

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## Deliverable D 5.1

### Dissemination and Communication Plan

<b>Project acronym:</b>	M2O
<b>Starting date:</b>	01/12/2018
<b>Duration (in months):</b>	24
<b>Call (part) identifier:</b>	H2020-S2RJU/OC-IP5-01-2018
<b>Grant agreement no:</b>	826087
<b>Due date of deliverable:</b>	28/02/2019
<b>Actual submission date:</b>	01/03/2019
<b>Responsible/Author:</b>	Newopera Aisbl (NEWO)
<b>Dissemination level:</b>	PU
<b>Status:</b>	Final document

Reviewed: (yes)

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Document history		
<i>Revision</i>	<i>Date</i>	<i>Description</i>
1	08/02/2019	First issue
2	20/02/2019	First revision
3	01/03/2019	First submission
4	15/07/2020	Second submission (after rejection)

Report contributors		
Name	Beneficiary Short Name	Details of contribution
Giuseppe Rizzi; Franco Castagnetti; Silvio Beccia	NEWO	First draft of the document issued
Luciano Cantone	UNITOV	Revision
Giuseppe Rizzi; Franco Castagnetti	NEWO	Final revision



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## Table of contents

1.	Executive Summary .....	4
2.	Abbreviations and acronyms .....	5
3.	M2O Project introduction.....	5
4.	WP5 Objective/Aim .....	6
5.	Communication vs. Dissemination .....	7
6.	Methodology .....	8
6.1	Internal Dissemination/Communication activities .....	8
6.2	External Dissemination/Communication activities.....	9
7.	Dissemination, Communication and Exploitation Plan .....	10
8.	Relevant events .....	17
9.	Conclusions .....	17
10.	Annexes.....	19
10.1	Annex 1 – M2O project logo .....	19
10.2	Annex 2 – M2O Templates.....	19
10.3	Annex 3 - M2O Kick Off Press Release .....	23



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## 1. Executive Summary

The objective of this report is to outline the Dissemination, Communication and exploitation Plan for the S2R M2O project and detail how the Dissemination and Communication goals will be achieved through a set of actions and key objectives.

The strategy covers both internal and external strategies, whose aim is to raise awareness on the M2O project findings and developments, and to communicate to the widest possible audiences the progresses made within M2O project lifetime. These progresses are regularly monitored by the WP5 leader and the partners involved.

The strategy is on-going throughout the life of the project and will be reviewed and adjusted, as necessary.



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## 2. Abbreviations and acronyms

No abbreviations/acronyms

## 3. M2O Project introduction

To achieve the objectives of the European Commission White Paper on Transport 2011 aiming at a shift to rail of 30% of road freight over 300km by 2030, rail freight transport market share has to increase significantly. The market requirements are competitiveness, reliability, flexibility, frequency and information. The FP7 Marathon project demonstrators have already shown the feasibility of 1500m long coupled heavy trains. M2O project, financed by Shift2Rail initiative, is a step further to implement towards market uptake the results of the Marathon project which has shown the feasibility of the long heavy consists created by coupling two trains with distributed traction: one locomotive (Traction Unit) at the head of the train and one other remote controlled in the middle. The Marathon train, tested twice in France in 2014, has a total length of 1524m, and is composed by 72 wagons for a total of 210 TEUs carrying 4036 tons. M2O aims at overcoming the configurations of the Marathon project with long and heavy consists involving up to four active locos. The project develops and delivers a reliable radio communication system based on GSM-R, compatible with various types of locomotives, and simulates the in-train forces in all possible operational situations ensuring safety and security. The consortium incorporates partners of the FP7 Marathon project having already experienced the tests performed in 2014 and the specialist of TrainDy, a software that simulates the in-train forces in all various operational situations in nominal and degraded modes. A qualifying part of the M2O project development is the intense collaboration with the partners of the FR8RAIL II project. This synergy will deliver the safety and certification-related (TRL5) part necessary for the running of two test trains in 2019 and 2020, so that the solutions developed are ready for exploitation into the marketplace. The M2O proposed solution is aimed to be compatible with various suppliers of GSM-R and its safety analysed by NIER Ingegneria and assessed by TÜV SÜD. The solution is integrated in the train DPS and the safety of the system is studied to cope with the various operational situations. Having set the radio communication system, the project defines the main possible train consists characteristics in terms of speed, type of wagons, acceptable load and its distribution along the train by using TrainDy simulations to ensure that the consist runs safely. These simulations will be monitored by Nier Ingegneria in terms of safety to ensure that the various hazards have been correctly taken into consideration while performing the simulations and that the adequate mitigations have been elaborated. M2O project results and developments will be properly disseminated to interested stakeholders and general public in order to raise awareness and boost consensus.

