



Dear readers,

We are glad to invite you to read the Final Issue of **PRESS4TRANSPORT Newsletter**.

PRESS4TRANSPORT is the Virtual Press Office (VPO) to improve EU Sustainable Surface Transport research media visibility on a national and regional level.

The VPO is available to project coordinators to promote their research results, relevant news or any noteworthy topic relating to SST to be covered by the media

Enjoy reading!

The PRESS4TRANSPORT Team



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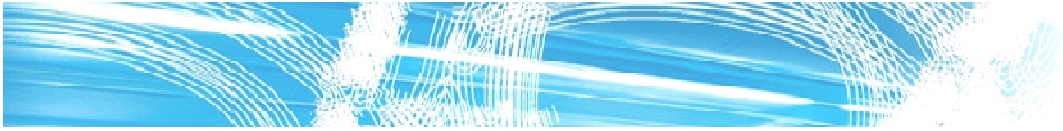
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THE TEAM

The **team** behind PRESS4TRANSPORT consists of professional journalists, university professors and IT specialists all with a background in sustainable transport topics.

Coordinator:

CYBION – IT experts, Rome, Italy.

Partners:

EJC – European Journalism Centre, Maastricht, The Netherlands.

CLEPA – European Association of Automotive Suppliers, Brussels, Belgium.

INOVAMAIS – Innovation Consultant, Oporto, Portugal.

Scientific partners:

BME – Budapest University of Technology and Economics, Budapest, Hungary.

MDCE – Maritime Development Center of Europe, Copenhagen, Denmark.

POLOMOB – Sustainable Mobility Pole, Rome, Italy.



PRESS4TRANSPORT's latest achievements

Dear readers,

Welcome back to P4T News!

Two years have passed by and our project has come to its scheduled end...so now it's time to have a look to the results, achievements and lessons learnt throughout the project lifetime.

NUMBERS!NUMBERS!NUMBERS!

First of all, here is an overview of the numbers reached by PRESS4TRANSPORT in terms of participating projects, press releases produced, articles published...and so on:

- **117 registered projects**: uploading material, editing press releases, contributing to the newsletters, updating news and events, participating in the events and enriching PRESS4TRANSPORT with their contributions
- **80 press releases** published on PRESS4TRANSPORT website and distribute to the media list
- more than **60 articles** published mainly on online media
- **6** Newsletter Issues distributed to more than 600 contacts
- participation to almost **50 events** all over Europe!
- **2 International events** (TRA 2010 and SEETRANS 2011)
- **400 pages registered** to Google
- **first positions ranking** for the following combination of keywords: "press AND transport"
- stability of the **average visits** per month: **500**

PUBLICATIONS ON THE GO...

New releases are now available on our website:

- **4 new Thematic Fiches** have been realized by our Scientific Partners and have been recently issued. Take a look at the [Thematic Fiches dedicated page](#) on our website! 4 titles are available:



High Speed Rail, focusing at giving an overall view of high-speed rail in Europe. It investigates the policy background of this mode of transport and shows how the high-speed rail became integrated and non-negligible part of the European policies



Possibilities of intermodality in passenger transport, dealing with intermodal passenger transport putting emphasis on intermodal nodes, which are the places for changing from one transport mode to another

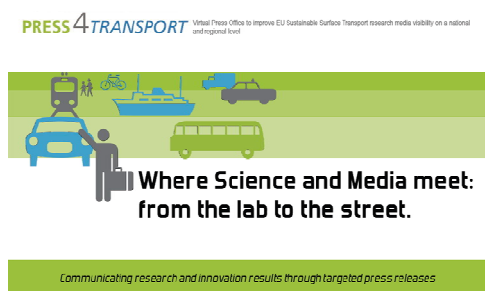


Education & Competence - Development in a Maritime EU, which focuses on maritime education and competence development which is part and parcel of a company's Human Resource Management Strategy and an area that is in great need of attention, in order to retain and develop competences in a maritime EU and maintain a competitive position in the global market



Hybrid and Electric Propulsion - National R&D Projects which is focused on Hybrid and Electric propulsion systems and illustrates the main characteristics of these technologies giving a general overview on the state of the art and giving the main policy and research background in the field. The fiche analyzes and compare the results of two high-budget R&D projects developed at national level and selected among the projects registered on the PRESS4TRANSPORT platform.

