



MIT PROJECT



SEVENTH FRAMEWORK PROGRAMME

MIT
Metrocargo Intermodal Transport

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Final plan for use and dissemination
of knowledge

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About the Document

This document is ***Project Deliverable D8.6***.

This deliverable presents the result of the 24 months of work.

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 Innovative Transport, completed in 2009, developed single components, mainly related to computer vision, that were successfully incorporated in a prototypal Metrocargo unit that was constructed with own funding, 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 24 months of the project.

Structure of the document

The document includes the following parts:

- The report on the main dissemination activities in the 24 months

Identification of opportunities and target groups

Specific opportunities and tasks to be performed to support the dissemination activities were accurately planned at the beginning of the project. Target groups have been defined for obtaining contacts and opportunities for collaboration and for dissemination.

The target groups identified for MIT project were:

- large shippers
- freight forwarders
- factory transportation and logistics planners
- logistic chain operators and freight integrators
- ports
- railways
- public administrations.

Objectives

The dissemination activities had the objective to promote results and visibility of the project and of the Consortium and to demonstrate the opportunities of Metrocargo through different kinds of commercial promotion.

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

- setting up demonstration tools
- organizing 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 workshops

The activities to set up demonstration tools included:

- 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 included:

- 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 ↓	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

1. MARKETING AND P.R.

The basic goal of bringing Metrocargo to the attention of the market was pursued through various marketing actions, such as participation to international exhibitions and the focused presentation of Metrocargo system in conferences, conventions, meetings and other internationally relevant speaking opportunities of the transport and logistics industry.

1.1. Conferences, exhibitions and other speaking opportunities: Dialogue brings value to the project

The partners actively scouted the speaking opportunities and relevant contexts where to present the MIT – Metrocargo project.

Among the several conferences and seminars attended by the managers of the MIT partner companies are:

Presentation to Association Retail Group	7 September, 2011	Milan – Italy
Presentation at Inland Port of Novara event	20 September, 2011	Novara – Italy
Speech at Salzburger Verkehrstage Workshop	3 October, 2011	Salzburg - Austria
Slimport Conference	8 October, 2012	Genoa - Italy
Presentation to RFF & LGV/Groupe Thematique Fret/Logistique	8 November, 2011	Nice - France
Presentation to Rotterdam Port Authority and ECT Rotterdam	12 March, 2012	Rotterdam - Netherlands
Presentation at Inland Port of Novara	20 March, 2012	Novara – Italy
Bocconi University Roadshow	28 March, 2012	Vado Ligure (Savona) - Italy
Presentation to Siemens Italy	18 July, 2012	Vado Ligure (Savona) - Italy
Conference on Intermodality at International Boat Show 2012	12 October, 2012	Genoa - Italy
Conference on Genova – Rotterdam Corridor	23 October, 2012	Genoa - Italy
Conference “A big pulling from trains”	27 October, 2012	Mondovì - Italy
Port and Shipping Tech Forum	29 November, 2012	Genoa - Italy
Intermodality and logistics Conference	11 January, 2013	Turin - Italy
Logistics and promotion of Euromediterranean traffics Conference	12 April, 2013	Udine - Italy
Presentation of Book 23 of FLC – Freight Leaders Council Association	13 June, 2013	Rome – Italy
“Intermodality and logistics: North-Western Italy as platform between Italy and Europe” Conference	20 June, 2013	Genoa - Italy

An even more incisive presence has been organized to the following exhibitions, which have seen the participation of MIT - Metrocargo as exhibited project.

In particular, MIT – Metrocargo Partners exhibited the project at the following fairs:

Multimodal 2012	1-3 May, 2012	Birmingham – UK
Transport Logistic China 2012	5-7 June, 2012	Shanghai – China
Innotrans 2012	18-21 September, 2012	Berlin – Germany
UITP 60	26-30 May, 2013	Genève – Switzerland
Eurasiarail	7-9 March, 2013	Istanbul – Turkey
Transport Logistic Munich 2013	4-7 June, 2013	Munich – Germany

Following are some pictures of the exhibitions where the MIT – Metrocargo system has been presented:



MIT – Metrocargo booth presented at Multimodal 2012 (Birmingham, 1-3 May, 2012)



MIT – Metrocargo gadgets at Multimodal 2012 (Birmingham, 1-3 May, 2012)



MIT – Metrocargo booth presented at Transport Logistic China 2012 (Shanghai, 5-7 June, 2012)



The presentation during the «World Premiere» tour at MIT – Metrocargo booth at InnoTrans 2012 (Berlin, 18-21 September, 2012). In Berlin, indeed, the system was selected among the 21 «World Premiere» on which daily guided tours with interested groups of people from different foreign Countries have focused.



7th-9th March 2013 - MIT project presented at Fair Eurasiarail 2013 in Istanbul – Turkey



MIT – Metrocargo booth presented at Transport Logistic 2013 (Munich, 4-7 June, 2013)

Some pictures of the events and workshop where the MIT – Metrocargo system has been presented:



MIT – Metrocargo project presented at the Salzburger Verkehrstage (Salzburg, 3 October 2011)



I.LOG's CEO Guido Porta speaking at the presentation of Book 23 of FLC – Freight Leaders Council Association (Rome – 13 June, 2013)



I.LOG's Business Development Manager Fabio Tarantino speaking at the presentation of Book 23 of FLC – Freight Leaders Council Association (Rome – 13 June, 2013)



I.LOG's CEO Guido Porta speaking at "Intermodality and logistics: North-Western Italy as platform between Italy and Europe" Conference (Genoa – 20 June, 2013)

1.2. Institutes and Universities: Growing an "intermodal culture"

The partners focused on education and on the opportunity to approach Institutes and Universities to bring Metrocargo to the attention of students and researchers:

- On 28 March, 2012 the project was presented in Vado Ligure to an interested delegation of Researchers and PhD Students of the Bocconi University;
- At InnoTrans 2012 contacts with the Research Group Transport Logistics at the Technical University of Applied Sciences Wildau has been taken. In particular, this led to the publication of the first "Intermodal Wikipedia" where Metrocargo was inserted and described (see also Deliverable 8.7 specific on Wikipedia activities).

