

D6.4

Dissemination & Communication – V2

White Research

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Reproduction is authorised provided the source is acknowledged. This project has utilised a standard methodology previously developed in the ALFA project (Grant Agreement number: 101075659), in line with EU recommendations, for the initial version of the DCP as well as for this interim version. Ad hoc modifications have been incorporated to align with the specific conditions of the Grant Agreement for the ReMuNet Project (Grant Agreement number: 101104072), reflecting the project's unique characteristics, context, and results.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	6
1. INTRODUCTION	9
2. ABOUT THE REMUNET PROJECT	10
3. DISSEMINATION AND COMMUNICATION STRATEGY	11
3.1 Overview of the plan	12
3.2 Objectives of the DCP.....	13
3.3 Target audiences	14
3.3.1 Gender issues	19
3.4 Key messages and vision	20
3.4.1 Key message.....	20
4. COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS	22
4.1 Promotional material	22
4.1.1 Project logo	23
4.1.2 Leaflet, poster and banner.....	24
4.1.3 Promotional video.....	26
4.1.4 Other promotional materials	26
4.2 Templates	27
5. DIGITAL TOOLS	30
5.1 ReMuNet's website	31
5.2 Newsletter.....	32
5.3 Social Media	33
5.4 Publications	40
5.4.1 Scientific publications	40
5.4.2 Non-scientific publications	41
6. ROLES AND RESPONSIBILITIES	41
7. EVENTS	42
7.1 Project events	43
7.2 External events	44
8. NETWORKS AND SYNERGIES	46
9. MONITORING, EVALUATION AND REPORTING FRAMEWORK.....	51
9.1 Monitoring and Evaluation	51
9.2 Reporting	53

10. TIMELINE AND IMPLEMENTATION PLAN54

11. CONCLUSIONS57

12. REFERENCES58

13. ANNEXES58

13.1 Annex I – Dissemination and communication reporting guidelines58

13.2 Annex II – Dissemination and communication monitoring template64

13.3 Annex III – Events’ reporting template65

13.4 Annex IV – External conferences and events identification template.....67

LIST OF FIGURES

Figure 1. Overview of ReMuNet's D&C Strategy	12
Figure 4. ReMuNet logo (White and blue background).....	23
Figure 5. The emblem of the European Union.....	23
Figure 6. ReMuNet's leaflet.....	24
Figure 7. ReMuNet's poster.	25
Figure 8. ReMuNet's promotional video	26
Figure 9. Additional promotional ReMuNet video.	27
Figure 10. ReMuNet power point template.	27
Figure 11. Background for virtual meetings or interviews.	28
Figure 12. Standardised e-mail signature.....	28
Figure 13. Example of campaign featuring ReMuNet's deliverables	29
Figure 14. Visual template from "Meet our Partners" campaign.	29
Figure 15. ReMuNet business card.....	30
Figure 16. ReMuNet screen saver.....	30
Figure 17. Home page on ReMuNet's website.	31
Figure 18. Synergies section on ReMuNet's Newsletter.	32
Figure 19. Newsletters section on ReMuNet's website.	33
Figure 20. ReMuNet's Facebook Homepage	36
Figure 21. ReMuNet's X homepage.	37
Figure 22. ReMuNet's LinkedIn Homepage.....	38
Figure 23. LinkedIn followers' representation.	39
Figure 24. ReMuNet's YouTube homepage	39
Figure 25. Summary of ReMuNet's timeline.	55

LIST OF TABLES

Table 1. Target stakeholders.....	17
Table 2. Target groups, assumed needs and key messages.	20
Table 3. The target groups addressed by each social media channel	33
Table 4. ReMuNet's scientific publications.	40
Table 5. ReMuNet's non-scientific publications.	41
Table 6. ReMuNet's project's events.	43
Table 7. External events.	45
Table 8. Established synergies	47
Table 9. Projects for potential synergies in the future	49
Table 10. Relevant LinkedIn groups.....	50
Table 11. ReMuNet's key performance indicators	52

Table 12. List with annexes for dissemination 53

Table 13. ReMuNet’s timeline and objectives..... 56

Table 14. ReMuNet's social media handles..... 63

ABBREVIATIONS

Abbreviation	Definition
D&C	Dissemination and Communication
DCP	Dissemination and Communication Plan
EC	European Commission
EU	European Union
DGs	European Commission Directorate-Generals
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
NGOs	Non-Governmental Organisations
SMA	Social Media Accounts
WPs	Work Packages
WRE	White Research

Executive Summary

This deliverable, D6.4 – Dissemination and Communication Plan - V2, builds upon D6.1, the first version of the Dissemination and Communication Plan for ReMuNet, outlining the strategy implemented during the initial 18 months of the project (July 2023 – December 2024). The ReMuNet dissemination and communication (D&C) strategy is designed to maximise awareness, engagement, and impact among stakeholders, ensuring the project's vision and outputs reach a broad and relevant audience. This deliverable outlines the progress, achievements, and strategic direction of ReMuNet's D&C activities at the midpoint of the project (M18). The document highlights the measures implemented to sustain momentum, achieve key performance indicators (KPIs), and adapt to emerging challenges and opportunities.

The project has successfully leveraged a multi-channel dissemination approach, including digital platforms, newsletters, promotional materials, and participation in external events. The monitoring, evaluation, and reporting framework is integral to ReMuNet's dissemination strategy and that is why a comprehensive set of KPIs has been established to evaluate progress, with periodic adjustments based on project dynamics. These KPIs are tracked rigorously, providing actionable insights into the impact of dissemination activities and ensuring alignment with project objectives. The midpoint evaluation indicates that ReMuNet is on track to meet or exceed most targets by M36.

As ReMuNet progresses into the second half of its implementation phase, the consortium remains committed to refining its D&C strategy, fostering stakeholder engagement, and achieving the project's ambitious goals. This document provides a foundation for sustaining these efforts and ensuring the successful realisation of ReMuNet's impact potential.

1. Introduction

Effective dissemination and communication of the ReMuNet project's vision, goals and achievements are critical for its successful delivery. This deliverable presents an updated version of the Dissemination and Communication Plan (DCP), outlining the framework for its implementation. It details the strategies and methods for efficiently engaging key stakeholders. Additionally, it provides a comprehensive review of the results achieved through ReMuNet's dissemination and communication efforts to date, offering insights into the effectiveness of various approaches and activities.

The primary aim of ReMuNet's DCP is to define the actions and tools required to effectively promote the project's value propositions, scientific advancements, and results to a broad range of stakeholders. The focus is on developing a strategy to raise awareness for the project's activities and outcomes by engaging target groups. Furthermore, the DCP provides a framework to encourage acceptance of the project's innovative solutions, fostering broader scalability and replication, while also attracting new potential end-users and expanding its audience.

Within this context, this deliverable outlines a detailed plan of activities aimed at increasing visibility for the project and supporting the successful implementation of ReMuNet in accordance with the consortium's contractual obligations to the European Commission. This will not only contribute to the smooth progression of the project but also assist the consortium in ensuring the exploitation and sustainability of the assets developed throughout the project.

The DCP addresses key questions related to the project's communication and dissemination activities. Accordingly, this document approaches the fundamental elements of an efficient dissemination strategy by:

- Bringing in multiple objectives of communication and dissemination activities;
- Defining and assigning to the partners the actions and obligations required for the communication and dissemination process;
- Establishing key target audiences;
- Displaying the primary information of the project and laying out the main assets;
- Enumerating and presenting the tools and communication channels, which will be used to reach the target audience, as well as, the requisite actions and resources;
- Outlining the internal monitoring, evaluation and reporting of dissemination activities;
- Distributing an indicative schedule of promotional activities that will occur during the life cycle of the project;
- Delivering the applicable guidelines and the corresponding templates for the greatest promotion of the project's results even beyond its closing period.

Communication and dissemination activities are conducted throughout the entire duration of the project (M1-M36) to build awareness of its activities and outcomes. These efforts serve as an additional feedback loop, enabling further refinements in the consortium's functions. Consequently, partners should concentrate on conveying insights and findings derived from ReMuNet, actively engaging stakeholders through a diverse array of both online and in-person tools and channels.

It is essential to emphasise that an effective dissemination strategy requires the committed involvement of all partners, who invest time and resources to promote awareness of the project and effectively engage with the target audiences.

This document, along with the accompanying recommendations (see Annex I: Dissemination guidelines), is flexible and adaptable to any changes or updates that may occur as the project progresses and as new knowledge is gained from its various activities. As a result, the dissemination and communication strategy presented here is dynamic and will be reviewed regularly to address any emerging challenges or opportunities.

As outlined in D6.1, the guidelines, templates, and annexes included in the report may be revised in line with the project's development. The insights and experiences gained throughout the project will allow the consortium to adjust and improve the strategy as needed to meet their objectives. The final version of the Dissemination and Communication Plan (DCP) (V3) will be delivered in M36 (D6.5) and will focus exclusively on the post-project timeline. It will outline concepts and strategies to ensure the effective dissemination of results beyond the project's completion. In parallel, "D6.2 – Final report on project dissemination and communication activities" will serve as a retrospective deliverable, summarising all dissemination and communication activities carried out during the project's duration.

2. About the ReMuNet project

ReMuNet is a project aimed at enabling and promoting synchromodal relay transportation across European rail, road, and inland waterways to enhance network resilience, reduce emissions, and improve the efficiency of freight transport during disruptive events.

The project focuses on identifying and assessing disruptive events, responding in real-time, supporting resilient route planning, and communicating alternative transport routes to stakeholders. ReMuNet is built on four key functionalities: a standardized methodology for describing multimodal transport networks, an algorithm for calculating alternative routes and capacity utilization, a collaborative platform for managing disruptions and providing alternative route information, and the use of AI to model and evaluate different courses of action.

Aligned with the vision of the Physical Internet, ReMuNet aims to contribute to the resilience and sustainability of European trade. The project seeks to enhance logistics and freight transport network resilience through digital technologies and synchromodal operational layer planning. It will establish a multimodal freight transport and logistics network ontology, define a typology of disruptive events, develop an algorithm for generating alternative routes, create a collaborative platform for information and capacity exchange, integrate a self-learning algorithm, and implement pilots along key transport

corridors. Broad stakeholder networks will be engaged to ensure the project's impact and dissemination success.

The main objectives of ReMuNet are to:

- Establish a common standard for describing sustainable European multimodal transport networks for all stakeholders.
- Reduce European inland transport emissions by over 50% on the main routes.
- Enable the multimodal freight network to respond to disruptive events 20% faster.
- Provide 50% more alternative transport routes during disruptions and improve multimodal route planning accuracy and efficiency by 10-20%.
- Develop innovative benefit-sharing, cost-effective business models and integrate 30% more companies (with over 50% SMEs) into the multimodal freight transport ecosystem.
- Achieve 90% accuracy in predicting the impact of disruptive events on multimodal transport corridors.
- Enable civil protection organisations to set up aid logistics for crisis areas 25% faster.
- Create a unified data pool that reflects the real-time utilization of multimodal European transport infrastructure, in compliance with data protection regulations.
- Engage a wide range of stakeholders, including international organisations, industry actors, scheme owners, certification bodies, and policymakers.

The project is structured into 7 work packages (WPs) to achieve these objectives. WP1 defines an ontology for the European multimodal freight transport and logistics network, detailing the infrastructure and classifying disruptive events. WP2 develops a reference model that replicates the infrastructure and its utilization, alongside an algorithm for generating alternative routes considering dynamic capacities. WP3 focuses on creating a collaborative platform for information and capacity exchange to support synchromodal relay transport. WP4 integrates a self-learning algorithm into the platform to enhance its performance over time. Corridor-based pilots will be conducted in WP5 to validate the project's results under various scenarios. WP6 drives the communication, dissemination, and exploitation of ReMuNet's results. It ensures impactful outreach across Europe, engaging stakeholders through diverse tools, channels, and events. It also establishes synergies with relevant EU initiatives to enhance visibility and impact. Finally, WP7 ensures ReMuNet's successful and timely delivery through strategic project coordination, managing contractual reporting, conducting gender equality measures, maintaining quality standards, and addressing project risks.

3. Dissemination and Communication Strategy

The ReMuNet DCP Strategy has been developed to guide the progress and successful achievement of the project's objectives and goals. It provides a clear structure, with the operational framework covering the entire project duration. The DCP is a cross-cutting action that is integrated with the project's overall workplan and activities.

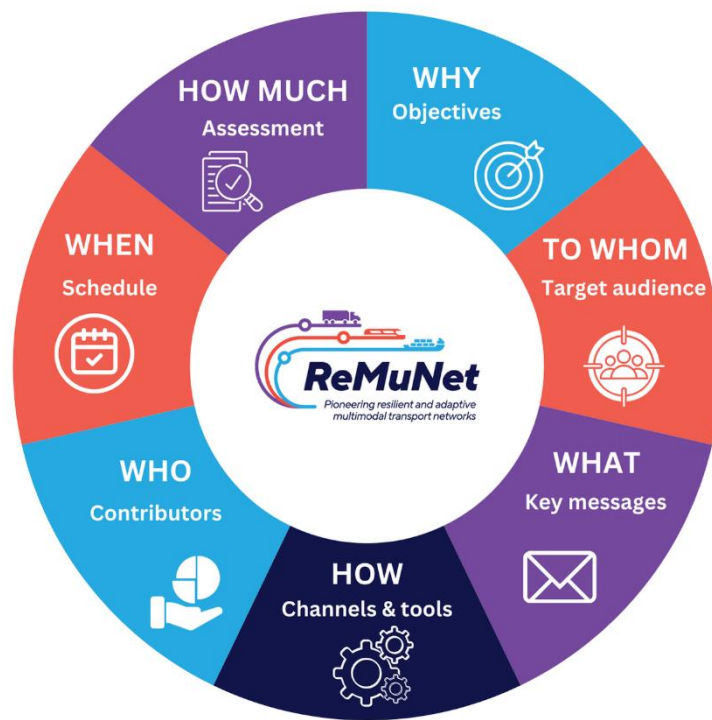


Figure 1. Overview of ReMuNet's D&C Strategy

3.1 Overview of the plan

A tailored DCP was initially developed early in the project (M3). A final report on project dissemination activities will be submitted in M36, outlining the approach for sharing and communicating the project's outcomes.

The following subsections provide an overview of the Dissemination & Communication (D&C) strategy, beginning with an outline of the DCP's objectives, which support the effective monitoring and implementation of the project's dissemination and communication activities. Subsection 3.3 identifies the target audience for disseminating ReMuNet's key findings and outcomes, while subsections 3.4 present the project's key messages and vision.

Section 4 focuses on the communication and dissemination tools and channels that will be used to reach identified stakeholders. The following sections also define the roles and responsibilities within the dissemination strategy to ensure the DCP's smooth and effective implementation. Throughout the project lifecycle, considerable attention has been given to creating synergies with other relevant projects at national and European levels. Finally, the subsequent chapters describe the strategy's results and provide a timeline for dissemination and communication actions.

To ensure successful dissemination and communication, the DCP serves as a guiding document, outlining the tools and actions for consortium partners to effectively engage targeted stakeholders. Importantly, the DCP is designed as a flexible strategy, allowing for reviews and updates as needed over the course of the project.

3.2 Objectives of the DCP

ReMuNet's D&C strategy outlines a set of practical and realistic objectives that will ensure the effective monitoring and successful execution of the project's dissemination and communication activities. These objectives address the core purpose of the DCP, providing clear reasons for its necessity. The key dissemination and communication objectives for ReMuNet are summarised below:

- Communicate the project's goals, vision, activities, and events to a broader audience.
- Promote the project's actions and the value propositions it offers.
- Engage stakeholders through various activities, events, and conferences.
- Ensure key messages reach the intended target audiences.
- Present scientific concepts in an accessible way to stakeholders and the public.
- Plan, organise, run, monitor, and fine-tune the project's dissemination activities and events.
- Establish and maintain synergies with other relevant national and European projects and networks.
- Disseminate the project's lessons learned and outcomes in an open and transparent manner.
- Reach relevant policymakers, contributing to the adoption of a platform for a resilient European multimodal freight transport network.
- Build a community and brand that will encourage further development and use of the ReMuNet platform beyond the project's lifecycle.

To achieve these goals, the D&C strategy focuses on implementing a practical action plan aimed at engaging as many target audiences as possible while allowing for flexibility when needed. A clear methodology underpins the strategy, defining what will be disseminated (vision, news, achievements, results), to whom (stakeholders, target groups), by what means (strategies, tools, channels), and when.

Taking these elements into account, the following steps are defined for the dissemination and communication of the project:

- Define the project's objectives, along with the communication channels and tools required for maximum visibility and promotion.
- Identify the key messages and assets of the project.
- Align each communication channel with the appropriate target audience and determine the tools and methods for dissemination.
- Clarify each partner's roles and responsibilities to ensure active participation and management of dissemination and communication activities.
- Monitor key dissemination indicators and make adjustments as needed.