The M2O Consortium is Coordinated by the University of Rome Tor Vergata in Italy and is composed of leading European companies, associations and universities engaged in the field of Research, Technology Innovation and testing, GSM-R manufacturing, Inspection & Safety assessment, Transport engineering. The presence in the consortium of specialists of safety engineering will make it possible to prepare the necessary files to get the "green light" to test such



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

a train on the network, paving the way towards its future certification. UIC, the worldwide organization for railways, is also part of the M2O consortium.

Marathon2Operation–M2O is the acronym for: MAke RAil The HOpe for protecting Nature 2 futureOperation

#### 4. WP5 Objective/Aim

The scope of this Work Package is to Disseminate and Communicate the M2O project progresses, results, achievements and outcomes, in order to generate consensus and support building on the introduction into the marketplace of longer, heavier and commercially faster up to 1500m trains. Cross fertilization with other transport modes represent a key objective for aligning the professional expertise and sciences to the market needs. These objectives is achieved through a set of Dissemination and Communication tools and activities, targeted at different stakeholders in order to reach the widest possible audience. An initial task is to develop and maintain during the project lifetime an M2O project website, to be utilized both as a dissemination tool open to the general public and as a cooperative intranet tool, to be used as document repository and for internal communication, thus avoiding intense exchange of emails.

For the purposes of the Task 5.1 object of this document, the Dissemination and Communication Plan includes a series of activities to be performed by the M2O project partners in order to disseminate and communicate the M2O project progresses and results to targeted audiences through appropriate tools, both physical and virtual.

To increase awareness, a comprehensive set of dissemination initiatives capable of catching the attention of targeted stakeholders, opinion leaders, academia, associations, research institutes, authorities, end users and general public at large are deployed during M2O project lifetime. Traditional tools for selected target groups and web-based networking tools reach wider audiences also through social media platforms such as Linkedin and Twitter. These platforms reach the desired audiences instantaneously, accelerating the exchange of ideas, contributions and feedbacks, and making it possible to have a real time interaction with the public. These internet based tools are activated as soon as research work has started on the Work Packages in order to have suitable elements on the table for discussion, debate and exchanges.

The Task 5.1 objectives are fulfilled through the adoption of the above means of dissemination and the development and the implementation of the Dissemination and Communication Plan. The Plan involves:

- The specific Work Package objectives
- The target groups to be reached keeping into consideration potential users and market actors
- The description of the most appropriate tools to be used, as applicable
- The communication channels
- The time of execution

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

The Plan is the result of an evaluation process during which each partner, according to its competences, skills and professional know-how will synthesise its expertise in a working document to be made available to all partners. Each action or approach to the designated targeted groups is evaluated carefully and then associated to the identified traditional or web-based tool for dissemination, as required.

Although the Dissemination and Communication responsibility is assigned to a leader and specific designated partners, the effectiveness of the Dissemination and Communication is dependent also on the comprehensive support action of all the M2O partners who have themselves specific communication channels reaching specialized audiences. These channels are activated from the very beginning of the project, in order to start the awareness-raising process that is essential to broaden the consensus on the project developments. This aspect was reinforced at the M2O project kick off meeting which took place in Rome on 17<sup>th</sup> and 18<sup>th</sup> December 2018, organized by University of Rome Tor Vergata, the project coordinator, during which the partners themselves offered to become actively involved in dissemination activities.

## 5. Communication vs. Dissemination

	Communication	Dissemination
<b>Definition</b>	<p>"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."</p> <p>(Source: EC Research &amp; Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The public disclosure of the <b>results</b> by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."</p> <p>(Source: EC Research &amp; Innovation Participant Portal Glossary/Reference Terms)</p>
<b>Objective</b>	Reach out to society and show the impact and benefits of R&I activities.	Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of research.

