

BENEFIT

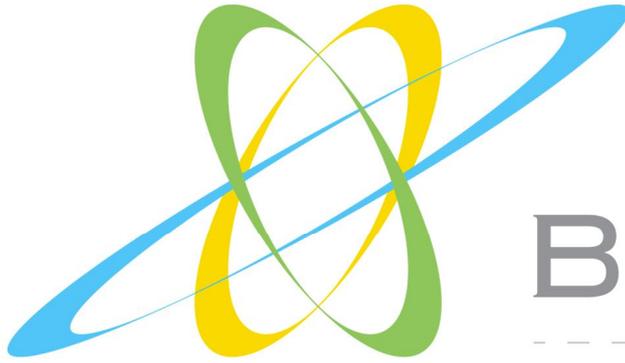
Business Models for Enhancing Funding
& Enabling Financing for Infrastructure in Transport

Deliverable: D 6.2 - Dissemination Plan



European
Commission

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Business Models for Enhancing Funding
& Enabling Financing for Infrastructure in Transport

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Change Records

| Version | Date | Changes | Author |
|-----------|------|---------|--------|
| Version 1 | | | AR |
| | | | |

1. Introduction

1.1 Scope

The BENEFIT Dissemination and Exploitation Plan (Deliverable 6.2) constitutes one of the key outputs of WP6, dedicated to raising awareness, engaging stakeholders, promoting the project and its related results, achievements and knowledge generated, while also setting a solid basis for its future exploitation. The present deliverable is prepared at this early project stage (Month 2), in order for BENEFIT to commence on a clear dissemination strategy from the onset. It is also envisaged that the Dissemination Plan will be implemented during the entire project lifetime, re-assessed at project start and updated in both mid-term and final reports.

The main focus of the BENEFIT dissemination framework is to ensure that the project's outputs and results are widely disseminated to the appropriate target communities, at appropriate times along the project lifetime and particularly at key milestones, via appropriate methods, and that those who can contribute to the development, evaluation and uptake of the BENEFIT outputs can be identified and encouraged to participate. Finally, capitalisation opportunities and prospects for the project past its lifetime will be ensured by the proper elaboration of the dissemination activities.

1.2 Dissemination Targets

Based on the above, the BENEFIT Dissemination Plan will aim at achieving the following strategic targets:

1. Manage the communication network of BENEFIT both internally and externally.
2. Reach and attract the widest possible target audience related to BENEFIT objectives.
3. Increase awareness among stakeholders and target groups on the project's activities, results and outputs.
4. Stimulate an innovative and effective multi-stakeholder exchange of know-how, to ensure that BENEFIT takes into consideration the experience of relevant stakeholders and key actors, and that its outputs reflect their positions and needs.
5. Provide easily perceivable information on how to adopt and implement BENEFIT results and tools.

6. Deliver communication platforms, which help to create opportunities for new co-operations amongst stakeholders and target groups on a national and European level.

1.3 Dissemination Strategy

The Dissemination Plan is targeted at developing a comprehensive strategy to guide effectively all dissemination and communication activities of the BENEFIT project:

- in accordance with the project’s set objectives;
- tailored to the needs of project progress and evolution; and
- tailored to the needs of respective audiences.

BENEFIT will adopt high-impact dissemination actions through efficient and effective communication methods in order to achieve the set objectives. Direct and indirect means of communication will be employed during the different project phases and these will determine the creation and use of the various communication and dissemination tools. The direct communication actions foresee direct mailing, direct distribution to stakeholders of communication material, direct presentations of the project to target groups and e-exchange and e-engagement events. Indirect methods of communication encompass access by stakeholders to dissemination tools created in order to attract attention and stimulate the target audience to seek more information on their own initiative, such as a project web portal, a wiki, articles published in scientific journals, etc. The main communication channels are depicted in Figure 1.

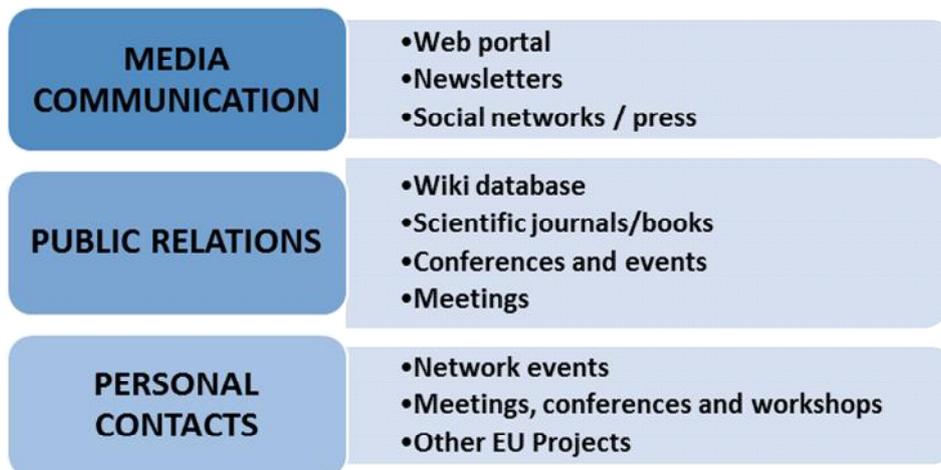


Figure 1: Dissemination Channels

In more detail, the BENEFIT dissemination strategy will entail the establishment of stable conduits of communication, engagement of stakeholders and established Advisory and Consultation Groups, the development of a publications programme, as well as a range of public relations activities, the creation of dissemination mechanisms and tools, and, finally, the organization of dedicated events.

