

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

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

Objective 2: Improve structure and design of ERA comms

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| 2.2 Website development (version 2.0) | End 2018: further features developed, stakeholder survey feedback implementation |
| 2.7 Videos + Library | Throughout 2018 |
| 2.11 Relaunch bi-annual stakeholder survey | 1Q18 |
| 2.12 Centralised event list on Intranet | 1Q18 |

Objective 3: Engage effectively with stakeholders

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| 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

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| 4.2 Newsletter | See plan |
| 4.4 Produce infographs on key topics | Throughout 2018 |
| 4.7 4RP "FAQ" – outcome of SERA conferences | 2Q18 |





Objective 5: Foster ERA reputation in the world

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| 5.3 Promote code of conduct for ERA staff | Throughout 2018 |
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Events

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| 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

2 nd HY 2017	1 st HY 2018	2 nd HY 2018	1 st HY 2019
<p>Estonian Presidency</p> 	<p>Bulgarian Presidency</p> 	<p>Austrian Presidency</p> 	<p>Romanian Presidency</p> 
<p>ERA Events</p> <p>ERA ERTMS 15 Nov 2017 Valenciennes</p>	<p>European Rail Safety Summit 11 April 2018 Dubrovnik</p>	<p>Multimodal Forum June 2018 Brussels (tbc)</p>	<p>Innotrans Sept 2018 Berlin</p> <p>SERA Conference – Launch of OSS June 2019 Brussels</p>
<p>Communicating 4RP</p> <p>4RP Workshop Budapest 7/11/2017</p> <p>4RP Workshop Berlin 27/11/2017</p>	<p>4RP Workshop Spain/Portugal March 2018 (tbc)</p> <p>4RP Workshop CH May 2018 (tbc)</p>	<p>4RP Workshop France Oct 2018 (tbc)</p>	<p>4RP Workshop Scandinavia Nov 2018 (tbc)</p> <p>4RP Workshop Baltic Nov 2018 (tbc)</p>
<p>Academic & other</p> <p>ETCR July Bruges</p>	<p>TBD Women in Transport Platform</p>	<p>ETCR July Bruges</p>	<p>Forum / EUI May Firenze</p>

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 Bruges 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	ERA Event planning + workshops etc.	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 expressly requested for in previous ManagementBoard meetings.

4. Other publications

The Agency will publish

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

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