



SETRIS PROJECT

DELIVERABLE REPORT

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¹ Due to the ongoing restructuring of ERRAC and in the interests of providing as up to date perspective as possible, the EC graciously accorded a delay in this deadline.

The SETRIS project consortium consists of:

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1	Newcastle University	UNEW	UK
2	European Conference of Transport Research Institutes	ECTRI	Belgium
3	AVL List GmbH	AVL	Austria
4	BMT Group Limited	BMT	United Kingdom
5	Centro Nacional de Competencia en Logistica Integral	CNC-LOGISTICA	Spain
6	The European Earth Friendly Logistics Association AISBL	CO-TREE	Belgium
7	Stichting Dutch Institute for Advanced Logistics	DINALOG	Netherlands
8	German Aerospace Center	DLR	Germany
9	Forum des Laboratoires Nationaux Europeens de Recherche Routiere	FEHRL	Belgium
10	Fraunhofer-Gesellschaft zur Forderung der angewandten Forschung e.v	Fraunhofer IML	Germany
11	Instytut Logistyki i Magazynowania	ILiM	Poland
12	Promotion of Operational Links with Integrated Services	POLIS	Belgium
13	Ships & Maritime Equipment Association of Europe	SEA EU	Belgium
14	Union Internationale des Chemins de fer	UIC	France
15	Union Internationale des Transports Publics	UITP	Belgium
16	The Association of the European Rail Industry	UNIFE	Belgium
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EXECUTIVE SUMMARY

The purpose of SETRIS is to deliver a cohesive and coordinated approach to research and innovation strategies for all transport modes in Europe. SETRIS vision is to identify synergies between the transport sector European Technology Platforms' (onwards ETPs) strategic and research and innovation agendas (onwards SRIAs) and between these and relevant national platforms. ETPs are sector-led stakeholder forums, recognised by the European Commission as key actors in driving innovation, knowledge transfer and European competitiveness.

The five transport sector ETPs, in alphabetical order, are:

1. Advisory Council for Aviation Research Innovation in Europe (ACARE);
2. Alliance for Logistics Innovation through Collaboration in Europe (ALICE);
3. The European Rail Research Advisory Council (ERRAC);
4. European Road Transport Research Advisory Council (ERTRAC);
5. Waterborne;

The FP7 Coordination and Support Action, FOSTER RAIL, addressed the key challenges of railways research of strengthening research and innovation in the railway sector and build a strategy for the European rail research up to 2050.

SETRIS offers the opportunity for ERRAC to foster the implementation of the priorities defined in FOSTER-RAIL and take a step further by collaborating with other transport ETPs to build the future integrated transport system.

Task 3 builds on the successful finalisation of the FOSTERRAIL project and its Deliverables as approved by the European Commission. In this framework, this deliverable is part of the activities as described in SETRIS WP3 and especially Task 3.3. "ERRAC strategy for increasing innovation in the sector", task dedicated to ERRAC. The general objective for ERRAC is to increase innovation within the sector requires also incentives to be aligned better between stakeholders.

The specific objectives of this task are:

- to elaborate **the implementation strategy** for the technology roadmaps already produced, notably those of the FOSTER-RAIL project and successors
- in line with the new ERRAC SRRIA
- in coordination and synergy with SHIFT2RAIL
- in line with national railway platforms Research and Innovation programs.

This strategy may lead to recommendations:

- To further develop the network of experts within the relevant European stakeholders with respect to the various technical domains addressed by the ERRAC technology roadmaps
- To increase the knowledge transfer between the various stakeholders within the rail sector

- To disseminate the outcomes of ERRAC with a view to facilitate its uptake by the rail sector as a whole
- To describe the renewed structure of ERRAC and its role in the implementation of the Roadmaps

While the first 3 objectives are being covered by the Deliverables D3.8 - Alignment of ERRAC priorities with national rail strategies – and D3.9 – Update of ERRAC Technology roadmaps' implementation plan – the present Deliverable describes a dissemination and communication strategy with **recommendations** adapted to the various rail market segments, namely freight and passengers, and for passengers. Considering the passenger focus, both stakeholders and passengers should be addressed considering the following sub-modes: High Speed Rail, regional rail, urban and suburban rail (tram and light rail, metro, commuter rail...) as well as for the restructuring of the ERRAC platform knowing the ERRAC priorities and the role of the Shift2Rail Joint Undertaking.

This dissemination and communication strategy aims to increase the knowledge transfer between the various stakeholders within the rail sector and to disseminate the outcomes of the projects in which ERRAC was/is involved (FOSTER-RAIL and SETRIS) project with a view to facilitate its uptake by the rail sector as well as support the building of future iterations of ERRAC communication strategies on its vision.

ERRAC having been set up in 2001, there was a need for it to rethink itself in order to be more effective in supporting the European rail stakeholders as well as increasing the market uptake of the research and innovation activities, the organisation and terms of reference of ERRAC have been reviewed by its stakeholders. This process has led to a new set-up and a new set of terms of reference which will also be described and discussed in this Deliverable.

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ACRONYMS AND ABBREVIATIONS

ACARE:	Advisory Council for Aviation Research and Innovation in Europe. Air ETP (http://www.acare4europe.com/)
ALICE:	Alliance for Logistics Innovation through Collaboration in Europe. Logistics ETP. (http://www.etp-alice.eu)
CBTC:	Communications-Based Train Control
CCA:	Cross-cutting Activities
CEF:	Connecting Europe Facility (https://ec.europa.eu/inea/en/connecting-europe-facility)
CZTP:	Czech National Technology Platform for the Interoperability of Railways Infrastructure
EC:	European Commission
ECTP:	European Construction Technology Platform (http://www.ectp.org/)
ERRAC:	European Rail Research Advisory Council. Rail ETP. (http://www.errac.org/)
ERTMS	European Rail Traffic Management System
ERTRAC:	European Road Transport Research Advisory Council. Road ETP (http://www.ertrac.org/)
ETCS:	European Train Control System
ETPs:	European Technology Platforms
EU:	European Union
FOSTER RAIL:	Future Of Surface Transport Research Rail (http://www.errac.org/foster-rail/)
FP:	Framework Programme
FTI:	Fast Track to Innovation
GNI:	Gross National Income
H2020:	Horizon 2020 (https://ec.europa.eu/programmes/horizon2020/)
HVAC:	Heating, Ventilation and Air-Conditioning
ICT:	Information and Communications Technology
IP:	Innovation Programme (linked to Shift2Rail)
IT:	Information technologies
ITS:	Intelligent Transport system
JU:	Joint Undertaking

