

# SEMANTICS FOR PERFORMANT AND SCALABLE INTEROPERABILITY OF MULTIMODAL TRANSPORT

## D6.3 - Set up a dissemination and exploitation plan for the project

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PU	Public	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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## EXECUTIVE SUMMARY

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The aim of this document is to provide a dissemination and exploitation strategy for the SPRINT (Semantics for PerfoRmant and scalable INteroperability of multimodal Transport) project and to describe the tools that will be used to facilitate the wide-spread of information and knowledge from the results created by the project, among and beyond the members of the consortium (and beyond the life of the project). For the dissemination of SPRINT to be successful, there needs to be a good cooperation between all the Work Packages throughout the life of the project.

In this respect, an overview of the dissemination and exploitation activities to be undertaken during the project's life is going to be provided, followed by a separate and more detailed analysis of each activity.

Dissemination and exploitation of results is not only crucial to the acceptance and implementation of technologies developed by suppliers and end-users, but more importantly by the Shift2Rail Joint Undertaking, which will carry on the research into a wider scope.

## ABBREVIATIONS AND ACRONYMS

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Abbreviation	Description
API	Application Programming Interface
CFM	Call For Members
EU	European Union
H2020	Horizon 2020 framework programme
IF	Interoperability Framework
IP	Innovation Programme
JU	Joint Undertaking
MSP	Managed Service Provider
S2R	Shift2Rail
SPRINT	Semantics for PerfoRmant and scalable INteroperability of multimodal Transport
TMC	Technical Management Committee
TRA	Transport Research Arena
WP	Work Package

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## 1. INTRODUCTION

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This document has been drafted in order to provide a clear dissemination and exploitation plan for the SPRINT project. To facilitate this, we present materials and strategies for communicating and disseminating SPRINT to railway stakeholders, the scientific community and the general public. Those include: the creation of a project identity; the creation of a public website; the production of two newsletters; the creation of a project brochure; the organisation of a final conference; participation to conferences and the publication of results in relevant journals. Moreover, the dissemination and exploitation plan describes how SPRINT will interact with other Shift2Rail (S2R) projects.

Throughout the project, the Dissemination Work Package (WP6) will drive the dissemination of information, particularly for the purpose of ensuring future exploitation and the collaboration with the other S2R projects. The widespread and targeted dissemination of the project's outputs is vital to the acceptance and implementation of the technologies developed and for this reason all the other project partners are going to be involved in the production and publication of material like scientific publications, articles, press releases, newsletters and project brochure.

### 1.1 BACKGROUND

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The SPRINT project will make steps towards the uptake of the fourth Innovation Program's (IP4) multimodal transport ecosystem by addressing the following specific challenges arising from TD4.1's objectives:

- Improve the Interoperability Framework (IF) performance and scalability to sustain a large deployment.
- Simplify/automate all the necessary steps needed to integrate new services and sub-systems in the IP4 ecosystem.

Moreover, SPRINT contributes to the realisation of the IF by:

- masking the complexity of interoperability to travel applications by publishing in the IF's Assets Manager uniform abstractions of services enabling travel applications to know how to communicate with them (e.g., web service/API interfaces, communication protocols);

providing additional technical means to operate on the "web of transportation data"; for example, the IF will enhance its ability to act as a (distributed) broker to communicate with different services and as a means to dynamically discover, bind and inject data and services, including the MSP identification on the basis of their geographical area and offered service capabilities.

### 1.2 DEFINITIONS

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Throughout this document, the terms 'dissemination' and 'exploitation' will be used frequently. The definitions used by the authors are shown below:

- *Dissemination*: The aim of dissemination is to spread the outputs of the project among interested parties. This activity involves presentation of the project's results to the European

railway community and the industrial and scientific community, while managing knowledge within the consortium. The means to achieve this are described in this document

- *Exploitation:* The aim of exploitation is to favour the market uptake through the use of the results of the project, particularly by using them in further research activities (outside the action). This activity involves the use of the project's results and developed technologies by the suppliers and end users. It involves working closely with all work packages to ensure outputs are captured and partners are able to engage with potential customers and also that they are supported in the development of the project outputs in order to produce products and services that can be exploited.

Dissemination and exploitation of results are crucial to the acceptance and implementation of technologies developed in the project by suppliers and end-users.

## 2. DISSEMINATION PLAN

### 2.1 OBJECTIVES

External communication will be achieved by creating a project identity and a public website, attending to conferences and relevant events and publishing articles in relevant journals.