Link to Intermodal Flavia project: <http://www.flavia-online.de/infopool.html>

Link to Intermodal Wikipedia: <http://www.th-wildau.de/flavia/dokuwiki/doku.php>

Link to the Metrocargo section in the Intermodal Wikipedia:

http://www.th-wildau.de/flavia/dokuwiki/doku.php/im_trains:metrocargo

- On 12 April, 2013 the project was presented to interested students of Universities of Udine and Trieste;

- On 17 April, 2013 the project was presented to interested students of University of Genoa within' the "Careers Day";
- Transport Logistics 2013 has been also important for the participation of involved MIT Partners at "Future talents and careers" initiative, which has brought different students and talents to Metrocargo booth for interviews.



Bocconi University Roadshow (Vado Ligure – 28 March, 2012)

- A degree thesis was at Faculty of Transport and Logistics Engineering, University of Genova. The thesis concerned the feasibility analysis about the utilization of Metrocargo technology in Pordenone, in the north-east of Italy. I.LOG staff were assistant supervisors of the thesis: it obtained the maximum score.

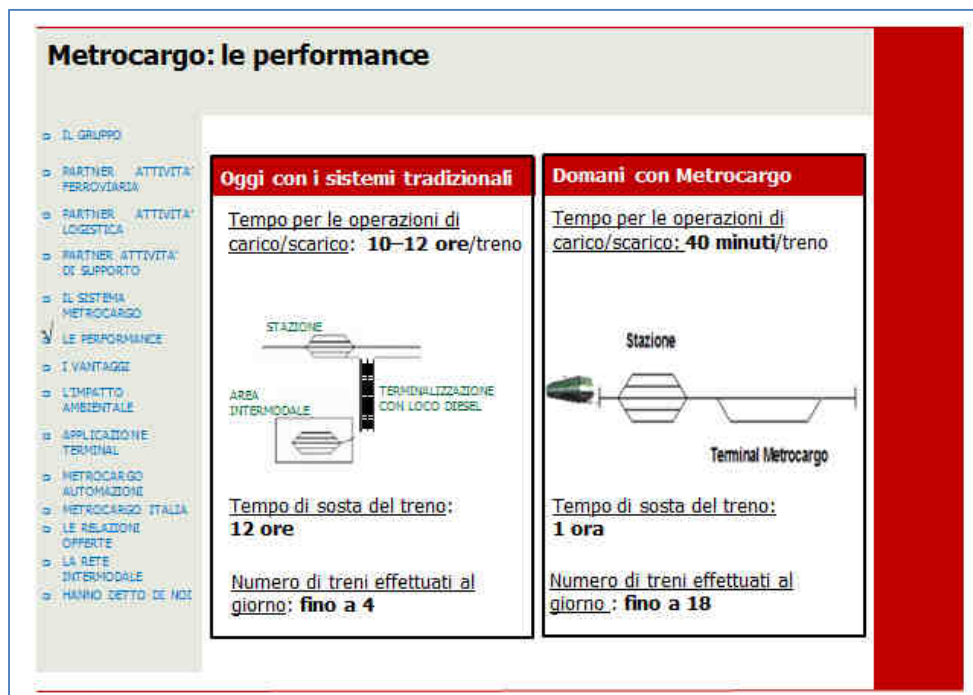


1.3. Institutional Relations: Pressing on politics' decisions

At an institutional level, a huge effort was made to meet and strengthen the relationship with key interlocutors among Governments (For example, in Italy: Ministero dello Sviluppo Economico, Ministero dell'Ambiente, Ministero delle Infrastrutture e dei Trasporti, etc.), Regional Organizations and Representatives (For example: Regione Liguria, Regione Friuli Venezia Giulia, etc.), Members of the European Parliament, Port Authorities and Associations (For example: European Intermodal Association, FLC – Freight Leaders Council, FerCargo and the German Allianz Pro Schiene).

Last but not least, Metrocargo has been recently shortlisted at European Rail Congress, a two day industry Summit and annual Rail Awards ceremony, for “Best European Integration” award competing with other European key players of the market (For example: Lithuanian Railways, VBB, etc.).

The European Rail Congress is about bringing together the euro rail network to celebrate its achievements in providing efficient, high quality and safe connectivity across Europe; reducing Europe's emission of greenhouse gases; boosting jobs and economic growth; and facilitating European competitiveness. It also provides the chance for leading European players to debate and discuss the key challenges and opportunities for the European rail market.



A screenshot of the presentation made to the Minister of Environment Mr. Corrado Clini on February 15, 2013

1.4. Presentations, Newsletters and other P.R. actions: Keeping communicating with target groups

As previously explained in Deliverable D8.5, external communication activities have been not only addressed to media, but also to different target groups of industry, institutes and universities and, in general, to all stakeholders.

These activities had the aim of promoting the MIT – Metrocargo project in its single phase, emphasizing the advantages linked to the use of the technology, the main goals reached by the project and its future developments.

In particular, external communication activities have included:

- The presentation of the project in internationally relevant conferences, conventions, meetings and other speaking opportunities;
- The creation and content curation of a website dedicated to the initiative www.mitproject.eu;
- The update and content curation of the aspects related to the project on brand website www.metrocargo.it and partners respective websites: www.ilog.it; www.imavis.it, etc.;
- The creation of profiles related to MIT – Metrocargo project on targeted social networks (LinkedIn and YouTube) to improve the awareness of the system and stimulate public opinion on intermodal transport and on the enhancement of sustainable ways of transport;
- The spreading of news, collected in the format of digital newsletters, to stakeholders to inform them about recent events and activities, conferences, presentations, attended exhibitions, meetings, and reporting what the press have said/written about the project and the Metrocargo technology in the last months;
- The creation of a page on Wikipedia where to collect all relevant information on MIT project and the Metrocargo technology.

Presentations

Exhibitions and events let MIT Partners meet different companies and institutions and present the project to a large number of operators.

Objective n° 6 of the project (in-depth presentations to not less than 10 targets in 4 EU member states) was completely satisfied as described thereafter.

In-depth presentations have been indeed made in the following Countries:

- Germany
- Italy
- Switzerland
- Austria
- UK
- Turkey
- France
- The Netherlands
- China

Overall, thanks to international exhibitions more than 300 meetings have been arranged with interested target companies and professionals.

Among the 300 contacts started in these occasions, about 50 were considered very important.

