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## Deliverable D6.3

### Communication and dissemination plan

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## Document details

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03	31/10/2017	Final version

## Consortium - List of partners

Partner No	Short name	Name	Country
1	UIC	International Union of Railways	France
2	VTT	VTT Technical Research Centre of Finland Ltd	Finland
3	NTNU	Norwegian University of Science and Technology	Norway
4	IFSTTAR	French institute of science and technology for transport, development and networks	France
5	FFE	Fundación Ferrocarriles Españoles	Spain
6	CERTH-HIT	Centre for Research and Technology Hellas - Hellenic Institute of Transport	Greece
7	TRAI NOSE	Trainose Transport – Passenger and Freight Transportation Services SA	Greece
8	INTADER	Intermodal Transportation and Logistics Research Association	Turkey
9	CEREMA	Centre for Studies and Expertise on Risks, Environment, Mobility, and Urban and Country planning	France
10	GLS	Geoloc Systems	France
11	RWTH	Rheinisch-Westfaelische Technische Hochschule Aachen University	Germany
12	UNIROMA3	University of Roma Tre	Italy
13	COMM	Commsignia Ltd	Hungary
14	IRU	International Road Transport Union - Projects ASBL	Belgium
15	SNCF	SNCF	France
16	DLR	German Aerospace Center	Germany
17	UTBM	University of Technology of Belfort-Montbéliard	France

## Executive summary

SAFER-LC aims to improve safety and minimize risk by developing a fully-integrated cross-modal set of innovative solutions and tools for the proactive management and design of level-crossing infrastructure.

The project will deliver a bundle of recommended technical specifications (for standardisation), human processes and organizational and legal frameworks for implementation and will develop a toolbox accessible through a user-friendly interface which will integrate all the project results and solutions to help both rail and road managers to improve safety at level crossings

A wide and effective dissemination of results is a strong component of the project and one of the overall goals to be achieved.

The objectives of communication and dissemination activities, which shall contribute to the scientific and technical progress of the project as well as to a broad implementation of the project results, are to

- inform the targeted audience on the existence of the project and its objectives, in order to generate interest for the project results implementation
- collect inputs and feedback from the stakeholders involved in the safety of level crossing
- distribute appropriate information to each type of identified target so that each group can easily use and apply the information it is concerned of

The purpose of this document is to present the communication and dissemination perspectives in detail, listing the planned activities. This is a first approach and some of this information may be updated during the development of the project.

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# 1. INTRODUCTION

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## 1.1. Purpose of the document

SAFER-LC aims at having a significant impact on enhancing the safety at level crossings. A wide and effective dissemination of results is a strong component of the project and one of the overall goals to be achieved.

The main objectives of the communication and dissemination activities could be summarised as follows:

- To develop dissemination means to maximise the dissemination potential of the project outputs;
- To identify the main targets and ensure the adequate promotion of the project, its activities and results to the targeted audience;
- To develop, implement, test and evaluate the SAFER-LC toolbox gathering all the results.

SAFER-LC Communication and dissemination plan will include the following sections:

- Objectives for communication
- Identification of the project target groups that may be interested by the results
- Identification of the most suitable communication/dissemination channels for reaching the targeted audience
- Dissemination and communication tools

## 1.2. Definitions and acronyms

Short name	Name
ADIF	Administrador de infraestructuras ferroviarias
CEDR	Conference of European Director of Road
CEN	European Committee for Standardization
C-ITS	Cooperative intelligent transportations systems
ELCF	European Level Crossing Forum
ERA	European Railway Agency
ETSI	European Telecommunications Standards Institute
EU	European Union
GLXS	Global Level Crossing Symposium
ILCAD	International Level Crossing Awareness Day
IM	Infrastructure Manager
ISO	International Organization for Standardization
IRSC	International Railway Safety Council
LC	Level Crossing
ONISR	Observatoire National Interministériel de Sécurité routière (France)
R&D	Research and Development
TCDD	Turkish Railways
US DOT - FRA	United States Department of Transportation - Federal Railroad Administration
WP	Work Package

## 2. OBJECTIVES FOR COMMUNICATION

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This section aims at identifying the activities and outputs that are provided in the project as part of the various WPs that are relevant to be disseminated.

### 2.1. Project Target groups

Fundamental aspect of an effective dissemination strategy is the definition of the target group(s) to which the dissemination/communication activities have to be tailored.

The SAFER-LC consortium has identified the main stakeholders and classified them according to seven categories:

- Advisory Board
- Rail and road infrastructure managers and operators
- Manufacturers for level crossing safety systems
- Cooperative intelligent transportations systems (C-ITS) providers
- Scientific community
- Standardization bodies
- Policy makers
- Public

#### 2.1.1. Advisory Board

The SAFER-LC Advisory Board brings together security experts from rail sector, rail industry, research centre and national authority.

The main task of the Advisory Board will be to advise SAFER-LC project consortium, review and give feedback to the project progress, reflected mainly in the deliverables, in order to ensure their relevance and excellence.

