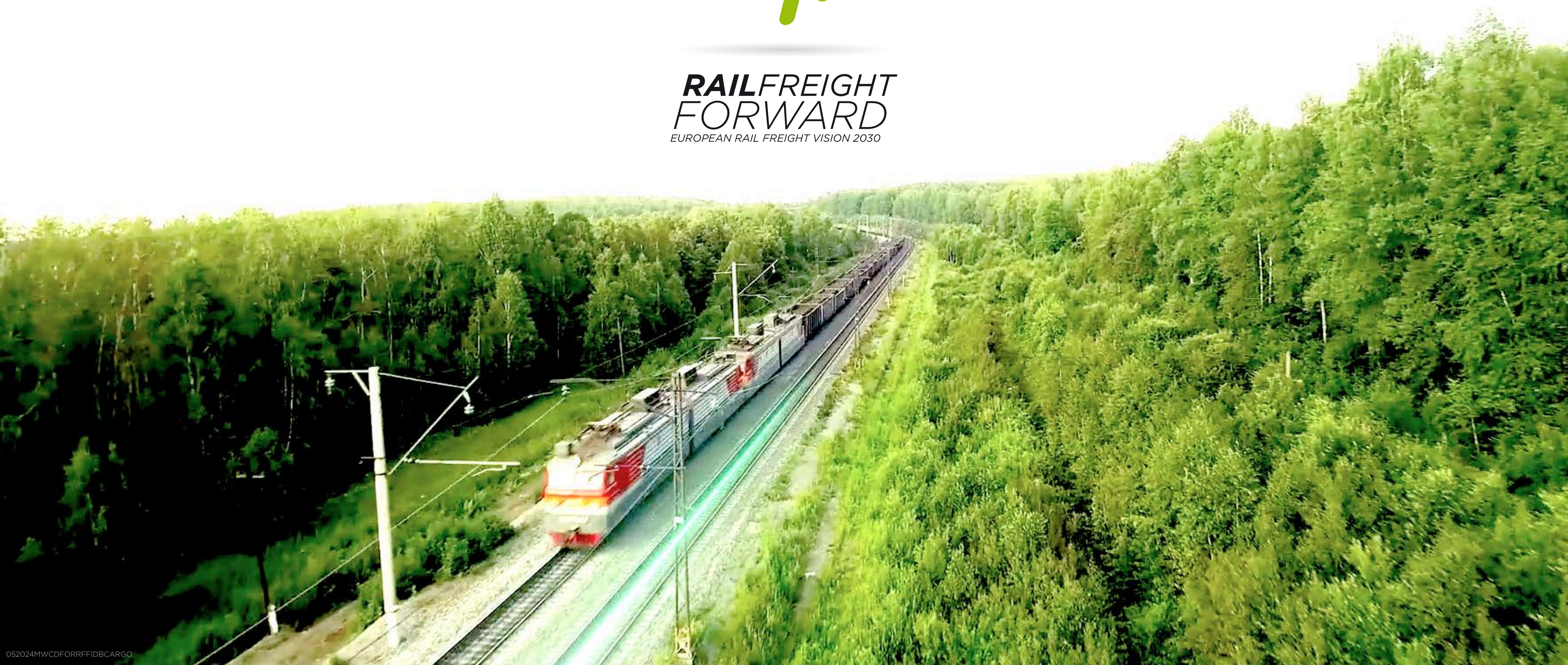




**RAILFREIGHT
FORWARD**

EUROPEAN RAIL FREIGHT VISION 2030





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X

**fish&
birds**

FISH&BIRDS FOR RAIL FREIGHT FORWARD
COMMUNICATION CONCEPT AND CAMPAIGN PROPOSALS

CONCEPT



COMMUNICATION TARGET	TARGET GROUP	POTENTIAL COMMUNICATION	BUDGET*
Rail Freight sector & Chair person positioning	Ger./Europ. politics Rail CEO's & SH community Media	1 Sector events 2 Digital communication 3 Media-PR	disclosed
RFF - Communication platform of RU's	All	1 Digital communication 2 Off- & sector events 3 Media-PR	disclosed
Increase modal share at forwarders	Rail freight customers Politics Consumer market	1 Live comm & Campaign 2 Digital & Media-PR 3 Off- & sector events	disclosed
GP to claim rail over road „Greenest, cleanest mot.“	General Public	1 Live communication 2 Digital communication 3 Media-PR	disclosed

