



# Dissemination Strategy Plan

## D5.1

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## DESTINATION Rail Consortium Members

Participants Organisation Name	Initials	Country
Gavin and Doherty Geosolutions	GDG	Ireland
Irish Rail	IE	Ireland
Transport Research Laboratory Ltd.	TRL	UK
Robson's International Rail Consultancy	RIRC	UK
University of Zagreb	UZ	Croatia
Croatian Railways	HZ	Croatia
Technical University of Munich	TUM	Germany
Slovenian National Building and Civil Engineering Institute	ZAG	Slovenia
Norwegian Geotechnical Institute	NGI	Norway
Norwegian National Technical University	NTNU	Norway
University of Twente	UT	Netherlands
Open Track Railway Technology	OTRT	Austria
Roughan & O'Donovan	ROD	Ireland
Eidgenoessische Technische Hochschule Zurich	ETH	Switzerland
Slovenian Railways	SZ	Slovenia



## Glossary of Terms

CEN	Centre for Euro Norms
CER	Community of European Railways and Infrastructure Managers
CETRA	International Conference on Road and Rail Infrastructure
EFRTC	European Federation of Rail Track Contractors
EIM	European Rail Infrastructure Managers
ERA	European Railway Agency
ERRAC	European Rail Research Advisory Council
EU	European Union
EURNEX	European Rail Research Network of Excellence
FEHRL	Forum of European National Highway Research Laboratories
MEP	Member of the European Parliament
OECD	Organisation for Economic Co-operation and Development
Shift2Rail	A Flagship Joint Technology Initiative in Horizon 2020
TRA	Transport Research Arena
TRB	Transport Research Board
UIC	International Union of Railways
UNECE	United Nations Economic Commission for Europe
UEEIV	Union of European Railway Engineer Associations
UNIFE	Union of the European Railway Industries



## **1 Executive Summary**

The dissemination activities are vital to the success of the project therefore the consortium will develop various channels for communication to increase the visibility of the DESTINATION RAIL project.

The dissemination and communication activities, which form a discrete work package within the project, will be led by Robson's International Rail Consultancy (RIRC), which has an excellent network of contacts across the rail and political sectors, with two assistant dissemination partners; ZAG who have a large in house PR, marketing and web-development department and GDG who have experience of very targeted dissemination necessary for SME's.

The three main partners will receive significant support from all Work Package leaders including SME's, Universities, Research Institutes and Infrastructure Managers to ensure maximum impact. The combined resources of these complementary industry groups will ensure widespread dissemination amongst the various stakeholders including infrastructure managers, the research community, policy makers, standards authorities and the general public. The multi-sectorial nature of the dissemination partners will help to meet the goals for the cross –thematic and multi-disciplinary research communication.

Dissemination will take place on many levels including to stakeholders within industry at one to one level e.g. Infrastructure Managers, and in large groups by inviting industry leaders to briefings. These will be arranged around key events e.g. the bi annual TRA and TRB conferences. Special sessions, led by DESTINATION RAIL in association with other complimentary projects, will be organised at these large events.

A number of one day workshop/showcase events, including site visits to pilot sites, will be held to demonstrate the technology innovations emerging from the project, including early evaluation of the Decision Support Tool.

Dissemination activities will also take place covering all target audiences using a variety of media e.g. newsletters and website, which are described in more detail later in the document.

The DESTINATION RAIL consortium recognises that a collaborative effort is needed to improve the efficiency of European rail infrastructure and therefore our dissemination strategy will develop active links with complementary projects and in particular joint dissemination events will be organised whenever possible e.g. with the Shift2Rail initiative.

The following table provides an overview of how the dissemination will be carried out with more detailed explanations and tables contained in the relevant chapters.



