D5.3

3rd Dissemination and Exploitation Plan

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LIST OF ABBREVIATIONS

Abbreviation	Description
CA	Consortium Agreement
D	Deliverable
EC	European Commission
EU	European Union
Fraunhofer IFF	Fraunhofer Institute for Factory Operation and Automation
GA	Grant Agreement
ICT	Information and Communications Technology
M	Month
MoU	Memorandum of Understanding
PO	Project Officer
SME	Small and medium-sized enterprises
STSE	Short-Term Staff Exchange
TTI	Transport and Telecommunication Institute
UTH	University of Thessaly
WP	Work Package

ABSTRACT

The present deliverable is the 3rd Dissemination and exploitation plan, which has been updated based on the previous version (ALLIANCE, 2017).

The deliverable documents the dissemination strategy of ALLIANCE and outlines the dissemination activities and events that have already been implemented throughout the project's lifecycle. The material that has been produced for the promotion of the project's results and outputs, is also presented.

In addition, the plan describes the project's outcomes that will be disseminated and exploited, the target audience, the timing, the communication types and the media channels, summarized in a timetable, and accompanied by relevant lists and templates, i.e., templates for monitoring dissemination activities and publications, etc.

1 Introduction

This document is the third version of the ALLIANCE dissemination and exploitation plan. It outlines in detail the main dissemination activities and events that have already been implemented throughout the project's lifecycle, and the material that has been produced for the promotion of the project's results and outputs.

The plan documents the overall dissemination strategy that was developed during the project, addressing also actions for the period after its completion, such as the definition of the project's outcomes that will be disseminated and/or exploited, the target audience, the timing and the communication types and channels.

An additional part of the dissemination strategy, also documented in this deliverable, is the development and implementation of a monitoring system for the assessment of the impact of the project, addressed by a number of measurement variables, such as website visits, number of downloads, number of participants in events, etc.

1.1 Project overview

ALLIANCE aims at developing advanced research and higher education institution in the field of smart interconnecting sustainable transport networks in Latvia, by linking the Transport and Telecommunication Institute – TTI with two internationally recognized research entities – University of Thessaly – UTH, Greece and Fraunhofer Institute for Factory Operation and Automation – Fraunhofer IFF, Germany. Close collaboration of TTI with UTH and Fraunhofer IFF will enable the achievement of the goals through the following activities:

- Organization of young researchers' seminars.
- Organization of workshops.
- Organization of summer schools for trainers and young researchers.
- Development of educational programme for graduate and post-graduate students.
- Development of training programme for trainers and practitioners.
- Development of a Lifelong Education (LLE) program with e-learning courses.
- Provision of grants for participation as authors of peer reviewed publications in conferences.
- Facilitation of Short-Term Staff Exchanges (STSE's) with the aim of international collaboration, mainly publications.
- Establishment of a guidance strategy for preparing scientific publications.
- Establishment of a Virtual Research Compliance Office (V-RCO) for guidance through the whole process of students' research.

The overall methodology of the project is built around the analysis of the needs of Latvia and the surrounding region of the Baltic sea (Lithuania, Estonia, Poland) on knowledge gain about intermodal transportation networks and the development of the tools to attain this knowledge, providing at the same time excellence and innovation capacity. The analysis to be conducted during the first stages of the project, steps on the overarching relations among policy makers, industry and education/research.

Structured around three main pillars, organizational/governance, operational/services and service quality/customer satisfaction, ALLIANCE will deliver a coherent educational/training program, addressed to enhancing the knowledge of current and future researchers and professionals offering their services in Latvia and the wider region.

The expected impacts on the overall research and innovation potential of TTI and Latvian research community will be of high importance and TTI will benefit from ALLIANCE by:

- Improving its knowledge in methodologies for preparing, writing and publishing scientific papers
- Strengthening its research capacity
- Establishing international research teams in specific areas of interest
- Generating new innovative ideas for future research work through the project's activities
- Setting up the fundamentals for the young generation of researchers
- Being integrated in a number of existing international transportation research networks
- Being incorporated in the European research system of transport and logistics.

In addition, the cooperation of TTI with UTH and Fraunhofer IFF will induce benefits into several domains of everyday life at regional, national and international scope. New bases will be established concerning knowledge transfer procedures, education and interdepartmental collaboration amongst research institutes. The innovative organizational framework, which will be structured for this purpose during the project, is expected to constitute a best practice application with tangible and well estimated progress results, which will be disseminated and communicated through social events to the research community and to the respective business sector as well.