3.3 Target audiences

A critical step in our D&C strategy has been effectively answered in our initial version, **‘To whom?’** We have successfully engaged and communicated with our primary stakeholders, reaching the intended audiences with ReMuNet's messages and results throughout the project's first 18 months. This section reviews the key target audiences we reached, detailing our impact and engagement outcomes. Below there is an overview of these audiences.

ReMuNet seeks to engage a diverse range of stakeholders with varying backgrounds and expertise. Specifically, in the initial version of the plan we identified the following audiences:

1. Technology providers
2. Multimodal freight transport supply chain actors
3. Infrastructure and terminal operators
4. Other supply chain actors (e.g., manufacturers, retailers)
5. Scientific and open-source communities
6. Policymakers and public authorities
7. Civil society
8. Humanitarian organisations

Beyond these main stakeholders, the project also aims to communicate its message to:

9. Academia and the scientific community
10. Non-governmental organisations (NGOs)
11. Relevant projects and initiatives
12. The general public
13. International organisations

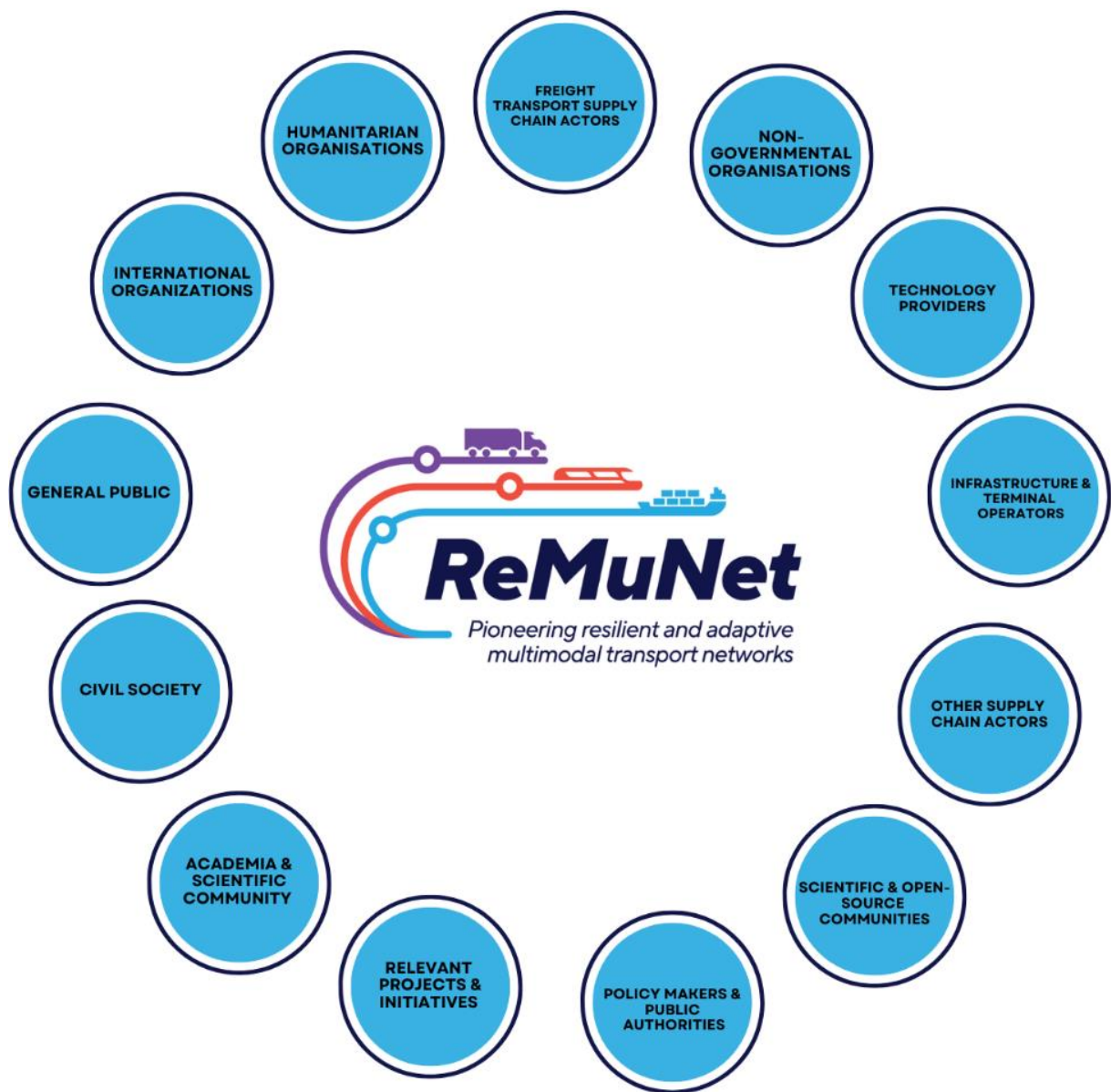


Figure 2. ReMuNet target audiences

In the initial DCP, we established a Stakeholder Classification Model (based on Wagner Mainardes et al., 2012) to categorise stakeholder groups and fine-tune our engagement approach. This classification helped prioritise stakeholders according to their level of power, interest in project outcomes, active involvement, and influence.

Since then, “Deliverable 1.1: Needs Analysis of Relevant Stakeholders for the European Multimodal Transport Network” has provided essential insights that enrich our dissemination and communication strategy. This deliverable has highlighted the distinct needs and roles of stakeholders in the multimodal transport ecosystem, ensuring our communications effectively address their priorities. The findings also clarify regional focuses, particularly for stakeholders along key Trans-European

Transport Network (TEN-T) corridors, which allows for more targeted outreach and alignment with stakeholder-specific challenges and sustainability goals.

By refining our understanding of these needs and classifications, the DCP is now better positioned to engage relevant stakeholders with tailored messages, promoting active involvement and ensuring alignment with ReMuNet's aims and outcomes.

Regarding the Stakeholder Classification Model outlined in our initial plan, we are progressing well. This model has been a helpful tool for our process of understanding the different stakeholder groups and their needs, allowing us to tailor our engagement strategies effectively. As a result, ReMuNet has made significant progress in engaging stakeholders across various categories. Engagement with technology providers is ongoing, with efforts to increase collaboration. The project has reached around 800 representatives from the multimodal freight transport supply chain, including infrastructure and terminal operators, with approximately 50 individuals participating in discussions about integrating ReMuNet solutions.

The scientific community has been actively engaged, with over 4,000 individuals reached, ensuring alignment with ongoing research. Outreach to the general public has proven effective, exceeding 8,000 interactions, while efforts to connect with policymakers and public authorities are ongoing.

Although specific metrics for humanitarian organisations and NGOs are not detailed, targeted strategies are in place to enhance these relationships. Collaborations with relevant projects have also been established, fostering synergies that enhance the impact of ReMuNet's initiatives. Overall, while strong connections have been formed with the scientific community and the general public, continuous efforts will be made to strengthen ties with other key stakeholder groups. The classification of the targeted stakeholder groups will help customise the messages and select the most suitable tools and dissemination channels for each group. The following figure illustrates the parameters used to define different types of stakeholder engagement:

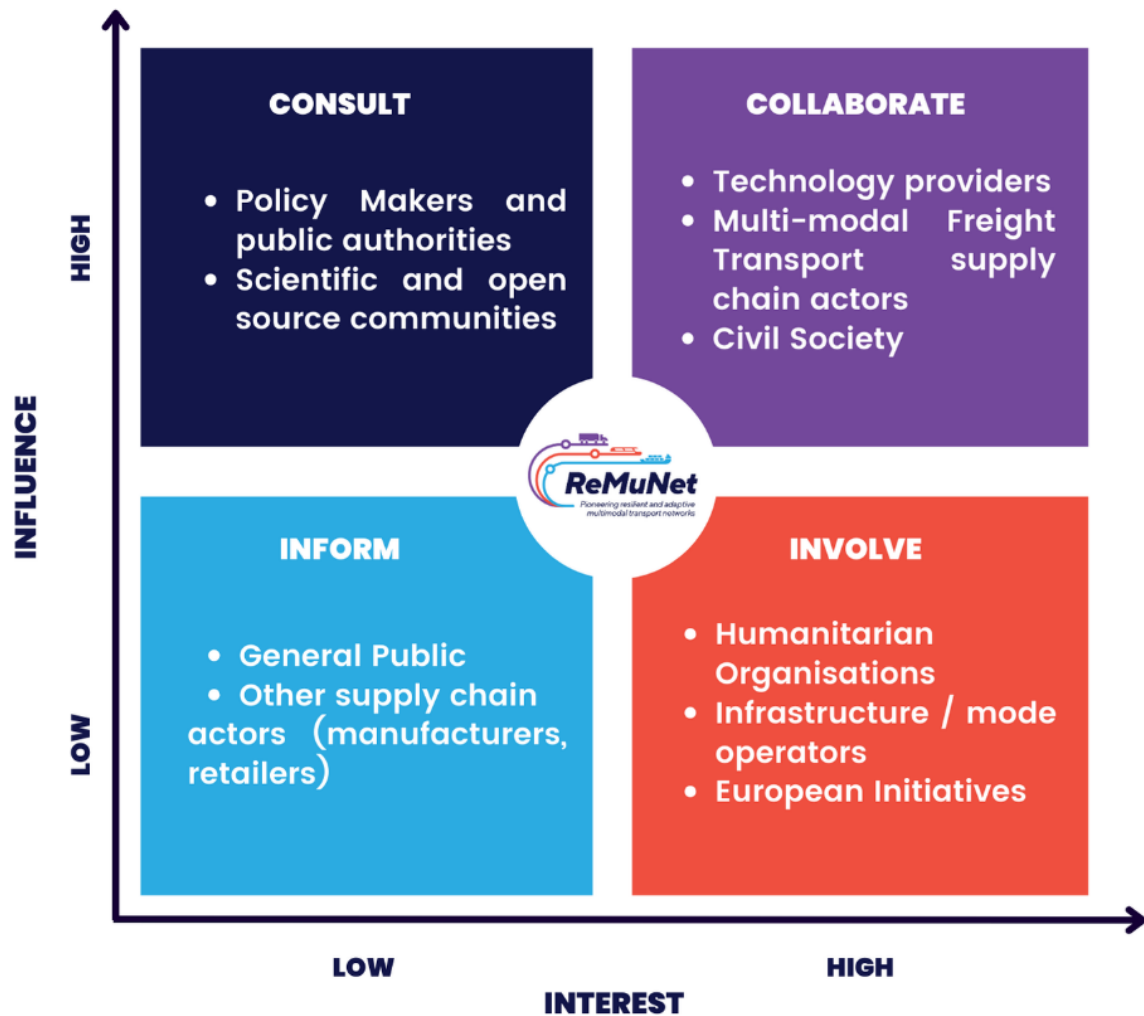


Figure 3. ReMuNet's stakeholders mapping and types of stakeholder engagement (Wagner Mainardes et al. 2012)

The D&C strategy aims to engage the identified audiences, which have been further categorised into broader ReMuNet stakeholder groups. A more detailed representation of the targeted stakeholders, along with specific examples, is provided in the following table.

Table 1. Target stakeholders.

Target group	Short description	Sub-categories	Examples
Technology providers	Entities that offer innovative technologies and solutions for improving transportation systems.	• Route planners • Transport Management System providers • Software developers, hardware manufacturers, • Data analytics companies	• GPS Technology Providers • IoT Sensor Manufacturers • Logistics Software Companies

		• (Mobility) data space infrastructure providers	
Intermodal freight transport supply chain actors	Organisations directly involved in the transportation and logistics of freight across various transport modes.	• Transportation mode specialists • Intermediaries and facilitators • Infrastructure operators • Cargo owners and consignees • Technology and solutions providers • Intermodal operators	• Shipping companies • Trucking companies • Freight brokers • Freight forwarders • Carriers • Rail operators • Ports and terminals • Logistics providers
Infrastructure/ node operators	Entities responsible for managing transportation terminals, hubs, and key infrastructure points.	• Port operators • Rail yard operators • Inland terminal operators	• Port authorities • Terminal operators • Rail network managers • Barge terminal managers
Other supply chain actors (manufacturers , retailers)	Businesses involved in manufacturing or selling products that depend on efficient transportation.	• Manufacturers • Retailers • Wholesalers	• Electronics manufacturers • Clothing retailers • Food wholesalers
Scientific and open-source communities	Researchers, experts, and organisations contributing to the advancement of knowledge and open-source solutions in transportation and logistics.	• Research institutes • Academic institutions • Research groups • Individual researchers • Universities • Open-source development groups	• Transport research institutes • University transportation research centers • Open-Source logistics projects
Policy makers and public authorities	Decision-makers at European, national, and regional level who are expected to play a key role in policy design related to transportation and logistics.	• EU policy makers • Policy advisors • Local governments • Transportation ministries • Regulatory authorities	• Policy officers at relative Directorates-General of the EC (for example DG MOVE) • Policy officers at EU Member States • Departments of Transportation, Environmental Protection Agencies • Ministries of Infrastructure • Relative regional authorities
Civil society	NGOs and community groups advocating for sustainable and efficient transportation systems.	• Environmental NGOs • Community associations • Sustainable transportation advocates • Diversity and inclusion initiatives	• Greenpeace • Urban Mobility Association • Clean Air Advocacy Group • Women in logistics and Transport • International Transport Forum (ITF) on gender in transport
Humanitarian organisations	Non-profit organisations dedicated to providing aid and support during crises and emergencies.	• Disaster relief NGOs • Humanitarian aid organisations	• Red Cross • Médecins Sans Frontières (Doctors Without Borders) • World Food Programme.

Relevant EU projects & initiatives	Other projects and initiatives, both ongoing and completed, funded by the European Union that align with or complement the goals of ReMuNet.	• EU-funded projects • European and national projects • Collaborative Initiatives	• Horizon Europe and Horizon 2020 Projects (SARIL) • European Green Deal Initiative • Connecting Europe Facility
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3.3.1 Gender issues

Gender equality plays and will continue to play a central role in ReMuNet's communication and materials throughout its implementation. The dissemination strategy will ensure equal targeting of both men and women, with the involvement of women in events and project activities closely monitored to track progress in gender equality. Project activities will be promoted in ways that actively encourage female participation. Specifically, efforts will be made to involve more women as interviewees, event participants, and presenters. There are several organisations and initiatives in the logistics and transport sectors that focus on promoting diversity, including the inclusion of women and non-binary individuals. In this context, all project activities are being promoted and communicated using inclusive language that encourages the participation of everyone, regardless of their gender or other social characteristics. Some examples include:

- **Women in Logistics and Transport (WiLAT):** An international organisation dedicated to advancing the status of women in the logistics and transport sectors. WiLAT offers a platform for networking, mentorship, and professional development.
- **International Transport Forum (ITF) - Promoting Transport Equality for Women:** The ITF, an intergovernmental organisation, has initiatives aimed at promoting gender equality in transport. It undertakes research and provides policy recommendations to support women's participation and progression in the industry.

In alignment with ReMuNet's commitment to promoting gender balance, the project acknowledges and supports initiatives that foster diversity and inclusivity in logistics and transport. For example, our partner [ETP-ALICE](#) organises the annual "[Women in Logistics](#)" webinar, a platform that highlights the successes and challenges of advancing gender diversity within the sector. This event brings together experts, policymakers, and industry leaders to share insights and discuss strategies for **enhancing the representation of women in logistics**. By promoting such initiatives through the project's communication channels, ReMuNet seeks to actively encourage female participation and demonstrate its dedication to fostering an inclusive, equitable environment across all project activities and outputs.

Additionally, as part of the ReMuNet project, we are planning to organise a joint workshop in collaboration with related initiatives to promote gender balance and enhance visibility in the logistics and transport sectors. This workshop will serve as a platform to bring together diverse stakeholders, including researchers, industry experts, policymakers, and representatives from gender-focused initiatives. The objective will be to address challenges related to gender disparity, share best practices, and explore strategies to create a more inclusive and equitable workforce. By fostering dialogue and collaboration, the workshop will

aim to highlight the contributions of women in logistics, inspire future talent, and support initiatives that align with the project's commitment to diversity and inclusivity.

3.4 Key messages and vision

3.4.1 Key message

Building on our initial D&C strategy, the updated key messages highlight both foundational aspects and new insights gained throughout the project's lifecycle. The main points to be communicated to stakeholders are as follows:

1. **Vision and evolving objectives:** Vision, strategic goals, and enhanced best practices to reflect insights gained from ongoing project work;
2. **Progress, achievements, and innovations:** Key developments, notable achievements, and innovative results from project activities;
3. **Demonstrated practical benefits:** Real-world benefits showcased through pilots, use cases, and stakeholder feedback;
4. **Events and collaborative opportunities:** Updates on ReMuNet-organised events, collaborative opportunities, and participation in relevant external forums;
5. **Key project deliverables and long-term assets:** Results stemming from key deliverables, project assets, and tools available for post-project use, supporting sustainable impact and wider adoption.