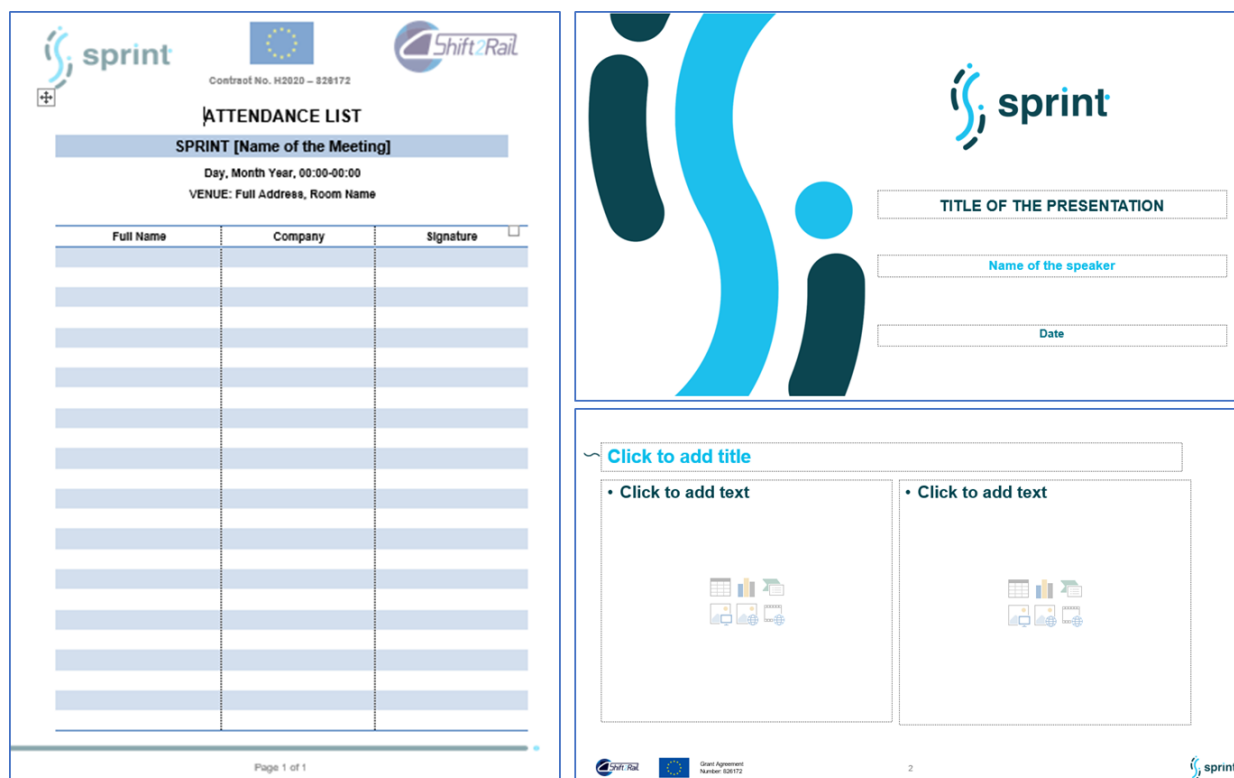
As outlined in the SPRINT description of work, the dissemination objectives are to:

- Establish a dissemination platform to facilitate wide-spread information transfer amongst and beyond the members of the consortium (and beyond the life of the project);
- Set up communication channels with SPRINT and other S2R projects to ensure a permanent link/communication with the relevant S2R activities;
- Ensure that the project outputs reach targeted stakeholders;
- Ensure that appropriate dissemination strategies are applied.

### 2.2 DISSEMINATION MEASURES

#### 2.2.1 Project Identity

A project identity has been created at the beginning of the project including templates for presentations and reports, a project brochure as well as the SPRINT logo. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results. For instance, the brochure will be distributed at project workshops and conferences, where project partners will participate.



The figure displays two sample templates from the SPRINT project identity. The left template is an 'ATTENDANCE LIST' form, featuring the SPRINT logo, European Union flag, and Shift2Rail logo at the top. It includes fields for 'SPRINT [Name of the Meeting]', 'Day, Month Year, 00:00-00:00', and 'VENUE: Full Address, Room Name'. Below these is a table with columns for 'Full Name', 'Company', and 'Signature'. The right template is a presentation slide, also featuring the SPRINT logo. It includes fields for 'TITLE OF THE PRESENTATION', 'Name of the speaker', and 'Date'. Below these fields are two large text boxes with icons and the text 'Click to add text'. The bottom of the slide shows the SPRINT logo and the text 'Contract Agreement Number 826172'.