- o a new document, "**Where Science and Media meet: from the lab to the street.**"



Designed like a simple "vademecum" for project coordinators to help maximize their efforts by writing and sending press releases, with a focus on both traditional as well as online media , it contains some useful tips and suggestion to better create press releases and communicate projects' results.

Available at <http://www.press4transport.eu>

It has been a really successful experience and we thank you all for your participation and support!

If you still want to take advantage of our service, please write to: info@press4transport.eu.

Stay tuned!

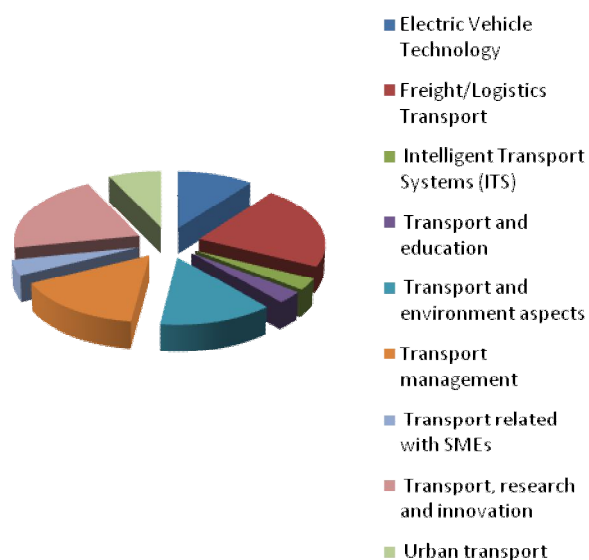
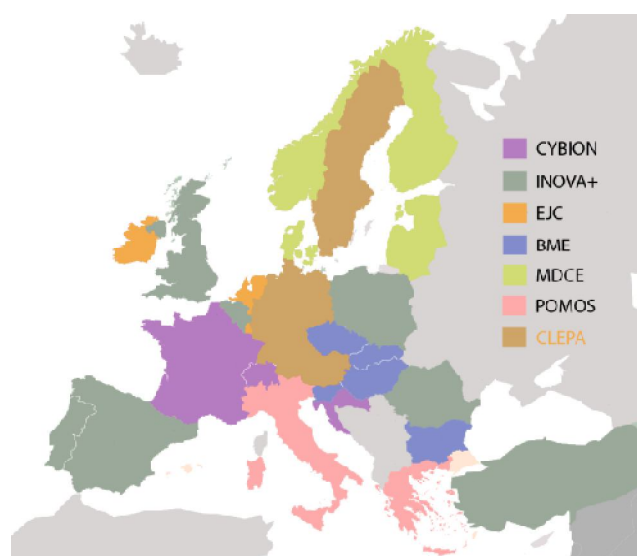
The PRESS4TRANSPORT Team

Spotlight on: PRESS4TRANSPORT and its 117 Projects

After two years of activity, PRESS4TRANSPORT has managed to involve **117 projects** active in the transport sector, coming from the EU 27 Member States as well as from Associates Countries. Each partner gave a strong contribution to get involved as many projects as possible, especially focusing on the geographical areas covered by its network, work activities and language competencies (see map on the right).

The main services offered to the mentioned PRESS4TRANSPORT projects are:

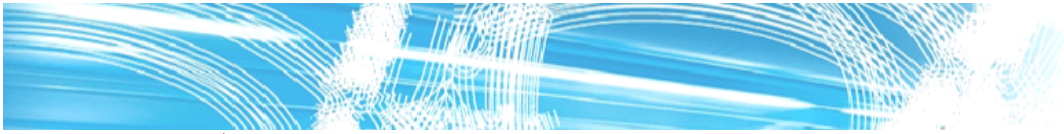
- registering in the VPO;
- uploading material;
- editing press releases;
- disseminating press release among the media list;
- publishing news on P4T newsletter;
- updating news and events in the respective website sessions;
- participating in the events.