Before each fair the following activities have been addressed to commercial contacts:

- Creation of a mailing list of containing partners, clients, suppliers and prospects;
- Creation and release of different “Save the date” and dedicated banners announcing MIT – Metrocargo participation;

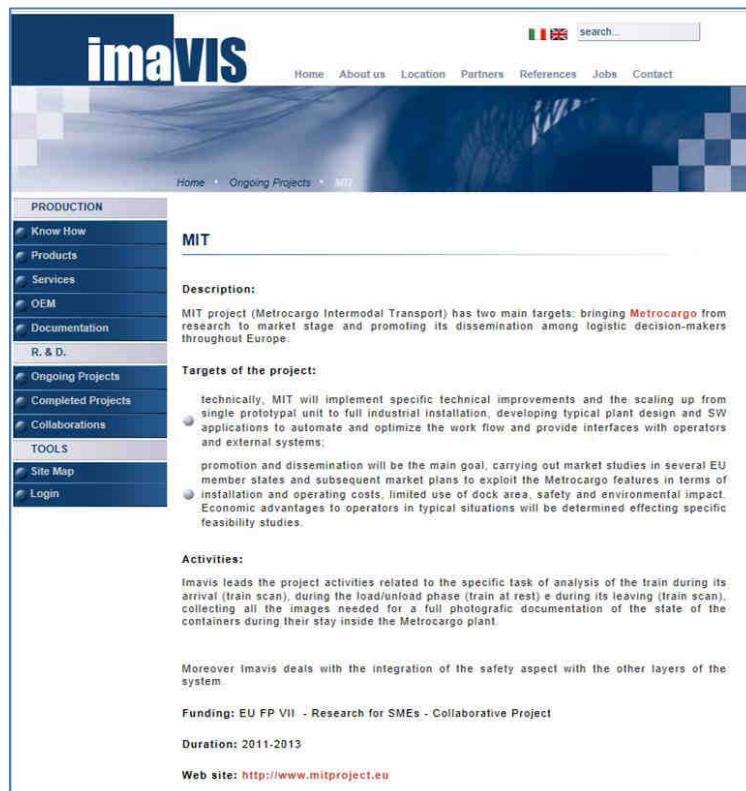


- Recall, organisation and scheduling of one-to-one meetings, follow-up;

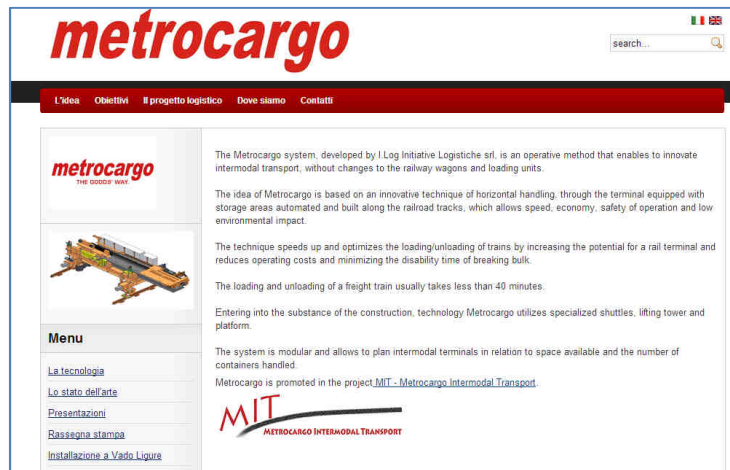
- News entry on the website of the project www.mitproject.eu, on the website of the Metrocargo brand www.metrocargo.it, and on the websites of the Consortium partners (www.ilog.it; www.imavis.com; etc.).



I.LOG's website www.ilog.it



Imavis' website www.imavis.it



Metrocargo's website www.metrocargo.it

After each fair the following activities have been addressed to commercial contacts:

- Managing of follow up sending via e-mail additional information, pictures, data, etc.;
- Periodical release of newsletters in order to keep each interested contact updated on the initiatives related to the project and to the development of the Metrocargo technology.

Newsletters

During the MIT – Metrocargo project, in particular, 5 different newsletters have been created and spread to the whole commercial mailing list, including partners, suppliers, prospects, institutional representatives and, generally, all Metrocargo stakeholders.

Newsletter N°1

First Issue!

MIT
METROCARGO INTERMODAL TRANSPORT

N° 1

We are proud to present MIT's First Issue Newsletter, a publication conceived to inform and update on Metrocargo Intermodal Transport's main news and achievements.

MIT - Metrocargo Intermodal Transport launched in July 2011

MIT – Metrocargo Intermodal Transport project was launched in July 2011 with the aim to promote the Metrocargo system, an innovative concept for intermodal shipment based on horizontal loading and unloading of containers and swap bodies on standard flatbed wagons under the cabanas. Funded by the European Union within the 7th Framework Programme, the project is committed to bring Metrocargo technology from research to market stage and promoting its dissemination among logistic decision-makers throughout Europe.

MIT Partners

MIT project partners among its Partners: ILOG Initiative Logistica Srl (Genoa, Italy - website: www.ilog.it), Molinari Rail Ato (Winterthur, Switzerland - website: www.molinari-rail.com/it/), WITT Industrie Elektronik (Berlin, Germany - website: www.witt-online.com), Systems Navigator (The Hague, The Netherlands - website: www.systems-navigator.com) and Imavis Srl (Bologna, Italy - website: www.imavis.com).

Meetings and main events

Three meetings among MIT's Partners (19th-20th July 2011 in Genoa, Italy - 29th September 2011 and 6th December 2011 in Jenbach, Austria), four presentations in Italy, France and Germany to targeted groups and one Speech in the Salzburger Verkehrstage Workshop; these were the successful main promotional actions finalized during the first six months of MIT project activities. At the Salzburger Verkehrstage Congress (2nd-4th October 2011), in particular, Molinari's presentation was held under the category "Competition of Ideas" and the Metrocargo concept was presented in front of an audience of about 180 delegates from the transport sector.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°2

MIT
METROCARGO INTERMODAL TRANSPORT

N° 2

MIT project presented at Multimodal 2012 in Birmingham

ILOG presented the MIT project in its booth at the Multimodal 2012, the UK and Ireland's leading freight transport and logistics exhibition taking place each year in Birmingham (United Kingdom).

Several visitors came and visit the stand showing off their interest in Metrocargo's innovative concept and technology.

