

Moving Europe towards a
sustainable and safe railway
system without frontiers.

DECISION n° 320

of the Management Board of the European Union Agency for Railways adopting the ERA Communication and Dissemination Plan for 2023

THE MANAGEMENT BOARD OF THE EUROPEAN UNION AGENCY FOR RAILWAYS,

Having regard to the Regulation (EU) 2016/796 of the European Parliament and of the Council of 11 May 2016 on the European Union Agency for Railways¹ (hereinafter referred to as “the Agency”) and repealing Regulation (EC) No. 881/2004 (hereinafter called “the Agency Regulation”), and in particular Articles 39 and 51 § 1 point (g) of the Agency Regulation,

HAS DECIDED AS FOLLOWS:

Article 1

The Communication and Dissemination Plan 2023 of the European Union Agency for Railways is presented to the Management Board as set out in Annex to this decision.

Article 2

The present decision shall enter into force on the day following that of its adoption. It will be published on the Agency website.

For the Management Board,

The Chairwoman

Clio LIÉGEOIS

Annex: ERA Communication and Dissemination plan 2023

Annex: ERA Communication and Dissemination Plan 2023

In line with article 51.1(g) of the Agency Regulation, the ERA Communication and Dissemination Plan is approved by the ERA Management Board on an annual basis. In addition to the budget and resource planning, as well as the output indicators and targets specified in the Single Programming Document (SPD) for 2023, you will find the guiding principles, as well as main events, topics, and initiatives planned in this document:

1. *Introduction*
2. *Key principles of the SAC Team*
3. *Event Planning 2023*
4. *News and (social) media*
5. *Internal communication*
6. *Media relations and crisis communication*
7. *Reference to the Single Programming Document (SPD) 2023*

An update on ERA communication and dissemination activities and initiatives will be presented mid-2023 to the Agency Management Board.

1. Introduction

Due to the discussions held in the Management Board meeting of November 2022 about the draft Decision on charging for non-authority tasks, the approval of the Annual Communication Dissemination Plan 2023 has been postponed. It was agreed that ERA continues its communication and dissemination activities in 2023 until approval of the formal plan for 2023 within the boundaries of the SPD 2023 (finance and FTEs) and in line with the spirit of the Communication and Dissemination plan for 2022.

Pending the adoption of the new MB Decision on recovery of costs for non-authority tasks., ERA will provide the general trainings/workshops on such topics as ERA registers or the OSS free of charge.

In order to facilitate a smoother planning, and allocation of future resources, the planning for 2024 should be discussed already in the Board meeting of June 2023.

Overview ERA communications 2023

After an eventful and busy year 2022, the Stakeholder Relations, Academy, and Communications (SAC) team is set to continuously build upon its achievements and further improve the Agency's communication and dissemination output.

A range of **topics** have been **carefully selected, developed, and strategically placed** throughout 2022 at various **events, webinars, trainings, as well as in ERA's website, newsletter, and social media**. The goal here is not only to highlight and tell the story behind ERA's work programme and expertise, but to engage our target audience, which ranges from our closest key stakeholders from European and national politics, the rail sector, civil society, journalists, to the public, including a new generation of climate-conscious users of rail services.

Having completed the transition from a technical agency to a European Authority, it is the SAC team's **ambition to reach as many people as possible**, especially in challenging times where European idea is under threat. Our activities are hence planned in the **spirit of good and trustful inter-institutional cooperation**, especially when it comes to fellow EU institutions, National Safety Authorities (NSAs), and the rail sector. We seek to demonstrate **the value of our work to the European taxpayer**, while at the same time sending a strong message of European unity and identity to the outside world.

In challenging times, **even the most mundane and technical topics can inspire**, if they can be linked to the European idea. Our job is to highlight ERA's part of the contribution to making railways the most important mode of transport for a sustainable and safe future in the European Union. This is the inspiration and

motivation shared by all members of the SAC team and basis for the different initiatives and projects launched in the past months.

