

# D13.1 Master Plan for Communication and Dissemination

## Deliverable 13.1 – SP1 WP13

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## HISTORY

**NB:** a **status** is associated to each step of the document lifecycle:

- **Draft:** this version is under development by one or several partner(s);
- **Under review:** this version has been sent for review;
- **Issued:** this version of the document has been submitted to EC.

Version	Status	Date	Author	Main Changes
1.0	Draft	08/07/11	FC/LI/LB/KK	First draft
2.0	Draft	29/08/11	FC	Update with comments received from WP13 partners
3.0	Draft	31/08/11	FC	Updated following WP13 meeting
4.0	Draft	14/09/11	FC	Updated following comments
5.0	Under Review	19/09/11	FC	Version sent for review
6.0	Under Review	06/10/11	FC	Version following peer review sent to Thales for final validation
7.0	Issued	10/10/11	THA	Version submitted to EC



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## 1 Abstract

The main objective of the dissemination is to guarantee proper diffusion of knowledge and project results. The purpose of dissemination is to ensure the spread information among all public transport stakeholders and all level of policy makers. This audience is identified in the “Target Audience” section.

This document provides an outline of the dissemination activities planned in the SECUR-ED project. The document explains the tools which will be used and also describes the message that will underpin all of SECUR-ED dissemination activities. The target audiences are also identified with an appropriate strategy on how disseminate effectively to these audiences.

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## 2 References

### 2.1 List of acronyms

SECUR-ED	Secured Urban Transportation – European Demonstration
WP	Work Package
SP	Sub-Project
EU	European Union
EC	European Commission
PTO	Public Transport Operator
OA	Organising Authority

### 2.2 Referenced documents

- R[1] UITP PTX2 Strategy “Doubling the market share of public transport worldwide by 2025”
- R[2] SECUR-ED Grant Agreement
- R[3] SCR-WP13-I-UNI-005 External Communication Pack



## 3 Dissemination Objectives and Control

### 3.1 Objectives

As outlined in R [2], the dissemination objectives are to make the project known to all public transport stakeholders in Europe and beyond. Information shall also be made available to the media and the general public to ensure that European citizens are aware of the steps taken by the European institutions and the public transport sector to improve the security of public transport.

### 3.2 Dissemination Control

Meanwhile, given the sensitivity of security as the project focus, communication principles need to be carefully defined. Document R [3] describes the process put in place to control any external communication made by SECUR-ED Consortium members.

Similarly, beyond active dissemination tasks, focus will be set on monitoring the project image in all media. Corrective actions will be taken by WP13 partners in case erroneous or negative information about the project would be spread in newspapers, on-line publications, forums, or social networks.

The external communication process outlines the process which partners should follow in order to communicate externally. However, due to the nature of the topic it is important that the information available publicly is monitored in order to manage the SECUR-ED image to the external world. WP13 will lead this exercise and several measures will be taken to monitor the information available about the project.

- A Google alert will be set up which will periodically search keywords related to the SECUR-ED project. This alert will show what information is currently available regarding SECUR-ED and this will be checked by UNIFE. Any content which is deemed inappropriate will be identified and appropriate action will be taken depending on the gravity of the situation. This may include contacting the source of the information to discuss the nature of the content.
- WP13 will proactively monitor social media and other media outlets for news relating to SECUR-ED, however, it is expected that each partner will also report any inappropriate publications they identify to WP13.
- WP13 will seek the support of partners, particularly those involved in the demonstrations to monitor communication around the demonstration events.



## 4 Target Audience

The dissemination of the project will aim to reach the widest audience possible relative to the amount of resources available. The following stakeholders are identified as the main targets for dissemination:

- Public transport operators and authorities
- Rail supply and security industries
- Safety and certification bodies
- Standardisation bodies
- European and National policy makers
- Law Enforcement and First Responders
- Academic and Scientific institutions
- European citizens.

In order to effectively target this audience, the dissemination of the project will comprise of three major activities, tailored to target the different stakeholder groups:

- Communication to the General Public
- Communication towards the public transport sector
- Dissemination of project intermediate and final results addressing specific targeted stakeholders.