**Table 1**

**Overview of the Dissemination Strategy showing Target Audiences, Responsible Group and Media to be utilised**

Objective	Responsibility	Media to be used
Mobilising project partners as ambassadors	All project partners	Conferences, Scientific and non-Scientific publications, newsletters, website, interaction with other projects and industry/user groups
Interaction with FP7,H2020 and other projects	Work Package Leaders	Using links with projects in which they are partners. Joint meetings and seminars with other projects. Project Co-ordinators to be invited to join the Destination RAIL Advisory Board
Industry/SME involvement	All Partners	Conferences, trade magazines, professional bodies and associations
European Technology Platforms, Shift2Rail	Advisory Board	Face to face meetings and participation in events
Scientific Community	All Partners	All activities to be clearly branded as DESTINATION RAIL outcomes, a focus on publishing papers in leading journals and focussed targeting of leading conferences with a critical mass of partners presenting
Policymakers at European and National level	All partners	Participation in key events organised by the European, International and national bodies.
Ensure take up of Decision Support Tool and research work by Infrastructure Managers	Executive Board, Exploitation Board	Face to face meetings with Infrastructure Managers, Rail Regulators. Site visits to test sites and workshops
General Public and User Groups	All Partners	Focussed non-Technical newsletters, magazine articles, website, twitter and Linked In.



## 2 Introduction

The DESTINATION RAIL Dissemination Strategy represents one of the first deliverables of the project. The importance given by the project to this topic is emphasised by having a work package dedicated to dissemination and exploitation. Dissemination, exploitation, and knowledge management/transfer have been prioritized throughout the project by designing WP 5 as a dedicated horizontal, crosscutting measure that interfaces with all R&D work packages. Through participation in WP 5, all Work Package Leaders will act as conduits for knowledge transfer from individual research activities into the designated dissemination pathways.

Dissemination appears as an agenda item for all Executive Board meetings in order to enhance its role within the project. An Advisory Board will be formed which will also provide input to the Executive Board on this key topic.

The DESTINATION RAIL dissemination strategy is targeted at a number of key stakeholders including:-

- the Infrastructure Managers (through face to face meeting and collaborative activities with CER,EIM,UIC and EURNEX)
- Scientific community (incl. engineers and research test facilities/ institutes)
- Policy Makers and Trade Bodies (National and International politicians, investment bodies, International Bodies e.g. UNECE,OECD, Danube Strategy)
- Other complimentary projects (co-funded projects under the call, outside the call, Shift2Rail etc.)
- Interest groups e.g. road operators through FEHRL,
- Standardisation Bodies e.g. CEN,ERA,
- Other rail organisations including rail user groups etc.

The Dissemination strategy falls into 3 distinct phases:

- **Awareness and Visibility of the project**

A series of presentations will be made at selected industry and research conferences during the first few months of the project along with articles in trade journals describing the project to raise awareness of the project. A newsletter will be sent to the target audience which will also include details of the website where further information on the project can be found.

- **Progress of the Project**

This phase is will be the longest of the 3 phases lasting approximately 29 months with the progress of the project will being disseminated via various means e.g. workshops, site visits to test sites, the website, face to face meetings with Infrastructure Managers/ Infrastructure groupings, meetings with Policy Makers, articles in magazines/ research papers, “linked in” site going live, regular newsletters and conference presentations.

- **Results and Exploitation of the Project**



The results of the project will be publicised at the final conference along with articles in trade and research journals, the website and publication of the final newsletter, in addition appropriate media will be used to further disseminate the information.

The details of how dissemination will be delivered during each of these 3 phases is shown in the section 3. A separate Exploitation Plan will be prepared as Deliverable D5.2

### **Role of consortium partners in the dissemination strategy**

The 15 members of the consortium will play an important supporting role in the dissemination strategy. Their diverse geographical locations and contacts mean that they will be able to assist in ensuring that the progress and outputs of the project are shared across a wide variety of institutions and institutional groupings. The table at the start of the document list the members of the consortium and their geographical range.

