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D4.1 General Communication and Dissemination Strategy for infra4Dfuture

Version 1.0

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Abbreviations

Abbreviation	Definition
CEDR	Conference of European Directors of Roads
DCS	Dissemination and Communication Strategy
EIM	European Rail Infrastructure Managers
H2020	Horizon 2020 EU Research and Innovation Program
ILS	Industrial Lead Suppliers
IPO	Innovation Programme Owners
NTIA	National Transport Infrastructure Authorities
RP	Research Providers
WP	Work Package

Executive summary

This document establishes a communication and dissemination strategy plan for the infra4DFuture project. It has been produced by the Centre for Research and Technology Hellas (CERTH) / Hellenic Institute of Transport (HIT) Team with input and review from infra4DFuture Work Package Leaders. It will be used as a guide of the dissemination plan and strategy for all infra4DFuture team members, throughout the project duration.

This document provides an effective Dissemination and Communication Strategy Plan, which has as main target to increase the visibility of the key project outputs and outcomes and link with key initiatives relevant for the project and the scope of implementation.

The project's key stakeholders comprise National Transport Infrastructure Authorities, Innovation Programme Owners, Industrial Lead Suppliers and Research Providers. A structured dialogue with the relevant stakeholders will be built during the course of the project, through four Stakeholder Conferences with high level representatives from the stakeholder groups, two expert workshops and a series of EU-regional outreach events. Communication with the broader arena will be made through the use of appropriate means, such as various social media, the project web site, project leaflets, e-newsletters.

Mailing lists and a Sharepoint facility will be used for internal communication among project partners. In addition, periodic meetings and regularly scheduled teleconferences will be organized.

A summary of the project communication and dissemination activities will be produced in the form of a report half way through the project, on month 12 (Deliverable 4.11) and at the end of the project on month 24 (Deliverable 4.12). These reports will be confidential and will be shared among project partners and with the Commission Services.

1 Introduction

Infra4Dfuture is a 24-month project under the H2020 topic of MG-2-4-2018- “Infrastructure Innovation for the Future”.

Infra4Dfuture will develop a demand-driven overarching strategy and coordination mechanism for the modernization of transport infrastructure including a shared strategic vision on future infrastructure capabilities and common pathways for innovation development and implementation.

Facing a variety of emerging challenges, such as climate change, resilience, ageing infrastructure, maintenance, digitalisation, automation, energy and electrification, the National Transport Infrastructure Authorities (NTIA) have urgent requirements for infrastructure innovation. In view of the long cycle times in infrastructure management and the rapid mounting pressure from these challenges, there is a need for fast delivery of ready-to-implement, cost-effective innovative solutions matching the requirements of the NTIA that jointly build the TEN-T network.

The infra4Dfuture consortium encompasses 20 partners from 17 countries, 19 of them being NTIA, joining forces to develop:

- a strategic coordination mechanism aiming to deliver a concerted cooperation and collaboration across a portfolio of relevant European and national innovation programmes and initiatives;
- a shared strategic vision on future infrastructure capabilities, each capability encompassing a series of focus areas for innovation.

Infra4Dfuture is based on a sound and coherent consultation and dialogue process with relevant stakeholders. This process will be structured in a sequence of strategic, decision-making conferences and a supporting, tactical sequence of expert workshops and regional events. These will culminate in the founding of the infra4Dfuture Stakeholder Platform for Infrastructure Innovation and Implementation (ISPIII) at the TRA 2020. ISPIII will ensure a continuance of the coordination mechanism and shared vision beyond the duration of the action. Follow-up ISPIII events will take place at the consecutive biannual TRA conferences.

1.1 Purpose of the document

D4.1 outlines the key dissemination and exploitation activities in the strategy plan of the project. This strategy aims to maximise the impacts of the project and outreach to the wider arena of relevant public, industry and research which are the main target groups of the project.

The Dissemination and Communication Strategy (DCS) is twofold:

- **Internal communication** which will contribute to creating the eligible alignment and coordination among the involved partners in the evolution of the project.
- **External communication** which will target all the relevant stakeholder groups and the general public. It will be built on three (3) pillars which are: 1) a website, 2) a periodic communication and dissemination package, 3) social media.

Events and conferences will be the communicating tools for both internal and external dissemination and communication.

1.2 Intended audience

This Deliverable is public, thus accessible to anyone interested. The contents are mainly useful to the project partners, in order to understand and follow the project's dissemination and communication strategy throughout the project duration.

