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Project Title: **Infrastructure for the Future**

Project Number: **824269**

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Type of Action: **Coordination and support action (CSA)**

D4.2 Generic communication and dissemination package – Nr.1

Version 1.0

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Abbreviations

Abbreviation	Definition
EC-INEA	European Commission's Innovation and Networks Executive Agency
ISPIII	infra4Dfuture Stakeholder Platform for Infrastructure Innovation and Implementation
H2020	Horizon 2020 EU Research and Innovation Program
NTIA	National Transport Infrastructure Authorities
TRA	Transport Research Arena

Executive summary

This document includes the first version of the general communication and dissemination package of the infra4Dfuture project. It has been produced by the Centre for Research and Technology Hellas (CERTH) / Hellenic Institute of Transport (HIT) team.

This document consists of the description of the communication and dissemination material that has been produced at this early stage of the project. These include the official i4Df leaflet, the template for the project newsletters, project communication documents and powerpoint presentations, along with the project social media. The aim of these tools is to be used, in connection to the project website (D4.3), for the wide dissemination of the project and the communication of its scopes and findings to the involved stakeholders, the research community and the public.

Throughout the project duration these tools will be updated when needed and following the progress of the project work, in order to reflect the status of the project and to actively involve all related parties to its activities.

1 Introduction

Infra4Dfuture (i4Df) is a 24-month project under the H2020 topic of MG-2-4-2018-“Infrastructure Innovation for the Future”.

infra4Dfuture aims to develop a demand-driven overarching strategy and coordination mechanism for the modernization of transport infrastructure including a shared strategic vision on future infrastructure capabilities and common pathways for innovation development and implementation.

Facing a variety of emerging challenges, such as climate change, resilience, ageing infrastructure, maintenance, digitalisation, automation, energy and electrification, the National Transport Infrastructure Authorities (NTIA) have urgent requirements for infrastructure innovation. In view of the long cycle times in infrastructure management and the rapid mounting pressure from these challenges, there is a need for fast delivery of ready-to-implement, cost-effective innovative solutions matching the requirements of the NTIA that jointly build the TEN-T network.

The infra4Dfuture consortium encompasses 20 partners from 17 countries, 19 of them being NTIA, joining forces to develop:

- a strategic coordination mechanism aiming to deliver a concerted cooperation and collaboration across a portfolio of relevant European and national innovation programmes and initiatives;
- a shared strategic vision on future infrastructure capabilities, each capability encompassing a series of focus areas for innovation.

infra4Dfuture is based on a sound and coherent consultation and dialogue process with relevant stakeholders. This process will be structured in a sequence of strategic, decision-making conferences and a supporting, tactical sequence of expert workshops and regional events. These will culminate in the founding of the infra4Dfuture Stakeholder Platform for Infrastructure Innovation and Implementation (ISPIII) at the TRA 2020. ISPIII will ensure a continuation of the coordination mechanism and shared vision beyond the duration of the action. Follow-up ISPIII events will take place at the consecutive biannual TRA conferences.

1.1 Purpose of the document

Following the infra4Dfuture Dissemination Strategy, as defined within D4.1, D4.2 includes the generic communication and dissemination package produced for the infra4Dfuture project. This package includes a collection of tools for the broad dissemination of the project aims and outcomes, to be used by the consortium partners and cooperating bodies, in order to reach broad audiences and enable the effective communication of the infra4Dfuture achievements, while also attractive valuable contributions from the addressed stakeholders groups.

In particular, the tools that are described in D4.2 are:

- The official project leaflet
- Templates for the creation of i4Df dissemination material
- The i4Df Social Media

This deliverable refers to Task 4.1

2 Official i4Df leaflet

The project leaflet is an essential tool to raise awareness on the project. For the needs of 1st Stakeholder Conference, a first leaflet was prepared by RWS, including basic information regarding i4Df project and the consortium. Following this, a more illustrative leaflet has been produced, including all the essential project information (Project logo, origin, stakeholder engagement, approach, content, expected outcomes, consortium partners and coordinator contact details) in a threefold A4 format. This constitutes the official i4Df leaflet; copies of this leaflet will be printed on high quality paper and distributed to the Consortium partners for further dissemination in i4Df events, conferences, interactions with stakeholders and any other occasion. The leaflet can be found in Annex I.

