

Multi-annual Communication and Dissemination Plan 2026-2030

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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. The present document defines the key principles for the Agency's communication and dissemination activities, as well as main events, topics, and initiatives planned for the period between 2026 and 2030, working towards the targets specified in the SPD. The academy activities are continuously adapted to efficiently match stakeholder and business needs, making optimal use of resources. In addition to the publications on the ERA website, the MB will be regularly updated about the progress.

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: Strengthen the sense of European identity and solidarity among European citizens by emphasizing the role of ERA in promoting a safe, efficient and integrated railway system across Europe.

Actions:

- *Incorporate European symbols such as the EU flag 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 coordinated efforts and shared achievements*

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

Objective: Strengthen the widely understanding of ERA's strategic objectives outlined in the Single Programming Document (SPD) by stakeholders and the public

Actions:

- *Develop clear, concise and targeted 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 maintain open and constructive dialogue with key stakeholders, including National Safety Authorities (NSAs), the National Investigating Bodies (NIB), the National Regulatory Bodies (NRB), EU Institutions, EU Agencies Network and others.

Actions:

- *Organise regular meetings, forums, and workshops for information sharing.*

- *Establish and maintain dedicated communication channels for each stakeholder group.*
- *Actively communicate and cooperate with Stakeholders to define and achieve common priorities.*
- *Solicit feedback and actively address concerns to maintain a productive relationship and to reinforce transparency and mutual trust.*

2.4 Integrated Planning: Speak with One Voice

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

Actions:

- *Strengthen internal coordination mechanisms to align messaging across ERA's units and projects.*
- *Conduct training sessions for ERA staff to promote a shared understanding of tone, terminology, and strategic priorities.*
- *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 multi-channel communications campaigns that convey ERA's institutional mandate highlighting its strategic contribution to a unified European rail system.*
- *Leverage high-profile events and partnerships to amplify ERA's visibility and credibility.*
- *Proactively engage with the media, opinion leaders and influencers 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 user-friendly and regularly updated website*
- *Publish high-quality reports, opinions and technical advices demonstrating ERA's expertise.*
- *Ensure ERA's presence at key 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 overall performance and employee satisfaction.

Actions:

- *Launch internal communication initiatives reinforcing ERA's values and culture and promote transparency within ERA.*
- *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 European Commission policy objectives, campaigns, and initiatives to advance the EU's broader goals and priorities for transport.

Actions:

- *Contribute to European Commission policies, initiatives and campaigns relevant to ERA's mandate.*
- *Align ERA's activities and messaging with European Commission objectives*
- *Collaborate with the European Commission and other stakeholders to amplify the impact and success of joint initiatives*

2.9 Promote Diversity and inclusion in the Sector

Objective: Promote the visibility and participation of women in the railway sector, while supporting the sector's transformation into a modern, inclusive, and socially conscious workplace that appeals to the next generation.

Actions:

- *Facilitate and promote ERA matchmaking activities for women in rail.*
- *Actively support and communicate about the Women in Transport- Platform for Change, and other sector-wide initiatives advancing gender equality and inclusion. Support action in line with the EU Agencies Network (EUAN) Diversity Charter, signed by ERA management, to embed diversity and inclusion into the Agency's culture.*



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 'brand' events 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 is used as platform to present ERA's key activities that impact the rail sector in its European authority role 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), Tallinn (2023), and Kraków (2025) 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. ERA's second Rail Data Forum in 2025 in Cluj-Napoca, Romania, brought together around 140 passionate rail and data experts from across Europe. From plenary sessions with top-level speakers to 7 workshops and 4 masterclasses, participants explored everything from ontology design and SPARQL to vehicle-data. 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. In June 2025, ERA, the European Commission, and the Polish Office of Rail Transport (UTK) organized the Conference on Rail Resilience to Climate Change in Warsaw under the Polish Presidency of the European Council.

In November 2025, ERA, together with the Danish Presidency, the European Commission, and Europe’s Rail organised a high-level conference exploring how to take out the costs from the rail sector.

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 December 2024, ERA organized a one-day multimodal conference in Brussels. In June 2025, ERA organized the Conference on Rail Resilience to Climate Change.

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 and 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. Within available resources, ERA is 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 attends 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.

3.13 Webinars

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.

3.14 NSA Staff seminars

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 yearly welcomed at ERA premises for an intensive introduction to the European railway regulatory landscape and ERAs mandate and activities.

