

Progress towards Federated Logistics through the Integration of TEN-T into A Global Trade Network

D5.4 Communication and Dissemination Report V1

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Glossary of terms and abbreviations used

Abbreviation / Term	Description
AB	Advisory Board
AI	Artificial Intelligence
ALICE	Alliance for Logistics Innovation through Collaboration in Europe
BE	Business Exhibitions
C&D	Communication & Dissemination
CBP	Capacity Building Programme
CSA	Coordination and support actions
EU	European Union
EUR	Erasmus Universiteit Rotterdam
FENIX	A European FEderated Network of Information eXchange in Logistics funded by the EU CEF
FV	Fundación Valenciaport
GA	Grant Agreement
ICONET	New ICT infrastructure and reference architecture to support Operations in future PI Logistics NETworks
IoT	Internet of Things

IPIC	International Physical Internet Conference
ITAINNOVA	Instituto Tecnológico de Aragón
KPI	Key Performance Indices
LL	Living Lab
M	Month
NEWO	New Opera
PE	Partnership Events
PI	Physical Internet
PILL	Physical Internet Living Lab
PLANET	Progress towards Federated Logistics through the Integration of TEN-T into A Global Trade Network
PR	Press Releases
PR	Press Releases
R&D	Research and Development
RIA	Research and innovation actions
SM	Social Media
SOFIE	Secure Open Federation for Internet Everywhere
T&L	Transport and Logistics
TEN-T	Trans-European Transport Network
UC	Use Case
UIRR	Union Internationale des Societies de Transport Combine Rail-Route SCLR
WP	Work Package
ZLZ	Zaragoza Logistics Center

1 Executive Summary

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.

2 Introduction

The purpose of this first release of the deliverable is to discuss the design considerations of the Communication and Dissemination functions of the project, in line with the requirements of the task T5.2.

The objectives of the work under deliverable D5.4 remain to clearly identify the relevant framework to effectively disseminate the projects outputs and maximize their outreach and impact. This will be achieved by adopting the appropriate methodology and approach, the specific tools to be used and the acknowledgement of the target audience which the project aims at in order to achieve the best possible results. At the same time flexibility was induced in the approach to be able to adopt to changing conditions especially during the pandemic developments. Close monitoring of results and effect of outreach throughout the project lifetime will ensure the effectiveness of activities and early tackling of any deviations observed.

COVID-19 pandemic hindered the efforts of D&C function with the restrictions from project start on June 2020 up to and during the writing of this report, limiting the physical presence to trade shows, conferences and similar events. The actions therefore focused on virtual meetings which admittedly do not have the same effect as physical communication does. As a result, resources were intensified to achieve the targets set coupled with a closer communication internally and externally to ensure constant and timely updates of the projects developments and at the same time a strong presence in the targeted industry domains.

2.1 Mapping PLANET Outputs

Purpose of this section is to map PLANET's Grant Agreement commitments, both within the formal Deliverable and Task description, against the project's respective outputs and work performed.

Table 1: Adherence to PLANET's GA Deliverable & Tasks Descriptions.

PLANET GA Component Title	PLANET GA Component Outline	Respective Document Chapter(s)	Justification
DELIVERABLE			
D5.4 : Communications and Dissemination Report v1	<i>Communications and Dissemination reports containing the dissemination and communication plans and activities, including the project's website and social media channels and liaison activities.</i>	All	<i>The Chapters below outlines the overall strategy as well as its individual components to achieve project objectives to successfully disseminate the outputs</i>
TASKS			
T5.2 Dissemination Strategy, Communication Plan and Activities	<i>PLANET commits to a broad and credible communication and dissemination plan, with a strong bias to prioritising associated activities in ways that emphasise the realisation of the project's commercial ambitions and associated KPIs</i>	Chapter 3, Chapter 4, Chapter 5, Chapter 6	<i>Chapters 3 and 4 detail the strategy considerations for a plan and activities to satisfy commercial ambitions of the programme. Chapter 5 summaries the main KPIs and achievements and Chapter 6 the next steps in the strategy, focusing on the corrective measures to KPI</i>

<p>ST5.2.1 The PLANET Project Website and visual identity</p>	<p>The PLANET Project Website will be created and established before M4 of the project to be used as a tool to disseminate the project's purpose, remit and central objectives as well the main results achieved through both public and through open access deliverables. It will also evidence and link to outputs from scientific publications, conferences, peer review, social media interests, PR and Media related events and be used as a vehicle to broadcast and solicit participation in the planned industry webinars. The PLANET website will be setup and managed by FV who will provide access to all partners and who will encourage broad visibility across a pan-European audience. A visual identity for PLANET will be delivered during M1, including the project's logo, its graphic narratives, elements and templates.</p>	<p>Chapter 3 Chapter 4</p>	<p>Chapter 3 explains in detail the project logo, the visual identity and the templates developed.</p> <p>Chapter 4 provides an analysis of the various tools together with visuals of the actual material used as part of the approach adopted.</p>
<p>ST5.2.2 Social media Newsletters, Flyers and Factsheets</p>	<p>Twitter and LinkedIn will be exploited with the help and support of all partners to emphasise, prioritise and incentivise interest from the broader public, scientific community and industry community, with monthly postings and appropriate volume and frequency to incentivise the target audience. Newsletters, Flyers and Factsheets on the proposed scientific and technological approach as well as on the project achievements will also be developed to amplify EU-wide</p>	<p>Chapter 4</p>	<p>An analysis of the various media is provided together with visuals of the actual material used.</p>

	<i>visibility in both the scientific and industrial communities</i>		
<i>ST5.2.3 Liaison and Events:</i>	<i>To further amplify the potential of the initiative, the following options will be considered: (i) joint organisation with other relevant EU projects, (ii) co-hosting in the framework of other well-established events, (iii) organisation of a dialogue session with logistics companies. PLANET also commits to tying closely in to the recently funded projects where there is a common objective across both projects in substantiating KPIs and benefits. PLANET will drive other liaison actions towards cooperating also with other related projects and initiatives beyond ALICE, in order to cross fertilise research outcomes, incorporate knowledge in this area and eventually maximise impact.</i>	<i>Chapter 4</i>	<i>It describes the overall approach reference Liaison and events and details the potential H2020 projects for collaboration, as well as the established partnerships so far.</i>
<i>ST5.2.4 Industry/commercially focused PR, Media and Video</i>	<i>Industry/commercially focused PR, Media and Video conduits will also be developed targeting a broad range of external actors, and two roll-up posters will be carefully designed and created to amplify visibility and the commercial and scientific merits of the project. It is anticipated that 15-20 press releases will be guided during the project's operational execution trajectory, where these are planned to be emphasised principally in years two and three of the project, with initial press releases in year 1 serving the objective of growing a large external audience aware of the</i>	<i>Chapter 4</i>	<i>It lays out the various activities and efforts towards addressing the task objectives, , as well as the metrics and statistics to quantify achievements.</i>

	<i>project, its goals and principal objectives. Press releases and media efforts within the project will target Local, Regional and National press, Television and Radio outlets, as well as the EC's own Press capabilities that support EC funded projects – e.g. research*eu and the related results supplement etc</i>		
<i>ST5.2.5 Scientific Outputs will target e-journals as well as high impact, international, peer reviewed publications, conferences, webinars and industry events</i>	<p><i>Scientific Outputs will target e-journals as well as high impact, international, peer reviewed publications, conferences, webinars and industry events, prioritising open access principles as encouraged and requested by the EC.</i></p> <p><i>Likewise, scientific societies, conferences, scientific meetings/trade shows and stands at local national and international meetings in the EU relevant to the project will be identified and targeted.</i></p>	<i>Chapter 4</i>	<i>It details the possible channels to be targeted to maximise the dissemination of the results, whether in the form of events or publications, and explains the steps undertaken so far, including detailed information on the most significant milestones.</i>

2.2 Deliverable Overview and Report Structure

The document addresses the objectives of task T5.2 Dissemination Strategy, Communication Plan and Activities. The structure of the report is laid out below:

- Chapter 1 provides the Executive Summary.
- Chapter 2 details the PLANET's DoA commitments and Task description and the mapping to the deliverable's output with details on how these are addressed in the report's sections.
- Chapter 3 discusses the Communication and Dissemination Strategy, Objectives and Tools, the elements considered for its design as well as the overall plan ahead to achieve objectives.
- Chapter 4 describes the main C&D actions, both external and internal, that the PLANET Project has developed, specifying the contents covered in each of the activities, as well as the target audience of the actions, and providing statistics and metrics for each action carried out. The main actions in progress have also been included.
- Chapters 5 lays out the specific Key Performance Indicators (KPIs) for a close monitoring and as a measuring exercise to ensure achievement of targets set. This is complemented by an analysis of the level of effectiveness of each action developed and recommendations for important actions to be adopted.
- Chapter 6 details the next steps in communication and the main corrective actions to be implemented.
- Chapter 7 concludes on the findings of the report.

3 Communication and Dissemination Objectives and Tools

3.1 Communication and Dissemination Strategy

The **Communication and Dissemination Strategy** (hereafter 'the C&D Strategy') has been planned considering the status or phase of the PLANET Project. As certain work packages (WPs) will be more advanced or mature than others, it will be crucial to identify the available results in order to maximise the impacts of the PLANET Project, as well as of each C&D activity.

Moreover, the C&D Strategy approach will also differ according to the tools used, as the objectives pursued when using each C&D instrument are different. In this respect, four different levels of C&D activities have been identified depending on: a) the access to the information or results of the PLANET Project; b) the type of interaction desired. The levels, as well as the concrete actions and objectives pursued at each level, can be seen in Figure 1.

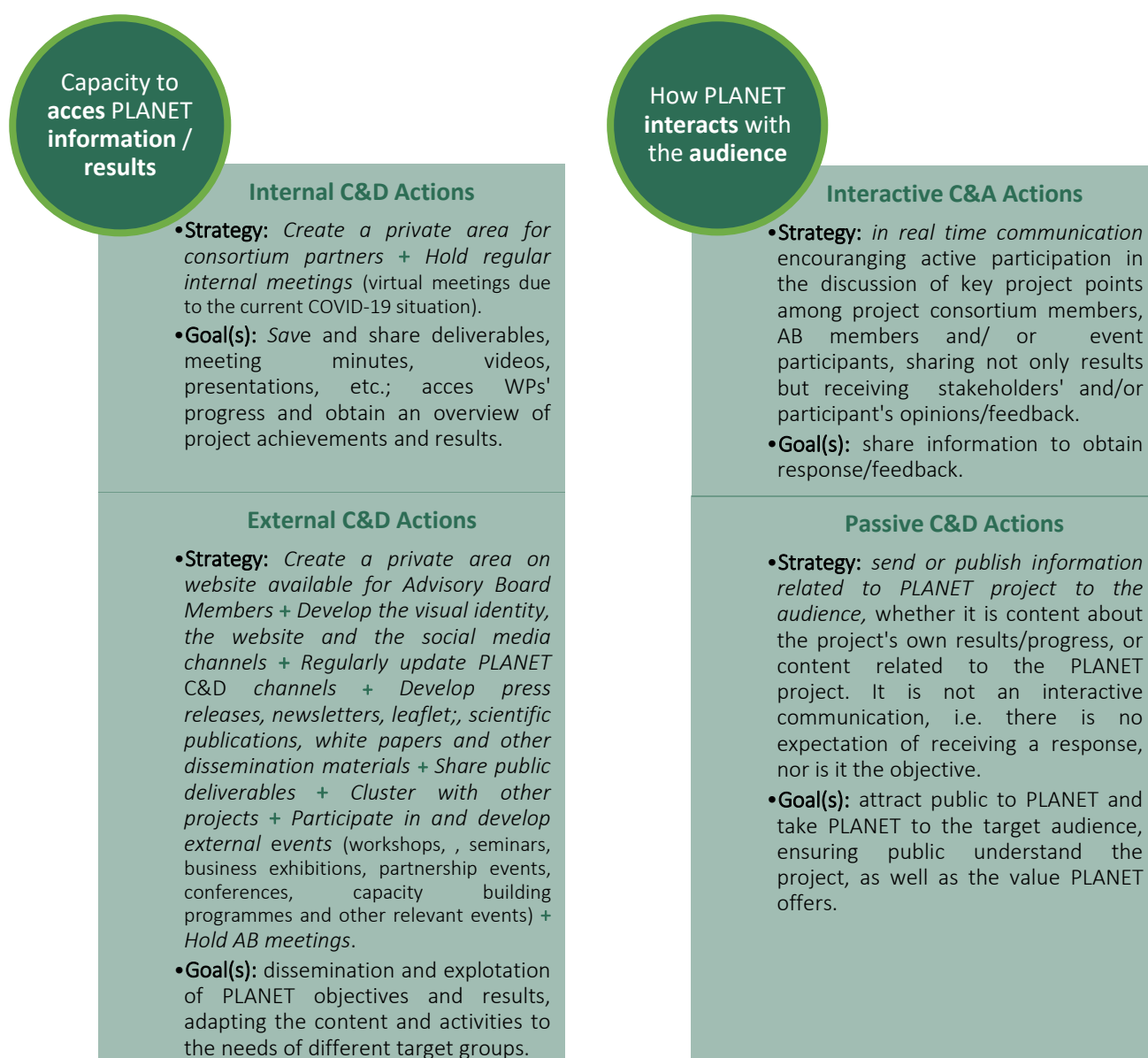


Figure 1. Levels of C&D activities differentiated in PLANET Project.

In this context, while external C&D Actions are mainly focused on disseminating PLANET's outcomes to the relevant target audience, internal C&D activities include those actions and tools used within PLANET by project partners to facilitate communication with other consortium members. On the other hand, when referring to interactive actions the aim is not only to present the progress, results and relevance of the project, as is the case for passive actions, but to encourage/stimulate the discussion around specific PLANET topics (e.g. special/key issues or tools developed under the project).

Following this C&D approach, the phases identified in [The External C&D Strategy](#) are shown in Table 2: PLANET (external) C&D Activity Plan. Table 2, in which a detail of the concrete actions planned during the three years of the project are also included.

Table 2: PLANET (external) C&D Activity Plan.

PHASE	C&D ACIVITY TYPE	PLANNED C&D Actions
Initial phase (M1-M12) Presenting PLANET Project and objectives to attract attention to the project	Online and social media presence	<i>Passive communication</i> actions: <ul style="list-style-type: none"> - Develop a strong and consistent visual identity. - Launch the official webpage of PLANET Project. - Create PLANET's Social Media accounts (channels).
	Reach general public through online distribution	<i>Passive communication</i> through PLANET webpage, as well as social media channels with simple messages to increase the visibility of the PLANET Project. The contents will showcase and highlight: 1) T&L concepts and topics in the framework of the PLANET Project to raise awareness about topics covered by PLANET Project; 2) Internal PLANET Project meetings / events to share results and progress made.
	Reach general public through partnership events and relevant events	<i>Passive communication</i> through events focus on explaining PLANET to provide a clear view of the project, its goals and results expected.
	Reach specialised audience through relevant events	<i>Interactive communication</i> through events to identify how the PLANET Project could be a key tool to address current and future needs in the T&L sector and to create awareness of the project.
Intermediate phase (M12-M24) Disseminate PLANET's outputs/results and their value to increase engagement from external stakeholders of the PLANET Project	Reach specialised audience through online distribution	<i>Passive communication</i> through scientific publications/articles and white papers in relevant (e-)journals to disseminate PLANET knowledge .
	Reach general public through online distribution	<i>Passive communication</i> through Social Media accounts and webpage using three types communication materials: e-Newsletters, videos and short presentations (PLANET, consortium and LLs). <i>Passive communication</i> through Social Media accounts with simple messages to increase the visibility of the PLANET Project. Content will be linked to: events and meetings, dissemination materials (press releases, e-Newsletters, videos and fact sheets) and PLANET related topics.
	Reach specialised audience through external relevant events	Participation in key external events (R&D events and conferences) to disseminate available initial outputs and to create interest from an active community of potential end-users (<i>passive communication</i>)
	Reach specialised audience through PLANET events	Organise different types of events (including LL/workshops) to present key findings of PLANET and enable time for discussion results with targeted audience, as well as to get feedback on possible improvements or relevant areas to be taken into account in the project (<i>interactive communication</i>).
	Reach general and specialised audience through online distribution	<i>Passive communication</i> through PLANET webpage publishing public deliverables to show the work performed and the results obtained.

Closing phase (M24-M36) Facilitating the exploitation of the PLANET results	Reach specialised audience through online distribution	<i>Passive communication</i> through scientific publications/articles and white papers in relevant (e-)journals, giving priority to high impact, international publications to disseminate PLANET knowledge. <i>Passive communication</i> through Social Media accounts and webpage using three types communication materials: e-Newsletters, videos and fact sheets, mainly focus on LLs
	Reach specialised audience through external relevant events	Participation in key external events (R&D events and conferences, and industrial events) to disseminate the PLANET Project results, as well as to encourage the exploitation of its outcomes (<i>passive communication</i>)
	Reach specialised audience through PLANET events	Organise LL/workshops and a Capacity Building Programme as training materials to enable experimentation and piloting of the PLANET results (<i>interactive communication</i>). It will be key to develop the contents of the training materials in a format that allows for constant updating, especially after the training seminars.

3.2 External Communication and Dissemination Actions and KPIs.

This section describes the main C&D Actions that the PLANET Project will use in its [External C&D Strategy](#), and also identifies the target audience for each tool/channel, as it is considered that following this approach the impact of the PLANET Project will be maximised, and the Key Performance Indices (KPIs).

The way in which the target audience has been identified and segmented, and hence the way in which the most appropriate channels or tools have been chosen for each audience group, has been by analysing: 1) why that audience is relevant to PLANET; 2) why PLANET ‘satisfies’ a need in each target group; 3) how the reach of the messages/information published could be maximised for each case. Table 3 specifies the audience groups targeted by PLANET.

Table 3: Identification of PLANET target audiences and C&D activities.

CATEGORY	RELEVANCE	MAIN TOOLS
END-USER STAKEHOLDERS		
Academic and RTOs in Geo-political, Global Trade Analysis (A)	The results, tools and training materials of the PLANET Project are considered of potential interest to this group.	Scientific publications; white papers; position papers; website; newsletters; videos; social media; brochure; dissemination events; R&D workshops, seminars and conferences; LL workshops; public deliverables
Actors optimising global trade flows (B)	Access to PLANET results, available through open-source platforms, and to training materials promotes the exploitation and commercialisation of PLANET outcomes. It facilitates the adoption/access of PLANET innovation and results in these identified groups, offering them smart transport and logistics solutions.	Scientific publications; white papers; position papers; website; newsletters; videos; social media; dissemination events; capacity building programme; LL workshops; social media; brochure; R&D workshops, seminars and conferences; public deliverables; briefings and open source community
Industrial and SME providers of trade flow modelling and consulting services (C)		
Open-source communities and start-ups (D)		
OTHER STAKEHOLDERS		
RIA and CSA consortia from MG calls and other relevant projects (E)	PLANET will contribute to the interconnection of TEN-T in global trade by promoting PI enabling technologies. However, by joining efforts with	Scientific publications; white papers; position papers; website; newsletters; videos; social media; brochure; R&D

	other projects covering related issues (particularly MG2.6 and MG1.10), the impact could be greater and mutually beneficial.	workshops, seminars and conferences; public deliverables
Private and public funding institutions for R&I in global trade (F)	PLANET results, methodologies and tools (modelling and simulation) have the potential to be exploited in the long term. PLANET is therefore considered to be of interest to these institutions, whose main objective is to accelerate the development and adoption of new technologies.	Scientific publications; white papers; videos; position papers; website; newsletters; R&D workshops, seminars and conferences; business exhibitions; brochure; public deliverables
Policy-makers and Other EU projects / EU-wide initiatives (G)	PLANET will highlight the main policy challenges (economic, technological, social and environmental) identified in the framework of the project and provide recommendations and possible tools to address them.	Workshops; seminars; business exhibitions; brochure; position papers; website; newsletters; videos
Press and Media professionals and General Public (H)	The results and topics addressed by PLANET are considered to be of interest to the general public, as they affect the competitiveness of the EU and cover not only economic, but also social and environmental aspects.	Social media; website; newsletters; videos; press releases; factsheets and success stories; brochure; dissemination events

Based on the target audiences identified in Table 3, as well as their expected interest in the project, Table 4 identifies the objectives of The External C&D Strategy by target group.

Table 4: Identification of the key objectives of the External C&D Strategy.

ID	OBJECTIVES	TARGET AUDIENCES
1	Provide a clear view of the project, its goals and results .	All
2	Create awareness of the project among the full range of stakeholders impacted by the results and engage those in a co-creation approach .	A, B, C, D, E, H
3	Create interest from an active community of potential end-users (academic, consulting and industrial actors), involving them in the development of the project.	A, B, C, D
4	Prepare the ground for the dissemination of project's results.	All
5	Establish liaisons with other projects, initiatives and bodies for knowledge and innovation transfer.	A, B, C, D, E, F
6	Support the commercial exploitation of results	B, C, D, H
7	Recognition of the results among audiences beyond the immediate project's reach (standards bodies, policy-making institutions, ETPs, etc.) .	E, F, G, H
8	Demonstrate how EU funding tackles societal and economic challenges	A, B, C, D, G, H

Therefore, according to the C&D tools identified in the Table 3, and consistently with the External C&D Strategy (see Table 2), the following External Actions are planned for the PLANET Project:

- **Website.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online presence	By M1, regularly updated	All

The PLANET Project website will be developed and established at the beginning of the project to offer a comprehensive overview of the PLANET Project. PLANET website will be setup and managed by FV who will provide access to all partners and who will encourage broad visibility across a pan-European audience.