### **Industry Advisory Group**

An Industry Advisory Group will be formed consisting of external industry stakeholders, other relevant project representative's e.g. Shift2Rail. The group will work at two-level. At a high level, representatives from academia, infrastructure managers and other industries will provide guidance on:

- Advise on the priority problems of the industry and to provide strategic direction in the project;
- To provide advice and guidance on industrial and business aspects;
- To advise on the practicality of solutions and likely acceptance of the project outputs;
- To promote timely acceptance and implementation of the project outcomes;
- To ensure that the projects outputs are efficiently and appropriately disseminated;
- To liaise with key associations (such as ERRAC, European Rail Research Advisory Council; TEN-T)

The high level Advisory Board will be chaired by Brian Bell with the members shown in Table 2.

At a work package level two technical advisory group members will be appointed (per work package). Their role will be to review and advise on the technical outputs of the project. The Advisory Board will be chaired by Brian Bell with the members shown in Table 2.



**Table 2. High Level Advisory Board members**

Name	Role	Internal or External to the Project
Brian Bell	Chairman	Surrey University. External
Dr Andreas Zimmer	Policy considerations and implementation	UNECE. External
Prof. Anita Ceric	Expertise in Risk Assessment	University of Zagreb, External
Simon Abbot	Expert in Rail Geotechnics	Network Rail, External
Prof. Arjen Zoeteman	Expert in Life Cycle Analysis	TU Delft/Prorail, External
Dr. Ken Gavin	Coordinator, WP1	Internal
Prof. Alan O'Connor	WP2 Leader	Internal
Dr. Irina Stipanovic	WP3 Leader	Internal
Dr. Vijay Ramdas	WP4 Leader	Internal
Michael Robson	WP5 Leader	Internal

**Table 3. Work Package Technical Advisory Board members**

Name	Role	Internal or External to the Project
David Hutchinson	WP1 Responsible for cuttings and embankments	Network Rail. External
Marko Vajdic	WP1 and WP4 Expert on the tracks and structures	DB International. External
Dr Tom Dijkstra	WP 1 Expert on climate change effects on slopes	British Geological Survey. External
Prof. Marios Chryssanthopoulos	WP 2 Expert in reliability analysis of bridges	University of Surrey
Dr Jose Matos	WP2 Expert in probabilistic analysis of bridges	University of Minho, Portugal, External
Dr. Meena Dasigi	WP4 Expert in Life Cycle Analyses	Network Rail. External
Michael Adams	WP 4 Expert in Geosynthetics	FHWA External



## **3 Dissemination Objectives and Target Audience**

### **3.1 Objective**

The objective of the strategy is to ensure that accurate, timely and relevant information is effectively disseminated to the target audience by using appropriate means. This will be delivered through the 3 phases of the dissemination plan.

- Awareness and Visibility of the Project

This part of the plan will focus on ensuring that the target audience is aware of the project and the planned outputs/results. It will provide details of the teams involved in delivering the project including the infrastructure managers. This stage of the plan comprises the particulars of the various means of keeping up to date with the project, including contact points and future planned events.

- Progress with the project

Regular updates of progress will be made available via appropriate media channels with particular use being made of the website [www.destinationrail.eu](http://www.destinationrail.eu). Demonstration projects will be organised by project Infrastructure Managers in order to keep the project in the mind of the end users. These will be supplemented by face to face briefings with Infrastructure Managers with other parties being briefed via one of the methods previously described.

- Exploitation of the results of the project

The final conference will provide an excellent opportunity to present the results of the project to the target audience. The results will also be widely publicised through various media including the publication of the final project newsletter. A separate Exploitation Strategy will be developed as deliverable D5.2

### **3.2 Target Audience**

The target audience of the project, has been identified by using the knowledge gained by the participants from previous projects along with research into other potential groupings who would benefit from exposure to the project. The extensive network of railway and political contacts built up by RIRC will also be used to ensure wide end user coverage.

The target audiences for these three phases are shown in table 4.



