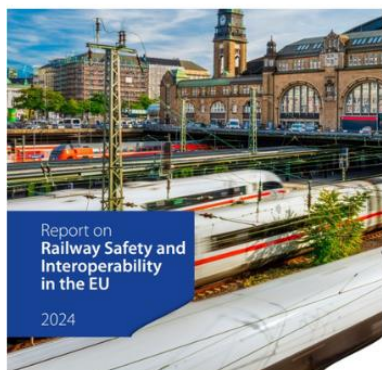


ERA Multi-annual Communication and Dissemination Plan 2025-2029



1. Introduction

In line with Articles 39 and 51.1(g) of the Agency Regulation, the European Union Agency for Railways (ERA or the Agency) 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 which are specified in the Single Programming Document (SPD), the present document defines the key principles for communication, as well as **main events, topics, and initiatives planned for the period between 2025 and 2029**. The Stakeholder Relations, Academy, and Communications (SAC) team will regularly provide information to keep the Management Board updated on the accomplishment of the Agency's communication and dissemination activities pursuant to this plan.

2. Key Principles of Communication

To effectively communicate and disseminate information, the European Union Agency for Railways (ERA) will adhere to the following key principles that have been elaborated by the Stakeholder Relations, Academy, and Communication (SAC) team of ERA.

2.1 Promote the European Idea and European Unity

Objective: Foster a sense of unity and belonging among European citizens by emphasizing the role of ERA in promoting safe and efficient railway systems across Europe.

Actions:

- *Incorporate European symbols such as the flag of the EU and messaging in ERA's communication materials.*
- *Highlight ERA's contributions to the harmonisation of the European rail system and cross-border cooperation.*
- *Collaborate and create synergies with other EU institutions and agencies to showcase a united and efficient European collaboration.*

2.2 Promote the Strategic Objectives of the Agency as Stated in the Single Programming Document (SPD)

Objective: Ensure that ERA's strategic objectives outlined in the Single Programming Document (SPD) are widely understood and supported.

Actions:

- *Develop clear and concise messaging aligned with the SPD's goals.*
- *Regularly communicate progress and achievements related to the SPD.*
- *Engage with stakeholders to gather input and feedback on ERA's strategic direction.*

2.3 Constant and Fruitful Exchange with Key Stakeholders

Objective: Foster strong relationships and open dialogue with key stakeholders, including National Safety Authorities (NSAs), the National Investigating Bodies (NIB), the National Regulatory Bodies (NRB), and others.

Actions:

- *Organise regular meetings, forums, and workshops for information sharing.*
- *Establish and maintain dedicated communication channels for each stakeholder group.*
- *Solicit feedback and actively address concerns to maintain a productive relationship.*

2.4 Integrated Planning (= Speak with One Voice, Consistent Messaging)

Objective: Ensure that ERA presents a unified voice and consistent messaging across all communication channels.

Actions:

- *Further develop and improve the coordination of the Agency's messaging.*
- *Conduct training sessions for ERA staff to promote a consistent approach.*
- *Regularly review and update communication materials to reflect current priorities.*

2.5 Increase Public Impact of ERA as a European Authority

Objective: Raise awareness of ERA's role as European authority contributing, on technical matters, to the implementation of Union legislation by developing a common approach to safety on the Union rail system and by enhancing the level of interoperability on the Union rail system

Actions:

- *Implement communications campaigns highlighting ERA's impact and operational effectiveness by informing our audiences about the mandate and activities implemented to achieve our institutional purpose.*
- *Leverage high-profile events and partnerships to showcase ERA's authority.*
- *Actively engage with the media and opinion leaders to share ERA's insights and perspectives.*

2.6 Promote Professional Image of ERA

Objective: Position ERA as a reputable and trustworthy authority in the rail industry.

Actions:

- *Maintain a modern and user-friendly website with easy-to-find up-to-date information.*
- *Publish regular reports and publications showcasing ERA's expertise.*
- *Encourage staff to participate in industry conferences and events to enhance ERA's professional image.*

2.7 Contribute to Internal Culture Change Promoting a Positive Culture

Objective: Foster a positive and collaborative culture within ERA to enhance productivity and employee satisfaction.

Actions:

- *Implement internal communication campaigns emphasising ERA's values and culture.*
- *Recognise and celebrate achievements of staff and teams.*
- *Encourage cross-departmental collaboration and knowledge sharing.*

2.8 Actively Contribute to Policy Objectives, Campaigns, and Initiatives Launched by the European Commission

Objective: Proactively or upon request engage with and support policy objectives, campaigns, and initiatives launched by the European Commission to advance the EU's broader goals and priorities for transport.

Actions:

- *Stay informed about European Commission policies and campaigns relevant to ERA's mission.*
- *Align ERA's activities and messaging with European Commission objectives.*
- *Collaborate with the European Commission and other stakeholders to contribute to the success of these initiatives.*

2.9 Promote Women in Rail and Diversity in the Sector

Objective: To promote women in a male-dominated sector, and to support the sector's efforts to modernise and offer attractive jobs a socially and climate conscious new generation, ERA has launched a set of actions, which are fully supported by the SAC team:

Actions:

- *Assist in and communicate about ERA matchmaking activities for women in rail.*
- *Support and communicate about the Women in Transport platform for change, and other women in rail activities.*
- *Support action in line with the EUAN Diversity Charter, signed by ERA management.*

By adhering to these key principles, ERA aims at strengthening its communication and dissemination efforts, enhancing its reputation as a European authority, and contributing positively to the European rail industry and the broader European community.

3. ERA Academy: Events and Dissemination

In past years, ERA has established some major events that have become an important item on the railway sector's event calendars such as the ERA ERTMS conference, and the European Rail Safety Days, which are regularly repeated (usually on a bi-annual basis). In addition to that, a few event 'brands' have been established to address topics relevant to the ERA's mandate, such as the multimodal conference (established in 2018, the European Year of Multimodality), the ERA-ENISA conference on cybersecurity in rail as well as the HOF biennial conference.



These major recurring events represent the 'skeleton' of ERA's multi-annual event planning and have become important opportunities for communicating on EU railway regulations and developments and for networking and exchanging between peers. In addition, specific events responding to recent developments in EU transport policy or targeted at expert audiences complete the offer.

As far as possible, the Agency will offer streaming of its events to enable optimal access to the largest audience. Below a quick introduction to the main recurring events:

3.1 InnoTrans Berlin

Since 2008, ERA has been present at the largest railway industry fair worldwide InnoTrans, which is held every two years in Berlin. It was used as platform to present ERA's key activities that impact the rail sector in its new role as European authority with one-to-one meetings between ERA staff and members of the rail sector. In 2024, the EU institutions - ERA together with the European Commission and Europe's Rail Joint Undertaking (EU-RAIL) - attended InnoTrans for the first time jointly using a common EU stand.



3.2 ERA European Rail Safety Days

Safety is the essential precondition for successful rail business in Europe, and ERA in the past years has been 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 Safety Days generated interest of hundreds of participants on location and worldwide. With this clear mandate and successful previous editions in Dubrovnik (2018), Porto (2021), and Tallinn (2023), the Agency shall continue to promote a positive safety culture for rail in Europe on bi-annual basis.



3.3 ERA ERTMS Conference

As system authority for ERTMS, ERA in past years gathered the global ERTMS community in its hometown Valenciennes to discuss the way forward. Held on bi-annual basis in alternation with the European Rail Safety Days, the conference usually features keynote presentations and workshop elements over a two-days period. Traditionally it made EU decision-makers find their way to Valenciennes.



3.4 Rail Data Forum



Digitalisation of technology and data exchange are key in ensuring a future-proof interoperable railway system. ERA's first Rail Data Forum in 2024 gathered the sector and set the pace for further developments in this important field, in line with the priorities of the European Commission. From 2025 onwards, it is intended to organise the Rail Data Forum on bi-annual basis.

