



MIT PROJECT



SEVENTH FRAMEWORK PROGRAMME

MIT
Metrocargo Intermodal Transport

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Interim plan for use and dissemination of knowledge

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Work package title Dissemination activities and market studies

About the Document

This document is ***Project Deliverable D8.3***

It explains the choices made to disseminate the MIT project in Europe and outside.

The interim plan of dissemination is the result of the first 9 months of work and describes the lines of action for the upcoming months.

The document has been produced by the collaboration of the work package WP8, the participants to the work package have all duly contributed to the activity of the work package and to the production of this document and endorse this report as the conclusion of the work package.

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GENERALITIES

Introduction

Today railroad shipment of containers is limited to point-to-point trains, without the possibility of loading and unloading at intermediate stops. The reason is that wagons are loaded and unloaded vertically with gantry cranes or similar equipment, which obviously cannot operate under the overhead electric feeding line. Trains need to be shunted to marshalling yards and back to the regular railway tracks using a diesel locos, which is costly and time consuming, therefore only point to point trains are operated, excluding transfer and collection of load units along the territory they cross.

Since 2004 the Metrocargo initiative is under development, aimed at enhancing intermodal shipment based on an innovative horizontal loading technology capable of working under the catenary.

The EC-funded FP7 “research for the benefit of SMEs” project 222199 VIT- Vision for InnovativeTransport, completed in 2009, developed single components, mainly related to computer vision, that were successfully incorporated in a prototypal Metrocargo unit that was constructed with ownfunding, installed in the port area of Vado Ligure and extensively tested by an independent qualified organization.

An extensive dissemination action will be pursued along two main lines:

- setting up demonstration tools.
- organization of events, including events centred on the Vado Ligure prototype, a road show in at least four EU countries and exhibiting at major trade fairs.

The dissemination plan is part of Work Package 8 of the Dissemination activities and market studies.

The objective of this document is to set out in a detailed and verifiable manner, the terms of use and dissemination of knowledge arising from the Metrocargo technologies. The document provides a detailed overview of all dissemination activities planned during the first nine months of the project and gives out indications of plans for dissemination during the next months of the project. The purpose is to record in the most effective possible way the attempts of the Consortium to promote the project.

Structure of the document

The document includes the following parts:

- The report on the most important activities, which were performed in the Project’s first nine months
- Information about the activities to take place in the next months

Identification of opportunities and target groups

A careful mapping of specific opportunities and tasks has to be made in order to support the dissemination activities that will be performed during the MIT project. Therefore, target groups have been constructed for obtaining contacts and opportunities for collaboration and for dissemination.

The target groups identified for MIT project are:

- large shippers
- freight forwarders

- factory transportation and logistics planners
- logistic chain operators and freight integrators
- ports
- railways
- Public Authorities.

Objectives

The dissemination activities will be undergone to promote results and visibility of the project and of the Consortium and to demonstrate the opportunities of Metrocargo through different kind of commercial promotion.

The activities included in this deliverable will be pursued along two main lines:

- setting up demonstration tools
- organization of events in EU countries:
 - o events centred on the Vado Ligure prototype
 - o exhibiting at major trade fairs, in Europe and in China
 - o road shows, speeches and work shops

The activities to set up demonstration tools will include:

- preparing promotional material
- setting up a video clip
- setting up a Wikipedia entry
- setting up MIT website
- updating Metrocargo technology web-site

The activities in order to organize events, contacts and exhibiting at major trade fairs will include:

- attending and exhibiting at trade fairs
- public relations and presentations in seminars, etc
- identifying possible customers to visit directly.

Methodology

This dissemination plan outlines the external public communication and presentation strategy for the MIT project. The dissemination approach for MIT is accomplished through activities encompassed by a dedicated work package. The approach to dissemination is designed to fulfil the following action items, which are considered crucial for further exploitation of the MIT project results. (See the following table).