To ensure satisfactory and timely performance of all dissemination activities, a detailed implementation plan of the main activities is set out in the following, including:

- Description and definition of dissemination aims and activities
- Specification of dissemination means and communication channels
- Dissemination time plan
- Work allocation per BENEFIT partner

1.4 Target groups

The purpose of the Dissemination Plan is to facilitate the exchange of information, the building of potential cooperation frameworks, the informing of potential users about the outputs and benefits of the project and the consolidation of its role as one of the key initiatives in the EU research framework. Based on the above, BENEFIT primarily disseminates results and findings to two groups, considered potential users of BENEFIT results and outputs, namely (i) policy makers and (ii) other providers of funding (especially users), and of finance, (especially financial institutions and markets). Taking this into consideration, the target groups involved in the dissemination actions are the following:

- National Ministries and other public authorities responsible for delivery and maintenance of transport infrastructure
- PPP Units

- Financiers
- Project Sponsors
- Infrastructure Operators
- Relevant Associations
- Innovation Providers (Consultation Groups), etc.
- Policymakers with the potential to shape future regulation
- Members of the academia and research community
- EC officials
- Other Horizon 2020 projects
- Media and journalists
- General public

2. Conduits of Communication

2.1 Electronic Mailing Lists

Sound communication should form the backbone of a successful dissemination strategy and, hence, the need arises for the establishment of solid communication conduits. These will be used to disseminate information about and solicit input to the BENEFIT project work.

Contact will be primarily facilitated and maintained via the set-up of electronic mailing and other lists, as per the following:

- **Internal Lists:** An electronic mailing list has already been established for the BENEFIT project, aiming at providing a mechanism for internal project communications. Currently, this includes members of the project team from each individual partner site.
- **External Lists:** BENEFIT concerns many stakeholder groups. BENEFIT partners are multi-disciplinary and this provides the ability to develop overarching lists from all over Europe. A non-exhaustive contact list will be compiled by each individual partner, to be integrated in a database- BENEFIT Contacts Repository- that will be continuously updated throughout the project duration. In addition, the list would be gradually complimented via the registrations required for using BENEFIT Wiki and participating in the “discussion corners”.
- **Skype Lists:** Skype is already a very popular means of teleconferencing used among the BENEFIT partners. A list of skype contact names will be structured and distributed to facilitate group communication and exchange.
- **Gmail information** to be used for “hangouts” and other similar google+ applications.

2.2 Advisory Group and Consultation Groups

The BENEFIT Advisory Group and Consultation Groups are expected to play a prominent role in dissemination activities. To this end, in parallel with Task 1.5 related to the coordination

of the Groups, stable and continuous communication channels will be built with both Groups' members, in order to safeguard their participation and attendance in dissemination events, the receipt of the BENEFIT publications and the effective use of BENEFIT dissemination tools and mechanisms.

Each partner will be responsible for engaging the Consultation Group members introduced, while dissemination activities will contribute also to extending the Groups' memberships during the elaboration of the project.

The project coordinator will be responsible for the coordination with the BENEFIT Advisory Group.

3. Publications Programme

The BENEFIT dissemination strategy foresees the development of a publications programme that will include Newsletters, [the BENEFIT wiki](#), Targeted Reports and other scientific publications, as well as a potential book edition with a view to gain scientific visibility and recognition. All publications will be posted on the BENEFIT portal.

Publications form part of the Data Management Plan, where the ownership of results is described. BENEFIT Partner University of Antwerp will be responsible in securing that IP rights are respected.

3.1 Newsletters

Short (1-2 pages) quarterly e-newsletters will be issued that will include the BENEFIT findings and also address the points of interest and relevant trends and evolutions in Europe and internationally. The BENEFIT work programme has been set up to coincide with the ability of quarterly reporting, and thus, allow for the timely publication of project's progress and results. All newsletters will be produced in the English language, made available in the BENEFIT portal and distributed automatically to the project's Contact Repository entries. Brief surveys will be conducted to monitor the level of satisfaction of newsletters context and usefulness, so as to allow for improvements over the course of the project.

The responsible partner for issuing the newsletter (IBDIM) will be supported by the task leaders that should communicate on the project news they deem essential to provide according to a pre-defined template.

Finally, newsletters will be also used to invite stakeholders to connect and contribute to the web portal. It will be announced via website that the potential subscribers will have the advantage to be the first to be informed about:

- all on-going BENEFIT activities;
- project's upcoming events;
- latest project news and achievements;
- Conference and Workshop themes;

- forums’ and policy dialogue debates and discussion topics.

3.2 Targeted Reports

One of the main objectives of BENEFIT is to address key issues in the White Paper and Horizon 2020 Strategy. To this end, targeted reports will be provided focusing on specific issues of interest analysed by the project, such as transport infrastructure charging, promotion of the adoption of innovation in infrastructure, new financing instruments, project rating and means of enhancement, etc. These are envisaged to be produced at the end of each task to provide highlights to policy makers, providers of funding and finance, EC officials, institutions and relevant consultation group members. BENEFIT will seek feedback so as to improve the usability of these reports.

3.3 Publications

A sufficient number of publications in international scientific peer-reviewed journals and conferences are expected to be produced throughout the course of BENEFIT with the scope to disseminate widely project generated methodologies, findings and outputs to the academic and research community. Project partners wishing to publish research and development results obtained from BENEFIT will put in a request for permission to publish to the consortium, presenting also an abstract, as well as the identified target publications/conferences in accordance with the Data Management Plan.