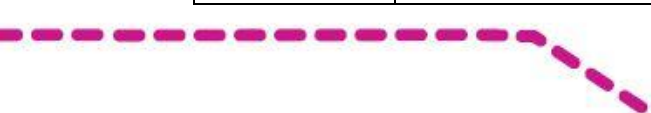
### 4.1 Communication to the General Public

**Citizens** will be the overall beneficiaries of the security solutions for public transport, as SECUR-ED intends to improve the level of security of public transport networks across the EU, in cities both large and medium-sized.

WP13 partners will raise awareness of the project to the general public, with the agreement of the public transport operators and/or authority, whenever addressing their clients. This might be done via the media using press releases, distribution of project flyers to citizens ahead of a demonstration, articles in media, publications and the promotion of training and awareness raising tools developed in WP38. Workshops targeting citizens might be envisaged to promote the project and its benefits to them, always with the agreement of the demo leader or local public transport operator and/or authority.

In addition, UNIFE will contact TV channels to see if there is a potential for the project to be featured. An initial contact will be made in order to see if there would be an interest for this project to appear on the channel.

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## 4.2 Communication towards the public transport sector

UITP, UNIFE and EOS will primarily share information to their members through their various technical committees and commissions.

**Public transport operators (PTO) and Organising Authorities (OA):** Public transport operators represent a very diverse environment of mass transportation across Europe. Any company providing passengers public transport services in urban and extra urban areas, at regional and national level, public transport operators, their relevant authorities, tourist lines services, etc. shall be targeted for dissemination. Within PTO and OA organisations, the dissemination activities will target managers in charge of operations and security. These managers should then be equipped with appropriate tools themselves, to allow for further dissemination to other related members of staff. Several PTOs and OAs are partners on the project which will ensure some internal dissemination. In addition, UITP as the international association of PTOs and OAs will disseminate to its membership, and through its various committees and commissions. Top management will also be targeted as support from this level is necessary to improve security within an organisation.

**Rail Supply and Security Industry:** this group includes industrial and commercial organisations that range from rolling stock and equipment manufacturers to system integrators and security solution providers. The objective of dissemination to this group is to encourage the adoption of voluntary standards developed in SECUR-ED and also to raise industry awareness in relation to public transport security needs and procedures. UNIFE and EOS, as associations for the railway and security industry respectively, will act as the medium in which to target organisations who are not directly involved in the project. UITP will also disseminate to its relevant industry members.

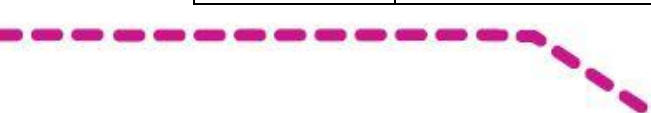
## 4.3 Dissemination of project results addressing specific targeted stakeholders

**Academic and Scientific institutions:** these include research institutions and universities working in the transport security sector. They will serve as centres for discussing SECUR-ED results, sharing ideas with an innovative approach and disseminating information in the academic circle.

**Law enforcement and first responders** (on local, national and European level include): police, fire brigades and emergency medical personnel in charge of first interventions during security operations. A dedicated advisory group to this stakeholder will be set up to involve them into the project. The main scope of this group is defined in the WP12 deliverable relating to the Advisory groups (D12.1).

**Government Institution, Standardisation Bodies and Regulation authorities:** at all levels of decision and policy making, national or European. SECUR-ED will provide contributions to their needs and interests. The videos are expected to be used by the European Commission to promote the developments of the project and will be a tool for the post-project dissemination. Many of the partners involved in the project actively take part in standardisation activities and the project will use these links to make recommendations for standardisation where necessary.

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## 5 The SECUR-ED Message

*“SECUR-ED federates major operators and top industrial integrators to enhance the security of urban public transportation in medium and large cities, through live demonstrations.”*

SECUR-ED Grant Agreement, Abstract

**The following messages towards the public transport stakeholders which include EU citizens and users of Public Transport, will be developed and adapted to the different audiences:**

- With the support of the European Commission, the Public Transport stakeholders are working together in SECUR-ED to increase the level of public transport services in Europe by improving the security level of the systems;
- Public transport security relies on three pillars R [4]:
  - Human factors
  - Efficient procedures and technology
  - Awareness and training;
- By enlarging the security market for the European industry, the public transport security solutions will be more cost efficient and competitive.