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

<b>Focus</b>	Inform about and promote the project <b>AND</b> its results/success.	Describe and ensure results available for others to <b>USE</b> them. Focus on results only.
<b>Target Audience</b>	Multiple audiences beyond the project's own community including media and the general public.	Audiences that may take an interest in the potential <b>USE</b> of the results (e.g. scientific community, industrial partner, policymakers).

## 6. Methodology

The methodology for the M2O Dissemination and Communication Plan is split into two distinct areas:

1. Internal dissemination activities
2. External dissemination activities

### 6.1 Internal Dissemination/Communication activities

The internal dissemination/communication activities will be carried out by NEWO with partners UNITOV; UIC and NIER. Others partners will also be encouraged to contribute to dissemination activities with the project and via their own internal networks and channels. These internal dissemination activities include:

- The M2O project **website** is the main internal communication tool. The intranet part of the website, available from month 3, constitutes an interactive job-place in which documents are uploaded and exchanged. The opportunity to have an internal chat and an internal email ensures flexibility and efficiency in the exchange of opinions. Discussion forums and blog posts can be opened whenever deemed necessary by each partner, in order to foster debate on identified issues. For each Task, a closed group is created. The group is the interactive workplace in which documents, news and communications are exchanged only among the members of the group, avoiding multiplication of emails.
- A M2O project **workshop** is organized by NIER after the first demonstrator foreseen by S2R-CFM-IP5-01-2018 Call in 2019, to discuss and disseminate the results achieved so far. The aim of the workshop is to spread and debate in particular safety issues related to



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

longer trains, gaps to be filled, staff training, applicability of solutions and any other issue arising from the first demonstrator.

## 6.2 External Dissemination/Communication activities

- The main external dissemination and communication tool is constituted by the M2O **website**, which is managed and maintained primarily by NEWO and UNITOV. All partners are encouraged to upload **news** and info about the project on the website, which will be ready in the very first months of the project lifetime. News related to the S2R world will also be uploaded in order to give to them the widest visibility. Another powerful external dissemination tool is constituted by Twitter and LinkedIn accounts.
- **LinkedIn** and **Twitter** have been selected as the most appropriate social media platforms through which the progresses and outcomes of M2O project will be disseminated. Twitter allows the consortium to update information on M2O activities with a very broad and global audience, and the utilization of ashtags ensures visibility to M2O. LinkedIn is a powerful tool useful to make M2O project activities visible to a professional audience, stimulating debate and obtaining real time feedbacks by interested stakeholders coming from rail and non-rail related sectors. Both accounts are activated at the very beginning of the project, in order to start the sharing of infos from the Kick-off meeting.
- **Presentations** of M2O at external events also constitute a powerful vehicle through which communicate and disseminate to competent stakeholders the project outcomes and progresses, widening the targeted audience and creating consensus around the project thematic. Active participation to international fairs and important events also ensures visibility to M2O outcomes. Distribution of **flyers** and **brochures** summarizing the most important project features is also envisaged as powerful communication instrument.
- **Two** M2O project **newsletters** are prepared at month 12 and 24 in order to present the results obtained by the consortium and inform targeted audiences about the project progresses.
- **Articles** and **Papers** submitted for publication on specialized press ensure to the project wider spread and contributes to the maximization of the impacts. It is foreseen to publish three Open Access papers: 1) after the deliverable on sensitivity; 2) after the first demonstrator; 3) at the end of the project (by 30<sup>th</sup> November 2020).
- **Press releases** are prepared at the kickoff and at the project end. These are distributed to friendly associations and specialized press.
- A M2O project **Final Conference** is organized in M24. The aim of the event is to show, disseminate and debate the project's achievements and results, gaining contributions

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

from M2O partners, external personalities and high-level professionals coming from project-related fields in order to strengthen the exchange of ideas and opinions.

## 7. Dissemination, Communication and Exploitation 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 below provides a clear and easy overview in a table form 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.

