



Deliverable D 5.1

Communication, dissemination and exploitation plan (CDEP) for the project

FP2-MORANE-2	
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1. Executive Summary

The aim of this document is to provide a dissemination and exploitation strategy for the FP2-MORANE-2 project and to describe the tools that will be used to facilitate the wide-spread of information and knowledge from the results created by the project, among and beyond the members of the consortium (and beyond the life of the project).

For the dissemination of FP2-MORANE-2 to be successful, there needs to be a good cooperation between all the Work Packages throughout the life of the project.

In this respect, an overview of the communication, dissemination and exploitation activities to be undertaken during the project's life is going to be provided, followed by a separate and more detailed analysis of each activity.

Dissemination and exploitation of results will be crucial for the acceptance and implementation of technologies developed by suppliers and end-users.

This deliverable will be a dynamic document that will be revisited and edited periodically and will evolve with the project.



2. Abbreviations and acronyms

Abbreviation	Description
3GPP	3rd Generation Partnership Project
ATO	Automatic Train Operation
CAM	Connected and Automated Mobility
CCS TSI	Technical Specifications for Interoperability
CCS	Control Command and Signalling
CDEP	Communication, dissemination and exploitation plan
ERA	European Union Agency for Railways
ETCS	European Train Control System
ETSI	European Telecommunications Standards Institute
EU	European Union
EU-RAIL	Europe's Rail
FP2-MORANE-2	Flagship project 2 - MOBILE radio for RAILway Networks in Europe 2
FRMCS	Future Railway Mobile Communication System
GA	Grant Agreement
H2020	Horizon 2020 framework programme
IEEE	Institute of Electrical and Electronics Engineers
IM	Infrastructure Manager
PPP	Public-Private Partnership
RU	Railway Undertaking
TCMS	Train Control and Monitoring System
TOBA	Telecom On-Board Architecture
TRA	Transport Research Arena
TSI	Technical Specification for Interoperability
UNISIG	Union Industry of Signalling
UNITEL	UNIFE Telecommunications Committee
WP	Work Package



3. FP2-MORANE-2 Project and Work Package Summary

The purpose of this document is to provide a clear dissemination and exploitation plan for the FP2-MORANE-2 project. To facilitate this, we present materials and strategies for communicating and disseminating FP2-MORANE-2 to railway stakeholders, the scientific community and the general public, aligned with the overall EU-RAIL communication, dissemination and exploitation strategy. Those include - the creation of a project identity; the creation of a public website; the production of two newsletters; the creation of a project brochure; the organisation of a mid-term and final conference; the participation to conferences and the publication of results in relevant journals. Moreover, the consortium partners will endeavour to promote the project developments through social media.

Throughout the project, the Dissemination, Communication and Exploitation Work Package (WP5) will drive the dissemination of information, particularly for the purpose of ensuring future exploitation and the collaboration with the other relevant projects. The widespread and targeted dissemination of the project's outputs is vital to the acceptance and implementation of the technologies developed and for this reason all the other project partners are going to be involved in the production and publication of material like scientific publications, articles, press releases, presentations, newsletters and project brochure.

3.1 Background

The expected obsolescence of GSM-R, together with the need to enable digitalisation in train operations has led the European railways, together with the sector, to set a global plan for the definition of a new radio system, which is the Future Railway Mobile Communication System (FRMCS).

As a historical reference to Morane (the project that created GSM-R in Europe 25 years ago), FP2-MORANE-2 is the full testing of the FRMCS V2 set of specifications, which will be confirmed through labs and field testing of the whole FRMCS ecosystem, leading to a solid FRMCS V3 set of specifications.

The project focuses on:

- The definition of a complete set of Test Cases, and of a set of Test Plans per (each) Lab or Field, activity which is led by UIC.
- The first step of the testing activities will be achieved in 3 different labs - run by Ericsson, Nokia and Kontron.
- The second step is five different field tests - operated on two railway tracks from ADIF, one from DB, one from TRAFIKVERKET and one from PRORAIL. Four of these lines are conventional, the fifth, in the ADIF network, being a high-speed line.