Furthermore, a special issue in the “Case Studies in Transport Policy”, Elsevier Journal is envisaged. The aforementioned journal focuses on offering in-depth theoretical analysis via detailed case study descriptions for the benefit of decision makers, planners and practitioners, considered, thus, indicative for disseminating the work of BENEFIT.

3.4 BENEFIT Wiki

Recognising the dynamic nature of investments in transport infrastructure, the BENEFIT project will release its collective database (country profiles and case studies) in an easy-to-use, “updating-friendly” wiki format for future experience sharing. This is a major innovative aspect of BENEFIT, building up its value proposition. The wiki format is the key principle for an open-access case study database, allowing for continuous updates and providing a knowledge base serving both practitioners and researchers.

The concept of Wiki is mostly suitable, as it is a composition system, a discussion vehicle, a repository, a mail system and a tool for collaboration at the same time, which also provides a way to communicate asynchronously across the network. The visitors will be able to edit the database pages, further building the BENEFIT wiki with their input and comments. This functionality will be moderated by BENEFIT partners, who will review the material before adding to the main body of a case or topic. Additional features can include calendar sharing, live video conferencing, RSS feeds and more.

The BENEFIT wiki openly invites all tentative experts and stakeholders to participate, thus further increasing the levels of creativity, expertise and productivity. Wiki ends the excess and repetitive email exchanges and other communication failures, as all users are literally "on the same page". Nevertheless, web publishing may also incur issues of legal liability, intellectual property and risk to reputation. Options, such as a moderated wiki format, user agreements, and restricting certain pages from public view can offer protection.

The BENEFIT wiki will be preserved on the project's portal, which will become the anchor of the BENEFIT database. Published information will be fed in from the COST Action TU1001 and the OMEGA Centre.

BENEFIT will also update this database with more case studies, as the need to continuously feed information is widely recognised as crucial to the project development. Evolution in the implementation context and during the course of the infrastructure life cycle can make this wealth of information absolute. In addition, evolution itself is of equal importance. The use of wiki format will make this database open to both input and dissemination, but in a well-structured and moderated way. The BENEFIT partners, public authorities (ministries) and institutions (academic and research), as well as other involved stakeholders/contractors, can play the role of moderator with regard to new entries, or data editing and ensuring the scientific quality of each input. The close involvement of different actors, combined with the targeted dissemination of wiki updates and results, will ensure the successful and extended functionality of the BENEFIT wiki.

Management of the wiki is specifically assigned within BENEFIT and its exploitation will be a subject of exploitation among the partners. In this format, the collective BENEFIT database grows further and becomes operational over time to policy makers, providers of funding (and financing), decision makers, transport users and the research community.

The current version of the wiki (under construction) is presented in Figure 2.

Case Studies: A19 Dishforth DBFO

Contents [hide]

- 1 Introduction
- 2 The Contracting Authority (Public Party)
- 3 The Concessionaire (Private Party)
- 4 Users
- 5 Key Purpose for PPP Model Selection
- 6 Project Timing
- 7 Project Locality and Market Geography
- 8 Procurement & Contractual Structure
 - 8.1 Tendering
 - 8.2 Contract Structure
 - 8.3 Risk Allocation
 - 8.4 Performance
- 9 References

Introduction

The A19 project was one of several PFI road projects let in the mid-1990s as part of the government's Tranche 1A PFIs (Partnership UK, 2009). This tranche was more sophisticated than its predecessors, with scope for the private partner to improve the road through innovation and better service delivery.

The road is 118km in length and consists of 2 and 3 lane carriageways. The project is a DBFO scheme within the existing A19 carriageway alignment.

Project Overview

Figure 1: A19 PPP road as part of the area network

Figure 2: Current version of the BENEFIT wiki (under construction).

3.5 Press releases

The involvement of media will disseminate information on BENEFIT among specialised printed and online press. Information will be distributed in the form of press releases and news sent by e-mail to national, European and other international media. Structured information on BENEFIT activities will be widely circulated via press releases especially during important phases of the project. Timely briefing is important to safeguard the newsworthiness of the information provided related to the current achievements and forthcoming events organised by the project.

3.6 Social Media

Social media are gaining increasing popularity nowadays and a dedicated Facebook, Twitter and/or LinkedIn account could be set up for the BENEFIT project. The main objectives of

such tools shall remain to inform about the project and its objectives as well as to spread information about ongoing events more widely, at different levels and to different target audiences. Pages on social media will require commitment from responsible partners to be updated regularly in order to be effective.

4. The BENEFIT Portal

The BENEFIT interfaces will incorporate methods of communication for disseminating information, raising awareness and promoting the project findings. These methods involve the access by stakeholders to the developed web-based tools - the portal (and the wiki database) - in order to attract attention and motivate users to seek further information and participate in the project's dissemination events.

4.1 BENEFIT Portal

A user-friendly BENEFIT Portal will be the project's primary interface to all stakeholders and target groups. It will become the focal point of passive dissemination and active online communication. Designed primarily to publicise activities and results of the project, it will also include BENEFIT official deliverables, newsletters, webinars, discussion corners, hangouts and all relevant sources of information generated by the project. The website will play a role in implementing all 6 strategic objectives of the BENEFIT Dissemination Plan.

The beta version of the web-portal (www.benefit4transport.eu) has already been launched, including basic information about the project, as well as the involved partners and stakeholders. Figure 3 depicts the homepage of the portal in its current form.

