

DISSEMINATION AND COMMUNICATION PLAN

Deliverable 10.1

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ABOUT SAFETY4RAILS

SAFETY4RAILS is the acronym for the innovation project: Data-based analysis for SAFETY and security protection FOR detection, prevention, mitigation and response in trans-modal metro and RAILway networkS. Railways and Metros are safe, efficient, reliable and environmentally friendly mass carriers, and they are becoming even more important means of transportation given the need to address climate change. However, being such critical infrastructures turns metro and railway operators as well as related intermodal transport operators into attractive targets for cyber and/or physical attacks. The SAFETY4RAILS project delivers methods and systems to increase the safety and recovery of track-based inter-city railway and intracity metro transportation. It addresses both cyber-only attacks (such as impact from WannaCry infections), physical-only attacks (such as the Madrid commuter trains bombing in 2014) and combined cyber-physical attacks, which are important emerging scenarios given increasing IoT infrastructure integration.

SAFETY4RAILS concentrates on rush hour rail transport scenarios where many passengers are using metros and railways to commute to work or attend mass events (e.g. large multi-venue sporting events such as the Olympics). When an incident occurs during heavy usage, metro and railway operators have to consider many aspects to ensure passenger safety and security, e.g. carry out a threat analysis, maintain situation awareness, establish crisis communication and response, and they have to ensure that mitigation steps are taken and communicated to travellers and other users. SAFETY4RAILS will improve the handling of such events through a holistic approach. It will analyse the cyber-physical resilience of metro and railway systems and deliver mitigation strategies for an efficient response, and, in order to remain secure given everchanging novel emerging risks, it will facilitate continuous adaptation of the SAFETY4RAILS solution; this is validated by two rail transport operators and the results supporting the redesign of the final prototype.

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Executive summary

This report is part of the Work Package 10 (WP10) and outlines the SAFETY4RAILS Dissemination and Communication Plan. The purpose of the WP10 – titled Communication, Dissemination, Exploitation and Training Activities – communication and dissemination activities are to ensure **efficient communication**, **create project visibility and to reach various target groups also with results from the project**. The overall objectives of WP10 Communication, Dissemination, Exploitation and Training Activities are:

- To create an ideal environment for SAFETY4RAILS to share research results with potential users and the scientific community, as well as to find the path to exploit these results.
- To identify the tools, processes and key messages and activities to reach various audiences
- To promote the outcomes of the project and diffuse the awareness of the research results

Deliverable 10.1 provides the **first version of the SAFETY4RAILS**, comprising both dissemination and communication considerations such as: dissemination and communication strategy, channels, publication procedure and action plans. The document outlines the **current progress of dissemination and communication efforts** and **planned upcoming activities** by consortium members for the first 12 months of the project.

The **need for flexibility** and **agility** both in terms of this plan and dissemination and communication efforts will be key to ensuring that project efforts reach the appropriate stakeholder groups. The need for such flexibility is present due to potential internal project developments, external environment changes, and newly identified dissemination and communication channels.

According to the need for flexibility and agility as well as replying to upcoming challenges and needs; this plan will **develop and evolve throughout the duration of the SAFETY4RAILS project**. In practical terms, this strategic document will be updated on a regular basis, with the first update being delivered in M12 and the final update in M24.

1. Introduction

Deliverable 10.1 outlines and presents the **Dissemination and Communication Plan (DCP) strategy for the SAFETY4RAILS project**. This DCP strategy sets out the plan for targeting the various relevant stakeholders in an effective manner, while also generally describing the intended applied and scientific dissemination and communication activities.

The dissemination of the project results and the exploitation of the achievements of SAFETY4RAILS are key success factors for the project and the main activities to maximize the expected impacts beyond the scope of the project. Throughout the project lifespan, SAFETY4RAILS will focus on the effective dissemination of the project outcomes and results and on creating a successful and widely used environment for end users to share and develop knowledge related to railway safety and security.

1.1 Structure of the deliverable

The Dissemination and Communication Plan (DCP) will be developed considering communications within the consortium (in coherence with WP1), the associated partners, as well as (in coherence with WP2) industry, civil protection actors, policy makers, stakeholders and the end-users. This deliverable will also include identification of the target audiences and setting the measures (using indicators such as number and nature of event attendees/end user feedback) for the expected impact of the dissemination and communication activities. Additionally, this strategy will also map other relevant EU funded projects and policy activities within which SAFETY4RAILS can contribute to. The latter will be updated as the project progresses further.

The document comprises the following sections:

- The second section indicates general initial dissemination and communication objectives as identified in the proposal stage.
- The third section analyses the Identified stakeholders and target groups.
- The fourth section matches each stakeholder and target group to specific key messages.
- The fifth section focuses on the main dissemination and communication channels.
- The sixth section introduces the dissemination and communication materials.
- The seventh section outlines the procedures and protocols.
- The eighth section presents the project internal communication.
- The ninth section provides for dissemination and communication actions.
- The tenth, and final section, highlights the monitoring and assessment of dissemination and communication activities.

1.2 Dissemination vs. Communication

In order to utilise this deliverable to the fullest and maximize the impact of the project, it is imperative to first establish an understanding regarding the notions of '**dissemination**' and '**communication**', and similarly with an understanding of the impact of both notions to implement them according to guidelines and to improve upon them as the project progresses.

The difference or rather similarities between communication and dissemination can often be confused. For this purpose, the two have been clearly distinguished and clarified in numerous sources related to H2020 funding scheme. According to the European IPR Helpdesk (European Commission, 2018):¹

"Dissemination" is the public disclosure of project results by scientific publications or other publications, including e.g. project deliverables with the aim to uptake and use these results by others, thus maximising the impact of the project. The main objective of dissemination is to transfer knowledge and results to potential audiences that may take an interest in the potential use of this knowledge and results. Important to note that the focus of dissemination is on results only and to audiences that may see use of the results i.e. policy makers, scientific community, industrial partners and so on.

¹ European IPR Helpdesk. (2018). Fact Sheet. The Plan for the Exploitation and Dissemination of Results in Horizon 2020. <u>http://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf</u> Dissemination D10.1, Month 3 – December 2020

"Communication" of the project in the other focuses on the project in general, its added value to society, increasing awareness of the project's existence and so on. It starts at the outset of the project and continues throughout the project lifetime. Thus, the aim of communication is reaching out to society beyond the project's own community, including to the media and the broad public highlighting the very positive impact of EU-funded research and innovation activities by e.g. identifying how different societal challenges are addressed and solutions provided.

The dissemination and communication strategy (T10.1) will ensure the adoption and exploitation of project results through identifying objectives, key messages, methods, channels, tools, timings and responsibilities for effective outreach as indicated in the Horizon 2020 Communication Strategy Checklist (European Commission, 2014) that includes six main themes with detailed guidance.

2. Dissemination and communication objectives

The successful implementation of the DCP will ensure that SAFETY4RAILS maximises the impact achieved across targeted audiences (to understand to whom we are referring to please check section 3 of this deliverable). This will be attained through use of typical dissemination methods e.g. conference presentations, attending events around the cyber security, railway security, resilience, producing academic papers and presentations and through a website created for the project.

In terms of a specific methodological approach, the SAFETY4RAILS project will employ a methodology which provides a 360 degree or continuous cycle approach consisting of planning, performing, assessing, and reporting (Figure 1).



FIGURE 1 SAFETY4RAILS DISSEMINATION AND COMMUNICATION METHODOLOGY

Efficient dissemination during the SAFETY4RAILS project ensures short and long-term success of the project. This is core to the strategy of spreading knowledge about the project among different target groups by using different instruments.

The objectives for SAFETY4RAILS external dissemination and communication are to:

- Ensure efficient dissemination of project results.
- Create project visibility.
- Reach various target groups (please refer to the following section 3).
- Guarantee sustainability of the project results (implemented through the dissemination and communication strategy).
- Increase the awareness on both the topic of railway security and specific purposes and actions linked to the project.
- Involve the whole community in a participatory communication plan structured in various steps.

The objectives for SAFETY4RAILS internal dissemination and communication are to:

- Monitor the status of SAFETY4RAILS developments to keep WPs aware of the project progress.
- Ensure coherent internal communication between WPs.
- Make relevant internal information available also for external communication.
- Ensure an efficient and smooth communication among partners.
- Allow and enable the sharing of interesting and relevant content for the project.