The main purpose of this project is to validate the FRMCS V2 Specifications, with precommercial FRMCS system components in realistic operational conditions. This is one of the major steps needed to ensure the beginning of the migration to FRMCS across the European railway system.

The objectives and ambition of the FP2-MORANE-2 project include:

- Confirm the future proof FRMCS architecture with the necessary telecommunication elements, based on UIC Specifications Testing the necessary functions of the FRMCS V2 set of specifications
- Testing the necessary functions of the FRMCS V2 set of specifications
- Validating and returning on experience – this includes confirming / correcting / amending FRMCS V2 specifications, and communicating these elements to the UIC FRMCS Program for the closing of the FRMCS V3 set of test activities.

The general aim is also to create a highly mature product ecosystem for FRMCS. This is an ambitious goal only made possible by the progress of the FRMCS specification stream, which is also related to breakthroughs from the Horizon 5G-RAIL project at the end of 2023.

3.2 Definitions

Throughout this document, the terms ‘communication’, ‘dissemination’ and ‘exploitation’ will be used frequently. The definitions used by the authors are shown below:

- *Communication*: The aim of taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.
- *Dissemination*: The aim of dissemination is to spread the outputs of the project among interested parties, in a targeted way. This activity involves presentation of the project’s results to the European railway community and the industrial and scientific community, while managing knowledge within the consortium. The means to achieve this are described in this document
- *Exploitation*: The aim of exploitation is to favor the market uptake through the use of the results of the project, particularly by using them in further research activities (outside the action). This activity involves the use of the project’s results and developed technologies by the suppliers and end users. It involves working closely with all work packages to ensure outputs are captured and partners are able to engage with potential customers and also that they are supported in the development of the project outputs in order to produce products and services that can be exploited.

Communication, dissemination and exploitation of results are crucial to the acceptance and implementation of technologies developed in the project by suppliers and end-users.



3.3 Dissemination target groups

The consortium plans to disseminate the results at different levels, with the main target audience listed below:

- Infrastructure Managers (IMs) and Railway Undertakings (RUs);
- Rail Supply Industry;
- 5G and ICT community
- Associations, Regulatory and standardisation bodies;
- Public authorities;
- Research institutes;
- Shift2Rail (S2R) and its successor (EU-RAIL);
- Past and ongoing projects.

Table 1 Main Dissemination and Exploitation Tools aimed at the Project Target Groups

Tools	RUs & IMs	Rails Supply Industry	5G & ICT community	Associations, Regulatory and standardisation bodies	Public authorities	Research institutes	S2R & ERJU	Past and ongoing projects
Project Website	✓	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓			✓	✓	✓
Project Leaflet	✓	✓	✓	✓	✓	✓	✓	✓
Conferences / Events	✓	✓	✓	✓	✓	✓	✓	✓
Journals & Scientific Papers	✓	✓	✓	✓	✓	✓	✓	✓
Project Mid-term Conference	✓	✓	✓	✓	✓	✓	✓	✓
Project Final Conference	✓	✓	✓	✓	✓	✓	✓	✓



4. Dissemination Plans

4.1 Objectives

During the project implementation, the dissemination plan will aim at informing the relevant stakeholders about the main activities and results achieved during the lifecycle of FP2-MORANE-2 project.

External communication and dissemination will be achieved by creating a project identity and a public website, alongside developing a project brochure, newsletter and social media presence. Further to this, there will be the development of a project video, and members of the project must attend to conferences and relevant events. Further to this, articles will be published in relevant journals.

As outlined in the FP2-MORANE-2 description of work, the dissemination objectives are to:

- Establish a dissemination platform to facilitate wide-spread information transfer amongst and beyond the members of the consortium (and beyond the life of the project);
- Set up communication channels with FP2-MORANE-2 projects to ensure a permanent link/communication with respect to the relevant activities;
- Ensure that the project outputs reach the target audience mentioned previously;
- Ensure that appropriate dissemination strategies are applied.

