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SCUTUM

Dissemination Plan

Reference:	D6.1
Contract:	247851
Prepared by:	ERF
Number of pages:	40
Classification:	Public
Version:	V3
Date:	21/07/2011
Signature:	

Distribution List

Company
GNSS Supervisory Authority
TPZ
CEN
TPZ-F
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ERF
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Control Sheet

Version	Date	Author	Summary of Modifications
Draft	11/05/2010	ERF, EIA, Telespazio	First issue
V1	25/06/201	ERF, EIA, Telespazio	First official delivery
V2_Draft	09/11/2010	ERF, EIA, Telespazio	<ul style="list-style-type: none">▪ Updating▪ Added performed actions
V2	07/02/2011	Telespazio	Second official delivery
V3_Draft	06/05/2011	ERF, EIA, Telespazio	Final issue, including: <ul style="list-style-type: none">▪ Updating▪ Added performed actions
V3	21/07/2011	Telespazio	Third official delivery

1 Introduction

1.1 Abstract

This document is the Dissemination Plan, which is one of the outputs of the SCUTUM WP6 (“Project Promotion & Dissemination”). It includes the plan for implementing a suitable awareness-raising strategy. The content of this document is applicable to all project phases and the identified activities are carried during the whole project duration.

1.2 Document Overview

The document is organised into the following chapters:

- Chapter 1 is the introduction
- Chapters from 2 to 7 include the plan, in terms of methodology (chapter 2), the entities target of the dissemination activities (chapter 3), the end-users target of the dissemination activities (chapter 4), the dissemination instruments (chapter 5), the dissemination strategy and plan for the aspects related to the SCUTUM standardization and exploitation, being two specific activities of the project (chapter 6 and 7)
- Chapters from 8 to 10 include the actions, in terms of performed actions (chapter 8), planned actions (chapter 9) and tools built up in the project to implement promotion and dissemination activities (chapter 10).

1.3 List of References

1.3.1 Applicable Documents

Ref.	Title	Code	Version	Date
[AD 1]	SCUTUM Grant Agreement	247851		18/01/2010
[AD 2]	Annex 2 SCUTUM DoW	247851		24/11/2009
[AD 3]	SCUTUM Negotiation Meeting	SCUTUM/004-2009		13/10/2009
[AD 4]	SCUTUM Grant Agreement amendment	247851		12/02/2010
[AD 5]	Annex 2 SCUTUM DoW 1 amendment	247851	V1	03/02/2010
[AD 6]	Annex 2 SCUTUM DoW 2	247851	V2	10/09/2010

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amendment			
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Table 1 Applicable Documents

1.3.2 Reference Documents

Ref.	Title	Code	Version	Date
[RD 1]	SCUTUM Project Management Plan (PMP)	SCUTUM_PMP	V1	16/03/2010
[RD 2]	SCUTUM Project Management Plan (PMP)	SCUTUM_PMP	V2	7/12/2010
[RD 3]	SCUTUM – Kick Off (KO) Minutes of Meeting	SCUTUM/001-2010		11/02/2010

Table 2 Reference Documents

1.4 Abbreviations

Abbreviation	Meaning
AD	Applicable Documents
ADR	European Agreement concerning the International Carriage of <i>Dangerous</i> Goods by Road
ASECAP	Association Européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage
ASFINAG	Autobahnen- und Schnellstraßen- Finanzierungs- Aktiengesellschaft
BRI	Brimatech
CEN	Centre Européenne de Normalisation
CENELEC	Comité Européen de la Normalisation Electrotechnique
CLECAT	European association for Transport Logistics
CONCAWE	Conservation of Clean Air and Water in Europe
CORTE	Confederation of Organisations in Road Transport Enforcement
CWA	CEN Workshop Agreement
DoW	Description of Work
ECTA	European Chemical Transport Association
EDAS	EGNOS Data Access System
EGNOS	European Geostationary Navigation Overlay System
EIA	European Intermodal Association
ERF	European Union Road Federation
ESA	European Space Agency
ESC	European Shippers' Council
ESTEC	European Space Research and Technology Centre
ETSI	European Telecommunications Standards Institute
EU	European Union
FP	Frame Programme
GINA	GNSS for INnovative road Applications
GNSS	Global Navigation Satellite System
GPS	Global Positioning Systems
GSA	European GNSS Supervisory Authority

ICT	Information & Communication Technologies
IP	Integrated Project
IPBO	Interporto Bologna
IRF	International Road Federation
ITS	Intelligent Transport Systems
KO	Kick-Off
MEDDTL	French Ministry of Ecology, Sustainable Development, Transport
MENTORE	iMplemENtation of GNSS tracking & tracing Technologies fOR Eu regulated domains
MIT	Italian Ministry of Infrastructure and Transports
MoM	Minute of Meeting
OMV	Österreichische Mineralölverwaltung
PMP	Project Management Plan
PR	Press Release
RD	Reference Documents
SCUTUM	SeCUring the EU GNSS adoption in the DAngeroUs Material transport
SEETO	South East Europe Transport Observatory
T&T	Tracking and Tracing
TPZ	Telespazio
TPZ-F	Telespazio France
UNECE	United Nations Economic Commission for Europe
UNI	Ente Nazionale Italiano di Unificazione
WP	Work Package

2 Methodology

2.1 Purpose and Scope of the Dissemination WP

The WP objective is to promote the project and disseminate its results towards interested audience.

It performs the following activities:

- Coordination of the project dissemination actions and resulting deliverables, their planning, monitoring and reporting
- Identification of relevant stakeholder groups with immediate or potential interest in SCUTUM development and outcomes
- Implementation of an effective project awareness-raising campaign in order to disseminate the project outcomes and enhance the general understanding of EGNOS/Galileo technical and business potential for dangerous goods transportation.

Considering the promotion in Italy is a by product of the SCUTUM concepts and team, the dissemination strategy is conceived to focus the effort on the other EU countries, starting from France and Austria.

As a first objective, the dissemination activity is aimed at raising the awareness concerning the *enl*/Italian best practice, and sharing it:

- with French and Austrian countries, capitalising on the SCUTUM team members
- and in other EU countries, thanks to the contacts of the two user associations (ERF and EIA), having a key role in this WP.

A secondary objective (known as clustering) is to establish and maintain a regular liaison with parallel projects and initiatives at EU and national level. A scouting is done to identify and select these projects and initiatives, based on the synergies and common topics of interests with SCUTUM.

2.2 Main outputs

The associated deliverables with their planned month of delivery are:

- D6.1 Dissemination Plan (M3, M9, M15)
- D6.2 Promotion Material (ongoing)
 - Logo/general graphic design
 - web site
 - Press releases & newsletters
 - Articles/papers in specialised press/magazines
 - Papers/abstracts submission at relevant events

- Leaflet presenting the project
 - Poster/banner
 - Publication "SCUTUM: spreading the adoption of GNSS"
 - Movie.
- D6.3 Project events (M15, M21).

2.3 Dissemination Strategy

As with all successful dissemination strategies, the project seeks to deliver information that is relevant, concise, user-oriented and perceived as entirely neutral.

A specific challenge linked to SCUTUM dissemination strategy is the wide variety of end users being addressed.

The project proposes to address this challenge by adopting an **end-user tailored strategy** integrated with **dedicated actions for the SCUTUM specific activities**, namely the standardization and the exploitation.

To do this, the dissemination leader relies on the multifaceted nature of the SCUTUM consortium that guarantees a complete coverage of all interested end users.

The following user profiles have been identified:

- Competent Authorities
- Infrastructure Managers/Operators
- Goods Owner
- Transport Operators.

Thus customised strategies for each user are foreseen (and detailed later in this document).

