

*NPP Lead Partner & Partner Seminar
Rovaniemi 2-4 Feb 2005*

“How to promote an on-going project”

Richard Evans

Roads and Community Works Manager
The Highland Council



Promotion?

Promotion is all about being remembered!

and

Creating an identity or a brand

- Name
- Logo / Graphics Style
- Using your “Style”
- Publicity / Word of Mouth

What's in a name?

ROADS

EXchange

Management of Low Traffic Volume Roads

Roadex II - LOGO example



The Highland Council (leading partner),
Forest Enterprise, Western Isles Council



The Northern Region,
The Norwegian Road Haulage Assoc.



The Northern Region



Finra, Keski-Suomi & Lapland Districts,
Metsähallitus, Stora-Enso,
Metsäliitto, Metsäkeskus

Project consultants: Roadscanners



Project LOGO





Graphics Style

ROADEX II NORTHERN PERIPHERY



ROADEX II
NORTHERN PERIPHERY



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Name of the document/event/presentation date

Your Name

position

Company name

Your.Name@email.com

company logo



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NPP Lead Partner & Partner Seminar
Rovaniemi 2-4 Feb 2005

“How to promote an on-going project”

Richard Evans

International Project Coordinator

ROADEX II

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BY THE EUROPEAN UNION
European Regional Development Fund



ROADEX II NORTHERN PERIPHERY

Web Site



Welcome to the ROADEX web-site

Home • News • Publications • ROADEX II • ROADEX I

Welcome
Contacts
Other Links

Publications News

What's New

01/12/04 - Contact list adjusted.

30/11/04 - Web layout improvement stabilised. Additional content being developed.

25/10/04 - New web site layout loaded - modifications will be ongoing.



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page visits since 1/12/04

Updated 30/11/04

Welcome to the **ROADEX** web site which is periodically updated with the latest project information. It provides a gateway to **ROADEX**, the information published, and to the partners and people involved in the project.

The **ROADEX** project was born in 1998 with the aim of "Creating effective technical exchange & co-operation between road districts in the Northern Periphery of Europe." Road Network Management and Maintenance for low traffic volume roads in the northern parts of Europe are the main topics of interest for the project.

The first **ROADEX** project completed at the end of 2001. **ROADEX II** continued in the following spring with more partners. The aim remains and the project will develop ideas generated in **ROADEX**, this time involving industry stakeholders such as the forest and haulage industries.



Partners

Current ROADEX II partners are :-

www.roadex.org



Web Sites

ROADEX II NORTHERN PERIPHERY

Enable your project to :-

- Provide a gateway to your project
- Provide contacts for interested parties across the world
- Publish your reports electronically
- Provide Links to other related sites + vice versa
 - Projects
 - NPP
 - Partners