3.15 Cooperation between the Agency and the sector

From the outset of ERA's Executive Director mandate in June 2025, the Agency has further increased the engagement in intensive and highly productive exchanges and coordination with key stakeholders across the sector. These interactions, particularly through the National Safety Authorities (NSAs) Network, bilateral

meetings with NSAs, the Network of Representative Bodies (NRBs), and direct dialogue with sector organisations have laid a strong foundation for the collaborative work ahead. This spirit of cooperation is both encouraging and essential. It reflects the shared commitment to aligning efforts, advancing common priorities and fostering a culture of trust and transparency.



4. ERA Academy: Training and Other Activities

Further to the organisation of ERA events described above, the 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 legislation*
- *Support the targets of ERA's Single Programming Document (SPD) and make ERA's work and achievements visible, either by training, communication, or dissemination.*

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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
29-30 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 to enhance their knowledge in the rail sector at their own pace, ensuring flexibility in their learning journey. An increasingly number of courses are made available through the Agency website including safety trainings, ERTMS and Signaling basics and other courses concerning an overview of the TSI and the authority tasks under the 4th Railway Package amongst others. The advantages of e-learning training delivery is two-fold: stakeholders can use it in their own time and it is free of charge, while the return on investment is large.
- **On-Site Training:** In addition to the above, the ERA Academy organizes on-site training sessions, workshops and seminars to facilitate hands-on learning experience. These events bring together rail sector experts, our dedicated trainers and people from the sector by fostering collaboration and knowledge sharing.

4.2 Diversifying Training Portfolio:

- **Training from the ERA Catalogue:** training provided by an ERA Academy trainer on-line or in a classroom at ERA's premises on pre-defined topics in rail-sector legislation remits.
- **Tailor-Made Courses:** ERA Academy's training courses allow customization to meet the specific needs of stakeholders, at Agency's premises or requestor's site. Tailor-made courses ensure that learners acquire targeted skills and knowledge.
- **Services upon Request:** If resources allow, ERA Academy would be able to offer chargeable customized 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.

4.3 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 related industry standardization, including changes following the Fourth Railway Package. Training materials will be regularly updated to align with the latest requirements.
- **Addressing rail sector's specific needs:** The Agency liaises with stakeholders (e.g. national authorities) to address specific sector needs – for example when facing difficulties concerning implementation of the directives or TSIs. A strong initiative which has proven to be quite well received are the regional dissemination workshops which the ERA Academy can deliver upon request and providing adequate resourcing is available. The Agency via its Academy welcomes discussions about the needs of the sector and supports dedicated discussion groups such as the **NSA Network Subgroup on Dissemination and Training**.
- **Educational Inventory:** sharing information on third party educational offers in the railway domain.
- **ERA Terminology Collection:** on the ERA website offers an important reference to the stakeholders.
- **Specific topics open content:** ERA Academy provides open-access content to disseminate on specific topics widely (webinars). This free content serves as a valuable resource for industry professionals, promoting knowledge-sharing.

4.4 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.
- **Collaborative approach:** ERA Academy, in cooperation with its stakeholders, i.e. the Members States

and National Safety Authorities, would be able to extend the outreach of its activities. The new NSA Network Subgroup on Dissemination and Training could be a forum to discuss this.

4.5 Balancing chargeable and free-of-charge training

- *The Agency is committed to maintaining a balanced and strategic approach to training delivery, ensuring that both chargeable and free-of-charge formats serve their intended purpose and audience effectively. The Agency will carefully manage the balance between cost recovery and inclusivity within the boundaries of the resources as defined in the SPD.*
- *Chargeable training plays a key role in supporting the sustainability and scalability of ERA's training offer, particularly for targeted or high-level modules.*
- *But most importantly, free-of-charge training remains essential to ensuring broad accessibility, fostering capacity-building across the sector, and supporting key regulatory, safety and interoperability objectives (e.g. training on TSIs, safety).*

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 (e.g. our e-learning development uses forefront LMS and AI to deliver best quality trainings). This commitment to innovation ensures that ERA Academy remains at the forefront of rail sector training.*

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 \(europa.eu\)](#)

