

FOSTER RAIL

Future of Surface Transport Research Rail

Coordination and Support Action

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Deliverable D1.3

Report on the Joint ETPs' Logistic Support to Major Conferences

WP	1	Cooperation, Communication and Coordination with other ETPs and National Technology Platforms
Task	1.3	Joint ETPs' Logistic Support to Major Events like TRA Conferences

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¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

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1. Executive Summary

FOSTER RAIL (Future of Surface Transport Research Rail) is a FP7 CSA project, with a lifetime of 3 years. It started in on the 1st of May 2013, and it is aimed at supporting the work of ERRAC (the European Rail Research Advisory Council). FOSTER RAIL was designed to cover the activities outlined by **SST.2013.6-1 Strengthening the research and innovation strategies of the transport industries in Europe**, in this particular case the activities and research of the rail European Technology Platform.

Among its work packages (WPs), FOSTER RAIL WP1 is specifically dedicated to the support of the project partners/ERRAC in relationship with the other surface transport Technology Platforms.

WP1 had been mandated with the cooperation, communication and coordination between the European Rail Research Advisory Council (ERRAC) and other European Technology Platforms (ETPs), namely ERTRAC for the road and WATERBORNE for inland waterways. In order to avoid any misunderstandings, it must be noted that these two other ETPs benefit from a similar FP7 support project (FOSTER ROAD and MESA FOSTER WATERBORNE), and that each of these projects includes a similar WP as WP1 from FOSTER RAIL, thus making effective the coordination and cooperation between all three ETPs.

WP1 is divided into three main tasks. The third one, Task 1.3 concerns the logistic support that the project(s) should provide, so that the ERRAC can be present and disseminate its work during major events, and with a special emphasis on the Transport Research Arena (TRA) – mostly for the presence in TRA2014, but also some preliminary effort allocated to the preparations of TRA 2016. Task 1.3 reports its outcomes through deliverable D1.3 (the present document).

Below is presented a brief account of the activities accomplished by Task 1.3 up to month 20 of the project.

It must be mentioned from the beginning that this task complements the mandate of WP7. As a consequence, WP7 partners have supported some of the activities formally undertaken within WP1, task 1.3 – e.g. work on the dissemination activities (producing roll-ups, flyers, issuing the press release, etc.). Since there is an overlap between the WP1 and WP7 membership, the coordination between project partners in organizing their work has been easy and successful. A more detailed account of this cooperation is to be found in the body of the deliverable, in the chapter below.

This first chapter outlines the executive summary of the entire content.

It is followed by the list of acronyms (chapter 2).

A detailed description of the ERRAC/FOSTER RAIL achievements regarding major events is outlined in chapter 3, which content is divided into the following sections and subsections, each stage presenting the work and output of the project partners:

- The work related to the ERRAC/FOSTER RAIL involvement in TRA
 - The efforts concerning the involvement in TRA2014:
 - for the preparation of the Conference. Here the document outlines the work undertaken by the partners in all TRA-related preparation: supporting the TRA Programming Committee (PC) and Management Committee (MC) activities; preparing the ERRAC/FOSTER RAIL stand; preparing the ERRAC/FOSTER RAIL dissemination materials (flyers, roll-ups, videos, presentations, etc.);
 - for attending the TRA2014 conference (Paris, 14-17 April 2014). This part describes the coordination and activities done by the ERRAC/FOSTER RAIL partners during the TRA2014 event;
 - for the follow-up on TRA2014 activities. The section outlines the lessons learned by the project partners from the TRA preparation and participation and how these lessons have been (or will be) implemented.
 - The preparation of TRA2016. This section outlines the work done to date regarding the preparation of TRA2016.
- The work related to the ERRAC/FOSTER RAIL involvement in other major events. It is a clause that outlines the activities of ERRAC/FOSTER RAIL regarding other major events, as well as the foreseen ones.

Chapter 4 encompasses the results and analysis stemming from the activities detailed in chapter 3, including a set of conclusions and recommendations regarding the work done so far and the future activities

of this WP/task (also useful for other projects dealing with similar tasks).

Finally, Chapter 5 presents the general conclusions drawn from the activities of WP1, task 1.3.

2. List of Acronyms

CER	The Community of European Railways
EC	European Commission
ERRAC	European Rail Research Advisory Council
ERTRAC	European Road Transport Research Advisory Council
ETP	European Technology Platform
EURNEX	The European Rail Research Network of Excellence
EWG	Evaluation Working Group
FOSTER RAIL	Future of Surface Transport Research Rail
FP	Framework Programme
SRRIA	Strategic Rail Research and Innovation Agenda
S2R	Shift to Rail
(TRA) MC	Management Committee
(TRA) PC	Programming Committee
TRA	Transport Research Arena
UIC	The International Union of Railways
UITP	The International Public Transport Association
UNIFE	The European Rail Industry Association
WATERBORNE	The European technology platform for the waterborne sector.
WP	Work Package

3. Description of Deliverable

FOSTER RAIL WP1, Task 1.3, foresees the support for presenting ERRAC/FOSTER RAIL developments and results in major conferences, with an emphasis on the TRA2014 participation.