For the standardization, a different strategy has been conceived, considering that parallel promotion actions are done in the competent framework, i.e. in the standardization body working groups. Since SCUTUM standardization tasks are implemented through a CEN Workshop Agreement (CWA), the CEN is in charge of specific promotion actions. The role of this WP is two-fold:

- Supporting the CEN promotion, by establishing/maintaining the link with entities/stakeholders, external to the project team, that can be involved in the SCUTUM CWA
- Enlarging the awareness also to other frameworks, through participation to events/production of papers with the aim of promoting the SCUTUM CWA, keeping the disclosure rules imposed by CEN for a running CWA.

For the exploitation phase, the end-user tailored approach is used as the most effective one. The exploitation phase is focused on two key aspects: other freight types (i.e. different from the dangerous goods) and to other modes of transport (i.e. different from the road).

3 Target Audience

3.1 General Overview

The SCUTUM team has set up a contact database by gathering all the inputs coming from the partners. This contact list is mainly used when sending general press releases regarding the project.

In addition to this, in order to fully exploit these preferential contacts, different groups have been identified within the contact database, namely: interested group, users, experts, clustered projects.

Each group is particularly addressed during specific phases of the project for precise purposes. Their different functions are detailed in the following paragraphs.

3.2 Interested group

As for the interested group the following subgroups have been selected as particularly relevant for the dissemination activities of SCUTUM:

- Group 1: European Union Institutions & standardisation bodies
- Group 2: Industry stakeholders
- Group 3: Academia & research institutes
- Group 4: Related Research Initiatives.

Group 1 focuses on different actors of the EU multi-level decision-making chain. It includes representatives from all the European policy-making institutions (such as the European Commission, Parliament, Council & UNECE) and standardisation bodies (CEN, CENELEC).

Group 2 comprises industry stakeholders involved in supplying GNSS tracking software and mobile user equipment and private companies involved in freight transport.

Group 3 includes technical universities and public research centres specialised in satellite navigation technologies and transportation issues.

Finally, Group 4 addresses European and national research initiatives whose output can influence the quality and orientations of the work undertaken within SCUTUM.

3.3 Users group

This group includes the users identified by the project as target of its future commercial exploitation, as a possible follow-up of the project. The elaboration of a pre-commercial path/strategy is among SCUTUM key activities and concepts. SCUTUM future users have been distinguished into four distinct user typologies, i.e. user profiles. Thus the project shall elaborate a tailored pre-commercial path/strategy for each of them. The Dissemination WP is

part of such a path/strategy, aimed at supporting the promotion towards the users. Thus a dedicated dissemination approach has to be implemented, oriented to users belonging to the different profiles.

While the interested group requires a simple input activity (send information about the project, etc.), the users have a more active role. A part from receiving information concerning SCUTUM development, the identified users are asked to feed the project activities by providing opinions/information (output) on their specific needs and requirements.

The SCUTUM project affects a wide range of user profiles. These are all involved in the transport of dangerous goods but at different levels and with different roles/tasks, hence they have different user requirements.

In particular, the dangerous goods transport market shows clear needs, and readiness to use EGNOS based services. These services can satisfy the need for guaranteed positioning, as required by Authorities, goods owners/producers and transport operators.

Considering the variety of users, the overall dissemination strategy is adapted and split in different sub-strategies (one for each user) in order to customise the communication and to better target each group (chapter 4).

SCUTUM team already established contacts before the beginning of the project with ETSI and ECTA. In the months following the Kick off meeting, partners have identified others relevant entities, like for instance UNECE, ESTEC, AustriaTech, CONCAWE, Unione Petrolifera.

3.4 Experts

Special attention is also devoted to experts in specific topics tackled by the project (i.e. standardisation, regulation, T&T, GNSS application) with a two-fold benefit:

- Informing them on the SCUTUM progresses, and thus increasing the project awareness
- Involving them in specific phases/activities of the project, for example they are contacted to be actively involved in project meetings/public events or to take part to the before mentioned CWA
- Having feedbacks/inputs from entities external to the project team enabling to gather a comprehensive and independent vision.

For this aim, experts have been identified and an **expert-list** has been created, classified according to the related topic of interest.

3.5 Clustering activities

The SCUTUM dissemination strategy is enriched by a regular liaison with other parallel projects relevant to SCUTUM.

The interface with other initiatives and the following clustering activity has three main objectives:

- Guarantee a solid support to the GSA FP7 project coordination
- Ensure a regular and efficient liaison with experts involved in other European research programmes
- Foster and ease the exchange of information/best practices and share experiences/outcomes.

In order to favour the link and the cooperation between projects, SCUTUM organises a dedicated liaising workshop in Brussels/Rome with the support of the GSA.

The **clustered projects list** is created, following a scouting activity aimed at identifying projects having common topics and possible synergies with SCUTUM. A contact is established with these projects. These projects are invited to actively take part to project activities (such as the standardization/CEN Workshop or answering to project survey on user needs or project events).

The list is maintained during the project, and new projects are added if needed.

PROJECT	PROGRAMME	COMMON TOPIC
EGNOS ON THE ROAD 1 & 2	EC funded project	comparative analysis of EGNOS-GPS applications for road
SISTER	EC funded 6FP IP project	Use of Satcom for implementing ITS (Intelligent Transport Systems) applications
SAFETRIP	EC supported 7FP IP project	Integrated system for data collection and transport services
EasyWay	EC supported project	Definition of common European ITS services for major roads
STANDARDS	EC funded 7FP project	
SECCOH	ESA IAP	
SSMART	ESA IAP	
SATURN	ESA IAP	
COOPERS	EC funded project FP6	
COVEL	EC funded 7FP project	Satellite positioning corrected by EGNOS
GSC	EC funded 7FP project	GNSS applications for road
GINA	EC funded 7FP project	GNSS applications for road
ERSEC	EC funded 7FP project	GNSS applications for road
GENEVA	EC funded 7FP project	GNSS applications for road (EGNOS/EDAS)
SIGNATURE	EC funded 7FP project	GNSS applications for road

Table 3 Clustered projects

4 Users

The identified user profiles are:

- Competent Authorities
- Infrastructure Managers/Operators
- Goods owners
- Transport Operators.

The multifaceted and richness of the SCUTUM team is largely able to reach all these users. Additionally, among the SCUTUM partners some end users are already well represented (Eni, IPBO, MIT, MEDDTL, ERF, EIA).

The dissemination strategy takes advantage of these preferential contacts and channels.

Organisation	User domains
ABERTIS	Infrastructure operator
ANAS	Infrastructure operator
ANITA	Transport operator
AISCAT	Infrastructure operator
ASECAP	Infrastructure operator
ASFINAG	Infrastructure operator
Austria Tech	Competent Authority
Autostrada Brescia Padova	Infrastructure operator
Autostrada dei Fiori	Infrastructure operator
Autostrade per l'Italia	Infrastructure operator
Autovie Venete	Infrastructure operator
BERTSCHI AG	Logistic Service Provider
bmvit	Competent Authority
Campania Region (Agenzia per la sicurezza stradale)	Competent Authority
Cemat	Infrastructure operator
CLECAT	Transport operator
CONCAWE	Goods owner
Confederazione Autostrade S.p.A.	Infrastructure operator
CORTE	Competent Authority
C.T.E.	Transport operator
Db Schenker	Logistic Service Provider
Ecolog	Logistic Service Provider
ECTA	Goods owner

ENRA	Competent Authority
ESC	Transport operator
FAI	Transport operator
Federchimica	
GMC	Logistic Service Provider
Hupac	Transport operator
Italcontainer	Infrastructure operator
Kühne & Nagel	Logistic Service Provider
MIT Nucleare	Transport Operator/Forwarder
OMV	Goods Owner
P&G	Goods Owner
POLZUG	Transport operator
Regione Lombardia	Competent Authority
Satap	Infrastructure operator
SEETO	Competent Authority
Terminali Italia	Infrastructure operator
T.I.N.	Infrastructure operator
TRANSFRACHT INTERNATIONAL	Logistic Service Provider
Trenitalia	Transport operator
Unione Petrolifera	Goods Owner
Vecchi e Zironi	Transport operator
Wascosa	Logistic Service Provider

Table 4 End user organisations

4.1 Competent Authorities

This group includes regional and local administrators somehow related to the transport of dangerous goods in their particular competence area and affected by existing/planned EU legislation covering the remote monitoring of hazardous material.