4.2 Dissemination Measures

4.2.1 FP2-MORANE-2 Private Workspace (Internal Communication)

The main objective of the FP2-MORANE-2 private workspace is to support the work of the consortium members and facilitate internal communication (within the project) and exchange of knowledge among them.

The “the FP2-MORANE-2 Workspace” is created within the UIC “Extranet” which is a content management and a collaborative platform. It is accessible to only partners, under specific conditions.

This “FP2-MORANE-2 Workspace” enables users:

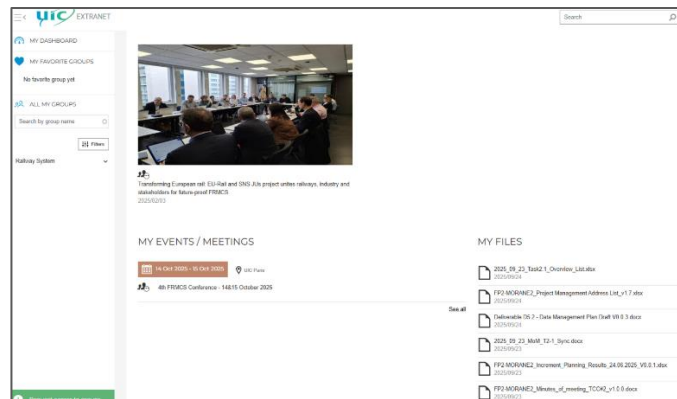
- to share and stock documents;
- to organise meetings;
- to manage directories and contacts.



The key functions of this exchange platform are the following:

- manage users' rights and profiles;
- manage meeting schedules and associated documents;
- enable users with the relevant rights to update information, upload and download files in real time;
- manage the directories which constitute a contacts database inside the project;
- provide e-mail notification of news and events;
- search on the various fields.

The FP2-MORANE-2 workspace (see below picture) is accessible at <https://extranet.uic.org/en>.



4.2.2 Dissemination Events & Participation in Conferences

The FP2-MORANE-2 consortium will organise two main public events at the middle and at the end of the project, the mid-term and final conference, whose aim will be to present all the project achievements at these points in time. These conferences will be public events open to all. To ensure maximum impact, invitations will be sent to the key actors in the field. The location will be chosen to facilitate participation with the partners and relevant stakeholders.

The mid-term and final conferences will provide a platform to discuss the achieved results of the project. Solutions for the identified problems and challenges will be presented based on the FP2-MORANE-2 project results and the harmonisation of needs, requirements and demands facing the FRMCS expectations will be discussed.



Apart from these two project-led conferences, some other conferences and public events will be targeted where FP2-MORANE-2 can be presented and communicated to a wide audience. FP2-MORANE-2 will be presented during high-level European and International events such as:

Table 2 Some FP2-MORANE-2 target events

Event name	Location	Date	Responsible partner(s)
UIC – 4th Global FRMCS Conference	Paris	14-15 October 2025	UIC and all project partners
Rail Tech Europe	Utrecht	4-5 March, 2026	TBC
ERTMS ERA Conference	Valenciennes	21-23 April, 2026	UIC, UNIFE
Transport Research Arena (TRA) 2026	Budapest	18-21 May 2026	UIC, UNIFE, Other Project Partners
Connecting Europe Days	TBC	Q3 2026	TBC
InnoTrans 2026	Berlin	September 2026	UIC, UNIFE, Other Project Partners
Resilient Transport	Manchester	September 2026	TBC

The project partners will be active in the promotion and dissemination, by joining these and other major events and conferences, and presenting results and achievements of the project.

4.2.3 Dissemination Measures – Social Media

Social networks are very efficient to target a large audience or more specific communities. At this stage, the LinkedIn, Bluesky & X are all relevant and can be utilised for the project’s needs. Specifically, as part of the project and contained within the Grant Agreement, social media content will be passed on from the partners to communications staff at EU-RAIL once per month to update on the project.