3.5 ERA Presidency Events

Wherever financially feasible, the ERA team seeks to address topics of strategic importance with the respective Presidency of the Council of the European Union. Recent examples include the collaboration with the Belgian Presidency on the Connecting Europe Days and adjacent political events in 2024, the "Satellite4Rail" event under the Spanish EU Presidency in 2023, Multimodal Freight Conference in Le Havre in collaboration with the French EU Presidency in 2022, or the European Rail Safety Days in Porto in collaboration with the Portuguese EU Presidency in 2021.

3.6 Satellite4Rail Events

After successful editions in Vienna (2019) and Madrid (2023), a fruitful collaboration with the European Commission, the European Union Agency for the Space Programme (EUSPA, formerly GSA), and Europe's Rail Joint Undertaking EU-RAIL laid the foundation for future events on the topic of innovation and introduction of satellite technology in the rail sector.

3.7 ERA Multimodal Conferences

Organising a first conference in the European Year of Multimodality in Brussels in 2018, ERA continued to tackle issues related to multimodality, multimodal freight, and digitisation of data flows in railways in the following years – e.g., a [workshop on multimodal risk management](#). In 2022, ERA published the study "Fostering the Railway Sector through the EU Green Deal – Rail-Port Synergies" and organised a conference on Multimodal Freight in Le Havre, France, to disseminate the results. In 2023, the conference series was continued in Hamburg, where key issues such as the European Data Space for Mobility, and the Greening

Freight Package by the European Commission were addressed. In 2024, a one-day multimodal conference is planned to be held in December in Brussels.

3.8 ERA-ENISA Conference on Cybersecurity in Railways



Since 2021, the European Year of Rail, ENISA, the European Union Agency for Cybersecurity, and ERA have joined forces to organise an annual conference on Cybersecurity. The conference brings together experts to discuss the latest cybersecurity developments and challenges that the sector is facing. The aim is to foster the dialogue among railway organisations, policymakers, industry, researchers, and standardization and certification organizations.

3.9 HOF Biennial Conference



The ERA Human and Organisational Factors (HOF) Biennial Conference has become a house number for the positive railway safety culture community in Europe. Addressing topics such as HOF and railway automation, or managing workload and fatigue, it is an important catalyst for discussions and reflection on key topics and brings together the railway community to promote a positive safety culture in the EU and beyond.

3.10 European Training Centre for Railways (ETCR) Annual Seminar

The European Union Agency for Railways, the College of the European Training Centre for Railways (ETCR), and the College of Europe jointly organise the annual ETCR Seminar on EU Transport & Railway Affairs. This two-week seminar presents the latest developments within the railway sector at a European level. Participants get the unique opportunity to work in an international environment, to set up a network among colleagues from other European and Non-European countries. They discuss changes within their own sector, as well on both national and international levels. They get the opportunity to confront the challenges they encounter at home with the solutions others have given to the same problems in the various European countries.



3.11 International Railway Safety Council's (IRSC)

The International Railway Safety Council's (IRSC) annual meeting is a forum that brings together rail safety professionals from around the globe to exchange information and provide experiences and lessons for improving rail safety and is exclusively devoted to rail safety issues. ERA is actively supporting this event to take advantage of its international dimension and promote the European regime of positive rail safety culture in that context.

3.12 Participation to Other Events

Events that ERA participates to in form of a speaking engagement are carefully selected considering internal resource planning, relevance of topic, and outreach of the event. Past events with active ERA participation include: TRAKO Gdansk, the International Rail Forum & Conference (IRFC) Prague, the International Railway Summit series, the annual Budapest Conference on the Fourth Railway Package, and many other events.

A multi-annual overview of ERA events is given in Appendix I to this document.

Next to organising events as means of dissemination of the EU regulatory framework and standardisation, the ERA Academy also continues to organise the Agency's very successful webinars started in 2020 and supports ERA experts and stakeholders by developing and implementing multiple dissemination activities for their projects and services, like e.g., the 'TSI package' dissemination in 2023-24, The central coordination by

ERA Academy creates important synergies enabling ERA experts to fully deploy their important knowledge and experience to the benefit of stakeholders.

Following the ERA Academy's slogan, *"Putting Talent on Track"*, the ERA Academy team aspires to go beyond delivering by acting as a catalyst for an emerging movement of highly skilled enthusiasts. Since 2023, more than 30 international NSA staff are welcomed at ERA premises for an intensive introduction to the European railway regulatory landscape and ERAs mandate and activities.

4. ERA Academy: Training and Other Activities

Further to the organisation of ERA events described above, ERA Academy plays a pivotal role in ERA's mission to promote safety, interoperability, and efficiency in the European rail sector. Through its innovative approach to education and training, ERA Academy offers flexibility to adapt to evolving sector trends and regulatory changes, optimally reconciling stakeholder needs with internal resources. The Academy is here to:

- *Share knowledge and expertise to harmonise the European railway system,*
- *Ensure continuous support to the sector and disseminate knowledge to foster acceptance and to facilitate the implementation of EU rail regulations 'on the field',*
- *Support the targets of ERA's Single Programming Document (SPD) and make ERA's work and achievements visible, either by training, communication, or dissemination.*

EUROPEAN UNION AGENCY FOR RAILWAYS

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EVENTS & TRAINING > ERA Training Catalogue

ERA Training Catalogue

To support its stakeholders with the implementation of the EU legislation and enhance railway safety across the Union, ERA is building an ambitious training portfolio open to rail professionals and safety specialists.

[Click here to find all the Events & Training organised by the Agency.](#)

Page content

- Training
- e-learning and interactive materials

Training

Organisational Just Culture
28-30 October, 8 November 2024.
Online. Register now!

Safety Leadership Training 2024
28 November, Valenciennes, France.
Register now!

Safety Leadership Training 2025
21 January, Valenciennes, France.
Registration will open soon.

4.1 Flexible Learning Formats

- **E-Learning:** ERA Academy is establishing a range of e-learning modules that provide convenient access to high-quality training materials. These modules allow professionals in the rail sector to enhance their knowledge at their own pace, ensuring flexibility in their learning journey. Beginning of 2025 the following courses will be available: safety trainings, ERTMS and Signalling basic training, 4RP & TSI basics, EU legal Framework; EU Rail Framework: EU Transport policy, and Rail Safety Directive and Interoperability Directive.
- **On-Site Training:** Complementing e-learning, ERA Academy organizes on-site training sessions, workshops, and seminars to facilitate hands-on learning experiences. These events bring together industry experts, fostering collaboration and knowledge sharing.

4.2 Modular Curriculum

- **Tailor-Made Courses:** ERA Academy's training modules allow customisation to meet the specific needs of stakeholders. Tailor-made courses ensure that learners acquire relevant skills and knowledge.
- **Modular Structure:** The academy's training modules are designed to be interconnected, enabling learners to select courses that align with their professional goals and interests. This modularity enhances the adaptability of the training programme.

4.3 Adapting to Stakeholder Needs, Sector Trends, and Regulatory Changes

- **Reflecting Regulatory Changes:** ERA Academy is ideally situated to keep current with evolving legal frameworks and industry regulations, including changes following the Fourth Railway Package. Training materials will be regularly updated to align with the latest requirements.
- **Addressing Industry Initiatives:** The academy actively incorporates important industry initiatives, such as the European Safety Culture regime, into its training programs. This is to prepare learners to contribute to sector-wide safety and efficiency goals.

4.4 Diversifying Training Portfolio

- **Open Content:** ERA Academy provides open-access content to disseminate fundamental knowledge widely. This free content serves as a valuable resource for industry professionals, promoting a culture of safety and collaboration.
- **Services upon Request:** If resources allow, ERA Academy would be able to offer chargeable tailor-made training and other appropriate activities upon request. The income from those activities would contribute to further building the Agency's knowledge sharing capability, to the benefit of its stakeholders.

4.5 Planning Resilience

- **Strategic Financial Planning:** Additional income which would be generated through certain ERA Academy activities would enhance the Academy's financial planning resilience. For further information on the fees and charges of the ERA Academy, please refer to the ERA Management Board Decision on the Recovery of Cost of Agency's Assistance in the Form of Training and Other Appropriate Activities.