Lastly, an important benefit will be the configuration of an integrated framework pertaining to the knowledge transfer techniques and the generic upgrading of the educational system with use of networking, staff exchange, webinars and other knowledge transfer methods and techniques based on a well-structured and well-tried schedule.

1.2 Management of the dissemination and exploitation plan

University of Thessaly (UTH), as the dissemination leader of ALLIANCE, is responsible for preparing the dissemination and exploitation plan (including the updated versions), and for monitoring the activities related to the promotion of the project's progress and findings.

In addition, Work Package (WP) leaders are responsible to inform UTH about their intention to undertake or participate in any dissemination action, i.e. attendance in a conference, publication, etc., in order to enable the updating of the monitoring system that has been developed for the assessment of the project's impact.

2 ALLIANCE target audience

Throughout its lifecycle, ALLIANCE focused on the spreading of excellence, the dissemination of knowledge and the capture of opportunities for exploiting its results.

The establishment of a coherent network with relevant to ALLIANCE stakeholders was also among the objectives of the project. This network includes representatives of other universities, research communities, business, and local and regional authorities. Several events, such as workshops, seminars and training schools were organized, in order to guarantee the retrieval of these stakeholders' opinion and feedback in specific phases of the technical progress of the project.

2.1 Stakeholders database

A stakeholders' database has been developed in the beginning of the project, organized under two main layers:

- Identification and categorization of stakeholders into groups:
    - Research and academic communities
    - Local and regional authorities
    - Transport and terminal operators
    - Transport policy makers and influencers
    - Small and medium sized enterprises/business and industry
    - General public/demand side users.

- Determination of the role of each stakeholder, i.e.:
    - Receiving information about the project
    - Participating in workshops and other activities
    - Acting as trainers
    - Acting as invited speakers.

In total, more than 100 stakeholders have been inserted in the database, including the coordinators of other TWINNING projects running the same period with ALLIANCE, and the four members of the ALLIANCE "Scientific excellence and innovation Assurance Panel – SAP". Among the tasks and activities of SAP members are to:

- Receive regular updates on project progress
- Provide feedback and support on the revision of the project progress
- Elaborate a final report on the perceived success of the project and recommendations for a future initiative.

The template that was used for the development of the stakeholders' database, is presented in Annex A.

2.2 Potential communication target groups

A preliminary list of potential communication target groups of the project's findings has been developed. The expected benefits and impacts to them resulting from ALLIANCE, as well as the dissemination means that have been used to engage them are summarised in Table 1.

Table 1: Potential communication target groups

Category of target group	Potential interests	Expected benefits and impacts	Dissemination measures	Means of dissemination
Academic and research communities	In almost all categories or types of the project's results and findings, with a special focus on the design innovations of interchanges, and the identification of smart and sustainable solutions for seamless transportation.	Increased knowledge of the innovative approaches of the project regarding the management, design, construction and operation of passenger and freight intermodal systems.	Awareness of the project work and scope, and presentation of the results to the general public. Workshops, conferences, seminars and training schools. Publications related to the project's methodological approach and results. Liaison and synergies with educational/ transportation forums and other projects and initiatives.	Publications in scientific journals, conference proceedings, training and educational materials, website, seminars, special sessions in conferences, final conference.
Local and regional authorities	In adopting coherent decision-making frameworks based on international good practice experience.	Innovative methods, frameworks, measures and actions regarding smart solutions for the enhancement of operation and the upgrading of the provided level of service in intermodal terminals.	Awareness of the project work and scope, and presentation of the results to the general public. Presentation and discussion of the project results with stakeholders. Workshops, conferences, seminars and training schools.	Website, final conference, seminars, stakeholder fora.

