

Deliverable D.C.1.1

Communication plan

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Document History

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Preface

- Acronym:** OJP4Danube
- Title:** Coordination mechanisms for multimodal cross-border traveller information network based on OJP for Danube Region
- Project Code:** DTP3-447-3.1
- Start date:** 01.07.2020
- End date:** 31.12.2022
- Budget:** 3.005.633,41 € (ERDF Contribution: 2.460.625,09 €)
- Objective:** SO 3.1 Support environmentally-friendly and safe transport systems and balanced accessibility of urban and rural areas

Abbreviations

Abbreviation	
ATE	AustriaTech – Federal Agency for Technological Measures Ltd.
DG_MOVE	Directorate-General for Mobility and Transport
DTP	Danube Transnational Programme
EUSDR	The EU Strategy for the Danube Region
ICS	Institute for Computer Science and Control
ITS	Intelligent Transport Systems
KHM	Knowledge Hub Moldova NGO
OJP	Open Journey Planning
PPs	Project Partners
PUT	Politehnica University of Timisoara
UM-FGPA	University of Maribor
UNIZA	University of Zilina
VAO	Verkehrsauskunft Österreich
WP	Work Package
WPC	Work Package Communication
ZITS	Faculty of Transport and Traffic Sciences, University of Zagreb

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1. About OJP4Danube

There is a growing demand for multimodal and cross-border trips in the Danube Region, both for commuting and for tourism. However, the region lacks a fully integrated multimodal network, particularly in terms of providing travellers with reliable travel planning information which will cover both public transport services and cycling/walking infrastructures. The fragmentation of transport authorities across regions and countries is a significant obstacle in the implementation of such an effective multimodal information network. The main aim of the OJP4Danube project is therefore to improve coordination mechanisms between transport operators and travel information providers to align travel data and enable smoother multimodal cross-border travel information-sharing. Hence, the focus is put on the main railway corridors connected to regional and local networks, and on cycling routes and cycling-relevant travel information. The project builds on the previous cooperation established in the LinkingAlps and LinkingDanube projects, bringing together 14 partners from 8 Danube Region countries. OJP4Danube will focus primarily on implementing the Open Journey Planning (OJP) Standard and extend it to cover variables relevant for integrating eco-friendly modes in journey planning. In parallel, the project will define long-term organisational structures in the Strategy and Actions Plans to ensure continuity and replicability of the project results beyond its lifetime. In the longer term, the project is expected to enable a shift for both short- and long-distance trips towards more environmentally- friendly modes, including cycling and other eco-friendly modes.

2. Communication & Dissemination plan: General Overview

The Communication Plan sets the project communication objectives; it defines its main target groups, and it describes all communication-related activities in connection to the implementation of WPs. The document also describes project partner roles and responsibilities related to communication tasks and associated communication channels. This communication plan is primarily concerned with ensuring transfer of knowledge to the policy level. The document will serve as the basis for monitoring communication activities and will be regularly updated.

3. Communication related activities and responsibilities

Wide dissemination of the project is expected to happen via 2 public events (Kick-Off dissemination event and Final event), as well as by establishing digital communication channels for promoting events and dissemination of results, which is very crucial for the durability and sustainability of the project results - liaising with key stakeholders at the policy level, i.e., EUSDR PA 1 Coordinator (being AP of the project), DG MOVE, Ministries and international interest groups (like UITP, Standardisation bodies and others). The capitalisation (exchange with other DTP projects), besides other major initiatives with synergies to OJP4Danube, is a major goal of WPC, as it will ensure the successful uptake of the outputs.

It is important to highlight that more focus will be put onto the established digital communication channels due to the current situation caused by COVID-19. Regular external communication (over

website, social media channels, project partner newsletters) is an ongoing task in the project that will be done jointly in WPC.

3.1. Promoting events and dissemination of project results

Wide dissemination of the project and its results are facilitated mainly by 2 public events (Kick-off dissemination event and Final event).

3.1.1. Kick-off dissemination event

The Kick-off dissemination event was co-organised as a joint event with CROCODILE 3 and FRAME NEXT European projects. It took place on Tuesday 24, November 2020 (09:00-13:00 CET) as an online webinar entitled **“Ten years of ITS Directive: Joint technical workshop of CROCODILE 3, FRAME NEXT and OJP4Danube”**.

