



**RAILFREIGHT  
FORWARD**  
EUROPEAN RAIL FREIGHT VISION 2030







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, promo-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

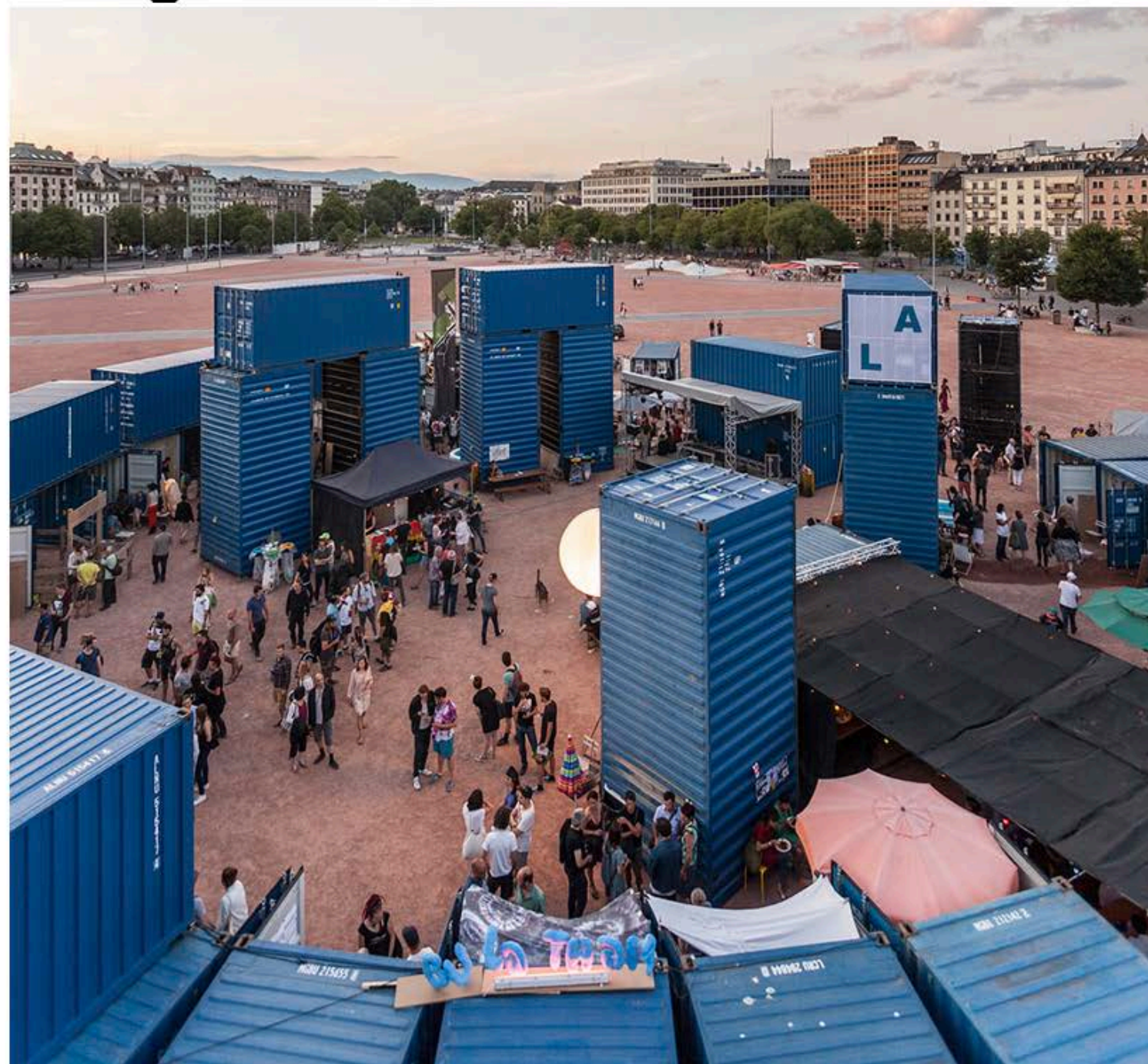
NT as benchmark, whole trains, sets of wagons,... tag worded RF positive/funny. Basic execution sufficient. Many wagons (call to members)