While ERA's social media accounts have become ever more important output channels, **the number of people reached by our tweets, videos, and LinkedIn posts has been continually growing**. Thanks to this, and the team's efforts to pro-actively engage press, ERA has a steadily growing **impact on trade and international press**. **ERA webinars** have been established as reliable feature of stakeholder engagement on a variety of topics, from 'hard' technical issues such as the TSI package to more 'soft' topics such as how to attract talent to and diversity in the rail sector.

The **ERA Academy team** has been steadily working on increasing its output of trainings, as well as finding new ways of sharing content with our target audiences. Through efficient coordination and integration of the Agency's training and dissemination activities, the **ERA Academy continues to contribute to all strategic statements of ERA**, described in the Single Programming Document (SPD). The events, workshops, webinars, and conferences it manages, are important communication channels to convey its messages to different stakeholder audiences. In addition, the Academy will further deploy its activities towards becoming an important facilitator of railway knowledge.

In its work the Academy team is **not only striving for efficiency but also for sustainability**. While the need to meet face-to-face after the pandemic restrictions is fully acknowledged, **we strive to offer all events, conferences, and training modules (also) online as a new standard**. Providing EU railways regulatory information on its e-learning platform Moodle, training material will be easily available to ERA staff and stakeholders. It will expand the outreach of the ERA Academy and promote education as important source and reference for railways. With limited resources, the Academy team opts for a collaborative approach to offer highest quality information and training to optimally involve and serve the demand from the sector.

Furthermore, the end of 2022 saw the **re-launch of the ERA website**, which puts a clear emphasis on telling the story behind ERA, rather than being a repository of technical information that the Agency is (legally) obliged to share with the world.

Finally, with **more pro-active internal communication**, the team is making its contribution to improving the organisational culture at the Agency, as stipulated by the BetterTogether@ERA initiative. The SAC team, being one of the few with a 'horizontal' function at the Agency, has embraced the targets of the BetterTogether@ERA initiative and is set to continue to **create a positive culture** in 2023 and beyond.

2. *Key principles*

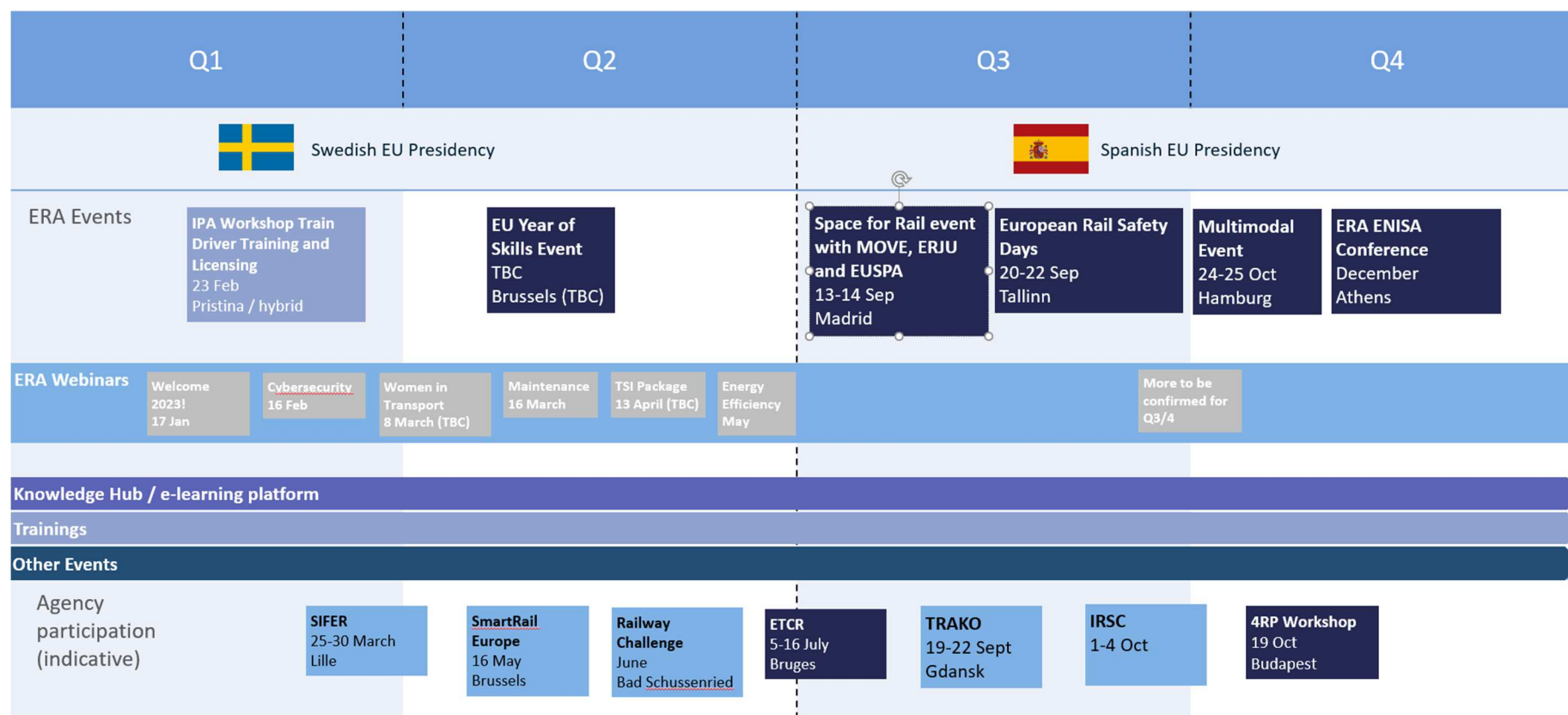
- › *Promote the **European idea and European unity**¹*
- › *Act in accordance with the **strategic objectives of the Agency** as stated in the SPD*
- › ***Constant and fruitful exchange with key stakeholders** (NSAs, NIB, NRB, other)*
- › ***Integrated planning** (= speak with one voice, consistent messaging)*
- › *Increase **impact** of ERA as **European authority***
- › *Promote **professional image** of ERA*
- › *Contribute to **internal culture change** promoting a positive culture*
- › *Actively contribute to the **European Year of Skills** through the **ERA Academy** activities*

