

# VICE4RAIL

## D6.1 – Dissemination Exploitation and Communication plan

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**DISTRIBUTION LIST**


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**APPROVAL STATUS**


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## EXECUTIVE SUMMARY

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VICE4RAIL project will contribute to develop a certification and standardization process and new tools for filling the gaps to certify standard EGNSS-based solutions for the ERTMS rollout and for future applications with absolute train positioning.

The primary objective of the Dissemination plan is to establish a cohesive strategy for effectively disseminating and exploiting the results of the VICE4RAIL project, detailing the materials and methods that will be employed to ensure broad dissemination of information towards the Rail and Satellite stakeholders. The dissemination activities of VICE4RAIL are conceived to build consensus among the rail community to adopt the developed solutions in order to accelerate the deployment of GNSS-based ERTMS systems.

Firstly, we outline the materials and strategies for effectively communicating and disseminating the VICE4RAIL project to railway and space stakeholders, the scientific community, and the public. These strategies encompass a multifaceted approach, including but not limited to: establishing a strong and recognizable project identity to facilitate the adoption of GNSS; developing an informative and engaging website to serve as the central hub for project updates and information; producing four newsletters to provide regular updates and insights into the project progress; creating a comprehensive project brochure to succinctly communicate the project's goals and achievements; organizing a final conference to showcase the outcomes and foster dialogue with stakeholders; participating in relevant conferences to present findings and network within the industry; and publishing results in prestigious journals and on various social media platforms to maximize visibility and impact.

The dissemination and exploitation plan is conceived to engage proactively the stakeholders from the rail and space sectors. This engagement ensures that the project work and outcomes are directly communicated to key target groups, fostering collaborations, garnering support, and facilitating the practical application of the project's innovations. Through these concerted efforts, the VICE4RAIL project aims to make a significant and lasting impact on the adoption of GNSS technologies contributing to a sustainable and safer rail transportation system leveraging on the EGNSS infrastructures already developed.



## Acronyms and definitions

Acronym	Meaning
ASI	Italian Space Agency
CER	Community of European Railway and Infrastructure Companies
DG DEFIS	Directorate-General for Defence Industry and Space
DG MOVE	Directorate-General Mobility and Transport
EC	European Commission
EIM	European Rail Infrastructure Managers
ENC	European Navigation Conference
ERJU	Europe's Rail Joint Undertaking
ESA	European Space Agency
EUG	ERTMS User Group
EURNEX	EUropean rail Research Network of EXcellence
EUSPA	European Union Agency for the Space Programme
ERA	European Research Area
ERTMS	European Rail Traffic Management System
EGNSS	European Global navigation satellite system
GNSS	Global navigation satellite system
IEEE	Institute of Electrical and Electronics Engineers
ION	Institute Of Navigation
R&D	Research and Development
RTCM	Radio Technical Commission for Maritime Services
SEO	Search Engine Optimization
TRA	Transport Research Arena
UNIFE	Union des Industries Ferroviaires Européennes
WCRR	World Congress on Railway research
WP	Work Package



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# 1. Introduction

VICE4RAIL aims to accelerate EGNSS adoption for efficient, resilient, and competitive ERTMS solutions. It focuses on developing a certification and standardization process for EGNSS use in rail safety applications, aiming for a pan-European and global EGNSS-based solution for ERTMS. Starting with EGNOS V2 and Balise virtualisation, it paves the way for further applications based on absolute train positioning and EGNOS V3.

Two key developments to fill current gaps will be carried out:

- 1) Identifying appropriate certification procedures that comply with CENELEC standards
- 2) Developing a Hybrid Virtualized Testing Certification Environment based on the zero-on-site testing paradigm.

This includes establishing a dedicated testing facility on RFI's railway lines for evaluating and certifying GNSS-based multi-sensor positioning solutions in operational scenarios. This testing environment will be linked with the ERTMS accredited laboratory of CEDEX to evaluate the end-to-end performance of the ERTMS chain using GNSS-based positioning devices in operational scenarios. In this way the behaviour of the system under GNSS signals that include rare and high-impact faults, which are challenging to encounter in the field, can be evaluated without relying solely on extensive and potentially incomplete field tests.

## 1.1. Scope of the document

Disseminating the research activities and results is essential to the VICE4RAIL project. The dissemination objectives of this project are:

- to inform all key actors in the European railway and space sector about VICE4RAIL;
- to facilitate acceptance of the project outcomes by main actors in the EU rail and space sector;
- to disseminate, engage, and promote the project and its research activities to relevant audiences.

