



# WP5 Consortium Members

An overview of key  
contributions and roles

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## ROLE IN WP5

### FV will lead:

- WP5 Dissemination Commercialisation Policy recommendations. Main activities: To develop and implement a Communication and Dissemination plan; The development of strategies for commercializing the results of the project; To provide policy recommendations.
- T5.2. Dissemination Strategy, Communication Plan and Activities. Main C&D activities: PLANET Project website and visual identity; Social Media; newsletters; flyers and Factsheets; scientific publications; industrial white papers; press releases; promotional videos.
- Deliverables D5.4 (v1) and D5.5 (final version) “Communications and Dissemination Report.

**FV’s main contribution by now** is the deliverable D5.4 Communications and Dissemination Report v1.

## OTHER ROLES

**FV will lead** the D3.2 LL1 EGTN Solution description and test results.

**FV will participate** in Living Lab 1: PI and Blockchain for optimised door-to-door Asia-Europe corridors-Mediterranean Corridor.

## KEY CONTRIBUTIONS TO PLANET

- **Sector of expertise:** Port Logistics and Maritime Transport.
- Active participation in **R&D and innovation EU funded projects** related to logistics, ports of the future and information and communication technologies.
- FV has in-depth knowledge in the field of port-logistics: competences in digital transformation, port sustainability, energy transition, safety and security.
- FV has at its disposal the global facilities of the port of Valencia, including IT facilities.

# FUNDACIÓN VALENCIAPORT



**Fundación Valenciaport (FV)** is the research, innovation and training centre of the Valenciaport cluster (Port of Valencia community). Created in 2004, FV’s mission is to facilitate and bring innovation capabilities to the Valenciaport companies as well as export the Valenciaport’s know how to other port communities at national and international level. FV comprises 55 professionals, most of them with high skills in engineering and port business management.

**Achievements reached.** More than 200 R&D projects, 87 software solutions and 15 industrial prototypes.

## ROLE IN WP5

### PNO will lead:

- T5.3 Business Models and Commercialisation Strategy and subtasks.  
Main activities: To organise business workshops for input and feedbacks for business model design; To develop business models designs and prototypes that support viable business cases for the PLANET technologies; To develop and execute a business & commercialisation strategy.
- The subtasks regarding T5.4. Policy recommendations:
  - ST5.5.1 Set contextual framework for policy recommendations.
  - ST5.5.2 Carry out impact assessment policy instruments and combination scenarios using the simulation capability.
  - ST5.5.3 Select a high impact package of policy instrument and produce recommendations for submission to DGMOVE.
- Deliverables D5.1 Stakeholder Analysis Report and D5.6 Business & Commercialisation plan.

**PNO's main contribution by now** is the deliverable D5.1 Stakeholder Analysis Report.

## KEY CONTRIBUTIONS TO PLANET

PNO has high expertise in support services for:

- Developing & aligning innovation processes.
- Funding for research and business models.
- Commercialization & exploitation strategy to promote the market uptake of project results.

# PNO



**PNO** is Europe's largest independent public funding and innovation consultancy firm. PNO supports clients in defining their innovation ambitions and developing innovation projects aimed to achieve their innovation goals. PNO assists all types of entities by providing support services for developing innovation processes and funding for R&D&I. In addition, PNO helps innovating in specific sectors and enable market deployment by performing technology intelligence, stakeholder, and market analysis, developing innovation roadmaps, and creating business models and exploitation strategies.

## ROLE IN WP5

### ESC will lead:

- T5.1 Stakeholder Engagement, Advisory Board and Support Partners.  
The main objective is to ensure stakeholders engagement throughout the entire duration of the PLANET project. Main activities: To identify the concerns and needs from all stakeholders relevant through the stakeholder; and to provide observations and recommendations to the project consortium through the Advisory Board, composed of external experts.
- Deliverables D5.2 Observations and Recommendations of the Advisory Board v1 and D5.3 Observations and Recommendations of the Advisory Board final version.

**ESC's main contribution by now** is the deliverable D5.2 Observations and Recommendations of the Advisory Board v1.

## KEY CONTRIBUTIONS TO PLANET

ESC is one of the principal EU T&L actors with expertise in:

- Addressing the key tactical and strategic **interests** of all partners.
- Contributing to the key tasks of PLANET in this field.
- Steering the EU's efforts towards integrated and interconnected logistics.

