

D5.1

# *1<sup>st</sup> Dissemination and Exploitation Plan*



# alliance



## DOCUMENT CONTROL SHEET

<b>Project no.</b>	692426	<b>Acronym</b>	ALLIANCE
<b>Project Title</b>	Enhancing excellence and innovation capacity in sustainable transport interchanges		
<b>Work Package</b>	5	<b>Title</b>	Dissemination
<b>Deliverable no.</b>	5.1	<b>Title</b>	1 <sup>st</sup> Dissemination and exploitation plan
<b>Date of preparation of this version</b>	29-Feb-2016		
<b>Status</b> (F: Final, D: Draft, RD: Revised Draft)	F		
<b>Issue Date</b>	01-Mar-2016		
<b>Dissemination Level</b>	Public		
<b>Future reference</b>	Nathanail, E. & Adamos, G., 2016. 1 <sup>st</sup> Dissemination and exploitation plan. Deliverable D5.1, ALLIANCE Project.		
<b>Author(s)</b>	Eftihia Nathanail & Giannis Adamos		
<b>Co-author(s)</b>	-		
<b>Responsible Organisation</b>	UTH		
<b>WP Leader</b>	UTH		
<b>Internal Reviewer(s)</b>	Irina Yatskiv (Jackiva), TTI Kay Matzner, Fraunhofer		
<b>Project Officer</b>	Agnes Hegyvarine Nagy		

**ALLIANCE Beneficiaries**

TRANSPORT AND TELECOMMUNICATION INSTITUTE – TTI	Latvia
PANEPISTIMIO THESSALIAS – UTH	Greece
FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV – Fraunhofer	Germany

---

## TABLE OF CONTENTS

---

<b>1</b>	<b>INTRODUCTION.....</b>	<b>6</b>
1.1	Project overview .....	6
1.2	Management of the dissemination and exploitation plan .....	7
<b>2</b>	<b>ALLIANCE TARGET AUDIENCE .....</b>	<b>8</b>
2.1	Stakeholders database.....	8
2.2	Potential communication target groups.....	9
<b>3</b>	<b>DISSEMINATION STRATEGY .....</b>	<b>11</b>
3.1	Overview.....	11
3.2	ALLIANCE graphic identity .....	12
3.2.1	Logo .....	12
3.2.2	Document templates .....	12
3.3	Dissemination tools.....	13
3.3.1	Website and social media accounts .....	13
3.3.2	Project presentation.....	13
3.3.3	Newsletters.....	13
3.3.4	Press releases .....	13
3.3.5	Leaflet .....	13
3.3.6	Poster.....	14
3.3.7	Fact sheets .....	14
3.3.8	Use of existing forums and dissemination channels .....	14
3.4	Dissemination actions and activities .....	14
3.4.1	ALLIANCE activities.....	14
3.4.2	Conferences and other events .....	15
3.4.3	Liaison and synergies with other projects and initiatives.....	17
<b>4</b>	<b>FOREGROUND AND EXPLOITATION .....</b>	<b>17</b>
4.1	Management of foreground and intellectual property rights.....	17
4.1.1	Exploitable outcomes .....	17
<b>5</b>	<b>IMPACT MONITORING SYSTEM .....</b>	<b>20</b>
<b>6</b>	<b>OVERVIEW OF DISSEMINATION ACTIVITIES/TASKS AND TIMETABLE .....</b>	<b>20</b>
<b>7</b>	<b>REFERENCES.....</b>	<b>24</b>

**8 ANNEXES.....25**

**Annex A: .....26**

**Annex B: .....26**

**Annex C: .....28**

**LIST OF TABLES**

Table 1: Potential communication target groups .....9

Table 2: Overview of ALLIANCE activities .....15

Table 3: List of forthcoming conferences .....16

Table 4: List of potential exploitation opportunities .....18

Table 5: Exploitation outcomes.....18

Table 6: List of dissemination tasks and activities.....21

Table 7: Timetable of dissemination tasks and activities.....23

**LIST OF FIGURES**

Figure 1: ALLIANCE logo .....12

**LIST OF ABBREVIATIONS**

<b>Abbreviation</b>	<b>Description</b>
CA	Consortium Agreement
D	Deliverable
EC	European Commission
EU	European Union
Fraunhofer	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 1<sup>st</sup> Dissemination and exploitation plan, which documents the dissemination strategy of ALLIANCE, and outlines the dissemination activities and events that are planned during the project's lifecycle. The materials that will be produced for the promotion of the project's results and outputs, are 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. list of forthcoming conferences, templates for monitoring dissemination activities and publications, etc.