LatDEA:	Latvian Transport Development and Education Association (http://www.latdea.lv/)
MAAP:	Multi-Annual Action Plan (linked to Shift2Rail)
NTP:	Plataforma Ferroviária Portuguesa (see also PFP, Portuguese Railways Platform)
NTPs:	National Technology Platforms
PFP:	Portuguese Railways Platform
REFINET:	REthinking Future Infrastructure NETworks (http://www.refinet.eu/)
R&I:	Research and Innovation
RIA:	Research and Innovation Actions
RTDI:	Research, Technological Development and Innovation
RSSB:	Rail Safety and Standards Board
S2R:	Shift2Rail
SME:	Small and Medium Enterprise
SRIA:	Strategic and Research and Innovation Agendas
SRRIA:	Strategic Rail Research and Innovation Agenda
TDFs:	Technological Demonstrators
TMS:	Traffic Management Systems
UK:	United-Kingdom

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1. INTRODUCTION

The European Rail Research Advisory Council - ERRAC - has been set up in 2001 as one of the first European Technology Platforms -ETP's – bringing together all rail stakeholders to discuss on their common research needs and to advise the European Commission Services.

While many things in the rail system continued on proven legacy, a number of elements have indeed changed in the research and innovation landscape – not in the least with the set-up of the Shift2Rail Joint Undertaking and the funding system for transport research and innovation This led ERRAC to rethink its general role and organisation to match and promote the needs of the railways of the 21st century.

This was a necessity in order for the ETP to be more effective in supporting of the European rail stakeholders in their tasks and ambitions as well as increasing the market uptake of the research and innovation activities. With this target in mind, the ETP's structure and terms of refence of ERRAC have been reviewed by its stakeholders, leading to a new set-up and a new set of terms of reference which will also be described and discussed in this Deliverable.

The present Deliverable describes a dissemination and communication strategy with

- recommendations adapted to the various rail market segments
 - for freight
 - for passengers
 - High Speed Rail
 - Regional rail
 - Urban and suburban rail, (tram and light rail, metro, commuter rail...)
 - as well as for the restructuring of the ERRAC platform knowing the ERRAC priorities and the role of the Shift2Rail Joint Undertaking.

The proposed dissemination and communication strategy, as described in this document, aims to increase the knowledge transfer between the various stakeholders within the rail sector and to define the tools necessary to improve the dissemination of the messages sent by ERRAC as well as the outcomes of the FOSTER-RAIL and SETRIS projects with a view to facilitate the rail sector uptake. The proposed strategy is of course closely related to the communication and dissemination activities of the Shift2Rail Joint Undertaking.

2. THE SETRIS PROJECT

The purpose of SETRIS is to deliver a cohesive and coordinated approach to research and innovation strategies for all transport modes in Europe. SETRIS vision is to identify synergies between the transport sector European Technology Platforms' (ETPs) strategic and research and innovation agendas (SRIAs) and between these and relevant national platforms. ETPs are industry-led stakeholder forums, recognised by the European Commission as key actors in driving innovation, knowledge transfer and European competitiveness.

The five transport sector ETPs, in alphabetical order, are:

1. Advisory Council for Aviation Research Innovation in Europe (ACARE);
2. Alliance for Logistics Innovation through Collaboration in Europe (ALICE);
3. The European Rail Research Advisory Council (ERRAC);
4. European Road Transport Research Advisory Council (ERTRAC);
5. Waterborne;

This deliverable is part of the activities as described in SETRIS WP3 and especially Task 3.3. dedicated to ERRAC and 3 builds on the successful finalisation of the FOSTERRAIL project and its Deliverables as approved by the European Commission.

The general objective for ERRAC within the SETRIS project has been described as follows:

- Increasing innovation within the sector requires also incentives to be aligned better between stakeholders.

The specific objectives of this task are:

- To elaborate the implementation strategy for the technology roadmaps to be produced within the FOSTER-RAIL project:
 - in line with the new ERRAC SRRIA
 - in coordination and synergy with SHIFT2RAIL
 - in line with national railway platforms Research and Innovation programs.

This strategy delivers recommendations adapted to the various rail market segments, namely freight and passengers, and for passenger traffic - High Speed Rail, regional rail, urban and suburban rail, (tram and light rail, metro, commuter rail...):

- To further develop the network of experts within the relevant European stakeholders with respect to the various technical domains addressed by the ERRAC technology roadmaps
- To increase the knowledge transfer between the various stakeholders within the rail sector
- To disseminate the outcomes of the Task with a view to facilitate its uptake by the rail sector as a whole
- To describe the renewed mission statement of ERRAC and its role in the implementation of the Roadmaps

While the first 3 objectives are being covered by the Deliverables D3.8 - Alignment of ERRAC priorities with national rail strategies – and D3.9 – Update of ERRAC Technology roadmaps' implementation plan – the present Deliverable describes a dissemination and communication strategy with:

- recommendations adapted to the various rail market segments (as described above
- as well as for the restructuring of the ERRAC platform knowing the ERRAC priorities and the role of the Shift2Rail Joint Undertaking.

This dissemination and communication strategy aims to increase the knowledge transfer between the various stakeholders within the rail sector and to disseminate the outcomes of the FOSTER-RAIL project and the SETRIS project with a view to facilitate its uptake by the rail sector.

ERRAC has been set up in 2001. While many things in the rail system have remained virtually unchanged, many other things have indeed changed since then – not in the least since the set-up of the Joint Undertaking S2R and the funding system for transport research and innovation, making it necessary to rethink the role and organisation of ERRAC.

To be more effective in support of the European rail stakeholders as well as to increase the market uptake of the research and innovation activities, the organisation and terms of reference of ERRAC have been reviewed by its stakeholders. This process has led to a new set-up and a new set of terms of reference which will also be described and discussed in this Deliverable.

