



INTERCONNECT

INTERCONNECTION Between Short- and Long-Distance Transport Networks

DELIVERABLE D6.4

FINAL DISSEMINATION AND USE PLAN – PUBLIC VERSION

Due Date: May 2011
Submitted: 31 May 2011
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Dissemination: Public

Project co-funded by the European Commission within the Seventh Framework Programme, Theme 7 Transport
Contract number 233846

Project Start Date: 1 June 2009, Project Duration: 24 months

Document Control Sheet

Project Number:	019746		
Project Acronym:	INTERCONNECT		
Workpackage:	WP6 Dissemination and Exploitation		
Version:	V1 (public)		
Document History:	Version	Issue Date	Distribution
	V1 (public)	31 May 2011	Consortium, Project Officer, Public

Classification – This report is:									
Draft		Final	X	Confidential		Restricted		Public	X

Partners Owning:	All
Main Editor:	Rasmus Gravesen; Tetraplan A/S
Partners Contributed:	All INTERCONNECT Partners
Made Available To:	All INTERCONNECT Partners / Project Officer
This document should be referenced as:	Gravesen, R.: "Final Dissemination and Use Plan – public version", Deliverable 6.4 of INTERCONNECT, Co-funded by FP7. TRI, Edinburgh Napier University, Edinburgh, May 2011.

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EXECUTIVE SUMMARY

This public version of the final dissemination and use plan outlines the dissemination and exploitation activities of INTERCONNECT. The plan gives an overview of the process, progress and results of activities related to dissemination and exploitation.

The relevant activities included in the dissemination plan come mainly from WP6: Dissemination and Exploitation, but other activities are relevant to include in a joint description of the dissemination activities of the INTERCONNECT project.

The described dissemination activities in this deliverable are the following:

- Project deliverables
- The INTERCONNECT Website
- The Project Presentation Leaflet
- The Thematic Groups
- Presentation of INTERCONNECT at national and international conferences
- Scientific articles in relevant national and international journals
- Contributions to the CLOSER newsletters
- The INTERCONNECT toolkit
- The Final E-Conference

1 THE MEANS OF DISSEMINATION AND EXPLOITATION

All project participants are responsible for dissemination and exploitation of the results of the project. This plan outlines the different main responsibilities and efforts of all partners in relation to dissemination and use of INTERCONNECT.

The objectives for the dissemination initiatives are:

- involvement of stakeholders in the current and potential interconnectivity field;
- provision of information to current researchers in the interconnectivity field;
- raising awareness among those researchers who could play a role in future interconnectivity research.

The key stakeholders are the centre of the project's attention. In order to ensure a wide distribution of the findings and results of the INTERCONNECT the consortium partners have jointly made an effort to identify relevant stakeholders. The consortium's joint list of relevant stakeholders (approximately 140 stakeholders) has been used to check initial findings and to get input on draft results.

The key targets for dissemination are the practitioners and policy makers who can promote interconnectivity in policy and practice. Generally speaking, the target groups relevant for INTERCONNECT include infrastructure owners, transport operators and planners, local or regional authorities, passenger organisations, strategic national and European decision makers and lobby groups, as well as the research community.

2 THE INTERCONNECT WEBSITE

The website at www.interconnect-project.eu functions as the main repository of knowledge generated by the project. The website serves both internal use between partners and dissemination towards a wider audience. Thus, the website contains a and a public area and a password-protected area.

The public area of the website contains basic information on the project, and it serves as a main point for dissemination. The public area currently (May 2011) contains the following pages:

- Home page: a general overview of the project
- E-conference: all presentations from the INTERCONNECT E-conference
- About the project: an introductory page with the main aims and expected results of the project
- Consortium: listing and contact info of partners
- Project deliverables: a download facility for the public deliverables of the project
- Links
- Contact Details
- Imprint

Notably, the E-Conference for stakeholders in May 2011 has been used to present and get input on the draft conclusions and recommendations from INTERCONNECT. The E-Conference presentations will remain on the project website as a resource to live beyond the week of the E-Conference. The website will be active for at least one year after the end of the project.

The password protected area of the website serves as a common archive for the projects partners and contains:

- Internal downloads (minutes, reports, deliverables, milestones, templates, etc.)
- All workpackages have their own folder in the internal website. The WP folders are used to store all relevant documents for common use.
- A counter mechanism to keep track of the number of the site's visitors. This allows us to apply a measure of the project's web presence. The website has had an average of around 200 hits to the website homepage each month with increasing numbers approaching the project end.

3 PROJECT PRESENTATION LEAFLET

The project presentation leaflet is the business card of the INTERCONNECT project. The leaflet provides basic information on the project and the contact information of the partners involved. The leaflet is targeted at a wide audience:

Target groups for the leaflet are:

- national and international stakeholders at policy level;
- the stakeholders in selected case studies;
- other relevant persons contacted throughout the project;
- the research community at large.

A general leaflet was developed at the start of the project, outlining the main aims and foreseen results of the project, including contact information for partners and the co-ordinator. The leaflet has been updated several times during the lifespan of the project:

- V1: originally submitted, September 2009
- V2: revised, January 2010
- V3: for WCTR, June 2010
- V4: updated, February 2011
- V5: May 2011 (project end)

4 THEMATIC GROUPS: STAKEHOLDER INVOLVEMENT

The thematic groups have been used to ensure targeted and direct dissemination of the findings and results of INTERCONNECT. The thematic groups have also been used to check preliminary results and to get input on draft conclusions and recommendations. However, the stakeholders involved in the thematic groups are of course not responsible for the conclusions drawn.