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 is now 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 including LinkedIn and YouTube, ensuring consistent and targeted messaging across all channels.*
- *Maintain X and BlueSky as secondary/passive institutional channels used in a much narrower sense e.g. disseminating vacancy notices and monitoring in case of crisis communication*
- *Regularly post updates, news, and informative content that reflects ERA's priorities, achievements, and contributions to European rail policy.*

6.2 Engage with Stakeholders:

- *Monitor and evaluate comments, questions, and feedback across platforms, responding in line with ERA's institutional voice. Encourage interaction through engaging formats such as polls, surveys, and interactive campaigns tailored to stakeholder interests. Use analytics to identify engagement trends and adapt content strategies to better serve stakeholder needs and preferences.*

6.3 Multimedia Content:

- *Create and share high-quality multimedia content - including infographics, explainer videos, interviews, and animations - that visually communicate ERA's mission, activities, and impact. Use storytelling techniques and accessible design to translate technical topics (e.g. ERTMS, TSIs) into engaging narratives for non-specialist audiences.*

6.4 Hashtag and Event Campaigns:

- *Actively promote ERA-hosted and ERA-participated events to encourage both onsite attendance and online interaction, leveraging pre-event teasers, live coverage, and post-event highlights. Develop and disseminate campaign-specific hashtags to foster dialogue, increase visibility, and build community around ERA's key topics and initiatives. Monitor hashtag usage to identify engagement trends and amplify relevant contributions from stakeholders and the public. Assess the evolving social media landscape to explore the potential adoption of additional platforms that align with ERA's outreach goals and audience preferences.*

7. Internal Communication

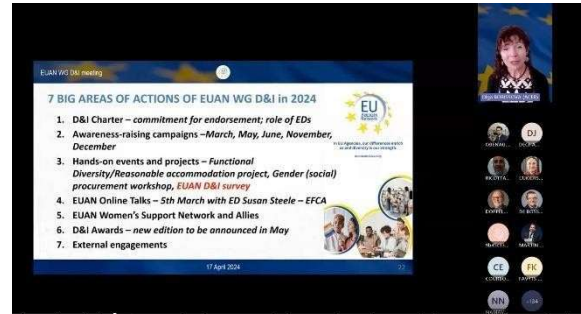
Internal communication plays a crucial role in promoting organisational culture and aligning staff with ERA's mission:

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.*



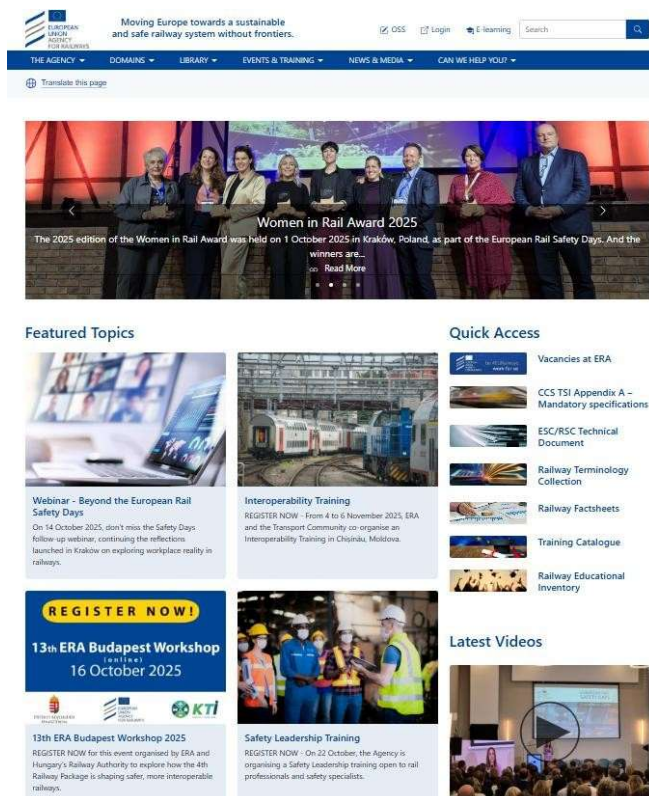
7.3 Cross-Departmental Collaboration:

- *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 ERAAcademy.*

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, social media and targeted emails as key output channels.

