

Making the railway system
work better for society.

Communication Plan 2017

In line with article 51.1(g) of the Agency Regulation, the Communication Plan needs to be decided every year by the ERA Management Board.

It shall give an overview on the planned

1. *Major milestones of the adopted 2015 communication strategy action plan*
2. *communication events of the year*
3. *newsletter editions*
4. *other publications (if applicable)*

A follow-up of the state of play can be presented to the Board at every moment.

1. *Major milestones of the adopted 2015 communication strategy action plan*

Objective 1: Improve internal comms / speak with one voice

- | | |
|---|---|
| 1.4 External assessment of internal comms | 1Q17, probably delayed due to merger with |
| 1.5 Internal comms procedure | an envisaged change communication project |

Objective 2: Improve structure and design of ERA comms

- | | |
|--|---------------|
| 2.2 Website relaunch (version 1.0) | 01 March 2017 |
| 2.7 educational videos (3) | Summer 2017 |
| 2.11 relaunch bi-annual stakeholder survey | 01 May 2017 |

Objective 3: Engage effectively with stakeholders

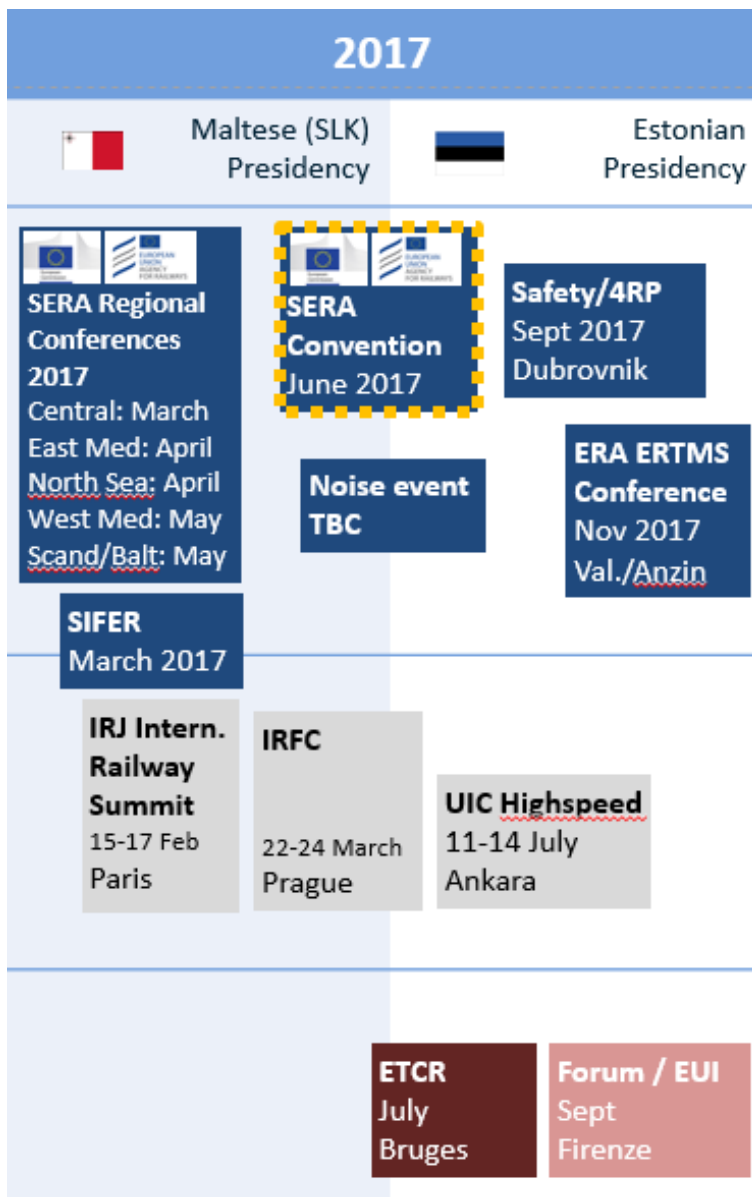
- | | |
|---|--|
| 3.3 Assess needs for SRM tool and install new system
(SRM = Stakeholder Relation Management) | February 2017 (going live of SRM tool) |
| 3.4 Define stakeholder relation procedure (IMS) | 28 February 2017 |
| 3.15 Support for ETCR training course | January – July 2017 (2 weeks course: July) |

Objective 4: Tell the story behind ERA

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|--------------------------------------|----------------------------|
| 4.4 Produce infographs on key topics | with 4RP conference series |
| 4.7 Campaign on 4RP | see 4RP campaign planning |

The other actions are either already completed, of an ongoing nature or no major outputs in 2017.