For an efficient exploitation plan of the results towards the end of the project we will produce three different Newsletters for targeted groups of stakeholders:

- A specific newsletter focusing on highly scientific results for Universities and research institutes. This type of Newsletter will be mailed to a large number of these stakeholders.
- A second specific Newsletter mailed to a number of Railway undertakings and Infrastructure managers focussing on the practical impacts on their efficiency (cost reduction and capacity increase) and summarizing the large possibilities of building longer trains with DPS running safely. This should be presented in an easily readable manner.
- A third category of Newsletter to be addressed to decision makers (ship owners, forwarders, ports, terminal operators, combined transport operators, and large road haulage companies) showing the new possibilities offered and the possible increase in competitiveness.

For the General public and other interested stakeholders, main results will be shown on the project website set up at the beginning of the project which Newopera and the University of Roma Tor Vergata will keep updated with demonstrator results and on which all newsletters will be displayed.

During the progress of the project advisory board meetings will be organized to enhance the interest of the various stakeholders and to get their remarks in order to improve the achievements.

To complete the exploitation plan Newopera intends to publish articles in railway publications to enhance the attractiveness of the results for Railway undertakings and Infrastructure Managers. Finally, to enhance the exploitation possibilities, and at the end of the project a practical summary of the new possibilities offered will be issued describing roadmaps for an efficient exploitation of the results to be supported by the tests of the demonstrators of FR8RAILII.



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
M2O <b>Articles</b> in journals and specialized magazines	During the project lifetime as appropriate	<ul style="list-style-type: none"> <li>- Create awareness about the ongoing project activities</li> <li>- Address target groups with updated detailed and specialized technical information/results from the project</li> <li>- Share viewpoints and results to a mass audience</li> </ul>	<ul style="list-style-type: none"> <li>- Professional audience, opinion leaders</li> <li>- Policy makers</li> <li>- Academia</li> <li>- Associations and European organizations linked to rail transport, logistics, intermodality</li> <li>- Interested stakeholders out of the general public with professional transport background</li> <li>- Rail/Intermodal operators</li> <li>- Journalists</li> </ul>	Printing/ Online

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
M2O Brochures and Flyers	During the project lifetime as appropriate	<ul style="list-style-type: none"> <li>- Create interest and awareness about the ongoing project activities</li> <li>- Address target groups and the public at large with updated detailed information/results from the project</li> <li>- Share results to mass audience</li> </ul>	<ul style="list-style-type: none"> <li>- Interested stakeholders</li> <li>- General public at large, in particular the ones attending fairs and exhibitions</li> </ul>	
M2O Roadmap to implementation	Month 24	<ul style="list-style-type: none"> <li>- Summarize the project results in a easy to consultate document</li> <li>- Describe the project conclusions, particularly the results of the demonstrators</li> <li>- Develop a set of recommendations addressed to stakeholders, planners, authorities and users</li> <li>- Indication of the implementation time line for exploiting the project results</li> </ul>	<ul style="list-style-type: none"> <li>- Interested stakeholders</li> <li>- General public at large, in particular the ones attending fairs and exhibitions</li> </ul>	
M2O Logo + Website	Logo: month 1 Website: within month 3 After website start up during the project lifetime	<ul style="list-style-type: none"> <li>- Communicate with the logo the project comprehensive message and image, evidencing the continuity with the FP7 Marathon project</li> <li>- Create awareness and draw attention of internal and external communities about the ongoing project activities, generating consensus</li> <li>- Share information, viewpoints and results to mass audiences, Europe and worldwide</li> <li>- Spread the results of the M2O project research</li> <li>- Stimulate interest and discussion around the project innovations partners</li> <li>- Facilitate in a fast, real time through internet the dissemination of the project information, developments and results</li> <li>- Communicate in a very intuitive way all the news directly and indirectly related to M2O project</li> </ul>	<ul style="list-style-type: none"> <li>- Interested stakeholders</li> <li>- M2O project partners</li> <li>- M2O project partners own networks</li> <li>- General public at large via internet channels</li> </ul>	Multimedial/ Online