4.1.1 Dissemination tools

After having identified contact persons within the competent authorities, they are addressed through the SCUTUM dissemination tools (chapter 5).

4.1.2 Dissemination channels

Preferential channels have been established with local and regional authorities, specifically in Italy, France and Austria where Brimatech and the French and Italian ministries involved in the project eases the contact.

At a European level, channels are mainly provided by the ERF thanks to its contacts with CORTE (Confederation of Organisations in Road Transport Enforcement), which represents national bodies from various European countries having a responsibility and interest in the field of road transport and through the national road associations, members of the ERF.

4.2 Infrastructure Managers/Operators

The infrastructure managers are those who plan, organize, and manage the overall operations to ensure the stable and the efficient functioning of the infrastructure.

The infrastructure operators are those service companies and bodies interested or related to the construction and operation of infrastructure.

4.2.1 Dissemination tools

A part from the general dissemination tools (detailed in Chapter 5), this user profile are specifically targeted through articles in specialised magazines/reviews (i.e. Strade & Autostrade, World Highways) and SCUTUM promotion to specific events where these users profile are present (i.e. World Road Meeting, Lisbon).

4.2.2 Dissemination channels

As the project entails the transport of hazardous material by road, road infrastructure and freight villages' managers/operators are particularly addressed. The link with this user profile is facilitated by the Dissemination WP partners' preferential channel.

The ERF (road sector) and the EIA (intermodal nodes), in fact, boast consolidated networks and connexions around Europe that ease the SCUTUM input/output activities towards these actors.

A key strength of the ERF is its ability to inform and mobilise its Members' contribution via regular workshops, events and newsletters and via one of its 4 internal programmes and bring an industry perspective to Research & Development projects. The ERF Intelligent Roads Programme is a dedicated platform that takes stock of the growing popularity of Intelligent Transport Systems among cities and road operators and coordinates the road sector's input in pan-European initiatives.

Additionally, the ERF has direct and frequent contacts with ASECAP (Association Européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage) that is the European Association of Motorway Concessionaries, established by national associations, companies and other bodies responsible for the financing, construction, maintenance and operation of roads infrastructure.

Bearing in mind that the dissemination scope covers France and Austria, contact have already been established with ASFINAG, the Austrian motorway company that manages the entire Austrian motorway and expressway network.

4.3 Goods owners

Goods owners have particular interest in the project' results as their business can be positively affected by the development of the SCUTUM system. As for other users profile, goods owners are well represented in the project team by *enì*.

The *enì*'s best case and experience in using EGNOS/EDAS applications to transport dangerous material are widely promoted and explained in order to raise awareness towards other goods owners in Europe.

Moreover, via EIA's members, cargo owners dealing with different types of goods, such as for instance P&G, are considered.

4.3.1 Dissemination tools

Specific tools in order to reach this audience are put in practice.

A part from including goods owners in the general contact databases, direct contacts with them (through emails or phone calls) take place in the course of the project deployment. A first contact is established in the frame of WP2 when a survey is sent in order to gather their needs and requirements. The survey is the basis to follow up the questionnaire results and deepen the interactions with this key user profile.

4.3.2 Dissemination channels

A number of dissemination channels with dangerous goods owners and European organizations representing dangerous goods owners, have already been explored and developed.

In particular the team, specifically *enì* and Telespazio, has established contacts with CONCAWE, which is the oil companies' European Association, ECTA the European chemical transport Association (that forms part of the expert list as well), Unione Petrolifera that gathers the Italian oil companies and OMV, the Austrian leading oil and gas group.

4.4 Transport Operators

Freight transport operators are addressed in order to investigate their needs for a better guaranteed positioning and their expectations in relation to the new EGNOS/EDAS applications.

Commercial operators' interests are also represented in the SCUTUM team with IPBO, as intermodal node operator, and *enì* as oil company and transport operators.



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4.4.1 Dissemination tools

SCUTUM awareness is raised towards this user profile, by identifying and participating at dedicated events (i.e. CLECAT Freight Forwarders Conference 2010, Intermodal Europe 2010) and by writing articles in specific magazines.

4.4.2 Dissemination channels

Once again, the channels are provided by the SCUTUM' partners. Specifically, business-to-business meetings is organised by EIA in order to promote the project results and sensitize transport operator towards the adoption of EGNOS/EDAS applications for specific types of cargo. EIA uses the established media partnership, among others, with EURFIT to promote the project's results to the transport operators' world.

5 Dissemination Tools

The following tools compose SCUTUM dissemination strategy:

1. Project website
2. Posters, leaflets & datasheet
3. Conference abstracts
4. Press releases
5. Technical articles & Media relations
6. Project Events
7. Movie
8. Clustering with parallel projects/initiatives.

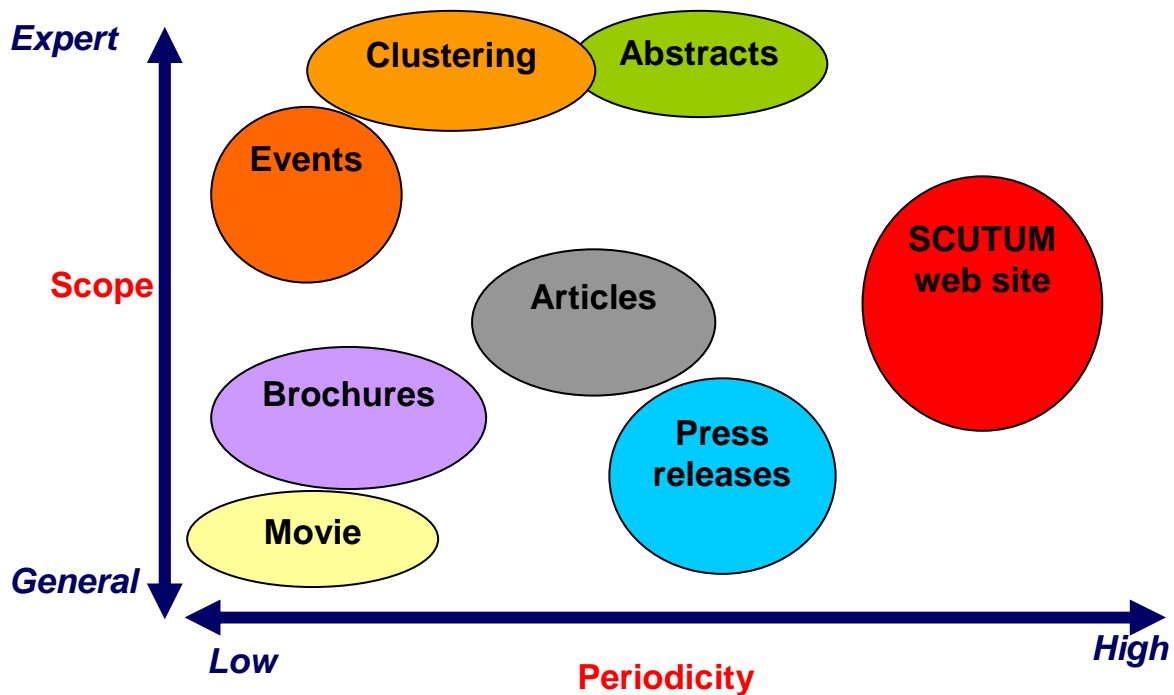


Figure 1 SCUTUM Dissemination Tools

5.1 SCUTUM Website

EIA and ERF have created a dedicated project dissemination web site with a dedicated domain name (www.scutumgnss.eu), selected to convey the image of an open information portal.