Plan ↓	Careful, strategic plan for effectively disseminating and exploiting the project Results
Design ↓	Design of comprehensive branding for the MIT project (including logo) and targeted activities and actions to ensure a wide visibility and identification of the project for marketing-driven dissemination
Create ↓	Creation of promotional materials for content-driven dissemination
Distribute ↓	Use of the web to distribute project-information and materials (i.e. Distribute flyers and newsletters)
Represent	Attending and exhibiting at trade fairs, public relations and presentations

Dissemination management

The Dissemination WP leader will be responsible for the coordination of dissemination activities throughout the project in cooperation with the Consortium as a whole.

The Dissemination WP leader will have to deal with the following aspects of the project:

- Coordinating the dissemination activities in the project
- Drafting and updating the dissemination plan
- Organizing and chairing dissemination events
- Making presentations to potential users

Web Dissemination

- MIT project website (www.mitproject.eu)

The MIT project website was set up with the purpose of providing access to news, updates and current events related to the development of the MIT platform, and will thus be updated regularly during project duration.

The project website acts as a platform with the aim to establish an efficient and effective dissemination and communication tool. Its main purpose is to spread the project results and non-confidential information to the widest possible audience (including the industrial and academic community).

The website has a clear structure with two types of webpage navigation depending on the type of user i.e. visitor (public), Consortium member (members area). The potentials for navigation, document uploading and website alterations differ for each type of user.

The aim of the website is on one hand to inform the general public about the MIT project and on the other hand to constitute a communication tool to exchange information on the project between partners. The Partners update the website, insert data and generally regulate the methodology for technically managing the website.

The screenshot shows the homepage of the MIT Metrocargo Intermodal Transport website. At the top left is the MIT logo with the text 'METROCARGO INTERMODAL TRANSPORT'. A search bar is located in the top right corner. Below the header, there is a navigation menu on the left with links for Home, About, Partners, Contact, Events, Dissemination, and Public documents. A 'RESERVED AREA' section contains a 'Log out' button and a link to 'Go to the reserved section'. The main content area features the title 'MIT - Metrocargo Intermodal Transport' followed by a description of the Metrocargo concept, a paragraph about the VIT research project, and a section on technical implementation. To the right of the text are the European Union flag and the '7 CAPACITIES' logo. The footer contains the project name, contract number, and funding information, along with the website URL (www.mitproject.eu).

- Metrocarga technology website (www.metrocarga.it)

It was updated the Metrocarga technology web-site, details, picture and information were added.

(www.metrocarga.it)

- Wikipedia entry(http://en.wikipedia.org/wiki/Metrocarga_Intermodal_Transport)

A Wikipedia entry was created that illustrates the MIT project and the innovative concept of Metrocarga.

(Wikipedia entry)

Dissemination material

An important stage in the context of the MIT Dissemination Plan is the production of promotional material.

Examples of dissemination material, already produced, include:

- Project logo

The project logo it was created following the model of the VIT project considering that MIT is the logic and operational continuation of VIT.



- Brochures/Booklet


For the purposes of effectively disseminating the project, one project brochures and one booklet have been created. The brochure describes the Consortium partners and provides their contact details as well as the general and technical objectives of the project, the booklet describes and explains the Metrocargo concept.

In order to have a maximum effect on targeted audiences, both were made in different languages to be used nationally to attract local audiences.

MIT Project brochure

The brochure was realized in five languages to facilitate the dissemination of the MIT project in the Countries where it will be presented.

The languages of the brochure are: English, Chinese, Dutch, German, Italian.



MIT (Metrocargo Intermodal Transport) is a Project partly funded by the EU under the Programme "Research for the benefit of SMEs" - Call ID "FP7-SME-2011" and managed by REA Research Executive Agency.



MIT project is about bringing Metrocargo from research to market stage and promoting its dissemination among logistic decision-makers throughout Europe. Metrocargo is a concept of intermodal shipment based on horizontal loading and unloading containers and swap bodies on standard flatbed wagons under the overhead electric feeding line.

The system being fully automated and very efficient, is time and cost effective for the distributed intermodal transport over a territory and for processing full trains in port to dryport shuttling.

MIT will implement specific technical improvements and the scaling up of Metrocargo technology from single prototypal unit to full industrial installation, developing typical plant design and SW applications to automate and optimize the work flow.