Category of target group	Potential interests	Expected benefits and impacts	Dissemination measures	Means of dissemination
Transport and terminal operators	In adopting innovative approaches for the design of interchange terminals, using ICT tools, developing strategies for the integration of land use planning, and applying flexible management and business models.	Increased complementarity between different modes of transport, integration of the coordination between modes and operations, improvement of public transport and freight transport, promotion of sustainable transportation.	Awareness of the project work and scope, and presentation of the results to the general public. Presentation and discussion of the project results with stakeholders. Workshops, conferences, seminars and training schools.	Website, final conference, seminars, stakeholder fora.
Transport policy makers and influencers	In guidelines for the provision of information to travelers and professional drivers, development of innovative approaches for the design of efficient interchanges and their implementation framework, integration of a coherent framework regarding all involved stakeholders.	Solutions for intermodality, improvement of public and freight transport, development of energy efficient urban network performance, increased economic viability, creation of cost-efficient interchanges.	Awareness of the project work and scope, and presentation of the results to the general public. Presentation and discussion of the project results with stakeholders. Workshops, conferences, seminars and training schools.	Website, final conference, seminars, stakeholder fora.
Small and medium-sized enterprises (SMEs), business and industry	In the establishment of successful business models.	Guidance for the development of business schemes built upon concrete organizational models and stakeholder collaboration under Memorandums of Understanding (MoU), master plans, and other internal communication and collaboration agreements and	Awareness of the project work and scope, and presentation of the results to the general public. Presentation and discussion of the project results with stakeholders. Workshops,	Website, final conference, seminars, stakeholder fora.

Category of target group	Potential interests	Expected benefits and impacts	Dissemination measures	Means of dissemination
		regulations.	conferences, seminars and training schools.	
General public/demand side users	In the development of advantageous transportation in terms of timing, safety and security, cost, comfort, etc.	Provision of information for their better daily transportation, the improvement and modernization of interchange terminals.	Awareness of the project work and scope, and presentation of the results to the general public. Workshops, conferences, seminars and training schools.	Website, final conference.

3 Dissemination strategy

The fundamental scope of the ALLIANCE dissemination strategy is to encourage the use of foreground and the uptake of the project's results, based on the present dissemination and exploitation plan.

3.1 Overview

The findings and outcomes of ALLIANCE are expected to be spread out towards five main directions:

- Awareness of the project's work and scope, and presentation of the results to the general public
- Presentation and discussion of the project's results with stakeholders
- Workshops, conferences, seminars and training schools
- Publications related to the project's methodological approach and results
- Liaison and synergies with educational/transportation forums and other projects and initiatives.

In addition, both on-line and off-line dissemination tools are used for the promotion of the project's findings, the transfer of knowledge, the promotion of the project's activities and actions, and the awareness and involvement of relevant stakeholders. The consortium, respecting the environmental impacts made effort to develop and implement a paperless strategy, where it is feasible, and enhance the digital promotion of the project. Indicatively, a list of dissemination activities, tools and materials follows:

- Official project website
- Official project video
- Logo, presentation and deliverable templates
- Newsletters

- Leaflet
- Posters
- Press releases
- Fact sheets
- Roll-on banner (several versions)
- Social media accounts
- Young Researchers' Seminars, Special Sessions
- Final Conference
- Participation of ALLIANCE partners to Conferences, Workshops and other events.

3.2 ALLIANCE graphic identity

3.2.1 Logo

An ALLIANCE logo (Figure 1) has been produced and has been used for the design of the website, the social media networking accounts and the dissemination material of the project. The design of the logo development was based on the idea of "light bulb" to express the "smart' perspective of ALLIANCE, e.g. smart solutions, smart teaching methods and tools, etc. Also, the puzzle pieces represent education and several transportation modes. For the basic color of the logo, the carmine red of the Latvian flag was used.

Figure 1: ALLIANCE logo

3.2.2 Document templates

In order to achieve cohesion when preparing the project's documents, a number of structured templates has been produced, including:

- A deliverable template
- A newsletter template
- A presentation template
- A press release template
- A fact sheet template

- A minutes template

3.3 Dissemination tools

3.3.1 Website and social media accounts

The official website of ALLIANCE (http://alliance-project.eu/) is the main dissemination tool of the project, and serves as the source of information for any stakeholder that may be interested in ALLIANCE work progress, deliverables, reports, publications and activities. It also hosts the open calls for participating to the project's educational and training seminars and summer schools.

The partners' home pages are linked to the website, in order to draw attention to ALLIANCE and its aims, while a list of the websites of other related projects or organizations is available.

Taking into consideration the educational scope of the project, which is addressed to young people (students), social networking is also a valuable dissemination channel of high priority for the dissemination strategy of ALLIANCE. Specifically, a TWITTER account, a FACEBOOK account and a YouTube channel have been developed for the promotion of the project's activities, through links to the project's website. Also, an ALLIANCE forum has been created in LinkedIn.