* minimum cost estimate for impactful EU-wide communication/campaigning

CONCEPT



THE COMBINATION OF

LIVE COMM & CAMPAIGNS

NT, container placements, promotional events, Future of mobility - digital campaign

EVENTS

RFF CEOs (many) to host press events at large scale industry/affiliate events and trade shows (eg. TL Muc, IT Ber,...)

CORP./DIGITAL COMMUNICATION

basic corporate communication set-up and easy understandable, comprehensive explanation of the matter and projects

is proven successful and sustainable in terms of its cost-impact balance

PROPOSALS

LIVE COMM & CAMPAIGNS



DAC PRE-DEPLOYMENT TRAINS

Co-branding & communication of PDTs. Grow online community

RFF SUPERTRAIN

all tech on train for expo/demo/experiences

EUROPE TRAIN

designed container conference train, focus smart event meeting solution Europe in 27 days... cluster-stops, SE countries focus

CUSTOMER BRAND TRAIN

consumer brands & products on FT -> „limited outlet/container sale“ at various stops

FREIGHT TRAIN CANVAS

NT as benchmark, whole trains, sets of wagons,... tag worded RF positive/funny. Basic execution sufficient. Many wagons (call to members)

PROPOSALS



LIVE COMM & CAMPAIGNS

designboom®



bureau A models BIG shipping container art space after stonehenge

RFF - RAIL FREIGHT FESTIVAL / CONCERT TRAIN

curated live gigs - equipped stage waggons (EU wide)

a) band contest - curated with Radio stations

b) attractive line-up per city (tour stops in main-stations or festival sites with track access)

c) extreme sports (contests) & track food festival

CATHEDRAL OF RAIL

creating a world-class train-tech future experience at Berlin Train Labs.

Inauguration event „Home of RFF“, „Bringing home NT“, all-member conference

ADDED VALUE COOPERATION

- The Ocean Clean-up in coop. with port and recycling companies
- climate damage compensation. deliver donated goods needed in affected areas

NT INNOVATION CUBES/LABS

target/public, self-mobile, academia co-ops, RF experiences

ACTIVISM

observe and positively/peacefully engage with distinguished and appropriate movements

