SORTEDMOBILITY
Self-Organized Rail Traffic for the Evolution of Decentralized MOBILITY

Report on Dissemination, Communication and Exploitation activities

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Dissemination Level		
PU	Public	**X**
RE	Restricted to a group specified by the consortium and funding agencies	
CO	Confidential, only for members of the consortium and funding agencies	

Revision control / involved partners

Following table gives an overview on elaboration and processed changes of the document:

Revision	Date	Name / Company short name	Changes
1	30/05/2024	Paola Pellegrini / univEiffel	Complete document

Following project partners have been involved in the elaboration of this document:

Partner No.	Company short name	Involved experts
1	univEiffel	Paola Pellegrini
2	SNCF	
3	DTU	
4	BDK	
5	ISTC-CNR	
6	RFI	
7	TUDelft	

Executive Summary

The objective of D6.3 Report on Dissemination, Communication and Exploitation activities is to provide a list of dissemination and exploitation activities accomplished within the SORTEDMOBILITY project.

To facilitate this, we present materials and strategies for communicating and disseminating SORTEDMOBILITY results to railway stakeholders and the scientific community.

Those include:

- the creation of a project identity
- the creation of a public website
- the set-up of a twitter account
- the creation of a project brochure
- the production of newsletters
- the organization of a workshops and a final conference
- and the participation to conferences and the publication of results in relevant journals.

Throughout the project, the Dissemination and Exploitation Work Package (WP6) has driven the dissemination of information, particularly for the purpose of ensuring future exploitation.

Chapter 1 presents the dissemination objective and target groups.

Chapter 2 details the dissemination measures carried out.

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CMS   Content Management System

1 OBJECTIVES AND TARGET GROUPS

The dissemination objectives are to:

- Establish a dissemination platform to facilitate wide-spread information transfer amongst and beyond the members of the consortium (and beyond the life of the project);

- Ensure that the project outputs reach targeted stakeholders;

- Ensure that appropriate dissemination strategies are applied.

Fundamental aspect of an effective dissemination strategy is the definition of the target groups to which the dissemination/communication activities have to be tailored. For SORTEDMOBILITY, the main stakeholders can be grouped according to four categories:

- Public bodies and organizations

- Railway infrastructure managers

- Railway undertakings

- Scientific community

The definition of the key stakeholder categories takes into account the different ways in which SORTEDMOBILITY outputs can be used, considering that in Europe there are several different organizational structures concerning the entities involved in railway transport. For example, the repartition of the activities regarding infrastructure management and railway undertaking can take different forms.

The leader of the Dissemination, Communication and Results Exploitation work package (WP6) is univEiffel. It plays the role of dissemination manager.

2 DISSEMINATION MEASURES

The concepts developed and the results obtained will be disseminated to the four identified target groups and to the general public.

To do so, all partners will promote SORTEDMOBILITY and its results independently (though concertedly) on relevant events.

Specific activities carried out are:

- Set-up and maintenance of project website (https://www.sortedmobility.eu), dedicated

- Twitter account (@sortedmobility) and share of project news on the personal account of project members.

- Preparation of a bi-annual electronic newsletter to provide news and project outcomes in short, catchy articles.

- Production and distribution of a flyer describing the aim of the project.

- Scientific publications on top-rated journals.

- Participation in seminars and conferences.

- General project presentations to relevant audience (several presentations given: Seminar of presentation of University Gustave Eiffel activity in relation to the Objective and Performance Contract (COP) between the university and the French Ministry of Ecological Transition, May 20th, 2021; presentation to members of the X2Rail-4 European project, WP8, January 28th, 2022; presentation during the FAIR Spoke 5 & 10 Scientific Meeting, 2023; presentation during the Trusted AI and Autonomy meeting, 2023; presentation during 1° Convegno su Intelligenza Artificiale e Naturale (IAN '23), 2023, ...).

- Arrangement of a workshop to involve key stakeholders of the wide European transport industry and authorities to align research activities with the actual needs of practitioners.

- The online workshop has been held in March 2022 to involve stakeholders in the definition of KPIs to be used in the project to assess the proposed self-organizing traffic management paradigm. The workshop hosted 44 participants from 10 countries (Denmark, France, Germany, Greece, Italy,

Mexico, Netherlands, Sweden, Switzerland, UK). The audience included approximately half participants from academia and half from railway industry and transport authorities.

- Direct knowledge transfer to the rail stakeholders participating in the project, in terms of new methodologies and possible developed solutions and/or case-study insights for direct application to their current decision making (ongoing activity through informal meetings).

