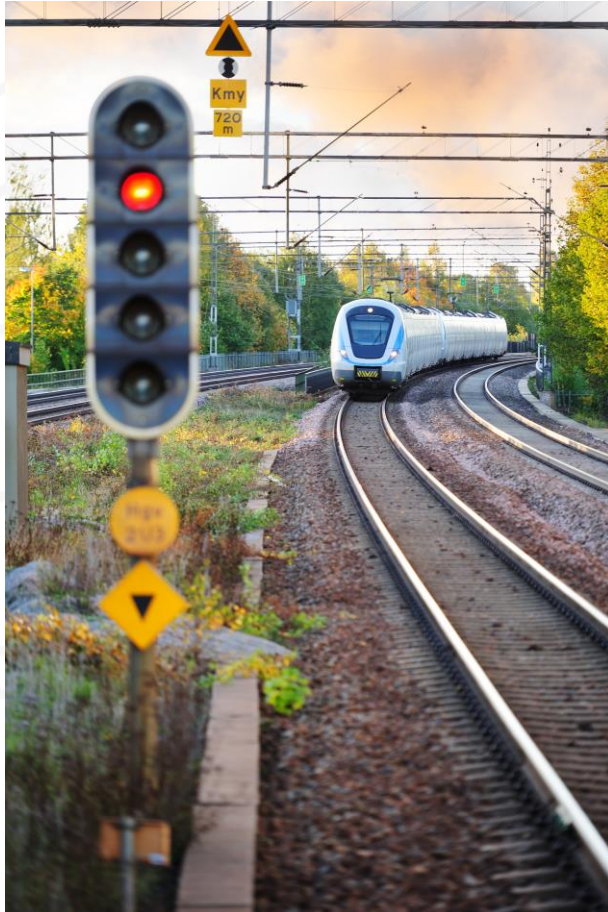


# COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN (CDEP)

Public version  
TASK 8.1 – WP 8

Participants: CER & UNIFE

# THE STAFFER MESSAGE



*“STAFFER will be the establishment of a rail stakeholder partnership, the Sector Skill Alliance, to finally develop a holistic Blueprint strategy to recognise present and new skill needs suitably and timely, and substantially contribute to achieve the Single European Rail Area.”*

STAFFER Grant Agreement, Abstract

- The following messages towards the public transport stakeholders which include EU citizens and users of rail transport, will be developed and adapted to the different audiences:
  - With the support of Erasmus+, rail stakeholders are working together in STAFFER to increase skills training, improve academic and vocational training curricula and better adapt them to companies' needs, thereby by helping to make the Single European Rail Area a reality.
  - STAFFER is an opportunity for rail sector stakeholders, academic and vocational training centres and authorities ranging from the local to the EU level to ensure that rail continues to provide impactful career opportunities and safe, sustainable and reliable transportation across Europe.
  - STAFFER acts as a catalyst to reinvigorating rail employment and skills training to ensure that European rail is properly staffed and capable of developing green and reliable transport across Europe, an essential step towards creating a Single European Rail Area, providing quality jobs and achieving EU sustainability goals.



# STAFFER OBJECTIVES

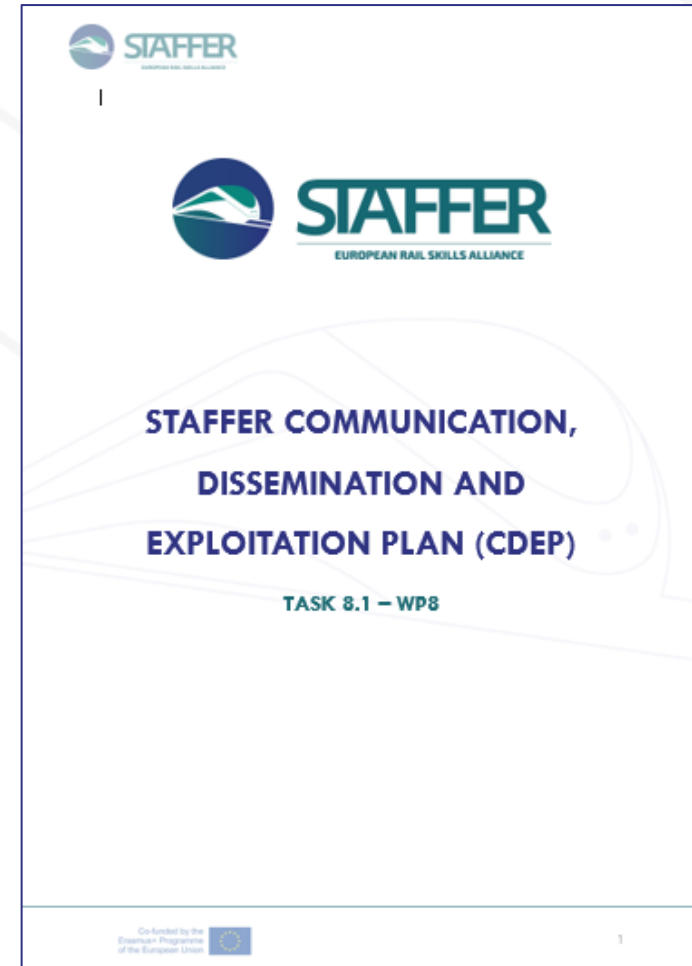
- Based on the identification of current and future skills and competence needs for the whole rail sector, suitable training and education paths, as well as matching curricula, will be developed and validated to improve employability and career opportunities in our sector. Furthermore, cross-European mobility programmes and work-based internships for students, apprentices, and staff will be implemented.
- STAFFER is a rail stakeholder partnership - the Sector Skill Alliance - to develop a holistic Blueprint strategy that recognises present and emerging skill needs. Such a strategy will allow stakeholders to overcome the rail sector fragmentation and help both industry and VET institutions design and realise concrete actions to satisfy skill needs, which will extend beyond the project's lifetime and the organisations involved in the alliance.