The advisory board is composed by representatives from the following organisation:

- European Rail and road infrastructure managers:
  - ADIF (Spain),
  - INFRABEL (Belgium),
  - NETWORK RAIL (UK),
  - Bane NOR (Norway),
  - Trafikverket (Sweden)
  - CEDR (Conference of European Directors of roads)
- Authorities/policy makers
  - Spanish Railway Safety Authority
  - Spanish Ministerial Department for Roads

- RSI - Road Safety institution in Greece
- DIGIFEMA (Directorate General for Railway and Maritime Investigation in Italy)
- ONISR (The French Road Safety Observatory)
- US DOT - FRA (The Federal Railroad Administration)
  
- Standardisation
  - ESF-GmbH (ISO, ETSI, CEN expert for standardisation)
  
- Universities
  - Technical University of Madrid
  
- Level crossing experts
  - Global Level Crossing Services

### 2.1.2. Rail and road infrastructure managers and operators

Rail and road infrastructure managers and rail operators are the primary dissemination target of the activities carried out in SAFER-LC. The aim of the project is in fact to provide innovative solutions that could enhance the safety at level crossings. This make crucial to dedicate specific dissemination/communication activities to the members of those groups.

#### In the consortium:

- UIC, SNCF for France, TRAINOSE for Greece, Intader for Turkey

#### In the advisory board:

- ADIF (Spain),
- INFRABEL (Belgium),
- NETWORK RAIL (UK),
- NOR Ban (Norway),
- Trafikverket (Sweden)
- CEDR (Conference of European Directors of roads)

#### Outside the consortium:

- **UIC network:** With 200 members all around the world, representing rail infrastructure managers, rail operators and other public transport providers, it is the rail sector technical platform and it will be very useful for disseminating the project and collecting inputs for the development of requirements. The rail system forum, the safety platform and the security platform are the main bodies that will be addressed.
  
- **IRU network:** IRU can count on its network of 175 members in 75 countries, gathering national associations of buses, coaches, taxis and truck operators. IRU members will be asked to deliver inputs for the project pilots and to cooperate in the dissemination activities.



- **CEDR members:** The Road Directors' platform for cooperation and promotion of improvements to the road system and its infrastructure will provide support and advice on decisions concerning the safety procedures taken at national or international level.
- **Operation Livesafer:** is an international, non-profit education and awareness program dedicated to ending tragic collisions, fatalities and injuries at highway-rail grade crossings and on railroad rights of way. To accomplish its mission, Operation Lifesaver promotes 3 Es: Engineering, Enforcement and Education.
- **FFE's network:** the board of trustees of the Spanish Railways Foundation is composed by main Spanish rail operators and administrator managers at national and regional level. Furthermore, FFE performs the technical secretariat of the Spanish Railways Technological Platform, that counts with 17 Spanish rail operators and infrastructure managers among its members.

### 2.1.3. Cooperative intelligent transportations systems (C-ITS) providers

#### In the consortium:

- Commsignia, Geoloc system

#### Outside the consortium:

- UNIFE members

### 2.1.4. Scientific community

#### In the consortium

- VTT, NTNU, IFSTTAR, FFE, CERTH-HIT, CEREMA, RWTH, UNIROMA3, DLR, UTBM, Commsignia, Geoloc systems

#### Outside the consortium:

- EURNEX community: the European rail Research Network of Excellence with 35 European institutions
- FFE's network: FFE performs the technical Secretariat of the Spanish Railways Technological Platform, that counts with 451 members belonging to the Spanish rail R&D community, 38 of which are research groups of universities and 49 research and technology centres.
- SIDT (Italian Academic Society of Transportation): is a national and cultural institution with the aim of promoting and developing the research in the field of transportation and establishing contacts and exchange with other national and international societies as WCTR.

### **2.1.5. Standardisation bodies**

ETSI TC ITS (European Telecommunications Standards Institute technical committee on ITS), C2C-CC (Car to Car Communication Consortium a non-profit industry forum driven by the Automobile manufacturers); ISO TC204 WG16 (ISO Technical committee on ITS working group on communication) and CEN are the main standardisation bodies that will be targeted.

### **2.1.6. Policy makers**

- National authorities: They will be addressed by the member of the consortium at national level
- ANSF (National Agency for Railway Safety): The agency defines the legislative framework for railway operational and technical aspects, manages the authorisation process for the utilization of the railway subsystems and issues safety certificates enabling operations for railway companies and authorisations for infrastructure managers.
- European Commission: DGMOVE (Directorate General for Mobility and Transport), ERA (European Railway Agency)
- International level: ITF (International transport Forum), UNECE (United Nations Economic Commission for Europe), SEETO (South-east Europe Transport Observatory)

### **2.1.7. Public: LC users**

Rail Passengers, motorised road users, pedestrians, cyclists, persons with mobility restrictions, AIPSS (Italian Association of road Safety Professional) etc.

### **2.1.8. Related EU projects**

Interfaces with related EU projects shall be identified and developed with the objective of creating synergies and avoid duplication of work. Exchanges have already been initiated with the other projects of MG3.4 and common workshops will be organised.