¹ The EU's values are laid out in article 2 of the [Lisbon Treaty](#) and the [EU Charter of Fundamental Rights](#)

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Events 2023 overview*



*Indicative planning, subject to resource availability (budget, FTEs).

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3. Event Planning 2023

The planning and geographical placement of events hosted by ERA is **in line with the Agency's strategic statements**, and to give maximum visibility to carefully selected topics such as authority tasks, women in transport, European Year of Skill, multimodality, cybersecurity, European Green Deal, energy efficiency, rail resilience, safety / rail safety culture, cross-border connections, ERTMS/FRMCS, rail research, rail freight, automatic coupling, cybersecurity, and/or international/Ukraine. Where budget allows, it is the ambition of the team **to reach people in all parts of Europe**, from East to West and South to North of the European continent.

ERA's participation to external events is carefully planned and, in many cases, coordinated with key stakeholders and partner organisations to allow for cost-efficient budget planning, and make best use of internal and external synergies.

Rationale behind the events organised by ERA

a. *IPA Workshop on Train Driver Training and Licensing*

The European Union Agency for Railways (ERA) implements a Grant Agreement "Continuation of support to the IPA II beneficiaries by the European Union Agency for Railways (ERA) 2020 – 2022" with the European Commission's Directorate General DG NEAR. Under this Agreement, the EU candidate and potential candidate countries (Serbia, Turkey, North Macedonia, Montenegro, Bosnia and Herzegovina, Kosovo* and Albania) will benefit from support of ERA. This Grant has been extended to the end of 2023. In this context, ERA will organize a hybrid workshop on Train Driver training and licensing in Pristina, Kosovo.

b. *European Year of Skills Event (TBC)*

Following the European Year of Rail (2021), and the European Year of Youth (2022), the European Year of Skills 2023 offers yet another subject to which the Agency is proud to contribute. Having supported the EU Staffer project in recent years, which promotes the development of skills and safeguards access to skilled labour for the rail sector and following several events on how to attract talent to the railway sector, ERA would like to contribute to the European Year of Skills from a railway point of view. The organisation of this event is subject to availability of funding, as there is very limited budget that can be activated internally.