The website gives the visitor a comprehensive overview of the objectives and status of the project and provides general information on EGNOS/Galileo applications for tracking & tracing.

Finally, the website has also been designed to support SCUTUM's clustering and external interaction activities through dedicated pages accessible to external stakeholders.



Figure 2 SCUTUM website

5.2 Poster, leaflet, datasheet and publication

Different public deliverables are prepared in order to support SCUTUM's dissemination activities:

- A short summary of the project objectives is presented under the form of an A0-size colour **poster** to be used in all conferences and events (ERF-driven, major European & International events, and project workshops)
- A **baseline project leaflet** (Figure 3) introducing the key objectives, methodology and partners of the project. The leaflet has been released in March 2010 and are updated if needed during the project
- **Datasheet of the products** are also produced (WP5.3), describing SCUTUM product (services and OBU) within the early marketing strategy
- A **publication** "SCUTUM: spreading the adoption of GNSS"



TELESPAZIO
A Finmeccanica / Thales Company

EGNOS services for dangerous goods transports

SCUTUM
(SeCuring the EU in the dangerous Goods transports) introduces EGNOS Geostationary Navigation Overlay Service in the dangerous goods transports

SCUTUM
Extends the Italian and Austria. Turns proven demo into operation. Leads research into Exploits EGNOS benefits for authorities and

WHY EGNOS FOR DANGEROUS GOODS

The availability of EGNOS over Europe, as a precursor of Galileo over the world, enables tracking & tracing services based on guaranteed positioning, suitable for applications requiring precise and reliable localisation. In the dangerous goods transports, EGNOS has evident opportunities in the short term in Europe, and in addition prepares the global market for Galileo. The market shows clear needs and requirements and is sufficiently mature to use EGNOS-based services. EGNOS added value, compared to GPS, relies on its ability to provide accurate and guaranteed positioning, using the signal coming from the satellite (i.e. the EGNOS OS - Open Service) and the distribution of EGNOS data via EDAS (i.e. the EGNOS CS - Commercial Service) through a downstream Service Provider. Because of EGNOS proven enhanced stability and accuracy, ENI, a leading Italian oil company, operating at international level, is presently using EGNOS OS to monitor its fleet transporting hydrocarbon in Italy.

WHERE SCUTUM WANTS TO GO

SCUTUM aims at a wide use of EGNOS in Europe, and at the development of EGNOS CS products and services ready for the market. SCUTUM is conceived to be in line with the European Proposal of a Directive for the Implementation of the ITS Action Plan, the Freight Logistics Action Plan and related eFreight initiative.

HOW TO GET THERE: SCUTUM IMPLEMENTATION

The ENI / Italian best case:

- is enhanced to use EGNOS CS
- is extended on a cross-border basis, as a first step towards a wider adoption in Europe, and in the freight transport market
- is operated in large scale trials involving 100 vehicles, to support standardization and harmonization at European level.

The authorities involved in the trials (Italy's and France's Ministry of Transport) validate benefits and value of EGNOS.

EGNOS (European Geostationary Navigation Overlay Service) is a satellite-based augmentation system that improves the accuracy of satellite navigation signals over Europe and the Mediterranean area. EGNOS improves the accuracy of current GPS signal up to one metre and provides integrity information, making it suitable for applications requiring very accurate and guaranteed positioning.

EGNOS is designed to offer three services:

- The Open Service (OS), available since October 2009, suitable for most common applications.
- The Safety of Life (SoL) Service, to be available after certification in 2010, suitable for safety critical applications such as flying aircrafts or navigating ships through narrow channels.
- The Commercial Service (CS), operational since mid-2010, enabling specific applications for professional markets.

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WHO WE ARE: SCUTUM TEAM
SCUTUM team is composed by 13 members from 4 European countries.

Logos: GSA, European Union, ENI, Telespazio, MIT, cen, INTERPORTO BOLOGNA, ERF, Brimatech, TELESPAZIO FRANCE, e-geos

Figure 3 SCUTUM leaflet

5.3 Conference abstracts/papers

ERF and TPZ have undertaken regular monitoring activities of major conferences taking place all around the world relevant to the objectives pursued by SCUTUM. Based on their estimated impact (number of participants, media coverage, etc.), technical papers are submitted to the scientific review boards.

In 2010-2011, the following events have been identified as being of special relevance:

EVENTS	LOCATION	DATE	DOMAIN
13th IAIN World Congress	Stockholm, Sweden	27/10/2009	Navigation
2nd European Conference on ICT for Transport Logistics	Venice, Italy	29/10/2009	Logistics
Mobility and future for territories : Access to services	Versailles, France	3/02/2010	Logistics
Sat Expo 2010	Rome, Italy	4/02/2010	Satellite Application
Eritr@c Workshop	Padova, Italy	12/02/2010	Logistics
Galileo User Forum Workshops	Mladá Boleslav, Czech Republic	17/02/2010	Satellite Application
Galileo Application Days GNSS 'application village' exhibition	Brussels, Belgium	3/03/2010	Galileo/EGNOS Application
Munich Satellite Navigation Summit	Munich, Germany	9/03/2010	Satellite Application
CERGAL 2010	Rostock, Germany	28/04/2010	Certification, Navigation
Smart Systems for Green Cars and Safe Mobility	Berlin, Germany	10/05/2010	Safety
16 World Road Congress	Lisbon, Portugal	23-25/05/2010	Road transport
TRA2010	Brussels, Belgium	7/06/2010	Logistic and freight transport
Toulouse Space Show '10	Toulouse, France	8/06/2010	Satellite Application
3rd GNSS Vulnerabilities and Solutions 2010 Conference	Baska, Krk Island, Croatia	5/09/2010	Satellite Application
UPINLBS 2010	Helsinki, Finland	14/10/2010	Satellite Application
ENC GNSS 2010	Braunschweig, Germany	19/10/2010	Navigation
16th Ka Band Conference	Milan, Italy	20/10/2010	Navigation
ITS World Congress	Busan, Korea	25/10/2010	ITS
2nd European Conference on ICT for Transport Logistics (ECITL)	Bremen, Germany	4/11/2010	Logistics
FFC2010 - CLECAT Freight Forwarders annual conference	Brussels, Belgium	30/11/2010	Logistics
Intermodal Europe 2010	Amsterdam, Netherland	30/11- 02.12/2010	Logistics
Satellite Navigation Summit 2011	Munich, Germany	01/03/2011	Satellite Applications

CERGAL 2011	Bonn, Germany	29/03/2011	Certification, Navigation
GSC Final Workshop	Vienna, Austria	13-14/04/2011	Satellite Applications
Transport Logistic	Munich, Germany	10/05/2011	Logistics
ITS European Congress	Lyon, France	06-09/06/2011	ITS
ECN-GNSS	London, UK	29/11 – 1/12/2011	Navigation

Table 5 SCUTUM events of interest

As part of the Dissemination WP progress reports, this list of conferences is regularly updated during the whole project duration.

The SCUTUM project is also evaluating the possibility to take part to the ITS World Congress in 2012 in Austria. Although the project by that time will be over, the team has been asked to present SCUTUM. The procedures to participate and the first contacts with the organisers have already started.

