



Theme [SST.2011.4.1-3]  
Development of the Future Rail System to  
Reduce the Occurrences and Impact of Derailment



## Development of the Future Rail Freight System to Reduce the Occurrences and Impact of Derailment

Project no. SCP1-GA-2011-285162

### D-RAIL

Collaborative Project (CP)

### D8.2

## Set Up of Dissemination Platform for D-Rail

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Author(s):

<u>Name</u>	<u>Organisation</u>	<u>Name</u>	<u>Organisation</u>
Prof. Mark Robinson	UNEW	Sian Evans	UNEW
Pat Scott	UNEW	Bjorn Paulsson	UIC

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Dissemination Level

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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## Glossary

<b>Abbreviation / acronym</b>	<b>Description</b>
EU	European Union
EFRTC	European Federation of Railway Trackworks Contractors
ERA	European railway agency
UNIFE	The Association of the European Rail Industry
CER	The Community of European Railways
EIM	European Rail Infrastructure Managers
TEG	The UIC group Track Expert Group
PoSE	The UIC group Panel of Structural Experts
TTIG	The UIC group TRAIN Track Interaction Group
LCC	Life Cycle Costs
LCA	Life Cycle Analysis

## Executive Summary

Dissemination in D-RAIL will be a results- driven process. Workshops and training will be primarily provided through existing groups under the UIC umbrella such as TEG and PoSE. These groups have established cooperation with bodies such as CEN thereby facilitating common standardisation.

ERA had considerable influence over the D-Rail proposal and therefore will continue to have a significant influence over the dissemination of D-RAIL results. ERA will, for this reason, be represented in the Steering Committee.

D-RAIL aims to make public 16 of the 25 project deliverables in order to attain the level of visibility desired. Chosen deliverables will be organised into practical guidelines to enable the materialization of project findings into practical applications in the field. Two planned deliverables already allow for the identification of project results into practical guidelines.

It is foreseen that a number of workshops, conferences and scientific papers will result from the work and a first overview of planned events with time frames is presented in section 5.4.1.

The time frame for providing access to the public website and for the dissemination of leaflets, flyers and posters are included in table format in section 6.5 together with anticipated results for each particular dissemination media.

In summary, WP8 objectives are to ensure that the technical and scientific objectives of D-RAIL have a real impact on the railway industry.

## 1. Introduction

The D-RAIL dissemination and communication activities (WP8) will be coordinated by the Project Coordinator - University of Newcastle in cooperation with UIC.

Five of the twenty partners will be more predominantly involved in contributing to dissemination activities such as:

- Preparing dissemination material,
- Implementing dissemination activities and,
- Representing the D-RAIL project at scientific events.

INITIALLY the focus will be on disseminating information on the programme itself, project goals, expected results and participants.

INCREASINGLY there will be the need for evaluation, discussion and presentation of selected draft results leading to the promotion of valid final results. All dissemination activities will be subject to the approval of partners to ensure that confidential information is protected. Programmes of technical seminars and training sessions will be provided to industry partner companies to disseminate the project results amongst internal specialist communities and to personnel out in the field. University project partners will be invited to participate and support this initiative.

Select partners, representing universities, infrastructure managers and industry, have a particular commitment to participate in workshops/training courses:

Part n°	Short Name	Country	Person months
1	UNEW	UK	2.00
2	UIC	FR	5.80
3	VUT	AS	1.00
4	CHALM	SE	1.00
5	MERM	IT	1.00
<b>Total</b>			<b>10.80</b>

**The dissemination process will be a results-driven process** with results being presented to established international working groups during the course of the project and following its' closing stages. At appropriate times/intervals the project will be presented via workshops and training with established groups such as TTIG, TEG and PoSE. In this way D-RAIL also gains access to the standardisation bodies.

In order to achieve this ambition several deliverables will be prepared and organized as guidelines.

Finally, project results will be made available to the general public with the intent of establishing some acceptance over possible changes resulting from the projects recommendations however the majority of the dissemination effort will be directed towards the implementation of results through established groups, workshops and training within the industry.