1.3 Interrelations of WP4 with other WPs of the project

The interrelations between WP4 and other WPs of the project are depicted in figure 1:

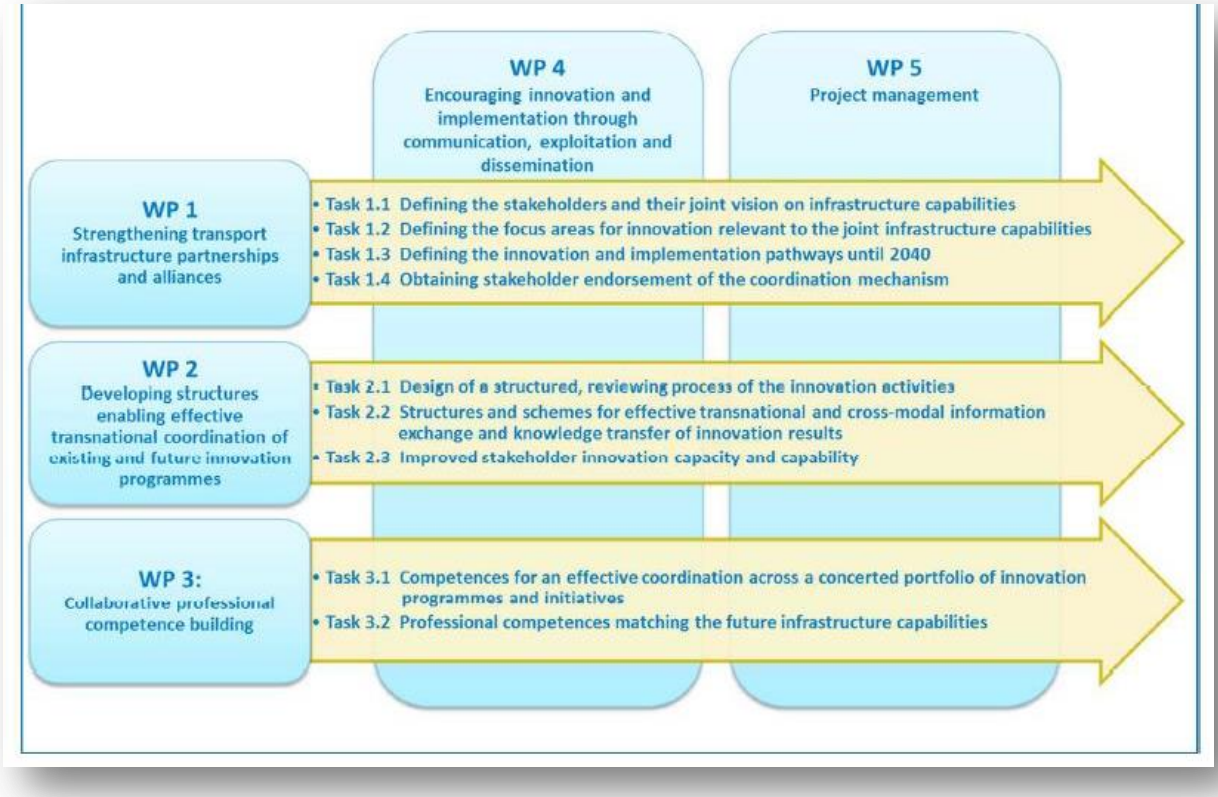

Figure 1 infra4Dfuture work structure and its work packages

The output of WP4, apart from addressing the identified - external to the project – target groups, provides also feedback to the rest of infra4Dfuture WPs, in terms of inputs received from the target groups, through the various dissemination and communication activities undertaken within WP4 (i.e. interactions during workshops and consultation meetings, social media feedback, etc.). Moreover, through the internal communication activities, the smooth and harmonised interactions and synergies within the different WPs are facilitated.

2 Dissemination and Communication Strategy: General overview

2.1 Objectives

The Dissemination and Communication strategy intends to support the raising of awareness, trust, understanding and endorsement of the relevant stakeholders for the coordination mechanism. More specifically, the strategy aims at:

- generating awareness, understanding, trust and endorsement amongst the relevant stakeholders on the coordination mechanism in order to secure their positive engagement;
- reinforcing effective collaboration and cooperation between the relevant stakeholders participating in the coordination mechanism, concerning transport infrastructure innovation and implementation;
- raising awareness and support in the wider stakeholder setting across Europe that will be ultimately implementing and deploying the results from transport infrastructure innovation in the field operations.

2.2 Dissemination and communication target groups

WP4 will deliver the formal structure and processes to enable effective Communication and Dissemination of all knowledge gathered during the project, as well as the outputs it produces during its lifetime. The ultimate aim of this WP is to increase the visibility of key project outputs and outcomes and link with key initiatives relevant to the project and the scope of implementation. More specifically the objectives of WP4 (per task) are to:

Task 4.1:

- Develop and update a Dissemination, Communication and Exploitation plan
- Develop the infra4Dfuture website throughout the evolution of the project
- Produce a wide range of online and printed dissemination material
- Devise an effective social media campaign, using mainly LinkedIn and Twitter

Task 4.2:

- Coordinate the management of the two expert-workshops and a series of EU-regional outreach events related to WP2

Task 4.3:

- Coordinate, organise and facilitate the external communication flows to and from relevant stakeholder groups, mainly raising their support for the stakeholder conferences.