It will be used as the main C&D tool, being regularly updated, to disseminate the aim, mission and core objectives/purposes of the project, as well as the evolution and main results achieved in PLANET through both public and through open access deliverables.

- **Social Media.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Social Media presence	By M24, regularly updated	A, B, C, D, H

Social media (SM) will be exploited with the help and support of all partners to emphasise, prioritise and incentivise interest from the broader public, scientific community and industry community. It is expected to create the following four accounts: LinkedIn, YouTube, Twitter and Facebook.

Each SM account will include the acronym PLANET in its name and, for the applicable cases (Twitter, LinkedIn and Facebook) a hashtag referring to PLANET will be used, as well as others hashtags related to the topics of the project in order to delimit the content to be shared on the social networks and increase the interaction between the content and other users interested in the topic.

- **Videos.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution	M12, M24, M36	All

PLANET will develop at least one explanatory video. It will be posted on PLANET YouTube channel and website, and shared through the rest of the project's SM. A second video, more focused on the results obtained in the project, will also be considered.

Additional videos may be published by PLANET (and uploaded to YouTube), such as videos related to the project's participation in specific events, conferences or seminars.

- **Press Releases, fact sheets and success stories.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution / publications	M1-M36	H

Press releases and media efforts will target local, regional and national press.

The initial press releases (M1-M12) will present PLANET Project, with the aim of making the project, its main goals and objectives known to a wide external audience. The purpose of the press releases published between M12 and M36 will be focused on reporting on the progress and achievements of the project.

PLANET will also generate press releases that will only be published on its website (and on partners' websites if possible). In this specific case, press releases published during months 12 and 36, in addition to the topics mentioned above, will address/cover internal project meetings or events as long as the information shared in them is relevant to the audience.

With regard to the fact sheets & success stories, at the beginning (M1-M18) efforts will focus on introducing the PLANET partners, in order to visualise their role and relevance in the performance of the project. Then, efforts will concentrate on presenting concrete results of the project, mainly those related to the Living Labs (LLs).

- **e-Newsletters.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution	M1-M36	All

Regular newsletters will be produced and published. It is expected to publish three newsletters per year, but as the content will depend on the progress of the project, the schedule may be affected.

- **Scientific Publications, Whitepapers, Journal Publications, Articles.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution / Publications	M12-M36	A, B, C, D, E, F

These actions will target e-journals as well as high impact, international, peer reviewed publications, conferences, webinars and industry events.

Some examples of scientific journals where PLANET could submit papers are: Transportation Science, Transportation Research Parts A, B, and E, International Journal of Transportation Engineering and Technology, International Journal of Physical Distribution and Logistics Management, European Transport Research Review.

PLANET's research and innovation and the results obtained in PLANET's LLs will be presented as white papers to enable PLANET's results can be use and/or commercially exploited.

- **Public Deliverables.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution / Publications	M8-M36	A, B, C, D, E, F

The public deliverables bring together a lot of information on the studies carried out within the project, as well as their results and applications. They are therefore a key dissemination tool of the project and, as such, will be published on the PLANET website.

- **Position Papers.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution / Publications	By M2, updated in M12 and published in a book in M30	A, B, C, D, E, F, G

Foundational Position Papers will provide a compendium of research and study results consolidating an initial view of EGTM, focusing on the following issues (1) Geo-economics impact of new trade routes for Europe; (2) New trade routes' impact on TEN-T Corridors and nodes; (3) Interconnection issues of railway transport-corridors to/from Europe; (4) Transition towards the Physical Internet paradigm.

- **Brochure.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution / Publications	M1-M36	All

A brochure will be developed to provide our target audience with an overview of the project, as well as a summary of the main objectives and results of the project.

The brochure will be designed so that it can be distributed both in printed form (distributed at conferences, seminars, workshops or other events) and in electronic format (PDF file). The electronic version can be downloaded from the project website.

- **Partnership events, attendance in other R&D conferences and business exhibitions.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Event	M1-M36	All

Industrial partners will attend industrial exhibitions, business conferences and industry group meetings to present PLANET's research and innovation and the results obtained in the PLANET LLs.

In addition, all this information will be presented in workshops organised by end-users to enable both potential end-users from the T&L sectors, and other industrial sectors with EGTN design-operations activities, to leverage and commercially exploit PLANET results, and to identify new partners for collaboration in the EU market.

- **Capacity Building Programme (CBP) and LL-workshops.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Event	M12-M36	A, B, C, D

3 LL workshops will be organised by the LL leaders to disseminate PLANET's results and have the audience peer review achievements.

The CBP will be aimed at enhancing the skills of the participants and promoting the adoption of the PLANET Innovation by potential end-user stakeholders. Particularly, the CBP will:

- Develop dynamic, modular training capable of being continuously updated;
- Set up online workshops, to allow experimentation and piloting of the PLANET results;
- Create a trusted community of knowledge exchange for all end-users and the consortium to encourage interactive knowledge sharing and best practices between participants.

- **Living Lab case study.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Online distribution / Publications	M12-M36	A, B, C, D

After the organisation of the LL-workshop, a LL case study will be published for each Living Lab, highlighting the achievements, obstacles and issues.

- **Briefings to early stage accelerators and Open Source community.**

TYPE OF ACTION	TIMELINE	MAIN TARGET AUDIENCE
Event	M7-M36	B, C, D

To enhance the long-term exploitation and commercialisation of PLANET results, these will be easily and openly accessible to previously identified communities. This will involve making PLANET results available through engagement with standard Open Source Platforms and also including the Zenodo platform developed by OpenAIRE/OpenAIREplus.

In addition, briefing meetings will be held with 2-3 early stage incubators and start-up communities in T&L.

3.3 Project Logo and Visual Identity

In order to develop PLANET's C&D activities, the corporate image of the project was defined from the beginning of the project (M1). To this end, it was decided to develop a visual identity – including project's logo and templates- that would represent, as closely as possible, PLANET's vision (view Figure 2), capturing one of the main objectives of the project: to ensure the development of a T&L network - called EGTN - more environmentally, economically and socially sustainable than the current TEN-T network.

This idea is particularly visible in the chosen logo, as well as in the rejected logos (view Figure 3, Figure 4 and Figure 5). On the one hand, the design of the letter 'e' of PLANET (the acronym to Progress towards Federated Logistics through the Integration of TEN-T into A Global Trade Network) forms an image that simulates an interconnected world. On the other hand, the green colours show that the environmental factor will play an important role in the development of the project, as PLANET encompasses:

- The search for and use of environmentally optimised forms of freight transport, promoting the transition towards a low-emission/green/environmentally friendly EGTN network.
- The inclusion of the environmental factor in the analysis of the main European trade routes and transport trends, including environmental parameters related to climate change (melting of Arctic ice, longer periods of drought).

VISION

To advance in the European Commission's strategy for Smart, Green and Integrated Transport and Logistics by:

- 1) Efficiently interconnecting infrastructure with geopolitical developments;
- 2) Optimising the use of current & emerging transport modes and technological solutions

- ensuring equitable inclusivity of all participants,
- increasing the prosperity of nations
- preserving the environment
- enhancing citizens' quality of life

The realization of this vision is what PLANET calls the **Integrated Green EU-Global T&L Network (EGTN)**.

Figure 2. PLANET Vision.



Figure 3. PLANET Logos Proposal.



Figure 4. PLANET Logo.



Figure 5. PLANET Logo chosen in white colour.

As both the use of the abovementioned colours and the PLANET logo will allow the project to be easily identifiable, they should be used in all (internal and external) C&D tools and activities.

In addition, all the PLANET C&D materials, publications and deliverables should include the EU funding statement and the EU Commission Disclaimer, as follows:



Figure 6. EU Commission Disclaimer.



Figure 7. EU Commission Disclaimer for Power Point presentations.

To avoid distortion of PLANET's visual identity and to facilitate C&D Actions, templates have been developed in the following cases:

- e-Newsletters.
- PowerPoint presentations.
- Deliverables.



Progress towards Federated Logistics through the Integration of TEN-T into A Global Trade Network

D7.3

Document Summary Information

Grant Agreement No.	886278	Acronym	PLANET
Full Title	Progress towards Federated Logistics through the integration of TEN-T into a Global Trade Network		
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Deliverable			
Work Package			
Contractual due date		Actual submission date	
Author		Dissemination Level	
Lead Beneficiary			
Responsible Author			
Contributors from			


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2023 Deliverable Title

Revision History (including peer reviewing & quality control)

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J. According to PLANET's Quality Assurance Process

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2023 Deliverable Title

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Glossary of terms and abbreviations used

Abbreviation/Term	Description

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Figure 8. PLANET Template for Deliverables.

- **Press Releases.**

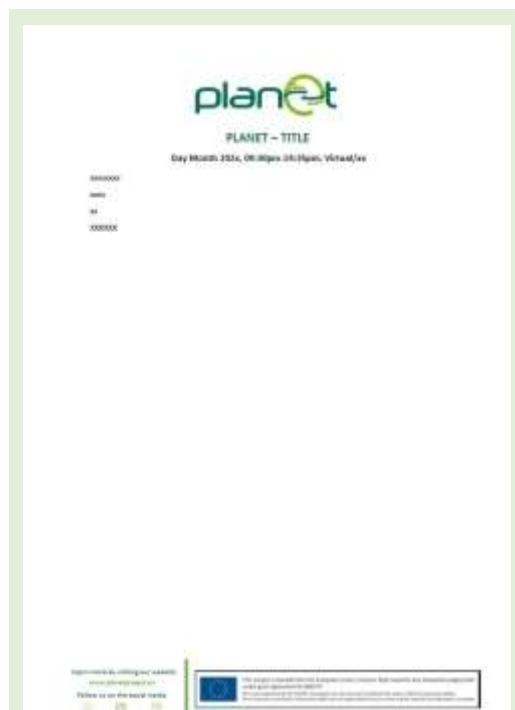


Figure 9. PLANET Template for Press Releases.

4 PLANET Communication and Dissemination Tools and Channels

4.1 PLANET C&D Actions conducted

This section describes the main C&D Actions that the PLANET Project has been developed to date (M17-M18), as well as the contents covered in each of these activities. Statistics and metrics associated with each tool have also been provided, as a way of visualising their evolution and evaluating their effectiveness.

Table 5: Identification of the PLANET C&D Actions implemented to date. Table 5 shows that the predominant C&D activities developed from M1 to M17 (some data from November are also included) have been those identified as interactive, mostly internal (weekly and monthly internal meetings, and two General Assembly meetings).

However, if we focus on the External C&D Strategy, which is the one that will strengthen the dissemination of PLANET's results to the target audience, the predominant activities have clearly been passive.

Table 5: Identification of the PLANET C&D Actions implemented to date.

	C&D TOOL	TYPE	DETAIL
Interactive activities			
Internal activities	Kick-of meeting	Event	Kick-of meeting was held in M1 (June)
	Internal meetings in WPs	Event	A large number of internal meetings have been held in each WP.
	General Assembly meetings	Event	- 1st General Assembly (07/10/2020) - 2nd General Assembly (20/10/2021)
	Other meetings	Event	WP1, WP2 & Innovation Management Meeting (17/06/2021)
External activities	Partnership events	Event	UIRR organised two events: PLANET Use case 2 - Railway transportation (25/03/2021); Eurasian corridors for Combined Transport (23/06/2021)
	Advisory Board meetings	Event	- 1st Advisory Board Meeting (30/10/2021) - 2nd Advisory Board Meeting (21/10/2021)
	Conferences, seminars	Event	- Attendance in other R&D conferences: 29th Plenary Meeting International Coordinating Council on Trans-Eurasian Transportation (5-6/11/2020). - Attendance in other R&D conferences-EU level: Integration of global supply chains – monitoring of e-commerce shipments on the New Silk Road (organised by Polski Instytut Transportu Drogowego, 28/01/2021)
Passive activities			
Internal activities	Private area for PLANET consortium	Access to PLANET outcomes	Since the beginning of the project, a private area (partner use only) has been made available to PLANET partners.

External activities	Partnership events	Event	Three events have been held by ZLZ (dates: 05/10/2020; 29/10/2020; 02/02/2021) to explain PLANET Project.
	Conferences, seminars	Event	Attendance in other R&D conferences-EU level: 8th International Physical Internet Conference, IPIC-2021 (organised by ALICE, 16/06/2021); Artificial Intelligence in planning, simulation and forecasting (organised by ALICE, 26/10/2021).
	Private area for AB members	Access to PLANET outcomes	Website Private Area available for AB Members since M9.
	Website	Online presence	Website available since M3.
	Social Media: LinkedIn (x2), Twitter, YouTube	Online presence	LinkedIn private group and Twitter created since M3. YouTube and LinkedIn created in M13.
	Press Releases	Online distribution / publications	No. of PLANET Press Releases: 4 (as of 8-nov-21)
	Videos	Online distribution	- Three videos of the sessions held at the IPIC-2021 event - PLANET explanatory video: ONGOING, design process
	Newsletters	Online distribution	No. of PLANET Newsletters: 3.
	Public Deliverables	Online distribution / publications	12 Public Deliverables have been published on PLANET website (as of 14-nov-21)
	Brochure	Online distribution	ONGOING: design process
	Fact Sheets	Online distribution / publications	ONGOING: publication phase underway
	Articles	Online Publications	ONGOING: in search of alternatives Article for Il Giornale della Logistica.: pending to be accepted

4.1.1 External C&D Actions

As shown in the table above, the External C&D Actions that PLANET has carried out have been predominantly passive actions. If we focus the analysis on the content covered under these activities, they have been mainly aimed at presenting the project and its objectives and disseminating its first results, following the dissemination contents identified in the first two phases of the External C&D Strategy. In particular, the topics addressed up to now in External C&D activities are as follows:

- PLANET Project: goals, structure, approach, expected results, EU-Global Trade & Logistics Network (EGTN) concept
- Illustrate the value and relevance of the PLANET Project:
 - Explain the main emerging global corridors and their implications (key impacts and risk factors) on the TEN-T network:
 - Key impacts:
 - Changes in freight flows.
 - Changes in key freight gateways between the EU and other continents: from maritime as main entry points to inland connections, from hinterland to inland networks.

- Risk and challenges on TEN-T:
 - Connectivity performance.
 - Infrastructure capabilities.
 - Policy framework.
 - Adaptation of enabling technologies and PI for a more efficient T&L sector.
- Identify and evaluate the key drivers of current and emerging European trade corridors and T&L trends:
 - Environmental factors related to climate change and other exogenous developments, such as economic and demographic growth.
 - Regulation changes.
 - Technological advancements: adoption of and policy support for emerging technological concepts and technologies
 - Geo-political and geo-economics reasons/events: changes in the global production model (from globalisation to regionalisation), countries' ambitions to exploit routes/corridors or to connect different geographic areas (infrastructure deployment and development, agreements or pacts).
- Envisions future TEN-T scenarios, through the use of scenario planning and analysis.
- Demonstrate the EGTN's concept: the simulation scenarios allow assessing its possible impacts on the TEN-T, as well as to design the EGTN, establishing the EGTN as the future of the TEN-T.

4.1.1.1 *PLANET Website*

The PLANET website is the main element of the PLANET Project's visibility among the audience and is available through the following link: <https://www.planetproject.eu/>.

When navigating through the PLANET website, at all times you can see the project logo, the menu, the EU commission Disclaimer, the access to the private area and the icons to access the social networks. As regards the latter, it should be pointed that work is currently underway to add the two missing PLANET SM accounts: YouTube channel and LinkedIn account (private group is available, but the account is not).

- **Website structure.**
 - **HOME:** Home page is an image related to logistics chains and different modes of transport and the project's name.

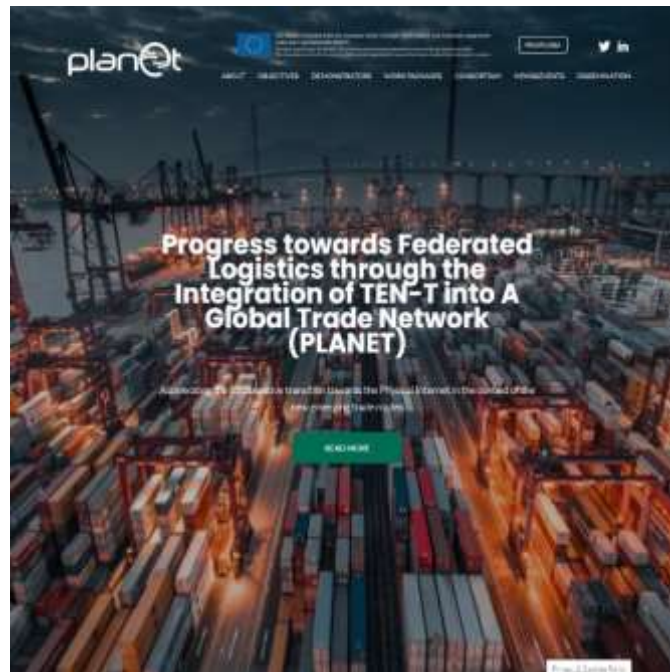


Figure 10. PLANET website: Home.

- **ABOUT:** PLANET Project overview (text and images), as well as its vision and key pillars.



Figure 11. PLANET website: About.

- **OBJECTIVES:** Brief explanation of the PLANET's objectives.

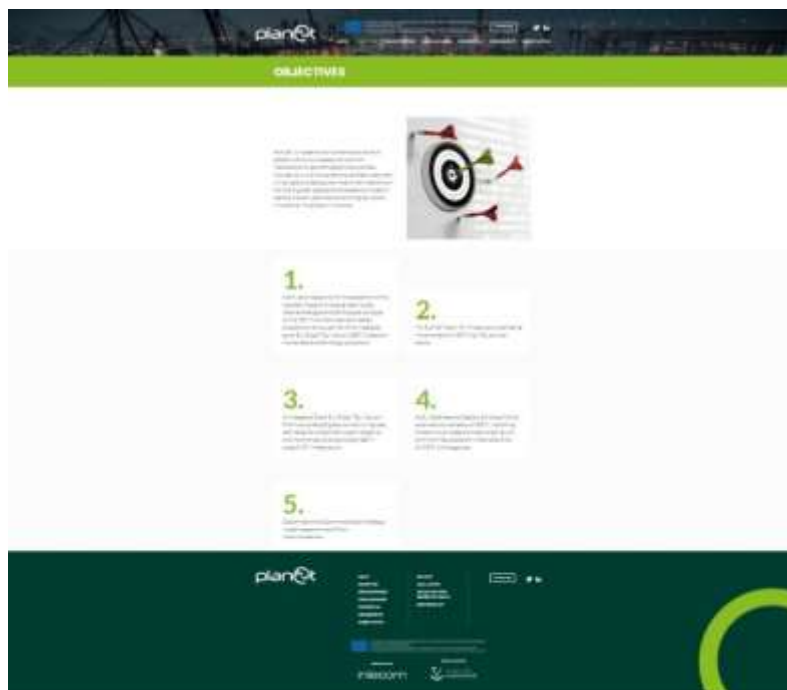


Figure 12. PLANET website: Objectives.

- **DEMONSTRATORS:** General explanation of the goals behind the LLs and access through an image with a link to the explanation of each LL.



Figure 13. PLANET website: Demonstrators.

- **WORK PACKAGES:** Images with link to the description of each WP. In addition to a short presentation of the WP and its expected results, a list of the public deliverables of the WP (with a link to download the document in PDF format) is also included.



Figure 14. PLANET website: Work Packages.

- **CONSORTIUM:** Logos with link to their respective websites.



Figure 15. PLANET website: Consortium.

- **NEWS&EVENTS:**

- **News:** List of news with photo and text.
- **Events:** List of events with photo and text.

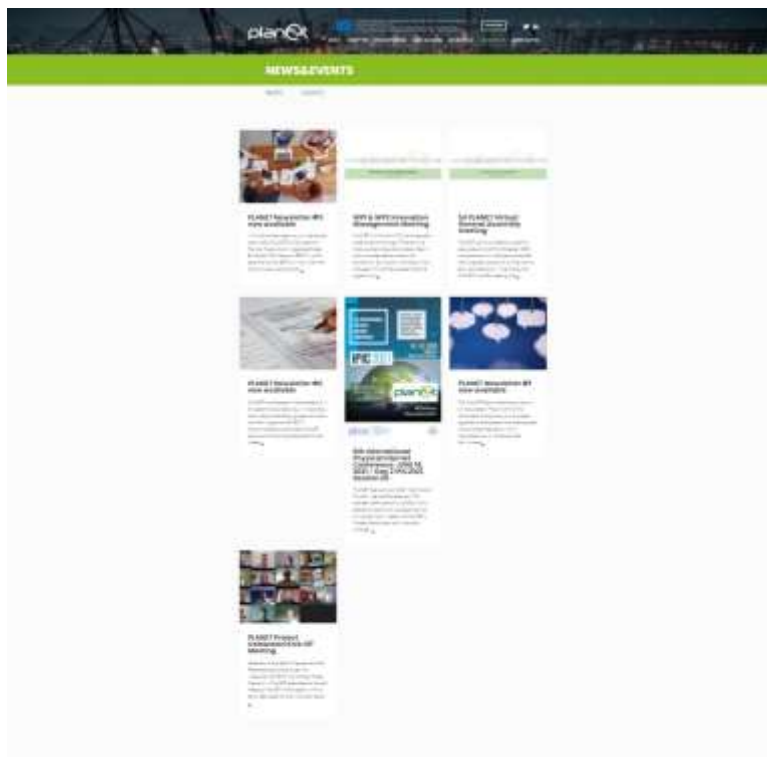


Figure 16. PLANET website: News&Events.

