



MIT PROJECT



SEVENTH FRAMEWORK PROGRAMME

MIT Metrocargo Intermodal Transport

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FP7-SME-2011

Dissemination plan

Deliverable D8.1

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Work package number WP8

Work package title Dissemination activities and market studies

About the Document

This document is ***Project Deliverable D8.1***

It explains the choices done for disseminate the MIT in Europe and in all the World.

The dissemination plan is result of the first 6 months of work on WP8.

Work package leader

Renzo Ferraris (ILOG)

Document authors

Renzo Ferraris (ILOG)
Fabio Tarantino (ILOG)
Alessio Colombo (ILOG)
Andrea Nobbe (MOL)
Thomas Keese (WITT)
Rienk Bijlsma (SYS)

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Generalities

The dissemination plan is part of Work Package 8 Dissemination activities and market studies.

The general objective is to define a plan for the dissemination needed to make known the Metrocargio system and the European MIT project.

This task will be lead by I.Log Iniziative Logistiche.

Audience

The present deliverable is filed as Confidential, as it contains critical information related to the Metrocargio system.

The audience of the document is restricted the MIT Partners.

Prior Status

A full scale prototype of Metrocargio equipment has been designed and constructed and installed in Vado Ligure (Savona - Italy) with the collaboration of Port Authority of Savona.

Metrocargio equipment could offer flexible solutions thanks to the modular of Metrocargio in several areas: sea terminals, network terminals and break of gauge terminals.

In order to promote the results and visibility of the project and of the Consortium and to demonstrate Metrocargio through different kind of commercial promotion, it's very important organize dissemination activities underlining, thanks to MIT, the new results of the market-ready Metrocargio.

The focus of dissemination will be to find new contacts and clients in Port Authorities, Inland Terminals, Logistics Platforms and Shippers.

Target groups

The dissemination plan be addressed to possible interested parties, such as:

- large shippers
- freight forwarders
- factory transportation and logistics planners
- Logistic chain Operators and Freight Integrators
- ports
- railways
- Public Authorities.

Objectives

The dissemination activities will be undergone to promote the results and visibility of the project and the Consortium demonstrating the opportunities of Metrocargo through different kind of commercial promotion.

The activities of this deliverable will be pursued along two main lines:

- setting up demonstration tools.
- organization of events,
 - o including events centred on the Vado Ligure prototype
 - o road shows, in at least four EU countries
 - o exhibiting at major trade fairs.

The activities to set up demonstration tools will include:

- preparing promotional material
- setting up a video clip
- setting up a Wikipedia entry
- setting website dedicated to the promotion of Metrocargo
- sending newsletters

The activities in order to organize events, contacts and exhibiting at major trade fairs will include:

- attending and exhibiting at trade fairs
- public relations and presentations in seminars, etc
- identifying possible customers to visit directly.

Methodology

This dissemination plan outlines the external public communication and presentation strategy for the MIT project. The dissemination approach for MIT is accomplished through activities encompassed by a dedicated work package. The approach to dissemination is designed to fulfil the following action items, which are considered crucial for further exploitation of the MIT project results. (See the following table).

Plan ↓	Careful, strategic plan for effectively disseminating and exploiting the project Results
Design ↓	Design of comprehensive branding for the MIT project (including logo) and targeted activities and actions to ensure a wide visibility and identification of the project for marketing-driven dissemination
Create ↓	Creation of promotional materials for content-driven dissemination
Distribute ↓	Use of the web to distribute project-information and materials (i.e. Distribute flyers and newsletters)
Represent	Attending and exhibiting at trade fairs, public relations and presentations

The activities

The activities to set up demonstration tools will include:

- preparing promotional material

Create a fair kit composed of roll-ups, posters, flyers, gadget, graphics and pictures to dress fairs stand

Writing brochures in different languages (English, Italian, German, Dutch)



The image shows a brochure for the MIT (Metrocargo Intermodal Transport) project. At the top, there are logos for the Seventh Framework Programme, MIT (Metrocargo Intermodal Transport), and the European Union. The main text describes the project as a research initiative funded by the EU, aimed at bringing Metrocargo from research to market stage. It details the project's goals, including technical improvements, scaling up, and dissemination. A photograph shows a train with containers at a port. The brochure also lists partners from Italy, Switzerland, Germany, and the Netherlands. At the bottom, there is a 'metrocargo' logo and contact information for more information.

SEVENTH FRAMEWORK PROGRAMME

MIT
METROCARGO INTERMODAL TRANSPORT



MIT (Metrocargo Intermodal Transport) is a Project partly funded by the EU under the Programme "Research for the benefit of SMEs" - Call ID "FP7-SME-2011" and managed by REA Research Executive Agency.