3.3.2 Project presentation

An ALLIANCE presentation has been prepared in "powerpoint" format for the promotion of the projects in workshops, meetings or other events. The presentation highlights the goals and objectives of the project and the workplan, gives an overview of the deliverables and the expected outcomes, and presents the consortium, providing at the same time contact details.

3.3.3 Newsletters

A yearly electronic newsletter, three in total throughout the project's lifecycle, have been designed and published. The newsletters are also available for download from the website, and they are circulated electronically to the ALLIANCE stakeholder database. The first ALLIANCE newsletter was distributed in January 2016, the second in January 2017 and the third is expected to be distributed in January 2019.

3.3.4 Press releases

Press releases were prepared and distributed to the media at specific milestones of the project, i.e. in the beginning of the project, before and after each activity (seminar, training school), and before and after the Final Conference. University of Thessaly (UTH) is in charge of preparing the English version of the press release, and, then each partner translates it to the national language, and circulates it in local press (magazines, newspapers, etc.). The list of the press releases is also available on the website.

3.3.5 Leaflet

A high quality ALLIANCE leaflet has been designed and produced in the first months of the project,

as part of the dissemination materials. The electronic version of the leaflet is available for download from the website, while in special events, hard copies are also used for the promotion of the project. The leaflet outlines the objectives and the expected impacts of ALLIANCE, providing at the same time the contact details of the coordinator and the dissemination managers.

3.3.6 Poster

A poster has been designed and is used for the promotion of ALLIANCE in the project's events, as well as at any other event where members of the consortium participate. As all dissemination materials, the poster is also available for download from the project's website.

3.3.7 Fact sheets

A number of fact sheets have been written and disseminated throughout the project's duration, summarizing key findings of the deliverables and reports. The first four fact sheets have been prepared and are available for download from the project's website.

3.3.8 Roll-on banner

A roll-on banner has been designed, in order to be used at the project's events, i.e. summer schools, train-the-trainers' seminars, young researchers' seminars, etc. The members of the consortium also prepared a couple of additional versions of the banner.

3.3.9 Use of existing forums and dissemination channels

A short-list of existing international, European and national forums, which focus on education, training and transportation have been used for the development of common synergies with ALLIANCE, in order to enhance the project's activities and findings. ALLIANCE website is initially suggested as a link to these forums, and then provides them with the latest news, the training schools' calls and the project's dissemination material.

Additionally, in cooperation with the Project Officer, the consortium made an effort to use several freely accessible tools supported by the European Commission for the promotion of the project's news and events, such as (EC, 2014):

- Horizon Magazine (http://horizon-magazine.eu/)
- Project stories (https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/)
- research*eu results magazine (https://cordis.europa.eu/research-eu/en)
- Newsletters (http://ec.europa.eu/research/index.cfm?pg=publications&lg=en)
- Transport Research and Innovation Portal (http://www.transport-research.info/)
- Co-publications or editorial partnerships.

In December 2018, an interview of Prof. Irina Yatskiv (Jackiva) (TTI) and Prof. Klaus Richter (Fraunhofer IFF) was published in research*eu magazine, under the theme "Transport and mobility". The title of the article was "Cross-border collaboration positions Latvian university as regional expert in smart transportation" (https://cordis.europa.eu/news/rcn/130437/en). The consortium plans to publish more articles in the first semester of 2019.

3.4 Dissemination actions and activities

3.4.1 ALLIANCE activities

During the project's lifecycle, a number of events were organized, which enhanced the technical work and contributed to the promotion of the project to a wide audience.

ALLIANCE organized, in total, three "Young Researchers' Seminars", in parallel with the annual International Conference on Reliability and Statistics in Transportation and Communication, organized and supported by TTI, in October 2016, October 2017 and October 2018.

Also, ALLIANCE supported the 10th and 11th International Logistics Doctoral Student Workshop, which were hosted by the Otto von Guericke University's Institute of Logistics and Material Handling Systems, in cooperation with the Fraunhofer Institute for Factory Operation and Automation IFF, in June 2017 and 2018 in Magdeburg, Germany. Young researchers, TTI PhDs and members of the ALLIANCE collaborative research teams, represented the project in this event.

The trainees that participated in the educational programs of ALLIANCE were encouraged to participate to the 4th Conference on Sustainable Urban Mobility, organized and hosted by UTH in Greece in 2018. The ALLIANCE consortium also participated to the 3rd Conference on Sustainable Urban Mobility (3rd CSUM), which was held on 26–27 May 2016 in Volos, Greece.