Above all you must :-

- Keep it Simple – KIS
- Keep it up to date and relevant



ROADEX II NORTHERN PERIPHERY

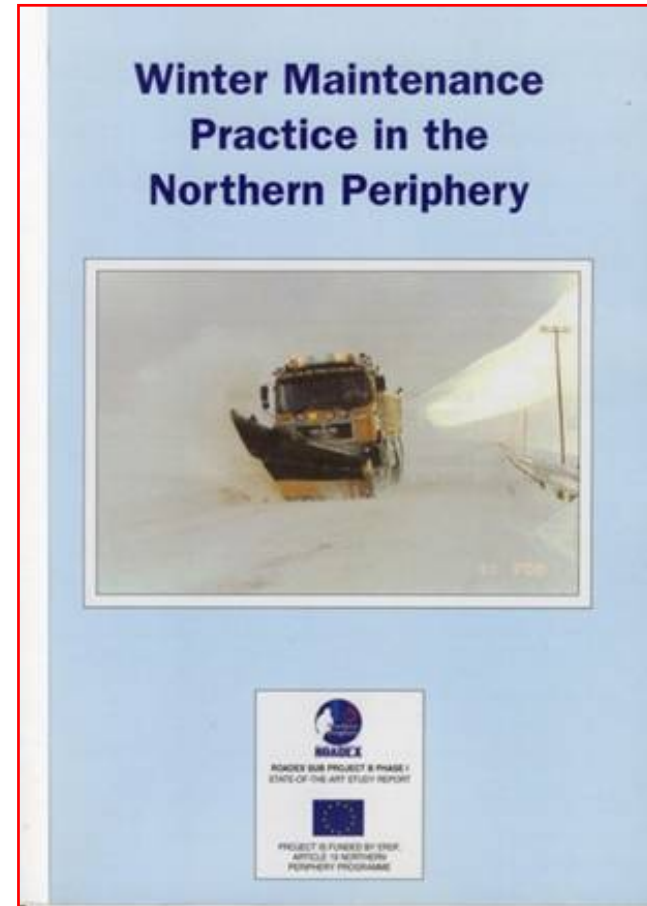
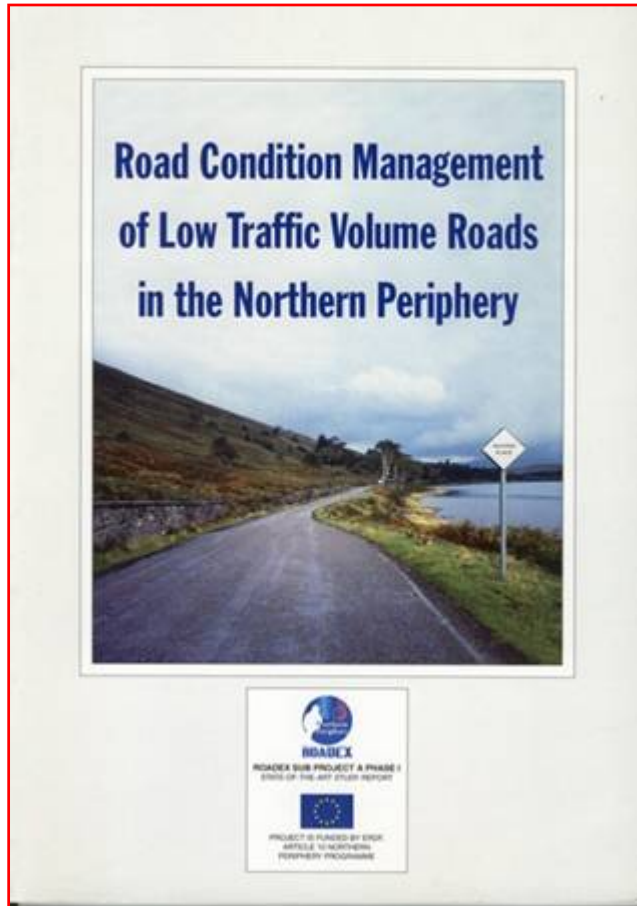
Reports





