

Making the railway system work better for society.

Annex: Communication Plan 2018

In line with Article 51 § 1 point (g) of the Agency Regulation, the ERA Communication Plan needs to be decided every year by the ERA Management Board.

It shall give an overview on the planned

- 1. Major milestones of the adopted 2015 communication strategy action plan
- 2. Communication events of the year
- 3. Newsletter editions
- 4. Other publications

A follow-up of the state of play can be presented to the Board at members' discretion.

1. Major milestones for 2018 of the adopted 2015 communication strategy action plan

Objective 1: Improve internal comms / speak with one voice

1.4 External assessment of internal comms	1Q18, as per procurement plan 2018
1.5 Internal comms procedure	Expected outcome of internal comms assessement
1.11 4RP Internal Trainings	4RP procedures explained throughout 2018

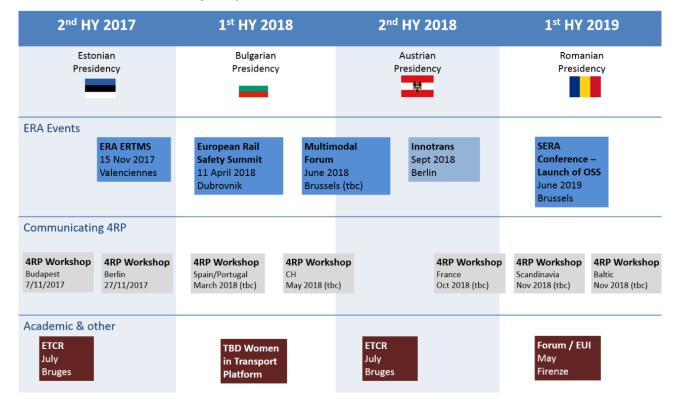
1.11 4RP Internal Trainings	4RP procedures explained throughout 2018		
Objective 2: Improve structure and design of ERA comms			
2.2 Website development (version 2.0)	End 2018: further features developed, stakeholder survey feedback implementation		
2.7 Videos + Library	Througout 2018		
2.11 Relaunch bi-annual stakeholder survey	1Q18		
2.12 Centralised event list on Intranet	1Q18		
Objective 3: Engage effectively with stakeholders			
3.2 Establish social media presence	4Q18		
3.9 Crisis communication	3Q18		
3.15 Support for ETCR training course	January – July 2017 (2 weeks course: July)		
Objective 4: Tell the story behind ERA			
4.2 Newsletter	See plan		
4.4 Produce infographs on key topics	Throughout 2018		

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4.7 4RP "FAQ" – outcome of SERA conferences	2Q18		
Objective 5: Foster ERA reputation in the world			

5.3 Promote code of conduct for ERA staff	Throughout 2018
Events	

7.1 Regional Workshops as follow-up of SERA conf	Throughout 2018
7.8 European Rail Safety Summit	11-13 April 2018
7.16 InnoTrans	September 2018

2. Communication events of the year



The Agency will organise

- The European Rail Safety Summit in Dubrovnik, Croatia, featuring the signing of a Declaration of European Rail Safety Culture, in collaboration with Commissioner Bulc
- InnoTrans 2018: Same location, similar concept ("place where the stakeholders meet"), focus on 4RP
- Co-organisation of a conference on multimodality in June 2018
- Several regional 4RP workshops as follow-up of SERA conference series

It will provide key speakers to the above displayed external events and will co-host, as every year since 2015, the ETCR Seminar in Bruge in cooperation with the College of Europe.

3. Newsletter editions

	19 February	28 May	17 September	03 December
Editorial / top story	Entering Shadow Running Phase 4RP	Multimodality	InnoTrans	4RP
Interview	NSAs IT/ES	DHL	Violeta Bulc	Thierry Breyne
News from the Agency	4RP Preparation Programme – next steps	European Rail Safety Summit report	International / collaboration with S2R	TBD
Spotlight on the customer	Under elaboration with passenger/	Under elaboration with passenger/	Under elaboration with passenger/	Under elaboration with passenger/

	freight customer associations	freight customer associations	freight customer associations	freight customer associations
Multimodal feature	Intermodal Taskforce/Directive	Codification	Digitisation	Eleta project
Dates and Announcements	1 0	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.

The Agency will issue 4 Newsletters to tell the story behind the activities. The multimodal feature will highlight the actions for rail freight and passenger in the year of multimodality.

The "customer" section shall draw a line between the activities of the Agency and the needs of the final (rail) customers and is edited in close cooperation with the European Passenger and Freight Customer associations, as expressely requested for in previous ManagementBoard meetings.

4. Other publications

The Agency will publish

The ERA Safety Report 2018
The ERA Interoperability Report 2018
The ERA Railway System Report 2018
4RP Brochure
March 2018
September 2018 (at InnoTrans)
March 2018

Publications supporting the different events might be produced along with the upcoming events.