D5.2 MISTRAL Dissemination Plan

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- Sect.1 row 12, cancel "in the MISTRAL project" after "deployed".  
- Sect.3 add project start date and duration at the end of the section.  
- Fig.1 minor editorial changes.  
- Sect.4.2.4 Workshop planning figure: add actual dates of M9, M18, M24 and add text with MS1, MS2, MS3 titles. |
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1. **Executive summary**

This document presents the MISTRAL Dissemination Plan, which is Deliverable D5.2 of the WP5 Outreach & Networking.

The aim of this deliverable is to provide a dissemination strategy for the MISTRAL project and to describe the tools that will be used to facilitate the spread of information and knowledge derived from the results of the project, among and beyond the members of the consortium (and beyond the life of the project).

Therefore, an overview of the dissemination activities to be undertaken during the project’s life is going to be provided, followed by a separate and more detailed analysis for each activity.

Dissemination and exploitation of results is crucial to the acceptance and implementation of techno-economic scenarios for next generation communication systems that will be deployed by Railway Operators and Undertakings, suppliers and for improved passengers experience. Other priority of the MISTRAL project is to ensure a good transfer of results to the Shift2Rail Joint Undertaking, and particularly to X2Rail-1 Consortium, being complementary to it, and to contribute to the progress and achievements of the S2R Innovation Programmes.

The target audiences are also defined with an appropriate strategy identified on how to disseminate effectively to each of these specific audiences.
2. Introduction

2.1 Purpose

A key objective of the MISTRAL dissemination strategy is to spread project findings as widely as possible and to ensure that Stakeholders and Communities take account of these findings when considering emerging technological trends to address them regarding new communication systems. The dissemination strategy will provide means and platforms for stakeholders to interact and discuss the project’s findings and recommendations.

This deliverable aims to provide a clear Dissemination Plan for the MISTRAL project. To define this plan, the following aspects should be covered:

1. Provide the basis of engaging with stakeholders through a stakeholder identification, analysis and interaction process.

2. Interact efficiently with identified stakeholders receiving their inputs and feedback. Chosen stakeholders should receive the relevant, previously processed outcomes, provide their feedback and also be encouraged to spread the results among their partners, clients, etc. For the correct achievement of this objective a range of Workshops with External Stakeholder’s Committee will be planned and prepared.

3. Spread as quickly as possible the salient findings of the project to the relevant stakeholders and communities. This plan includes all necessary tools for convert rapidly the outcomes of the project into disseminations sources. The constant work will be carried out to deliver project results to the interested actors (MISTRAL partners, other S2R consortia, external stakeholders).

4. Implement a broad range of dissemination activities that will increase the awareness of MISTRAL within a diversified community of stakeholders. The dissemination plan aims to include a range of dissemination activities and be a living document that evolves over the course of the project, learning from the MISTRAL dissemination experiences and adapting to its changing needs.

5. Ensure that the outcomes of the project are converted in comprehensible information for target audience. The MISTRAL project outcomes will be transcribed using either matrix method (for External Committee) or providing a publishable summary (e.g., for the website). The deliverables of the project will be open to other consortia working under S2R JU.

6. The MISTRAL dissemination strategy aims to systematically establish the contacts with other relevant projects and studies, to increase awareness of the Consortium’s work and research results.

2.2 Scope

The present document covers the initial MISTRAL Dissemination Plan, detailing the disseminations tools and activities that will be used to archive the established objectives.
3. Project description

3.1 Purpose

MISTRAL will elaborate the Technical Specification of the future communication system for all railways in light of the migration from the current obsolete GSM-R. The new radio system will leverage the broadband capacity of IP-based wireless communication to enhance signalling but also to make possible innovative services for both users and train automation/control. To achieve the objective, MISTRAL will generate firstly a portfolio of foreseeable future communication scenarios. Then, a Techno-Economic Proposition consistent with future scenarios will be defined, including a portfolio of innovative services ushered-in by new technologies and compliant with new users’ requirements as well as with safety, security and QoS requirements. Such Techno-Economic proposition will be subject to a Business Viability Analysis - meant to gauge and optimize the total-cost-of-ownership of the new communication system - and to a Technical Viability Analysis that will investigate the compliance with the new requirements. Subsequently, the results of such Business and Technical Viability Analysis will be used as basis to refine and finalize the Validated Techno-Economic proposition, which will thus rely on an optimized life-cycle cost and on a sound portfolio of innovative services. The Validated Techno-Economic proposition will be the main output of MISTRAL, i.e. the 'Technical Specification' scope of the topic. Its design and validation will be supported by an External Stakeholder Committee, involving selected key players in the Railway domain, external to the MISTRAL Consortium. In addition, MISTRAL will disseminate project findings to relevant stakeholders and communities and will ensure the sustainability and impact of the new specified communication system, In terms of far-reaching impact, MISTRAL will lay the foundations for the next-generation train-to-wayside communication systems, paving the way for a more competitive, attractive and sustainable European railway ecosystem.