**The SECUR-ED project is an opportunity for local authorities, public transport operators and industry to improve the image of public transport and thus, passengers’ perception.** The project results will be tools and solutions that could be implemented today in transport systems in medium and large cities across Europe, addressing daily security issues such as graffiti or anti-social behaviour, to more serious problems, such as physical violence, or even catastrophic terrorist attacks, giving the best possible security for passengers.

**SECUR-ED acts as a driver to speed up the rate of change in urban mobility behaviour. This is critical for the new generation of people and cities R [1].**

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## 6 Dissemination Activities and Tools

In order to effectively disseminate the project, several dissemination tools will be used, these are explained in this section.

### 6.1 Project Website ([www.SECUR-ED.eu](http://www.SECUR-ED.eu))

#### 6.1.1 Overall description

A website specific for the project has been created. The design of this website is in line with other communication material. The website provides an excellent overview of the project and will be continuously updated with information on the latest news and events involving SECUR-ED. The objectives and the expected results of the project are also detailed. Visitors to the site will be able to familiarise themselves on the structure of SECUR-ED and how the project is split into several sub-projects. The website provides the list of all the partners involved, thus reinforcing the representativeness of the project.

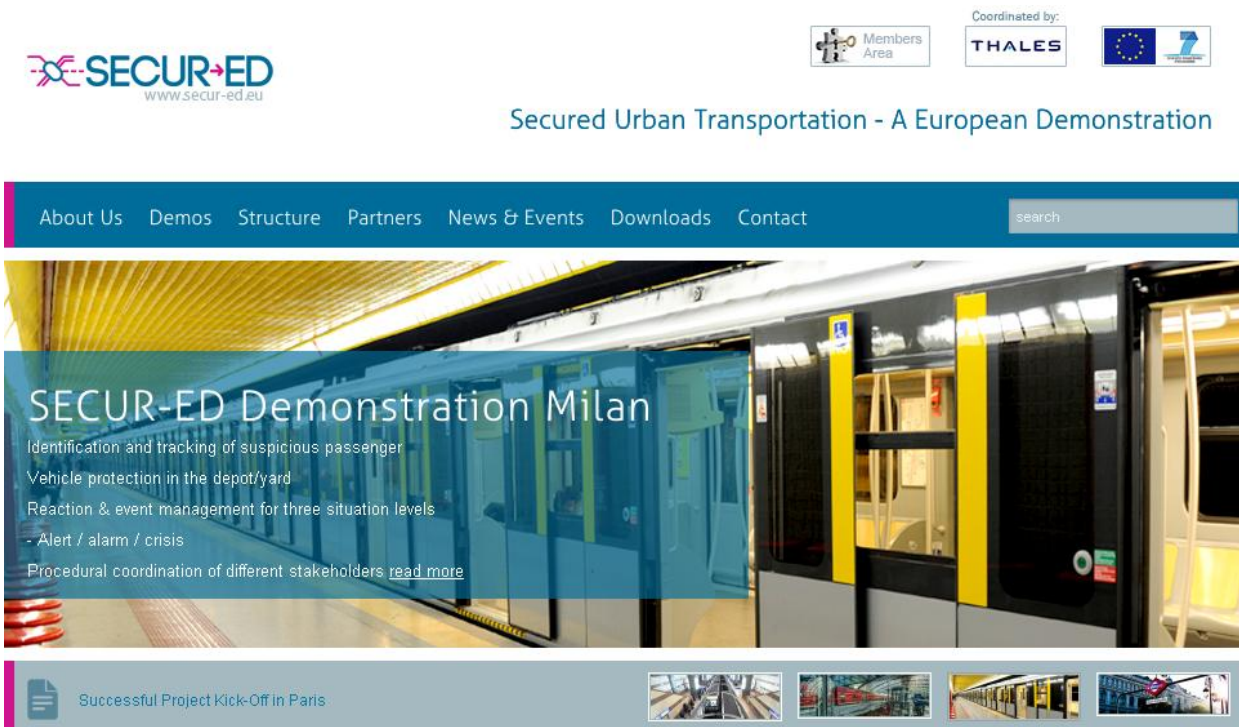


Figure 1: SECUR-ED Web site

Material will also be available for download directly from the website. This will include results that are to be made public as well as other documents such as press releases. Visitors will also be able to use a contact form if they wish to receive further information pertaining to the project.