In the previous section, we identified the main stakeholder groups to be engaged throughout the project. These stakeholders come from diverse backgrounds with different needs, so the messages communicated to each group must be tailored accordingly. These messages are being updated throughout the project's duration, based on the insights gained from its activities. Additionally, the project aims to leverage the network of consortium partners to reach a broad audience.

In the table below, the targeted stakeholder groups are listed, along with their specific needs and the tailored messages they will receive. However, the final key messages will be refined throughout the project's lifecycle, based on actual ReMuNet data and outcomes.

Table 2. Target groups, assumed needs and key messages.

Target group	Needs	Key messages
Technology providers	• Access to cutting-edge technology solutions that can enhance transportation efficiency and resilience. • Collaboration opportunities to integrate their technologies into practical multimodal transport systems.	• Highlight how ReMuNet provides a platform to showcase and implement innovative technologies for the transportation sector. • Emphasize the potential for collaboration and partnership to integrate their solutions into real-world applications.
Multi-modal freight transport	• Efficient and reliable transportation networks to ensure timely delivery of goods.	• Communicate how ReMuNet enhances the resilience of transportation networks, ensuring smoother operations and timely deliveries.

supply chain actors	• Tools to optimize route planning and capacity allocation during disruptions.	• Showcase the benefits of improved route planning and dynamic capacity utilization to mitigate disruptions.
Infrastructure/terminal operators	• Efficient management of freight terminals and infrastructure. • Strategies to minimize congestion and improve overall operational efficiency.	• Highlight how ReMuNet contributes to efficient terminal and infrastructure management, reducing congestion and improving operations. • Stress the value of a coordinated approach to enhancing transportation systems.
Other supply chain actors (manufacturers, retailers)	• Reliable transportation for raw materials and finished products. • Strategies to adapt and respond effectively to disruptions.	• Illustrate how ReMuNet's efforts contribute to more reliable transportation networks, reducing disruptions and ensuring the timely availability of goods. • Showcase how the project supports adaptive strategies for a smoother supply chain.
Scientific and open-source communities	• To keep up with recent developments and research trends. • To develop research practices on the fields of freight transport. • To identify research gaps for further research. • Access to data and research for studying transportation systems. • Opportunities to contribute to open-source solutions for transportation resilience.	• New research findings along with their importance for the scientific community. • Publications of results. • Emphasize ReMuNet's commitment to sharing data and insights, fostering collaboration with the scientific community. • Highlight the potential for contributing to open-source tools that can benefit transportation research and development.
Policy makers and public authorities	• Strategies and frameworks to enhance transportation resilience and sustainability. • Access to data and information for informed policy decisions.	• Widely accepted common standard supports infrastructure modelling and disruption prediction. • Integration of monitoring system into policy process discussed. • Showcase how ReMuNet supports evidence-based policy-making by providing valuable data and insights for transportation strategies. • Emphasize the project's alignment with sustainability goals and its potential impact on policy objectives.
Civil society	• Sustainable and efficient transportation systems that minimize environmental impact. • A transparent understanding of how transportation systems operate.	• Highlight ReMuNet's contribution to more sustainable transportation, reducing emissions and environmental impact. • Communicate the project's commitment to transparency and engagement with the public. • Integration of diverse data for intermodal transport networks.
Humanitarian organisations	• Reliable and resilient transportation for aid and resources during crises. • Strategies to enhance transportation logistics during emergencies.	• Integration of diverse data for intermodal transport networks. • Algorithms predict disruption effects, optimize routes, and capacity. • Improved stakeholder collaboration for better operations. • Adaptive European freight network minimizes damage, recovery time, reduces emissions. • Illustrate how ReMuNet's enhanced transportation resilience can directly benefit humanitarian efforts during crises. • Showcase the project's potential to provide tools and strategies for improved logistics in emergency situations.

Relevant projects initiatives	EU &	• To exchange knowledge with other experts in the sector. • To share their results and promote their concept to other initiatives and the general public. • To establish synergies and expand their network.	• Deliverables with the project results that can be used as input in further research on the topic. • A network of projects that facilitates the dialogue and the collaboration between the relevant initiatives. • Supporting each other in the dissemination of the project's results. • Sharing publications of results can increase awareness. • Adopting different approaches towards a shared goal and learning from each other.
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4. Communication and dissemination tools and channels

The ReMuNet project deploys a Europe-wide campaign to best disseminate its results, foster collaboration beyond the project's lifecycle, and contribute, where invited by CINEA, to shared information and dissemination activities that enhance visibility and synergies across HE/H2020-supported actions. Key communication methods include:

A **pan-European communication strategy** was established to amplify the impact of work across all project stages and build a community and brand that can support the adoption and continued development of the ReMuNet platform after project completion. The initial version of DCP, prepared by Month 3, provides detailed guidance on dissemination and communication efforts to maximise project visibility, promote results, and prepare for post-project deployment.

To measure impact, dissemination and communication activities are monitored continuously using set Key Performance Indicators (KPIs). A comprehensive reporting on progress, performance, and outcomes will be included in the section 9.1 of this document and the final report in M36.

In line with the DCP, a range of dissemination actions is implemented, including regular updates to the ReMuNet web portal and active social media engagement. The project's identity and promotional materials, such as graphics, leaflets, posters, and document templates, were developed by M4. Additional resources include a promotional video, a bi-annual newsletter, and periodic articles. To further expand reach, ReMuNet partners participate in both national and EU-level events, which allows them to connect with stakeholders and establish synergies with other EU initiatives through shared information and joint activities.

To showcase project outcomes and boost engagement, a ReMuNet physical demonstrator will be presented at select events, culminating in a final EU-wide event near project completion. This event will highlight use cases, pilot results, and project-developed services, drawing an audience from logistics, various market sectors, authorities, and the wider community.

4.1 Promotional material

ReMuNet's promotional materials and graphical identity comprise several key elements, including the project logo, visual and graphical identity, a trifold leaflet, a poster, and templates for presentations, publications, and letterheads. Two promotional videos have also been produced: one animated video and another "live-action video" each designed to effectively communicate the

project's core themes and objectives, along with ad hoc promotional material tailored to the project's specific activities and needs, as required.

4.1.1 Project logo

A project logo and visual identity were created (M1) in accordance with the project's visual and graphic guidelines. To maximise visibility, the logo constitutes a key element in the design of all promotional and communication materials (e.g. leaflets, posters, newsletters, deliverables, social media assets, website, publications, and publicity for both internal and external events), forming the basis for their overall design. The final logo is presented below:



Figure 2. ReMuNet logo (White and blue background).

In the creation of ReMuNet's logo, we adhered to visual identity guidelines to ensure versatility and effectiveness across various applications. The logo has been designed in multiple formats to guarantee scalability and usability for both digital and print media. We have developed several colour variations, including full-colour, black and white, and grayscale versions, to accommodate different backgrounds and printing needs. This approach ensures that ReMuNet's visual identity remains consistent and impactful across all promotional materials and platforms.

In addition to the ReMuNet's project logo, the EU emblem is and will be shown in any communication material, deliverable, presentation, etc. produced in the framework of the project.



Figure 3. The emblem of the European Union

The EU flag should always be accompanied by the following statement: "Funded by the European Union"

For more information on the use of the EU emblem, please consult the main Guidelines ([Annex I](#)) for communication and dissemination actions.

4.1.2 Leaflet, poster and banner

Leaflets and posters are vital for the dissemination and communication activities of the ReMuNet project, aimed at engaging stakeholders across various target audiences. The final version of the project's leaflet was published in M3, offering an overview of the ReMuNet concept, approach, objectives, expected results, and contact details. Simultaneously, the ReMuNet poster was released in M3, highlighting key information about the project's vision and approach, along with visual elements.

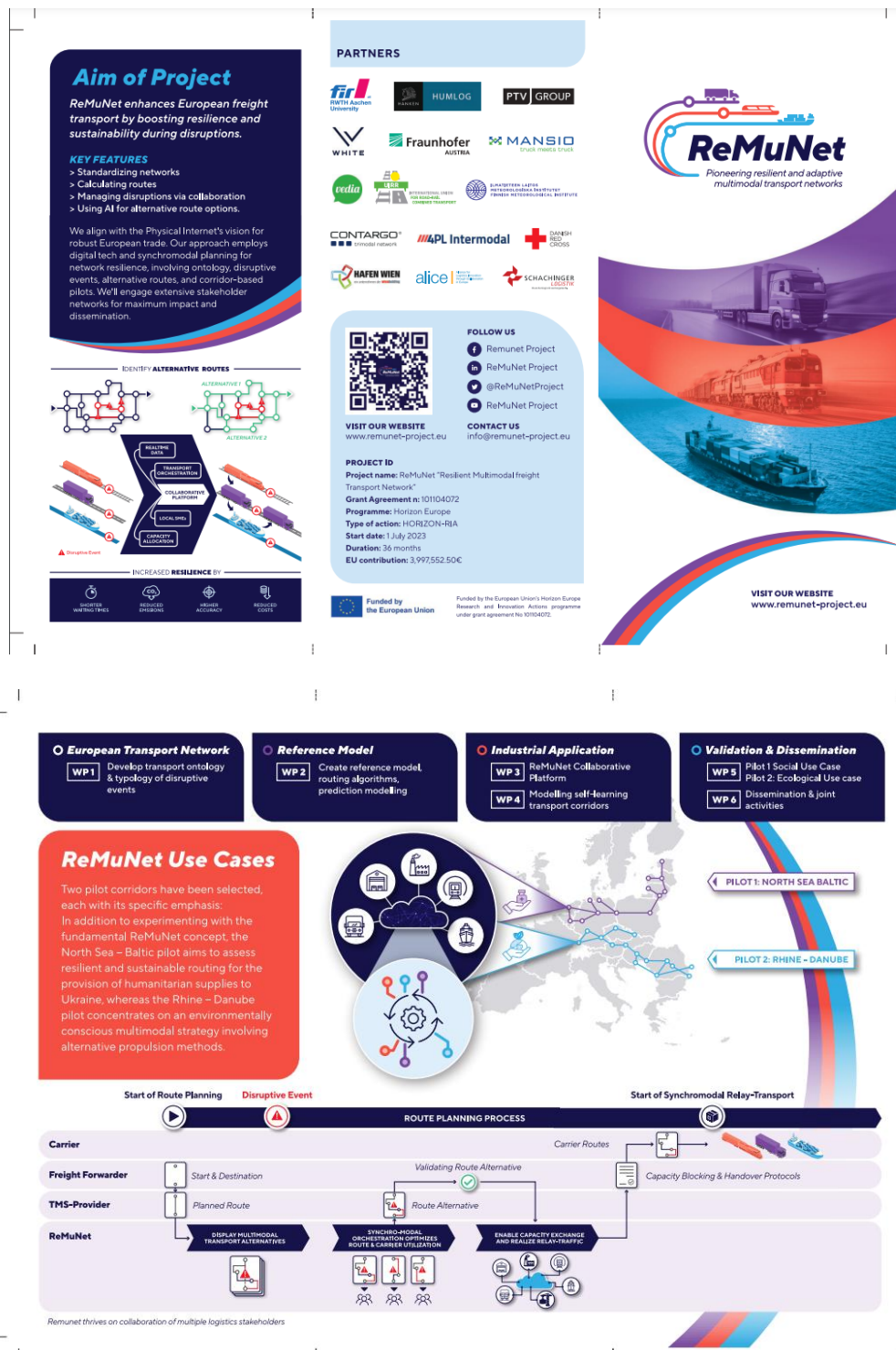


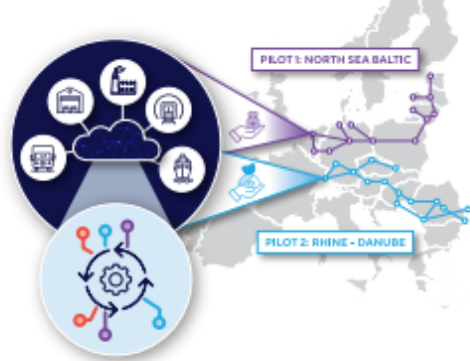
Figure 4. ReMuNet's leaflet



ReMuNet Use Cases
P1: Social Use Case
P2: Ecological Use Case

Two pilot corridors have been selected, each with its specific emphasis:
 In addition to experimenting with the fundamental ReMuNet concept, the North Sea – Baltic pilot aims to assess resilient and sustainable routing for the provision of humanitarian supplies to Ukraine, whereas the Rhine – Danube pilot concentrates on an environmentally conscious multimodal strategy involving alternative propulsion methods.

ReMuNet aims to pioneer the Physical Internet by promoting synchromodal relay transport across European rail, road, and inland waterways. This enhances network resilience, reduces emissions, and boosts corridor efficiency during disruptive events.



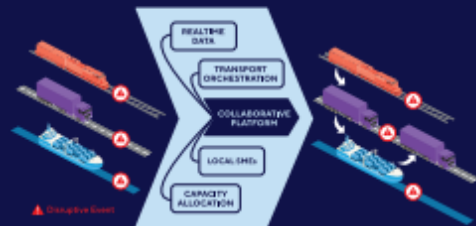
ReMuNet's 4 core functionalities

STANDARDIZED METHODOLOGY
 ReMuNet describes multimodal transport networks collaboratively with stakeholders to ensure Europe-wide applicability.

ALGORITHM
 ReMuNet will develop an algorithm for calculating multimodal routes and capacity during disruptive events using real-time data for dynamic synchromodal alternatives.

AI-MODEL
 ReMuNet utilizes AI to model and evaluate alternative actions, creating a self-learning European freight network for enhanced trade resilience.

COLLABORATIVE PLATFORM
 ReMuNet creates a collaborative platform connecting logistics operators to manage disruptions with secure digital tools, enabling alternative route planning and event-based synchromodal relay transportation orchestration.



INCREASED RESILIENCE BY

ReMuNet thrives on collaboration of multiple logistics stakeholders

Remunet Project

ReMuNet Project

@ReMuNetProject

ReMuNet Project

fir
FRIEDRICH-ALEXANDER-UNIVERSITÄT ERLANGEN-NÜRNBERG

HUMLOG

WITE

Fraunhofer
AUSITEL

SCHACHINGER
LOGISTICS

SWANENBURG
WIRTSCHAFTSUNIVERSITÄT WIEN

DACHAU
UNIVERSITÄT

PTV GROUP

4PL Intermodal

HAFEN WIEN
AN DER DONAU

MANSIO
STUCK - REPAIRS - STUCK

alice

vedia

CONTARGO
a modular network

ILLITE
INTEGRATED LOGISTICS
FOR SUSTAINABLE
COMBINED TRANSPORT

Funded by the European Union

Funded by the European Union's Horizon Europe Research and Innovation Actions programme under grant agreement No 101044072.

VISIT OUR WEBSITE

www.remunet-project.eu

Figure 5. ReMuNet's poster.

Both promotional materials provide key information about the project's partners, contact details, website, social media accounts, and the Horizon Europe funding that supports ReMuNet. Both the project leaflet and poster are available for electronic download on the ReMuNet website. In the first 18 months, a total of **582** promotional materials was shared, enhancing project visibility and accessibility across diverse stakeholder groups.

4.1.3 Promotional video

By the twelfth month of the project, we successfully produced [ReMuNet's promotional video](#). This engaging video serves as a tool to effectively communicate the project's goals, achievements, and overall vision. The video features compelling visuals and informative content that not only captures the essence of the project but also resonates with a diverse audience.



Discover ReMuNet: Revolutionizing European Freight Transport

Figure 6. ReMuNet's promotional video

This promotional video is designed to be easily shareable across various platforms, significantly expanding our reach and increasing awareness about the project's initiatives. By leveraging this multimedia approach, we aim to engage a wider audience, foster community involvement, and encourage active participation in our sustainability efforts. Overall, the promotional video stands as a testament to our commitment to transparency and communication throughout the project's journey.

4.1.4 Other promotional materials

ReMuNet is committed to generating additional promotional materials aimed at capturing the attention of its targeted groups. To achieve this, a variety of resources, including tailored announcements, articles, and publications, have been and will continue to be developed. Specifically, news updates were issued on our website to announce major achievements and milestones, providing updates on the project's progress. These efforts are designed to keep stakeholders informed and enhance the project's public presence.

As part of our ongoing efforts to raise awareness and engage stakeholders, we produced an [additional promotional video](#) that explains the key aspects of the project. This video was

successfully showcased at the [TRA 2024](#) event, where it played a crucial role in promoting the project and sparking valuable conversations with attendees.



Transforming Transportation: The Impact of ReMuNet on Multimodal Transport

Figure 7. Additional promotional ReMuNet video.

In addition to the main video, we have developed a series of videos featuring personal testimonials of concise interviews with our project partners. In these videos, partners share their unique perspectives on ReMuNet's vision, objectives, and the specific roles they play within the project. They explain why they believe ReMuNet is a valuable initiative and what motivated them to join. This approach highlights the depth of expertise and commitment behind ReMuNet, fostering a stronger connection with our audience and reinforcing the importance of our work.