To achieve these objectives, the project includes a dedicated Work Package (WP6) responsible for coordinating and managing the dissemination of VICE4RAIL. RDL, RFI, CEDEX, UNI EFFEL, SGI, UPCE, BVI, ITCF, and SNCF, with the active collaboration of all partners, will engage in activities such as organizing and participating in conferences, webinars, congresses, workshops, and showcases. WP6, in collaboration with all other partners, will also focus on publishing and distributing materials such as scientific publications, articles, brochures, press releases, newsletters, and maintaining a website to disseminate the project's results to a broad audience.

The exploitation of VICE4RAIL will oversee all interactions with stakeholders from both the rail and space sectors, ensuring that the project's work and results are effectively communicated to key target groups. This is aimed at facilitating the acceptance of the results by both communities. The exploitation of VICE4RAIL will be implemented as follows:



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- By engaging regular contacts with DG MOVE and DG DEFIS, EIM, industry, academia, end-users, and EUSPA.
- By promoting the project and its findings through industry association partners, who use their own networks to convey project messages to their respective (inter) national and local members. VICE4RAIL partners will facilitate this activity to ensure that the work and results of the project are effectively disseminated to the target groups, and feedback is obtained. By considering their feedback, VICE4RAIL aims to enhance the acceptance of the results within the railway sector.
- By Managing interactions with stakeholders in rail and space sectors
- By Collaborating with other organizations and stakeholders and creating strategic liaisons to amplify the impact and reach of exploitation activities, providing greater visibility and credibility to the project.
- By establishing strong working relation with:
  - ERTMS User Group (EUG)
  - Europe's Rail Joint Undertaking (ERJU)
  - RTCM SC-134 "Integrity for GNSS-based High Accuracy Applications" standardization Special Committee
  - ESA
  - EUSPA
  - UNIFE
  - CER
  - EIM
  - EURNEX (EUropean rail Research Network of EXcellence)
  - EAL, European ERTMS Accredited Laboratories
- By establishing the connection with ongoing and future projects related to GNSS-based railway positioning systems for advanced train control such as the ERJU R2DATO project.
- By seeking new opportunities for synergies with other relevant initiatives and developments undertaken within ESA programs to implement the most effective solutions that align with the current technical context.

## 1.2. Structure of the document

This document outlines the dissemination and communication strategy to be implemented throughout the duration of the project. It encompasses the existing and prospective dissemination materials, as well as events, workshops, and conferences that hold significant relevance for the project dissemination efforts. Additionally, it identifies the target communities for the project dissemination and liaison activities.



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The document is organised as follow:

- Section 1 Introduction: Outlines the context, objectives, and scope of the dissemination strategy.
- Section 2 External Communication: Describes the dissemination activities planned for the project.
- Section 3 VICE4RAIL Exploitation Group: Presents detailed information about its purpose and structure.
- Conclusion: Summarizes the document's key points and provides closing remarks.

## 2. External communication

Effective external communication is pivotal for the success of the VICE4RAIL project. This chapter outlines the diverse dissemination activities that will be developed and employed to ensure the project reaches its intended audiences. The aim is to maximize visibility, foster engagement, and promote the project objectives and outcomes across various channels. These activities are designed to create a comprehensive and cohesive strategy for communicating the project's progress, milestones, and results to stakeholders, the general public, and the scientific community.

Main milestones of the dissemination and exploitation activities are depicted in Figure 1 and detailed in the next sub-sections.