# EUROPEAN SHIPPERS' COUNCIL (ESC)



**The European Shippers' Council (ESC)**, established in 1963, is a European non-profit organisation representing cargo owners i.e., freight transport interests of around 100.000 companies throughout Europe, whether manufacturers, retailers, or wholesalers. Collectively they are referred to as 'shippers' as neutral user of transport.

The ESC network consists of national shippers' associations, European commodity trade association (e.g., chemical, steel, paper) and corporate members among which well-known multinational brands. ESC aims at creating a level playing field in Europe and between continents.

## ROLE IN WP5

### UIRR will lead:

- T5.4 Policy recommendations and Impact Assessment.  
The objective of this task is to analyse policy developments affecting EGTN and formulate recommendations for further development to support industry transition to EGTN. Provide impact assessment for each recommendation.
- Deliverable D5.7 Policy framework analysis.

## OTHER ROLES

### UIRR will lead:

- T1.3 Legislation and EU policy to impact EGTN as well as the subtasks ST1.3.1 and ST1.3.3.
- Deliverables D1.6 Legislation and EU policy to impact EGTN v1 and D1.7 Legislation and EU policy to impact EGTN final version.

**UIRR will participate** in Living Lab 2: Synchromodal dynamic management of TEN-T & intercontinental flows promoting rail transport.

**UIRR's main contribution by now** is the deliverable D1.6 Legislation and EU policy to impact EGTN v1.

## KEY CONTRIBUTIONS TO PLANET

The UIRR Association:

- Has experience in providing **advice and expertise** at national, European and other supranational organisations.
- Has a constant interest to improve the overall **efficiency** and development of Combined Transport.
- Is also very active in the **implementation of the nine rail freight corridors** and has been also appointed as the coordinator of the Terminal Advisory Groups (TAG) to ensure a coherent and harmonised approach within the corridors.

# UIRR



The International Union for Road-Rail Combined Transport (UIRR) was created in 1970 and has a liaison office in Brussels since 1988. Its main objective is to represent the interests of Combined Transport Operators and Terminal Managers mainly offering Road-Rail solutions to the freight logistics market. The UIRR currently represents 40 operators in 20 countries representing yearly about 8.5 million TEU or a share of around 50% of all cross-border's volume in Europe. The UIRR member companies concentrate a variety of functions and roles within the Combined Transport chain: the commercialisation role, the transshipment task, the rolling stock function and the traction role.



# WP5 Deliverables submitted

# D5.1 Stakeholder Analysis Report

The PLANET project aims to overcome the challenges of assessing the impact of emerging global trade corridors on the TEN-T network and to ensure an effective integration of the European to the Global Network. PLANET goes beyond strategic transport studies, and ICT for transport research, by rigorously modelling, analysing, demonstrating & assessing their interactions and dynamics thus, providing a more realistic view of the emerging T&L environment.

WP5 – “Dissemination, Commercialization, Policy recommendations” evolves all the activities related to ensuring sustainability of the project outputs and it will lead all the activities related to dissemination, communication and outreach as well the exploitation of the project results.

In general, WP5 will:

- Develop and implement a Communication and Dissemination plan, the backbone of the project branding and visibility amongst different stakeholders and communities.
- Develop and implement strategies for commercializing the results of the project, with special attention to IP protection and policies recommendations - Provide policy recommendations linking to impact assessment.

The main objective of T5.1 is to ensure stakeholders engagement throughout the entire duration of the PLANET project. As a solid foundation, the stakeholder analysis will identify important European stakeholders that are considered relevant for PLANET and will gather information used to mobilize these stakeholders to support the project's exploitation objectives.

A stakeholder analysis is a form of technological intelligence that aims at the identification of the main players in a specific market segment or value chain, their role and their contributions to a particular sector. For the PLANET project, the value chain considered involves Transport and Logistics actors including among others technology providers, hubs, logistics providers or shipping companies.

The secondary objective is to contribute to defining useful exploitation insights for project's results.

# D5.2 Observations and Recommendations of the Advisory Board v1

The purpose of this deliverable D5.2 is to summarise the observations and recommendations of the Advisory Board members on the project as a whole or specific elements thereof. This version of the Deliverable focusses on three key topics developed under PLANET, namely the Stakeholder analysis, the PLANET vision and EGTN, and the modelling and simulation capabilities. These topics were selected to confirm the starting point of PLANET and the envisaged vision and direction PLANET intended to go to.