The 117 projects involved in PRESS4TRANSPORT platform covered the follow macro-themes:

- Electric Vehicle Technology
- Freight/Logistics Transport
- Intelligent Transport Systems (ITS)
- Transport and education
- Transport and environment aspects
- Transport management
- Transport related with SMEs
- Transport, research and innovation
- Urban transport

The most popular macro-theme is the **electric vehicle technology**, probably due the relevant investments and efforts done by the European Commission in the *Green Car Initiative*. Another relevant bunch of projects is related to the **freight logistics** and **transport management**: many projects under this topic focus on maritime sector or on intermodal. These two themes are considered very important for the priorities of the EC in order to achieve a more



sustainable growth (as showed in the White Paper for transport sector "[European transport policy for 2010: time to decide](#)").

Although the transport sector more common among the PRESS4TRANSPORT projects is ROAD transport, it's possible to highlight an unexpected high participation of maritime and inland waterway projects. The majority of these projects come from north Europe countries (Denmark, Finland, Sweden, Norway, UK) but PRESS4TRANSPORT platform also received 3 requests of registration of **waterborne** related **projects** from Croatia.



The most active project of PRESS4TRANSPORT platform is the [HAVEit](#) project – a project about research concepts and technologies for reducing drivers' workload, preventing accidents and reducing environmental impact - that submitted at least 9 press release and has actively benefitted of PRESS4TRANSPORT services.

More information about the projects involved in PRESS4TRANSPORT are available on the PRESS4TRANSPORT "[Our projects](#)" page.

More on...P4T Results: COMMUNICATION GUIDELINES

The Communication Guidelines "*Where Science and Media meet: from the lab to the street*", produced by the collaboration of the European Journalism Centre (EJC) and CYBION, aimed to provide project coordinators with simple and clear directions on how to best communicate their research and innovation to the media, whether general or specialised press.

The creation of the Guidelines was based on the following aspects:

- the results of the Media Coverage Analysis performed over a four-month period (March - June 2011),
- the long term experience of the EJC and sector literature,
- the experience gained during PRESS4TRANSPORT project life-cycle.

Whether you are managing a research and innovation project in the SST field at a national or at a European level, and especially if you are a small or medium enterprise, you need to effectively communicate your results to a wider audience.

This guide offers a number of ways to help maximise your efforts by writing and sending press releases, with a focus on both traditional as well as online media.

Highlighting specific projects which demonstrate the future of mobility and the potential benefits to our increasingly knowledge-based society will raise awareness in others that the grass is greener next door. This will in turn encourage others, and especially decision-makers concerned with transport policies, to spring into action and help Europe's transport sector to enter the future.



This approach is based on the conviction that local and regional sustainable surface transport (SST) projects impact upon the life of EU citizens. These projects (your projects!!) therefore ought to have greater exposure and awareness in the pages of national and local media, reaching both the general public and specialised press, as well as beyond including Web 2.0.

In any case, when you try to communicate results to the media, you will have to pay attention to two external factors. First, the reluctance of newspaper editors to engage in subjects considered too far removed from the everyday life of their readers. And secondly, that you are competing with companies and other relevant topics to occupy the ever limited space in major media.

Hence the importance of convincing an editor to publish an SST related story from your Virtual Press Office.

Always keep in mind that when information passes from the laboratory, where research takes place, to the media and onto the street, a necessary step must be taken by you to transform technical information into *practical and manageable texts*.

This guide will demonstrate how you can best communicate to the media the results of your research projects.

The major output of the document is **a series of suggestions** that might assist the project coordinators in order to better communicate their project and the results of their work to the media and to increase their success rate, i.e. the possibility to have their articles published in the targeted media.

