Deliverable D 4.3
Summary of dissemination and exploitation activities

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Alessio Tardivo	EURNEX	Definition of first issue
Andreas Pfeifer	RWTH	Review of first issue
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1 Executive Summary

This document has been prepared in order to provide a clear communication, dissemination and exploitation strategy for the Shift2Rail funded project Ben@Rail, and to describe the tools that have been used to facilitate the wide-spread of information and knowledge from the results created by the project, among and beyond the members of the consortium and beyond the life of the project. In this report, materials and strategies for communicating and disseminating Ben@Rail objectives and results to railway stakeholders and the scientific community are presented. Those include:

- The creation of a project identity, a public website and a brief multipurpose presentation to be used as project presentation;
- A social media presence;
- Scientific publication on the project achievements;
- Active participation in international and European conferences, presentations and events;
- Intensive participation of the partners' networks to spread the project results; and
- The organisation of a final event.

Throughout the project, the WP4 drove the dissemination of information for the future exploitation and the collaboration with the other Shift2Rail projects. The targeted dissemination of the project outputs is vital to the acceptance and implementation of the project results, and for this reason all the project partners have been involved in the production and publication of material like project flyer, presentations and scientific publications.

The task leader of the work package 4 is EURNEX with the support of all partners.

2 Abbreviations and acronyms

Abbreviation / Acronym	Description
CCA	Cross Cutting Activities
ER	Europe's Rail
GA	Grant Agreement
IPR	Intellectual Property Rights
JU	Joint Undertaking
S2R	Shift2Rail
TRA	Transport Research Arena
WP	Work Package

3 Background

The present document constitutes the Deliverable D4.3 "Summary of dissemination and exploitation activities" in the framework of the Ben@Rail project (topic S2R-OC-CCA-01-2021, GA ID: 101046258). Ben@Rail is a 9-month project, funded by the Shift2Rail JU under the European Union Horizon 2020 Research and innovation programme. This report presents an overview of the work performed in WP4, task 4.3.

4 Objective/Aim

The overall objective of the Shift2Rail funded project Ben@Rail is to strengthen the effectiveness of EU-funded R&I activities in the railway research domain amongst the rail sector stakeholders, in order to ensure a tight adherence of the innovations stemming from Europe's Rail Joint Undertaking (EU Rail JU) and its Master Plan to the needs of railway stakeholders and final users. Ben@Rail intends to quantify the efficacy of EU-funded R&I activities, providing evidence-based research to assess the extent to which the foreseen technological and operational innovations resulting from the work of Shift2Rail (S2R), and expected from the Master Plan of its future successor, respond to a clear societal case and produce benefits to the railway stakeholders and users.

This document was prepared in order to provide a clear dissemination, communication and exploitation strategy for Ben@Rail, and to describe the tools that have been used to facilitate the wide spread of information and knowledge from the results created by the project, among and beyond the members of the consortium (and beyond the life of the project). Each of the project partners have been actively involved in the dissemination and exploitation activities.

In this report, materials and strategies for communicating and disseminating Ben@Rail to the railway scientific community, the EU-representatives and the general public are presented. These include:

- the creation of a project graphic identity;
- the creation of a public website;
- the creation of a project flyer;
- the use of social media;
- the participation in European and International research conferences and congresses;
- the publication of 2 peer-reviewed articles;
- the organisation of a final conference.

The objective of the dissemination is to promote Ben@Rail results and Shift2Rail. Dissemination actions targeted relevant groups, such as:

- Shift2Rail JU partners;
- End-users and industry stakeholders;
- Scientific community;
- ETPS and other relevant associations.

Throughout the project, the Administrative management, technical coordination and dissemination work package (WP4) drove the dissemination of information.

5 Communication activities

5.1 Graphic identity

A cohesive visual identity was created during the first months of the project for use by the Ben@Rail project partners, e.g. logo, documents, reports, presentations, meeting agenda, project flyer and other external communications. The project identity is of utmost importance to communicate, to be clearly identified, and to create an experience that encourages people to engage with the consortium. It also assisted dissemination activities and ensured a consistent communication of the project concept, objectives and results.