ROADEX I Reports - hardcopy

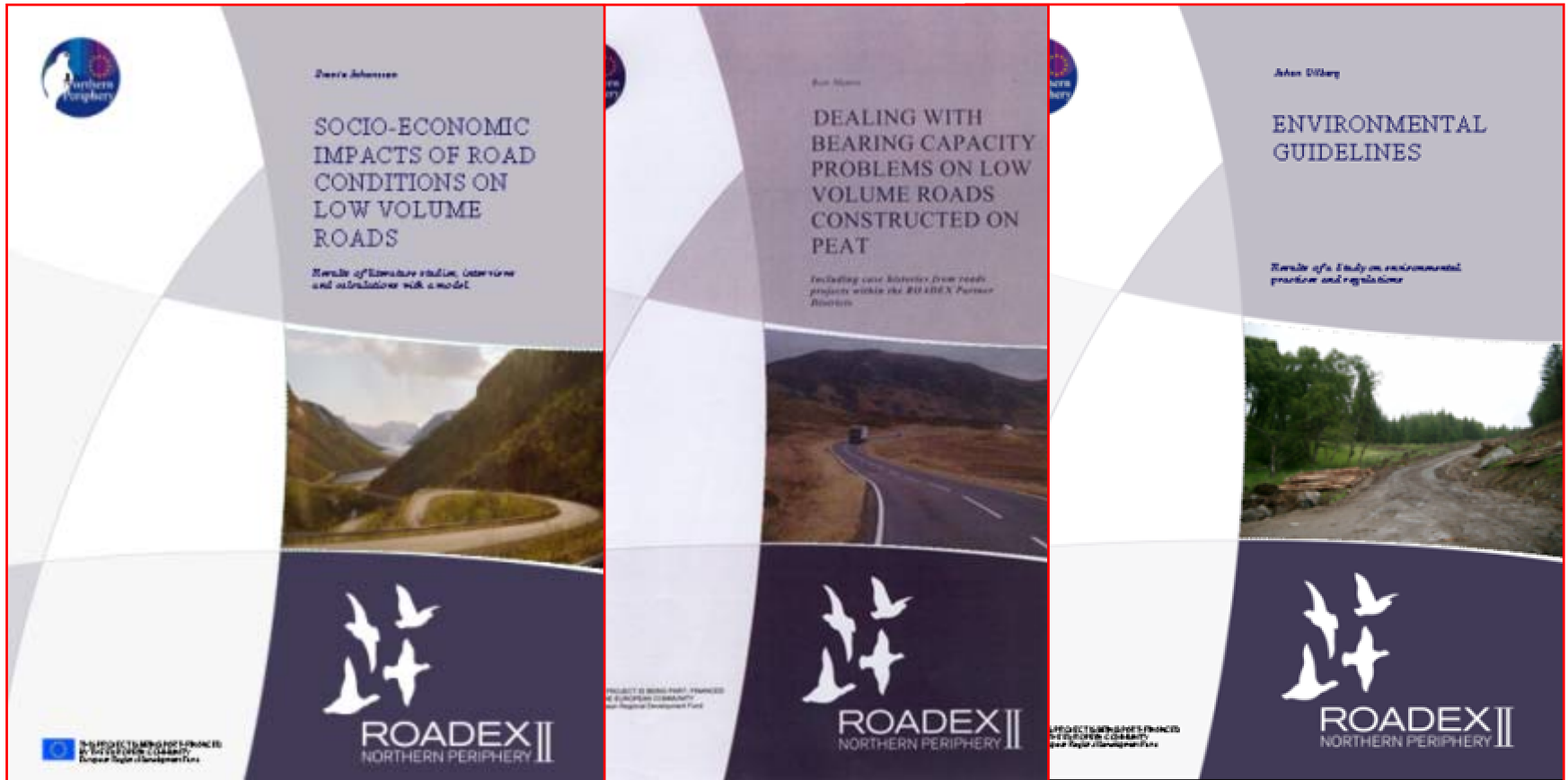
ROADEX II NORTHERN PERIPHERY





ROADEX II Reports – *electronic/softcopy*

ROADEX II NORTHERN PERIPHERY





ROADEX Publications

Home • News • Publications • ROADEX II • ROADEX I

Publications
ROADEX
ROADEX II

Publication News

30/11/04 - Phase 2 reports due soon.

26/04/04 - Phase 1 report - the first major output from the ROADEX II project available.



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ROADEX PUBLICATIONS

The first ROADEX project publications

Updated 25/11/04

Document or Publication Comment

General

ROADEX Multi-media CD-ROM A "must have" source of information. Contains all the information gleaned during the first three years of ROADEX packaged in a very accessible form through multi media. If you'd like a copy please send your address and contact information to the [webmaster](#) requesting one.

Date
published

June 2002

Sub Project A

Extended Summary and Conclusions on Road Condition Management of Low Traffic Roads in the Northern Periphery
Road Condition Management of Low Traffic Roads in the Northern Periphery
State of the Art Report - limited print run.
Available by download only - [roadexspa0007.pdf](#)

April 2002

Sept 2000

Sub Project B

Extended Summary and Conclusions on Winter Maintenance of Low Traffic Roads in the Northern Periphery
Available by download only - [roadexspbsummary0111.pdf](#)

November
2001

www.roadex.org



ROADEX II NORTHERN PERIPHERY

Multi-media





Videos & Reports - multimedia

ROADEX II NORTHERN PERIPHERY

In 1998 four regional road authorities from the northern parts of Scotland, Norway, Sweden and Finland set up a technical exchange co-operation under the Northern Periphery Programme. The objective was to identify best practice strategies and develop procedures for dealing with common challenges associated with the maintenance of low traffic volume road networks in sparsely populated northern regions. Another objective was to establish technical exchange networks between the partner road districts.