3. Identified stakeholders and target groups

By engaging end-users from the start of the project, SAFETY4RAILS will acquire a more motivated and interested participant base and will allow early opportunities for dissemination and exploitation. In addition, the targeted and timely communication will allow the different target groups to be informed about and to participate in the requirement analysis (WP2), tool development (WPs 3-5) and the implementation of the SAFETY4RAILS Information System, S4RIS, (WP6) and its evaluation and validation by practitioners with different backgrounds. For an effective dissemination and exploitation of the SAFETY4RAILS outcomes, the main target groups and actors have been identified as crucial for the implementation of SAFETY4RAILS as presented in TABLE 1.

Involve them in workshops to get feedback and input, review of some deliverables, participation in the test and evaluation to provide feedback. Raise awareness of the project; disseminate outcomes, guidance, and recommendations.	Advisory board meetings/workshops. Dedicated workspace in UIC extranet to share documents of the project. Dedicated mailing lists to provide them with information. SAFETY4RAILS Website, Social media updates and forum articles, workshops, training, newsletters, domain specific reports and briefings, and other media and fora.	 Promote the uptake of project results and solutions. Promote safety and improvement of existing infrastructure. Promote collaboration and knowledge sharing. Raise interest in training and R&I activities and increase safety and security. Raise awareness.
Raise awareness of the project; disseminate outcomes, guidance, and recommendations	SAFETY4RAILS Website, Social media updates and forum articles, workshops, trainings, newsletters, domain specific reports and briefings, and other media and fora. They will be encouraged to provide feedback on project development and to utilise SAFETY4RAILS Information System (S4RIS) developed in SAFETY4RAILS.	Promote the uptake of project results and solutions.Promote collaboration and knowledge sharing.Raise awareness of existence of the project.

TABLE 1 SAFETY4RAILS TARGET GROUPS AND KEY ACTIONS

Raise awareness of the project; disseminate outcomes, guidance, and recommendations	SAFETY4RAILS Website, Social media updates and forum articles, Advisory Board meetings, workshops, trainings, newsletters, domain specific reports and briefings, and other media and fora. They will be encouraged to provide feedback on project development and to utilize S4RIS developed in SAFETY4RAILS.	Raise awareness of potential threats, shortcomings in current infrastructure. Promote uptake of the project results. Promote training and collaboration, synergies.
Raise awareness of the project, disseminate and promote project achievements aiming at making SAFETY4RAILS technological solutions de-facto solutions for industry	Promotional material. Major industrial exhibitions and commercial shows dedicated rail industry (such as InnoTrans) Organisation of Workshops	Promote uptake of the project results. Raise awareness of potential safety threats and considerations for the potential inclusion of project results at design phase i.e. safety and security by design. Training, collaboration, and participation to events.
Raise awareness of the project, disseminate and promote project achievements aiming at making SAFETY4RAILS technological solutions de-facto solutions for industry, provide IT support during the project and post-project towards commercialisation	Promotional material. Major industrial exhibitions and commercial shows dedicated to physical and cyber security. Organisation of Workshops. Internal Networking.	Promote uptake of the project results. Raise awareness and promote collaboration and event participations. Raise awareness to potential threats and combine synergies for lessons learned that will influence design of safer infrastructure.
Exchange knowledge and good practice	Presentation at scientific thematic events, workshops, conferences. Publication in scientific journals. Dissemination of the project on ResearchGate	Promote collaboration, knowledge sharing, raise awareness of project existence. promote initiation of studies and scientific papers.

Be informed on the SAFETY4RAIL progress and especially recommendations that could become standards	Promotional material, publication of brochure with the project recommendations. Establish contacts with the relevant groups	Promote consideration and uptake of project results for further standardisation. Lessons learned.
Use the project's outcomes: adapt the legal framework if needed	Promotional material Presentation at thematic events, workshops, and exhibitions;	Promote consideration and uptake of project results for further standardisation. Lessons learned.
Raise overall awareness on the project and its objectives	Promotional material; Press releases. Public workshops. Web presence. Posts on Social Media	 Promote safety and security of rail systems. Promote the use of railways of current generation. Ensure that civil liberties remain unchanged and that personal privacy is guaranteed while increasing safety and security of our citizens. Raise awareness of the societal challenges in current systems and how the R&I of the project will tackle the issues and propose solutions. The public needs to remain involved in the communication chain throughout the project as they are the ultimate end user.

To delve into more detail and to answer the questions who, why and how, as seen in the project proposal, the project target groups are classified according to the following sections.

3.1 Rail and metro operators: End-users, Advisory Board members

Who: End-users and/or Advisory Board members, such as railway operators across Europe and Metro operators. Practical examples are the current 10 Advisory Board members: e.g. ADIF, RAIL INFRA, TCDD, SBB and SRI LANKA Railways to name a few of them. However, the plan is to extend this pool of identified end-users and practitioners.

Why: End-users are in a key role in providing strong, critical, and constructive feedback during the whole project duration to ensure an efficient SAFETY4RAILS Information System (S4RIS) at the end of the project. Participation from this target group will be mutually beneficial. For the project, it means that the relevance and feasibility of the solution will be ensured through the end users' inputs throughout the development process. For the end-users, it provides a means to help ensure that S4RIS is usable for them allowing them to perform vulnerability and resilience analysis in a more effective manner.

How: End-users will be reached through the SAFETY4RAILS Website, Social media updates and forum articles, Advisory Board meetings, workshops, trainings, newsletters, domain specific reports and briefings,

and other media and fora. They will be encouraged to provide feedback on project development and to utilise S4RIS developed in SAFETY4RAILS.

3.2 LEAs and Practitioners

Who: LEAs, civil protection, fire brigades, ambulance service, public bodies, local authorities.

Why: Participation of LEAs and Practitioners will be beneficial for SAFETY4RAILS especially from the point of view of providing better knowledge about vulnerabilities against physical and cyber threats and emergency responses. Participation from this target group will be mutually beneficial. Moreover, engaging with this target group will allow SAFETY4RAILS to promote the uptake of project results and solutions, promote collaboration and knowledge sharing and raise awareness of the existence of the project.

How: LEAs will be reached through SAFETY4RAILS Website, Social media updates and forum articles, workshops, trainings, newsletters, domain specific reports and briefings, and other media and fora. They will be encouraged to provide feedback on project development and to utilize S4RIS developed in SAFETY4RAILS.

Stakeholders involved in crisis response 3.3

Who: Intermodal operators (bus, plane, road, port, etc.), relevant critical infrastructure operators (energy, telecommunication, etc.), public health.

Why: Participation of these stakeholders will be beneficial for SAFETY4RAILS especially from the point of view of providing better knowledge about vulnerabilities against physical and cyber threats and emergency response especially to what it is experienced in their scenarios of competence. Participation from this target group will be mutually beneficial. Moreover, engaging with this target group will allow SAFETY4RAILS to promote the uptake of project results and solutions, promote collaboration and knowledge sharing and raise awareness of existence of the project. Finally, it will help SAFETY4RAILS consortium members to raise awareness of potential threats and shortcomings in current infrastructure.

How: Stakeholders will be reached through SAFETY4RAILS Website, Social media updates and forum articles, workshops, trainings, newsletters, domain specific reports and briefings and other media and fora. They will be encouraged to provide feedback on project development and to utilize S4RIS developed in SAFETY4RAILS.

3.4 Manufacturers for Train and metro systems

Who: Manufacturers of train and metro systems as well as Information and Communication Technologies (ICT) vendors.

Why: Participation from this target group will be mutually beneficial. For SAFETY4RAILS it means that providers of essential systems to be considered in the development process can contribute with experiences and input regarding the feasibility of potential project results.

How: The stakeholders will be reached through promotional material and major industrial exhibitions and commercial shows dedicated rail industry (such as InnoTrans, etc.).

3.5 Security solutions providers

Who: Similar to end-users but targeted towards industry providing ICT integrations, infrastructure providers (maintenance, installation) and also organisations and industry-based associations (e.g. ECSO, EOS).

Why: To promote uptake of the project results but also to raise awareness of potential security threats and considerations for potential inclusion of project results at design phase, i.e. safety and security by design, as well as supporting the training, collaboration, and participation to events.