5.1.1 Project logo

As a first step, the project logo was prepared and approved by all partners. This logo has been used for all dissemination actions and played a key role in creating project association regarding visual communication.

Figure 1. Ben@Rail logo

5.1.2 Ben@Rail design guidelines

The graphic representation of Ben@Rail material followed the guidelines developed within the

first month of the project. As seen below, these guidelines cover the official logo, colours and typography of the project.

LOGO

The Logo of the project was made by EURNEX. This logo should be present on all communication materials produced for the project.

The Logo should be represented as it is in a whole, but the image and the name may also be used separately as seen on the cover of this guide. For all separate use, please consult EURNEX before. The logo should be used in colour as far as it is possible but can also be used in black and white version when necessary.

COLOURS & TYPOGRAPHY

The Font used for the Logo is BELLOTA italic. It's a free font downloadable from Google Fonts:
https://fonts.google.com/specimen/Bellota

The font used for texts in official document should be a sans serif, like the: Open sans light.

All dissemination of results in any form, must display the JU logo, the EU emblem and include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme, European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101046258."
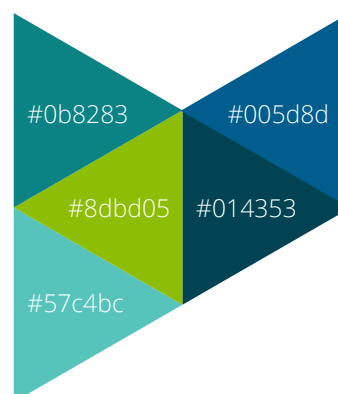
Figure 2. Ben@Rail design guidelines

5.1.3 Templates for presentation and reports

Project templates for PowerPoint presentations, Word reports and meeting agenda and minutes, were prepared immediately after the creation of the project logo. This report was made according to the deliverable template that has been used for all project deliverables.

5.1.4 Flyer

A flyer has been prepared in the first months of the project. It contains a synthetic description of the project background, objectives and expected outcomes as well as facts and figures and the list of partners. A pdf version of the flyer has been shared amongst the consortium members and advertised through social media accounts of project partners.

Ben@Rail is a 9 month project, funded by Shift2Rail JU under the European Union's Horizon 2020 research and innovation programme within the Cross Cutting Activities (CCA). Ben@Rail represents the bridge between Work Area 1 "Socio-economics and System Platform Demonstrators" and Work Area 2 "Key Performance Indicators". Ben@Rail contributes to the success of the future Europe's Rail Joint Undertaking by applying a scientifically proven methodology to quantify the efficacy of EU-funded R&I activities.

Partners: EURNEX e.V (Coordinator), RWTH Aachen University, KTH royal institute of technologiy

The main objective of Ben@Rail is to strengthen the effectiveness of EU-funded R&I activities in the railway research domain amongst the rail sector stakeholders, in order to ensure a tight adherence of the innovations stemming from Europe's Rail Joint Undertaking (ERJU) and its Master Plan to the needs of railway stakeholders and final users.

Budget: 169 985.00€

Duration: 9 months
1st September 2021 – 31st May 2022

To reach this objective, Ben@Rail will provide evidence-based research to assess the extent to which the foreseen innovations of Shift2Rail and its successor respond to clear societal cases and stakeholders' and users' expectations.

In particular, Ben@Rail aims at developing a top-down analysis of the railway stakeholders' masterplan goals, indicating whether the technological and general concepts that are supposed to be developed by Europe's Rail-funded projects meet the stakeholders' expectations.

Ben@Rail will develop a top-down analysis grounded on two elements.

On the one side, the project will identify the requirements of the rail sector stakeholders vis a vis EU-funded research.

On the other side, the sector's strategic documents are reviewed and analysed in light of the stakeholders' expected benefits and the wider societal challenges to extract objectives, key technical concepts and development areas that will affect and shape the Railway System of the future.

The resulting analysis will assess the adherence of EU-funded R&I activities to the stakeholders' requirements, thus evaluating the expected outcomes of the future new Joint Undertaking Master Plan.

Supported by Shift2Rail JU Advisory group include ERRAC Steering Committee and the German Centre for Rail Transport Research.