Promotion and dissemination will be the main goal, carrying out market studies in several EU member states and subsequent market plans to exploit the Metrocargo features in terms of installation and operating costs, limited use of dock area, safety and environmental impact.

The system will exhibit in main logistic and transport shows in Europe and will organize road-show presentations in several countries. At the end of this Project the Metrocargo technology will be a fully developed market-ready system that will be widely known among European logistic decision makers.

Partners:

ITALY
Kug - Genova, Italy (KUG)
 KUG is an engineering company established in 2004 expressly to develop Metrocargo, an innovative concept of intermodal shipment based on setting up a network of terminals connected by scheduled trains with fixed composition.

Imava 54 - Bologna, Italy (IMA)
 The company was established in 2000 as a spin-off company of University of Bologna (Italy) by a group of scientific researchers and IT professionals.

SWITZERLAND
Molnair Rail AG - Winterthur, Switzerland (MOL)
 Molnair Rail AG is an independent engineering company, with strong roots in Switzerland, actively operating throughout Europe.

GERMANY
WITT Industrie Elektronik - Berlin, Germany (WIT)
 WIT was established in 1972 as a small, committed engineering office.

NETHERLANDS
Systems Navigator - The Hague, The Netherlands (SYS)
 Systems Navigator is a system engineering and software company whose activity is targeted to Operation Research type of applications, specialising in discrete event simulation.

For more information:
www.mitproject.eu

metrocargo

www.mitproject.eu

(English brochure)



MIT (Metrocargo 多式联运) 这个项目一部分受到“中小企业受益的研究”计划基金的资助。研究计划代码是ID“FP7-SME-2011”，归研究执行委员会REA管理。



MIT项目是将Metrocargo的研究成果引入市场，在欧洲的物流决策者中进行广泛的传播。Metrocargo是一个多式联运概念，空中有供电线，系统可以平行装卸集装箱，交换放在标准平板货运火车上的箱体。

这个系统是全自动的，效率很高，在整个地区采用多式联运方式，以及从港口到无水港进行整列火车的运输，可以大大节约时间和成本。

MIT将提高专有技术，并将Metrocargo技术从单体样机按规模扩大到整个装置，进行特有的机器设计和软件应用，优化流水线，使设备达到全部自动化。我们主要的目的是推广和传播这个系统。我们先在几个港口成员中进行市场研究，然后利用Metrocargo在安装和运行成本方面的特点，在码头区域有限的应用，以及安全性和对环境影响等性能，随后制定相应的市场计划。这个系统将在欧洲主要的物流和运输展中展出，并在几个国家进行路演。项目最终目的是充分开发系统，为推上市场做好准备，并向欧洲的物流决策者们进行广泛宣传。



有关更多信息，请查看：
www.mitproject.eu

www.mitproject.eu

(Chinese brochure)

合作伙伴:

意大利

Log - Genova, Italia (LOG)

www.log.it

LOG 是一个工程公司，成立于 2004 年。主要专注于开发 Metrocargo 技术。Metrocargo 技术是一个多式联运基础设施的概念，它建立在由有智能和固定结构的火车连接的运输网络基础上。

奥地利

Inwerk Srl - Bologna, Italia (IMA)

www.inwerk.com

公司成立于 2000 年，附属千意大利波隆那大学。公司是由一批技术专家和工程师组成。

瑞士

Molteni Rail AG

www.molteni-rail.com

Molteni Rail AG 是一个瑞士工程公司，在传统的瑞士背景，积极从事于数字技术。

德国

WITT Industrie Elektronik

www.witt-online.com

WITT 成立于 1972 年，在工业物联网领域提供以设备环境为基础的非常专业的技术。产品应用于 2000 多个项目，包括港口、铁路、制造业、私人服务。

荷兰

Systeme Navigator

www.systemenavigator.com

Systeme Navigator 是一个工程服务和软件公司。其主要活动是从供应链的集成工作，调查于不同业务事件的情况。



MIT (Metrocargo Intermodal Transport) is een project dat deels gesubsidieerd wordt door de EU onder het programma "Research for the benefit of SMEs" - Call ID "FP7-SME-2011" uitgevoerd door het REA Research Executive Agency.