# AIMS OF THE CDEP

- The CDEP aims to outline the processes by which STAFFER deliverables are created and disseminated, the tools used and the parties involved.
- The document hopes to establish a process to best coordinate the 32 partners participating in STAFFER and identifies optimal opportunities to disseminate the project's progress.





## WP8's ROLE

- Work Package 8, co-lead by UNIFE and CER, will coordinate the consortium's communication activities, lending their shared expertise in dissemination to best spread the word about this important project.
- For a successful external dissemination, we rely on all partners to be active and provide inputs to populate the project website and support communication efforts. Therefore, the line of internal communication works both ways: the WP8 will suggest ideas and content, but each WP is also invited to have a proactive approach and share their latest developments in order to communicate externally.
  - This can be done by writing to WP8 via email, informing the team leaders about the latest developments. Other channels such as catch-up calls may also be put in place with the leaders of each WP in order to exchange on progress made and communication opportunities. The flash reports that will be shared every 3 months are also an opportunity to exchange information.
- In terms of material prepared by WP8, we may seek other WPs input before publishing online.
  - For instance, when preparing a press release on a given topic, we will consult the concerned WPs by email, giving sufficient notice for the feedback period. Should there be a need for further clarifications, a call can be set up to clarify certain elements.
  - Press releases and Tweets will not require the approval of other WPs, but when deemed necessary, WP8 will consult with the other WPs.



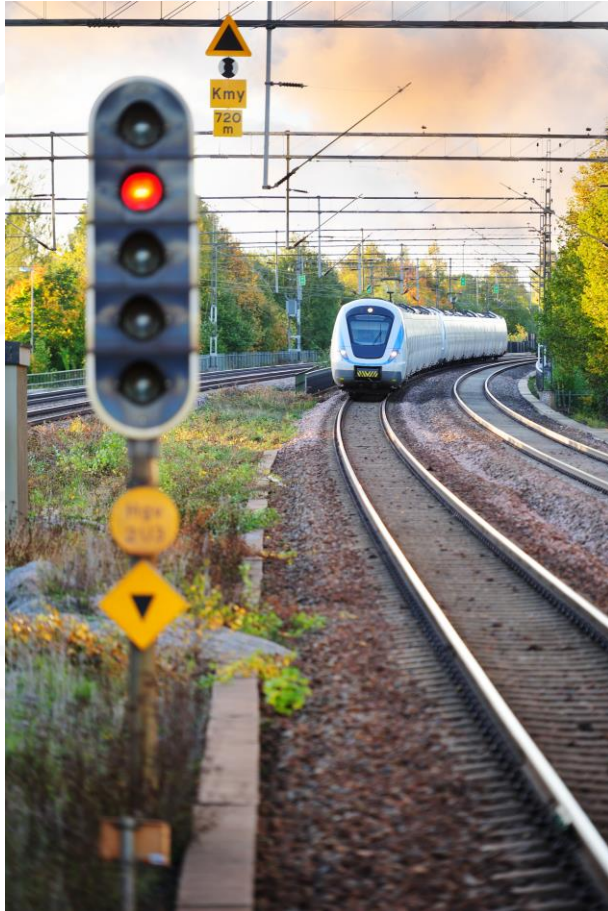


# TARGET AUDIENCES

- The project's outreach activities will aim to reach the widest audience possible, with the resources available. The following stakeholders are identified as the main targets for dissemination:
  - Academic & Vocational & Educational Training (VET) institutions
  - Students and learners
  - Europe's railway operating community and rail supply industry, including workers
  - Research community (European and non-European)
  - European, national and regional policy-makers
  - Social partners
  - General public
  - Press
- To effectively share project progress and the outputs of the various WPs with the above-mentioned audiences, the dissemination of the project will comprise three major activities and be tailored to reaching each of the different stakeholder groups:
  - Communication to the rail sector and relevant governmental bodies
  - Communication to the general public
  - Dissemination of project results addressing specific targeted stakeholders.