How: This group will be engaged in a similar way to end-users with added industry specific workshops, demonstrations, use case presentations and conferences. There are workshops to be conducted as part of Dissemination D10.1, Month 3 – December 2020

WP2 and contacts with be furthered through ongoing communication via social media, blogs, newsletters and events. Events organised by other on cybersecurity will be reviewed and potentially attended in order to make contacts to relevant providers.

3.6 Scientific community

Who: Academia, research and development institutions within the areas and disciplines represented in the project.

Why: Participation from this target group will be mutually beneficial. For SAFETY4RAILS it means that others with scientific experience and knowledge relevant to the development process can contribute with experiences and input regarding the feasibility of potential project results. For the researchers, it will provide a means of tapping into a vast repository of knowledge related to topics such as risk assessment, cyber-physical threats, emergency response and information systems and system resilience.

How: The stakeholders will be reached through publication in top tier scientific journals and conferences, including those specialised in infrastructure resilience, cyber threats, system vulnerabilities and risk management measures; participation in and organisation of workshops and conferences; demonstrations and talks at scientific symposiums; incorporation of findings and practice in undergraduate and postgraduate courses; and contribution to dissemination materials.

3.7 Standardisation bodies

Who: CEN, ISO, etc.

Why: Participation from this target group will be mutually beneficial. For SAFETY4RAILS it means it will be informed of the latest standards' developments and agreed procedures. For the standardization bodies it will be a chance to consider and uptake of SAFETY4RAILS findings and/or recommendations.

How: The stakeholders will be reached through SAFETY4RAILS promotional material, publication of brochure with the project recommendations and direct contacts.

3.8 Policy makers

Who: Railway system 'governing' institutions, including government departments, international institutions, regulatory and standard setting bodies as well as ethical committees, technology assessment and foresight institutions, including also MS and EU level policy related organizations, ministerial bodies (e.g. ENISA, ERA, DG MOVE, DG HOME, REA).

Why: Policy makers and administrative bodies will play an important part in strengthening the acceptability and feasibility of the S4RIS as well as its findings and approach to resilience more generally. Addressing and engaging policy makers will be also an efficient way of promoting further metro and railway infrastructure resilience and security on the agendas of research institutions and industry.

How: This target group will be reached via conferences, events such as the demonstrations and high-level workshops. Together with the Advisory Board, key influencers will be identified who will be informed by regular newsletters and reports generated by the WPs, engaged in blogs and tweets and invited to major SAFETY4RAILS project events. Additional media exposure of the project is planned to further influence a wider group of policy makers.

3.9 Public

Who: The actors with a focus on the public good, citizens, and societal resilience.

Why: Involving civil society organisations (CSOs) is a great means of gaining input from organisations specialised in different aspects of societal resilience and emergency response, which can also act as gateways to reaching and integrating citizens and civil society in risk identification and emergency response. Actors with a focus on the public good, citizens, and societal resilience can provide more grass root visions as input for developing our accurate, ethical, and sustainable information system which at the same time would responds Dissemination D10.1, Month 3 – December 2020

to societal expectations and needs. To foster resilience, it is important to create fora for dialogue, so citizens are informed about the SAFETY4RAILS system, and to contribute with input of different kinds. Thus, it is important to get citizens perspectives on how better to enhance resilience of railway and metro infrastructure.

How: Actors with a focus on the public good, citizens, and societal resilience will be included in workshops as part of WP2 and contacts will be furthered through ongoing communication via social media, blogs, newsletter and events.

4. Key messages

At a high-level and in summary SAFETY4RAILS wants to communicate, subject to updates, as main messages:

- 1) There are ethical and economical methods and tools to improve the resilience of rail and metro infrastructure to combined physical any cyber threats.
- 2) Increasing digitalisation will raise both the potential number of physical any cyber threats and also their likelihood of occurrence, depending on the mitigation measures implemented or not.
- 3) SAFETY4RAILS will develop and demonstrate a set of tools to improve the resilience of rail and metro infrastructure to combined physical any cyber threats at pilot rail and metro sites.
- 4) The project is an innovation project supported by the European Union through the H2020 programme.
- 5) It runs for 2 years from October 2020 to September 2022.
- 6) It has 29 interdisciplinary partners (31 in the future).
- 7) It starts with 17 tools with potential to improve the resilience of rail and metro infrastructure to combined physical any cyber threats which are not yet products but which have a high technology readiness level.
- 8) The technology readiness levels of the tools will be increased and they will be combined in a modular platform, the SAFETY4RAILS Information System (S4RIS), for testing at pilot sites.
- 9) The individual tools can contribute to the different steps within a resilience cycle of e.g. identification, protection, detection, response and recovery.
- 10) The project will carry out its work and develop tools which are legally and ethically compatible with European law and societal values such as the rule of law and civil liberty
- 11) There are many opportunities for those stakeholders identified in our target audiences to learn about the project and to contribute to it with their input which we very much value and welcome.

As the project progresses messages will be adapted and go into further detail on for example; identified user requirements, the functionalities of specific tools implemented in S4RIS, demonstration campaigns etc.

The key messages will be adapted and presented considering which aspects we evaluate as most important and interesting for individual target audiences/groups. A first draft of the focus of key messages is proposed in the TABLE 2. The table will be updated as the project progresses further.

Target groupKey messagesEnd Users/
Advisory Board
members / Rail
and metro
operatorsYour participation to the project ensures that our R&I activities and the project in general
remain in scope, ensures feasibility of our solutions and ensures an ethical, efficient and
effective SAFETY4RAILS Information System (S4RIS) at the end of the project.
Our results will allow you to perform vulnerability and resilience analysis in a more effective
manner.LEA and
practitionersYour participation and your input are valuable to our project and will support our R&I
activities.
Your participation to the SAFETY4RAILS project will provide us with up to date information
and data regarding vulnerabilities against physical and cyber threats and emergency
response.
Our results can support your activities in crisis response situations and support you to
mitigate threats and shorten response times and minimize risks.

TABLE 2 KEY MESSAGES PER TARGET GROUPS

Your participation and your input are valuable to our project and will support our R&I activities		
Your participation to the SAFETY4RAILS project will provide us with up to date information and data regarding vulnerabilities against physical and cyber threats and emergency response.		
Our results can support your activities in crisis response situations and support you to mitigate threats and shorten response times and minimize risks.		
Your participation and your input are valuable to our project and will support our R&I activities.		
Your expertise can steer our R&I activities and help us solve potential feasibility challenges.		
From the results of the SAFETY4RAILS, we have identified the following threats. These are recommended to be taken into account at design phase.		
Your participation and your input are valuable to our project and will support our R&I activities.		
From the results of SAFETY4RAILS, we have identified the following threats. These are recommended to be taken into account at design phase.		
SAFETY4RAILS will address your needs, wants and concerns. Join the project and provide your input.		
Join our network for a closer look at our results. We have a vast repository of knowledge related to cyber-physical threats, emergency response and information systems and system resilience.		
These are our results, a product of extensive studies and collaboration with first hand practitioners, stakeholders and end-users.		
We propose the uptake of these results when revisiting the current and upcoming standardisations.		
These are our results, a product of extensive studies and collaboration with first hand practitioners and end-users. These results can be used to revise or create new standards, laws and regulations.		
We would like to show which challenges the SAFETY4RAILS has tackled and which state of the art results have emerged. This is how our solutions can create a safer rail system in the EU.		
This is how SAFETY4RAILS tackles the existing and future challenges.		
Technology is moving fast and our infrastructure that enables us to carry on our daily lives is advancing. With advancement new challenges are emerging. Your input as citizens will ensure that the R&I remains relevant from a very local perspective.		
SAFTE4RAIL aims at creating a safer and securer environment by tackling these challenges and addressing them head-on to create safer and securer rail systems.		
EU R&I has committed funding to increase the safety and security of railway systems against current and future threats. SAFETY4RAILS will create recommendations for new solutions that will increase the security and safety of railway systems.		

EU R&I SAFETY4RAILS is committed to ensure that our results will be useful only with the pre-condition that such results are ethical and following strict EU regulations. Your input to the project will support us to ensure that civil liberties remain unchanged and that personal privacy of citizens is unsacrificed while addressing the potential threats in the current railway systems.