- Organization of a final conference of the project with stakeholder engagement. The conference has been organized in May 2024 in Paris. Two crash courses for practitioners have been proposed ("Machine learning for planning and decision making" and "Collective intelligence for decision support"), preceding the presentation of SORTEDMOBILITY results and a round table involving representatives of SNCF, DB, Network Rail and ERJU. In the round table, the interest of the project has been confirmed and several directions for future research have been identified. The presentations of the project results are available in the project website (www.sortedmobility.eu). The event hosted about fifty participants, from France, Turkey, Belgium, Germany, Italy, Denmark, The Netherlands, United Kingdom and Japan.

The Dissemination Manager (univEiffel) was responsible for:

- Producing dissemination material

- Organizing the intermediate workshops and the final conference

- Keeping track of the project dissemination activities

- Ensuring consistency of project image and published contents

- Making sure of optimum use of the project dissemination resources

Partners contributed by:

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

- Promoting the project results in their own organization with press releases and web pages

- Submitting technical papers and presenting the project results at relevant external conferences according with the project quality plan

- Ensuring liaison with appropriated standardization bodies

- Suggesting stakeholders to be invited to the related conferences to pro-
mote the project

All dissemination actions needed to be reported to the dissemination manager.

A project identity has been created since the beginning of the project including the SORTEDMOBILITY logo, templates for presentations and reports, as well as a project flyer. The project identity will help dissemination activities and ensure a consistent communication of the project concept, objectives and results.

As a first step, the SORTEDMOBILITY logo has been prepared and approved. It is used for all dissemination actions. The logo has been designed in dark green, but can be also converted in black and in white if necessary. It has been de-
signed in four versions: extended logo and title, extended logo, text logo, ac-
ronym. They are all shown below. The project partners are free to choose the most suitable version depending on the specific use.

Figure 1: Extended logo and title

Figure 2: Extended logo

Figure 3: Text logo

Furthermore, a cohesive visual identity in the form of templates has been created for use by the SORTEDMOBILITY project partners, e.g., for documents, reports, presentations, meeting agenda and other external communications. These templates are available for download on the private area of the project website (this deliverable report is, in itself, an example of a report template).

Figure 4: Acronym logo

A SORTEDMOBILITY flyer is released in December 2021. It contains the following information:

- A synthetic description of the project

- The most significant facts and figures

- The objectives and expected outcomes

- The project organization with the list of partners and logos

It uses the same colour palette as the project logo. The graphism used for this document serves for all future documents produced for SORTEDMOBILITY, such as the newsletters, to produce a recognisable identity for the project. The flyer is also advertised by Twitter and it is available for download on the SORTED-MOBILITY website.

3   PROJECT WEBSITE

The SORTEDMOBILITY website has been developed:

www.sortedmobility.eu

It includes a private area restricted to partners of the project consortium and a public area open to any visitor on the web.

3.1 Private area

The private area of the project website aims:

a) To favour the collaboration between researchers involved in the project, allowing better information exchange

b) To support the coordination and management of the project.

The access to the private area is protected via a secured password.

It is developed in TYPO3 CMS, an Open Source Enterprise Content Management System with a large global community, backed by the approximately 900 members of the TYPO3 Association.

The private area enables users to share and store documents. A specific folder is linked to each work package, and it includes a number of sub-folders: Deliverables, Reports, Meetings, Miscellaneous, and any other sub-folder defined by the WP leader. Documents are uploaded on a specifically designed page, indicating a short description of their content and the folder where they will be stored.

3.2 Public area

The public area of the project website aims at disseminating public information related to the research project, its objectives and the results achieved so far.

Target users of the public website are:

- Colleagues of the researchers involved in the project and managers of their organizations

- Researchers not involved in the project but working on the same subject

- Entrepreneurs and managers potentially interested in the project results

- European Commission and National Administration Officers checking the project dissemination activity

- Associations and Organizations in the field of the project scope

- End users of the project results (e.g., passengers and freight operators)

Therefore the public website aims to achieve the following objectives:

- To provide basic general information about the project to interested visitors

- To offer more detailed information to really interested visitors, e.g., downloading documents

- To clearly inform about the project nature and envisaged results

- To publish updates, news and events related to the project

- To allow a direct link between the project and interested visitors.

Like the private area, the public area is developed in TYPO3 CMS.

The public area includes a registration functionality. This enables a list of selected visitors to be collected in order to send updates (e.g., newsletter) and invitation to project events.

A "News" page allows the visitor to follow the latest updates on the project status, and an "Events" page reports the details on past and future events. A "Downloads" page includes all deliverables and presentations given during the final event, and a "Contributions" page reports the main results achieved and the corresponding contact persons.

All documents prepared for the project (flyer, newsletters, presentations at mid-term and final conference, etc.), as well as all public deliverables (once they have been approved by the Steering Committee), are published on the website and available for download (whenever public).