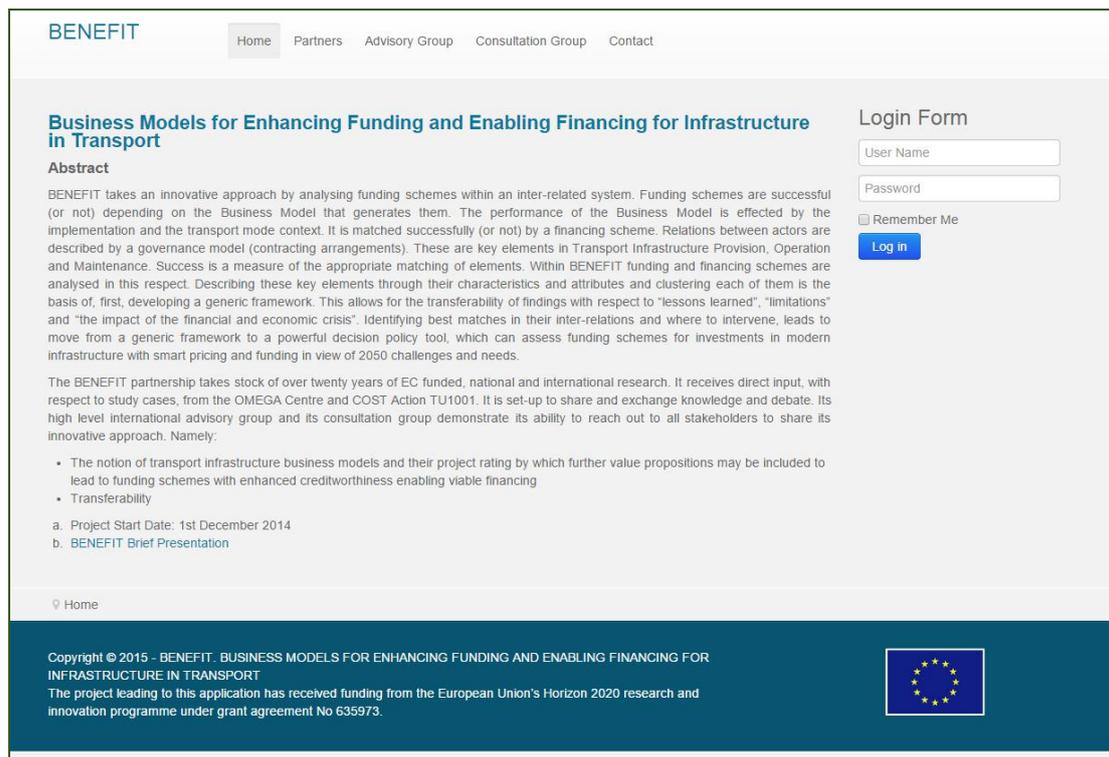


Figure 3: BENEFIT portal screenshot

The final layout and structure of the BENEFIT portal will be configured approximately 3 months after the project's start (i.e. end of February 2015) and will be maintained for at least two years after the end of the project for exploitation purposes.

The portal is, therefore, BENEFIT's first public outcome and will be based on a draft structure that will be developed by the Task Leader UAEGEAN in collaboration with the rest of the Partners. UAEGEAN is also in charge of regularly updating the contents of the portal.

For the complete development of the portal, the following working steps are required:

1. Define functional requirements including standard data formats for information exchange and settings for data collection/maintenance.
2. Define system specifications for the design of the portal and database architecture and the definition of internal and external links with other systems.
3. Develop database software with prototype programming and functional testing.

4. Upload information and maintain site according to project needs and evolution.

The portal structure will be built so that it can be easily filled in and updated by the task leader and all partners. It is thus proposed to include at least the following sections:

- General information on the project, its targets and the role of all partners;
- Presentations of all BENEFIT results;
- The BENEFIT wiki database, as described in section 4.2;
- Interactive communication tools for partners, stakeholders and target groups, as described in Chapter 5 (i.e. webinars, discussion corners, hangouts, other sessions, etc.);
- Details about all BENEFIT events, meetings and conferences, as well as external events relevant to project activities;
- Publications area with openly shared documents, reports and outputs that can be viewed and downloaded by all interested users;
- A private area, built to share working documents, deliverables, reports, minutes and other documents for project management and consortium purposes, where only project partners, the European Commission, WP leaders/ members have access and can add documents, create folders and send alerts.

In general, content items will usually be 2-3 paragraphs - answering to questions about what, who, how and why—with a graphic illustration, if possible, as well as links to the potential download (e.g. report, meta-analysis, etc.) or other sources.

The completed website will become the main channel for disseminating information worldwide and, at the same time, supporting the internal communication within the BENEFIT partnership. The portal will be not only the interface, but also the brand of BENEFIT, assuring a consistent appearance and an easy recognition among the visitors. The smooth and user-friendly design of the portal should encourage regular visits by the users and provide seamless ways to acquire further information on the project outcomes.

The project language (English) will also be the language of the portal. The built-in web-services and search engines, as well as the multimedia or communication applications will be easily accessible and in compliance with the World Wide Web Consortium (W3C¹) standards.

All dissemination and communication activities will be operated and posted on the BENEFIT portal. Participation will require mandatory registration. Partners will be responsible for updating the users' registry who wish to: register as a BENEFIT member; participate to the wiki or other e-sessions; and/or use the information e-mail address. These actions are foreseen to further generate networking and discussion feeding at regional and international level. Newsletters can be used to invite stakeholders to connect and contribute to the portal. Finally, the BENEFIT mailing list will be used for direct notification of updates and news. Mailing lists will be incorporated, so as to send automatic e-mails whenever the portal is updated.

An overview of the structure of the portal is presented in Table 1.