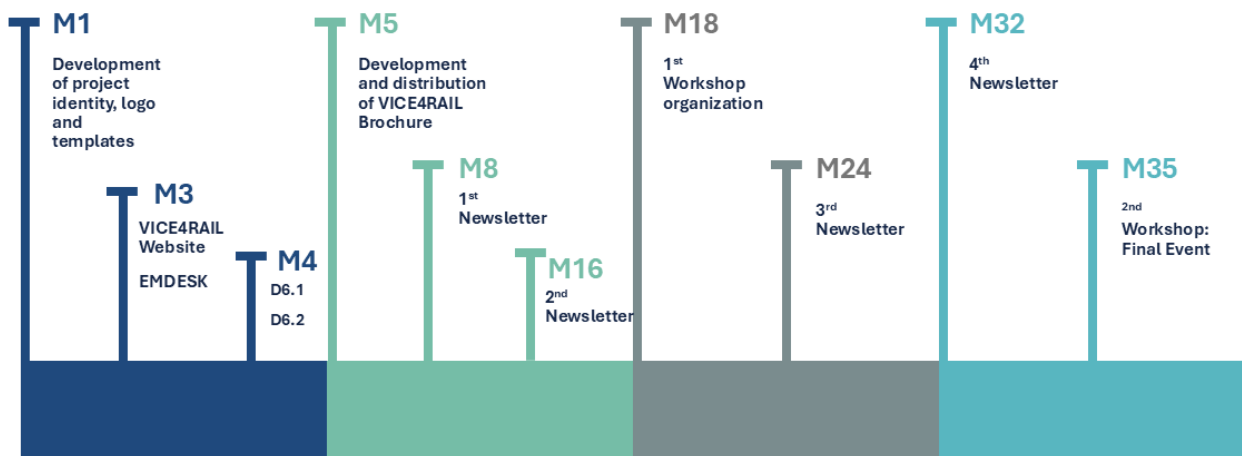


Figure 1 Dissemination plan

## 2.1. Project Identity

At the outset of the project, a comprehensive project identity will be established. This will include standardized templates for presentations and reports, a project brochure, and the VICE4RAIL logo. The project identity will facilitate dissemination activities and ensure consistent communication of the project concept, objectives, and results. The brochure will be distributed during project workshops and conferences where project partners will be in attendance.

Moreover, this project identity will be reflected across all dissemination platforms and materials to maintain a cohesive and professional image. This includes the creation of a dedicated project website, a series of detailed newsletters to update stakeholders on progress, and a brochure that highlight specific aspects and milestones of the project. The project identity will also be instrumental in the development and delivery of presentations and publications.

## 2.2. Website

At the outset of the project, a dedicated website will be established. This website will serve as a user-friendly platform that aggregates pertinent information about the project. The launch of this dedicated website marks the initial step in fostering a strong and transparent communication channel with all stakeholders and the public. Designed with user experience as a priority, the website will amalgamate all relevant information about the project in an easily accessible and navigable format, ensuring that visitors can effortlessly find what they need. To further bolster the website effectiveness, meticulous attention will be paid to its Search Engine Optimization (SEO). By employing advanced SEO techniques, we aim to maximize the website visibility on search engines, drawing in more visitors and ensuring that the project work reaches a wider audience.

The website will be accessible to the public and will be divided into two sections: the public portal and the private area.

The public portal disseminates essential information and serve as a hub of engagement, offering dynamic content such as news updates, event details, and insights into collaborative efforts and achievements. This section aims to build a community around the project, encouraging public interaction and fostering a sense of involvement. The inclusion of links to partners institutions and related projects will provide a broader context, enriching the visitor understanding and appreciation of the project scope and impact.

The private area of the VICE4RAIL project website will be exclusively accessible to project partners and will serve as an access point to the cooperation tool managed through the EMDESK platform. EMDESK is a specialized platform offering comprehensive services and support for the management of Horizon Europe projects. This platform will function as a members-only area (repository) designed to facilitate information exchange among the project partners. This secure area will streamline the exchange of critical information, documents, and updates among collaborators, enhancing coordination and fostering a collaborative spirit. The EMDESK platform repository within the private area will be meticulously organized, ensuring that all partners can quickly access the latest documents and reports.



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A link to the members private area will be prominently placed on the website homepage. All public deliverables will be published on the website and available for download. The webpage will feature a list of related projects and offer links to the EUSPA website and the websites of the European Commission. The website will offer comprehensive information and feature interactive elements, including a newsletter subscription for updates and news about the project. Visiting the website, visitors can stay informed about the latest news of the project. It will serve as a valuable tool for maintaining engagement and keeping the public apprised of the project progress.

Regular updates are a cornerstone of the website strategy to maintain visitor interest. To ensure that visitors are kept informed about the status of the project and to encourage them to return to the website regularly, updates will be provided on a bimonthly basis with the information outlined below:

- Project progress, including preliminary and final public results.
- Hosted exploitation meetings with public outcomes.
- Public deliverables.
- Published articles in sector and science journals.
- Announcement of project meetings, participation, and presentation of project/results in public events and congresses.

To amplify the reach of these updates, announcements will be shared on social media platforms, maximizing their visibility and attracting a broader audience to the website. By integrating these various elements, the website will not only serve as a comprehensive information repository but also as an interactive platform that fosters continuous engagement and support for the project.