4.6 Continuous Improvement

- **Feedback Loop:** To meet the demands of stakeholders, ERA has started in 2023 by more actively assessing training needs via the NSA Network and will further expand this also with other stakeholders in the following years. According to the Plan-Do-Check-Act (PDCA) cycle it continuously seeks feedback from its stakeholders to ensure that its activities remain relevant and effective.
- **Innovation:** The ERA Academy embraces innovation in educational technology, teaching methods, and content delivery, with the purpose of ensuring that the ERA Academy delivers state-of-the-art activities. This commitment to innovation ensures that ERA Academy remains at the forefront of rail sector training.

4.7 E-Learning

- **Technological Evolution:** The ERA Academy continuously improves its e-learning platform to give the best user-and learning experience.

ERA Academy's dedication to flexibility, modularity, and continuous improvement positions it as a dynamic and valuable resource for the European rail sector. Through its adaptable offer and commitment to staying

abreast of sector changes, ERA Academy contributes to the further understanding of the EU regulatory framework, which truly supports Europe's railway staff concerning the application and explanation of railway safety and interoperability legislation and related products such as registers, implementation guides and recommendations. This may significantly contribute to enhancing understanding of the European regulatory framework and to developing a highly skilled, motivated, and safety-focused workforce.

All trainings and other appropriate activities are announced on the ERA Website, e.g., [Events & Training | European Union Agency for Railways \(europa.eu\)](https://era.europa.eu/events-and-training)

5. Multilingualism

To be closer to the citizen, ERA offers content in different EU languages other than English wherever possible and feasible. Furthermore, the ERA website will soon be available in the different EU languages through a translation widget. The translation widget only translates texts published directly on ERA's website, not documents uploaded there. Additionally, the ERA Academy team started to offer regional workshops and events in local languages where possible and feasible, depending on available human and financial resources. A first webinar in French language was offered in October 2024.

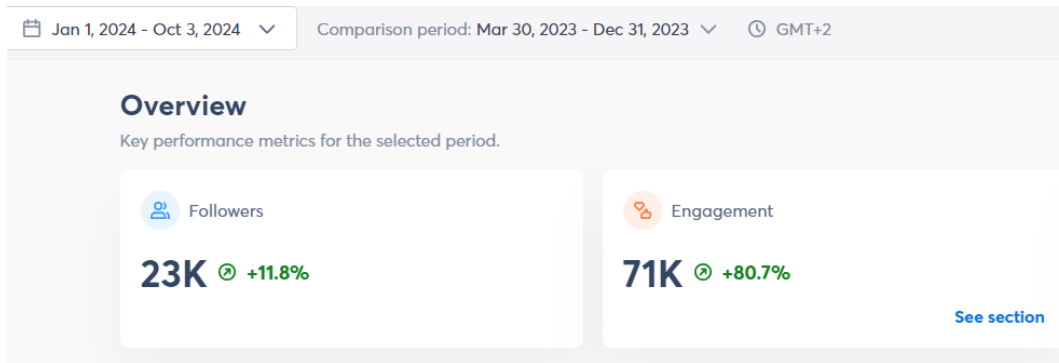
6. Social Media



ERA will harness the power of social media to reach a wider audience and promote its key principles:

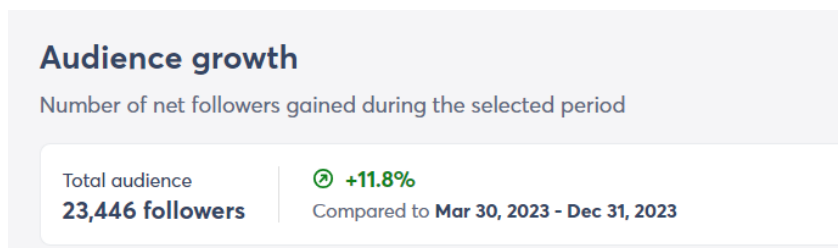
6.1 Official Social Media Accounts:

- *Maintain active and official social media profiles on platforms such as X(Twitter), LinkedIn, and YouTube.*
- *Regularly post updates, news, and informative content related to ERA's work and rail industry developments.*



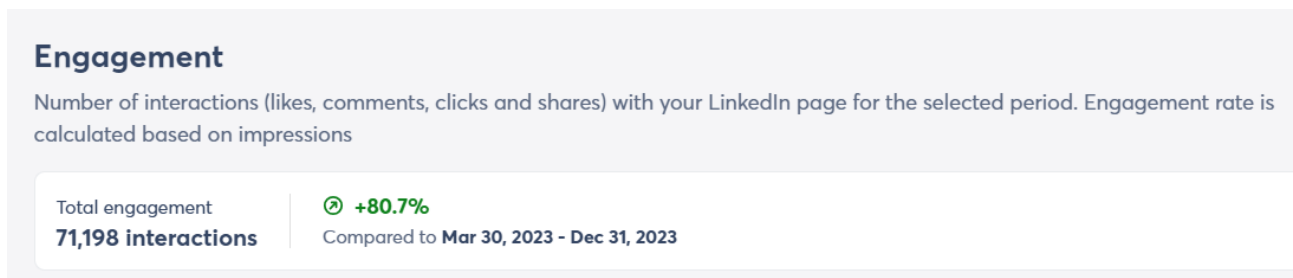
6.2 Engage with Stakeholders:

- Respond following an evaluation of the comments received to comments, questions, and concerns from followers.
- Encourage stakeholder engagement through polls, surveys, and interactive content.



6.3 Multimedia Content:

- Share visually appealing content, including infographics, videos, and interviews.
- Use these formats to simplify complex rail concepts and make them accessible to the public.

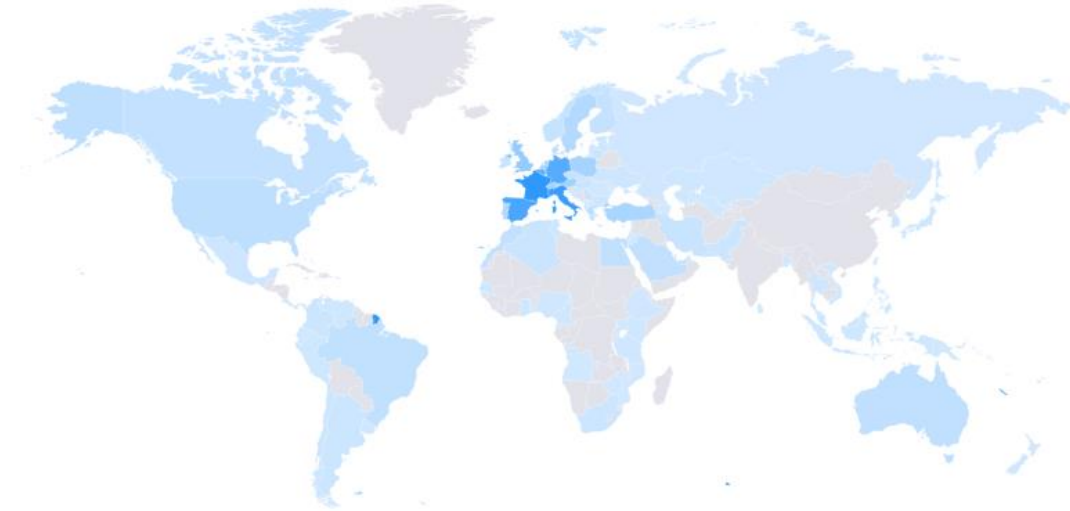


6.4 Hashtag and Event Campaigns:

- Promote our events to foster onsite and online participation and engagement.
- Create and promote relevant hashtags to encourage discussion and participation in ERA-related topics.
- Monitor the use of these hashtags and engage with users who use them.
- Evaluate the possibility to have additional social media channels based on the development of the "market".

Demographics

Demographic information about your audience: country, seniority, company size and position.