---

# 1 Introduction

---

This document is the first version of the ALLIANCE dissemination and exploitation plan. It outlines in detail the main dissemination activities and events that are planned throughout the project's lifecycle, and the materials that will be produced for the promotion of the project's results and outputs.

The plan documents the overall dissemination strategy that will be developed during and after the completion of the project, considering issues 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.

In addition, 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, Germany. Close collaboration of TTI with UTH and Fraunhofer 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.
- 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.
- Creation of an educational forum as on-line tool for distance learning and knowledge sharing.

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 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, and for monitoring the activities related to the promotion of the project's progress and findings.

In addition, Work Package (WP) leaders will have the responsibility 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 will be developed for the assessment of the project's impact.



---

## 2 ALLIANCE target audience

---

Throughout its lifecycle, ALLIANCE will focus 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 is also among the objectives of the project. This network will include representatives of other universities, research communities, business, and local and regional authorities. Several events, such as workshops, seminars and training schools will be 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 will be 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 addition, ALLIANCE consortium has already selected four practitioners from the domain of passenger and freight transport, who will compose the "Scientific excellence and innovation Assurance Panel – SAP". Among the tasks and activities of these stakeholders will be 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 will be 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 will be 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.	<p>Awareness of the project work and scope, and presentation of the results to the general public.</p> <p>Workshops, conferences, seminars and training schools.</p> <p>Publications related to the project's methodological approach and results.</p> <p>Liaison and synergies with educational/ transportation forums and other projects and initiatives.</p>	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.	<p>Awareness of the project work and scope, and presentation of the results to the general public.</p> <p>Presentation and discussion of the project results with stakeholders.</p> <p>Workshops, conferences, seminars and</p>	Website, final conference, seminars, stakeholder fora.

Category of target group	Potential interests	Expected benefits and impacts	Dissemination measures	Means of dissemination
			training schools.	
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	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.	Website, final conference, seminars, stakeholder fora.

Category of target group	Potential interests	Expected benefits and impacts	Dissemination measures	Means of dissemination
		agreements and regulations.	Workshops, 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 will be 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 will make an effort to develop and implement a paperless strategy, where it will be feasible, and enhance the digital promotion of the project. Indicatively, a list of dissemination activities, tools and materials follows:

- Official project website
- Logo, presentation and deliverable templates

- Newsletters
- Leaflet
- Posters
- Press releases
- Fact sheets
- 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 will be 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 fact sheet template
- A minutes template

## **3.3 Dissemination tools**

### **3.3.1 Website and social media accounts**

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

The partners' home pages will be 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 will be available.

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

### **3.3.2 Project presentation**

An ALLIANCE presentation will be prepared in "powerpoint" format for the promotion of the projects in workshops, meetings or other events. The presentation will highlight the goals and objectives of the project and the workplan, it will give an overview of the deliverables and the expected outcomes, and it will present 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, will be designed, published and distributed. The newsletters will be also available for download from the website, and they will be circulated electronically to the ALLIANCE stakeholder database.

### **3.3.4 Press releases**

Press releases will be 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) will be in charge of preparing the English version of the press release, and, then each partner will translate it to the national language, and circulate it in local press (magazines, newspapers, etc.). The list of the press releases will also be available on the website.

### **3.3.5 Leaflet**

A high quality ALLIANCE leaflet will be designed and produced in the first months of the project, as part of the dissemination materials. The electronic version of the leaflet will be available for download from the website, while in special events, hard copies will also be used for the promotion of the project. The leaflet will outline the objectives and the expected impacts of ALLIANCE, providing at the same time the contact details of the coordinator and the dissemination manager.