4.2 Templates

ReMuNet has developed standardized templates to ensure a consistent appearance across all project outputs, reflecting a professional and refined image. A customized Word template has been created for deliverables, providing a cohesive format for reporting and documentation. Additionally, a PowerPoint template has been designed, ensuring that all project-related presentations maintain a unified and polished appearance. These templates



Figure 8. ReMuNet power point template.

are instrumental in maintaining a strong, recognizable brand identity and streamlining the creation of project materials.

A background has also been developed to use during virtual meetings or interviews with stakeholders to ensure that all participants are visually aligned with the ReMuNet's brand identity. This consistent branding reinforces the project's image, leaving a strong visual impression on partners, or external stakeholders.



Figure 9. Background for virtual meetings or interviews.

A shared background also fosters a sense of unity among team members, which is particularly important in remote settings.

We have also developed a standardised email signature for use in all communications with stakeholders. Having a consistent signature in emails enhances professionalism and reinforces the project's brand identity in every communication, ensuring that recipients instantly recognise who the message is from.

ReMuNet "Resilient Multimodal freight Transport Network"
GA No. 101104072
HORIZON-RIA
remunet-project.eu



Figure 10. Standardised e-mail signature.

We have also produced a set of visual templates for sharing news, such as the establishment of new synergies, the release of new deliverables, and the introduction of



Figure 11. Example of campaign featuring ReMuNet's deliverables

project partners. This offers numerous benefits. It enhances brand recognition by creating a cohesive visual identity that helps followers instantly identify the company's posts amidst a sea of content. These templates ensure that all shared news maintains a professional appearance, which reinforces the project's credibility and commitment to quality.

These visual elements also make it easier for followers to engage with the content, as familiar designs can attract attention and encourage shares and interactions.

Furthermore, ReMuNet designed business cards featuring the project's identity for all consortium members. These cards are intended for use at external events, enabling members to represent the project professionally and facilitate networking. The business cards serve as a practical tool for promoting ReMuNet, reinforcing its brand, and establishing connections with key stakeholders and potential collaborators.



Figure 12. Visual template from "Meet our Partners" campaign.



Figure 13. ReMuNet business card.

As part of ReMuNet's upcoming initiatives, we plan to create personalized name tags for participants attending project-organized events, such as the final dissemination event. These name tags will contribute to a professional atmosphere, enhancing attendee interaction and ensuring a cohesive identity for the project at key gatherings while also contributing to the facilitation of networking opportunities.

Additionally, in line with ReMuNet's sustainability goals, in order to reduce the need for printed materials, we have designed a phone screen saver featuring a QR code that links directly to the ReMuNet website. This digital alternative allows attendees to access essential project information conveniently, reinforcing ReMuNet's commitment to environmentally friendly practices while also offering a modern, efficient way to stay connected with the project.

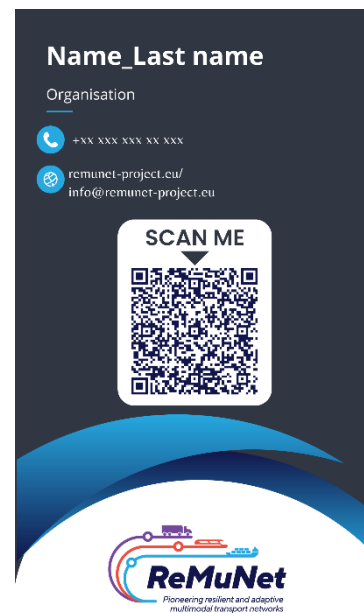


Figure 14. ReMuNet screen saver.

5. Digital tools

To enhance its communication and outreach efforts, ReMuNet is focused on building a robust online presence across multiple digital platforms, aiming to engage a wide and diverse range of stakeholders. To this end, ReMuNet has developed several key digital tools: a dedicated website to serve as the central hub for project information, a bi-annual newsletter to keep subscribers updated on the latest developments, and an active social media presence to foster real-time engagement and reach a broader audience. These initiatives are designed to maximize visibility and ensure effective communication of the project's goals and achievements.

5.1 ReMuNet's website

In October 2023, during month 4 of the project, ReMuNet successfully launched its official [website](#). This platform serves as the central source of information about the project, offering key updates, insights, and resources for stakeholders and the general public. The website is a crucial element of ReMuNet's communication strategy, designed to enhance visibility, provide easy access to project-related materials, and support engagement with diverse audiences.

The website is created to be user-friendly and engaging for stakeholders, offering essential information about the project's approach and objectives, alongside details about the consortium and industry board members. Visitors can access and download all public deliverables, dissemination materials, and newsletters, ensuring easy access to vital resources related to ReMuNet.

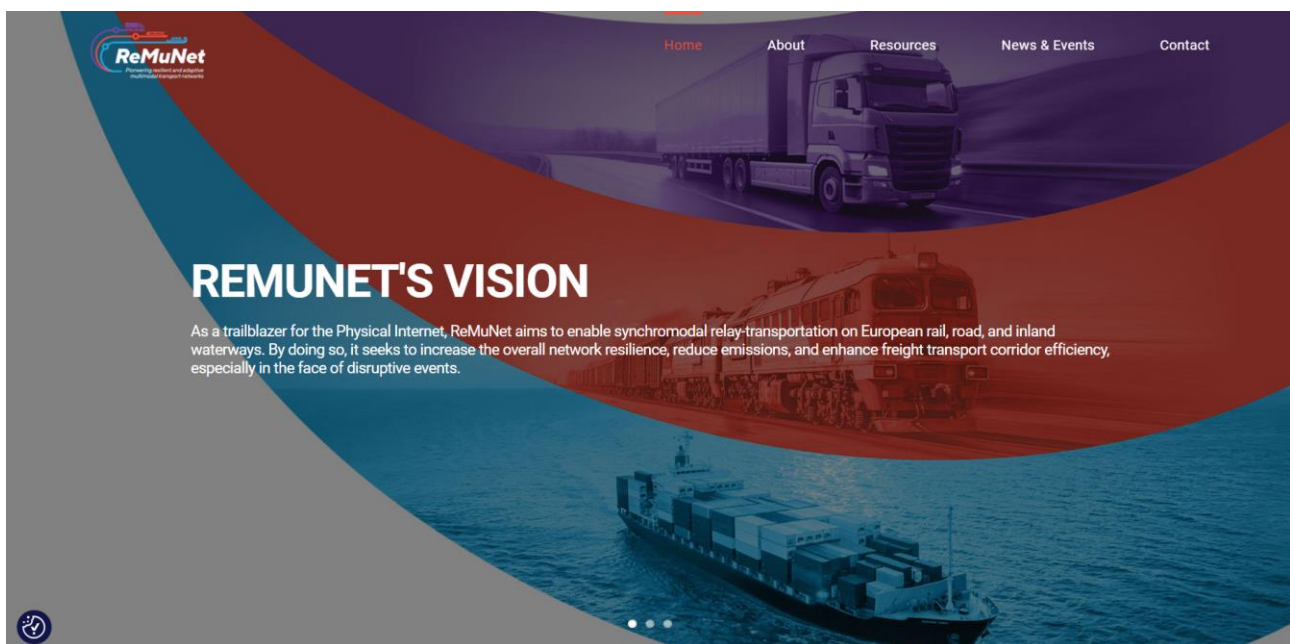


Figure 15. Home page on ReMuNet's website.

At M18, the project website has attracted a total of 5,034 visits since its launch in M4 accounting for 50.34% of its target of 10,000 visits by Month 36, which places it at the halfway mark toward this KPI. The average session duration on the website is 34 seconds, reflecting moderate engagement. Strategies to increase this metric could include adding more interactive elements, such as videos, or dynamic content updates, to encourage users to explore further. Improving the user experience may also help address potential bounce rates, enhancing retention and visitor satisfaction.

Analytics indicate that pages like "About," "Project News," and "Concept and Methodology" are particularly popular, highlighting visitor interest in understanding the project's purpose, updates, and foundational principles. While these areas see strong engagement, encouraging traffic toward additional sections, could provide a more comprehensive understanding of the project's full scope and reinforce stakeholder awareness. Moving forward, targeted strategies, including SEO enhancement and social media promotion could help drive traffic growth.

Hosted at the domain remunet-project.eu, the website is complemented by the dedicated email address info@remunet.eu. Built on the WordPress platform, it incorporates CSS coding to enhance interactivity and user experience. The website features dynamic content that adapts to ensure

compatibility across various devices, including mobile phones and tablets, allowing stakeholders to access it effortlessly. As the project progresses, the content will continuously evolve, reflecting updates in ReMuNet's activities and objectives.

5.2 Newsletter

As part of the ReMuNet project, we have successfully launched a bi-annual newsletter, aimed at fostering communication and engagement with our stakeholders. This publication is especially valuable for reaching audiences who may not be active on social media or other digital platforms, ensuring that all stakeholders remain informed about the project's ongoing developments.

Each issue of the newsletter is meticulously crafted to provide a comprehensive overview of the ReMuNet initiative. The content is structured into several key sections, including:

Introduction to ReMuNet: A brief overview of the project's vision and objectives, aimed at providing context for new readers and refreshing the knowledge of existing stakeholders.

News: Highlights of key achievements and milestones reached during the reporting period, including summaries of project meetings and important developments that reflect the project's trajectory.

Deliverables: Insights into ongoing work and initiatives within the project, showcasing the dedication of our team and partners to driving ReMuNet forward.

Synergies and collaborations: A dedicated section that showcases relevant projects and initiatives within our sector. This part highlights how ReMuNet aligns with or complements other efforts, enhancing the collaborative spirit of our community.

Upcoming events: A preview of upcoming events, activities, and plans, providing stakeholders with a roadmap of what to expect in the near future.

The newsletter is developed and distributed using Mailchimp, allowing for effective outreach and engagement. Drafting, revising, and releasing each edition is the responsibility of White Research, while all project partners contribute by providing content and insights as needed. Although the specific topics for each issue are collaboratively agreed upon, the structure remains consistent to ensure clarity and continuity for our readers. Each issue is sent to subscribers and recipients upon release, and it also becomes available on the project's website.



Creating synergies and sparking collaboration!

ReMuNet has strategically aligned with other projects in logistics and transport. These synergies aim to combine resources and expertise, for addressing industry challenges. By actively engaging with like-minded projects, ReMuNet accelerates progress, contributing to a more resilient and efficient future for logistics.



Figure 16. Synergies section on ReMuNet's Newsletter.

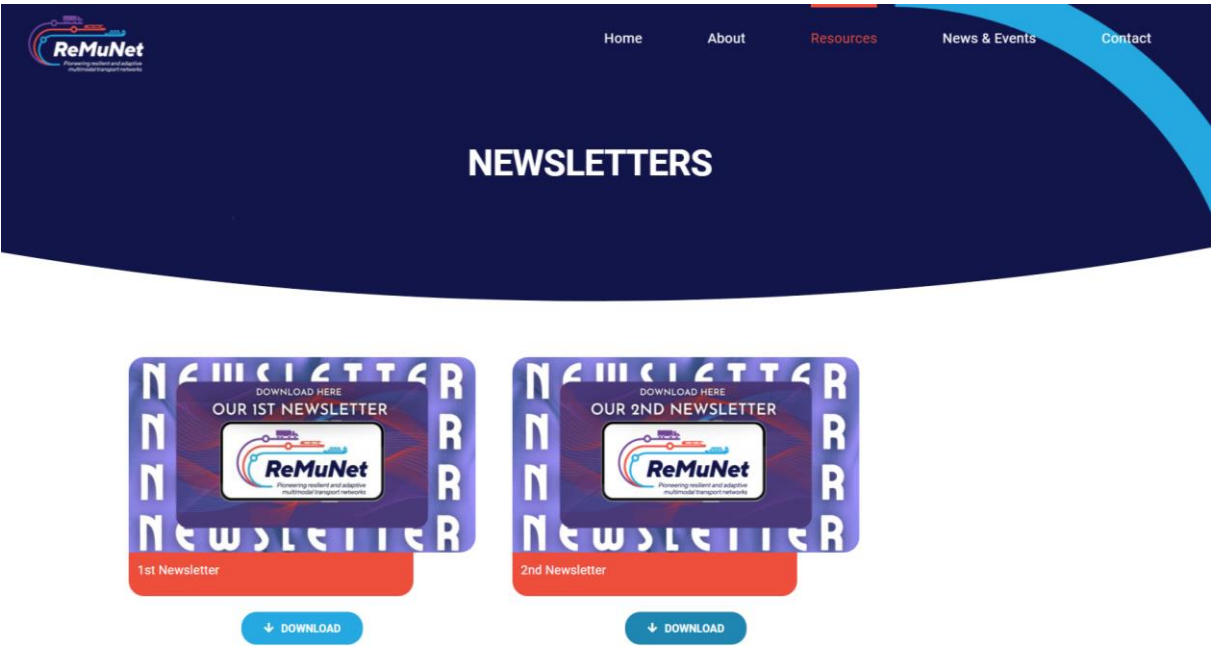


Figure 17. Newsletters section on ReMuNet's website.

This initiative not only strengthens our communication strategy but also enhances our outreach efforts, and we are committed to continuing this valuable practice throughout the project duration.

5.3 Social Media

In the early phases of the project, particularly in August 2023 (M2), social media accounts were set up on [Facebook](#), [X \(formerly Twitter\)](#), [LinkedIn](#), and [YouTube](#) to promote the project and engage a wide range of stakeholders. These platforms serve as essential tools for promoting the project and engaging diverse stakeholders, facilitating the distribution of outcomes and the dissemination of valuable insights.

Each social media channel is targeting specific audiences, maximising the impact of our communication efforts and ensuring effective utilisation of research findings. To enhance our online presence and foster collaboration, we have also supported synergy projects by posting about key updates and we have also joined targeted social media groups involving ReMuNet’s stakeholders, in order to sharing content related to the project. On our social media channels, we have been also actively sharing project’s deliverables, videos, interviews, and presentations from conferences and events attended by the consortium.

Moving forward, we will adopt a systematic approach to tracking and analysing social media performance using Metricool, a dedicated monitoring tool. This platform will enable us to measure key performance indicators, such as engagement, reach, and audience growth, ensuring that our social media activities align with the broader communication objectives of the ReMuNet project. Through this structured approach, we aim to optimise our social media strategy and continue fostering meaningful engagement with our stakeholders.

Table 3. The target groups addressed by each social media channel

Social network	ReMuNet target groups	Objectives
Facebook	• Freight forwarders • Truck drivers, locomotive drivers, barge captains • Transportation Management System providers • Civil society • Humanitarian Organizations • Entrepreneurs • General public • Logistics professionals • Supply chain managers • Environmental organisations • Government agencies • Industry associations	• Build a network of followers. • Update them on the project's progress and project's events. • Publish relevant posts.
X (formerly known as Twitter)	• Freight forwarders • Trucking associations • Railway companies • Inland waterway organisations • TMS providers • Logistics professionals • Supply chain professionals • Environmental advocacy groups • Government transport departments • Industry influencers • EU policy makers • Policy advisors • Civil Society • Humanitarian Organizations • International organisations • Unions • Research centres • Research groups • Individual researchers • Universities	• Communicate key messages and the project's outcomes. • Announce project's upcoming events. • Retweet relevant content from other Horizon Europe/H2020 projects

Social network	ReMuNet target groups	Objectives
LinkedIn	• Logistics and supply chain professionals • Transportation managers • Freight forwarders and logistics providers • Transportation technology providers • Rail and intermodal transportation companies • Shipping and maritime industry professionals • Sustainability and environmental professionals • Government transport departments and agencies • Industry associations and trade groups • EU policy makers • Policy advisors • Research centres • Research groups • Individual researchers • Universities • International organisations • Civil Society • Humanitarian Organisations	• Present the project and boost professional and expert discussions. • Communicate key messages and the project's outcomes. • Announce projects and upcoming events.
YouTube	• Logistics professionals • Freight forwarders • Transportation managers • TMS providers • Government agencies and policy makers • Environmental advocates and sustainability professionals • Academics and researchers • Operators and traders • Civil society • General public • Civil society organisations	• Upload promotional videos. • Share partners' interviews about the project. • Contribute to increasing the visibility of the project.

Facebook

The ReMuNet [Facebook](#) page, launched in M2, serves as a platform to showcase project developments and share updates on topics relevant to multimodal transport and logistics. Content includes a mix of text, images, GIFs, and videos.