Do's	Don'ts
<ul style="list-style-type: none"> → Build your press release on "newsy" results → Concentrate on making your topic appealing: be up-to date, unique and concrete → Be as clear as possible, either omitting or explaining all technical terms → Write press releases in as many languages as possible in order to reach a wider audience → Accurately target the media according to the topic of the press release → Initiate and maintain cooperation with journalists or editors of media to maintain interest → Confine the announcement of conferences and meetings preferably to specialists and the periphery of the event location when targeting local and regional media → Distribute, whenever possible, press releases which coincide with external events of a similar nature 	<ul style="list-style-type: none"> → Presume your audience will understand you and the relevance of your results → Use text only without pictures, diagrams, graphs and figures → Disseminate several press releases a day and spam your recipients → Assume every press release interests the members of your media database → Take for granted that your audience understands English → Expect the majority of journalists to respond to questionnaires or requests for feedback → Let the journalists wait too long for your feedback if they ask you for clarifications → Communicate about projects that have been completed yet lack any concrete results of relevance to a wider European or national audience

The suggestions were written in the format of **Do's** and **Don'ts** and divided into specific sections depending on whether it is a question of **workflow, style, message, audience, dissemination or relations with the media**.

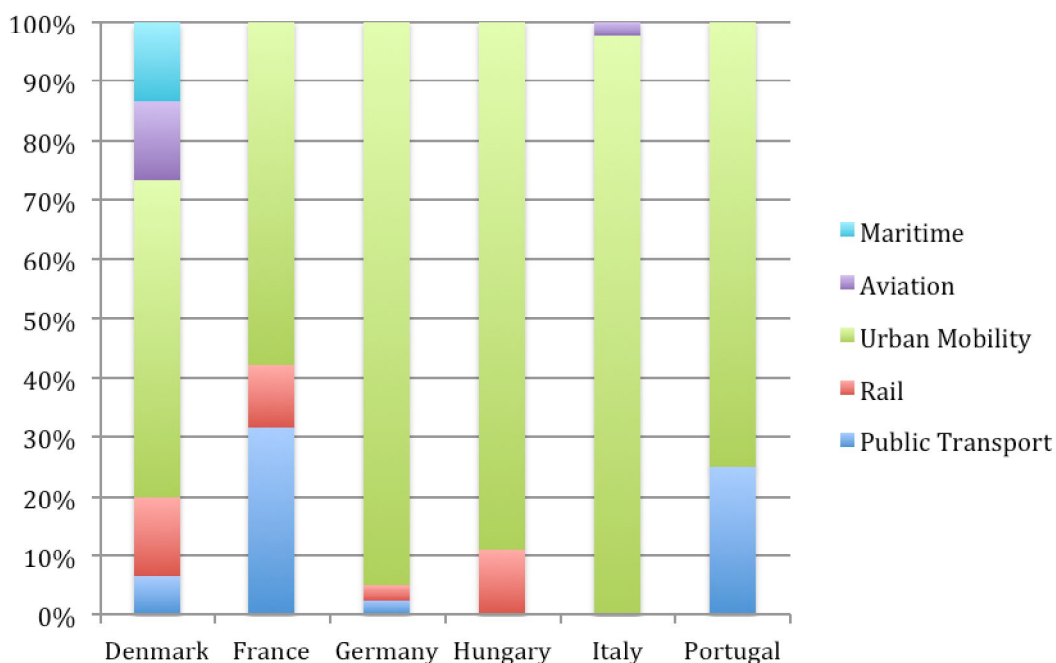
The Communication Guidelines are available on our website at <http://www.press4transport.eu/vpo/highlight.php> and in an easy to read format at http://issuu.com/press4transport/docs/p4t_wherescience_medimeet

Enjoy!



Our MEDIA COVERAGE ANALYSIS

The Media Coverage Analysis, performed by all the PRESS4TRANSPORT Consortium lead by BME, the Budapest University of Technology and Economics, aimed at assessing the



quality and average quantity of current media coverage on Sustainable Surface Transport topics in a survey group of 12 European mainstream newspapers and magazines over a four-month period (March - June 2011).