### 3.3.6 Poster

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

### 3.3.7 Fact sheets

A number of fact sheets will be written and disseminated throughout the project's duration, summarizing key findings of the deliverables and reports.

### 3.3.8 Use of existing forums and dissemination channels

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

Additionally, in cooperation with the Project Officer, the consortium will make an effort to use several freely accessible tools supported by the European Commission for the promotion of 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 ([www.cordis.europa.eu/research-eu/magazine\\_en.html](http://www.cordis.europa.eu/research-eu/magazine_en.html))
- research\*eu\* focus ([http://www.cordis.europa.eu/research-eu/research-focus\\_en.html](http://www.cordis.europa.eu/research-eu/research-focus_en.html))
- 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

## 3.4 Dissemination actions and activities

### 3.4.1 ALLIANCE activities

During the project's lifecycle, a number of events will be organized, which will enhance the technical work and will contribute to the promotion of the project to a wide audience.

ALLIANCE will organize three "Young Researchers' Seminars", which are scheduled in parallel with the annual International Conference on Reliability and Statistics in Transportation and Communication, organized and supported by TTI every October. Also, the trainees that will participate in the educational program of ALLIANCE will be encouraged to participate to the International Logistics Doctoral Student Workshop, which will be organized by Fraunhofer in Germany in 2017, as well as to the 3<sup>rd</sup> and 4<sup>th</sup> Conferences on Sustainable Urban Mobility, organized by UTH in Greece in 2016 and 2018, respectively.

In addition, two training schools will be implemented in the second and third year of the project,

and several dissemination activities will run in parallel. ALLIANCE Final Conference that will be held in October 2018, during the 18<sup>th</sup> International Conference on Reliability and Communication in Riga, Latvia, will also be 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's Graduate Program during the 3 <sup>rd</sup> Conference on Sustainable Urban Mobility	Volos, Greece	May, 2016
2	Young Researchers' Seminar and Train the Trainers Seminar during the 16 <sup>th</sup> International Conference on Reliability and Statistics in Transportation and Communication	Riga, Latvia	October, 2016
3	International Logistics Doctoral Student Workshop organized by Fraunhofer	Magdeburg, Germany	June, 2017
4	ALLIANCE 1 <sup>st</sup> Training School	Riga, Latvia	July, 2017
5	ALLIANCE Special Session during the 17 <sup>th</sup> International Conference on Reliability and Statistics in Transportation and Communication	Riga, Latvia	October, 2017
6	ALLIANCE Special Session during the European Transport Research Arena Conference (TRA)	Not available yet	April, 2018
7	ALLIANCE Special Session during the 4 <sup>th</sup> Conference on Sustainable Urban Mobility	Volos, Greece	May, 2018
8	ALLIANCE 2 <sup>nd</sup> Training School	Riga, Latvia	July, 2018
9	Special Session and ALLIANCE Final Conference during the 18 <sup>th</sup> International Conference on Reliability and Statistics in Transportation and Communication	Riga, Latvia	October, 2018
10	Short-Term Staff Exchanges (STSEs)	Not defined yet	2016-2018
11	Provision of grants for participation as authors of peer reviewed publications in conferences	Not defined yet	2017-2018

### 3.4.2 Conferences and other events

Partners will be invited to prepare and submit scientific papers to International, European and national conferences and workshops. This activity will enhance the dissemination of the project's results in the network of the academic and research communities, and the general public. A non-exclusive list of conferences that will be held during the project's lifecycle is presented in Table 3.