# PROPOSALS



designboom®



bureau A models BIG shipping container art space after stonehenge

## LIVE COMM & CAMPAIGNS

### 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

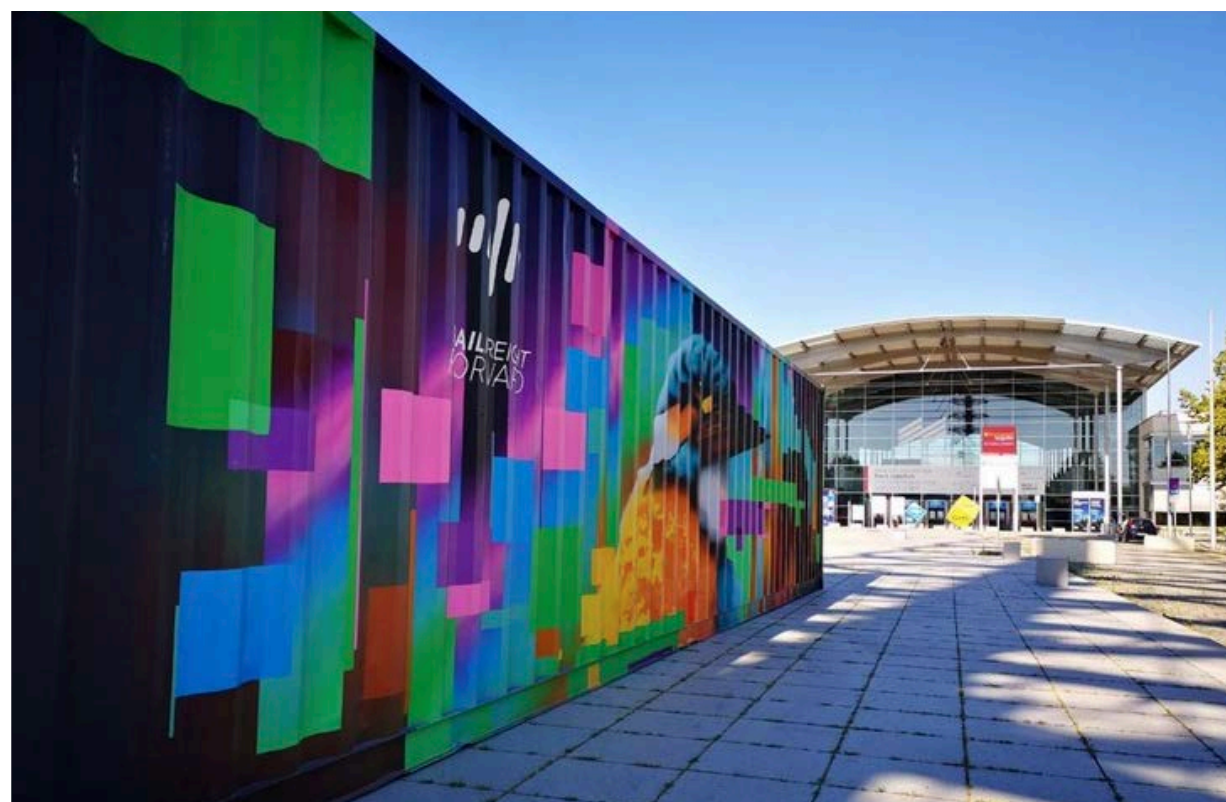
various „live communication“ options can be installed at these types of show  
eg.: RFF Supertrain can be displayed and inscenated or used for event site purposes...

- 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 coopertion potential

### CELEBRITY AMBASSADOR

Vettel, Federer, Musicians, Actors,...