**Note:**

All publications and dissemination material produced by D-RAIL (constituting the foreground to the project) will include the following statement to indicate that it was generated with the assistance of financial support from the Community:

*“The research leading to these results has received funding from the European Community’s Seventh Framework Programme [FP7/2007-2013] under grant agreement n° 285162.”*

## 2. Dissemination objective and targets

The dissemination platform will use the overall term “dissemination” in the context of D-RAIL to mean spread out or give out something, especially news, information, ideas, etc to a wide and diverse audience therefore it is helpful to think of this dissemination in three ways:

1. **Dissemination of Awareness** – It is important that the target audiences that require a detailed knowledge of the work of the project are informed of the project activities and outcomes.
2. **Dissemination for Understanding** - The target groups in D-RAIL can benefit directly from D-RAILS’s work therefore it is important that these groups have a greater understanding of the project work.
3. **Dissemination for Action** – “Action” refers to a change of practice resulting from the adoption of approaches offered by D-RAIL. Some target groups will be in a position to influence or maybe bring about change within their organisations and take the changes necessary into their marketplace.

D-RAIL will aim to undertake all three levels of dissemination to make the transport research community in each country aware of the aims and objectives of D-RAIL which will lead to more interest in following the project and an interest in forming a greater understanding. Involvement in both of these stages will provide the basis for dissemination for Action.

The overall objective and target groups for the dissemination platform are explained in further detail below.

### 2.1 Objective

Dissemination, acceptance and implementation of project results and knowledge are considered the prime objective (B3.2.1) with the aim to:

- ensure effective communication with relevant information to appropriately targeted audiences.
- promote and foster liaison with stakeholders;
- ensure visibility of results obtained and to make information available that may be relevant for further application;
- exchange knowledge with the scientific community in order to obtain new insights which could be incorporated into the project research;
- foster complimentary practice with other relevant EU, national and international programmes and projects;
- ensure that rail sector stakeholders and the general public appreciate the added value of EU support and how this contributes to a cost effective, well maintained rail infrastructure.

## 2.2 Target groups

### 2.2.1 Overview

Audience targets and channels are described in B3.2.2. The table below provides an overview of the identified target groups with dissemination objectives and the type of dissemination activity or dissemination channel/media that will be used to reach the intended audience. The two core approaches used will include:

- 1) Exchange and follow-up with stakeholders/experts/infrastructure managers etc. to gain support and ensure future implementation of D-RAIL project results.
- 2) Broadcast of information about the project to a public audience.

Target / Main objective	Dissemination channels
<i>The public</i>	
To inform the public about the benefits of D-RAIL results on transport; the added value of EU support and the need for such programmes and projects.	<ul style="list-style-type: none"> <li>• Public website (<a href="http://d-rail-project.eu/">http://d-rail-project.eu/</a>)</li> <li>• Periodic newsletters that can be downloaded from the D-RAIL website</li> <li>• Liaison with mass media, articles and press releases in journals available to the public, including electronic media</li> <li>• D-RAIL brochure that can be distributed to media and an electronic version can be put on the D-RAIL website</li> </ul>
<i>Rail sector stakeholders (engineering, potential purchasers/users, managers)</i>	
Inform stakeholders about the targeted project results and their important socio-economic impact.	<ul style="list-style-type: none"> <li>• Participation in industrial fairs and conferences. Some major events have been identified by the partners: <ul style="list-style-type: none"> <li>➤ World Conference on Railway Research 2013. The partners will also take part in several conferences on metallic and concrete structures as well as conferences on monitoring, degradation models and whole life modelling</li> </ul> </li> <li>• Produce articles in rail sector journals, e.g. Rail Technology Magazine, European Railway Review, Railway Gazette International,</li> <li>• Invitation of stakeholders to the D-RAIL project public workshops. Target 2 workshops within the 3 year period.</li> <li>• Use TTIG, TEG and PoSE (UIC specialist group meetings) to inform and review results from D-RAIL</li> </ul>
<i>The scientific and broader environmental community including national and European agencies</i>	
To inform the scientific and environmental community about the project objectives, research areas and results.	<ul style="list-style-type: none"> <li>• Public website, project flyers, posters and "standard" PPT presentations to be made widely available to relevant departments.</li> <li>• Papers/conference papers in scientific journals with asset management and sustainable development focus (e. g. J. Environmental Management, J. Infrastructure Systems, Structure &amp; Infrastructure Eng.)</li> <li>• Reach standard bodies through UIC groups</li> </ul>
<i>The FP7 SST programme and other projects involved in the programme</i>	
To exchange knowledge for use in D-RAIL and communicate results for greater effectiveness of EC R&D.	<ul style="list-style-type: none"> <li>• Invite to D-RAIL workshops.</li> <li>• Networking with experts and research initiatives working in related domains.</li> </ul>
<i>Standards setting bodies</i>	
To ensure that D-RAIL outputs such as guidelines accepted and incorporated by standards setting bodies.	<ul style="list-style-type: none"> <li>• Use TTIG, TEGs and PoSEs already establishes contacts with CEN</li> <li>• If suitable make leaflets of D-RAIL guidelines</li> </ul>