orientation: academia/science

PROPOSALS

EVENTS



SECTOR EVENTS

mostly common large-scale events

eg.: TL Munich, InnoTrans Berlin, COP, EU mobility week,

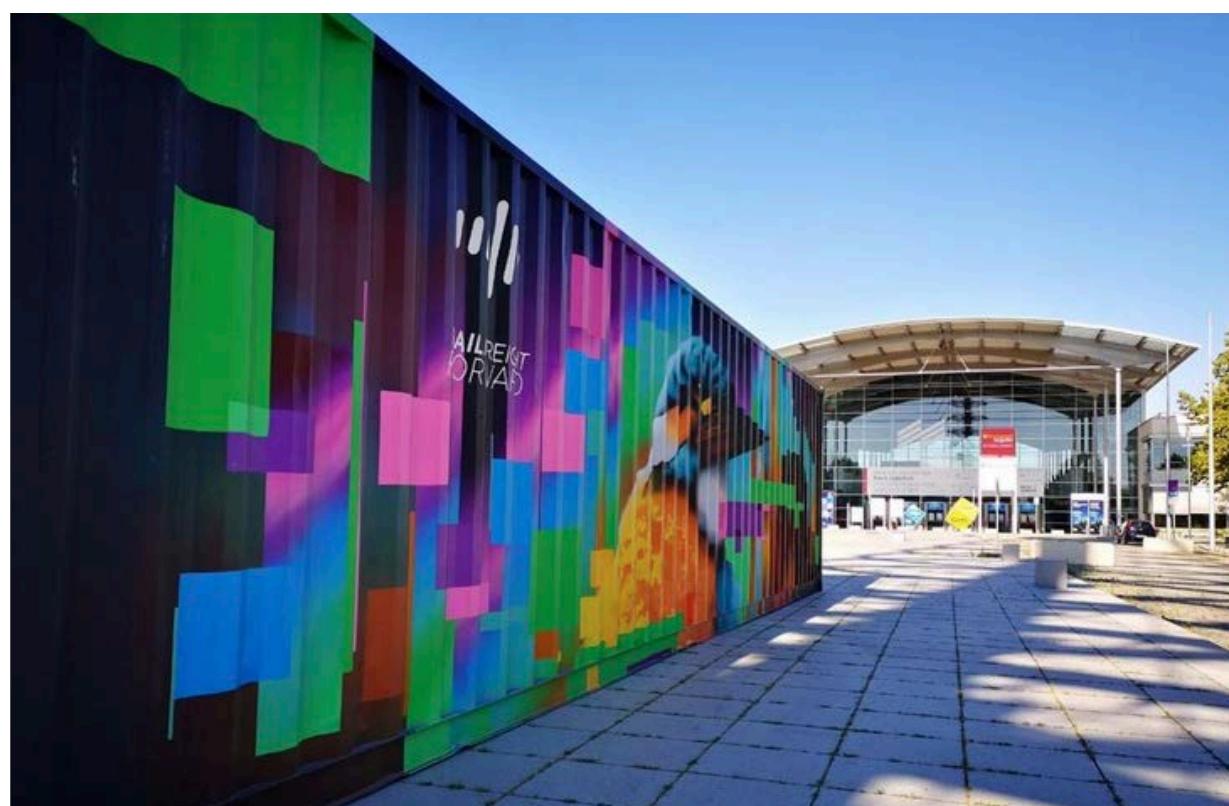
eg.: Focus SEE: TRAKO Gdansk, Logitrans...

selection tbd. & upon project assignment

various „live communication“ options can be installed at these types of show

eg.: RFF Supertrain can be displayed and inscenated or used for event site purposes...

- A dedicated collab-concept with RFF members is recommendable
- Stand-alone appearance plus hostings recommended



NON-SECTOR EVENTS

events (only apparently being) off-topic but still attracting high profile politicians like

eg.: CEBIT, industrial equipment & automation fairs, maritime/automotive

selection tbd. & upon project assignment

- First step: POC, finding allies (Knorr, Voight, ...) - piggy-back for now

PROPOSALS

EVENTS



RFF BRAND ACADEMY

physical workshop at train lab, all sherpas-comms-ceo's & media

- create deep experience and sense of responsibility/community
- endorse purpose, values & candor of ONE European RF community
- reward outstanding efforts (nat. RFF success stories) wt an attractive prize

PROPOSALS



CORP./DIGITAL COMMUNICATION



LABEL

creating consumer awareness
eg. FMCG campaign „empty shelf - truck puncture“

#30BY2030 #MODALSHIFT

Movement style / social media campaigns
engage with (sub-)urban sports e-/mountain bikes, bmx, skate, surf wordcup sylt

SCIENTIFIC COOPERATION

(university/research institute)

ADDED VALUE COOPERATION

eg. The Ocean Clean-up in coop with Port...