3. THE FOSTER-RAIL PROJECT

The FP7 Coordination and Support Action, FOSTER RAIL², addressed the key challenges of railways researches of strengthening research and innovation in the railway sector and build a strategy for the European rail research up to 2050.

Its aim was also to enhance coordination among main stakeholders and actors in the European rail sector and rail industries and integrate the work done so far by ERRAC and its working groups. Starting with the already published ERRAC-ROADMAP,³ the FOSTER-RAIL project has continued to coordinate the research and innovation agenda and priority setting process among the wide range of relevant stakeholders in the rail sector.

The project has developed, among other deliverables, a Rail Business Scenario as basis for the newly developed Strategic Rail Research and Innovation Agenda (SRRIA) as well as 10 specific Rail Technology & Innovation Roadmaps aimed at 2050.⁴ The output has been used to advise the European Commission, Shift2Rail and other research programmes (Horizon 2020, CEF, etc.) on their content.

The H2020 EC funded SETRIS project⁵ offers the opportunity for ERRAC to foster the implementation of the priorities defined in FOSTER-RAIL and further developed/updated in SETRIS, and take a step further by collaborating with other transport ETPs to build the future integrated transport system. Building on what has been prepared and delivered within the FOSTER-RAIL project, the activities carried out within SETRIS WP3, task 3.3. include the development of the following important Deliverables:

- D3.8 - Alignment of ERRAC priorities with national rail strategies
- D3.9 – Update of ERRAC Technology roadmaps' implementation plan

In order to support what has been developed within the FOSTER-RAIL project and the SETRIS project, the present deliverable D3.10 contains a dissemination and communication strategy with recommendations adapted to the various rail market segments.

In the meantime, following the developments since the initiation of ERRAC in 2001, it was also found necessary by the European rail stakeholders to aim for a restructuring of the ERRAC platform into an organisation which could even better than before support the needs of its member, to stimulate the research and innovation of the rail sector and to enhance the market uptake and implementation of the results of the research and innovation activities as described within FOSTER-RAIL and the SETRIS Deliverables. This newly developed structure of ERRAC, which was presented to the plenary meeting held on 27th November 2017 and agreed by the stakeholders, is described here as part of this Deliverable.

² <http://www.errac.org/foster-rail/>

³ <http://www.errac.org/foster-rail/deliverables/>

⁴ http://www.errac.org/wp-content/uploads/2013/07/CER_FosterRail_publication_2016_DEF.pdf

⁵ <http://newrail.org/setris/>

4. ERRAC – A NEW STRUCTURE

ERRAC origin and goal

ERRAC was set up in 2001 with the ambitious goal of creating a single European body with both the competence and capability to help evolve the European rail sector and make it more competitive, by fostering increased innovation and guiding research efforts at European level.

Within ERRAC, all major rail stakeholders are gathered including: railway undertakings, infrastructure managers, manufacturers, the European Commission, the European Union Agency for Railways, EU Member States, academics and users' groups. This enables a broad coverage of all forms of rail transport: from conventional, high speed and freight applications to urban and regional services.

ERRAC's primary objective is to deliver the common railway sector vision of R&I to the European Institutions and important stakeholders, to contribute to shaping a favourable funding landscape for railway research and innovation, developing innovation via calls for projects and joint undertaking like Shift2Rail, liaising with other transport ETPs in order to drive a more multimodal agenda of developing mobility for the benefit of EU citizens.

ERRAC is currently chaired by Prof. Andy Doherty as Chairman with Mr. Nicolas Castres Saint-Martin and Prof. Sebastian Stichel as Vice-chairmen. Since its start in 2001, ERRAC has produced several vision-setting documents – amongst which the Joint Strategy for European rail Research – Vision 2020, the SRRRA – Strategic Rail Research Agenda and its 2007 SRRRA updated version, the FOSTERRAIL Roadmaps. Building on these documents, it released its newest strategy vision document – Rail 2050 Vision – in December 2017.

Vision & Missions

With a view to ultimately strengthening the overall leadership position of the European railway sector, ERRAC aims at being the single sector voice for railway research and innovation. It has an objective to support the concept of a "European Research Area" in the transport sector where railway research and innovation potential within the Union is optimised. With a view to promoting the development of sustainable transport solutions with rail as the central focus, the task is to support the growing demand for connected mobility in the European Union. For this ERRAC needs to actively collect, understand and channel the needs of end-users of passenger and freight services and the business requirements of sector stakeholders (e.g. the railway operating community, the railway suppliers, etc).

ERRAC is notably in charge of defining and updating the rail sector strategic documents – of which the Rail 2050 Vision is the latest document – drawing together the existing strategies and needs of the railway sector stakeholders to extract and produce the Research, Development and Innovation (RDI) requirements within a multimodal arena for the next 20 years. Making the vision a reality,

ERRAC is the framework “club” where the sector can develop and establish together a common long-term programme to influence all European railway research stakeholders in the planning of sustainable transport solutions with railways as the central focus. Taking national and EU programmes into account, it will enable delivery of the ambitions set out in the SRRIA and the Rail 2050 Vision.

To achieve its objectives, ERRAC is liaising with and providing advice to European Institutions such as DG RESEARCH & INNOVATION, DG MOVE, DG ENERGY, DG GROW, DG CONNECT, DG HOME, the European Union Agency for Railways (ERA), Shift2Rail, the Transport Advisory Group (TAG) and Transport Programme Committees (TPC). The ETP’s role is to identify areas where there is potential misalignment between the rail sector’s business needs and the EU’s policies and make some suggestions to realign them as necessary toward the delivery of the Future European Railway System.

ERRAC has a role to support the implementation of the strategy through communication with the relevant political bodies, fostering joint research initiatives and common innovation projects amongst stakeholders. Innovation can become live thanks to the sources of funding that can be used for railway research, which ERRAC attempts to identify – both existing and new financial streams.

Since 2014 ERRAC has been developing a strong collaboration with the Shift2Rail Joint Undertaking. ERRAC is in fact mentioned in the Regulation that established the JU as a key contributor to the work programme that the JU undertakes.