The website also provides a break down of the advisory groups and their mandate. Contact details of all key personnel can be found on the website.

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### 6.1.2 Updating of the Public Website

The updating of the website will predominantly be managed by UNIFE and they will be the primary contact for partners wishing to have content added to the website. UITP and Thales will also be given access rights to administer the website; this may be the case if UNIFE is unable to do so. If partners wish to submit information to be published on the website, they should submit it to UNIFE who will then check the content is appropriate before publishing it on the website. If necessary, UNIFE will coordinate with other WP13 partners before publishing. Public events will be published on the website once details are confirmed and these will be added to the events section. It is the responsibility of the organising partner to inform UNIFE when they have an event they wish to see published on the website. However, UNIFE will periodically check during Project Management Board meetings if there are any events or news items that need to be published on the website.

## 6.2 Videos

The videos of the demonstrations will be used to support all dissemination and exploitation activities. These videos will allow for the results of the demonstrations to be transmitted to an audience who may have not been able to attend a SECUR-ED demonstration. In addition, the videos will act as a tool to illustrate the results and outcomes of the project.

WP13 will coordinate jointly with SP4 operators during the demonstration functional requirements specification phase in order to define which demonstration scenario would be appropriate to be included in the videos. Coordination will also be necessary to ensure that these scenarios can be produced within the allocated budget. This may be done either by filming physical demonstrations in the field or by computerised images.

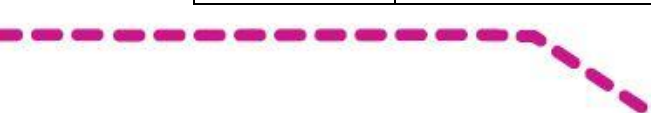
The video list, contents and story board shall be approved by WP13 and the relevant SP4 WP leaders. The process to define and produce these videos will be outlined in a dedicated document to be released later on as part of WP13 activities.

## 6.3 Press Releases

Press releases will be produced periodically in line with the progression of the project. These press releases will announce important results from the project as well as any other key developments which need to be communicated officially. The press releases will also be available in electronic format and will also be published on the website. Project partners will be encouraged to disseminate these press releases to their local press contacts to further increase the audience.

In order to assist in sending a unified message from the project, press releases will be provided to project partners ahead of the release date to ensure a simultaneous release from partners rather than having lots of different press releases on the same topic produced. Press releases will be prepared by WP13 partners with contributions from the relative partners if necessary. To facilitate the release and production of press releases, a “press release approval” process has been developed. It is as follows:

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1. WP13 to confirm interest of the project on a communication action  
↓
2. Partner organising the event/meeting to draft the press release  
↓
3. SP leader to check that the content is accurate, involving other SP leaders if necessary  
↓
4. Partner to submit to WP13 Leader (UNIFE) (10 days before release date)  
↓
5. WP13 to review and agree on a document  
↓
6. Permission and distribution of the document by WP13 Leader (UNIFE) to all partners  
2 days before release date)

The planned press releases are:

- Project launch (May 2011)
- Advisory groups launch (Sept 2011)
- Project mid-term conference (date tbc)
- Demos (one per demo or significant scenario)
- Project final conference (date tbc).

Using the EU Cordis tool, press releases and other media releases can be submitted for approval to be displayed on the European Commission research website.

## 6.4 Project Leaflets

Project leaflets will be produced providing a summary of the different elements which make up the project. Again, the leaflets will be designed in accordance with the style used in other communication material. The leaflet will be electronically available so that partners can print them in colour as required. The leaflet will be given out or displayed at events where SECUR-ED is on display or presented, and will be used to reach out to a wider audience. The first leaflet will be produced by September 2011. A second leaflet will be published following the demonstrations and will then be used in the final dissemination events.

