technology/ies for the MDS or subsystems that it is developing. Tech providers could also use the KER to contribute to the definition of new standards for railways based on the development of MDS technologies that could be imported to enhance the existing railway transportation systems.</li> <li>• <b>Industry:</b> This KER could provide an overview of the different subsystems and technologies, which would need further development. Therefore, these could be studied and tested further by the industry to increase its TRL.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> This KER could provide an overview of the possible subsystems and technologies of the MDS that could be compatible to the traditional railway system; therefore, could be imported back to the latter. The IM could thus also contribute to the definition of new standards for railways based on the development of the MDS subsystems/technologies that could be imported.</li> </ul>
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					<ul style="list-style-type: none"> <li>• <b>Researchers:</b> This KER could provide an overview of the different subsystems and technologies, which would need further studies.</li> </ul>
3	Risk analysis of MDS and identification of needs for standardisation on safety and security	WP3	Uni. Eiffel	Existing test track, full-scale on conventional rail and therefore already plenty considerations on risks. Cooperations with leading railways, e.g., RFI, DB Netz, SNCF analysing blockers for implementation of MDS within rails.	<ul style="list-style-type: none"> <li>• <b>Technology providers and Industry:</b> The KER would provide an overview of the different risks relative to the different subsystems of MDS and therefore, would help facilitate their future certification and technical acceptance processes, considering the technological maturity of the solutions. The identification of safety requirements would also serve as an input for the design and construction of MDS and/or its subsystems.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> The KER would provide an overview of the different hazardous scenarios and risk control measures, if available, and the identification of needs for standardisation would also give an idea on the system's time to market. Both would be necessary to evaluate its possible implementation and commercialisation in the network. In addition, this KER could provide support in working in different international standardisation bodies to accelerate the introduction of MDS in the market.</li> <li>• <b>Researchers:</b> The KER could provide a basis for further research and development regarding the safety aspects</li> </ul>

					<p>of the MDS and an overview of the standards needed to implement and commercialise MDS. Moreover, this KER could also support the researchers in evaluating different possible methodologies to assess the risks in transport systems.</p> <ul style="list-style-type: none"> <li>• <b>Public authorities:</b> This KER would provide an overview of the risks of different hazardous scenarios and the control measures to manage them. These would help in evaluating whether to adopt such system or not in a certain city/town, taking into consideration its costs and benefits.</li> <li>• <b>Policy makers:</b> This KER would provide an overview of the standards and regulations necessary to be updated and to be created in order to implement and commercialise MDS.</li> <li>• <b>Civil society:</b> This KER would provide information and awareness to the society regarding the risks related to the MDS. Therefore, the public could evaluate their views and choices related to such MDS.</li> </ul>
4	Definition of a common system architecture for MDS	WP2	DITS	Existing system architecture be able to propose a base for the MDS common system architecture, based on its functional building block architecture for MagRail.	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> This KER could serve as a basis for its possible demonstration and consequently, future implementation, and for research and development activities based on the breakdown of technologies and subsystems.</li> </ul>

					<ul style="list-style-type: none"> <li>• <b>Industry:</b> The KER would provide a reference to understand the different components and subsystems necessary for an MDS, wherein the industry could contribute to its development.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> This KER will provide an overview regarding the different interfaces between the different subsystems and components of MDS. Therefore, this would help in understanding and defining the responsible actors that would manage the responsibilities related to these subsystems and components.</li> <li>• <b>Researchers:</b> This KER would provide a baseline for the research regarding MDS, their technologies and subsystems, and could lead to new studies regarding the systems, subsystems and their interaction/interfaces.</li> </ul>
5	Technical and economic feasibility studies of EU use cases	WP7	RFI	<p>Technical and economic feasibility studies for specific railway use cases with RFI, Deutsche Bahn, Duisport, etc. – both on freight and passenger transport. The use case frameworks and workshop designs will be used within the project, as well as the intense railway network to be included</p>	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> This KER could provide data on the feasibility of the MDS on certain use cases and could be used as a reference for further studies and analysis to assess the impact of the MDS on the areas of interest. Therefore, technology providers could evaluate the possible demonstration of the MDS in analysed areas. Moreover, using this KER, it would be possible to identify</li> </ul>

				<p>in the joint railway industry use case workshops</p>	<p>additional feasible projects in Europe, considering the characteristics of the use cases analysed in the feasibility study, which could also boost possible stakeholder engagement.</p> <ul style="list-style-type: none"> <li>• <b>Industry:</b> The KER could provide information regarding the technologies and subsystems that need further development to achieve higher TRL.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> This KER could be used as a basis for the possible demonstration and consequently, future implementation of the MDS. Moreover, these could also be used to support in defining strategic planning scenarios considering the plausible deployment of new innovative transportation systems.</li> <li>• <b>Researchers:</b> This KER could provide an input for the further studies and analysis of MDS to understand in which context they are more applicable and beneficial to. Moreover, it could be used to identify the different aspects of the MDS that need improvement and further development.</li> <li>• <b>Public authorities:</b> This KER, considering the different use cases analysed, could be used to assess in which context it could be more applicable and beneficial.</li> <li>• <b>Policy makers:</b> This KER could be used as a basis/reference for the creation of new standards and</li> </ul>
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					<p>updating of the relevant existing standards related to safety and security of the system and its users.</p> <ul style="list-style-type: none"> <li>• <b>Civil society:</b> This KER could provide information and awareness regarding the advantages and disadvantages that the MDS could bring to the society; therefore, these could influence the (modal) choices of the potential users.</li> </ul>
6	Roadmap for implementation of MDS in the EU	WP7	RFI	Market knowledge already a database on applicable use cases and locations under development that will be used for the project.	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> This KER could be used as a reference to further study and analyse the use cases of the MDS identified within the project and eventually, collaborate with different stakeholders in a certain area for the future demonstration and implementation.</li> <li>• <b>Industry:</b> This KER could be used to define strategies and business plans related to the research and development of MDS and its subsystems that are planned to be introduced in Europe.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> The roadmap could be used as a reference to provide an overview of the possible implementation of the use cases of the MDS identified within the project, taking into consideration their feasibility and scalability, also considering the participation and engagement in the definition of</li> </ul>