## 2.2. Project Target Group needs

The table below summarises the needs of each target group and the means of communication available to fulfil the needs

*Table 1 – Project Target Group needs*

Target group	Identified needs	Means of communication
Advisory Board	Share knowledge Review of some deliverables Give feedback/inputs	Promotional material SAFER-LC workspace Organisation of Workshops Participation of the experts in SAFER-LC WP's or progress meetings
Rail and road infrastructure managers and operators	Be informed on the SAFER-LC progress Give feedback/inputs Understand and use the project outcomes in order to implement the most adapted measures Evaluate the SAFER-LC Toolbox	Promotional material SAFER-LC workspace Presentations at UIC and IRU meetings and related events Organisation of events, workshops and training sessions Publication of leaflets with the project recommendations Training and workshop on the SAFER-LC Toolbox Addition SAFER-LC website link to IM's own website, overview and sharing of the project results with some photos in their websites
Cooperative intelligent transportations systems (C-ITS) providers	Share and exchange knowledge Give feedback/inputs	Promotional material Presentations at project meetings and related events Organisation of events, workshops and training sessions Publication of leaflets with the project recommendations
Standardisation bodies	Be informed on the SAFER-LC progress and especially recommendations that could become standards	Promotional material Publication of leaflets with the project recommendations Establish contacts with the relevant groups
Policy makers	Use the project's outcomes: adapt the legal framework if needed	Promotional material Presentations at Thematic events, workshops and exhibitions
Scientific community	Exchange of knowledge	Promotional material Presentations at Scientific thematic events, Workshops, conferences Publication in Scientific journals Social networks
General public: LC users	Raise overall awareness on the project and its objectives	Promotional material press releases Social networks Education: for example, open summer schools with presentation of SAFER-LC results to the railway engineering or transport psychology students

### 2.3. Message/results to be disseminated/ exploited

The table below summarizes relevant and significant outputs needed to be disseminated. The messages are extracted from each WP and are matched with the target group they need to be disseminated at.

Table 2 – Key Message to be communicated to Project Target Group

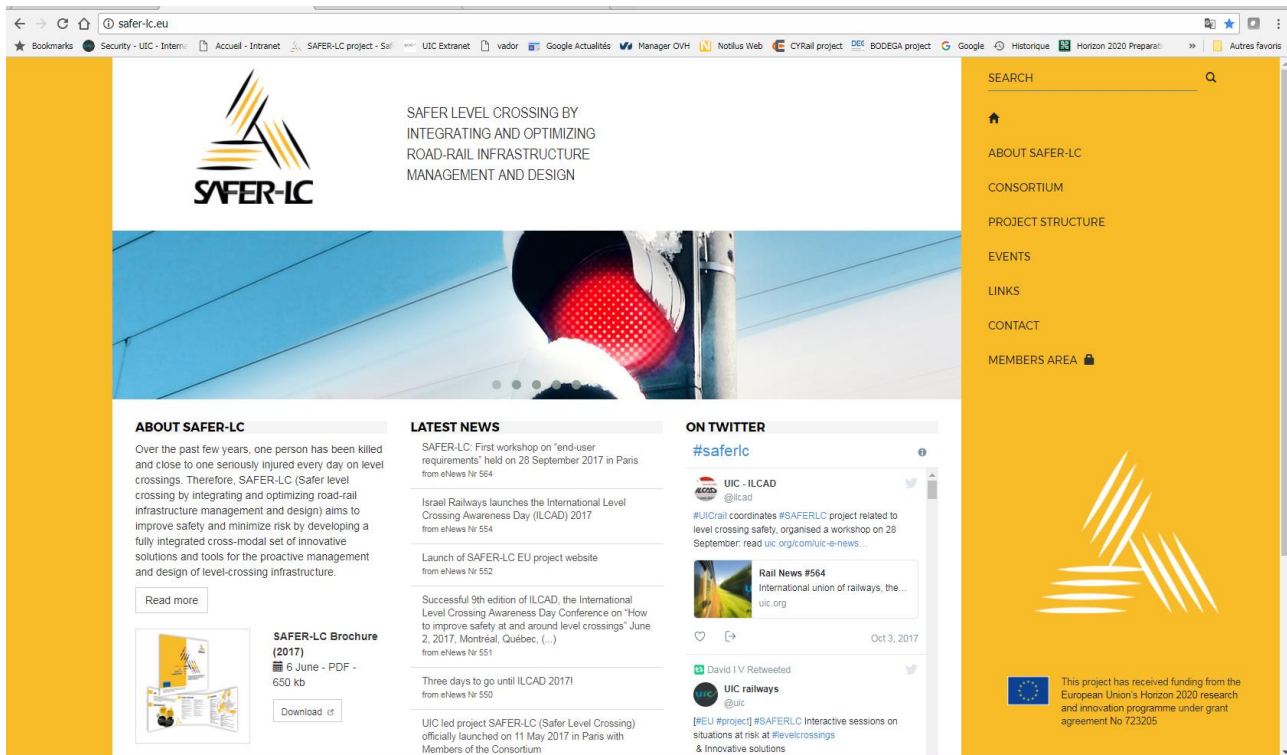
WP	Key Message to Communicate							
		Experts of the advisory Board	Safety managers from rail and road infrastructure managers and operators	Cooperative intelligent transportation systems (C-ITS) providers	Standardisation bodies	Policy maker	Scientific community	General public: LC users
WP1	Needs and requirements for improving LC safety	X	X	X	X	X	X	X
WP2	Low cost measures identified and evaluated	X	X	X	X	X	X	
WP3	Report on the solutions developed	X	X	X	X	X	X	
WP4	Early results from simulations available	X	X				X	
	Field implementation ready	X	X	X	X	X	X	X
	Results available	X	X	X	X	X	X	X
WP5	Proposal of standards	X	X	X	X	X	X	X
	Business models	X	X	X	X	X	X	X
	Recommendations	X	X	X	X	X	X	X