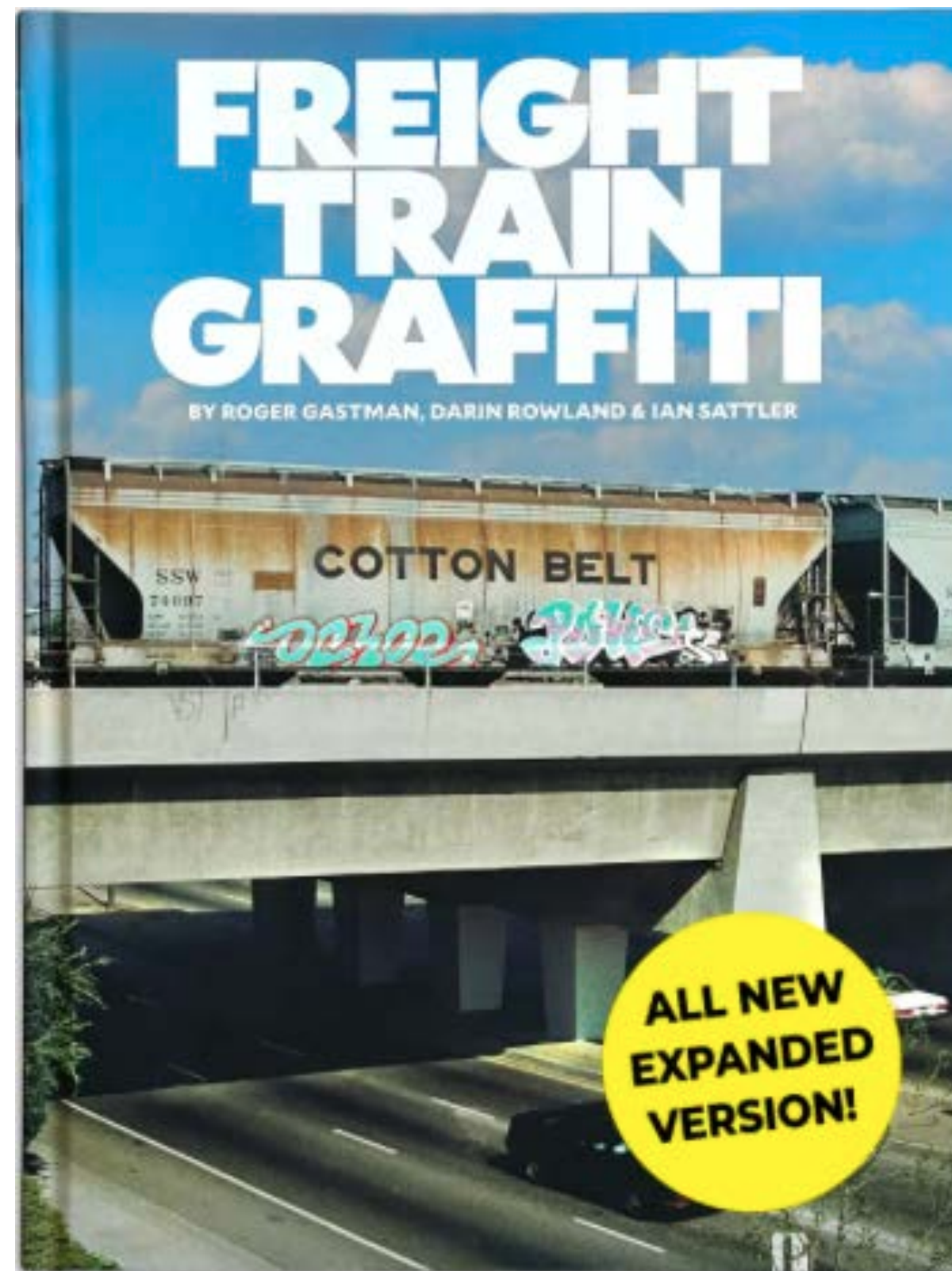




# PROPOSALS



## 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 scenarios...