7. Internal Communication

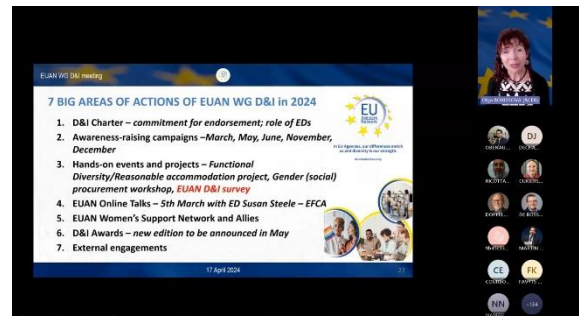
Internal communication plays a crucial role in promoting organisational culture and aligning staff with ERA's mission:

7.1 Regular Updates:

- Provide regular updates on ERA's activities, achievements, and strategic goals to all staff.
- Use internal newsletters, emails, and intranet, and screens in the ERA canteen and reception areas as platforms for dissemination.

7.2 Staff Recognition:

- Recognise and celebrate employee achievements and milestones.
- Share success stories that highlight the positive impact of staff contributions.



7.3 Cross-Departmental Collaboration:

- Encourage cross-departmental collaboration and knowledge sharing through internal workshops and forums.
- Promote an open-door policy to facilitate communication between staff at all levels (including management) and break both horizontal and vertical silos.

7.4 Training and Development:

- Offer training opportunities and professional development programs to enhance staff skills and knowledge.
- Provide internal training on rail-related topics and skills with the support of ERA Academy.

8. News Creation: Telling ERA's Story



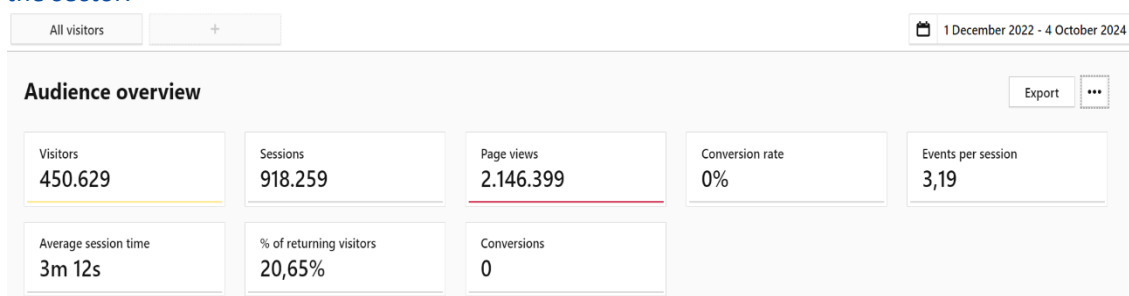
To effectively communicate ERA's mission and activities, an integrated approach to news creation will be employed, with a primary focus on utilising the ERA website and a regular newsletter as key output channels.

8.1 Integrated Approach to News Creation

- **Content Strategy:** *Develop a comprehensive content strategy that aligns with ERA's key principles and strategic objectives. This strategy should encompass various forms of media, including text, images, videos, and infographics.*
- **Cross-Departmental Collaboration:** *Promote collaboration among ERA's various departments/units/teams to gather and generate news-worthy content. Encourage staff to share updates and insights from their areas of expertise.*
- **Event Coverage:** *Ensure comprehensive coverage of ERA's events, conferences, and workshops. Create engaging content such as event summaries, interviews with speakers, and multimedia presentations.*
- **Stakeholder Engagement:** *Incorporate stories that highlight successful collaborations with stakeholders, showcasing the positive impact of ERA's work on the rail industry and the broader European community.*

8.2 ERA Website: A Hub for Information

- **News Section:** *Maintain a dedicated news section on the ERA website, regularly updated with the latest developments, announcements, and stories related to ERA's work.*
- **Interactive Features:** *Enhance the website's user experience by incorporating interactive features such as video interviews, interactive infographics, and user-friendly navigation.*
- **Multilingual Content:** *Explore the technical possibilities for a cost-effective way to ensure that news content is available in multiple European languages to reach a wider audience and promote inclusivity.*
- **Search Engine Optimization (SEO):** *Implement effective SEO strategies to improve the visibility of ERA's news articles on search engines, making them easily discoverable by the public.*
- **A visible and well-used website:** *More than 450,000 people have visited the ERA website since the launch of its modernised version on December 1, 2022. Over 2 million pages have been viewed. We observe a spike in traffic with each Agency event (webinar, conference, etc.). The TSI and sets of specifications are the most visited pages, confirming that our website is a valuable working tool for the sector.*



8.3 ERA Newsletter: Engaging Stakeholders

- **Engaging Visuals:** Include visually appealing elements, such as images, charts, and infographics, to make the newsletter more engaging and reader friendly.
- **Personalised Content:** Segment the newsletter's audience to provide tailored content to various stakeholders, ensuring that each recipient receives relevant information.
- **Call to Action:** Encourage readers to further engage with ERA by providing clear calls to action, such as subscribing to newsletters, attending webinars, or following ERA on social media.
- **Feedback Mechanism:** Incorporate a feedback mechanism in the newsletter to gather input and suggestions from stakeholders, fostering a sense of inclusivity and dialogue.
- **Address Issues Raised by Stakeholders:** use the newsletter as platform for addressing problems/questions raised in other formats – webinars, for example – to continue and complete our dialogue with key stakeholders.

8.4 Storytelling Approach:

- **Humanise ERA:** Share stories that highlight the people behind ERA's work, showcasing the dedication and expertise of the agency's staff.
- **Impact Stories:** Emphasize the real-world impact of ERA's initiatives, illustrating how they contribute to rail safety, efficiency, and sustainability across Europe.
- **Success Stories:** Celebrate milestones and successes achieved by ERA, demonstrating the agency's effectiveness in achieving its objectives.
- **Promote Success of Stakeholders and Partners:** Act as catalyst for latest developments in the rail world, present the sector as an innovative, forward-thinking sector, and promote railways in general.

8.5 ERA Reports: Using ERA's Resources and Expertise to Add Value

- **Flagship report:** Report on Railway Safety and Interoperability in the EU, published annually ([2024 edition](#)).
- **ERA Environmental Report:** analysing the environmental performance of railways (published in 2024).
- **Specialised reports:** [Report on Cross-Border Rail Potential](#) (December 2022), *Fostering the Railway Sector through the European Green Deal* – [part 1 on passenger](#) (published 2020), [part 2 on freight](#) (2021), [part 3 on rail-port synergies](#) (2022)

8.6 Evaluation and Continuous Improvement:

- **Monitor Metrics:** Regularly track website traffic, newsletter open rates, click-through rates, and user engagement metrics to assess the effectiveness of news creation efforts.
- **Feedback Analysis:** Analyse feedback from stakeholders and newsletter subscribers to identify areas for improvement and to refine the content strategy.
- **Adapt and Evolve:** Continuously adapt the news creation approach based on data-driven insights and evolving communication trends to ensure maximum impact.

By implementing this integrated approach to news creation, ERA will effectively tell its story, engage stakeholders, and keep the public informed about its mission, activities, and contributions to the European rail industry.

9. Media Relations

Effective media relations are essential for shaping public perception and disseminating ERA's key messages. The media is an important partner to build trust in our mission as the EU authority for rail. Our approach focusses on operating on the following key aspects:

9.1 Proactive media activities

- **Media Contacts and Partnerships:**
 - *Maintain a database of media contacts, including journalists and influencers covering the rail industry.*
 - *Build strategic partnerships with media outlets for exclusive coverage and interviews.*
- **Press Releases:**
 - *Issue timely and informative press releases on important ERA announcements and developments.*
 - *Provide journalists with access to ERA experts for interviews and insights.*
- **Responding to Media Enquiries**
 - *Respond to requests submitted by media representatives in an accurate and timely manner.*
 - *Involve technical departments in providing up-to-date information, reflecting our activities in accordance with ERA's mandate.*
- **Thought Leadership:**
 - *Develop media strategies and plans with central messages for Agency projects, and events.*
 - *Position ERA experts as thought leaders by offering them as sources for industry commentary and analysis.*
 - *Support senior management to engage with the media.*
 - *Write op-eds and articles on relevant rail topics for publication in respected media outlets.*
- **Creating Support Documents Ensuring Message Alignment:**
 - *Develop lines-to-take, and briefing notes on relevant issues.*
 - *Handle requests for media interviews.*
 - *Create press files as support materials for the interviews given by ERA management.*



9.2 Reactive Media Activities

- **Media Monitoring**
 - *Prepare regular media monitoring reports.*
 - *Monitor media coverage following press conferences and events organised by ERA or where ERA speakers are invited.*
- **Crisis Communication:**
 - *Further develop a crisis communication plan to address potential issues swiftly and transparently.*
 - *The accident occurred in Larissa, Greece, on 28 February 2023 was an example of constructive and fruitful internal and external coordination to answer urgent questions by journalists and align messages with the colleagues from DG MOVE. The return of experience will help further develop and refine the current crisis communication plan.*
 - *In line with strategic statement 5 as stipulated in ERA's Single Programming Document (SPD), the ERA team will continue to support the European Commission in responding to communication crisis situations relating to the European rail system.*

By implementing these strategies in events, social media, internal communications, and media relations, ERA aims to enhance its visibility, engage stakeholders effectively, and achieve its communication and dissemination objectives while adhering to its key principles.

10. Video Production: Engaging and Informing a Wider Audience

In today's media and social media landscape, video production has emerged as a highly effective means for the European Union Agency for Railways (ERA) to engage with a broader audience and, as such, reach more relevant stakeholders. Leveraging video content across various channels, ERA can enhance its communication efforts and compete effectively in a digital world.

10.1 E-Learning and ERA Academy Activities

Tutorials: Video tutorials play a crucial role in simplifying complex concepts and facilitating learning. These videos will serve as accessible educational resources.

Trainings: Video recordings of on-site events, training sessions and workshops can be made available to learners who cannot attend in person, promoting the academy's accessibility.

Evaluation Interviews: Conduct video interviews with event- and course participants to gather feedback on training programs, highlighting the benefits and success stories of ERA Academy.



10.2 Internal Communications

Internal Updates: Use collectively made video messages to introduce teams and units. For the future, video messages from senior leadership may also be used to communicate important updates, goals, and achievements to ERA staff. Video messages provide a personal and engaging way to convey information.

10.3 Social Media Engagement

Event Promotion: Create promotional videos for ERA's events, conferences, and workshops to generate interest and boost attendance. These videos can offer a sneak peek into what participants can expect.

Campaigns: Utilise video content to anchor social media campaigns, conveying key messages and driving engagement among followers.

Marketing of Activities: Showcase ERA's activities, achievements, and initiatives through compelling video narratives. This format is particularly effective in presenting complex information in a digestible manner.

10.4 Event Communication

Video Message from Director: In case physical attendance is not possible, starting events on a strong note with a video message from ERA's Director. This personal touch can set the tone and convey the agency's commitment to the event's success.

External Participants: Capture video interviews with external participants, speakers, and stakeholders during events. These interviews can provide valuable insights and diverse perspectives.

10.5 Multi-Channel Distribution

Website: Integrate video content seamlessly into the ERA website, ensuring easy access for visitors seeking information on the agency's activities, training, and events.

Social Media Platforms: Publish videos on ERA's official social media profiles, leveraging the reach and engagement potential of platforms like X, LinkedIn, and other future channels.

Email Campaigns: Incorporate video content into email newsletters and communication campaigns to increase click-through rates and engagement.

Video Streaming: Live-streaming key events and conferences to engage a real-time audience and allow remote participants to join in.

10.6 High-Quality Production

Professionalism: Ensure that video production maintains a high level of professionalism, aligning with ERA's reputation as a technical authority.

Accessibility: Where possible and financially feasible, provide subtitles and transcripts for video content to enhance accessibility for all viewers, including those with hearing impairments.

10.7 Audience-Centric Approach

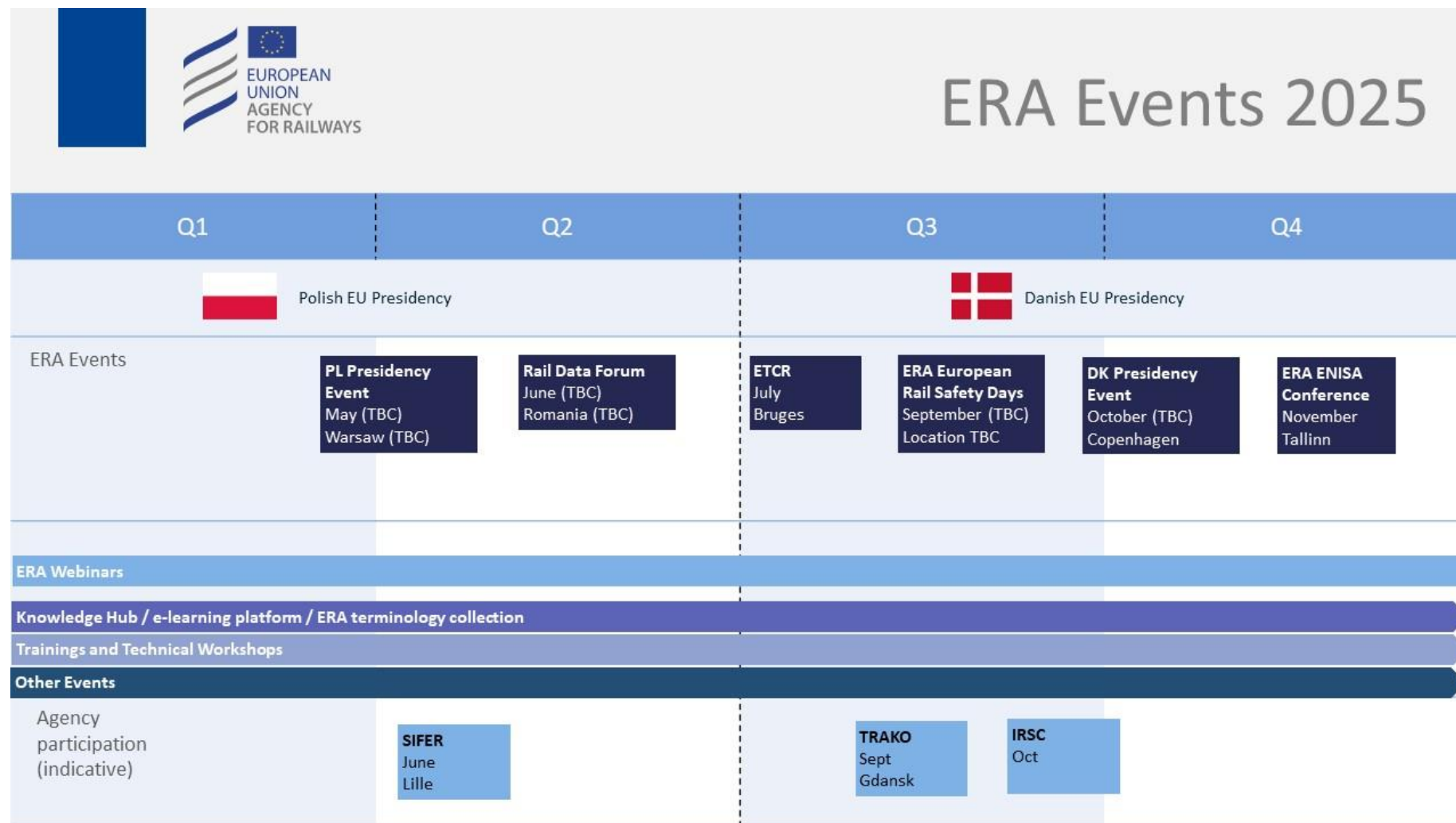
Targeted Content: Tailor video content to specific audience segments, ensuring that each video resonates with its intended viewers.

Feedback Loop: Encourage feedback and engagement from viewers to understand their preferences and refine future video content.