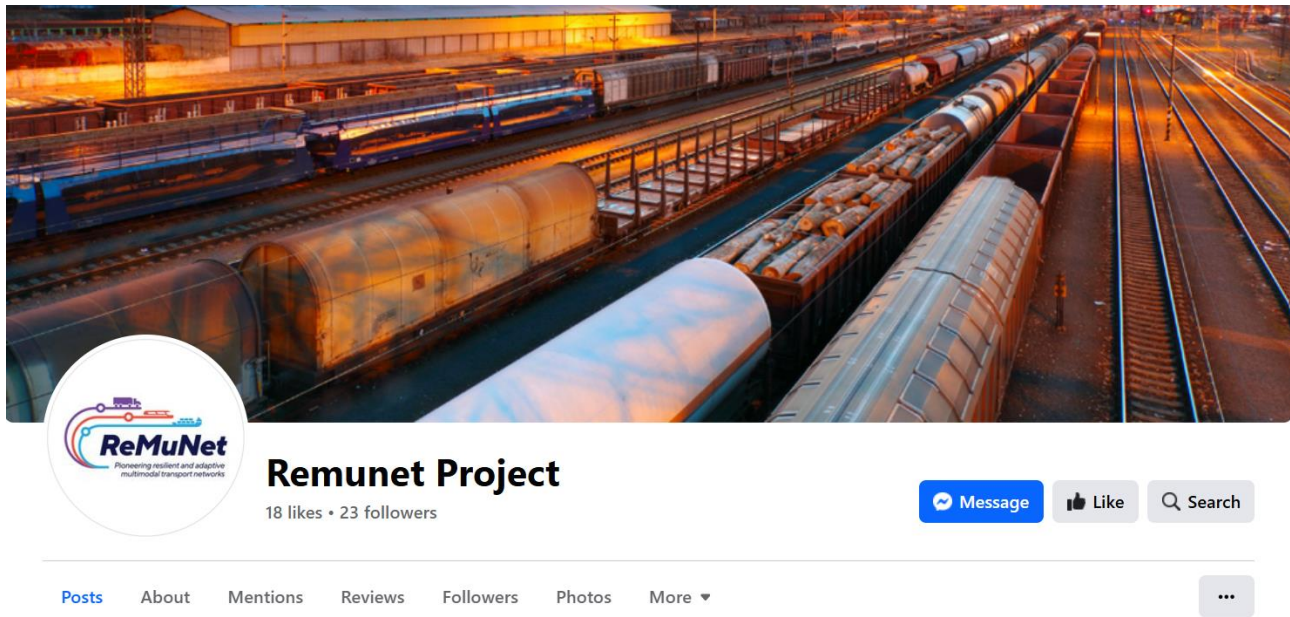


Figure 18. ReMuNet’s Facebook Homepage

Our Facebook page has had modest engagement so far, with 23 followers and 49 posts since its launch. While it has proven to be a valuable platform for reaching logistics professionals—our key target audience interested in industry news and project updates—we recognise that our number of followers is still small. In the second half of the project, we will focus on increasing our reach and growing our followers base to better engage with this important community.

X (formerly Twitter)

The ReMuNet [X account](#), launched in M2, is useful for reaching and interacting with stakeholders through concise posts and targeted hashtags. This approach broadens the audience and allows for quick, effective communication of project milestones and event promotions. The account’s objectives are to:

- Share ReMuNet’s key messages and link to project-related resources, with regular updates on events and progress,
- Monitor and share updates from other relevant projects, organisations, and initiatives,
- Cultivate a community interested in the project’s focus on resilient transport solutions.

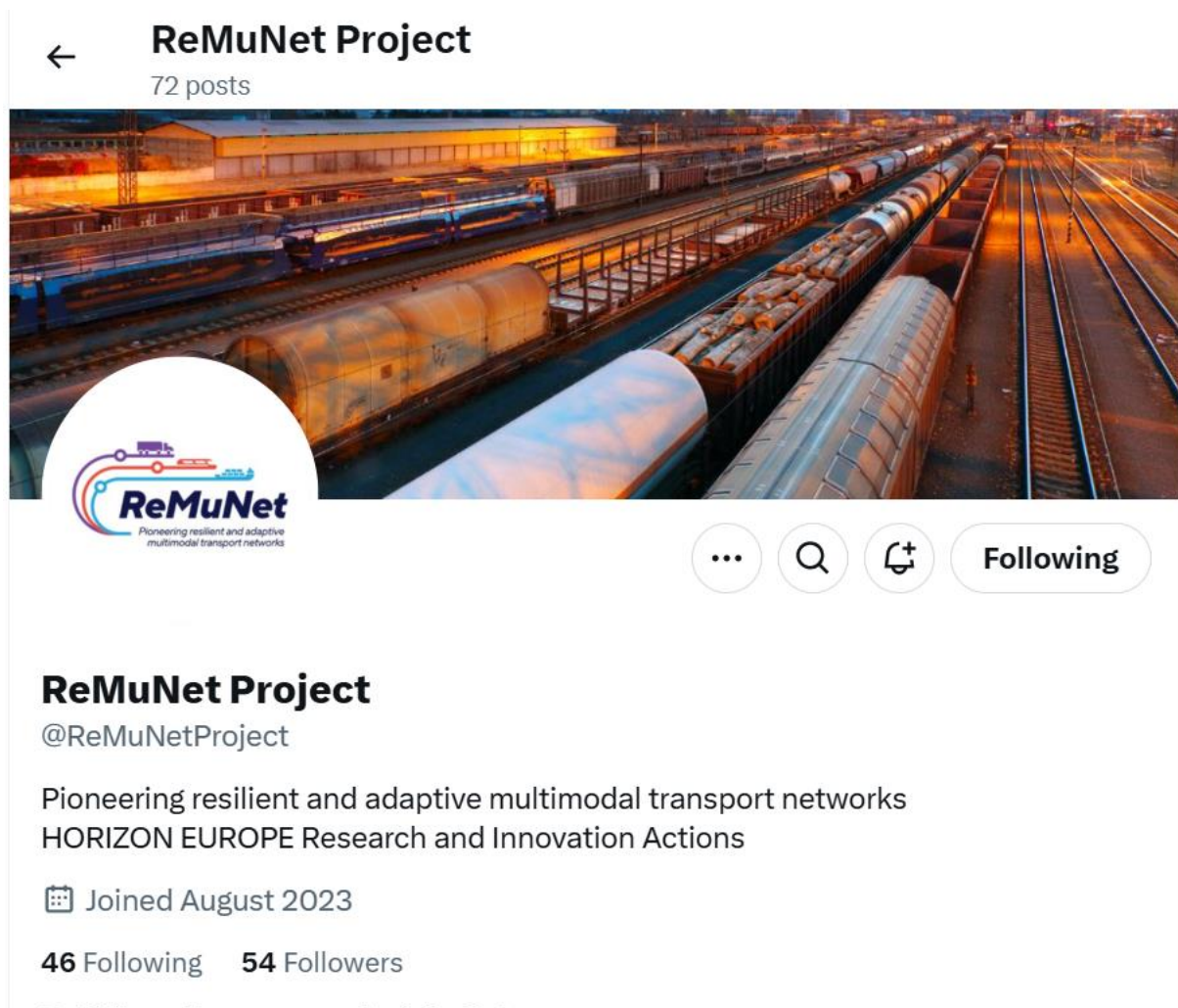


Figure 19. ReMuNet's X homepage.

While ReMuNet has seen steady growth in social media followers (**54** followers), it is important to note that there was a slight loss of 19 followers. We are monitoring these shifts closely and will consider expanding our presence on new platforms, such as Bluesky, to ensure that we continue to reach and engage with our target audience effectively in the second half of the project. The steady increase in followers and the balance of gains versus losses demonstrates a positive trajectory in community-building efforts.

LinkedIn

ReMuNet's [LinkedIn profile](#), established in M1, targets a professional audience that includes logistics providers, TMS developers, and policy stakeholders. It serves as a key platform for presenting project progress, which is tracked using LinkedIn's insights.

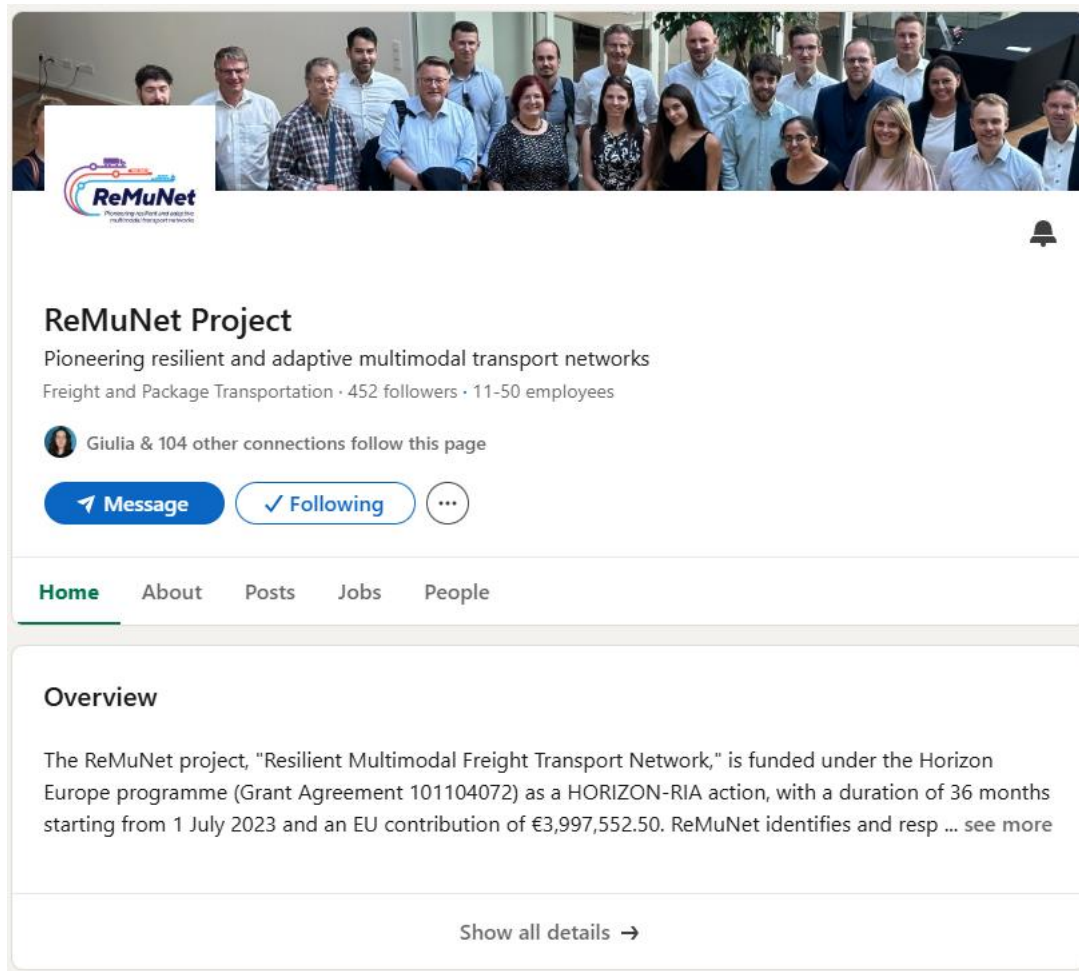


Figure 20. ReMuNet's LinkedIn Homepage

ReMuNet's LinkedIn performance from M1 to M18 reflects consistent growth and robust engagement. ReMuNet published a total of **91** posts. Over this period, the account generated 1,877 reactions, and **41** comments. Reposts were also significant, totalling **86** shares across the entire period and click-through performance was similarly impressive, with **2,577** clicks achieved in total.

In terms of visibility, the account delivered a total of **52,903** impressions across the eighteen months. On average, each post garnered approximately 581 impressions during this period. The engagement rate for the entire period averaged **7.88** percent. The growth of the community has been steady, with the follower base reaching **452** by the end of M18. This consistent increase reflects a positive trajectory in ReMuNet's ability to attract and retain an audience.

ReMuNet's followers represent a highly diverse and international audience. The majority of followers are based in Germany, Greece, Finland, India, and Belgium, with strong representation from metropolitan areas such as Brussels, Helsinki, and Athens. From an industry perspective, followers are drawn from sectors including professional services, transportation and logistics, education, and technology.

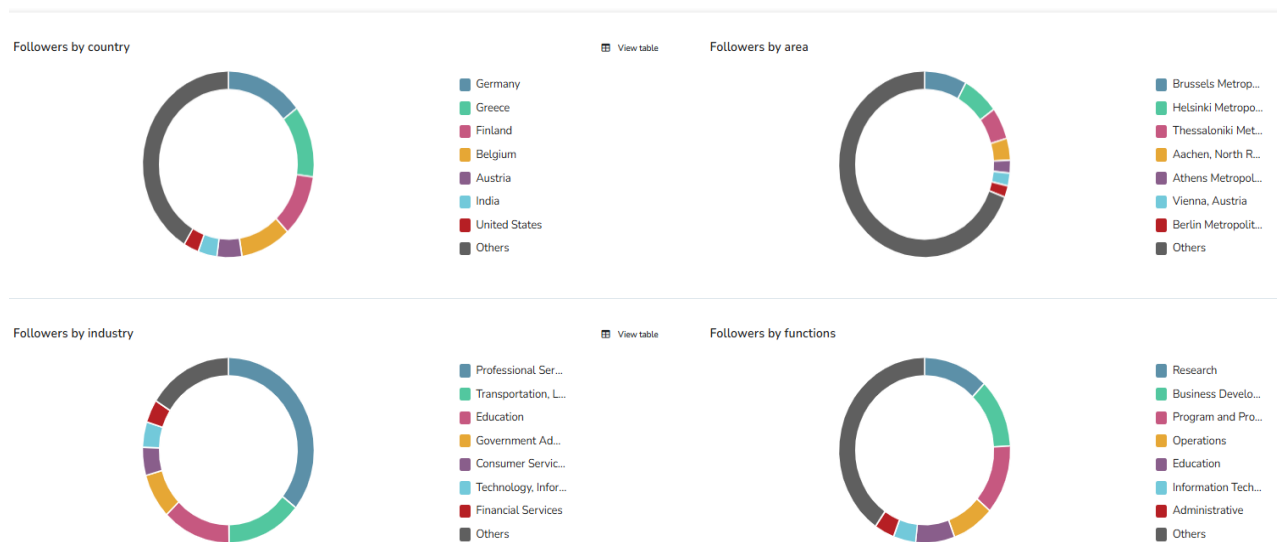


Figure 21. LinkedIn followers' representation.

The professional roles of the audience are similarly varied, with a high concentration of individuals working in research, business development, programme and project management, and operations. This indicates that the content is resonating well with individuals in professional and managerial roles, aligning with the overall objectives of the LinkedIn strategy.

YouTube Channel

ReMuNet's [YouTube channel](#), created in M2, boosts project visibility through video content, with a focus on promoting key results and actions.

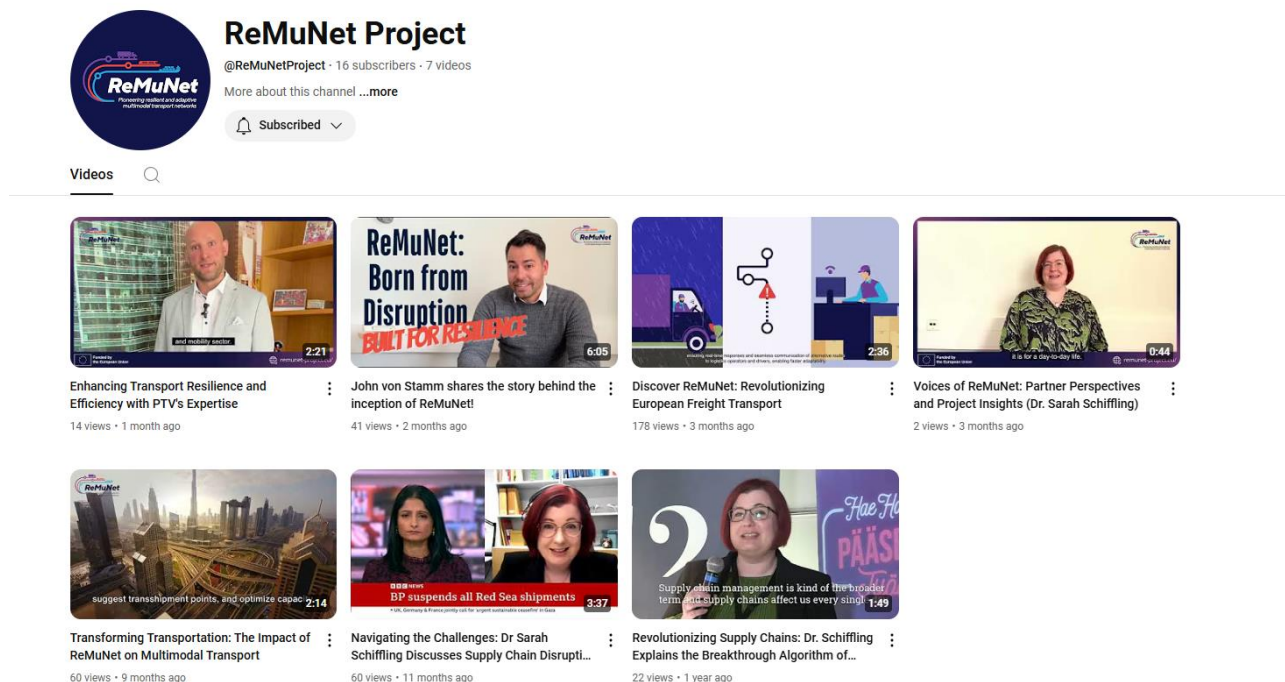


Figure 22. ReMuNet's YouTube homepage

The ReMuNet Project YouTube channel has successfully blended promotional content with a series of partner interviews, creating a cohesive narrative that reflects the project's vision and objectives and achieving overall **16** subscribers. In addition to the main introductory video, which provides an overview of ReMuNet's mission to revolutionize transport resilience and efficiency, we have also showcased in our YouTube channel the series of personal testimonials. These concise interviews feature project partners sharing their insights on ReMuNet's goals, their contributions, and the factors that inspired them to join the initiative.