**Table 3:** List of forthcoming conferences

No.	Conference	Location	Date
1	5 <sup>th</sup> International Conference on Dynamics in Logistics (LCID2016) jointly hold with 7 <sup>th</sup> IFAC Conference on Management and Control of Production and Logistics (MCPL2016)	Bremen, Germany	February 20-26, 2016
2	18 <sup>th</sup> , 19 <sup>th</sup> and 20 <sup>th</sup> Annual International Conference on Education	Athens, Greece (2016) N/A (2017) N/A (2018)	May 16-19, 2016 2017 2018
3	6 <sup>th</sup> and 7 <sup>th</sup> European Transport Research Arena Conferences	Warsaw, Poland (2016) N/A (2018)	April 18-21, 2016 April, 2018
4	International Education Conference	Venice, Italy	June 5-9, 2016
5	14 <sup>th</sup> World Conference on Transport Research	Shanghai, China	July 10-15, 2016
6	16 <sup>th</sup> International Conference Transport Systems Telematics	Ustroń, Poland	October, 2016
7	23 <sup>rd</sup> ITS World Congress	Melbourne, Australia	October 10-14, 2016
8	Fall Global Conference on Education	California, USA	November 18-19, 2016
9	10 <sup>th</sup> and 11 <sup>th</sup> International Conference on City Logistics	N/A	2017, 2018
10	ICE 2017: 19 <sup>th</sup> International Conference on Education ICE 2018: 20 <sup>th</sup> International Conference on Education	Barcelona, Spain Prague, Czech Republic	February 26-27, 2017 March 23-24, 2018
11	International Conference on Reliability and Statistics on Transportation and Telecommunication – RelStat'16,17,18	Riga, Latvia	October, 2016, 2017, 2018
12	CIEC: Conference for industry and education collaboration'16 CIEC: Conference for industry and education collaboration'17	Austin, Texas Jacksonville, Florida	2016 2017
13	Transportation Research Board Annual Meeting	Washington, D.C., USA	January 2017, 2018
14	4 <sup>th</sup> International Conference on Sustainable Urban Mobility	Volos, Greece	May, 2017
15	ICSCLE 2017 : XV International Conference on Supply Chain and Logistics Engineering	Paris, France	May 18-19, 2017
16	ICKMI 2017 : XV International Conference on Knowledge Management and Innovation	New York, USA	June 4-5, 2017
17	12 <sup>th</sup> ITS European Congress	Strasbourg, France	June, 2017

No.	Conference	Location	Date
18	ICHLSCM 2017 : XV International Conference on Humanitarian Logistics and Supply Chain Management	Athens, Greece	July 20-21, 2017
19	ICKM 2017 : XV International Conference on Knowledge Management	Singapore, Asia	September 10-11, 2017

### 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), will be pursued, aiming at establishing common activities and keeping the other consortia informed about the progress of ALLIANCE.

## 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 4. In Table 5, for each exploitation outcome, the impact/added value, and the potential target groups and benefits are cited.

**Table 4:** 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 5:** 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.

No.	Exploitable outcome	Impact / added value	Potential target groups and benefits
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 will take place during the project is presented in Table 6. Also, Table 7 shows the timetable of these activities, numbered from 1 to 42, with respect to Table 6.

**Table 6:** List of dissemination tasks and activities

No.	Task / Activity	Responsible partner(s)	Time/Location
1	1 <sup>st</sup> Press release	UTH: English version All: local language	M2
2	Development of ALLIANCE stakeholder database	All	M2
3	Development of ALLIANCE website	TTI	M3
4	Production of ALLIANCE presentation	UTH	M3
5	Initial communication with coordinators of other relevant to ALLIANCE project	TTI	M3
6	Social media networking	UTH	M3
7	Design of ALLIANCE leaflet	UTH	M5
8	Design of ALLIANCE poster	UTH	M5
9	2 <sup>nd</sup> Press release	UTH: English version All: national language	M5
10	Training school within UTH's Graduate Program during the 3 <sup>rd</sup> Conference on Sustainable Urban Mobility	All	M5/Greece
11	3 <sup>rd</sup> Press release	UTH: English version All: national language	M6
12	1 <sup>st</sup> ALLIANCE Fact Sheet	All	M6
13	4 <sup>th</sup> Press release	UTH: English version All: national language	M10
14	Young Researchers' Seminar and Train the Trainers Seminar during the 16 <sup>th</sup> International Conference on Reliability and Statistics in Transportation and Communication	All	M10/Latvia
15	5 <sup>th</sup> Press release	UTH: English version All: national language	M11
16	1 <sup>st</sup> ALLIANCE Newsletter	UTH	M12
17	2 <sup>nd</sup> ALLIANCE Fact Sheet	All	M12
18	6 <sup>th</sup> Press release	UTH: English version All: national language	M18
19	International Logistics Doctoral Student Workshop organized by Fraunhofer	All	M18/Germany
20	7 <sup>th</sup> Press release	UTH: English version All: national language	M19
21	ALLIANCE 1 <sup>st</sup> Training School	All	M19/Latvia
22	8 <sup>th</sup> Press release	UTH: English version All: national language	M20
23	3 <sup>rd</sup> ALLIANCE Fact Sheet	All	M20