The objective of this webinar was to line out the different practical implications that have arisen from the EU ITS Directive (2010/40/EU), since its publishing in 2010. This directive has proven to be an important driver in the field of deploying Intelligent Transport Systems (ITS) throughout all modes of transport and across the whole European Union. The directive is supplemented by delegated regulations on safety-related information, the handling of static and dynamic transport data, safe and secure truck parking as well as multimodal traveller information services. Numerous projects have been successfully carried out in all of the above-mentioned fields, and three of them have joined forces to present their highly innovative plans and achievements to a broad audience.

The event was evaluated as a successful one with very good feedback from the participants. More information about the event is provided in the D.C.2.1 Report on the Kick-off dissemination event.

3.1.2. Final event

The Final dissemination event will be organised by UNIZA (supported by all PPs) to reach out to the target groups. The objective is to address all future adopters (policy level and operative level) outside of the partnership. The event will get support of EUSDR PA1 to raise the visibility and impact. The activity is led by the communication manager UNIZA; all PPs will be directly involved into the planning of the final event, assisting with the promotion of the event in the relevant target groups, and (depending on the concrete agenda) giving a presentation and contributing to the documentation.

3.2. Collaboration with other WPs

UNIZA as a WPC leader supports the implementation of other WPs in their tasks. WPC will support the spreading and wide uptake of the webinars and e-learning tools (O.T4.1 and O.T4.2) during and after the project. It will also actively support the workshop with stakeholders from the Western Balkan countries (O.T4.4). Next to that, WPC will support WPT4 by ensuring a broad dissemination and promotion of the project.

For this purpose, it is important to contact Communication manager in advance to plan the activity and support the promotion of other WPs (see the table below).

Table 1. Connection of WPC to other WPs

WP Nr. and title	WP responsible partner	Target audience	Promotion tools
T3 Pilot – Cycling and multimodal journeys	Electronic Solutions SRL	Travellers (general public) are final-end users of the service developed in the pilot O.T3.1. A small group will be involved into A.T2.5 (Usability aspects) in the development of the methods. The local, regional and national policy level (transport authorities) and Pan-European organizations (international organisations) like EUSDR PA1 and DG MOVE and Standardisation bodies will benefit from the pilot, as a practical real-life deployment of the provisions of the Del. Reg. 2017/1926.	Active dissemination of the service with the objective to increase knowledge on multimodal networks and tools. This will be facilitated in WPC.
T4 Transfer of learnings and support of future adopters	University of Maribor	The local, regional and national policy level (local, regional, national public authority) and the operative level will be invited (by activities in WPC) to use the outputs (A.T4.2 Webinar) carried out in WPT4. Stakeholders from target groups from the Western Balkan Countries and Moldavia will be invited to participate in O.T4.4 (Workshop with stakeholders from Western Balkan Countries and Moldavia for transfer of knowledge). Researchers & developers (higher education and research) will be addressed by O.4.1 (E-learning tool)	Specific targeted webinars and/or academic courses on OJP; The academia (UNIZA, ICS, PUT, ZITS, KHM, UM-FGPA) take the responsibility in developing the e-learning webtool (lead UM-FGPA) design the webinar making use of their know-how in transfer learnings (lead ZITS); Workshop with stakeholders from Western Balkan; WPC leader and communication manager will actively support these activities regarding the communication activities. A minimum of 2 workshops will be organised

3.3. Task division among partners

1. Nominated Communications point-of-contact per partner

Table 2 provides the contact points with necessary contact addresses for further communication for all project partners.

Table 2. Contact points for communication related activities

	Partner	Contact name /address email/phone number
1	AustriaTech – Federal Agency for Technological Measures Ltd	Alexander Hausmann ojp4danube@austriatech.at
2	Traffic Information Austria	Andreas Partusch andreas.partusch@verkehrsaskunft.at 0043 95555 7215
3	Železničná spoločnosť Slovensko, a. s. Partner Name (English) Railway Company Slovakia, j.s.c.	Gabriela Žákovičová zakovicova.gabriela@slovakrail.sk 004212202093096 Jaroslav Lučkay luckay.jaroslav@slovakrail.sk
4	Republic of Slovenia, Ministry of Infrastructure (CHANGED TO ASP)	Matej Vovk matej.vovk@gov.si +386 1 478 84 97
5	Regional Development Agency of Ljubljana Urban Region	Katja Butina katja.butina@rralur.si +306 1 306 19 14
6	University of Maribor	Andrej Tibaut andrej.tibaut@um.si +386 31 307731
7	GyőrSopronEbenfurt Railway Corp	Béla Németh bnemeth@gysev.hu 0036307473520
8	GLI Solutions LLC	Sándor Pálfi sandor.palfi@mapcat.com +36 70 567 6536
9	Institute for Computer Science and Control	Domokos Esztergár-Kiss esztergar@mail.bme.hu +361-4631029

