



MIT PROJECT



SEVENTH FRAMEWORK PROGRAMME

MIT Metrocargo Intermodal Transport

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FP7-SME-2011

Press releases, publications and other communication activities

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About the Document

This document is ***Project Deliverable D8.5***

It presents media relations activities and the press coverage obtained in the 24 months of work.

The document has been produced by the collaboration of the work package WP8, the participants to the work package have all duly contributed to the activity of the work package and to the production of this document and endorse this report as the conclusion of the work package.

Work package leader

Renzo Ferraris (I.LOG)

Document authors

Nicoletta Garzoni (I.LOG)
Renzo Ferraris (I.LOG)
Fabio Tarantino (I.LOG)
Alessio Colombo (I.LOG)
Andrea Nobbe (MOL)
Thomas Keese (WITT)
Rienk Bijlsma (SYS)

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GENERALITIES

Introduction

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 locos, 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 EC-funded FP7 “research for the benefit of SMEs” project 222199 VIT- Vision for Innovative Transport, completed in 2009, developed single components, mainly related to computer vision, that were successfully incorporated in a prototypal Metrocargo unit that was constructed with own funding, installed in the port area of Vado Ligure and extensively tested by an independent qualified organization.

An extensive dissemination action will be pursued along two main lines:

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

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

The objective of this document is to set out in a detailed and verifiable manner, the terms of use and dissemination of knowledge arising from the Metrocargo technologies. The document provides a detailed overview of all dissemination activities planned during the 24 months of the project and gives out indications of plans for dissemination during the next months of the project.

Structure of the document

The document includes the following parts:

- The report on the most important activities, which were performed in the 24 months

Identification of opportunities and target groups

A careful mapping of specific opportunities and tasks has to be made in order to support the dissemination activities that will be performed during the MIT project. Therefore, target groups have been constructed for obtaining contacts and opportunities for collaboration and for dissemination.

The target groups identified for MIT project were:

- large shippers
- freight forwarders
- factory transportation and logistics planners
- logistic chain operators and freight integrators
- ports
- railways
- Public Authorities.

Objectives

Media relations, press releases and other communication activities had the objective to promote results and visibility of the project and of the Consortium and to demonstrate the opportunities of Metrocargo through different kind of commercial promotion.

The activities included in this deliverable were pursued along two main lines:

- setting up demonstration tools
- organization of events in EU countries:
 - o events centred on the Vado Ligure prototype
 - o exhibiting at major trade fairs, in Europe and in China
 - o road shows, speeches and work shops

The activities to set up demonstration tools included:

- preparing promotional material
- setting up a video clip
- setting up a Wikipedia entry
- setting up MIT website
- updating Metrocargo technology web-site

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

- 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 ↓	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

1. Media Relations: The importance of reputation

During MIT project, media relations activities have been performed with the aim to promote the technology among **industry, financial community, potential investors, decision makers** and **targeted audience reached by medias**.

At another level, dissemination actions has been relevant to make aware a growing number of people and citizens about sustainability and environmental themes connected to the use of freight transport possible thanks to the Metrocargo system.

Public opinion has been indeed always taken into consideration as a strategic lever capable of influencing politics decisions.

The key messages spread during the dissemination phase can be summarized as follows:

- Metrocargo improves the use of rail since it contributes to make freight transport more efficient;
- Metrocargo adopts the network approach typically used in passenger transport to reduce many critical issues and significantly improve performances;
- Metrocargo eliminates the need for shunting and related time and costs;
- Different installations of the technology in logistic and rail areas both in Italy and in Europe can be progressively put in a network in order to distribute goods in an efficient, environmental-friendly and quick way;
- Metrocargo guarantees low environmental impact, high security, complete automation and efficiency.

With Metrocargo the following performances **per single railroad track** are possible:

- Full train handling time (hours): $\frac{1}{2}$ - **1** (VS. 4-8 with other intermodal systems);
- Trains (un)loaded per day: **8** (VS. 2 with other intermodal systems);
- Shunting time (hours): **0** (VS. 2/train with other intermodal systems);
- Terminal daily loading capacity (TEU): **800** (VS. 200 with other intermodal systems).

The stated ideas have been promoted towards **local and international, economic, generalist and specialized** medias during the whole period of MIT project.

In particular, a strategic goal was to manage and strengthen the relation with **key journalists and editorial staffs** through the periodic envy of press releases, the scouting of interview opportunities and the organization of one-to-one meetings.

1.1. Media relations activities in detail

A constant relation with the following magazines/web sites has been established with specialized medias:

1. A&S Italy
2. Bahn-Media Verlag
3. Bahn-Report
4. Baltic Journal
5. Business Journal
6. Capo Horn
7. Corriere dei Trasporti
8. Die Messe
9. Dinamica Channel
10. DVV Media Group
11. DVZ
12. Economy Tribune
13. EI – Der Eisenbahningenieur
14. Eisenbahn
15. ETR - Eisenbahntechnische Rundschau
16. Eurailpress
17. Eurail Mag
18. Eureka
19. Euromerci
20. European Railway Review
21. Ferpress
22. Freight Industry Times
23. I binari - City Railways
24. Il giornale della logistica
25. Il Messaggero Marittimo
26. Il Mondo dei trasporti
27. Ingegneria Ferroviaria
28. Global Trader
29. InnoTrans 2014
30. Intermodal and Containers Box
31. International Railway Journal
32. International Transport Journal
33. La Gazzetta Marittima
34. L'Avvisatore Marittimo
35. L'Informatore Navale
36. Lex Trasporti
37. Logistica
38. Logistica Management
39. Logisticamente
40. IRJ – International Railway Journal
41. ITJ - International Transport Journal
42. Mena Rail News
43. Mobility
44. Nonsolomare
45. Lifting & Transportation Magazine
46. Porto & Diporto
47. PriMa Europea
48. Privatbahn Magazin – Im Fokus