The Consortium brings together strong research groups with a background in academic and independent research labs in the field of applied science. An SME and industry will be deeply involved in both the R&D and the deployment and exploitation of the results of the project. The project will leverage on the work that several of the partners have developed together in previous successful EU research projects, from which they carry over concepts and technologies to the MISTRAL project thus considerably reducing the overall RTD efforts.

The MISTRAL project started on the 1st of November 2017 and has a duration of 24 months.
### 3.2 Partners

The MISTRAL Consortium consists of the following Partners:

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<tr>
<th>Beneficiary Number</th>
<th>Beneficiary name</th>
<th>Beneficiary short name</th>
<th>Country</th>
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<td>1</td>
<td>ISTITUTO SUPERIORE MARIO BOELLA SULLE TECNOLOGIE DELL'INFORMAZIONE E DELLE TELECOMUNICAZIONI</td>
<td>ISMB</td>
<td>Italy</td>
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<td>TECHNISCHE UNIVERSITAET DRESDEN</td>
<td>TUD</td>
<td>Germany</td>
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<td>4</td>
<td>Ardanuy Ingenieria, S.A.</td>
<td>Ardanuy</td>
<td>Spain</td>
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Table 1 - Partners
4. **MISTRAL Dissemination Plan**

The Chapter 4 is structured in the following manner:
- Section 4.1 Target Audience
- Section 4.2 Dissemination tools

Chapter 5 presents conclusions.

The picture below displays WP5 Study logic and interaction with other work packages, as well as positioning of D5.2 Dissemination Plan.

![Diagram of MISTRAL WP5 study logic](image)

Figure 1 – MISTRAL WP5 study logic

### 4.1 Target audience

The dissemination of the project will aim at reaching the widest possible audience according to the amount of resources available. The key audience for the project can be seen in the figure below:
The connection with Shift2Rail Joint Undertaking (involving the Project Officer) and X2Rail-1 project consists in the interchanging and mutual feedback of the project findings.

MISTRAL and X2Rail-1 have established Collaboration Agreement between the consortia with the aim to efficiently interchange the deliverables and findings.

The Infrastructure Managers and Operators are important target audience since they are concerned by the project outputs. During the time of the project, this group will be addressed in different ways, by means of conferences, meetings and workshops. Information will be presented to their representatives through:

- MISTRAL deliverables;
- MISTRAL Brochures;
- MISTRAL Newsletter;
- Invitation to participate in MISTRAL External Stakeholders Committee;
- Participation at railway events.

MISTRAL External Stakeholders Committee is aimed to connect with Telecommunication Operators, Railway and Metro Operators and Infrastructure Managers, deeming them the principal interested faces in the light of switching from “network as asset” to “network as service” model.

With the inclusion of Railway Associations and Federations, Passengers Federations and Regulatory Bodies, it will be possible to reach a wide audience and receive acknowledgements of the news, reviews and trends, as well as information about barriers and handicaps in the path of implementation of the new techno-economic model.
A range of suppliers of services and railway installations should be analysed to conclude which of them could be willing and able to provide the innovative services foreseen in the MISTRAL project and based on next generation communication system.

Other European Research projects (e.g. H2020, FP7) are target audience to develop some synergies and work on the different subsystems interfaces in order to ease the implementation of the MISTRAL project results within Shift2Rail.

4.2 Dissemination tools

4.2.1 MISTRAL website

The website (http://www.mistral-s2r-project.eu/) is openly available to the public and displays the key project information, partners, results, news/events and External Stakeholders Committee. All the public deliverables will be published on the website and will be available for download (see ref. [2]).

The picture below presents the Mistral home page:
MISTRAL - Communication Systems for Next-generation Railways

The MISTRAL project falls within the scope of the Shift2Rail topic S2R-4C-19-01: 'Technical specifications for a new Adaptable Communication system for all Railways.'

Shift2Rail (S2R) is the European public-private Joint Undertaking (JU) for rail research, which aims to improve the state of the art of rail technology and revolutionize rail as a mode of transport for both passengers and freight. Shift2Rail has 3 main targets: increase capacity, boost reliability, and reduce lifecycle cost of the rail system.

MISTRAL will elaborate the Technical Specification of the future communication system for all railways in light of the migration from the current obsolete GSM-R. The new radio system will leverage the broad-band capacity of modern wireless communication to enhance signalling but also to enable possible innovative services for both users and train automation control. To achieve the objective, MISTRAL will generate a Techno-Economic proposition, which will rely on an optimized life-cycle cost and on a sound portfolio of innovative services. The validated Techno-Economic proposition will be the main publicly available output of MISTRAL.

Its design and validation will be supported by an External Stakeholder Committee, involving key players in the Railway domain.

In terms of far-reaching impact, MISTRAL will lay the foundations for the next-generation train-to-ground communication systems, paving the way for a more competitive, attractive and sustainable European railway ecosystem.