The budget of this task was foreseen to cover mainly the TRA2014-related activities. Having accomplished this point, the remaining budget would be used to cover the first TRA2016-related meetings and the FOSTERRAIL/ERRAC presence (dissemination) during major events.

This chapter presents a concise yet comprehensive description of the actions undertaken by the project partners in order to present FOSTER RAIL (and ERRAC) in the major rail events that had taken place during the first 18 months of the project's lifetime.

3.1 The TRA2014, Paris

The main objective of the FOSTER RAIL partners involved in this task had been to ensure the necessary logistic support for the TRA PC and MC members' meetings and their participation in the related activities, as well as the dissemination of the ERRAC/FOSTER RAIL activities in TRA through a dedicated stand and dissemination materials.

3.1.1 The TRA2014 Preparation

TRA PC and MC Support

Concerning the TRA2014 PC and MC involvement, the remit of WP1's task 1.3 was the financing of the logistics (travel-related costs) for the participation to meetings of the TRA2014 Programme Committee, Management Committee and Organization Committee. On behalf of UITP (and ERRAC), Mr. Yves Amsler played an active role in the Programme Committee: he was "topic leader" for topics 3B & 3D (Logistics and Mobility - Rail and Cross-modal) and 6B (Transport Policy – Rail) in charge of the relevant management of abstracts' and papers' reviewers and review, and he participated as well in the organization of TRA2014 sessions; Mrs Caroline Hoogendorn attended the Management Committee meetings; task 1.3 provided them with the foreseen logistic support³. No problems or deviations were encountered during this activity.

The ERRAC/FOSTER RAIL Stand

Another significant challenge was the second part of this task, namely to ensure the presence of ERRAC/FOSTER RAIL in TRA2014 through a dedicated stand.

The partners involved in this task – UIC, UITP, UNIFE – together with the help of the WP7 partners, fulfilled this task as follows.

The first step was to book the stand space, followed by the selection of the stand builders. The choice of the stand builder was based on a competitive selection of offers from a number of stand builders, from France and abroad (including a company outside the EU). UITP, as the leading partner, benefitted from the experience and support of the other project partners, particularly UNIFE, UIC and CER. The selection was made on an analysis which balanced the price with the company's experience, the quality of the offer and its possibility to deliver the proposed stand.

Once the stand builder had been selected, the partners set to deliver the main goal, namely the content of the stand. The work in this case can be divided into two parts: the work done for the stand itself, and the work regarding the dissemination materials to be displayed on the stand.

Concerning the work done for the stand itself, the project partners sought to achieve a stand that would combine a number of elements:

- A set of visual images of the sector and its major research topics, which would also be attractive and pleasant to the visitor;
- A set of visual images that would combine the classic (pictures on the stand walls) and modern approaches (two screens providing the visitor with different information – pictures, presentations, movies, etc.);
- The incorporation of the ERRAC, FOSTER RAIL and EC logos in order to clearly define the visual

³ The financial details are to be found in the Financial Reporting files.

identity of the stand, the project and their contents.

Regarding the dissemination materials produced for this event, the partners decided to produce one FOSTER RAIL flyer (1000 pieces), one ERRAC flyer (1000 pieces) and two FOSTER-RAIL roll-ups. Each roll-up had been dedicated to one FOSTER RAIL WP – WP3 and WP6, respectively. For the production of these dissemination materials, the project partners used again the method of the competitive offering, in order to select the best price vs. quality ratio offered by the design and printing companies. The contents of these dissemination materials had been designed and agreed among the FOSTER RAIL WP1 and WP7 partners.

Another FOSTER RAIL dissemination material was a PowerPoint Presentation from WP6, which ran on the ERRAC stand screens.

Unfortunately, the initial proposal of launching an presenting the SRRIA would not materialize, due to the delay in finishing this document.

Even though these materials represented the main dissemination tools, the WP1 & WP7 partners also formally invited the FOSTER RAIL/ERRAC partners to present major findings from other related research activities on the ERRAC stand – e.g. S2R-related information, videos from the SECUR-ED, Marathon, CLEANER-D, dissemination materials and documents from UIC, EURNEX, Network Rail and other project partners.