49. Protecta
50. Rail Markets
51. Railvolution
52. Railway Gazette International
53. Railway Age
54. Railway Update
55. Reloader
56. RTR - Railway Technical Review
57. RZD - Partner International
58. SACE Mag
59. Schienenverkehr
60. Schweizer Eisenahn
61. Sea Ports Business
62. Ship2Shore
63. Spazio & Porti
64. Tecnelab.it
65. Tir
66. Trasportale
67. Trasporti News
68. Tunnel
69. Today's Railways
70. Tutto Trasporti
71. Tutto Treno
72. Uomini e trasporti
73. Verkehrswesen
74. Vado e torno
75. World Cargo News
76. www.bahn-journalist.ch
77. www.clickmobility.it
78. www.ferrovie.it
79. www.informare.it
80. www.intermodale24-rail.net
81. www.privatbahn-magazin.de
82. www.railvolution.net
83. www.railwaybulletin.com
84. www.robertocrucil.it
85. www.sollevare.it
86. www.trasportiweb.it
87. www.trasportoeuropa.it
88. www.transportonline.com
89. www.trasportonotizie.com
90. www.railcolor.net

Events (seminars, conferences, etc.) as well as exhibitions have been represented essential occasions to communicate the progresses of the project.

During these happenings, special **media kits**, **save the date**, **press invitations** and **press releases** have been **edited**, **distributed** and **promoted**.

Some examples:

InnoTrans 2012	18-21 September, 2012	Berlin - Germany
Slimport Conference	8 October, 2012	Genoa - Italy

Conference on Intermodality at International Boat Show 2012	12 October, 2012	Genoa - Italy
Conference on Genova – Rotterdam Corridor	23 October, 2012	Genoa - Italy
Conference “A big pulling from trains”	27 October, 2012	Mondovì - Italy
Port and Shipping Tech Forum	29 November, 2012	Genoa - Italy
Intermodality and logistics conference	11 January, 2013	Turin - Italy
Logistics and promotion of Euromediterranean traffics Conference	12 April, 2013	Udine - Italy
Transport Logistic	4-7 June, 2013	Munich - Germany

During InnoTrans 2012, in particular:

- Nr. 15 meetings with journalists have been made in order to present them the Metrocargo system;
- Interviews with Il Secolo XIX, La Repubblica, Ferpress, Eurailpress, EurailMag and Economy Tribune have been organized.

During Transport Logistic 2013, in particular:

- Nr. 13 meetings with journalists have been made in order to present them the Metrocargo system;
- Interviews with DVV Media Group, Telenord - TransPort, the MediTelegraph, Baltic Journal and MF – Milano Finanza have been organized.



Spokeperson: I.LOG's CEO Guido Porta interviewed for Italian specialized TV program "Transport" (Munich– 4-7 June, 2013)

Some examples of the generated media coverage:

ETR
Eisenbahn Transport Revue
3/2012
Herausgeber: ETR Verlag
www.etr.de

WACHSTUMSMARKT GÜTERVERKEHR
Lösungen für den Güterverkehr
Bsp. Logistik- und Transportunternehmen

WISSEN AUS BETRIEB & TECHNIK
Zusammenfassung der wichtigsten
Planungsinformationen
Bsp. Logistik- und Transportunternehmen

ETR IM GESPRÄCH
Mit dem Experten
Bsp. Logistik- und Transportunternehmen

Sie haben die Aufgabe
... Wir haben die Lösung

SWITELSKY

THEMA: WACHSTUMSMARKT GÜTERVERKEHR

Metrocargo – ein innovatives Konzept für intermodalen Gütertransport von Tür zu Tür

Die Reihe kann nur bedingt einen Hinweis auf die Zukunft des Schienenverkehrs geben, sondern vielmehr die Entwicklung des Zuges zeigen, welche der LKW verliert. Das Metrocargo-System und die Vorteile des intermodalen Güterverkehrs werden hier vorgestellt.

Die Vorteile des Metrocargo-Systems

Die Vorteile des Metrocargo-Systems liegen in der Flexibilität und der Automatisierung. Das System ermöglicht den automatisierten Transport von Gütern von der Tür zum Ziel, ohne den Bedarf an Lagerflächen. Die Vorteile des Metrocargo-Systems liegen in der Flexibilität und der Automatisierung. Das System ermöglicht den automatisierten Transport von Gütern von der Tür zum Ziel, ohne den Bedarf an Lagerflächen.

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FREIGHT Industry Times
Mandata
www.mandata.co.uk

CV Show and Multimodal ready for business

The concept of Metrocargo is based on an innovative technique of horizontal handling, through the terminal equipped with storage areas automated and built along the railway tracks, which allows speed, economy, safety of operation and low environmental impact.

Tachograph Analysis
Created by the professionals

The system is fully automated and very efficient, time and cost effective for the distributed intermodal transport over a territory and for rapidly moving containers to dry ports or final destination or as an interchange point between different railway gauges, in terms of installation and operating costs, limited use of areas, safety and environmental impact.

The loading and unloading of a freight train usually takes less than 30/40 minutes; the system is modular (handling time of each module is three minutes) and allows for the planning of intermodal terminals in relation to space availability and the number of units handled. The Port Authority of Savona (Italy) has chosen Metrocargo technology to equip the new APM.

MULTIMODAL 2012

MIT – Metrocargo Intermodal Transport

Metrocargo is a logistics solution for the door to door intermodal carriage of containers and swap bodies developed by Ilog Iniziative Logistiche (Italy).

The concept of Metrocargo is based on an innovative technique of horizontal handling, through the terminal equipped with storage areas automated and built along the railway tracks, which allows speed, economy, safety of operation and low environmental impact.

Rail freight is losing market shares because the cost and time of loading and unloading trains restrict the use of the rail mode in point to point transport. With the traditional terminal, stopping at a terminal to pick up/drop off just a few consignments is uneconomical. Metrocargo requires no adaptation of railway wagons or loading units and allows the movement of a small number of containers using existing infrastructure and new terminals.