- **DISSEMINATION:**

- **Brochure** (PDF).
- **Executive summaries** (PDF).
- **Videos** (uploaded on YouTube PLANET account).



Figure 17. PLANET website: Dissemination.

- **PRIVATE AREA:** Private section of the website with password to share folders and/or files between partners or interested parties (such as AB members). Two types of users: administrators to upload new files and members who can only log in and download files (a button at the top and bottom of the website).
- **CONTACT:** Contact form (a link at the bottom of the website).

- **Website posts.**

Table 6: PLANET Website posts.

SECTION	DATE	TOPIC	TARGET AUDIENCE	AUTHOR(S)	LINK
Initial phase (M1-M12)					
News	4-sept-20	Kick off meeting	All	FVP	https://www.planetproject.eu/news-events/2020/09/planet-project-celebrates-kick-off-meeting/
Intermediate phase (M12-M24)					
News	11-jun-21	PLANET Newsletter #1	All	FVP	https://www.planetproject.eu/news-events/2021/06/planet-newsletter-1-now-available/
Events	21-jul-21	IPIC2021 - Sesion 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	All	FVP	https://www.planetproject.eu/news-events/2021/07/8th-international-physical-internet-conference-june-16-2021-day-2-ipic2021-session-25/
News	2-aug-21	PLANET Newsletter #2	All	FVP	https://www.planetproject.eu/news-events/2021/08/planet-newsletter-2-now-available/
News	10-sept-21	1st General Assembly meeting	All	INLECOM, FVP	https://www.planetproject.eu/news-events/2021/09/1st-planet-virtual-general-assembly-meeting/
News	10-sept-21	PLANET WP1 & WP2, Innovation Management Meeting	All	INLECOM, FVP	https://www.planetproject.eu/news-events/2021/09/wp1-wp2-innovation-management-meeting/
News	13-oct-21	PLANET Newsletter #3	All	INLECOM, FVP	https://www.planetproject.eu/news-events/2021/10/planet-newsletter-3-now-available/
Events	26-oct-21	2nd General Assembly meeting	All	INLECOM, FVP	https://www.planetproject.eu/news-events/2021/10/2nd-planet-virtual-general-assembly-meeting/
Events	08-nov-21	2nd PLANET Virtual Advisory Board meeting	All	INLECOM, FVP	https://www.planetproject.eu/news-events/2021/11/2nd-planet-virtual-advisory-board-meeting/

- **Website metrics.**

PLANET's web analytics and statistics are shown in Figure 18 (data extracted as of 25-oct-2021). In this regard, it is relevant to mention that the metrics provided are not broken down by target audience as the available web tools do not allow for such a distinction to be made.

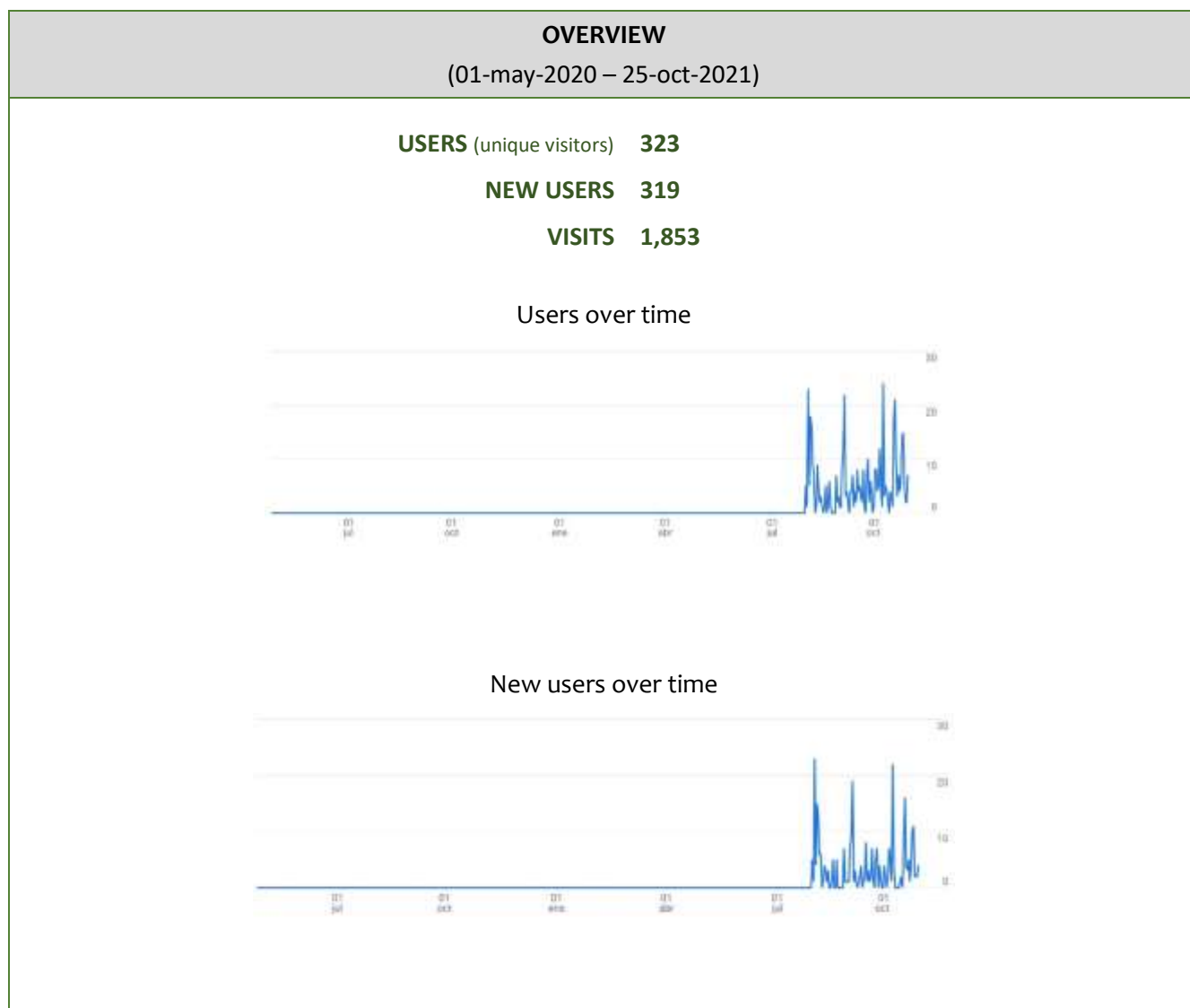
The overall data show that the PLANET website has reached 1,853 visits, with 323 unique visitors. If we look at the data on unique visitors by country, we see that 34.67% is explained by Canada and the United States, which occupy the first (64 unique visitors) and second (48 unique visitors) positions respectively. Behind them is Spain with 40 unique visitors.

In terms of interaction time, Bulgaria, Hong Kong and Germany are in the top 3, while if we take into account sessions with interaction (i.e. no. of sessions that have lasted more than 10 seconds or have had 1 conversation event, or 2 or more screen or page views), Spain, Greece and the Netherlands occupy the top 3 positions.

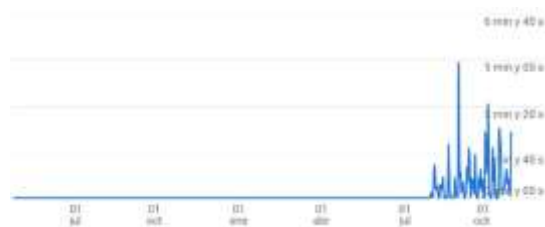
On the other hand, a total of 19 documents have been uploaded and a total of 8 posts have been published up to 15-nov-2021.

The most visited sections/posts of the PLANET website have been the HOME section of the website (403 visits), followed by News&Events (163 visits) and Newsletter #2 (110 visits). The analytics for unique visitors show the same results.

Finally, it is also important to note that 130 documents have been downloaded from the website (including those uploaded in the private area). By order of number of downloads these documents are: Newsletter No.2, Newsletter No.3, EU-Global T&L Networks, Newsletter No.1, WP1 Deliverables and Position Papers Archives.



Average interaction time by users over time



REPORTS BY USER

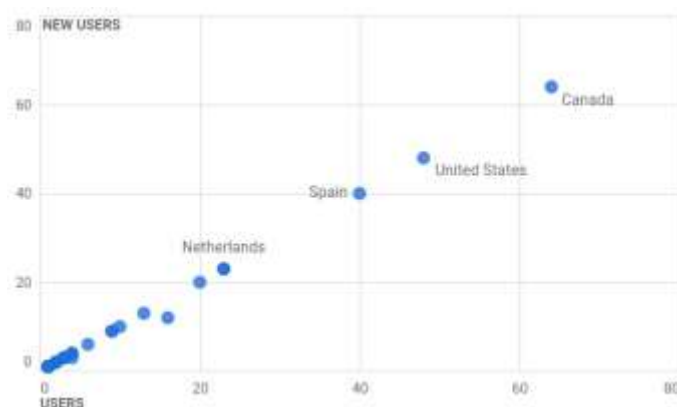
(01-may-2020 – 25-oct-2021)

Users by country



Country	Users	New users	Sessions with interaction	Percentage of interactions	Sessions with interaction per user	Average interaction time	Number of events	Files download	Clicks	First visit	Page view	User engagement
Spain	40	40	94	62.25%	2.35%	2min 05s	1,518	66	20	64	631	524
Greece	23	23	79	69.91%	3.43%	2min 04s	1,074	22	13	48	447	414
Netherlands	23	23	23	51.11%	1.00%	1min 34s	296	7	6	40	106	93
Belgium	9	9	15	78.95%	1.67%	54s	236	7	5	23	104	91
Germany	20	20	18	64.29%	0.90%	2min 44s	225	7	2	23	84	68
Canada	64	64	3	4.69%	0.05%	0	215	5	2	20	69	62
Cyprus	10	10	21	84%	2.10%	1min 33s	206	4	1	13	68	62
Italy	13	13	14	82.35%	1.08%	49s	184	2	0	12	67	33
United States	48	48	9	18.37%	0.19%	5s	171	2	0	10	56	26
Portugal	9	9	10	47.62%	1.11%	1min 40s	130	2	0	0	51	22
TOTAL	323	319	321	52.28% (average)	99% (average)	1min 01s (average)	4,752	130	49	319	1,853	1,489
								2.74% of the total	1.03% of the total	6.71% of the total	38.99% of the total	31.33% of the total

Users and new users by country



TOP 10 VISITS

(01-may-2020 – 25-oct-2021)

	Visits	Users	Visits by user
Home - Planet	403	172	2.34%
News&Events - Planet	163	34	4.79%
PLANET Newsletter #2 now available - Planet	110	52	2.12%
Work Packages Archive - Planet	106	29	3.66%
About - Planet	104	66	1.58%
Consortium Archive - Planet	76	44	1.73%
EU-Global T&L Networks - Planet	70	15	4.67%
Dissemination Archive - Planet	69	19	3.63%
PLANET Newsletter #3 now available - Planet	66	38	1.74%
Demonstrators Archive - Planet	64	31	2.06%
TOTAL	1,853	323	5.74% (average)

TOP 5 DOWNLOADS

(01-may-2020 – 25-oct-2021)

	Downloads	Visits	Users
PLANET Newsletter #2 now available - Planet	44	110	52
PLANET Newsletter #3 now available - Planet	23	66	38
WP1 Deliverables Archives - Planet	11	23	6
PLANET Newsletter #1 now available - Planet	11	30	13
Position Papers Archives – Planet	10	7	4
TOTAL	130	1,853	323

Figure 18. PLANET website Analytics.

4.1.1.2 PLANET Social Media

Another powerful communication tool for PLANET is social networking. Although it was initially indicated that PLANET's SM accounts will be LinkedIn, YouTube, Twitter and Facebook, it was finally decided to replace the Facebook account with a private LinkedIn group.

The first social networks created were Twitter and the private LinkedIn group, with the main objective of using both as discussion platforms between project partners and professionals interested in the project.

Furthermore, PLANET has also decided to use partners' SM as a C&D tool, encouraging the publication of the PLANET project's content on their own social networks as well as their interaction with the content published on PLANET's SM accounts.

It is further noted that, as detailed in the External C&D Strategy, a hashtag has been established to mention PLANET on SM, both on the project's and partners' SM: **#PLANETProject**. This hashtag should be used in each publication posted on SM, with the exception of YouTube channel. In the specific case of Twitter, it will be combined with the Twitter account name, which also includes the acronym PLANET (@PlanetH2020). So far (25-oct-2021), the number of mentions of the PLANET project using this hashtag amounts to 21 in LinkedIn.

Finally, with the aim of correctly planning the publications on the PLANET SM, an exhaustive control of the contents has been carried out, establishing the date and time of publication, the contents, the text to be included, the hashtags to be used and the publication SM account. This can be seen in Annex I: PLANET SM Plan

The visual appearance of the different PLANET SM accounts, as well as a detail of the creation date and the main metrics can be seen in the cards below (see Table 7, Table 8, Table 9 and Table 10).

PLANET has reached 220 followers up to M17 (80 on LinkedIn, 95 on LinkedIn PG, 29 on Twitter and 16 on YouTube) and has published 43 pieces of content (6 on LinkedIn, 15 on LinkedIn PG, 18 on Twitter and 4 on YouTube). In terms of number of impressions Twitter achieved 5,418 and LinkedIn 1,965.

Finally, for the specific case of LinkedIn we have also been able to extract data from the followers to categorise them and observe the audience reached by PLANET through LinkedIn publications (6 so far). From this data we highlight mainly two points: 1) the 81% of the followers are located in Spain, mostly in the Valencia area (46% of the total number of followers, 57% of the total number of Spanish followers): 2) the distribution of followers by industry shows that the top 5 industries following PLANET (83% of the total followers) are industries identified by PLANET as target audience (30% of the followers belong to the Information Technology and Services industry, 17% to the Higher Education industry, 14% to the Logistics and Supply Chain, 13% to the International Trade and Development industry and 9% to the Research industry).

Finally, Annex II: PLANET SM posts and Annex III: PLANET Partners SM posts show the PLANET Project presence on social networks from the creation of each SM account to 25-oct-2021. The first one summarises the publications made through the project's SM accounts and the second one through the partners' SM accounts.

Table 7: PLANET Twitter account.

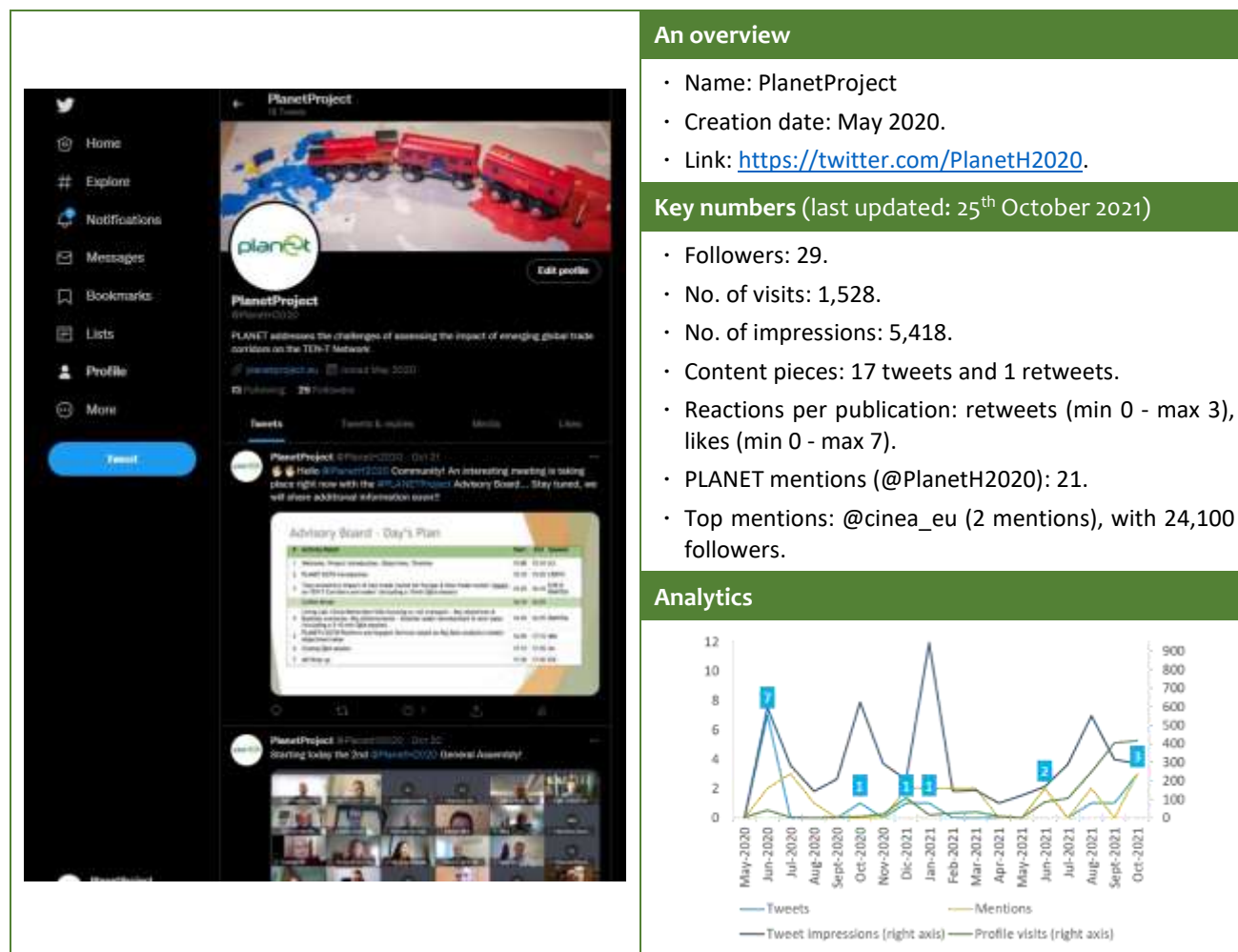


Table 8: PLANET private LinkedIn group.


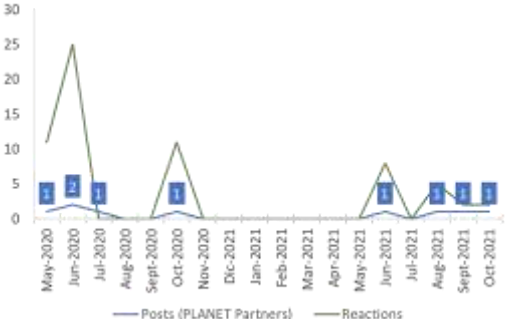
An overview	
	<ul style="list-style-type: none"> • Name: PLANET Project. • Creation date: May 2020. • Link: https://www.linkedin.com/groups/13876081/.
Key numbers (last updated: 25 th October 2021)	
	<ul style="list-style-type: none"> • Members: 95. • Content pieces: interaction has been registered from PLANET partners but also from outside PLANET: <ul style="list-style-type: none"> - No. of publications from PLANET partners: 9. - Other publications: 6.
Analytics	
	

Table 9: PLANET YouTube channel.