It must be noted that all this work, while closely coordinated between the FOSTER RAIL partners (WP1 and WP7), had also been acknowledged and endorsed by the ERRAC as a whole. The ERRAC Steering Committee had been kept up to date concerning the TRA-related work during the first months of 2014.

3.1.2 ERRAC/FOSTER RAIL Presence in TRA2014 (14-17.04.2014)

TRA PC and MC Support

Once the TRA had started, the TRA PC and MC members participated in the Conference TRA2014. PC members were in charge of assessing the sessions related to their topics, and participated also as session chair or speaker and as evaluators for the TRA2014 awards.

The ERRAC/FOSTER RAIL Stand

As mentioned, ERRAC/FOSTER RAIL benefitted throughout the entire TRA2014 from the stand and the dissemination materials described above.

The stand was a very good support for the ERRAC/FOSTER RAIL partners, logistics and knowledge-wise. First of all, it enabled the partners to present to a professional public, in a pleasant, modern, clear and concise manner, the developments of the FOSTER RAIL project alongside the general rail research activity undergone within the last years. The public could collect information directly through the displayed dissemination material: the ERRAC and FOSTER RAIL flyers, the FOSTER RAIL roll-ups, the videos/presentations and pictures displayed on the stand, other dissemination material brought by project partners (e.g. leaflets, brochures, USB keys), etc. Besides the freely available information, the public was also able to ask for additional information to the project representatives that were present on the stand.

Last but not least, the stand represented a valuable logistic support for a number of partners throughout the entire event.

The two major drawbacks for the ERRAC/FOSTER RAIL presence in TRA2014 were:

- The impossibility to launch/present the SRRIA during the event;
- The delay in receiving the scheduled dissemination material from project partners – e.g. the dissemination material provided by Network Rail were only available during the last day of the event, while the material sent by EURNEX never arrived to the stand.

In addition, a minor – and inherent – challenge encountered was the on-site coordination of the partners regarding the stand. There had been some delays in providing dissemination materials, and sometimes not enough staff was available on the stand. as partners had either other sessions/presentations to attend, or their own stands to staff.

The stand was staffed by UITP with the help of mostly UNIFE and UIC; other partners attending the event also helped with this task.

3.1.3 TRA2014 Outcomes

A sum-up of the activities done within the remit of FOSTER RAIL WP1, task 1.3, pinpoint the following aspects:

- Successful support of the TRA PC and MC in their work for organizing TRA2014;
- Successful production with an adequate price of the aforementioned ERRAC/FOSTER RAIL dissemination materials. In addition to their use during the TRA event, a number of the ERRAC and FOSTER RAIL flyers have remained, thus allowing for supporting future dissemination activities;
- Successful set-up and use of the ERRAC/FOSTER RAIL stand;
- Successful dissemination of the ERRAC/FOSTER RAIL information and developments;
- Last but not least, a good synergy among project members in all phases of the work had been achieved.

3.2 TRANSPORTS PUBLIC 2014, Paris

A presence in Transports Public 2014 (10-12.06.2014, Paris) was proposed by UITP and accepted by the project partners shortly after the closure of the TRA2014 event. Unlike the TRA2014, a smaller presence was foreseen – FOSTER RAIL was present on the UITP stand, together with the other research projects in which UITP was involved. Interested visitors had thus the opportunity to discuss with the UITP staff about the goals and developments of ERRAC and FOSTER RAIL.

3.3 INNOTRANS 2014

A presence in INNOTRANS 2014 was initially foreseen by the FOSTER RAIL project partners – both dissemination materials and also a presentation on the UNIFE stand (with support from other ERRAC/FOSTER RAIL partners). As the project developments became clearer, there was also a proposal to present & launch the SRRIA during this event.

In the end, partners decided that the presence in INNOTRANS was not necessary. This was based on the experience of UNIFE (and other partners) when presenting EU-funded research projects during past INNOTRANS events: as this is an industrial fair, most people there are present to look at the exhibits and make contracts, thus paying little attention to research projects or other documents that are not strictly market-related. Many of the previous research projects' presentations had not achieved the desired success despite the allocated effort. In addition, the SRRIA was delayed; consequently the centrepiece of the foreseen presentation was missing.

The final decision of the project partners was therefore not to have a presentation during this event.

3.4 Future Events

The clause presents, in chronological order, future major events that will be taken into account when analyzing the possibility of disseminating the ERRAC/FOSTER RAIL:

- The 61st UITP World Congress and Exhibition 2015 (Milan, 07 - 11.06.2015);
- The "Go Smart – Go Rail" Urban Rail Conference (Munich 28 - 30.10.2015);
- The IT-TRANS Conference & Exhibition (23 – 25.02.2016);
- The 11th World Congress on Railway Research (29.05 – 02.06.2016).