Interacting with national and international key stakeholders has had two main goals:

- to get relevant and qualified thematic input to the proposed solutions to improve passenger interconnectivity and to the draft conclusions and recommendations from the project;
- to ensure strategic dissemination of the main results of the project directly to the relevant key stakeholders, thus ensuring that the research results from INTERCONNECT will be put into use.

The thematic groups have been used as:

- a forum to get input on the scope of the studies carried out in the project;
- a forum to present draft conclusions and recommendations;
- a forum to get input on solutions to improve interconnections;
- a sounding board to check facts, conclusions and recommendation of the intensive case studies and test beds carried out;
- a clear channel for dissemination of main results to a targeted and informed audience.

Two stakeholder forums were held to present the preliminary solutions and the draft conclusions and recommendations of INTERCONNECT:

- The 1st forum of INTERCONNECT took place at the WCTR 2010 in Lisbon in July 2010. A ½ day slot was provided for a special session on passenger interconnectivity with the sister projects of CLOSER and HERMES. The focus for INTERCONNECT was on:
 - Introduction of the three projects (INTERCONNECT plus HERMES and CLOSER projects) by the EU Project Officer
 - Two round table debate sessions on the initial solutions to improve interconnectivity for passengers including short presentations and debate on four sub-themes:
 - legal and organisational arrangements;
 - new and emerging mobility schemes;
 - new / improved infrastructure;
 - operational solutions.
- The 2nd forum of INTERCONNECT was a web-based stakeholder consultation conducted in autumn 2010. A large number of proposed solutions to the problems of poor interconnectivity were identified at this stage. To get input and feedback on these preliminary solutions, the partners' networks of national and European stakeholders were consulted using a web-based questionnaire in order to refine the proposed preliminary solutions.

The web-based questionnaire was based on the preliminary assessment of solutions, which was refined further following input from stakeholders and further work by the consortium members.

5 PRESENTATIONS AT NATIONAL AND INTERNATIONAL CONFERENCES AND SEMINARS

The project has been and will be further exhibited at mobility-related conferences and seminars.

Relevant national and international dissemination events have continuously been identified and coordinated amongst the partners of the consortium during the lifetime of the project.

6 SCIENTIFIC ARTICLES FOR RELEVANT NATIONAL AND INTERNATIONAL JOURNALS

Dissemination towards the research community is best dealt with through presentations at conferences and seminars, and through scientific articles in relevant national and international journals. The articles will mainly be written by the end of the project, where main results or results on specific topics (parts of the full project) are available. All partners are obliged to contribute the fulfilment of the task.

A table illustrating presentations held amongst the partners of INTERCONNECT have been collected and updated continuously for internal use. Further publications after project end are also foreseen.

7 CONTRIBUTIONS TO THE CLOSER NEWSLETTERS

INTERCONNECT's sister project, CLOSER, has a newsletter, which is open to contributions from INTERCONNECT.

The CLOSER newsletters focus on project results and will be circulated to potential end-user companies. The aim of the CLOSER newsletters is to communicate to the decision-makers the functionality and benefits of improved interconnection of transport networks. Target groups will include a mixture of local government officials, experts, academic bodies, transport operators, and trade associations.

Due to postponement of CLOSER, the contributions from INTERCONNECT have been limited to one issue of the CLOSER newsletter.

8 THE INTERCONNECT TOOLKIT

The toolkit is a compendium presenting existing good practice, potential solutions and promoting the take-up of best practices. The toolkit targets practitioners and policy makers alike, and provides state-of-the-art experience on how to promote interconnectivity in policy and practice.

The INTERCONNECT toolkit of solutions to improve passenger interconnectivity is of particular importance as a mean of dissemination of findings from INTERCONNECT.

The deliverable behind the toolkit - D3.1, "An Analysis of Potential Solutions for Improving Interconnectivity of Passenger Networks" is therefore a central deliverable for stakeholders to look for.

The toolkit is also presented as part of the E-Conference.

Both the deliverable and the presentation are available from the project website:
www.interconnect-project.eu

9 THE FINAL PROJECT E-CONFERENCE

The consortium held a final E-Conference, which took place from 2nd to 9th May 2011.

The objective of the E-Conference was to present and debate the draft conclusions and recommendations from INTERCONNECT with national and European stakeholders and researchers interested in improving interconnectivity between short and long-distance passenger transport networks.

E-Conference presentations covered:

- introduction to the INTERCONNECT project;
- the INTERCONNECT "toolkit" of solutions to improve passenger interconnectivity;
- the main results from the INTERCONNECT case studies, surveys and test beds;
- draft conclusions and recommendations from the project.

Stakeholders could have downloaded PowerPoint presentations with audio commentary until 9th of May 2011. During this period they were able to send comments and questions regarding these presentations to the consortium. Afterwards, members of the consortium discussed and responded directly to all feedback received.

In all the E-Conference had approximately 100 external hits from 2nd to 9th May 2011, which illustrates the number of visitors to the E-conference.

The presentations will stay online and available to download on the project website for at least one year beyond the end of the project as they are part of the main results of INTERCONNECT.