Meetings and main events

MIT's Partners met on 13th March at Systems Navigator's headquarter in Delft (The Netherlands) and on 19th March in Milan (Italy) for a technical meeting. Basic aim of these encounters was to present the activities of the last months.

During the meeting in Delft, in particular, MIT's Partners visited the Rotterdam Port Authority and the ECT of Rotterdam to present them the Metrocargo system.

On 16th and 17th April MIT's Partners reunited in Genoa at ILOG's headquarter for a new technical meeting and a scheduled visit at Metrocargo's plant in Vado Ligure, Savona.

Bocconi University Roadshow in Vado Ligure

ILOG has presented the MIT project to an interested delegation of Researchers and PhD Students of the Bocconi University.

The presentation took place at the Metrocargo plant in Vado Ligure, Savona (Italy), on the 28th March 2012.

International Press wrote about MIT

«The system is fully automated and very efficient, time and cost effective for the distributed intermodal transport over a territory and for rapidly moving containers to dry ports or final destination or at an interchange point between different railway gauges, in terms of installation and operating costs, limited use of areas, safety and environmental impact»

Freight Industry Times, Spring 2012

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°3

MIT
METROCARGO INTERMODAL TRANSPORT

N° 3

MIT project presented at Transport Logistic in Shanghai

Second exhibition in 2012 for the MIT project, which was presented by ILOG at the 5th International Exhibition for Logistics, Telematics and Transport (Transport Logistic China) in Shanghai, China.

The exhibition was staged successfully at the Shanghai New International Expo Centre from June 5th to 7th 2012, covering an area of 22,000 square meters and featuring 490 exhibitors from 45 different countries who presented the technologies and services from all segments of the transport and logistics industry, and attracting over 15,300 trade visitors from 73 countries.

Meetings and main events

MIT's Partners met last 7th July in Berlin for a review on the project, discussing the latest activities and defining the new steps.

International Press wrote about MIT

MIT project to take part to InnoTrans 2012

Metrocargo system is to be exhibited at InnoTrans, one of the world's major exhibitions in the transport and logistics industry in Berlin from 18th to 21st of September. ILOG will present the Metrocargo technology to major logistics companies, ports and interport operators at its stand number 104 at hall 11.2.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°4

N° 4

Great success for Metrocargo - MIT attendance at InnoTrans

MIT project and the Metrocargo system were presented in Berlin at **InnoTrans 2012** (18th-21st September), one of the world's leading exhibitions in the transport and logistics industry.

A lot of attention was brought both to the public and to the international media attending the exhibition, and the system was **selected among the 21 «World Premiers»** on which daily guided tours with interested groups of people from different foreign Countries have focused.

The new 3D video displayed with special 3D glasses

The presentation during the «World Premier» tour

New Metrocargo 3D video exhibited in Berlin

During InnoTrans also a new Metrocargo promotional video was presented to the public: more than 4 minutes of 3D film showing how the bilateral technology operates in a completely automated way, with low environmental impact and high security.

The video, which could be watched with special 3D glasses, was largely appreciated by the public attending the exhibition.

Meetings and main events

Last 13th November MIT Partners had at ILOG headquarters in Genoa a consortium meeting, whose basic purpose was reporting on the initiatives of the last months, discussing on the next activities and planning the new steps.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Special Edition InnoTrans 2012

Newsletter N°4

N° 4

International Press wrote about MIT

IL SECOLO XIX

Railway Gazette

INNOTRANS | PRE

New automated cargo system established in Italian port

IN BRIEF

More horizontal transfer systems

WorldCargo news

MIT project to be presented at Transport Logistic 2013

MIT project will be presented in Munich at **Transport Logistic 2013** (4th-7th June).

The event will be the occasion to disseminate to Logistic Companies, Institutions, Associations and international medias the **most relevant steps and upgrades of the MIT project**.

Visit us!
Hall B3, Booth 431

transport logistic June 4-7, 2013
Messe München

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°5

N° 5

Great success for MIT - Metrocargo attendance at Transport Logistic

MIT project and the Metrocargo system were presented in Munich at **Transport Logistic 2013** (4th-7th June), one of the world's leading exhibitions in the transport and logistics industry.

Joined by ILOG and Malinai Rail Personnel, the exhibition **ended the calendar of trade fairs scheduled within the MIT project** and helped to establish new important commercial contacts in the European region, as well as to strengthen the relationship with those already met and interested in the technology.

New Metrocargo ADV campaign exhibited in Munich

«Next destination: Metrocargo», this is the claim distinguishing the new advertising campaign of the Metrocargo system presented in Munich at Transport Logistic exhibition. **Adverted on international trade magazine World Cargo News** in the issue distributed at Transport Logistic and **displayed on special frames at the Metrocargo booth**, the campaign is meant to capture the attention of people thanks to its immediate and catchy graphic, which shows a **typical rail station departures' screen** where each train leads to a different Metrocargo station.

Through this simple connection, the advert explains therefore the concept of the Metrocargo system and its aim to **bring the intermodal transport to the same standards of passenger transport**, and move from the existing "point to point" operation to a "stop and go" or "network" approach.

Other events

Malinai Rail took part in the last months to two important international events in order to promote MIT - Metrocargo: Eurasiarail (7th-9th March - Istanbul, Turkey) which is the world's 3rd biggest railway exhibition, and UITP (26th-29th May - Geneva, Switzerland), organized by a global network of nearly 3-400 public transport professionals from more than 92 different countries.