5.4 Press releases

At key stages of the project (kick-off, meetings, events, milestones), SCUTUM issues press releases presenting project results and their likely impact on European strategies.

PRESS RELEASE

Brussels, 15 February 2010

SCUTUM launched

Towards the adoption of EGNOS in HAZMAT



Rome, Telespazio, 11 February 2010: 13 companies from Italy, France, Austria and Belgium kicked-off the European Research & Development project SCUTUM, *SeCUring the EU GNSS adopTion in the dangerous Material transport*.

SCUTUM's goal is to support an EU-wide use of EGNOS (European Geostationary Navigation Overlay Service) in the transport management of hazardous goods. In the coming 21 months, the project will implement a best practise approach. The experience of ENI, a leading Italian oil company, operating at international level, presently using EGNOS Open Service to monitor its fleet for the transport of hydrocarbon in Italy, will be extended to two neighbouring countries, France and Austria. In parallel, SCUTUM will enhance the ENI monitoring system by making use of the EGNOS Commercial Service during a large-scale trial involving 100 vehicles in Italy, France and Austria. The authorities involved in the trials (the Italian and French Ministries of Transport) will evaluate the demonstration's results, and validate the benefits and value of EGNOS-based accurate and guaranteed tracking & tracing services for enhancing safety.

As a successor of the MENTORE project (www.gnsstracking.eu), SCUTUM intends to implement the actions identified in MENTORE by:

- Extending EGNOS national best practices on cross-border basis, as a first step towards a wider adoption in Europe and in the freight transport market
- Operating large scale trials to support standardisation and harmonisation at European level.

SCUTUM will be present at the Galileo Application Days in Brussels from 3 to 5 March 2010. For more information about the project, visit us in Brussels and at www.scutumgnss.eu.

Coordinated by Telespazio, the SCUTUM project is managed by the European GNSS Supervisory Authority (GSA) through the EU FP7 funds.


www.scutumgnss.eu





SCUTUM Secretariat




Figure 4 SCUTUM Press release sample

5.5 Technical articles and media relation

Press coverage is maximised through long-standing relations with a number of specialised publications, covering all aspects addressed by the project: Traffic Technology International, ITS International, World Highways, Thinking Highways, Strade & Autostrade, Le Strade & Carreteras, GPS World, GNSS Inside, scientific magazines.

Press coverage is intensified when particular milestones occur (e.g. launch of trials). Meanwhile, the team is invited to relay project news in their own newsletters (e.g. *Intelligent Roads*, in the case of ERF).

In order to better manage the media relation and to efficiently plan the release of articles, a media list is created and regularly updated.



European Union Road Federation

IL NOTIZIARIO ERF
a cura di Irene Fusco*
www.erf.be

L'IMPORTANTE COLLABORAZIONE CON ERF, LA FEDERAZIONE EUROPEA DELLA STRADA, ASSOCIAZIONE SENZA FINI DI LUCRO CHE COORDINA GLI ATTORI EUROPEI IMPEGNATI NEL MONDO DELL'INFRASTRUTTURA STRADALE. FORNISCE LORO UNA PIATTAFORMA VOLTA A FAVORIRE IL DIALOGO E LA COOPERAZIONE E PROMUOVE LA RICERCA PER UN TRASPORTO SU STRADA PIÙ SICURO, EFFICIENTE E SOSTENIBILE

SCUTUM: la sicurezza del trasporto di merci pericolose viene dal cielo
Le sostanze pericolose rappresentano una quota significativa del trasporto delle merci su strada in tutta Europa. In Italia circa l'80% del traffico su strada è relativo alla consegna di merci e circa il 18% di questo è rappresentato dal trasporto di merci pericolose. Simili dati inducono a prestare una particolare attenzione a questo tipo di trasporto per la rilevanza dei rischi che vi si possono associare e per il crescente impatto sulla congestione del traffico e sui danni che eventuali incidenti possono arrecare alle persone, alla viabilità e all'ambiente. Fondamentale per una migliore organizzazione della logistica e una maggiore rapidità di intervento in caso di situazioni anomale e incidenti risulta quindi un attento e un accurato monitoraggio delle unità di trasporto e del materiale trasportato. Diverse tecnologie telematiche e informatiche emergenti permettono ai giorni nostri di sperimentare nuove applicazioni in grado di mitigare i rischi. Negli ultimi anni, si è diffuso considerevolmente l'uso delle tecnologie GNSS (Global Satellite Navigation System), in particolare l'uso del GPS (Global Positioning System) per il trasporto di merce sensibile dando seguito a numerose best practices operative sia a livello nazionale che europeo (Figura 1). L'Europa sta portando avanti il programma Europeo di navigazione satellitare, mediante la realizzazione del programma Galileo, un sistema globale di navigazione e posizionamento via satelliti per scopi civili. Rispetto all'attuale sistema GPS, disponibile per uso civile anche se nato e gestito per finalità militari, Galileo offrirà maggiore precisione e affidabilità grazie alla struttura della costellazione di satelliti e alla struttura del segnale. Inoltre il segnale Galileo comprende un'informazione sullo stato di integrità della costellazione stessa e la possibilità di autenticare l'origine del segnale. Queste due caratteristiche peculiari di Galileo consentono di generare una serie di servizi per scopi commerciali, principalmente per uso professionale e applicazioni regolamentate quali il monitoraggio del trasporto di merci pericolose e radioattive. Già dagli inizi degli anni Novanta, prima ancora del completamento e dell'operatività del sistema GPS, l'Europa ha iniziato le attività nel campo della navigazione satellitare con lo studio, la progettazione e la realizzazione del programma EGNOS (European Geostationary Navigation Overlay Service). EGNOS è un sistema di "miglioramento" ("augmentation") del servizio GPS che utilizza satelliti geostazionari per distribuire sull'area europea un segnale integrativo del GPS che ne migliora l'accuratezza e garantisce l'integrità dei satelliti della costellazione GPS. Per questo motivo, cioè perché intrinsecamente integro, il segnale EGNOS consente applicazioni regolamentate, prestandosi anche ad anticipare Galileo. Le linee guida per lo sviluppo dei servizi regolamentati di localizzazione basati sull'uso di EGNOS e Galileo sono state fornite da MENTORE (IMpLEMENtation of GNSS tracking & tracing Technologies IOR Eu regulated domain - www.gpsinside.com), un progetto europeo cofinanziato dalla GSA (GNSS Supervisory Authority) tramite il Sesto Programma Quadro. Il progetto, conclusosi a No-

Figure 5 SCUTUM Article in Strade & Autostrade


5.6 Project events

Within the Dissemination WP (WP6.2), two SCUTUM events are organised in order to review the aspirations and needs of European stakeholders invited ad hoc.

The first event is planned at T0+17M, during the trial campaign, while the second/final at the end of the project (i.e. at T0+21M) to conclude the project activities.

The possibility of co-organizing the two events with clustered projects is explored, with the aim of enlarging the audience and thus the success of the events.

As in line with the SCUTUM objectives, trials act as both technical and institutional verifications, for this reason the first event is conceived to be the occasion of presenting the

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“common reference institutional model” developed in SCUTUM, where common rules apply to the three involved countries: Italy, France and Austria. The SCUTUM publication before mentioned contains the “common reference institutional model” and is presented during the first project event.

6 Standardisation

This chapter concerns the specific dissemination actions related to the standardisation activities that are carried out in parallel with the implementation and trials activities.

As before mentioned, SCUTUM standardization tasks are implemented through a CEN Workshop and promotion actions are done by CEN, as part of the CEN Workshop process.

The outcome of the CEN Workshop SCUTUM is the CEN Workshop Agreement (CWA) SCUTUM.