10	ELECTRONIC SOLUTIONS SRL	Sorin Dumitrescu sorin.dumitrescu@elsol.ro 0040212245315
11	Politehnica University of Timisoara	Octavian Ștefan octavian.stefan@aut.upt.ro 0040726392866
12	KORDIS JMK	Kvetoslav Havlík khavlik@kordis-jmk.cz 00420543426655
13	Faculty of Transport and Traffic Sciences, University of Zagreb	Sadko Mandzuka smandzuka@fpz.hr +385989665619
14	Knowledge Hub Moldova NGO	Iana Granici yanavoip@gmail.com +37379014444
AP partners		
15	DELFI association	Jürgen Roß juergen.ross@delfi.de +49 170 344 41 19
16	Priority Area 1b of the EUSDR Coordinator (EUSDR PA1B) Nuts Id0 SI, SLOVENIJA	Franc Žepič Franc.Zepic@gov.si +386 1 478 85 24
17	Timisoara Metropolitan Transport Society (SMTT) Nuts Id0 RO, ROMÂNIA	Florin Vlad florin.vlad@smtt.ro +40356179177
18	National Railway Passenger Company "CFR Călători" - S.A. (CFR) Nuts Id0 RO, ROMÂNIA	Denisa Nicolae denisa.nicolae@cfrcalatori.ro +40 (0) 723920133
19	Partner Name (English) Ministry of Transport, Infrastructure and Communications (MT) Nuts Id0 RO, ROMÂNIA	Paul Marian Berghia paul.berghia@mt.ro +40 0744909188
20	Republic of Slovenia, Ministry of Infrastructure, Land Transport Directorate, National Traffic Management Centre (MIS)	Matej Vovk matej.vovk@gov.si +386 1 478 84 97

2. Roles and responsibilities of the project partners for communication tasks

The following tasks should be closely monitored and performed by all PPs in order to promote the project and its objectives:

- Displaying the project poster at a location visible to the public, such as the entrance area of a building, within six months after the approval of the project;
- Identifying relevant stakeholders for all target groups as well as means of a bi-directional communication;
- Contributing to project newsletter and press releases;
- Informing UNIZA about up-coming events and share the information with the Communication manager to get support in terms of promoting planned events.

4. Targeted approach

4.1. Objectives and target groups

The objective of the target group involvement is to foster the extension of the OJP approach to the whole Danube Region (as set out in the Strategy, O.T1.2). The OJP4Danube Strategy is exactly considering the transfer of the developed technical and organisational structure to future adopters (infrastructure and service providers) supported by their national and regional policy level (national and regional public authorities).

Following target groups will be considered for effective external communication towards different stakeholders. The order is based on the importance of target groups starting with the highest priority:

1. **Infrastructure and (public) service providers:** The operative level providers (suppliers of public transport, railways, bike sharing operators as well as providers of travel information services, platforms, national access points for travel data) are relevant as data sources/suppliers/service providers.
2. **Journey planner providers:** The organizations providing journey planners on regional, national and international level. The focus should be given to the journey planner providers, which are not part of the OJP4Danube project, particularly those with an ambition to take the role of an aggregator.
3. **National public authorities:** The national policy level (i.e., Ministries for transport and sustainable mobility), National Agencies for mobility, digitalisation, interoperability) is relevant as they have impact on information supply policies in the countries and legal framework conditions.
4. **Regional public authorities:** The regional policy level (i.e., regional governments, transport associations) is relevant as they are decision makers (and procurer) on mobility services in the region and on travel information supply and have direct influence on service operators.
5. **Local public authorities:** The local policy level (i.e., city or metropolitan governments, transport associations) is relevant as they are decision makers (and procurer) on mobility

services in the region and on travel information supply and have direct impact on service operators.