**Table 4 Target Audience for the 3 phases of the project**

Grouping	Examples	Examples
Policy Makers	MEP's Transport Committee	Independent Regulators Group (Rail)
	Danube Strategy Group	European Railway Agency
	South East Europe Transport Observatory	European Commission Directorates
	UNECE	Transport Ministries
	OECD	
Rail Industry	Infrastructure Managers	Railway Contractors
	Railway Suppliers	
Rail Industry Bodies	CER,EIM,UIC,	UNIFE,EFRTC
Rail Conferences	Wider Black Sea Area	Iberian Rail
Rail Industry Research Platforms	Shift2Rail	ERRAC
Research Bodies	EURNEX	New Rail
Research Conferences	TRA, TRB,IRRC	CETRA
General Interest	General Public	Passenger and Freight bodies
Standards Bodies	CEN	European Railway Agency

## **4 Actions to be taken to achieve the dissemination objective**

### **Public Website and Project Branding**

A clear identity will be given to the project by developing a project logo which will be used on all leaflets, presentations and other materials. This will be in addition to the EU H2020 project wording “ This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 636285” along with the EU logo which will be included in all leaflets, presentations and other material.

The public website [www.destinationrail.eu](http://www.destinationrail.eu) will contain detailed project information and open access sections which will act as a showcase for this project. The website will be used to promote the activities and results of the project including copies of presentations delivered at conferences, photos of events along with electronic copies



of the newsletters and project Deliverable documents. It will be dedicated to different target groups; the general public, relevant stakeholders and project partners.

A special feature will be on-line brochures giving non-technical highlights from the project which can be easily translated into articles for public science outreach channels as well as a video section where the results of experiments and simulations can be published. A key feature of the website, [www.destinationrail.eu](http://www.destinationrail.eu) will be a video log section, whereby researchers in the project can post short video clips explaining their on-going research in lay terms. The objective of the website is to generate public interest. Regular monitoring of the number of “hits” on the website will be undertaken to ascertain the spread of users and to assess the success of its role in the dissemination strategy.

The website, [www.destinationrail.eu](http://www.destinationrail.eu) will also provide a facility for anyone to contact the project with specific questions as a means of engaging a wider audience.

Live Twitter and Linked In feeds will be actively pushed by dedicated personnel in GDG along with the marketing teams of the researchers.

The use of TEDx and Webinar will also be examined as a means of providing interactive dissemination.

### **European technology Platforms and Shift2Rail**

The European Technology Platforms are industry led by key stakeholders charged with defining research priorities in a broad range of technological areas. They offer a unique outlet for two way dissemination and communication. This project will have focussed interfaces with ERRAC and the Shift2Rail initiative again cutting across the multi-disciplinary objectives of the Mobility for Growth call and integrating the ICT and Energy themes of H2020.

### **Guidelines for Infrastructure Managers**

Guideline documents will be produced by Work Packages 1 to 4 near the end of the project. These documents, in pdf form, of between 10 and 20 pages will serve as non-technical summaries of the principal outputs of the four sectors - Find, Analyse, Classify and Treat.

### **Face to Face meetings**

A series of face to face meetings will be held with Infrastructure Managers from month 18 onward to ensure that details of progress with the project is widely disseminated to the end users.

### **Scientific Output**

The DESTINATION RAIL consortium will organise a minimum of four dedicated workshops (one each at TRA, TRB and CETRA conferences) along with one which will be combined with a site visit to the Boyne Bridge demonstration project in Ireland. Further visits to test sites may be organised to coincide with appropriate conferences/workshops of target groups in that country.



A one day seminar/workshop will be held in Year 3 to obtain industry/stakeholder feedback on the Decision Support Tool. The seminar will have an interactive format with small round table discussions coupled with a walk through of the online tool.

A number of papers/articles will be prepared for scientific journals

### **Non Scientific Publications**

The project will produce a leaflet/flyer introducing the project, which will be followed by a project update leaflet/flyer. These will be supported by 6 monthly newsletters which will be available on the website [www.destinationrail.eu](http://www.destinationrail.eu).

A number of articles will be prepared for specialised magazines targeted at the sector e.g. EURAIL, European Railway Review, Rail Technology Magazine, Railway Pro, Think Railways, IRJ, and Railway Gazette.