The role of the Dissemination WP is two-fold:

1. Supporting the CEN promotion, by establishing/maintaining the link with entities/stakeholders, external to the project team, that can be involved in the CEN Workshop.
2. Enlarging the awareness also to other frameworks, through participation to events/production of papers with the aim of promoting the CEN Workshop SCUTUM and its outcome (i.e. the CWA SCUTUM), keeping the disclosure rules imposed by CEN for a running CWA.


As part of the first point, the Dissemination WP has supported to identify and contact competent stakeholders, to be involved as Targeted stakeholders of the CWA, who most probably use the document:

- National or European Associations of Toll Highways (such as Association européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage (ASECAP), and Autobahnen- und Schnellstraßen- Finanzierungs- Aktiengesellschaft (ASFINAG))
- The European Commission (in particular EC DG ENTR and EC DG MOVE)
- The European GNSS Supervisory Authority (GSA)
- The European Space Agency (ESA)
- Freight & Logistics Leaders' Forum (F&L)
- Österreichische Mineralölverwaltung (OMV)
- South East Europe Transport Observatory (SEETO)
- National Transport Authorities (such as Rijkswaterstaat (RWS) in the Netherlands)
- The United Nations Economic Commission for Europe (UNECE) Transport Division
- Research and Technical Centres for Transport and Small Medium Enterprises (such as LCPC and M3 System).

The above list is not exhaustive, and further stakeholders will be interested and included.

Moreover, liaisons are established as appropriate with relevant ETSI Technical Committees.

These contacts are included in the SCUTUM expert-list before mentioned, and invited to be involved in the CEN Workshop SCUTUM activities in sharing with the relevant Committee.

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7 Exploitation

This chapter relates to the exploitation strategy which defines how the results of the SCUTUM project can be exploited in future/others activities. It relates the by-product effects generated by the project towards other sectors/area not directly addressed by the project.

The main outcomes of this work is to provide a large experience and quality codebase that could be extended to other areas, mainly other freight types (i.e. different from the dangerous goods) and to other modes of transport (i.e. different from the road).

Still an end-user tailored approach is used as the most effective one.

Thus the approaches as previously detailed in this document are used. Moreover, in order to ensure the proper exploitation, during the project and in all its phases, interoperability with other modes of transport and extendibility to other freight types are always reminded as key requirements. Thus the first SCUTUM approach towards the end-users is oriented to ADR and road, keeping in mind the interoperability/extendibility requirements to other modes of transport (such as rail and river).

8 Actions performed

In the following the promotion and dissemination actions performed since the beginning of the project.

8.1 Press Releases, Articles and Papers

During these months, five SCUTUM press releases have been issued at key stages of the project:

- PR 1 - SCUTUM Launched: towards the adoption of EGNOS in HAZMAT
- PR 2 - SCUTUM makes its mark at the Galileo Application Days
- PR 3 - SCUTUM promotes the benefits of EGNOS in road freight transport
- PR 4 - SCUTUM breakthrough for EGNOS in the road transport of dangerous goods
- PR 5 - SCUTUM CEN Workshop Kicked off
- PR 6 - Bridging the EGNOS technology to the European market
- PR 7 – May 2011 – to promote the SCUTUM Think Tank and the live demonstration.

A number of articles have been published on relevant magazines and newsletters with the objective to inform the interested stakeholders as well as the broader public about SCUTUM objectives and developments.

Until now, the following articles have been published:

- *SCUTUM: la sicurezza del trasporto di merci pericolose viene dal cielo* (Strade & Autostrade – Marzo/Aprile 2010)
- Standardization & Research – Space Applications (CEN Newsletter – March 2010)
- *March 3-5, Brussels, Galileo Application Days* (EIA Newsletter 1/ 2010)
- *Galileo Application Days, ERF promoted GINA and SCUTUM* (ERF Newsletter 1/2010)
- *Galileo and EGNOS to drive future road management systems* (GSA Website – April 2010)
- *SCUTUM for safe transport of dangerous goods* (Intermodal Magazine)
- *SCUTUM breakthrough for EGNOS in the road transport of dangerous goods* (The Voice of the European Road 2/2010)
- *Testing EGNOS applications in real time* (GSA Website – July 2010)
- *Intelligent Transport* (CEN Newsletter – August 2010)
- *Safety & Security (ITS International supplement)* March – April 2011

vehicle tracking



Dangerous liaisons

The SCUTUM project has been looking at the use of EGNOS to enhance tracking and tracing of dangerous and hazardous goods; interview with project manager Antonella Di Fazio

When it comes to the movement of road of dangerous and hazardous goods, there is an on-going appreciation of safety as a priority. This has led to various initiatives, especially amongst oil companies, to reduce risk as far as possible and to look at how transportation enterprises interact with other agencies with an interest in monitoring such movements.

There has already been progress in terms of safety, with a significant reduction in the total number of accidents over the last decade. However, there are also some commercial interests – as a tanker-load of fuel is a high-value target, there is a significant risk of theft.

What is clear is that the first responsibility for the safe and efficient movement of dangerous and hazardous goods rests with the transporting companies. However infrastructure managers are also involved in the case of incidents and accidents and institutions (primarily transport and interior ministries) as well due to the relevant social aspects (for which read 'safety').

International nature

What is also clear is that dangerous and hazardous goods movements are international in nature and so harmonised legislation (at the European level) enhances safety and efficiency; the requirement of the wide range of operators within the sector are best served through a common set of rules and regulations and through enhancing information exchange over and across the

an additional criterion to safety in the form of quality of service and guaranteed delivery times."

"The trial with eni involved 226 vehicles fitted with a Transport Integrated Platform (TIP). The tracking and tracing devices integrate a GPS-EGNOS receiver and sensors/peripherals to get data on the load, door and transport operational status and vehicle parameters. The devices send time-tagged EGNOS positions combined with the information gathered from the sensors/peripherals to the TIP, which properly processes and forwards them to eni's logistic and emergency management centres.

"Overall, the TIP implements various functions, such as the control of transport and monitoring of deliveries, the statistical analysis and incident reporting.

"Galileo doesn't yet exist but EGNOS can be seen to prestage the levels of accuracy which it will offer. By comparison with previously existing GPS-only solutions, EGNOS provides higher accuracy and the ability to implement guaranteed positioning plus a protection level that

SCUTUM did not involve major changes to existing onboard technologies. We can't go to other companies and ask or expect that they simply change their technology or ignore what is often quite a considerable sunk cost."

Antonella Di Fazio

gives a degree of confidence in the positional information. That has a lot of perceived value for the oil companies," Di Fazio continues. "Operators and end-users see an X-Y position on a map and a circle of confidence which is around 8-9 m in diameter. They can be sure that their vehicle is within that circle."

Heading to market

Having proven EGNOS's technical performance, the next step has to be to 'export' best practice, not technology, to the market, she continues.

"We expect to move from the R&D stage to commercialisation and operations. Public and commercial interests share a

lot of common interests, and that suggests common solutions. Obstacles in this instance are the awareness and reluctance to take-up of some of the various stakeholders in the sector, especially market champions of technology and tracking solution providers who've invested on GPS technology. That's a sensitive issue which has to be dealt with at the institutional level. Since the trials, eni has declared EGNOS to be its technology of choice. The company has a total fleet of over 1,500 vehicles and major interests in other countries including France, so that's a major step forward for us. Moreover, in Italy the Ministry of Transport is supporting the SCUTUM experience."

Many of the GPS-based tracking and tracing systems already on the market are already EGNOS-enabled, so it is just a matter of enhancing those systems' settings to be able to take advantage of its enhanced capabilities.