## 6.5 Standard PowerPoint Presentation

A standard PowerPoint presentation has been produced which provides a summary and outline of the SECUR-ED project. This presentation will be used by project partners for presentations that they may be conducting relating to the project. Additionally, the slides will be made available for download on the website so that visitors can get an understanding of the project.

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## 6.6 Dissemination information preparation

There are two main methods in which information will be prepared for dissemination. One method will mainly involve WP13 partners making a call of interest to the consortium or specific work packages for any developments which the consortium agrees would be worth disseminating. This call of interest may be because there is a suitable conference which would be beneficial for the project to participate in or because the project has reached a significant milestone where key outcomes occur. If an interest is expressed, then the relevant partners will coordinate with WP13 to prepare the dissemination material ensuring it is suitable for the target audience.

It is important to clarify however that making a call of interest for dissemination will not be limited to be carried out just by WP13. If another partner has identified an opportunity to disseminate, they shall contact and coordinate with WP13 to prepare dissemination material and carry out necessary planning.

Secondly, it is already identified in the Grant Agreement certain deliverables which will be available for public dissemination. These deliverables will be disseminated through activities described in this document. Again, the way in which these deliverables will be disseminated will reflect the target audience.

However, the external dissemination will remain under the control of WP13, within the limits of the Consortium Agreement and with the respect of the restricted and confidential information, but with the objective to limit as much as possible Intellectual property right restrictions. R [2]

## 6.7 Dissemination Events

Workshops, presentations and conferences will underpin the dissemination of the project. Participation and presentations in organised conferences will be undertaken by the partners of the project. When selecting which conferences to participate in, the target audience will be considered to ensure the content is at the correct level and that the conference is also appropriate for the project.

The **final conference (D13.2)** organised by UITP will take place at the end of the project and will present the major results of the project. The conference will conclude what has been achieved from the demonstrations and explain how the solutions and practices developed will enhance the security of public transport all around Europe. This event will be the platform to invite all key stakeholders inside and outside of the project to gather and discuss the outcomes of the project. In addition to the final conference, the partners involved in WP13, with the support of other partners, will organise events and workshops where the project can be further disseminated throughout the duration of the project. A mid-term conference is foreseen which will be aimed at promoting the content of the demos once the scenarios have been specified and finalised. This event is expected to take place at the end of 2012 which is in line with the date where demonstration scenarios and plans will be finalised.

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**Citizen workshops** might be organised during SP4 and/or SP5 demonstrations which will target specifically the citizens, young public, and daily users of public transport. The agreement of the demonstrations leaders will be seek before launching any action. This will be an opportunity to invite citizens to a presentation and discussion on the SECUR-ED project, and presentations will be aligned to fit this audience. This would help raise awareness about the efforts being done to improve security and also get the reaction of the people who ultimately the project is trying to benefit. It will help dispel some stereotypical issues relating security protection. These workshops might take place in one or more of the cities where demonstrations will occur.

In order to coordinate participation and organisation of events, UNIFE will manage an events calendar which will list all the events in which SECUR-ED is to be present. An initial version of this calendar can be found at the end of this document; however this events calendar will be continuously updated throughout the project.

## 6.8 Publications

To enlarge SECUR-ED visibility, the results of this project may lead to the publishing in leading journals such as:

- Metro Report,
- International Journal of Railways,
- Railway Gazette,
- IEEE Power Electronics Society Newsletter,
- IEEE Industrial Applications,
- IEEE Intelligent transportation systems,
- Eurailmag
- European Railway Review
- Internationales Verkehrswesen (German)
- La Vie du Rail
- Le Rail
- International Railway Journal
- Railway Insider
- Railway Pro Magazine (Romania)
- Rail Express
- European Rail Technology Review
- IEEE Vehicular technology,
- IEEE Spectrum,
- IRSE News,
- European Journal of Operations Research
- Security Manager International (SMI)
- UITP Public Transport International (PTI) Magazine
- Via Libre
- Tecrail

## 6.9 Collaboration with other FP7 projects

It is a SECUR-ED project policy to encourage sharing of information with other relevant FP7 projects. These include Protectrail, Modsafe or Securestation. This will be achieved through documents sharing and through joint workshops or info days, where appropriate.