In Genoa (Italy) on June, 20th ILOG's CEO, Mr. Guido Porta, took part to the conference **"Intermodality and logistics: North-Western Italy as platform between Italy and Europe"**. During his speech, Porta presented the opportunities of installing Metrocargo along the main rail connections in Europe to enhance the use of rail transport and make it competitive.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

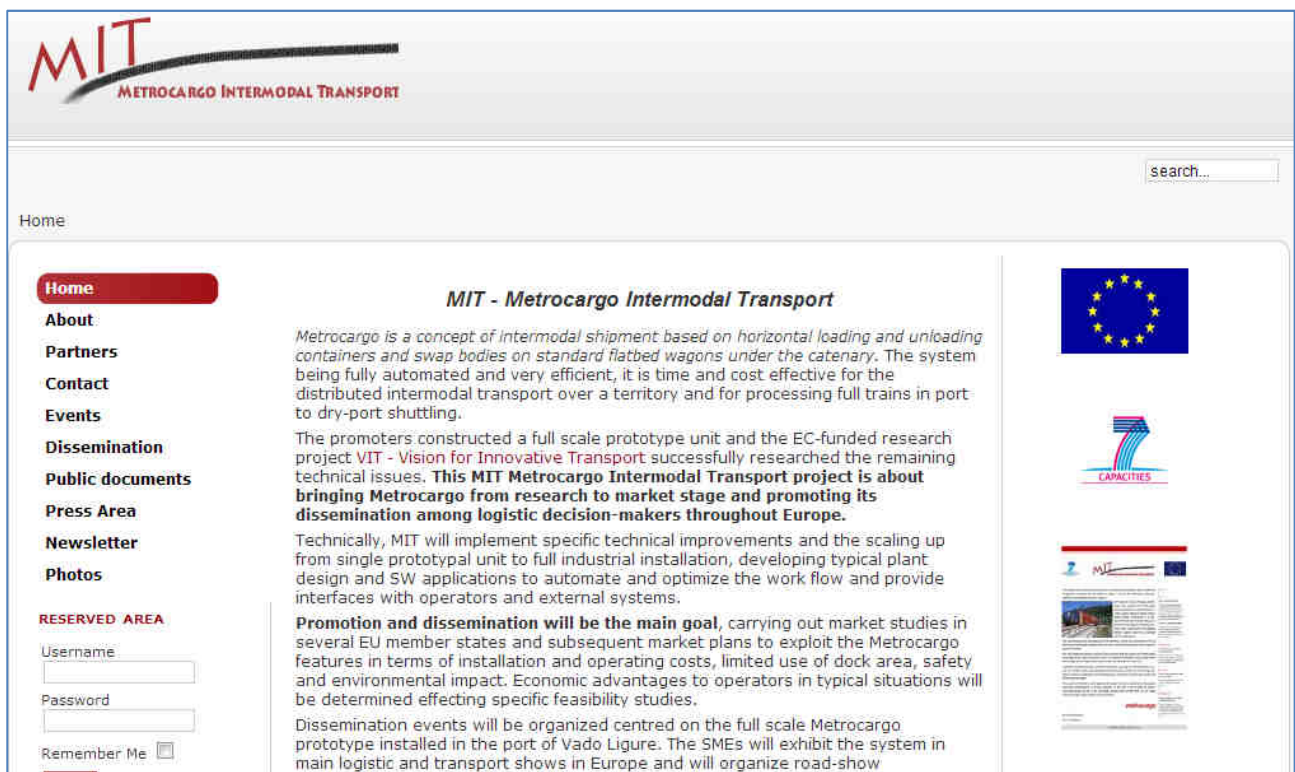
The newsletters have also been uploaded on the website of the project, www.mitproject.eu, which has been set up with the purpose of providing constant access to news, updates and events related to the development of the MIT platform, and which has been updated regularly during project duration.

Other communication activities: web dissemination and use of social networks

The **MIT project website** has acted as a platform where to establish an efficient and effective dissemination and communication tool. Its main purpose was to spread the project results and non-confidential information to the widest possible audience (including the industrial and academic community).

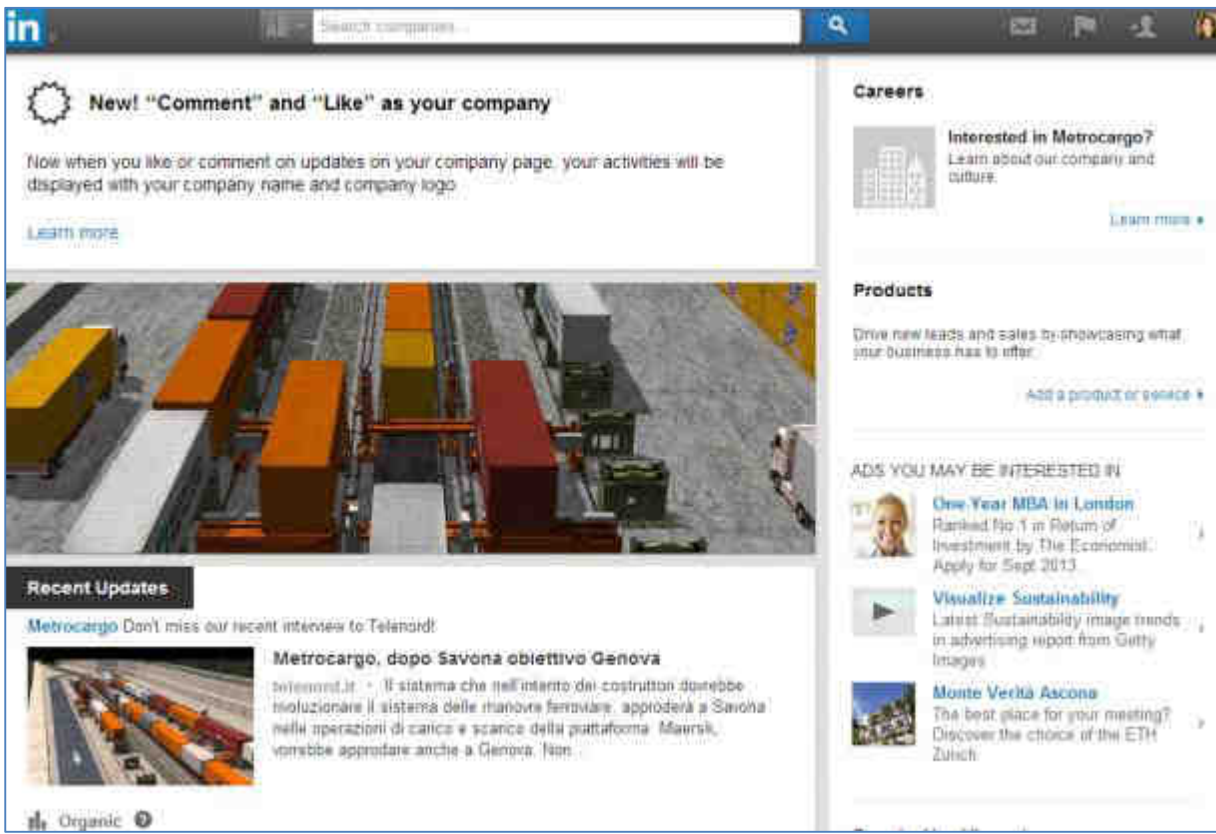
The website has a clear structure with two types of webpage navigation depending on the type of user, i.e. visitor (public) or Consortium member (members area). The potentials for navigation, document uploading and website alterations differ for each type of user.