2. Communication events of the year



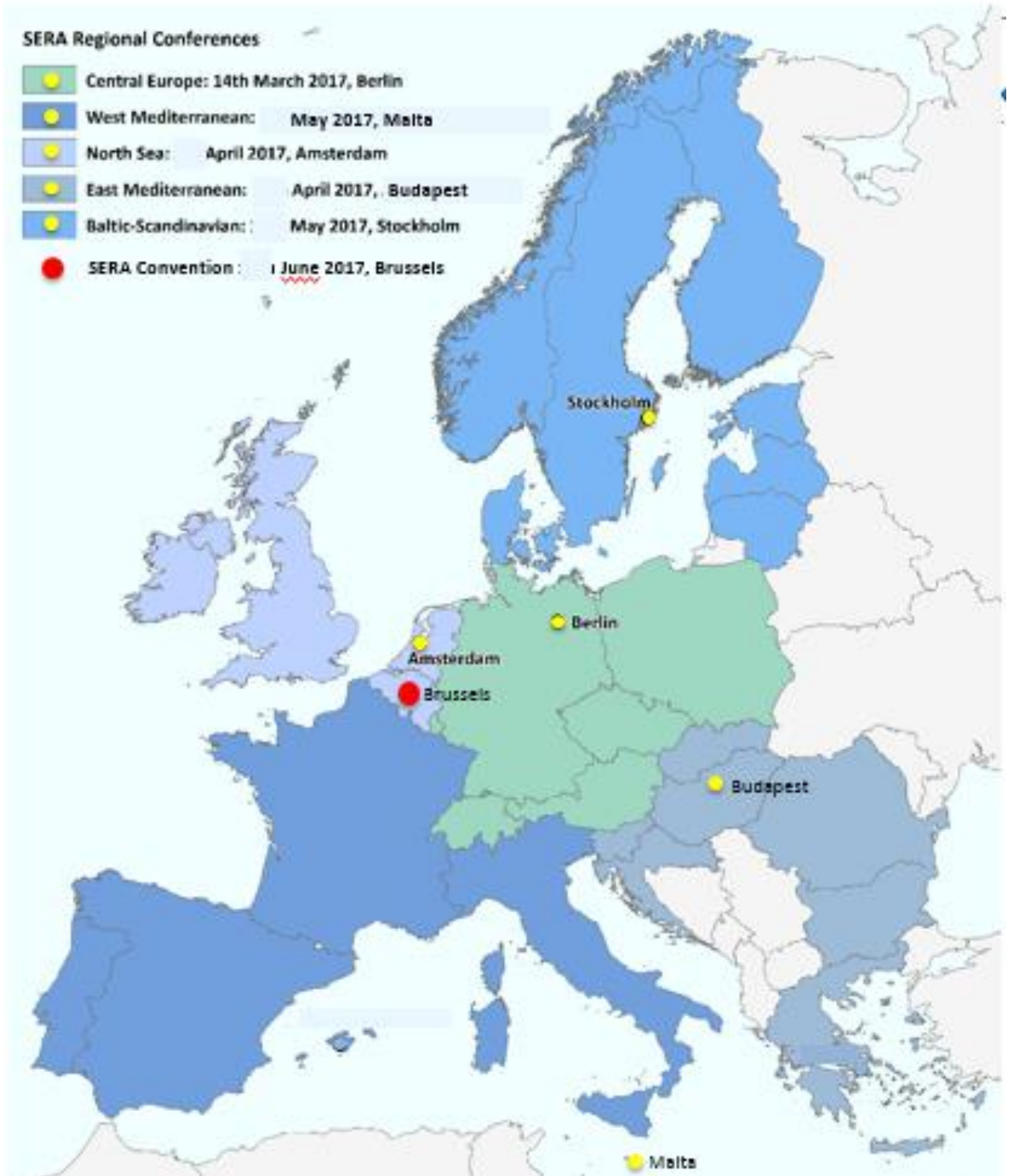
The Agency will organize

- *(in cooperation with the European Commission) a series of preparatory conferences on the 4th Railway Package Technical Pillar in 5 European regions ahead of the RISC meeting in July 2017 (SERA Regional Conferences and SERA Convention)*
- *a Safety conference in relation to the 4th package in Dubrovnik in September 2017 (planned)*
- *an ERTMS conference in November 2017 in Valenciennes/Anzin*
- *its participation to the SIFER fair in Lille in March 2017*

It will provide key speakers to the above displayed external events and will co-host, as every year since 2015, the ETCR Seminar in Bruges in cooperation with the College of Europe.

A further think tank forum in Florence in September (in cooperation with the European University Institute) and an event on Rail Noise are under consideration.

Planning for the SERA Regional Conferences and SERA Convention (as of 31/01/2017)



3. Newsletter editions

	20 February	15 June	18 September	4 December
Editorial / top story	Ahead the SERA Regional conferences	One-Stop-Shop: Status Quo and progress	Innovation	Reduction of national rules
Interview	Doppelbauer/Fitch	Florence Rousse, Gerald Hörster	Carlo Borghini, S2R	Violeta Bulc
News from the Agency	Harmonisation of operational rules	Safety Culture + Flash report from SERA conferences	International / collaboration with S2R	Academic activities?
Spotlight on the customer	Under elaboration with passenger/ freight customer associations	Under elaboration with passenger/ freight customer associations	Under elaboration with passenger/ freight customer associations	Under elaboration with passenger/ freight customer associations
Players of SERA (trio)	tbd	EPSF, EBA, ANSF	tbd	tbd
Upcoming events	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.

The Agency will issue 4 Newsletters during the year in a standard structure, also in order to accompany the SERA Conferences and to give a follow-up on topics of major interest.

The “customer” section shall draw a line between the activities of the Agency and the needs of the final (rail) customers and is edited in close cooperation with the European Passenger and Freight Customer associations, as expressly requested for in previous ManagementBoard meetings. The editorial work on this has already started in 2016.

4. Other publications (if applicable)

Currently no other (recurrent) ERA publications are foreseen for 2017.

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