Het MIT project is bedoeld om het Metrocargo concept naar de markt te brengen door promotie alsmede disseminatie van Metrocargo bij logistieke besitters in Europa. Metrocargo is een intermodaal transport concept gebaseerd op het horizontaal laden en lossen van containers op standaard trein wagons onder de bovenleiding.

Het Metrocargo systeem is volledig geautomatiseerd, uiterst efficiënt en tijds en kosten effectief voor gedistribueerd intermodaal transport binnen een gebied, alsmede voor het snel en efficiënt afhandelen van volle treinen in haven en overslag terreinen. MIT zal specifieke technische verbeteringen alsmede het opschalen van de Metrocargo technologie van prototype naar industriële installatie, ontwikkelen van terminal ontwerp concepten, software applicaties voor automatisering en optimalisatie van de processen realiseren. Promotie en disseminatie is één van de hoofddoelstellingen van MIT. Door middel van markt studies en hieruit voortkomende marketing plannen voor verschillende EU landen om de verschillende Metrocargo voordelen te exploiteren zoals installatie en operationele kosten, veiligheid, geluidsoverlast, milieu impact alsmede benutting van ruimte.

Het systeem zal getoond worden op belangrijke logistieke en transport beurzen in Europa. Daarnaast wordt een road-show georganiseerd in verschillende landen. Aan het einde van dit project zal Metrocargo technologie volledig gereed zijn voor markt implementatie en breed bekend bij Europese logistieke besitters.



Meer informatie:
www.mitproject.eu

www.mitproject.eu

(Dutch brochure)

Partner:

ITALIE

Log - Genova, Italia (LOG)

www.log.it

LOG is een ingenieurs bureau dat in 2004 opgericht is opgericht om het Metrocargo concept voor container transport per trein te ontwikkelen. Metrocargo is een innovatief concept voor intermodaal transport gebaseerd op een netwerk van terminals die verbonden worden met treinen volgens een vaste dienstregeling en samenstelling.

ITALIE

Inwerk Srl - Bologna, Italia (IMA)

www.inwerk.com

Inwerk is opgericht in 2000 als spin-off van de Università di Bologna door een groep van wetenschappers en IT professionals.

SWITZERLAND

Molteni Rail AG

www.molteni-rail.com

Molteni Rail AG is een onafhankelijk ingenieursbureau uit Zwitserland, actief in Europa.

DUITSLAND

WITT Industrie Elektronik

www.witt-online.com

WITT is opgericht in 1972 en is een specialist in Industriële en spoor samen met alsmede elektronische componenten. Met meer dan 5.000 geïnstalleerde applicaties heeft WITT veel kennis op het gebied van betrouwbaarheid, kwaliteit en duurzaamheid.

NIEDERLAND

Systeme Navigator

www.systemenavigator.com

Systeme Navigator is opgericht in 2003 en is een systeem engineering en software consultancy bedrijf dat gespecialiseerd is in slimme technologie alsmede ontwerp en ontwikkeling van operationele applicaties en software voor bestuursondersteuning.



MIT (Metrocargo Intermodal Transport) ist ein Projekt, das teilweise von der EU in dem Programm "Forschung zugunsten von KMU" – Call ID "FP7-SME-2011" gefördert und von der Research Executive Agency (REA) verwaltet wird.



Bei dem MIT-Projekt, geht es auch darum, das System von der Forschung auf den Markt zu führen. Insbesondere die Verbreitung an die Entscheidungsträger in der Logistikbranche ist wichtig. Metrocargo ist ein Konzept für die horizontale Be- und Entladung von Containern und Wechselbrücken auf den standard "flatbed-wagons" unter der Oberleitung.