The aim of the website was, on one hand, to inform the general public about the MIT project and, on the other hand, to represent a communication tool where partners could exchange information on the project.

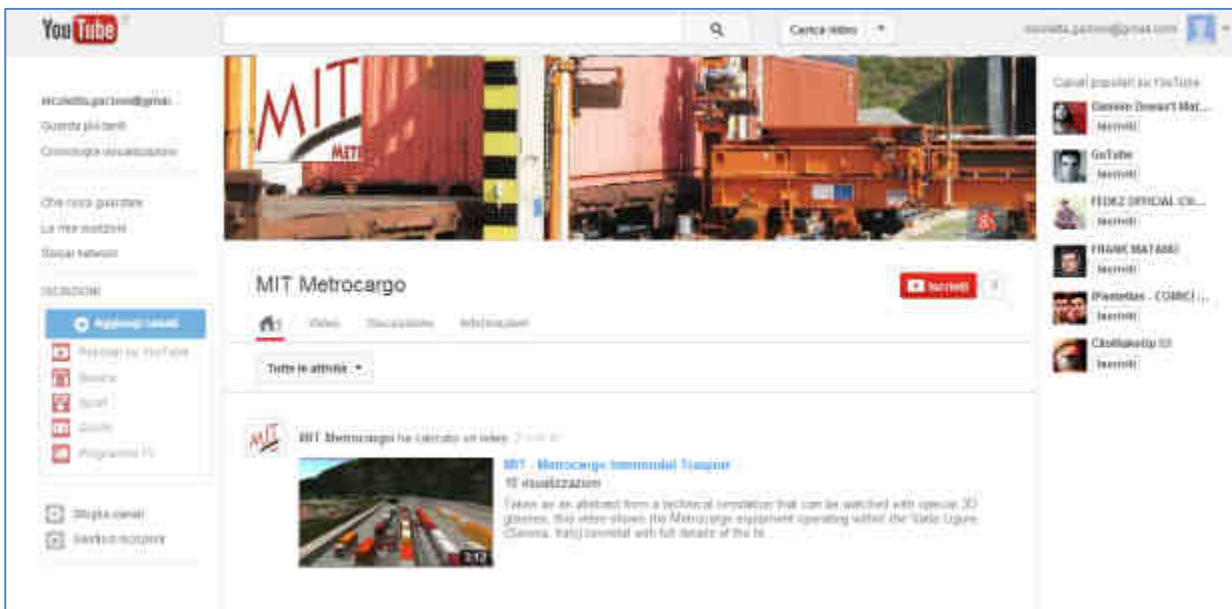


Social networks have proven an important channel through which to disseminate MIT – Metrocargo key messages.

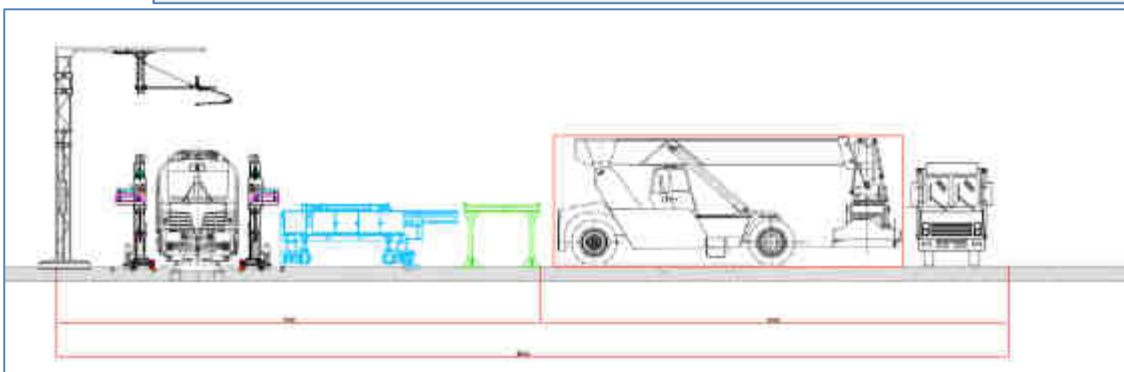
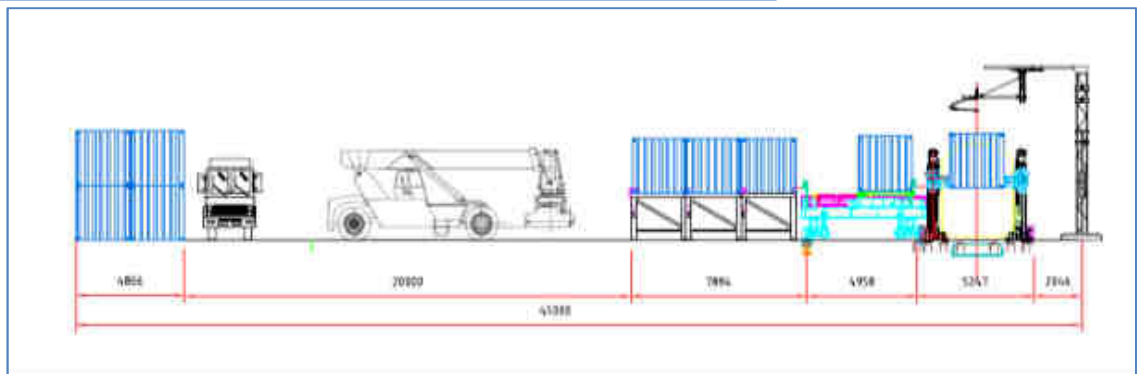
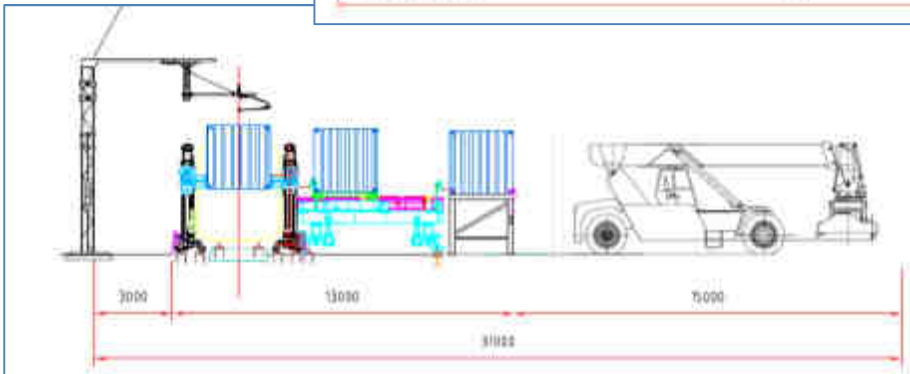
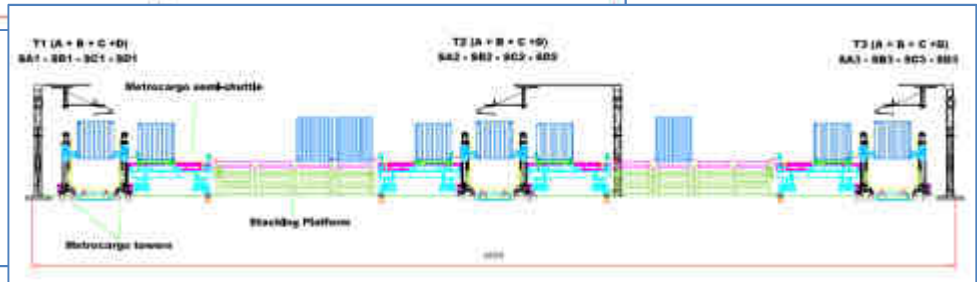
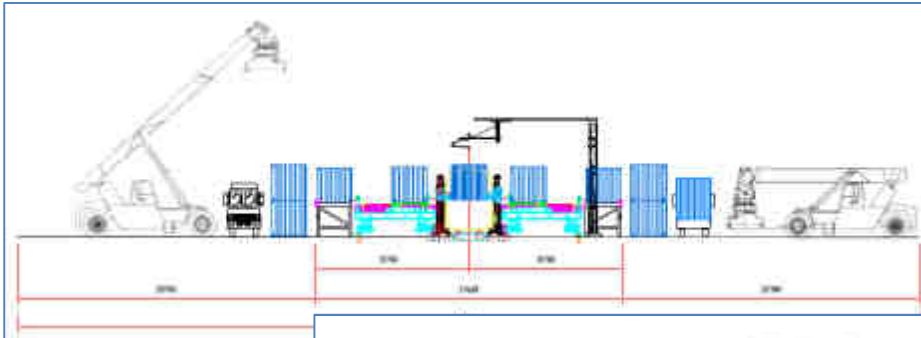
A dedicated **LinkedIn page** and a **YouTube channel** have been created for the project, to use their huge potential to make the system known by unexpected targets and contributing to inform the public opinion on the opportunities of intermodal transport and rail cargo development.