The initiative took form in the Roadex project. Two working groups were established to undertake and facilitate cross border co-operations under this project.

Trial A: Road Condition Management
Trial B: Winter Maintenance

The Public Roads Administration of Iceland has joined Trial B. This project under the Northern Periphery Programme has been co-financed by the European Commission ERDF Article 30.

LEARNED REGIONAL ROAD DISTRICTS: NORWAY
LEARNED REGIONAL ROAD DISTRICTS: SWEDEN
LEARNED REGIONAL ROAD DISTRICTS: FINLAND
LEARNED REGIONAL ROAD DISTRICTS: ICELAND
LEARNED REGIONAL ROAD DISTRICTS: SCOTLAND
LEARNED REGIONAL ROAD DISTRICTS: IRELAND

ROADEX PROJECT 1998-2001

Creating effective technical exchange & co-operation between road districts in the NP region

ROADEX II
EUROPEAN UNION

Northern Periphery

ISSN 951-98609-3-2

ROADEX II NORTHERN PERIPHERY

Publicity



Publicity - Press & Media

ROADEX II NORTHERN PERIPHERY

December 2004

INTERact NEWS

SHARING INTERREG EXPERIENCES



A Spatial Perspective on Europe

▶ p 2-3

The INTERact Projects

▶ p 6-9

ROADEX Cooperation well under Way

▶ p 4



ROADEX – Cooperation well under Way in the Northern Periphery

In the sparsely populated regions of northern Scotland, Ireland, Norway, Sweden and Finland, the low traffic volume rural roads are of crucial importance to the infrastructure. Good-kind of all industry-related transport in these areas is dependent on them. However, maintenance of these low-use roads has largely been neglected.

Now the ROADEX project has managed to find a suitable route to improvement.

The idea of exchanging experiences of low traffic volume road maintenance with other countries was originally born in The Regional Council, Ireland. They then contacted interesting project partners and arranged a meeting in Galzi, northern Sweden.

"The fact we had something to learn from Scandinavia, but in that it turned out to be mutual," says Richard Breen, Commercial Co-ordinator for ROADEX. Drawing on his profile within the framework of the Arctic Council, he presented to INTERREG III Northern Periphery and the ROADEX project started up in 2002.

A collaboration was initiated between the road maintenance clusters in Shetland, Orkney, the northern region of Sweden, some county in Norway and the Region of Southern Ireland. The lead partner in the project was the Finnish Road Administration in Rovaniemi. The aim was to exchange ideas and identify best practice strategies for maintaining rural roads with an average traffic volume of under 1,000 vehicles a day.



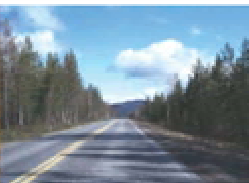
Low traffic volume roads are of great importance to the infrastructure in sparsely populated regions since much of the industry related transport in these regions depend on them.



Best practices and cross-border knowledge "Thanks to an intensive exchange of experiences and ideas with the people we've got in touch, we're aware of new techniques that have the potential to help us to use significant amounts of money on road repairs," says Richard Breen. "Quantitative savings and measures, such as gravel drainage and ballast-free base material, ROADEX, to identify best practice in, weight reduction, road surface management, maintenance and stabilisation techniques, surface drainage, noise control, flexible concrete, road design due to differing areas, and so on."

Reduced maintenance Traffic and weight restrictions are often inherently used in circumstances impacting the road structure and surface due to cost, and this has an adverse effect on local roads and industry. In Sweden alone, where restrictions have been made, the cost of weight restrictions on the roads cost EUR 70 million per day in logistical stop-overs.

The problem of weight and traffic restrictions existed in all of the partner countries although there were great variations in their application. New solutions involving modern information technology presented themselves as the project progressed. Monitoring systems made it possible to gain more information about the road structure to be used. ROADEX set up a prototype station in Lappeenranta (Finland). It was possible to identify the necessary size and distance between heavy transport, maximum speed and acceptable tyre pressure levels, which then enabled solutions for road assistance.