5. Dissemination and communication channels

The SAFETY4RAILS project will emphasise the use of various channels in dissemination and communication activities tailored to the different audiences.

5.1 Website

UIC created a dedicated website with the domain <u>https://safety4rails.eu/</u> at the beginning of the project (FIGURE 3). It is designed with the aim to reach all the potential audiences of SAFETY4RAILS project with relevant content, although a greater number of visits are expected from those groups that are more technical and related to the subject matter of the project. It includes a description of the project according to public information agreed within the consortium.

The sections of the first version of the SAFETY4RAILS website are the following:

About: This section is the home page and contains a general and brief description of the project including the following subsections:

- What is SAFETY4RAILS?
- Why SAFETY4RAILS?
- Which use cases will be implemented?
- What's innovative in SAFETY4RAILS?

Partners: Description of the 29 partners involved in the consortium, including a brief overview of their profile and activities.

Library: This section will make available all SAFETY4RAILS public documents. It will comprise at least the following sections:

- SAFETY4RAILS brochures the electronic version of the brochures will be available in the website. The first brochure will focus on SAFETY4RAILS presentation: a very brief presentation on SAFETY4RAILS context, objectives, concept and contact details, in PDF format.
- Public deliverables all the project public deliverables will be published in this section.
- Technical papers all the technical papers published by the SAFETY4RAILS consortium, in the context of the project, will be published in this section.

News & events: This section will allow the publication of existing news directly related to SAFETY4RAILS objectives and technologies and other relevant news.

This section includes:

- Press releases
- Articles published in the UIC e-newsletter.
- Events, internal and external events to the project that are most relevant to SAFETY4RAILS, including the project workshops. Before a workshop takes place, the section will contain the workshop agenda, the registration form and the logistics information. After the workshop, the agenda will contain links to each one of the presentations made. There will be one section per workshop.
- Twitter feed of SAFETY4RAILS account @Safety4R.

Contact: Project Coordinator and website manager contact details as well as a contact form.

Blog: This section will be created and the first blog post published in M4. There will be 1-2 blog posts per month. Each partner has been asked to provide, at least, one blog post during the project. A subject for the blog post has been advised to each partner, but partners can change the topic of their blog post to suit their communication purposes in the project.

The website will remain online after the end of the project and will be maintained by UIC. The consortium partners will also refer to the SAFETY4RAILS website within their company website.



FIGURE 2 SCREENSHOT OF SAFETY4RAILS HOMEPAGE

General Data Protection Regulation compliance – a link to the privacy policy will be provided as a pop-up banner to the users to read before accessing the website. This will inform the user of the data we gather, any tracking performed and the cookie policy. The user will have the choice to continue using the site under the set conditions or navigate away. An agreement policy will be prepared and the visitors will be informed on the reasons we collect any information and how this information will be used, as in the case with newsletter subscriptions, contact forms and registration to platforms. Visitors will have the right to request to know the data we hold on them and for its destruction upon request. However, some data of offences, suspicious action events on the website, may be held for security and forensic purposes.

5.2 Private area

The main objective of the SAFETY4RAILS private area, so-called "SAFETY4RAILS workspace" or "extranet", is to facilitate communication and exchange of knowledge between the members of the advisory board and the end-users. The "SAFETY4RAILS workspace" is created in the UIC collaborative Tool which is an open source content management and a collaborative platform based on a large community of users.

This SAFETY4RAILS workspace enables users to:

- · Share and stock documents
- Organise meetings
- Manage directories and contacts
- Discuss special issues online

The SAFETY4RAILS workspace is accessible at <u>https://extranet.uic.org</u> (Figure 3).

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FIGURE 3 SCREENSHOT OF THE SAFETY4RAILS PRIVATE AREA WELCOME PAGE

5.3 Social networks

SAFETY4RAILS has proceeded to open the following social media accounts: Twitter, LinkedIn and Facebook. The website has direct access to these social networks by clicking on the icons situated on the footer part of the website, as well as, all news and events. In this way, it will be easy for every user to participate in this when the website is visited.

On social media partners are expected to follow SAFETY4RAILS accounts and tag the project while posting any news related to SAFETY4RAILS. This is a requirement in order to meet the established Key Performance Indicators (KPIs). EOS will send reminders to encourage partners to actively disseminate and communicate the project.

5.3.1 Twitter

Twitter will be used under the domain <u>https://twitter.com/Safety4R</u> for big scale bidirectional communication with all the audience present on this social media platform but focusing on a technical audience from the railways and metro sector. Twitter is expected to be crucial for events, conferences, or workshops to broadcast SAFETY4RAILS role and benefits on these scenarios and attract followers through real time information.

The objective behind using a Twitter account is to increase awareness of SAFETY4RAILS and its developments.

Messages will cover: Information about the project itself (facts, scenarios, tools, partners, etc.) about events, share documents, project news and articles related.

On Twitter, SAFETY4RAILS will also have accessible lists to generate more engagement and contribute to the creation of a benchmarking framework:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: including similar EU projects
- Other lists with stakeholders of in the critical infrastructure resilience domain, particularly rail and metro.

The Twitter feed (the posts from the @Safety4R account) is also displayed in real time on the project website.



FIGURE 4 SCREENSHOT OF THE SAFETY4RAILS TWITTER ACCOUNT

5.3.2 LinkedIn

A LinkedIn account, <u>https://www.linkedin.com/company/safety4rails-eu-project/</u>, has been created to promote the project among stakeholders and industry professionals.

On LinkedIn partners are expected to:

- Follow SAFETY4RAILS account, tag the project while posting any news related to SAFETY4RAILS
- Send related information when attending in any event or conference or of any dissemination activity carried out. At least one project related update that could be shared on social media is expected per month.

5.3.3 Facebook

A Facebook account, <u>https://www.facebook.com/Safety4Rails/</u>, has been created as a means to reach a wider audience and engage individual citizens by promoting the benefits and results of the project.

On Facebook partners are expected to:

- Follow SAFETY4RAILS account, tag the project while posting any news related to SAFETY4RAILS
- Use related hashtags while posting
- Send pictures and related information when attending any event e.g. conference or of any other relevant dissemination activity carried out. At least one project related update that could be shared on social media is expected per month.



FIGURE 5 SCREENSHOT OF THE SAFETY4RAILS LINKEDIN PAGE

5.3.4 YouTube

SAFETY4RAILS will also be registered in YouTube for dissemination purposes. The YouTube channel will make it easier to publish videos produced within the course of the project, e.g. videos of related simulation exercises, events, conferences or workshops. Further videos will be put online by the partners as new results and demonstrators are being presented.

5.4 Press releases

After any relevant event or action by the project a press release will be issued to the main national and international press media. The first target will be the most relevant national press media at each of the countries participating in the project and at the countries participating at the demonstration activities. The project will organise press conferences and maintain regular press contacts to offer diffusion of the project advances. The project has already published the first press release to share information about the start of the project which is available on the project website at: https://safety4rails.eu/news/.

The SAFETY4RAILS website will maintain a press clipping section summarising the main references to the project in mass media. The main European media companies identified as relevant contacts for the distribution of SAFETY4RAILS news are listed in TABLE 3:

Media	Country	Туре
Reuters	Europe	Press Agency
Bloomberg	Europe	Press Agency
Agence France Presse	France	Press Agency

TABLE 3 LIST OF IDENTIFIED RELEVANT EUROPEAN MEDIA

Athens Agency	News	Greece	Press Agency

SAFETY4RAILS will also use European Commission media channels such as:

- Horizon Magazine http://horizonmagazine.eu/
- CORDIS website https://cordis.europa.eu/es
- DGHome Protection of public spaces newsletter https://ec.europa.eu/newsroom/index.cfm?service_id=1410
- Conferences and events organised by the European Commission

5.5 Scientific channels and publications

SAFETY4RAILS aims to have articles and op-eds on the demonstration results published in key industry magazines targeting the selected primary target sectors, such as local/national newspapers of relevant technical societies and journals. SAFETY4RAILS partners are expected to publish results in scientific (peer-reviewed) publications. Joint publications among SAFETY4RAILS partners will be encouraged. In addition, complementing means such as organization and/or participation in thematic panels, roundtables and special conference sessions, workshop talks, poster presentations and specialized demonstrations at scientific events will also be used.