6. **EU - organization under international law:** Relevant pan-European stakeholders involved as interest group, policy maker, or "executive" organisations such as DG MOVE, CEN Standardisation Bodies, EUSDR Stakeholders, international Associations like UITP, that act as "multipliers" for the Danube Region wide uptake and transfer to interest groups.
7. **Higher education and research** - The universities and R&D organisations are crucial for the uptake and further development of the approach and for training and educating people on novel OJP technology.
8. **General public** - the travellers living in the Danube Region in remote and urban areas are the targeted beneficiaries of the developed network of journey planners (end-user services).

Strategy for attracting the target groups mentioned above is described in Table 3.

Table 3. Strategy for approaching the target groups

Target Group	Strategic approach to reach Target Group
Infrastructure and (public) service providers & Journey Planner Providers	To reach out widely to the operational level (beyond the consortium and the ASPs), the stakeholder network (and the communication channels) of EUSDR PA1b will be used, as well as the network (and communication channels) of EU-SPIRIT project (the ASP DELFI is a member of EU-SPIRIT and will establish the contact). Also, the network of ITS Associations (available through ZITS) will be used. Besides the webinars and the mock-up service will be promoted through general digital dissemination activities and internal channels of project partners.
National, regional and local public authorities	To influence the attitude of the local, regional and national policy level (composed by local, regional and national transport authorities) relevant for OJP deployment by training them on the new OJP approach (A.T4.2 Webinars), by publishing the OJP4Danube Strategy (A.C.1) in a "policy brief" shape (meaning to describe in a general and understandable way the impact and benefits of the novel technology and its legal and policy impact and background). They will be able to learn on the operative model and the best practices from the project through that specifically tailored document. Each project partner should address their authorities via various communication channels (e.g., email, project website, personal meetings, etc.)
International and EU organizations	To present the Strategy at key stakeholder events and meetings (e.g., EUSDR Priority Area 1B Steering Group Meetings, DG MOVE (Commission's Directorate-General for Mobility and Transport) Member States Expert Meetings, etc.). Furthermore, the awareness on the OJP Profile (O.T2.2) will be raised by promoting the profile as "EU Minimum Profile" for OJP (which are always demanded by the EC to foster implementation of EU standard). The promotion will take place at the EC expert meetings and the CEN standardisation body and national standardisation bodies (ATE, UM-FGPA being part of).

Higher education and researchers	To increase the knowledge of researchers and developers (higher education) by training them on the development of new multimodal services and tools. This will be done by A.T4.2 Webinar, providing them deep insight into the technical foundations through a comprehensive technical e-learning tool, as well as providing a "cook book" for implementation, the Mock-Up service and validation tool (A.T2.4). Communication towards these institutions will be mainly via social media channels, email and project website.
Travellers	To increase the knowledge of the general public (travellers) on the availability and the benefits of seamless cross-border journey planner by active dissemination and digital activities, informing about the end user service developed in the pilot (O.T3.1). Dissemination will happen mainly through social media channels. The transport operator's communication channels will be used as they can directly reach their passengers. These activities are covered by A.C.2 digital activities.

For approaching target groups, each project partner should identify their stakeholders and their contacts on a local/regional/national level and fill in the table. Table 4 serves as an example for this task.

Table 4. Identified stakeholders by PPs

Project partner	Target group	Stakeholders	Contact
	Infrastructure and (public) service providers		
	National public authorities		
	Regional public authorities		
	Local public authorities		
	Universities and higher education		

5. Project Visual identity

- **Motto**

Considering project objectives, the following motto was created and approved by project partners:

“Enabling environmentally-friendly journey planning throughout a multimodal Danube Region.”

The motto will be included in communication material (roll-up banner and leaflets) and will be disseminated through the project digital channels (website and social media).

Following suggestions for motto (see below) were considered before the final selection. By joint discussions, they were all negotiated, and the most effective and explicit motto, in partners' viewpoint, has been approved at the end.

1. Coordinating environmentally friendly multi-modal journey planning in the Danube region;
2. We coordinate environmentally friendly multi-modal journey planning in the Danube region;
3. Enabling cross-border environmentally friendly journey planning with cycling relevant travel information in the Danube region;
4. Removing borders for environmentally friendly journey planning with cycling relevant travel information in the Danube region;
5. Integrating environmentally friendly journey planning services and cycling in the Danube region;
6. Building environmentally friendly multimodal network for the Danube region;
7. Increasing the efficiency of the multimodal network in the Danube region;
8. Providing environmentally friendly multimodal trip planning across the Danube region.