COMMUNICATION ENGAGEMENT WITH DHL

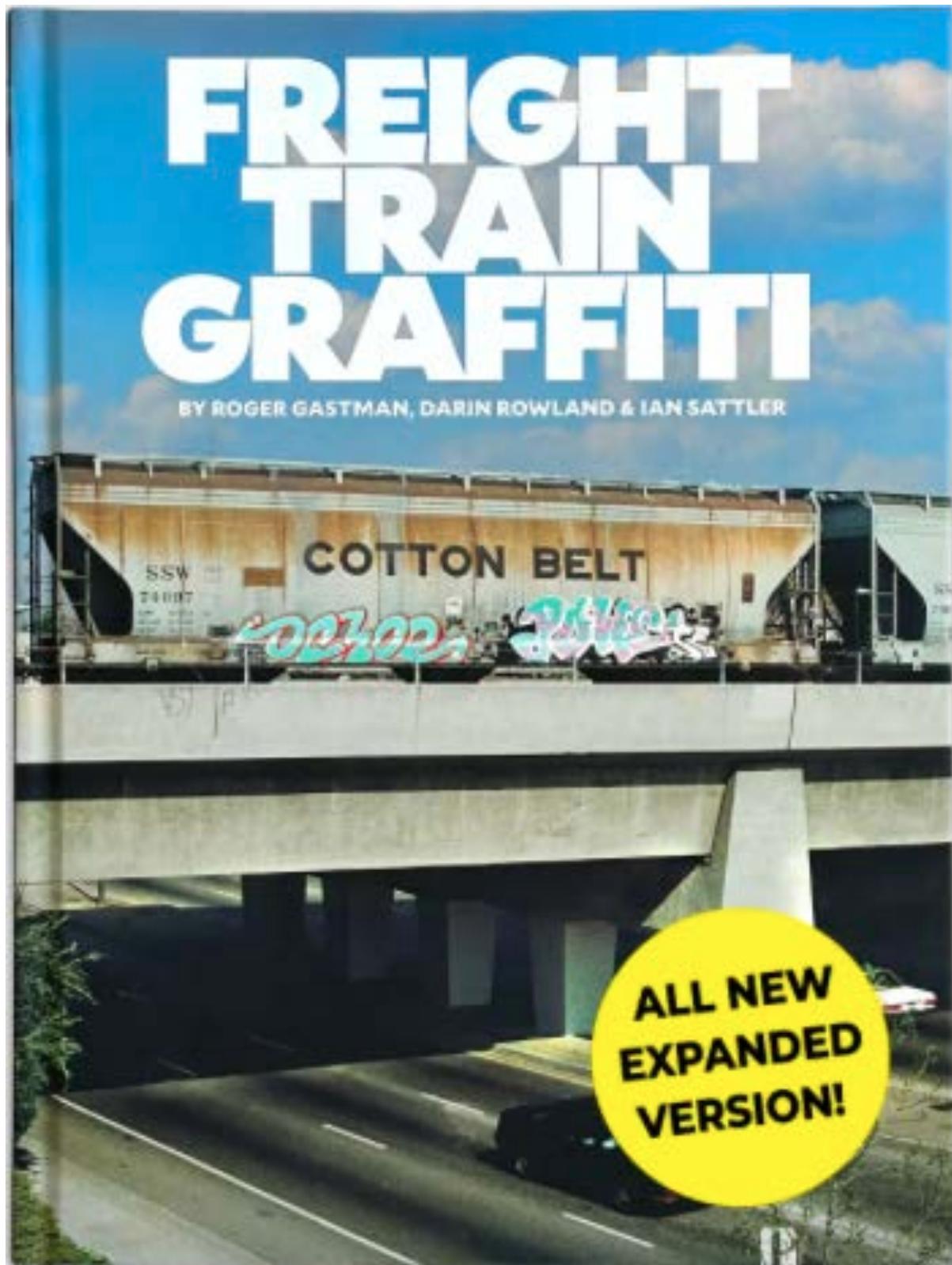
explicit focus on rail in latest communication - great cooportion potential

CELEBRITY AMBASSADOR

Vettel, Federer, Musicians, Actors,...

PROPOSALS

CORP./DIGITAL COMMUNICATION



ART BOOK

Limited edition - high quality art book and digital versions

MOVIE 2025 (preparation)

„A relief for planet & society seeking to be let off the leash“
Doc Movie on future vision of mobility and non-optional
szenarios...