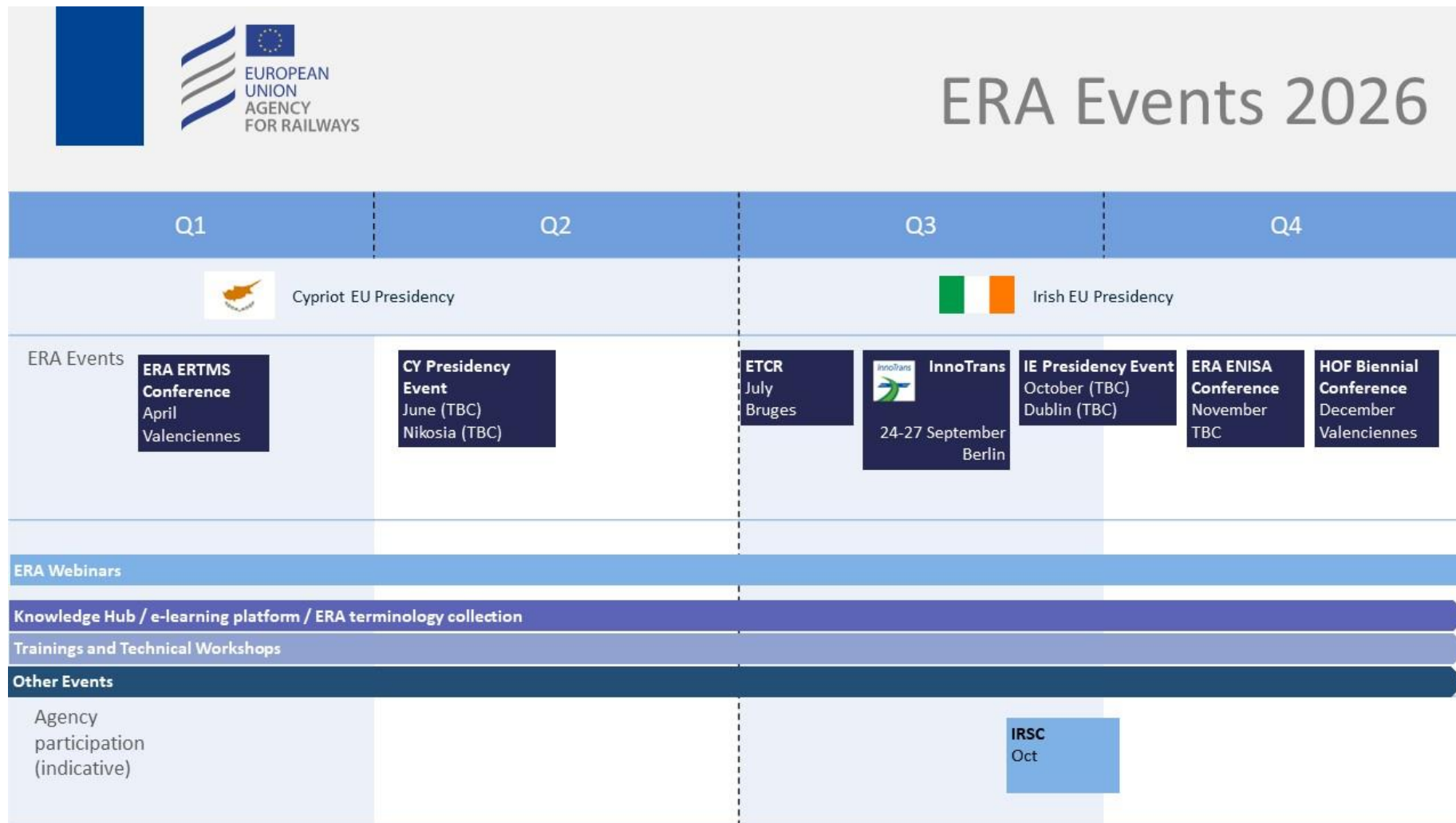
By strategically employing video production across these spheres of activity, ERA can effectively engage its audience, promote its activities, and remain competitive in the digital landscape while upholding its technical expertise and authority in the rail sector.