c. *Space for Rail event with MOVE, EUSPA and Europe's Rail*

After a successful first edition of a [Space for Innovation in Rail in 2019](#) in Vienna, the four co-organisers DG MOVE, ERA, the European Union Agency for the Space Programme (EUSPA, formerly GSA), and Europe's Rail Joint Undertaking have decided to host another event on the important role of satellite technology in future railway communication, maintenance, cybersecurity, and many more. While ERA's contribution will be on the regulatory side – for example, with the new TSI package – EUSPA and Europe's rail will present, together with partners from the industry, the latest advancements in their research and development programme.

d. Multimodal Conference in Hamburg (TBC)

ERA's [multimodal freight conference in Le Havre](#) (FR) in 2022 attracted a lot of attention among stakeholders, and interest from several sides was signalled to continue the series of conferences with different partners and in different locations. ERA has been showcasing its multimodal activities since the European Year of Multimodality in 2018, and with future conceptualisations of EU transport putting multimodality at the centre, the range of relevant issues is long form multimodal ticketing, traffic control, reaching the EU climate goals by boosting rail freight etc.

e. ERA Safety Conference

Safety is the essential precondition for successful rail business in Europe, and ERA in the past years has been very active in promoting common safety standards, and a European railway safety culture model that is built on a harmonised Safety Management System (SMS). ERA's conference on integration of Human and Organisational Factors (HOF) generated interest of hundreds of participants on location and worldwide. With this clear mandate and prior success, also with previous editions in Dubrovnik (2018) and Porto (2021), the Agency's conference highlight in 2023 will be the safety conference. The new edition of the conference will be held in Pietrarsa, Naples from 15-17 November 2023.

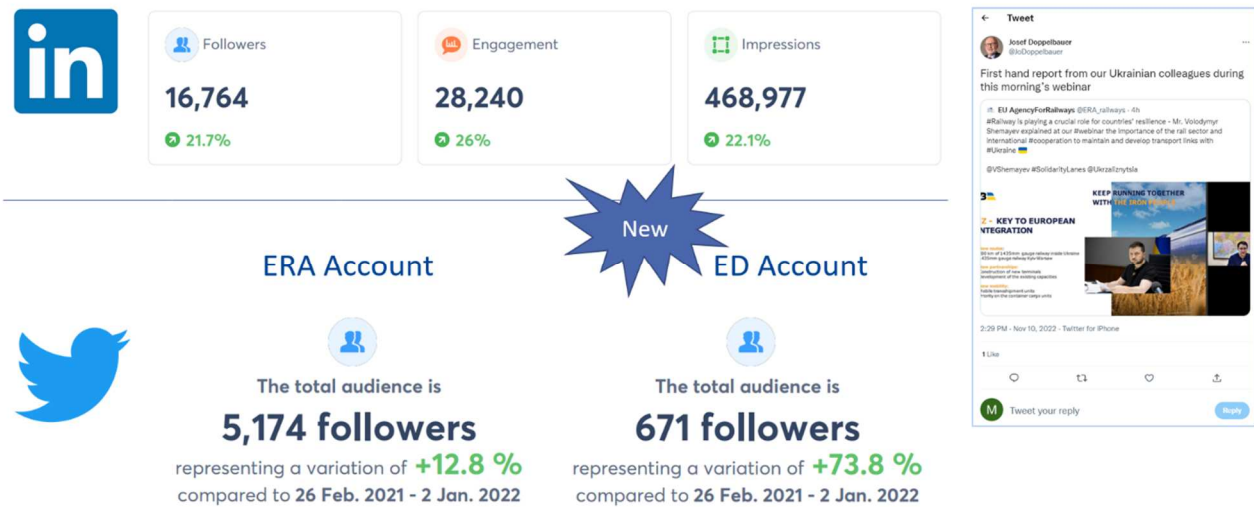
f. ERA ENISA Conference on Cybersecurity in Railways

After a successful first online edition of the ERA-ENISA conference on cybersecurity in railways in 2021, the two agencies have continued their collaboration and information exchange, culminating in several joint webinars, and a second physical conference in Lille. As the topic enjoys continued attention and political support, ENISA now have offered to host the 3rd edition of this conference at their headquarters in Athens.