Table 1-BENEFIT Portal Structure

| Section | Layout & Contents |
|--------------------|--|
| Home | The opening page, with an easy return to home from other pages, containing introductory text and associated illustration about BENEFIT |
| The Project | Brief background and overview, leading to following subsections: <ul style="list-style-type: none"> ▪ The Partners: overview of all partners with short description and role in project (plus contact data) ▪ The Advisory & Consultation Groups: overview of involved stakeholders ▪ The Objectives: expected outputs and impact of BENEFIT ▪ The Approach: textual and graphical description of methodology ▪ The Work plan: textual and graphical description of the work plan ▪ The BENEFITs: tabular depiction of target groups and expected impact |

¹ <http://www.w3.org>

| | |
|------------------------|---|
| News and Events | <ul style="list-style-type: none"> ▪ News about BENEFIT results with downloadable newsletters ▪ Subscription to and information about BENEFIT events ▪ Notices about external events |
| BENEFIT Wiki | <p>The wiki database application with explanatory information on:</p> <ul style="list-style-type: none"> ▪ Specific goals and approach ▪ Target groups and impact ▪ Available wiki tools and options |
| Members Area | <ul style="list-style-type: none"> ▪ Login/signup section for project partners, WP leaders/ members, EC members ▪ Download area with working documents, deliverables, reports, minutes and other relevant outputs ▪ Upload/Edit area for certified users ▪ Interactive communication tools (discussion corners, hangouts, etc.) |
| Publications | Download area with publically shared documents, brochures and other project outputs |
| Contact | <p>Details of project leader / responsible, including:</p> <ul style="list-style-type: none"> ▪ Contact details of coordinator ▪ Contact form (optional) ▪ Imprint, legal information and/or disclaimer note |

4.2 Project Labelling

The BENEFIT communication and dissemination actions follow a clear structure. For disseminating the results of the project to potential multipliers and spreading the BENEFIT knowledge and content in the broadest possible way at European and international level, the project utilises a corporate design that is applied in a consequent and unwavering way. This homogeneous design will allow all project partners to use it on every product related to BENEFIT (e.g. promotional material, official project documentation and reports). Therefore, special focus and resources are assigned to the subtask of BENEFIT labelling.

A distinct BENEFIT logo, a visual identity guideline with colour codes and logo explanation, a report template and a template for power point presentations will be created and added as downloadable files in the private area of the BENEFIT portal. Moreover, all BENEFIT dissemination outputs will be labelled with the BENEFIT logo, the partner institute logos, the EC logo, Horizon 2020 logo and all other relevant identification.

The preparation of the project logo includes the creation of an initial version, circulation by e-mail to the consortium, collection of feedback and re-adjustment of the logo, agreement on the final version and dissemination to all partners to be used in all communication materials. The final logo is also added in the portal private area and is downloadable by all members in a number of different sizes and resolutions.

The report and power point templates will also be prepared and distributed to all partners for their project official deliverables, as well as for their presentations during public meetings, conferences and events. The same template will be used for internal project meetings. The template will accord with the BENEFIT portal design and the logo in order to maintain a project corporate identity.

In addition to the above, a variety of posters will be created for each event following the project corporate identity standard, but including details specific to each event (i.e. event title, location, date, logos of partners or organisations involved), as well as a relevant tag to link the event with BENEFIT and attract people's interest in the project. The graphical layout and a set of key messages will be prepared and agreed among the members of the consortium.

Figure 4 presents the three (3) current proposals for the BENEFIT logo.



Figure 4: BENEFIT standard identity proposals

5. Communication and Events

This task is dedicated to the coordination of communication activities and organisation of the BENEFIT Dissemination events, namely the BENEFIT Workshop, the BENEFIT Final Conference, the special sessions, the synergies with other projects and the e-exchange events. The core of these events will be very interactive and highly motivate the participants for growing and spreading activities through new co-operations and networking. Events are designed to bring together the academic, professional and policy communities and will be organised and conducted in compliance with the following principles:

- wide participation designed to engage all BENEFIT stakeholder groups, as well as the general public, where appropriate
- open and transparent process
- effectiveness and inclusiveness
- clear communication and provision of full information
- clear and realistic timetable
- monitoring and evaluation of effectiveness of each dissemination event
- encouraging stakeholder support.

5.1 BENEFIT Workshop

The BENEFIT Workshop will be organized to assess project results at a key project milestone, that is, the end of the ex-post analysis/ assessment (summing-up results of WP2, WP3 and WP4) and with a view to kick off the subsequent ex-ante assessment of WP5. The workshop is envisaged as a public event, however, the participation of the Advisory Group members and Consultation Group members would be safeguarded through official invitations, creating thus the opportunity for discussion and largely benefiting from the synergies of hosting simultaneously the senior advisory group meeting and the workshop.

BENEFIT partner TIS will be responsible for the organisation of the operational, technical, and financial issues regarding the workshop, such as the venue and facilities, invitations, registration, budget, etc. The workshop's organisation and logistics could be also aided by a dedicated platform, developed within the BENEFIT Portal.

Finally, a post-workshop mission report including results evaluation and follow-up actions will be produced, while the Workshop minutes will be included in the project final report.

5.2 BENEFIT Final Conference

BENEFIT will conclude activities with a final conference as a public launch of project findings and outcomes, focusing on the promotion of exploitation capabilities and potential impact of its results. This will be BENEFIT's overall public highlight, presenting all final results and enable further networking and development of co-operations that go far beyond the BENEFIT life span. It will be an international event organised by the consortium, and potentially supported by the project's stakeholders and/or the government of the host country. The consultation groups as well as expert groups from the academia and industry and other stakeholders will primarily be invited to join the event.