No.	Task / Activity	Responsible partner(s)	Time/Location
24	9 <sup>th</sup> Press release	UTH: English version All: national language	M22
25	ALLIANCE Special Session during the 17 <sup>th</sup> International Conference on Reliability and Statistics in Transportation and Communication	All	M22/Latvia
26	10 <sup>th</sup> Press release	UTH: English version All: national language	M22
27	4 <sup>th</sup> ALLIANCE Fact Sheet	All	M23
28	2 <sup>nd</sup> ALLIANCE Newsletter	UTH	M24
29	ALLIANCE Special Session during the European Transport Research Arena Conference (TRA)	All	M28
30	11 <sup>th</sup> Press release	UTH: English version All: national language	M29
31	ALLIANCE Special Session during the 4 <sup>th</sup> Conference on Sustainable Urban Mobility	All	M29/Greece
32	5 <sup>th</sup> ALLIANCE Fact Sheet	All	M30
33	12 <sup>th</sup> Press release	UTH: English version All: national language	M30
34	13 <sup>th</sup> Press release	UTH: English version All: national language	M31
35	ALLIANCE 2 <sup>nd</sup> Training School	All	M31/Latvia
36	6 <sup>th</sup> ALLIANCE Fact Sheet	All	M32
37	14 <sup>th</sup> Press release	UTH: English version All: national language	M32
38	15 <sup>th</sup> Press release	UTH: English version All: national language	M34
39	Special Session and ALLIANCE Final Conference during the 18 <sup>th</sup> International Conference on Reliability and Statistics in Transportation and Communication	All	M34
40	16 <sup>th</sup> Press release	UTH: English version All: national language	M35/Latvia
41	7 <sup>th</sup> ALLIANCE Fact Sheet	All	M36
42	3 <sup>rd</sup> ALLIANCE Newsletter	UTH	M36
<i>Note: M1 refers to the beginning month of the project thus, January 2016</i>			

**Table 7: 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			
<b>1. Management</b>																																							
1.1 Management and operational coordination			5																																				
1.2 Reporting																																							
1.3 Quality and risk management																																							
<b>2. Educational/training program</b>																																							
2.1 Analysis of the domain																																							
2.2 Program development																																							
2.3 Program monitoring and evaluation framework																																							
<b>3. Knowledge-sharing</b>																																							
3.1 Define strategy																																							
3.2 Educational/training program implementation																																							
3.3 Scientific excellence																																							
3.4 Knowledge-transfer assessment																																							
<b>4. Networking and sustainability</b>																																							
4.1 e-platform design																																							
4.2 Excellence sustainability																																							
4.3 Networking																																							
<b>5. Dissemination</b>																																							
5.1 Dissemination strategy																																							
5.2 Project website and social networking																																							
5.3 Dissemination material																																							
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**

---

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 8:** Template for stakeholders' database development

ID	Partner	Stakeholder organization	Stakeholder group <i>(please tick with x)</i>						
			Research and academic communities	Local & regional authorities	Transport & terminal operators	Transport policy makers & influencers	SMS enterprises/business & industry	General public/demand size users	Other <i>(please define)</i>
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 <i>(please tick with x)</i>						Stakeholder profile <i>(please tick with x)</i>									
SAP member	Receiving information about ALLIANCE	Participation in workshops & other activities	Trainer	Invited speaker	Other <i>(please define)</i>	Geographical coverage					Transport coverage			Domain	
						Local	Regional	National	European	International	Passenger	Freight	Both	Practice	Education

**Annex B:****Table 9:** 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 10:** 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?