Partner:

ITALIA

ilog - Genova, Italy (ILOG)
ILOG is an engineering company established in 2004 expressly to develop Metrocargo, an innovative concept of intermodal shipment based on setting up a network of terminals connected by scheduled trains with fixed composition.

Imavis Srl - Bologna, Italy (IMA)
The company was established in 2000 as a spin-off company of Università di Bologna (Italy) by a group of scientific researchers and IT professionals.



MIT project is about bringing Metrocargo from research to market stage and promoting its dissemination among logistic decision-makers throughout Europe. Metrocargo is a concept of intermodal shipment based on horizontal loading and unloading containers and swap bodies on standard flatbed wagons under the overhead electric feeding line.

The system being fully automated and very efficient, it is time and cost effective for the distributed intermodal transport over a territory and for processing full trains in port to dryport shuttling.

MIT will implement specific technical improvements and the scaling up of Metrocargo technology from single prototypal unit to full industrial installation, developing typical plant design and SW applications to automate and optimize the work flow.

Promotion and dissemination will be the main goal, carrying out market studies in several EU member states and subsequent market plans to exploit the Metrocargo features in terms of installation and operating costs, limited use of dock area, safety and environmental impact. Economic advantages to operators in typical situations will be determined effecting specific feasibility studies.

The system will exhibit in main logistic and transport shows in Europe and will organize road-show presentations in several countries. At the end of this Project the Metrocargo technology will be a fully developed market-ready system that will be widely known among European logistic decision makers.

metrocargo

For more information:
www.mitproject.eu

SWITZERLAND

Molinari Rail AG - Winterthur, Switzerland (MOL)
Molinari Rail AG is an independent engineering company, with strong roots in Switzerland, actively operating throughout Europe.

GERMANY

WITT Industrie Elektronik - Berlin, Germany (WITT)
WITT was established in 1972 as a small, committed engineering office.

NETHERLANDS

Systems Navigator - The Hague, The Netherlands (SYS)
Systems Navigator is a system engineering and software company whose activity is targeted to Operation Research type of applications, specializing in discrete event simulation

www.mitproject.eu

Making flash disks containing presentation, videos of Metrocargo in operation and performance tables.

- setting up a Wikipedia entry
The innovative concept of Metrocargo and the MIT project must be illustrated.
(http://en.wikipedia.org/wiki/Metrocargo_Intermodal_Transport)

Metrocargo Intermodal Transport
From Wikipedia, the free encyclopedia

MIT (Metrocargo Intermodal Transport) is a Project partly funded by the EU under the Programme "Research for the benefit of SMEs" - Call ID FP7-SME-2011 and managed by REA Research Executive Agency. Metrocargo is a concept of intermodal shipment based on horizontal loading and unloading containers and swap bodies on standard flatbed wagons under the overhead electric feeding line. The system being fully automated and very efficient. It is time and cost effective for the distributed intermodal transport over a territory and for processing full trains in port to dry-port shuttling. The promoters constructed a full scale prototype unit and the EC-funded research project VIT-Vision for Innovative Transport successfully researched the remaining technical issues. This MIT Metrocargo Intermodal Transport project is about bringing Metrocargo from research to market stage and promoting its dissemination among logistic decision-makers throughout Europe. Technically, MIT will implement specific technical improvements and the scaling up from single prototypal unit to full industrial installation, developing typical plant design and SW applications to automate and optimize the work flow and provide interfaces with operators and external systems. Promotion and dissemination will be the main goal, carrying out market studies in several EU member states and subsequent market plans to exploit the Metrocargo features in terms of installation and operating costs, limited use of dock area, safety and environmental impact. Economic advantages to operators in typical situations will be determined effecting specific feasibility studies. Dissemination events will be organized centred on the full scale Metrocargo prototype installed in the port of Vado Ligure. The SMEs will exhibit the system in main logistic and transport shows in Europe and will organize road-show presentations in several countries, using videos and a dynamic simulation SW tool to illustrate the solutions for specific needs. At the end of this Project the Metrocargo technology will be a fully developed market-ready system that will be widely known among European logistic decision makers.

The Metrocargo Concept

Today railroad shipment of containers is limited to point-to-point trains, without the possibility of loading and unloading at intermediate stops. The reason is that wagons are loaded and unloaded vertically with gantry cranes or similar equipment which obviously cannot operate under the overhead electric feeding line. Trains need to be shunted to marshalling yards and back to the regular railway tracks using a diesel locomotive, which is costly and time consuming, therefore only point to point trains are operated, excluding transfer and collection of load units along the territory they cross. Since 2004 the Metrocargo initiative is under development, aimed at enhancing intermodal shipment based on an innovative horizontal loading technology capable of working under the catenary. The equipment developed to that effect proved to be particularly efficient so it can be used in applications where full trains need to be rapidly processed, such as port to dry-port relationship or at interchange point between different railway gauges (e.g. Spain to EC).

