Optimal Strategy to Innovate and Reduce Energy Consumption In Urban Rail Systems

D8.4 – Annual report on dissemination activities (month 12)

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Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Start date of project: 01/01/2012

Duration: 36 months

EXECUTIVE SUMMARY

This document describes the dissemination and exploitation tasks achieved during the first year of the OSIRIS project. It is aimed at ensuring that the project results & outputs are disseminated widely and exploited effectively by their target groups.

The key activities include:

- Establishment of a dissemination strategy to facilitate wide-spread information transfer among and beyond the members of the consortium.

- Activities aimed at the exploitation of the project results and developed technologies by industries (suppliers) and urban rail operators (end users).

Dissemination and exploitation of results is crucial to the acceptance and implementation of technologies developed in the project.

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1 INTRODUCTION

The widespread and targeted dissemination of project outputs is vital to the acceptance and implementation of the technologies developed. Implementation of solutions aims at generating business for industries (SME and large) in this innovative area together with significant inspection and maintenance cost reductions for rail operators who invest in the related technologies.

Calling for input from outside the project can also contribute to the success of the project. 'Support and User Group' (SUG) have therefore been created to express needs and inputs from end-users. SUG also serve as a targeted outlet for dissemination and exploitation of results.

Dissemination

This activity involves the diffusion of the project results to operators, manufacturers and the industrial and scientific community. This is achieved through a project website, conferences, publications and attendance at relevant events.

Exploitation

This activity involves the application of the project results and developed technologies by the industries (as suppliers) and Urban Rail Operators (as end users). It involves working closely with WP1 – Operational Requirements and Needs – and WP7 – Integration and Strategic Assessment.

Dissemination and exploitation of results is crucial to the acceptance and implementation of technologies developed in the project by suppliers and end-users.

This report describes:

- The tasks planned in detail, including what has been achieved so far during the OSIRIS project;

- The future actions in order to continue the exploitation and promote OSIRIS Key Innovations and Results.

2   DISSEMINATION DURING THE PROJECT LIFE

2.1   OBJECTIVES

The purpose of this task is to disseminate the project results to operators, manufactures and to the industrial and scientific community. The dissemination activities include:

- Establishment of public website and document repository for control and distribution between project partners.

- Development of project identity (logo, brochure, PowerPoint/Word templates for reports and presentations.

- Preparation of flyers, press releases and other relevant publications that can also be uploaded on the document repository.

- Organising conferences for general audience and workshops for the Support and User Group (SUG).

- Participation in relevant meetings and events to present the project result and progress at EU level.

2.2   DISSEMINATION MEASURES

2.2.1 Public website and document repository

The external website and document repository are further described in deliverable D8.2 – Public external website and in D8.3 – Internal website – document repository.

The website is divided into two parts:

- The external website (www.osirisrail.eu) was created by UNIFE and managed together with the International Association of Public Transport (UITP). The website is open to the public and displays information about the project, news/events, partners and organisation.

- The internal website – document repository (https://www.cooperationtool.eu/unife) is accessible only to the beneficiaries who have been provided with username and password. The aim of the internal website is to share project information, upload meeting documents and meeting schedules among the beneficiaries.
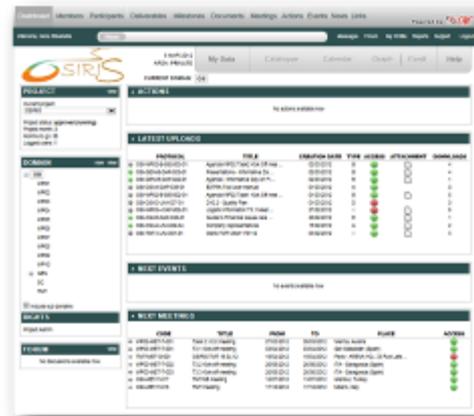
Figure 1: Screenshot of the OSIRIS website homepage   **Figure 2: Internal website - document repository**

2.2.2 Publications

Publications include preparation of articles, flyers and other relevant publications that can also be uploaded on the document repository.