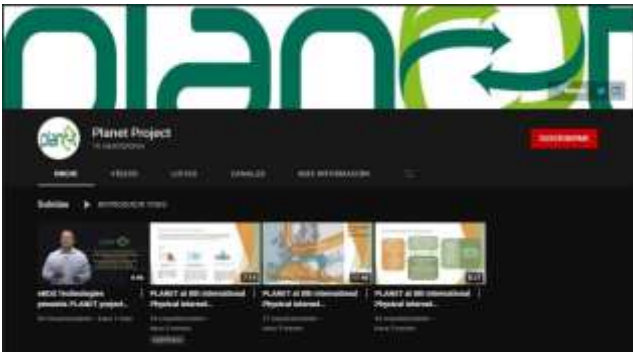
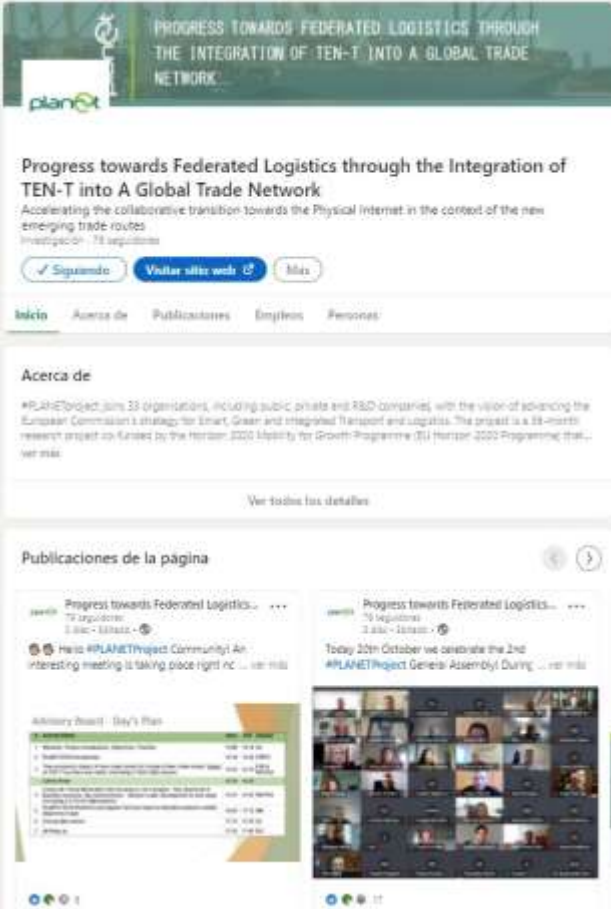
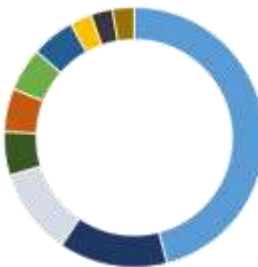

An overview	
	<ul style="list-style-type: none"> • Name: Planet Project. • Creation date: July 2021. • Link: https://www.YouTube.com/channel/UC5ulbN3KYkK_yx_tcnz8-wg
Key numbers (last updated: 25 th October 2021)	
	<ul style="list-style-type: none"> • Subscribers: 16. • Content pieces: 4 publications (videos): <ul style="list-style-type: none"> - 1 video presenting PLANET Project and eBos Role. - 3 videos of the session at IPIC-2021. • No. of video views: 19-33 (min-max) → 109 views in total since its creation.

Table 10: PLANET LinkedIn account.

	An overview
	<ul style="list-style-type: none"> • Name: Progress towards Federated Logistics through the Integration of TEN-T into A Global Trade Network. • Creation date: July 2021. • Link: http://www.linkedin.com/company/planeth2020.
	<p>Key numbers (last updated: 25th October 2021)</p> <ul style="list-style-type: none"> • Followers: 80. • No. of visits: 160, 25 new followers in the last 30 days (last updated: 22nd October 2021). • No. of impressions: 1,965, 133 - 579 (min - max) • Content pieces: 6. • Reactions per publication: 4 - 17 (min - max). • No. of clicks on content: 11 - 45 (min - max). • No. of times a publication has been shared: 13. • PLANET mentions (#PLANETProject): 15.
	<p>Analytics</p> <p>Distribution of followers by location</p>  <ul style="list-style-type: none"> Valencia Area, Spain Zaragoza Area, Spain A Coruña Area, Spain London, UK Madrid Area, Spain Ámsterdam Area, Netherlands Bruselas Area, Belgium Poznan, Greater Poland District, Poland Barcelona Area, Spain Jerez de La Frontera Area, Spain <p>Distribution of followers by industry</p>  <ul style="list-style-type: none"> Information Technology and Services Higher Education Logistics and Supply Chain International Trade and Development Research Management Consulting Renewables & Environment Packaging and Containers

4.1.1.3 PLANET Newsletters

- **Newsletters published.**

Although a total of 9 newsletters were expected to be published, PLANET has so far produced and published three Newsletters (see Table 11), since, as foreseen in Chapter 3.2 External Communication and Dissemination Actions and KPIs., there have been delays in the publication dates.

Table 11: PLANET Newsletters.

ID	SHORT OUTLINE	PUB. DATE	TARGET AUDIENCE	LINK
Intermediate phase (M12-M24)				
1	PLANET, its goals and current achievements.	11-jun-2021	All	https://www.planetproject.eu/wp-content/uploads/2021/06/PLANET_Newsletter1.pdf
2	The key drivers of the emerging global corridors and new trade routes' impact on the TEN-T network.	02-aug-2021	All	https://www.planetproject.eu/wp-content/uploads/2021/08/PLANET_Newsletter2.pdf
3	PLANET's 4 Foundational Position Papers for an Integrated Green EU-Global T&L Network (EGTN's initial vision and the simulation scenarios for assessing its potential impacts).	13-oct-2021	All	https://www.planetproject.eu/wp-content/uploads/2021/10/PLANET_Newsletter3-1.pdf

The proposed new timetable is as follows, bearing in mind that these publications depend on the maturity of the project and are therefore subject to change:

- 2021: December (M19).
- 2022: March (M22), June (M25), September (M28), December (M31)
- 2023: March (M34).

● Newsletter metrics.

In order to present data on the reach of the newsletters produced and published by PLANET, data has been collected from all PLANET's social networks where the newsletters have been shared/posted, and also from PLANET's website.

As it was finally decided to dispense with subscriptions in order to facilitate access to the newsletters, in the particular case of the website, the KPI "number of subscribers" initially set has been replaced by metrics on the number of visits, users and downloads.

The overall conclusion from the results presented in Table 12 is that the newsletters have been very well received by the audience. The best performing newsletter for each case is marked in bold. In general terms, Newsletter #2 generated the most interest among the audience.

Table 12: PLANET Newsletter Metrics.

		NEWSLETTER #1	NEWSLETTER #2	NEWSLETTER #3	TOTAL
WEB (25-oct-2021)	Visits*	30	110	66	206
	Users**	13	52	38	103
	No. of downloads	11	44	23	78
LINKEDIN (22-oct-2021)	Posts	0	1	1	2
	Clicks	-	16	13	29
	Impressions	-	385	323	708

	Reactions	-	13	14	27
	Shares	-	3	3	6
LINKEDIN PG (25-oct-2021)	Posts	0	1	1	2
	Reactions	-	5	2	7
TWITTER (25-oct-2021)	Posts	1	1	1	3
	Link clicks	5	0	1	6
	Impressions	140	405	162	707
	Reactions	2 Likes, 1 Retweet	2 Likes, 1 Retweet	1 Like, 1 Retweet	-

*Visits: counts the number of times a page is viewed. Repeated visits to the same page are counted; **Users: Total number of active users, users who are currently engaged.

4.1.1.4 PLANET Press Releases

- **Press releases published.**

As indicated in chapter 3, we have differentiated between press releases (PRs) published by PLANET on the project website, and those published in the media (at local, regional and national level). The summary of all PRs can be found in Table 13 and Table 14, respectively.

With respect to the PRs published on the PLANET website, they do not exceed one page and their goals are to provide a quick overview of meeting agenda/discussions. On the other hand, with the exception of the PR on the kick-off meeting, they have been published in the intermediate phase of the PLANET External C&D Strategy.

In addition, some consortium members have also published PRs on their respective websites (see Table 15), mainly linked to their participation in PLANET and to the project kick-off meeting.

Table 13: PLANET Press Releases Published on PLANET Website.

ID	SHORT OUTLINE	PUB. DATE	AVAILABLE TO DOWNLOAD	TARGET AUDIENCE	LINK
Initial phase (M1-M12)					
1	PLANET Kick Off meeting.	04-sept-2020	No	All, in particular H	https://www.planetproject.eu/news-events/2020/09/planet-project-celebrates-kick-off-meeting/
Intermediate phase (M12-M24)					
2	WP1 & WP2 Innovation Management Meeting.	10-sept-2021	Yes	All, in particular H	https://www.planetproject.eu/news-events/2021/09/wp1-wp2-innovation-management-meeting/
3	1st PLANET Virtual General Assembly meeting.	10-sept-2021	Yes	All, in particular H	https://www.planetproject.eu/news-events/2021/09/1st-planet-virtual-general-assembly-meeting/
4	2nd PLANET Virtual General Assembly meeting.	26-oct-2021	Yes	All, in particular H	https://www.planetproject.eu/news-events/2021/10/2nd-planet-virtual-general-assembly-meeting/
5	2nd PLANET Virtual Advisory Board meeting.	08-nov-2021	Yes	All, in particular H	https://www.planetproject.eu/news-events/2021/11/2nd-planet-virtual-advisory-board-meeting/

Table 14: PLANET Press Releases Published on media.

ID	SHORT OUTLINE	PUB. DATE	Media	LINK
Initial phase (M1-M12)				
1	PLANET, its goals, partners and methodologies.	01-jun-2020	Diariodelpuerto.com	N/A
2	PLANET, its goals and partners.	01-jun-2020	Empresaexterior	El nuevo proyecto europeo PLANET aumentará la visibilidad end-to-end de las cadenas de suministro mundiales empresaexterior Noticias del comercio exterior y negocio internacional. España
3	PLANET and its goals.	01-jun-2020	EL MERCANTIL	N/A
4	PLANET, its goals, partners and methodologies.	01-jun-2020	Marine Insight	New EU Project PLANET To Increase End-To-End Visibility Of Global Supply Chains (marineinsight.com)
5	PLANET, its goals, partners and methodologies.	01-jun-2020	Port Technology	EU project seeks to increase end-to-end visibility of global supply chains - Port Technology International
6	PLANET, its goals, partners and methodologies.	02-jun-2020	Veintepies	Veintepies: El proyecto europeo PLANET aumentará la visibilidad end-to-end de las cadenas de suministro
7	PLANET, its goals, partners and methodologies.	02-jun-2020	Cadenadesuministro	El proyecto Planet mejorará la visibilidad de las cadenas de suministro (cadenadesuministro.es)
8	PLANET, its goals, partners and methodologies.	02-jun-2020	Diario el canal	La Fundación Valenciaport participa en un proyecto para la visibilidad end-to-end de las cadenas de suministro - El Canal Marítimo y Logístico (diarioelcanal.com)
9	PLANET, its goals, partners and methodologies.	02-jun-2020	SPANISHPORTS	El nuevo proyecto europeo PLANET aumentará la visibilidad end-to-end de las

				cadenas de suministro mundiales (spanishports.es)
10	PLANET, its goals, partners and methodologies.	10-jun-2020	LOGISTYKA	N/A
11	PLANET, its goals, partners and methodologies.	16-jun-2020	HERALDO	Proyecto europeo Planet: Un transporte y una logística inteligentes, ecológicos e integrados (heraldo.es)
12	PLANET, its goals, partners and methodologies.	16-jun-2020	Diariodelpuerto.com	El Proyecto PLANET echa andar a la búsqueda de una logística inteligente - Diario del Puerto
13	PLANET, its goals, partners and methodologies. CPLS's role.	17-jun-2020	oinstalador	Comunidade Portuária e Logística de Sines integra projeto europeu de inovação e sustentabilidade nos transportes - O Instalador - Informação profissional do setor das instalações em Portugal
14	PLANET, its goals, partners and methodologies.	17-jun-2020	WOZ-TRANS LOGISTICS	Projekt doskonalacy operacje logistyczne Sieci Badawczej Łukasiewicz - WOZ-TRANS Logistics
15	PLANET, its goals, partners and methodologies.	18-jun-2020	Diario el canal	Infoport y la Fundación Valenciaport cooperan para mejorar la eficiencia de escala de buques - El Canal Marítimo y Logístico (diarioelcanal.com)
16	PLANET Kick Off meeting.	18-jun-2020	elperiodic.com	El proyecto PLANET celebra su reunión de arranque (elperiodic.com)
17	PLANET Kick Off meeting.	18-jun-2020	portSEurope	PLANET Project Celebrates Kick Off Meeting - PortSEurope
18	PLANET Kick Off meeting.	18-jun-2020	SPANISHPORTS	El proyecto PLANET celebra su reunión de arranque (spanishports.es)
19	PLANET Kick Off meeting.	19-jun-2020	Veintepies.com	N/A

20	PLANET Kick Off meeting.	22-jun-2020	International Transport Journal (ITJ)	Planet project celebrates kick-off meeting: ITJ Transport Journal
21	PLANET, its goals, partners and methodologies.	22-jun-2020	SUPPLY CHAIN MAGAZINE	CPLS integra proyecto europeo PLANET para a inovação nos transportes - Supply Chain Magazine

Table 15: PLANET Press Releases published by partners.

ID	SHORT OUTLINE	PUB. DATE	Media	LINK
Initial phase (M1-M12)				
1	PLANET, its goals and methodologies. Poczta Polska's role.	2020	Poczta Polska	Projekty Współfinansowane z Funduszy Europejskich (poczta-polska.pl)
2	PLANET, its goals and demonstrators.	19-jun-2020	Poczta Polska	N/A
3	PLANET, its goals and methodologies.	04-aug-2020	CPLS	www.cpsi.pt/comunicação/notícias/comunidade-portuária-e-logística-de-sines-integra-projeto-europeu-de-inovação-nos-transportes/
4	Integration of global supply chains – monitoring of e-commerce shipments on the New Silk Road (Event)	01-feb-2020	Poczta Polska	https://media.poczta-polska.pl/pr/639471/projekt-planet-poczta-polska-na-debacie-polskiego-instytutu-transportu-drogowego
5	PLANET, its goals and methodologies.	29-apr-20	PNO	https://www.innovationplace.eu/news/h2020-planet-progress-towards-federated-logistics-through-the-integration-of-ten-t-into-a-global-trade-network
6	PLANET, its goals, partners and methodologies	1-jun-20	FVP	https://www.fundacion.valenciaport.com/noticias-eventos/2020/06/el-nuevo-proyecto-europeo-planet-aumentara-la-visibility-end-to-end-de-las-cadenas-de-suministro-mundiales/
7	PLANET, its goals, partners and methodologies	1-jun-20	INLECOM	http://inlecom.eu/2020/06/01/new-h2020-project-planet-launched-june-2020/
8	Kick off meeting	17-jun-20	EBOS	https://www.ebostechnologies.eu/progressing-today-towards-the-global-trade-and-logistics-networks-of-tomorrow-the-h2020-planet-project-kicks-off
9	Kick off meeting	18-jun-20	FVP	https://www.fundacion.valenciaport.com/noticias-eventos/2020/06/el-proyecto-planet-celebra-su-reunion-de-arranque/
10	Kick off meeting	18-jun-20	INLECOM	https://inlecom.eu/group/2020/06/18/planet-project-celebrates-kick-off-meeting/

11	Kick off meeting	4-sept-20	FVP	https://www.planetproject.eu/news-events/2020/09/planet-project-celebrates-kick-off-meeting/
12	1st General Assembly meeting	10-sept-2020	FVP	https://www.planetproject.eu/news-events/2021/09/1st-planet-virtual-general-assembly-meeting/
13	PLANET WP1 & WP2, Innovation Management Meeting	10-sept-2020	FVP	https://www.planetproject.eu/news-events/2021/09/wp1-wp2-innovation-management-meeting/
14	1st General Assembly meeting	10-oct-20	INLECOM	https://inlecom.eu/group/2020/10/08/planet-1st-general-assembly/
15	PLANET, its goals and methodologies. ZLC's role.	1-nov-20	ZLC	https://www.zlc.edu.es/es/noticias/en-que-planeta-estamos/
16	PLANET, its goals and methodologies. ZLC's role.	1-nov-20	ZLC	https://www.zlc.edu.es/news/what-planet-are-we-on/
17	PLANET, LL2 and Pcza Polska's role.	13-jan-2021	Poczta Polska	N/A

- **Press releases metrics.**

As we did in the previous dissemination tool, we have collected all the information published on PLANET's social networks and website in order to measure the impact of the PRs published by PLANET (see Table 16).

As press releases number 4 and 5 has been published after 25th October 2021, no data is yet available. For the remaining ones, we see that the one with the most downloads has been the 1st PLANET Virtual General Assembly meeting. In social networks, both the first and the second PRs had a positive response from the audience.

Table 16: PLANET Press Releases Metrics.

		PR #1	PR #2	PR #3	PR #4	PR #5	TOTAL
WEB (25-oct-2021)	Visits*	22	16	19	N/A	N/A	57
	Users**	9	4	5	N/A	N/A	18
	No. of downloads	-	4	6	N/A	N/A	10
LINKEDIN PG (25-oct-2021)	Posts	1	1	0	-	-	2
	Reactions	20	11	-	-	-	31
TWITTER (25-oct-2021)	Posts	1	1	0	-	-	1
	Link clicks	-	-	-	-	-	0
	Impressions	400	680	-	-	-	1,080
	Reactions	2 Likes, 1 Retweet	2 Likes, 1 Retweet	1 Like, 1 Retweet	-	-	-

*Visits: counts the number of times a page is viewed. Repeated visits to the same page are counted; **Users: Total number of active users, users who are currently engaged.

4.1.1.5 PLANET Videos

- **Videos published.**

Four videos have been published so far (see

Table 17), although PLANET is working on a fifth video: the PLANET Project's official promotional video.

Three of the already published videos are linked to PLANET's participation in the IPIC-2021 event since the session, which was integrated by three presentations, was recorded and uploaded to PLANET's YouTube channel. These sessions were also shared on PLANET's website. The fourth one corresponds to the video generated by the eBos project partner, explaining the project and the role of eBos within PLANET Project.

Table 17: PLANET Videos Published on YouTube channel.

ID	TOPIC	PUB. DATE	LINK
Intermediate phase (M12-M24)			
1	IPIC2021 - Session 25 - Presentation 1: PLANET Overview.	14-jul-21	https://www.youtube.com/watch?v=jazoWatIlro
2	IPIC2021 - Session 25 - Presentation 3: PLANET Use Case.	15-jul-21	https://www.youtube.com/watch?v=mqw-88ZK7QU
3	IPIC2021 - Session 25 - Presentation 3: Planning EGTN.	15-jul-21	https://www.youtube.com/watch?v=afEVEhmfGIU
4	eBOS Technologies presents PLANET project and eBOS Role	13-sept-21	https://youtu.be/BRfBDW6G14c

- **Videos metrics.**

The number of views on YouTube amounts to 114 (26-oct-2021), the distribution being as follows:

- eBOS Technologies presents PLANET project and eBOS Role: 32.
- IPIC2021 - Session 25 - Presentation 1: PLANET Overview: 34.
- IPIC2021 - Session 25 - Presentation 2: Planning EGTN: 28.
- IPIC2021 - Session 25 - Presentation 3: PLANET Use Case: 20.

Finally, for videos we also present a table of metrics (see Table 18) achieved from PLANET's social media and web, if applicable.

Table 18: PLANET Videos Metrics on PLANET SM and website.

		IPIC VIDEOS	EBos VIDEO	TOTAL
WEB (25-oct-2021)	Visits*	16	-	16
	Users**	9	-	9
LINKEDIN (22-oct-2021)	Posts	1	1	1
	Clicks	-	14	14
	Impressions	-	261	261
	Reactions	-	11	11

	Shares	-	3	3
LINKEDIN PG (25-oct-2021)	Posts	1	1	2
	Reactions	8	2	10
TWITTER (25-oct-2021)	Posts	1	1	2
	Link clicks	-	1	1
	Impressions	410	146	556
	Reactions	7 Likes, 2 Retweets	1 Like, 1 Retweet	-

*Visits: counts the number of times a page is viewed. Repeated visits to the same page are counted;

**Users: Total number of active users, users who are currently engaged.

4.1.1.6 Public Deliverables

- **Public deliverables uploaded on PLANET website.**

As far as public documents are concerned, the following files (see Table 19) have so far (03-nov-2021) been uploaded to the PLANET website and are available for downloading (from private area or via open access). All the uploads have been carried out during the intermediate phase.

Table 19: PLANET Public Deliverables uploaded on PLANET Website..

DELIVERABLE	WORK PACKAGE (WP)	PUB.DATE
D1.1. EGTN Foundational Position Papers and Simulation Scenarios	WP1	Sept-2021
D1.2. Modelling & Simulation Capability	WP1	06-oct-2021
D1.4. Simulation based impact of new trade routes on the TEN-T and disadvantaged regions	WP1	Sept-2021
D1.6. Legislation and EU policy to impact ECTN	WP1	Sept-2021
D1.8. Simulation-based analysis of T&L and ICT innovation technologies	WP1	Sept-2021
D1.10. EGTN Reference Specification v1	WP1	06-oct-2021
D 2.1. Open EGTN Platform Architecture v1	WP2	06-oct-2021
D2.7 EGTN Transport Data and Knowledge Models v1	WP2	03-nov-2021
D3.7 EGTN Generic Use Case v.1	WP3	03-nov-2021
D 5.1. Stakeholder Analysis Report	WP5	Sept-2021
D6.1a. Project Management Handbook – Management Plan	WP6	Sept-2021
D6.3 Initial Data management plan	WP6	Sept-2021

- **Public deliverables metrics.**

The public deliverables up to 25-oct-2021 have received a total of 82 visits, had 31 active users and have been downloaded 6 times (see Table 20). The WP with the best data is WP5 with only one uploaded deliverable (D 5.1. Stakeholder Analysis Report): 4 downloads, 27 visits and 10 active users. The WP with the worst data is WP1, which, despite having the highest number of uploaded deliverables, has only received one download.

Table 20: PLANET Public Deliverables metrics.

	VISITS*	USERS**	No. OF DOWNLOADS***	No. OF PUBLIC DELIVERABLES
WP1	11	1	1	6
WP2	21	10	1	1
WP3	-	-	-	0
WP4	-	-	-	0
WP5	27	10	4	1
WP6	23	10	0	2
TOTAL	82	31	6	10

*Visits: counts the number of times a page is viewed. Repeated visits to the same page are counted; **Users: Total number of active users, users who are currently engaged;

***Data on the number of downloads per document is not available, only per WP.

4.1.2 Events

In the following pages, the dissemination events attended by PLANET from the initial phase to the present are described, as well as the events organised by PLANET.