Infra4Dfuture will establish a structured dialogue among four stakeholder groups with the aim to effectuate a demand driven supply of innovative solutions up to higher market penetration. These groups are organized in a variety of well-known representing platforms, associations and conferences and provide efficient and effective access to the relevant stakeholders. The partners in the project have ample access to the relevant stakeholder groups and associations either through common membership or individual relationships. Therefore, the representing bodies concern:

- **National Transport Infrastructure Authorities (NTIA)**: Representing bodies including CEDR (road) and European Rail Infrastructure Managers (EIM)
- **Innovation Programme Owners (IPO)**: They are represented by European and international funding bodies, such as the European Commission, the member states and several blended initiatives and undertakings.
- **Industrial Lead Suppliers (ILS)**: Representing bodies including European Network of Construction Companies for Research and Development (ENCORD-including industrial operators), European Automobile Manufacturers Association (ACEA), and European Association of Automotive suppliers (CLEPA).
- **Research Providers (RP)**: Research Providers support the industrial lead suppliers as is also reflected by their strong association in umbrella bodies such as the TRA platforms with a focus on transport related European Technology Platforms as well as the NTIA directly (ALICE[1], ECTP[2], ERTRAC[3], ERRAC[4], FEHRL[5], Waterborne)

Figure 2 represents the interaction among the four stakeholder groups. The National Transport Infrastructure Authorities (NTIA[6]) and the Innovation Program Owners together constitute the demand side for transport infrastructure innovation. On the other hand, industrial lead suppliers and research providers constitute the supply side for transport infrastructure innovation.

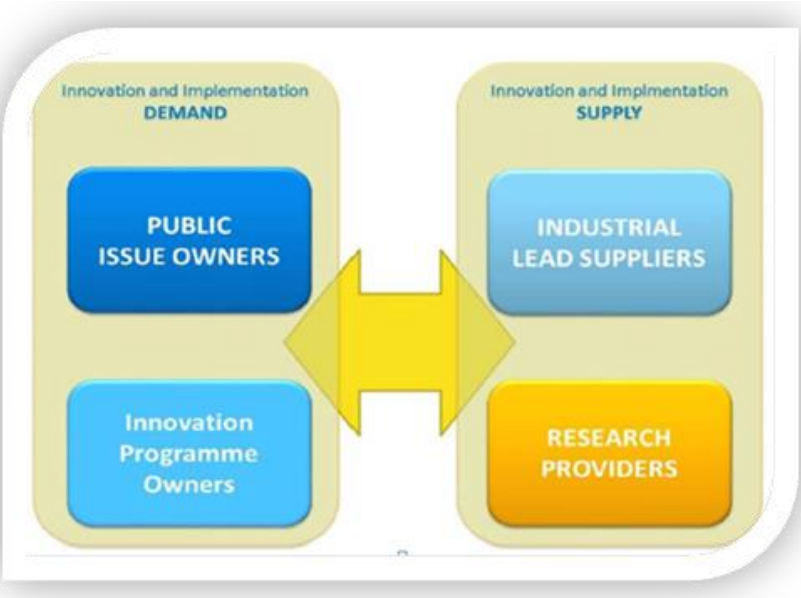

Figure 2: Demand and supply side of innovation and implementation

2.3 Approach

The DCS approach distinguishes three target audiences, each requiring dedicated messaging:

[1] European Technology Platform on Logistics www.etp-logistics.eu
[2] The European Construction, built environment and energy efficient building Technology Platform, www.ectp.org
[3] The European Road Transport Research Advisory Council www.ertrac.org
[4] The European Rail Research Advisory Council, www.errac.org
[5] Forum of Highway Research Laboratories, www.fehrl.org
[6] National Transport Infrastructure Authorities

- **the project consortium**: keeping all consortium partners informed of developments, results and achievements. Key objective is to keep all partners aligned.
- **the setting of relevant stakeholders** (from public, industry and research): building awareness, understanding, trust and ultimately commitment from the key stakeholder groups that are indispensable to a successful execution of the coordination mechanism
- **the wider European arena** related to transport: building awareness, understanding, and trust. The objective is to enable broader alliances during execution of the Coordination mechanism.

2.3.1 Dissemination activities

The dissemination activities planned in infra4Dfuture project apply to all relevant stakeholders, including National Transport Infrastructure Authorities, Innovation Program Owners, relevant Industrial Lead Suppliers and supporting Research Providers. They intend to ensure that all partners and relevant stakeholders are aware of the current activities, already generated results, obligations and further activities during the evolution of the project. These activities include strategic level stakeholder conferences, expert workshops, EU-regional events, web platforms (which will offer a private area to facilitate information management within the consortium) and e-mail communication.

2.3.2 Communication activities

The communication activities target the wide community and their main goal is to raise public, relevant actors and stakeholders' awareness of the project during the initial stages. This will be achieved by visiting the different platform meetings, contacting NTIAs that are not involved in the initiative, creating a webpage and newsletters (total number: 2-4 per year), press releases and active participation in social media.