### 3. DISSEMINATION AND COMMUNICATION TOOLS

#### 3.1. SAFER-LC Website

UIC created a dedicated website at [www.safer-lc.eu](http://www.safer-lc.eu) at the very beginning of the project. The website gives the visitor a comprehensive overview of the project.

Figure 1– SAFER-LC Website – Home page



The SAFER-LC website will be regularly updated and maintained in order to reflect the project developments. All the news will be published on the web page as well as the public outcomes, and the tweets regularly published with the hashtag #SAFERLC.

The consortium partners will also refer to the SAFER-LC website within their company website.

The website will remain online after the end of the project and maintain by UIC.

### 3.2. SAFER-LC Private Area

The main objective of the SAFER-LC private area, so-called “SAFER-LC workspace” or “extranet”, is to facilitate communication and exchange of knowledge among the consortium members but also with the members of the advisory board and the end-users.

The “SAFER-LC workspace” is created in the UIC collaborative Tool “OVIDENTIA” which is an open source content management and a collaborative platform based on a large community of users.

This SAFER-LC Workspace enables users:

- to share and stock documents,
- to organise meetings
- to manage directories and contacts
- to discuss special issues online

The key functions of this exchange platform are the following:

- manage users’ rights and profiles
- manage meeting schedules and associated documents
- enable users with the relevant rights to update information, upload and download files in real time
- manage the directories which constitute a contacts database inside and outside the project
- provide e-mail notification of news and events
- search on the various fields