Through these videos, partners express why they view ReMuNet as a significant endeavour, showcasing the expertise and dedication driving the project forward. By offering informative overviews, interviews, and personal stories, the channel strengthens the connection with viewers, making the objectives of ReMuNet more compelling.

5.4 Publications

5.4.1 Scientific publications

This section outlines the scientific publications related to the ReMuNet project, including conference presentations, journal articles, and other peer-reviewed outputs. These publications are aimed at disseminating the project's research findings within the academic and scientific community.

Table 4. ReMuNet's scientific publications.

Publication/Event Title	Date	Location	Focus
<u>Future-Proofing Freight: ReMuNet's Pathway Towards A Resilient And Sustainable European Transport - 34th European Safety and Reliability Conference</u>	Jan 24	Cracow, Poland	Showed ReMuNet's work on the European transport sector's vulnerabilities to natural disasters, pandemics, and geopolitical conflicts by developing innovative, data-driven solutions to enhance resilience, efficiency, and sustainability in multimodal networks.
<u>A New Concept for Resilient and Green Freight Transport and Logistics Networks Against Disruptive Events – TRA</u>	Apr 15, 2024	Dublin, Ireland	Discusses resilient and green freight transport and logistics networks against disruptive events.
<u>A Typology of Disruptive Events in European Transport Networks – EUROMA-2024</u>	Jun 29-Jul 3, 2024	Barcelona, Spain	Aims to disseminate ReMuNet's research outcomes further within the scientific community.
<u>Beneath the surface: Root cause analysis of disruptive events in the European transport network – 36th NOFOMA conference</u>	Jun-Aug, 2024	Stockholm, Sweden	Presented ReMuNet's research on identifying and analysing the root causes of disruptive events in the European transport network, revealing their deep-seated impacts and interconnections to inform future resilience strategies and AI-based transport solutions.
<u>Humanitarian Logistics: Challenges and Strategies – POMS-2024</u>	Apr 27, 2024	Minneapolis, USA	Presented ReMuNet's research to a broad scientific audience in the field of operations management.

Disruptions in the EU Transport Network: How Stakeholders View Them – ESREL2024	Jun 23-27, 2024	Cracow, Poland	Presented ReMuNet’s research on the challenges faced by European transport networks due to climate change, pandemics, and geopolitical conflicts, all of which increase the likelihood of disruptive events.
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5.4.2 Non-scientific publications

In this section, we focus on non-scientific publications, which include media articles, press releases and interviews aimed at reaching a wider audience, including the general public, industry stakeholders, and other non-academic communities.

Table 5. ReMuNet’s non-scientific publications.

Title	Date	Medium	Focus
Revolutionizing European Freight Transport: ReMuNet’s Path to Resilience and Sustainability	Sep 21, 2023	Online Press Release	Highlighted the project’s mission and efforts to transform freight transport in Europe.
Sarah Schiffing Discusses Supply Chain Disruption on BBC World News	Dec 19, 2023	BBC News	Dr. Sarah Schiffing, in a BBC interview, highlighted the ripple effects of escalating attacks on Red Sea trade routes, disrupting global supply chains and impacting up to 1.7 million TEU of goods.
Disruptions in Red Sea Impacts Global Trade – Sarah’s Interview in BBC LUNCHTIME	Jan 22, 2024	BBC LUNCHTIME	Dr. Sarah Schiffing highlighted the compounded global trade disruptions from Red Sea attacks and Panama Canal issues, stressing the urgent need for solutions to restore efficient supply chains.
Forskningsprojekt fokuserar på hållbara transportlösningar i Europa	May 29, 2024	Hanken Magazine	Hanken School of Economics , a prestigious institution renowned for its expertise in economics and business administration and part of ReMuNet’s consortium, has featured ReMuNet project in its Hanken magazine .

6. Roles and responsibilities

The allocation of responsibilities answers the question of **who** is going to implement the DCP. To achieve the defined objectives, the implementation of the dissemination and communication strategy is a collective effort from all consortium partners. WRE as the D&C manager monitors the implemented activities and the progress towards the realisation of the DCP objectives. Partners’ contribution will be a natural by-product of the project’s development as most activities, results, milestones and progress will either involve stakeholder engagement and communication or turn into assets that should be adequately promoted. The partners will continue to contribute to the offline activities by organising events, plan dissemination activities and participate in external events and conferences to raise awareness. In addition, they are expected to continue being involved in the online

dissemination activities by providing content and promoting the digital dissemination tools of the project. More specifically consortium partners should:

Online dissemination activities:

- ☒ Provide content for the website, SMAs and the newsletter (The contribution could be a suggestion for a Facebook or X (formerly known as Twitter) post, an article regarding the project or a relevant topic of the sector, or an interview). The goals are to ensure a constant flow of content around the project's actions and keep our online presence active and useful for the relevant stakeholders.
- ☒ Promote the website, SMAs and the newsletter through their network.
- ☒ Inform the dissemination manager about relevant events or news of the sector that could be used for content creation.

Offline activities:

- ☒ Organise events and raise awareness around the project.
- ☒ Disseminate the promotional material of the project (leaflet, poster, etc.)
- ☒ All partners through their participation in external events and conferences and through publications for online/ offline sources (websites, newspapers, magazines, etc.) should ensure the widest exposure and dissemination of the project.

Activities reporting:

All partners must report the carried-out dissemination and communication activities to the dissemination manager. More information for the reporting process will follow in the respective chapter.

7. Events

ReMuNet has been organising and participating in a wide array of events aimed at promoting its outcomes, engaging key stakeholders, and fostering collaboration within the transport and logistics sectors. These events, both within the project framework and externally, have played a pivotal role in raising awareness of the project's objectives and results, while facilitating synergies with relevant initiatives and experts. By presenting its concepts and engaging in discussions, ReMuNet has been able to validate its outcomes, share insights, and actively contribute to the advancement of the sector, fostering a broader understanding of its impact on sustainable and resilient freight transport systems.

As part of the ReMuNet project, a physical demonstrator will be developed to visually represent the project's outcomes, offering a tangible means of showcasing its innovations and results. This demonstrator will be presented at various events aimed at EU experts, providing an opportunity to actively promote the project's achievements while facilitating validation and feedback from key stakeholders. By doing so, the demonstrator will serve as a tool for fostering the wider adoption of ReMuNet's solutions across the relevant sectors.

7.1 Project events

The ReMuNet project's events have focused on achieving the following objectives:

- Promoting the project's concept and results to a wide audience.
- Engaging stakeholders to provide feedback and support for the project's activities.
- Validating ReMuNet's outcomes through demonstrations and real-world applications.
- Fostering synergies with other projects and initiatives within the sector.

Table 6. ReMuNet's project's events.

Date	Event name	Key highlights
09 Oct 2023	<u>ReMuNet Finnish partners workshop</u>	Explored impacts of Rhine Valley drought disruptions; climate data analysis; upcoming deliverables on disruption effects in freight transport.
11 Jan 2024	<u>New concepts and approaches for resilient and green freight transport and logistics networks</u>	ReMuNet and SARIL successfully hosted a workshop to explore strategies for enhancing resilience in freight transport, with 110 participants contributing insights on the impact of disruptions and the future needs of the sector.
20 Jun 2024	<u>Hafen Wien meeting on multimodal resilience</u>	Hosted by Hafen Wien and thinkport VIENNA; examined traffic flow impacts of disruptive events; simulations for optimising multimodal transport systems.
04 Jul 2024	<u>SARIL and ReMuNet Joint webinar on sustainable and resilient intermodal transport networks</u>	The SARIL and ReMuNet projects hosted a webinar featuring expert presentations on optimising multimodal transport, routing strategies, and data transparency to enhance resilience and sustainability in supply chains amidst global disruptions.
Jul 2024	<u>From theory to practice: ReMuNet's hands-on collaboration with RBH Logistics</u>	ReMuNet project team visited RBH Logistics' control center, gaining valuable insights into coordinating combined rail freight transport, which will inform the project's development of practical and effective logistics solutions.
15 Oct 2024	<u>Expert workshop: Trimodal network optimisation</u>	ReMuNet's expert workshop focused on creating a reference infrastructure for European multimodal transport corridors, validating key assumptions, and improving the efficiency and resilience of freight transportation through simulations and expert discussions on decentralised vs. centralised optimisation approaches.

30 Oct 2024	<u>ReMuNet workshop with Contargo and PTV</u>	ReMuNet's workshop with Contargo and PTV focused on refining the project's routing algorithm by simulating real-world disruptions like low water levels and railway closures, with expert input from Cok Vinke and Michael Lückenbach, ensuring robust rerouting strategies for enhanced resilience in European multimodal transport.
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7.2 External events

In addition to organising events within the framework of the project, the consortium partners actively participated in a variety of external events and conferences to reach a broad and relevant audience within the sector. The aim of participating in these external events was to increase the visibility of the ReMuNet project and engage with key stakeholders. During these events, the partners have:

- Presented the project's concept, approach, and objectives.
- Promoted the project's results and ongoing actions.
- Shared information about upcoming ReMuNet events and activities.
- Established synergies and fostered connections with relevant projects and initiatives.
- Engaged stakeholders and encouraged participation in the project's activities.
- Promoted the project's dissemination channels, including the website and social media accounts.
- Stayed up to date with the latest technological and research developments in the field.

The partners adhered to the ReMuNet's visual identity and used official promotional materials (leaflets, posters, PowerPoint templates, etc.) when presenting the project at external events. For any participation involving the presentation of ReMuNet, partners were required to send the final presentation to White Research at least 5 working days before the event. Partners also informed White Research in advance of their participation to ensure appropriate dissemination through the project's communication channels.

ReMuNet partners attended several key events in 2024, including the TRA 2024 and Connecting Europe Days 2024. In addition, the consortium participated in 8 additional external events, further expanding the project's reach and strengthening its presence in the broader mobility and logistics sector.

Following each external event, partners filled out the reporting template (Annex III) and submitted it to White Research for further dissemination.

Table 7. External events.

Date	Event name	Key highlights
Nov 9, 2023	<u>The 8th Terminal Tag</u>	Platform for intermodal collaboration; featured ReMuNet's contribution to freight transport innovation.
Nov 24, 2024	<u>DigiLog 2: Shaping the Future of Logistics with Smart Solutions</u>	ReMuNet presented its vision in this event that showcased advancements in smart logistics, eFTI developments, and fostered collaboration among industry, government, and EU stakeholders to address innovations and challenges in logistics.
Jan 25, 2024	<u>ReMuNet on the international stage: A spotlight at the FINERAC event</u>	ReMuNet was presented highlighting its practical impact, while Finnish Minister Sari Multala and Ambassador Raveesh Kumar emphasised the importance of international research collaboration.
Feb 5-7, 2024	<u>Road Transport Research Conference 2024</u>	Key discussions focused on network and traffic management for future mobility, with insights into collaborative business models and data-sharing approaches. Another highlight was the digitalization of logistics, particularly the potential of blockchain and decentralized systems in transport logistics.
Apr 2-5, 2024	<u>Connecting Europe Days 2024</u>	Partners from FIR and White Research represented ReMuNet at Connecting Europe Days 2024 in Brussels, engaging with industry leaders and sharing innovative approaches to shape the future of European mobility.
Apr 15-18, 2024	<u>Transport Research Arena (TRA) 2024</u>	ReMuNet and SARIL showcased their efforts to improve multimodal freight transport networks at TRA 2024 in Dublin, with a joint stand in the ALICE Logistic Innovation Village, a panel discussion on resilient traffic management, and a successful poster presentation on green freight transport.
Apr 23-24, 2024	<u>Senior policy meeting on sustainable freight transport</u>	During the event, a workshop moderated by our partner ALICE focused on energy-efficient fleets, low-emission energy sources, and overcoming barriers to sustainable freight, contributing to the development of future strategies for achieving the Fit for 55 targets and driving actionable change in European transport.
Apr 27, 2024	<u>Production and Operations Management Society (POMS) 2024</u>	ReMuNet was presented in a session focused on "Humanitarian Logistics" that explored challenges and strategies in the field, with a presentation on the complexities of humanitarian logistics, offering valuable insights into strategic approaches and fostering connections within the College of Humanitarian Operations and Crisis Management.

May 29-31, 2024	<u>International Physical Internet Conference</u>	ReMuNet was presented by our partner ETP-ALICE at IPIC 2024, showcasing its innovative contributions to enhancing the resilience and sustainability of multimodal transport corridors within the context of interconnected logistics and the Physical Internet.
Sep 26, 2024	<u>“SDG-week seminar: Resilience and sustainability through multimodality on freight transport”</u>	ReMuNet team discussed the project's contributions to sustainability and resilience in multimodal freight transport, focusing on conflict-affected areas and humanitarian supply chains.
Nov 6-7, 2024	<u>The 9th Terminal Tag</u>	Presented ReMuNet during "Science Slam"; highlighted data-driven approaches to enhance intermodal logistics resilience; celebrated intermodal collaboration.
Nov 20, 2024	<u>DigiLog3</u>	ReMuNet partners focused on the shift from traditional resilience strategies to adaptive frameworks and the concept of "bouncing forward," using examples from humanitarian logistics, such as the use of drones for vaccine delivery in Vanuatu, to highlight innovation in response to disruptions.

8. Networks and Synergies

The establishment of synergies and the utilisation of networks have been important to the successful dissemination and implementation of the ReMuNet project. From the outset, the initial version of the DCP identified the importance of aligning with relevant EU initiatives and projects to exchange information, share results, and develop joint activities. By fostering collaboration with projects addressing similar themes at local, national, and European levels, ReMuNet has successfully leveraged external expertise and experiences to strengthen its dissemination and communication activities. These synergies have not only enhanced the visibility of the project but also contributed to achieving shared objectives within the wider transport and logistics sector.

Building on the initial DCP, ReMuNet has established a robust network of collaborations. Key partnerships have been instrumental in advancing ReMuNet's objectives, including close collaboration with SARIL, a project funded under the same call. This partnership has created a range of impactful joint activities:

- **Dissemination workshop:** ReMuNet and SARIL, with the facilitation of our common partner [ETP-ALICE](#), co-hosted the workshop *“New Concepts and Approaches for Resilient and Green Freight Transport and Logistics Networks,”* attended by 110

participants. The event explored strategies for enhancing freight transport resilience, focusing on the impacts of disruptions and future sectoral needs.

- **Webinar:** Once more with the facilitation of [ETP-ALICE](#), the projects jointly organised the webinar “*Sustainable and Resilient Intermodal Transport Networks*,” featuring expert discussions on optimising multimodal transport, improving routing strategies, and increasing data transparency to strengthen supply chain resilience amid global challenges.
- **Knowledge exchange:** Collaborative efforts, such as a joint stakeholder survey on supply chain disruptions, have facilitated the collection of valuable insights from industry stakeholders, supporting evidence-based strategies for resilient logistics.

Additionally, ReMuNet and SARIL showcased their contributions at the **TRA 2024** conference in Dublin, sharing a joint stand at the ALICE Logistics Innovation Village. The partnership also seeks to produce joint publications, such as ***D1.1 – Needs Analysis of Relevant Stakeholders for the European Multimodal Transport Network***.

Through these activities, ReMuNet has not only contributed to the development of innovative solutions for sustainable freight logistics but has also benefited from diverse perspectives, enriching its approach to building resilient and green transport systems.

Additionally, ReMuNet and SARIL are planning to organise a joint final dissemination event to showcase their project outcomes and contributions to resilient and sustainable freight transport. This effort aims to maximise the impact of their findings by engaging stakeholders through joint presentations, panel discussions, and knowledge-sharing activities, highlighting the synergy and shared goals of both projects.

Beyond its collaboration with the SARIL project, ReMuNet has created synergies with other initiatives that share overlapping objectives, achieved upon bilateral communications. By engaging with projects aligned with its mission, ReMuNet has facilitated the exchange of innovative ideas, methodologies, and technologies, contributing to the overall enhancement of freight and logistics systems. These synergies have also provided ReMuNet with access to diverse expertise and stakeholder networks, creating opportunities for joint dissemination activities, workshops, the development of shared resources and mutually expanding outreach through collaborative network engagement. As an example, as part of our synergy with ADMIRAL, we supported the promotion of their survey regarding the key sustainability challenges and goals in the logistics sector, focusing on economic, environmental, social, and governance dimensions. Similarly, when ReMuNet required additional stakeholder feedback for a survey conducted as part of a deliverable under WP3, our synergy projects provided invaluable support by disseminating the survey through their extensive networks, enabling us to reach a broader audience.