**Figure 1 Overview of target audience and related dissemination channels**



## 2.2.2 Specific audiences

### 2.2.2.1 The railway sector

Within the railway sector two target audiences can be identified:

- Top management (both business and technical) who will receive high-level summary material produced at the end of the project.
- Managers including high level engineers, who make decisions about what to use on the railway. This group is considered vital for the success of D-RAIL, as they are ultimately the potential users and implementers of subsequent D-RAIL guidelines and recommendations.

### 2.2.2.2 UIC Train Track Interaction Group (TTIG), UIC Track Expert Group (TEG) and Panel of Structural Experts (PoSE)

The objective is to inform the UIC experts about targeted project results to gain their support in implementing the project results. D-RAIL will provide representation at these group meetings to encourage the exchange of ideas and information to benefit the project.

### 2.2.2.3 Consortium partners from the industry

Within the industry partner companies, technical seminars and training sessions will be held to disseminate project results amongst the internal specialist communities and to train personnel. The university partners will be invited to participate fully in this.

### 2.2.2.4 Related organisations

D-RAIL will also target the following related organisations:

- UNIFE will be informed of results and be represented on the Steering Committee;
- ERA will be informed of results and be represented on the Steering Committee;

### 2.2.2.5 Eastern Europe and beyond

D-RAIL will encourage and facilitate the inclusion and participation of the EU12 and other relevant organisations internationally. For D-RAIL to be able to deliver to these areas it must be truly representative and involve all relevant stakeholders in these countries. This is particularly important in encouraging the market uptake of the results of the project. By disseminating the results through WP8 and also through the workshops it will give the stakeholders an opportunity to see the research results and possibly collaborate in their uptake.

One of the D-RAIL partners, Panteia has in-depth expertise in the design of transport databases, transport modelling and forecasting transport, especially in a European context, Western and Eastern and beyond and their expertise is in passenger and freight models at both a national and international level. Panteia is also highly proficient in database design, development and management and software development, all key skills and knowledge to extend the D-RAIL message.

### 3. Role of Partners

<b>Part No.</b>	<b>Short Name</b>	<b>Country</b>	<b>Role regarding dissemination actions throughout the project</b>
<b>1</b>	UNEW	UK	University that can support UIC with training activities. UNEW will also present D-RAIL in conferences and seminars.
<b>2</b>	UIC	FR	UIC – a worldwide organisation within the railway industry with experience in preparing standards, regulations and recommendations will be the central hub for the publication of results, and the facilitator of general information conveyance regarding the results of D-RAIL, either through their publications, or through specific events it either organises or attends.
<b>4</b>	VUT	AT	University that can support UIC with training activities. VUT will also present D-RAIL in conferences and seminars.
<b>6</b>	CHALM	SE	University that can support UIC with training activities. Charmec will also present D-RAIL in conferences and seminars.
<b>10</b>	MERM	IT	Industry that can support UIC with training activities. MERM will also present D-RAIL in conferences and seminars.