Ben@Rail will develop a scientific, innovative framework for the evaluation of EU-funded projects based on the stakeholders' requirements. One of the strengths of this framework relies on its possible application in other sectors to comprehensively investigate future funding R&I programmes.

This project has received funding from the European Union's Horizon 2020 research and innovation programme, European Research Council (ERC) under the European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2019-2020] under grant agreement No 101046258.

Figure 3. Ben@Rail flyer

5.2 Project Website

A specific page within the EURNEX website has been set up at the beginning of the project using the already set graphic identity. The URL of the webpage is https://www.eurnex.org/benatrail/. The website is publicly accessible and mobile friendly. The public webpage contains the following information:

- Presentation of the project: the page gives the visitors an overview of the project aims, objectives and work plan.
- Consortium: the page displays a list of all partners.
- News and events: the page provides information on upcoming events such as participation in international conferences and final event. It has been updated regularly.
- Documents and download: all Ben@Rail publications (flyer, publications) and deliverables produced during the lifespan of the project will be made available in this section.

The structure of the webpage could be adapted and amended to suit the project and partner's requirements. The website will remain online after the end of the project.

5.3 Multipurpose presentation of the project

A PowerPoint presentation has been prepared in the first months of the project. It contains a synthetic description of the project background, objectives and expected outcomes as well as facts and figures and the list of partners. It was intended to be presented by the project partners in international events.

5.4 Social media

The dissemination of the project benefited from its presence on Twitter and LinkedIn, which have been the two preferred media for this purpose.

A Ben@Rail hashtag (#benatrail) was launched at the beginning of the project. It has been used to convey messages from the project, from the Shift2Rail JU and the partners of the project. Post have been created with this hashtag whenever the project was present in international events and held its meetings either in ERRAC or in the final event in Brussels.

The list of posts published containing the Ben@Rail hashtag is available below in the appendix.

6 Dissemination activities

6.1 Target audience

The dissemination activities focused on spreading the knowledge of Ben@Rail project. To this end, a segmentation of the difference audiences has been made, as shown in Figure 4. The segmentation divided the audiences in four groups: Shift2Rail JU partners, research community, Rail stakeholders and policy makers.

Target audience	Objective	Communication activities	Task	Means of verification
Shift2Rail JU Partners	Ensure fluent communication with the JU Partners	- Dissemination platforms; - Stakeholder Groups; - Public deliverables; - Project events.	Active contact, provide regular reports, inform progress of the project.	Feedback from the Shift2Rail JU
Research community	Raise awareness of the research results	At least 1 open access article in specialised magazines or scientific journal	To inform in details about the state-of-the-art changes and methodology	Article published in Eisenbahn Technische Rundshau (ETR), granted for online publishing in ben@rail website.
Rail stakeholders	Spread message through members and other stakeholders for results transfer	- Dedicated events and discussion opportunities; - Invitation of stakeholders to each events	Update with recent information on the project and with project results	ETR article targeting railway stakeholders in German-speaking domain.
Policy makers	Public dissemination, engage, raise awareness	- Dedicated events and discussion; - Ben@Rail website; - Public deliverables.	Spreading findings and key messages	Poster published and booth for promotion in TRA including presentation.

Table 1. Target audience of dissemination activities

The segmentation enabled to direct the dissemination activities to each stakeholder, reaching a wide audience and maximizing the impact of the dissemination strategy.

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6.2 Participation in International Conferences and Fora

Despite the limited lifetime of the project, the consortium was and will be present at certain public events, as shown in Table 2.

Event	Date and Venue	Website	Ben@Rail representative
Ben@Rail Kick Off Meeting	4th October '21 Online	https://www.eurnex.org/benatrail/	EURNEX, RWTH, KTH
S2R CCA Steering Committee	6th October '21 Online		EURNEX
ERRAC Steering Committee	13th October '21 Online		EURNEX, RWTH, KTH
ERRAC PAG Academia	28th January '22 Online		EURNEX, RWTH, KTH
ERRAC Steering Committee	08th February '22 Online		EURNEX, RWTH, KTH
KTH conference on the role of railways in the future electrified and automated transport system	18th May '22 Stockholm & Online	https://www.railwaygroup.kth.se/polopoly_fs/1.1164132.1650636188!/Invitation%20Railway%20Group%20seminar%202022.pdf	EURNEX
ERRAC Plenary	24th May '22 Brussels & Online		EURNEX, RWTH, KTH
IMPACT-2 & Ben@Rail final event	15th June '22 Brussels & Online	https://www.eurnex.org/benatrail/	EURNEX, RWTH, KTH
TRA2022	14th-17th November '22. Lisbon	https://traconference.eu	EURNEX