The table below provides the projects with which ReMuNet has established synergies.

Table 8. Established synergies

Name	Duration	Short description
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<u>SARIL (Sustainability And Resilience for Infrastructure and Logistics networks)</u>	01 June 2023 – 31 May 2026	Focuses on enhancing logistics network resilience and sustainability, studying impacts of disruptions and environmental factors. Utilises stakeholder input and simulations to create recommendations for resilient freight systems.
<u>DISCO (Data-driven, Integrated, Syncromodal, Collaborative and Optimised urban freight meta model for a new generation of urban logistics and planning with data sharing at European Living Labs)</u>	01 May 2023 – 31 Oct 2026	Develops a European metamodel for optimising urban freight logistics, addressing traffic and environmental challenges. Includes a data-sharing platform to assist cities in predicting and managing freight flows.
<u>UNCHAIN Urban logistics and planning: Anticipating urban freight generation and demand including digitalisation of urban freight</u>	01 May 2023 – 31 Oct 2026	Promotes sustainable urban logistics with smart data-sharing systems and innovative solutions to improve cooperation among stakeholders, fostering climate-neutral and efficient last-mile delivery systems.
<u>SUM SEAMLESS SHARED URBAN MOBILITY</u>	01 June 2023 – 31 May 2026	Aims to integrate shared mobility with public transport across 15+ European cities, reducing car dependency through innovative, sustainable transport solutions and smart management tools.
<u>GEMINI Greening European Mobility through cascading innovation Initiatives</u>	01 June 2023 – 30 Nov 2026	Supports sustainable urban mobility by advancing shared, active, and micromobility services integrated with public transit. Develops policies and models through Mobility Living Labs and Twinning Cities programmes.
<u>ADMIRAL (Advanced multimodal marketplace for low emission and energy transportation)</u>	01 May 2023 – 30 Apr 2026	Creates a platform for managing supply chain emissions and streamlining logistics. Piloted in multiple EU regions, it enhances sustainability in freight transport operations.
<u>ESEP4Freight (European Shift Enabler Portal for Freight)</u>	01 Sept 2023 – 31 Aug 2025	Focuses on shifting freight to rail, offering an interactive web platform with tools like CO2 calculators, scheduling assistance, and contract management to promote greener freight transport.
<u>HS4U (Healthy Ship 4U)</u>	01 Sept 2022 – 31 Aug 2025	Improves health and safety in cruise ship design through modularisation and smart systems, delivering innovative frameworks and solutions, including gamified crew training.
<u>eFTI4EU</u>	01 Apr 2023 – Mar 2026	Advances digitalisation in freight transport by creating a harmonised digital framework to streamline operations, cut costs, and enhance sustainability in line with EU regulations.

To further strengthen its impact, ReMuNet is committed to building on its existing partnerships and finding new opportunities to work with others. Collaborating with the projects listed in the table below will allow ReMuNet the exchange of knowledge and joint dissemination efforts. These connections will help sharing ideas, create joint initiatives, and ensure that ReMuNet's work has a wider and more meaningful impact on the sector.

Table 9. Projects for potential synergies in the future

Project	Duration	Summary
<u>DELPHI</u>	1 July 2023 - 30 June 2026	Tackles urbanisation, e-commerce, and fragmented transport systems by integrating passenger and freight mobility. Utilises UAS monitoring and AI/ML algorithms for traffic management and data sharing. Features four tailored pilot programmes to reshape transportation into a smarter, efficient, and interconnected system.
<u>KEYSTONE</u>	1 June 2023 - 31 May 2026	Aims to create an interoperable digital transport ecosystem, enabling enforcement authorities to access data for safe transport. Provides APIs for data sharing among authorities and logistics operators, enhancing safety, efficiency, and sustainability.
<u>SETO</u>	1 June 2023 - 31 May 2026	Develops a digital solution to streamline access to critical transport data for authorities, reducing administrative burdens. Connects ports, inland waterways, and roads using advanced information exchange technologies and global navigation systems.
<u>CORE</u>	1 September 2021 - 31 August 2024	Focuses on disaster preparedness and resilience through best practices, global insights, and transdisciplinary collaboration. Provides harmonised solutions for rebuilding socio-economic structures after disasters.
<u>ACUMEN</u>	1 June 2023 - 31 May 2026	Proposes a privacy-preserving, data-driven digital paradigm to enhance urban mobility. Features a modular digital twin system for sustainable and connected mobility. Leverages AI to streamline network management and decision-making, aligning with Green Deal objectives.
<u>TRACE</u>	1 June 2023 - 31 May 2026	Develops a blockchain-integrated logistics platform to optimise resource usage, reduce emissions, and ensure resilient deliveries. Incorporates smart contracts, real-time scheduling, and event management tools to enhance efficiency and sustainability.
<u>STORM</u>	1 January 2021 - 31 August 2023	Supports the sustainable transition of freight transport and logistics through digitalisation and electrification. Provides open-access reports, tools, and use cases for policy analysis and planning.
<u>MultiRELOAD</u>	1 September 2022 - 31 August 2025	Promotes greenhouse gas-neutral shipping and multimodal transport through innovations in smart logistics, automated multimodal nodes, and business models. Demonstrates solutions to shift freight transport from road to inland waterways and rail.

<u>ESCALATE</u>	1 January 2023 - 30 June 2026	Develops efficient zero-emission heavy-duty vehicles (zHDVs) with modular components, fast refuelling, and AI tools. Conducts pilots and environmental impact assessments to meet EU's net-zero transport targets.
<u>PLOTO</u>	1 September 2022 - 28 February 2026	Enhances the resilience of inland waterways and connected infrastructure against extreme weather and hazards. Uses high-resolution climate modelling and innovative planning tools to ensure network availability.

To enhance the impact and visibility of our dissemination activities, we have not only capitalised on the networks of our project partners but have also identified several relevant LinkedIn groups that align with the themes and objectives of our project. These groups cover a broad spectrum of industries and areas within supply chain management, logistics, and associated fields, providing valuable opportunities for engagement with key stakeholders.

Furthermore, members of the consortium joined these groups individually, allowing us to distribute the ReMuNet surveys directly within these communities. This approach enabled us to reach stakeholders actively involved in the industry, ensuring more targeted and meaningful engagement. The table below offers a summary of these LinkedIn groups:

Table 10. Relevant LinkedIn groups.

Groups	
<u>Supply Chain & Logistics Management</u>	<u>Pharmaceutical Supply Chain & Logistics Management</u>
<u>Supply Chain Management Group (SCM)</u>	<u>Total Supply</u>
<u>Retail: Management, Technology, Supply Chain, Logistics, Marketing, Sales & Human Resources</u>	<u>Transportation, Supply Chain & Logistics</u>
<u>CSCMP - Council of Supply Chain Management Professionals</u>	<u>Supply Chain Management</u>
<u>Logistics and Supply Chain Management Experts</u>	<u>Supply Chain Management, Logistics, Procurement, Purchasing Professionals Network</u>
<u>Supply Chain Management - International</u>	<u>Institute of Supply Chain and Management Pvt. Ltd</u>
<u>SAP Supply Chain Management</u>	<u>Intelligent TRANSPORT Systems, Transportation Planning, Traffic Engineering, JOBS and Careers</u>
<u>LEAN SCM - SUPPLY CHAIN MANAGEMENT and LOGISTICS NETWORK</u>	<u>deutsches Lieferkettengesetz</u>
<u>Professionals in Supply Chain Management</u>	<u>Freight & Logistics Professionals</u>
<u>CILT Supply Chain Inventory Management Group</u>	<u>Logistics Consulting</u>

<u>iLogistics - Supply Chain Management</u>	<u>Transportation Network for Freight Brokers, Logistics, Supply Chain, Carrier Trucking Professionals</u>
<u>Supply Chain Management Practitioners & Experts</u>	<u>Pharmaceutical Supply Chain & Logistics Management</u>
<u>Supply Chain Management for Life Sciences (Pharmaceuticals, Biotechnology & Medical Devices)</u>	<u>Total Supply</u>
<u>Supply Chain & Logistics - Top Management (Worldwide)</u>	<u>Transportation, Supply Chain & Logistics</u>
<u>LogiPharma - Pharmaceutical Supply Chain Management Forum</u>	<u>Supply Chain Management</u>
<u>Logistics and Supply Chain Professionals</u>	<u>Healthcare Supply Chain Management</u>

These groups provide an opportunity to share project updates, engage with professionals of the sector, and gather valuable feedback to improve our dissemination activities. They also offer avenues to create meaningful discussions and enhance the visibility of our project within the supply chain and logistics community.

9. Monitoring, evaluation and reporting framework

9.1 Monitoring and Evaluation

The monitoring mechanisms continue to be essential for ensuring the successful implementation of the D&C strategy and achieving the goals of the DCP. These mechanisms allow us to measure the impact of our dissemination efforts and ensure the alignment of activities with project objectives. Since the initiation of the project, a monitoring process has been established, which remains essential for measuring success, identifying areas for improvement, ensuring stakeholder engagement, and making adjustments to enhance overall impact.

A set of KPIs was initially selected to evaluate the impact of DCP activities. These metrics have been continuously reviewed and refined as the project has progressed. WRE as the dissemination manager, with support from the consortium partners, has been tracking the quantitative metrics throughout the reporting periods. Below is the updated list of KPIs for the dissemination and communication activities of ReMuNet, reflecting the progress made over the past 18 months:

Table 11. ReMuNet's key performance indicators

KPIs	M36	M18
Total visits to project's web portal	10,000	5,034
Combined number of followers on social media accounts	500	546
Number of newsletters	6	2
Number of newsletter subscribers	≥ 200	134
Number of workshops / participants	≥ 1/12	7/199
Synergies with other initiatives and projects	10	9
Promotional material distributed	300	582
Number of scientific publications	10	6
Participation to external events/conferences	15	25
Total views for the promotional video	500	178
Participants in the final event	75	N/A

As we reach the halfway point of the project (M18), we are making significant progress towards our KPIs set for M36. We have achieved 5,034 visits to the project's web portal, which is surpassing half of our target of 10,000 by M36. While the number of social media followers has also surpassed our initial goal, with 546 followers compared to the target of 500, we are focusing on further growth to maintain this momentum. We have distributed two newsletters so far, working towards our goal of six, and have 134 newsletter subscribers, which is close to reaching the 200 target. Our workshops have been highly successful, with 199 participants attending seven sessions, already exceeding the target of 1 workshop in the duration of the project. Synergies with other initiatives are on track, with nine collaborations out of the 10 expected by M36. Despite being ahead in terms of promotional material distribution, with 582 items shared (target: 300), we are dedicated to continuing increasing their distribution. It is important to note that this figure does not include the use of logos, business cards, the promotional video created by partners, or project presentations. The count specifically reflects the distribution of leaflets and the showcase of the project poster. Our scientific publications are progressing well, with six out of the 10 expected by M36, while our participation in external events and conferences has already exceeded expectations with 25 events (target: 15), reaching a total of 8,660 stakeholders.

Lastly, while our promotional video has earned 178 views (target: 500), we are working to enhance its visibility in the coming months. Overall, we are on course to meet or exceed most of our targets by the end of the project.

9.2 Reporting

As the project is now at the midpoint, the consortium has successfully adhered to the established dissemination and communication protocols, as outlined in the initial deliverable. These reports have included a wide range of activities, such as organising and participating in events, sharing newsletters and promotional materials, posting on social media, conducting informal meetings, and publishing articles. Additionally, partners have completed the Event's Reporting template for events they have organised or participated in, providing details on the dissemination actions taken.

WHITE RESEARCH has continued to consolidate these reports into technical reporting for WP6. This process has allowed us to effectively monitor the dissemination activities and make necessary adjustments to ensure that we are meeting the project's goals.

Table 12. List with annexes for dissemination

Annex	Dissemination tool	Coverage	When
Annex II	Dissemination reporting template	All the dissemination activities carried out by the partners every month.	Every 3 months
Annex III	Event's reporting template	Each single event organised by the partners or where the partners participated.	Within 30 days after the implementation of the event.
Annex IV	External conferences and Events template	Any external event/conference that is relevant to our project and with potential benefit to attend.	Every time a partner identifies/participates in a conference or an event that could be relevant to the project.

Dissemination reporting template: This template systematically records all dissemination and communication activities of the project. Initially updated monthly, the reporting period was intentionally adjusted to every three months to allow for more comprehensive insights and better overview of the activities. This approach still ensures that any problems or gaps are identified early, enabling timely implementation of mitigation measures to address them effectively.

Event reporting template: This template should be filled by all partners whenever they organise or participate in an event (e.g., workshop, conference, meeting etc.). The template should be sent to White Research no later than 30 days after the implementation of the

event. Moreover, the events should be always communicated to White Research in advance for promotional purposes.

The external conferences and Events template: This is a template that facilitates the identification of events (workshops, conferences, webinars) with topics relevant to the ReMuNet's vision. Each partner should fill in this template and send the information to White Research upon identifying any event or conference that could be useful for the consortium to attend, present in etc. Each project partner should immediately contact White Research, should any risks be identified concerning communication and dissemination activities, or in case problems arise during the implementation of publicity actions.

Looking ahead, the consortium will continue to follow these established procedures. After reflecting on the current approach, the reporting frequency has been adjusted to better align with project needs. Partners will now report their dissemination actions every three months, or as dissemination activities occur. Any new events or relevant conferences will be flagged using the Event Reporting and External Conferences Reporting templates. This systematic tracking will continue to help identify potential gaps or issues early, allowing for timely interventions and ensuring that the dissemination efforts remain on track to meet the project's objectives.

10. Timeline and Implementation Plan

The dissemination and communication activities for the project commenced at the outset, beginning with the creation of promotional materials. These activities will continue throughout the project, with a wide range of offline and online dissemination efforts, and will culminate in the promotion of the project's final results. Additionally, the dissemination of the project's findings will continue even after the project's official conclusion. The following outlines the four key phases during which all dissemination and communication activities will be carried out:

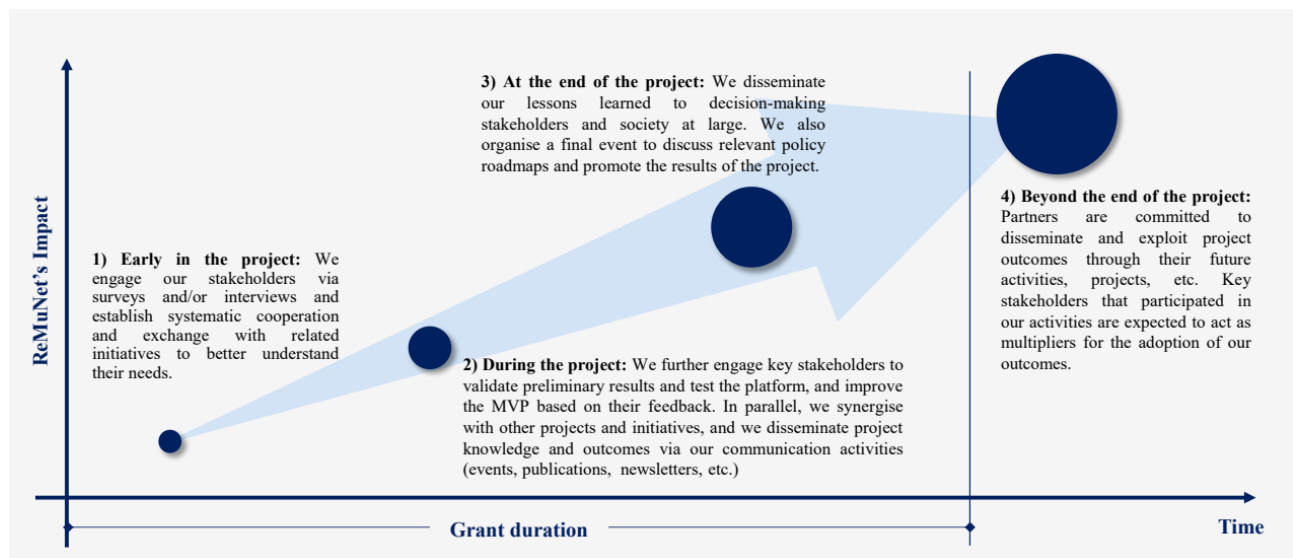


Figure 23. Summary of ReMuNet's timeline.

First phase – Early in the project (M1-M6):

During the initial phase of the project, the D&C strategy was developed. This phase involved identifying key aspects, such as the targeted stakeholder groups and the messages to engage them. Additionally, suitable metrics for monitoring the strategy's implementation were selected, and consortium partners' responsibilities were clearly defined. The first months were dedicated to producing the dissemination materials, as well as establishing the necessary dissemination and communication tools. The project's visual identity, logo, promotional materials (leaflets, posters, templates), social media accounts (SMAs), and website were all created within the first four months. A first round of dissemination to the wider public occurred through contacts with other projects, articles, the first and the second newsletter, and participation in external events.