For the monitoring and planning of the attendance and organisation of events, an Excel sheet has been used (see Annex IV: PLANET Event Monitoring), in which all the information associated with each event is collected. The categories included in this monitoring tool are as follows:

- Type of event: partnership event, attendance in other R&D conferences, attendance in other R&D conferences-EU level, business exhibition, capacity building programme, briefings to early stage accelerators and open source community, LL w/shops.
- Event title.
- Place.
- Related WP: WP1, WP2, WP3, WP4, WP5, WP6, all.
- Date.
- Event organizer.
- Event scope.
- Dissemination subject: brief explanation of the event and its relevance for PLANET Project.
- Participant(s): which PLANET consortium partner participates
- Detail: data on audience figures and other relevant information.
- Web: link to the event website, if possible.
- Comments: comments on missing information in the control sheet.

Table 21 summarises the events organised or attended by PLANET, differentiating between internal events, organised by consortium members for consortium members, and external events, which cover audiences outside PLANET partners (previously identified as target audience), including events organised by partners but also by other organisations.

Table 21: PLANET Events.

	EVENT	DETAIL
	Interactive activities	
Internal activities	Kick-of meeting	Kick-of meeting was held in M1 (June)
	Internal meetings in WPs	A large number of internal meetings have been held in each WP.
	General Assembly meetings	- 1st General Assembly (07/10/2020) - 2nd General Assembly (20/10/2021)
	Other meetings	WP1, WP2 & Innovation Management Meeting (17/06/2021)
External activities	Partnership events	UIRR organised two events: PLANET Use case 2 - Railway transportation (25/03/2021); Eurasian corridors for Combined Transport (23/06/2021)
	Advisory Board meetings	- 1st Advisory Board Meeting (30/10/2021) - 2nd Advisory Board Meeting (21/10/2021)
	Conferences, seminars	- Attendance in other R&D conferences: 29th Plenary Meeting International Coordinating Council on Trans-Eurasian Transportation (5-6/11/2020). - Attendance in other R&D conferences-EU level: Integration of global supply chains – monitoring of e-commerce shipments on the New Silk Road (organised by Polski Instytut Transportu Drogowego, 28/01/2021)
	Passive activities	
External activities	Partnership events	Three events have been held by ZLZ (dates: 05/10/2020; 29/10/2020; 02/02/2021) to explain PLANET Project.
	Conferences, seminars	Attendance in other R&D conferences-EU level: 8th International Physical Internet Conference, IPIC-2021 (organised by ALICE, 16/06/2021); Artificial Intelligence in planning, simulation and forecasting (organised by ALICE, 26/10/2021).

4.1.2.1 Partnership events

The number of partnership events organised to date (26-oct-2021) is 6 (see Table 22).

Table 22: Partnership events.

PLACE	RELATED WP	DATE	EVENT ORGA NIZER	EXTERNAL C&D STRATEGY PHASE	DISSEMINATION SUBJECT	PARTICI PANT(S)	DETAIL	WEB
European projects session to international students in supply chain management								
ZLC premises	All	5-oct-20	ZLC	Initial Phase	Create project awareness among international audience	ZLC	Audience: 13	N/A
ZLC premises	All	29-oct-20	ZLC	Initial Phase	Create project awareness among international audience	ZLC	Audience: 25	N/A

ZLC premises	All	2-feb-21	ZLC	Initial Phase	Create project awareness among international audience	ZLC	Audience: 15	N/A
PLANET Use case 2 – Railway transportation								
Virtual	WP3-LL2 - UC2	25-mar-21	UIRR	Initial Phase	Discuss with key railway actors on the current bottlenecks on the routes towards China.	UIRR	Moderator: UIRR President, Ralf-Charley Schultze Audience: N/A	N/A
Eurasian corridors for Combined Transport								
Virtual	WP3-LL2	23-jun-21	UIRR	Intermediate Phase	The aim of this first session is to define altogether a possible PLANET pilot proof-of-concept that would support the intercontinental activities of all concerned stakeholders -- Living Lab 2	UIRR, PANTEIA, VTG/Hupac	Moderator: UIRR Audience: N/A	http://www.uirr.com/de/media-centre/agenda/2021/media-centre/1893-webinar-project-eurasian-corridors-for-combined-transport-230621.html
European projects session to international students in supply chain management								
ZLC premises	All	10-sept-21	ZLC	Intermediate Phase	Create project awareness among international audience	ZLC	Audience: 16	N/A

Regarding the events organised by ZLC, these are presentations to master's students, mostly people who already have some years of experience working in international supply chain management. Through them, an explanation of PLANET, its objectives, methodologies and its relevance was offered in order to create project awareness among international audience.

The event organised by UIRR in March 2021, PLANET Use case 2 - Railway transportation, is related to WP3, specifically to UC2 of LL2. The main focus of this event was to discuss with crucial rail actors the current bottlenecks on the routes towards China in order to obtain information about the key issues to be addressed for rail freight infrastructure development, and later to examine potential for expanding services in the corridor and implement the use of Blockchain on rail freight transport between China and Europe.

The second event arranged by UIRR was an online webinar pm the Eurasian corridors for Combined Transport. This PLANET Project webinar was related to LL2, which specifically focuses on (1) expanding the emergent potential trade routes for railway transport, (2) on the assessment of the current geo-politics, legal, operational and technical hurdles and barriers on the selected routes and (3) on the evaluation and prioritisation of the best innovative solutions. Under the moderation of UIRR, the aim of the webinar was to define altogether a possible PLANET pilot proof-of-concept that would support the intercontinental activities of all concerned stakeholders.

4.1.2.2 Advisory Board meetings

The Advisory Board (AB) remains an important entity which apart from supporting the consortium with scientific advice from a wide range of expertise from the industry it also steers through the socio-economic developments as well as legal and technological trends to reinforce even further the C&D endeavour and relevance for innovation and act indirectly as an impact maximisation factor. A team with proven relevant expertise was carefully selected and approached to support and guide developments with valuable insights of industry needs.

So far, two Advisory Board meetings have been held (see Table 23).

Table 23: Advisory Board meetings.

TITLE	PLACE	DATE	EVENT ORGANIZER	PARTICIPANT(S)
1st Advisory Board Meeting	Virtual	30-sept-20	Inlecom	ESC, Inlecom, FV, EBOs, ZLC + AB members
2nd Advisory Board Meeting	Virtual	21-oct-21	Inlecom	All PLANET partners + AB members

The main objective of the Advisory Board is to offer advice and support on most relevant factors may influence the innovation management of PLANET, providing comments and recommendations to the project consortium.

During these meetings, after a short introduction round of all participants and the PLANET Project, the discussion focused on the four Position Papers drafted within PLANET Work package 1:

- Geo-economic dimension which drives the emergence of new trade routes to EU.
- Impact of these routes on the existing EU transportation network (TEN-T).
- Land interconnection issues of the TEN-T to networks outside EU concerning rail infrastructure.
- Emerging of the Physical Internet concept, potential to guide the EGTN.

4.1.2.3 Conferences

All conferences PLANET has attended to date (26-oct-2021) are detailed in Table 24.

Table 24: Conferences.

PLACE	RELATED WP	DATE	EVENT ORGANIZER	EXTERNAL C&D STRATEGY PHASE	DISSEMINATION SUBJECT	PARTICIPANT (S)	DETAIL	WEB
29th Plenary Meeting International Coordinating Council on Trans-Eurasian Transportation (Attendance in other R&D conferences – Plenary Meeting)								
Hybrid: Moscow and virtual	All	5-Nov-20 6-Nov-20	CCTT	Initial Phase	PLANET, its goals and methodologies (Stakeholder Engagement via events)	PANTEIA	Hybrid: hall of the CCTT Representative office and virtual Audience: N/A	https://meeting.icctt.com/

Integration of global supply chains – monitoring of e-commerce shipments on the New Silk Road (Attendance in other R&D conferences - EU level)								
Virtual	WP3	28-jan-21	Polski Instytut Transportu Drogowego	Initial Phase	Discuss with key railway actors on the Online debate on identifying the needs of global e-commerce supply chains and how to address them as part of the PLANET international research project.bottlenecks on the routes towards China.	Inlecom, CERTH, Lukaszewicz - Institute of Logistics and Warehousing	Moderator: UIRR President, Ralf-Charley Schultze Audience: N/A	https://pitd.org.pl/news/integracja-globalnych-lancuchow-dostaw-monitorowani-e-przesylek-e-commerce-na-nowym-jedwabnym-szlaku-podsumowani-e-debaty-pitd/
8th International Physical Internet Conference (IPIC2021) - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (PLANET Project) (Attendance in other R&D conferences - EU level)								
Virtual	WP1, WP3	16-jun-21	ALICE	Intermediate Phase	PLANET, its goals and methodologies, as well as first findings and outputs achieved during the first year of the project development. Specific use cases where PI is a key point will be showcased.	Inlecom, CERTH, Lukaszewicz - Institute of Logistics and Warehousing	IPIC sessions: 14-Jun-2021-16-Jun-2021, PLANET session: 16-jun-2021 Audience: 13	https://www.pi.events/IPIC2021/content/s25-progress-towards-federated-logistics-through-integration-ten-t-global-trade-network
Artificial Intelligence in planning, simulation and forecasting (Attendance in other R&D conferences - EU level)								
Virtual	WP3-LL1	26-oct-21	ALICE	Intermediate Phase	PLANET LL1 and its objectives. PLANET will be presented as a project that visualises the applications / implementation of the AI in T&L	ITAINNOVA	Audience: 30	https://www.eup-logistics.eu/artificial-intelligence-in-planning-simulation-and-forecasting/

Of all of them, the 8th International Physical Internet Conference (IPIC2021) deserves a special mention as it is the world's leading Conference focusing on the future of global freight and logistics industry and this year was dedicated to 'building a smart hyperconnected era for efficient transport, supply chain and logistics' with an emphasis on ALICE Physical Internet Roadmap Implementation and Generations.

This Special Session was dedicated to present the PLANET project overall ambition, goals, activities and expected results, as well as to show the first findings and outputs achieved during the first year of the project development. During this session, specific use cases were showcased where the Physical Internet (PI) was introduced as an approach to: 1) Optimize stakeholder infrastructures and operations by integrating logistics networks and taking advantage of the new technological reality in T&L, such as Blockchain, IoT and AI; 2) Efficiently exchange T&L data flows in a secure and privacy preserving way within logistics networks; 3) Optimize end-to-end supply chains interconnection along the TEN-T corridors by sharing resources through horizontal and vertical collaborations;

and 4) Efficiently and sustainably interconnect infrastructures (TEN-T, freight rail corridors) with current and emerging trade routes, improving decision-making.

Session Agenda:

- **PLANET Presentation, Goals and Ambition. Makis Kouloumbis, PLANET Project Coordinator, Inlecom.**

This presentation will serve as an introduction to the session and will describe the project's ambition, structure and activities, focusing on the practical developments under the project Living Labs, which cover 3 EU logistics corridors involving multimodal transport hubs like Valencia and Rotterdam ports and Asia-EU-America corridors.

- **Planning for an Integrated Green EU Global Transport and Logistics Network (EGTN). Georgia Ayfantopoulou (Research Director), CERTH.**

This presentation will consolidate the outcome of four Position Papers prepared in the context of the project by PLANET partners (ITAINNOVA, Panteia, UIRR, Erasmus University of Rotterdam) regarding the impact of new emerging trade routes on the TEN-T, while taking into account the geoeconomic context of these routes and also the new possibilities that arise from new disruptive transport, logistic concepts and technologies. This process, as a part of the methodological approach of PLANET, will lead to a set of simulation scenarios for the future which will help define the specifications for realising EGTN and move towards its establishment as an international logistics system that will make use of physical and digital infrastructure. The PLANET concept for an integrated modelling and simulation capability for testing alternative policies and technologies implementation for the development of EGTN will also be presented.

- **Use Case: IoT for the Silk Road Route to EU through Poland– reliable, transparent and fully connected corridor from China to the EU. Malgorzata Kirchner (Head of Sales and Commercialisation), Lukasiewicz - Institute of Logistics and Warehousing.**

This presentation will describe how to streamline logistic processes in flows from China to Europe along the Silk Road by implementing IoT technologies (based on the EPCIS platform) and GS1 standards that facilitate transmission of data between the partners involved in the logistics operations within the e-commerce channel and containerized freight transport.

Session Organizers: Makis Kouloumbis (Inlecom), Georgia Ayfantopoulou Centre for Research & Technology Hellas (CERTH), Malgorzata Kirchner (Institute of Logistics and Warehousing).

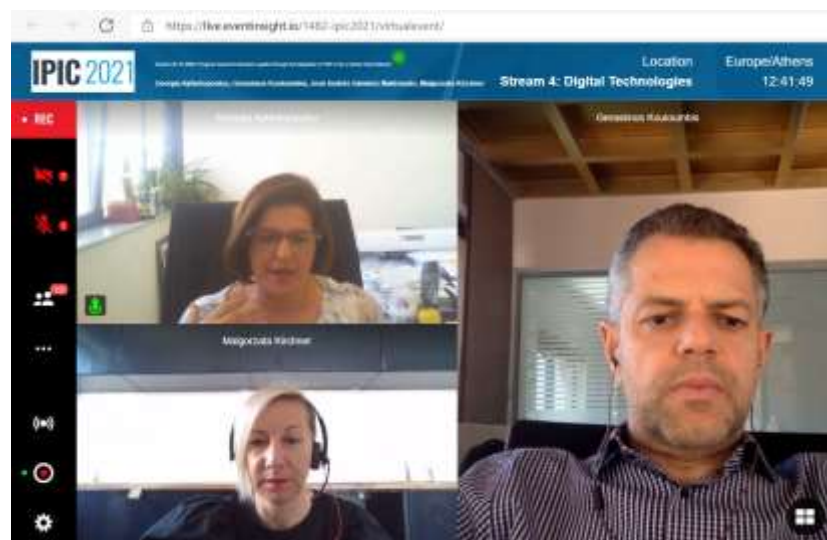


Figure 19. PLANET IPIC2021 Speakers (ALICE).

On the other hand, the Artificial Intelligence in planning, simulation and forecasting session organised by ALICE and held on 26th October 2021 is also relevant for the PLANET Project as it was presented as a landmark project that visualises the applications /implementation of the AI in T&L.

David Cipres (ITAINNOVA) intervened in the topic Demand forecasting and intelligent planning based on AI, explaining the relevance of the PLANET project in this area. In particular, the presentation of PLANET focused on LL1 (see Figure 20) as it is the LL that, within the project, will assess how new technologies (IoT, AI and blockchain) and concepts (PI) can improve processes, operations and efficiency along door-to-door transport chains connecting the Maritime Silk Road with internal EU corridors.

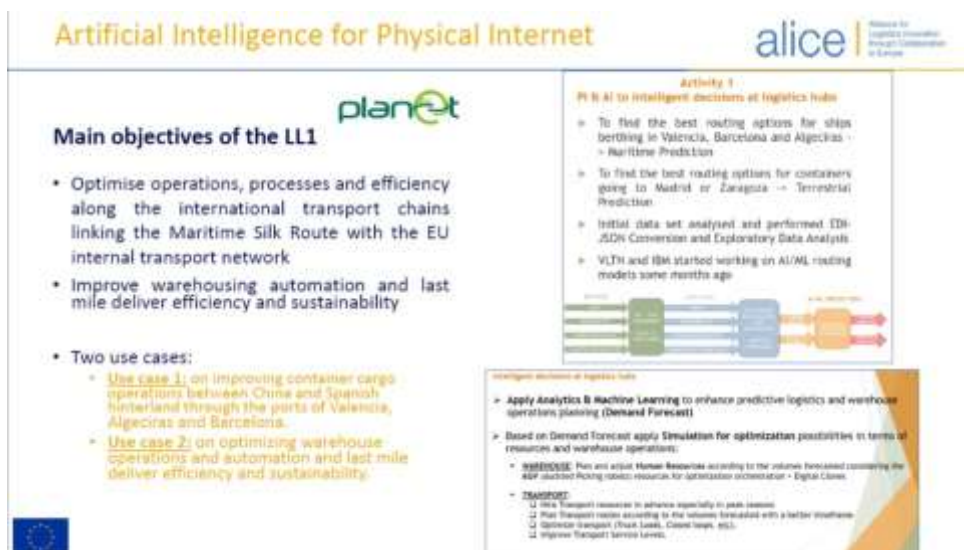


Figure 20. Artificial Intelligence in planning, simulation and forecasting Session (ALICE).

4.2 PLANET C&D Actions in progress

4.2.1 Events

As seen in previous chapters, PLANET emphasises the importance of participating in high-level events and conferences, as this is an opportunity to increase the visibility of the project among the defined target groups.

The next relevant events in which PLANET will participate or is actively working on its participation are: The Second European Intermodal Summit and the TRA Conference 2022 (see Table 25).

Table 25: Upcoming relevant events to be attended by PLANET.

TYPE	EVENT TITLE	PLACE	RELATED WP	DATE	EVENT ORGANIZER	DISSEMINATION SUBJECT	PARTICIPANT(S)
Attendance in other R&D conferences - EU level	European Intermodal Summit 2021	Virtual	WP3-LL1	30-nov-2021	UIRR	PLANET's role in intermodal standardisation	RSM
Attendance in other R&D conferences - EU level	TRA Conference	Lisbon, Lisbon Congress Center	WP1	14-nov-2021 – 14-nov-2021	TRA	Corridor connectivity index methodology developed in PLANET	EUR

The **European Intermodal Summit 2021** is a high-level conference (300 are expected to join) organised by UIRR, the industry association of Road-Rail Combined Transport. The conference will be constructed on three panel sections:

- Section 1: Efficiency in Combined Transport – door-to-door energy and resource efficiency
- Section 2: Intermodal transport's contribution to decarbonisation – doubling of rail freight's market share means the need to triple Combined Transport
- Section 3: Developments in Combined Transport – intermodal transshipment techniques, digitalisation, standardisation, best practice, EU support

A PLANET partner (RSM) will participate as a speaker in section 3 to present PLANET's role in intermodal standardisation (with a focus on intercontinental transport).

The **Transport Research Arena (TRA)** is Europe's largest research and technology conference on transport and mobility. The TRA allows researchers, policy makers and industry representatives to meet, exchange views, express their views and developments, contributing to the debate on how research and innovation can reshape the transport and mobility system.

It has therefore been identified as a good opportunity to disseminate PLANET's advances and results achieved so far. In particular, it is an excellent occasion not only to present an overview of the project, but also to showcase and explain PLANET connectivity index methodology.

In addition, the conference provides a unique opportunity to hear about mobility trends in different parts of Europe, learn from achievements in industry as well as share best practices of policies and deployments, and thus can be an opportunity for networking with other H2020 projects.

Important dates:

- Abstract submission deadline: November 30, 2021
- Notification of abstract acceptance: January 31, 2022
- Full-paper submission deadline: April 15, 2022
- Notification of full-paper acceptance: June 30, 2022

4.2.2 Brochure

The PLANET brochure is in the design phase. Using PLANET's visual identity, it will include its overall aim, as well as a breakdown of what the project pursues.

The plan is to have the brochure ready for publication by M19.

4.2.3 Factsheets

Work is currently underway on the publication of factsheets to introduce the PLANET project consortium. The steps followed to produce this material have been the next ones:

- 1) Choose the information to be published in the factsheets.
 - Short description of the company/institution/association.
 - Short description of company's role in PLANET project.
 - Short description of most significant infrastructure/technical equipment/expertise the company offers to PLANET project.
- 2) Develop a template for the collection of information.
- 3) Send the templates to the partners to be returned completed.
- 4) Design the factsheets under PLANET's visual identity. Factsheets will include information on:
 - The company.

- Company's role in PLANET.
 - Company's key contributions to PLANET.
- 5) Produce a factsheet for each partner.
 - 6) Plan how to publish the factsheets on PLANET website and SM.

The last two phases are currently being carried out. It is necessary to determine how they will be uploaded in order to organise and gather them if necessary. On the other hand, there are still partners who have not yet sent the filled in template, so it could also impact the fifth and sixth phases identified. A new round of contacts is currently being made to obtain the missing information from some partners.

They are expected to be published between M18 and M19.

4.2.4 Scientific publications, white papers, journal publications, articles

The PLANET Project will deliver at least 10 publications, of which 2 will be white papers. To achieve these objectives, the PLANET C&D team has been developing since M16 a preliminary list of possible dissemination channels for articles/documents/materials (see Table 26) in order to produce publications at upcoming M18-M24.

The search criteria focused mainly on the impact that a publication on this channel could have for PLANET (followers and subscribers) and on the subject specialisation of the channel (topics covered, sectors dealt with, format used, etc.). However, other points have been taken into account, such as: the cost associated with the publication, whether peer reviewing is required before publishing and whether there is a publication deadline.

Table 26: Tentative scientific journals for publication.