Table 2. Events where Ben@Rail has been represented

6.3 Publications

Information has been published through the social media channels and project webpage whenever relevant. Moreover, the project partners produced the following two scientific publications throughout the project lifetime:

- Tardivo A., Pfeifer A., Hoang A., Carrillo Zanuy A., Schick A., Schindler C., Jendrny N., Nießen N., Froidh O., Stichel S., Effectiveness of EU-funded R&I programmes from the perspective of the European railway sector stakeholders. *Transportation Research Procedia*. This scientific article is currently under review and is expected to be presented at the Transport Research Arena 2022 in Lisbon, Portugal. http://www.eurnex.org/wp-content/uploads/2023/05/TRA2022-BenatRail_poster-1.pdf

- Hoang A., Jendrny N., Pfeifer A., Nießen N., Schindler C., Carrillo Zanuy A., Schick B., Wirksamkeit von EU-F&E-Programmen aus Sicht der Stakeholder des Eisenbahnsektors, Eisenbahntechnische

Rundschau (ETR), (2022) 10. Link: http://www.eurnex.org/wp-content/uploads/2023/05/ETR_2022_12_50-56_benatrail_liz.pdf

All open access publications are publicly available on the Ben@Rail website.

6.4 Ben@Rail video presentation

On Sep. 2022, the Ben@Rail video has been released for dissemination. The video featured the project ambition and results in a clear way, targeting a non-technical audience. The video has been published on the project webpage at this link - https://www.youtube.com/watch?v=CNvVRckFfNA - and has been shared on the project partners social media accounts.

6.5 Collaboration aspects with S2R projects and ERRAC

The Ben@Rail project intended to build upon the IMPACT-2 project's Call for Members (CFM) initiative to include among others the socio-economic impact analysis of Shift2Rail. The collaboration between Ben@Rail and IMPACT-2 was established by leveraging the existing framework and activities of IMPACT-2, meetings and telephone calls between coordinators took place to.

Efforts were made to consider the relevant results that were available during the project's timeframe, as their researched topics are highly related to this project. Examples for this related research are found in IMPACT-2 WP2 - Socio-Economic Impact, regarding the identification of activities with the highest impact on the goals specified within the S2R JU, as well as the assessment of impacts on customer attractiveness facilitated by railway research. In IMPACT-2 WP4 - Quantitative KPI-Tree and SPD integrated assessment a tree of the Key Performance Indicators (KPI) is developed which can be related to the findings from other documents.

In addition, other fields of collaboration included ERRAC, which provided results from other research projects such as TER4RAIL and enabled the cooperation with its Working Groups, mainly WG1 Strategy, WG2 Projects and WG3 dissemination. In this respect the project results and advancement was punctually reported in every ERRAC plenary and steering committee taking place during the project duration.

6.6 Ben@Rail final event

The Ben@Rail final event has been organised in month 9, on 14th June 2022 in cooperation with CFM project IMPACT-2. To ensure maximum participation, invitations have been sent to the key actors in the field. The event has been held in a hybrid format and it was possible to follow the discussion both in presence, in Brussels at the Maison des Associations Internationales – Rue Washington 40, and online.
The final event provided a platform to discuss the achieved results of the project, including the

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end users' perspective. Focus has also been placed on the project methodology and on the future opportunities opened by its analysis.