Das System ist vollkommen automatisiert und sehr effizient, sehr effektiv in Sachen Zeit und Kosteneinsparungen in Bezug auf die vertriebenen kombinierten Verkehrstransporte auf einem bestimmten Gebiet und für den Prozess voller Züge von Hafen zu Hafen. MIT wird spezifische technische Verbesserungen und die Skalierung auf die Metrocargo Technologie from Prototyp zur industriellen Einheit (und Installation) vornehmen, MIT wird das Fabrikdesign entwerfen und die Software entwickeln für die Automatisierung und die Optimierung vom Arbeitsablauf. Die Förderung und verteilung werden das Hauptziel darstellen. Die Durchführung von Marktforschungen in verschiedenen EU Mitgliedsstaaten wird anschließend die Märkte auf wesentliche Eigenschaften in Hinsicht auf das Metrocargo System überprüfen, insbesondere auf Installationsmöglichkeiten, Betriebskosten, Einschränkungen in der Docknutzung, Sicherheit und Umweltauswirkungen.

Das System wird auf den Haupt-Logistik und Transport Veranstaltungen in Europa ausgestellt und es werden in vielen Ländern Roadshow-Präsentation organisiert. Am Ende des Projektes wird die Metrocargo Technologie ein fertig entwickeltes, marktreifes System sein, dass unter den europäischen Logistik Entscheidungsträgern gefragt sein wird.

metrocargo

Für mehr Informationen:
www.mitproject.eu

Partners:

ITALY

ilog - Genova, Italy (ELOG)
www.ilog.it
ilog ist eine Ingenieurfirma die im Jahr 2000 gegründet wurde um Metrocargo zu entwickeln. Einem volkswirtschaftlichen Konzept der intermodalen Verbindung von Gütern basierend auf einem Terminalnetzwerk.

Imavex Srl - Bologna, Italy (IMA)
www.imavex.com

Die Firma wurde im Jahr 2000 von einer Gruppe Wissenschaftlern und IT-Spezialisten und als ein Spin-Off Unternehmen der Universität von Bologna (Italien) gegründet.

SWITZERLAND

Mobihief Rail AG
www.mobihief-rail.com

Mobihief Rail AG ist eine unabhängige Ingenieur-Firma die ihre Wurzeln in der Schweiz hat, jedoch in ganz Europa tätig ist.

GERMANY

WITT Industrie Elektronik
www.witt-online.com

WITT wurde 2012 gegründet und ist eine hochspezialisierte Firma in dem Bereich der Industrie und Eisenbahn-Geräte mit auch bei elektronischen Bauteilen. MIT über 5.000 installierten Geräten wissen wir viel über Zuverlässigkeit, Qualität und Langlebigkeit.

NETHERLANDS

Systeme Navigator
www.systemnavigator.com

Systeme Navigator ist eine Systembetriebs- und Softwareentwicklungsfirma, deren Tätigkeit in Richtung Unternehmensforschung gerichtet ist und sich auf die neue Eventualisierung spezialisiert hat.

www.mitproject.eu

(German brochure)



MIT (Metrocargo Intermodal Transport) è un progetto parzialmente finanziato dalla UE attraverso il programma "Research for the benefit of SMEs" - Call ID "FP7-SME-2011" e gestito dalla REA Research Executive Agency.



Gli obiettivi principali del progetto MIT sono quello di portare Metrocargo dalla fase prototipale ad impianto pronto per il mercato e quello di divulgare e diffondere la tecnologia Metrocargo in Europa. Metrocargo è la soluzione tecnologica a disposizione di operatori logistici, porti e interporti che evita rotture di carico, abilita il traffico diffuso e facilita le attività di handling.

Metrocargo permette di creare un sistema logistico capace di mettere in rete le infrastrutture intermodali esistenti dove terminal attrezzati e terminal tradizionali possono essere facilmente combinati.

L'impianto Metrocargo può essere costruito lungo i binari ferroviari e offre la possibilità di caricare e scaricare le unità di carico in una singola operazione senza effettuare la manovra ferroviaria, il tutto sotto la linea elettrica.

Il sistema è molto efficiente e totalmente automatizzato, ha tempi e costi di movimentazione competitivi, sia per il trasporto intermodale sul territorio che per operare treni completi nei porti e interporti. MIT implementerà specifiche soluzioni tecniche che consentiranno un ulteriore vantaggio alla tecnologia Metrocargo.