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
<b>M2O Website Internal Section</b>	Website: within month 3  After website start up during the project lifetime	<ul style="list-style-type: none"> <li>-</li> <li>- Create a document repository/electronic archive for facilitating a faster exchange of information</li> <li>- Improve the quality and the efficiency of the communication among the partners, avoiding intense and unuseful exchange of emails</li> <li>- Facilitate the interactions and the organization of work on the different Tasks, avoiding overlappings</li> <li>- Organize in a better way the work to be done, since the intranet is divided in groups and sections targeting only the interested partners</li> <li>- Collect in a virtual space all the material related to M2O (templates, articles, papers, brochures, newsletters, stencils, events), making it easy to consult, download, read</li> </ul>	<ul style="list-style-type: none"> <li>- M2O project partners</li> <li>- M2O project partners own networks</li> <li>- Interested stakeholders</li> <li>- General public at large via internet channels</li> </ul>	Multimedial/ Online
<b>M2O Newsletters</b> via the web at month 12 & 24	Newsletter 1: month 12 Newsletter 2: month 24	<ul style="list-style-type: none"> <li>- Update and share viewpoints and results with interested stakeholders</li> <li>- Highlight project progresses and ongoing activities</li> <li>- Create interest and awareness around project objectives, developments and results</li> </ul>	<ul style="list-style-type: none"> <li>- Users, operators, rail undertakings, service providers</li> <li>- Professional audience, opinion leaders</li> <li>- Policy makers</li> <li>- Interested stakeholders</li> <li>- Associations</li> <li>- General public at large</li> </ul>	
<b>M2O Social Media</b> ( Twitter, LinkedIn)	During the project lifetime as appropriate	<ul style="list-style-type: none"> <li>- Raise interest about the ongoing project activities</li> <li>- Group conversation utilizing a project ashtag in order to increase outreach, and encourage interaction</li> <li>- Inform the widest possible audiences about M2O news and developments</li> <li>- Reach an extremely wide but also targeted audience, maximizing the impact of M2O project research</li> <li>- Measure, monitor and constantly report the interactions with users and followers, both quantitatively and qualitatively</li> <li>- Share viewpoints and results</li> <li>- Stimulate debates on the project topics generating consensus through discussion forums</li> <li>- Create a real time dialogue with interested stakeholders both in Europe and worldwide</li> <li>- Facilitate in a fast, real time and direct way the communication and</li> </ul>	<ul style="list-style-type: none"> <li>- Interested stakeholders</li> <li>- General public at large via internet channels</li> </ul>	

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
		dissemination of the project information, progresses and results - Create engagement with rail and non-rail stakeholders interested in M2O developments - Liase with M2O content-related projects and initiatives, enlarging the project-related network - Share in real time pictures and infos regarding events and other M2O project activities		
<b>Press Release</b> at kick off final event, or relevant news if deemed necessary	Press release at kick off: month 1 – Executed  Press release at final event: month 24  Relevant news if any	- Inform on M2O project existence after kick off meeting - Inform of M2O specific research activity - Exploit media and associations communication channels to spread the main M2O objectives, reaching wider audiences	- Journalists - Associations and European organizations linked to rail transport, logistics, intermodality - Rail/Intermodal operators - Professional audience, opinion leaders - Policy makers - Academia - Interested stakeholders out of the general public with strong professional background	Multiple channels and presentations
<b>M2O Final event</b> at month 24	Final event: month 24	- Introduction and validation of M2O innovations with the marketplace - Create interest and awareness about the project activities, results, conclusions, solutions found - Share viewpoints and results to professional audiences - Engage in debates professionals and interested stakeholders - Create a dialogue and exchange of opinions, views, information	- Project partners - S2R JU and EU Commission members - Professional audience, opinion leaders - Policy makers - Academia - Associations and European organizations linked to rail transport, wagons, logistics, intermodality - Transport industry at large	Face-to-Face + brochure + presentations