Facts:
- Project start: 01/11/2016
- Project duration: 2 years

Funding:
MISTRAL project received funding from the Shift2Rail Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 730840.

Coordinator:
Ecole Polytechnique Fédérale de Lausanne (EPFL)

Consortium:
- Instituto Superior Técnico (IST), Portugal
- Siemens Mobility GmbH (Siemens Mobility), Germany
- Universidad Politécnica de Madrid (UPM), Spain

Contact: info@mistralt.eu

Figure 3 – MISTRAL website
4.2.2 Publications

Publications include preparation of brochures, newsletters and press releases and other relevant publications that can be also uploaded on the document repository on the MISTRAL website.

A brochure will be developed before organizing conferences and/or workshops with external stakeholders. It will present the project in a structured way and will be used by partners during conferences, workshops and exhibitions as a tool to disseminate project details. The brochure will mainly describe:

- The summary of the project;
- The main objectives;
- The project structure;
- Benefits and impact;
- The contribution to Shift2Rail.

4.2.3 Dissemination events

Certain conferences and events will be targeted where MISTRAL can be presented and communicated to a wide audience, the preliminary list of events is as follows:

- InnoTrans 2018 (will be held 18th to 21st September in Berlin);
- Transport Research Arena (will be held in Vienna from 16th to 18th April 2018 at Messe Wien);
- X2Rail-1 mid-term conference March 2018 (subject to agreement with X2Rail-1);
- 12th World Congress on Railway Research 2018 (location and date are not yet confirmed).

This list will be continuously monitored and updated throughout the project lifetime.

4.2.4 Workshops

MISTRAL project counts on the established External Stakeholders Committee consisting of three members: Telco operator, Urban rail operator and Infrastructure manager:

- Wind Telecomunicazioni SpA, is an Italian telecommunications operator which offers integrated mobile, fixed and Internet services.
- Stasy (Urban Rail Transport S.A.), that incorporated the three rail companies of public transport of Athens: AMEL S.A (metro system operation), ISAP S.A (urban rail), and TRAM S.A. (tramway).
- Infra.to (Infrastrasporti.To S.r.l.) is a company owned exclusively by the City of Turin to own and manage existing infrastructure; and to plan and construct new infrastructure, including railways for passenger and freight transportation (both public and private) in accordance with legislation governing the operation of state-owned companies.

A set of interactions with ESC members are envisaged within Mistral project (see Figure 1), including the organization of dedicated workshops, the major objectives of such workshops are:

- To enable stakeholders to be briefed on intermediate results of important project milestones;
- To have an interactive discussion based on their comments and proposals made to draft version of documents and deliverables;
- To validate the proposed results by consensus of all stakeholders concerned;
• To check the potential for the implementation of the proposed solutions;
• To provide the orientation for further works and the completion of deliverables;

The following planning is proposed at this stage of the MISTRAL project:

**WORKSHOPS PLANNING**

1st
- M9 (July/2017)
- Linked to MS1

2nd
- M18 (April/2018)
- Linked to MS2

3rd
- M24 (October/2018)
- Linked to MS3

The MISTRAL project milestones are the following:

- **MS1** – Completion of scenario design.
- **MS2** – Completion of the investigation on techno-economic viability.
- **MS3** – Validation of the overall techno-economic proposition.

### 4.2.5 MISTRAL social media

Online social networks (Facebook, Twitter, LinkedIn and the like) have become truly significant in communication and interaction patterns and may have a very good impact in the dissemination of project processes and results, as well as provide a platform for discussion of project outcomes for all engaged parts.

These social networks are motivating forms of social interaction, dialogue, exchange and collaboration. Social networking sites enable users to exchange ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests.

MISTRAL social media include:

- **LinkedIn**
  by creating a MISTRAL LinkedIn profile, building connections and keeping MISTRAL account updated, it will be possible to get the attention of stakeholders and end-users:
  https://www.linkedin.com/groups/8581665

- **Facebook**
  The Facebook is the biggest social networking platform in the world by far, with more than a billion active users, so the creating of MISTRAL account will enable to reach wider audience:
  https://www.facebook.com/mistralproject/?ref=page_internal

- **Twitter**
  Mistral project will use Twitter to find like-minded projects, customers and influencers/media by searching keywords that relate to railway communication industry:
  https://twitter.com/MistralProject
5. **Conclusions**

In the D5.2 MISTRAL Dissemination plan, the overview of MISTRAL dissemination strategy has been done, making emphasis on the main issues of the process like a target audience, measures and events that will be conducted during the lifecycle of the project and beyond it.

The periodical review and updating of the Plan are foreseen in case of necessity, to adjust the strategy and include the opportunities that could arise as the project progresses.
6. List of tables, figures and references

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6.3 References

[2] D5.1 Mistral website_20161128_ADN_v1.0