

Making the railway system  
work better for society.

## DECISION n°223

### *of the Management Board of the European Union Agency for Railways amending the ERA Communication Plan for 2020*

#### **THE MANAGEMENT BOARD OF THE EUROPEAN UNION AGENCY FOR RAILWAYS,**

Having regard to the Regulation (EU) 2016/796 of the European Parliament and of the Council of 11 May 2016 on the European Union Agency for Railways<sup>1</sup> (hereinafter referred to as “the Agency”) and repealing Regulation (EC) No. 881/2004 (hereinafter called “the Agency Regulation”), and in particular Articles 39 and 51 § 1 point (g) of the Agency Regulation,

#### **HAS DECIDED AS FOLLOWS:**

##### ***Article 1***

The Communication Plan 2020 of the European Union Agency for Railways is presented to the Management Board as set out in Annex to this decision.

##### ***Article 2***

The present decision shall enter into force on the day following that of its adoption. It will be published on the Agency website.

Done at Lille, on 23-01-2020  
For the Management Board

Clio LIÉGEOIS  
The Chairwoman

Annex: ERA Communication Plan 2020

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<sup>1</sup>. OJ L 138 26.5.2016, p. 1-43.



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## *ERA Communication Plan 2020*

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 2020 linked with the Single programming Document 2020*
2. *Communication events of the year*
3. *Newsletters*
4. *Other publications*

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

#### 1. *Major milestones for 2020 linked with the Single programming Document 2020*

The work of the Communication team supports the achievement of the SPD Objectives:

- *2.4 - Disseminating and Training to support implementation of the EU framework*
- *5.4 - Communicating effectively through website and social media*
- *5.5 - Ensuring efficient and effective communication (internal and corporate).*

More in detail:

#### **SPD Objective 2.4 – Disseminating and Training to support implementation of the EU framework**

<b>Task</b>	<b>Milestones</b>	
ERA Academy	e-learning portal	Q4
	Training for the pool of experts	Whole year 2020
	Training on SMS, Safety Culture, Safety Leadership and HOF	Q3 – Q4
	Training modules on Risk Assessment & Monitoring	Q3 – Q4
Events	See point 2	
Dissemination events (with NSAs)	15 Workshops (based on NSA requests) – whole year 2020	

#### **SPD Objective 5.4 - Communicating effectively through website and social media**

<b>Task</b>	<b>Milestones</b>	
Develop and maintain ERA website 2.0	Implementation of Change Requests and development of new functionalities	Whole year 2020
Social media management	Twitter and LinkedIn	Whole year 2020

**SPD Objective 5.5 - Ensuring efficient and effective communication (internal and corporate)**

<b>Task</b>	<b>Milestones</b>	
Crisis Management process	Training sessions	Whole year 2020
Women in Transport	Project documentation and main deliverables identified	Q3
Maintain photo and media library	Material to support dissemination/training and communication initiatives. Promoting the image of the Agency with new clips and pictures on the Agency work	Whole year 2020
Support for ETCR training course	Course organisation	June 2020
Press and media relations	Building a structured process for managing press and media relations (does not include social media)	Q2
Manage internal requests and provide support and advice for external communication purposes	Ad-hoc requests (assuming budget is available)	Ad-hoc

*2. Communication events of the year*

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

<b>Event</b>	<b>Location</b>	<b>Date</b>
Safety conference	Valenciennes, France	27-28 May
Maintenance Seminar	Valenciennes, France	26 May
Human and Organisational Factor Seminar	Valenciennes, France	Q4
Safety summer school	Valenciennes, France	Q2/3 (if requested)

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

<b>Event</b>	<b>Location</b>	<b>Date</b>
Innotrans 2020	Berlin	22-25 September
Rail Industry Meetings	Anzin, Valenciennes	TBD
International Railway Safety Council	United Kingdom	TBD

In addition, the Agency will actively support events (e.g. workshops, fairs) organised by the national safety authorities (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 4<sup>th</sup> Railway Package and the new ECM Regulation entering into force in 2020.

### *3. Newsletter editions*

The Agency will issue Newsletters quarterly to tell the story behind its activities.

The publishing format may vary depending on the future use of social media. The intention is to use LinkedIn and the website for publishing articles and stories which should normally be part of the newsletter as traditionally intended at the Agency. In case of use of social media, the timing of the publication may be different.

### *4. Other publications*

In 2020 the Agency will publish:

- *The ERA Annual Activity Report*
- *The ERA Single Programming Document*

Publications (e.g. brochures) supporting the different events might be produced along with the upcoming events, accompanied by the necessary budget.