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
		<ul style="list-style-type: none"> <li>- Receive input by external stakeholders</li> <li>- Facilitate the dissemination of the project information, developments and results</li> <li>- Receive quick feedback</li> <li>- Exploit communication channels not in the hand of the project to spread the main M2O objectives, reaching vast audiences</li> <li>- Share the results of the simulations and testings developed during the M2O project lifetime. Such tests and simulations and their results are instrumental for the future diffused successive practical applications in the marketplace, implementation</li> <li>-</li> <li>- Evaluate ex post the complementarity with the results of <i>S2R-CFM-IP5-01-2018</i></li> <li>- Stimulate debate at European level, generating consensus</li> </ul>		
Organization of a M2O <b>workshop</b> after the first demonstrator	During the year 2019	<ul style="list-style-type: none"> <li>- Share the results of the demonstration and testing activities to targeted stakeholders</li> <li>- Engage in debates high level professionals, receiving quick feedback</li> <li>- Create a dialogue and exchange of opinions, views, information</li> <li>- Share visions and inputs with the S2R-CFM-IP5-01-2018 partners and their networks</li> <li>- Strengthen the liase with the above mentioned CFM partners, in order to align the two project on the same path</li> <li>- Facilitate in a fast, real time and direct way the diffusion of the demonstrator results</li> </ul>	<ul style="list-style-type: none"> <li>- Professional audience, opinion leaders</li> <li>- Policy makers</li> <li>- Academia</li> <li>- Associations and European organizations linked to rail transport, logistics, intermodality</li> <li>- Interested stakeholders out of the general public with strong professional background</li> <li>- Transport industry at large</li> <li>-</li> </ul>	

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

Communication Tool	Timing	WP Objectives	Target Groups / Potential Users/ Market actors	Communication Channel
Participation of individual partners to <b>Exhibitions, Conferences, Workshops, Transport, Events</b> through <b>presentations, speeches, interventions, distribution of produced material</b>	During the project lifetime as appropriate	<ul style="list-style-type: none"> <li>- Create interest and awareness about the ongoing project activities</li> <li>- Share viewpoints and results to mass audiences</li> <li>- Engage in debates professionals and interested stakeholders</li> <li>- Create a dialogue and “live” exchange of opinions, views, information, generating consensus</li> <li>- Receive input by external stakeholders</li> <li>- Facilitate in a fast, real time and direct way the dissemination of the project information, developments and results</li> <li>- Receive quick feedback</li> <li>- Exploit communication channels not in the hand of the project to spread the main M2O objectives, reaching vast audiences</li> </ul>	<ul style="list-style-type: none"> <li>- Professional audience, opinion leaders</li> <li>- Policy makers</li> <li>- Academia</li> <li>- Associations and European organizations linked to rail transport, logistics, intermodality (ex. ERRAC, UNIFE, UIC, F&amp;L, FERRMED)</li> <li>- Interested stakeholders out of the general public with strong professional background</li> <li>- Transport industry at large</li> </ul>	
<b>Personal talks</b> to members of the rail freight professional environment	During the project lifetime as appropriate	<ul style="list-style-type: none"> <li>- Create interest and awareness about the ongoing project activities</li> <li>- Share viewpoints and results</li> <li>- Engage in debates professionals and interested stakeholders</li> <li>- Create a dialogue and “live” exchange of opinions, views, information</li> <li>- Receive input by external stakeholders</li> <li>- Facilitate in a fast, real time and direct way the dissemination of the project information, developments and results</li> <li>- Receive quick feedback</li> <li>- Contribute to the development of the topics object of the project</li> <li>- Stimulate debate at European level, creating consensus</li> </ul>	<ul style="list-style-type: none"> <li>- Professional audience, opinion leaders</li> <li>- Policy makers</li> <li>- Academia</li> <li>- Associations and European organizations linked to rail transport, wagons, logistics, intermodality</li> <li>- EU institutions exponents</li> <li>- Interested stakeholders with strong professional background</li> <li>- Users, operators, rail undertakings, service providers</li> <li>- Transport industry at large</li> <li>- General public at large</li> </ul>	



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## 8. Relevant events

A preliminary list of the most important events/conferences/exhibitions in which M2O progresses and outcomes can be disseminated and communicated to large audiences through face-to-face channels and through distribution of produced material is hereby presented:

Name of the event	Date	Place
F&L Conference	9-10 May 2019	Hamburg. Germany
Transport & Logistics 2019	4-7 June 2019	Munich, Germany
Multimodal Europe	18-20 June 2019	Birmingham, UK
AIAS 2019	04-07 September 2019	Assisi (PG), Italy
Intermodal Europe	5-7 November 2019	Hamburg. Germany
ERRAC Plenary	November 2019	Brussels, Belgium
F&L Conference	November 2019	T.B.D.
ERRAC Plenary	March 2020	T.B.D.
F&L Conference	May 2020	T.B.D.
TRA 2020	27-30 April 2020	Helsinki, Finland
AIAS 2020	September 2020	T.B.D. Italy
Innotrans 2020	22-25 September 2020	Berlin, Germany
F&L Conference	November 2020	T.B.D.
ERRAC Plenary	November 2020	T.B.D.

## 9. Conclusions

The Dissemination and Communication Plan has been designed to maximise the impact of the outcomes and progress of the project. The website is up and running at **[www.marathon2operation.eu](http://www.marathon2operation.eu)**. University of Roma Tor Vergata and Newopera will work together to populate and maintain the site and keep it up-to-date with project progress.



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

A M2O project logo (Annex 1) was produced by NEWO at month 1 and distributed to the partners in order to be inserted on all the M2O-related material.

M2O Official templates (Annex 2) have been produced by NEWO at month 1 and distributed to the partners. These templates have also been updated on the intranet section of the website.

A Press Release has been produced for the Kick Off Meeting that took place in Rome in December 2018 (Annex 3). This press release has already been placed in the January 2019 issue of Transport News. This has been distributed to partners and to all rail /transport associations and specialized newspapers as well as uploaded onto the website.



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## 10. Annexes

### 10.1 Annex 1 – M2O project logo






### 10.2 Annex 2 – M2O Templates

#### M2O Power Point Presentation Template



This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## M2O Meeting Agenda Template

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

<b>Project:</b>	M2O	<b>Date/Time:</b>	dd/mm/yyyy hh:mm-hh:mm
<b>Meeting Type:</b>	Type	<b>Location:</b>	Room
<b>Meeting Coordinator:</b>	Name	<b>Issue Date:</b>	dd/mm/yyyy

Attendee Name <i>(present)</i>	Initials	Organisation
First Name, Last Name	FL	Organisation
First Name, Last Name	FL	Organisation
First Name, Last Name	FL	Organisation

**Purpose of the meeting**  
Short description of the purpose of the meeting

Meeting Agenda
1. Item 1 2. Item 2 3. Item 2

**Meeting documents**  
Meeting documents and presentations are available for download at:

**Hotels and Travel Recommendations**  
List of hotels and travel advice such as recommended airports/travel route etc.






**Access to Site**  
Pass codes or contact information to reception etc.

**Additional Information**  
Any additional information.

07/02/2019
Page 1 of 1

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## M2O Minutes of the Meetings Template

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;">  </div> <div style="text-align: center; margin-top: 20px;"> <p><b>MINUTES of</b>  <b>(Name of the meeting)</b>  <b>(date)</b></p> </div> <div style="margin-top: 40px;"> <p><b>Project number</b> 826087</p> <p><b>Project title</b> MAke RAIL The HOpe for protecting Nature 2 future OPERATION</p> </div> <div style="text-align: right; margin-top: 20px;">1</div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="margin-top: 10px;"> <p><b>CONTENT</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> </div> <div style="margin-top: 10px;"> <p><b>ANNEXES</b></p> <ol style="list-style-type: none"> <li>I.</li> <li>II.</li> <li>III.</li> </ol> </div> <div style="margin-top: 10px;"> <p><u>(starting time of the meeting)</u></p> <p>1- (CONTENT 1 TITLE) (content 1 description)</p> <p>2- (CONTENT 2 TITLE) (content 2 description)</p> <p>3- (CONTENT 3 TITLE) (content 3 description)</p> </div> <div style="text-align: right; margin-top: 20px;">2</div>
---	--

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M20)

## M20 Deliverables Template

Project acronym: M20	
Starting date:	01/12/2018
Duration (in months):	24
Call (part) identifier:	H2020-52RU/OC IPS 01 2018
Grant agreement no:	826087
Due date of deliverable:	Month XX
Actual submission date:	DD MM YYYY
Responsible/Autor:	Name + Beneficiary Short Name
Dissemination level:	PU/CO
Status:	Draft/Issued