Figure 1: Sample of SPRINT templates

### 2.2.2 Public Website

A dedicated website has been set up at the beginning of the project. The website (<http://www.sprint-transport.eu/>) is publicly accessible, with a section where visitors can register their interest. It is divided into two parts: the public portal and the cooperation tool (member's area), which acts as an exchange platform between the project partners.

The public portal is open to the public and displays the key project information, partners, results, news/events and links to the partners' websites. All the public deliverables will be published on the website and will be available for download.

The public webpage also lists related projects, together with the link to their pages, as well as the links to the Shift2Rail website.

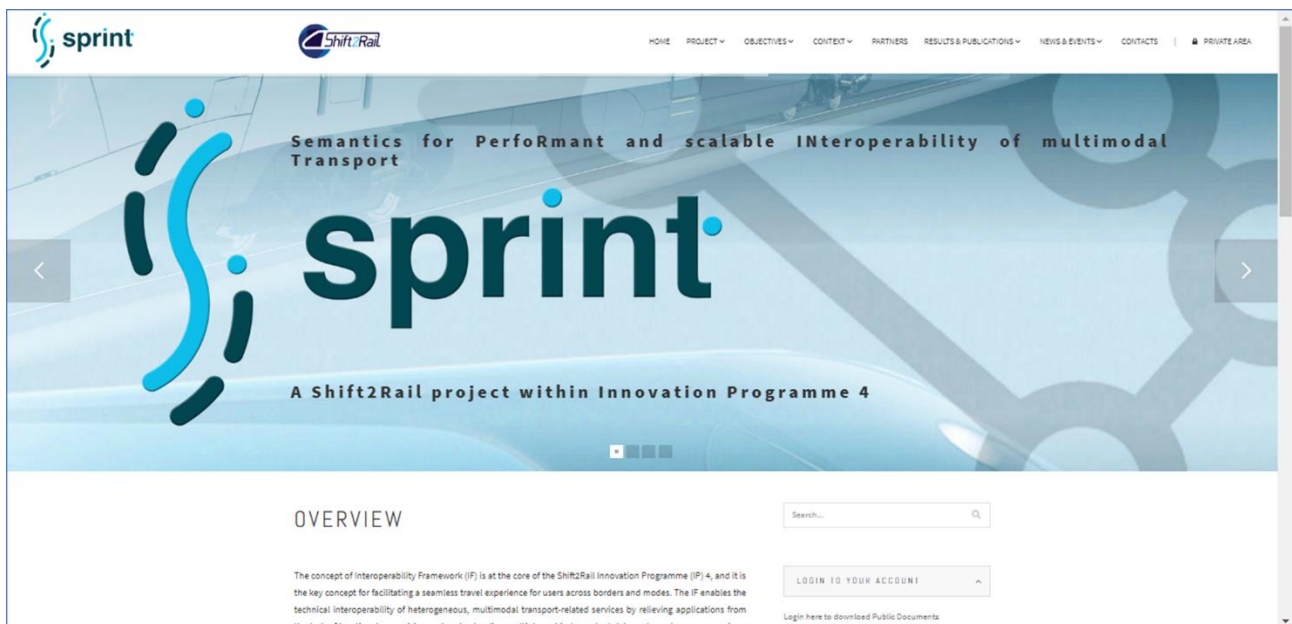


Figure 2: Homepage of SPRINT public website

### 2.2.3 Newsletters

The project will produce two newsletters. The first newsletter will be released in month 13 and the second newsletter towards the end of the project in month 25 (approximate dates). The newsletters will provide up-to-date information on the status and achievements of the project. The newsletters will be circulated via e-mailing lists and in a printed version that complements the project brochure.

In order to ensure that the widest audience possible is reached, each partner will use its own mailing list. The newsletter will also be uploaded on the project webpage and the printed copy will be distributed at events and workshops. The link between the Shift2Rail projects will also be highlighted.

### 2.2.4 Brochure

During the first months of the project, a brochure has been created. The main objective of this publication is to provide the wide audience with some preliminary information on the goals of the



project, the structure and main planned activities and the members of the SPRINT consortium. The brochure anticipates the newsletters and has a more generic content as the activities of the project were still at an early stage at the time it was produced. The project brochure will be distributed during public events.