Specifically, ERRAC supports the delivery of the JU’s programme. ERRAC is particularly engaged in setting out the argument for Shift2Rail2; the Rail 2050 Vision is in that regard a first stake in the ground from a united railway sector to call for a continuation of the Joint Undertaking model. This notably goes through a programme “gap” analysis (including social, economic, climate change, energy, cities, urbanisation etc) based on feedback from Shift2Rail and the further identification of complimentary funding for rail’s innovation needs including work on global trends such as decarbonisation.

Whilst autonomous development of future needs within a sector is relevant to topics that are unique to it, acting in a synergised manner with other modes of transport is a far more productive way of doing Research and Innovation in a world of multimodality. ERRAC constantly seeks to identify areas where greater synergies can be developed between the railway sector and not only other modes of transport but also sectors where their experiences may be of benefit to the Future European Railway System. This mission materialises in the liaison and cooperation with other ETPs (ACARE, ALICE, ERTRAC, WATERBORNE) such as in the present SETRIS project, to promote common approaches that will enhance multimodal research and innovation.

Last but certainly not least, ERRAC has a role to play at a national level of railway research and innovation, actively building consensus and improving synergy between EU, national and private railway research.

A new structure

For many years now, ERRAC has functioned well using an organisational constellation led a Chairman supported by a Vice-Chairman and a Secretariat, rotating every 3 years between the Rail Operating Community and the railway supply industry with an additional Vice-chairmanship representing the academia. All ERRAC stakeholders are invited to take part in the ERRAC plenary while a smaller delegation of stakeholders makes up the ERRAC Steering Committee.

While some things in the rail system have remained virtually unchanged, many other things have indeed changed since then – not in the least since the set-up of the Joint Undertaking S2R and the funding system for transport research and innovation, making it necessary to rethink the role and organisation of ERRAC.

Changes in the RDI landscape, notably the emergence of the Shift2Rail Joint Undertaking, led ERRAC to reconsider its role, structure and missions with a view to be more effective in supporting the sector RDI needs toward the European institutions and synergising efforts undertaken to achieve them. The structure and terms of refence of ERRAC have been reviewed by its stakeholders in 2017 and should be approved during its Plenary session in May 2018.

Although the ToRs are not yet formally approved, the ERRAC stakeholders gathered in the Plenary session of December 2017 endorsed the new structure and supported the developments of the activities planned for 2017 and 2018, including the development of ERRAC Rail 2050 Vision and its promotion. The new structure is portrayed in the organigram below:

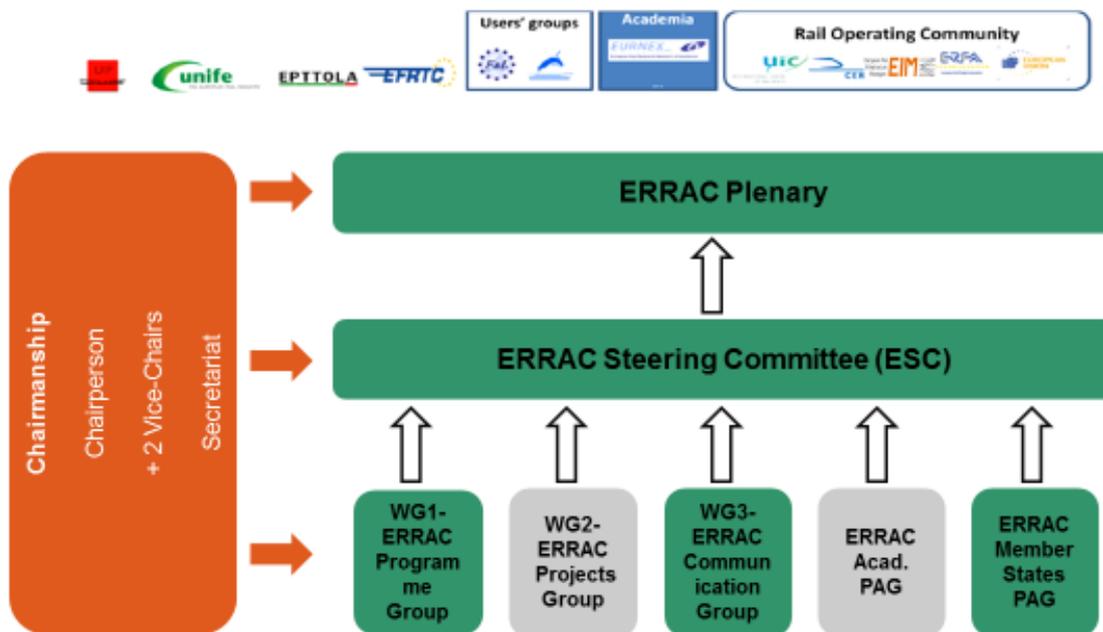


Fig. 1 ERRAC structure from 2017

The ERRAC structure is supported by a number of specific groups – three working groups (WG) and 2 permanent advisory groups (PAG).

The description of the tasks of the 3 Working Groups is as follows:

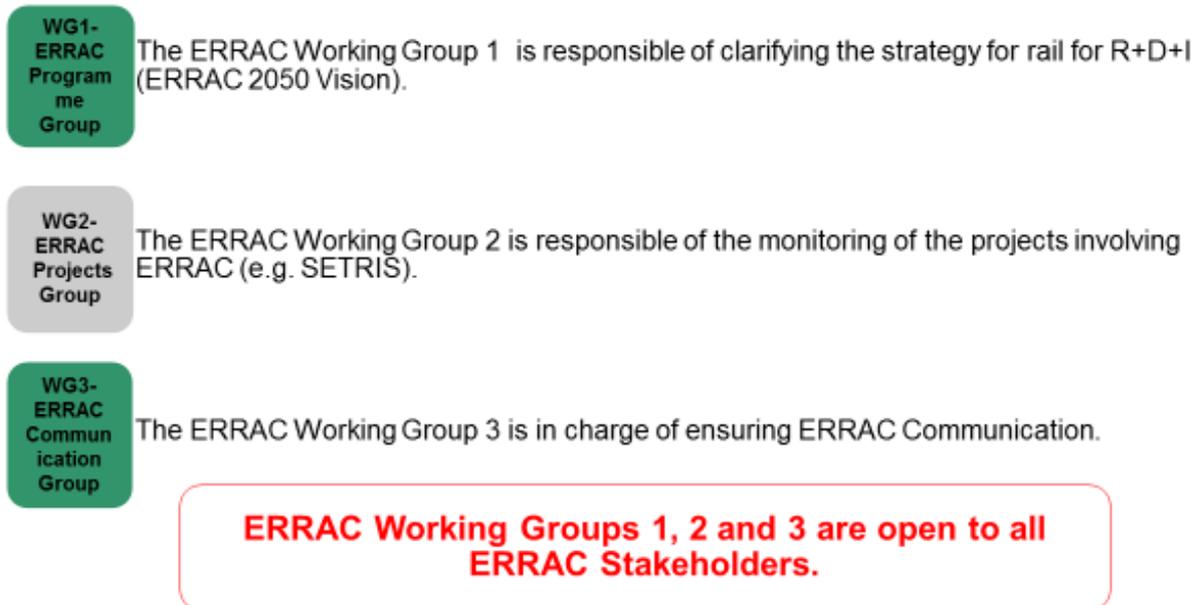
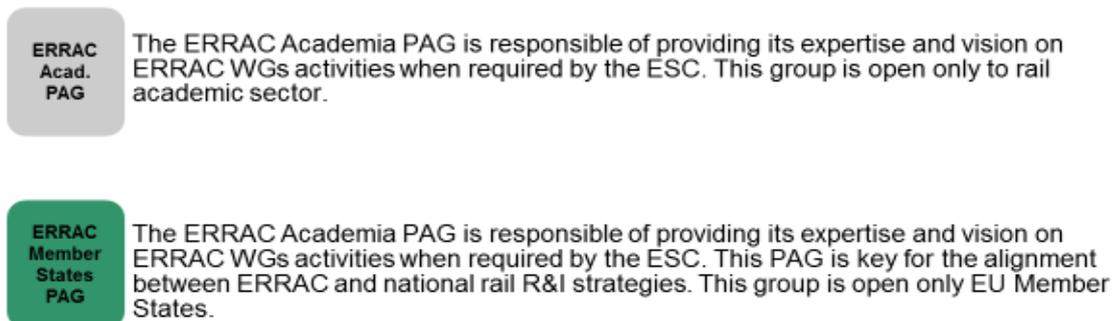


Fig.2. ERRAC new structure – Working Groups

The two PAGs are involved as described below:



5. ERRAC & FOSTER-RAIL DISSEMINATION STRATEGY

The purpose of this dissemination strategy is two-fold: promoting the FOSTER RAIL results within the SETRIS framework as well the resulting SETRIS developments on the one hand; on the other hand, promoting and disseminating the ERRAC non-project productions and documents like the Rail 2050 Vision.

5.1. The FOSTER-RAIL legacy and the SETRIS multimodal perspective

Building on the previous achievements and strategic reports, the EU-funded FP7 FOSTER-RAIL project has, among other deliverables, produced a Rail Business Scenario, the new Strategic Rail Research and Innovation Agenda (SRRIA) as well as specific Rail Technology & Innovation Roadmaps and initial implementation guidelines aimed at 2050.

The H2020 EU-funded SETRIS project offered the opportunity for ERRAC to foster the implementation of the priorities defined in FOSTER-RAIL and take a step further by collaborating with other transport ETPs to build the future integrated transport system. Building on what has been prepared and delivered within the FOSTER-RAIL project, the activities carried out within SETRIS WP3, Task 3.3. the following important Deliverables have been produced which are directly linked to this communication and dissemination strategy:

- D3.8 - Alignment of ERRAC priorities with national rail strategies

A close cooperation and communication between ERRAC and its stakeholders and the national bodies, such as the national rail technology platforms which exist in a number of EU Member States is essential

- D3.9 – Update of ERRAC Technology roadmaps' implementation plan

In order to support what has been developed within the FOSTER-RAIL project and the SETRIS project, a clear dissemination and communication strategy with recommendations adapted to the various rail market segments, for freight as well as for passengers, is necessary. This plan is of course, in parts, closely linked to the SHIFT2RAIL Joint Undertaking Communication Strategy 2017 – 2019.

5.2. ERRAC

The ERRAC dissemination strategy aims to promote the work and role of ERRAC and its priorities for the short, medium and long term in order to support research and innovation in the railway system and the market and operational uptake of its results

As it is explained in the Rail Vision 2050 (ERRAC, 2017): **In 2050, rail transport in Europe is the backbone of an intermodal “Mobility as a Service” within cities and beyond, for both passengers and goods, meeting the needs of customers, EU citizens and society. The suppliers and service organisations of the European rail industry are recognised as the world’s thought leaders for railway products and services.**

The ERRAC mission is to underpin the role of rail in the European transport system. It is furthermore to support the competitiveness of the European rail sector by enabling rail, through research and innovation, to play a new, broader role within the European transport system. It is destined to be the transport backbone and to place rail in a strong market position both in Europe and globally.

This deliverable D3.10 aims to provide a strategic communication and dissemination strategy for ERRAC to reach this vision. These include those outputs such as the SRRIA, the Roadmaps and their detailed implementation Plans with a goal to enhance the innovation of the railway system and better market uptake. The strategy provides a general framework, specifying objectives, priority target audiences, messages, channels, means and activities. The strategy is designed to be flexible, capable of responding to new developments and changing policy orientations.

This is intended to be a dynamic instrument, isolating key objectives, audiences and themes and associating them with suitable channels, but also ensuring the flexibility to respond to new developments and changing policy orientations. For this reason, it does not attempt to plan activities in detail beyond an annual planning period.