The information presented in this clause is only indicative; no decision has yet been taken at the project level – apart from a general presence (logo, dissemination materials, etc) on the UITP stand during the UITP World Congress and Exhibition. The list is not exhaustive; events can be added/removed from the list, upon partners' agreement.

4. Results and Analysis

TRA PC and MC Support

Concerning the scope of supporting the TRA PC and MC activities, the project had fulfilled its objective. The achievements of TRA2014 have been regarded as very successful by the attendees and by the organising authorities.

Presence in TRA2014

The TRA2014 stand preparations and participation had been the centrepiece of this task, and therefore the most challenging activity. Even though the partners had worked under significant time pressure, and had to deal with unforeseen problems (e.g. the missing dissemination material), all activities had been achieved. Some drawbacks were the fact that the new SRRIA was unavailable to launch, and that some dissemination materials arrived later (or not at all). Nevertheless, these missing documents did not affect the overall dissemination activity within TRA, as the materials available were plentiful. The lessons learned here are that it is always necessary to ensure a multitude of dissemination sources, while their channel of transmission needs to be properly ensured that no last-minute delay will occur.

But perhaps the crucial lesson in this case is the fact that no major “bottleneck” occurred among partners. This was due to a good cooperation between WP1 and WP7 partners, as well as their transparent approach towards the other partners. FOSTER RAIL/ERRAC partners had been informed of the general developments during different meetings (e.g. WP7 meetings, ERRAC Steering Committee meetings, etc.), and had also been invited to contribute to this effort.

Last but not least, the WP1 and WP7 partners provided the entire organization with their intermediate feedback at the end of the TRA, and part of this feedback was also sent to the EC, in order to improve the next such event.

Presence in Other Major Events

Regarding the presence of FOSTER RAIL/ERRAC in other major events, it can be noted that there have been two major occasions so far. The first, Transports Public 2014, had been used, while the partners' decision was that INNOTRANS will not be addressed this time. This latter decision was based on the previous experience; project partners wanted to avoid launching the SRRIA in a context which would not have ensured the right exposure and attention. The results in this case can therefore be deemed good, and they represent a preparation for the future events outlined in clause 3.4

As a general comment, it must be underlined the fact that while the partners acknowledge the need to continuously improve their work with respect to presenting the project in such major events, the information provided in this deliverable clearly shows that the real hurdles had been caused so far by exogenous factors. However, it is also shown that in each case the partners had managed to overcome these challenges, thus delivering a quality output.

General Overview

The entire analysis pinpoints the fact that the series of tasks agreed upon at the beginning of the project had been accomplished successfully, due to the partners' cooperation and skills.

It must be mentioned that the TRA2014-related activities had been successfully fulfilled on time, apart from the aspects that were dependent on other developments (e.g. the completion of the SRRIA). Moreover, the financial result was a positive one, since some funding has remained available for the first TRA2016 PC and MC meetings, as well as for dissemination in future major events.

5. Conclusion

Having outlined and analyzed the work done so far by the project partners, it can be said that the main objectives of task 1.3 – supporting the organization of the TRA PC and MC works, and presenting ERRAC/FOSTER RAIL in TRA2014 – had been successfully achieved.

ERRAC and FOSTER RAIL PC and MC members received the necessary logistic support to organize their meetings and provided the necessary input to prepare the TRA2014 event and activities with regard to rail and cross-modal issues.

ERRAC/FOSTER RAIL benefitted from a good stand in TRA 2014 with high quality and sufficient dissemination materials, and all the attending partners were supported in presenting their work during the conference. Moreover, the dissemination material prepared for the TRA2014 had been of good quality and plentiful, therefore it will also enable the project future dissemination activities. All this was achieved with a judicious spending of the available resources – both the budget and the person-months⁴.

The main drawback of the TRA2014 presence of ERRAC/FOSTER RAIL was, however, the unavailability of certain (a few) dissemination materials, though the FOSTER RAIL WP1 and WP7 partners had done all their best. Mitigating solution(s) in such a case cannot always be reached, since for such events it is always necessary to have numerous dissemination materials, and the alternative of, for instance, partners transporting themselves a sufficient number of leaflets, roll-ups, etc. is not always feasible.

Concerning the presence in other major events – TRANSPORTS PUBLIC PARIS 2014 and INNOTRANS 2014 – the presence of ERRAC/FOSTER RAIL was in line with the partners' planning.

However, the information and experience acquired until now will be put to good use for TRA2016, and ERRAC/FOSTER RAIL will be presented in the near future during other major events (e.g. the UITP World Congress and Exhibition – Milan, June 2015), all benefitting from the experience acquired during the TRA2014 work.

⁴ Detailed information in the Financial and Technical Reports.