					<p>strategic planning scenarios along with public authorities and other relevant stakeholders.</p> <ul style="list-style-type: none"> <li>• <b>Researchers:</b> This KER could be used by researchers to understand in which areas further research and development activities are to be performed in order to reach the foreseen developments at the expected times. The KER could also be used to research the impact of transportation systems in terms of social, economic and environmental effects and other related externalities.</li> <li>• <b>Public authorities and Policy makers:</b> This KER could be used as a reference to provide an overview of the possible implementation of the use cases of the MDS identified within the project, which are of interest to a certain area of their jurisdiction. Therefore, considering the potential of the MDS as well as its feasibility and scalability, such project could be inserted in the strategic planning of a region/city/town, considering also the required evaluations in terms of financing, regulation, standardization and additional authorizations or permits from other relevant public bodies. The KER could also be used to research the impact of transportation systems in terms of social, economic and environmental effects and other related externalities.</li> <li>• <b>Civil society:</b> The roadmap could increase the awareness of the civil society related to the different</li> </ul>
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					innovative solutions that could be adopted in different regions/cities/towns in Europe.
7	Design concept of the vehicle subsystem of a MDS and design of a prototype of a sample vehicle for a MDS use case	WP8	GESTE	Several prototypes of maglev-derived vehicles for their own testing and R&D purposes, the experience and know-how will contribute to the project vehicle design.	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> This KER could be used to verify the different components that must be present in the vehicle and consequently, improve the proposed solution of the technology providers of MDS. Moreover, the results could also help in identifying the different components that need further demonstrations. Lastly, it could also be used as a basis for further research and development of MDS and its subsystems.</li> <li>• <b>Industry:</b> This KER could be used by to have an overview and to understand the different components of the vehicle subsystem. Therefore, the industry could develop and propose different solutions related to the vehicle subsystem.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration :</b> The KER could provide as a basis to the infrastructure managers and transport operators and administration if such solution could circulate in the existing railway infrastructure or if such solution could be adopted on its mobility network. Moreover, the KER would provide an idea of the cost and magnitude of possible acquisition and/or retrofit of vehicles.</li> </ul>

					<ul style="list-style-type: none"> <li>• <b>Researchers:</b> This KER could be used to verify the different components that must be present in the vehicle and identify the components that still needs further study and development.</li> </ul>
8	Technology readiness assessment and (generalised) use case analysis using IRONLEV levitation - results and data	WP6 WP7	UPM RFI	The performed several preliminary FEA analyses, cost impact evaluation and has already built prototypes and products based on magnetic levitation technology of IRONLEV could contribute to the technology readiness assessment of the different MDS in WP6 and eventually, if selected, these data could be used for further analysis of the use cases in WP7.	<ul style="list-style-type: none"> <li>• <b>Technology providers:</b> This KER could be used to have an overview of the maturity level of the different MDS and its critical technologies.</li> <li>• <b>Industry:</b> This KER could identify the different MDS, which have high maturity level, wherein the industry could provide support in developing the different components and subsystems necessary for its future demonstration and eventually, implementation.</li> <li>• <b>Infrastructure Manager and Transport Operators and Administration:</b> This KER could be used as a reference to understand the different MDS in different stages of development. Therefore, these could help in the evaluation of the MDS to be potentially adopted in a certain area, considering its maturity level.</li> <li>• <b>Researchers:</b> This KER could help the researchers identify the different components and subsystems that need further studies and analysis.</li> </ul>



## 7 Conclusions

The deliverable D1.3 presents the Communication, Dissemination and Exploitation Plan for the MaDe4Rail project. It sets the strategy for a successful communication and dissemination of the project during its execution and afterwards. The CDEP presented in this document includes the project's identity, the objectives, and key messages to be transmitted from the project, the target audience and a preliminary set of activities and channels of communication. It also includes the exploitation plan containing the key exploitable results, their applicability, and their potential users inside and outside the project.

The document also defines the Dissemination and Communication Management Team, its role within the project and tasks related to the communication and dissemination activities. The document also expands on the process for the approval of external communication and dissemination activities that was already set in the D1.1 Quality Plan, defining in detail the 3 steps of planning, execution and monitoring of the activities. All the partners involved in dissemination and communication activities, accompanied by the DCMT will ensure the highest quality of contents and materials in terms of content and presentation.

The activities for communication, dissemination and exploitation will be defined in a rolling basis during the entire duration of the project, and further on after all results of the project are published. Thus, the CDEP will be updated, if necessary, for revisions and for the creation of new versions.



## 8 References

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4. MaDe4Rail Consortium Agreement, available to all Consortium partners
5. Europe's Rail Joint Undertaking Multi-Annual Work Programme, March 2022, Version 2.0