The SAFER-LC workspace is accessible at <https://extranet.uic.org/>

Figure 2 – SAFER-LC private area – welcome page

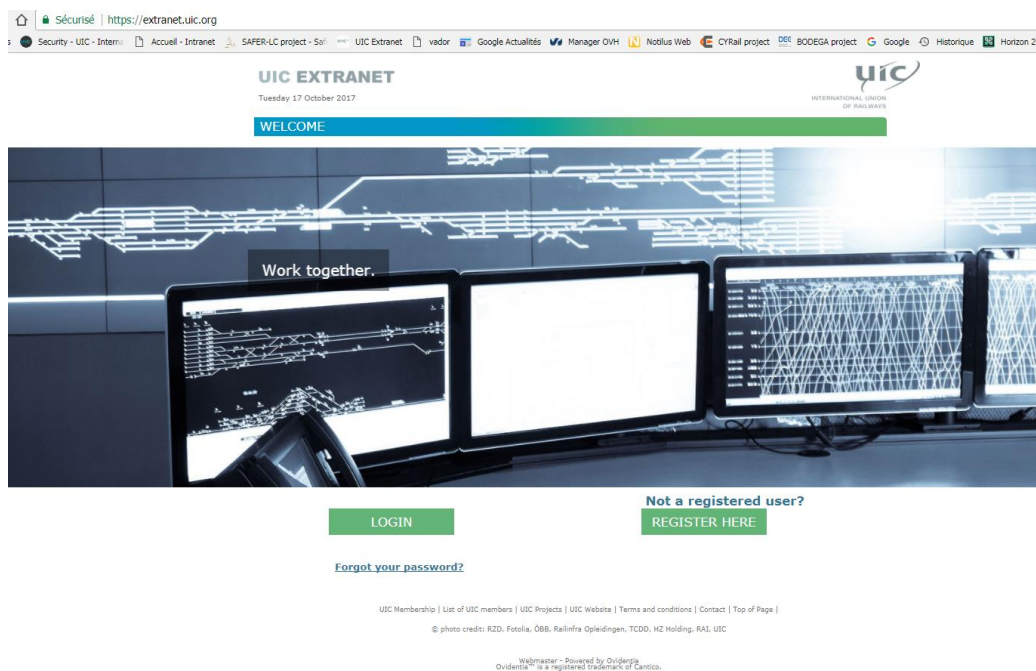
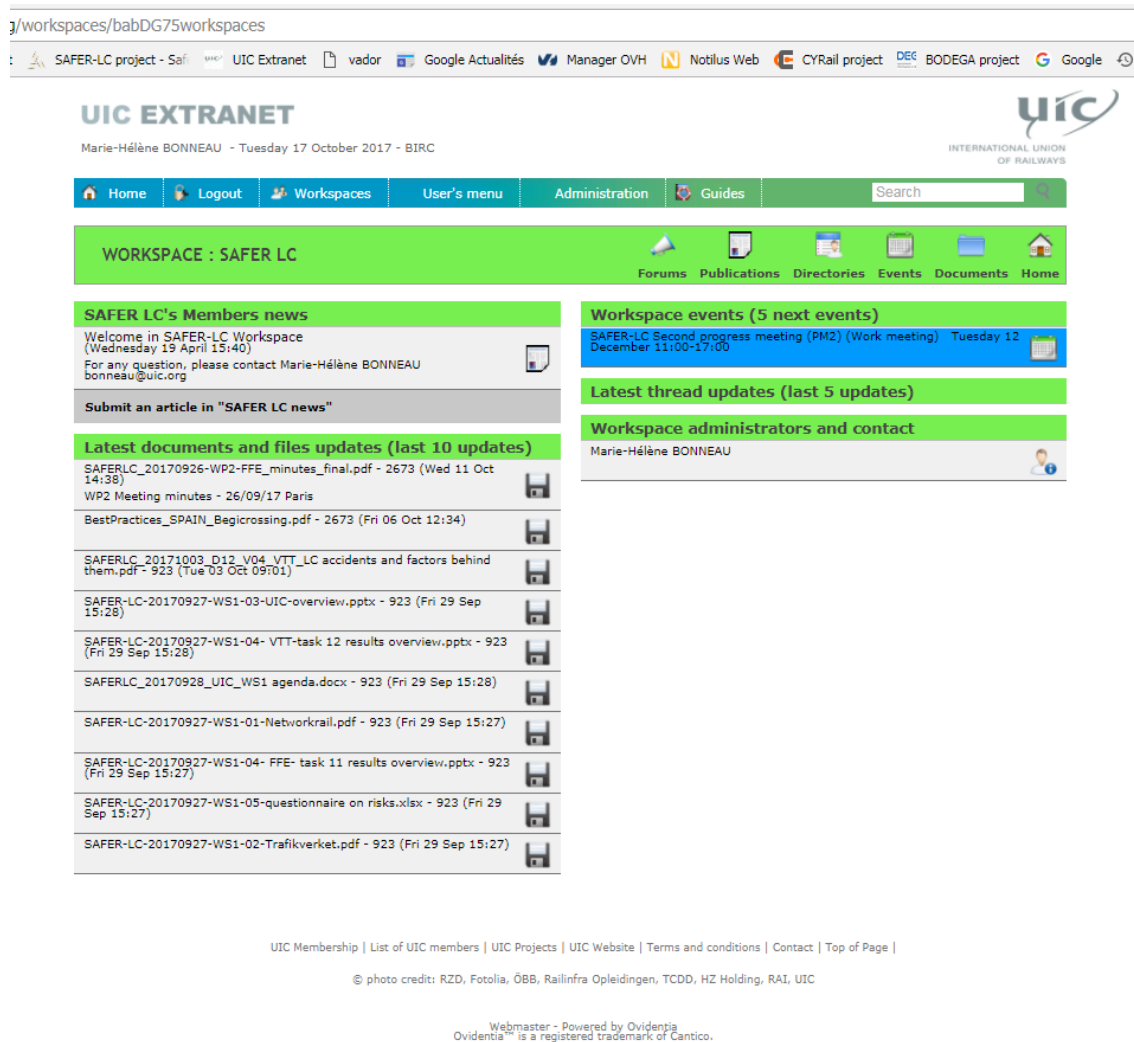


Figure 3 – SAFER-LC private area – Home page of the workspace



g/workspaces/babDG75workspaces

SAFER-LC project - Saf... UIC Extranet vador Google Actualités Manager OVH Notilus Web CYRail project BODEGA project Google

**UIC EXTRANET**  
Marie-Hélène BONNEAU - Tuesday 17 October 2017 - BIRC

INTERNATIONAL UNION OF RAILWAYS

Home Logout Workspaces User's menu Administration Guides Search

**WORKSPACE : SAFER LC**  
Forums Publications Directories Events Documents Home

**SAFER LC's Members news**  
Welcome in SAFER-LC Workspace (Wednesday 19 April 15:40)  
For any question, please contact Marie-Hélène BONNEAU bonneau@uic.org

Submit an article in "SAFER LC news"

**Workspace events (5 next events)**  
SAFER-LC Second progress meeting (PM2) (Work meeting) Tuesday 12 December 11:00-17:00

**Latest thread updates (last 5 updates)**

**Workspace administrators and contact**  
Marie-Hélène BONNEAU

**Latest documents and files updates (last 10 updates)**

SAFERLC_20170926-WP2-FFE_minutes_final.pdf - 2673 (Wed 11 Oct 14:38)	
WP2 Meeting minutes - 26/09/17 Paris	
BestPractices_SPAIN_Begincrossing.pdf - 2673 (Fri 06 Oct 12:34)	
SAFERLC_20171003_D12_V04_VTT_LC accidents and factors behind them.pdf - 923 (Tue 03 Oct 09:01)	
SAFER-LC-20170927-WS1-03-UIC-overview.pptx - 923 (Fri 29 Sep 15:28)	
SAFER-LC-20170927-WS1-04- VTT-task 12 results overview.pptx - 923 (Fri 29 Sep 15:28)	
SAFERLC_20170928_UIC_WS1 agenda.docx - 923 (Fri 29 Sep 15:28)	
SAFER-LC-20170927-WS1-01-Networkrail.pdf - 923 (Fri 29 Sep 15:27)	
SAFER-LC-20170927-WS1-04- FFE- task 11 results overview.pptx - 923 (Fri 29 Sep 15:27)	
SAFER-LC-20170927-WS1-05-questionnaire on risks.xlsx - 923 (Fri 29 Sep 15:27)	
SAFER-LC-20170927-WS1-02-Trafikverket.pdf - 923 (Fri 29 Sep 15:27)	