2.3.3 Channels and tools

In order to maximize the potential for the successful exploitation of infra4Dfuture and the uptake of the project's method and outcomes, the dissemination and communication activities have been designed following specific objectives and proposing a number of methods, which are summarized in Table 1:

Table 1 infra4Dfuture dissemination and communication strategy

Objective	Relevant actors/stakeholders	Method
To generate awareness, trust, understanding and endorsement amongst the relevant stakeholders on the coordination mechanism in order to secure their positive engagement	National Transport Infrastructure Authorities, Innovation Programme Owners, Industrial Lead Suppliers (including operators), Research Providers	Meetings with representing platforms and individual stakeholders (when relevant e.g. non-members), (newsletters, leaflets, presentations, video, website)

Objective	Relevant actors/stakeholders	Method
To reinforce effective collaboration and cooperation between the relevant stakeholders participating in the coordination mechanism concerning transport infrastructure innovation and implementation up to higher market penetration	National Transport Infrastructure Authorities, Innovation Programme Owners, Industrial Lead Suppliers (including operators), Research Providers	Strategic level stakeholder conference, expert workshops, EU-regional events, 'LinkedIn' groups of experts, various media (e.g. DoRNs[7], fact sheets, leaflets, presentations, video, website)
To raise awareness and support in the wider stakeholder setting across Europe that will be ultimately implementing and deploying the results from transport infrastructure innovation in the field operations	National, regional and local stakeholders from public, industry and research	EU-regional events, national platforms and initiatives, various media (in English; eventual translation is outside of scope)

More specifically, the project will have three main communication and disseminating actions comprising:

- Online presence (project website, Social Media)
- Dissemination materials (Press releases, Newsletter, articles in scientific journals)
- Event participation / Networking (inter/national conferences, workshops)

For every action mentioned above, a short description is given below.

Online presence

Infra4Dfuture website and social networking presence are the major project communication tools. From the existing social media, the project will use Twitter and Linked-in. The website and the social networking pages will be reviewed and upgraded regularly with content/news added throughout the project's lifetime.

Dissemination material

A range of dissemination material (logo, brochures, and leaflets) will be produced by CERTH/HIT. Four e-newsletters (M2, M8, M14 and M20) will be released to carefully selected list of recipients. Also, they will be made available on the project website. A more detailed reference regarding the communication and dissemination material is included in Section 3.

Event participation / networking

All infra4Dfuture partners will represent the project in relevant conferences, international, European and national/local events. A more detailed reference regarding the events is presented in Section 4.

[7] Description of Research Needs

2.3.4 Acknowledgement of EU funding

As the project is funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through the display of the EU flag and the following text referring to Horizon 2020:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824269".

A disclaimer will also be inserted stating:

"This document reflects only the views of the author(s). Neither the Innovation and Networks Executive Agency (INEA) nor the European Commission is in any way responsible for any use that may be made of the information it contains".

For readability reasons for PPT-presentations, displaying only the EU logo is considered sufficient.

2.4 Role and responsibilities

WP4 leader, CERTH/HIT, is responsible for delivering the overall structure and processes to enable an effective communication and dissemination of all knowledge gathered during the project as well as the outputs it produces during its lifetime.

In order to maximize the project's output, it is of essential importance that all project partners contribute to the implementation of an effective communication and dissemination strategy plan for the knowledge gathered during the project as well as the outputs it produces during its lifetime.

2.4.1 Dissemination manager

CERTH/HIT is the dissemination manager of the project, leading the related WP4 and the related three Tasks in which it is structured.

The main role of the dissemination manager is to oversee all dissemination and communication activities of the project.

The dissemination manager will report on the dissemination strategy and its achievements to the infra4Dfuture consortium in relation to the defined KPI's (including website statistics, events, printed materials etc.) every 6 months.

2.4.2 Core partners

As defined in the Description of Action, for each of the WP4 Tasks, a group of core partners is defined. This group is composed by the Task leader (CERTH/HIT), the Coordinator (RWS) and Traffic Verket. This group will be responsible for the smooth implementation of the Tasks' activities, the bilateral links to the rest of the project WPs and the engagement of the whole Consortium in the dissemination and communication of the project outcomes.

2.4.3 All partners

All partners will contribute with news articles for the website, event information for the event calendar and other dissemination and communication tools when required. All partners must report their project-related dissemination and communication activities on a specifically

created template (Annex X) for monitoring and reporting, including information on the event they attended and those they are planning to attend.

They will also forward project related press clippings[8] and web or video material that is published in their countries/companies. Furthermore, partners will promote the project through their own websites and social media, by providing link to the infra4Dfuture website and sharing news from the project social media, respectively.

3 Communication material

3.1 Logo

The project logo is the visual identity of the project, thus the infra4Dfuture consortium has taken special care on creating a good-looking and representing logo. CERTH/HIT's professional graphic designer developed the logo, with the cooperation and consultation of the project Coordination Group. After several iterations and a number of proposed options, the final selected logo is presented in figure 3.