Only minor repairs ROADEX has also demonstrated that it is possible to evaluate the extent and cause of road defects better using new Non-Destructive Technology (NDT). Road surveys conducted using this method revealed that roads classified as completely damaged and in need of total reconstruction had serious defects along only 30 % of their length. In other words, 70 % of the road was in relatively good condition and required only minor repair.

New techniques with steel reinforcement One of many positive effects of the project is the discovery of a 'best' technique for road reinforcement. The results of trial in Kiruna in Sweden, to be used in winter requiring them to construct of 1st concrete slab. By taking a photograph taken in 2007 of the construction of the road test funds and it contained the construction practices used including the use of a road reinforcement technique using a grid of steel bars. Through ROADEX a Finnish researcher with a broad experience of road construction in a number of different countries has been built up a profile of the road structure and surface and its level of damage. He proposes a certain structure including the border concrete slab with asphalt layers reinforced using a steel mesh reinforcement (this was used in Kiruna).

"By using steel mesh it was possible to strengthen the road without rebuilding its complexity. The solution is sustainable in the long term and can withstand the winter of heavy snowfall. It also cut the costs by ten per cent," says Richard Breen.

Cooperation adds value "We were enjoying each other's company and achieved a great cooperation. As time is such a finite while to get through considering language and culture. One of the partners in the

project came with a dictionary to the first meeting. He doesn't read it anymore. People have more confidence in communicating across the borders, and of course the technical road management knowledge is more familiar to all parties," Richard Breen continues.

He adds, "As long as it continues existing, value and being successful, we want to carry on with the project. It wouldn't have been possible for any of the partner countries to carry this project through on its own without INTERREG. One would have been too high and it wouldn't have generated the results we're achieved thanks to our cooperation across national borders."

Further cooperation areas have been identified within ROADEX, leading to ROADEX II which has been in full swing since 2002. The focus now is on users' needs and how they use the road network, and new partners have been brought in from the member states/region/industry.

To address the ROADEX partners are considering a third ROADEX project.

Road news: www.roadex.org



A photograph taken in 2007 was found that the facts to be able of the technique.

Frequently Asked Questions

What is Spatial Planning?

Typical planning in a European sense referring to the methods used to influence the future distribution of human activities in space. It is a rather comprehensive concept comprising all planning activities and policies aiming at influencing territorial development or the distribution of activities in a geographical area. Achieving objectives of the territory to be planned.

Spatial planning in the European Union is concerned with the idea of territorial cohesion, competitiveness, innovation and sustainability need to build on all parts of the European territory. European spatial planning involves strategies and policies for a more even distribution of growth across the European territory. With a more balanced territorial organisation of land use and the balance between them, the aim is to

achieve elements for development which need to press the environment to achieve social and economic objectives.

The European Spatial Development Perspective (ESDP) was one of the primary and strategic for the future spatial development of Europe. The underlying goal of the ESDP is to ensure that the following three fundamental goals of European policy are achieved equally in all the regions of the European Union: (1) economic and social cohesion, (2) innovation and competitiveness of Europe, and (3) more balanced competitiveness of the European territory.

The EU Co-ordinated spatial planning systems and policies. http://ec.europa.eu/transport/infrastructure/policy/transport_infrastructure/spatial_planning/



Publicity - Press & Media

ROADEX II NORTHERN PERIPHERY

Press

- Local / National / European
- Technical / Professional

Involve

- Beneficiaries of your project
- Project Partners
- Local Council Members/Board Members
- Members of Parliament
- etc...

But only when you have something important
and interesting to say!



Publicity - Goodies

ROADEX II NORTHERN PERIPHERY

Promotional Giveaways

- Pens
- Lapel badges
- Mugs
- Folders
- etc...

Benefit?

People remember your project!

Who To?

- Beneficiaries of your project
- Project Partners
- Local Council Members/Board Members
- Members of Parliament
- etc...

and don't forget!

- NPP Secretariat
- NPP PMC & NRAG members

Communication and Word of Mouth



Communication and Word of Mouth

ROADEX II NORTHERN PERIPHERY

International Conferences

National Conferences

Seminars

Meetings

Networking

Colleagues

Friends

Who To?

- Stakeholders
- Movers and Shakers
- Anyone else that will listen ...

and don't forget!

- NPP Secretariat
- NPP PMC & NRAG members



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