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MIT is exhibiting at Multimodal 2012 on Stand 138. For further information contact Fabio Taranio at Ilog Iniziative Logistiche srl. on Tel: +39 012 632 9502, Fax: +39 024 210 85 02, E-mail: fabio.taranio@ilog.it or visit www.ilog.it / www.metrocargo.it

IL SECOLO XIX

Metrocargo la tecnologia ferroviaria a Berlino

Metrocargo è una soluzione logistica per il trasporto intermodale di container e swap bodies. Il sistema è basato su una tecnica innovativa di movimentazione orizzontale, attraverso il terminale attrezzato con aree di stoccaggio automatizzate e costruite lungo le rotaie ferroviarie, che consente velocità, economia, sicurezza di esercizio e basso impatto ambientale.

Il trasporto ferroviario sta perdendo quote di mercato a causa dei costi e dei tempi di carico e scarico dei treni, che limitano l'uso della rotaia per il trasporto porta a porta. Con il terminale tradizionale, fermarsi a un terminal per caricare o scaricare solo pochi container è poco economico. Metrocargo non richiede adattamenti dei vagoni ferroviari o delle unità di carico e consente il movimento di un piccolo numero di container utilizzando l'infrastruttura esistente e nuovi terminali.

Il sistema è completamente automatizzato e molto efficiente, rapido e a basso costo per il trasporto intermodale distribuito su un territorio e per il rapido movimento dei container verso i porti secchi o la destinazione finale o come punto di interscambio tra diverse reti ferroviarie, in termini di costi di installazione e gestione, uso limitato delle aree, sicurezza e impatto ambientale.

Il caricamento e lo scarico di un treno merci richiede meno di 30/40 minuti; il sistema è modulare (il tempo di gestione di ogni modulo è di tre minuti) e consente di pianificare i terminali intermodali in base alla disponibilità di spazio e al numero di unità da manovrare. L'Autorità Portuale di Savona (Italia) ha scelto la tecnologia Metrocargo per equipaggiare il nuovo APM.

MIT è in esposizione al Multimodal 2012 allo Stand 138. Per ulteriori informazioni contattare Fabio Taranio a Ilog Iniziative Logistiche srl. al Tel: +39 012 632 9502, Fax: +39 024 210 85 02, E-mail: fabio.taranio@ilog.it o visitare www.ilog.it / www.metrocargo.it

RAILWAYBULLETIN.COM

New automated cargo system established in Italian port

Metrocargo tries to simplify the intermodal transport

After being installed in the harbour of Vado Ligure/Savona, Metrocargo continues successfully its development plan, conceived to simplify the intermodal transport and bring it to the same level of performance as passenger transport.

ILOG Iniziative Logistiche s.r.l. and Metrocargo Automazioni s.r.l. co-exhibit the Metrocargo system at this year's ImmoTrans, one of the world's major exhibitions in the transport and logistics industry, held in Berlin.

Metrocargo is an innovative concept, based on a horizontal shift technology, that can be constructed parallel to the Rail Tracks under the canopy. This unique solution allows the loading and unloading process of a whole

More horizontal transfer systems



DB Schenker Rail recently demonstrated two rail/road horizontal transfer systems to customers in Wolfburg, Germany.

So far in Europe, only one such system is in regular operation - the Modulor in France with Lorry-Rail - although, as previously reported, CargoKamer and Metrocargio are under development in Germany and Italy respectively.

The key advantage of these systems is that they enable modal shift without crane or reach stackers.

Kockum's Industrial's M6 Duo wagon in Wolfburg

The first system the CargoMover 3000, from AG in Switzerland, aimed to use in the 2005-2006 21 C class swap bodies up a long AG the transfer equip power is located on the 12

The second was the Swing Duo from K Industri AB in Sweden which is the Modulor



Logistica e Trasporti

LOGISTICA



L'intermodale secondo Metrocargio: 40' di carico/scarico in orizzontale

28 settembre 2012

Si fa un grande parlare di rilancio della modalità ferroviaria. Ma poi di fatto risulta difficile passare da un livello di principio a un ragionamento basato sull'efficienza e l'economicità. Esattamente quello che invece diventa possibile con Metrocargio, che in meno di 40 minuti consente di trasferire tutto il carico merci da un treno a un altro treno o a un camion, per di più spostandolo orizzontalmente. Non è fantascienza: il sistema esiste già ed è stato testato nel porto di Vado Ligure, vicino a Savona. Si chiama Metrocargio ed è un concept innovativo basato su una tecnica di trasbordo in parallelo dei container e delle casse mobili.

L'apparato può essere costruito lungo i binari ferroviari, sotto la linea elettrica di contatto, permettendo così di caricare e scaricare le unità da treno a treno o da treno a veicolo pesante in un'unica operazione interamente automatizzata, in piena sicurezza e rispetto dell'ambiente. La tecnica di trasporto è

LOGISTICA Management

News

I LOG e Metrocargio



12-09-2012

I LOG Iniziative Logistiche s.r.l. e Metrocargio principali manifestazioni fieristiche a livello programma a Berlino dal 18 al 21 settembre 2004 e concepito da I LOG (con il recent Transport) con la progettazione tecnica

Railway Gazette

INTERNATIONAL

Concepire un'uscita di LOG

Il concetto di LOG (Logistica) è nato con la grande necessità di unificare le operazioni di carico/scarico dei container e delle casse mobili.

La grande idea è quella di creare una struttura di carico/scarico che sia in grado di gestire in modo efficiente e sicuro il movimento dei container e delle casse mobili.

Il sistema LOG è stato progettato per essere in grado di gestire in modo efficiente e sicuro il movimento dei container e delle casse mobili.

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Hebesäulen Shuttle Auflagerflächen

Il sistema Metrocargio Automazioni è un sistema di trasporto merci che utilizza la tecnologia di trasporto ferroviario per spostare i container e le casse mobili.