Metrocargo's LinkedIn profile <http://www.linkedin.com/company/2943880?trk=tyah>



MIT's YouTube channel <http://www.youtube.com/channel/UCssHlaWVp2AZRQFY60eZNMQ>



1.6. Dissemination tools

An essential stage for MIT Dissemination Plan was the production of promotional tools.

Examples of dissemination material produced are:

- MIT Logo

MIT project logo was created following the model of the VIT project since MIT is the logic and operational prosecution of VIT.



- MIT brochures and booklets

In order to disseminate the project, a project brochure and a 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, while the booklet describes and explains the Metrocargo concept.

To maximise the effect on international audiences, both were made in different languages to be used nationally to attract local audiences.

In particular, the brochure was set up in six languages to facilitate the dissemination of the MIT project in the Countries where the technology has been presented during the 24 months of activity.

The languages of the brochure were: English, Chinese, Dutch, German, Italian and Turkish.



English brochure



Chinese brochure

At a first stage, the booklet was set up in five languages to allow the dissemination of MIT project in the Countries where it has been presented during the 24 months of activity. The languages of the brochure are: English, Chinese, Dutch, German and Italian.



English booklet



Chinese booklet



Dutch booklet

In July 2012 a new release of the booklet was set up, in order to improve graphic aspects and underline in a more efficient way the key features of the Metrocargo system.

This second release of the booklet, distributed at InnoTrans also available in Turkish and Italian language, was substituted by a latest version, used in June, 2013 at Transport Logistic (Germany).



German booklet



Italian booklet



Turkish 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

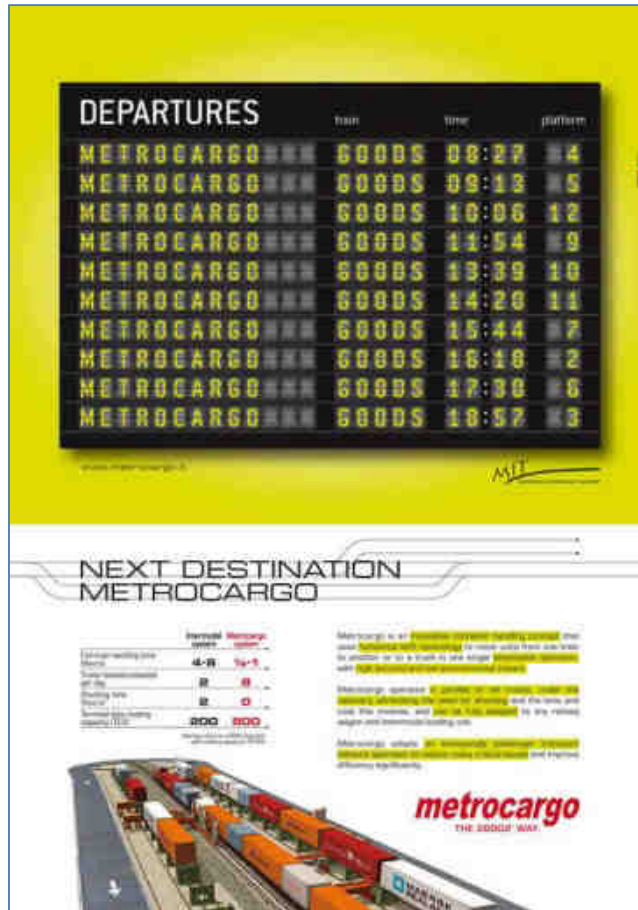
Three roll-ups have been prepared illustrating the technology and the strong points of the Metrocargo technology and applications.