Further to this, the project partners’ existing LinkedIn, Bluesky & X accounts can also leverage their already established audience when posting pieces of news such as news articles, information about FP2-MORANE-2 events, relevant conferences, major findings, etc.

All of these social media platforms enable the dissemination of short pieces of information, which will contribute to driving back the traffic towards the project website. Another benefit is the multimedia support offered by all of these social media platforms, which allows partners to post short videos, text and pictures. The partners will use at least the specific hashtag created for the project: #FP2MORANE2 in order to maximise the impact of the outreach.



4.2.4 Dissemination Measures – Specialised Journals & Media

Regular information will be published through the usual channels of the different associations involved in the project. Project results are also planned to be published through articles mainly in specialised press and scientific journals such as:

- Railway Gazette;
- International Railway Journal;
- RTR European Rail Technology Review;
- Global Railway Review;
- Rail Technology Magazine.
- IEEE Transaction on Communications or IEEE Communication Magazine
- IEEE Networks Magazine or IEEE Transaction on Networks
- IEEE Vehicular Technology magazine or IEEE Transaction on vehicular technology

Furthermore, different external scientific media will also be considered. Below you can find some initial activities envisaged with respect to planned publications:



Table 3 Some initial activities envisaged with respect to planned publications

Source	Type of publication	Date of issue	Responsible partner(s)
Announcement of the FP2-MORANE-2 Project	Press Release	January 2025	UIC, UNIFE
Landmark' research project seeks to understand FRMCS-ERTMS integration – Railway Gazette	Article	January 2025	UIC, UNIFE
FRMCS progresses towards field testing – International Railway Journal	Article	January 2025	UIC, UNIFE
VIAVI Advances Railway Communication Modernization as Part of the MORANE-2 Project	Press Release	May 2025	VIAVI Solutions
SIGNAL+DRAHT (117): MORANE-2: The final validation step towards the 1st edition of FRMCS	Article	May 2025	DB
News Update from VIAVI through Newsletter	Newsfeed	July 2025	VIAVI Solutions
Publication announcement post with 45k+ impressions (LinkedIn-Link)	LinkedIn Post	July 2025	DB
Rail Communication Testing for FRMCS: Light at the End of the Tunnel	Article	August 2025	VIAVI Solutions
Monthly Social Post – UIC & UNIFE to co-ordinate	Social Post	August 2025 until End of Project	UIC & UNIFE to co-ordinate
NOKIA – Nokia Joins Deutsche Bahn To Launch First 5G Rail Test Network In Europe (FP2-MORANE-2 Mention)	Press Release	15 September 2025	NOKIA
Social Media Post on DB FRMCS Stakeholder Day	LinkedIn Post	16 September 2025	DB
UIC FRMCS Global Forum – MORANE-2 Presentation	Social Post	October 2025	DB
Magazine ZEVrail – article mentioning preparatory works for FP2-MORANE-2	Article	Nov/Dec 2025	DB
Mid-Term Conference – Relevant Project Update	Press Release	April 2026	TBC
Global Railway Review – Dedicated Project Article	Article	Q3/4 2026	TBC
Final Conference – End of the Project Announcement	Press Release	TBC - 2027	TBC
Dedicated Rail Media Article – End of Project/Post-Project	Article	TBC - 2027	TBC



4.2.5 Project Identity

As part of the project, the Consortium has worked to develop a cohesive Project Identity. This includes developing three key deliverables as part of the agreed to Grant Agreement. These include a Project Logo, a Project Brochure and a Project website.

A logo was developed and produced in the early stages of the project with the assistance of the wider consortium, aligned with the requested criteria from EU-RAIL JU representatives. This logo was designed to not only reflect the consortium and FRMCS technology, but also as a historical allusion to the first 'Morane' project undertaking in the 1990's.