- **Flyers**

  The OSIRIS flyer was presented at the InnoTrans 2012 event in Berlin, held from 18 to 21 September 2012. The flyer presents the main objectives of the project and its structure. In the future, the flyer will be used to circulate it at major events during the project duration or even after.
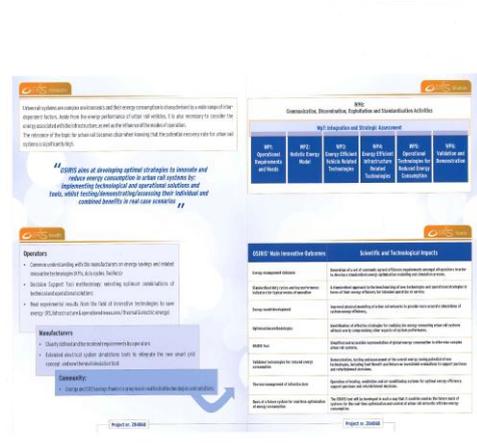

Figure 3: First OSIRIS flyer

- **Press release and articles**
  - **A press release was issued at the kick-off** of the project on UNIFE public website. This press release summarises the OSIRIS project with an emphasis on technical and operational solutions.

  - **Railway PRO** magazine, March 2012, *"OSIRIS reduces energy consumption in urban transport"* (author: Pamela Luică, editor). This article explains the main objective of the OSIRIS project, with special focus on the main target of the reduction of energy consumption in urban transport systems by 10% until 2020. It also explains the goal of developing an OSIRIS systematic approach on energy efficiency in the entire urban transport systems.

    Railway PRO magazine is an important magazine in Central and Eastern European countries and in the railway sector.
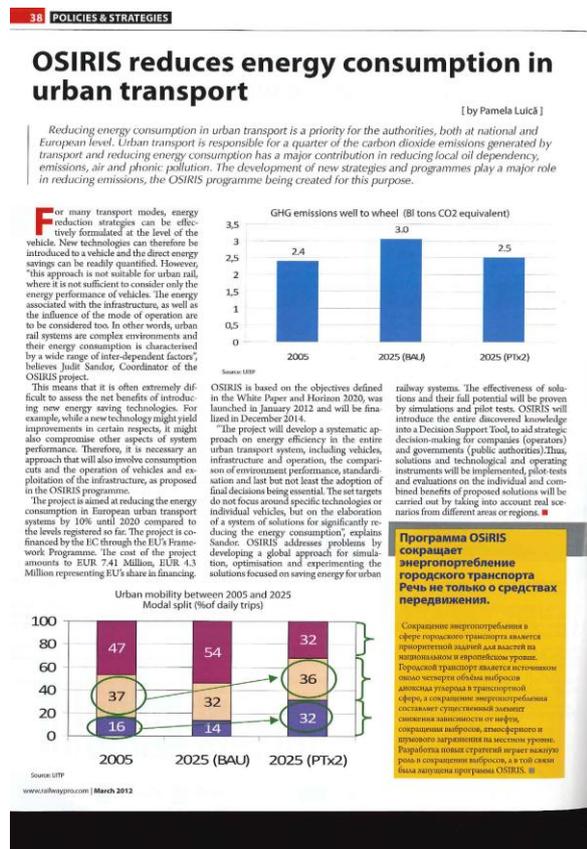

Figure 4: OSIRIS article in Railway PRO magazine

2.2.3 Conferences and workshops

OSIRIS was presented at major events in 2012:

- **Transport Research Arena (TRA)** 2012 that took place in Athens from 23 to 26 April 2012. TRA is a transport research event which enables the exchange of knowledge among all key stakeholders of the transport sector and promotes best practices already implemented worldwide. TRA2012 is supported and promoted by the European Commission, the Conference of European Directors of Roads (CEDR), the European Road Transport Research Advisory Council (ERTRAC), the European Rail Research Advisory Council (ERRAC) and the European Technology Platform Waterborne (WATERBORNE). The project has also been presented at the local stand of ERRAC/UNIFE/UIC.