La promozione e la diffusione sono gli obiettivi principali del progetto MIT, oltre alla realizzazione di studi di mercato in diversi stati membri dell'EU.

Il sistema sarà presentato nelle maggiori fiere di logistica e trasporti, saranno organizzati road show e presentazioni in Europa.

Alla fine del progetto MIT la tecnologia Metrocargo sarà ulteriormente migliorata e pronta per il mercato.

metrocargo

Per maggiori informazioni:
www.mitproject.eu

Partners:

ITALY

ilog - Genova, Italy (ELOG)
www.ilog.it
ilog è una società nata nel 2004 per la promozione e lo sviluppo di iniziative innovative nel campo della logistica.

Imavex Srl - Bologna, Italy (IMA)
www.imavex.com

IMAVEX Srl è una società di sviluppo software formata da un team di ricercatori scientifici e professionisti dell'informatica e tecnologia in grado di fornire soluzioni ad alta contenuto tecnologico.

SWITZERLAND

Mobihief Rail AG
www.mobihief-rail.com

Mobihief Rail AG è una società di ingegneria indipendente, con forti radici in Svizzera, che opera attivamente in tutta Europa.

GERMANY

WITT Industrie Elektronik
www.witt-online.com

WITT è stata fondata nel 1972 ed è un'azienda altamente specializzata nella ricerca e sviluppo industriale e ferroviario, con competenza nella apparecchiatura elettronica. Con oltre 5.000 applicazioni installate e con un'alta competenza nella affidabilità, qualità e durata.

NETHERLANDS

Systeme Navigator
www.systemnavigator.com

Systeme Navigator è una società di ingegneria di sistemi e software, la cui attività è rivolta al funzionamento delle applicazioni di ricerca, specializzata nella infrastruttura ad eventi discreti.

www.mitproject.eu

(Italian brochure)

Metrocargo technology booklet

The booklet was realized in five languages to allow the dissemination of MIT project in the Countries where it will be presented.

The languages of the brochure are: English, Chinese, Dutch, German, Italian.



(English booklet)



(Chinese booklet)



(Dutch booklet)



metrocargo

Die neue Generation
der Intermodalität!



(German booklet)



metrocargo

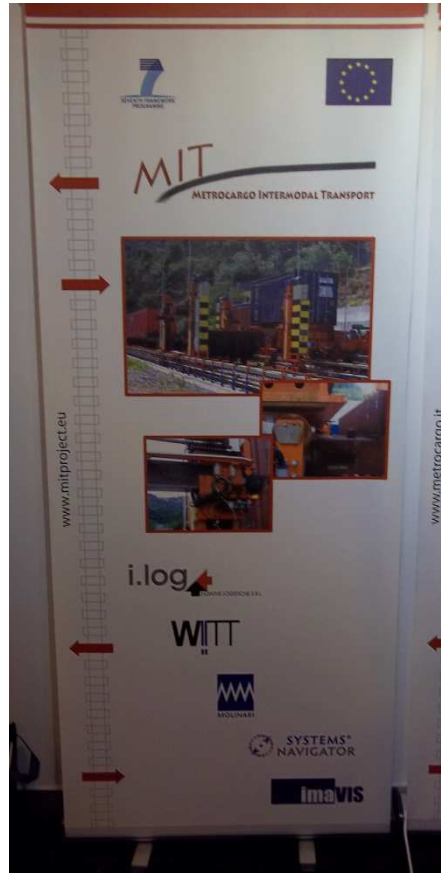
La nuova generazione
dell'intermodalità!



(Italian booklet)

- Roll up of MIT project

The make more effective the participation to fairs, the Consortium prepared a roll ups presenting the MIT project, with logos of the EU, of the Seventh Framework Programme and project partners.



- Roll up of Metrocargo technology

Three roll-ups have been prepared illustrating the technology and the strong points of the Metrocargo technology and applications.



- USB flash drives

MIT project and Metrocargo USB flash drives, 2 Gbytes, preloaded with relevant presentations have been prepared to hand them out to fair visitors and other contacts.