### 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)

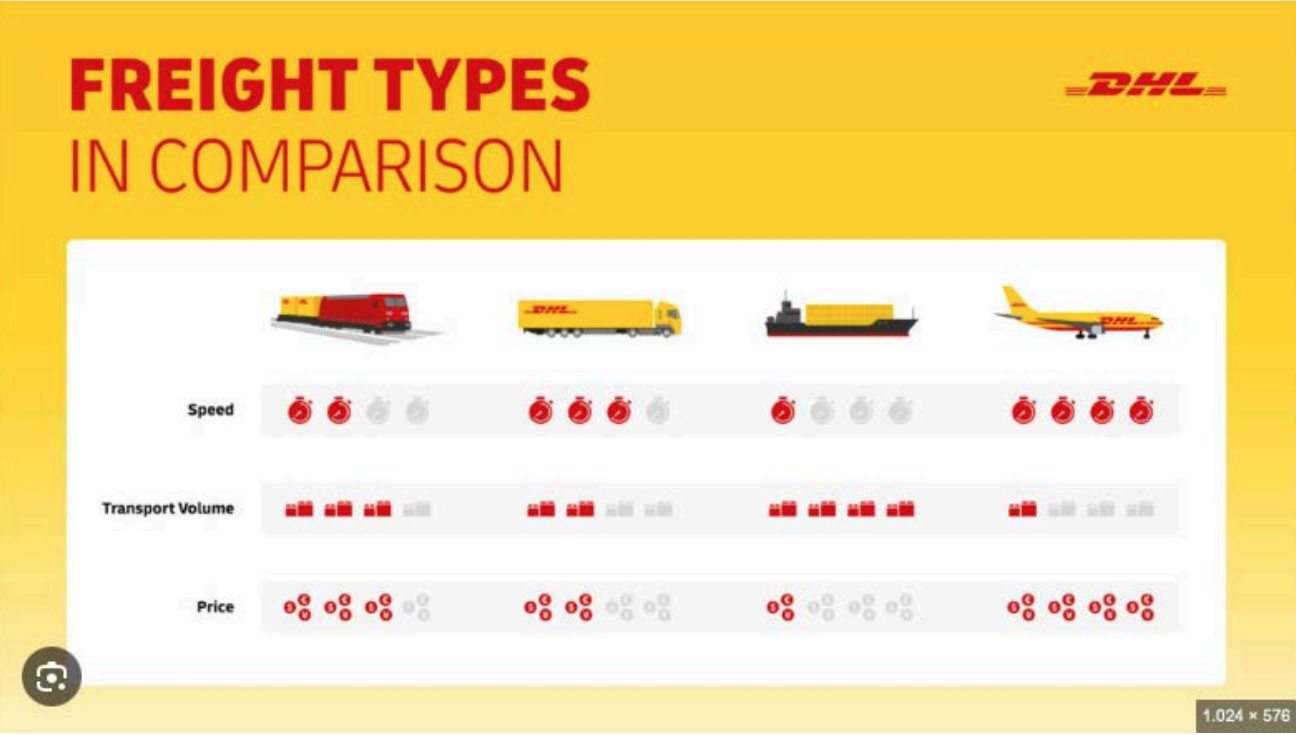
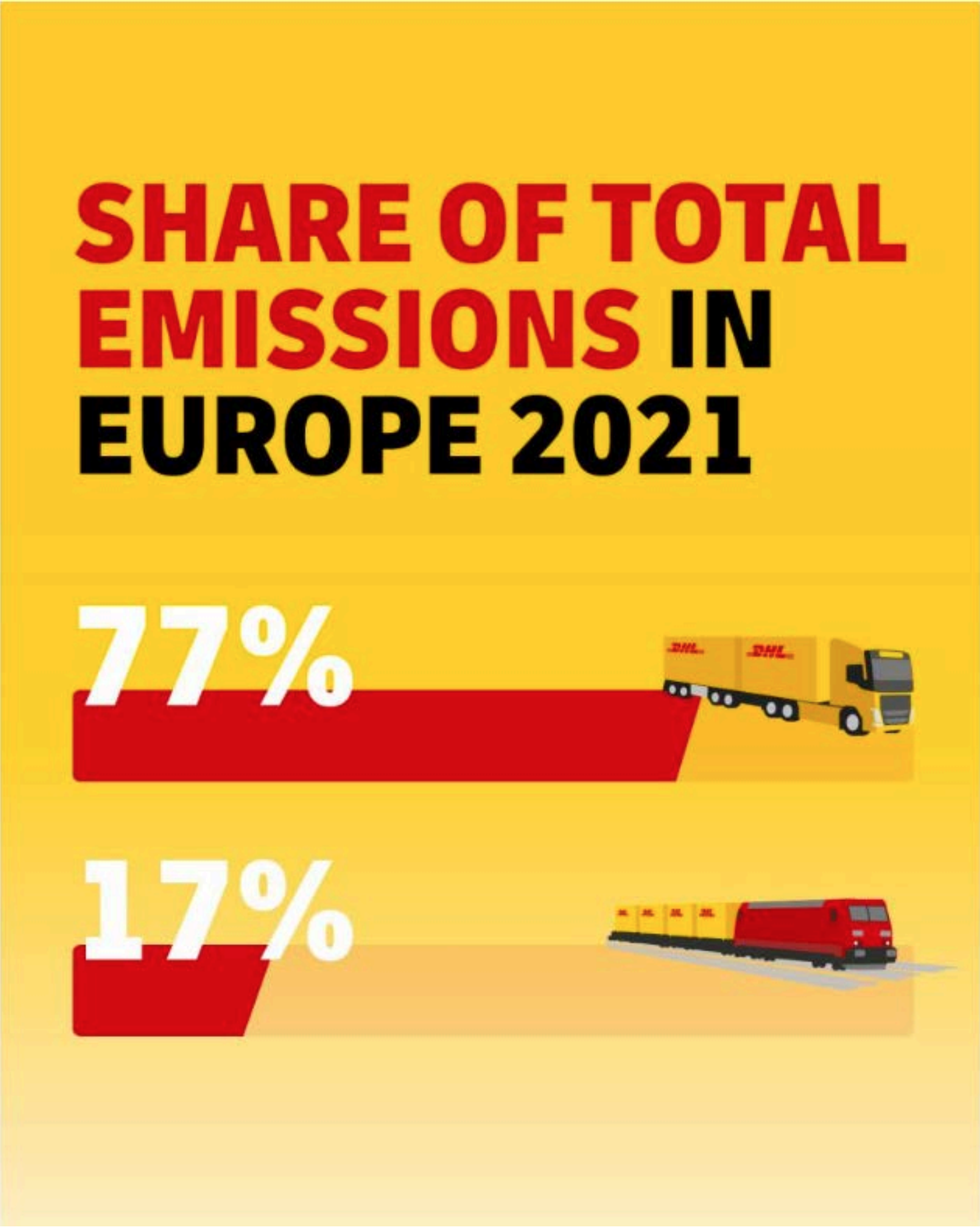
### GAMING