The Technology

Metrocargo is a fully automated technology developed for (un)loading containers horizontally from wagons to track-side stocking areas and vice versa operating under the catenary. Actually containers are lifted for a small height (up to 151 cm to take care of different heights of wagons) acting on the lateral slots of the standard corner fillings every container and swap body is equipped with. Today the technology is implemented in a working prototype set-up at Vado Ligure (IT).

The basic unit of Metrocargo comprises the elements illustrated in the above pictures and effects the operations described hereunder:

- the container is moved from the wagon to the transfer car
- the transfer car discharges the container moves on the appropriate buffer bay
- in the buffer bay the container is moved to a position farther from the track, to make room for new unit being unloaded

The same sequence in reverse order is effected for loading, with the side slots being replaced by the retaining pins on the wagon. In the unloading cycle, the side slots of the corner filling are as an achievement of the VIT project also partly funded by the European Union. Operating under the catenary, though disconnected during the operation for safety reasons, Metrocargo eliminates the cost and time associated with shunting (coupling and decoupling wagons, transfer to marshalling yards by diesel locos, train breakdown and composition) that take place in traditional terminals, where trains need to be removed from the electrified line for unloading. Metrocargo was originally developed as a technical means necessary for creating a network for the intermodal transport of containers and swap bodies, distributed over a territory. In the process, it proved to be very fast (projections show a 40 wagon train can be unloaded and reloaded in less than one hour), which opened up new business possibilities, typically shunting load units between ports and dry-ports. The construction technology being modular, equipment can be planned according to available space and number of containers to be handled, and increased as necessary. Today the system is fitted with a stand-alone active safety system detecting human presence in the work area, (which means that sound alarms do not have to be used). This system has been developed within the VIT project. Metrocargo is perfectly consistent with the goal of minimizing environmental impact, because both atmospheric and acoustic pollution are almost totally eliminated by the electrically-powered automation system. There are no local GHG emissions other than by trucks servicing the terminal, and noise level is very low. Electro-mechanical parts and plant automation software for load/unload were subjected to an exhaustive stress test under the control of an independent entity with specific knowledge of automated plants. Functionality and performance of all components were analysed and data collected and validated. The two main applications of Metrocargo are distributed intermodality and Port to dry-port shuttling.

- setting up a website dedicated to the promotion.
A project website was created at the beginning of the project and is available under the following link <http://www.mitproject.eu> (see also the following figure).

MIT METROCARGO INTERMODAL TRANSPORT

Home

Home
About
Partners
Contact
Events
Dissemination
Public documents

RESERVED AREA

Username

Password

Remember Me

[Forgot your password?](#)
[Forgot your username?](#)

MIT - Metrocargo Intermodal Transport

Metrocargo is a concept of intermodal shipment based on horizontal loading and unloading containers and swap bodies on standard flatbed wagons under the catenary. The system being fully automated and very efficient, it is time and cost effective for the distributed intermodal transport over a territory and for processing full trains in port to dry-port shuttling.

The promoters constructed a full scale prototype unit and the EC-funded research project VIT - Vision for Innovative Transport successfully researched the remaining technical issues. **This MIT Metrocargo Intermodal Transport project is about bringing Metrocargo from research to market stage and promoting its dissemination among logistic decision-makers throughout Europe.**

Technically, MIT will implement specific technical improvements and the scaling up from single prototypal unit to full industrial installation, developing typical plant design and SW applications to automate and optimize the work flow and provide interfaces with operators and external systems.

Promotion and dissemination will be the main goal, carrying out market studies in several EU member states and subsequent market plans to exploit the Metrocargo features in terms of installation and operating costs, limited use of dock area, safety and environmental impact. Economic advantages to operators in typical situations will be determined effecting specific feasibility studies.

Dissemination events will be organized centred on the full scale Metrocargo prototype installed in the port of Vado Ligure. The SMEs will exhibit the system in main logistic and transport shows in Europe and will organize road-show presentations in several countries, using videos and a dynamic simulation SW tool to illustrate the solutions for specific needs.

At the end of this project the Metrocargo technology will be a fully developed market-ready system that will be widely known among European logistic decision makers.

MIT - Metrocargo Intermodal Transport - SP4-Capacities - Research for SMEs - Demonstration Action - Contract Number: 286825
This project is partially funded by the European Commission

The website aims to providing access to news, updates and current events related to the development of the MIT platform, and will thus be updated regularly during project duration. It will also serve as a promotional web-based tool for the project.

The website targets two groups: an open public area of the website that can be accessed by everyone, providing general information about the project; and a restricted access area for consortium members only.

- sending newsletters
The newsletters will be sent to the main stakeholders and distributed at fairs and events.
- setting up a video clip
The video clip will show the Metrocargo concept and technologies, will explain how it works and will show the equipment in operation.
- Setting up a model of Metrocargo plant, to explain with it the various phases of movements that Metrocargo have to make to move the load units.