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MENA Rail News

You are here > [Home](#) / [Metrocargio at Transport Logistic](#)

Metrocargio at Transport Logistic

By MENA Rail News on May 27, 2013 in [Featured Articles](#)

Metrocargio at Transport Logistic, Munich 4-7 June 2013

metrocargio



Visit us!
Hall B3, Booth 431

The Metrocargio system, an innovative container handling concept that uses horizontal shift technology, will be presented at TRANSPORT LOGISTIC 2013 to be held in Munich from 4th to 7th of June. We cordially invite you to visit our stand (Hall B3, Booth 431) at the show.



Categoria: [Fer Press](#)

I LOG e Metrocargio Automazioni partecipano alla fiera internazionale Transport Logistic

(FERPRESS) - Genova, 3 GIU - Le genovesi I LOG - Iniziative Logistiche S.r.l. e Metrocargio Automazioni S.r.l. parteciperanno alla Fiera Internazionale Transport Logistic, una delle principali manifestazioni fieristiche a livello mondiale dedicate al sistema dei trasporti e alla logistica in programma a Monaco di Baviera da martedì 4 giugno a venerdì 7 giugno.

La presenza delle due aziende all'esposizione è mirata a promuovere Metrocargio, il progetto nato nel 2004 e concepito da I LOG (con il contributo dell'iniziativa europea MIT - Metrocargio Intermodal Transport) che ha portato la tecnologia dalla fase di progettazione a quella di commercializzazione con la realizzazione tecnica di Metrocargio Automazioni, società specializzata nell'ideazione e nella costruzione di macchinari e sistemi di automazione per la movimentazione delle merci.

Basato su una tecnica di movimentazione orizzontale delle merci, Metrocargio è attualmente l'unico sistema in grado di essere costruito lungo i binari ferroviari sotto la linea elettrica di contatto, eliminando così la necessità della manovra ferroviaria e tempi e costi ad essa connessi.

Grazie a questa tecnologia, container e casse mobili possono essere caricati o scaricati da treno a treno (o da treno a camion) in un'unica operazione interamente automatizzata, in piena sicurezza e rispetto dell'ambiente.

Inoltre, la possibilità di agire sulla composizione del treno lungo il percorso garantita da Metrocargio, riduce alcune criticità tipiche del trasporto ferroviario, che viene avvicinato sempre più alle logiche di rete caratteristiche del trasporto passeggeri, incrementandone considerevolmente l'efficienza.

La tecnologia è stata scelta a Vado Ligure dall'Autorità Portuale di Savona per movimentare il trasporto su ferrovia dei container in ingresso e in uscita dalla nuova piattaforma multipurpose attualmente in costruzione e gestita da APM - Maersk.

1.2. Advertising campaign – The importance of awareness and word of mouth

«Next destination: Metrocargo», this is the claim distinguishing the new **advertising campaign** of the Metrocargo system **presented in Munich at Transport Logistic**.

Advertised on international trade magazine **World Cargo News** in the issue distributed at the exhibition and displayed on **special frames at the Metrocargo booth**, the campaign is meant to capture the attention of people thanks to its immediate and catchy graphic, which shows a **typical rail station departures' screen where each train leads to a different Metrocargo station**.

Through this simple connection, the advert explains therefore the concept of the Metrocargo system and its aim to bring the intermodal transport to the same standards of passenger transport, moving from the existing “point to point” operation to a **“stop and go” or “network” approach**.

DEPARTURES

	train	time	platform
METRO CARGO	600DS	08:27	4
METRO CARGO	600DS	09:13	5
METRO CARGO	600DS	10:06	12
METRO CARGO	600DS	11:54	9
METRO CARGO	600DS	13:39	10
METRO CARGO	600DS	14:28	11
METRO CARGO	600DS	15:44	7
METRO CARGO	600DS	16:18	2
METRO CARGO	600DS	17:38	6
METRO CARGO	600DS	18:57	3

www.metrocargo.it

MIT

NEXT DESTINATION METRO CARGO

	intercity	Metrocargo
Transportation costs	48-55	54-58
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24
Transportation time	24	24

www.metrocargo.it

Metrocargo is an **intercity** service, offering **fast** and **reliable** transport, with **flexible** and **efficient** solutions, to meet your needs and to be able to offer you the best service.

Metrocargo operates **24/7** and **365 days a year**, with **flexible** and **efficient** solutions, to meet your needs and to be able to offer you the best service.

Metrocargo offers **flexible** and **efficient** solutions, to meet your needs and to be able to offer you the best service.

metrocargo
THE 2000' WAY

2. Other communication activities

Communication activities have been not only addressed to media, but also to different target groups of industry, institutes and universities and, in general, to all the stakeholders.

These activities had the aim of promoting the MIT – Metrocargo project in its single phase, emphasizing the advantages linked to the use of the technology, the main goals reached by the project and its future developments.

In particular, external communication activities have included:

- The creation and content curation of a website dedicated to the initiative www.mitproject.eu;
- The update and content curation of the aspects related to the project on brand website www.metrocargo.it and partners' respective websites: www.ilog.it; www.imavis.it, etc.;
- The creation of profiles related to MIT – Metrocargo project on targeted social networks (LinkedIn and YouTube) to improve the awareness of the system and stimulate public opinion on intermodal transport and on the enhancement of sustainable ways of transport;
- The spread of news, collected in the format of digital newsletters, to stakeholders to inform them about recent events and activities, conferences, presentations, attended exhibitions, meetings, and reporting what the press have said/written about the project and the Metrocargo technology in the last months;
- The creation of a page on Wikipedia where to collect all relevant information on MIT project and the Metrocargo technology.