A BENEFIT Conference Organising Committee will be set up among the BENEFIT partners, led by Task Leader UAEGEAN, initially identifying the following:

- Conferences' main topics and thematic sessions
- Attendees' target groups
- List of speakers
- List of presentations/scientific publications
- Conference programme
- Award

The BENEFIT Conference Organising Committee will also be responsible for the technical and financial organisation of the event, including the venue and facilities, registration, budget, social activities, accommodation, etc. It should be noted that the Committee should commence communication activities no later than one calendar year prior to the scheduled event, in order to allow ample time for potential attendees to plan their participation. The Conference organisation and logistics will be also be aided by a dedicated platform, developed within the BENEFIT web portal.

Proceedings will be issued at the end of the conference, with the scope to disseminate the research results at a European and international level. To this end, the possibility of issuing a special issue in a leading scientific journal will be pursued.

5.3 Synergies

BENEFIT has already established direct links to related past EC funded research that were conducted by BENEFIT partner members, such as EUNET-Socio-economic and spatial impacts of transport (FP4), TENASSESS - Policy Assessment of Trans-European Networks and Common Transport Policy (FP4), UNITE – Unification of Accounts and marginal costs for transport efficiency (FP5), IMPROVERAIL – Improved tool for railway capacity and access (FP5), POET - Prediction of E-Economy impacts on Transport (FP5), TRANS-TALK - Thematic Network on Policy and Project Evaluation Methodologies (FP5), ENACT - Public-Private Partnerships (PPP) in transport services and/or infrastructure (FP6), HERMES – High Efficiency and Reliable Arrangements for Crossmodal Transport (FP7), PACTS - Policy Analysis for Complex Transport Systems, EU/US Policy Oriented ATLANTIS Project, OMEGA Centre Projects, etc.

Further to the above, synergies with other projects, within similar thematic fields under Horizon 2020, will be actively sought after. The following Horizon 2020 calls for proposals have been identified that will award projects for potential cooperation:

- MG-8.3-2015: Facilitating market take up of innovative transport infrastructure solutions
- MG-8.4a-2015: Smart governance, network resilience and streamlined delivery of infrastructure innovation
- MG-5.4-2015: Strengthening the knowledge and capacities of local authorities
- MG.9.1-2015. Transport societal drivers
- IT-1-2015: Small business innovation research for Transport

Partners will monitor the results of the above calls and make efforts to investigate, contact and establish synergies with as many of the winning projects as possible and practical.

Once projects with cooperation potential have been identified, the possible formats of cooperation will be explored with the final objective being to increase the visibility and raise awareness about both projects. The aim would be to ensure that future events of these

projects shall capitalise on the knowledge accumulated within BENEFIT, while their own networks of contacts will be informed. Links to the Websites of other relevant projects will be added to the BENEFIT Web portal and other projects will be asked to include links to BENEFIT on their respective website. In addition, mutual promotion of participation in related events will be explored on an ad-hoc basis.

5.4 Special Sessions

Wider dissemination to the academic and professional community will be addressed through the organisation of BENEFIT special sessions in related international conferences. Participation in these conferences will enable work in progress and working papers to be presented and scrutinised by an international audience of inter-disciplinary researchers. Furthermore, exposure to latest developments in research will enhance the work of the consortium and pave the way for future collaboration in this area.

The partners will monitor conferences, as well as events organised at European level by the European Commission and other European institutions. Accordingly, special session proposals will be prepared and submitted to the above conferences in accordance with the respective submission guidelines and related deadlines.

An initial list of conferences and events at which BENEFIT partners envisage participating is the following:

- World Conference on Transport Research (WCTR) 2016
- Transport Research Arena (TRA) 2016
- European Transport Conference (ETC), etc.

An update of this list will be available in the revision of the Dissemination Plan, foreseen midterm.

5.5 E-exchange and e-engagement

Means of e-exchange and e-engagement will further enable project findings to be shared and discussed in a dynamic manner with a wider audience. To this end, the project plans the

organisation of a number of interactive online communication tools, such as: “webinars”, “hangouts”, and “discussion corners”.

Three online webinars as interactive online workshops via Internet are foreseen at focal BENEFIT points (milestones). This will allow for the interaction with remote locations and viewing at times of convenience. The latter would be of particular interest to policy makers, with potentially limited availability at certain times and dates. Follow-up communications are also foreseen for each webinar. The webinars will follow the “hangout” format.

“Hangouts” will be employed within the course of the project, primarily for internal communication within the BENEFIT partnership, the Advisory Group and the Consultation Group. Hangouts are gaining increased attention recently, as free video chat services that enable both one-on-one chats and group chats with a maximum of ten people at a time that can be made public. In addition to video chatting, Hangouts allow users to share documents, scratchpads, images and videos with other users allowing for effective group communication. The service can be accessed online through the Gmail² or Google+³ websites, or through mobile apps available for Android and iOS. Video chat histories are saved online, allowing them to be synced between devices. Photos shared during hangouts are automatically uploaded into a private Google+ album. Finally, information shared may be stored creating automatic minutes of each meeting. Apart from the foreseen 5 Hangouts, additional ones will be carried out among members of the consortium, when the need arises.

In addition to the above, five “Discussion Corners” will be set-up, typically for a duration of one calendar month, to promote, exchange and pass on a selection of BENEFIT results and findings. The “discussion corners”, which will launch discussion subjects in direct collaboration with the Consultation Group in an online forum format, will be available at the portal with mandatory registration. The forum will be managed by the responsible partner and contributions by written post during the discussion corner month will be submitted by members and public in general. The “discussion corners” will create a fertile ground from which debates will emerge fostering productive dialogue, while also generating at the same time networking opportunities. The mandatory registration is also expected to contribute significantly to the enlargement of the BENEFIT Contacts Repository.