### 2.3. Newsletter

The newsletters will serve as a vital communication tool, keeping all stakeholders well-informed and engaged with the project progress. The first newsletter, scheduled in the eighth month, will lay the groundwork by introducing the project goals, key milestones, and initial accomplishments. The second and third editions, released in the sixteenth and twenty-fourth months, will delve deeper into the ongoing developments, presenting detailed updates and showcasing the collaborative efforts of the partners. The final newsletter, scheduled for the thirty second month, will provide a comprehensive overview of the project outcomes and outlining future prospects.

To maximize the impact and accessibility of these newsletters, a multi-faceted distribution strategy will be used. In addition to email and printed copies, the newsletters will be prominently featured on the project dedicated webpage, ensuring easy access for all interested parties. Printed versions will also be handed out at various events and workshops, further broadening our reach and engagement. By utilizing each partner extensive mailing lists, it will be possible to disseminate the newsletters widely, fostering a strong sense of community and shared purpose among all participants.



## 2.4. Brochure

During the initial phase of the project, a brochure will be produced. It will serve as a comprehensive introduction to the VICE4RAIL project, designed to capture the interest and curiosity of the public. It will outline the overarching goals of the project, detailing the innovative approaches and cutting-edge technologies being employed. Readers will gain insight into the project structure, including an overview of the key stages and milestones the project aims to achieve.

This brochure will precede the newsletters and will contain more general content since the activities would have just commenced. Additionally, the brochure will highlight the main planned activities that will drive the project success. From research and development to implementation and evaluation, each activity will be presented.

Designed with accessibility in mind, the brochure will feature visually appealing graphics and concise, informative text to ensure clarity and engagement. It will also provide contact information and online resources, encouraging further inquiry and participation.

Not merely a preview, this publication will set the stage for future communications, including more detailed newsletters. The brochure will be accessible on the project webpage and distributed at public events, ensuring that a broad audience can stay informed and engaged with VICE4RAIL progress from the very beginning.

## 2.5. Events

Two significant workshops will be organized within the framework of the Project. These workshops will not only serve as a platform for disseminating the project findings but also as a forum for fostering collaboration and dialogue among key stakeholders. Experts from the railway, space, and GNSS communities will have the opportunity to share insights, discuss challenges, and explore potential synergies.

The first workshop will take place at month 18, while the second workshop will be held at the project conclusion during a dedicated final event at month 35. Each event will feature presentations, panel discussions, and interactive sessions designed to maximize engagement and knowledge exchange. The feedback gathered from participants will be invaluable in refining the project outcomes and ensuring that they align with the practical needs and expectations of the targeted industries.

The final event at month 35 will be a comprehensive showcase of the project results, highlighting the milestones achieved and the innovations developed. This event will also include a forward-looking perspective, discussing the future implications and potential applications of the project results. Particularly, the main objectives of the final event are multifaceted. Firstly, it aims to inform stakeholders who are not directly involved in the project about the results achieved at key project milestones. This provides a broader understanding and appreciation of the project progress and impact. Secondly, the event is designed to facilitate an interactive discussion. This collaborative approach ensures that valuable input is gathered from a wide range of perspectives. Furthermore, the event seeks to achieve consensus among all concerned



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stakeholders on the proposed results. Lastly, the event aims to provide direction for further work and the completion of deliverables. By offering clear guidance and setting future goals, the event helps to ensure the successful continuation of the project. The final event will be open to all interested participants. To ensure maximum attendance, invitations will be extended to key stakeholders in the field. The venue will be selected to optimize participation and impact.

In addition to the workshops, VICE4RAIL partners intend to disseminate the project results at various other events. Specifically, the most significant conferences within the project fields of interest will be targeted to ensure adequate visibility of the project activities and ongoing outcomes. The following conferences, among others, will be considered:

- The International Rail Transport Conference ERRIC/IRFC
- International Railway Summit
- European Space Solutions
- ION (Institute Of Navigation) Conferences (e.g. ION PNT, ION GNSS+, ION PLANS...)
- WCRR (World Congress on Railway research)
- Transport Research Arena (TRA)
- Munich Satellite Navigation Summit
- ITS World Congress
- IEEE International Conferences.
- European Navigation Conference (ENC)
- InnoTrans

The list of events will be regularly updated and reviewed as new opportunities arise during the project.

The press releases published following these events will provide broader visibility and outreach, ensuring that the project impact is communicated effectively to a wider audience. By maintaining a user-centric approach, VICE4RAIL aims to deliver solutions that are not only innovative but also highly relevant and beneficial to the railway, space, and GNSS sectors.