COMPANY	INFORMATION AND RELEVANCE	COST	DEADLINE	STAGE
Innovazione logistica e nuove relazioni di traffico intercontinentale	It is an Italian monthly magazine that shares news, business cases, sector news and best practices in the logistics organisation of companies and specialised operators, software, materials handling, automation systems, organisation of flows and transports, stock management, the best methods of organisation and management. Each issue - 10 per year - deals with technology, economics, management and technology, providing information to the operators and enterprises in the logistics world.	None	20/25-oct-2021	Presented, pending to be accepted and published
EU Researcher	<p>A dissemination journal focusing on pioneering frontier research. It gets published quarterly and distributed throughout 33 countries in Europe to over 50,000 readers.</p> <p>The aim of the journal is to promote research projects to a relevant audience in government, the private sector as well as academia. In turn this will lead to enquiries of interest, global exposure and dissemination for the projects involved.</p> <p>It is hosted online indefinitely reaching a global web audience. It is read by the key people in national and European governments that control policy and research funding, leading scientific research institutes</p>	Yes, price includes their social media coverage	Feb-Mar 2022 (Summer 2022 edition)	Contact established, already discussed the possibility to publish on the journal. Better to respond soon to reserve 'space'

	and major companies across numerous Industries in the private sector.			
Open Access Government	<p>A digital publication that provides an in-depth perspective on key public policy areas from all around the world, including health and social care, COVID-19, research and innovation, technology, government, environment and energy.</p> <p>Each quarterly edition features a wide range of prestige contributors, including government ministers, European commissioners, members of European Parliament, industry associations and charities.</p>	Yes	Feb 2022 (April 2022 edition)	Contact established, the magazine awaits confirmation. PLANET C&D equipment needs to decide on budget available
Transportation Research Part E: Logistics and Transportation Review	A leading technology provider and online editor/demonstrator of workflow management solutions, articles, etc.	Needs investigation	Various	Registered on site
International Journal of Logistics & Production Research and Applications	Publishes on all aspects of logistics and supply chain management, including inventory, outsourcing, procurement, simulation, sustainability, and more.	<p>There are no submission fees, publication fees or page charges</p> <p>If colour photo needed in hard copy, charges will apply</p>	Depends on theme and edition, must confirm	Registered on site
Research in Transportation Business & Management	Publishes research on international aspects of transport management such as business strategy, communication, sustainability, finance, human resource management, law, logistics, marketing, franchising, privatisation and commercialisation.	No fees apparently	None	No contact yet No registration needed
IEEE Transactions on Automation Science and Engineering	<p>Provides a wide range of quality publications that make the exchange of technical knowledge and information possible among technology professionals. This essential content is delivered through the IEEE Xplore® Digital Library.</p> <p>Also, IEEE sponsors more than 1,600 annual conferences and events worldwide, curating cutting-edge content for all of the technical fields of interest within IEEE.</p>	No cost apparent, only for downloading material from their library	None	Registered on site
Management Science (INFORMS)	<p>A scholarly journal that publishes scientific research on the practice of management focusing on the problems, interest, and concerns of managers.</p> <p>Within its scope are all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional</p>	Cost to subscribe, no cost to publish	None	No registration yet

	areas of business, such as accounting, finance, marketing, and operations. Supply Chain management one of the key areas.			
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Except for the *Innovazione logistica e nuove relazioni di traffico intercontinentale* journal, no publication has been submitted, although initial contact has been established with them.

The next step will be to decide in which journal PLANET will publish, based on cost and deadline information, and what partners will collaborate in the publication(s). IBM and VLTN have been identified as the most suitable partners to contribute to the PLANET publications, as the work done so far on the WPs they are involved in is mature enough. A first contact with them has already taken place to verify their interest in this task.

The publication in *Innovazione logistica e nuove relazioni di traffico intercontinentale*, which has been led by New Opera and submitted on 25 October 2021, is structured with two sections:

- 1) A short section dealing with EU research topics, the introduction of PLANET and PLANET LLs (Silvio Beccia, New Opera);
- 2) A second section with short testimonies from:
 - Gerasimos Kouloumbis (INLECOM): on the vision of PLANET, the main themes and the consortium.
 - Chris Wensink (PANTEIA): on the new routes and the EU network
 - Ralf-Charley Schultze (UIRR): on the role of rail/intermodal transport for sustainable freight mobility
 - Franco Castagnetti (New Opera): on the potential benefits for disadvantaged regions.

4.2.5 Video

The PLANET C&D team is working on the project's official promotional video which will be published in M20. During M17, the production company was chosen and currently, in M18, both the video's duration (approximately 3 minutes) and structure has been decided:

1. Introduction.
2. Consortium introduction + logos.
3. Project aims.
4. Work packages.
5. Living Labs + map of where the actions take place and which partners are involved.

At the beginning of M18, work has been done to develop an indicative script based on the chosen structure, a text of approximately 550 words. In the coming weeks the objectives are: 1) to review and finalise the script with the production company; 2) to discuss the images/animations to be included in the different sections of the video.

4.3 Horizon 2020 and Connecting Europe Facility Project Liaison

The PLANET project is committed in cooperating with related projects and initiatives undertaken by ALICE platform and beyond with the aim to accelerate and maximize the impact of its outputs. This comes in the means of co-hosting events, communication sessions with associations and Logistics actors and incorporate findings, knowledge and outputs to enhance even more the project impact.

Moreover, the PLANET C&D team has analysed and reviewed a number of related projects in an effort to successfully connect to other bodies and initiatives to further reinforce the overall effort. Below is a summary of the projects targeted for collaboration. The collaboration will take the form of co-organized events, shared knowledge and findings in a structured form to make best use of the results for mutual benefits.

- **ALICE.**

The ALICE platform (<https://www.etp-logistics.eu/about-alice/>) supports, assists and advises the European Commission in the implementation of the EU Program for research: Horizon 2020 and Horizon Europe in the area of Logistics. Collaboration between Logistics operators, strategy design and knowledge transfer from funded research activities remain at the top of ALICE agenda.

PLANET Project is supported by ALICE through its Research and Innovation Projects and Initiatives Liaison Programme. As shows Figure 21, PLANET is one of the running projects liaised with ALICE.



Figure 21. PLANET is a liaised project with ALICE.

PLANET has already engaged with ALICE working groups and participated at:

- The 8th International Physical Internet Conference (IPIC2021) held on 16 June 2021 with a presentation at Session 25 (Gerasimos Kouloumbis, Inlecom; Georgia Ayfantopoulou, CERTH-HIT; and Gosia Kirchner, ILIM Poznan) of PLANET's vision, objectives and first findings and results obtained during the first year of the project's development. Specific use cases where PI is a key point were also showcased.
- The webinar Artificial Intelligence in planning, simulation and forecasting held on 26 of October 2021 with a short presentation of the LL1 and its objectives (David Cipres, ITAINNOVA), showcasing the applications of AI in T&L.

In addition, the PLANET project is available on the ALICE Knowledge Platform (see Figure 22), providing the following information about the project:

- Title of the project, acronym and Logo.
- Short description of the project and main expected results in regards to freight transport and logistics
- List and short description of LLs.

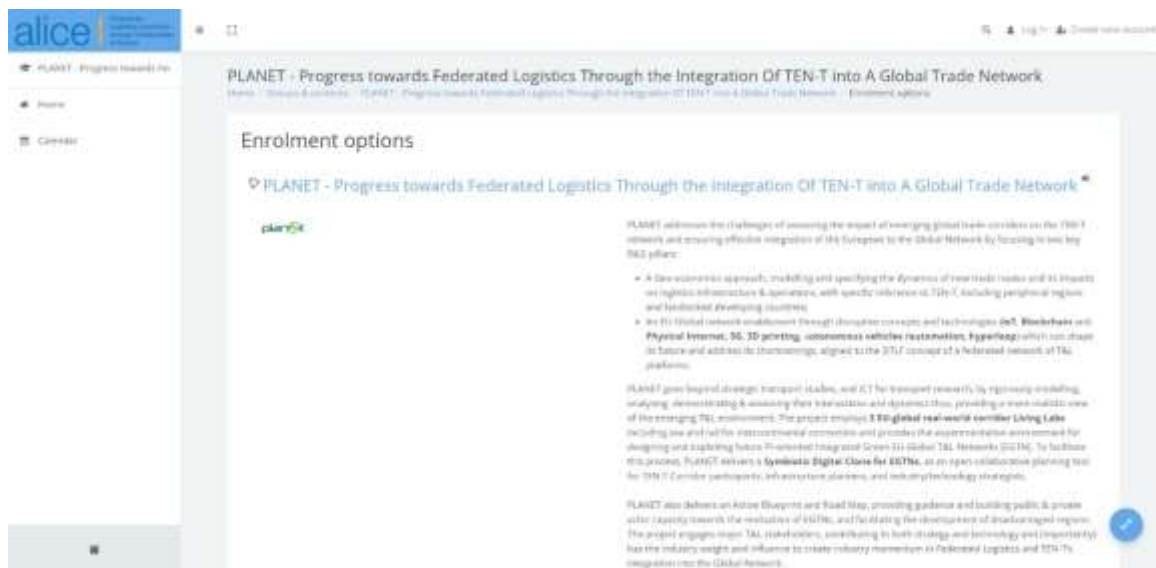


Figure 22. PLANET is on ALICE Knowledge Platform.

- **FENIX.**

FENIX (<https://fenix-network.eu/>) stands for “A European FEderated Network of Information eXchange in Logistics” and is an action 2018-EU-TM-0077-S under the Grant Agreement number INEA/CEF/TRAN/M2018/1793401. FENIX is funded by the Connecting Europe Facility funding instrument for Transport with a project duration of 36 months and started on 01 April 2019.

The FENIX concept is built on cloud-based technology that will motivate increased horizontal collaboration, optimised routing and dynamic re-routing of freight through plug-and-play solutions for supply chain planning and operations. The end goal is a set of integrated services that exploit real-time Big Data streams for real time awareness and visibility, delivered from the cloud as a service. These services will be based on accurate, reliable and timely information flows and events notifications based on standards and public-private governance.

In particular, FENIX revolves around the following specific objectives:

- To deliver a federated network of transport and logistics actors across Europe, enabling sharing of information and services needed to optimise TEN-T corridors from economic, environmental and social perspectives;
- To provide secretariat support for the European Commission Digital Transport Logistics Forum (DTLF);
- To undertake liaison activities with other European Commission’s initiatives and to deliver an EU Corridor community building programme;
- To demonstrate the operational feasibility and benefits of the FENIX Platform in nine TEN-T European Corridors and four Motorways of the Sea.

Through the analysis of the requirements and framework of 11 different pilot sites and platforms across Europe, the FENIX federation will provide an ecosystem of interconnectivity and data / services sharing enhancing collaboration. The information interface will be enabled by the platforms’ implementation of the ‘FENIX Connector’. The connector is made of three components namely:

- The federated Identity service,
- the data exchange service and
- the broker service.

The design of the broker and overall technical components is based on the design principles laid out at the initial stages of the project and guidelines of the DTLF. Within also the guidelines of the programme which dictates a decentralized structure where all platforms develop and deploy their own connector, the availability of a services' catalogue including KPIs and metrics to assess performance and attractiveness of solutions where each system can share datasets or services facilitating business one to the other and in a secured and trustworthy way involving necessary security mechanisms.

This project may be relevant for PLANET as it intends to improve the efficiency of European transport and logistics by providing an appropriate digital framework to perform collaborative planning, efficient and sustainable operations and execution monitoring in various corridor scenarios and context, optimising the TEN-T network and serving the entire European transport and logistics community.

- **ICONET.**

With the PI gaining momentum as a new important contributor to the future of Supply Chain Logistics with technological, infrastructural and business innovations, the ICONET project (<https://www.iconetproject.eu/>) lasted for 30 months and was completed in February of 2021. The project had the following specific objectives:

1. To define the PI framework and hubs plan.
2. To create a control and management platform to support the developed services and testing.
3. To deploy 4 living labs as the testbed of the project proving the value adding ability of the PI concept.

The ICONET represents the vision of the next generation warehouses and distribution centres integrated to PI corridors and networks inspired by the digital internet's structure, technology and philosophy. The target is to minimize CO2 emissions, reduce costs and improve the efficiency of the logistics sector.

The integrated PI data structure and network representation developed as part of the ICONET project have been considered in designing the EGTN connectivity and external data sources integration.

Furthermore, the association of ICONET PI Services (networking, routing, encapsulation and shipping) workflows to specific use cases, has enabled the identification of appropriate tools and services for analysing and addressing the development of modernized transport functionality, based on digitization, collaboration both at terminals, and transport stages, and seamless multimodal integration.

These features are essential for achieving the integration of global trade corridors to the European hinterland and the TEN-T network, and are therefore essential to PLANET's success.

- **PILL**

The project Physical Internet Living Lab ("PILL") started at the beginning of 2021 (<https://www.imec-int.com/en/pill>). As mentioned earlier the PI aims to interconnect transport networks, looking to move freight in the most optimal way – from origin to destination.

The scope and objectives of the project is to contribute to academic as well as applied knowledge. In order to strike that balance between being rooted in practice and being academically grounded, the Living Lab-toolkit has proven itself to be most suited.

Within the PILL-project, researchers and developers will work in close cooperation with the port and logistics sector to develop new concepts that still face considerable challenges, before they can be implemented in daily operations and/or business offerings.

The PI is all about connecting the dots. PI and its related concept of synchro-modality are very much related and can enhance each other. They hold great promise in allowing the next generation of logistical processes to be more efficient, reliable, flexible and sustainable. The main objective of PILL is to leverage the state-of-the-art in

PI assets (knowledge, hardware and software) into two pilot testbeds in Flanders. These testbeds will be focused on maritime logistics processes and within Flemish port terminals.

To enable synchro-modality and PI we need the following technologies, techniques and components: traceability, intelligent systems, data analytics, optimization, simulation and integration platforms. In the above taxonomy of elements that constitute a PI architecture, we position Digital Twins (one for each port) as the nexus in which all the necessary components for a PI system are combined. As such, the Digital Twin constitutes the system that integrates all the necessary components. Not only will it support simulation of PI processes, but it will also focus on the interactions with the logistics operators that determine daily decisions and make the logistics machine tick. The PILL project will thus address several aspects related to the PI by focusing on:

1. Autonomous operations in logistics nodes where Digital Twins create value-added services for ports and terminals.
2. Network resiliency where digitalized and automated operations in nodes (ports/terminals) demonstrate reconfiguration and realignment of logistics processes in case of disruptions and other perturbations. The resilience measures will consider synchro-modal approaches with regard to dynamic synchronization of modes, their capacities and schedules.
3. Exploitation of IoT data and transparency levels to improve interconnectivity of different loading units such as containers, pallets, boxes and parcels termed as π -containers.
4. Establishing business and governance models for safe and secure exposure and sharing of object data

The infrastructure in the testbed will be co-created together with all relevant stakeholders, in order to make the deployed PI system viable and well-integrated in the local operational ecosystem.

- **SOFIE.**

The SOFIE project (<https://www.sofie-iot.eu/>) ended in December 2020. The SOFIE project aims to develop a blockchain driven federated platform for enabling information exchange of different IoTs and data silos. The goal is to enable creation of business platforms, based on existing IoT platforms and distributed ledgers, without needing to negotiate with any gatekeepers. The wide applicability of the approach is tested through four pilots (Italy, Finland, Greece and Estonia).

The objectives of the projects are:

1. Define a secure, open, decentralised and scalable IoT federation architecture for sensing, actuation, and smart behaviour with support for interworking across different Distributed Ledger Technologies.
2. Make IoT data and actuation accessible across applications and IoT platforms in a secure and controlled way.
3. Develop a solution that ensures integrity, confidentiality, privacy and auditability of data and transactions, with support for smart contracts.
4. Demonstrate SOFIE's concept and technologies through the: i) development of an IoT federation framework that facilitates the creation of federated IoT business platforms; ii) deployment and evaluation of the SOFIE federation framework in four pilots.

The SOFIE Framework consists of six components. One of them is the Interledger, which provides support for operations spanning two or more ledgers, enabling activity on an Initiator ledger to trigger activity on one or more Responder ledgers in an atomic manner, and whose codebase is open.source on GitHub

This component has the potential to be used in the PLANET EGTN Blockchain service. Currently, PLANET WP2 partners involved in T2.5 (EGTN Distributed Ledgers and Smart Contracts) are in regular contact with the engineers of the SOFIE Interledger component to identify possible extensions to the code base to better support the T&L use case.

- **VITAL5G.**

The strategic objective of VITAL-5G (Vertical Innovations in Transport And Logistics over 5G experimentation facilities) is to create an open, virtualized and flexible experimentation facility comprised of an intelligent virtual platform, three distributed European 5G-testbeds and associated vertical infrastructure, to enable the testing and validation of Transport & Logistics (T&L) Network Applications (NetApps) in real-life conditions, utilizing 5G connectivity (<https://www.vital5g.eu/>).

The objectives of the project are:

1. To drive and foster the development and sharing of novel vertical-specific and vertical-agnostic Network Applications (NetApps) for the T&L sector by supporting open-source tools and an open repository for flexible and interoperable deployment through the VITAL-5G platform.
2. To deliver an open, virtualized 5G-enabled testing and validation experimentation facility, which will provide the means for relevant T&L stakeholders to deploy and benchmark the performance of their innovative NetApps on top of a 5G network
3. To demonstrate the benefit and showcase the added value of 5G connectivity for advanced multi-modal logistics services across European roads, seas and rivers, creating a functional value chain for highly automated freight transportation.
4. To provide customized and virtualized access to network and T&L infrastructure (port, warehouse, equipment and facilities) resources, enabling dynamic tailor-made service provisioning to 3rd parties (such as SMEs) to validate their applications over resources otherwise unavailable to them, thus boosting confidence prior to actual service deployment.
5. To enable novel business models development for open, integrated and cooperative services across multiple domains, addressing specific T&L use cases and to justify the investment from key stakeholders.
6. To foster the development and advancement of a T&L centred ecosystem, which will drive the European integration of 5G services into the T&L vertical, by bringing together key vertical stakeholders (port authorities, road operators, MNOs, etc.) with SMEs developing cutting-edge technology and applications.

VITAL-5G will release a flexible platform adapted to serve the specific needs of the T&L sector focused on the creation, deployment, management and validation of NetApps.

5 Dissemination metrics / KPIs

The main task behind the C&D activities is to effectively disseminate PLANET results to a wide range of stakeholders (target audiences identified in section 3.2) who are interested in or concerned by the issues covered by PLANET, and by PLANET applications.

In order to be able to assess the level of effectiveness of each action developed and to adopt the relevant changes to achieve the project objectives and deliver the message/outcome to the previously identified target groups, it is necessary to use quantitative metrics. This tool will allow measuring the progress, impact and success of all activities involving D&C.

In this sense, section 3.2 already detailed the KPIs associated to each external C&D Activity, based on the scope of the project, and section 4 included detailed statistics and explanations regarding the evolution of each instrument.

In this section, in addition to synthesising the KPIs to be used in each C&D tool and their quantitative targets throughout the project, includes the achievements in terms of KPIs and number of outputs and an evaluation of each KPIs chosen (see Table 28).

To carry out the assessment of all the C&D activities, achievements have been quantified on the basis of the categories identified in Table 27. However, it is important to note that to assign the category to each activity, not only the KPI but also the timeline under which the activity should be performed must be considered.

Table 27: Classification of achievements.

CATEGORY	MEANING	GAP BETWEEN TARGET AND ACHIEVEMENT
0	Immediate corrective actions are required	$KPI_A < KPI_T$, alarmingly below
1	Needs improvements and further attention	$KPI_A < KPI_T$, slightly below
2	Satisfactory progress	$KPI_A \geq KPI_T$

KPI_A : KPI achieved; KPI_T : KPI targeted.

Table 28: Evaluation of PLANET KPIs at M18.