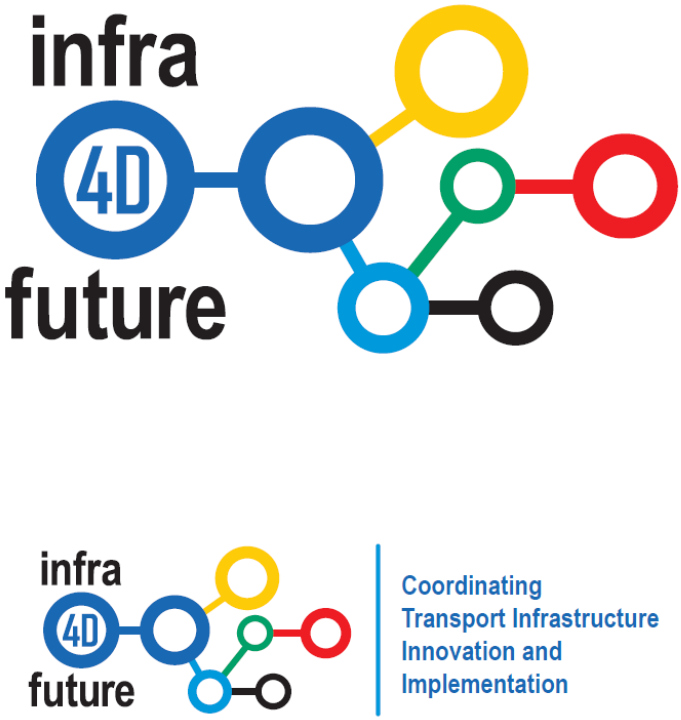

Figure 3: infra4Dfuture logo

The logo outline, fonts and colour palette will be followed when developing the project templates, website, leaflet, newsletter and other dissemination tools. This visual identity ensures high recognition value of infra4Dfuture throughout various communication channels.

The logo reflects (part of) the TEN-T/CEF network (coloured circles and connecting lines) referring to infra4Dfuture driving infrastructure innovation and implementation along the TEN-

[8] Clipping is an expert cut from a newspaper or magazine.

T/CEF networks. The '4D' reflects the fourth dimension of time, the development of the coordination mechanism over the duration of the project culminating in the launch of the infra4Dfuture Stakeholder Platform for Infrastructure Innovation and Implementation (ISPIII) at the TRA 2020 in Helsinki.

The strapline 'Coordinating Transport Infrastructure Innovation and Implementation' captures the essence of the goals and ambitions of the infra4Dfuture CSA initiative.

The master logo should always appear fully intact. The text should never be amended or removed. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Logos for all applications are available for use upon request from the Dissemination Manager. Always follow these guidelines to ensure consistent use.

3.2 Templates

For the project reporting and presentations, specific templates will be designed, following the H2020 visual guidelines. More specifically, Deliverable (.doc) template has been created (see Annex), while presentation (.ppt), internal report (.doc) and agenda (.doc) templates will be included in D4.2; all based on the infra4Dfuture logo and the H2020 instructions.

These templates should be used as follows:

- The Deliverable template should be used for all project Deliverables both in terms of layout and structure.
- The Internal report template should be used for all other project internal documents, other than Deliverables (e.g. meeting minutes).
- The Agenda template should be used for all project meetings, conferences and workshop agendas.
- The Presentation template should be used for all project related presentations, both internally (i.e. in project meetings) and externally in any other occasion (unless of course another specific template is required e.g. in conferences).

3.3 Project leaflet

The project leaflet is an essential tool to raise awareness on the project. Specifically, the leaflet will provide all the necessary information in a concise form regarding the project, its objectives and targets. Printed copies of the leaflet (1000 copies) will be distributed among the partners, ensuring that the core information will be widely spread, by each partner to stakeholders, conferences and any kind of dissemination activity. The leaflet will be a threefold A4 flyer. It will provide the following info: Project logo, logos of project partners and their map location with their websites, project scope, specific objectives, results and impact. Furthermore, the leaflet will provide contact details of the coordinator including online website of the project and the respective social media identities for Linked-In ® and Twitter®.

The content of the leaflet will be presented in Deliverable 4.2.

3.4 Website

The project website is still under construction, under the responsibility of CERTH/HIT, and will be fully operating by Month 3 (December 2018). The url has already been reserved and

is: http://www.i4df.eu. It is already functioning as an informative page with the project's basic data.

The extended website in Month 3 will contain introductory information describing the project, its goals and objectives, details of the consortium partners and a work plan. Furthermore, project deliverables (public ones) will be posted on the website, along with all dissemination material (newsletters leaflet, etc.) and it will be regularly updated with project news and developments. Details for contacting the infra4Dfuture consortium members will also be made available on the project's website.

The infra4Dfuture consortium will ensure that the project website and its content is advertised in many platforms including TRIMIS, Eltis and UITP research platforms. Moreover, a link to the project website should be made available in partners' websites for its further diffusion. As task leader, CERTH/HIT is responsible for the technical development of the website, while all project partners are providing support with the concept and contents of the website. Moreover, all partners will proactively deliver contents and material for keeping the website up-to-date with the project progress and achievements. The WP4 core partners (RWS, CERTH and Traffic Verket) will have administrator rights to change the website content upon request from the other partners. The infra4Dfuture project website will (at least) feature the following functionalities:

- Overview of project concept, objective, partner description and contacts, consortium, activities, publications and deliverables, news.
- Link to project social media (Linked-In ® and Twitter®).
- Sign-up for project's newsletter.
- Link to a private area (SharePoint) to facilitate information management within the consortium.
- Links to various websites of the stakeholders and the relevant innovation programmes and initiatives.