In addition, two Summer Schools were implemented in the second and third year of the project, and several dissemination activities ran in parallel. ALLIANCE Final Conference that was held in October 2018, during the 18th International Conference on Reliability and Statistics in Transportation and Communication in Riga, Latvia, was a great opportunity for the presentation of the project's findings. In Table 2, an overview of the ALLIANCE activities is given.

Table 2: Overview of ALLIANCE activities

No.	Activity	Location	Date
1	Training school within UTH Graduate Program during the 3rd Conference on Sustainable Urban Mobility	Volos, Greece	May, 2016
2	Young Researchers' Seminar and Train the Trainers Seminar during the 16th International Conference on Reliability and Statistics in Transportation and Communication	Riga, Latvia	October, 2016
3	10th International Logistics Doctoral Student Workshop organized by Fraunhofer IFF	Magdeburg, Germany	June, 2017
4	ALLIANCE 1st Summer School	Riga, Latvia	July, 2017
5	ALLIANCE Special Session during the 17th International Conference on Reliability and Statistics in Transportation and Communication	Riga, Latvia	October, 2017

No.	Activity	Location	Date
6	ALLIANCE Special Session during the 4th Conference on Sustainable Urban Mobility	Skiathos Island, Greece	May, 2018
7	11th International Logistics Doctoral Student Workshop organized by Fraunhofer IFF	Magdeburg, Germany	June, 2018
8	ALLIANCE 2nd Summer School	Riga, Latvia	July, 2018
9	Special session within the European Transport Conference (ETC) 2018	Dublin, Ireland	October, 2018
10	Special Session and ALLIANCE Final Conference during the 18th International Conference on Reliability and Statistics in Transportation and Communication	Riga, Latvia	October, 2018

During the lifecycle of ALLIANCE, twelve short-term staff exchanges took place, as shown in Table 3.

Table 3: Overview of Short-Term Staff Exchanges (STSEs)

No.	Name	Home institution	Host institution	Date
1	Prof. Irina Kuzmina-Merlino	TTI	Fraunhofer IFF	19-24/02/2017
2	Prof. Eftihia Nathanail	UTH	TTI	10-14/04/2017
3	Prof. Irina Yatskiv	TTI	Fraunhofer IFF	13-15/09/2017
4	Giannis Adamos	UTH	TTI	18-22/09/2017
5	Mihails Savrasovs	TTI	UTH	20-24/11/2017
6	Prof. Eftihia Nathanail	UTH	TTI	2-9/04/2018
7	Giannis Adamos	UTH	TTI	2-9/04/2018
8	Kay Matzner	IFF	TTI	25-27/04/2018
9	Mihails Savrasovs	TTI	Fraunhofer IFF	18-20/06/2018
10	Prof. Irina Yatskiv	TTI	Fraunhofer IFF	18-20/06/2018
11	Prof. J. Tolujew	TTI	Fraunhofer IFF	18-20/06/2018
12	Prof. Irina Yatskiv	TTI	UTH	21-29/09/2018

Lastly, ALLIANCE provided 10 grants to its members for participation as authors of peer-reviewed publications in conferences (Table 4).

Table 4: Grants for participation in conferences

No.	Name	Conference/Workshop	Date	Country
1	Prof. I. Yatskiv	International Conference TransBaltica 2017	4-5/05/2017	Lithuania
2	D. Weigert, A. Rettmann, I. Alomar, J. Tolujew	The 4th international conference Logistics Operations Management GOL18	10-12/04/2018	France
3	I. Jakson, J. Tolujew	28th International Conference On Information Modelling And Knowledge Bases	4-8/06/2018	Latvia
4	M. Savrasov, I. Pticina, V. Zemlyanikin, I. Karakikes	28th International Conference On Information Modelling And Knowledge Bases	4-8/06/2018	Latvia
5	I. Jakson	11th International Logistics Doctoral Student Workshop in Magdeburg, Germany	19/06/2018	Germany
6	M. Savrasovs, A. Avdeikin & business representative	11th International Logistics Doctoral Student Workshop in Magdeburg, Germany	19/06/2018	Germany
7	M. Savrasovs, A. Avdeikin	International Conference on Information Systems, Logistics and Supply Chain	8-11/07/2018	France
8	G. Gromov, R. Apsalons	International Conference on Information Systems, Logistics and Supply Chain	8-11/07/2018	France
9	M. Savrasov	Vision Zero for Sustainable Road Safety in the Baltic Sea Region	5-6/12/2018	Lithuania
10	Prof. I. Yatskiv, J. Tolujew, I. Jakson	Winter Simulation Conference 2018	9-12/12/2018	Sweden

3.4.2 Conferences and other events

Partners were invited to prepare and submit scientific papers to International, European and national conferences and workshops. This activity enhanced the dissemination of the project's results in the network of the academic and research communities, and the general public.

