

SMART GREEN PORTS

Joint Communication Plan

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D10.2

Joint communication plan D10.1.2

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Executive Summary

MAGPIE is not an isolated project. Because collaboration is key, the MAGPIE consortium has prepared a joint communication, dissemination & stakeholders engagement plan. Each of the "Green Deal" projects needs to elaborate such a plan. In the process of elaboration, MAGPIE's work package 10 has consulted colleagues from the PIONEERS project.

The consortium wants to maximize visibility of all "Green Deal" projects. This is part of the consortium's quality and impact plan.

Predominantly, the actions already undertaken by MAGPIE to cooperate with the other Green Deal projects are focused on the collaboration with PIONEERS, which is the only other project also focussing on maritime ports. The MAGPIE & PIONEERS projects share a common interest in port innovation.

Joint communication actions are mainly constituted by social media, website and newsletter posts. MAGPIE WP10 needs the support of WP2 in order to put in place such communication joint actions.

Joint dissemination actions mostly rely on events. Many joint participations were undertaken during the year 2022, such as the ESPO Conference or the kick off conferences of several Green Deal sister projects. Some collective scientific papers can also be disseminated jointly.

Joint stakeholder engagement is mainly constituted by sharing documents, contacts and putting in place common relations with the European institutions and some transnational organizations.

In the structure of the actions described, this document refers to Deliverable 2.1.: "communication & dissemination plan", which was handed to the European Commission in March 2022.



JOINT COMMUNICATION PLAN

1. Introduction

MAGPIE project is an international collaboration working on demonstrating technical, operational, and procedural energy supply and digital solutions in a living lab environment to stimulate green, smart and integrated multimodal transport and ensure roll-out through the European Green Port of the Future Master Plan and dissemination and exploitation activities. The consortium, coordinated by the Port of Rotterdam, consists of 3 other ports (DeltaPort, Sines and HAROPA PORT), 9 research institutes and universities, 32 private companies, and 4 other organisations. The project is divided in 10 main work packages which include energy supply chains, digital tools, 10 demonstrators for maritime, inland water, road, and rail transport, non-technological innovations and the development of a Masterplan for European Green ports.

This document, entitled "Joint communication and dissemination plan", is a deliverable under the responsibility of MAGPIE's work package 10, which is in charge of the collaboration with other actions.

This document aims at introducing the main characteristics of the collaboration in the field of communication between MAGPIE and other Green Deal port and airport projects.

A "Green Deal port and airport project" is: a project funded by Horizon 2020 under the call "Green Ports and Airports" on the basis of the tender published in September by the European Commission. These projects are all coordinated under the umbrella of the CINEA. They all receive public funding from the European Union and aim at accelerating reaching the "Green Deal" goals. They all tend to limit the European Union transport sector's polluting emissions.

The list of Green Deal port and airport projects is:

- PIONEERS
- TULIPS
- OLGA
- STARGATE
- MAGPIE

In this document, we will refer to "Green Deal" projects in order to designate the 5 projects listed above.

The joint communication & dissemination will contribute to the ambition of the MAGPIE project, in that it will help all partners to better coordinate efforts between the Green Deal projects' consortia.



2. Communication, dissemination & stakeholder engagement plan

2.1. Objectives

The joint communication & dissemination plan aims to elaborate an approach of how to reach the joint target audiences of the Green Deal projects. We have identified our common target groups in the following section. In the appendix (section 5.4.) are listed examples of joint actions (social media communications, joint dissemination events, etc.) already executed. This gives an example of the types of communication and dissemination the MAGPIE project plans to undertake jointly with the Green Deal sister projects, especially PIONEERS, in the future as well.

The three pillars of our communication plan are: open access digital communication; event organization; project to project bilateral interaction and engagement. Our goal is cognitive: increasing the awareness about our project. We want to demonstrate that a market exists for the green port technologies and that many players are already active within the energy transition market. We want to show our values and the potential of our innovations.

We will align the collaboration with the Green Deal projects in general and PIONEERS more particularly on internal and external events to enhance our joint visibility and promulgate our project and its demos alongside of that of our sister projects. PIONEERS representatives will be invited to participate in MAGPIE organized events. We will share relevant scientific articles from PIONEERS and other Green Deal sister projects on our website.

In summary, the main objective of joint internal communication between the projects is to share and gain knowledge from each other that may help in advancing our Work packages and demos. The main goal in joint dissemination is to reach each other's audiences (in the different countries) and to amplify our joint messages to the wider European Union and other countries linked to the project.