3 Templates for i4Df dissemination & communication material

3.1 Newsletter template

The newsletter is a useful dissemination tool, as it constitutes a document for direct communication of the project results to all interested recipients. Within i4Df project lifetime four Newsletters are planned to be issued and distributed to a wide list of related parties (researchers, road authorities, EU and local policy makers, etc.). For this reason, a common template has been designed from this early stage of the project, in order to define a uniform format and structure for the Newsletters layout. (Annex II)

The template has been created in Microsoft Publisher, which is a practical tool for Newsletters creation and allows an illustrative design. The front page includes the i4Df project, the title of each Newsletter, the most important news, as well as a table of contents of the whole Newsletter. The next pages are aimed to include other news of the project, in combination with photos, key messages, links to related web pages, etc. Finally, the last page is standard, providing general information on the project and its partners and the contact details of the coordinator, along with the standard disclaimers. A series of different layout options are suggested, to be selected according to the text length and availability of illustrative material for each entry.

3.2 Communication documents

Apart from the leaflet and the newsletters, other communication documents can be produced throughout the project. These may vary from announcements and events invitations, to events and meetings agendas and minutes and many others. For the uniformity and the preservation of the visual identity of the project, a common template has been created to be used at any relevant occasion. This includes the i4Df logo, standard chapter structure and headlines, a format for tables and the standard disclaimers. (Annex III).

3.3 PowerPoint presentations

The main aim of dissemination and communication activities is to bring the project work and achievements outside the consortium and make them known and appreciated in a broad network of related stakeholders, as well as to the public. For this reason, the project has planned a series of events, along with the participation of the project partners to other conferences, workshops and related opportunities, with speeches and presentations.

It is thus important to have a common image for the presentation of i4Df project information and for this reason, a common template has been created for ppt presentations, to be used to any internal (e.g. project meetings and events) and external (conferences, other events) presentations.

It contains a set of illustrative slides, containing the visual identity (logo) of the project, and providing different slide layouts, thus covering all possible needs (headline, text, figures, tables, title slide, etc).

The template, which can be found in Annex IV, has already been used in the i4Df kick off meeting and the 1st Stakeholders Conference presentations.

4 i4Df Social Media

As thoroughly discussed in D4.1, the use of social media aims at raising interest in infra4Dfuture, promoting the project and informing a broader audience on project news and developments.

Project specific [Twitter](#) and [LinkedIn](#) accounts have been created by CERTH/HIT, to raise awareness and maximise exposure. Relevant buttons/icons for infra4Dfuture social media accounts are also included in the infra4Dfuture website.

The specific rules for the use of the infra4Dfuture social media use are included in D4.1 and shall not be repeated here.

4.1 LinkedIn

LinkedIn® is a professional network and discussions are rather fact based. The LinkedIn group for infra4Dfuture has been launched, to be used for engaging with a professional public in discussions and disseminating project results.

The group can be reached at <https://www.linkedin.com/groups/13655794/> and all project partners are invited to join the group and invite their related contacts to do so as well. Moreover, relevant invitations will be sent to the participants of the 1st Stakeholder Conference as well as all subsequent events of the project.

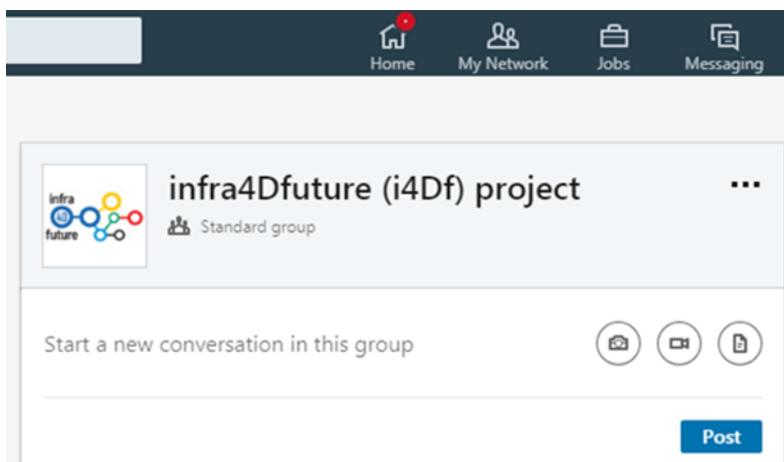


Figure 1: i4Df LinkedIn group

4.2 Twitter

Twitter® is a very effective tool to spread important pieces of information within seconds to a broad public. Therefore, short messages (140 characters maximum) can be published to inform about the latest project news.