7 Exploitation Plan

Ideally, the Exploitation Plan is designed to maximize the impact of Ben@Rail developments and prepare the transition towards market uptake. Through a dedicated meeting, the consortium identified the following exploitable results:

Name	Value proposition	Category	End-users	Exploitation route	Potential IPR protection	Main owners
Publication of peer-reviewed articles in high impact journals	Publications on the project methodology and results, as well as their application to other areas and sectors	Communication and dissemination results	Academia across different sectors	Open access solution	Copyright	All partners
Production of methodology suitable for evaluation of stakeholders' expectations and funding programmes' objectives	Through deliverables 1.1 and 2.1, production of methodology to be used as teaching materials and basis for future research.	Communication and dissemination results	Academia across different sectors	Open access solution	Copyright	All partners

Table 3. Ben@Rail potential exploitable results

As included in the Consortium Agreement, Individual results will be owned by the party that generated them.

In case of a Joint Ownership, this will be governed by *Grant Agreement Article 26.2* with the following additions:

As set forth under *Article 26.2 of the Grant Agreement*, the joint owners must agree in writing on the allocation and terms of exercise of their joint ownership in a separate agreement ("Joint Ownership Agreement") to ensure compliance with their obligations under this Consortium Agreement.

Unless otherwise agreed in the joint ownership agreement, each joint owner may grant non-exclusive licences to third parties to exploit jointly-owned results (without any right to sub-license), if the other joint owners are given:

a) at least 45 days advance notice and
b) fair and reasonable compensation.

Once the results have been generated, joint owners may agree (in writing) to apply another regime

than joint ownership (such as, for instance, transfer to a single owner (see Article 30) with access rights for the others).

Each partner examined the possibility of protecting the results generated by the project, considering its own legitimate interests and the legitimate interests of the other beneficiaries. Through this process, the consortium assessed that this is not possible due to the fact that the results cannot reasonably be expected to be commercially or industrially exploited, and that protecting them is not reasonable and justified, given the circumstances.

Moreover, due to the inherently scientific nature of the partners involved in the project, the scope of their research and the characteristics of the matter investigated, together with the high value attributed to open science, the consortium agreed not to declare any intellectual property claims. This decision has been taken to favour a rapid uptake of the project results and methodology amongst scientific institutions across a wide variety of sectors.

7.2 Exploitation of results

The results of the Ben@Rail project are expected to hold significant value for the academic and research railway domain. The project's holistic approach to understanding success factors for the future railway system, based on customer needs and users' mobility behavior, presents opportunities for academia and researchers to leverage the findings and contribute to the advancement of knowledge in this field.

One key aspect of the project is the identification of rail stakeholders' and users' requirements and needs. The methodology developed by Ben@Rail to assess the effects of EU-Rail JU-funded activities on these requirements and needs can serve as a valuable resource for academia and research institutions. Researchers can use this methodology as a basis for further investigation and analysis, building upon the established framework to delve deeper into specific areas of interest.

Academic researchers can utilize this information to study the wider implications of rail innovations on mobility, society, and the environment. The collaboration the Ben@Rail project with other KPI-related projects of Shift2Rail and ERJU can offer academia access to real-world data and case studies. This may represent future application use cases, providing researchers with tangible examples to study and evaluate. Academics can analyze the real cases proposed by rail stakeholders, assess their performance using the defined Key Performance Indicators (KPIs), and propose further improvements or alternative approaches.

8 Conclusions

This document provides the report for Ben@Rail in the areas of communication, dissemination and exploitation. It presents a comprehensive dissemination strategy employed for the Ben@Rail project and describes the materials and strategies that have been used for external communication, along with the engagement and uptake of the results by relevant stakeholders.
Despite the short lifespan of the project, the consortium successfully carried out its communication strategy and assured participation of the partners in key European events whenever possible, including the publication of two academic articles.
In addition, the exploitation and dissemination activities have reached their potential and ensured that a real impact is generated from this project, especially in regard to the railway stakeholders reached through ERRAC and rail academia.

The results of the Ben@Rail project hold great potential for the academic and research world. They offer valuable insights, methodologies, and data for academia to deepen their understanding of rail systems, assess their impact, and contribute to the advancement of knowledge in this field. By leveraging the outcomes of the project, researchers can enhance their studies, provide evidence-based recommendations, and collaborate with industry and policymakers to shape the future of rail transportation.

