The project “Development of smart and flexible freight wagons and facilities for improved transport of granular multimaterials” (HERMES) has received funding from the European Commission’s HORIZON 2020 Work Programme 2014 - 2015 “Smart, green and integrated transport”, topic MG.2.2-2014, under grant agreement no 636520
## Deliverable Title

**D8.2 Electronic project brochure completed and available for distribution**

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Public

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36 months

### Website:
www.hermes-h2020.eu

### Abstract

The Electronic Brochure of the HERMES project provides the context of the project and outlines the main objectives of the HERMES project. The brochure is orientated towards the different target groups, including industries working in the domain of rail transport. The brochure addresses the following aspects: challenges, goals and expected results.

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### Versioning and Contribution History

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Executive Summary

The Electronic Project Brochure is part of the Work Package of Dissemination and Communication, which has been designed to forge a strong partnership within the consortium and to strategise the communication of the key outcomes of the project to the appropriate target sectors in order to have an impact in future policies beyond the time scale of the original proposal. Clear communication and active dissemination of the key messages of the project to all relevant audiences in easy-to-understand formats is critical to the consideration and adoption of the innovative solutions developed in the project and the electronic brochure is a key element of this strategy.

The present deliverable describes the goals and the structure of the electronic project brochure, and the process in which it was build. The final brochure is attached at the end of this document.

With the present deliverable, all objectives are achieved and no pending tasks are foreseen.
1. Goals of the electronic project brochure

The purpose of the Electronic Brochure is to provide an easy and accessible document for wide dissemination. The brochure is part of the strategy of communication and dissemination activities that are aligned with the goals of the HERMES project to optimize rail freight transportation. The main objective of HERMES is to holistically address the aspects that improve freight wagon performance including enhanced logistics operations, higher wagon load capacity, optimised loading/discharging processes and increase wagons flexibility in order to foster intermodality and allow a diversification of carried goods.

One of the goals of the developed electronic brochure is to facilitate networking with interested companies. The brochure provides an introduction to the project and the consortium to the target audience. Railway, mining and logistic sectors amongst others, and academic audiences are primarily targeted but the dissemination of the brochure will be of interest to other potential industrial audiences. The brochure has allows to foster collaboration with new partners and to enhance uptake of the project’s results and integration of different and diverse end-user knowledge.

From another point of view, the project brochure is also a mean to disseminate the project amongst non-industrial and non-academic audiences. The brochure is an easy way to disseminate the project at all levels, considering local organisations, visitors, public entities, etc. The aim is to communicate in an easy way the work that is being carried out and the outcomes of it, which will have an impact to the general public as well. Printed copies of the brochure can also be distributed in selected events organized by project partners, as well as exhibitions, etc.

2. Structure of the electronic project brochure

The electronic brochure developed for the HERMES project has two pages. The first page provides the general information of the project, such as:

- Title and acronym
- European Commission’s logotype
- Logotype of the project
- Partners with their respective logotypes
- Contact details of the project coordinator
- Information regarding the funding by the European Commission and Grant Number
- Link to the project website, which is the main point of reference for external communication.

The second page goes more into detail about the project. It is divided in three parts:

- **Challenges**: it identifies the context in which the HERMES project has been developed. HERMES project proposes to overcome the limitations in rail transportation of granular material by considering innovative developments in wagon design, new engineering materials and interior coatings and implementing smart and integrated automation systems for the logistics operations
- **Objectives**: the HERMES project aims at holistically improve performance of freight transportation by: higher wagon load capacity, enhanced logistics operations, optimised loading/discharging processes, increase wagon flexibility, foster intermodality and allow diversification of carried goods
Key outcomes: The outcomes of the project are specified as follows: a novel strategic design of bulk freight railcar enabling an increase in loading and discharge speed, weight reductions of 25-30% and an increase of more than 50% load capacity per meter wagon, 50% reduction of dwell times by integrating the wagon design, the low friction coating, and the monitoring and control capability of logistics operations.