Especially for Transport Logistic two new roll ups have been set up with the following graphics, emphasizing MIT project in coordination with the new image of the printed materials:



Moreover, according to the new advertising campaign, two new panels displaying the new communication graphics (decomposable into two parts to fit any booth or stand design) have been created:



- USB flash drives

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



- Key-rings

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

- Metrocargo pens and pencils

Special Metrocargo pens and pencils, reporting the MIT project website have been created as gadgets for exhibitions.

- MIT - Metrocargo shoppers

Special MIT – Metrocargo shoppers, reporting MIT logo and project website have been created as gadgets for exhibitions.



- 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).



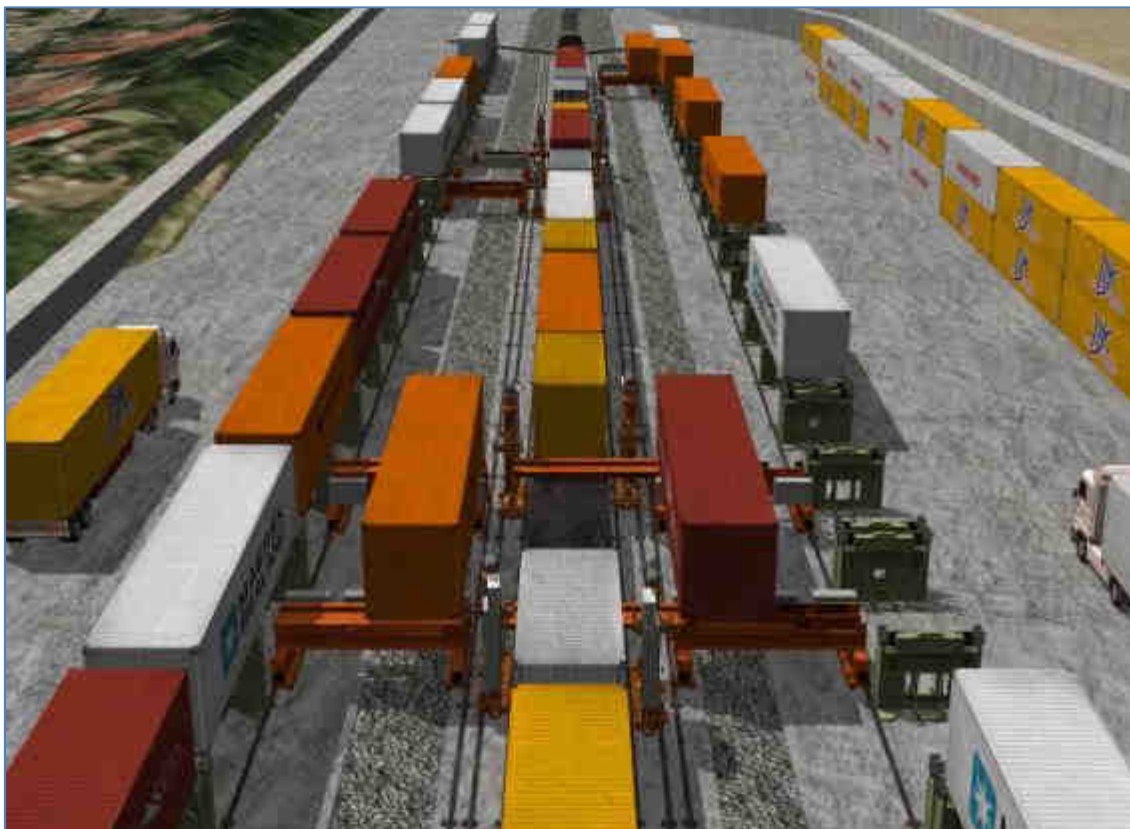
- Promotional video

A promotional video containing both images of the physical prototype and of a virtual simulation of a Metrocargo terminal has been prepared for exhibition.



In the second part of the project, a new 3D promotional video in English language was produced.

The video, which was taken as an abstract from a technical simulation made by a specialized company and can be watched with special 3D glasses, shows the Metrocargo equipment operating within the Vado Ligure (Savona, Italy) terminal with full details of the technology, close ups on the elements of the modules and a specific focus on the real configuration of the location and the surrounding landscape.



A screenshot of the 3D video

The basic aim of the video, which has a duration of about 4 minutes, is to explain how the technology operates in a completely automated way, with low environmental impact and high security.



The introductive fly to the location



A close up on the shuttle

The work, which made its first appearance during the world's leading exhibitions in the transport and logistics industry InnoTrans (18th-21st September 2012), was largely appreciated by the public attending the fair.



Visitors watched the new 3D video with special 3D glasses at InnoTrans 2012.

2. SUMMARY

The project activities planned in the interim plan (Deliverable 8.3) were all performed. The project activities and results were disseminated among a wide base of interested parties.

All the partners have been actively promoting the project in fairs and exhibitions: such events gave the opportunity to the stakeholders to be become aware of the Metrocargo technology and promote its use and possible development post-project.

The described actions have been taken to achieve this goal during the 24 months of the MIT – Metrocargo project and will also continue until its end.

The project can be rated as a success in relation to the participation to conferences, press releases, websites dissemination, negotiations and accounting which have maximized the project's publicity and reputation for future exploitation.

The managed activities, in particular, have generated tangible results and strongly contributed to creating a growing network of interested contacts and actors.

This has represented an essential step to Metrocargo market stage, which must necessarily go through one-to-one negotiations (the most relevant on going ones are highlighted in Deliverable D8.6) continuing in the next months.

At the same time, improving awareness and reputation of the project and of the Metrocargo system remains one of the key goals of the future strategy.

In particular, we will continue the following activities:

- Focusing on markets such as Europe and BRICS (India, China, Russia and Latin America);
- Increasing PR and Media Relations activities;
- Setting the next phases of an international ADV campaign;
- Meeting with major logistics companies, ports and interport operators;
- Focusing on business-to-business meetings and commercial opportunities.

According to the main characteristics of the technology, dissemination activities had no geographic limits (not only Europe was taken as a target but also India and China) and, in addition, the wide dissemination of the results during the 24 months will guarantee a solid basis for visibility and awareness of the system in the next months.