### **Conferences**

These provide an opportunity to present the project to large audiences with presentations being given at both selective scientific and industry conferences to help achieve the objectives of the 3 stages of the project, Awareness, Progress and Results.

Conferences will be targeted across Europe to ensure the widest geographical and target audience spread is achieved. A final conference will be organised to launch the final DESTINATIONRAIL report and to outline the continued exploitation strategy. The following table summarises the different types of media to be used during the dissemination work.

**Table 5 Table showing the different types of Media to be used during the dissemination process**

<b>Project website</b>	<b>Flyers</b>	<b>Face to face briefings</b>
TEDx Talks	Membership of appropriate research groups	Presentations to railway groupings
Webinar	Articles in Railway Press	Presentations to railway trade associations
Linked In group	Articles in Infrastructure Managers in house magazines	Site visits to pilot/test sites
Electronic newsletter Hard copy newsletter	Articles in Scientific journals	Workshops to demonstrate systems
Final Conference	Briefings to key groups	Presentations at Conferences



The following KPI's are relevant to table 5 as they are not covered in any of the following tables:

- 2 TEDx talks have been targeted.
- Membership of the LinkedIn group has been targeted at 50.
- 4 presentations to conferences or identified target groups have been targeted per annum

The following 3 tables summarise the planned events, dates, target audiences and objectives along with details of how the various types of media will be used during the 3 phases of the project. The website [www.destinationrail.eu](http://www.destinationrail.eu) will also be of major importance in supporting all phases and will be updated with planned events to reflect the current situation.

**Table 6 Planned Dissemination Activities on raising Awareness and Visibility**

Event	Date	Target Audience	Objective
Kick off meeting	19 May 2015	All groups	Launch of the project and provision of information for 1 <sup>st</sup> Newsletter
Discussions with potential members of the Advisory Board	May 2015	Project coordinators H2020 and Shift2Rail	To raise awareness of the project and get them to agree to participate in the Advisory Board
Rail Forum Europe “Digital Railway”, Brussels	May 2015	MEPs Railway/Trade organisations, ERA	Make contacts with 40 people involved in developing the digital railway as potential users of the research
International Transport Forum(ITF) Leipzig	May 2015	Political groups and Trade Associations	Raise awareness of the project by network with trade bodies and political representatives.
Publication of 1 <sup>st</sup> Newsletter	June 2015	All groups	Start of the raising awareness campaign by providing public information
Launch of the website	May 2015	All groups	Providing visibility of the project and a source of information on the project



**D5.1 Dissemination Strategy Plan**  
**DESTINATION RAIL – Decision Support Tool for Rail Infrastructure Managers**

Magazine articles in Rail Pro or Think Railways	September 2015	Infrastructure Managers and Industry	Details of the project and planned future events
Wider Black Sea Area Conference Bucharest	October 2015	Central and Eastern Europe Infrastructure Managers/Industry and decision makers	Project presentation and details of future outputs. 5 Railways, 50 Railway Industry Suppliers and Contractors, 25 Academics, 10 Governmental reps, plus a number of other groups. .
Article in a Scientific journal	November 2015	Scientific Community	Research bodies update on an area of research

The following KPI's are relevant to table 6:

- Newsletter: target 200 recipients split 50% Railway Infrastructure Managers and 10% for each of the following groups, Government and European bodies, Railway Trade Associations, Academics, Journalists and General.
- Website use: target 100 hits per month.
- Magazine articles in Railway Pro Think Railways: target 2 per year.
- Articles in Scientific Journals: target 2 per year.