The activities in order to organize events and exhibiting at major trade fairs will include:

- attending and exhibiting at trade fairs
The Consortium chose attending and exhibiting at fairs as the main dissemination instrument. The Consortium selected and evaluated the major trade fairs either to visit, illustrating MIT to interested exhibitors, or to exhibit in with an own booth.
- public relations and presentations in seminars, workshops and road shows, etc.
The objective of meetings and seminars will be, according to the situations and type of operators present, to introduce one or both of the main Metrocargo applications: distributed intermodal transport over a territory and port to dry-port shuttling.
The goal will be to give to the participants also a clear understanding of the strategic and the specific benefits deriving from Metrocargo
- locating possible clients to visit directly.
During the MIT project I.Log will organize specific meetings in order to study new possible installations.

Regarding trade fairs, it was decided to participate as exhibitors in specific period of advancement of project to explain and present the work progress. Especially the last fair, Transport Logistic, that is scheduled in the last month of project is perfectly timed to explain and present the project results.

The choice of the fairs was made also according to the following MIT meeting plan:

Date	Organizer	Location	Topic
6/December/2012	Molinari	Jenbach	Meeting
13/March/2012	System Navigator	Amsterdam	Meeting
12/June/2012	Witt	Berlin	Meeting
12-13/November/2012	Ilog-Imavis	Genoa	Meeting
6-7/May/2013	Ilog-Imavis	Genoa	Meeting

The fairs where we exhibit are located in Countries where we deem the most interesting to disseminate Metrocargo and MIT results.

In the following the list of fairs chosen by the Consortium:

Date	Fair	Location	URL	State
1-3/May/2012	Multimodal 2012	Birmingham - United Kingdom	http://www.multimodal.org.uk/	Exhibitor
5-7/June/2012	Transport Logistic China	Shanghai - China	http://www.transportlogistic-china.com/	Exhibitor
18-21/September/2012	InnoTrans	Berlin - Germany	http://www.innotrans.de/en/	Exhibitor
4-7/June/2013	Transport Logistic	Munich - Germany	http://www.transportlogistic.de	Exhibitor

The Coordinator will evaluate the possibility to exhibit at other events or modify the previous list according to circumstances.

Some information about the fairs are detailed in the following:

Multimodal 2012 (1-3 May 2012) – Birmingham, United Kingdom

Multimodal was launched with the principal aim to provide the UK & Irish cargo-owning community with a long awaited ‘one stop shop’ where they can compare suppliers, routes and modes, gain invaluable information crucial to helping them become more efficient and effective and enable them to network with other cargo owners.

Transport Logistic China (5-7 June 2012)

Supply and demand of the Asian transport and logistics industry converge in Shanghai. Besides making new business contacts and reviving old ones, this is where exhibitors present the trends

and developments of the future and set the course for long after the exhibition in interesting conferences and meetings.

It will be very important for Metrocargo dissemination to approach the Asian market, that has a very great potential. Also it will be a chance to revive the contacts made in three previous visits to Beijing Shanghai by I.Log staff during 2005.

InnoTrans (18-21 September 2012) – Berlin, Germany

With a large number of reference projects and over 220 transport technology firms, Berlin is the main focus of Germany's transport engineering industry and an ideal venue for InnoTrans, an international platform for buyers and sellers of passenger and freight transport technology. InnoTrans has become established as an international industry showplace focusing on Railway Technology. A full range of rail vehicles are presented in static displays on the Messe Berlin tracks located outside the exhibition halls. Other key InnoTrans features include Railway Infrastructure, Interiors, Public Transport and Tunnel Construction.

Transport Logistic (4-7 June 2013) – Munich, Germany

The world's largest trade fair for logistics, mobility, IT and supply chain management, which closed on Friday, May 13 in Munich, has turned in not only an increase in the number of exhibitors – it has also attracted more visitors than ever before: 51,310 trade visitors from 137 countries came to the fair. "The atmosphere in the halls was exceptionally business-focused and positive, very forward-looking really. The sector finds itself in a strong upwards trend.

We decided to exhibiting in fairs located in the most interesting countries to disseminate Metrocargo and MIT results.

In addition we consider useful visit the following fairs.

Date	Fair	Location	URL	State
27-30/March/2012	SITL Europe 2012	Paris -France	http://www.sitl.eu	Attender
10-12/April/2012	Intermodal South America	São Paulo - Brazil	http://www.intermodal.com.br/en/	Attender
12-14/June/2012	TOC Europe	Antwerp - Belgium	http://www.tocevents-europe.com/	Attender
2-4/October/2012	TOC Midle Est	Dubai	http://www.tocevents-me.com/	Attender

The Coordinator and the staff will evaluate the possibility to attend at other events or modify the previous list according to circumstances.