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### 3.3. SAFER-LC Toolbox

The most relevant and practical information collected and produced during the project will be gathered in the SAFER-LC toolbox for relevant actors of the LC safety community: road and rail infrastructure managers, train operators, engineers, designers, scientists, decision-makers, policy makers and standardisation bodies rail and road managers.

The SAFER-LC toolbox will be a free online tool with both practical and scientific aims. On the one hand it will be a guide to best practice designed to integrate (in a user-friendly and accessible way) all the recommendations, promising measures, and specifications developed during the project. On the other hand, it will be based on empirical evidence collected from the scientific literature, practical case studies, and from the project lab and field tests results and evaluation;

UIC will develop a web-based interface for this toolbox with the objective to make the information easy to find, to consult and also to update. This toolbox will be continuously updated, even after the end of the project.

The toolbox will be presented to UIC and IRU commissions and working groups; in addition, one workshop (WS3) will be organised to get feedback from the advisory board as well as UIC and IRU members on the toolbox. A training session (WS4) will also be organised during the final conference to present the tool and to train the experts who will utilize it.

The objective is to develop an online toolbox bringing together all information produced during SAFER-LC project

### 3.4. Press Release

The SAFER-LC project will produce press releases whenever activities that may be of interest for the general public are performed (under the condition that such dissemination activities could be beneficial for the project and no confidentiality and/or security-related issues are at stake).

Up to date, the SAFER-LC consortium has already produced two press releases in conjunction with the project kick-off. The text of the two documents can be found at the following link:

<http://safer-lc.eu/safer-lc-kick-off-meeting#Press-releases>

### 3.5. Enews articles

Electronic newsletters will be used as ideal medium to keep the Railway community informed about the project.

UIC electronic newsletter (**UIC e-News**), focused on projects and activities, is sent weekly to its stakeholders (railway undertakings, international bodies; more than 5,000 addressees). Three articles have already been issued (i.e. UIC e-News n° 548, n°552, n°564)

The consortium partners will use their internal newsletters to regular disseminate information on the project, thus targeting their own community.

### 3.6. Social networks

Social networks are very efficient to target a large audience or more specific communities. At this stage, two different networks have been chosen (Twitter and ResearchGate), but when relevant, other networks such as LinkedIn or Facebook will be also used.



### **3.6.1. Twitter**

Twitter is one of the channels chosen for disseminating information about the project to a wide audience. The objective is to use the Twitter accounts of the project's partners to "tweet" pieces of news such as news articles, information about SAFER-LC workshops and events, relevant conferences, major findings.

The partners will use at least the specific hashtag created for the project: #SAFERLC so that all the tweets with #SAFERLC will be published in real time on the homepage of the SAFER-LC website.

One of the key advantages of using Twitter is that it enables the dissemination of short pieces of information which will contribute to driving back the traffic towards the project's website. Another benefit is the multimedia support offered by Twitter, which allows partners to post short videos, text and pictures.

Up to now around 15 tweets with the hashtag #SAFERLC have been produced and are available on the SAFER-LC home page as well as on twitter at <https://twitter.com/hashtag/saferlc>

### **3.6.2. ResearchGate**

ResearchGate is the channel chosen for disseminating information to the Scientific community as it is a very efficient social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. Information on SAFER-LC is available at: <https://www.researchgate.net/project/SAFER-LC-Safer-Level-Crossing-by-integrating-and-optimizing-road-rail-infrastructure-management-and-design>. On this website the project already has 41 reads and eight followers.

### **3.6.3. Sparkrail**

The webpage [www.sparkrail.org](http://www.sparkrail.org) offers a library where users have the opportunity to contribute their knowledge and find something new. This helps the rail industry and its research community in particular, to understand what we know and who knows it, and creates opportunities for networking and cooperation

### **3.6.4. LinkedIn or Facebook**

Once the results will be available, a group page for SAFER-LC can be created to share some striking content which can be understood by all public, thus increasing the awareness of people both about SAFER-LC results and LCs and the importance of the safety around LCs.

### 3.7. Brochures/ leaflets

The SAFER-LC brochure (A5 size) introduces the key objectives and the partners of the project. The brochure has been released in May 2017 for the kick-off and will be updated during the project. It will be distributed by all the partners in the conferences, events and meeting that they are attending.

An electronic version is available on the SAFER-LC website at [http://safer-lc.eu/IMG/pdf/safer-lc-safer\\_level-crossing-brochure.pdf](http://safer-lc.eu/IMG/pdf/safer-lc-safer_level-crossing-brochure.pdf)

Figure 4 – SAFER-LC Brochure



### 3.8. SAFER-LC Events

Two types of events will be organised.