Appendix I: Multi-annual overview of ERA Events

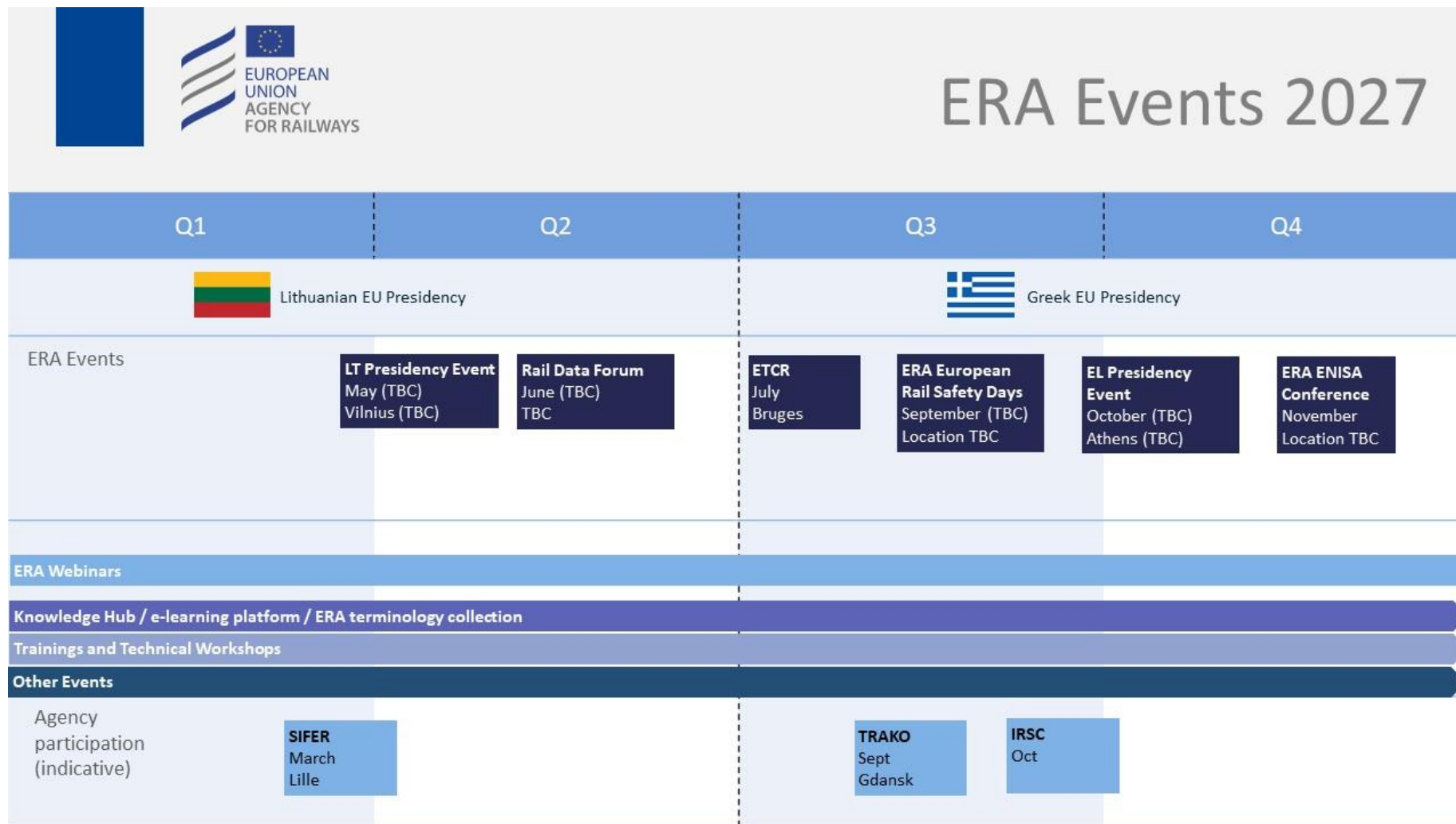
Events 2025 overview*



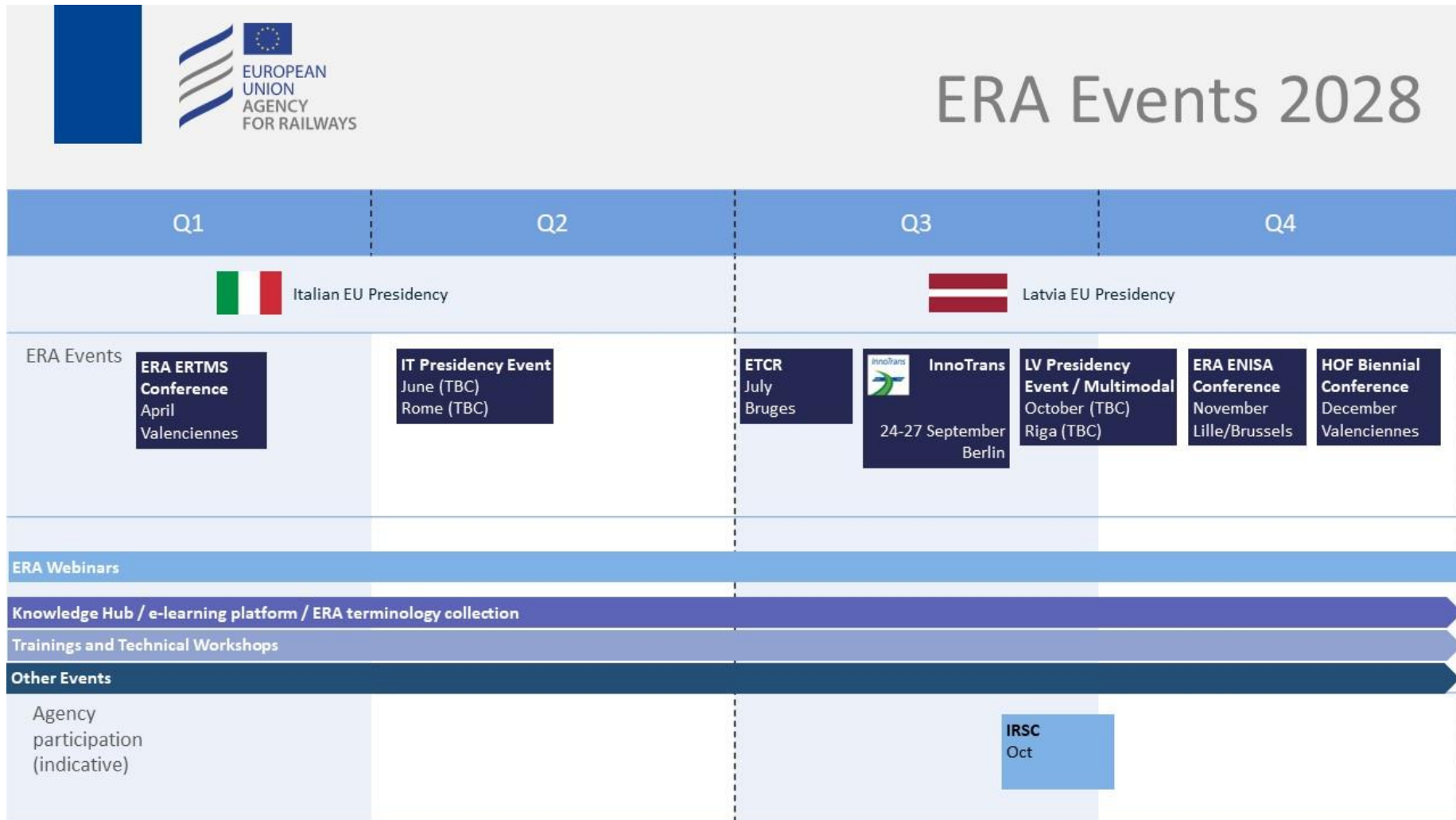
Events 2026 overview**



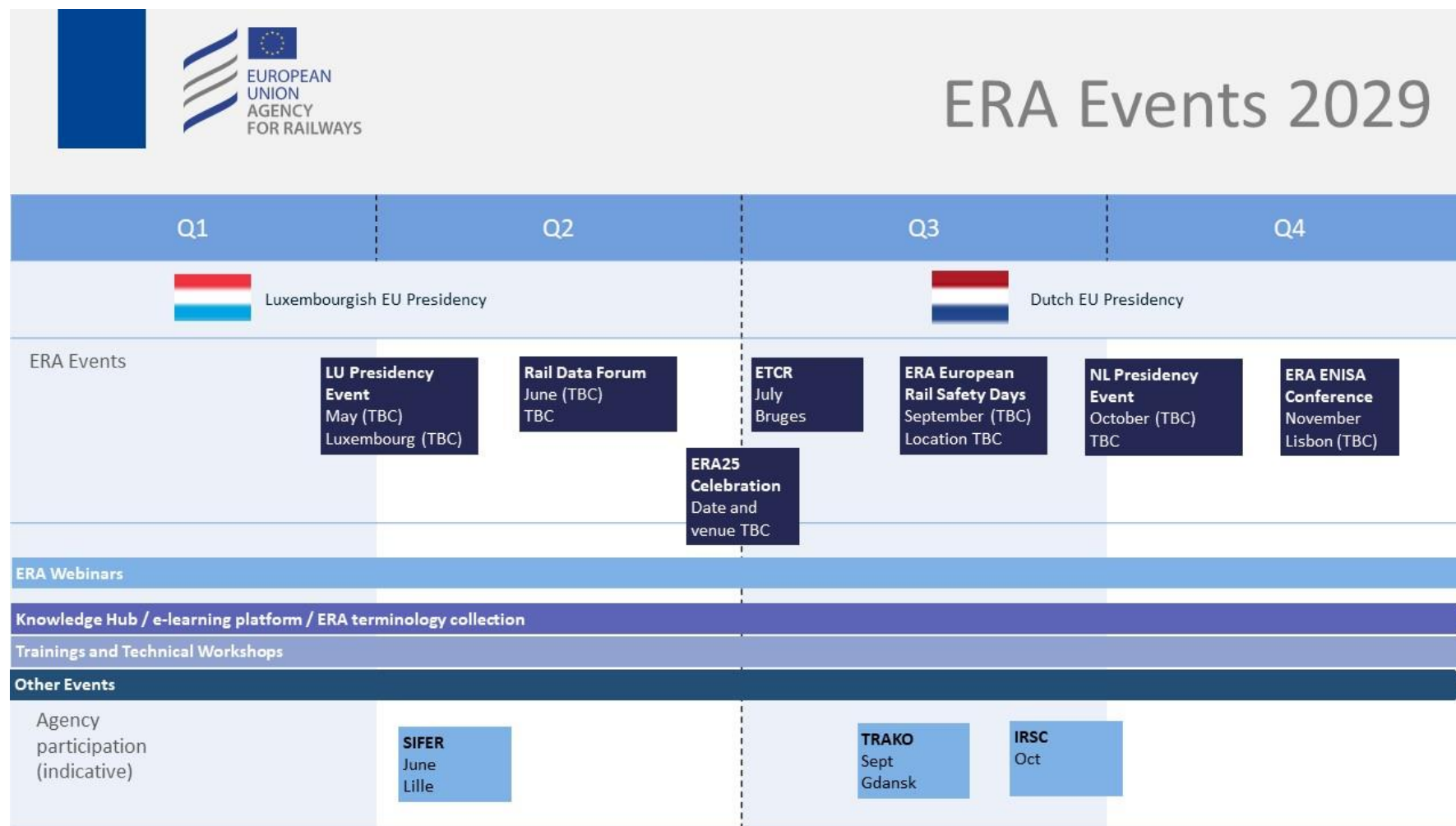
Events 2027 overview**



Events 2028 overview**



Events 2029 overview**



* The 2025 events are covered by the ERA Academy activity as specified in 2025 SPD (budget and FTEs). Indicative planning, subject to availability of resources.