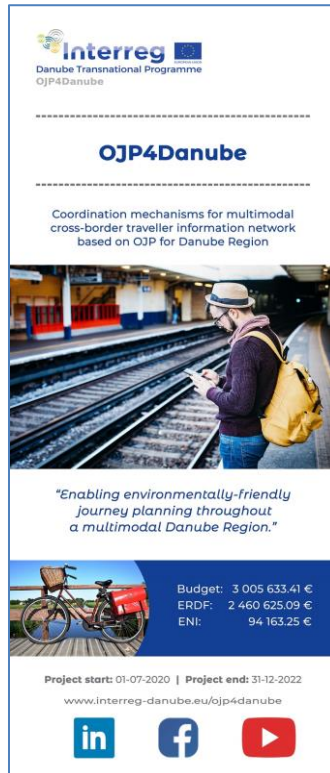
- **Logo**

Project logo was created based on the template provided by Interreg Danube Transnational programme. The project logo must always be included into all communication materials produced both at programme and project level. It must be placed in a central and visible top position of the material (on the first/main page), and it can never be smaller than any other logo included into the same material.



- **Roll-up**

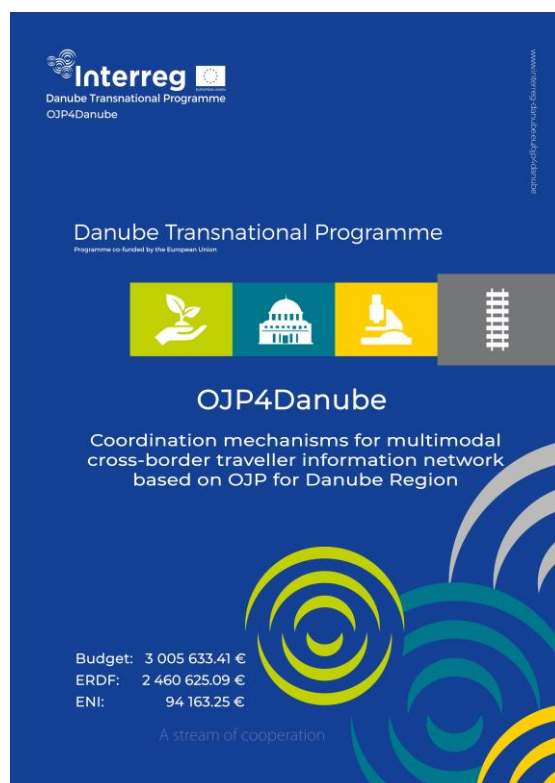
The project roll-up was designed considering the Interreg DTP visual identity. The roll-up will be used mainly at the conferences, workshops and other meetings.



- **Poster**

The project poster was prepared based on the template provided by Interreg Danube Transnational Programme, including key information, such as project title, logo, budget and funding.

All partners will print (minimum size: A3) and display the poster at a location visible to the public, such as the entrance area of a building, within six months after the approval of the project in order to increase the visibility of the project. The poster needs to stay visible for the whole duration of the project.



- **Leaflet**

The project leaflet provides more information about the OJP4Danube scope, the mission and the consortium, and gives an outlook on the project outputs.

6. Communication Channels

6.1. Website

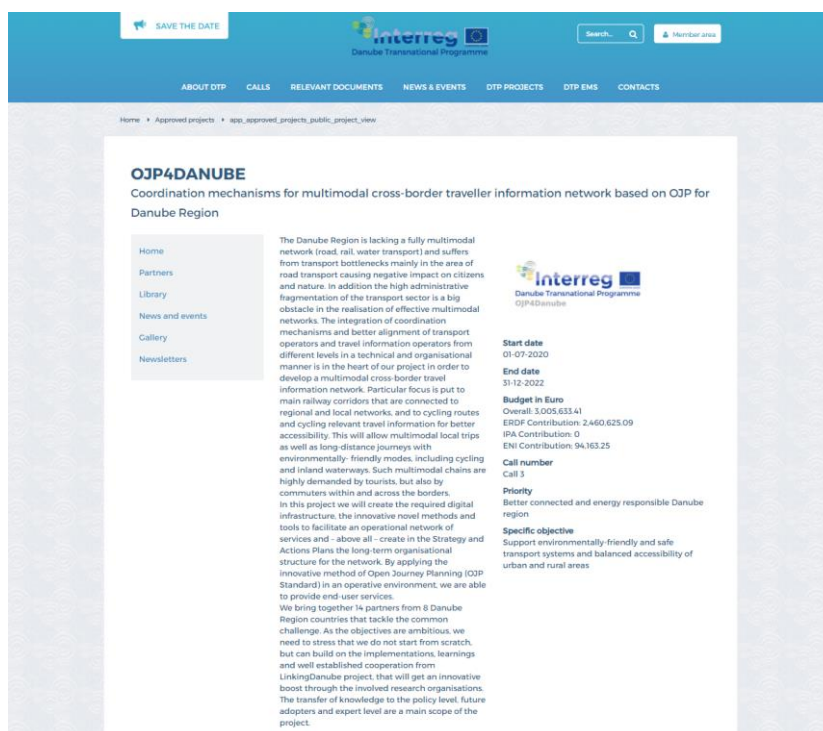
The OJP4Danube website serves as a dissemination and communication instrument for the project. The project website is envisaged as the main gateway to the outside world, including key project information.