An infra4Dfuture Twitter® account has been created by CERTH/HIT (infra4Dfuture - @i4dfproject) which allows a quick overview of what is going on in the project, providing links to related websites for more details, plus giving the opportunity to comment on information. By generating followers, an infra4Dfuture community will be developed, sharing the news in time and keeping in touch if desired. More details on the use and rules for the Twitter account can be found in D4.1.

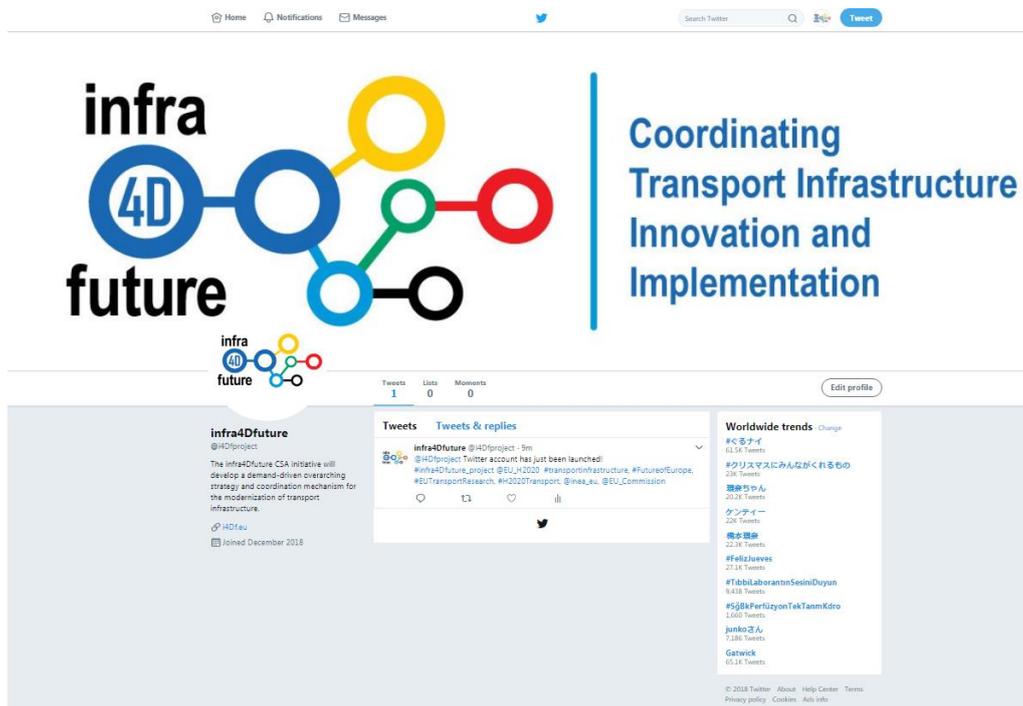


Figure 2: i4Df Twitter account

5 Conclusions

Deliverable D4.2 presents the generic communication and dissemination package that has been produced by CERTH/HIT, with contribution from the Coordination team.

This package consists of a series of tools, to be used by the Consortium partners and beyond, which are: the i4Df official leaflet, the templates for Newsletters, communication documents and PowerPoint presentations, as well as the i4Df social media.

The aim of this material is to threefold: first to create a standard and recognisable visual identity for the project (with the use of common templates for its dissemination actions); second, to broadly disseminate the project aims, goals and foreseen activities (with the distribution of the leaflet in any available occasion); and, third, to communicate the project progress, activities and achievements in periodic (with the issue of the four i4Df newsletters) and day-to-day (through the i4Df social media) basis, while also attracting useful interactions and feedback.

The ultimate aim is to foster the effective and direct dissemination and communication of project activities and outcomes to the directly address (i.e. involved stakeholders) along with broader (i.e. the general public) audience for the open, interactive and fruitful project elaboration.

ANNEXES

ANNEX I: i4Df leaflet

origin

infra4Dfuture origin

Transport infrastructure managers have an urgent need for innovative solutions that are cost-effective and readily implementable in their operations. These operations comprise of the basic physical and organisational structures and facilities needed for the operation of the transport network. This includes buildings, access roads and flanking supply networks for power and data/information.

Acknowledging the large commonality in the challenges each of them needs to address, nineteen infrastructure managers from Europe, Turkey and Israel have joined forces in the infra4Dfuture (i4Df) initiative to deliver a effective coordination mechanism for demand driven infrastructure innovation and implementation up to larger network scales. The i4Df initiative is financed as a Coordinated and Support Action (CSA) by the European Commission with a duration from 1 October 2019 to 30 September 2020 (Grant Agreement No 824269). In addition, the initiative is supported by the Conference of European Directors of Roads (CEDR) and the European Rail Infrastructure Managers (EIM).



Combined, the i4Df consortium partners are responsible for managing transport infrastructure that cover the largest part of the TEN-T network. Through the support from CEDR and EIM the initiative achieves virtual complete leverage of the results across the European transport system. i4Df joins forces to address common transport infrastructure challenges.

approach

infra4Dfuture approach

In order to build awareness, understanding, trust and endorsement, over the course of the project runtime (until 30 September 2020), four high level Stakeholder Conferences will be organised, in which high level representatives from the four mentioned stakeholder groups will discuss and conclude on the (strategic) content and workings of the mechanism. The high level Stakeholder Conferences are supported by expert workshops and EU-regional outreach events.

Following endorsement of the coordination mechanism in the fourth high level Stakeholder Conference that is planned in conjunction with the TRA conference in Helsinki in April 2020, its roll-out will focus on concertation of a portfolio for European and transnational innovation programmes for the next decade.

infra4Dfuture events



content & impact

infra4Dfuture content

The i4Df coordination mechanism will drive effective demand driven innovation and implementation from a common vision on the key capabilities of infrastructure management in 2040 and corresponding guiding objectives.



infra4Dfuture impact

The overall objective of delivering the i4Df coordination mechanism is to enable effective, demand driven infrastructure innovation and implementation ensuring noticeable benefits for the transport system's end-user. More in particular the impact of rolling out the i4Df coordination mechanism will be:

- More ready-to-implement, cost effective innovative solutions to address the challenges infrastructure managers are facing (already today). This will be enabled by cutting out duplications between the various corresponding innovation programmes as well as by enabling focused twinning of results, and structured gate reviewing of next stages in innovation development and implementation.
- Shorter time to market of the respective innovative solutions, enabling a faster response by the infrastructure managers –as the implementing clients- to the demands and needs of the end-users for infrastructure services. This will be enabled by anticipating follow-up stages along the designated innovation pathways towards deployment of cost-effective solutions. .
- More on target solutions through concerted cooperation and collaboration of the relevant stakeholders under the guidance of a coherent set common, long term objectives from the public infrastructure managers. This approach will ensure appropriate 'market perspective' for industrial suppliers' innovation actions and initiatives.

i4Df will deliver maximum impact from innovation and implementation funding.

stakeholder engagement

infra4Dfuture stakeholder engagement

The coordination mechanism will build on a structured dialogue between relevant stakeholders from public, industry and research. In this dialogue the demand side for innovation and implementation is formed by the public infrastructure managers as the 'issue owners' and hence the implementing client for innovation, and European and transnational public programme owners as funding client. The supply side in the dialogue is formed by relevant industry as lead supplier of innovation, and supporting research providers.

Innovation and Implementation
DEMAND

PUBLIC ISSUE OWNERS

INNOVATION PROGRAMME OWNERS

Innovation and Implementation
SUPPLY

INDUSTRIAL LEAD SUPPLIERS

RESEARCH PROVIDERS

infra4Dfuture outcomes:

- Concerted rolling transport innovation programme portfolio until 2040, spanning European, and transnational innovation programmes
- Comprehensive coordination mechanism, supported by the relevant stakeholders, to guide the development and deployment of the activities within the respective concerted portfolio of programmes with aim to drive the effective delivery of demand driven, ready to implement, cost effective innovative solutions.
- Supported framework for professional competence building in order to support the implementation and deployment of the innovative solutions up to larger network scales. On basis of this framework the stakeholders from education and training can be engaged.
- Strategic stakeholder platform to deploy the coordination mechanism during a multiannual period – 2021-2027 involving the relevant stakeholders from public, industry and research and guiding from a common vision on infrastructure capabilities for 2040.