- **InnoTrans 2012** is the biggest rail infrastructure event in Europe which took place from 18 to 21 September 2012. The project was presented after eight months since its launch. The event is attended by the supply industries and European (and International) Urban Operators and Railways and is therefore an ideal forum to link end users with technologies and results.

- **EU-Russia Workshop on Rail Research** was co-organized by the European Commission (DG MOVE and DG RTD) and took place on 16 – 18 of October in Moscow, Russia. The objective of the workshop was to exchange experience on the railway standardisation and research activities carried out in European and in Russia. Amongst other FP6 and FP7 projects, a general presentation of OSIRIS was given, explaining the main objectives and expected results.

- **Annual Polis Conference 2012,** held in Perugia on 29 and 30 April 2012. The conference provides an opportunity for regions and cities to show their transport achievements and to exchange innovative transport solutions. The conference is organized by Polis, a network of European cities and regions collaborating in order to achieve innovative technologies for a more sustainable mobility. The theme of the Polis conference was Innovation in Transport for Sustainable Cities and Region. OSIRIS was presented on 30 April 2012 during a parallel session focused on energy efficiency in public transport.

2.2.4 Management of Intellectual Property Rights (IPR) of project partners

Intellectual Property Rights (IPR) must be effectively managed to ensure the correct balance between disseminating information to the widest possible target audience and protecting each industrial partners' IPR and associated commercial interests.

Where a conflict of interest regarding a technology developed within the consortium is identified, an agreement between the partners will be reached on the sharing (or withholding) of information. Two versions of a deliverable may be required: a confidential version which may be shared with partied posing no threat to the author's intellectual property and an open version of restricted content available to all other partners (and beyond depending on its designation).

The level of dissemination is designated according to the level of sensitivity of the deliverable and is assigned PU = Public, PP = Restricted to other programme participants, RE = Restricted to a group specified by the consortium, CO = Confidential, only for members of the consortium. The list of deliverables and their designation is contained in Annex 1. Open versions of confidential or restricted designated deliverables will be created to maximise the dissemination of results.

According to the objectives and purposes of the project, the primary target groups/audiences of the dissemination activities are:

- Urban tramway and metro operators, including those as partners of the consortium and those outside who are future customers of the products developed in the project. In addition to the operators directly involved in the consortium, UITP ensures the dissemination of the project results to urban operators interested in energy management.

- Urban rail suppliers (those involved or not directly involved in the project) who are suppliers of components for the products developed in the project. They need to be made aware of project results and implications for their specific business and product lines. UNIFE is in charge of informing the industry representatives outside the consortium.

- Railway standardisation and certification bodies (CEN) which shall be informed of the final results and proposed additions to standards/new standards for inspection and maintenance or urban rail systems.

The following audiences rated as secondary target groups are also important to be included in the dissemination activities:

- Experts not directly involved in the project nor in the User Interest Groups but affected

- Specific user groups/public sector bodies which need to be made aware of results in order to back up policy decisions for continued/future investment. This is a target that cannot be addressed by individual projects but rather at programme level.

- Policy makers in public authorities and other relevant institutions, who can provide additional support and follow-up opportunities.

All target audiences will be invited to attend open seminars during the project life time and will be informed on the project progress and results via the website and publications.

3   EXPLOITATION PLAN

3.1   OBJECTIVES

The purpose of this task was to ensure the exploitation of the project results and developed technologies by industries (suppliers) and urban rail operators (end users). The exploitation activities include:

- Joint meetings of the Support and User Group (SUG), made of urban transport operators and of suppliers outside of the consortium.

- Support to WP1 – Operational and Requirements Needs - and to WP7 – Integration and Strategic Assessment – to identify Key Performance Indicators and standard urban duty cycles as well as ensuring high-quality reporting of project results and presentation in a clear-to-read form intended for target groups.

- Implementation of project results in applicable standards.

3.1   EXPLOITATION MEASURES

3.1.1 Support and User Group

The Support and User Group (SUG) consists of urban transport operators and suppliers outside the consortium and is a targeted outlet for the dissemination and exploitation of results. Its purpose is:

- To express the needs and input from operators and suppliers who are not part of the consortium.