Next, a brochure was requested to be developed as part of the early stages of the project, in order to showcase the overall aims of the project, the parameters of the research, and to further explain to stakeholders where the projects sits in developing the Future Railway Mobile Communications System and relevant technologies.

A website has also been developed, in order to showcase, store for public view and share the various milestones, events, updates, papers and key information. This is to remain accessible on and online for not only the life of the entire project, but five years.



5. Monitoring and Evaluation – Dissemination KPIs

In order to measure the impact and thus conduct the most accurate assessment of the dissemination activities, a set of key performance indicators have been defined. The table below addresses the key performance indicators, their relevance to the tools/channels used and the estimated target value.

Table 4 Estimation of Dissemination Key Performance Indicators

Tool/Channel	Key Performance Indicator	Target Value
Project website	Total visits to Project's website	7500
Project Video	Developed at the end of the project	1
Emails	Recipients of Newsletters/Information/Key Updates	300 persons
Project Brochure	Number of brochures printed and distributed or downloaded	1 (No set value of print)
Participation in key external events	Attend international or national events relevant for the project's scope and topic.	At least 8 in total
Press Releases	Number of Press Releases	3
Conferences / Events	Number of events where there will be a section or sub section linked to FP2MORANE-2	3/year
Project E-Newsletters	Number of newsletters printed and distributed or downloaded	500
Newsletter Teasers	Short Teasers which are sent to ERJU	200 subscribers
Mid Term Conference	Number of Participants	150
Project Final Conference	Number of Participants	150
Publications in targeted media	Number of publications	3/year
Social media	Posts	30



5.1 Organisation of the Dissemination

The leader of the dissemination and exploitation of the results work package is UNIFE.

The dissemination manager is responsible for:

- Producing dissemination material;
- Organising the mid-term and final conferences;
- Ensuring consistency of project image and published contents;
- Making sure of optimum use of the project dissemination resources.

Partners are expected to contribute by:

- Contributing to the content of the external website, brochure, newsletters and possible participation in conferences, workshops and exhibitions,
- Identifying and informing the consortium about dissemination opportunities (e.g. events, publications, etc.);
- Promoting the project results in their own organisation with press releases and web pages as well as presentation of the project in relevant events;
- Submitting technical papers and presenting the project results at relevant external conferences according with the project quality plan.

Each dissemination action needs to be reported to the dissemination manager (UNIFE).

5.2 Communication and Dissemination Rules

Any communication and dissemination activities related to the action and any infrastructure, equipment and major results must:

- Display the EU emblem;
- Include the following text: “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 951725.”

Publications should be in compliance with rules of the GA and CA as well as any potential additional policies agreed by the Consortium and documented in the CDEP (D5.1).

Further to this, all documents require the following disclaimer: “Funded by the European Union. Views and opinion expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the EU-RAIL and Smart Network and Services Joint Undertaking. Neither the European Union nor the granting authority can be held responsible for them. The project FP2-MORANE-2 is supported by the EU Rail and its members.



6. Exploitation Plan

6.1 Objectives

FP2-MORANE-2 aims to validate the FRMCS V2 specifications. Feedback of the project will constitute a solid contribution to the FRMCS V3 specifications.

Moreover, exploitation will aim at developing interaction with stakeholders that are not part of the consortium.

The exploitation strategy is two-fold:

- On one hand, it will address all relevant stakeholders impacted by the implementation of the FRMCS;
- On the other hand, it will involve major players in the railway community which could be involved in complementary activities, such as the EU-RAIL JU activities, standardisation organizations, etc.

The exploitation strategy is technology and market oriented and will be based on three levels:

1. **Inputs to the European rail supply industry**, bringing together European rail telecommunications suppliers contributing to the future implementation of FRMCS and with UNISIG dealing with ERTMS/ETCS specifications.
2. **Contribution to existing/future regulatory & standardisation documents:** The FP2-MORANE-2 consortium will facilitate the way relevant input for the work of regulatory & standardisation bodies such as the ETSI Technical Committee for Railway Telecommunication, together with a strong and two-senses collaboration with the UIC FRMCS Program. Therefore, it will pursue an effective cooperation with the stakeholders who are working on the definition of FRMCS, respecting the context of the existing FRMCS specification stream for efficiency reasons.