#### 4. Person month overview per partner

Part n°	Short Name	Country	Person months
1	UNEW	UK	2.00
2	UIC	FR	5.80
3	VUT	AS	1.00
4	CHALM	SE	1.00
5	MERM	IT	1.00
<b>Total</b>			<b>10.80</b>

**Note:** Partners contributing to the dissemination activities also have a dedicated travel budget of €2000 in order to participate in the training seminars that will be organised within the project.



update: 14/12/2011

### LIST OF APPLICATIONS FOR PATENTS

Please list hereafter if any knowledge resulting from the project has been subject IPR protection measures.

The applications for patents, trademarks, registered designs, etc. shall be listed according to the template provided hereafter.

The list should, specify at least one unique identifier e.g. European Patent application reference. For patent applications, only if applicable, contributions to standards should be specified.

List of applications for patents, trademarks, registered designs, etc.					
Type of Exploitable Foreground	Confidential	Foreseen embargo date	Application reference(s) (e.g. EP123456)	Subject or title of application	Applicant (s) (as on the application)
		dd/mm/yyyy			
-select-	-select-				
-select-					
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-select-					
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#### Follow-up of patents

### LIST OF EXPLOITABLE FOREGROUND

Please list hereafter if any knowledge resulting from the project has been subject to IPR protection measures.

The applications for patents, trademarks, registered designs, etc. shall be listed according to the template provided hereafter.

The list should, specify at least one unique identifier e.g. European Patent application reference. For patent applications, only if applicable, contributions to standards should be specified.

Type of Exploitation Foreground	Description of exploitation foreground	Confidential	Foreseen embargo date dd/mm/yyyy	Exploitation products or measures	Sector of application	Timetable, commercial or any other use	Patents or other IPR exploitation (licences)	Owner & Other Beneficiary (s) involved
Select		Select			Select			
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#### Follow-up of exploitation of foreground

## 5.2 Public deliverables

D-RAIL has a total of 25 deliverables over the life of the project. 16 of these deliverables are at a Public dissemination level. This will allow for a broader dissemination of the project results. It may be viable for some of the confidential deliverables to be made public and this will be put to the consortium at one of the project meetings to agree if this action should take place.

## 5.3 Guidelines for infrastructure managers

One of the major outcomes of the project will be providing guidelines for the practical application of the project results. Currently two deliverables have been identified for developing into guidelines. These are D3.3 Guidelines on derailment analyses and

prevention and D7.4 Industry guidelines/standard for implementation of monitoring techniques.

At present the D-RAIL Consortium is unable to provide an outline of the guidelines that will be developed as these are dependent on project results. Nevertheless, the guidelines will be made publicly available when they are developed and translated into other languages providing sufficient financial resources are available.

### **5.4 Workshop, conferences, scientific papers**

Here the objectives are to:

- Produce papers/ conference papers at international conferences such as WCRR 2013.
- Invite stakeholders, related projects etc. to D-RAIL workshops.
- Network with established expert groups like TTIG, TEG and PoSE.

#### 5.4.1 General overview

<b>Type of action</b>	<b>Expected output or audience</b>	<b>Timeframe</b>	<b>Leading partner</b>	<b>Other involved partners</b>
D-RAIL Workshop 1	See section 6.4.2	Just after the midpoint of the project	UIC	WP leaders with support from task leaders
D-RAIL Workshop 2	See section 6.4.2	Just after the end of the project	UIC	WP leaders with support from task leaders
D-RAIL paper on IHHA2012 (maybe too late)	important railway congress	2012	UIC	UIC with support from WP leaders
D-RAIL paper(s) on WCRR2013	The world's biggest railway Congress	2013	UIC	UIC with support from WP leaders
Papers for industry journals	Papers that target the railway industry sector		All	
Presentation of D-RAIL results at ÖVG conference in Salzburg (if accepted)	Dissemination of D-RAIL results to the international track expert community	once, 2015	UIC	TUV

#### 5.4.2 The workshops

D-RAIL will organise two general public project workshops. The first one is planned for the midterm of the project while the second one is planned towards the end.