²<https://www.gmail.com/>

³<https://plus.google.com/>

All the above communication activities will be operated and posted on the BENEFIT portal, while webinars, hangouts, and discussion corners minutes will be included in the project mid-term and final reports.

5.6 Policy Dialogue Sessions

Although organised within WP5, policy dialogue sessions will also constitute a critical dissemination tool for the BENEFIT project. These will be organised sessions with stakeholders from different groups, with different interests, whereby pilot cases will be presented and discussed with a view to gain insight into the position and reactions of practitioners. Another aim is to test and validate the different elements of the Decision Matching Framework, paving the ground for the final BENEFIT recommendation.

Policy Dialogues are also foreseen so that Consultation Group membership is extended during BENEFIT implementation. The long list of committed consultation group members signifies both the interest of stakeholders in BENEFIT and the ability of the BENEFIT partnership to reach out to stakeholders.

Two policy dialogue sessions are envisaged to be held in M10 and M16, simultaneous to project meetings. The 1st Policy Dialogue is realised just before the achievement of the 3rd Milestone, while the 2nd Policy Dialogue session is held before the 4th Milestone to enhance the impact of the parallel events. Members of the Advisory Group and the Consultation Group will be invited. This task will have an intense interaction with WP 3 and 4 and feed WP5.

6. Monitoring and Evaluation

In order to ensure the quality and high degree of effectiveness of the BENEFIT dissemination activities and, as well as the satisfaction of target stakeholder groups during the course of the project, it is necessary to regularly evaluate the status of the related tasks and to monitor their implementation on the basis of the dissemination plan. To this end, the impact that the communication activities have on public knowledge of the project and its working space will be assessed through the measurement of appropriate indicators.

The monitoring results are utilised to steer, improve and adapt activities. Although sufficient flexibility is required to allow activities to adapt to project developments, potential problems will be detected as early as possible in order to create effective adaptation measures. In addition, monitoring and evaluation results will be taken into consideration in the midterm revision of the Dissemination Plan.

The following preliminary indicators (mainly quantitative) have been established for measuring the impact of the communication and dissemination activities against the strategic objectives of the dissemination plan:

- Contacts repository (external mailing list)
- Number of BENEFIT portal visitors
- Number of wiki registrations
- Number of newsletter recipients/feedback from survey
- Number of targeted reports recipients
- Number of workshop attendees/final conference registrations
- Number of presentations/special sessions at conferences
- Number of synergies with other Horizon 2020 projects
- Number of webinars/discussion corners participants
- Number of publications in scientific journals and their circulation figures
- Number of downloads of BENEFIT outputs
- Survey results of newsletters and targeted reports

Table 2 provides indicative target values for a number of the above indicators in accordance with dissemination objectives.

Table 2: Key Dissemination Targets

| Strategic Goals | Indicator | Target | Target Group |
|-------------------------------------|--|---------------|---|
| Attention of stakeholders | BENEFIT Contacts Repository | 100 | All |
| Awareness among stakeholders | Visits on BENEFIT Portal | 2000 | All |
| | Newsletters recipients | 100 | All |
| Adoption of BENEFIT outputs | Downloads of BENEFIT outputs | 500 | Public authorities, PPP units, Financiers, Policy makers |
| Networking | External participants at workshops/Final Conference | 200 | All |
| Exchange of know-how | Participation in webinars, hangouts and discussion corners | 50 | All |
| New project co-operations | Collection of co-operation intentions at BENEFIT workshops and conferences | 10 | Horizon 2020 projects, Academia, Research community |

UAGEAN will report every three months on the status of dissemination activities asking responsible/involved partners to provide updated information concerning their implemented dissemination activities. To this end, partners will keep records of all activities

they have carried out in order to report as much information as possible about the impact made by BENEFIT.

7. Exploitation Plan

Apart from dissemination actions, it is equally important to set the basis for the exploitation of BENEFIT results and outputs past the project's lifetime in compliance with the identified project impacts. To this end, an exploitation plan could be defined as the strategy and process to allow for the capitalisation of the tangible and intangible results of the BENEFIT project, optimise their value, enhance their impact and facilitate their integration at multiple levels.

The present deliverable has outlined a number of dissemination channels and activities to meet the dissemination objectives. These activities at the more mature stages of the project will meet exploitation goals. To this end, the initial exploitation strategy is defined and carried out in close relation with the dissemination activities. The completed exploitation plan will be presented in the project final report.

The main tools that are expected to be utilised for achieving the sustainability and transferability of results after BENEFIT's completion are the following: web portal with wiki, contact lists, media, established synergies with relevant projects, scientific papers, Advisory and Consultation Groups.

Therefore, in order to ensure the proper capitalisation of project results, the overall following actions are required:

- Regular updating of the BENEFIT portal with new information, for two years past project implementation;
- Participation of partners in national and international conferences and fora;
- Support of the application and monitoring of project results within the targeted area;
- Identification and cultivation of connections with other projects and organisations of the same field for exchanging experiences and furthering concepts;
- Generation of new co-operation European programmes (projects) on issues relating to BENEFIT's results;
- Selection of ideas from stakeholders attending dissemination events and continuation of their support even after the conclusion of the project;

- Elaboration of scientific papers for publication in international scientific journals and book publications.