# STAFFER AT EVENTS



- STAFFER and its partners are committed to sharing both its mission and its results over the course of its 4-year mandate.
- STAFFER partners are encouraged to use public venues to discuss the shared stances of the consortium and appropriate information concerning our activities.
- STAFFER and its partners potentially plan to attend events, such as:
  - Rail Live!
  - TRA 2022
  - INNOTRANS 2022
  - EU Research & Innovation Days
  - EU Digital Transport Days



# VISUAL IDENTITY

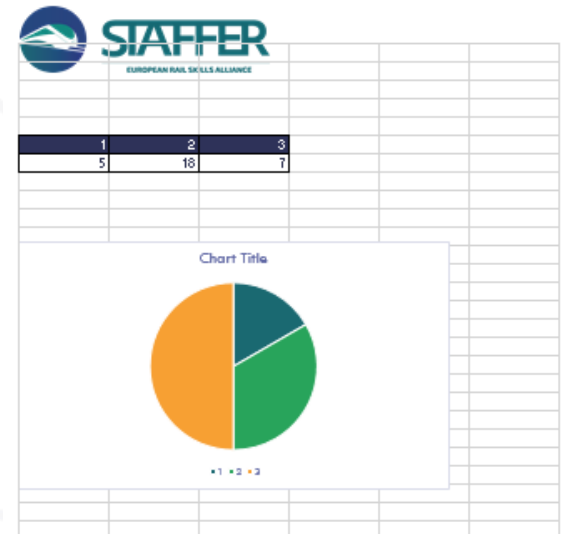
- Work Package 8, tasked with coordinating the Blueprint's communications, has created a suite of templates and a website to visually illustrate the consortium's objectives, both online and at relevant events.
- These materials are accessible to partners and should be used in the course of their work as they generate STAFFER deliverables and present their progress.
- These templates include:
  - PowerPoint
  - Microsoft Work
  - Excel



Co-funded by the Erasmus+ Programme of the European Union



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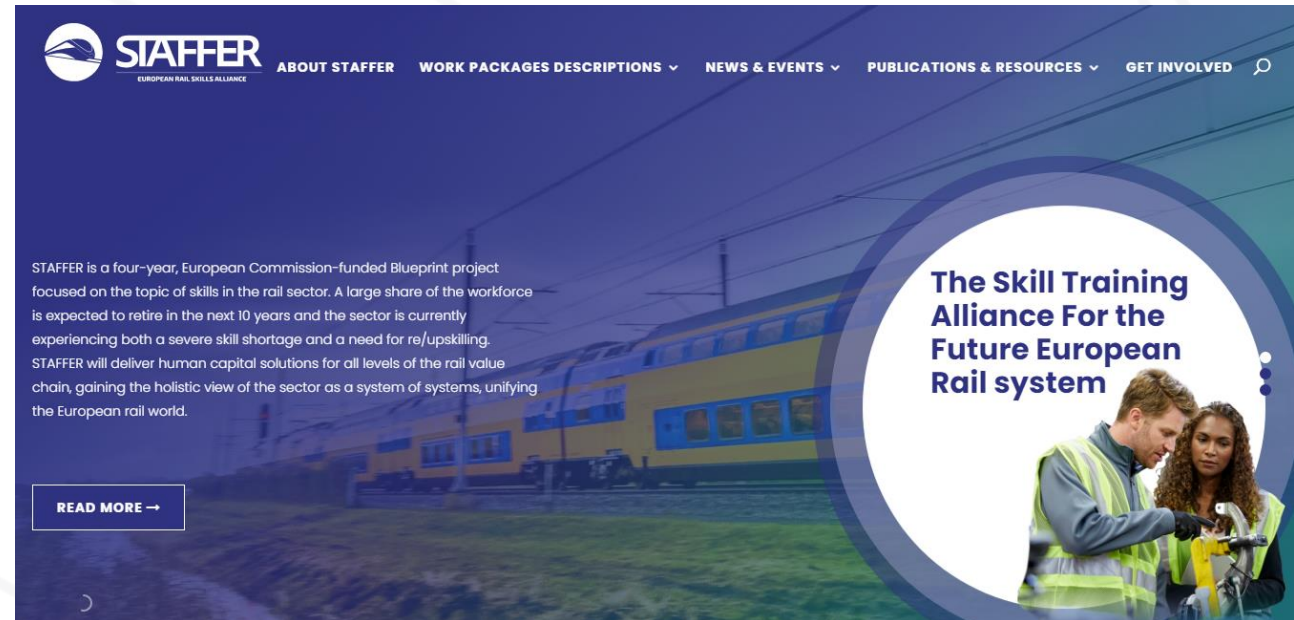