5.3. Communication message and objectives

- Help to position ERRAC and especially the deliverables of the FOSTER-RAIL and related SETRIS project as one of the main initiatives regarding the future European transport system
 - Develop and increase the visibility of the FOSTER-RAIL and related SETRIS deliverables
 - Disseminate the results of the FOSTER-RAIL and related SETRIS activities including SRRIA and the roadmaps and their detailed implementation plans and stimulate its implementation and innovation of the railway system towards becoming the backbone of the European transportation system
- Highlight the benefits that FOSTER-RAIL and related SETRIS project results can bring to political, economic and societal issues
 - Put emphasis on FOSTER-RAIL results regarding the European rail research and innovation agenda and the presentation of updated Technology Roadmaps
 - Communicate sustainable transport solutions that the implementation of the FOSTER-RAIL Roadmaps can bring in and for Europe
- Outline the synergies between FOSTER RAIL, ERRAC and the transport-related European Technology Platforms
- Develop and maintain a network of contacts with stakeholders, decision makers and media

Although these objectives are specific to communication, they are still broad in scope, and will need to be broken down into more detailed objectives, associated with particular target audiences, partners and stakeholders, when the roadmaps are elaborated.

5.4. Analysis of the situation

A communication strategy is needed to communicate, disseminate and promote the deliverables of FOSTER-RAIL and related SETRIS activities.

The FOSTER-RAIL project, a project initiated by ERRAC, gathers 20 stakeholders coming from 10 countries (France, Belgium, the United Kingdom, Sweden, Spain, Germany, Luxembourg, Czech Republic, Portugal and Austria) representing European rail research stakeholders: railway undertakings, infrastructure managers, manufacturers, EU Member States, associations and academics. With this coverage, FOSTER-RAIL has benefitted from a complete representation of the European rail sector and creates a strong research and innovation network for the rail sector. Through the enlarged partnership of the SETRIS project this network has become even wider and more multi-faceted!

In order to identify the strengths of the effectiveness of research and innovation capacities of the rail sector, FOSTER-RAIL has also monitored and assessed innovation potentials from previous research led by funded projects as well as their implementation. The results of this work is reflected in the Roadmap development work.

5.5. Target audiences and stakeholders

It is necessary to target the audiences to avoid unfocused communications and to bring the correct messages / pieces of information / deliverables to the right audience.

The term ‘target audience’ is used for simplicity and convenience, while fully recognising that it may appear prescriptive. It implies a two-way dialogue, based on needs assessment and a participatory approach, rather than a one-way conduit.

The need to prioritise the audience is due to a variety of factors and constraints, including the limits placed on human and financial resources, the comparative accessibility (or inaccessibility) and the relative availability of suitable channels. A stakeholder review, carried out during the SETRIS project in preparation of D3.8 provided interesting additional information.

The below table only provides a sample of the identified audience (both stakeholders and channels), which will likely be expanded following ERRAC stakeholders’ suggestions of key contact stakeholders.

Decision makers

European Commission

DG MOVE

DG R&D

DG ENTR

DG ENV

DG ENER

European Parliament

TRAN Committee

ENVI Committee

ITRE Committee

Permanent representations in Brussels

28 EU Member States

National authorities/Ministers

28 EU Member States

Transport/mobility

Research, Development and Innovation

National Parliaments

Transport/Research Committees

Transport Communities

Railway undertakings and infrastructure managers

Rail supply industry

Transport related ETPs

Rail and Transport related NTPs

Think-tanks of influence

NGOs

Transport Research and Innovation Management
and Information System - TRIMIS

Media**National press**

Relevant Era-NETS

Research and innovation communities

National correspondents based in Brussels

National transport press

Pan-European and general press

EU based press

Euractiv

EU Observer

European Voice

Specialised research publications

Public Service Review

Science Business

Eureka Network

Centre for European Policy Studies

Social media**FOSTER-RAIL, SETRIS partners and S2R stakeholders****Railway associations**

Association of the European Rail Industry (UNIFE)

International association for Public Transport (UITP)

Community of European Railway and Infrastructure
Companies (CER)

International Union of Railways (UIC)

AcademiaThe European Rail Research Network of Excellence
(EURNEX)

	Leeds University (IST-Leeds)
	Newcastle University – Centre for rail research (UNEW)
	Asociacao do Instituto Superior Tecnico para a Investigacao e Desenvolvimento (IST-ID)
Railway Companies	Trafiverket (TrV)
	Société Nationale des Chemins de Fer (SNCF)
	Network Rail (NR)
	Deutsche Bahn (DB)
Urban Operators	Régie Autonome des Transports Parisiens (RATP)
	Transports Metropolitans de Barcelona (TMB)
National associations	Spanish Railways Foundation (FFE)
	Czech Railway Platform (CZRP)
	AustriaTech (AET)
Manufacturing industry	Bombardier Transport (BT)
	Ansaldo STS (ASTS)
	Alstom (ALS)
	Mermec France (MMF)
	And many others

5.6. Communication channels

ERRAC will work with the following channels, depending on the message to communicate and the targeted audience. Some are not within ERRAC's hands but the ETP will liaise with their owners to synergise input.

Print

Leaflets

Brochures

Roadmaps

Factsheets

Events

A regularly updated events calendar, integrating events from the wider transport RDI community

Events notoriety

Website

ERRAC Website, also acting as FOSTER-RAIL repository

A liaison with Shift2Rail Website

Media/press

National press

Transport/business press

EU press

Social Media**5.7. Communication tasks and deliverables**

This communication plan focuses on the tasks and deliverables related to communication and dissemination activities. In this regard this chapter does not point out the internal ERRAC ETP communication which is the responsibility of the ERRAC leadership and WG3 Communication.

5.7.1. Corporate identity

To ensure the visibility of ERRAC, and its activities and deliverables including those of the FOSTER-RAIL and related SETRIS project, a corporate identity – containing dedicated logos, factsheets and websites - has been developed for both ERRAC and the 2 projects mentioned.

- Any printed materials will stay consistent with FOSTER RAIL's visual identity.
- This legacy will be upheld and further develop shall the ERRAC Steering Committee see the need arise.

5.7.2. Websites and news ticker

5.7.2.1. ERRAC website

During the FOSTER-RAIL project, an ERRAC website has been designed and delivered for the wider ERRAC ETP incorporating the pages dedicated to the FOSTER RAIL's online visibility. Even after the project's finalisation, this website is still being used and maintained by ERRAC.