MIND-BOMBS

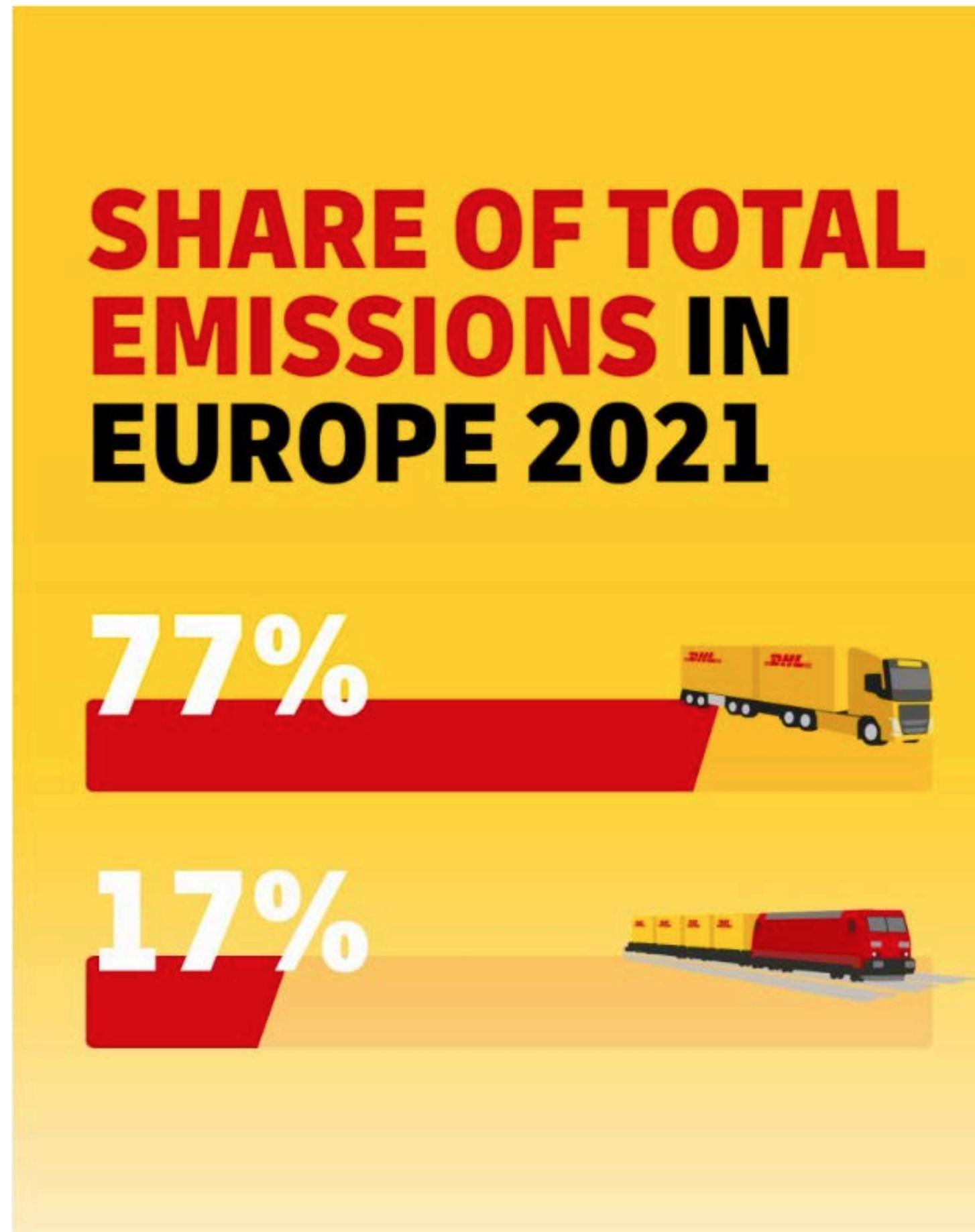
urban-public mood campaigns eg.: I AMsterdam / I <3 NY

- Don't be afraid, be Rail Freight
- The Great Freight - GR8FR8
- Rail Freight is an attitude
- Freight Forward (straight forward)

GAMING

increase the virtual presence of RF

PROPOSALS



RESEARCH IMPRESSIONS



PROPOSALS

RESEARCH IMPRESSIONS



PROPOSALS



RESEARCH IMPRESSIONS



PROPOSALS

RESEARCH IMPRESSIONS



COMM STYLE

TONALITY



MORE COOPERATION with other MODES of TRANSPORT

urge/force them to better rail commitments and more willingness to stronger interlink supply chains...

BE THE UNIFIER

as a person but also as a coalition of the willing & capable doing this because there is no way around !! Make the fact that RFF is no legal entity a STRENGTH by outlining that RFF is purely driven by purpose and sense of responsibility !!