- Public conferences which will include a large audience, with representatives from all stakeholders will be organised at midterm and at the end of the project. They will be unique opportunities to stimulate interest in SAFER-LC and the results, reach wide and varied audiences, stimulate discussion and feedback.
- Workshops which are an opportunity to share results, stimulate discussion and to gather contributions and technical expertise from the various stakeholders and especially from the advisory Board.

Below the list of conferences and workshops planned during the project life:

*Table 3 – Dissemination events of the project*

Title	Related WP	Expected date	Expected Location	Expected Type of attendees	Expected number of attendees
<b>Workshop 1 on end-user' requirements</b>	WP1	28 September 2017	Paris	Advisory board + UIC and IRU members	30
<b>Workshop 2 on Human factor at LC</b>	WP2	M11	Paris	Advisory board + experts	30
<b>Common workshop with other related projects</b>	WP6	M14	Brussels	Partners of the related projects	20
<b>Workshop 3 on the toolbox evaluation</b>	WP6	M32	Paris	Advisory board + UIC and IRU members	30
<b>Mid-term conference</b>	all	M18	Madrid	All target groups	40
<b>Final conference and workshop 4 on the toolbox training</b>	all	M36	Paris	All target groups	80

### 3.9. Relevant International Conferences

Below, the list of conferences already known where abstracts could be submitted, and presentations given when possible. This list is not exhaustive.

*Table 4 – Relevant International Conferences*

Title	Planned date	Countries addressed	Type of Audience	Frequency	Dissemination actions	Partners involved	Location
PTFE – Safety of the rail system	9 May 2017	Spain	Rail safety expert		Presentation of SAFER-LC	FFE	Madrid
9th International Level Crossing Awareness Day (ILCAD).	2 June 2017	Worldwide	Rail and road safety experts	Annual	Presentation of SAFER-LC Distribution of brochures Networking	UIC	Montreal, Canada
IRU Road Safety Commission	4 Oct. 2017	Europe (enlarged)	Road Safety experts	Bi annual	Presentation of SAFER-LC Distribution of brochures Networking	IRU	Geneva
7 <sup>th</sup> International Conference on Applied Psychology and Educational Sciences	19-22 Oct. 2017	Romania	Psychology scientific community	Bi annual	Presentation of SAFER-LC and Networking	UIC	Iasi
27th IRSC - International Railway Safety Conference	22–27 Oct. 2017	Worldwide	rail safety sector	Annual	Information on SAFER-LC Distribution of brochures Networking	UIC	Hong Kong
UIC Safety platform	15 Nov. 2017	Europe	rail safety sector	Bi annual	Presentation of SAFER-LC and discussion on end-user's requirements	UIC	Paris
ECLF meeting	15 Nov. 2017	Worldwide	Level Crossing experts		Presentation of SAFER-LC results Distribution of brochures	UIC	Paris
IRSA – International Railway Symposium	28–30 Nov. 2017	Worldwide	Rail Researchers and professionals	Biennial	Information on SAFER-LC Distribution of brochures Networking	RWTH	Aachen

UNECE Working party on road traffic safety	2017, 2018	European (enlarged)	LC experts	Annual	Presentation of SAFER-LC results Distribution of brochures Networking	UIC	Geneva
2018 TRB (Transportation Research Board) Annual Meeting	7-11 Jan. 2018	Worldwide	Transport experts	Annual	Presentation of SAFER-LC results Distribution of brochures Networking		Washington, D.C
GLXS - Global Level Crossing and Trespass Symposium	2018, 2020	Worldwide	Rail and road safety experts	Biennial	Presentation of SAFER-LC results Distribution of brochures Networking	UIC, VTT	tbd
TRA 2018 - Transport research area	16-19 April 2018	Europe	Researchers authorities	Biennial	Presentation of SAFER-LC results Presentation of the project in the EU Stand Distribution of brochures	UIC	Vienna
3rd German Workshop on Rail Human Factors	17-18 April 2018	Worldwide	Rail Human factors experts, Rail Industry	Biennial	Presentation of SAFER-LC results Distribution of brochures Networking	DLR	Stadthalle Braunschweig, Germany
Operation Life saver Inc	May 2018	US	Rail safety experts	Annual	Presentation of SAFER-LC results Distribution of brochures Networking	UIC	USA
ITF (international Transport Forum)	23 May 2018	Worldwide	Rail and road authorities	Annual	Presentation of SAFER-LC results Distribution of brochures Networking	UIC, IRU	Leipzig
CVPR 2018, Computer Vision and Pattern recognition	June 2018	Worldwide	Research	Annual	Presentation of SAFER-LC research results	Cerema, UTBM, Ifsttar at least	USA
ECCV 2018 (European Conference on Computer vision)	01 Sept. 2018	Worldwide	Research	Annual	Presentation of SAFER-LC research results	Cerema, UTBM, Ifsttar at least	Germany

