

Making the railway system
work better for society.

DECISION n°193

of the Management Board of the European Union Agency for Railways adopting the ERA Communication Plan for 2019

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 Railways¹ (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 2019 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 24-01-2019
For the Management Board

The Chairperson
Clio LIÉGEOIS

Annex: ERA Communication Plan 2019

¹. OJ L 138 26.5.2016, p. 1-43.



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Annex : ERA Communication Plan 2019

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 2019 linked with the Single programming Document 2019*
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 2019 linked with the Single programming Document 2019*

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

Task	Milestones	
Establishing the ERA Academy, including production of dissemination and training material	Mapping of the topics for dissemination and identification of priorities	Q1
	Identification of existing dissemination material and practices	Q2
	Draft of technical specifications for developing the web portal of the academy	Q4

Delivering dissemination workshops	15 workshops across Europe. Giving priority to the Member States transposing the 4RP in 2019.	Q1 & Q2 – T2019 Q3 and Q4 – T2020
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SPD Objective 5.4 - Communicating effectively through website and social media

Task	Milestones	
Develop and maintain ERA website 2.0	Implementation of Change Requests and development of new functionalities	Whole year 2019
Social media management	Twitter and LinkedIn	Whole year 2019

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

Task	Milestones	
Crisis Management process	IMS documentation prepared and approved	Q1
Women in Transport	Joining the industry in the Women in Transport initiative, identifying internal solution to facilitate deployment of an actual equal opportunities policy and proposing a pledge to be signed by the main railway players.	Q3
Develop library of communication materials (presentations, videos, etc.)	Material to support dissemination/training and communication initiatives. Promoting the image of the Agency with new clips and pictures on the Agency work	Q4
Support for ETCR training course	Course organisation	June 2019
External communication	Using events, the website and social media to raise awareness and build engagement.	See points 2 and 3
Planning of and support to big events	See point 2	

Manage internal requests and provide support and advice for external communication purposes	Ad-hoc requests (assuming budget is available)	Ad-hoc
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2. *Communication events of the year*

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

Event	Location	Date
CCRCC	Valenciennes	Q3
Multimodal Freight Transport Conference	Brussels, Belgium	Q2 (jointly with UIRR and EC)
Rail event	Graz, Austria	Q2 (jointly with European GNSS Agency)

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

Event	Location	Date
UIC Global Conference	TBD	TBD
Rail Industry Meetings	Anzin, Valenciennes	TBD
TEN-T days	TBD	TBD
International Railway Safety Council	Australia	TBD

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*

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 2019 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.