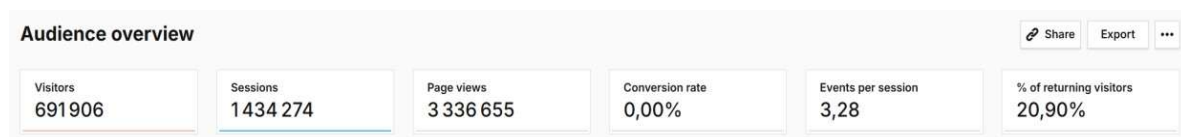
8.1 Integrated Approach to News Creation

- **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 Optimisation (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 690,000 people have visited the ERA website since the launch of its modernised version on December 1, 2022. Over 3.3 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 Storytelling Approach (when resources allow):

- **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.*

8.4 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)*

8.5 Evaluation and Continuous Improvement:

- **Monitor Metrics:** *Regularly track website traffic, click-through rates, and user engagement metrics to assess the effectiveness of news creation efforts.*
- **Feedback Analysis:** *Analyse feedback from stakeholders 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.

Disseminations: Video recordings of on-site events, training sessions, webinars and workshops can be made available to learners who cannot attend in person, promoting the academy's accessibility. Furthermore, emotional involvement during e-learning can be attained by using videos.

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.



A new dedicated Video production room was set up in mid-2025 for ad hoc in-house productions. This enables the Agency to respond more quickly to external demand for e.g. video messages of the director as well as for all types of informative and educational recordings, etc.

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 LinkedIn, and other future channels.

Email Campaigns: Incorporate visuals/video content and links to ERA website into emails sent via SharePoint and communication campaigns to increase click-through rates and engagement.

Newsletters: Publish ERA external newsletters at a cadence aligned with available resources and stakeholders' relevance. Aim for an average frequency of one newsletter per semester.

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.

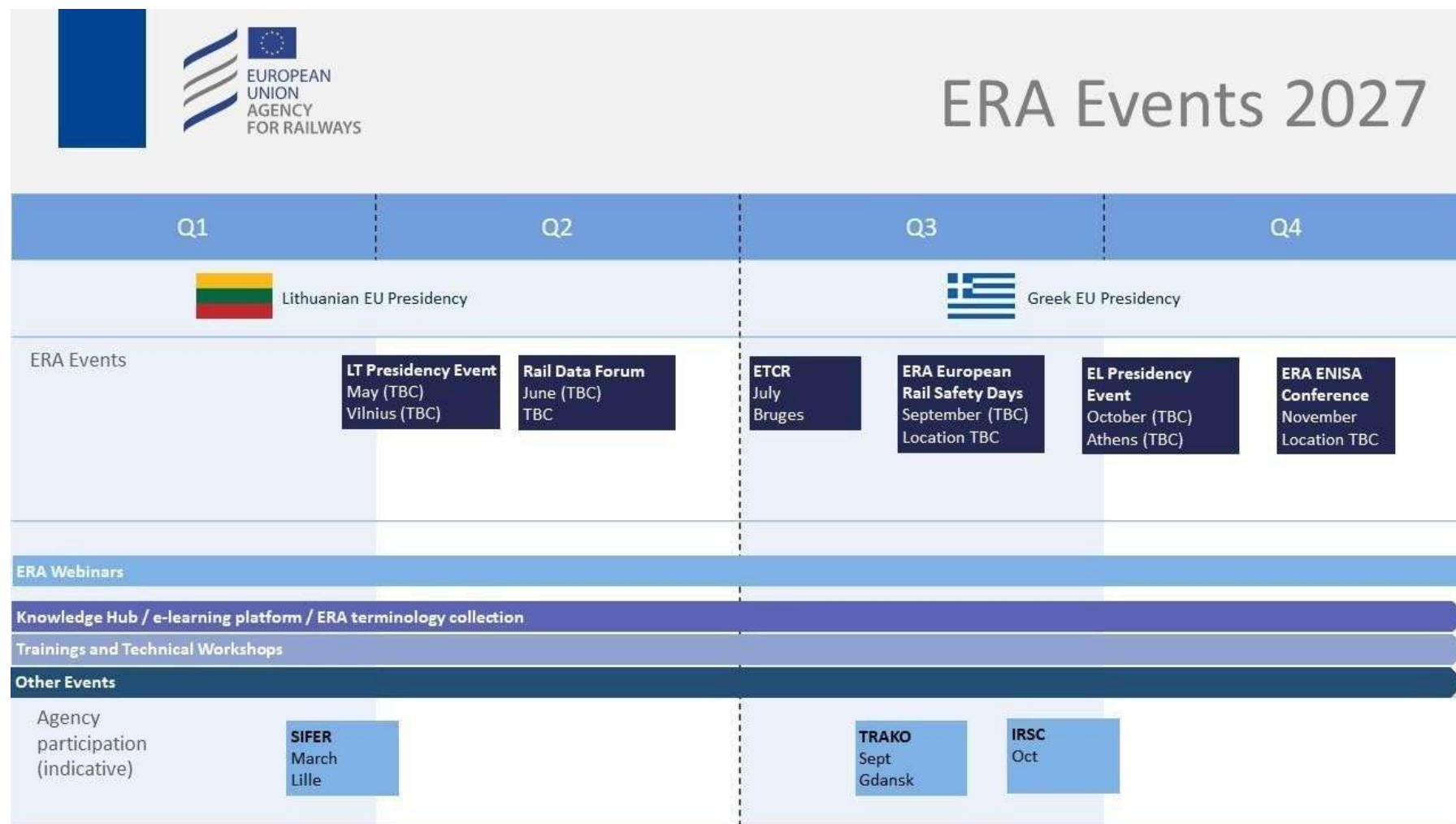
Feedback Loop: Encourage feedback and engagement from viewers to understand their preferences and refine future video content.