3.4.3 Liaison and synergies with other projects and initiatives

Cooperation between the project and other relevant educational, training and research projects that run the same period, including projects shortlisted under the same call (HORIZON 2020, TWINN-2015 Spreading Excellence and Widening Participation), was pursued, aiming at establishing common activities and keeping the other consortia informed about the progress of ALLIANCE. Till now, ALLIANCE has participated in two such actions in Riga, Latvia (May 2017)

and Magdeburg, Germany (June 2017). ALLIANCE also co-organized with EU project SKILLFUL a special session within the European Transport Conference (ETC) 2018.

ALLIANCE project was represented in the following events:

- FIRST WIDENING DAY in Brussels, Belgium (on November 8, 2017) during "The WIDENING CONFERENCE: Towards the Creation of a Widening Community". The scope of this event was to bring together all coordinators of the three widening actions ERA CHAIRS (FP7 and Horizon 2020), TWINNING and TEAMING (phase 2) and to create a WIDENING COMMUNITY.
- WIRE 2017, the 8th edition of the European Commission's Week of Innovative Regions in Europe (WIRE) from 28th to 30th June 2017 that was organized by the Technical University of Košice (Slovakia).
- Workshop regarding WIDENING activities organized by the State Education Development Agency of Latvia, which is the national contact point of the HORIZON2020 program (on October 6, 2017).

4 Foreground and exploitation

4.1 Management of foreground and intellectual property rights

The protection and exploitation of the project's foreground will be formulated according to the rules related to the exploitation and dissemination of the H2020 project results, which also incorporate their protection through intellectual property. In addition, the relevant conditions have been defined and agreed by partners in the ALLIANCE Consortium and Grant Agreements. Specifically, this issue is addressed by:

- **Consortium Agreement**: Section 8: Results, paragraphs 8.1: Joint Ownership, 8.2: Transfer of Results, and 8.3: Dissemination; and
- **Grant Agreement**: Article 23a: Management of Intellectual Property, Article 24: Agreement on background, Article 25: Access rights to background, Article 26: Ownership of results, Article 27: Protection of results – Visibility of EU funding, Article 28: Exploitation of results, Article 29: Dissemination of results – Open access – Visibility of EU funding.

4.1.1 Exploitable outcomes

Each partner of the consortium will be responsible for considering whether the outcomes of any Work Package (WP) can be exploited after the closure of the project. All terms and conditions mentioned in the previous paragraph about the protection of the foreground need to be considered. A preliminary list of potential exploitation opportunities that may arise is presented in Table 5. In Table 6 for each exploitation outcome, the impact/added value, and the potential target groups and benefits are cited.

Table 5: List of potential exploitation opportunities

No.	Exploitable outcome	Responsible partner(s)/WP(s)	Exploitation format
1	Critical assessment of practices of research, educational and training programs on smart solutions for the interconnection of transportation networks.	UTH/WP2	Report
2	How to prepare manuscripts for publication in scientific journals.	UTH/WP2; TTI/WP3; Fraunhofer/WP4	Guidebook
3	Smart solutions for sustainable passenger and freight interchanges.	UTH/WP2; TTI/WP3; Fraunhofer/WP4	Book
4	Establishment of summer training school.	TTI, UTH	Training school
5	Establishment of distance learning program.	TTI	Educational/ training program