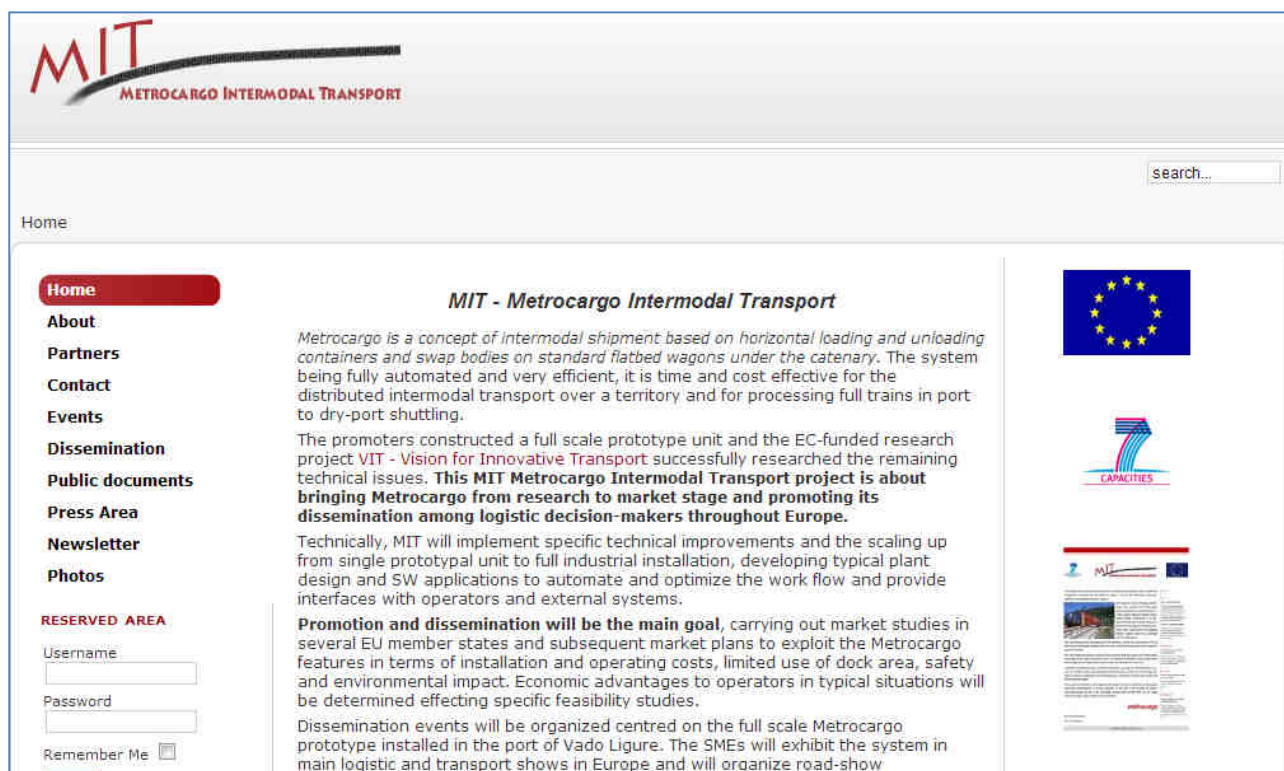
2.1. Web dissemination

As anticipated, web dissemination activities has first of all included the creation and content creation of a website dedicated to the initiative www.mitproject.eu.

MIT project website has acted as a platform where to establish an efficient and effective dissemination and communication tool. Its main purpose was to spread the project results and non-confidential information to the widest possible audience (including the industrial and academic community).

The website has a clear structure with two types of webpage navigation depending on the type of user, i.e. visitor (public) or Consortium member (members area). The potentials for navigation, document uploading and website alterations differ for each type of user.

The aim of the website was, on one hand, to inform the general public about the MIT project and, on the other hand, to represent a communication tool where partners could exchange information on the project.

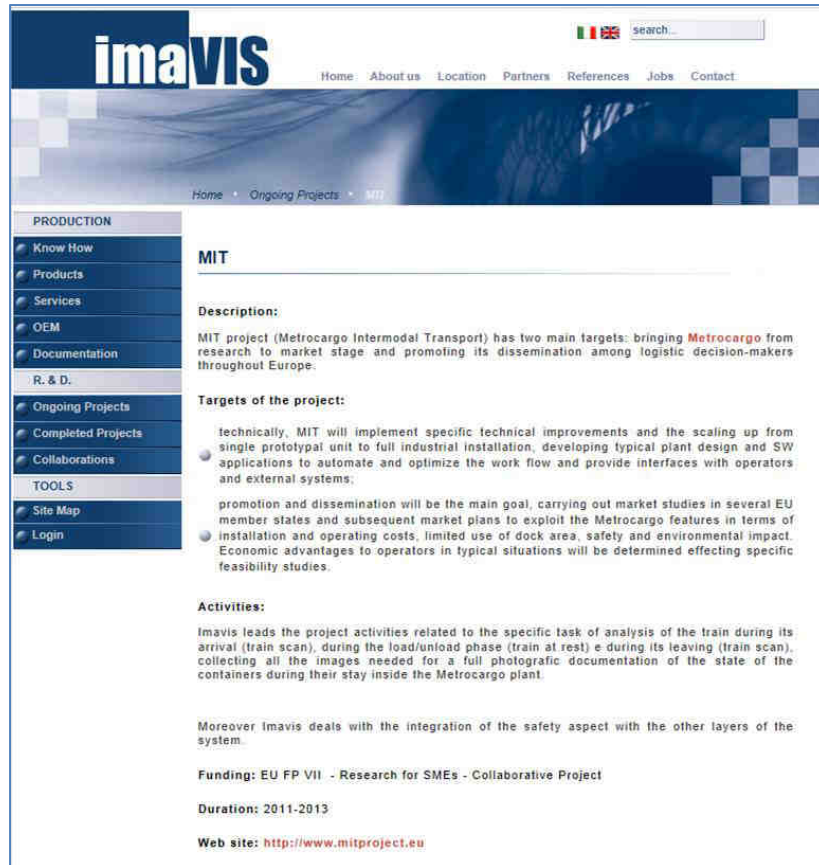


Also brand website www.metrocargo.it and partners' respective websites: www.ilog.it; www.imavis.it, etc. played an essential role in MIT's dissemination.