4. News and (social) media

The SAC team will continue its dedication to integrated editorial planning and keep the internal dialogue open to populate its communication channels such as the updated ERA website, the intranet, social media, videos, webinars, and others. Having actively engaged in contributing to the European Year of Youth in 2022 with a dedicated webinar, several publications, and events at InnoTrans 2022, the SAC team is set to make another important contribution to the **European Year of Skills in 2023**.

ERA's **social media output has been steadily growing over the past years**, reaching more stakeholders from different professional backgrounds, in Europe and beyond. The main channels are ERA's twitter and LinkedIn accounts, and in 2022, the twitter account of the Executive Director was added to the portfolio.



With the re-launch of **ERA’s public website** - era.europa.eu – the foundation for an even more attractive and informative information has been laid in late 2022. Built on the latest stable version of Drupal (the widely used open-source content management system), this new website has been **re-designed considering the user’s point of view** while keeping the same overall look and feel.

The new homepage, much more flexible than the previous one, has been built to feature several topics and news items in parallel, **allowing us to better showcase the dynamism and the diversity of the Agency’s work**. The technical and functional organisation of data has also been adapted, improving the referencing and the search engine of the website.

The SAC team is committed to **integrated planning**, through which important issues are linked to milestones (events, publications etc) and therefore published via the various communication channels of the Agency.



It is to ensure consistency of message and improve the exchange of information within the team and with other colleagues.

5. Internal Communication

In collaboration with the BetterTogether@ERA project, an initiative to improve ERA's organisational culture, and the ERA Club, which organises ERA's social events and gatherings, internal communication will be further improved in 2023, featuring a more interactive planning and carry through of ERA's General Assemblies, better exchange of information among colleagues about projects, events, and initiative, and some initiatives simply to make ERA a nice and attractive place to work.

6. Media relations

With several press and media initiatives in 2022, such as the "Numbers Talk" campaign, or a press event in Brussels presenting the cross-border rail study to journalists and stakeholders, the team will continue to improve press and media relations and gauging the interest of an increasing number of journalists from trade and daily press for our activities. Furthermore, the team will continue to support the placement of articles and interviews, with the Executive Director and other ERA colleagues, in the trade, national and international media.

7. Reference to SPD 2023

While some of the activities have been 'cherry-picked' in this document, all activities under the umbrella of the SAC team can be found in the SPD 2023 including targets, budget, and output indicators. The projects/services include:

- *ERA 1145 ERA Academy*
- *ERA 1148 Networks*
- *ERA 1161 Online corporate communication*
- *ERA 1163 Publications management*
- *ERA 1154 Supporting EB and MB meetings*
- *ERA 1162 Media/press relation and crisis management*
- *ERA 1228 Internal communication lifecycle*

8. Topics for 2023

Authority Tasks

- International
- Ukraine

Women in Transport Talent for Rail

Multimodal

Digital / Data Interoperability

2023 European Year of Skills

Benefits of Rail: The greenest mode of transport
Numbers talk ...

10x less energy consumption

Rail transport is 10 times more fuel efficient than a private car per 100 km

Energy efficiency of passenger transport (tce per million km, 2017)

Mode	Energy Efficiency (tce per million km)
Aviation	~100
Cars	~10
Large cars	~10
Trucks and minibuses	~10
2- and 3-wheeler	~10
Rail	~1

Green Deal Energy Efficiency Rail Resilience

ERA Studies:

- 2020 Benefits of passenger rail
- 2021 Benefits of freight rail
- 2022 Multimodality

Cybersecurity

Safety / Safety Culture

- TSI Package
- Cross-Border Connections
- ERTMS / FRMCS
- Rail Research

Rail Freight

Automatic Coupling

This list is indicative, not exhaustive, and new topics may be added.