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

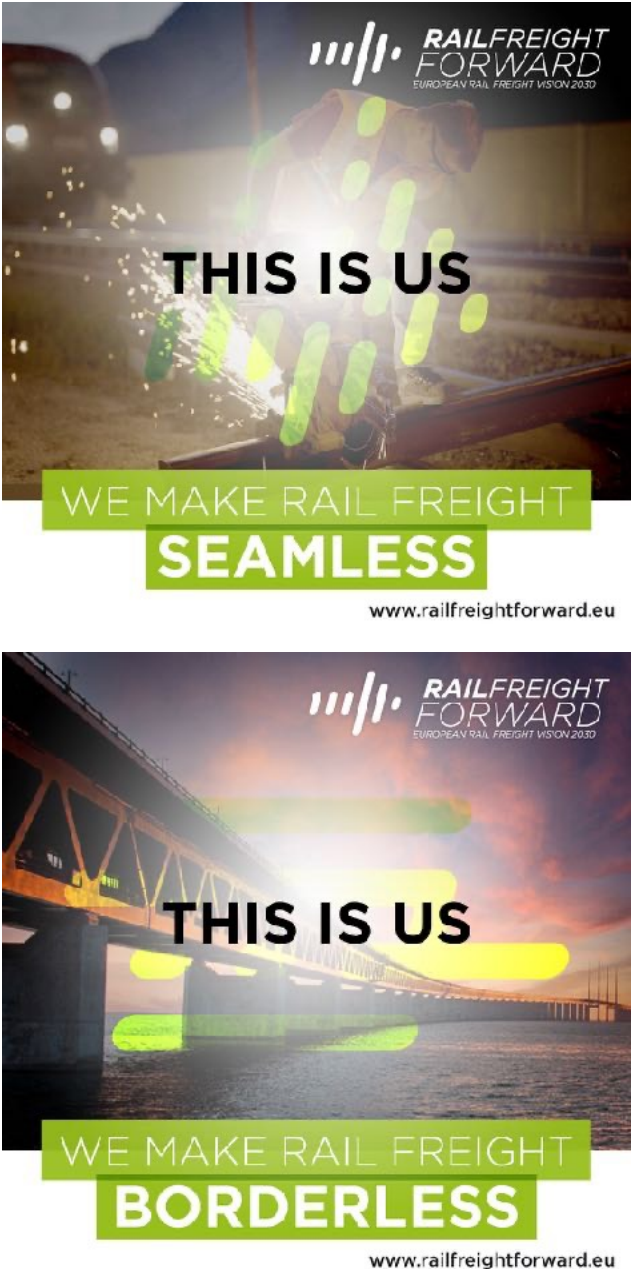
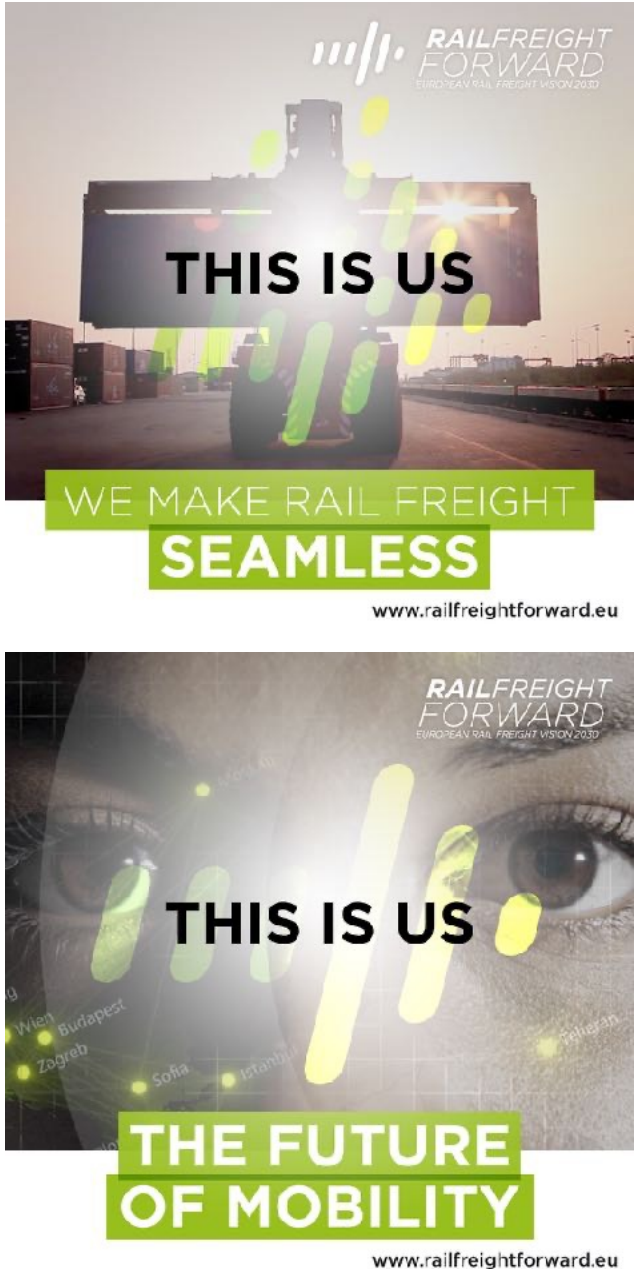