2018 25th IEEE International Conference on Image Processing (ICIP)	Oct. 2018	Worldwide	research	Annual	Presentation of SAFER-LC research results	Cerema, UTBM, Ifsttar at least	Greece
IEEE International Conference on Intelligent Transportation Systems 2018	Nov. 2018	Worldwide	Research	Annual	Presentation of SAFER-LC research results	CEREA M, UTBM, IFSTTAR at least	USA
IRSA – International Railway Symposium Aachen	Nov. 2019	Worldwide	Rail Researchers and professionals	Biennial	Presentation of SAFER-LC research results Distribution of brochures Networking	RWTH,	Aachen
IEEE International Conference on Intelligent Transportation Systems 2019	unknown	Worldwide	Research	Annual	Presentation of SAFER-LC research results	CEREA M, UTBM, IFSTTAR at least	Unknown
WCRR - World Congress on Rail Research	2019	Worldwide	Rail Researchers	Biennial	Presentation of SAFER-LC results Distribution of brochures Networking	UIC	Tokyo
INNOTRANS	2018, 2020	Worldwide	Rail Industry	Annual	Presentation of SAFER-LC results Distribution of brochures Networking	tbd	Germany
ICIP 2019	Oct. 2019	Worldwide	research	Annual	Presentation of SAFER-LC research results	Cerema, UTBM, Ifsttar at least	Taiwan
Rail Human Factors	2019	Worldwide	Rail Human factors experts, Rail Industry	Biennial	Presentation of SAFER-LC results Distribution of brochures Networking	DLR	London
Applied Human Factors	2020	Worldwide	Transportation and Human factors experts	Annual	Presentation of SAFER-LC results	DLR	tbd

### 3.10. Publications

The most valuable information to be disseminated through scientific papers will be identified and respective papers through relevant conferences and journals will be written and published.

Relevant paper includes:

- Railway and traffic journals (e.g. International Railway Review, ETRR – European Transport Research Review, EI- Der Eisenbahningenieur, S+D Signal und Draht, ZEV Rail etc.)
- General traffic and safety research journals (e.g. Accident Analysis and Prevention, Transportation Research Part F, Journal for Transportation Safety and Security, Safety Science etc.)
- Journals related to intelligent transport (e.g. IEEE Transactions on Intelligent Transportation systems, IEEE Transactions on Vehicular technology etc.).

## 4. MONITORING AND EVALUATION

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In order to measure the impact and thus conduct the most accurate assessment of the dissemination activities, a set of key performance indicators have been defined. The table below addresses the key performance indicators, their relevance to the tools/ channels used and the estimated target value.

*Table 5 – Estimation of Dissemination Key Performance Indicators*

<b>Tools/Channels</b>	<b>Key Performance Indicators</b>	<b>Target value</b>
<b>Project Website</b>	Total visits to Project’s website	5,000 per year
<b>UIC weekly e-Newsletter</b>	Number of Subscribers	5,500 per e-Newsletter
<b>Press Release</b>	Number of media contacts at UIC (all UIC press releases are issued in 3 languages: English, French, German)	3,500 media contacts per release
<b>Congress/conferences</b>	Number of presentations	10 per year
<b>Workshop and conferences</b>	Number of event organised	2 per year
<b>SAFER-LC Toolbox</b>	Number of users that will test and evaluate the toolbox	100
<b>Mailing</b>	Number of targeted emails	200 per year
<b>Brochures / leaflets</b>	Number of brochures printed and distributed	500 per year
<b>Publications</b>	Number of publications	4 /year

Some detailed statistics related to the SAFER-LC website will be provided in the periodic dissemination report. This will include the following indicators:

- Number of visitors
- Percentage of new visitors
- Number of page views
- Average session duration
- Source of traffic
- Top page views

## 5. ORGANISATION OF THE DISSEMINATION

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The leader of the dissemination and exploitation of the results work package is UIC.

The dissemination manager is responsible for:

- Producing dissemination material
- Organising the final conference
- Keeping track and reporting back to the project officer on the project dissemination activities;
- Ensuring proper use of public dissemination materials with respect to partners' IPRs
- Ensuring consistency of project image and published contents
- Making sure of optimum use of the project dissemination resources

Partners are expected to contribute by:

Identifying and informing the consortium about dissemination opportunities (e.g. events, publications, etc.)

- Promoting the project results in their own organisation with press releases and web pages as well as presentation of the project in relevant national events.
- Submitting technical papers and presenting the project results at relevant external conferences according with the project quality plan
- Suggesting stakeholders to be invited to the related conferences helping to promote the project

Each dissemination action need to be reported to the dissemination manager (UIC).

## 6. DISSEMINATION RULES

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- **The disclaimer below should be added to every technical document:**

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- **For all publications mentioning the SAFER-LC project, the sentence below must be added:**

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723205"

- **The logo below should also be included**



- **Chapter 8.4 of the consortium agreement shall be respected:**

Chapter 8.4 on dissemination extracted from the consortium agreement is displayed below:

8.4.1. For the avoidance of doubt, nothing in this Section 8.4 has impact on the confidentiality obligations set out in Section 10.

8.4.2. Dissemination of own Results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 30 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 14 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted."

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