A more detailed description of the infra4Dfuture website will be included in the dedicated Deliverable 4.10 (due in M3).

3.5 E-Newsletters

Four e-newsletters will be produced and published during the course of the project. The newsletters will aim to summarise and disseminate the project's results to the target groups. CERTH/HIT will be in charge for creating each of the four newsletters, with the contributions of all partners and mainly the WP leaders. Each newsletter will be uploaded on the project website and relevant links will be provided through the project's social media, while it will also be emailed by CERTH/HIT to all the registered in the website users and the Stakeholders' contact list.

3.6 Generic communication and dissemination packages

All the above communication material will be regularly updated during the course of the project. More specifically, four "Generic communication and dissemination packages" are foreseen, two per year (see Section 6.1 for the respective Deliverables), in order to reflect the project progress and to appropriately disseminate the findings of the different WPs.

3.7 Information packages for the infra4Dfuture Stakeholder Conferences

For each of the Strategic Stakeholder Conferences a sound information package will be developed appropriately reflecting the high level of the events. This will include printed material and digital matter. For the 1st Stakeholder Conference the content will be:

- (Updated) infra4Dfuture leaflet
- Discussion document on future capabilities of National Transport Infrastructure Authorities
- Initial stakeholder analysis

For subsequent infra4Dfuture Stakeholder Conferences the content of the information packages is to be decided yet.

3.8 Social media

The use of social media aims at raising interest in infra4Dfuture, promoting the project and informing a broader audience on project news and developments.

Project specific Twitter and LinkedIn accounts will be created (by Month 3) by CERTH/HIT, to raise awareness and maximise exposure. Social media will play an important role in the development of the infra4Dfuture community. The social media accounts will be maintained by all consortium partners, whereas administrators are the Project Coordination Group and the dissemination manager.

The infra4Dfuture website will include social media buttons/icons for infra4Dfuture social media accounts and for sharing content via various platforms such as Twitter and LinkedIn.

All social media posts should contain the following criteria:

- A link to the content they are promoting from the project website.
- Relevant hashtags to make it easier for our audience to find our content (e.g. # infra4Dfuture_project, @EU_H2020, #transportinfrastructure, #FutureofEurope, #EUTransportResearch, #H2020Transport, @inea_eu, @EU_Commission)
- Picture attachments when possible or appropriate.
- Tagging of relevant project Partners' accounts.

All social media interactions with externally produced content should be subjective and relevant to the projects' aims.

Each account's design will include the project logo, background images relevant to the project's topics, along with a short biography explaining the project's purpose and clearly stating our policy of neutrality.

The content of the social media posts will be on the following subjects:

- News directly generated by the project
- News that mention the project
- News of interest to the project
- Events organised by the project
- Events related to the topics addressed by the project

The contents should further respect the following rules:

- Specific reference to brands should be justified
- Publications should be strictly objective

Infra4Dfuture's actions and results will need to be reported in order to make the public aware of these activities i.e. the publication of deliverables. When partners attend conferences or events where the infra4Dfuture project is promoted/ disseminated, they will have to make relevant posts on the project's social media platforms. This can be done through their personal accounts and sharing it to project's homepage for each account or sending the appropriate information to CERTH/HIT who administers the accounts.

Table 2 presents the frequency of non-project related posting on social media, i.e. links to interesting other projects' results, interesting news articles, reports or studies related to transport infrastructure and infra4Dfuture project. The posts will be made by CERTH/HIT while all partners will contribute.

Table 2 Frequency of non-project related postings on social media

	Social media platform		
	Twitter	**LinkedIn**	**Frequency**
Number of postings	2	1	Per two weeks

3.8.1 LinkedIn®

LinkedIn® is a professional network and discussions are rather fact based. The LinkedIn account for infra4Dfuture that will be created by December 2018, will be used to engage with a professional public in discussions and to disseminate project results. The following content will be published on the LinkedIn community established by CERTH/HIT:

- News on the project, e.g. news from the infra4Dfuture network, project developments or project meetings etc.
- News from others, e.g. related projects or project partners etc.

Content will be managed by CERTH/HIT. Partners are encouraged to:

- Provide input regarding news that should be promoted
- Link and interact: Partners can launch discussions and write their own contributions via their personal profiles.

3.8.2 Twitter®

Twitter® is a very effective tool to spread important pieces of information within seconds to a broad public. Therefore, short messages (140 characters maximum) can be published to inform about the latest project news.

The infra4Dfuture Twitter® account (that will be created by CERTH/HIT) will allow a quick overview of what is going on in the project, providing links to related websites for more details plus giving the opportunity to comment on information. By generating followers, an infra4Dfuture community will be developed, sharing the news in time and keeping in touch if desired. The account will be created by month 3 (December 2018).