2.2. Target-audiences

All joint communication actions will generate positive attention for the MAGPIE project as well as for the PIONEERS project. We will focus on the 6 target groups as described below, prioritizing in the short term the ones in the respective countries in which the projects have members. For the MAGPIE project, the EU member states are France, Germany, the Netherlands, Portugal., Sweden and Denmark. For the PIONEERS project the EU member states are Belgium, the Netherlands, Romania, Spain, Italy, France and Greece. In the long term, the aim will be to expand the communication and dissemination to the entire European Union with the same 6 target groups, as well as other countries in which the projects have stakeholders.

Public authorities

National ministries for Transport and/or Energy of the Netherlands, Germany, France, and Portugal and other national ministries of the PIONEERS consortium

European agencies and organizations for Transport and/or Energy

Local governments where the lighthouse and fellow ports are based

• Inland waterway transport professionals, representatives and stakeholders

Private companies, branch organizations, workers' unions, young professional associations of the sector, specialized media of the sector

Persona: decision-makers, directors and managers of new business development, directors and managers of technical affairs, R&I advisers, communication & marketing advisers

• Road transport professionals, representatives and stakeholders

Private companies, branch organizations, workers unions, young professional associations of the sector, specialized media of the sector

Persona: decision-makers, directors and managers of new business development, directors and managers of technical affairs, R&I advisers, communication & marketing advisers

• Rail transport professionals, representatives and stakeholders

Private companies, branch organizations, workers unions, young professional associations of the sector, specialized media of the sector

Persona: decision-makers, directors and managers of new business development, directors and managers of technical affairs, R&I advisers, communication & marketing advisers



• Energy sector (clean & fossil) professionals, representatives and stakeholders

Private companies, branch organizations, workers unions, young professional associations of the sector, specialized media of the sector

Persona: decision-makers, directors and managers of new business development, directors and managers of technical affairs, R&I advisers, communication & marketing advisers

• Port authorities and port-based industry professionals, representatives and stakeholders

- European seaport authorities, both private and public (municipal-owned, stateowned, autonomous agency)
- European inland authorities, both private and public (municipal-owned, state-owned, autonomous agency)
- Shipping liners
- Maritime compagnies & ship owners
- Ship constructors
- Port equipment manufacturers
- Port-related logistic companies & operators
- Terminal operators
- Port unions, port branch organizations, young professional associations of the sector, specialized media of the sector

• <u>Research actors and students</u> included in each audience described above, each one from its specific field.

- Researchers in the academic departments of transport and/or energy
- PhD students
- MSc students
- Essentially, the categories mentioned above are located in European universities & research centres and labs

Specific sessions during the MAGPIE workshops and other joint events with PIONEERS or other Green Deal projects will help to reach out to the students. For example, a dedicated session was organized in March 2022 during the kick off conference.

The projects MAGPIE and PIONEERS (at least) support the PhD students of each other, by providing them with exclusive information. For example, MAGPIE has shared non-published information with a PhD student from PIONEERS partner Venlo Port. This illustrates the type of actions targeted at students. Finally, several universities such as Köln or Erasmus Rotterdam are members of our consortium and have their own plans for students, which can help MAGPIE and other Green Deal projects to increase their outreach.

We want to reach all of these 6 target audiences.

Specific tools indicated in table n°1 and table n°2 are designed to execute this task. If the information shared is relevant to PIONEERS or other Green Deal projects, they will be asked to amplify the dissemination of the message and to act as a "sounding board".



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Table n°1: audience & communication tools

Group	Website	Newsletter	Social media	Video/ infographics	Exhibition
Civil society	x	x	x	x	x
Students/academics	x	x	x	x	
Government	x	x		x	
Businesses	x	x	x	x	

Nota bene: correspondence with the target-audiences mentioned above – "civil society corresponds with "local authorities" target audience ; "government" as well ; "businesses" corresponds with all other target audiences.

Table n°2: audience & dissemination actions

Group	Webinars			Public conclusion event
Civil society	x	x	x	x
Students/academics	x	x	x	x
Government	x	x	x	x
Businesses	x	х	x	x

Nota bene: see comment supra.



2.3. Key-message

The main message the MAGPIE project wants to jointly share with the PIONEERS project is: We want to shape the green ports of the future by forcing a breakthrough in the supply and use of green energy carriers in transport to, from and within ports. We will create energy efficiencies and support developments that make green energy carriers available to the users. By demonstrating and implementing smart solutions in the realm of digitalization and automation, we will facilitate and contribute to the decarbonization of port related transport. Although our projects offer different demonstrators, we have this joint message and can support each other in this.

With the Green Deal projects in general, our main message in joint communication and dissemination is that we want to facilitate and accelerate the energy transition in transport in Europe. This is in accordance with the European Green Deal objectives.

2.4. Quality requirements

All joint communication and dissemination activities between MAGPIE and other Green Deal projects such as PIONEERS will display the EU logo and will include reference to the Horizon 2020 programme from which MAGPIE is financed.

