

Coordination and Support Action FP7-266051

Seventh Framework Programme

Theme 7.3: Horizontal Activities for implementation of the transport  
programme

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## Communication Plan

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## 1 Introduction

This communication plan aims at providing the necessary indications and support to the consortium members in order to implement the necessary communication actions linked to the DETRA project.

The following issues are described in the document:

- logo
- leaflet
- poster
- newsletter
- website
- dissemination plan
- presence at conferences & final conference

## 2 Project logo

A logo was created in order to give a visual identity to the project. It will be used on all project communication support material.

Green has been chosen as the main color for this logo. Moreover, it has been decided to add a representation of each DETRA partner by using the colours of their respective logos on the right side of the DETRA logo.

A baseline has been added below the project name, in order to specify the acronym.

The logo has been created in four versions in order to be used on all types of documents:

- colours with baseline
- colours without baseline
- black and white with baseline
- black and white without baseline



**Figure 1: Project logo colours with baseline**



**Figure 2: Project logo colours without baseline**



**Figure 3: Project logo black and white with baseline**



**Figure 4: Project logo black and white without baseline**

### 3 Project leaflet

Leaflets presenting the project will be published at the beginning of the project and updated as appropriate throughout its course.

These will include the objectives of the project as well as expected results.

The leaflets should be disseminated to stakeholders, scientific researchers as well as to the general public.

It will be used to present the project during events of interest for the transport research community.

The production should be around 1,000 leaflets; more will be printed if necessary.

**7th Framework programme project**  
 Call: TPT.2010-8  
 Theme: Strengthening the European Research Area and encouraging participation  
 Starting date: 1st June 2010  
 Duration: 28 months

<http://detra.fehrl.org>

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**PARTNERS**

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- ECTRI** [www.ectri.org](http://www.ectri.org)
- EURNEX** [www.eumex.net](http://www.eumex.net)
- Humanist** [www.humanist-vce.eu](http://www.humanist-vce.eu)
- FERST** Represented by CERTH [www.ferst.org](http://www.ferst.org)

**SUPPORTED BY**

- Nearctis**
- ISN** (INTEGRATED SAFETY NETWORK)
- SEVENTH FRAMEWORK PROGRAMME**
- EUROPEAN UNION**


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**DETRA**  
 DEVELOPING THE  
 EUROPEAN  
 TRANSPORT RESEARCH  
 ALLIANCE

The research leading to the results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n°262651

### PROJECT GENESIS



After the signature of the Lyon Declaration in December 2008 a Task Force is created between the declaration signatories ECTRI, FERSI, FEHRL, HUMANIST, ISN, EURNEX and NEARC-TIS.

This Task Force aims at working on the European Research Area concept (horizontal, governance, administrative and financial issues including instruments) and delivering some first thoughts concerning transport related research.

It results in a report entitled "Creating a European Transport Research Alliance (ETRA) - Towards MERITE: Main European Research Initiative in surface Transport".

The report consisting of preliminary thoughts towards FP8, CIP2 and the joint programming also sets the scene vision and scenario, lists gaps and recommendations for the surface transport ERA and for the thematic issues at a macro level.

### PROJECT CONCEPT


The concept of DETRA derives from the Lyon Declaration in which the project partners organisations committed themselves to work together on the deepening of the European Research Area objectives in transport in order to address the Grand Challenges.

From this commitment grew the objective to create a European Transport Research Alliance (ETRA) that could strengthen the transport domain.


### KEY PRIORITIES

Key priorities of this Alliance are to examine the strengths, weaknesses, opportunities and threats in the domain and develop common understanding and approached to reducing fragmentation and overcoming barriers.

The approach of the DETRA project is to build on an understanding of the transport ERA to develop recommendations for the EC, member states and other stakeholders as well as for the DETRA partners organisations themselves.



### EXPECTED RESULTS



- » Evaluate progress towards the realisation of the ERA in the transport sector.
- » Identify strengths, weaknesses, opportunities and threats of, and to, research in this domain.
- » Evaluate the specific barriers impeding the realisation of ERA in the fields of Mobility for researchers; Worldclass research infrastructures; Strengthening research institutions; Sharing knowledge; Optimising research programmes and identifying priorities, and International cooperation.
- » Reduce fragmentation of effort between the different transport research organisations involved in the project.
- » Provide a sound basis for the strengthening of the European Transport Research Alliance which will in turn strengthen ERA progress.
- » Strengthen a cohesive influence of the DETRA partners on the various stakeholder bodies with the Transport ERA such as ERTRAC, ERRAC and others.
- » Work towards the creation of a structure based on the principles of the METAFORON architecture
- » Establish TRA as THE Transport research conference for European and the ERA.

Figure 5: Screenshots of the leaflet

## 4 Project poster

A poster presenting the project in a synthetic manner has been produced and will be updated throughout the project lifetime.

It will be used as a presentation support during the project workshops and also during exhibitions that can take place during conferences linked to transport and transport research in Europe where project partners will be present.

Figure 6: Screenshots of the poster

## 5 Project newsletter

Newsletters presenting the project and project results will be published during the project and throughout its course.

Regular information will be provided to the stakeholders and general public via this electronic newsletter to be widely disseminated throughout project partners and the general transport research stakeholders.

This newsletter will be disseminated every 4 months and describe project activities, projects and related events/developments.

This will supplement the update activities through the website.



Figure 7: Screenshots of the newsletter

## 6 Project website

A user-friendly website has been created using the URL <http://detra.fehrl.org>. This website will be used as a major dissemination tool and will include all public documents resulting from the project. It will be regularly updated.

Links to this website will be added to the partners' respective websites in order to easily reach the project's website.

The website includes a calendar, news function (with RSS feed). An updated Research Infrastructures catalogue to support WP2 has also been developed.

This website was provided by FEHRL and permanence after the project conclusion will be guaranteed.



## **7 Dissemination of information through partners of the project**

Partners' communication material will be used to disseminate information about the project. Moreover, project partners that will be represented during European or international conferences and events will disseminate project information (leaflets, newsletters). More specifically, the project was introduced during the TRA 2010 and will be presented more in depth at TRA 2012.

## **8 Presence in conferences and final conference**

The DETRA project will be presented during the project workshops and at conference exhibitions linked to transport and transport research in Europe. Poster, leaflets and newsletters will be used for the project presentation.

The results of the various Work Packages shall be presented in an integrated manner during a specific DETRA session of Transport Research Arena in 2012.

## **9 Conclusions**

The communication plan describes the activities that will be used to disseminate results obtained in the DETRA project during and after the duration of the project. The plan will be regularly assessed during the course of the project to check its effectiveness.