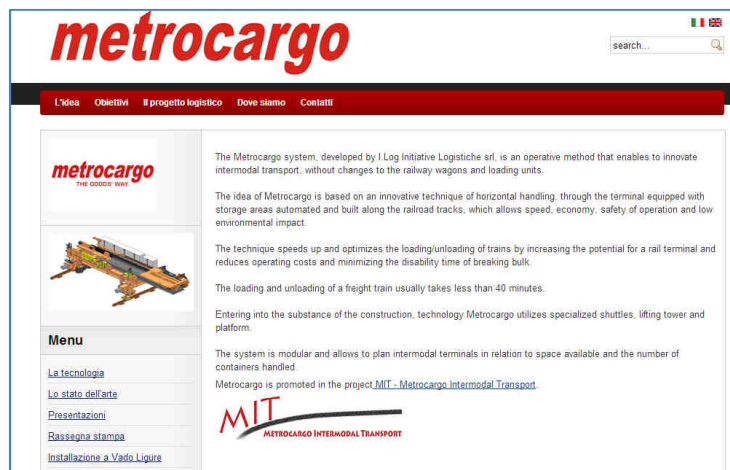
The entry of news on the website of the Metrocargo brand www.metrocargo.it, and on the partners' websites (www.ilog.it, www.imavis.com, etc.) let indeed to reach a wider public and to better express the value of the Consortium at European level.



I.LOG's website www.ilog.it



Imavis' website www.imavis.it

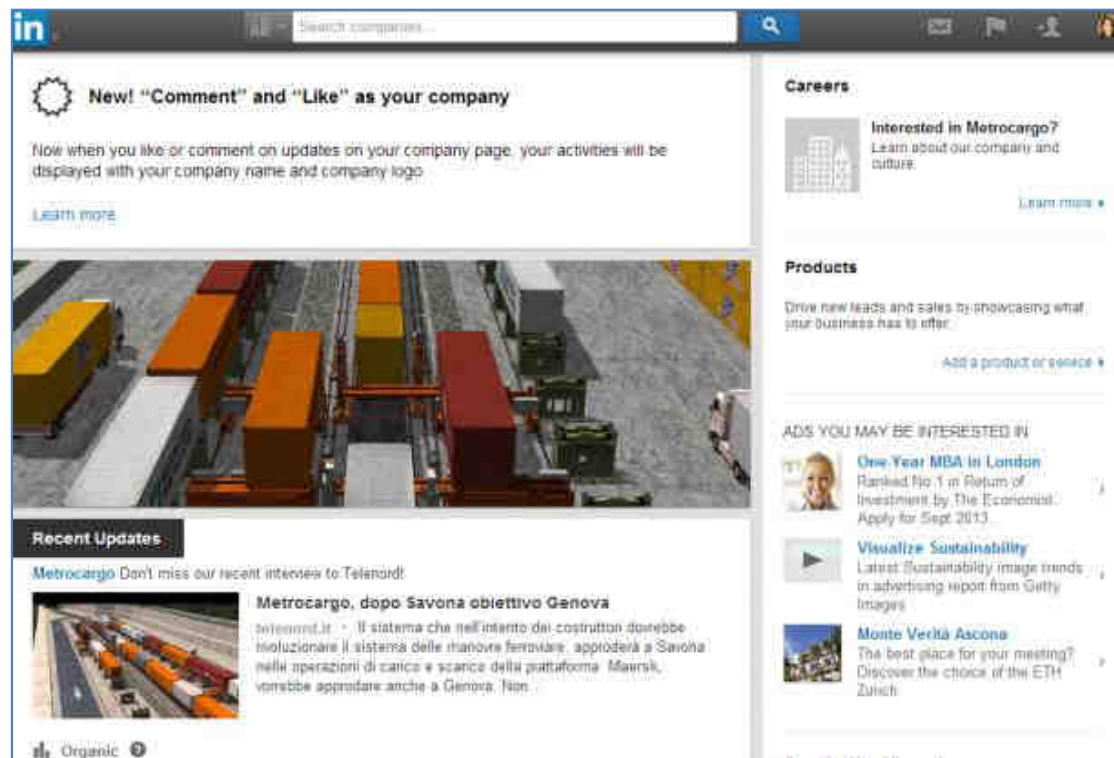


Metrocargo's website www.metrocargo.it

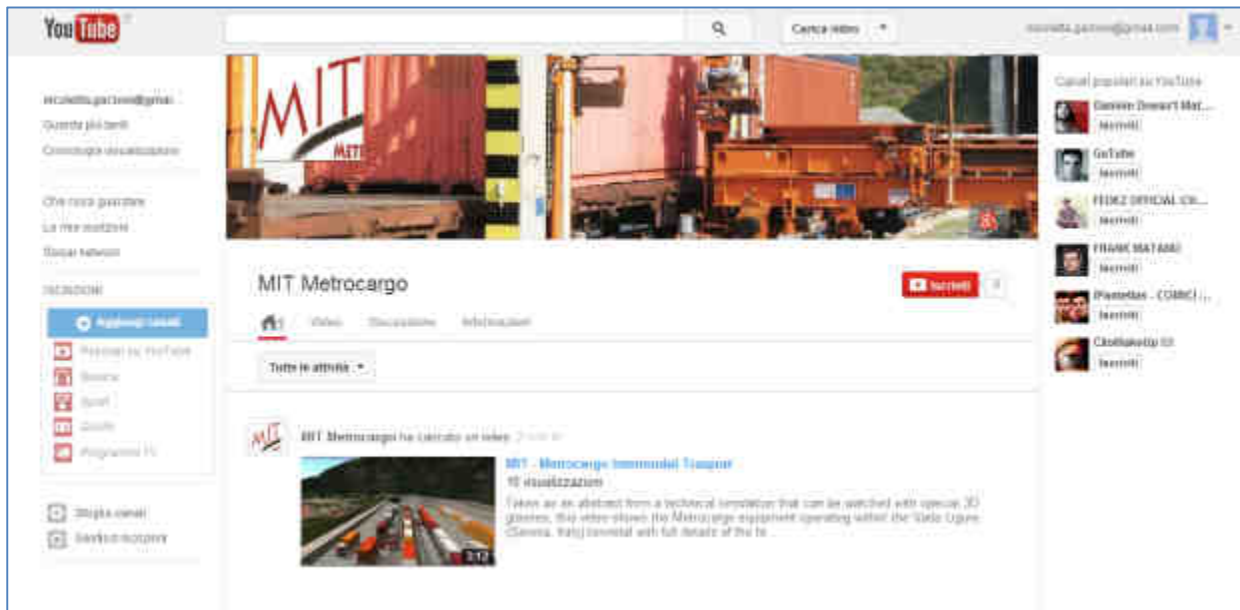
2.2. MIT – Metrocargo has gone social

Social networks has also revealed as important channels through which to disseminate MIT – Metrocargo key messages.