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## 6.10 The Advisory Groups

The four Advisory Groups representing public transport operators and authorities, first responders and law enforcement, industry and ethical issues will also play a role in dissemination. Whilst the intention of the groups is for the members to provide feedback and comments into the project, it is also an opportunity for promoting the project. During the meetings, the latest developments of the project will be presented and this will be a good chance to give non-partners information on how the project is progressing. More details of the advisory group’s scope are provided in the Advisory Group document produced by WP12.

## 6.11 UITP/UNIFE/EOS Members Dissemination

Articles, publications and interviews as well as other forms of media communication will be used to inform the industry and wider audience of the developments of the project. These media releases will be conducted through the use of in-house partner publications as well as external industry press and media outlets.

Through various committees of the UITP, UNIFE and EOS, regular updates of the project will be conducted. These committees include:

- The UNIFE Technical Plenary
- UITP Security Commission
- EOS Surface Transport Security Group.

In addition, SECUR-ED media such as the leaflet and other media releases will be available at each respective organisations annual general assembly.

The following is a list of regular internal and external publications which will be used to disseminate the project:

- UNIFE newsletters
- UITP Direct and EU Express
- UITP Public Transport International (PTI) Magazine
- EOS newsletters
- Updates on the UNIFE, UITP and EOS public websites.

## 6.12 Scientific Publications

It is generally foreseen that scientific publications will be produced within the activities of SP2 (Mass Transport Security Knowledge Platform). Nonetheless, these will still need to follow the same guidelines for communication as with other dissemination material, and therefore it is imperative to have coordination with WP13 as set out in the External Communication Process.





## 7 Dissemination Events Plan

This dissemination plan will be continually updated throughout the project lifetime.

Planned date	Activity	Place	Partner(s)
09/04/2011	UITP Security Commission	Abu Dhabi	Thales
31/05/2011	SECUR-ED Presentation at the Counteract meeting	Lisbon	UITP
06/07/2011	Working group II of the national focal points on urban transport security	Brussels	Thales
08/06/2011	Ethical issues in EU R&D (SECUR-ED Presentation)	Oslo	UITP
16/06/2011	UNIFE Technical Plenary – Informing participants of SECUR-ED project	Rome	UNIFE
14/09/2011	SECUR-ED Advisory Group PTOA	Berlin	UITP
15-16/09/2011	UITP Security Commission	Berlin	Thales
22-23/9/2011	UITP Light Rail Committee	Jerusalem	UITP
22-23/9/2011	UIC Security Congress	Rome	UITP
5-7/10/2011	UITP Vehicle and Equipment Industry Committee	Munich	UITP
5-7/10/2011	UITP Bus Committee	Berlin	UITP
07/10/2011	Professional Training Facts	Stuttgart	FRA/UNIFE
10/10/2011	UITP Metro Committee	Tokyo	UITP
13-14/10/2011	COLPOFER Conference	Paris	UITP/MTRS3
29/11/2011	SECUR-ED Advisory Groups	Brussels	UITP
7-9/12/2011	UITP Public Transport Security - Training	Brussels	UITP
13-14/02/2012	SMI Conference – Transport Security	London	MTRS3
27-29/03/2012	Expo Ferroviaria	Turin	UNIFE/ tbc
Spring 2012	SECUR-ED Info Day	Brussels	UNIFE/ tbc
Spring 2012	SECUR-ED Advisory Groups	Milan	UITP
Spring 2012	UITP Security Commission	Milan	Thales
7-9/5/2012	UITP local rail summit	Warsaw	UITP
5-6/06/2012	Transports Publics 2012	Paris	UNIFE/ tbc
September 2012	Innotrans	Berlin	UNIFE
Winter 2012	Citizen Security Workshop (TBC)	Demo city tbc	UITP/UNIFE
Winter 2012	SECUR-ED Advisory Groups	Brussels	UITP





Planned date	Activity	Place	Partner(s)
Winter 2012	Mid-term conference	Brussels	UNIFE/ UITP
May 2013	UITP World Congress	Geneva	UITP
November 2013	World Rail Research Congress	Sydney	UNIFE
September 2014	SECUR-ED Final Conference	Tbc	UITP/UNIFE
September 2014	Innotrans	Berlin	UNIFE

- End of Document -