

Making the railway system
work better for society.

DECISION n° 254

of the Management Board of the European Union Agency for Railways adopting the ERA Communication Plan for 2021

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 2021 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.

For the Management Board,

The Chairwoman

Clio LIÉGEOIS

Annex: ERA Communication plan 2021

Annex: ERA Communication Plan 2021

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 2021 linked with the Single programming Document 2021*
2. *Communication events of the year*
3. *Newsletters*
4. *Other communication tools*

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

Please note that the milestones in this plan have been adapted according to budgetary constraints, resource issues related to the high demand for vehicle authorisation / safety certification, and to the special circumstance of the global COVID-19 pandemic. This may require further amendment to the SPD.

For example, major events, such as the InnoTrans fair originally scheduled for April 2021 have been cancelled. ERA's own events are either organised remotely (such as the ERA webinars), or scheduled towards the mid / end of 2021.

1. Major milestones for 2021 linked with the Single Programming Document 2021

The work of the Stakeholder Relations, Academy and 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).*

















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

Task	Milestones	
Deliver dissemination activities under the ERA Academy umbrella, including regional dissemination workshops and expert training	WP1 Pool of Experts VA WP1 Pool of Experts SSC Development of remote modules Other dissemination workshops	Throughout 2021 (depending on resources and finance)

SPD Objective 5.4 - Communicating effectively through website and social media

Task	Milestones	
Develop and maintain ERA website 2.0	Regular updating and further development Implementation of findings of usability survey	See below website stats for targets
Social media management	Twitter and LinkedIn Ensure consistency and regularity	Twitter: 10% more followers LinkedIn: 10% more followers, 10 posts per month

Website Stats

2019	2020	2021 targets
Visits Overview  294,474 visits  6 min 6s average visit duration  45% visits have bounced (left the website after one page)  4.1 actions (page views, downloads, outlinks and internal site searches) per visit  0.87s average generation time  912,188 pageviews, 657,443 unique pageviews  135 total searches on your website, 59 unique keywords  216,618 downloads, 183,590 unique downloads	Visits Overview  377,955 visits  5 min 9s average visit duration  43% visits have bounced (left the website after one page)  3.8 actions (page views, downloads, outlinks and internal site searches) per visit  0.97s average generation time  1,022,649 pageviews, 774,407 unique pageviews  51 total searches on your website, 7 unique keywords  297,513 downloads, 252,940 unique downloads	<ul style="list-style-type: none"> › Increase traffic by 20% › Analyse bounce rate & take corrective action › Increase use of search

Twitter Stats 2020 (compared to 2019)

LinkedIn Stats 2020 (compared to 2019)



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

Task	Milestones	
External communication	The communication team will support individual projects with different tools of external communication pending budget and availability; these may include: production of brochures, infographs, support for external events, videos, online publishing and others	Throughout 2021
Women in Transport	Regularly attend meetings of the Women in Transport in order to define further action and promote on website and social media Gender equality audit in the Agency with subsequent action plan and trainings/workshops	Throughout 2021
Internal Communication	Establish regular internal communication service Editorial concept to run consistently: <ul style="list-style-type: none"> › regular virtual GA's › publish internal news Establish regular reporting from management to staff Onboarding of newcomers Tell success stories of people's work Provide platform for interaction on <ul style="list-style-type: none"> › Professional interests › Private initiatives and offers › Strong link with ERA club 	Launched in Q1

Press and media	Cultivate press relations to increase the Agency's visibility in trade and international press Crisis communication? In place, up-to-date, making available data on on-call arrangements, i.e. professionalization Build continuous dialogue with trade/international press Webinars for the press	Throughout 2021
Manage internal requests and provide support and advice for external communication purposes	Ad-hoc requests (pending budget and availability) Ensuring request to communication team are issued in due time	Ad-hoc
Plan for ED attendance to events	Establish concrete criteria for attending events	On demand

2. Communication events of the year

The Agency will organise and provide key speakers to the following events:

Event	Location	Date
European Rail Safety Days	Porto, Portugal	16-18 June 2021 (in collaboration with the PT EU Presidency)
ERTMS 2021	Valenciennes, France	Q3
ERA webinars	ERA promotes certain subjects and presents ongoing activities	Target: 9 webinars in 2021

Events with ERA participation (excerpt):

Event	Location	Date
European Year of Railways (<i>the Agency will run its major events under the EYR flag in 2021</i>)	Several events organised by EC and the rail sector	Throughout 2021
TRAKO	Gdansk, Poland	21-24 Sept 2021
TEN-T days	Lisbon, Portugal (tbc)	Q2

3. Newsletter / News Items

Telling the story behind ERA's activities – in 2021 moving away from traditional newsletter conception:

- › Linking up with project managers to provide consistent and substantial input
- › News published on social media, traffic directed to ERA website to increase traffic

4. Other publications

In 2021 the Agency will publish as PDF only:

- › *The ERA Annual Activity Report*
- › *The ERA Single Programming Document*
- › *Report on Railway Safety and Interoperability in the EU 2021*

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