A dedicated **LinkedIn page** and a **YouTube channel** have been created especially for the project showing off their huge potential to make the system known by unexpected targets and contributing to inform the public opinion on the opportunities of intermodal transport and rail cargo development.



Metrocargo's LinkedIn profile <http://www.linkedin.com/company/2943880?trk=tyah>



MIT's YouTube channel <http://www.youtube.com/channel/UCssHlaWVp2AZRQFY60eZNMQ>

2.3. Newsletters

During the MIT – Metrocargio project periodic newsletters have been created and spread to the whole commercial mailing list, including partners, suppliers, prospects, institutional representatives and, generally, all Metrocargio's stakeholders.

In particular, 5 newsletters were released and spread to the public:

Newsletter N°1

First Issue!

MIT
METROCARGIO INTERMODAL TRANSPORT

N° 1

We are proud to present MIT's First Issue Newsletter, a publication conceived to inform and update on Metrocargio Intermodal Transport's main news and achievements.

MIT - Metrocargio Intermodal Transport launched in July 2011

MIT – Metrocargio Intermodal Transport project was launched in July 2011 with the aim to promote the Metrocargio system, an innovative concept for intermodal shipment based on horizontal loading and unloading of containers and swap bodies on standard flatbed wagons under the catenary. Funded by the European Union within the 7th Framework Programme, the project is committed to bring Metrocargio technology from research to market stage and promoting its dissemination among logistic decision-makers throughout Europe.

MIT Partners

MIT project numbers among its Partners: ILOG Initiative Logistica Srl (Genoa, Italy – website: www.ilog.it), Molinari Rail AG (Winterthur, Switzerland – website: www.molinaril.com), WITT Industrie Elektronik (Berlin, Germany – website: www.witt-online.com), Systems Navigator (The Hague, The Netherlands – website: www.systemsnavigator.com) and Imavis Srl (Bologna, Italy – website: www.imavis.com).

Meetings and main events

Three meetings among MIT's Partners (19th-20th July 2011 in Genoa, Italy – 29th September 2011 and 6th December 2011 in Jenbach, Austria), four presentations in Italy, France and Germany to targeted groups and one Speech in the Salzburger Verkehrstage Workshop, these were the successful main promotional actions finalised during the first six months of MIT project activities. At the Salzburger Verkehrstage Congress (5th-9th October 2011), in particular, Molinari's presentation was held under the category "Competition of ideas" and the Metrocargio concept was presented in front of an audience of about 180 delegates from the transport sector.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°2

MIT
METROCARGIO INTERMODAL TRANSPORT

N° 2

MIT project presented at Multimodal 2012 in Birmingham

ILOG presented the MIT project in its booth at the Multimodal 2012, the UK and Ireland's leading freight transport and logistics exhibition taking place each year in Birmingham (United Kingdom).

Several visitors came and visit the stand showing off their interest in Metrocargio's innovative concept and technology.

Meetings and main events

MIT's Partners met on 13th March at Systems Navigator's headquarter in Delft (The Netherlands) and on 19th March in Milan (Italy) for a technical meeting. Basic aim of these encounters was to present the activities of the last months.

During the meeting in Delft, in particular, MIT's Partners visited the Rotterdam Port Authority and the ECT of Rotterdam to present them the Metrocargio system.

On 16th and 17th April MIT's Partners reunited in Genoa at ILOG's headquarter for a new technical meeting and a scheduled visit at Metrocargio's plant in Vado Ligure, Savona.

Bocconi University Roadshow in Vado Ligure

ILOG has presented the MIT project to an interested delegation of Researchers and PhD Students of the Bocconi University.

The presentation took place at the Metrocargio plant in Vado Ligure, Savona (Italy), on the 26th March 2012.

International Press wrote about MIT

«The system is fully automated and very efficient, time and cost effective for the distributed intermodal transport over a territory and for rapidly moving containers to dry ports or final destination or at an interchange point between different railway gauges, in terms of installation and operating costs, limited use of areas, safety and environmental impact»

Freight Industry Times, Spring 2012

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°3

MIT
METROCARGIO INTERMODAL TRANSPORT

N° 3

MIT project presented at Transport Logistic in Shanghai

Second exhibition in 2012 for the MIT project, which was presented by ILOG at the 5th International Exhibition for Logistics, Telematics and Transport (Transport Logistic China) in Shanghai, China.

The exhibition was staged successfully at the Shanghai New International Expo Centre from June 5th to 7th 2012, covering an area of 22,000 square meters and featuring 490 exhibitors from 45 different countries who presented the technologies and services from all segments of the transport and logistics industry, and attracting over 15,300 trade visitors from 73 countries.

Meetings and main events

MIT's Partners met last 7th July in Berlin for a review on the project, discussing the latest activities and defining the new steps.

International Press wrote about MIT

MIT project to take part to InnoTrans 2012

Metrocargio system is to be exhibited at InnoTrans, one of the world's major exhibitions in the transport and logistics industry in Berlin from 18th to 21st of September. ILOG will present the Metrocargio technology to major logistics companies, ports and interport operators at its stand number 104 at hall 11.2.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°4

Special Edition InnoTrans 2012

N° 4





Great success for Metrocargo - MIT attendance at InnoTrans

MIT project and the Metrocargo system were presented in Berlin at **InnoTrans 2012** (18th-21st September), one of the world's leading exhibitions in the transport and logistics industry.