# STAFFER WEBSITE

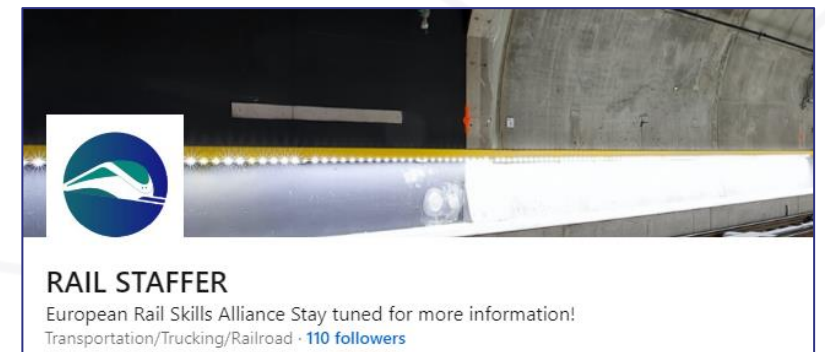
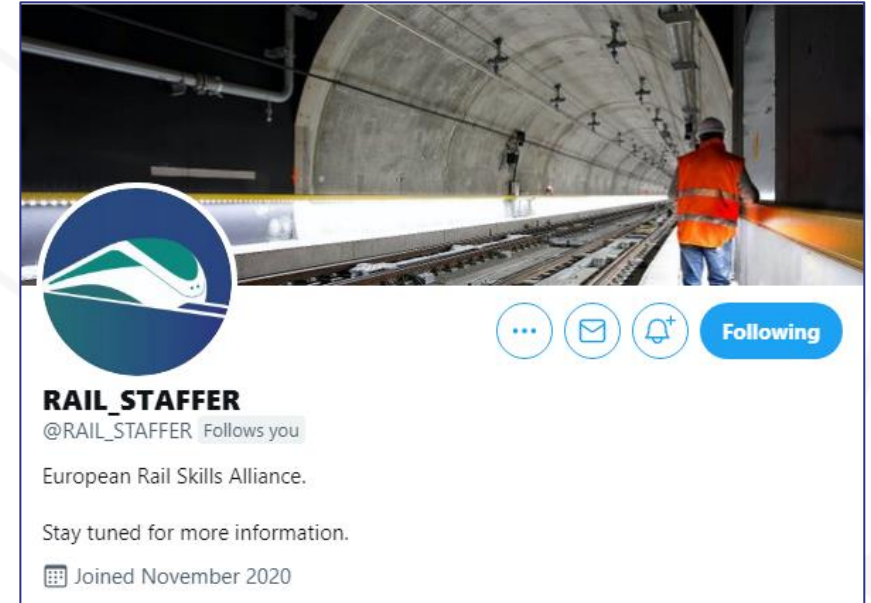
- The STAFFER website acts as the digital home of this endeavour.
- Utilising a concise and interactive design, the site provides interested parties with information concerning not only the consortium, its partners and its organisation but also current rail education programmes across Europe and VET organisations that share our vision.
- Visitors will also have access to news, event updates and materials to be created by the work packages outlining future rail training.





# STAFFER ONLINE

- STAFFER will also post regular updates on its recently established social media profiles
- Project news and deliverables will be announced on Twitter at [@RAIL STAFFER](https://twitter.com/RAIL_STAFFER) and on LinkedIn at [RAIL STAFFER](https://www.linkedin.com/company/RAIL-STAFFER).
- These accounts will be jointly managed by WP8's participants.
- Partners are encouraged to act as project ambassadors, both on- and offline, and share about STAFFER developments on their own accounts.





# CONTACT US

- STAFFER is committed to bringing together all interested parties to the table as a means of addressing Europe's current skills shortage in rail.
- If you have any questions concerning our mission, how we work or our progress, please contact us at [info@railstaffer.eu](mailto:info@railstaffer.eu)





# STAFFER

**EUROPEAN RAIL SKILLS ALLIANCE**



Co-funded by the  
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