SAFETY4RAILS will also use other standard platforms to guarantee effective dissemination:

Research Gate: It is a European commercial social networking site for scientists and researcher to share papers, ask and answer questions, and find collaborators. Each SAFETY4RAILS contributor could create an account to share information about the project and the Dissemination Manager will supervise it.

5.6 Project events/workshops organisation

Several events are planned during the project life:

- Kick-off meeting with EC representatives (held on 5th November 2020)
- Workshops/meetings with the members of the advisory board (1st on 15th December 2020)
- Final conference to be held in September 2022

5.7 Exhibitions and events

SAFETY4RAILS is foreseen to be presented at the main events of the sector in Europe physically or virtually depending on COVID-19 restrictions. The project will be presented by members of the consortium with thorough presentations and with printed material (posters, rollups, brochures...) and stands at the exhibitions that offers this possibility. All the material will be published at the same time on the web and social media to enlarge the audience reached and allow keeping a record of the SAFETY4RAILS dissemination activities.

Annex 11.5 provides a list of events and scientific journals considered for dissemination purposes. The list is also maintained at the project web site (public list under events section) and at the project repository (private list with specific proposals for publications and attendances).

Moreover, partners are requested to send each month an updated list of future thematic events (prior to attendance).

5.8 Public relations

The public relations strategy will follow the same strategy as the whole dissemination plan: business oriented, inspiring leaders and sharing knowledge. SAFETY4RAILS will present new possibilities for the railway sector and so the dissemination plan includes a part of public relations to communicate the importance of the project to the main decision makers. Most of the effort will be concentrated in countries of the project looking for the

regional stakeholders. Each partner will be an ambassador of the SAFETY4RAILS project. They will receive the material if they wish to present the project in events or professional activities where they will be involved.

6. Dissemination and communication materials

SAFETY4RAILS will use different materials for dissemination and communication. These materials will address the target groups and explain the benefits of the SAFETY4RAILS solution and their potential application. The materials raise awareness of the project, its activities and results also visually and build recognition amongst stakeholders.

6.1 Logo

A memorable logo is an essential project communication and dissemination material to raise awareness of the project. The logo must be used in every communication and dissemination material created during the project. The logo must be used every time the project is presented. The SAFETY4RAILS logo represents the project's key visibility and colour scheme. The rights to use the logo belong to the Coordinator and project partners as well as the European Commission. Third parties are expected to ask for permission to use the logo in writing if they wish to use it. In the case of conferences using the logo, this should be included in conference agendas, participant lists, and any promotional materials.

6.2 Templates

Templates are used to bring a coherent visual image to all information produced in the project including official communication to the European Commission and presentations to different audiences. Templates are used in every occasion when SAFETY4RAILS is presented or information on the project is shared. The templates are also provided in order to ease the communication inside consortium and this ensures coherent and smooth work flow. The templates are provided either in Windows Word Document or PowerPoint Document format.

The templates include three core elements that are always requested to be present when the project is presented: project logo, EU emblem and the official information requested by the European Commission. There are the following main templates in use:

- Deliverable template: A Word document that ensures that deliverables are reported according to same format to the Commission by the project partners and that information on versions is provided in each deliverable before submitting the final version.
- PowerPoint presentation template: A PowerPoint document to ensure that the all presentations are delivered in a harmonized way internally and externally.

6.3 Newsletter

SAFETY4RAILS Newsletter will offer a view of the main activities of the project. It will be launched in March 2021 at M6 by EOS with an online version available in the web. It will have a frequency of twice a year, thus March and September. The Newsletter will include:

- News: Main news during the period covered by the newsletter.
- Outcomes: Specific results to share.
- Past event: Summary of events attended or organised by the partners.
- Future events: Coming remarkable events, where SAFETY4RAILS will participate or not.
- Do you know? Partners' presentations in the first Newsletter.

A survey will be designed to assess the attractiveness of the newsletter content, quality of articles and information provided.

6.4 Promotional materials

To contribute to the promotion and communication of the project objectives and its outcomes, a number of brochures, videos, presentations, leaflets, posters, roll-ups, infographics, games, quizzes and other materials will be produced. As leader of Task 10.2, EOS will be responsible for these productions. To communicate the

project objectives and expected results, promotional brochures will be designed and made available to be distributed at relevant events and in digital versions.

To facilitate the explanation of SAFETY4RAILS, UIC will create three brochures that provide a résumé of the project objectives and approach in an easy way. These documents will be distributed not just at conferences, workshops or other events where consortium members will present and promote the project but also in open days or citizens events. The first brochure will be created in M6 to show the project objective and concepts, the second one to show the progress of the project in M12 and the last one to show the project results and conclusions in M24.

6.5 Infographics

Through infographics, graphical representations of information and data of SAFETY4RAILS, complex information could be presented clearly and concisely. Additionally, the use of visual and illustrative forms of communication may open the information to larger and more diverse audiences. Infographics will be a form of visual communication that falls within the encompassing field of information design, often focused upon discrete and contained amounts of information.

6.6 Videos

An introduction video will be produced during the first period of the project which will give a general view of its goals and benefits to a general audience. Minimising the technical language will be mandatory in order to reach a wider audience. Besides, partners will explain through videos some complex technical aspects of the project to make them understandable among the public.

7. Procedures and protocols for dissemination and communication

The SAFETY4RAILS project partners must be involved as much as possible in making dissemination materials especially presentations, flyers, blogs, newsletters, and press releases. Their contribution will be requested particularly in areas where they will have more opportunity for capacity building. To build a systematic approach to delivery of publishable material (such as press releases), WP10 Lead partner has prepared the templates to be used when writing the external communication material. All SAFETY4RAILS beneficiaries will be potential contributors for WP10 dissemination.

All press and third-party inquiries are to be directed towards EOS (WP10 lead and crisis manager) and Fraunhofer (as coordinator).

7.1 Dissemination of results

No results should be communicated/disseminated before agreement following the rules of the Grant Agreement (European Commission, 2020)² and the Consortium Agreement (SAFETY4RAILS consortium)³.

The dissemination activities, including but not restricted to scientific publications and presentations are governed by Article 29 of the Grant Agreement and section 8.4 of the Consortium Agreement. All project beneficiaries MUST be familiar with these provisions. In summary, partners will be responsible for: notifying other beneficiaries of the intention to disseminate results, open access, including the EU emblem, acknowledgement of EU funding, and disclaimers.

Article 26.1 of the Grant Agreement states: ""Results" means any (tangible or intangible) output of the action such as data, knowledge or information – whatever its form or nature whether it can be protected or not – that is generated in the action, as well as rights attached to it, including intellectual property rights."

The reader is referred to the deliverable <u>D1.5 Quality Assurance Plan (SAFETY4RAILS consortium, 2020)⁴</u>, chapter 5. All project beneficiaries MUST also be familiar with these provisions.

In what follows, a summary is provided on content in section 8.4 of the consortium agreement with regards to the steps before the publication of ANY project results:

- During the project and for a period of 1 year after the end of the project, the dissemination of own results by one or several parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the provisions in the consortium agreement.
- Prior notice of any planned publication shall be given to the other parties at least 30 calendar days before the publication. For a conference paper, it is recommended to submit for approval the full paper, preferably after partner has received the notification of acceptance. For a journal paper, it is recommended to submit for approval the paper that has passed the first round of review.
- Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the coordinator and to the party or parties proposing the dissemination within 15 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.
- An objection is justified if (a) the protection of the objecting party's results or background would be adversely affected (b) the objecting party's legitimate interests in relation to the results or background would be significantly harmed.

² European Commission. SAFETY4RAILS Grant Agreement. version 1.0. dated 21 April 2020.

³ SAFETY4RAILS consortium, SAFETY4RAILS Consortium Agreement, version 20200608.

⁴ SAFETY4RAILS consortium, Deliverable D1.5 Quality assurance Plan, version 1.1, 2 December 2020. Dissemination D10.1, Month 3 – December 2020

- The objection has to include a precise request for necessary modifications.
- If an objection has been raised the involved parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion. The objecting party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that - any objection of the objecting Party has been properly addressed; and/or - Confidential Information of the objecting party has been removed from the publication as indicated by the objecting party.
- A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published by or with the written consent of said owing Party.