Second phase – During the project (M7 - M25): [Current phase]

Throughout the project duration, there is continuous interaction between the project partners and relevant stakeholders. Synergies have been developed and will continue to be developed with other projects and initiatives related to transport engineering, multimodal sustainable transport, resilient supply chains, relay traffic, route planning, and self-learning impact modelling. The project's results are being published and promoted through the website and bi-annual newsletters to maximise its impact. Additionally, the participation of consortium partners in external events and conferences enhances their connections to key networks in the sector, further promoting the project to a broader audience. This is the phase we are currently in, with active dissemination and engagement efforts underway.

Third phase – Towards the end of the project (M26 - M36):

While the dissemination of the project's vision will continue, the primary focus during this phase will be on disseminating the project's results and outcomes. By the end of the project, the data and lessons learnt will enable the consortium partners to draft key

recommendations aimed at improving the resilience and efficiency of European rail, road, and waterway transportation. The project's community, established during the second phase, will be further engaged to ensure the continuation of its impact after the project's completion. A final event will be organised together with our sister project SARIL to present the projects' results and engage stakeholders in the post-project exploitation of the findings.

Fourth phase – Beyond the end of the project:

The ReMuNet consortium is committed to continuing the promotion of the project's vision and results even after the project's official conclusion. Efforts will be made to ensure that the project's outcomes reach as many relevant stakeholders as possible. Key publications will be disseminated to ensure the project's legacy is communicated beyond the project's lifespan.

Table 13. ReMuNet's timeline and objectives

Phase	Objectives	Dissemination tools to be used
1st Phase (M1-M6)	1. Design the D&C strategy of ReMuNet. 2. Design the logo and the visual identity of the project. 3. Prepare the promotional package (leaflet, poster, templates). 4. Set – up the project's digital dissemination tools (social media accounts, website) 5. Announce the project widely 6. Set up the first synergies with relevant projects.	• Project's DCP • Project's logo • Project's website • Project's SMAs • Project's poster, leaflet, presentation and report templates • Project's press release • Project's newsletter • Contact with other projects and networks • Participation in external events

Phase	Objectives	Dissemination tools to be used
2nd Phase (M7 -M25)	1. Widely disseminate and communicate the project's concept and progress. 2. Engage a wide variety of stakeholders. 3. Establish synergies with several relevant projects. 4. Built an active community to exchange knowledge and updates on the project and the sector.	• Project's logo • Project's website • Project's SMAs • Project's poster, leaflet, presentation and report templates, Letterheads • Project press release and publications • Project's Newsletter • Project's video • Project's internal events, workshops and webinars • Project's synergies with other relevant projects • Participation in external events and conferences
3rd Phase (M26 -M36)	1. Effective dissemination of the project's outcomes 2. Facilitate the adoption of the project's outcomes 3. Dissemination of the project's policy recommendations 4. Engage the relevant stakeholders to ensure the exploitation of project results after the end of the project	• Project's logo • Project's website • Project's SMAs • Project's poster, leaflet, presentation and report templates, Letterheads • Project press release and publications • Project's Newsletter • Project's video • Project's internal events, workshops and webinars • Project's final dissemination event • Project's synergies with other relevant projects • Participation in external events and conferences
4th Phase - Beyond the end of the project	1. Dissemination of project results 2. Post – project exploitation of the project's results	• Consortium partners' networks and means of communications • Engaged stakeholders

11. Conclusions

In conclusion, the dissemination and communication efforts for the ReMuNet project are progressing smoothly, and we are on track to meet our established KPIs. Throughout the reporting period, all ReMuNet partners have remained actively engaged in communicating and disseminating the project's results, contributing to a collaborative and unified approach. The continuous involvement of all consortium members has been crucial in ensuring the successful outreach of the project's activities and outcomes.

We have made significant strides in raising awareness about the project, engaging with various stakeholders, and sharing valuable content across multiple platforms. Our efforts in promoting key deliverables, hosting workshops, and participating in external events have resulted in positive engagement and steady progress towards our communication goals.

However, we recognise that there is always room for improvement. As we move into the second half of the project, we will continue to refine our strategies and explore new approaches to increase engagement. Our focus will remain on strengthening our social media presence, increasing visibility for the project's outcomes, and reaching a wider and more diverse audience. We will also investigate additional channels and innovative methods for our communication efforts and ensure that ReMuNet's key messages resonate with stakeholders across Europe.

Overall, the progress made thus far sets a solid foundation for continued success, and we remain committed to maximising the impact of our dissemination and communication activities in the months ahead.

12. References

Wagner Mainardes, Emerson; Alves, Helena; Raposo, Mário (2012): A model for stakeholder classification and stakeholder relationships. In *Management Decision* 50 (10), pp. 1861–1879. DOI: 10.1108/00251741211279648.

13. Annexes

13.1 Annex I – Dissemination and communication reporting guidelines

This document, which can be found here [ReMuNet DC Reporting guidelines.pdf](#), provides you with some key guidelines about communication and dissemination activities reporting and introduces three main dissemination monitoring tools that you are kindly asked to use throughout the project.

Main guidelines:

- ☒ Actively contribute to the dissemination of project results and key messages.

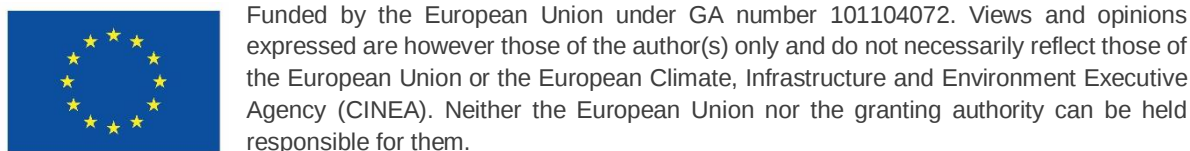
For all your communications related to the project please include in your email signature the project logo, linked to the project's website.

- ☒ Please use the wording “ReMuNet” to refer to the project.
- ☒ Please don't forget to **always include the EU logo** and the disclaimer.

In practice, it should look like this:



In compliance with the GA (Article 17), any dissemination of results must indicate that it reflects only the author's view, and that the EC Agency is not responsible for any use that may be made of the information it contains:



1. When displayed with another logo, the EU emblem must have appropriate prominence.
2. The EU emblem, and the funding statement, must be featured on all communication material such as printed, digital products, websites and their mobile version, for the public or the partners.
3. You can download the EU emblem in the desired resolution following this link:
https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

Partners are requested to carefully follow the above instructions, as they are a contractual obligation, (Article 17 of the GA).

In general:

- make sure to use the logo colour scheme for documents to ensure consistency and to reinforce the visual identity of the project.
- always use the same style for references, both for in-text citations and in the bibliography/ footnotes.
- be consistent in using currency references (for example, use EUR instead of € throughout)
- be consistent in the numbering format; comply with the British usage (e.g., 75,000,239.23), unless differently indicated.
- if you abbreviate a word, use the correct abbreviation (for instance, 'm' for million, not 'mn');

- make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
- review the language and the coherence of the structure of the text you drafted.

Regarding D&C activities

1. Whenever possible, use the templates that will be provided to you, e.g., letterhead, presentation, publication. A leaflet and a poster are under development and will be provided to you for dissemination and communication purposes. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
2. **Always** inform WHITE RESEARCH regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the project's communication channels in a timely manner.
3. You will need to report in detail all the dissemination actions you undertook so we can include it in WP6's reports and monitor the KPIs (please see **ReMuNet Dissemination Reporting Template**).
4. Always report about meetings and events you organised and/or participated in (please see **ReMuNet Event Reporting Template** for an explanation on how to report about events).
5. Inform **WHITE RESEARCH** about relevant events (e.g., conferences, workshops, seminars etc.) in which ReMuNet partners may be interested in participating to promote or present the project. You have received an Excel (.xls) file named "**ReMuNet External Conferences and Events**". All partners are kindly requested to fill in this specific Excel file, each time they identify an event relevant to project and share it with **WHITE RESEARCH**.
6. In compliance with GDPR requirements, always gather stakeholders' consent, when collecting, using and storing personal data during events/conferences. Please consider that pictures which make individuals identifiable are also considered personal data. Partners are responsible to gather participants' consent for the activities they undertake.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress. The ReMuNet report "Dissemination and Communication strategy" (First version due in M3; Update in M18) includes these guidelines and will also outline the overall project's dissemination strategy and plan.

Dissemination Monitoring tools

ReMuNet Dissemination reporting template

ReMuNet's Dissemination Reporting Template is available in an .xls format in the project's repository ([ReMuNet Dissemination Reporting.xlsx](#)). All of the consortium partners are required to update this file on a monthly basis. The European Commission collects the information needed from the Dissemination Manager, and therefore it is essential to report carefully the following data for each activity:

- Date of activity;
- Place of activity;
- Type of activity;

- Title of conference, workshop, publication, website article etc;
- Type of audience;
- Size of audience per type of stakeholder group;
- Gender of audience per stakeholder group;
- Total number of participants;
- Countries addressed;
- Role and description of your organisation's involvement;
- Type of project material used and quantity (e.g. number of flyers distributed);
- Other ReMuNet partners or external organisation responsible/ involved;
- Short description of action and dissemination activities;
- Other comments;
- Relevant contacts made (if consent was given).

ReMuNet Internal Events Reporting Template

The [ReMuNet Internal Events Reporting Template.docx](#) (excel file that can be found in the project's repository) should be sent to WHITE RESEARCH within 30 days after the event's completion date. It is a structured file that includes:

- Basic info about the event (title, date, venue, organisers, type and number of attendants, duration);
- Stakeholders reached (type, number of attendants, gender)
- Goals and relevance for the project;
- Organisation of the event;
- Dissemination activities;
- Short minutes of the event (structure);
- Outcomes of the event;
- Evaluation;
- Annex/ attachments (list of participants and scanned copy of the list signed by all participants– if possible, in compliance with the GDPR, agenda, photos, presentations).

External Conferences and Events

[ReMuNet External Conferences and Events.xlsx](#) is available in an .xlsx format in the project's repository. This template should be filled in for any of the identified events (e.g. conferences, workshops, seminars, etc.) that may be relevant to ReMuNet and in which the partners of ReMuNet may be interested in attending and promote/present the project. This reporting template should be shared with WHITE RESEARCH.

Reporting Frequency

Reporting Document			Reporting frequency
ReMuNet_Internal template.docx	events	reporting	Within 30 days after the event takes place.

ReMuNet_External conferences and events.xlsx	Every time you identify/participate in a conference or an event that could be relevant to the project.
ReMuNet_Dissemination Reporting.xlsx	Every 3 months

Note: For dissemination purposes, White Research should be informed about your participation in an event at least 3-5 days before the event takes place, so we can further promote it through the project's website and social media.

Guidelines for enhancing the online presence of ReMuNet

This section provides you with some key initial guidelines regarding your expected contribution and use of the ReMuNet website and social media accounts (SMAs).

Website

1. Collect photos and videos for all ReMuNet activities and share them with WHITE RESEARCH, so as to make them usable on the website and on the ReMuNet SMAs.
2. Actively contribute (if possible, with 1 news item per month per partner) to the news section of the website. Please send each news item to WHITE RESEARCH. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event etc.
3. Inform WHITE RESEARCH regarding every event you organise or take part to for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide WHITE RESEARCH with a link to the event, so that it can be posted online in the dedicated section of the website.
4. Inform WHITE RESEARCH about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning the ReMuNet project and provide WHITE RESEARCH with a link/scan for giving it more visibility online.

Social Media Accounts

1. Register for all ReMuNet SMAs (e.g., Facebook, Twitter, LinkedIn and YouTube) and use them accordingly: monitor announcements and posts, comment, like and retweet/repost.
2. Do make your own posts to foster discussion and maintain the accounts' activity and always make sure to tag the project's official account.
3. Promote the ReMuNet SMAs within your network of contacts.
4. Signal to WHITE RESEARCH relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).

- 5. Inform WHITE RESEARCH about any relevant initiatives accounts you may detect during the project, so that we can expand our network on SMAs.
- 6. If you would like WHITE RESEARCH to publish a post on one or more of ReMuNet’s SMAs (e.g., promote an event that is coming up in your city, announce the achievement of a milestone, etc.), please share with us the post using the dedicated Excel file (“ReMuNet External Conferences and Events.xlsx”).
- 7. If you create a short video, make any edits necessary in order to improve the project’s identity (add the project’s name, logo, and the funding disclaimer). WHITE RESEARCH is then accountable for uploading the video on ReMuNet’s YouTube account.

The above-mentioned points will be updated, when necessary, to be in line with the project’s requirements and progress.

Table 14. ReMuNet’s social media handles.

ReMuNet social media accounts	
X (former Twitter)	@ReMuNetProject
Facebook	Remunet Project
LinkedIn	ReMuNet Project
YouTube	ReMuNet Project

13.2 Annex II – Dissemination and communication monitoring template

ReMuNet Dissemination Reporting																	
The form below has been designed to help you keep track of any kind of awareness and dissemination activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, e-mails, presentations, informal discussions, seminars, etc. Please, complete any relevant parts of the form below each time you perform a dissemination activity either this is small or large.																	
Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.																	
No. of Action	Date of activity	Place of activity	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Title of conference, workshop, publication, website article, etc. (In case of a social media post, make sure to specify the social media platform used [Facebook, Twitter, LinkedIn])	Type of audience (In case the action reached more than one type of stakeholders please describe this type in the line below. Use as many lines as necessary)	Size of Audience per type of stakeholder group (no. of persons per group. For a social media post please add the views of the post)	Gender of audience per stakeholder group		Total number of participants	Countries addressed	Role and description of your organisation's involvement (e.g. facilitator, interviewer, speaker, discussant, author, participant, etc.)	Type of project material used (e.g. ReMuNet flyer, ReMuNet poster, project presentation, etc.)	Quantity of project material used (no. of copies distributed per type of project material)	Other ReMuNet partners or external organisations responsible / involved	Short description of the action as well as of the dissemination activities	Other comments (IF RELEVANT)	Significant contacts made (IF RELEVANT (name, position, organisation; <u>if consent to store and share data was given</u> , add also address, tel, fax, e-mail))
							Male	Female									

13.3 Annex III – Events’ reporting template

Event’s Aggregate Data

Title	
Date	
Venue	
Organizers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

Event’s goals, objectives and relevance with ReMuNet

What were the key objectives of this event/activity? (e.g., to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to ReMuNet? To what extent?

Organisation of the event

In case of organizing a project’s event. For participation in external events do not complete this section.

How was the event/activity organized?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the ReMuNet project promoted during the event?

Structure of the event (short minutes)

Description of the event’s sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observation that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

ANNEX: Attachments

- The list of participants (if consent to store and share data was given)
- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.

13.4Annex IV – External conferences and events identification template

[illegible]

The project

ReMuNet identifies and signals disruptive events and assesses their impact on multimodal transport corridors. It reacts quickly and seamlessly upon disruptive events in real-time. It supports TMS providers to improve route planning resilience. ReMuNet communicates alternative, pre-defined, multimodal transport routes to logistics operators and subsequently to truck drivers, locomotive drivers and barge captains. Through this, it enables a faster and adaptive multimodal network response. ReMuNet orchestrates route utilization, suggests transshipment points and optimizes capacity allocation, minimizing damage and shortening the recovery time. What is ReMuNet's core objective? As trailblazer for the Physical Internet, ReMuNet pursues the vision to enable and incentivize synchro-modal relay transport on European rail, road, and inland waterways to increase the holistic network resilience. It significantly reduces emissions and boosts freight transport corridor efficiency in case of disruptive events. stakeholders to ensure Europe-wide practicability and acceptance.

Coordinator: FORSCHUNGSINSTITUT FUER RATIONALISIERUNG (FIR)

PARTNER		SHORT NAME
	FORSCHUNGSINSTITUT FUER RATIONALISIERUNG	FIR
	SVENSKA HANDELSHOGSKOLAN	HANKEN
	PTV PLANUNG TRANSPORT VERKEHR GmbH	PTV
	4PL INTERMODAL GMBH	INT
	MANSIO GMBH	MAN
	FRAUNHOFER AUSTRIA RESEARCH GMBH	FHA
	HAFEN WIEN GMBH	HWI
	WHITE RESEARCH SRL	WRE
	UNION INTERNATIONALE DES SOCIETES DE TRANSPORT COMBINE RAIL-ROUTE SCRL	UIR
	CONTARGO GMBH & CO KG	CON

	VEDIAFI OY	VED
 RØDE KORS	DANSK RODE KORS (DANISH RED CROSS)	DRC
	ILMATIETEEN LAITOS	FMI
 Alliance for Logistics Innovation through Collaboration in Europe	ALLIANCE FOR LOGISTICS INNOVATION THROUGH COLLABORATION IN EUROPE	ETP-ALICE
 SCHACHINGER LOGISTIK Branchenlogistik weitergedacht.	SCHACHINGER IMMOBILIEN UND DIENSTLEISTUNGS GMBH & CO OG	SCH

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