The project website is hosted by INTERREG DTP platform at the following URL: <http://www.interreg-danube.eu/ojp4danube/> and, therefore, follows the same structure as all other INTERREG DTP projects. The website is managed by University of Zilina (UNIZA) and will be updated on a regular basis in order to keep the audience informed about all the events and meetings which will take place in the project regions.

These micro-sites will include:

- Pre-filled information fields with data from the application form: partnership, budget, etc.
- Dynamic information to be filled in manually by UNIZA: project summary, project results, news and events, gallery, etc.

The Document manager section of the project website is the only section available for both Lead Partners and Partners. This section allows users to add documents in different formats, as well as pictures and videos, or to download private and public ones.



6.2. Social media channels – LinkedIn, Facebook, YouTube

OJP4Danube will be also active on social media via three main channels: LinkedIn, Facebook and YouTube. As for other communication channels, social media seek at contributing to raise awareness and communicate project outputs to a wider audience.

The social media channels will be updated on a regular basis. UNIZA is managing the three accounts and will encourage project partners to use the channels via emails and other internal communication. Facebook and LinkedIn will be used mainly for communication with stakeholders and public to share the progress and news of the OJP4Danube project. YouTube will be used at the later stage of the project and will be promoting the project through short videos providing basic information about the project and its results.



<https://www.facebook.com/ojp4danube>



<https://www.linkedin.com/groups/9016380/>

6.3. E-mail and Newsletter

OJP4Danube will commit to involve project partners not only to join the social networking means of communication but also to actively participate in the discussion and sharing other important project-related activities (e. g, prospective kick-off events, meetings, etc.) via emails.

In total, the project will issue four electronic newsletters to keep all involved and interested community informed about the project progress, the project results and the development of OJP4Danube actions. The aim of the newsletters is to share all relevant information about the project with all interested stakeholders at local and European levels in order to keep them updated about significant project-related events.

The newsletter will include brief news articles and reports, fragments of interviews and photo highlights on project activities and case studies.

The Newsletter will envisage the design and collection of content and contributions from all partners and it will be circulated electronically to reach all partners and major target groups.

Any interested stakeholders will be able to subscribe through the project website (<http://www.interreg-danube.eu/approved-projects/ojp4danube>), and all project partners will circulate the newsletter (available for the download on the project website) to their relevant contacts.

Table 5. OJP4Danube Newsletter timetable

Newsletter No.	Due to	Proposed Content
1	March 2021	TBC
2	October 2021	TBC
3	April 2022	TBC
4	November 2022	TBC

6.4. Press release

OJP4Danube is in charge to publish press releases of the events on the project's website and disseminate the activities on social media. All partners should contribute to that.

For each event (at a local or project level), press releases will focus on project achievements/results.

Press releases will also be important tools of reporting on the progress as well as milestones of the project and will coincide with significant phases of the project to raise awareness on OJP4Danube and specifically reach target groups.

Project partners are expected to publish their own press releases in their local language in order to reach specific audience in each region. UNIZA will be informed about such publications, and partners will oversee the translation into English for a broader communication.

7. Timeline and Evaluation plan

UNIZA as a WPC leader will be responsible for an ongoing monitoring of the communication activities and will be updating the Communication plan on a regular basis.

Key milestones of the project dissemination:

