



Flexible, multi-mOdal and Robust FREIGHt Transport

## D5.2 Dissemination, Communication, training and clustering activities

### Initial version

#### Document Summary Information

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<sup>1</sup> According to FOR-FREIGHT's Quality Assurance Process for reports:

4 months before Deliverable's Due Date: Table of Contents ready to be reviewed by WP leader/ Technical Manager/ Quality Manager

3 months before Deliverable's Due Date: 50% should be complete. Review by the Quality Manager (& Technical Manager for software).

2 months before Deliverable's Due Date: 80% should be complete. Review by the Quality Manager. (& Technical Manager for software).

1 month before Deliverable's Due Date: 100% should be complete. Review by the Quality Manager and Peer Reviewers.

M: Sent to PC for Submission to the EC after addressing all comments by Quality Manager and Peer Reviewers

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## Glossary of terms and abbreviations

Abbreviation /Term	Description
<b>3GPP</b>	3rd Generation Partnership Project
<b>5G PPP/SNS</b>	5G Public-Private Partnership and Smart Networks and Services
<b>5GMF</b>	Communications Promotion Forum
<b>AdvB</b>	Advisory Board
<b>AET</b>	Association for European Transport
<b>AIOTI</b>	Alliance for Internet Of Things Innovation
<b>ALICE</b>	Alliance for Logistics Innovation through Collaboration in Europe
<b>BDVA</b>	Big Data Value Association
<b>CINEA</b>	European Climate, Environment and Infrastructure Executive Agency

<b>CLELAT</b>	European Association for Forwarding, Transport, Logistics and Customs Services
<b>D</b>	Deliverable
<b>D&amp;C</b>	Dissemination and communication
<b>DAIRO</b>	Department of the Army International Rationalization Office
<b>DTLF</b>	Digital Transport and Logistics Forum
<b>E2E</b>	Exchange to exchange
<b>EAB</b>	External Advisory Board
<b>EC</b>	European Commission
<b>EIT</b>	European Institute of Innovation & Technology
<b>ELS</b>	European Law Society
<b>ESCF</b>	European Supply Chain Forum
<b>ETNO</b>	European Telecommunications Network Operators' Association
<b>EU</b>	European Union
<b>EuCNC</b>	European Conference on Networks and Communications
<b>GA</b>	Grant Agreement
<b>GSMA</b>	Groupe Speciale Mobile Association
<b>HE/H2020</b>	Horizon 2020
<b>HW</b>	Hardware
<b>IMT-2020</b>	International Mobile Telecommunications-2020
<b>IoT</b>	Internet Of Things
<b>ISF</b>	International Society of Financiers
<b>ITS</b>	Intelligent Transport Systems
<b>KoM</b>	Kick-off Meeting
<b>LSPs</b>	Logistics Service Providers
<b>M</b>	Month
<b>MNOs</b>	Mobile network operator
<b>MS</b>	Milestone
<b>MVNO</b>	Mobile virtual network operator
<b>NDA</b>	Non-disclosure agreement
<b>NESSI</b>	Networked European Software and Services Initiative
<b>NGI</b>	Next Generation Internet

<b>NGMN</b>	Next Generation Mobile Networks
<b>OPEX</b>	Operational expenditure
<b>PC</b>	Project Coordinator
<b>PMB</b>	Project Management Board Members
<b>R&amp;D</b>	Research & Development
<b>R&amp;I</b>	Research and Innovation
<b>RTOs</b>	Real Time Operating System
<b>SCEWC</b>	Smart City Expo World Congress
<b>SW</b>	Software
<b>T</b>	Task
<b>T&amp;L</b>	Transport and Logistics
<b>TRA</b>	Transport Research Arena
<b>UCs</b>	Use Cases
<b>WP</b>	Work Package

## 1 Executive Summary

Deliverable (D) 5.2 “Dissemination, Communication, training and clustering activities (Initial version)” is linked to Task (T) 5.1 “Dissemination & communication activities”, as part of Work Package (WP) 5 “Dissemination, Communication & capacity building”. D5.2 reports the dissemination and communication (D&C) plan of the project, and specifically, the dissemination, exploitation and communication activities including the project identity definition, the target audiences’ definition, the issue of dissemination material, and the selection of the appropriate communication activities.

In particular, D5.2 acknowledges the FOR-FREIGHT target audiences such as Research and Innovation (R&I) institutions, Transport and Logistics (T&L) stakeholders, industrial equipment vendors, the general public, and many other audiences active in the field of T&L, as described in Chapter 3. The deliverable refers also, to the selection of appropriate tools and channels defined by the project Consortium for internal and external communication and emphasizes the dissemination and communication strategy the FOR-FREIGHT partners must follow in order to achieve the project’s target values. For that purpose, the Tracker List “FOR-FREIGHT\_WP5\_D&C Management Tool” (Annex I) is mentioned in this document, to guide and strategically engage the project Consortium to implement and achieve the project’s target values. The D&C phases of the project are also provided (Annex II), and the liaison with other projects and clusters is mentioned. Also, the role and responsibilities of the AdvB (Advisory Board) are stated.

All project members of the FOR-FREIGHT Consortium will pledge the regular update of all dissemination and communication means, including the social media channels (Twitter, LinkedIn and YouTube) and website of the project, as well as ensure that the project activities are promoted to the stakeholders and general public through the project’s dissemination materials such as flyers, brochures, press releases, newsletters, presentations, white papers, etc.

D5.2 as the initial report of those activities will set the basis for D5.3 and D5.4 (interim and final versions) which will be available by M20 and M40 respectively. The initial version focuses the attention on the D&C activities implemented until M6 and the collaboration performed by all Consortium members, and it sets the guidelines for an effective monitoring framework for all FOR-FREIGHT partners in the Consortium.

## 2 Introduction

The aim of this Chapter is to provide a brief description of the objectives of the respective deliverable, as well as to define how the project's objectives reflect the overall project's scope. The Chapter also identifies different approaches as to how the FOR-FREIGHT Consortium is aiming to achieve the project's objectives and standards throughout the implementation of various activities.

Deliverable D5.2 defines a methodic structure of the communication and collaboration between internal and external bodies participating in the project, concerning the project's dissemination, communication, training, and clustering activities. All involved bodies must ensure a broad diffusion of the project results and promote the project in any way (i.e., online discussion communities, conferences, exhibitions, trainings, etc.). To achieve these, a structured framework is put into place, providing the key steps and actions for successful dissemination and communication in the project.

### 2.1 Mapping FOR-FREIGHT Outputs

This section presents the FOR-FREIGHT's Grant Agreement (GA) commitments, as extracted from the formal deliverable and task description, in respect to their outputs and work to be performed. Purpose is to aid the reviewer finding the specific sections of the document where the respective tasks' requirements are addressed but also to guide the author through and serve as a check list to address everything that is needed to be addressed.

Table 2-1: Adherence to FOR-FREIGHT's GA Deliverable & Tasks Descriptions

FOR-FREIGHT GA Component Title	FOR-FREIGHT GA Component Outline	Respective Document Chapter(s)	Justification
<b>DELIVERABLE</b>			
D5.2 Dissemination, Communication, training and clustering activities (Initial version)	"Dissemination and communication plan. In the initial version covers the plan for dissemination, exploitation and communication activities including: (a) project identity definition; (b) target group definition; (c) issue of dissemination material; (d) selection of the appropriate communication activities. It is the outcome of Task 5.1".	Chapter 3  Chapter 5	Chapter 3 describes the project's visual identity and a detailed description of the Dissemination and Communication (D&C) activities and material, as well as the FOR-FREIGHT target audiences.  Chapter 5 provides the FOR-FREIGHT liaison with other projects and clusters.
<b>TASKS</b>			

<p>T5.1 Dissemination &amp; communication activities</p>	<p>“This task will define the D&amp;C plans and select appropriate tools to be used by the Consortium for internal/external communication. The main elements of the D&amp;C plan will be tasks, responsible partners, materials used, audience addressed and timing. In addition, the D&amp;C plan includes: (a) project identity definition; (b) target group definition; (c) issue of dissemination material; (d) selection of the appropriate communication activities; (e) evaluation of the communication activities performed. It will set up and maintain the project website by month M2 (by EBOS), which will address a wide and versatile community and will be updated regularly. The portal will be complemented by a social media communication strategy and channels (e.g., LinkedIn groups) that will ensure a broad diffusion of the project results and promote the project in online discussion communities. The project’s intermediate results will also be presented in form of white papers, presentations and online demos in various conferences and industrial exhibitions, with the purpose of commercially exploiting the project’s results and identifying new partners for collaboration in the EU market. The following options will also be considered: (i) joint organisation with other relevant 5G Public-Private Partnership and Smart Networks and Services (5G PPP/SNS) projects, (ii) co-hosting in the framework of other well-established events, (iii) organisation of a session with other 5G stakeholders, (iv) cooperation with 5G PPP/SNS WGs and mapping of results, (v) Contribute, upon invitation by the European Climate, Environment and Infrastructure Executive Agency (CINEA), to common information and dissemination activities to increase the visibility and synergies between Horizon 2020 (HE/H2020) supported actions.</p> <p>Outputs:</p> <ul style="list-style-type: none"> <li>- D5.1 “Project website and social media presence”</li> </ul>	<p>Chapter 3 Chapter 5 Chapter 6 Chapter 7</p>	<p>In Chapter 3, project’s visual identity and the D&amp;C plans are identified, along with the tools for internal and external communication. More specifically, the promotional materials used are identified, and the project’s visual identity is promoted (project website and social media channels). The definition and identification of FOR-FREIGHT target audiences are also stated.</p> <p>Chapter 5 makes reference to conferences and joint organisation with other relevant 5G PPP/SNS projects.</p> <p>Chapter 6 refers to the monitoring tool created in order to keep track of the various D&amp;C activities and ensure that the project meets all its objectives throughout various actions.</p> <p>Chapter 7 gives the next actions the project partners plan to implement in the forthcoming months.</p>
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	<ul style="list-style-type: none"> <li>- D5.2 “Dissemination, Communication, training and clustering activities (Initial version)”</li> <li>- D5.3 “Dissemination, Communication, training and clustering activities (Interim version)”</li> <li>- D5.4 “Dissemination, Communication, training and clustering activities (Final version)”.</li> </ul>		
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## 2.2 Linkage to other project outputs

This section gives details of the interdependencies of the respective deliverable with other WPs, project outputs, etc., as provided in Table 2-2.

Table 2-2: Linkage to other Project Outputs

WP Number	Task Number	Deliverable Number related	Content
WP4 Commercialisation & Innovation	T4.1	D4.1	<p>“This WP is responsible for creating novel business models for open, integrated and cooperative T&amp;L services and for the design of a roadmap for the further engagement of existing and future T&amp;L stakeholders (Obj.4). The high-level objectives of this WP are:</p> <ul style="list-style-type: none"> <li>● To coordinate FOR-FREIGHT’s intellectual property, and to guide the filing of minimum 2 patents with the ultimate goal of protecting and retaining the commercially strategic IP “for Europe”.</li> <li>● To maximize the business, social and economic impact of the FOR-FREIGHT solutions by analysing the stakeholders and the impact profile of FOR-FREIGHT and</li> </ul>
	T4.2	D4.2	
	T4.3	D4.3	
	T4.4	D4.4	
		D4.5	

		<p>designing a series of engagement events in order to generate/maximize impact through stakeholder engagement.</p> <ul style="list-style-type: none"> <li>● To guide two commercial outreach efforts to incentivize an important and strategic feedback loop “in to” the project to ensure market calibration and market relevance of the project’s R&amp;D.</li> <li>● To create a business plan and commercialisation strategy, following best practices for market analysis, opportunity analyses, licencing potential, market segmentation, revenue projections, cost &amp; ROI projections, leveraging PESTEL, SWOT analyses and Osterwalder Business Model canvasses.</li> <li>● To ensure secure, reliable and effective data storing, processing and management suitable for multi-stakeholder environments with different levels of access and authorizations by prioritizing the protection of the personal data and applying GDPR compliance and FAIR data principles”.</li> </ul>
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The dissemination and communication activities of the project are nonetheless related to all project WPs, as the main aim is to disseminate the progress and the partners’ achievements in regard to the project outcomes, as well as the collaboration with other projects active in the T&L field and exploitation of project results. Briefly, WP1 “SotA analysis, Use Case Definition and Solution Design” focuses on the architecture of the FOR-FREIGHT platform, targeting the facilitation of multimodal/multi-stakeholder T&L trials and enabling the validation of the FOR-FREIGHT use cases (UCs), WP2 “FOR-FREIGHT solution implementation, Integration & testing” focuses on

the implementation of the SW (software) and HW (hardware) solutions designed in WP1, the delivery of E2E (exchange to exchange) functional FOR-FREIGHT platform/solution, and the integration of the various developed components (T&L infrastructure, 5G-testbeds, cloud intelligence, experimentation platform) into a single functional FOR-FREIGHT experimentation facility. Moreover, WP3 “Field Trials & Validation” focuses on the execution and completion of the planned trials in the participating multimodal/ intermodal logistics facilities, while WP4 “Commercialisation & Innovation”, as stated above, focuses on novel business models for open, integrated and cooperative T&L services and for the design of a roadmap for the further engagement of existing and future T&L stakeholders. Therefore, all actions taking place from the start until the end of the project’s lifecycle will be disseminated via various dissemination and communication means, including the project’s social media channels and the website, and the partners’ corporate network.

Regardless of the above, this deliverable is highly linked to other outputs under WP5. Those outputs are stated in Table 2-1, and refer to the project’s visibility, as well as to the dissemination, communication, training, and clustering activities of the project. D5.2 will be developed and delivered in three different versions throughout the project, with this document to be the first version and submitted at M6. D5.3 will follow on M20 as the updated (interim) version of D5.2, and the final version will be finalised and submitted at the end of the project, at M40. Those deliverables are to provide information on the various dissemination and communication activities implemented by the FOR-FREIGHT Consortium during those four different phases, and report progress and achieved target values. A detailed description of the initial dissemination, communication, training, and clustering activities and actions is provided in the following pages of this report.

## 2.3 Deliverable Overview and Report Structure

Chapter 1 provides a brief summary of what is going to follow in the next chapters.

Chapter 2 emphasizes the FOR-FREIGHT outputs and the linkage to other outputs of the project. In addition, Chapter 2 is an introduction to D5.2, and indicates the overview and structure of this report.

Chapter 3 introduces the D&C Planning of all Consortium members, with emphasis on the project’s identity, D&C phases, activities, target audiences, objectives, and channels.

Chapter 4 introduces the AdvB and explains their role in the project.

Chapter 5 makes a point of liaison with other, relevant projects and clusters that can boost the FOR-FREIGHT project in creating a greater impact, and bringing new areas of expertise, good practices and technologies together. The exchange of useful information and outcomes of other projects (i.e., 5G PPP/SNS projects) can increase the visibility of the FOR-FREIGHT project, as well as the synergies between the project and HE/H2020 supported actions.

Chapter 6 is a detailed analysis of the monitoring framework all project partners must regularly update in order to successfully achieve the project’s target values and upcoming actions.

Chapter 7 gives the next actions.

Chapter 8 gives the conclusions.

Chapter 9 provides the references.

## 3 Dissemination & Communication Planning

This Chapter gives emphasis on the identity of the FOR-FREIGHT project, as well as the D&C phases, with detailed analysis on the various dissemination and communication activities to be achieved by M40, as defined in the GA. The attention is on the project's target audiences and objectives, as well as activities and channels in regard to both, the dissemination and communication aspects of the project.

### 3.1 FOR-FREIGHT Identity

The FOR-FREIGHT identity refers to the logo, public templates, website and social media channels of the project, which aim to inform the project's audience about the nature of its brand, and services. Speaking of visual identity, the emphasis is on the visual elements of the project such as logo design and colors, images, icons, and any other type of material used to disseminate the project to its stakeholders and general audience such as flyers (Annex III), roll-up banner (Annex IV), and bags (Annex V).

#### 3.1.1 FOR-FREIGHT Logo

Figure 3-1 is the project's logo. The FOR-FREIGHT Consortium created the branding of the project, using orange and dark blue colors to represent the T&L theme.



Figure 3-1: FOR-FREIGHT Logo

#### 3.1.2 FOR-FREIGHT Templates

The documents which are used to publicly disseminate the project are (a) Deliverable Template and, (b) Presentation Template, as shown in Annexes VI and VII.

#### 3.1.3 FOR-FREIGHT Website

The FOR-FREIGHT website (Figure 3-2) is created at the initial stage of the project (M2) and maintained by the D&C Manager of the project, eBOS, but hosted by the PC, CERTH/HIT. The project website was created to:

- a) Disseminate the public image of the project, and serve as the leading access point for the project's target audiences;
- b) Place emphasis on the activities and objectives of the project, as well as on the progress, relevant updates, and outcomes, as a key information source;

- c) Serve as a repository of information. As the FOR-FREIGHT website will be accessible publicly, publications and public deliverables will be accessible to the target audiences to view and download.

The FOR-FREIGHT website also features a restricted area (Figure 3-3), only accessible to project partners, the EC project scientific officer, the project review panel team and the AdvB members. This restricted area contains documents and confidential information related to the project’s internal activities and reporting. Therefore, login credentials have been provided to the restricted area members to access, view, and download documents, while the PC and the D&C Manager have admin credentials, as they have the responsibility to upload, edit and/or delete files on the “FOR-FREIGHT Access”.

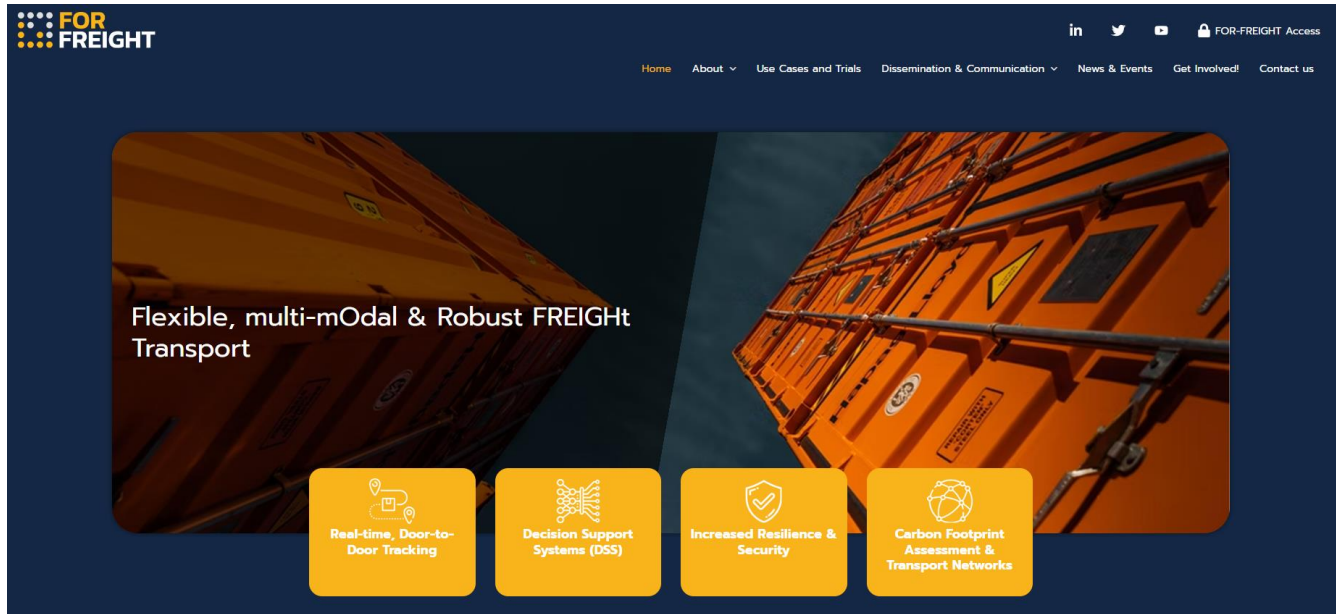


Figure 3-2: FOR-FREIGHT Website - Home page

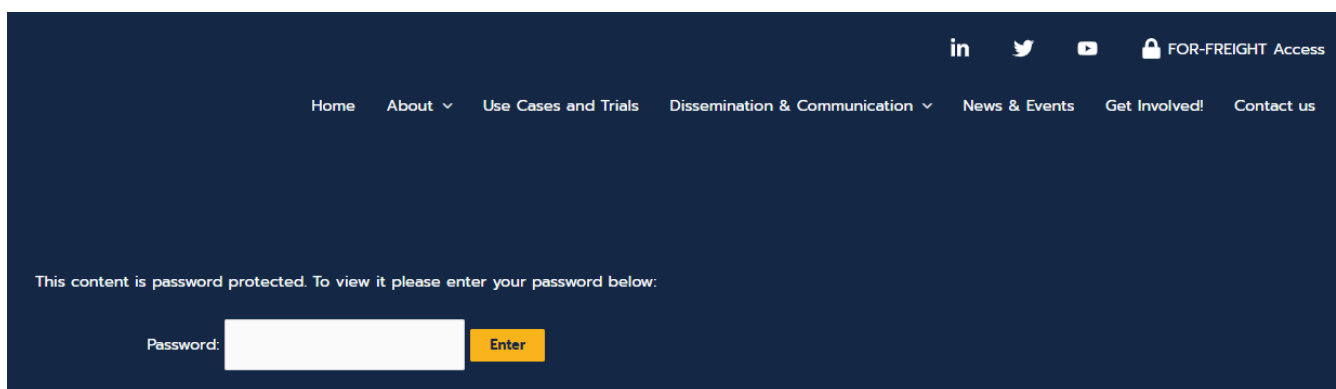


Figure 3-3: FOR-FREIGHT Restricted Access

### 3.1.3.1 FOR-FREIGHT Website Analytics

The FOR-FREIGHT website <https://www.for-freight.eu/> works as the main channel for communication between the project partners, and the website users. The website is easily accessible from different operating devices and systems (i.e., tablet, laptop, mobile device, etc.), promoting a user-friendly approach. The website provides the general public with information and regular updates in regard to the project progress on each of the implement and forthcoming activities.

Google Analytics Dashboard (Figure 3-4) [1] is the main tool to report the users' commitment to the website, and shows that by M6, a total number of 96 users have accessed the project's website. Even though higher numbers of engagement are expected in the next reports (D5.3 and D5.4), the users demographics (Figure 3-5) show that users accessing the FOR-FREIGHT website are from countries such as Cyprus, Greece, Romania, Spain, Ireland, Germany, Belgium, the Netherlands, Austria, and Italy. In addition, Figure 3-6 reports the users' interest in specific pages of the website, such as the Home page, the News & Events page, the About page, etc. The Traffic Acquisition (Figure 3-7) is another key-element of the Google Analytics Dashboard. It reports the (a) direct, (b) organic search, (c) referral and, (d) organic social traffic on the website.

By tracking and reporting the above information, the FOR-FREIGHT consortium will be able to acknowledge which pages and content of the website attracts the users, and in which ways the traffic in the website is created. Those pages of low visibility will pay the attention of the project partners to improve the website's content and proceed with regular updates that interest the various stakeholders and general audience who visit the website.

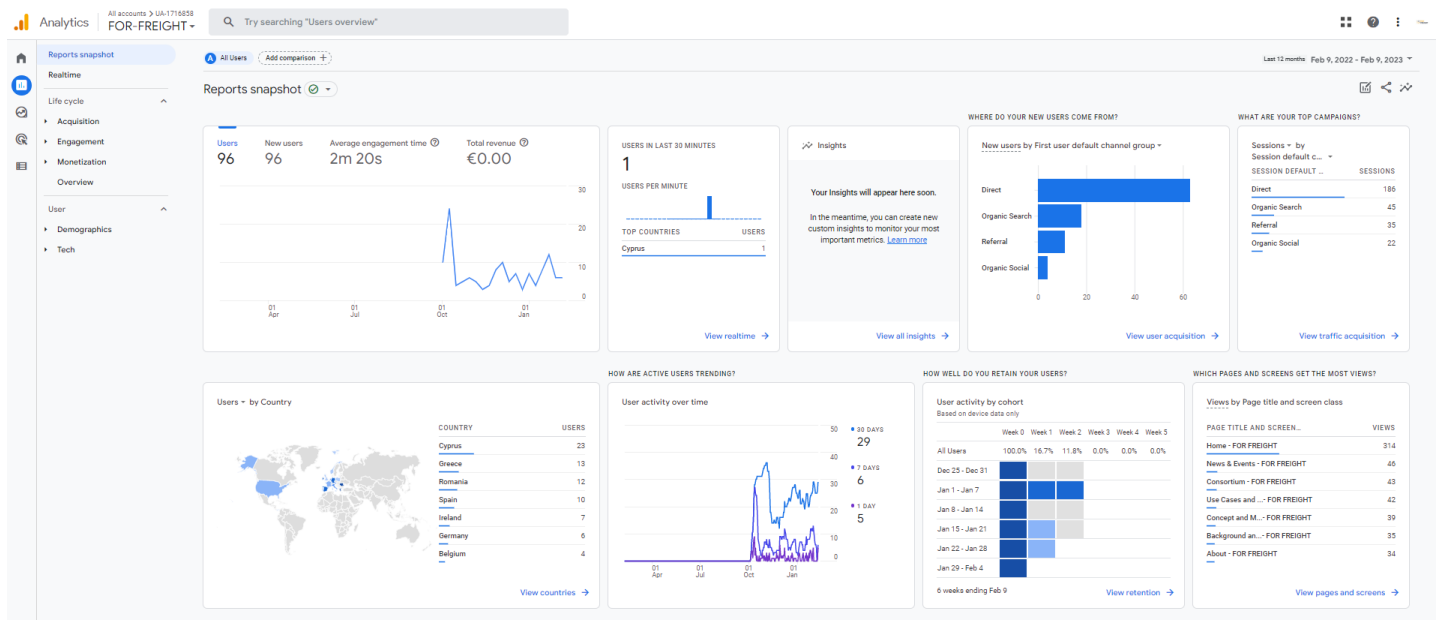


Figure 3-4: FOR-FREIGHT Website Google Analytics Dashboard

## D5.2 Dissemination, Communication, training and clustering activities

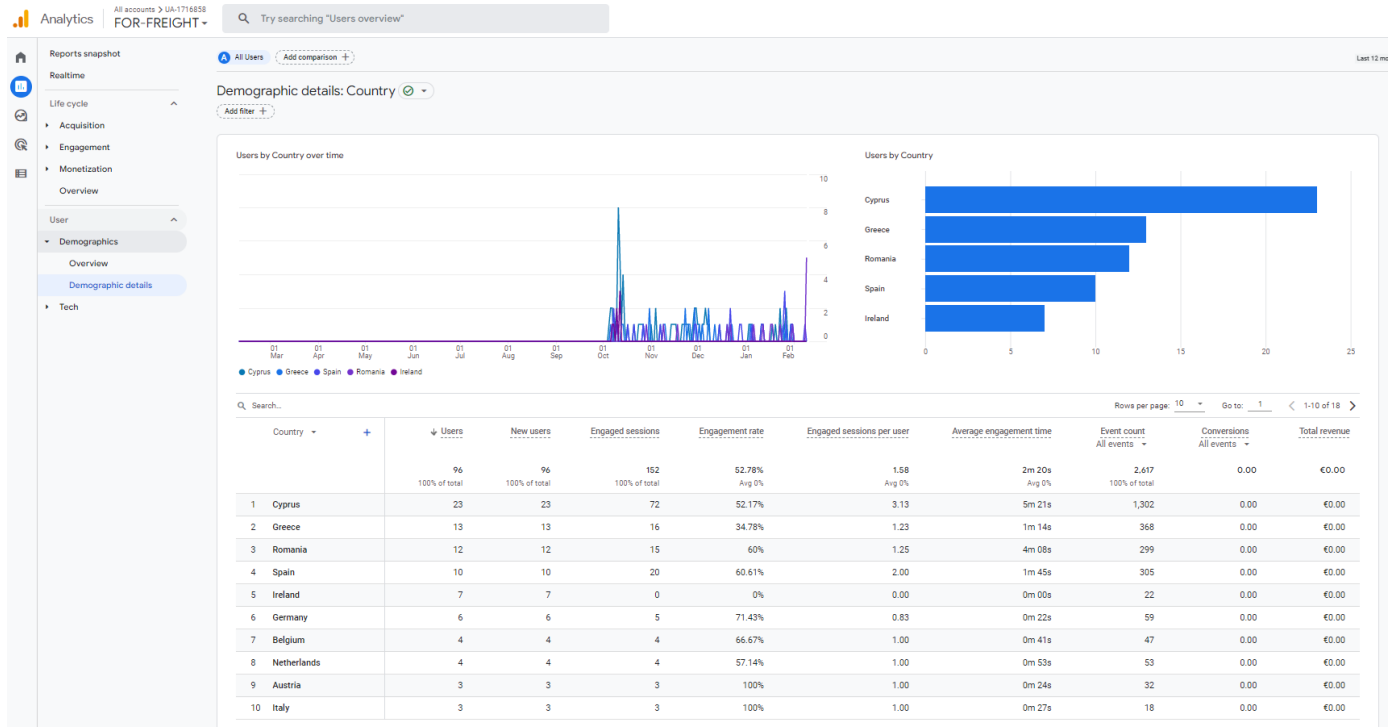


Figure 3-5: FOR-FREIGHT Website Demographics

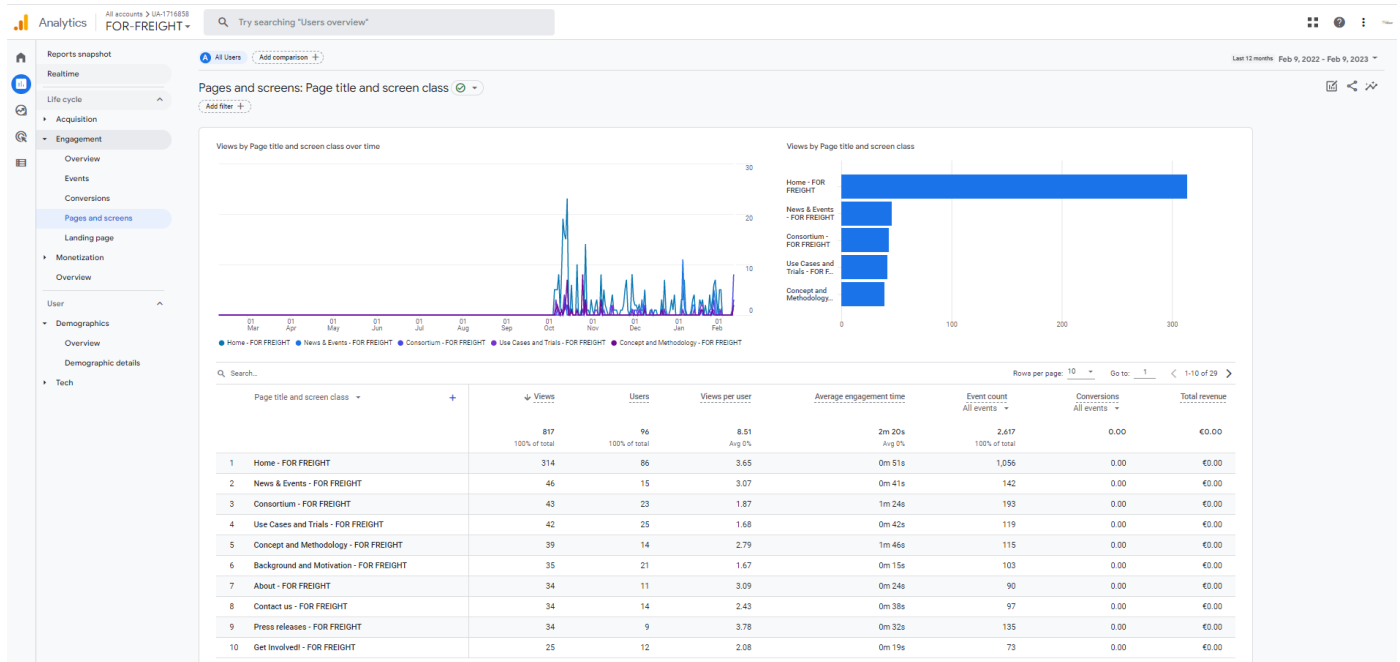


Figure 3-6: FOR-FREIGHT Users visits on Website pages

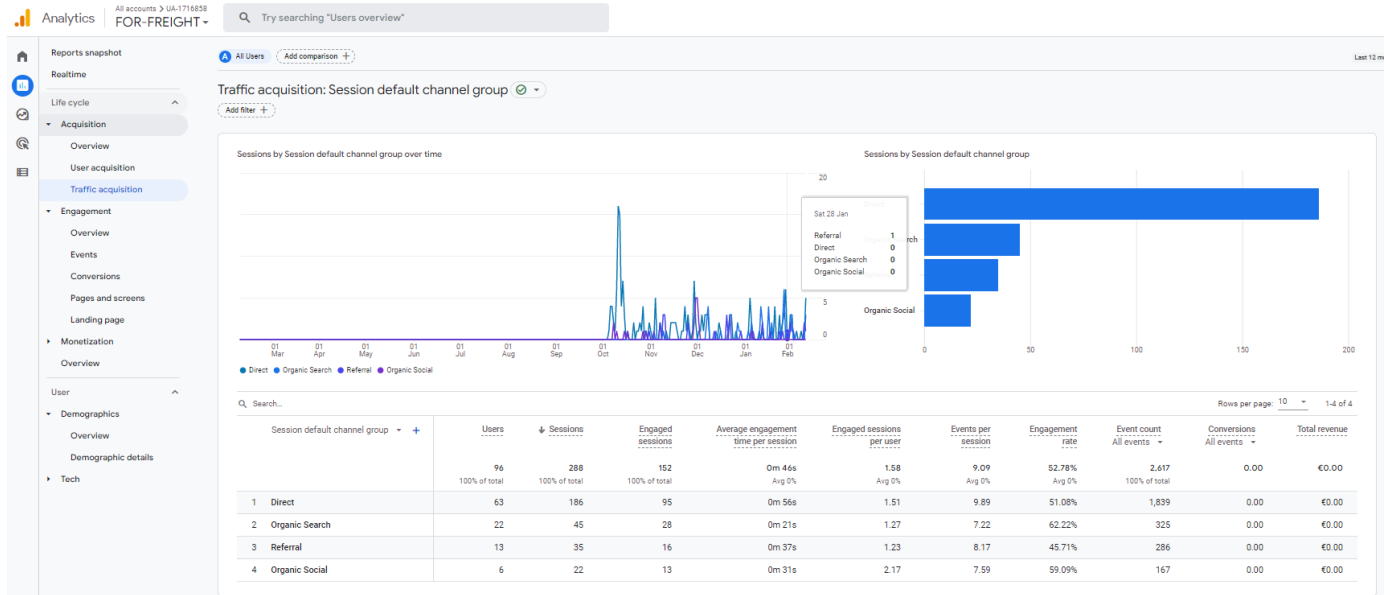


Figure 3-7: FOR-FREIGHT Website Traffic Acquisition

### 3.1.4 FOR-FREIGHT Social Media Channels

The project’s social media channels were created at M1, and are LinkedIn (Figure 3-8), Twitter (Figure 3-11), and YouTube (Figure 3-13). The FOR-FREIGHT social media channels are monitored by eBOS, and all project members will be contributing by constantly updating content until the closure of the project. Anything related to the project’s progress, updates, activities, meetings, and results, will be promoted via these channels so that the target audience and general public are always informed about what is achieved in the project. Hence, social media proves to be a key tool for tracking followers’ engagement.

#### 3.1.4.1 FOR-FREIGHT LinkedIn Account & Analytics

The FOR-FREIGHT LinkedIn Account has 271 page views, 97 unique visitors (Figure 3-9) from various organizational profiles (i.e., operations, research, education, community and social services, business development, program and project management, etc.), and 103 followers from Greece, Romania, Spain, Portugal, Italy, Belgium, Turkey, Cyprus, France, the Netherlands, Serbia, Switzerland, Germany, Colombia, UK, Canada, USA, etc. (Figure 3-10).

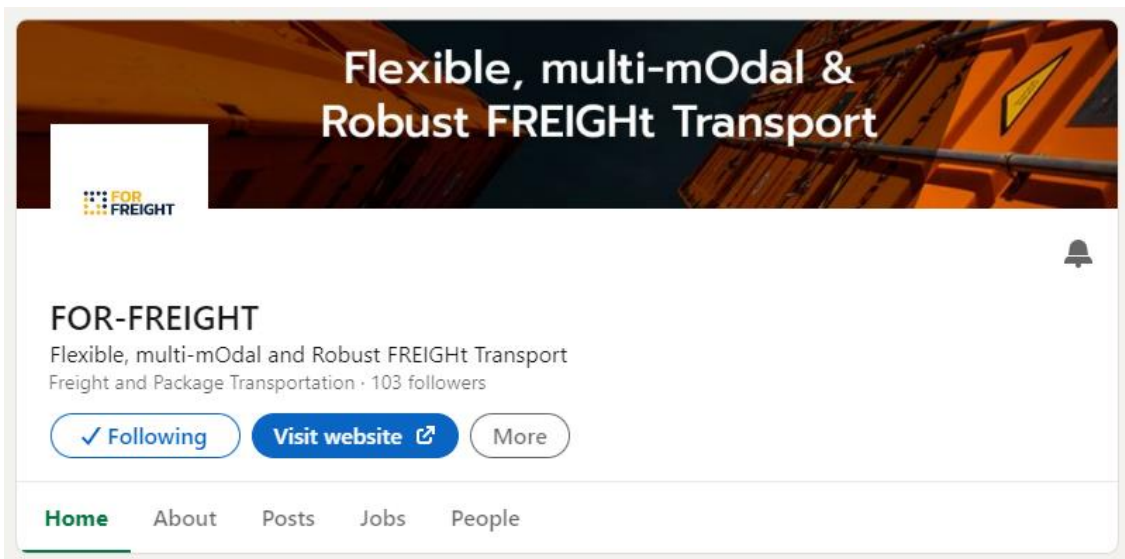


Figure 3-8: FOR-FREIGHT LinkedIn Account

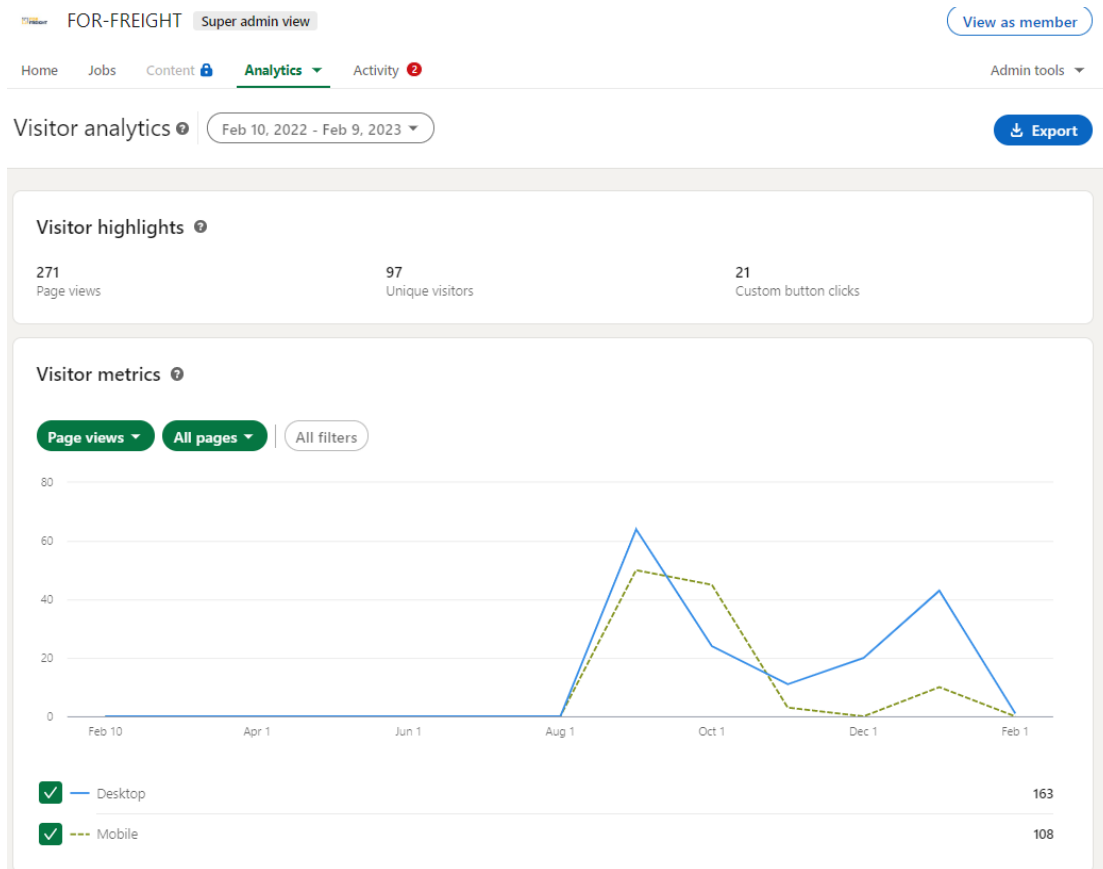


Figure 3-9: FOR-FREIGHT LinkedIn Unique Visitors & Page Views

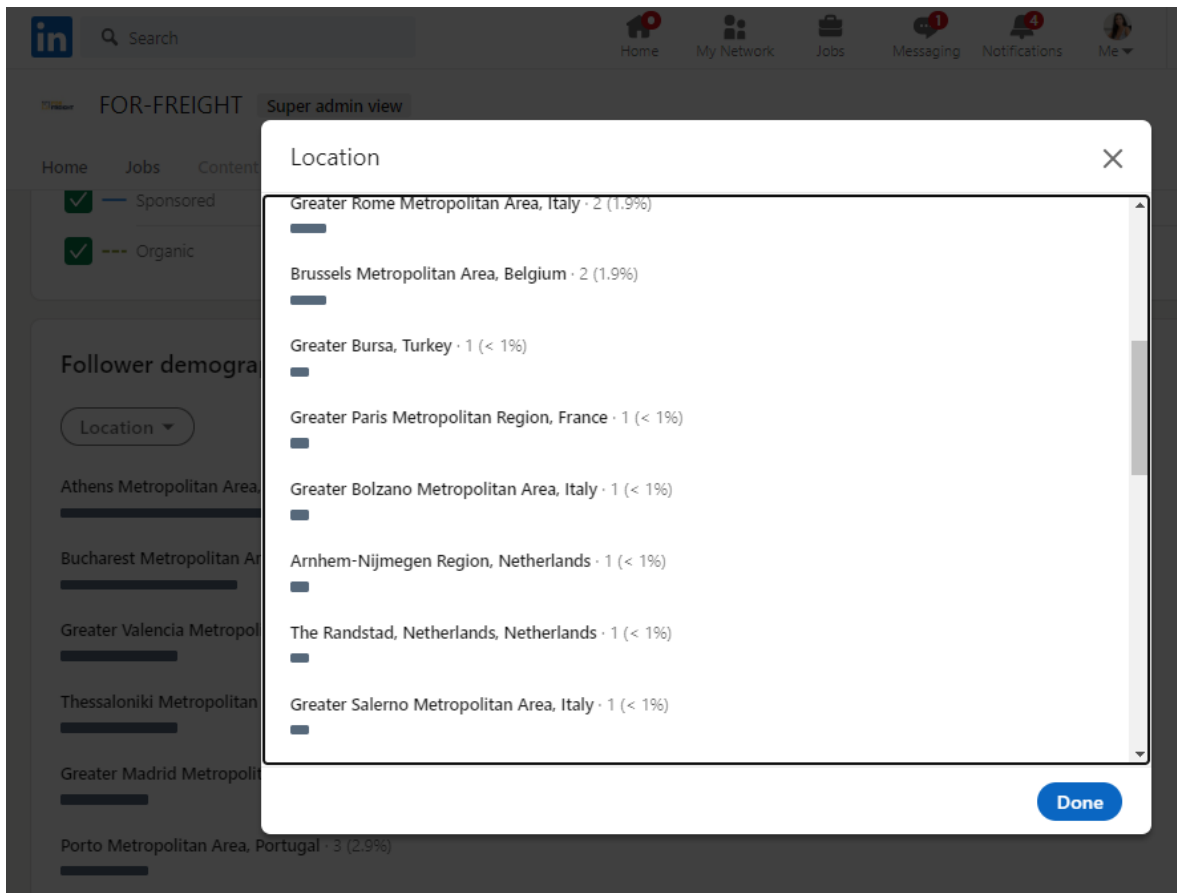


Figure 3-10: FOR-FREIGHT LinkedIn Followers' Demographics

### 3.1.4.2 FOR-FREIGHT Twitter Account & Analytics

FOR-FREIGHT's Twitter Account has 11 Tweets so far and 68 followers (Figure 3-11), as well as 359 impressions in the last 91 days (Figure 3-12).

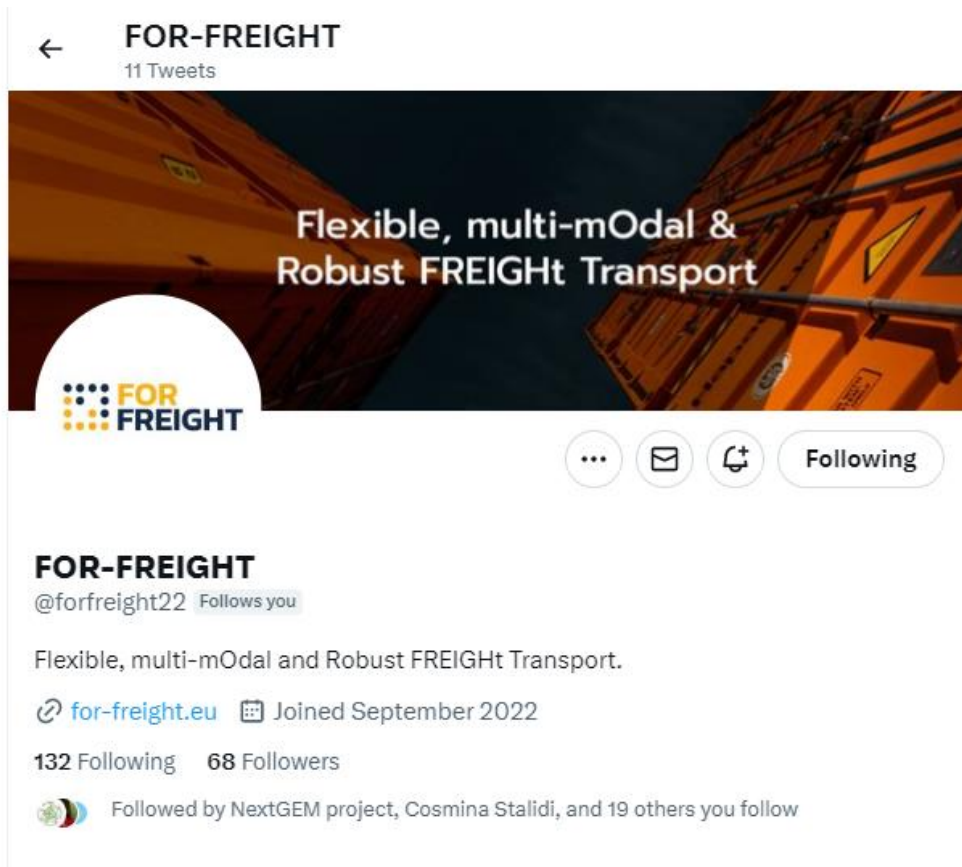


Figure 3-11: FOR-FREIGHT Twitter Account & Followers

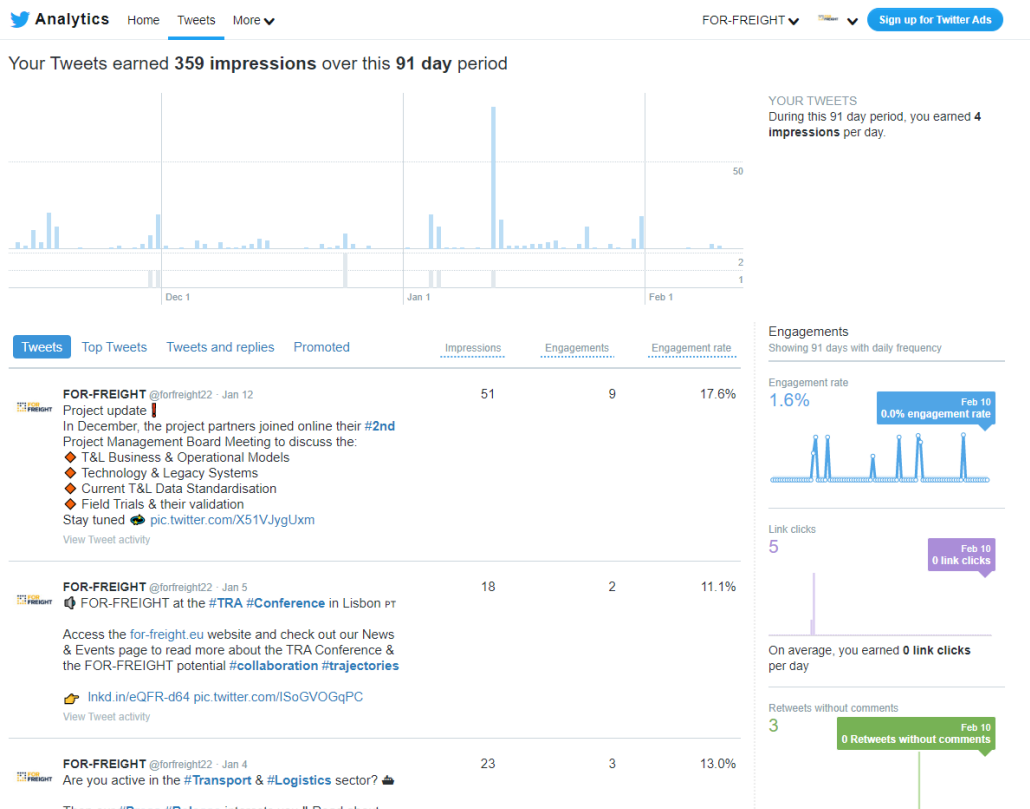


Figure 3-12: FOR-FREIGHT Twitter Followers Impressions

### 3.1.4.3 FOR-FREIGHT YouTube Channel & Analytics

FOR-FREIGHT YouTube channel has 8 subscribers so far (Figure 3-13). More subscribers are expected to engage with the project’s YouTube channel, as soon as some project videos are available.

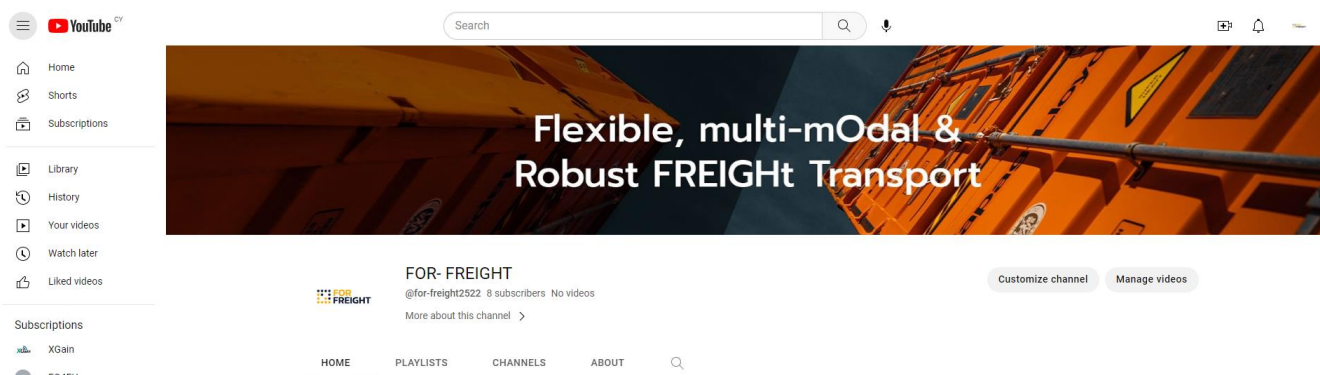


Figure 3-13: FOR-FREIGHT YouTube Channel

## 3.2 D&C Phases

As previously mentioned, the D&C activities of the project are defined in four phases, outlining how the project will establish and organise the D&C actions to promote the project and the adoption of its outcomes beyond its lifetime. Each respective phase (Table 3-1) has its own target audiences, channels and objectives. As defined in the GA, the first D&C phase starts at M1 until M12, the second phase from M12 to M24, the third from M25 to M33, and the last phase from M34 to M40.

Table 3-1: FOR-FREIGHT D&C Phases

Type of information	Target audience	Channels	Goals
<b>PHASE 1 (M1-M12)</b>			
Presentation of the project including its objectives. Expected project results Solutions roadmap workshop.	Industry, technological, research and academic communities, potential end-users, international stakeholders, group identified.	Conferences, workshops, brochures, posters, website, social media channels (LinkedIn, Twitter, YouTube, etc.).	<ul style="list-style-type: none"> <li>- General visibility. Attracting potential collaborators.</li> <li>- Attracting potential customers.</li> <li>- Attracting investors.</li> </ul>
<b>PHASE 2 (M12-M24)</b>			
Presenting elaborated UCs of FOR-FREIGHT. Demonstration and prototype.	Potential end-users, specific technological, research and academic communities.	Conferences, workshop, publications in journals, special session in congress/conference,	<ul style="list-style-type: none"> <li>- Exposing synergies with other projects.</li> </ul>

		website, social media channels.	<ul style="list-style-type: none"> <li>- Providing visibility.</li> <li>- Attracting potential collaborators.</li> </ul>
<b>PHASE 3 (M25-M33)</b>			
Running results of the project. Demonstration and field trials.	Potential end-users, specific technological, research and academic communities (Open source, social media, event processing).	Conferences, workshops, publications in journals, special sessions in congress, website, social media channels.	<ul style="list-style-type: none"> <li>- Attracting potential investors.</li> <li>- Attracting potential customers.</li> </ul>
<b>PHASE 4 (M34-M40)</b>			
Final results of the project. User oriented demonstration.	Specific technological, research and academic communities, end-users and institutional organizations.	Website, demos, publications in journal or press, industry focused events, client demonstrations.	<ul style="list-style-type: none"> <li>- Attracting potential customers, investors.</li> <li>- Informing the EC.</li> <li>- Demonstrating results to existing customers.</li> </ul>

FOR-FREIGHT activities related to D&C will be implemented by all Consortium members throughout the project's lifecycle. Some partners are designated to collaborate with the WP5 Leader (eBOS) and lead specific activities, as described in the GA. For example, the project partners GP, AIA, NAVR, COEL, CSLS, DHL, GOLD, MDM and TCCFR will disseminate the project results in their T&L circles and will host demo days/workshops on the actual trial facilities, to showcase the operational FOR-FREIGHT platform.

The main objective to be taken into consideration for all the four D&C phases is to keep the project's target audiences, stakeholders and end-users engaged in the various activities. To achieve that, the project partners will promote the project's ongoing activities, achievements and results to their corporate networks and the project's social media channels and website, and report to the WP5 leader their contribution in regard to the various D&C activities such as participation in various conferences (Annex VIII), Exhibitions and Trade Fairs (Annex IX) etc., by filling in the the Tracker List "FOR-FREIGHT\_WP5\_D&C Management Tool". Table 3-1 is incorporated in the Tracker List (Annex II) and will be monitored by eBOS on a regular basis until the end of the project.

### 3.3 Dissemination Activities

As stated in the GA, this section describes how FOR-FREIGHT is aiming to establish and implement the project's dissemination actions. In order to define the dissemination strategy of the project, it is essential to perform a stakeholder analysis in order to help the FOR-FREIGHT Consortium to strategically reach the project's target

audiences. In other words, dissemination focuses on maximizing the impact of the FOR-FREIGHT outcomes to the T&L domain and 5G stakeholders.

### 3.3.1 Target Audiences and Objectives

The project's dissemination strategy is aiming to reveal the FOR-FREIGHT outcomes which specific target audiences can use to advance their work, i.e., to improve the knowledge generated by the FOR-FREIGHT project, impregnating the promotion of policy, technology, industry and science. In Table 3-2, FOR-FREIGHT identifies its target audiences, as well as the dissemination objectives tailored to their profile and needs.

Table 3-2: FOR-FREIGHT Target Audiences and Objectives

Target audience	Description	Dissemination Objectives
Academia & RTOs	Institutions primarily for education and early research for expanding their academic skills.	To consider the results in updated curricula, advanced courses and new R&I initiatives.
Public R&I	Institutions with innovation-oriented R&D and technology transfer (e.g., EU Investment Bank, Start-Up Europe, EC Digital Innovation Hubs).	To adopt the results in technology transfer and new R&I initiatives with industry.
T&L stakeholders	T&L operators, cargo handlers, shipping operators, Logistics Service Providers (LSPs), freight operators and forwarders, urban logistics, etc.	To adopt the results in their daily T&L operations and enjoy social and economic benefits.
MNOs/MVNOs Telecom Infrastructure providers	As key players in 5G technology market, they will be informed about the project's outcomes and the possibility of adopting the results in their networks and services.	To adopt the results for enhancing their infrastructure and network functions for supporting new T&L services with guaranteed SLAs supporting OPEX reductions.
Industrial equipment vendors	Private companies that maintain R&I groups for new product and services, e.g., telecom vendors, tier-1/tier-2 suppliers.	To adopt the results in product and service roadmaps related to network monitoring, management and security.
Port/airport/road/rail transport Authorities.	Governmental agencies, customs and authorities mainly concerned with policy setting (e.g., road traffic, railway traffic, air(port) traffic authorities).	To consider the results in policy and new regulatory developments for T&L services.
SMEs	Technology providers, application service providers and developers creating strong links with	To adopt the results for developing new innovative T&L applications,

	academia, RTOs and leading industrial entities, creating a strong value chain.	and to create strong links with industry and academia.
Public/Private T&L associations	Initiatives that leverage public and private resources and funds for joint undertakings (e.g., 5G-PPP, EIT Digital, European Private Equity, AET, ISF, CLELAT, ELS, ESCF, etc).	To consider the results in the planning of joint public and private undertakings.
5G, IoT, Big Data related organisations.	Telecom: 3GPP, ETNO, GSMA, NGMN; International: 5GForum, 5GMF, IMT-2020; Complementary domains: BDVA/DAIRO, NESSI, AIOTI, NGI, NetworkEurope.	To consider the results in new 5G release specifications, establish new strategic goals and strengthen networking activities.

### 3.3.2 Engagement Strategy

FOR-FREIGHT will specify and apply user acceptance criteria and adopt an inclusive T&L stakeholder engagement strategy supported by an External Advisory Board (EAB). CERTH/HIT, as an active member of DTLF is tasked to ensure that highly innovative and active organisations will be joining the FOR-FREIGHT Forum by M12 so that they will actively participate in the project. The project's engagement strategy is summarized in Table 3-3.

Table 3-3: FOR-FREIGHT Engagement Strategy

Level	Adoption planning activities
Understanding	<ul style="list-style-type: none"> <li>• Consolidate the knowledge base and understanding between project partners;</li> <li>• Articulate the value of the project outcomes;</li> <li>• Identify potential adopters and link profiles related to the R&amp;I areas in the project.</li> </ul>
Raising Awareness	Raise awareness about the challenges and the FOR-FREIGHT Solutions and reach out to T&L stakeholders, policy-makers and authorities.
Interest	<ul style="list-style-type: none"> <li>• Spread understanding and acceptance of the benefits of the project's innovation;</li> <li>• Widely diffuse the project's key outcomes and ideas at an early stage of the project and the project's achievements and results at a mature stage of the project to the public.</li> </ul>
Information	<ul style="list-style-type: none"> <li>• Provide a regular flow of information about the project and its key results through the EAB's representatives and Consortium partners' internal departments and networks;</li> </ul>

	<ul style="list-style-type: none"> <li>• Reach the research community by publishing the project's results in key scientific journals and conference proceedings.</li> </ul>
Participation Networking, collaboration & engagement	<ul style="list-style-type: none"> <li>• Prepare, establish and reinforce a network of potential T&amp;L stakeholders;</li> <li>• Interact with targeted potential adopters on an ongoing basis and engage with communities in order to obtain feedback about results;</li> <li>• Plan liaison activities, collaborate with ongoing EU projects, and international networks and consolidate institutional links and working relations among partners and adopters.</li> </ul>
Knowledge transfer and take up	<ul style="list-style-type: none"> <li>• Provide training in the use of FOR-FREIGHT Solutions, services and processes;</li> <li>• Promote the results and benefits to target audiences, regulatory and standards authorities and policy-makers (exploiting the results from the pilot measurements);</li> </ul> <p>Ensure sustainability by involving adopters in creating new value-added services and tools using the open-source Solutions of the project.</p>

### 3.3.3 Dissemination channels and activities

FOR-FREIGHT has identified dissemination channels to technology, scientific and industry communities, as well as specific activities modified to the events, clients and needs that will be used. The FOR-FREIGHT dissemination channels are described in Table 3-4:

Table 3-4: FOR-FREIGHT Dissemination channels and activities

Target Audience	Indicative Dissemination Channels & activities
Authorities, Industry, T&L and ICT experts through Industrial Exhibitions, Business Conferences and Trade Fairs	Present demos of UCs and key project results in key T&L conferences, such as Air cargo Europe Conference, International Logistics and Supply Chain Fairs, Cargo logistics Expo, Logistics & Transport Management, European Business Aviation Convention & Exhibition, Logistics & Transport Exhibition, Inter Airport Europe Conference, Air Cargo conference, Transportation Conference, Terminal Operations Conference, Smart & Digital Ports of the Future Conference, Container Terminal Automation Conference. Also, present the project solutions and results at 5G related conferences, such as ITS World Congress, Mobile World Congress, EUCNC, Global 5G, etc.
Standards bodies and open-source organisations	Development of roadmaps for standards development and contributions to new standardisation activities to SDOs. Indicative examples include: Standards in the field of Inland Navigation (CESNI), European Standard laying down Technical Requirements for Inland Navigation vessels (ES-TRIN) and Central Commission for the Navigation of the Rhine (CCNR) contributed by BEIA; GOLD is a member of IATA and will propose standardisation actions related to cultural safety advancement within the airline industry; FVP closely collaborates with TIC4.0, (Consortium member), for developing operational standards for the evolution of the sector towards automation and the Ports 4.0 paradigm. FVP is also part of the standardisation initiative led by IMO/ISO

	aiming to create an international standard for the port-call process optimisation and the application of Just-in-Time Arrivals. WINGS contributed to the creation of two specific Working Items (WIs) within ETSI INT committee, one on testing methodologies and the other one on testing specifications.
Prominent T&L Industry Events	ALICE, IPIC & Intermodal Europe: present project and results at prominent T&L conferences, and leverage engagements with industrial actors as a vehicle to inform and incentivise the project's business plan and outreach efforts.
Workshops, webinars and tutorials to industrial T&L stakeholders	DHL plans to organise 2 workshops for T&L stakeholders in major T&L trade fairs. WINGS plans to co-organize with CERTH/HIT, AIA, COEL and GAH a workshop to showcase the results of the Athens based multi-modal solution. At least 3 webinars will be co-organised by CERTH/HIT, WINGS, VFP, CSLS, COEL, DHL, BEIA and GAL to showcase the exploitation potential of the FOR-FREIGHT solutions for a multi-disciplinary audience. At least 3 online tutorials will be delivered by CERTH/HIT for the use of the FOR-FREIGHT solutions.
Policymakers	Policymakers (e.g., local, national and regional authorities and agencies dealing with port/airport/road/rail transport and urban logistics) are one of the target groups of the project to which key project outcomes will be disseminated through various relevant activities, such as clustering events, workshops, presentations to conferences, exhibitions and trade fairs, white papers, etc. Moreover, FOR-FREIGHT will establish appropriate links with other reference groups, such as the Digital Transport and Logistics Forum (DTLF), the Digital Container Shipping Association (DCSA), the International Port Call Optimisation Task Force (IPCOTF) and GS1, in which policymakers are involved. In addition, as part of T5.2 specific policy recommendations will be provided by Consortium partners CERTH/HIT, GP, AIA, and ZSI, and the deliverable will be publicly available and widely promoted to policymakers of the involved countries in which the pilots will be conducted. The aim is to present the project's key results to such policymakers for defining future R&I directions based on the project's acquired knowledge, as well as for adopting them in existing policy and new regulatory developments for T&L services. For example, AIA will participate in industry-related events and fora to communicate the project results to aviation's industry policy-making Bodies and Organisations. Policy-makers at any level (e.g., CEPT, EC, ECC, ITU, National, Regional and Local Public Authorities and Agencies) presenting project results for defining future R&I directions based on the project's acquired knowledge.
Universities, RTOs, Industry through scientific journals and magazines	IEEE Access, IEEE Internet of Things Magazine, IEEE Open Journal of Intelligent Transportation Systems, Transport & Logistics: The International Journal, Elsevier: EURO Journal on Transportation and Logistics, LOGI – Scientific Journal on Transport and Logistics, Journal of Transportation and Logistics, Journal of Sustainable Development of Transport and Logistics, IEEE Communications Magazine, IEEE Journal on Selected Areas in Communications, IEEE Network Magazine, etc.

Universities, RTOs, Industry through International conferences	International Conference on Awareness Science and Technology (iCAST), IEEE International Conference on Advanced Logistics and Transport (ICALT), IEEE International Conference on Models and Technologies for Intelligent Transport Systems, International Symposium on transport network reliability, International Conference on Road and Airfield Pavement Technology, International Conference on Traffic and Logistic Engineering, Conference on Traffic and Transportation Engineering and Logistics, International Conference on Advanced Systems in Public Transport, International Symposium on Multimodal Transportation, IEEE International Conference on Industrial Informatics, etc.
Push results to clusters, associations, communities	Partners will act as liaison to relevant target Communities in which they are active members. Examples include: Digital Transport and Logistics Forum - DTLF (CERTH/HIT), SNS 5G-PPP Working Groups (EBOS, WINGS, DHL), AIOTI (EBOS), BDVA/DAIRO (EBOS), Centro Español de Logística (DHL), AECOC (DHL), AVIA (DHL), UNO (DHL), TAPA EMEA (DHL), ILME (WINGS), reporting results and outcomes from the FOR-FREIGHT work/trials, such as evaluation framework and trial results, multimodal SW architecture.

The Dissemination activities as stated in Table 3-4 are indicative. The FOR-FREIGHT Consortium is aiming to implement as many activities as possible in order to spread the project's progress, activities, and results to the wider audience and create a great impact on the sector of T&L. At the current stage, and specifically, during phase 1, the project's social media channels (i.e., LinkedIn, Twitter and YouTube) have been created and various posts have been made to inform the audience about the initial activities of the project. Therefore, the introduction to the project has been done, presenting the FOR-FREIGHT objectives and expected results via the project's social media channels and website. Also, in terms of general visibility, promotional material has been created by eBOS and distributed by CERTH/HIT during the kick-off meeting (KoM) of the project such as a roll-up banner, flyers and bags. The promotional materials have been disseminated through the dissemination of the project's first Press Release (Annex X), available at M3, as well as via the project's website and social media channels informing about the project's updates.

### 3.3.4 Potential Conferences

The PC (CERTH/HIT) has physically attended and presented the project to international T&L stakeholders and individuals at the TRA2022 conference, which took place in Lisbon, Portugal, between the 14<sup>th</sup> and 17<sup>th</sup> of November 2022. At TRA, representatives of the PC arranged bilateral meetings with representatives of FOR-FREIGHT's reference projects, such as VITAL-5G [2] and FENIX [3], and representatives of T&L fora and organizations, such as ALICE [4], to discuss potential collaboration trajectories at the technical and communication level. Given this opportunity, FOR-FREIGHT material (flyers) has been disseminated using the booth of ALICE.

In addition, the project partner BEIA, attended three big events in 2022. More specifically, the GoTech World, the largest business conference and expo in Central and Eastern Europe, which took place on the 3<sup>rd</sup> and 4<sup>th</sup> of November in Bucharest, Romania. They also participated in the Smart City Expo World Congress (SCEWC) between 15 to 17 of November, the international leading event for cities, with the main mission to empower cities and collectivize urban innovation across the globe. Through promoting social innovation and identifying collaboration opportunities, the event was dedicated to creating a better future for cities and their citizens. BEIA attended the TAFIE 2022 and ROMAT event on the 23<sup>rd</sup> of November, to present the organisation's intership

programs and other relevant programs and benefits, at the University Politehnica of Bucharest – UPB – Inginerie Electrica. BEIA participated in those events as exhibitor, and disseminated a lot of European Projects.

With this intention, the FOR-FREGHT partners formed a list of indicative conferences (Table 3-5) to attend in 2023. The respective list is integrated in the “FOR-FREIGHT\_WP5\_D&C Management Tool” Tracker List and will be periodically updated by all project partners. The FOR-FREIGHT Consortium will participate in various conferences/forums/congresses through presentations, booths, flyers, posters, etc., with the main aim to increase the FOR-FREIGHT impact by raising awareness and knowledge sharing. Throughout the project partners’ participation, clusters, project progress and results will be presented, and will be also disseminated on the social media channels and website of the project.

Table 3-5: FOR-FREIGHT Potential Conferences

Type	Dates & Location	Accessed Links
International Conference on Business Information Systems, Innovation and Technology Management	06/03/2023-07/03/2023 Barcelona, Spain	<a href="https://waset.org/business-information-systems-innovation-and-technology-management-conference-in-march-2023-in-barcelona">https://waset.org/business-information-systems-innovation-and-technology-management-conference-in-march-2023-in-barcelona</a>
International Conference on Industrial Engineering and Logistics	06/03/2023-07/03/2023 Barcelona, Spain	<a href="https://waset.org/industrial-engineering-and-logistics-conference-in-march-2023-in-barcelona">https://waset.org/industrial-engineering-and-logistics-conference-in-march-2023-in-barcelona</a>
International Conference on Marine, Aviation, Transport, Logistics and Trade	16/03/2023-17/03/2023 Dubai, United Arab Emirates	<a href="https://waset.org/marine-aviation-transport-logistics-and-trade-conference-in-march-2023-in-dubai">https://waset.org/marine-aviation-transport-logistics-and-trade-conference-in-march-2023-in-dubai</a>
Air cargo Europe Conference	09/05/2023-12/05/2023 Munich, Germany	<a href="https://www.tradefairdates.com/Air+Cargo+Europe-M6858/Munich.html">https://www.tradefairdates.com/Air+Cargo+Europe-M6858/Munich.html</a>
Container Terminal Automation Conference	14/03/2023-15/03/2023 Hamburg, Germany	<a href="https://ctac.ptievents.com/">https://ctac.ptievents.com/</a>
Intermodal Freight Forum Europe 2023	11/05/2023 Berlin, Germany	<a href="https://intermodal.ptievents.com/">https://intermodal.ptievents.com/</a>

Smart Digital Ports of the Future 2023	16/05/2023-17/05/2023 Rotterdam, The Netherlands	<a href="https://sdp.ptievents.com/">https://sdp.ptievents.com/</a>
ITS European Congress	22/05/2023 –24/05/2023 Lisbon, Portugal	<a href="https://www.its-portugal.com/">https://www.its-portugal.com/</a>
EuCNC & 6G Summit Conference	06/06/2023-09/06/2023 Gothenburg, Sweden	<a href="https://www.eucnc.eu/">https://www.eucnc.eu/</a>

### 3.4 Communication Activities

As stated in the GA, this section describes how FOR-FREIGHT is aiming to establish and implement the project’s communication actions. The communication activities of the FOR-FREIGHT project are aiming to promote the project and its results to the wider community, including the media, the general public, etc. Such activities involve a non-specialist T&L and 5G audience, therefore, the project partners must use a more generic approach and not T&L industry-confined framework for the general public to easily conceive the project’s objectives and results.

#### 3.4.1 Target Audiences and Objectives

The following Table 3-6 gives an outline of the target audiences of the FOR-FREIGHT’s communication strategy and their interest in the project.

Table 3-6: FOR-FREIGHT Target Audiences and Objectives

Target Group	Description	Interest in the project	Communication Objectives
A - SMEs and industry	Stakeholders from industry, network operators, SMEs and entrepreneurs, operating in the T&L domains (e.g., T&L service providers, cargo handlers, etc.).	<ul style="list-style-type: none"> <li>• Use of FOR-FREIGHT solutions for accelerating their service deployment</li> <li>• Promoting FOR-FREIGHT in operations and in their R&amp;I activities for new service development.</li> <li>• Amplify innovation in T&amp;L services by blending FOR-FREIGHT outcomes with in-house artefacts.</li> </ul>	<p>Create an active community of interested stakeholders and potential users and collect knowledge and requirements considered by the project.</p> <p>Create awareness of the project among the full range of stakeholders impacted by the results activities.</p>
B – Mass media channels	Non-technical articles to newspapers and magazines, radio, social media (e.g., LinkedIn,	Inform about the project through flyers, banners, videos, press releases related to the added	

	Facebook, YouTube, Twitter).	value of the project and the benefits offered to the society.	Formulate adapted key messages and prepare adapted communication material.
C – Clusters	European initiatives and clusters, research communities, associations, (e.g., ETNO, NetWorld2020, Digital Business Innovation, Digital Agenda, Innovation Union, etc.).	<ul style="list-style-type: none"> <li>• Inclusion of project's results to collaborative research activities (roadmap, white papers...).</li> <li>• Communicate project's results to their members</li> <li>• Participation in project's events for knowledge exchange.</li> </ul>	
D - General Public	General public, end-users and anyone interested in the project.	<ul style="list-style-type: none"> <li>• Non-technical articles based on project's results.</li> <li>• Stimulate innovation in unexpected groups of society.</li> </ul>	

### 3.4.2 Communication channels and activities

The FOR-FREIGHT communication strategy combines a mix of traditional and disruptive communication channels, as mentioned in the GA and Table 3-7.

Table 3-7: FOR-FREIGHT Communication channels and activities

Channels & Activities	Description
<b>Online Presence</b>	<p>A project website to be created by M2 and maintained by <b>EBOS</b> serving to:</p> <ol style="list-style-type: none"> <li>promote the project's public image and serve as a main online access point for the different target groups;</li> <li>serve as an information source, highlighting project objectives, activities, outcomes and relevant updates;</li> <li>serve as a repository of information.</li> </ol> <p>The website will be publicly accessible, and will also feature a restricted area, only accessible to project partners, the EC project scientific officer, the project review panel team, and the AdvB member. This restricted area contains documents and confidential information related to the project's internal activities and reporting.</p>
<b>Press and TV/Radio Interviews</b>	<p>FOR-FREIGHT will publish at least 6 press releases in order to show major achievements and the potential of its solutions as a future-proof T&amp;L services and will attempt to reach the general audience via TV/radio interviews. <b>DHL</b> will be responsible for this activity.</p>

<p><b>Promotional material (Brochures/flyers/posters/roll-up banners)</b></p>	<p>FOR-FREIGHT will prepare 3 technical brochures providing information about the technical and scientific achievements and 3 non-technical brochures-factsheets describing the potential project applications and services in a more accessible manner. A number of project flyers, posters and roll-up banners will also be created for display in conferences and in exhibition booths. The brochures will be also distributed to local universities, schools, city councils, etc. <b>EBOS</b> will lead this activity.</p>
<p><b>Social media</b></p>	<p>FOR-FREIGHT will use several online social media sites, such as Twitter, LinkedIn, YouTube, as a two-way access between the project partners and the technical and public audience. The Consortium will regularly publish announcements and initiate discussions from M6. The content will be updated in a regular basis and the obtained feedback will help to influence the project's directions. <b>EBOS</b> will coordinate this activity.</p>
<p><b>Video clips</b></p>	<p>At least 3 video clips will be produced, which will cover the FOR-FREIGHT general ideas, demonstrations and presentations and talks including non-technical information about the project, targeting nonexpert public. The videos will be available at the project's website during the entire project's lifetime, while a dedicated link will be used to request feedback from the audience. This activity will be undertaken by <b>CERTH/HIT</b>.</p>
<p><b>Newsletters</b></p>	<p>These will be distributed to different mailing lists, to foster inter-communication with other relevant research actions, projects and technical communities. The newsletters, available at the project's website, will provide information regarding the project activities, achievements and results, targeting cross-fertilisation. The first newsletter issue will be released in month M6 and new issues every 6 months. <b>EBOS</b> will coordinate this activity.</p>
<p><b>Public engagement</b></p>	<p>FOR-FREIGHT Consortium members will follow a set of strategies to interact with the general public (e.g., non-scientists, secondary schools, etc.) and inform them about the effect of the FOR-FREIGHT results in their everyday life and to create awareness on the differences about facts regarding the societal benefits of the FOR-FREIGHT solutions for T&amp;L services. This set of activities include the use of social media, online video-clips, public talks at schools and university open days, participation at events organised by the local authorities, etc.</p>

The first FOR-FREIGHT Newsletter (Annex XI) is available and it describes briefly, the gaps acknowledged in regard to the T&L sector, the EU strategy, the FOR-FREIGHT scope, as well as information concerning the successful implementation of the KoM. It also briefs the project's target audiences about the project's latest updates, and it directs them to the project's website and social media accounts.

## 4 Advisory Board role and objectives

The AdvB plays a core role in the project. As part of the T6.1 “Project Management and coordination” under WP6 “Project Management”, the Project Coordinator (PC) is responsible to liaise with relevant projects and T&L initiatives and therefore, lead the effort to create a relevant AdvB at the beginning of the project. The AdvB consists of renowned experts representing transport, logistics and technology quadruple-helix stakeholders in Europe and beyond (i.e., government at various levels, non-governmental organizations, associations, key industrial players, etc.), providing strategic directions to the project and supporting the T&L stakeholder engagement strategy. The AdvB members can also act as ambassadors of the FOR-FREIGHT vision, as they are considered key-players in maximising the project’s impact through their presence to communities and industries that are relevant to the “freight and transport” field. As key-members, they are also responsible to advice the FOR-FREIGHT Consortium concerning various project topics and activities and ensure that the project is always met with its outcomes.

The AdvB members will have an active role in the project, as among other actions, they will be assessing the project material that will be uploaded on the “FOR-FREIGHT Access” page, a restricted area on the project’s website that will be monitored by the PC and the D&C Manager of the project. In addition to the above, the AdvB members will have regular meetings with the project’s General Assemblies, including the Project Management Board Members (PMB) to discuss the project’s progress and provide feedback when necessary. Therefore, the AdvB will consult in matters of D&C where necessary, with the commitment to respect the signed Non-disclosure agreement (NDA) and not expose any confidential information about the project. The NDA (Annex XII) provides the scope, entry into force, duration and termination terms of this signed agreement, and refers to various topics such as rights and obligations, non-disclosure information, liability between the members, ownership, etc.

## 5 Liaison with other projects and clusters

The FOR-FREIGHT project is aiming to collaborate with other Horizon projects to accelerate and promote innovation at European and international levels, and offer competitive solutions in the T&L field. To be more specific, the project partners will collaborate with public and private T&L associations, 5G, IoT and Big Data related organisations, as well as existing and emerging T&L projects. The aim to create such clustering relationships with other projects relevant to the scope and objectives of the FOR-FREIGHT project is to mainly maximise the awareness and impact of the project and increase visibility. The project partners will identify new partners for collaboration in the EU market such as 5G stakeholders and 5G PPP/SNS projects, which will work together and participate in international events and conferences to promote the technical and general aspects of the project, while focusing on the project's results. The organization of workshops, trainings and other key-sessions will set up the ground for a fruitful and successful collaboration.

Henceforth, clusters will be including the efforts like the introduction of the differences between FOR-FREIGHT solutions and other legacy approaches for T&L efficiency, how to engage and use the developed platform in the FOR-FREIGHT process and what the platform specifically offers to each stakeholder cluster. This approach aims to not only generate knowledge about the solutions offered by FOR-FREIGHT but also build them into the workflow of T&L stakeholders. As stated in Table 3-4 and Chapter 3.3.4, the project partners will act as liaison to relevant target communities in which they are active members, and they will report results and outcomes from the FOR-FREIGHT work/trials such as evaluation framework and trial results, and multimodal SW architecture.

Taking the above into account, eBOS arranged a series of virtual meetings with the consortiums of the projects VITAL-5G, 5G-Blueprint [5], and FENIX, with the main aim to form collaboration amongst them, and attend conferences together with booths and Special Sessions. Hence, the projects' partners submitted in January 2023, their Special Session Proposal titled "5G infrastructures for multi-modal transport: perspectives and impact analysis", for the Intelligent Transport Systems (ITS). The conference focuses on the challenges, benefits and opportunities, as well as potential solutions in regard to Smart Mobility, and will take place between the 22<sup>nd</sup> and the 24<sup>th</sup> of May 2023 in Lisbon, Portugal. Besides that, the FOR-FREIGHT and VITAL-5G projects continued having virtual meetings with the 5G-BLUEPRINT, FENIX and 5G-LOGINNOV [6] projects, aiming to attend with booths and Special Sessions the EuCNC (European Conference on Networks and Communications) & 6G Summit conference, taking place in Gothenburg, Sweden, between 6-9 of June 2023. Their Special Session Proposal "Enabling innovation in Transport and Logistics operations: a 5G approach" was submitted in February 2023. When both Special Sessions are approved, all respective projects will get in touch again to discuss and arrange the organisation of the Special Sessions, the dissemination of promotional material, and any other necessary activities for their effective participation in the conferences.

More information concerning FOR-FREIGHT's liaison with other projects and clusters will be available in the next version of this report (D5.3).

## 6 Monitoring framework

The FOR-FREIGHT Consortium designed a robust methodology which will be followed in order to ensure that the project is of a good quality and that the target values are successfully met. According to this, Table 6-1 introduces the D&C outcomes, metrics and targets of the project, as well as the target values currently achieved.

Table 6-1: FOR-FREIGHT D&C outcomes, metrics and targets

	Activity/Metrics	Target Values	Current Values (M6)
<b>Dissemination</b>	Industrial exhibitions	Participation in industrial exhibitions, trade fairs with presentations: >10	0
	Scientific publications	Journals/magazines >6;	0
		R&D conferences >20;	0
		Conference demonstrations: 6	0
	Workshops	>3 industrial workshops for T&L stakeholders; >80 participants/workshop	0 0
	Standardisation	>3 contributions towards relevant SDOs with adoption status	0
	Trainings, webinars	Online training tutorials: 3;	0
Webinars: 4; Participants per event > 120		0 0	
Communities/clusters	>3 communities/clusters to accelerate the dissemination of project's results	3	
<b>Communication</b>	Project Website	Online by month 2;	Yes
		Visitors from M12: 1000 & from M40: 3000	96
Social Media	LinkedIn followers: >600;	103	
	Twitter followers: >400;	68	
	YouTube channel views	0	
	:>1000;	0	
	Banners: >30		

	Press/Newsletters	Press releases: >6; Newsletters: >6 White papers: >5	1 1 0
	Factsheets/Brochures	Technical factsheets: 3; Non-technical factsheets: 3; Hardcopies: > 1000	0 0 0
	Video clips	Number of online video clips: 3; Number of video views: > 1000	0 0
	Flyers/posters & roll-ups	Project flyers: >3; Posters & roll-up banners: >3	1 1
	Public events	>3 public events at schools/universities; >3 Demo days/events with >100 visitors/event.	0 0 0

As shown in Annex I, the “FOR-FREIGHT\_WP5\_D&C Management Tool” Tracker List was created by the D&C Manager of the project for a better monitoring of the various activities in the project. All project partners have access to the respective file and are asked to update it whenever an action is implemented or an activity is achieved. The respective management tool refers to the D&C Phases of the project, the D&C target values, as well as to the project partners contribution to the various activities, to the organisation and participation in various workshops, trainings, exhibitions, trade fairs, conferences, etc. The Tracker List will be updated by the D&C Manager regularly, with the support and contribution of the rest of the partners.

Additionally, the D&C Manager will be responsible to periodically update the rest of the partners about the FOR-FREIGHT website Google Analytics by providing statistics about the users, and the same approach will be followed for the social media channels and their respective followers. According to this, regular updates about the FOR-FREIGHT Consortium meetings, as well as materials (i.e., press releases, public deliverables, etc.) and results produced will be disseminated to the project’s website and social media channels, as well as to the project partners corporate channels and accounts. Synergies between other Horizon and 5G projects/stakeholders will also be disseminated throughout the project.

The results of such analysis of Google Analytics may lead to corrective actions if need to be engaged. These actions may include for example, customised posts to address an industry showing slow response or low engagement in social media or allocation of partners to participate in events or publish related to project papers to maximize impact. External environment and industry changes will be reviewed on a constant basis to identify changes and thus strategy adjustments to reflect project progress and direction.

Finally, internal communication monitoring will be based on the Tracker Tool developed and shared with the partners to track ongoing activities and provide updated real time information on achieved results. Hence, the Tracker Tool will be maintained until the project's closure.

## 7 Next Actions

As stated in Table 3-5, within the next months (D&C Phase 1, M1-M12), the FOR-FREIGHT Consortium will attend conferences and organise workshops targeting the industry, the technological, research and academic communities, potential end-users and international stakeholders, in order to create general visibility, attract potential collaborators, customers, and investors. Besides the efforts made between eBOS, CERTH/HIT and WINGS to take FOR-FREIGHT at the TRA2022 conference and present the technological aspects of the project, a more solid collaboration with the VITAL-5G, FENIX, 5G-Blueprint, ALICE, 5G-LOGINNOV and ICT-53 projects in general will take place through regular meetings, the organisation of workshops and events, as well as their participation in various conferences, etc.

In addition, BEIA, WINGS, IMEC, eBOS, and CERTH/HIT are currently collaborating together for the development and structure of a Position Paper between the FOR-FREIGHT, FENIX, VITAL-5G and 5G-Blueprint projects. The collaboration between the four projects is to be defined at two levels, the technical, and the dissemination and communication level. Hence, the Position Paper explains the linkage between the four projects, the potential exploitation of their assets and results, as well as the project's requirements (i.e., exchange of data, interoperation, visibility, etc.) in order to identify which platform could contribute to each sector of the FOR-FREIGHT project as part of the architecture and the pilots' operation. Sessions with stakeholders of the pilots will be organised in order to present the project's outcomes and increase the level of adaption. In addition, concerning dissemination and communication, the respective projects will organise common activities such as webinars, events, workshops, and wherever possible, participate in events of a common interest. More discussions about the alliance amongst those projects will be provided in D5.3.

Concerning WP5, regular bilateral meetings will be organised amongst the project partners in order to keep track of the various D&C activities and progress of the project, as defined in Tables 3-1, 3-4, 3-7, and 6-1. All project partners of the FOR-FREIGHT consortium are responsible to provide the WP5 Leader with the necessary information concerning their tasks and actions, as well as any planned or forthcoming activities they might implement or attend, and disseminate the project's updates and results to their corporate websites, social media channels and other relevant accounts.

## 8 Conclusions

The FOR-FREIGHT project aims to maximise the utilisation of multimodal freight transport capacity and reduce the average cost of freight transport through the development of novel solutions and their integration with legacy logistics systems. This will enable more effective and sustainable management of goods and freight flows in airports, ports, inland terminals and various logistics nodes, considering the requirements of all involved stakeholders, and accounting for economic, environmental and social aspects. In addition, the FOR-FREIGHT project engages world-leading T&L stakeholders specializing in different modes of transportation, such as port and airport authorities, terminal operators, airfreights handlers, train operators and major transport/shipping operators and brings them together with leading innovative software and technology developers, research organizations and innovative SMEs.

Therefore, the respective deliverable is part of WP5 “Dissemination, Communication & capacity building”, linked to T5.1 “Dissemination & communication activities”. D5.2 describes FOR-FREIGHT’s visual identity, D&C phases and planning, target audiences and values, while providing a Tracker tool for a better monitoring of the D&C activities until the closure of the project. The respective document also reports the target values achieved up to M6, while also referring to future actions, clusters and synergies, and providing analytics of the project website and social media channels. D5.3 and D5.4 will continue reporting the progress of such actions, and will provide a more detailed analysis of the implemented activities up to M20 and M40 respectively.

Therefore, the roles and responsibilities of the partners in terms of technical and D&C aspects, taking into account the target values of the project are also mentioned in this deliverable. This is to set up the ground for a more solid cooperation amongst all project members, and create collaborations with other Horizon projects in order to expose the project results to the target audiences and general public.

The project’s developments and progressing of the FOR-FREIGHT WPs and respective tasks will be closely monitored to secure coherence and timely updates of the D&C activities and plan. Nonetheless, the key element under WP5 scope is keeping an open and regular internal and external communication by for example arranging regular meetings with the D&C team.

## 9 References

- [1] Google. (n.d.). *Redirecting...* Google Analytics. Retrieved February 10, 2023, from [https://analytics.google.com/analytics/web/#/p335824186/reports/explorer?params=\\_u..nav%3Dmaui%26\\_u.dateOption%3Dlast12Months%26\\_u.comparisonOption%3Ddisabled%26\\_r.explorerCard..selmet%3D%5B%22sessions%22%5D%26\\_r.explorerCard..seldim%3D%5B%22sessionDefaultChannelGrouping%22%5D&r=lifecycle-traffic-acquisition-v2](https://analytics.google.com/analytics/web/#/p335824186/reports/explorer?params=_u..nav%3Dmaui%26_u.dateOption%3Dlast12Months%26_u.comparisonOption%3Ddisabled%26_r.explorerCard..selmet%3D%5B%22sessions%22%5D%26_r.explorerCard..seldim%3D%5B%22sessionDefaultChannelGrouping%22%5D&r=lifecycle-traffic-acquisition-v2)
- [2] Home. VITAL 5G. (2022, December 12). Retrieved February 10, 2023, from <https://www.vital5g.eu/>
- [3] Front. Fenix Network. (1970, February 7). Retrieved February 10, 2023, from <https://fenix-network.eu/>
- [4] Alice knowledge platform. ALICE Knowledge Platform. (n.d.). Retrieved February 10, 2023, from <https://knowledgeplatform.etp-logistics.eu/>
- [5] Homepage. 5G. (2022, November 18). Retrieved February 10, 2023, from <https://www.5gblueprint.eu/>
- [6] Home Page. 5g. (2021, May 13). Retrieved February 10, 2023, from <https://5g-loginnov.eu/>

# Annex I: FOR-FREIGHT\_WP5\_D&C Management Tool

This Tab will be monitored by EBOS - TL: 5.1							Q1			Q2			Q3		
Activity/Metrics	Description	Overall target	Partner(s) Contribution	Status	Average	Comments	M1	M2	M3	M4	M5	M6	M7	M8	M9
							S	O	N	D	J	F	M	A	M
DISSEMINATION															
10	Industrial exhibitions	Participation in industrial exhibitions, trade fairs with presentations	> 10												
11		Journals/magazines	> 6												
12		R&D Conferences	> 20												
13	Scientific publications	Conference demonstrations	6												
14		Industrial workshops for T&L stakeholders	> 3												
15	Workshops	Participants/workshop	> 80												
16		Contributions towards relevant SDOs with adoption status	> 3												
17	Standardisation	Online training tutorials	3												
18		Webinars	4												
19	Trainings, webinars	Participants per event	> 120												
20		accelerate the dissemination of project's results	> 3												
20	Communities/clusters		> 3												
COMMUNICATION															
21		Online by M2	N/A	EBOS	Completed	M2									
22		Visitors from M12	1000	EBOS											
23		Visitors from M40	3000			M3 -> 32 Users									
24	Project website														
25		LinkedIn followers	> 600	EBOS		M3 -> 86 Followers									
26		Twitter followers	> 400	EBOS		M3 -> 54 Followers									
27		Youtube channel views	> 1000												
28	Social media	Banners	> 30												
29		Press releases	> 6	EBOS		M3 -> 1									
30		Newsletters	> 6												
31	Press/Newsletters	White papers	> 5												
32		Technical factsheets	3												
33		Non-technical factsheets	3												
34	Factsheets / Brochures	Hardcopies	> 1000												
35		Number of online video clips	3												
36	Video clips	Number of video views	> 1000												
37		Project flyers	> 3	CERTH		M1 -> 1 Flyer									
38	Flyers/posters & roll-ups	Posters & roll-up banners	> 3	EBOS		M1 -> 1 Banner									
39		Public events at schools/universities	> 3												
40		Demo days/events	> 3												
41	Public events	Visitors/event	> 100												
42															
43															
44															
45															

## Annex II: FOR-FREIGHT\_WP5\_D&C Management Tool D&C Phases

This Tab will be monitored by EBOS - TL: 5.1						2022						
						Q1			Q2			
						PHASE 1						
						M1	M2	M3	M4	M5	M6	M
						S	O	N	D	J	F	N
Activity	Target Audience	Channels	Goals	Comments	Status							
<b>PHASE 1 (M1-M12)</b>												
Presentation of the project including its objectives. Expected project results Solutions roadmap workshop.	Industry, technological, research and academic communities / Potential end-users / International Stakeholders / Group identified.	Conferences, workshops, Brochures and posters / Website, Social media channels (LinkedIn, Facebook, Youtube, etc.)	General visibility. Attracting potential collaborators. Attracting potential customers. Attracting investors.									
<b>PHASE 2 (M12-M24)</b>												
Presenting elaborated use cases of FOR FREIGHT. Demonstration and prototype.	Potential end-users Specific technological, research and academic communities.	Conferences, workshop. Publications in journals Special session in congress/conference Web site, Social media channels.	Exposing synergies with other projects. Providing visibility. Attracting potential collaborators.									
<b>PHASE 3 (M25-M33)</b>												
Running results of the project. Demonstration and field trials.	Potential end-users Specific technological, research and academic communities (Open source, social media, event processing).	Conferences, workshops. Publications in journals. Special sessions in congress. Website, Social media channels.	Attracting potential investors. Attracting potential customers.									
<b>PHASE 4 (M34-M40)</b>												
Final results of the project. User oriented demonstration.	Specific technological, research and academic communities End-users and institutional organizations.	Website, demos, Publications in journal or press, Industry Focused events, Client demonstrations.	Attracting potential customers, investors. Informing the EC. Demonstrating results to existing customers.									

## Annex III: FOR-FREIGHT Flyer

**USE CASES**

**Use Case 1**  
Blockchain & Digital Twins to support Decision Making Process in multimodal transport combined with a Subway-Based Network for sustainable last mile distribution (Spain)

**Use Case 2**  
Port-to-Airport multimodal freight transport. End-to-end optimization with DSS and real-time monitoring & control capabilities (Greece)

**Use Case 3**  
Riverport to warehouse hub via railway network – Galati Port (Romania)



**Flexible, multi-Modal & Robust FREIGHT Transport**




**Project Coordinator:**  
Dr. Georgia Ayfantopoulou



Project start: 01/09/2022  
Duration: 40 Months  
EC Budget: 7,151,679€  
Partners: 18

[www.for-freight.eu](http://www.for-freight.eu)











The FOR-FREIGHT project has received funding from the European Union's Horizon Europe, under Grant Agreement No. 101019712

**ABOUT**

FOR-FREIGHT aims to maximise the utilization of multimodal freight transport capacity, achieve competitive sustainability with higher levels of efficiency, and reduce the average cost of freight transport through the development of novel solutions and their integration with legacy logistics systems. The project also targets the end-to-end optimization of multimodal/multi-stakeholder logistics processes and improved access to transshipment services.

**KEY OBJECTIVES**

- 1 Design and develop novel and interoperable T&L solutions that will deliver increased Transport & Logistics (T&L) node operational capacity and increased efficiency and sustainability of multimodal and transshipment T&L services.
- 2 Build and deliver three state-of-the-art T&L experimentation facilities based on real operational multi-stakeholder environments supporting multimodal & transshipment Intermodal Transport Units logistics.
- 3 Validate the FOR-FREIGHT solutions in real-life multimodal/multi-stakeholder environments using real and user data based on carefully designed Use Cases that will showcase the maturity and business-readiness of the solutions (TRLs 7), demonstrating the superior performance of the integrated, multi-stakeholder logistics chain management.
- 4 Foster the development and demonstrate the effectiveness of novel business models and collaborative approaches for interoperable, integrated and cooperative T&L services, utilising a comprehensive data governance framework.
- 5 Ensure compatibility with existing and emerging EU logistics standards.

**CONSORTIUM**





**Project Coordinator:**  
Dr. Georgia Ayfantopoulou

[www.for-freight.eu](http://www.for-freight.eu)

## Annex IV: FOR-FREIGHT Roll-up Banner



## Annex V: FOR-FREIGHT Bag



## Annex VI: FOR-FREIGHT Deliverable Template



Flexible, multi-mOdal and Robust FREIGHT Transport

### DX.X Deliverable Title

#### Document Summary Information

Grant Agreement No	101069731	Acronym	FOR-FREIGHT
Full Title	Flexible, multi-mOdal and Robust FREIGHT Transport		
Start Date	01.09.2022	Duration	40 months
Project URL	<a href="https://www.for-freight.eu/">https://www.for-freight.eu/</a>		
Deliverable			
Work Package			
Contractual due date		Actual submission date	
Nature		Dissemination Level	
Lead Beneficiary			
Responsible Author			
Contributions from			



Funded by the European Union under Grant Agreement no. 101069731. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

## Annex VII: FOR-FREIGHT Presentation Template



**FIELD TRIAL NAME**

Presenter, Company name

FOR-FREIGHT General Assembly/ Workshop  
Place, Date



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## Annex VIII: FOR-FREIGHT\_WP5\_D&C Management Tool” Conferences

Conferences												
Item	Title of Conference	Start Date	End Date	Location	Link	Email/Contact	Calls for Registration Deadline	Other Info	Partner(s) willing to attend (before registration)	Partner(s) Attended	Partner(s) Role	
1	TRA2022	14/12/2022	17/12/2022	Lisbon, Portugal	<a href="https://traconference.eu/">https://traconference.eu/</a>	<a href="https://traconference.eu/contacts/">https://traconference.eu/contacts/</a>	17/11/2022			CERTH/HIT		
2	International Conference on Transportation Informatics and Information Systems	16/01/2023	17/01/2023	Rome, Italy	<a href="https://waset.org/transportation-informatics-and-information-systems-conference-in-january-2023-in-rome">https://waset.org/transportation-informatics-and-information-systems-conference-in-january-2023-in-rome</a>		17/12/2022					
3	International Conference on Transportation Sciences and Systems	09/01/2023	10/01/2023	Tokyo, Japan	<a href="https://waset.org/transportation-sciences-and-systems-conference-in-january-2023-in-tokyo">https://waset.org/transportation-sciences-and-systems-conference-in-january-2023-in-tokyo</a>		30/11/2022					
4	International Conference on Business Performance and Supply Chain Modelling	16/01/2023	17/01/2023	Nicosia, Cyprus	<a href="https://waset.org/business-performance-and-supply-chain-modelling-conference-in-january-2023-in-nicosia">https://waset.org/business-performance-and-supply-chain-modelling-conference-in-january-2023-in-nicosia</a>		14/12/2022					
5	International Conference on Shipping in Climate Change	16/01/2023	17/01/2023	Zurich, Switzerland	<a href="https://waset.org/shipping-in-climate-change-conference-in-january-2023-in-zurich">https://waset.org/shipping-in-climate-change-conference-in-january-2023-in-zurich</a>		14/12/2022					
6	International Conference on Trends in Industrial Logistics	23/01/2023	24/01/2023	Paris, France	<a href="https://waset.org/trends-in-industrial-logistics-conference-in-january-2023-in-paris">https://waset.org/trends-in-industrial-logistics-conference-in-january-2023-in-paris</a>		24/12/2022					
7	International Engineering Conference on Industrial Logistics	23/01/2023	24/01/2023	London, UK	<a href="https://waset.org/industrial-logistics-engineering-conference-in-january-2023-in-london">https://waset.org/industrial-logistics-engineering-conference-in-january-2023-in-london</a>		21/12/2022					
8	International Conference on Transportation Science, Engineering and Technology	23/01/2023	24/01/2023	London, UK	<a href="https://waset.org/transportation-science-engineering-and-technology-conference-in-january-2023-in-london">https://waset.org/transportation-science-engineering-and-technology-conference-in-january-2023-in-london</a>		21/12/2022					
9	International Conference on Aviation Logistics	30/01/2023	31/01/2023	Istanbul, Turkey	<a href="https://waset.org/aviation-logistics-conference-in-january-2023-in-istanbul">https://waset.org/aviation-logistics-conference-in-january-2023-in-istanbul</a>		31/12/2022					

## Annex IX: FOR-FREIGHT\_WP5\_D&C Management Tool” Exhibitions and Trade Fairs

Exhibitions & Trade Fairs												
Item	Title of Event	Additional info	Date(s)	Organiser	Place	Link	Registration Deadline	Other info	Partner(s) willing to attend (before registration)	Partner(s) Attended	Partner(s) Role	Number & type of promotional material used
1												
2												
3												
4	1	International Transport, Forwarding and Logistics Fair	7-9 Feb 2023		Warsaw, Poland	<a href="https://mtsl.pl/en/?utm_source=google&amp;utm_medium=cpc&amp;utm_campaign=STEN&amp;clid=Cj0KCQA37KbBhDgARISAlze15J2KETo_S7eFZFmverJlMpywX8R7L4VCmA-cl4aD98-w4K3UKUISAAoQCEALw_wcB">https://mtsl.pl/en/?utm_source=google&amp;utm_medium=cpc&amp;utm_campaign=STEN&amp;clid=Cj0KCQA37KbBhDgARISAlze15J2KETo_S7eFZFmverJlMpywX8R7L4VCmA-cl4aD98-w4K3UKUISAAoQCEALw_wcB</a>		Tickets available/Book a stand				
5	2	International Logistics and Supply Chain Fairs	21-23 Sep 2023									
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## Annex X: FOR-FREIGHT Press Release



### PRESS RELEASE

November 2022

Flexible, multi-mOdal & Robust FREIGHT Transport

Get to know the FOR-FREIGHT 40-month project!

**Project Budget:** 7,151,679 €

**Starting date:** 01.09.2022

**Completion date:** 31.12.2025

FOR-FREIGHT aims to maximise the utilisation of multimodal freight transport capacity, achieve competitive sustainability with higher levels of efficiency, and reduce the average cost of freight transport through the development of novel solutions and their integration with legacy logistics systems.

On the 15<sup>th</sup> of September 2022, the FOR-FREIGHT consortium met for the first time, for two days, to discuss more effective and sustainable management of goods and freight flows in airports, ports, inland terminals, and various logistics nodes, taking into account the requirements of all involved stakeholders, as well as accounting for economic, environmental and social aspects. The project’s Kick-Off Meeting (KOM) took place in Thessaloniki, Greece, at The Centre for Research & Technology, Hellas (CERTH)/ Hellenic Institute of Transport (HIT).



Seventeen partners from the transport and logistics sector participated in the KOM organised by **The Centre for Research & Technology/ Hellenic Institute of Transport (Greece)**, including **eBOS (Cyprus)**, **Allbesmart LDA (Portugal)**, **Asociatia Technopol – Galati (Romania)**, **Athens International Airport S.A (Greece)**, **Beia Consult International SRL (Romania)**, **Compania De Navigatie**

**(Romania)**, **COSCO SHIPPING LINES (Greece)**, **COSCO SHIPPING LINES SPAIN S.A. (Spain)**, **DHL Exel Supply Chain Spain S.L.U. (Spain)**, **Fundacion Valencia Port (Spain)**, **Goldair Handling**

## Annex XI: FOR-FREIGHT 1st Newsletter



### WELCOME TO THE 1st FOR-FREIGHT NEWSLETTER!

It's time to fill you in on the beginnings and latest updates of the FOR-FREIGHT project.

#### TRANSPORT & LOGISTICS SECTOR

The resilience of the Transport and Logistics (T&L) sector has been put to the test due to the unusual load of day-to-day shipments, the interruption of the usual supply chains, and the significant restrictions imposed on (inter)national travels. Despite the importance and criticality of the T&L sector, important challenges remain unsolved, especially when it comes to multimodal transport issues that hinder or slow down the further development of the sector and the expansion of the operational capacity of major transport/transshipment nodes, thus leading to unnecessary delivery delays, increased financial and social costs, and even increased environmental impact.



#### EU STRATEGY

The transport policy of the EU aims to foster clean, safe, and efficient approaches which meet future constraints such as oil scarcity, growing congestion, and the need to cut Green House Gas and pollutant emissions in order to improve air quality, particularly in cities. By 2050, the transport sector will have to cut greenhouse gas emissions by 60% compared to 1990 and reduce dependence on imported oil. To cope with such high traffic demands, T&L stakeholders are turning more and more towards the integration of novel technologies into their daily operation, attempting to modernize their production, storage, and shipment methodology, targeting increased efficiency, trustworthiness, operational capacity, security/safety, and cost reductions, among others.

#### THE FOR-FREIGHT PROJECT

FOR-FREIGHT (Flexible, multi-Modal and Robust FREIGHT Transport) aims to maximise the utilisation of multimodal freight transport capacity, achieve competitive sustainability with higher levels of efficiency, and reduce the average cost of freight transport through the development of novel solutions and their integration with legacy logistics systems.



#### KICK-OFF MEETING

The kick-off meeting for the FOR-FREIGHT project took place on the 15<sup>th</sup> of

Technology Hellas (CERTH)/Hellenic Institute of Transport (HIT).

[Read more!](#)



#### FOR-FREIGHT UPDATES!

The FOR-FREIGHT consortium is currently working on the State-of-the-art analysis of the existing intermodal transport and logistics operational models addressing existing bottlenecks and inefficiencies, particularly focused on the current lack of standardisation at operational, technological, and information exchange levels.

The project partners are also collaborating on the identification of key stakeholders while collecting important requirements and relevant specifications. The main objective is to summarise the necessary interfaces and services used in the project, as well as legacy systems used by each use case project partner, in order to design the architecture of the FOR-FREIGHT platform, execute field trials, and enable the validation of the FOR-FREIGHT use cases.

#### FOR-FREIGHT GOES TO VALENCIA!

The FOR-FREIGHT partners will meet physically, for the 2nd time, between the 28th of February and the 1st of March, for their General Assembly meeting.

The General Assembly will take place in Fundación Valencia Port, in Valencia (Spain). The main objective of the meeting is to discuss the project progress and forthcoming activities.

#### STAY TUNED!!!



#### FOLLOW FOR-FREIGHT & INTERACT WITH US!



# Annex XII: FOR-FREIGHT Non-disclosure agreement (NDA)

## Non-disclosure agreement with Advisory Board members

On the one side

[Name of Advisory board member], [address, business reg. no.],  
hereinafter "Advisory Board Member"

and on the other side

Ethniko Kentro Ereynas kai Technologikis Anaptixis (CERTH) - Acting as Coordinator, in its own name and on behalf of the Consortium Parties as listed below of the EU project FOR FREIGHT (Grant Agreement number \_\_\_\_\_) according to article 6.5. of the Consortium Agreement signed on \_\_\_\_\_  
hereinafter "the Coordinator"

The parties named above (the Advisory Board Member, the Coordinator and the Consortium Parties as listed in Annex 1) are hereinafter referred to as "Party" individually and "Parties" collectively, as the context may require.

relating to the Action entitled

Flexible, multi-modal and Robust FREIGHT Transport

in short FOR-FREIGHT

hereinafter referred to as "Project"

have agreed on the following:

### WHEREAS:

a. The Consortium Parties listed below (referred to in this Agreement collectively as "the Consortium Parties" and individually as "Consortium Party") are participating in an EU project entitled "FOR-FREIGHT" (hereinafter "the Project") supported by the European Commission as part of the Horizon Europe Programme – the Framework Programme for Research and Innovation (2021-2027).

b. The Consortium Parties have agreed in their Consortium Agreement to discuss the Project with an Advisory Board. To ensure safe and regulated exchange of confidential or sensitive information the Parties enter into this NDA based on the terms agreed upon by the Consortium Parties in their Consortium Agreement.

### 1 Scope, entry into force, duration and termination

This NDA only covers the disclosure of information by one or more Consortium Parties to the Advisory Board Member. For clarity, exchange of information between Consortium Parties alone shall remain regulated by the Consortium Agreement.

This NDA shall have effect from [INSERT DATE] ("Effective Date").

This NDA shall remain in force as long as the Advisory Board Member is a member of the Advisory Board. The confidentiality obligations shall survive termination of this Agreement for a period of ten (10) years after the Effective Date of this Agreement.

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(vi) the Recipient is required to disclose the Confidential or Sensitive Information in order to comply with applicable laws or regulations or with a court or administrative order, subject to the provision Section 3.6 hereunder.

### 3.4 Degree of care

The Recipient shall apply the same degree of care with regard to the Confidential or Sensitive Information disclosed within the scope of the Project as with its own confidential and proprietary information, but in no case less than reasonable care

### 3.5 Notification

Each Recipient shall promptly advise the Disclosing Party in writing of any unauthorised disclosure, misappropriation or misuse of Confidential or Sensitive Information after it becomes aware of such unauthorised disclosure, misappropriation or misuse.

### 3.6 Required to disclose

If the Recipient becomes aware that it will be required, or is likely to be required, to disclose Confidential or Sensitive Information in order to comply with applicable laws or regulations or with a court or administrative order, it shall, to the extent it is lawfully able to do so, prior to any such disclosure

- (i) notify the Disclosing Party, and
- (ii) comply with the Disclosing Party's reasonable instructions to protect the confidentiality of the information.

### 4 Liability towards each other (No Warranty)

All Confidential or Sensitive Information is provided "as is". No warranty or representation of any kind is made, given or implied as to the sufficiency or fitness for Purpose nor as to the absence of any infringement of any proprietary rights of third parties.

Therefore, the Recipient shall in all cases be entirely and solely liable for the use to which it puts such information and materials, and the Disclosing Party shall not be liable in case of infringement of proprietary rights of a third party resulting from Recipient's use of such information.

### 5 Ownership

All Confidential or Sensitive Information disclosed under this NDA shall be and remain under the property of the Disclosing Party and nothing contained in this Agreement shall be construed as granting or conferring any rights to such Confidential or Sensitive Information on the Recipient. Principally, nothing in this Agreement shall be deemed to grant to the Recipient a license expressly or by implication under any patent, copyright or other intellectual property right.

### 6 Miscellaneous

Each Party shall comply with all applicable export laws and regulations and each Party shall obtain all necessary export licences in connection with any subsequent export, re-export, transfer or use of all Confidential or Sensitive Information disclosed under this Agreement. The Receiving Party agrees that it will not export or re-export, directly or indirectly, any Confidential or Sensitive Information received from the Disclosing Party to any affiliated entity or third party if so prohibited by the applicable laws or if a necessary export licence is not obtained.]

This NDA contains the final, complete and exclusive agreement of the Parties relative to the subject matter hereof and supersedes all prior and contemporaneous understandings and agreements relating to its subject matter.

This NDA may not be changed, modified, amended or supplemented except by a written instrument signed by the representatives of all Parties.

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The "Purpose" shall be defined as closely monitor and directly provide consultation to the innovation and technological development activities performed by the Consortium Parties throughout the Project's lifecycle.

### 2 Survival of rights and obligations

The provisions relating to confidentiality, for the time period mentioned therein, as well as for liability, applicable law and settlement of disputes shall survive the expiration or termination of this NDA.

### 3 Non-disclosure of information

#### 3.1 Confidential or Sensitive Information

"All information in whatever form or mode of communication, which is disclosed by a Consortium Party (the "Disclosing Party") to the Advisory Board Member (the "Recipient") in connection with the Project during its implementation as well as the feedback provided by the Recipient in its role as advising member for the Project, is "Confidential or Sensitive Information"

#### 3.2 Obligations of confidentiality

The Recipient hereby undertakes a commitment for the period indicated in article 1 above:

- (i) Not to use Confidential or Sensitive Information otherwise than for the Purpose for which it was disclosed;
- (ii) not to disclose Confidential or Sensitive Information without the prior written consent by the Disclosing Party;
- (iii) to ensure that internal distribution of Confidential or Sensitive Information by a Recipient shall take place on a strict need-to-know basis;
- (iv) to take all reasonable precautions to prevent the unauthorized disclosure or access to Confidential or Sensitive Information to third parties; and
- (v) to, at any time upon request from the Disclosing Party, return to the Disclosing Party, or destroy, all Confidential or Sensitive Information that has been disclosed to the Recipient including all copies thereof and to delete all information stored in a machine-readable form to the extent practically possible, except for Confidential or Sensitive Information temporarily stored on an automated back-up system. The Recipient may keep a copy to the extent it is required to keep, archive or store such Confidential or Sensitive Information because of compliance with applicable laws and regulations or for the proof of on-going obligations provided that the Recipient complies with the confidentiality obligations herein contained with respect to such copy.

#### 3.3 Exceptions

The above obligations shall not apply for disclosure or use of Confidential or Sensitive Information, if and in so far as the Recipient can show that:

- (i) the Confidential or Sensitive Information was or becomes publicly available by means other than a breach of the Recipient's confidentiality obligations;
- (ii) the Disclosing Party subsequently informs the Recipient that the Confidential or Sensitive Information is no longer confidential;
- (iii) the Confidential or Sensitive Information is communicated to the Recipient without any obligation of confidentiality by a third party who is to the best knowledge of the Recipient in lawful possession thereof and under no obligation of confidentiality to the Disclosing Party;
- (iv) the Confidential or Sensitive Information, at any time, was developed by the Recipient completely independently of any such disclosure by the Disclosing Party;
- (v) the Confidential or Sensitive Information was already known to the Recipient prior to disclosure, or

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This NDA is neither intended to nor shall it be construed as creating a joint venture, partnership or other form of business association between the Parties. Any notices hereunder shall be given at the address specified above or at such other address, as a Party shall specify in writing. Such notice shall be deemed given upon the personal delivery, or if sent by certified or registered mail, postage prepaid, then three (3) days after the date of mailing. This NDA may be executed by the parties in any number of counterparts, each of which is an original but all of which together constitute one and the same instrument (whether originally signed or through facsimile, scan or other electronic copies of such signatures).

### 7 Applicable law

This NDA shall be construed in accordance with and governed by the laws of Belgium excluding its conflict of law provisions.

### 8 Settlement of disputes

The Parties shall try to solve amicably any dispute, controversy or claim arising under, out of or relating to this NDA and any subsequent amendments thereof.

If the concerned Parties are unable to reach an agreement amicably each Party is entitled to submit the dispute, controversy or claim to the sole competent courts of Brussels.

Nothing in this NDA shall limit the Parties' right to seek injunctive relief in the competent court of Brussels or, in case these are not competent, any applicable competent court.

### 9 Signatures

The Parties have caused this NDA to be duly signed by the undersigned authorised representatives in separate signature pages. The signature of a Party via a scanned or digitized image of a handwritten signature (e.g. scan in PDF format) or an electronic signature (e.g. via DocuSign), shall have the same force and effect as an original handwritten signature for the purposes of validity, enforceability and admissibility. Delivery of the fully executed copy via e-mail or via an electronic signature system shall have the same force and effect as delivery of an original hard copy.

#### The Advisory Board Member

[NAME]

Date:

Name and title:

Signature: \_\_\_\_\_

#### On behalf of itself and the Consortium Parties, FOR-FREIGHT Coordinator,

Ethniko Kentro Ereynas kai Technologikis Anaptixis (CERTH)

Date:

Name and title:

Signature: \_\_\_\_\_

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