7.2 Communication of general content which is not a result

None social media content (i.e. for other channels such as the website, PowerPoint presentation, brochures etc) which includes new content, particularly on the project activities and approach, must be agreed for release within the consortium. An exception are announcements that the project will be presented at a specific event and similar none controversial information which does not potentially touch on results etc. This means providing the other project partners with the proposed content and giving them a reasonable time to notify any concerns. What is a reasonable time period will depend on how far the proposed content is new and extensive as a general rule it should not be less than 10 days.

Communication over social media must be only for none controversial content unless it has been agreed within the consortium in advance. If a partner is in doubt whether content could be controversial then EOS (and potentially the project coordinator at Fraunhofer) must be contacted for their opinion. A very conservative evaluation is to be used in assessing whether content could or could not be considered controversial. The project's key messages in chapter 4 are to be kept in mind and for social media particularly that the project will carry out its work and develop tools which are legally and ethically compatible with European law and societal values such as the rule of law and civil liberty.

In situations of uncertainty EOS and/or the coordinator should be contacted. FIGURE 6 provides an overview of internal protocols (to date) for preparing and releasing general communication material and social media content.



FIGURE 6 SAFETY4RAILS INTERNAL PROTOCOLS FOR PREPARING AND RELEASING MATERIAL AND SOCIAL MEDIA CONTENT

7.3 Notices to include, evidence of activities, points of contact

All project dissemination and communication activities (scientific/technical or not) must include according to the Grant Agreement at least the following notifications and disclaimer (our website added as an addition):



Each consortium partner assigns a dissemination and communication Point of Contact (PoC), or preferably two persons, who will be responsible for dissemination and communication activities, as well as for social media liaison and requests.

The PoC will ensure that the SAFETEY4RAILS Dissemination and Communication Plan is properly implemented and that the guidelines for dissemination and communication are respected and followed. In addition, the PoC will monitor dissemination and communication activities.

7.4 Crisis communication process

The term crisis is defined by the Cambridge Dictionary as "a time of great disagreement, confusion, or suffering" as well as "an extremely difficult or dangerous point in a situation".

As every other organisation of people, our project could face a crisis triggered by bad publicity, misinterpretation, fake news and so on, which could require a well thought out, co-ordinated and potentially very fast response. The project identified that the greatest communication risk to the project is through social media because of its speed, diverse set of users, anonymity and potential "agendas" behind posts which can include both state and none state actors and groupings.

EOS is managing the social media accounts and can react most quickly. For this main reason EOS has been appointed Crisis Manager, but if an actual or potential crisis arises then Fraunhofer as coordinator is to be informed as quickly as possible. Of course, some situations may require at least an initial conciliatory response by EOS before further discussion with Fraunhofer.

EOS will make sure that the below protocol in time of crisis is ensured:

- Step 1: A crisis situation has been detected by a partner and communicated to EOS, EOS determines whether an initial conciliatory response is necessary even before assessment with Fraunhofer and if so makes the response
- Step 2: EOS and the coordinator assess together if the situation can be considered as a Crisis Situation
- Step 3: If this is not the case, the process will be stopped here.

If this is the case, EOS will have 1 week to work on the appropriate Crisis Plan to propose to Fraunhofer which will have 2 days to accept or not the Plan, unless Fraunhofer determines a reaction must follow within a shorter period of time in which case it may take over the responsibility as coordinator to respond to the crisis

- Step 4: If the Crisis Plan is not accepted, the coordinator is in charge of making clear amendments to be transmitted to EOS within 2 days. EOS has 2 days to reply to them. The process cannot be longer than 10 days.

If the Crisis Plan is accepted, it is immediately applied within SAFETY4RAILS

7.5 Potential data breaches

Data control falls under the responsibility of the project data controller (MdM) and where relevant individual partner data controllers. This responsibility is primarily content of the tasks T1.4 and T9.4 in the project and it is therefore not a focus of this dissemination and communication plan. However, as such an event would also touch on project communication it is provided here in overview.

Any data breached will be handled according to the provisions of the General Data Protection Regulation. (European Parliament and the Council , 2016)⁵

A potential data breach requires urgent corrective measures, normally within 48 hours.

⁵ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) L 119/1 (hereafter referred to as "GDPR")

Possible corrective measures include but are not limited to the following:

- Notification of the relevant supervisory authority
- Notify the project coordinator
- Disallow further communication with the affected system by the public.
- Change all passwords and other relevant private data in case there are users involved.
- Investigate logs and audit the severity and potential data loss.
- Inform all participants of the data breach and further details within 72 hours.
- Apply corrective measures and patch vulnerabilities
- Prepare a public announcement.

7.6 Partners' press releases and other media contacts

All partners can send out press releases on their own. Press releases should be done to cover all major milestones of the project. The Dissemination Manager will coordinate the press releases for the milestones. Partners willing to issue their own press releases must contact first with the Dissemination Manager to crosscheck if something is already available on the subject.

For all other public project related communication, the use of the SAFETY4RAILS logo and design is mandatory. When it comes to Intellectual Property Rights (IPRs), all publication must follow the Grant Agreement and the Consortium Agreement.

7.7 Image rights and quality of images used in publication activities

Notes on image quality and image rights needs to be paid attention to for all publication activities. The general recommendation for the image quality is shown in the following table. In the case of picture rights, the origin of the picture as well as the creator must be mentioned. During the project, the author is always responsible for obtaining appropriate image rights, whether for printing publications or web-based publications. The general recommendations are presented in the following TABLE 4:

TABLE 4 RECOMMENDATION FOR IMAGE RIGHTS AND QUALITY

Quality Images for publications, 300 dpi (Size 100 x 150mm) Images for web, 160 dpi (Size 60 x 60mm)

Rights © Institution/Company or author, origin

7.8 SAFETY4RAILS Scientific publication process 7.8.1 Open access to SAFETY4RAILS scientific publications

The Data Control and Management Plan (D1.6) established the data management life cycle for the data to be collected, processed and/or generated by SAFETY4RAILS. As part of making research data Findable, Accessible, Interoperable, and re-usable (FAIR), the plan includes:

- The handling of research data during and after the end of the project
- What data will be collected, processed and/or generated
- Which methodology and standards will be applied
- Whether data will be shared/made open access
- How data will be curated and preserved (including after the end of the project)

7.8.2 SAFETY4RAILS Open Access to publications contractual baseline

The Open Access to publications contractual baseline is provisioned under Article 29.2 of the SAFETY4RAILS Grant Agreement - i.e. scientific publications in the frame of SAFETY4RAILS must comply with Article 29.2's provisions.

All peer-reviewed scientific publications must ensure open access - this can be seen in article 29.2 of the Grant Agreement. Following the publication protocol, all scientific publications can be reviewed by the consortium to assess if there is any conflict with the exploitation roadmap, GDPR compliance and security obligations. Moreover, it is the role of the innovation manager (ETRA) to assure that partners' IPR are correctly protected and this will cover the aforementioned. If the publication discloses information that can be considered subject of patent or copyright declaration, then it would need to be modified or even not published.

7.8.3 SAFETY4RAILS Open Access Publication strategy

Partners will provide Open Access to all scientific publications (free of charge online access for any user) using **Self-archiving ('green') open access,** provided there are no conflicts with the exploitation roadmap, GDPR compliance and security obligations. This is, using one or more 'green' Open Access repositories.

In any case, the 'green' Open Access repositories used must be at least accessible in **openAIRE** (European Commission, 2018)⁶, the **repositories listing** of the European Commission.

D1.6 identified open data will be made available through the project website and/or an open access portal to be determined, which will automatically link to OpenAIRE. As default repository, European Commission's Zenodo (EUROPEAN COMMISSION Directorate-General for Research & Innovation, 2017)⁷ could be used: Zenodo is the "orphan" repository provided by European Commission for this purpose.

In the case that one or more partners publish a scientific publication in 'gold' open access journals, these are journals that offer open access against payment from the authors, such publications shall also be self-archived in one of the above listed 'green' open access repositories.

Misconceptions about open access to scientific publications: In the context of research funding, open access requirements in no way imply an obligation to publish results. The decision on whether or not to publish lays entirely with the project partners. Open Access becomes an issue only if publication is elected as a means of dissemination. Moreover, Open Access does not interfere with the decision to exploit research results commercially, e.g. through patenting. Indeed, the decision on whether to publish open access must come after the more general decision on whether to publish directly or to first seek protection (European Commission, 2018)⁸.