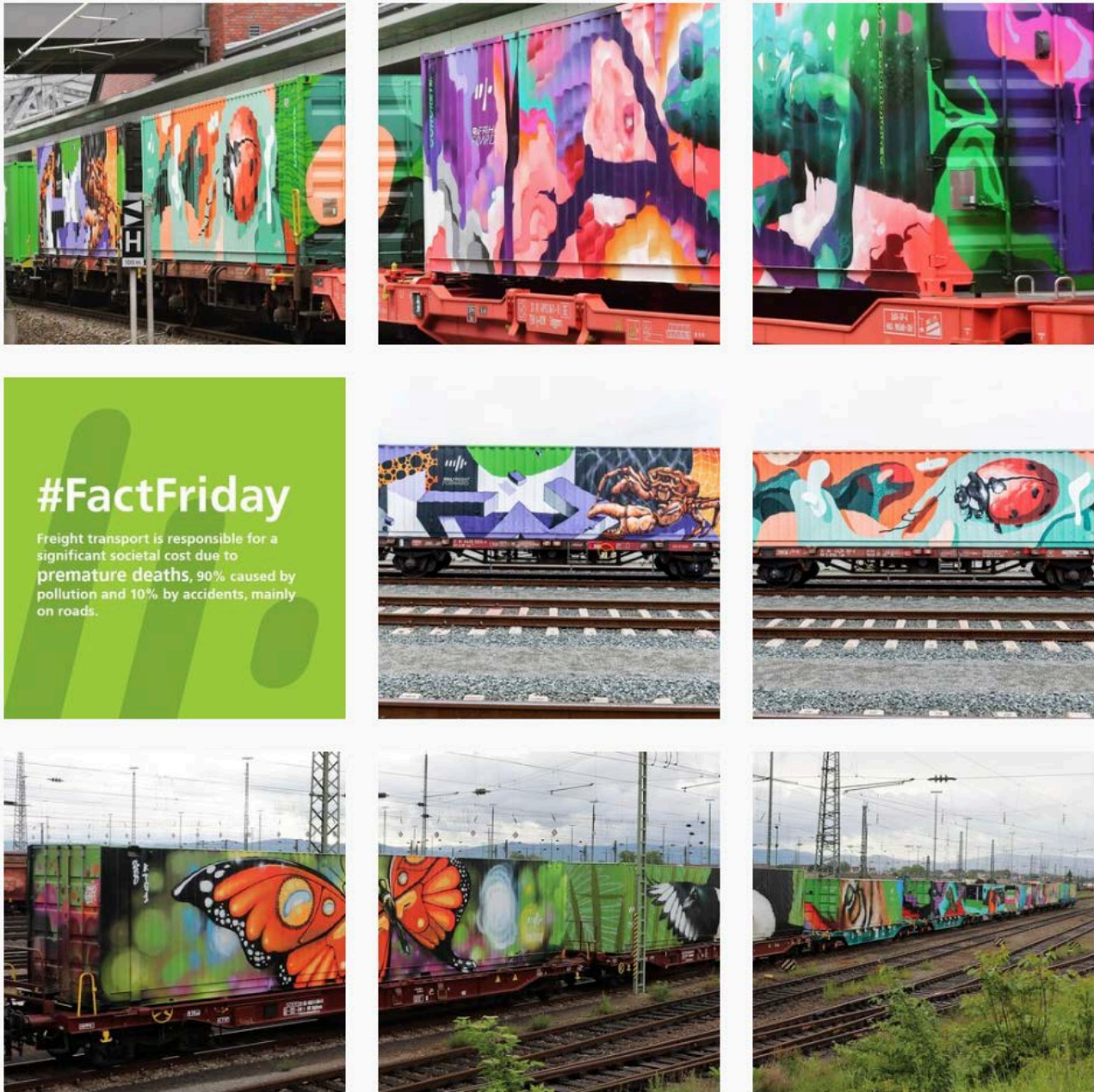
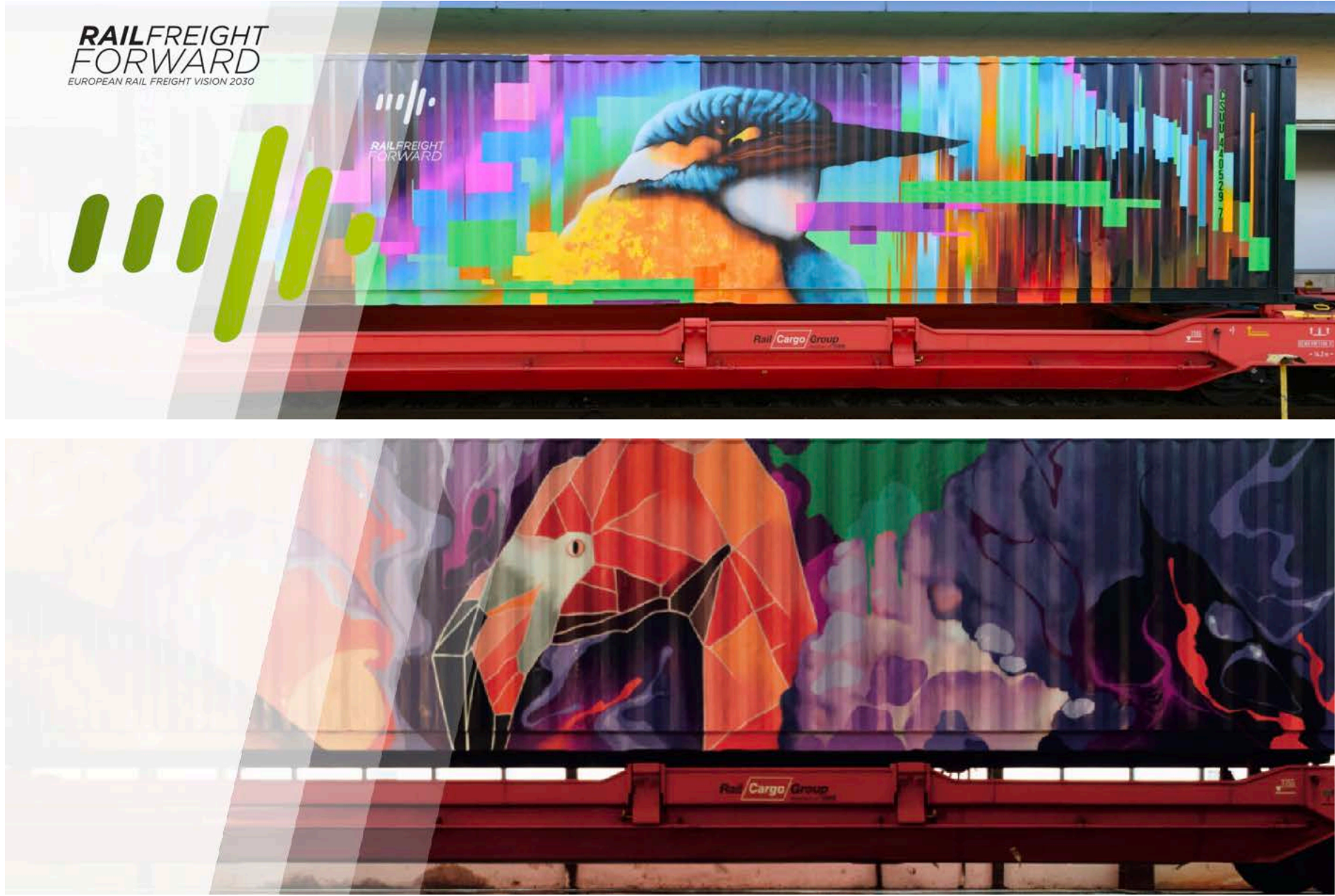