Table 6: Exploitation outcomes

No.	Exploitable outcome	Impact/added value	Potential target groups and benefits
1	Critical assessment of practices of research, educational and training programs on smart solutions for the interconnection of transportation networks.	Overview of the key results from theory and practice to understand success of interchanges.	Better understanding of operation, management and design interchanges to operators and policy makers, who may use the emerging good practices to the everyday management and operation of their interchanges. Research and academic communities will be able to provide training on smart solutions for sustainable transportation interchanges to both scholars and practitioners.
2	How to prepare manuscripts for publication in scientific journals.	Step-by-step guidance on how to prepare and submit a manuscript to a journal, including the choice of the appropriate journal, the characteristics of a strong manuscript, the conversion of a dissertation into a journal article, etc.	Drawing on the experiences of authors of scholarly writings, peer reviewers and journal editors, this guidebook will offer advice designated to improve a manuscript's prospects of publication. Academic and research communities, will be able to prepare sound publications focusing on smart solutions for sustainable passenger and freight interchanges.
3	Smart solutions for sustainable passenger and freight interchanges.	The future planning and operation of passenger and freight interchanges will be able to draw upon best practice from across Europe and be based upon sound principles from research to travel behavior and goods' transportation.	Operators would improve efficiency of interchanges, reducing costs and gaining increased patronage, and potentially greater income such as retail. Policy makers gain a better understanding of how to maximize value of public investment in transport, and by considering adopting smart solutions that better fit their needs. Public benefit from improved interchange facilities through time savings and better journey time predictability, improved comfort and security, etc.
4	Establishment of summer training school.	Establishment of a well-organized training school on an innovative topic of transportation.	Both the Transport and Telecommunication Institute and the University of Thessaly will be able to provide a summer training school every year after the finalization of the project. Potential target groups: MSC and PhD students, researchers from Latvia/Greece and the wider areas, who will gain expertise on smart solutions for sustainable transportation interchanges.
5	Establishment of distance learning program.	Based on the experience that will be gained and the educational and training program that will be developed during the project, TTI will be able to establish a distance-learning program on smart solutions for sustainable interchanges.	People from the industry, the business and the authorities that wish to get knowledge and acquire a university diploma (i.e. Master of Science) on the specific topic, based on their restrictions on attending a master course owing to their job obligations.

5   Impact monitoring system

In order to evaluate the impact of the dissemination strategy, an impact monitoring system will be developed, and a number of measurement variables will be used during the project's implementation. Indicatively, a list of variables follows:

- Number of hits and downloads from the website. The system supporting the ALLIANCE website will automatically collect statistical data, regarding the visitors, the "hits" of the visitors on specific webpages, and the "downloads" of specific document.
- Number of participants at project's events.
- Number of trainees.
- Number of publications and presentations.
- Number of stakeholders.

A template for recording the dissemination activities is included in Annex B, and a respective template for monitoring publications in Annex C.

6   Overview of dissemination activities/tasks and timetable

An overview of the dissemination tasks and the relevant activities that took place during the project is presented in Table 7. Also, Table 8 shows the timetable of these activities, numbered from 1 to 40, with respect to Table 7.

Table 7: List of dissemination tasks and activities

No.	Task / Activity	Responsible partner(s)	Time/Location	Status
1	1st Press release	UTH: English version All: local language	M2	Realized
2	Development of ALLIANCE stakeholder database	All	M2	Realized
3	Development of ALLIANCE website	TTI	M3	Realized
4	Production of ALLIANCE presentation	UTH	M3	Realized
5	Initial communication with coordinators of other relevant to ALLIANCE project	TTI	M3	Realized
6	Social media networking	UTH	M3	Realized
7	Design of ALLIANCE leaflet	UTH	M5	Realized
8	Design of ALLIANCE poster	UTH	M5	Realized

No.	Task / Activity	Responsible partner(s)	Time/Location	Status
9	2nd Press release	UTH: English version All: national language	M5	Realized
10	Training school within UTH's Graduate Program during the 3rd Conference on Sustainable Urban Mobility	All	M5/Greece	Realized
11	3rd Press release	UTH: English version All: national language	M6	Realized
12	1st ALLIANCE Fact Sheet	All	M6	Realized
13	4th Press release	UTH: English version All: national language	M10	Realized
14	Young Researchers' Seminar and Train the Trainers Seminar during the 16th International Conference on Reliability and Statistics in Transportation and Communication	All	M10/Latvia	Realized
15	5th Press release	UTH: English version All: national language	M11	Realized
16	1st ALLIANCE Newsletter	UTH	M12	Realized
17	2nd ALLIANCE Fact Sheet	All	M12	Realized
18	6th Press release	UTH: English version All: national language	M18	Realized
19	International Logistics Doctoral Student Workshop organized by Fraunhofer	All	M18/Germany	Realized
20	7th Press release	UTH: English version All: national language	M18	Realized
21	ALLIANCE 1st Summer School	All	M19/Latvia	Realized
22	8th Press release	UTH: English version All: national language	M20	Realized
23	3rd ALLIANCE Fact Sheet	All	M20	Realized
24	9th Press release	UTH: English version All: national language	M22	Realized
25	ALLIANCE Special Session during the 17th International Conference on Reliability and	All	M22/Latvia	Realized