Figure 3: Extract from SPRINT brochure

## 2.2.5 Dissemination events & participation in conferences

The SPRINT consortium will organise one main public event at the end of the project, the Final Conference, whose aim will be to present all the results of the project. This conference will be open to anyone interested in participating. To ensure maximum audience, invitations will be sent to the key actors in the field. The location will be chosen to ensure maximum participation.

The final conference will provide a platform to discuss the achieved results of the project. Solutions for the identified problems and challenges will be presented based on the SPRINT project results and the harmonisation of needs, requirements and demands facing the Shift2rail IP4 expectations will be discussed.

Apart from the final conference, some other conferences and public events will be targeted where SPRINT can be presented and communicated to a wide audience. SPRINT will be presented during high-level EU events such as UITP Global Public Transport Summit (Stockholm, June 2019), TRA2020 (Helsinki, April 2020), International Railway Forum & Conference (Prague, April 2020), InnoTrans 2020 (Berlin, September 2020), IT-TRANS (Karlsruhe, March 2020). The dissemination

partners especially, will be active in the promotion and dissemination, by joining these and other major events and conferences and presenting results and achievements of the project.

Furthermore, some members of the SPRINT consortium are organising the International Workshop on Semantics for Transport (Sem4Tra) that will take place in Karlsruhe on the 9<sup>th</sup> September 2019. This workshop targets researchers and practitioners that are contributing to transform the transportation sector by proposing new semantic-based solutions like the one under definition in the SPRINT project. The workshop will be an opportunity for discussing the SPRINT proposals and comparing it with other works at an international event.

### **2.2.6 Publications & Papers/journals**

Regular information shall be published through the usual channels of the different associations involved in the project. Project results are also planned to be published through articles mainly in specialised press and scientific journals such as:

- Railway Gazette;
- International Railway Journal;
- RTR European Rail Technology Review;
- European Railway Review;
- Rail Technology Magazine;
- Passenger Magazines.

Furthermore, different external scientific media shall also be considered.

### 3. EXPLOITATION PLAN

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#### 3.1 OBJECTIVES

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SPRINT is setting the foundations for developments that will be continued within Shift2Rail's IP4: 'IT Solutions for Attractive Railway Services'. Therefore, the exploitation of the project's results will have to be ensured towards S2R IP4.

The objectives for the exploitation of results are the following:

- To ensure a good transfer of results between SPRINT and Shift2Rail.
- To ensure that SPRINT results will be forwarded through the dedicated initiatives in Shift2Rail to the relevant regulation and standardisation bodies competent for the various transport sectors if needed.

For the abovementioned reasons, SPRINT is fully committed to finalising and signing the Collaboration Agreement with the complementary CFM project of IP4, CONNECTIVE.

#### 3.2 EXPLOITATION MEASURES

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To ensure the good transfer of results between SPRINT and Shift2Rail, the SPRINT project will follow the following steps:

- Develop and sign a Collaboration Agreement with CONNECTIVE, along with any other relevant future Shift2Rail IP4 CFM project if needed;
- Ensure a smooth transfer of SPRINT results to the complementary CFM project CONNECTIVE, as well as with any other relevant future Shift2Rail IP4 CFM project, through the organisation of technical workshops on specific subjects identified, whenever needed. These direct technical interactions could be organised at WP level, to facilitate the knowledge transfer for the purpose of the Shift2Rail activities. These will be managed on a case-by-case basis;
- Regular interaction with the S2R JU, through the IP4 Steering Committees, where possible issues can be resolved between all the project coordinators.

All this exchange of information will enable the SPRINT project to provide feedback to the relevant people in Shift2Rail, but also to collect suggestions that could be relevant for the on-going activities of the project.

## 4. CONCLUSIONS

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This document provides clear activities in the areas of dissemination and exploitation. It presents a comprehensive dissemination strategy for the SPRINT project and describes the materials and strategies that will be used for external communication, along with the engagement and uptake of the results by relevant stakeholders.

A series of dissemination events have been planned, but it is anticipated that more dissemination opportunities will arise as the project progresses. Therefore, the SPRINT consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination activities will be discussed at TMC level and will be coordinated generally via WP6.

Routes to exploitation have been identified and the specific cooperation with the Shift2Rail Joint Undertaking and the relevant IP4 CFM project will be a key activity to ensure both success of SPRINT and Shift2Rail.