Reviewed: (yes/no)

Deliverable D X.Y  
Deliverable title

Deliverable D X.Y Page 1 | 11

Document history		
Revision	Date	Description
1		First issue

Report contributors		
Name	Beneficiary Short Name	Details of contribution

Deliverable D X.Y Page 2 | 11

### Table of contents

1. Executive Summary	4
2. Abbreviations and acronyms	5
3. Background	6
4. Objective/Aim	7
5. (Content of the deliverable) Heading 1	8
5.1. Heading 2	8
5.1.1. Heading 3	8
6. Conclusions	9
7. References	10
8. Appendices	11

Deliverable D X.Y Page 3 | 11


### 1. Executive Summary


The Executive Summary shall not be more than 1 page, outlining the aim and conclusion of the deliverable. This text should be written in an easy understandable language so that it can also be used in other documentation or public websites to explain the content of the deliverable.


Deliverable D X.Y Page 4 | 11

This project has received funding from the Shift2Rail Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement no. 826087 (M2O)

## 10.3 Annex 3 - M2O Kick Off Press Release

**MAke RAIL The HOpe for protecting Nature 2 future OPERATION**

Grant Agreement Number **826087**



### Marathon2Operation Kick off meeting Press Release

**Marathon2Operation - M2O** is the acronym for a new Shift2Rail project called: **MAke RAIL The HOpe for protecting Nature 2 Operation**

The M2O project, financed by the Shift2Rail initiative of the European Commission, had its kick off meeting in Rome, Italy on the 17<sup>th</sup> December 2018. The objective of the project is to increase the rail freight competitive profile by exploiting the results of the FP7 project "[Marathon](#)", developing and testing twice the next generation of longer, commercially faster and heavier trains in Europe.

M2O project is a step further to implement and to overcome the results of the Marathon project which has shown the feasibility of the long heavy consist created by coupling two trains with distributed traction: one locomotive (Traction Unit) at the head of the train and one other remote controlled in the middle. The Marathon train, tested twice in France in 2014, has a total length of 1524m, and is composed by 72 wagons for a total of 210 TEUs carrying 4036 tons. M2O aims at overcoming the configurations of the Marathon project with long and heavy consists involving up to four active locos. The project develops and delivers a reliable radio communication system based on GSM-R, compatible with various types of locomotives, and simulates the in-train forces in all possible operational situations ensuring safety and security. The consortium incorporates partners of the FP7 Marathon project having already experienced the tests performed in 2014 and the specialist of TrainDy, a software that simulates the in-train forces in all various operational situations in nominal and degraded modes.

A qualifying part of the M2O project development is the intense correlation with the partners of the FR8RAIL II project. This synergy will deliver the safety and certification-related (TRL5) part necessary for the running of two test trains in 2019 and 2020, so that the solutions developed are ready for exploitation into the marketplace.

The M2O Consortium is Coordinated by the [University of Rome Tor Vergata](#) in Italy and is composed of leading European companies, associations and universities engaged in the field of Research, Technology Innovation and testing, GSM-R manufacturing, Inspection & Safety assessment, Transport engineering. The presence in the consortium of specialists of safety engineering will make it possible to prepare the necessary files to get the "green light" to test such a train on the network, paving the way towards its future certification. [UIC](#), the worldwide organization for railways, is also part of the M2O consortium.

For further information, the website [www.marathon2operation.eu](http://www.marathon2operation.eu) will be soon available online

Università di Roma Tor Vergata  
Via del Politecnico, 1  
00133 Roma  
Italy

Contact:  
Luciano Cantone  
[luciano.cantone@uniroma2.it](mailto:luciano.cantone@uniroma2.it)  
+39 06 7259 7133

NewOpera Aisbl  
Rue Montoyer 31  
B-1000 Brussels  
Belgium

Contacts:  
Armand Toubol  
[armandtoubol@aol.com](mailto:armandtoubol@aol.com)  
Giuseppe Rizzi  
[giuseppe.rizzi@newopera.org](mailto:giuseppe.rizzi@newopera.org)  
+32 2 5487898