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.

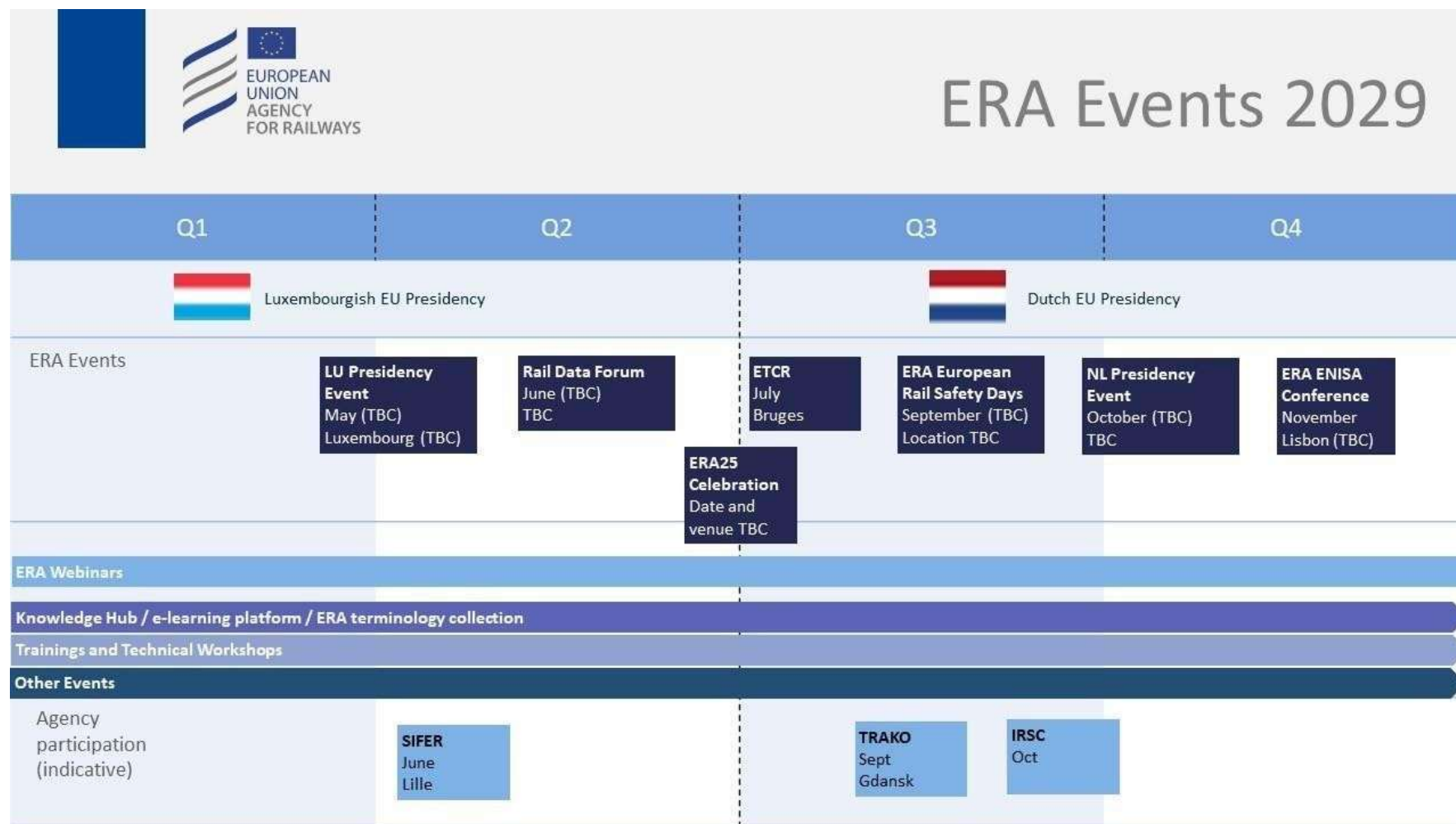
Appendix I: Multi-annual overview of ERA Events