7.8.4 Procedure to ensure Open Access to peer-reviewed scientific publications

Foreword:

This procedure aims to complement, with practical information for researchers, the requirements of the European Commission on Open Access of scientific publications contained in the official European IP Help Desk: publishing vs. patenting (European Commission, 2018)[7].

⁶ More information on this issue is available in the European IPR Helpdesk fact sheet "Publishing vs. patenting". <u>http://www.iprhelpdesk.eu/Fact-Sheet-Publishing-v-Patenting</u>

⁷ EUROPEAN COMMISSION Directorate-General for Research & Innovation. H2020 Programme Guidelines on Open Access to Scien-tific Publications and Research Data in Horizon 2020, version 3.1 25 2016

http://ec.europa.eu/research/partici-pants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf ⁸ More information on this issue is available in the European IPR Helpdesk fact sheet "Publishing vs. patenting". <u>http://www.iprhelpdesk.eu/Fact-Sheet-Publishing-v-Patenting</u> Dissemination D10.1, Month 3 – December 2020

It also acknowledges the instructions added in the Open Access section of the H2020 online manual⁹, from which reference to a model amendment to publishing agreement has been introduced to underline the importance of negotiating embargo periods with publishers to meet the expectation of the EC of maximum 6 months of embargo period in Green Open Access model.

Disclaimer:

This procedure does not substitute the above official guidelines and these must be taken into account during the whole process of publishing (they include details, technical requirements, definitions, further recommendations, that need to be followed and are not contained in this procedure);

This procedure is based on and derived from interpretation of the above referenced official guidelines as published on 25 August 2016 as version 3.1 and the Open Access section of the H2020 online manual up to 08/05/2017; it may need to be updated in further versions of the guidelines or other guiding documents on open Access are provided by the EC in the future.

Scope of the open access obligation:

Peer-reviewed articles are the focus of the open access obligation. Other formats as monographs, conference proceedings, book chapters, or any other type of outputs are encouraged to be open access, although they are not the main focus of the mandate (European Commission, 2019) [9].

Selecting/negotiating with publishers:

Thus, before submitting a paper to any journal or congress, etc., it is necessary to:

1st: Know if the contract (copyright license agreement) with the publisher permits us to open the publication, immediately or within 6 months and in case that there is an embargo period allowing us to open the publication not immediately but in a given time not higher than 6 months, know which is the exact date when the embargo period starts (The OpenAIRE helpdesk team says: "If there is no explicit information from the editor regarding the embargo to the hardcopy, generally and by default the embargo period starts on the 1st online publishing."

"To provide support concerning compliance with Horizon 2020 embargo periods the Commission offers a **model amendment to publishing agreement**, which are often signed between authors and publishers. This model is not mandatory but reflects the obligations for the beneficiary under the H2020 grant agreements. It can be supplemented by further provisions agreed between the parties, provided they are compatible with the Grant Agreement. The Commission/Agency takes no responsibility for the use of this model" (European Commission, Accessed Dec. 2020)¹⁰.

2nd: Know which version of the paper it is allowed to make open:

- "Pre-print" version (it is a draft paper as it is before the peer review). The European Commission does not accept pre-print versions as open access publications.

- "Accepted" or "post-print" version (final peer-reviewed manuscript accepted for publication). The European Commission accepts it.

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf ¹⁰ European Commission. Horizon 2020 Online Manual – Open access.

https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-datamanagement/open-access_en.htm

⁹ See annotations to ARTICLE 29 in annotated model GA: European Commission. (2019). Horizon 2020 – AGA – Annotated Model Grant Agreement . Version 5.2.

Dissemination D10.1, Month 3 – December 2020

- "Published" or "editor's" version (it is the version as published by the editor, i.e., designed with the layout of the journal or book published). The European Commission accepts it.

3rd: Know if there is any fee ("Article processing charges'") that the author has to pay to the editor to be able to open the publication. **This cost is eligible in H2020.**

4th: Know is there is any other clause in the contract that may affect in any way Open Access publishing.

5th: Keep the agreement and make it available to the co-authors as well as the final peer reviewed version of the publication.

"In all cases, the Commission encourages authors to retain their **copyright** and grant adequate licences to publishers. Creative Commons offers useful licensing solutions. This type of licence is a good legal tool for providing open access in its broadest sense." (European Commission, 2017)¹¹

¹¹ EUROPEAN COMMISSION Directorate-General for Research & Innovation. H2020 Programme Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020, version 3.1 25 August 2016. <u>https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf</u> Dissemination D10.1, Month 3 – December 2020

8. Project Internal communication

Good internal communication aims to increase the efficiency of the work of all partners and increase the understanding of the consortium members on the mutual goals of the project whilst decreasing the unintentional duplication of work causing inefficient use of resources.

The primary tool for SAFETY4RAILS internal communication and information sharing is the internal online platform LiveLink (Figure 6) provided and managed by the Coordinator. The platform contains a well-structured document library covering all the WPs and dissemination material enhancing the knowledge sharing, project planning and management of the project for all members of the consortium. The platform also serves for complementing all information and document sharing among partners, making them available and possible for comments and revision.

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FIGURE 7 SCREEN SHOT OF THE LIVELINK INTRANET LOG-IN

Email is also an essential tool for internal communication. The majority of communication between consortium members occurs via email exchange. Mailing lists have been drawn up and are regularly updated, they include: i) the whole consortium, ii) the Project General Assembly (PGA), iii) the Project Management Team (PMT), iv) each of the WPs 1-11; v) the Advisory Board, vi) all end-users, viii) end-users that are consortium partners. Messages are sent to the relevant list(s) and for specific queries, direct mailing between concerned partners is used.

Timely and steady internal information sharing is supported by Project Management Team (PMT). Details on the PMT are provided in the deliverable <u>D1.1 Project Management Manual</u> (SAFETY4RAILS consortium, 2020)¹².

A private area for end-users, so-called "SAFETY4RAILS workspace" or "extranet", is provided by UIC to facilitate communication among the consortium members with e.g. the members of the Advisory Board and the end-users.

¹² SAFETY4RAILS consortium, Deliverable D1.1 Project Management Manual, version 1.0, 30 October 2020. Dissemination D10.1, Month 3 – December 2020

9. Dissemination and communication actions

To ensure successful communication and dissemination of results we have three approximate phases as presented in FIGURE 8:



FIGURE 8 IMPLEMENTATION OF DISSEMINATION AND COMMUNICATION ACTIVITIES IN SAFETY4RAILS

The initial dissemination and communication plan with general timeline (TABLE 5) outlines the dissemination of some of the key outputs of SAFETY4RAILS project.

CONTENTS/ RESULTS TO COMMUNICATE AND/OR DISSEMINATE	то whom	WHY	HOW	WHEN
Project idea and approach	Press, general public, scientific community, rail-way authorities	Awareness raising	Project website, opening event, leaflet, brochures, press releases, video, social media	Phase 1 M1-M3
Requirements and initial Designs	End-users and practitioners/ Researchers/ Civil society organizations	Stakeholder engagement; gain early feedback	Workshops, conferences, professional web forums, open review questionnaires	Phase 1 M1- M10

TABLE 5 SUMMARY OF DISSEMINATION AND COMMUNICATION PLAN WITH GENERAL TIMELINE

Intermediate individual developments (e.g. simulation and monitoring tools)	End-users and practitioners/ Researchers/ Industry	Attracting customers; stakeholder engagement; knowledge sharing	Prototype demonstrations, demo videos, publications, fairs, workshops, social media	Phase II M11-M16
Evaluation of intermediary results of the S4RIS	End-users / practitioners/ re- searchers/ civil society	Knowledge sharing	Publications, conferences, social media, trainings	Phase II M11-M16
Demonstrations in Operational Trials and Simulation Exercises	End-users and practitioners/ Researchers/ Industry/ Policy- makers	Attracting customers, build relationships, stakeholder engagement	Fairs, exhibitions, demonstrations, publications, workshops, videos from trials	Phase III M16-M22
Evaluation results, social and economic outcome potential	All stakeholders	Demonstrate benefits; attract customers; info and knowledge sharing	Publications, press releases, workshops, whitepapers, social media, Final conference	Phase IV M22-M24

10. Monitoring and assessment of dissemination and communication

The Dissemination and Communication Strategy (T10.1) will be evaluated by scientifically analysed media evaluation, combined with qualitative research through selected audiences to monitor and maximise the project's impact and to consider its potential legacy once the project has ended. It will:

- Be integrated with the overall evaluation of the project.
- Assess whether the main aim of encouraging adoption of the project approach towards resilience, particularly for rail and metro critical infrastructure across the EU is being taken-up.
- Assess whether continuous relevant and positive exposures across all targeted media sectors is achieved.
- Assess whether the partner organisations are committed, involved and active dissemination activities.
- Assess whether all planned activities have been implemented and measures the results in terms of outreach.