Permanent liaison will be established with UIC groups working on the definition of FRMCS, notably the FRMCS Functional Work Group (FWG), the FRMCS Architecture and Technology Work group (ATWG), the FRMCS Telecom On-Board Architecture group (TOBA), FRMCS FIS and FFFIS Working Groups, ETSI TC RT, and FRMCS 3GPP Task Force.

Therefore, it is of paramount importance to maintain the existing cooperation schemes with these stakeholders to facilitate the adoption of FP2-MORANE-2 outputs in future regulation or standards.

3. **Exploitation of project results in other R&D activities and market uptake:** The results of FP2-MORANE-2 could be also relevant as input for future R&D activities and be marketable in the near future, as partners will be able to follow individual exploitation strategies as owners of the foreground developed in FP2-MORANE-2. A connection is intended to be established with the EU-RAIL and especially with the Flagship Area 2 working, e.g. with Projects like the R2DATO project (<https://projects.rail-research.europa.eu/eurail-fp2/>).



In order to achieve the intended impact, the FP2-MORANE-2 project consortium will disseminate information about the project's objectives, activities and results to a wide variety of stakeholders throughout the rail sector, such as:

- Associations and Standards and Regulation Bodies (UNIFE/UNITEL, CER, UIC, EIM, ERA, ETSI, 3GPP, etc.);
- Railway Undertakings and Infrastructure Managers;
- Rail supply industry;
- EU Rail Innovation Pillar Flagship Projects and System Pillar.

6.2 Exploitation Measures

The following steps will be taken in order to ensure that the objectives of the exploitation plan are met:

- Consider developing Collaboration Agreements with 5G PPP projects listed in the Grant Agreement, along with any other future EU Rail project which will be relevant to the FP2-MORANE-2 scope;
- Ensure that standardisation bodies are aware of the project developments on a regular basis;
- Through interactions with other relevant research projects, by organising technical workshops on specific subjects identified, whenever needed. These direct technical interactions could be organised at WP level, to facilitate the knowledge transfer for a specific topic. These will be coordinated on a case-by-case basis.

All this exchange of information will enable the FP2-MORANE-2 project to provide feedback to the relevant stakeholders, and also to collect suggestions that could be relevant for the on-going activities of the project.

The dissemination and exploitation measures of the project will address the full range of potential users and uses. This includes Railway Infrastructure Managers, Railway Undertaking and Freight Operators, Associations/Federations/Regulatory Bodies (ERA, UIC, 3GPP and ETSI), stakeholders in the railway supply industry, Regional/National and European Institutions.

It also includes existing working groups developing the necessary specification and standards for the relevant technology. Due to the nature and the duration of the project, this is planned to be achieved to a significant extent and will constitute a sound basis for these standard evolutions to be set.

The table below describes in more detail the planned exploitation activities envisaged by each category of partners of the FP2-MORANE-2 consortium.