General advice for Tweets:

- Tweets should be kept between 100 and 120 characters
- Proper sentences should be written
- The use of pictures encourages retweets
- Conversations should be encouraging (by posing questions, thanking others that mentioned the project etc.)
- 1/3 of the tweets should be about the project, 1/3 should be about sharing content, 1/3 should be interactions with others
- Tweets from others should be shared (e.g. similar projects etc.): This creates co-references
- Shortened web links should be inserted

Hashtags (#) are used to reach specific target groups and identify key concepts. They should be as specific as possible. A maximum of two hashtags per tweet is recommended. The following hashtags could be used in relation to infra4Dfuture – always depending on the content of the tweet, e.g.: # infra4Dfuture_project, @EU_H2020, #transportinfrastructure, #FutureofEurope, #EUTransportResearch, #H2020Transport, @inea_eu, @EU_Commission, etc.

3.8.3 YouTube®

A short video explaining the infra4Dfuture project concept, its aims and objectives will be posted in YouTube® platform. This video will be communicated across infra4Dfuture's Social media accounts and it will be visible on the project's homepage as well. The content will be created by the dissemination core partners, while the creation of the video will be outsourced to a video producer. This video will be produced until M13 (October 2019).

3.9 Press releases

The press releases will be spread at local, national and international level according to the dissemination and communication activities, which will take place throughout the project duration, to inform about upcoming events and their scope, as well as to present relevant outcomes and findings. Specifically, the Consortium will publish at least three press releases during the project: in M6 - to announce the start objectives and goals of the project, M12 - to provide results of the first year of the project and at the end of project M24 - final results and outcome of the project. Other press releases will be produced at major milestones of the project. Regarding local, regional, and national media releases, each consortium member is responsible for producing their own material based on the WP that they are involved in and disseminating to the appropriate media. Examples of such media are: Hellenic Institute of Transportation Engineers, Greek supply chain & logistics magazine, The urban mobility observatory website (ELTIS), Green Car Congress website, mverkehRen, Logistics Innovation, SchweizLogistik.ch, VCS Magazin, Vision Mobility, Swissfuture, Strasse und Verkehr, etc.

4 Dissemination and stakeholders' dialogue

To accomplish the dissemination activities targets, the partners will exploit meetings with the relevant stakeholders that they regularly consult with, by including an infra4Dfuture discussion item in the meeting agendas.

4.1 Project workshops and EU-regional events

Two expert workshops and a series of EU-regional outreach events will be held for the exploitation of the project results. These events have slightly different objectives. Expert workshops are aimed to build up content and in particular the first workshop has as target the building of mutual understanding of the roles and positions of each of the stakeholder bodies involved. The second workshop will assign concrete actions for innovation and implementation until 2030 for each of the infrastructure capabilities and corresponding innovation focus areas.

On the other hand, the EU-regional events are aimed to maximise the outreach to stakeholders in the field. The event management of the two workshops and the regional events will be coordinated by CERTH/HIT within the context of Task 4.2, with the cooperation of the EU-regional partners.

Table 3 presents the workshops and regional events dates and locations that will be carried out during the course of the project.

Table 3: List of workshops and regional events

Milestone number	Name	Due date	City/Country (indicative, to be verified)
4.1	First expert workshop	02/2019	Bergisch Gladbach
4.2	EU-regional event-North	09/2019	Latvia (tbc)
	EU-regional event-East	09/2019	Poland (tbc)
	EU-regional event-South	10/2019	Italy/Greece/Turkey (tbc)
	EU-regional event-West	10/2019	France (tbc)
4.3	Second expert workshop	03/2020	Brussels/ Stockholm /Helsinki (tbc)

4.2 Participation in other events

Four stakeholder conferences and a series of events of interest will take place throughout the duration of the infra4Dfuture project.

Table 4 presents additional conferences and other events that will be held during the lifetime of the project, which constitute great dissemination opportunities and they are expected to attract relevant stakeholders. This table will remain as a living document on the Sharepoint and shall be updated with related conferences and events throughout the duration of the project.

Table 4: List of events of interest during the project lifetime

Event	Date	Venue
FIRM19[9]	26-28 March 2019	Brussels, Belgium
VEHITS 2019[10]	3-5 May 2019	Heraklion, Crete
WCTRS[11]	26 – 31 May 2019	Mumbai , India
ICTR[12] **2019**	Autumn 2019	Athens, Greece
TRB 2020	January 2020	Washington DC, USA
TRA 2020[13]	26-30 April 2020	Helsinki

5 Internal communication tools

5.1 Mailing lists

Three mailing lists with different groups of recipients will be created; one for the entire consortium (infra4Dfuture Governance Board), one for the Programme Coordination Group (WP and Task leaders) and one for the external stakeholders. This separation will aim to facilitate the communication and interaction between the parties involved. Additional mailing lists may be created per WP or for any other communication need. All lists will be available at the Sharepoint.