- The website will be continuously maintained and updated with the latest ERRAC structure and procedure
- The latest ERRAC productions like the Rail 2050 Vision will be promoted and teased in a catching format
- Older content on the ERRAC website will be properly archived
- A regular newsfeed will be restored, synergising with the Shift2Rail calendar as well as other major R&I events from other stakeholders/programmes. There is a possibility here for integrating events from other sectors in order to boost learning from one another

5.7.2.2. Newsticker

In parallel to the website, a news-ticker has been developed to keep the partners informed on the project news

- The old newsticker will be merged within a reorganised news feed on the ERRAC website

5.7.2.3. Shift2Rail

A dedicated Shift2Rail website has been developed with the emergence of the Shift2Rail Joint Undertaking. ERRAC has gone into a deeper relation with Shift2Rail and could use it to reach a larger audience in exchange for the same opportunity for the S2R communication team. and has been linked to the FOSTER-RAIL website and vice versa.

- The ERRAC WG3 will liaise with the S2R Communication team to organise a synergised calendar/newsfeed

5.7.3. Stakeholders – contact management

During the FOSTER-RAIL project and its SETRIS follow-up activities, a stakeholder database has been created and kept up-to-date. This database includes the contact details of stakeholders of relevance to ERRAC and the project deliverables. The database consists of as many as possible stakeholders from the European institutions, transport organisations, research and academia, journalists and others belonging to the projects target groups.

- This database will be kept updated and given access to those interested in its contents
- This database will liaise with the SPARK portal maintained by RSSB⁶ and the WORC database (listing numerous projects, facilities and stakeholders in rail RDI)
- ERRAC stakeholders will consider any other suitable connection

5.7.4. Production and dissemination of information materials

During the running time of the FOSTER-RAIL project and later during the SETRIS project, specific communications materials have been developed, these were:

- **Fact sheets:** each work package has benefitted from a fact sheet
- **Newsletter, leaflets and brochures:** As FOSTER-RAIL has its own dedicated pages on the ERRAC website, several printed materials have been issued as complementary to the website information and news, including the dissemination and publication of the SRRIA, the annual Roadmap reports and the final Technology and Innovation Roadmaps.

These elements, notably the factsheets and brochures, will be re-utilised in a more ERRAC-aimed purpose to communicate on the ETP's missions, ambitions and its developments – like the recent Rail 2050 Vision.

5.7.5. Events

In addition to its two-yearly Plenaries, ERRAC will participate in TRA 2018 along Shift2Rail to demonstrate the synergised involvement of the railways RDI community in this multimodal event. Additionally, the ERRAC Steering Committee and Plenary may consider the need to join other events as ERRAC and/or organise R&I event itself if deemed useful/necessary.

5.7.6. Media relations

Establishing relationships with relevant media, issuing press releases, answering press requests, arranging interviews and drafting by line articles will be part of the responsibilities of ERRAC in promoting and dissemination messages / pieces of information results. ERRAC will seek to be engaged in interviews and to have its work promoted through specialised articles. The goal is to have

⁶ <https://www.sparkrail.org/Pages/SparkWelcome.aspx>

a number of articles published per year – up to possibly 4/year, depending on the developments of the ETP.

6. RECOMMENDATIONS AND CONCLUSIONS FROM SETRIS D3.8

SETRIS D3.8 provides the identification of the synergies between the relevant national and EU programmes which could support the implementation of ERRAC priorities. For the study carried out in the deliverable, it shows that national priorities are aligned with the ERRAC priorities and EU programmes comply with the implementation of ERRAC technology roadmaps. These elements can be disseminated by ERRAC to its list of stakeholders as well as the external stakeholders/channels identified above.

Based on the analysis of the railway research priorities of national governments and EU programs, the following recommendations can be drawn up:

- **Encourage research initiatives that will enable the implementation of ERRAC:** Shift2Rail addresses many of the technological challenges that need to be tackled by the railway sector. However, there is always room for improvement and in order to ensure the competitiveness and the adaption of the railway transport mode to societal needs and changes, it is necessary to implement all areas of research identified within the ERRAC roadmaps. Rail research initiatives should not only be limited to rail but equally consider related societal aspects and include transverse themes such as human and organisational factors, public health, economy and finance, spatial strategy, energy and environment. In addition, urban transport at city level, not only as a mode to fulfil the first and last miles of a journey, should be considered. Journeys within the urban rail network may start and finish in the same city. However, they should be considered as part of the S2R ecosystem, as this is more than a means to complete long-distance journeys. In 2050 more than 60% of the European population will live in urban areas, so it suggests that the same percentage will be the main proportion of journeys by rail.
- **Maintain and develop relationships with NTPs and national initiatives by taking in account regional disparities:** as this report shows, the priorities of national master plans are in most case aligned with ERRAC priorities. But in terms of implementation of rail research initiatives, not every country in the study had a program dedicated to railway research. It is therefore important that ERRAC develops and maintains its relations with NTPs and national governments but also takes into consideration the disparities in Europe and adapts, in accordance, its strategy for the promotion of railway research and knowledge.
- **Raise awareness about the digital revolution and new paradigms that could be developed from enabling technologies:** as the study shows, digital technologies are not always identified as main priorities in the majority of transport/railway master plans. ERRAC has a key role in the promotion of enabling technologies in the European railway sector. Regional disparities should of course be taken in account and emphasis should be put on technologies with a high return of investment.

- **Enhance collaboration with transport ETPs to support the achievement of the integrated transport system:** ETPs should work together and in a coordinated manner in order to make the integrated transport system a reality.
In this manner ERRAC stakeholders will actively work on their participation in H2020 research and innovation activities related to intermodal transport. The role of ERRAC in this collaboration is also to incentivise that rail is a privileged position as the backbone of the future European railway system that is itself part of the sustainable transport system in Europe and ensures that financial investments are distributed accordingly.
- **Further develop relations with the ECTP to tackle the challenges of future railway infrastructure:** despite the growing demand for railway infrastructure, driven by rapid urbanisation, road congestion and societal demands for green mobility, railway infrastructure assets are aging and need to be modernised in many areas.
A high level of investment is especially required for mainline infrastructure.
Railway infrastructure is a key item for the European transport system, the collaboration between ERRAC and the ECTP is necessary to exhaustively address the challenges of the future infrastructure (including maintenance).
- **Investigate the possibility of further exchanges with CEF transport:** lessons learnt and data from CEF transport projects would significantly enrich the state of the art in fields related to railway infrastructure and research and innovation bodies could improve this knowledge with new enabling technologies, optimised implementation methods and guidelines. There should be dedicated CEF funding made available to foster automation and digitalisation of the railway sector.
CEF eligibility should also be extended to rail rolling stock to support the decarbonisation of the rail systems. It will also be important to increase support to the urban nodes located on the TEN-T Core Network and to provide adequate grants support for sustainable transport infrastructure and rolling stock projects. Virtually all passenger journeys start or finish in urban areas; therefore, the quality and efficiency of urban public transport infrastructure, interchanges and services must be ensured.