- Key-rings

Metrocargo key-rings have been to hand them out with the USB drives.

- Pens and pencils

Pens and pencils have been realized printed with the MIT project web-site.

- Shoppers

Metrocargo and MIT project shoppers have been realized printed with the logo and the MIT project web-site.



- Podium Case

A podium case was purchased to bring the material fairs and to use like a table in the fairs (a very practical solution).



- Promotional video

A promotional video has been prepared that contains both images of the physical prototype video and of a virtual simulation of a Metrocargo terminal.



Events

The first nine months of the project were quite successful regarding to the participation of partners to external events. A variety of events took place such as conferences and workshops, as well as direct contact with logistic operators.

The technology of the project and the substantial contribution of the EU and REA have been presented in depth in these events, with the partners aiming at maximizing the visibility of the foreseen project results. The events helped to promote the project with targeted audiences through dedicated fair stands and promotional material.

Each event was mostly targeted to a specific type of audience, though fairs obviously attracted visitors coming from different fields and areas of interest. It must be noted that usually extremely interesting contacts can be found among the other exhibitors.

Academic, logistic and industrial operators are among the type of audience at which are aimed the dissemination activities.

As it can be represented from Table below, the events had a wide geographic approach, targeting audiences throughout Europe.

The favourable reactions of the audiences demonstrates that the Metrocargo innovative technology is indeed welcome in various contexts.

The events took place over the entire time span of the project's first nine months.



(Speech in the Salzburger Verkehrstage Workshop)



(Bocconi University roadshow)

Publications

Publications, either in the form of Press Releases or as scientific papers aimed at publication or in the process of being published, played a significant role in the dissemination of the project during its first months and are considered as important as any other type of activity performed during this time.

The project has been disseminated in newspaper articles mainly on the internet.

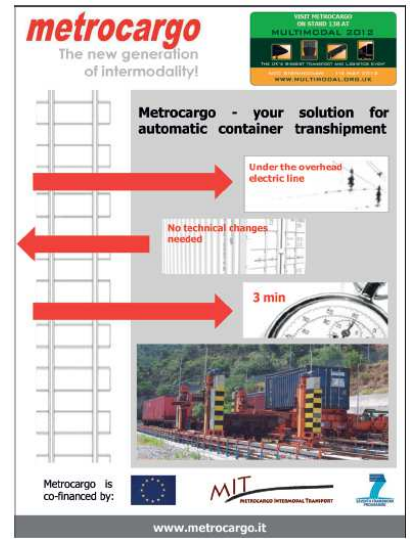
Press Releases were aimed primarily at the local audience, particularly professionals and industrial stakeholders. This medium has proved particularly useful since it has disseminated the project at large to a wide public which would not be easily identified via standardized methods of dissemination such as events and scientific conferences.

The Railway Technical Review (ETR) is a German railroad technical periodical published since 1952. There are published annually ten issues, from which a common issue is appearing in January / February and July/ August. Four times a year the edition ETR Austria is enclosed to the magazine.

Freight Industry Times is an essential newspaper providing coverage of all modes of freight transport and the key issues of the day



(ETR Magazine - March 2012)




(Freight Industry Time – Spring 2012)

Activities performed in the project's first 9 months (July 2011 – March 2012)

The activities of the first nine months of the project have been consistent with the Dissemination Plan as well as with the originally planned dissemination activities of the project proposal. The partners have used an array of tools in order to successfully disseminate the project to the relevant audience.

Activities include technology demonstration events, major exhibitions, presentations and the distribution of project promotional material.

The table below consists of a detailed list of all dissemination activities (conferences, workshops, web sites/applications, press releases, brochure, videos, presentations and exhibitions).