This analysis was perceived as vital for achieving project purposes, since it aimed to provide a detailed overview of the elements currently making it difficult for news on SST technologies resulting from national and regional research projects, to appear on mainstream media.

The media targeted have been selected to cover the geographical coverage and reach the consortia. The analysis has been carried out using institutionalized media analysis methodologies (content analysis, semiotic language approach, etc). The indicators chosen for evaluation included items such as specific transport topic, the presence of tangible results and financial information, the alignment with the general profile of the given media, etc.

Based on the findings from this Media Coverage Analysis, the PRESS4TRANSPORT consortium has elaborated recommendations, **Do's** and **Don'ts** which are shown in the Communication Guidelines document " **Where Science and Media meet: from the lab to the street.** ".



News

Transnational Forum, 27th - 28th October 2011, Lisbon, Portugal.

How To make Sustainable Transport Easy To Use By All?

A key objective for local and regional authorities as part of carbon reduction strategies and a key challenge in the Atlantic Area.

A 2-day Transnational Forum organised in the framework of the START Project, with the support of the Atlantic Area Transnational Cooperation Programme will look into very practical solutions which can answer this objective.

Who should attend?

- Local and regional decision makers and
- Practitioners in the field of transport and information for territorial development.

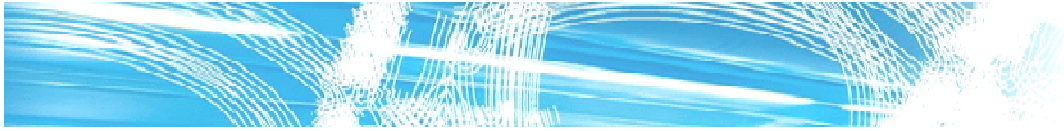
For more information please visit:
<http://www.start-project.eu/en/Events.aspx>

CTT Portuguese Mail Services distributes mail with electric vehicles

CTT – Correio de Portugal - received the first two electric vehicles from Goupil brand for mail distribution. These are the first vehicles supplied from Soma Group for creating a fleet of electric vehicles for the Portugal Post Office services, that will be completed in 2013. Soma holds the exclusive marketing and promotion of the Goupil brand in Portugal: the vehicles purchased by CTT are equipped with two batteries that offer a range of eight hours or 80 kilometers. Battery recharging is done in the evening, using a conventional electrical outlet.



The vehicle has an ergonomic cockpit with side vents, designed to provide greater comfort to users. The compact dimensions, with only 1.10 meters wide, enables the vehicle to go everywhere, with zero greenhouse gas emissions and noise.



Events

[26 -27 October, 2011 - IHT Global Clean Energy Forum - Barcelona, Spain](#)

[14 November 2011 - Workshop on the implementation of Regulation 1370/2007 on public passenger transport services by rail and by road - Brussels, Belgium](#)

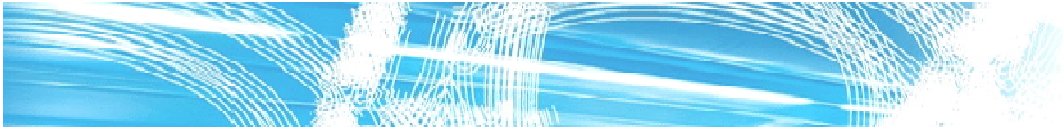
[24 - 26 November 2011 - Engineering Mechanics & Transport 2011" \(EMT-2011\) - Lviv, Ukraine](#)

[28 November 2011 - Implementation of the Single European Sky and its extension to Third Countries - Warsaw, Poland](#)

[24 - 26 January 2012 - Transport Ticketing 2012 - London, United Kingdom](#)

[22-24 June, 2012 - UNDERSTANDING BRITAIN 2012 The First Annual British Studies Conference - London, United Kingdom](#)





PROMOTE YOUR PROJECT VIA THE VPO

If you are involved in a national and regional SUSTAINABLE SURFACE TRANSPORT project you can benefit from the Virtual Press Office Service FREELY:

[CLICK HERE](#) to LEARN MORE or [SUBSCRIBE DIRECTLY!](#)

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