## 2.6. Presentations and publications

To ensure maximum visibility and impact, project results will be disseminated through a variety of prestigious channels. These include specialized press, esteemed scientific journals, and at prominent conferences and workshops such as the European Navigation Conference, IEEE, ION ITM, ION GNSS+, Club Ferroviar and ITSC. VICE4RAIL will strategically target high-profile academic and industrial publications relevant to the project, including but not limited to the European Railway Review, International Railway Journal, Railway Gazette International, and EURAILMag.

As the project unfolds, additional opportunities for presentations and publications will be meticulously identified, ensuring the dissemination strategy remains dynamic and responsive to emerging trends.



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This comprehensive approach not only highlights the project advancements but also fosters engagement with a broader spectrum of stakeholders. The list of dissemination avenues will be rigorously updated and reviewed to adapt to the evolving landscape, maximizing the project reach and contribution to the field.

### 2.7. Social media

By leveraging the power of digital platforms, VICE4RAIL intends to create a community that is well-informed and actively engaged with the project progress and milestones. The strategic use of social media (e.g. LinkedIn, Facebook,...) will not only provide updates but also foster conversations and collaborations among diverse stakeholders.

The project dissemination strategy includes regular updates, visuals, and insightful posts that will be shared across various social media channels. These posts will be crafted to inform, as well as to inspire stakeholders to participate in the ongoing dialogue about the future of railway innovations.

Additionally, special emphasis will be placed on highlighting the achievements of VICE4RAIL. This will serve to showcase the tangible benefits of R&D public funding, reinforcing the value of continued investment in such initiatives.

Through these efforts, VICE4RAIL aims to not only disseminate information but also to build a strong, supportive network that can drive the project forward and enhance its long-term impact on the rail and space sectors.

## 3. VICE4RAIL Exploitation group

The VICE4RAIL Exploitation Group will be established to engage a broader community of stakeholders in project activities, thereby facilitating the acceptance of project outcomes by key actors within the EU rail and space sectors. The activities of VICE4RAIL will be communicated to various audiences, including:

- The RTCM SC 134 Standardization Group and Europe's Rail System Pillar, focusing on the project use of a multi-modal augmentation network and certification paths. This will leverage common user needs across Rail, Automotive, and Maritime sectors to achieve economies of scale.
- ERTMS User Group, Europe's Rail JU, EUSPA, ESA, ASI, ERA, and CEN/CENELEC/ETSI, along with Infrastructure Managers, Railway Undertakings, and prominent representatives from the Space sector.
- The R2DATO project, particularly in collaboration with WP34/35, which is dedicated to "testing, validation, and certification."
- UNIFE
- EAL, European ERTMS Accredited Laboratories



VICE4RAIL will regularly communicate with representatives of these. The main objectives of this exchange are to disseminate project work and results, receive feedback and consider this feedback in development activities. This approach aims to align project activities and increase the likelihood of the results being accepted by the railway and space sectors. The focus will be on developing an ERTMS standard and interoperable use of satellite positioning within the European rail network. Groups will be formed as needed to seek external advice on specific topics. VICE4RAIL partners will hold annual meetings to evaluate project progress and determine if external advice is needed. If necessary, they will identify and include suitable stakeholders. After each meeting, VICE4RAIL will update the project website with public achievements, results, and remarkable decisions to inform the railway and space sectors of their progress.

## Conclusions

VICE4RAIL project emphasizes a robust dissemination strategy and stakeholder engagement to make GNSS-based ERTMS an operational solution while bringing innovation in the railway and space sectors. Through regular updates, visual content, and strategic posts on social media, VICE4RAIL aims to keep stakeholders informed and contributors. The establishment of the VICE4RAIL Exploitation Group further solidifies this commitment by ensuring broader community involvement and facilitating the acceptance of project outcomes.

The targeted communication with key groups, including the RTCM SC 134 Standardization Group, Europe's Rail System Pillar and R2DATO, and ERTMS User Group, aims to leverage common needs across multiple sectors and achieve consensus. The collaboration with the R2DATO project on testing, validation, and certification underscore the project dedication to aligning activities with a common roadmap, standards and the best of technology to increasing the likelihood of acceptance.

Regular interactions with various stakeholders, annual meetings, and continuous updates on the project website ensure transparency and allow for the incorporation of valuable feedback. This comprehensive approach is designed to maximize the project long-term impact, fostering a strong, supportive network that can drive future advancements in railway and satellite positioning within the European rail network.

Ultimately efforts in the dissemination plan aims to transform huge research on GNSS innovations into commercial benefits and competitive advantages for the European industry.