7. RECOMMENDATIONS AND CONCLUSIONS FROM SETRIS D3.9

The SETRIS deliverable D3.9 further complements the work done within FOSTER-RAIL WP4 and develops the implementation plans for the ERRAC roadmaps (FOSTER-RAIL D4.9, 2016) and provides:

- an overview of EU and national strategies for railways and transport
- an identification of current funding programmes that could support the implementation of ERRAC priorities
- a detailed comparison between ERRAC technology roadmaps and the topics addressed by SHIFT2RAIL and H2020
- a classification of topics (railways/transport, Operation and asset management/ Technology and Innovation / Policy and society / Economy and Business)
- an identification of the barriers which prevent the adoption of innovative technologies and approaches
- recommendations on SHIFT2RAIL2.0 and FP9
- 9 Priority topics that need to be addressed whatever the programme structure, the positioning of ERRAC or the region.

These elements can be disseminated by ERRAC to its list of stakeholders as well as the external stakeholders/channels identified above.

8. REFERENCES

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9. APPENDIX: STAKEHOLDER REVIEW OF THE ERRAC COMMUNITY

Questionnaire:

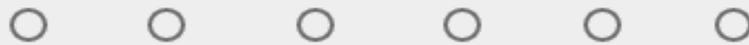
Please rate the importance of the following actions that ERRAC could engage in? *

	Not important	Slightly important	Moderately important	Very important	Extremely important	No opinion
Encourage research initiatives that will enable the implementation of ERRAC roadmaps and ensure the competitiveness and the adaption of the railway mode to society needs and changes	<input type="radio"/>					
Maintain and develop relation with NTPs (National Transport Platform) and national initiatives with emphasis on european and regional disparities	<input type="radio"/>					
Raise awareness about the digital revolution and new paradigms that could be developed from enabling technologies: digital technologies are not always identified as main priorities in national transport master plans and strategies	<input type="radio"/>					
Enhance collaboration with transport ETPs to support the achievement of the integrated transport system: ETPs should work together and in a coordinated manner in order to make the integrated transport system a reality	<input type="radio"/>					

Further develop relations with the ECTP (European Construction Technology Platform) to tackle the challenges of the future railway infrastructure: despite the growing demand, railway infrastructure assets are aging and need to be modernized in many areas



Investigate the possibility of further exchanges with CEF transport: lessons learnt and data from CEF transport projects would significantly enrich the state of the art in fields related to railway infrastructure and research and innovation bodies



In your opinion, what other actions (not mentioned above) could ERRAC engage in in the future?

Your answer

Results:

14 stakeholders answered the questionnaire. They could be answered anonymously, but the possibility of providing contact and geographic information was given. 8 people answered the questionnaire anonymously, 6 people indicated their country which were France (2), Germany (1), Belgium (1), Spain (1) and Czech Republic (1).

The results of the survey are the following:

	No opinion	Not important	Slightly important	Moderately important	Very important	Extremely important
Encourage research initiatives that will enable the implementation of ERRAC roadmaps and ensure the competitiveness and the adaption of the railway mode to society needs and changes	1	0	0	0	2	11
Maintain and develop relation with NTPs (National Transport Platform) and national initiatives with emphasis on European and regional disparities	1	0	0	2	7	4
Raise awareness about the digital revolution and new paradigms that could be developed from enabling technologies	1	0	0	3	4	6
Enhance collaboration with transport ETPs to support the achievement of the integrated transport system	1	0	0	2	3	8
Further develop relations with the ECTP (European Construction Technology Platform) to tackle the challenges of the future railway infrastructure	0	0	0	2	9	3
Investigate the possibility of further exchanges with CEF transport: lessons learnt and data from CEF transport projects	0	0	1	1	7	5

In your opinion, what other actions (not mentioned above) could ERRAC engage in in the future?

“Include systematically the human and organisational factors in the discussions. making project without thinking about Human and organisational factors is dangerous for the project and a source of risk for the workers and/or the management of the activities.” *(added to the first recommendation)*

“Identifying issue-led challenges which are not limited just to rail - eg public health, spatial strategy, energy, digital opportunity etc “*(added to the first recommendation)*

“to make sure European funds for research & innovation activities are well shared between all transport modes (not only aeronautics and road transports) and all research & innovation actors (especially SME & technology providers).” *(added to the third recommendation)*

Validation of the recommendations:

To enable validation by the greater ERRAC community, of the recommendations identified in deliverable D3.8, the following rating scale was used:

Level of importance	No opinion	Not important	Slightly important	Moderately important	Very important	Extremely important
Rating scale	Not considered	0	1	2	3	4

The average and standardised rate by recommendations are the following:

	Recommendation rating
Encourage research initiatives that will enable the implementation of ERRAC roadmaps and ensure the competitiveness and the adaption of the railway mode to society needs and changes	3,8
Maintain and develop relation with NTPs (National Transport Platform) and national initiatives with emphasis on European and regional disparities	3,2
Raise awareness about the digital revolution and new paradigms that could be developed from enabling technologies	3,2
Enhance collaboration with transport ETPs to support the achievement of the integrated transport system	3,5
Further develop relations with the ECTP (European Construction Technology Platform) to tackle the challenges of the future railway infrastructure	3,1
Investigate the possibility of further exchanges with CEF transport: lessons learnt and data from CEF transport projects	3,1

All recommendations are rated between **Very important** and **Extremely important**.