- To guarantee the delivery of high-quality results and technical solutions.

The SUG meets every six months but the frequency of the meetings depends on the necessity to get feedback on the project results and on the availability of project results. The first meeting was held in Brussels on 29 November 2012. The members discussed the different Work Packages and the Key Performance Indicators. The next SUG meeting will take place on 15 May 2013 and the location will be decided in the following months.

3.1.2 Contributions to standards and creation of TecRecs

One of the key issues in the dissemination process and the first foreseen market uptake of the OSIRIS project is the integration of its results into existing (and future) voluntary standards

- OSIRIS results could contribute to the ongoing UNIFE/UITP initiative on urban rail harmonisation within the Urban Rail Platform (URP), for which the two associations and its members are closely working together.

- The role of UNIFE and UITP will be to ensure a smooth transition of the validated results of OSIRIS to CEN/CENELEC and at the same time to build a consensus of the acquired results between partners and members of the two associations.

The following deliverables were identified in the OSIRIS Technical Annex for potential recommendation for standards:

- D1.7 – Daft proposal for standardisation on results coming from WP1
- D3.4 – Technical recommendation for the use of onboard energy storage systems

During the first year, the discussion focused only on the technical content. After the preliminary results contact with standardisation bodies will be established for further actions.

3.2 TARGET GROUPS

The target groups are the same for dissemination and are described in section 2.3.

4   TIMELINE OF EVENTS

Support and User Group (SUG) meetings

Date	Event	Venue	Attendees
29.11.2012	1st SUG meeting	UITP, Brussels	Tramvia Metroplita, Metropolitano de Lisboa, UITP, AREVA, STIB – MIVB, Keolis, Rheinbahn AG, CAF, Siemens, TMB, Ansaldo STS, UNEW, ATM, SWM, Light Mobility Lda, UNIFE, Nexus, Bombardier, Ulasim
15.05.2013	2nd SUG meeting	tbc	tbc

Other events

Date	Event	Venue	Audience
23.04 - 26.04.2012	Transport Research Arena (TRA 2012)	Athens	EC, general transport sector
18.09 – 21.09.2012	InnoTrans 2012	Berlin	Railway sector
16.10 – 18.10.2012	EU-Russia Workshop on Rail Research	Moscow	Railway sector – research experts
29.11 – 30.11.2012	Annual Polis Conference 2012	Perugia	Public authorities

5   ACTIONS FOR CONTINUED EXPLOITATION

In the second year of OSIRIS, the consortium will aim at the following exploitation activities:

- OSIRIS article on the mid-term results in transport specific magazine,
- Participation at relevant conferences,
- Updating the OSIRIS website,
- Kick off of WP7 – Integration and Strategic Assessment and
- Preparation of the standardisation activities.

6   CONCLUSIONS

This document describes the dissemination and exploitation tasks achieved during the first year of the OSIRIS project. It is aimed at ensuring that the project results & outputs are disseminated widely and exploited effectively by their target groups.

The key activities include:

- Establishment of a dissemination strategy to facilitate wide-spread information transfer among and beyond the members of the consortium. These activities encompass:
  - o Organising conferences for general audience and workshops for the Support and User Group.
  - o Preparation of articles, press releases, flyers and other relevant publications.
  - o Participation in relevant meetings and events to present project results and progress at EU level.

- Activities aimed at exploitation of the project results and developed technologies by industries (suppliers) and urban rail operators (end users). Exploitation activities include:
  - o Establishment and joint meetings of the Support and User Group (SUG) of urban transport operators and of suppliers outside of the consortium;
  - o Support to WP1 – Operational and Requirements Needs - and WP7 – Integration and Strategic Assessment – to identify Key Performance Indicators and standard Urban Duty Cycles as well as ensuring high-quality reporting of project results and presentation in a clear-to-read form intended for target groups;
  - o Implementation of project results in applicable standards.

Dissemination and exploitation of results is crucial to the acceptance and implementation of technologies developed in the project.