The electronic brochure shows very descriptive pictures of the project. At the first page, a current IBP wagon for the transport of potash is shown. With this picture, the project can easily be related to rail freights, wagon, logistics, etc. In the second page, a general view of the current train during the journey from the IBP plant to the IBP terminal at the harbour can be observed. This picture illustrates the importance of the logistic operations, the increase of the load capacity, monitoring and control, etc., and the impact for territories. Finally, a sketch of the new wagon prototype is shown, in order to refer to the solution provided thanks to the project.

In order to cope easily with the project, a word bubble design with key words related to the project has been added in the second page. The word bubble is a helpful tool to lower the quantity of text while making the page more understandable, which is achieved by presenting the key words of the project at a rapid glance.

The electronic project brochure also explains the contribution of the project to the Shift2Rail programme and shows its logotype, so that the results obtained can be directly linked to this European Rail platform.

3 The way to the final project electronic brochure

Microsoft Publisher 2010 was used to create the electronic brochure. The initial draft of project brochure can be observed in Figure 1. The main structural elements underlined above were present, but the colour scheme was changed in subsequent versions and the pictures were improved. The development of the brochure was an iterative process and different versions shown in Figures 2 to 4 below had different colours and some design features were also introduced.
HERMES GA No. 636520

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HERMES project is funded by the European Commission’s Horizon 2020 Work Programme 2014-15 under the topic “Smart, green and integrated transport”

Grant agreement number 636520

www.hermes-h2020.eu

Development of smart and flexible wagons and facilities for improved transport of granular multimaterials

Challenge
Rail’s market share of freight transport and its economic efficiency continues to be limited when compared to other surface transport modes. The challenge is “To increase productivity, by addressing current operational and systems weaknesses and limitations”.

HERMES project proposes to overcome the limitations in rail transportation of granular material: wagon deadweight and load factor, dwell time, and maintenance and operation costs, by considering innovative developments in wagon design, new engineering materials and interior coatings and implementing smart and integrated automation systems for the logistics operations. The project will contribute to Shift2Rail joint undertaking.

Objectives
The aim of the HERMES project is to holistically improve performance of freight transportation by:
- higher wagon load capacity
- enhanced logistics operations
- optimised loading/discharging processes
- increase wagon flexibility
- foster intermodality and allow diversification of carried goods

These goals are achieved by combining industrial expertise and research capabilities of the different members of the consortium.

Key Outcomes
1. A novel strategic design of bulk freight railcar enabling an increase in loading and discharge speed.
2. Weight reductions of 25-30% and an increase of more than 50% load capacity per meter wagon.
3. 50% Reduction of dwell times by integrating the wagon design, the low friction coating, and the monitoring and control capability of logistics operations.

Figure 1. Initial draft of the project electronic brochure
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Figure 2. Brochure in olive tones
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*Figure 3. Brochure in brume tones*
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**Figure 4. Brochure in brown tones**
The draft version of the brochure was shared with all the members of the consortium and their comments were included in the final version of the brochure, seen in Figure 5.
A blue colour scheme was chosen for this version as it complements the colour of the logos. The colour of the word bubble was also changed to blue tones to match the new colour scheme. The wagon picture of the first page as well as the sketch of the second page were updated. Some partners asked to update their logotypes and a transparent background was applied.

4 Discussion and conclusions

The development of the Electronic Project Brochure of the HERMES project has been outlined in this document. The brochure which includes among other information: project overview and list of project partners is a key part of the dissemination strategy. The consortium will place particular emphasis on facilitating collaboration, establishing important links and closely integrating with other organisations carrying out similar or related activities, research and analysis. This integration and collaboration effort will not only strengthen the research and knowledge base for the research activities carried out in the HERMES project, but also open up possibilities of enhancing future cooperation with new academic and industrial partners.
**HERMES** project is funded by the European Commission’s Horizon 2020 Work Programme 2014-15 under the topic “Smart, green and integrated transport”, topic MG.2.2-2014

Grant agreement number 636520

**www.hermes-h2020.eu**

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