"When it comes to roll-out it's important to note that SCUTUM did not involve major changes to existing onboard technologies," Di Fazio says. "We can't go to other companies and ask or expect that they simply change their technology or ignore what is often quite a considerable sunk cost."

"That said, the system tested on the 226 eni vehicles can be considered to be a very sophisticated one for hydrocarbon transport."

"There won't be a 'SCUTUM II' in the most literal sense as the technology has already been proven for this application. However, there will be a follow-on project of sorts which will look at how we can develop a 'leaner' tracking and tracing solution with fewer sensors for less dangerous goods, suitable for the transport of chemical products." ■

scutumgnss.eu



European GNSS, EGNOS and Galileo

EGNOS and Galileo are the two systems implementing the European GNSS (Global Navigation Satellite System) strategy. Galileo is scheduled to be operational in 2024 and will be Europe's own global navigation satellite system, under civilian control. With respect to GPS, currently available for civilian uses but conceived and managed for military purposes, Galileo will provide highly accurate, guaranteed positioning services.

EGNOS is a Satellite-Based Augmentation System (SBAS) that improves the accuracy of

the GPS satellite navigation signals over Europe. Conceived for civil aviation needs, EGNOS has interesting commercial utilisation potential in other markets ahead of Galileo going live.

EGNOS improves GPS position accuracy down to 1m and provides integrity information, making it suitable for applications requiring very accurate and guaranteed positioning. It provides three levels of service: The Open Service, operational since October 2009, is freely available and suitable for most common applications.

The Safety of Life Service is to be certified according to European regulations and will provide a service with the safety levels required by civil aviation operations. The Commercial Service, which has been running as an experimental service since 2008, is to be officially declared operational this year. The EGNOS CS is based on control no access, with guaranteed delay, security and performance, and enables specific applications for professional markets requiring enhanced performances.

Think Tank event at ITS Europe

On 7 June at Cité Internationale, 80 Duali Charles de Gaulle, Lyon, France the SCUTUM project team is hosting a Think Tank on the use of advanced technologies in support of the transport of dangerous goods. This has been timed to coincide with the ITS Europe 2011 event.

During the one-day event, attendees will have the opportunity to learn about the present initiatives demonstrating the benefits of up-to-date technologies adoption for the management of dangerous goods transport in various transport modes.

The SCUTUM Think Tank will allow a large panel of

stakeholders, including representatives from institutions, users and solution/service providers to present and share their visions and ideas, in the light of their experiences. Those looking for more details of the agenda and how to register should visit the SCUTUM website.

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Figure 6 SCUTUM Article in Safety & Security

Furthermore, ERF and TPZ have undertaken regular monitoring activities of major conferences taking place all around the world relevant to the objectives pursued by SCUTUM. Based on their estimated impact (number of participants, media coverage, etc.), technical papers were submitted to the scientific review boards.

Until now, the following papers have been submitted:


- *The SCUTUM approach in the standardisation of EGNOS/Galileo based services for dangerous material transport* (International Symposium on Certification of GNSS Systems & Services - CERGAL)

- *The SCUTUM system: GNSS technologies to support safe transport of dangerous material by road* (IRF World Road Meeting)
- *EGNOS/EDAS based services for the transport of hazardous material* (Toulouse Space Show 2010)
- *EGNOS telematics support safety in HAZMAT* (ITS World Congress 2010)
- *The contribution of Research* (Growing Galileo 2010)
- *From MENTORE to SCUTUM: Towards the use of EGNOS for the management of the dangerous goods transports* (16th Ka and Broadband Communications, Navigation and Earth Observation Conference)
- *EGNOS for dangerous goods transports by road* (8th ITS European Congress 2011)
- *Use of EGNOS in road environments: the SCUTUM multipath mitigation algorithm* (ENC GNSS 2011)
- *GPS/EGNOS Tropospheric corrections for mobility applications: the use of ZTD maps within the SCUTUM project* (ENC GNSS 2011)

8.2 Participation to Events

The SCUTUM partners had the opportunity to participate to different relevant events either as attendants or as speakers. In many of these events a stand disseminating the project results was also available. Here below a detailed list indicating the specific action/s performed for each event:

- Galileo Application Days, Brussels 3-5 March 2010 (presentation, stand, demo)
- IRF Road Meeting, Lisbon 25-28 May 2010 (ERF's stand, presentation)
- Transport Research Arena 2010, Brussels 7-10 June 2010 (stand, demo)
- Toulouse Space Show, Toulouse 8-11 June 2010 (MEDDTL's stand, participation)
- 7th Logistic Conference, Milano 1 July 2010 (presentation)
- Growing Galileo 2010, Brussels 22 September 2010 (presentation)
- German/Austrian Galileo Roadshow, Salzburg 6-7 October 2010 (presentation)
- 16th Ka Band Conference, Milano 20-22 October 2010 (presentation)
- ITS World Congress, Busan (South Korea) 25-28 October 2010 (stand, presentation)
- 2nd European Conference on ICT for Transport Logistics, Bremen 4-5 November 2010 (presentation)
- 3rd EasyWay Annual Forum 2010, Lisbon 16-18 November 2010 (presentation)
- UNECE Working Group on the use of telematics for the carriage of dangerous goods, Bordeaux 18 January 2011 (presentation)
- ATEC / ITS France Congress 2011, Versailles 2-3 February 2011 (stand, presentation)
- GSC Final Workshop, Vienna 13 -14 April 2011 (participation)

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- Working Group on Telematics, Munich 11-13 May 2011 (presentation)

8.3 Promotional material

Different promotional deliverables have been created and updated in the course of these first 10 months in order to support SCUTUM dissemination activities:

- A short summary of the project objectives is presented under the form of an A0-size colour **poster** and it was/will be used in all conferences and events.
- A **baseline project leaflet** (Figure 3) introducing the key objectives, methodology and partners of the project. The leaflet has been released in March 2010 and it has been updated in August 2010 in order to reflect the changes had in the project
- A **pop-up banner** of 120 x 215 cm has been also created in order to support the dissemination activities in the stands. It will be also used during the SCUTUM Events (Think Tank and final event).
- From November 2010, the project started to work on the **SCUTUM Movie** by identifying and contacting communication companies suitable and available to produce the project movie. Shootings useful for the movie will be done on the occasion of the SCUTUM Think Tank in Lyon where a tanker using the SCUTUM solution will be showcased.

8.4 Updating of the Web Site

The SCUTUM website has been regularly updated and maintained in order to reflect the project developments. All the Press Releases and news were published on the web page as well as the public outcomes. Moreover the “team only” section has also been updated by adding new project-related documents accessible to the SCUTUM team only.

Particular changes to the web site were made in order to give better visibility to the CEN Workshop. In particular a new section specifically dedicated to the CEN Workshop has been created to launch the CEN Workshop Kick off Meeting, to inform about and to support the registration process and to provide a link to the CEN area within the UNI website.

Furthermore, in order to disseminate and promote the SCUTUM Think Tank also through the online portal a dedicated page has been created. It is regularly updated according to the event’ programme changes and developments.

8.5 Events organised

The SCUTUM consortium organised so far two project-related events: the CEN Workshop Kick off and the EDAS Workshop.

The **CEN Workshop kick off** was held on 28 September 2010 in Brussels at the CEN-CENELEC Management Centre and saw the participations of GSA representative, SCUTUM team member and interested stakeholders.

The **EDAS Workshop** takes place in Brussels on 23 November 2010 and gathered representatives of companies and entities involved in the development of technologies and products based on the use of EDAS. The objective of the event in fact, was to share EDAS-related experiences and results, possible ideas for applications/services, sectors for exploitation. The event has been the opportunity to cluster both with others EU co-funded projects and with industry stakeholders.