# COMM STYLE

## 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



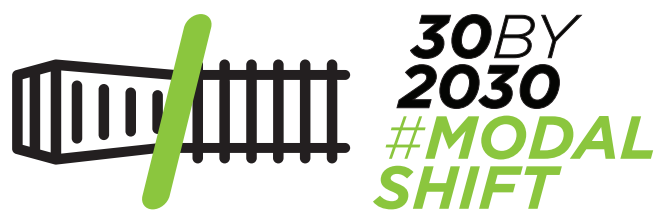
# COMM STYLE

# CORPORATE



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

## OUR MISSION



## IMPLEMENTING 5 TECHNOLOGIES MAKING RAIL FREIGHT

### SEAMLESS



DIGITAL  
PLATFORMS  
(DP)

### BORDERLESS



EUROPEAN RAIL  
TRAFFIC  
MANAGEMENT SYSTEM  
(ERTMS)

### FLEXIBLE



DIGITAL  
CAPACITY  
MANAGEMENT  
(DCM)

### EASIER



AUTONOMOUS  
TRAIN  
OPERATION  
(ATO)

### FASTER



DIGITAL  
AUTOMATIC  
COUPLING  
(DAC)

## BECAUSE IT MATTERS

SUPPORT OUR FUTURE AND FOLLOW US ON



## ► 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:



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 CO<sub>2</sub> emissions



Rail is 8 times better in terms of air pollution



Rail causes 85 times fewer casualties



RAILFREIGHT  
FORWARD

EUROPEAN RAIL FREIGHT VISION 2030



### 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, ERA and VDV.

[www.railfreightforward.eu](http://www.railfreightforward.eu)

### Members of the coalition:



### Supported by:





# 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**

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