



Making the railway system
work better for society.

ERA Communication Plan 2018

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

It shall give an overview on the planned:

1. *Major milestones for 2018*
2. *Communication events of the year*
3. *Newsletter editions*
4. *Other publications*

A follow-up of the state of play can be presented to the Board at members' discretion.

1. *Major milestones for 2018*

Objective 1: Improve internal comms / speak with one voice

Task	Milestone
Develop IMS procedure for the management of internal communications	3Q18
Baseline for social media	2Q18
Creating buy-in for converging towards a corporate branding (centralised media library and templates)	3Q18

Objective 2: Improve structure and design of ERA comms

Task	Milestone
Develop ERA website 2.0	2Q18 (Release 1) 4Q18 (Release 2)
Develop IMS guidelines for use of social media in the Agency	1Q18
Develop editorial guidelines for external communications	1Q18
Develop IMS procedure for the management of internal/external communications	3Q18
Develop IMS procedure for the management of crisis communication	4Q18
Develop IMS procedure for the preparation and management of big events	4Q18
Develop Stakeholder Relationship Management (SRM) tool	Phase 2 (2Q18) Phase 3 (4Q18)
Develop library of communication materials (presentations, videos, etc.)	2Q18

Objective 3: Engage effectively with stakeholders

Task	Milestone
Rolling out SRM phase 2 (i.e. recurrent events, reimbursement of experts and information and documentation request management)	Throughout 2018
Manage web and social media presence	As of 3Q18
Support for ETCR training course	July 2018
Planning of and support to big events	See point 2
Support the development of ERA apps (SAIT, SMS)	2Q18
Support for dissemination and training of 4RP (e.g. brochure, video)	Throughout 2018 See also point 2
Manage internal requests and provide support and advice for external communication purposes	Throughout 2018

Objective 4: Tell the story behind ERA

Task	Milestone
Prepare ERA newsletter	See point 3

Objective 5: Foster ERA reputation in the world

Task	Milestone
Planning of and support to big events	See point 2
Provide support to EUMEDRail project	Throughout 2018

2. Communication events of the year

The Agency will (co-)organise and provide key speakers to the following events:

Event	Location	Date
European Rail Safety Summit	Dubrovnik, Croatia	10-12 April
Multimodal Freight Transport Conference	Brussels, Belgium	16 May (jointly with UIRR and EC)
Rail event	Graz, Austria	November (jointly with European GNSS Agency)

The Agency will also attend other events (non-limitative list):

Event	Location	Date
UIC Global Conference on Signalling	Milan, Italy	26-28 March
Rail Industry Meetings	Anzin, Valenciennes	4-5 April
TEN-T days	Ljubljana, Slovenia	25-27 April
Innotrans	Berlin, Germany	18-21 September
International Railway Safety Council	Dublin, Ireland	21-26 October

In addition, the Agency will actively support events (e.g. workshops, fairs) organised by the national safety authority (and/or the railway sector) and involving the key players at national level, with the aim of providing more in-depth information to the rail sector on the implementation of the 4RP.

3. Newsletter editions

	1Q18	2Q18	3Q18	4Q18
Editorial / top story	Entering Shadow Running Phase 4RP	Multimodality	InnoTrans	4RP
Interview	NSAs IT/ES	DHL	Violeta Bulc	Thierry Breyne
News from the Agency	4RP Preparation Programme – next steps	European Rail Safety Summit report	International / collaboration with S2R	TBD
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

Multimodal feature	Intermodal Taskforce/Directive	Codification	Digitisation	Eleta project
Dates and Announcements	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.	ERA Event planning + workshops etc.
Miscellaneous	Promotion of organisational success, Women in Transport			

The Agency will issue Newsletters on a quarterly basis to tell the story behind its activities. The multimodal feature will highlight the actions for rail freight and passenger in the year of multimodality.

The “customer” section will 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.

4. Other publications

The Agency will publish:

- *The ERA Safety Performance Report 2018;*
- *The ERA Interoperability Report 2018;*
- *The ERA Railway System Report 2018.*

The Agency may decide to combine the above reports in a single report ready for Innotrans.

Publications (e.g. brochures) supporting the different events might be produced along with the upcoming events.