Note: The budget and FTEs for the 2026 events are specified by the 2026 SPD. The following is an indicative planning, subject to availability of resources.











Appendix II: Indicative Portfolio of ERA Academy Activities 2026

Note: the actual performance of the indicative portfolio depends on approved available resources and ERA Academy is constantly adapting to the needs. The latest planning is always published on the ERA website. Reporting on actual performed activities is done in the MB meetings

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2026
VA Training to NSAs		Training	VA	NSA	TBC	Classroom	25	TBC (2 days in theory)	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 2026
NSA Staff visit	Workshop: intensive introduction to the European railway regulatory landscape and ERAs mandate and activities.	Training	Policy	NSA staff	Free	Classroom	50	2 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
Safety information sharing	Improve capability of railway actors for reporting, sharing and analysing safety information	Training	Safety	organisations and individuals	Free	e-Learning	unlimited	individual pace	N/A
Online trainings related to TSIs, ERTMS basics, EU Rail Legal Framework, 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

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Online VA training	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 2026
	<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
Webinars	Different topics	Dissemination	All	organisations and individuals	Free	online	nearly unlimited	X x 1.5h	10
Online Budapest Conference (Oct)	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	Permanent
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 2026
IRSC (TBC)	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
Safety Culture Oversight (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)	13.5h	1

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2026
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 2026
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 2026
	on the safety data they collect.								
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
Cypriot Presidency event (TBC)	Topics TBC	Dissemination	TBC		yes	presential	TBC	TBC	1
Irish Presidency event (TBC)	Topics TBC	Dissemination	TBC		yes	presential	TBC	TBC	1

Activity	Objective	Category	Field	Target Audience	Chargeable activity	Type	Est. capacity	Duration	Estimated frequency in 2026
ETCR Summer Course (July 2026)	Yearly summer course co-organised with ETCR and College of Europe	Dissemination	Policy	organisations and individuals	yes	Presential	50	2 weeks	1
Regional workshops (2026)	Regional workshops, in cooperation with NSAs. Capacity 150 max + streaming	Dissemination	Railways	organisations and individuals	yes	Classroom	150 presential + unlimited online	1,5 days	At request.
ERA-ENISA Conference on Cybersecurity (TBC)	Yearly Cybersecurity event organised together with ENISA	Dissemination	Cybersecurity	organisations and individuals	yes	presential	150	1,5 days	1
ERTMS Conference (21-23 April 2026)	Biennial Conference	Dissemination	ERTMS	organisations and individuals	yes	hybrid	400 presential + unlimited online	3 days	1
InnoTrans (22-25 Sept 2026)	Important Railway Industry Fair in Berlin, Germany	Dissemination	Railway Industry	organisations and individuals	no	presential		1 week	1
HOF Conference (3-4 Nov 2026)	Biennial conference	Dissemination	Safety	organisations and individuals	no	Hybrid	150	1.5 days	1
Rail Safety Days (2027)	Biennial Rail Safety Conference by ERA	Dissemination	Safety	organisations and individuals	yes	hybrid	200 presential + unlimited online	2,5 days	1

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SIFER (June 2027)	Exhibition in Lille, France	Dissemination	All	French Railway Industry	entry fee exhibition	presential	TBC	3 days	0
Rail Data Forum (2027)	Follow up of the first Rail Data Forum in 2024.	Dissemination	Data	organisations and individuals	yes	hybrid	200	2 days	1