#### 5.4.2.1 First general public workshop (around M18)

- Audience: The audience will be targeted through the UIC channels. UIC members will be encouraged to spread the news within their networks in order to reach additional interested stakeholders.
- Size of audience: it is expected to have 50 to 70 participants.
- Location: Accessible for European participants.
- Timeframe: the workshop should last 1-2 days.
- Budget:
  - UIC has an allocated budget for the organisation of workshops that will be used for this purpose.
  - All D-RAIL partners will be asked to participate in these workshops and have travel budget planned accordingly.

#### 5.4.2.2 Second general public workshop (around M36)

- Audience: The audience will be targeted through the UIC channels. UIC members will be encouraged to spread the news within their networks in order to reach additional interested stakeholders.
- Size of audience: it is expected to have 50 to 70 participants.
- Location: Accessible for European participants.
- Timeframe: the workshop should last 2 days.
- Budget:
  - UIC has an allocated budget for the organisation of workshops that will be used for this purpose.
  - All D-RAIL partners will be asked to participate in these workshops and have travel budget planned accordingly.

### **5.5 Promotional material**

Here the objectives are to:

- Establish the visual identify of the project for use with templates for dissemination, communication material and for reports and project material.
- Design a D-RAIL project brochure and update as required as the project progresses
- Develop a project flyer and poster and a "standard" PPT presentation presenting the project to be made widely available to relevant departments.
- Produce press releases throughout the life of the project detailing any significant results and achievements and promoting public workshops
- Periodic newsletters will be produced with details of the latest project achievements and feedback from workshops
- Launch and maintain the public website

<b>Type of action</b>	<b>Expected output</b>	<b>Time frame</b>	<b>Leading partner</b>	<b>Other involved partners</b>
Project Logo and Template	Based on the current tentative logo	At the beginning of the project	UNEW/ UIC	Input from D-RAIL partners
Design project brochure	Promotional brochure for dissemination activities	At the beginning of the project	UNEW/ UIC	Input from D-RAIL partners
Develop a project flyer	Inform the scientific community, railway owners and managers. e.g. to be distributed at international conferences and made visible and available within the partner organisations	Will be produced at the end of Year 1, in order to show first project results. Possible updates after Year 2 and towards project end.	UNEW/ UIC	Input from all partners to ensure project compliance. Flyer will be made available to all partners to facilitate a wide distribution.
Press releases	Announcing the launch of the project, milestone results and final conclusions of the project.	At suitable occasions according to SC decision	UNEW/ UIC	Input from all partners to ensure project compliance.
Newsletters	Periodic newsletters detailing project progress and achievements; any public deliverables completed and how they can be accessed; articles or references to events where D-RAIL was presented; and promotion of future D-RAIL workshops/events.	As project achievements occur	UNEW/ UIC	
Launch and maintain the public website	Make project results available to the broader public.	Public website launched since M1. Update at least every 6 months but as often as needed. Updates will increasingly occur as project results are produced and dissemination events organised. Please refer to D8.1.	UIC	UNEW



## 6. Conclusion

The D-RAIL dissemination platform has a diverse range of activities to enable the project to access the best spread of marketing and raising awareness of D-RAIL and the objectives are designed to ensure these technical and scientific objectives have a real impact on the railway industry sector. The Dissemination Platform is a working document and will evolve over the life of the project.

A dissemination platform has already been partly implemented in the form of the D-RAIL public website and the internal project website (see D8.1). The intentions of this document, is to complement D8.1 by establishing the dissemination plan for the D-RAIL project. Sections in this document have defined the target audiences, objectives, communication channels, tools and support material, activities, responsibilities, timings and budget allocations. The selected dissemination actions will be implemented according to the defined plan.

Dissemination will represent the following research outputs:

- A quantified step change in the number of freight derailments and economic impact
- Recommendations for monitoring systems based on technical/economic grounds
- Several reliable implementation scenario's and guidelines for national/international use
- Several technological and innovative developments for future industrial applications

The next deliverable for the achievements from the Dissemination Platform is due in M32 "Dissemination and Implementation of D-Rail results". This will bring together the project results and information gathered from technological and market developments and business cases and how these have successfully been disseminated using this dissemination platform