A lot of attention was brought both to the public and to the international media attending the exhibition, and the system was **selected among the 21 «World Premiere»** on which daily guided tours with interested groups of people from different foreign countries have focused.







New Metrocargo 3D video exhibited in Berlin



The video, which could be watched with special 3D glasses, was largely appreciated by the public attending the exhibition.

Meetings and main events



Last 13th November MIT Partners had at ILOG headquarter in Genoa a consortium meeting, whose basic purpose was reporting on the initiatives of the last months, discussing on the next activities and planning the new steps.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°4

Special Edition InnoTrans 2012

N° 4





International Press wrote about MIT

IL SECOLO XIX

Railway Gazette **INNOTRANS** **PRE**

New automated cargo system established in Italian port

IN BRIEF

More horizontal transfer systems

WorldCargo




MIT project to be presented at Transport Logistic 2013



MIT project will be presented in Munich at **Transport Logistic 2013** (4th-7th June).

The event will be the occasion to disseminate to Logistic Companies, Institutions, Associations and international medias the most relevant steps and upgrades of the MIT project.

Visit us!
Hall B3, Booth 431



June 4-7, 2013
Messe München

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

Newsletter N°5

N° 5





Great success for MIT - Metrocargo attendance at Transport Logistic

MIT project and the Metrocargo system were presented in Munich at **Transport Logistic 2013** (4th-7th June), one of the world's leading exhibitions in the transport and logistics industry.

Joined by ILOG and Molinari Rail Personnel, the exhibition ended the calendar of trade fairs scheduled within the MIT project and helped to establish new important commercial contacts in the European region, as well as to strengthen the relationship with those already met and interested in the technology.





New Metrocargo ADV campaign exhibited in Munich



«Next destination: Metrocargo», this is the claim distinguishing the new advertising campaign of the Metrocargo system presented in Munich at Transport Logistic exhibition. **Adverted on international trade magazine World Cargo News** in the issue distributed at Transport Logistic and displayed on special frames at the Metrocargo booth, the campaign is meant to capture the attention of people thanks to its immediate and catchy graphic, which shows a typical rail station departures' screen where each train leads to a different Metrocargo station.

Through this simple connection, the advert explains therefore the concept of the Metrocargo system and its aim to bring the intermodal transport to the same standards of passenger transport, and move from the existing "point to point" operation to a "stop and go" or "network" approach.

Other events



Molinari Rail took part in the last months to two important international events in order to promote MIT - Metrocargo: **Eurasiarail** (7th-9th March - Istanbul, Turkey) which is the world's 3rd biggest railway exhibition, and **UITP** (26th-29th May - Geneva, Switzerland), organized by a global network of nearly 3-400 public transport professionals from more than 92 different countries.

In Genoa (Italy) on June, 20th ILOG's CEO, Mr. Guido Porta, took part to the conference "Intermodality and logistics: North-Western Italy as platform between Italy and Europe". During his speech, Porta presented the opportunities of installing Metrocargo along the main rail connections in Europe to enhance the use of rail transport and make it competitive.

For any further information or request please contact Ms. Nicoletta Garzoni at nicoletta.garzoni@ilog.it.

The newsletters have also been loaded on the website of the project, www.mitproject.eu, which has been set up with the purpose of providing constant access to news, updates and events related to the development of the MIT platform, and which has been updated regularly during project duration.

2.4. Wikipedia

During the first months of activity, a Wikipedia entry illustrating MIT – Metrocargo project and its key features has been created.

WIKIPEDIA is a collaboratively edited, multilingual, free Internet encyclopedia supported by the non-profit Wikimedia Foundation. Wikipedia's 30 million articles in 286 languages, including over 4.2 million in the English Wikipedia, are written collaboratively by volunteers around the world. Almost all of its articles can be edited by anyone having access to the site.

It is the largest and most popular general reference work on the Internet, having an estimated 365 million readers worldwide.

For this reason, Metrocargo and MIT project were inserted in Wikipedia (Link: http://en.wikipedia.org/wiki/Metrocargo_Intermodal_Transport).

The page, in particular, has been divided into the following contents in order to explain the most relevant features of the innovative Metrocargo technology:

- 1 The Metrocargo Concept
 - 1.1 The Technology
 - 1.2 Distributed intermodality
 - 1.3 Port to dry-port shuttling
- 2 The MIT Project
 - 2.1 Objectives
 - 2.2 Project partners
 - 2.3 Current status

In the first chapter Metrocargo concept and technology are described.

It is also said that “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 optimise 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”.

In the third paragraph of the first chapter the main logistics application of the Metrocargo technology (i.e. network for distributed intermodality and port to dry-port shuttling) are explained.

In particular, the efficiency of Metrocargo equipment is well exploited when fast processing of full trains is required, as in shuttling between ports and dry-ports and at gauge-change stations, as at the EC borders with Spain, Russia and Ukraine, and similarly at the border between Russia and China.

3. Next steps

All goals and objectives of the MIT project in terms of communication and promotion both toward media (and, through them, to industry and public opinion), both to the industry have been reached.

The managed activities, in particular, have generated tangible results and strongly contributed to make the network of interested contacts and actors involved in the initiative grow fast and be more organic and solid month after month.

This has represented an essential step to Metrocargo market stage, which has necessarily to be going through one-to-one deep negotiations (the most relevant on going ones are highlighted in Deliverable D8.6) continuing in the next months.

At the same time, improving awareness and reputation of the project and of the Metrocargo system remains one of the key goals of the future strategy.

In particular :

- focusing on markets such as Europe and BRICS (India, China, Russia and Latin America);
- increasing PR and Media Relations activities;
- setting the next phases of an international ADV campaign;
- meeting with major logistics companies, ports and inlandport operators;
- focusing on business-to-business meetings and commercial opportunities.