To obtain these objectives, the overall vision of PLANET was introduced and the structure of the project was explained. Next, the background of all Advisory Board members was looked at. This information has been structured in a way to identify the key topics of interest, the experience and education of the Advisory Board members so that their selection could be confirmed to provide guidance for all topics PLANET is working on. Details of this analysis are shown in chapter 3.

The PLANET work package topics were then mapped against the background knowledge of the Advisory Board members on a high level. This mapping showed that the Advisory Board can advise the PLANET team and PST in all areas of knowledge PLANET is covering. This mapping is shown in chapter 4 of this report.

The available and relevant contents of PLANET which served as a basis for the observations and recommendations of the Advisory Board has been analysed in more detail. Three key clusters, each of which bringing together different deliverables, have been identified for this first version of the Advisory Board recommendations:

- Stakeholder analysis
- PLANET vision and EGTN
- Modelling and simulation

The key deliverables for each of these clusters were summarized in more details and key questions for each topic were selected for further discussion with the Advisory Board members. Details of this background information are summarized in chapter 5 and Annex 2, respectively.

All activities around the Advisory Board have been described in order to better understand how the observations and recommendations were brought together. This comprises the setup of the board, communications with, the meetings held, and the Terms of Reference of the Advisory Board (for details see chapter 6).

Following this background information, observations and recommendations of the Advisory Board were collated from various sources like meetings, interviews, and e-mails and were discussed in chapter 7, clustered around the aforementioned principal topics. Each of the recommendations were discussed and responded to by members of the PLANET consortium.

Overall, the meetings and discussions with the Advisory Board members has shown that the advice of external experts to the project is extremely useful and can trigger very helpful discussions to stimulate more practice-based and relevant solutions for the project.

It is envisaged that the second version of this deliverable (D5.3) will include relevant comments to further outputs of PLANET and will therefore provide a sound basis for the further use of all PLANET deliverables, tools, and models.



# D5.4 Communication and Dissemination Report v1

This first version of the D5.4 report (Dissemination Strategy, Communication Plan and Activities) addresses the objectives of the respective task T5.2 and WP5's goal to develop and implement a Communication and Dissemination plan purposed to enhance project branding and maximize its potential and outreach amongst industry segments and stakeholders.

The strategic elements under consideration reflect the scope of the GA and vision of the project and its components focus on a structured and well-defined methodology to promote the project's outcomes by using the appropriate tools, defining the audience which findings will reach ensuring the triggering of interest to project outcomes and reinforcing the PLANET branding.

Interaction with the other WPs remains a key success factor to the implementations of the C&D plan with reference to the project's overall goals, unique value propositions and principal objectives. Participation of the C&D team to calls and frequent meetings across the project WPs ensures a constant update of outcomes.

The social media channels have been prepared in line with the project policies and guidelines respecting the data management practises laid out in the GA. The effect will be monitored constantly to enable actions taken if the need arises regarding the impact on specific industry segments and focus on special needs.

Decision making on the strategies to be followed in PLANET's communication and dissemination actions will be underpinned by statistical analysis and metrics, identified as the most satisfactory way to quantify the correct performance of the tools and to accomplish the targets set through the key performance indices.

In this regard, the PLANET C&D team has been able to assess that PLANET's social media, most of them created since the beginning of the project, are offering very good results, having reached a considerable number of followers considering the stage of the project (220 followers, exceeding the KPI of 200 followers at the end of the project). PLANET has also achieved good traffic results, not only on social media but also on the website, reaching 323 unique visitors in 3 months since its initiation. The results of downloads, users and visualisations of the newsletters (78, 103, 206 respectively) are very satisfactory considering the phase of the project and the limited number of months that they have been available on the PLANET website.

In summary, the strategy formulated includes all the necessary ingredients for a robust mechanism which includes all the tools, analytics and monitoring procedures to maximize the impact of the project output. It is acknowledged that although a number of targets have been achieved as illustrated in section 4, a number of actions is needed to improve on a number of fronts in the next short-term future and right after the writing of this report. It is also expected that as developments progress and results start to come in the C&D endeavour will be reinforced with tangible material of which availability will trigger even more interest of the target audiences to the outcomes of PLANET.