INCREASE RELEVANCE

make the extended sector-public better aware and co-responsible

HIERARCHY OF TECHNOLOGIES

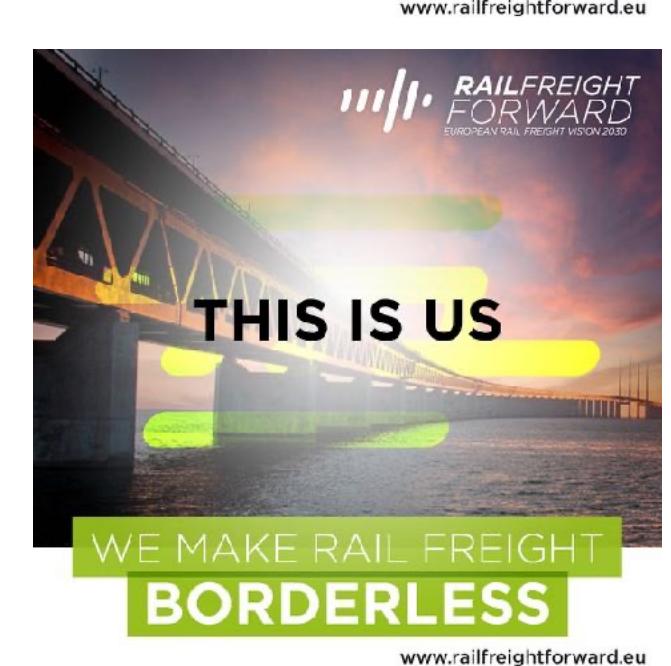
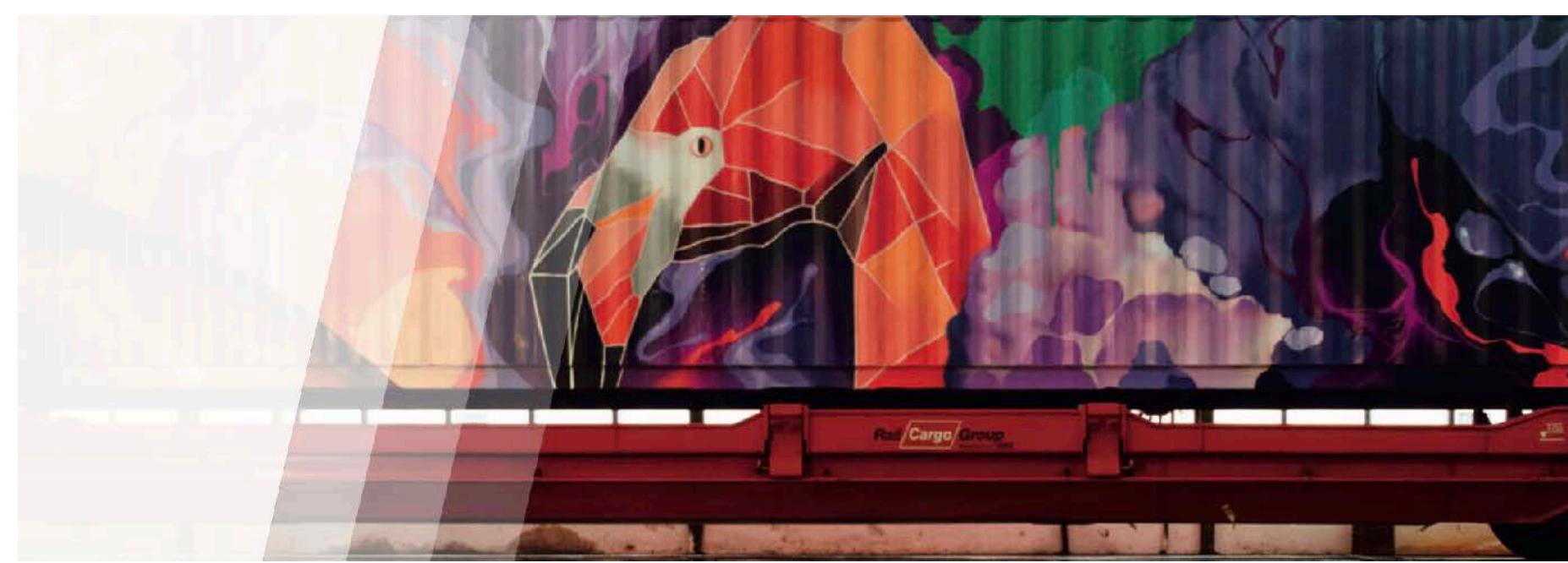
reduction of technologies (already done), work streams -and packages, pillars, etc. DAC to be positioned as key enabler technology for successful sector transformation