Annex

Dissemination & Communication activities

Category	Date	Location	Short description	Link	Number of persons reached (estimation)
Social Media	22/06/22	EURNEX LinkedIn account	News about Ben@Rail final event and project results	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_ben-impact-benatrail-activity-6945036602662432768-fgX2?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	22/06/22	EURNEX Twitter account	News about Ben@Rail final event and project results	https://twitter.com/eurnex/status/1539555530151028 3264	150
Webpage	22/06/22	Ben@Rail webpage	Inclusion of news on Ben@Rail final event and project results	https://www.eurnex.org/benatrail/	100
Social Media	14/05/22	EURNEX LinkedIn account	Re-sharing of S2R LinkedIn account on Ben@Rail final event	https://www.linkedin.com/feed/update/urn:li:activity:6928281305361084416?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	14/05/22	EURNEX Twitter account	Re-sharing of ERJU Twitter account on Ben@Rail final event	https://twitter.com/EURail_JU/status/1536634388527 595521	
Social Media	14/06/22	EURNEX LinkedIn account	Dissemination of news about Ben@Rail final event	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_rail-research-benatrail-activity-6942472247118868480-pBzT?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	14/06/22	EURNEX Twitter account	Dissemination of news about Ben@Rail final event	https://twitter.com/eurnex/status/1536706280760434690	150
Social Media	30/05/22	EURNEX Twitter account	Re-sharing of ERJU Twitter account on Ben@Rail in the	https://twitter.com/eurnex/status/1531274148219076608	150

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			May newsletter		
Social Media	24/05/22	EURNEX Twitter account	Dissemination of news about Ben@Rail presentation in ERRAC plenary	https://twitter.com/eurnex/status/152904456336465 5104	150
Social Media	06/05/22	EURNEX Twitter account	Re-sharing of S2R LinkedIn account on Ben@Rail final event	https://twitter.com/EURail_JU/status/1522515578434 510849	150
Social Media	06/05/22	EURNEX LinkedIn account	Re-sharing of S2R LinkedIn account on Ben@Rail final event	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_research-activity-6928300514245783552-1rPJ?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	02/05/22	EURNEX LinkedIn account	Dissemination of news about upcoming Ben@Rail final event	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_final-event-impact-2-benrail-activity-6926885778018971648-Jze8?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	02/05/22	EURNEX Twitter account	Dissemination of news about upcoming Ben@Rail final event	https://twitter.com/eurnex/status/152111981556975 2065	150
Webpage	02/05/22	Ben@Rail webpage	Inclusion of news on Ben@Rail final event and registration on the project webpage	https://www.eurnex.org/benatrail/	100
Social Media	15/04/22	EURNEX LinkedIn account	Re-sharing of S2R LinkedIn account on Ben@Rail final event	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_final-event-activity-6914159511951798272-VTL4?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	08/11/21	EURNEX Twitter account	Re-sharing of S2R Twitter account on public feedback to Master Plan	https://twitter.com/eurnex/status/145772928518846 0556	150

Social Media	04/10/21	EURNEX Twitter account	Dissemination of news about Ben@Rail in S2R September newsletter	https://twitter.com/eurnex/status/1444955844270075905	150
Social Media	04/10/21	EURNEX Twitter account	Dissemination of news about Ben@Rail Kick off meeting	https://twitter.com/eurnex/status/1444973068842160133	150
Social Media	30/09/21	EURNEX Twitter account	Re-sharing of S2R Twitter account on Ben@Rail Kick off meeting	https://twitter.com/eurnex/status/1443505496753942528	150
Social Media	12/09/21	EURNEX LinkedIn account	Re-sharing of S2R LinkedIn account on Ben@Rail in September newsletter	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_shift2rail-benatrail-benatrail-activity-6850737469990678529-vWAl?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Webpage	01/09/21	Ben@Rail webpage	Creation of webpage and news about the project	https://www.eurnex.org/benatrail/	100
Social Media	12/07/21	EURNEX LinkedIn account	Dissemination of news about Ben@Rail introduction as S2R-funded project	https://www.linkedin.com/posts/eurnex-e%2Ev%2E_benatrail-activity-6820397022005207040-trW6?utm_source=linkedin_share&utm_medium=member_desktop_web	100
Social Media	12/07/21	EURNEX Twitter account	Dissemination of news about Ben@Rail introduction as S2R-funded project	https://twitter.com/eurnex/status/1414570235701628932	150