The evaluation also supports the recording of the dissemination and communication strategy implementation and highlights possible needs for changes. The evaluation will be conducted every six months, with the core focus in evaluation being that it is conducted according to European Commission communication reporting needs. The evaluation is an integral part of the overall evaluation of the project.

The dissemination and communication evaluation will be based on quantitative and qualitative data collection and follow up on SAFETY4RAILS dissemination and communication activities and it is followed by scientific analysis of the results. The qualitative and quantitative follow up and assessment of the set key performance indicators is likely to be conducted in the manner which is presented in TABLE 6.

CHANNEL OR ACTIVITY	QUANTITATIVE	INDICATOR	QUALITATIVE	КРІ
Project website	The number of unique visitors per month The duration of the visits The number of downloads per month Does web page show that core content information page is most visited and this supports to share the basic information on the project?	Google analytics	 Do visits in webpage show interests to learn more on the project? 	Target: average of 400 visits per week in Year 2 Target: average of 50 downloads per month in Year 2.

TABLE 6 QUALITATIVE AND QUANTITATIVE FOLLOW-UP¹³

¹³ As included in the SAFETY4RAILS Grant Agreement, Annex1, description of the Action, Part B, page 52. Dissemination D10.1, Month 3 – December 2020

Social media	Number of likes and followers (Facebook and LinkedIn) Number of active discussion forums (all social media channels) Number of views (LinkedIn) Number of tags and followers (Twitter) Do the activities in social media show growing interest in the project?	Facebook analytics Twitter analytics LinkedIn analytics	 Do the comments written in social media refer to interest to follow the project? Do the likes in social media point out interest of key stakeholders? Have key stakeholders made tweets on S4R? Do the tweets support the core message of S4R to be shared and noticed? 	Target: 2 pages/ groups/ discussion forums in selected social networks Target: At least 10 posts per month across social media platforms by year 2 and 150 followers in total
SAFETY4RAILS video	Number of views	YouTube analytics		Target: 1000 views of video material introducing SAFETY4RAILS results
Newsletter	Number of readers Number of subscribers	List of newsletter subscribers		Published in every 6 months throughout the project. At least 100 subscribers per newsletter
Training	Number of people trained	List of events Number of participants		Target: 80 persons trained
Publications	Publications in technical, scientific, and academic journals	List of publications	 Are the journals targeted to SAFETY4RAILS key stakeholders and key audience? Does the information shared in the article support the success of SAFETY4RAILS? 	Target: at least 20 academic or scientific articles; of which at least 15 open access publications
Press releases & articles	Publications in newspapers (web or printed)	List of press releases		Target: 4 press releases or articles published

Conferences, events, fairs	Presentations at different conferences, meetings, events	List of events Number of participants	Target: Presentation of SAFETY4RAILS in 10 European or International events. Distribution of over 100 leaflets.
White papers	Papers published	List of papers	Target: 3 papers published
Final stakeholder conference	Participants (by target group)	Reporting by organizers	Target: 100 participants in total
End-user workshops	Participants (by target group)	Reporting by organizers	Over 10 external participants per workshop

11. Conclusions

This Dissemination and Communication Plan provides the SAFETY4RAILS project with a framework around which to begin communicating project activities and outcomes and disseminating results. The SAFETY4RAILS consortium will use this as an initial strategy but the strategy will be reviewed, revised and updated according to the monitoring and evaluation results on the success of the dissemination and communication activities. This is to guarantee effective information sharing to the different stakeholders and audiences and their involvement in the project.

The dissemination and communication plan has been established by defining the objectives of dissemination and communication, the project content to be disseminated, the target groups to be approached, the channels and materials to be used, general acts for the action plan and dissemination methodology. These details will also be reviewed and updated during the project cycle in order to ensure that dissemination and communication activities will be efficient and reach the set goals. Efficient and timely dissemination and communication is also ensured by providing communication matrix that includes clear plans for dissemination and communication activities in different time periods.

Dissemination and communication related activities will include arrangements for project workshops and conferences, participation of events thematically related to the project's scope, delivery of academic papers, sharing information about present activities and results in social media (Facebook, Twitter, blog), website and newsletters. Communication materials will create visibility for the project and this will support recognition of the project. The materials such as logo, website, brochure, also ensure that key information on S4R is coherently communicated.

All project partners are involved with dissemination and communication. This supports network leverage and guarantees that information on each project milestone result is well disseminated and/or communicated. The main dissemination and communication objective is to widely spread the project's goals and results and to reach the variety of target groups according to the project's scope.

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12. ANNEXES 12.1 ANNEX I. GLOSSARY AND ACRONYMS

TABLE 7 GLOSSARY AND ACRONYMS

Term	Definition/description
CFP	Call for Papers
DCP	Dissemination and Communication Plan
EC	European Commission
ICT	Information and Communication Technologies
IPR	Intellectual Property Right
KPIs	Key Performance Indicators
MS	Member State
S4R	SAFETY4RAILS
QM	Quality Manager
WP	Work Package

12.2 ANNEX II. SAFETY4RAILS LOGO



FIGURE 9 SAFETY4RAILS LOGO

TABLE 8 SAFETY4RAILS COLOUR CHART

Colour	Codes
light green	R = 46 G = 161 B = 168
dark green	R = 74 G = 135 B = 153

12.3 ANNEX III. SAFETY4RAILS POWERPOINT TEMPLATE



12.4 ANNEX IV. SAFETY4RAILS WORD DOCUMENT TEMPLATE

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2. [SECTION TITLE]

SAFETY4RAILS

FIGURE 1 SAFETY4RAIL S LOOD

Le Lorem lpsum est simplement du faux texte employé dans la composition et la mise en page avant impression. Le Lorem Ipsum est le faux texte standard de l'imprimerie depuis les années 1500, quand un lumprimeur anonyme assembla ensemble des morceaux de texte pour réaliser un livre spécimen de polices de texte.

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3. Conclusion

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 3.1 Summary
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 focus on next steps, upcoming work, etc. ment we have described/sho In this docu monstrated . In Section X we have shown how ... In Section Y we have shown how In Section Z we have shown how ... Finally, it is worthy highlighting 3.2 Future work

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ANNEXES

ANNEX I. GLOSSARY AND ACRONYMS TABLE 2 GLOBAR



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	has received fu	has received funding from the inder grant agreement No 883	has received funding trom the European Union oder grant agreement No 883552

12.5 ANNEX V. LIST OF RELEVANT EVENTS FOR SAFETY4RAILS

TABLE 9 LIST OF RELEVANT EVENTS FOR SAFETY4RAILS

Event name	Date	Location	Dissemination action
UIC Worldwide Security Congress	annual	TBC	Presentation Distribution of brochures
UITP Security Commission	4/year	TBC	Presentation Distribution of brochures
CRITIS conference series (annual) – International Conference on Critical Information Infrastructures Security; latest edition: http://www.lei.lt/critis2018/		TBC	Paper submission depending on the topic
World Congress of Railway Research (biennial) – WCRR	2021	TBC	Paper submission depending on the topic
DGMOVE – LANDSEC AND RAILSEC meetings		Brussels	Presentation Distribution of brochures
IEEE ISCAS (International Symposium on Circuits and Systems Conference)	2021	Daegu	Paper Presentation
IEEE NEWCAS (International New Circuits and Systems Conference)		TBC	Paper Presentation
IEEE SMC (International Conference on Systems, Man, and Cybernetics Conference)	2021	Toronto	Paper Presentation
EUSIPCO (European Association for Signal Processing Conference)	2021	Dublin	Paper Presentation
IEEE HOST (International Symposium on Hardware Oriented Security and Trust Conference)		TBC	Paper Presentation



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