COMM STYLE

GRAPHICS

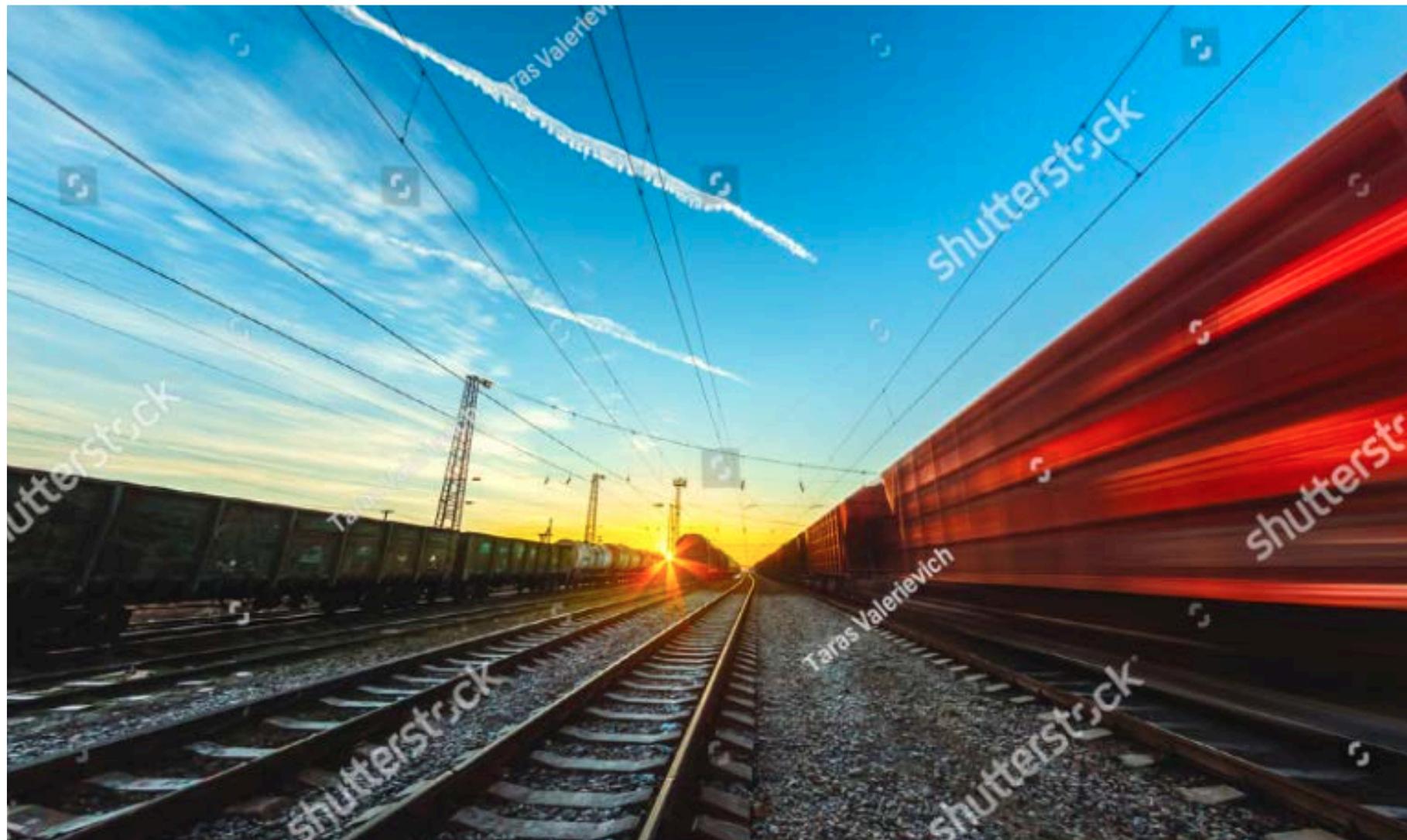


strong-powerful colors
fresh/alive motives



COMM STYLE

FOTO/VIDEO



HAVE
SPEED
SOURCE OF LIGHT
WIDENESS/SCOPE
CLEAN-POWERFUL COLOR

AVOID
TOO MUCH BROWN
DIRTY SKIES/AIR
EXCESSIVE DARKNESS
OLD FASHIONED

COMM STYLE

CORPORATE



generous green & white spaces
clear and maximum reduction of text
consistent use of info-graphics/sub-logos

OUR MISSION

30 BY 2030 #MODAL SHIFT

IMPLEMENTING 5 TECHNOLOGIES
MAKING RAIL FREIGHT

SEAMLESS **BORDERLESS** **FLEXIBLE** **EASIER** **FASTER**

DIGITAL PLATFORMS (DP) **ERTMS** DIGITAL CAPACITY MANAGEMENT (DCM) AUTONOMOUS TRAIN OPERATION (ATO) DIGITAL AUTOMATIC COUPLING (DAC)

BECAUSE IT MATTERS

SUPPORT OUR FUTURE AND FOLLOW US ON [Instagram](#) [YouTube](#) [LinkedIn](#) [Twitter](#)

► **SOLUTION: MODAL SHIFT FROM ROAD TO RAIL**

We can avoid the social and environmental impact of the freight transport sector with a **modal shift** in freight transport from road to rail.

It is in everyone's interest (including that of the road transport sector) to increase the modal share of rail freight from 18% currently to **30% by 2030** to absorb transport growth and neutralise the increasing social impact. This means more than **doubling the volumes transported by rail**.

A higher modal share of 30% of rail freight by 2030 is the better macro-economic solution for European transport growth:

now 18% **2030** 30% $\times 2$

Rail has 12 x less external costs to society than road.

Rail has 6 times lower specific energy consumption

Rail is 9 times better in terms of CO₂ emissions

Rail is 8 times better in terms of air pollution

Rail causes 85 times fewer casualties