C&D TOOL	TYPE	TIMELINE	NO. OUTPUTS			KPIs		
			T	A	% of accomp	T	A	E
Website	Online presence	Ready by M1, regularly updated	1	1	100%	SEO metrics: 2,000 unique visitors/year Documents: 50 updates/year	Achievements up to 25/10/21: - Website available in M1. - Unique visitors: 323 (visits: 1,853), no unique visitors nor visitors during the initial phase of the project (M1-M12) - Documents: 27 ▪ Public deliverables: 12 (deliverables uploaded in November are included), all uploaded in the 2 nd year of the project	1

							<ul style="list-style-type: none"> PRs: 5, 4 updated in the 2nd year of the project Newsletters: 3, all updated in 2nd year of the project Posts: 9 (posts published in November are included), 8 updated in the 2nd year of the project 	
Social Media (4 channels)	Social media	Ready by M24, regularly updated	4	4	100%	Followers: >300 Content pieces: > 80 per channel Impressions: 10,000+	Achievements up to 25/10/21: <ul style="list-style-type: none"> All SM channels created before M24. Followers/subscribers: 220 in total (LinkedIn: 80; LinkedIn PG: 95; Twitter: 29; YouTube: 16) Content pieces: 43 in total (LinkedIn: 6; LinkedIn PG: 15; Twitter: 18; YouTube: 4) Impressions: 7,383 (Twitter: 5,418; LinkedIn: 1,965) 	2
Videos	Online distribution	M12, M24, M36	2+	4	200%	Views: 100 views in M12, up to 3,000 by M36	Achievements up to 25/10/21: <ul style="list-style-type: none"> No. of videos: 4, all of them published in the 2nd year of the project Views: 114 views up to M17, but videos have been published in M5 and M16 PLANET Project's official promotional video: <i>ongoing</i>	2
Press Releases	Online distribution / publications	M1-M36	10	21+17+5	210%	No. of PRs: 6	Achievements up to 25/10/21: <ul style="list-style-type: none"> No. of PRs on media: 21 No. of PRs on partners' websites: 17 	2
Factsheets & success stories			3	Ongoing	0%	No. of published articles: 10	Achievements up to 08/11/21: <ul style="list-style-type: none"> No. of PRs on PLANET website: 5 Fact sheets: <i>ongoing</i>	
Newsletters	Online distribution	M1-M36	9	3	33.33%	No. of newsletters: 9 (3/year) Subscribers: >500	Achievements up to 25/10/21: <ul style="list-style-type: none"> No. newsletters: 3 (Intermediate Phase, M12-M24) No. of downloads: 78 (Newsletter #1: 11; Newsletter #2: 44; Newsletter #3: 23) No. of visits: 206 (Newsletter #1: 30; Newsletter #2: 110; Newsletter #3: 66) No. of users: 103 (Newsletter #1: 13; Newsletter #2: 52; Newsletter #3: 38) Newsletter #4: <i>ongoing</i>	2

Partnership events Attendance in other R&D conferences Business exhibitions	Events	M1-M36	9 8-12 12-15	6 4 0	66.6% 40% 0%	No. of PEs: 9 No. of other events attended: 12-16 No. of BEs: 12-15 Contacts established: 10-50 / event Resulting cooperation: 3	No. of PEs: 6 No. of other events attended: 4, 3 at EU level No. of BEs: 0 Data on contacts established and resulting cooperation: unknown	2
Scientific publications Whitepapers Journal publications Articles	Publication	M12-M36	6+	Ongoing	0%	No publications: > 10, white papers: 2 Total reach: >5,000 total readership	A publication on Il Giornale della Logistica is expected in late M18. It is currently pending to be accepted and published. Relevant journals identified for publication: 7	2
Capacity Building programme and LL w/shops	Events	M12-M36	1 CBP 4 LL w/shops	-	-	No participants in CBP: > 25 No participants in LL w/shops: > 80 Total contacts: > 00	Not applicable, this action will be carried out during the closing phase	-
Briefings to early stage accelerators and Open Source community	Events	M7-M36	3	0	0%	No participants: > 50 Resulting cooperation: > 5	0	0
Public deliverables	Publications	M8-M36	> 20	12	60%	No. of downloads: > 50/file, > 1,000 total	Achievements up to 08/11/21: - No. of public deliverables: 12 Achievements up to 25/10/21: - No. of downloads: 6 in total ■ WP1: 1 ■ WP2-D2.1: 1 ■ WP5-D5.1: 4 ■ WP6: 0	1
Brochure and annual report	Publications	M1-M36	4	Ongoing	0%	No. of recipients: > 500	Brochure: <i>ongoing</i>	1
Establish Collaboration with H2020 projects	Collaboration	By M36	3	2	66.6%	No. of collaborations: 3	No. of collaborations: 2 (ALICE, SOFIE)	2

T: target(s); A: achievement(s).

- **Website.**

Web analytics showed that the PLANET website is performing slightly below expectations during the intermediate phase (M12-M24). The project is currently in the middle of this second phase and only 323 unique visitors have been reached, while the expected number of unique visitors per year was 2,000. Therefore, it was expected to have reached about 1,000 unique visitors by the middle of the intermediate phase.

This is due to the fact that from its creation in June (M1) until July (M14), traffic to the website has been nil, with only 3 unique visitors. These shows indicate that the website has not been kept sufficiently up to date (only one publication has been made in M4) during the initial phase (M1-M12).

However, the analytics also reveal good results as in only three months - from August 2021 (M15) to the present (M17, 25-Oct-2021) - 323 unique visitors have been achieved, which illustrates that the new content published on the website has had the desired impact on the target audience.

In total, 9 posts have been published and 19 documents have been uploaded, since the first time a document was uploaded (M13) until 25-Oct-2021 a total of 130 downloads.

In summary, the website has been created and established in M1, and although other KPIS has not been meet, considering the achievements in such a short period of time (M14-M17) C&D website actions are working on the right track. Nevertheless, in order to accomplish all KPIs and even surpass them, it has been identified that work should be done on three main points: 1) upload/post content more regularly; 2) upload/post all important PLANET events or news; 3) share the uploaded content not only on PLANET networks but also among PLANET partners so that they disseminate it through their own social networks and websites.

- **Social media.**

There have been no delays in the creation of PLANET's SM, as they have been created and started publishing content before M24 (May 2022):

- Creation date of Twitter account: May 2020
- Creation date of LinkedIn Private Group: May 2020
- Creation date of YouTube channel: July 2020
- Creation date of LinkedIn: July 2020

Aggregating the results of all PLANET SM accounts, PLANET have reached 220 followers up to M17. Since the target is to reach >200 followers and we are currently in the middle of the project, we consider that PLANET is having a good reach and has achieved good traffic results.

On the other hand, it is expected to generate at least 80 contents per channel by the end of the project but so far only 43 in total have been reached (aggregated results from all SM channels), so it is necessary to be more regular in the publications, as well as to publish more contents to reach these figures.

As key factor to achieve this KPI, the help and support of all partners is identified. Through their guidance, involvement and contributions, it will be possible to: 1) prioritise content and identify relevant PLANET content; 2) develop monthly publications, as well as an appropriate volume and frequency to engage the target audience; 3) highlight, prioritise and engage the interest of the target audience.

Finally, the data on the number of impressions is positive, 7,383 impressions in total. Twitter has generated 5,418 impressions since its creation to date, while the LinkedIn account has generated a total of 1,965 impressions. The KPI is to reach at least 10,000 impressions by the time the project is finalised (M36).

- **Newsletters.**

So far PLANET has developed and published 3 newsletters, but, as initially anticipated, there have been delays in the publication dates. Newsletters have been published in the intermediate phase of the External C&D Strategy (M12-M24), while the KPI indicated that 3 newsletters should be published per year.

Accordingly, a total of 9 newsletters were expected to be published, 3 in each identified phase (initial phase: M1-M12; intermediate phase: M12-M36; closing phase: M24-M36). The main reason for not publishing newsletters during the first phase was the lack of maturity of the project, but also because priority was given to other actions such as the creation of the website and the generation of content on social networks.

The three published newsletters have met the deadlines and have been published during the intermediate phase in M13, M16 and M17. As the first year's newsletters have not been produced, it has been decided to establish a new timetable, ensuring that PLANET meet the total number of newsletters to be developed and published during the project. It has been decided that one of the newsletters will be published in December 2021 (M19) and the other five will be published during the closing phase. The proposed timetable is as follows:

- 2021: December (M19).
- 2022: March (M22), June (M25), September (M28), December (M31)
- 2023: March (M34).

On the other hand, it was decided to dispense with subscriptions to access newsletters on PLANET website. For this reason, the KPI "number of subscribers" has been replaced by data on the number of visits, users and downloads, which also visualises the reach of these publications.

PLANET newsletters have achieved very satisfactory results in only four months (the first one was published in M13). The number of times the PLANET Newsletter section of the website has been visited reaches 206 and the number of users who are engaged up to 25-oct-2021 are 103. Finally, the number of newsletter downloads amounted to 78. The best performing newsletter up to the abovementioned date is Newsletter #2.

- **Press releases.**

The KPI set for this C&D tool was the publication of at least 10 press releases. As can be seen in the table above, the results are in line with the set target, following a good trajectory.

On the other hand, as regards the fact sheets it was agreed to develop visual fact sheets to introduce PLANET consortium. The resulting number of fact sheets is still uncertain as it is still being decided how to organise and upload them on PLANET website and SM, but it has been suggested to make one publication per WP, which would result in a total of 5 fact sheets.

- **Videos.**

The four videos published so far, three corresponding to PLANET's participation in IPIC-2021 and one developed by eBos, have a total of 114 views. Results are significantly below the initial target (1,000 views were to be reached in M12). The explanation lies in the fact that the videos have been published during the intermediate phase of the project (M12-M24).

Content about these videos will be re-shared/posted on PLANET's SM channels as a way to increase the number of views. It is also expected that the views will increase by the time of the PLANET Project's official promotional video is launched, since it will stimulate the audience's interest in the project, triggering the search for other PLANET videos and C&D materials.

- **Public deliverables.**

The public deliverables up to 25-oct-2021 have received a total of 82 visits, had 31 active users and have been downloaded 6 times (for more detail see section 4.1.1.6).

Although the KPI of this activity focus on the number of downloads, these other metrics are very relevant since it is possible to read the documents without downloading them. Therefore, despite the fact that the target of reaching 50 downloads per document has not been reached, an average of 21 visits per WP has been achieved (we emphasise again that data on the number of downloads, visits or users per document is not available, only per WP.).

To improve the results, PLANET's SM will be used, publishing posts in which a short description of the document and the direct link to the document for downloading or reading will be included.

- **Briefings to early stage accelerators and open source community.**

No briefing with accelerators has yet taken place, nor has any work been carried out on this action. Therefore, this action requires urgent corrective action.

- **Scientific publications, whitepapers, journal publications, articles.**

The target is to achieve a total of 10 publications (2 white papers) during the months M12-M36, an action that is progressing adequately. PLANET is currently in M18 and since M14 the C&D team has started working on this action, trying to identify the most suitable journals to publish in.

So far, seven potential journals have been identified for publication, with two of them we have already established direct contact. During this month and the next (M18-M19) a decision on which of the identified journals PLANET will publish in is expected to be taken, in order to move on to the drafting of the article. To advance this second step, the team has already contacted some PLANET partners, in order to confirm their availability and commitment, based on a previous identification of the most advanced work packages that can result in the production of articles.

In addition, during the months M17-M18 an article was developed for the Italian magazine *Innovazione logistica e nuove relazioni di traffico intercontinentale*, an action led by New Opera with the collaboration of FV, INLECOM, PANTEIA and UIRR. The article has been submitted for publication at the beginning of the month M18 and is awaiting acceptance and publication.

Therefore, although there has been no publication so far, the established schedule is being followed and actions are being taken to start publishing content in the form of articles, journal publications, white papers or scientific publications.

- **Events.**

The number of partnership events held to date (26 Oct-2021) is 6, while the KPI to be reached before M36 is 9. Four were organised and conducted by ZLC, with an audience between 13 and 25 people, and two by UIRR (audience data not available). On the other hand, attendance at other R&D conferences amounts to 4, three of them at European level (the KPI is 10 and the deadline is M36).

Among the latter, the two events organised by ALICE (IPIC2021, audience: 13, and Artificial Intelligence in planning, simulation and forecasting, audience: 30), in which PLANET partners have participated as speakers, are extremely interesting and important. Within the T&L sector, they are particularly relevant and recognised events, especially IPIC2021, as they are events that showcase and promote the application and development of new technologies and emerging concepts in the sector.

In general, the KPIs are being achieved at a good pace, although more efforts need to be focused on business exhibitions and generating contacts at each event.

- **Brochure.**

As detailed in section 4.2.2, the PLANET brochure is in the design phase. The plan is to have the brochure ready for publication by M19.

- **Establish collaboration with other projects.**

The PLANET Project is supported by ALICE through its Research and Innovation Projects and Initiatives Liaison Programme (is one of the running projects liaised with ALICE) and is available on the ALICE Knowledge Platform.

On the other hand, collaboration has also been established with SOFIE, whose Interledger component is a relevant output for the PLANET project (for more details see section 4.3).

In addition to the SOFIE project and the ALICE platform, PLANET is also examining other related projects to establish strong links with other initiatives and reinforce the overall effort, either in the form of co-organised events, knowledge sharing (as has been the case with SOFIE) and findings.

The target is to establish at least 3 collaborations with H2020 projects, so PLANET is meeting the KPI.

6 Next Steps

Based on the information gathered in chapters 4 and 5 on C&D results, progress and outputs, this section presents, on the one hand, the next key planning steps for each D&C activity and, on the other hand, the main measures to be implemented in order to meet the KPIs or to improve them.

The main next steps of the PLANET's External C&D Strategy are summarised in the table below.

Table 29: The PLANET External C&D Strategy: next steps and key measures relevant to KPIs .

DESCRIPTION	TIMELINE
Web	
<u>Next steps:</u> <ul style="list-style-type: none"> • Explore the possibility of including the links with the icons to YouTube channel and LinkedIn account. • Include the list of AB members on PLANET website. • Upload the eBos video on website. • Upload to the Events tab of the PLANET website content about: <ul style="list-style-type: none"> ▪ Relevant past events attended (but not organized) by PLANET, e.g. Artificial Intelligence in planning, simulation and forecasting (ALICE). ▪ The 2nd European Intermodal Summit (30-nov-2021). • Upload Newsletter #4 in mid/late M19. 	M19 M19 M18-M19 M18-M36 M19
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Keep the lists of public deliverables up-to-date. • Maintain an attractive and regular publication rhythm through the publication of: news about upcoming/past events/scientific publications/white papers, etc.; videos, newsletters and press releases. 	M18-M36
Social Media	
<u>Next steps:</u> <ul style="list-style-type: none"> • Publish factsheets to introduce PLANET consortium to the audience. • Publish posts related to public deliverables, including a short description of the document and the link to it. • Publish a post about the event to be held on 30-nov-202: 2nd European Intermodal Summit. • Publish posts about IPIC2021 videos/ re-publish post about eBos video on PLANET SM channels as a way to increase the number of views. • Publish a post about Newsletter #4. 	M19 M18-M36 M18 M18-M19 M19
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Publish more content and more regularly. • Request the support of all partners to identify and prioritise relevant PLANET content and to share publications made on PLANET SM channels to engage the interest of the target audience. 	M18-M36
Video	
<u>Next Steps:</u> <ul style="list-style-type: none"> • Develop and publish a promotional video during the intermediate phase of PLANET project: <ul style="list-style-type: none"> ▪ Contact has already been established with a production company to develop the promotional video. Work is currently underway on the content, both on the script and on the images and graphics to be used in each section of the video. The video is estimated to be approximately three minutes long. 	M18-M20, ready by M20

<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Re-share/post contents about IPIC2021 videos on PLANET's SM channels as a way to increase the number of views. • Publish PLANET videos on ALICE LinkedIn Private Group (930+ members), using relevant hashtags related to the topics of the project in order to increase the interaction between the content and other users interested in the topic. 	M18-M19 M19-M20
Press Releases	
<u>Next steps:</u> <ul style="list-style-type: none"> • Increase the number of publications in the media. 	M18-M36
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Continue to publish PR on PLANET's website, disseminating them through PLANET's social networks, as well as on the social networks and websites of the project partners. • Carry out PR' publications on media. 	M18-M36 M19-M36
Factsheets & success stories	
<u>Next Steps:</u> <ul style="list-style-type: none"> • Planning how to publish the fact sheets on PLANET website and SM: <ul style="list-style-type: none"> ▪ Fact sheets has been prepared to introduce the consortium members to the audience, explaining their relevance to the project and their role within it. ▪ Fact sheets are pending publication. On the one hand, some partners have not yet filled in the template provided, which is necessary to translate the information into this communication material. They should be contacted again to receive the required inputs. On the other hand, it is under planning how they will be uploaded on the PLANET website and SM (e.g. one PDF per WP or separate PDFs per partner, etc.). 	M18-M19
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Gather the factsheets in five documents to make one publication per WP, resulting in a total of 5 factsheet publications. Following this configuration, the required number of outputs (3) is surpassed and the KPI (10) is approached. 	M18-M19
Newsletter	
<u>Next steps:</u> <ul style="list-style-type: none"> • Develop the fourth newsletter and publish it in mid/late M19. 	M18-M19
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Meet the new deadlines set to reach the final number of newsletters to be published. 	M19-M36
Partnership events	
<u>Next steps:</u> <ul style="list-style-type: none"> • PLANET will attend the European Intermodal Summit 2021 on 30-nov-2021, detail bellow: <ul style="list-style-type: none"> ▪ Event organizer: UIRR. ▪ Place: virtual. ▪ Dissemination subject: Specific project outputs' application (PLANET connectivity index methodology). ▪ Planned PLANET Participant: RSM. ▪ It is a high-level conference (300 are expected to join) and will be constructed on three panel sections: Section 1 – efficiency (energy); Section 2 – decarbonisation in intermodal transport; Section 3 – techniques, digitalization, standardization 	M18

<ul style="list-style-type: none"> ▪ A PLANET partner will be a speaker in section 3 to report on the need for standards and decarbonisation on intercontinental platforms and to present PLANET's role in intermodal standardisation (with a focus on intercontinental transport). 	
Attendance in other R&D conferences	
<u>Next steps:</u> <ul style="list-style-type: none"> • PLANET is working on its participation in the TRA 2022 on 14-nov-2022 – 17-nov-2022. EUR will submit the abstract before the abstract submission deadline (30-nov-2021). Other relevant dates are: Notification of abstract acceptance 31-jan-2022; Full-paper submission deadline (15-apr-2022); Notification of full-paper acceptance (30-jun-2022). 	M18-M25
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Develop a provisional list of relevant events for PLANET, which will be updated periodically depending on the phase of the project and the results and achievements reached. 	M18-M36
Scientific publications, white papers, journal publications, articles	
<u>Next steps:</u> <ul style="list-style-type: none"> • Continue to identify possible channels to disseminate articles/ papers/ material based on the External C&D Strategy, and potential writers among PLANET partners. • Contact with both journals and writers to confirm the possibility of publications, as in some cases a first exchange of views has already taken place. • Identifying additional potential PLANET writers. 	M12-M36 M18-M19 M18-M24
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Initiate the decision phase, i.e. choose in which of the identified journal(s) PLANET will publish, what topic it will address and who will do the publishing. 	M18
Capacity building programme and LL w/shops	
<u>Next steps:</u> <ul style="list-style-type: none"> • This task will be taken up around 8 months before the project closure (and respective deliverable) to allow time to process the inputs from each WP. • LL w/shops will be planned at least 3-4 months in advance, to ensure that participants plan their schedules and are able to attend the event. 	M28-M35 M28-M34
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • A first meeting to organise the LLs workshops took place on 27th October 2021. However, the content of the LLs is not mature enough (still under development), so it is estimated that they will be take place during the last phase of the project. Indicative dates for holding the LLs: M30-M35 (Closing Phase). Physical meeting is the preferred format. A face-to-face workshop(s) is expected and Valencia has been proposed as the place to held the workshop(s). 	M28-M35
Briefings to early stage accelerators and Open Source community	
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Schedule a meeting between PLANET's C&D team and relevant WPs to discuss next actions and to successfully disseminate the opportunities emerging from PLANET's modelling and simulation tools. • Establish indicative dates for carrying out these actions and organise the briefings. 	M19-M20 M19-M20
Public deliverables	
<u>Corrective measures/actions to improve KPIs:</u> <ul style="list-style-type: none"> • Keep the lists of public deliverables up-to-date on PLANET website. • Use PLANET SM to promote public deliverables (a short description of the document and the link to the deliverable must be included for easy downloading and reading). 	M18-M36

Brochure	
<u>Next Steps:</u> <ul style="list-style-type: none">• Brochure is in design phase, so next steps are finalise the design and publish brochure on PLANET SM and website, as well as on partners' SM and website, in M19.	M18-M19
Establish collaboration with other projects	
<u>Next Steps:</u> <ul style="list-style-type: none">• Contact identified H2020 projects to discuss ways of collaboration.	M19-M27

7 Conclusions

As detailed throughout this document, aim of PLANET's communication and dissemination activities is to help achieve the project's overall objectives and maximise its impact through a strategic approach.

In this respect, the external strategy has been identified as an essential point, focused on facilitating access to the information, tools and results resulting of the project. Specifically, an external communication and dissemination strategy for PLANET has been elaborated, detailing the phases and specific actions of the plan, as well as the target audience and the success indicators and KPIs.

Statistics and metrics for each action taken, as well as in-depth explanations of these analytics, have enabled PLANET Communication & Dissemination team to monitor the progress made to date, as well as to assess whether pre-established KPIs are being met.

The overall results reveal that the targeted results are being mostly achieved with some actions there have been shifted to the second project period, where the majority of the project outputs and their benefits would be materialized. To ensure successful fulfilment of those actions, a solid action plan has been established and is already in motion.

As part of the overall strategy and in line with the GA's guidelines, the team has also identified relevant EU funded projects and knowledge hubs that have the prospect to consume PLANET's outputs and further maximize its impact, along with introduce developments in associated concepts and technologies that can be incorporated into PLANET.

Concluding, the PLANET Communication & Dissemination team in close collaboration with all project partners and in particular the Coordination team and the WP Leaders, will continue monitoring, identifying and prioritising value-adding as well as innovative project outputs, actively pursuing to maximize PLANET's impact both in the EU Research community and the industry.