**Table 7 Planned Dissemination Activities on Progress of the Project**

Event	Date	Target Audience
UIC Asset Management Group	2016/2017	15 Infrastructure Managers
UNIFE Infrastructure Group	2016/2017	10 Railway Industry Suppliers
CER Research Group	2016/2017	10 Railway research managers
EIM Technical Group	2016/2017	8 Railway engineers
UIC Panel of Structural Experts	2016/2017	10 Railway structural engineers



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**DESTINATION RAIL – Decision Support Tool for Rail Infrastructure Managers**

EFRTC	2016/2017	10 Railway Contractors Organisations
International Bridge Symposium	April 2016/2017	30 Bridge Engineers from across all modes, 5 railway infrastructure managers
Wider Black Sea Area Conference	October 2016/2017	Railway groups in the Wider Black Sea Area 150 participants covering Railway Infrastructure Managers, Rail Industry Suppliers and Contractors, Academics
INNOTRANS	September 2016	Large number of target audience attending the event from the railways
Decision Support Tool workshop	December 2016	End users of the tool. 10 Railway Infrastructure Managers, 5 Academics
Traffic Flow demonstration workshop	September 2016	End users of the tool. 10 Railway Infrastructure Managers, 5 Academics, 1 Railway Undertaking
Demonstration of the WLCA model workshop	October 2016	End users of the tool. 10 Railway Infrastructure Managers, 5 Academics.
Webinar for Decision Support Tool	October 2016	End users of the tool. 3 SME's, 5 Academics, 2 Railway Infrastructure Managers.
Face to Face meetings with Infrastructure Managers	April 2016/ October 2017	12 Decision makers in Infrastructure Manager Companies
Special Session at TRA 2016	April 2016	15 Research Community
Special Session at CETRA	2016	15 Research Community
Visit to Boyne Viaduct	2016/2017	10 Railway Engineers
Visit to Slovenian Railways Embankment	2016/2017	10 Railway Engineers



Meetings/Presentations to UNECE, OECD, ERA, ERRAC, Shift 2Rail, Danube Strategy	On going	60 International decision makers.
Newsletters	On going	All target groups, 200 recipients.
Flyers/Leaflets	On going	All target groups at various events

**Table 8 Planned Dissemination Actions on the Results of the Project**

<b>Event</b>	<b>Date</b>	<b>Target Audience</b>	<b>Objectives</b>
Final Conference	April 2018	15 Infrastructure Managers 10 Researchers 15 Policy Makers 5 SME's 5 Journalists	Report on the results of the project and to show case the outputs to a wide audience
Final Newsletter	April 2018	All target groups.200 recipients.	Report the results of the project to a wide audience and reminding them that the information will stay available on the website for a number of years.
Website continuation	On going	All target groups including the general public. 100 hits per month	Reference document for the project outputs.
Workshop on Decision Support Tool	March/April 2018	10 Infrastructure Managers 5 Academics 5 Policy Makers	Presentation of the Decision Support Tool the end users
2 Articles in Railway Magazines	May/June 2018	Infrastructure Managers and Railway Industry	Obtain maximum exposure of the results to wide audience
2 Articles in Scientific Journals	May/June 2018	Research Community	Sharing of research results
Presentations at Conferences.	April/May 2018	Infrastructure Managers	Making Infrastructure



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**DESTINATION RAIL – Decision Support Tool for Rail Infrastructure Managers**

Exact Conferences still to be confirmed.		Industry Researchers Policy Makers General Public	Managers, Industry and other player aware of the results of the project to aid exploitation
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## **5 Summary**

The Dissemination Plan has illustrated how the target audience will be made aware of and kept up to date with the DESTINATIONRAIL project throughout its three phases by meeting the objective of providing focussed timely information in a relevant format to the various target audiences. Where possible KPI's have been shown along with the anticipated breakdown of attendees for the action.

The Dissemination Plan illustrates how the various types of media dissemination activities will be used to reach the target audiences based on the current knowledge of when events will take place. In order to keep the dissemination plan fresh, the planned events will be updated on a regular basis via the website [www.destinationrail.eu](http://www.destinationrail.eu).

This plan has a dedicated work package to implement the dissemination strategy. It has the full commitment of all the DESTINATION RAIL consortium members. Progress will be regularly monitored by the Executive Board.