►



An initiative of the Rail Freight Forward coalition.

Rail Freight Forward is a coalition of European rail freight companies which are committed to drastically reducing the negative impact of freight transport on the planet and mobility through innovation and a more intelligent transport mix.

The coalition has the ambition to increase the modal share of rail freight to 30% by 2030 as the macro-economically better solution for European growth. It strives to engage railway undertakings, infrastructure managers and policymakers across Europe in acting to achieve this modal shift.

Rail Freight Forward is a broad and continuously expanding coalition composed of rail freight operators and supported by the sector associations CER, UIC, ERFA and VDV.

CONSIDERATIONS



ATTENTION

- » to revolving travelling audience at same kind of events at different places and that rail events in most countries miss to gain serious and impactful media - PR output..., suggests
- » to the gap in visual language. No attractive visual material (photo) of the status quo. RF still looks „manual“ - or fictional-futuristic (random renderings) - nothing genuine in between
- » to the ongoing challenge of communication to various and highly diverse target groups and de-centralized, mostly remote resources available for alignment, support and execution

TO SEEK FOR NEW EVENTS & FORMATS WITH MAXIMUM EXPOSURE

ESTABLISH A HIGH QUALITY VISUAL/PHOTO CONCEPT AIMING TO SIGNIFICANTLY CHANGE THE GENERAL PERCEPTION OF RAIL FREIGHT

LEAN AND CLEAR PROJECT ORGANISATION IN TERMS OF TEAM, BUDGETARY RESOURCES AND CREATIVE DIRECTION



30 BY
2030
**#MODAL
SHIFT**
**FOR A BETTER
LIFE IN EUROPE
EVERY DAY!**