** Indicative planning, subject to the MB adoption of the respective SPD and availability of resources.

Appendix II: Indicative Portfolio of ERA Academy Activities 2025

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
SIFER (June 2025)	Exhibition in Lille, France	Dissemination	All	French Railway Industry	entry fee exhibition	presential	TBC	3 days	1
VA Training to NSAs		Training	VA	NSA	Free	Classroom	25	3 days	2
SSC training	trainings covering the main functions of a railway undertaking and an infrastructure manager, from the SMS point of view	Training	SSC	NSAs, organisations and individuals	Free	Classroom	25	TBC	2
OSS training	trainings to NSAs and Applicants about the use of the OSS tool	Training	OSS	NSAs, organisations and individuals	Free	Classroom	25	TBC	3

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
NSA Staff visit	Workshop: intensive introduction to the European railway regulatory landscape and ERAs mandate and activities.	Dissemination	Policy	NSA staff	Free	Classroom	50	3 days	1
Training course on ERATV	To train the sector in using the system, specifically: overview on the system, user management, draft type creation and type publication process.	Training	Registers	organisations and individuals	Free	Classroom	15	8h	2
Online Safety trainings	These courses are accessible at the e-learning platform (Moodle)	Training	Safety	organisations and individuals	Free	e-Learning	unlimited	individual pace	N/A
Online trainings TSIs, Legal Framework, ERTMS and Signalling, etc.	These courses are accessible January 2025 at the e-learning platform (Moodle)	Training	All	organisations and individuals	Free	e-Learning	unlimited	individual pace	N/A
Online training VA	Training material for VA Pool of Experts on e-Learning platform (Moodle)	Training	VA	NSA	Free	e-Learning	unlimited (NSA Pool of Experts)	individual pace	N/A
EVR - In-depth training on the use of the register.	Training class on the functionalities provided by the IT system. <u>This is</u>	Training	Registers	organisations and individuals	Free	online	20	4h	TBC

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
	<u>addressed to keepers, ECMs, owners, etc.</u>								
SRD: training on the notification of national rules and related workflows	Training class on the functionalities provided by the IT system. This is addressed to keepers, ECMs, owners, etc.	Training	Registers	organisations and individuals	Free	online	15	4h	TBC
Q&A webinars (TBC)	During these webinars, project officers will answer stakeholder questions on topics relevant to authorisations. The sessions will be organised by topic.	Dissemination	TSIs	organisations and individuals	Free	online	unlimited	X x 1.5h	TBC
Webinars	Different topics	Dissemination	All	organisations and individuals	Free	online	nearly unlimited	X x 1.5h	10
Budapest Conference	ERA speakers, planned co-organising	Dissemination	All	organisations and individuals	Free	online	nearly unlimited	1 day	1
ERA Terminology	On website	Dissemination	All	organisations and individuals	Free	online	unlimited	individual pace	
ERA Knowledge HUB	On website	Dissemination	All	organisations and individuals	Free	online	unlimited	individual pace	
Connecting Europe Days (TBC)	ERA is co-organising with CINEA and DG-MOVE	Dissemination	Policy	organisations and individuals	Free	presential	TBC	4 days	1

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
IRSC (Sept 2025)	Yearly Railway Safety Council event - ERA speakers	Dissemination	Safety	organisations and individuals	Free	presential	TBC	TBC	1
EVR - In-depth training on the use of the register.	Training class on the functionalities provided by the IT system. This is addressed to keepers, ECMs, owners, etc.	Training	Registers	organisations and individuals	TBC	online	20	4h	TBC
Training course on ERATV	To train the sector in using the system, specifically: overview on the system, user management, draft type creation and type publication process.	Training	Registers	organisations and individuals	TBC	TBC	15	8h	TBC
New EVR Dissemination activities	Under development	Dissemination	Registers	organisations and individuals	TBC	TBC	TBC	TBC	TBC
Safety leadership training	Main objective is to make participants aware of the importance of being a leader for safety.	Training	Safety	organisations and individuals	yes	Classroom	8-15 (12)	7h	3
Regulatory oversight of safety culture (for NSAs)	Main objective is to make participants acquainted with strategies to influence the safety culture of railway organisations through monitoring, supervision and/or regulatory activities.	Training	Safety	NSA	yes	Classroom	6-12 (10)	2 x 6h	1

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
Regulatory oversight of safety culture	Main objective is to make participants acquainted with strategies to influence the safety culture of railway organisations through monitoring, supervision and/or regulatory activities.	Training	Safety	individuals	yes	Classroom	6-12 (10)	2 x 6h	1
Safety Leadership Train-the-trainer	Main objective is to prepare participants to deliver a specific training module (depending on the type of modules, only within their organisation or for a wider audience).	Training	Safety	organisations and individuals	yes	Classroom and e-Learning	4-8 (6)	4 days	1
Organisational Just Culture	Main objective is to make participants aware of the concept of just culture and the fundamentals elements that need to be in place to build it.	Training	Safety	individuals	yes	e-Learning & online	8-14 (11)	4 x 4h	3
Investigating SMS		Training	Safety	individuals	yes	e-Learning & online	2-8 (6)	3 x 3h	2
Training on accident investigation and event analysis		Training	Safety	organisations	yes	e-Learning & online		3 x 3h	TBC

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
Safety Management knowledge	Main objective is to increase participants safety management knowledge in specific fields to be defined with requester (e.g. SMS implementation, CSM RA, CSM MO, TDG, ECM, etc.).	Training	Safety	organisations and individuals	yes	TBC	TBC	TBC	TBC
Individual coaching and evaluation of training performance	Main objective is to certify participants to deliver a designated ERA safety training within their organisation.	Training	Safety	organisations and individuals	yes	TBC	TBC	TBC	TBC
Expert support to stakeholders	Main objective is to assist an organisation in the implementation of an ERA instrument to improve safety, interoperability, etc.	Other appropriate activity	Safety	organisations	yes	TBC	TBC	TBC	TBC
ERA SCS Survey	Main objective is to support the dissemination of a customised safety climate survey in a railway organisation and provide the survey results	Other appropriate activity	Safety	organisations	yes	TBC	TBC	TBC	TBC
Specific analysis on safety levels on particular event types, or a benchmark with other countries / operators (spin-off of CSM ASLP)	Analysis, benchmark based on data collected by the Agency through the Information Sharing System (ISS). For reference, EASA already offers such paid analyses	Other appropriate activity	Safety	organisations	yes	TBC	TBC	TBC	TBC

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
	on the safety data they collect.								
Qualifying external trainers and organisations	ERA intends to qualify trainers and trainings as it cannot provide all trainings and trainers by itself.	Other appropriate activity	All	organisations and individuals	yes	TBC	TBC	TBC	TBC
Assistance to Member States, candidate countries and stakeholders on the use of the Registers, tailor-made upon request	Tailor-made training upon request, i.e. non-EU countries or commercial companies	Other appropriate activity	Registers	organisations and individuals	yes	TBC	TBC	TBC	TBC
HOF Training	Main objective is to make participants aware of the importance of integrating HOF expertise into the SMS components.	Training	Safety	organisations and individuals	yes	TBC	TBC	TBC	TBC
Polish Presidency event (May 2025)	Topics TBC	Dissemination	TBC		yes	presential	TBC	TBC	1
2nd Rail Data Forum (June 2025)	Follow up of the first Rail Data Forum in 2024.	Dissemination	Data	organisations and individuals	yes	hybrid	200	2 days	1
Danish Presidency event (Oct 2025)	Topics TBC	Dissemination	TBC		yes	presential	TBC	TBC	1

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2025
ETCR Summer Course (July 2025)	Yearly summer course co-organised with ETCR and College of Europe	Dissemination	Policy	organisations and individuals	yes	Presential	50	2 weeks	1
Regional workshops infrastructure (TBC)	4 regional workshops, in cooperation with NSAs. Capacity 150 max + streaming	Dissemination	Infrastructure	organisations and individuals	yes	Classroom	150 presential + unlimited online	4 x 1,5 days	4
ERA-ENISA Conference on Cybersecurity (Nov) TBC	Yearly Cybersecurity event organised together with ENISA	Dissemination	Cybersecurity	organisations and individuals	yes	presential	150	1,5 days	1
Rail Safety Days (Sept 2025)	Biennial Rail Safety Conference by ERA	Dissemination	Safety	organisations and individuals	yes	hybrid	200 presential + unlimited online	2,5 days	1