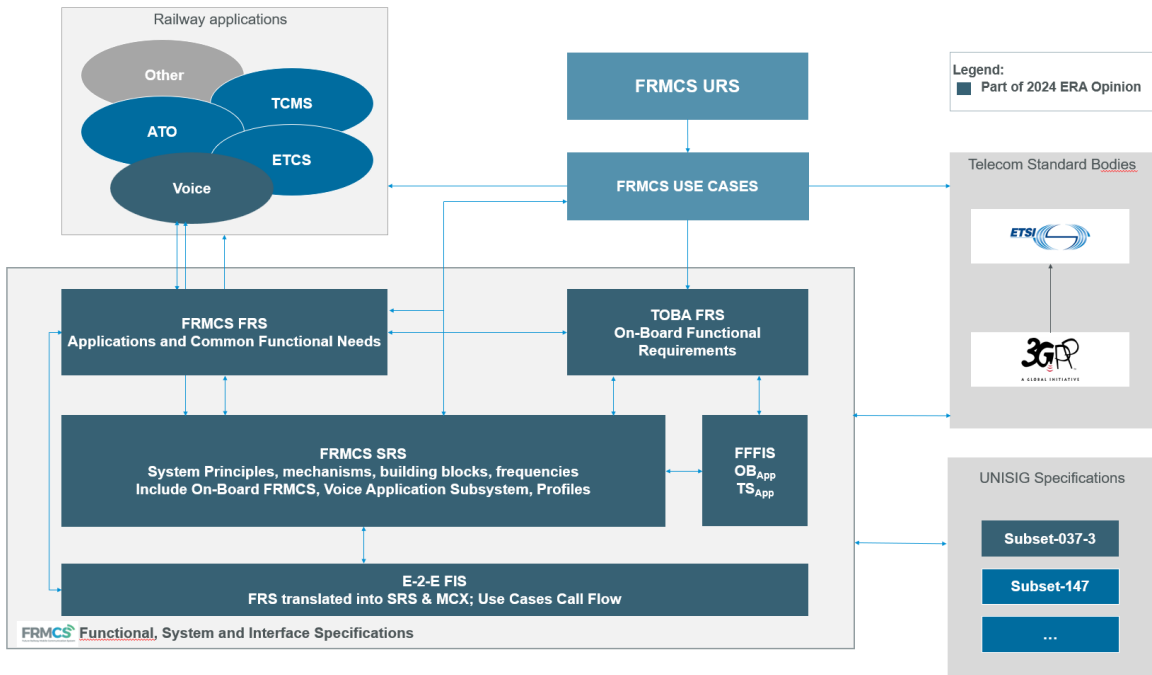


Table 5 Some of the Stakeholders categories considered for FP2 MORANE-2 exploitation plan

Nr.	Partner category	Planned exploitation activities
1	UIC	Exploitation of FP-MORANE-2 outcome will start during the project realisation, since the results will progressively influence the target V3 functional and system specifications which will be included in the CCS TSI in 2026/2027. Field testing campaigns will confirm various parts of the Specifications requirements, architecture and parameters constraints, also considering the GSM-R coexistence. This will provide pragmatic amendments in the specifications. Some FP2-MORANE-2 test cases will be a valuable contribution for FRMCS test specifications. .
2	Railway providers industry	FP2-MORANE-2 outcome will be used by the industry to improve their prototypes and bring them to a closer commercial product, will improve the capabilities of the products to respond to the expectations of the railway operators, will endorse their contribution to the standards WG as they can contribute based on their testing experience
3	IM&RUs	IMs can bring in FP2-MORANE-2 their use cases and specificities of their network, test them in collaboration with industry and standards bodies and in that way resolve in advance, thanks to FP2-MORANE-2 outcome potential FRMCS deployment issues, including the ones that will happen during the migration GSM-R to FRMCS period

6.3 Standardisation Plan

FP2-MORANE-2 pre-commercial products end tests are based on the exiting UIC V2 Specifications, which are complemented by ETSI and 3GPP specifications. The results of this very important Project will help consolidating these specifications, to define a fit-for-purpose FRMCS 1st Edition.



FRMCS specifications interdependencies between themselves and with other specifications



7. Conclusions

This document provides plans in the areas of dissemination and exploitation. It presents a comprehensive dissemination strategy for the FP2-MORANE-2 project and describes the materials and strategies that will be used for external communication, along with the engagement and uptake of the results by relevant stakeholders.

A series of dissemination events have been planned, and it is anticipated that more dissemination opportunities will arise as the project progresses. Therefore, the FP2-MORANE-2 consortium will use this plan as an initial strategy which will be further updated and reviewed on a regular basis. Dissemination activities will be discussed at WP level and will be coordinated generally via WP5.

This document is therefore intended to be used as a live document that will be updated throughout the life of the project if necessary.