5.2 Sharepoint

Sharepoint constitutes a private area that facilitates information management within the consortium. This platform gives also the opportunity to project partners to work in parallel on project reports, saving them time and effort of merging separately prepared texts.

Infra4Dfuture website will include a Link to this private area in order for the consortium members to have easy access to it.

5.3 Meetings

The Consortium will meet at least once per year for the optimal coordination and planning of the project activities. The meetings will take place at one of the partners' premises (thus reducing organisation costs) and will be linked (when possible) to project events (e.g. workshops) or other major events (where most partners will be present) to avoid extra travelling costs. The date and venue of each meeting will be decided during the previous meeting, or when this is not feasible, through an online doodle poll initiated by the Coordinator, at least two months prior to the meeting. Agenda and minutes (following the relevant template) will be distributed to the partners by the Coordinator at least one month prior to the meeting, including the meeting structure and topics to be discussed. One week after the meeting the Coordinator should send the meeting minutes to all attendees.

[9] FEHRL Infrastructure Research Meeting http://www.fehrl.org/knowledge-transfer/events/firm2019
[10] 5th International Conference on Vehicle Technology and Intelligent Transport Systems http://www.vehits.org/
[11] World Conference on Transport Research (WCTRS) in association with Elsevier http://www.wctrs-conference.com/
[12] International Congress on Transportation Research
[13] Transport Research Arena https://www.traconference.eu/presenting-host-tra2020-helsinki-finland/

5.4 Teleconferences

Teleconferences will be held on regular basis, among (part of) the Programme Coordination Group for the proper monitoring of the project activities. Additional teleconferences can be organised when necessary to discuss specific issues at WP or Task level.

The organiser of each teleconference should agree on the date of the telco with the participants and send - at least two days in advance the date of the teleconference - the agenda and connection details to the participants in order to prepare for the telco.

All telcos will be held through Go to Meeting or another similar platform.

6 Timing of dissemination activities

6.1 Deliverables

Table 5 presents the main dissemination and communication deliverables that should be submitted during the course of the project.

Table 5 List of WP4 Deliverables

Deliverable (number)	Deliverable name	Work package number	Short name of lead participant	Type	Dissemination level	Delivery date (in months)
D 4.1	General communication and dissemination strategy for infra4Dfuture	4	CERTH/HIT	Report	PU	1
D 4.2 – D 4.5	General communication and dissemination package	4	CERTH/HIT	Documents	PU	2,8,14,20
D 4.6 – D 4.9	Information package for the strategic stakeholder conferences, including TRA 2020	4	CERTH/HIT	Report	PU	2,7,14,18
D 4.10	Website	4	CERTH/HIT	Website	PU	3

Furthermore, a mid-term report on communication and dissemination activities will be produced by CERTH/HIT on month 12 and a final report on communication and dissemination activities will be produced by CERTH/HIT on month 24 of the project. These reports will be confidential and will be distributed among the members of the Consortium and the Commission Services.

6.2 Milestones

Table 6 matches the milestones with the related Work Package and due date.

Table 6 List of WP4 Milestones

Milestone number	Milestone name	Related work package(s)	Due date (in month)	Means of verification
4.1	First expert workshop	4	5	List of attendees
4.2	EU-regional events	4	13	List of attendees
4.3	Second expert workshop	4	18	List of attendees

7 Conclusions

The Deliverable 4.1 “General Communication and Dissemination strategy” for infra4Dfuture, produced within Work Package 4 “Encouraging innovation and implementation through communication, exploitation and dissemination”, defined the overall strategy to be followed throughout the duration of the infra4Dfuture project, for the optimal internal and external communication and the broad dissemination of the project results to the potential end-users, relevant stakeholder groups and the general public.

The Communication and Dissemination strategy of infra4Dfuture applies to all relevant stakeholders, including National Transport Infrastructure Authorities, Innovation Programme Owners, Industrial Lead Suppliers and Research Providers. Nodal points of the strategy are the stakeholder conferences, expert workshops and EU-regional events where stakeholders will interact with each other. The Communication and Dissemination strategy will be supported by the project visual identity, social media and the project website.

8 ANNEX: Templates

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This document reflects only the views of the author(s). Neither the Innovation and Networks Executive Agency (INEA) nor the European Commission is in any way responsible for any use that may be made of the information it contains.

Project Acronym:	**infra4Dfuture**
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Type of Action:	**Coordination and support action (CSA)**

[DELIVERABLE TITLE]

[Version Date]

Deliverable Title:	
Work Package:	
Due Date:	
Submission Date:	
Start Date of Project:	
Duration of Project:	
Organisation Responsible of Deliverable:	
Version:	
Status:	
Author name(s):	
Reviewer(s):	
Nature:	☐ R – Report ☐ P – Prototype ☐ D – Demonstrator ☐ O - Other
Dissemination level:	☐ PU - Public ☐ CO - Confidential, only for members of the consortium (including the Commission) ☐ RE - Restricted to a group specified by the consortium (including the Commission Services)

Document history			
Version	**Date**	**Modified by (author/partner)**	**Comments**

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