Dissemination of MIT project				
				
Type of activities	Main Leader	Location	Date	Type of audience
Project website www.mitproject.eu	Ima/Ilog	-	Month 3	Target group and MIT partners
Presentation	Ilog	Milan Italy	7 th September 2011	Association Retail group
Event	Ilog	Novara Italy	20 th September 2011	Inland Port of Novara
Different presentation	Witt	Hamburg, Berlin Germany	-	Target group
Speech in the Salzburger Verkehrstage Workshop	Mol	Salzburg Austria	3 rd October 2011	Target group
Presentation	Ilog	Nice France	8 November 2011	RFF & LGV / Groupe Thematique Fret/Logistique
Presentation	Ilog	Milan Italy	28 November 2011	Association Retail group
Brochures	Ilog	-	-	Target group
Roll up	Ilog	-	-	Target group
Pens and Pencils	Ilog	-	-	Target group
Shoppers	Ilog	-	-	Target group
Key rings	Ilog	-	-	Target group
USB pens drive	Ilog	-	-	Target group
Podium Case	Ilog	-	-	Target group
Publication on ETR magazine	Mol	-	March 2012	Target group

Presentation	Sys/Ilog	Rotterdam Netherlands	12 March 2012	Rotterdam Port Authority
Presentation	Ilog	Rotterdam Netherlands	12 March 2012	ECT Rotterdam
Presentation	Ilog	Novara Italy	20 March 2012	Inland Port of Novara
Publication on FREIGHT Industry Times	Ilog	-	March 2012	Target group
Bocconi University roadshow	Ilog	Vado Ligure (SV) Italy	28 March 2012	Delegation of Bocconi University

Activities to be performed in the next 15 months of the project (April 2012 – June 2013)

In the first nine months of the project the dissemination strategy was planned, fairs materials were designed and realized, potential clients were targeted and presentations organized.

In the remaining months of the project main fairs, exhibitions and meetings will be attended and presentations to targeted clients will be made.

It is already planned the participation in five important fairs (four in Europe and one in China).

Other activities will be organized during the next months of the project.

Dissemination of MIT project (already planned)				
				
Type of activities	Main Leader	Location	Date	Type of audience
Fair Multimodal	Ilog	Birmingham UK	1-3 May 2012	Target group
Fair Transport Logistic	Ilog	China Shanghai	5-7 June 2012	Target group
Fair Innotrans	Ilog/Molinari/ Witt	Berlin Germany	18-21 September 2012	Target group
Fair UITP 60	Molinari	Genève Switzerland	26-30 May 2013	Target group
Fair Transport Logistic	Ilog	Munich Germany	4-7 June 2013	Target group
Workshop

Presentation
Speech
Fairs Material
.....
.....

The main aims of the fairs are disseminate the project and make contact with possible clients, as a result of these, other presentations will be organized pursuing the contacts and the relations arranged during the fairs.

Activities to be performed after the project end

The project will be disseminated through active participation of the MIT project members in specific events after the end of the project at European level, within the framework of relevant fairs and conferences related to the field of the project and the areas of interest of the partners..

Specifically, the project shall be disseminated through conferences, workshops and exhibitions to market the project's results for immediate use.

The foreground will also be disseminated via promotional material specific for each organization. Post-project, special attention will be given to organizing specific meetings with possibly clients.

The MIT project website will be maintained also at the end of the project.

Summary

A number of project activities have been designed and executed specifically to exploit the project results and disseminate the foreground among a wide base of interested parties.

The actions have been taken by the Partners to achieve this goal during the first months of the MIT project and will be continued until the project's end in M24.

The project can be rated as an overall success even during its first months when no tangible results are already available, particularly in relation to the participation to conferences and the dissemination of the project press releases in various websites which are targeted for industrial players, thus maximizing the project's publicity for future exploitation.

The project has no geographic limits for its exploitation and the wide dissemination of the results during its first months guarantees that a solid foundation has been set for the further visibility and enhanced dissemination of the project during its second year as well as post-project completion.

All the partners have been actively promoting the project via fairs and exhibitions of industrial nature; such events have given the opportunity to stakeholders to become aware of the Metrocargo technology and promote its use and possible development post-project.

For the project's second year of activities the partners will further develop the interactions that have been initiated through communication and dissemination activities and will be engaged in invitations, participation and involvement of key stakeholders on different stages of the project, through workshops, conferences and the dissemination and communication of activities and results on a different channels through general communication tools, such as newsletters and web-oriented solutions.