8. Implementation Plan

8.1 Time-Plan

BENEFIT dissemination activities, as described within Work Package 6, will run throughout the entire project duration (months 1-21), while the exploitation of the project will run beyond the end of the project lifetime. There is, however, a particular focus on dissemination points (events, actions and publications) at certain milestones. Figure 5 depicts the implementation plan, according to which main steps, end products, and actions are reported and scheduled.

| Task | Months | | | | | | | | | | | | | | | | | | | | | |
|--|---|-------------------------|--|--------|--------|--------|---|--------|--------|----|------------------------------------|--------|--------|--------|--------|----|--------|--------|--------|----|--------|---------------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | ≥22 |
| 6.1 PUBLICATIONS & EXPLOITATION | D6.2 | D6.3.1 | Disseminate Brochures | | | D6.3.2 | | | D6.3.3 | | Mid-term update of Deliverable 6.2 | D6.3.4 | | | D6.3.5 | | | D6.3.6 | | | D6.3.7 | Final update of Deliverable 6.2 |
| | Publications in scientific journals, press releases, social media | | | | | | | | | | | | | | | | | | | | | |
| 6.2 PORTAL & WIKI | D6.1 | D6.4 & D6.5 | Collect & disseminate news & events | | | | | | | | | | | | | | | | | | | |
| | Management Plan | Launch of Portal & Wiki | Update portal contents & stakeholder repository | | | | | | | | | | | | | | | | | | | |
| | | | Moderate wiki, collect information & respond to comments | | | | | | | | | | | | | | | | | | | |
| CATON & | D6.7.1 | D6.8.1 | | D6.7.2 | D6.8.2 | D6.6.1 | | D6.7.3 | D6.8.3 | | | D6.7.4 | D6.8.4 | D6.6.2 | D6.9 | | D6.7.5 | D6.8.5 | D6.6.3 | | D6.10 | |
| Exploitation of BENEFIT outcomes | | | | | | | | | | | | | | | | | | | | | | |

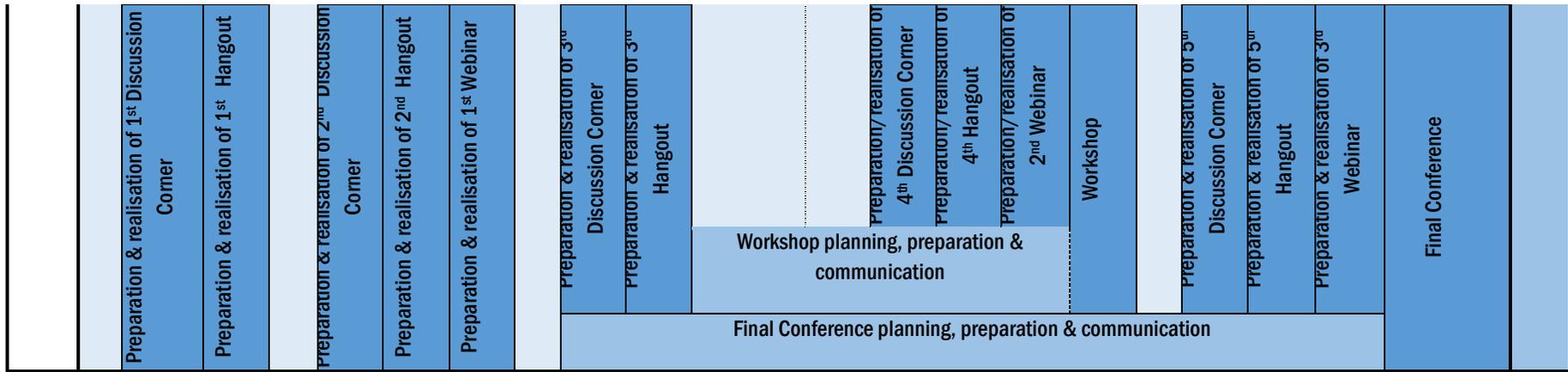


Figure 5: Implementation time plan

8.2 Work allocation

All partners will be involved in the communication activities depending on their role and the level of dissemination. Table 3 summarises partner responsibilities per related task.

Table 3: Partner responsibilities per dissemination task

| Task | Involved Partner | Activity |
|--|----------------------|---|
| Task 6.1: Publications & Exploitation | | |
| All task activities | Task Leader: UA | General coordination, collection and editing of input for newsletters and targeted reports, monitoring of social media/press releases |
| Newsletters | All partners | Content contributions |
| Targeted reports | Selected partners | Report production based on thematic topic |
| Publications | Selected partners | Scientific publication production, presentation at conferences |
| Social media/press releases | All partners | Content contributions /support |
| Task 6.2 : BENEFIT Portal and Wiki | | |
| BENEFIT Portal | Task Leader: UAEGEAN | Design, implementation and continuous actualisation of web portal |
| | All partners | Content contributions /support |
| BENEFIT Wiki | Task Leader: UAEGEAN | Design, implementation, coordination and editing of wiki entries |
| | All partners | Content contribution, editing/support |
| Task 6.3 : Communication and Events | | |
| BENEFIT Workshop | Task Leader: TIS | Overall organisation and realisation, drafting of minutes, feedback collection and evaluation |

| | | |
|--|-------------------|--|
| | All partners | Participation, provision of input and general support |
| BENEFIT Conference | Task Leader: TIS | Overall organisation and realisation, proceedings |
| | All partners | Organisation, participation, presentation |
| Synergies/special sessions | Task Leader: TIS | Establishment of synergies, coordination |
| | Selected partners | Participation in synergies, preparation of special sessions material and presentation |
| E-exchange (webinars, hangouts, discussion corners) | Task Leader: TIS | Overall coordination, realisation, drafting of minutes, feedback collection and evaluation |
| | All partners | Participation, mediating, provision of input |

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