consortium

1. Rijkswaterstaat (Ministerie van Infrastructuur en Waterstaat)
2. Liikennevirasto
3. Agentschap Wegen en Verkeer
4. Latvijas Valsts Celi
5. Vejdirektoratet
6. Trafikkverket
7. Statens Vegvesen
8. BMVI (Bundesministerium für Verkehr und digitale Infrastruktur)
9. BAST (Bundesanstalt für Straßenwesen)
10. ANAS S.p.A.
11. bmvit (Bundesministerium für Verken, Innovation und Technologie)
12. Ministerio de Fomento
13. Infraestruturas de Portugal
14. MINISTERSTWO INFRASTRUKTURY
15. MGMZS (Ministry of Maritime Economy and Inland Navigation)
16. CERTH / HIT (Centre for Research and Technology Hellas / Hellenic institute of Transport)
17. Ministère de la transition écologique et solidaire
18. NETIVEI ISRAEL
19. Karayollari Genel Müdürlüğü
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Coordinator contacts:

www.i4df.eu

Building a strategy and coordination mechanism for future demand-driven multimodal transport infrastructure innovation and implementation

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ANNEX II: Newsletter template



**Coordinating
Transport Infrastructure
Innovation and
Implementation**

Newsletter Date
Volume 1, Issue 1

Newsletter Title

LEAD STORY HEADLINE

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

SECONDARY STORY HEADLINE

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.

Picture caption

INSIDE THIS ISSUE

Inside Story 2
 Inside Story 2
 Inside Story 3
 Inside Story 3
 Inside Story 4
 Inside Story 4

SPECIAL POINTS OF INTEREST

- Briefly highlight your point of interest here.



HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of

upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World WideWeb. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

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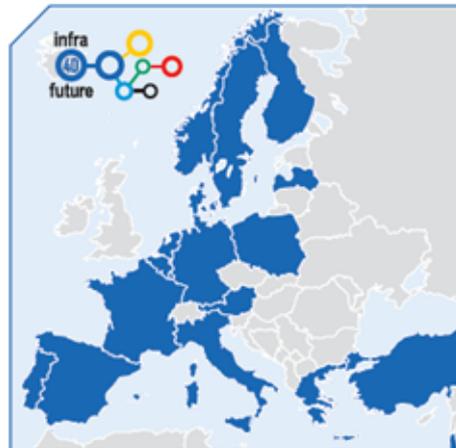


i4Df Consortium

- | | |
|---|--|
| 1. Rijkswaterstaat (Ministerie van Infrastructuur en Waterstaat) | |
| 2. Liikennevirasto | |
| 3. Agentschap Wegen en Verkeer | |
| 4. Latvijas Valsts Ceļi | |
| 5. Vejdirektoratet | |
| 6. Trafikverket | |
| 7. Statens Vegvesen | |
| 8. BMVI (Bundesministerium für Verkehr und digitale Infrastruktur) | |
| 9. BAST (Bundesanstalt für Straßenwesen) | |
| 10. ANAS S.p.A. | |
| 11. bmvit (Bundesministerium für Verkehr, Innovation und Technologie) | |
| 12. Ministerio de Fomento | |
| 13. Infraestruturas de Portugal | |
| 14. MINISTERSTWO INFRASTRUKTURY | |
| 15. MGMIZS (Ministry of Maritime Economy and Inland Navigation) | |
| 16. CERTH / HIT (Centre for Research and Technology Hellas / Hellenic Institute of Transport) | |
| 17. Ministère de la transition écologique et solidaire | |
| 18. NETIVEI ISRAEL | |
| 19. Karayolları Genel Müdürlüğü | |
| 20. TÜV Rheinland Consulting | |

About infra4Dfuture

Acknowledging the large commonality in the challenges each Transport Infrastructure Manager needs to address, nineteen infrastructure managers from Europe, Turkey and Israel have joined forces in the infra4Dfuture (i4Df) initiative to deliver an effective coordination mechanism for demand driven infrastructure innovation and implementation up to larger network scales. The i4Df initiative is financed as a Coordinated and Support Action (CSA) by the European Commission with a duration from 1 October 2019 to 30 September 2020 (Grant Agreement No 824269). In addition, the initiative is supported by the Conference of European Directors of Roads (CEDR) and the European Rail Infrastructure Managers (EIM).



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ANNEX III: Communication documents template

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Table 1:

Table 2:

ANNEX IV: PowerPoint template



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