Annex I: PLANET SM Plan

Year	Day	Hour	Topic	Social Media			Copy	Package	Content				Caption			Published	Link	Comments
				Twitter	LinkedIn	Facebook			Image	Video	GP	Job	Text	Image	Video			
2020	14 September 2021	8:40 PM	4th2021 Symposium launch Plan4ET project and aCCE Suite	Yes			1. The 4th2021 Symposium is a key event in the Plan4ET project, which will bring together experts from across Europe to discuss the latest research in the field of climate change and its impact on the environment. The event will be held in a hybrid format, with both online and in-person sessions. The Plan4ET project is a collaborative effort between the European Commission and the private sector, aimed at developing innovative solutions to the challenges posed by climate change. The aCCE Suite is a new tool developed by the project, which will enable users to assess the climate change impact of their products and services. The event will be a great opportunity for stakeholders to learn more about the project and its findings, and to share their own experiences and expertise.	4th2021 Symposium Launch Plan4ET project and aCCE Suite	Yes			8:40 PM	Yes	https://www.plan4et.eu/4th2021-symposium/	https://www.plan4et.eu/4th2021-symposium/			
2020	14 September 2021	8:50 PM	4th2021 Symposium launch Plan4ET project and aCCE Suite				2. The 4th2021 Symposium is a key event in the Plan4ET project, which will bring together experts from across Europe to discuss the latest research in the field of climate change and its impact on the environment. The event will be held in a hybrid format, with both online and in-person sessions. The Plan4ET project is a collaborative effort between the European Commission and the private sector, aimed at developing innovative solutions to the challenges posed by climate change. The aCCE Suite is a new tool developed by the project, which will enable users to assess the climate change impact of their products and services. The event will be a great opportunity for stakeholders to learn more about the project and its findings, and to share their own experiences and expertise.	4th2021 Symposium Launch Plan4ET project and aCCE Suite	Yes			8:50 PM	Yes	https://www.plan4et.eu/4th2021-symposium/	https://www.plan4et.eu/4th2021-symposium/			
							Plan4ET November #3 news available In the next few weeks, you will be able to:									https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/		
2020	13 October 2021	8:30 PM	Plan4ET November #3				Learn about Plan4ET's 4th2021 Symposium. Register for an Integrated Green (IG) Global 1st February 2021, visit your site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.	Plan4ET November #3					Yes	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/			
							Plan4ET #3 November will be disseminated from the following link: https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/									https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/		
2020	13 October 2021	8:30 PM	Plan4ET November #3		Yes		Do not miss our collection of the 4th2021 Symposium. Visit our site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.	Plan4ET November #3					Yes	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/			
							Do not miss our collection of the 4th2021 Symposium. Visit our site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.									https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/		
2020	13 October 2021	8:37 PM	Plan4ET November #3	Yes			Do not miss our collection of the 4th2021 Symposium. Visit our site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.	Plan4ET November #3					Yes	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/			
							Do not miss our collection of the 4th2021 Symposium. Visit our site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.									https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/		
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2020	13 October 2021	8:37 PM	Plan4ET November #3				Do not miss our collection of the 4th2021 Symposium. Visit our site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.	Plan4ET November #3					Yes	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/	https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/			
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							Do not miss our collection of the 4th2021 Symposium. Visit our site for 2021 IG Global 1st February 2021. Find a summary of the public information submitted to the IG Global 1st February 2021. There is a link to the IG Global 1st February 2021.									https://www.plan4et.eu/4th2021-symposium/2021/11/13/plan4et-november-3/		
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20																		

Annex II: PLANET SM posts

TYPE	DATE	TOPIC	TARGET AUDIENCE	AUTHOR(S)	LINK
Initial phase (M1-M12)					
LinkedIn Post (PG)	jun-20	Welcome	A, B, C, D, H	FVP, Jose Andrés	https://www.linkedin.com/feed/update/urn:li:activity:6673185296806486016
LinkedIn Post (PG)	jun-20	News: IoT standards for container connectivity	A, B, C, D, H	FVP, Jose Andrés	https://www.linkedin.com/feed/update/urn:li:activity:6676086705533054978
LinkedIn Post (PG)	jun-20	Kick off meeting	A, B, C, D, H	FVP, Jose Andrés	https://www.linkedin.com/feed/update/urn:li:activity:6678928405662109696
Twitter Post	1-jun-20	Welcome	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1267421819453280256
Twitter Post	17-jun-20	Kick off meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1273129933972389894
Twitter Post	17-jun-20	Kick off meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1273165806017359872
Twitter Post	17-jun-20	Kick off meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1273173934062649349
Twitter Post	17-jun-20	Kick off meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1273200107106832389
Twitter Post	17-jun-20	Kick off meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1273207073355038720
Twitter Post	17-jun-20	Kick off meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1273208722052059137
LinkedIn Post (PG)	jul-20	News: application of Machine Learning to predict container dwell time	A, B, C, D, H	FVP, Jose Andrés	https://www.linkedin.com/feed/update/urn:li:activity:6688418919394394112
LinkedIn Post (PG)	1-oct-20	1st General Assembly meeting	A, B, C, D, H	FVP, Jose Andrés	https://www.linkedin.com/feed/update/urn:li:activity:6719514136855810048
Twitter Post	7-oct-20	1st General Assembly meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1313743810611023873

Twitter Post	12-dic-20	News: Physical Internet and Smart Logistics	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1338850284139896837
Twitter Post	26-ene-21	News: The biggest influences on maritime technology in 2021	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1353989979043737602
Intermediate phase (M12-M24)					
Twitter Post	15-jun-21	PLANET Newsletter #1	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1404767594020847616
LinkedIn Post (PG)	16-jun-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	A, B, C, D, H	FVP, Jose Andrés	https://www.linkedin.com/feed/update/urn:li:activity:6810936934815322113
Twitter Post	16-jun-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1405168894952804357
YouTube	14-jul-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	A, B, C, D, H	INLECOM	https://www.YouTube.com/watch?v=jazoWatIIro
YouTube	15-jul-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	A, B, C, D, H	INLECOM	https://www.YouTube.com/watch?v=mqw-88ZK7QU
YouTube	15-jul-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	A, B, C, D, H	INLECOM	https://www.YouTube.com/watch?v=afEVEhmfGIU
LinkedIn Post	27-jul-21	PLANET, its goals and partners	A, B, C, D, H	FVP	https://www.linkedin.com/posts/planeth2020_planetproject-activity-6825776959436410880-qlwt
LinkedIn Post	3-ago-21	PLANET Newsletter #2	A, B, C, D, H	FVP	https://www.linkedin.com/posts/planeth2020_planet-newsletter-2-now-available-planet-activity-6828236123651895297-B4W1

Twitter Post	3-ago-21	PLANET Newsletter #2	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1422488741948633088
LinkedIn Post (PG)	3-ago-21	PLANET Newsletter #2	A, B, C, D, H	FVP, Alicia	https://www.linkedin.com/feed/update/urn:li:activity:6828257028369207296
YouTube	13-sept-21	eBOS Technologies presents PLANET project and eBOS Role	A, B, C, D, H	INLECOM	https://youtu.be/BRfBDW6G14c
LinkedIn Post	14-sept-21	eBOS Technologies presents PLANET project and eBOS Role	A, B, C, D, H	FVP	https://www.linkedin.com/posts/planeth2020_ebos-technologies-presents-planet-project-activity-6843521007202926592-2FNz
LinkedIn Post (PG)	14-sept-21	eBOS Technologies presents PLANET project and eBOS Role	A, B, C, D, H	FVP, Alicia	https://www.linkedin.com/feed/update/urn:li:activity:6843522823894401024
Twitter Post	14-sept-21	eBOS Technologies presents PLANET project and eBOS Role	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1437759845118136346
LinkedIn Post	13-oct-21	PLANET Newsletter #3	A, B, C, D, H	FVP	https://www.linkedin.com/posts/planeth2020_planet-newsletter-3-now-available-planet-activity-6854058161507196928--hku
LinkedIn Post (PG)	13-oct-21	PLANET Newsletter #3	A, B, C, D, H	Alicia, FVP	https://www.linkedin.com/feed/update/urn:li:activity:6854067435557924864
Twitter Post	13-oct-21	PLANET Newsletter #3	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1448296164433043457
LinkedIn Post	20-oct-21	2nd General Assembly meeting	A, B, C, D, H	FVP	https://www.linkedin.com/feed/update/urn:li:activity:6856496421131165696
Twitter Post	20-oct-21	2nd General Assembly meeting	A, B, C, D, H	FVP	https://twitter.com/PlanetH2020/status/1450736644433367043

Annex III: PLANET Partners SM posts

TYPE	DATE	TOPIC	AUTHOR(S)	LINK
Initial phase (M1-M12)				
Partner's websites	2020	PLANET, its goals and methodologies. Poczta Polska's role.	Poczta Polska	https://www.poczta-polska.pl/projekty-wspolfinansowane-z-funduszy-europejskich/
Partner's websites	29-abr-20	PLANET, its goals and methodologies.	PNO	https://www.innovationplace.eu/news/h2020-planet-progress-towards-federated-logistics-through-the-integration-of-ten-t-into-a-global-trade-network
Partner's websites	may-20	PLANET, its goals, partners and methodologies	ZLC	https://www.zlc.edu.es/es/investigacion/proyectos/progreso-hacia-la-logistica-federada-a-traves-de-la-integracion-de-la-red-ten-t-en-una-red-de-comercio-global/
Partner's websites	may-20	PLANET, its goals, partners and methodologies	ZLC	https://www.zlc.edu.es/research/projects/progress-towards-federated-logistics-through-the-integration-of-ten-t-into-a-global-trade-network/
Partner's websites	may-20	PLANET, its goals and methodologies	FVP	https://www.fundacion.valenciaport.com/proyecto/planet-progress-towards-federated-logistics-through-the-integration-of-ten-t-into-a-global-trade-network/
Partner's websites	may-20	PLANET, its vision and methodologies	Interregional Alliance for the Rhine-Alpine Corridor EGTC	https://www.egtc-rhine-alpine.eu/projects/planet-progress-towards-federated-logistics-through-the-integration-of-ten-t-into-a-global-trade-network/
Partner's websites	may-20	PLANET, its goals and methodologies	Wuppertal Institute	https://wupperinst.org/en/p/wi/p/s/pd/914
Partner's websites	may-20	PLANET, its goals and methodologies. EBOS's role.	eBos	https://www.ebotechnologies.co.uk/planet-project
Partner's websites	may-20	PLANET, its challenges, results and benefits.	ILIM	https://ilim.lukasiewicz.gov.pl/projekty/progress-towards-federated-logistics-through-the-integration-of-ten-t-into-a-global-trade-network-planet/
Partner's websites	may-20	PLANET, its goals and challenges. UIRR's role.	UIRR	http://www.uirr.com/de/projects/ongoing/item/27.html
Partner's websites	may-20	PLANET, its goals and methodologies.	VLTN	https://vltm.be/en/projects/planet
Partner's websites	may-20	PLANET, its goals and methodologies. ESC's role.	ESC	https://europeanshippers.eu/projects/planet/

Partner's websites	may-20	PLANET, its goals and methodologies. Ontotext's role.	Ontotext	https://www.ontotext.com/knowledgehub/current/planet/
Partner's websites	may-20	PLANET, its goals, partners and methodologies.	Itainnova	https://www.itainnova.es/blog/proyectos-financiacion-publica/planet/
Partner's websites	1-jun-20	PLANET, its goals, partners and methodologies	FVP	https://www.fundacion.valenciaport.com/noticias-eventos/2020/06/el-nuevo-proyecto-europeo-planet-aumentara-la-visibility-end-to-end-de-las-cadenas-de-suministro-mundiales/
Partner's websites	1-jun-20	PLANET, its goals, partners and methodologies	INLECOM	http://inlecom.eu/2020/06/01/new-h2020-project-planet-launched-june-2020/
Partner's Social Media	1-jun-20	PLANET, its goals and demonstrators.	FVP	https://www.facebook.com/permalink.php?id=1175676099227401&story_fbid=3014962285298764
Partner's websites	17-jun-20	Kick off meeting	eBOS	https://www.ebotechnologies.eu/progressing-today-towards-the-global-trade-and-logistics-networks-of-tomorrow-the-h2020-planet-project-kicks-off
Partner's websites	18-jun-20	Kick off meeting	FVP	https://www.fundacion.valenciaport.com/noticias-eventos/2020/06/el-proyecto-planet-celebra-su-reunion-de-arranque/
Partner's Social Media	18-jun-20	Kick off meeting	FVP	https://twitter.com/fvalenciaport/status/1273535029910679558
Partner's websites	18-jun-20	Kick off meeting	INLECOM	https://inlecom.eu/group/2020/06/18/planet-project-celebrates-kick-off-meeting/
Partner's Social Media	18-jun-20	Kick off meeting	EBOS	https://nep.facebook.com/EBOS.Technologies.Ltd/photos/a.913490108729846/3023118201100349/?type=3&eid=ARCR_QIWaPqt-S7Z3pLx9CeLM8VFTsxLNEJufvnbPGvjHmbkQNd97HtxuA99LJMIakTuSYBeNBW3lm
Partner's websites	19-jun-20	PLANET, its goals and demonstrators.	Poczta Polska	N/A
Partner's websites	4-ago-20	PLANET, its goals, partners and methodologies	CPLS	www.cpsi.pt/en/programa-radio/2018/cpls-joins-the-new-h2020-project-planet-launched-june-2020/
Partner's websites	4-ago-20	PLANET, its goals, partners and methodologies	CPLS	http://www.cpsi.pt/comunica%C3%A7%C3%A3o/not%C3%ADcias/comunidade-portu%C3%A1ria-e-log%C3%ADstica-de-sines-integra-projeto-europeu-de-inova%C3%A7%C3%A3o-nos-transportes/

Partner's websites	10-oct-20	1st General Assembly meeting	INLECOM	https://inlecom.eu/group/2020/10/08/pl-anet-1st-general-assembly/
Partner's websites	1-nov-20	PLANET, its goals and methodologies. ZLC's role.	ZLC, Teresa	https://zlc.od1.vtiger.com/shorturl.php?id=5fc4d9922bae76.69325287&rid=C106439&type=browser&rv=57397d53ba78e1c64ba22bcf3def6dbc
Partner's websites	1-nov-20	PLANET, its goals and methodologies. ZLC's role.	ZLC, Teresa	https://www.zlc.edu.es/es/noticias/en-que-planeta-estamos/
Partner's websites	1-nov-20	PLANET, its goals and methodologies. ZLC's role.	ZLC, Teresa	https://www.zlc.edu.es/news/what-planet-are-we-on/
Partner's websites	13-ene-21	PLANET, LL2 and Pcza Polska's role.	Poczta Polska	N/A
Partner's websites	1-feb-21	Integration of global supply chains – monitoring of e-commerce shipments on the New Silk Road (Event)	Poczta Polska	https://media.poczta-polska.pl/pr/639471/projekt-planet-poczta-polska-na-debacie-polskiego-instytutu-transportu-drogowego
Intermediate phase (M12-M24)				
Partner's Social Media	4-jun-21	Online Webinar Eurasian corridors for Combined Transport Announcement	UIRR	https://www.linkedin.com/posts/uiirr_pl-anet-ll2-transcontinental-platform-in-activity-6806613400341282816-hdHx/
Partner's Social Media	11-jun-21	PLANET Newsletter #1	PNO	https://www.linkedin.com/feed/update/urn:li:activity:6809116097426587648/
Partner's Social Media	11-jun-21	PLANET Newsletter #1	Jeanett	https://www.linkedin.com/feed/update/urn:li:activity:6809116562239356928/
Partner's Social Media	14-jun-21	PLANET Newsletter #1	ZLC	https://www.linkedin.com/posts/zaragoza-logistics-center_physicalinternet-planetproject-globalsupplychains-activity-6810207536080314368-cXzY
Partner's Social Media	14-jun-21	PLANET Newsletter #1	ZLC	https://twitter.com/ZLCsupplychain/status/1404442389150941187
Partner's websites	15-jun-21	PLANET Newsletter #1	PNO	https://www.innovationplace.eu/news/planet-newsletter-1-now-available
Partner's Social Media	16-jun-21	PLANET Newsletter #1	Alicia, FVP	https://www.linkedin.com/posts/aemani_lla_planet-1-newsletter-activity-6810906521908596736-pata
Partner's websites	16-jun-21	PLANET Newsletter #1	NEWO	http://www.newopera.org/publications-newsletters/send/1-root/54-planet-newsletter-1
Partner's websites	18-jun-21	PLANET WP1 & WP2, Innovation Management Meeting	eBos	https://www.ebos.com.cy/ebos-participates-in-the-planet-virtual-meeting-dedicated-to-the-eu-global-transport-and-logistics-networks-and-innovation-management

Partner's Social Media	18-jun-21	PLANET WP1 & WP2, Innovation Management Meeting	eBos	https://www.linkedin.com/posts/ebos-technologies-ltd_ebos-h2020-planetproject-activity-6811566439254814720-yma9/
Partner's websites	9-jul-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	INLECOM	https://inlecom.eu/2021/07/07/planet-ipic/
Partner's Social Media	9-jul-21	IPIC2021 - Session 25: Progress Towards Federated Logistics through the Integration of TEN-T into a Global Trade Network (Event)	INLECOM	https://www.linkedin.com/posts/inlecom-systems-ltd-planet-projects-at-the-8th-international-activity-6818904622267166720-TwQA
Partner's websites	2-ago-21	PLANET Newsletter #2	NEWO	http://www.newopera.org/publications-newsletters/send/2-publications-newsletters/55-planet-newsletter-2
Partner's Social Media	4-ago-21	PLANET Newsletter #2	ZLC	https://www.linkedin.com/posts/zaragoza-logistics-center_planet-newsletter-2-now-available-planet-activity-6828584281594482688-5SnZ/
Partner's Social Media	4-ago-21	PLANET Newsletter #2	ZLC	https://twitter.com/ZLCsupplychain/status/1422820433137647617?s=20
Partner's Social Media	4-ago-21	PLANET Newsletter #2	ZLC	https://www.facebook.com/zlcmitscale/posts/4589792567697590
Partner's Social Media	ago-21	PLANET Newsletter #2	Malgorzata Kirchner, Lukaszewicz - Institute of Logistics and Warehousing	https://www.linkedin.com/posts/malgorzata-kirchner-047167aa_planet-newsletter-2-now-available-planet-activity-6828587664401342464-HnAj
Partner's Social Media	ago-21	PLANET LinkedIn account	John Limaxis, INLECOM	https://www.linkedin.com/posts/ioannislimaxis_progress-towards-federated-logistics-through-activity-6828592276290306048-KvG9
Partner's websites	7-sept-21	PLANET Newsletter #2	COSCO SHIPPING LINES	https://world.lines.coscoshipping.com/spain/es/news/companynews/33/1
Partner's Social Media	15-oct-21	PLANET Newsletter #3	ZLC	https://www.linkedin.com/posts/zaragoza-logistics-center_planet-newsletter-3-now-available-planet-activity-6854372160140570624-bAP9
Partner's Social Media	15-oct-21	PLANET Newsletter #3	ZLC	https://twitter.com/ZLCsupplychain/status/1422820433137647617?s=20

Partner's Social Media	15-oct-21	PLANET Newsletter #3	ZLC	https://www.facebook.com/zlcmitscale/posts/4589792567697590
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Type	Event title	Place	Related WP	Date	Event organiser	Event scope	Dissemination subject	Participants(s)	Detail	Web	Comments
Partnership event	European projects session to international students to supply chain management	ZLC premises	All	3-oct-20	ZLC	Dissemination Event	Create project awareness among international audience	ZLC	Audience: 10	N/A	
Partnership event	European projects session to international students to supply chain management	ZLC premises	All	25-oct-20	ZLC	Dissemination Event	Create project awareness among international audience	ZLC	Audience: 20	N/A	
Activities in other R&D conferences	23th Biweekly Meeting International Coordinating Council on Trans-European Transportation	Moscow, Russia	All	5-Nov-2020 - 8-Nov-2020	ECTT	Plenary Meeting	PLANET, its goals and methodologies (Transcorder Engagement as a result)	POINTUA	Hybrid: Internat. + conference of the CCTT Representatives office and online	https://meeting.ectt.com/	
Activities in other R&D conferences - EU level	Integration of global supply chains – monitoring of e-commerce shipments on the new Silk Road	Virtuel	WP2	20-nov-21	Private Invited Transparency Drawings	Dissemination Event	Online debate on identifying the needs of global e-commerce supply chain and how to address them as part of the PLANET integrative research project.	Pozna Polska and Luxembourg Research Network – IM	-	https://www.ectt.com/wordpress/wp-content/uploads/2020/11/2020-11-20-ECTT-2021.pdf	
Partnership event	European projects session to international students to supply chain management	ZLC premises	All	3-oct-20	ZLC	Dissemination Event	Create project awareness among international audience	ZLC	Audience: 10	N/A	
Partnership event	PLANET Use case 2 – Railway Interconnection	Virtuel	LL2 – UCL	25-mar-21	UCL	Dissemination Event	Outputs with key railway actors on the current experiences on the railway towards China Moderator: UCL President, Eyal Orlitzky-Schwartz	UCL	-	N/A	The missing information needs to be filled in.
Activities in other R&D conferences - EU level	8th International Physical Internet Conference (IPIC2021), 5-15 February 2021, Paris, France Programme Task: Federated Logistics through the Integration of TRL7 into a Global Trade Network (PLANET Project)	Virtuel	WP1, WP3	16-jun-21	AULCE	Dissemination Event	PLANET: Its goals and methodologies, as well as the progress of the project during the first year of the project development. Specific use cases where it is key project will be presented. The aim of this first session is to define together a possible PLANET short or medium-term constant that would support the near-commercial activities of the consortium stakeholders – Living Lab 2.	Huawei, CERT4, IRI/INRIA/CNRS,			