No.	Task / Activity	Responsible partner(s)	Time/Location	Status
	Statistics in Transportation and Communication			
26	10th Press release	UTH: English version All: national language	M22	Realized
27	4th ALLIANCE Fact Sheet	All	M23	Realized
28	2nd ALLIANCE Newsletter	UTH	M24	Realized
29	11th Press release	UTH: English version All: national language	M29	Realized
30	ALLIANCE Special Session during the 4th Conference on Sustainable Urban Mobility	All	M29/Greece	Realized
31	12th Press release	UTH: English version All: national language	M30	Realized
32	13th Press release	UTH: English version All: national language	M31	Realized
33	ALLIANCE 2nd Summer School	All	M31/Latvia	Realized
34	14th Press release	UTH: English version All: national language	M32	Realized
35	Special Session within European Transport Conference (ETC) 2018	All	M34/Ireland	Realized
36	Special Session and ALLIANCE Final Conference during the 18th International Conference on Reliability and Statistics in Transportation and Communication	All	M34	Realized
37	15th Press release	UTH: English version All: national language	M36	Realized
38	16th Press release	UTH: English version All: national language	M36	Realized
39	5th ALLIANCE Fact Sheet	All	M36	
40	3rd ALLIANCE Newsletter	UTH	M36	Realized
Note: M1 refers to the beginning month of the project thus, January 2016				

Table 8: Timetable of dissemination tasks and activities

Task/Project month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
1. Management																																				
1.1 Management and operational coordination			5																																	
1.2 Reporting																																				
1.3 Quality and risk management																																				
2. Educational/training program																																				
2.1 Analysis of the domain																																				
2.2 Program development																																				
2.3 Program monitoring and evaluation framework																																				
3. Knowledge-sharing																																				
3.1 Define strategy																																				
3.2 Educational/training program implementation																					21													33			
3.3 Scientific excellence						10					14								19			25								30					35,36	
3.4 Knowledge-transfer assessment																																				
4. Networking and sustainability																																				
4.1 e-platform design																																				
4.2 Excellence sustainability																																				
4.3 Networking																																				
5. Dissemination																																				
5.1 Dissemination strategy		2																																		
5.2 Project website and social networking			3,6																																	
5.3 Dissemination material	1			4		7,8,9		11,12			13		15		16,17			18	20		22,23		24,26		27		28			29	31,32			34		37,40
5.4 Contribution to scientific journals, conferences and workshops																																				
5.5 Project final conference																																				
5.6 Liaison and synergies with educational and transportation forums and other projects and initiatives																																				

7 References

ALLIANCE, 2017. ALLIANCE Deliverable D5.2, 2017. 2nd Dissemination and exploitation plan.

EC, 2014. Communicating EU research and innovation guidance for project participants. Version 1.0, 25 September 2014.

8 Annexes

Annex A: Template for stakeholders' database development
Annex B: Template for recording dissemination activities
Annex C: Template for monitoring publications

Annex A:

Table 9: Template for stakeholders' database development

ID	Partner	Stakeholder organization	Stakeholder group *(please tick with x)*						
			Research and academic communities	Local & regional authorities	Transport & terminal operators	Transport policy makers & influencers	SMS enterpises/business & industry	General public/demand size users	Other *(please define)*
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

Contact person									
First name	Last name	Position	e-mail	Telephone	Mobile	Fax	Website	Address	Country

Stakeholder role *(please tick with x)*						Stakeholder profile *(please tick with x)*										
						Geographical coverage					Transport coverage			Domain		
SAP member	Receiving information about ALLIANCE	Participation in workshops & other activities	Trainer	Invited speaker	Other *(please define)*	Local	Regional	National	European	International	Passenger	Freight	Both	Practice	Education

Annex B:

Table 10: Template for recording dissemination activities

No.	Type of activity	Main Leader	Title	Date/period	Place	Type of audience	Size of audience	Countries addressed

Annex C:

Table 11: Template for monitoring publications

No.	Title	Authors	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers (e.g.. link, if available)	Is/Will open access provided to this publication?