The **SCUTUM Think Tank** has been organised in coincidence with the 8th ITS European Congress in Lyon in order to attract a big audience and to exploit the opportunity to cluster with other EU activities. The event, titled “Advanced technology in support of dangerous goods transport”, has the objective to provide interested stakeholders with up-to-date information industrial technologies and public initiatives aimed at befitting the management of dangerous goods transport in various transport modes. The event is also accompanied by a live demonstration showing a tanker using the SCUTUM solution.

8.6 Support to marketing and exploitation

In order to contribute to WP5, focussing on the marketing and exploitation activities, the project implemented concrete actions to support the strategy elaborated in the business and exploitation plan.

In particular, the task was to identify specialized magazine to promote the SCUTUM technology and product in the priority sectors/ priority countries (i.e. those where SCUTUM technology and product can be commercialised in the short-term) and possible interesting sectors (i.e. those where SCUTUM technology and product can be possibly further exploited, to stimulate the so called “snow-ball” effect).

- Priority sectors/ priority countries include road/ Italy, France and Austria
- Possible interesting sectors are rail and intermodal transport.

The process, which started in November 2010, could be summarised as follow:

- First consortium consultation to gather suggestions and inputs
- Pre-selection of about 12 magazines gathered in a list and divided per targeted area/country (France, Italy, Austria & Germany) and sector (logistic and road transport)
- Second consortium consultation to limit the number of reviews selected according to their capacity to benefit the SCUTUM marketing strategy
- Establish contacts with the selected magazines’ communication departments to ask for specific information on: costs, editorial features and time-schedule.

The scouting first, and the selection phase then, were driven by three main criteria: target audience, stakeholders’ suggestions and survey, coherence with the exploitation/ marketing strategy elaborated in the project marketing activities.

The magazines selected for making the SCUTUM advertisement are: Le Strade (Italy) and ITS International (Europe). In fact, the first specifically target the Italian road market, and the second enables a EU-wide coverage (and thus also the SCUTUM target countries) of the ITS market.

Le Strade is the most authoritative magazine dedicated to the Italian technical information on transport infrastructure. Le Strade has strengthened over time as a tool for disseminating and promoting key institutional bodies and industry associations. It constantly focuses on the Intelligent Transport System and on the European EasyWay project.

Le Strade, whose high quality is supported by a Technical-Editorial Committee involving some of the most respected specialists in the field, is released monthly and offers the reader multiple perspectives (technical, legal, economic) on transport infrastructure.

ITS International. First published in 1995, ITS International is published 6 times per year. It was initially launched to assess the benefits of Intelligent Transport Systems as they moved from research and development into full-scale installations. Today, ITS International concentrates on the deployment of technology, rather than simply the technology itself, examining the effectiveness of proposed solutions and assessing how well the technology performs in real-time. Every two months 22, 061 copies are distributed worldwide.

Furthermore ITS International is a media partner of the 8th ITS European Congress, thus it also guarantees a press coverage during the SCUTUM Think Tank.

Thus, the SCUTUM adverting programme foresees the following activities:

1. Production of one full page visual advertisement in two languages (English and Italian).
2. Publishing of:
 - The Italian version on one issue of Le Strade (September/October)
 - The English version on three subsequent issues of ITS International (September/October – November/December – January/February).

9 Actions planned

In the following the promotion and dissemination actions planned for the next six months.

9.1 Press Releases, Articles and Papers

The following Press Releases are planned for the next 6 months in coincidence with important project milestones, especially those related with the SCUTUM system operational and the CEN Workshop SCUTUM progresses.

- PR 8 - June 2011 - to inform about the SCUTUM Think Tank results and proceedings / launch of the SCUTUM movie.
- Other press releases will be circulated in occasion of events/ news to be promoted.

An editorial coverage (article, pictures) is foreseen during the SCUTUM Think Tank by the well-known magazine *ITS International* which is also a media partner of 8th ITS European Congress.

Various articles/ publications are foreseen in specialised magazines, covering the different project aspects/ topics:

- A set of scientific papers/ publications, to promote SCUTUM activities related to satellite navigation; this set includes publications/ articles on scientific magazine and GPS world addressing the SCUTUM solution for EGNOS/ EDAS based services.
- Two articles on GNSS Inside at the end of the project, one to promote the outcomes of the CEN Workshop SCUTUM and the second addressing the results related to the use of GPS/EGNOS data (from EDAS) for the calculation of tropospheric correction.
- Articles in two specialized magazines (*Strade & Autostrade*, *Traffic Technology*) are foreseen, addressing the use of EGNOS in the road market and specifically for the transport of dangerous goods, and informing about the project final results at the end of SCUTUM.

9.2 Participation to Events

The SCUTUM partners will participate to different relevant events either as attendants or as speakers. The following non-exhaustive list details the already planned events. Further events will be identified and added to the existing events list.

- 8th ITS European Congress 2011, Lyon 6 - 9 June 2011 (presentation, stand, demonstration)

9.3 Promotional material

SCUTUM existing **promotional material** (posters and brochures) will be re-printed and adapted in the course of the project if needed.

The SCUTUM **website** is continuously maintained and updated reflecting the project activities and developments.

The production of the SCUTUM **Movie** is foreseen. This is a 6-7 minutes video explaining the European GNSS (EGNOS in particular), the SCUTUM project and showing the *eñi* trucks operating with the SCUTUM system. A light version will be made available on the project website.

Moreover, a project **publication** “EGNOS for road transport. A roadmap” is foreseen, providing the main outcomes of the project in terms enablers, regulatory framework and next steps.

9.4 Updating of the Web Site

Being the website a mirror of the project developments it will be updated accordingly in the course of the project life-time.

Particular attention will be dedicated to the CEN Workshop section to give new and always updated information about the CEN Workshop development (i.e. meetings, outcome, etc.).

The new-created SCUTUM Think Tank page is regularly updated both before and after the event. In particular, after the event all the proceedings (report, presentations, pictures) will be uploaded.


9.5 Events

On 7 June 2011 in Lyon the **SCUTUM first event** will take place.

The event is conceived as a Think Tank on the use of advanced technologies in support of the transport of dangerous goods. It will specifically address representatives from industries and institutions interested in sharing ideas and experiences. The event will be also the occasion to present the SCUTUM movie.

In order to maximise the efforts, the event will be held in coincidence (same venue, same dates) with ITS Europe with the aim of enlarging the audience and thus the success of the event. After having finalised the agenda, the project is now promoting the event through different channels (emails, website, partners' internal networks, magazines).

The **SCUTUM Final Event** will mark the end of the project and will, therefore, present the project results. In particular it will be the occasion to launch and present the publication “EGNOS for road transport. A roadmap”. The possibility of having the SCUTUM Final Event in the frame of the EasyWay 2011 Annual Forum taking place in Rome in November (with the support of the two Ministries partners of the project), is being evaluated.

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9.6 Support to exploitation

The marketing oriented magazines identified to support the Marketing strategy developed in WP5, will be selected. In particular two magazines for each country/ sector will be targeted and contacts will be established in order to plan, agree and then publish articles specifically aimed at promoting the SCUTUM project products.



10 Tools

10.1 Contact list

The project has created different contact lists in order to better focus and target the communication according to the variety of activities deployed within the SCUTUM project (standardisation, clustering, events). These contact lists are excel “living” documents constantly updated in the course of the project life-time by adding new contact details of people particularly interested in the SCUTUM project and in EGNOS.

10.2 Events files

The Event file lists all the happenings (conferences, workshops, congresses, events, etc.) of interest for the SCUTUM project. This tool, as for the contact lists, is constantly updated in order to keep track of all the important events all around the world, but mainly in Europe, where SCUTUM partners could play a role as attendants, speakers or exhibitors.



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