MAGPIE and the Green Deal projects will capitalise and build on the existing profile and momentum that green energy and green transport currently have in mainstream and scientific media and publications to communicate its activities, results and findings.

This will involve diversifying and intensifying efforts to reach and retain a wider audience among policy and decision makers, industry, the research community and the general public. A significant part of MAGPIE 's joint communication and dissemination efforts under WP 10 will focus on events.

Emphasis will also be placed on engaging non-specialist audiences in the discussion of broader issues to highlight the efforts of the MAGPIE, PIONEERS and other Green Deal sister projects and how the EU is working on greening the transport sector.

MAGPIE, in its joint communication actions, will regularly engage with the public through open days, public exhibitions, and EU-related events such as TRA Conference, EU Maritime Day and EU Researchers' Night and Culture Night, as well as relevant local initiatives such as Science Week. These events will target all audiences from people already interested in transport and energy topics, scientists, children, schools, and university students.

Thanks to this joint communication plan, MAGPIE will leverage existing links with the national media in their respective countries (Netherlands, France, Germany, Portugal for MAGPIE and Belgium, Netherlands, Romania, Spain for PIONEERS) to publish research stories in print and online publications and seek experts to appear on television and radio features. WP 10 will work with all partners to create a register of local, national, and Europewide events as part of the project's joint communication plan (D10.2) and will work to support partners to increase awareness of MAGPIE, PIONEERS and the Green Deal projects in general.



3. Conclusions

So far, the MAGPIE project has already achieved consistent joint communication, dissemination and stakeholders' engagement actions. In partnership with PIONEERS, TULIPS, OLGA and STARGATE, the MAGPIE project's WP10 has put in place a coherent structure for the next years of project until 2026.

This plan nevertheless requires regular updates. The leadership of WP10 will take care of updating when necessary. The different constraints identified at this stage are the following:

- Events calendar is, by definition, unforeseeable in the long run, that is to say beyond 2023.
- Instant reaction is required to fuel the social media collaboration, which is difficult to synthetize or catch into a single plan.
- At least 5 Green Deal sister projects are active at this stage. This is why a risk exists to have unequal levels of collaboration.
- PIONEERS project does not exactly have the same demos "areas" as the MAGPIE project, thus a need to balance between similarities and complementarity.

In conclusion, it can be stated that the WP10, WP2 and the project management team of the MAGPIE project will always pay specific attention to the application of this joint communication, dissemination & stakeholders engagement plan, as far as they can do it in cooperation with the other projects.

All MAGPIE partners are aware that joint communication is essential to ensure social acceptability, community engagement and political support for the application of the European Green Deal, to which our project belongs completely.



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4. Appendix

4.1. Communication & social media

Communication	Start Timing	Joint (yes/no)
Toolkit for partners	Nov/Dec 2021	No
PowerPoint presentations	Undefined	Yes, in some cases
Paper flyers	June 2022	Yes
Social media posts	Nov/Dec 2021	Yes
Website publications	Nov/Dec 2021	Yes
Interactive map	Mar 2022	No
Stakeholders' newsletter articles	2023	Yes
Public newsletter articles	Mar 2022	Yes
Videos/animation	Mar 2022	No
Infographics	Mar 2022	No
Contents for students	Jan 2022	No
Press releases (publications on website)	Undefined	Yes



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4.2. Dissemination & events

Dissemination	Start timing	Joint (yes/no)
Kick-off event MAGPIE	Mar 2022	Yes
Kick-off event PIONEERS	Oct 2022	Yes
AIVP World Conference 2022	May 2022	Yes
Port-related events (example: ESPO)	Can be annual (at least 2022)	Yes
European-wide events (example: Connecting Days, TRA Conference)	2021-2026	Yes
Webinar on energy transition demos (Supply chain talk)	2022	No
Webinar on maritime demos	2023 (tbc)	No
Webinar on IWT demos	2024 (tbc)	No
Webinar on land demos	2025	No
AIVP World Conference 2024	2024	Yes
Conclusive event MAGPIE	2026	Yes
Conclusive event PIONEERS	2026	Yes
Participation to other events (national events in the represented countries: Netherlands, France, Portugal, Germany)	2021-2026	Yes



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4.3. Stakeholders engagement & lobbying

Engagement	Start timing	Joint (yes/no)
Sharing documents	2021-2026	Yes
Sharing deliverables	2021-2026	Yes, if public
Sharing articles	2023-2026	Yes, according to each partner
Sharing contacts	2021-2026	Yes
Lobbying to institutions	Occasionally	Yes
Stakeholders' virtual meetings	Each quarter	Yes, occasionally
Sharing surveys and their data	Undefined	Yes



4.4. Already undertaken as of September 2022

Already 12 Social media events executed or planned in 2022:

- 21 February 2022: PIONEERS workshop in Venlo announcement
- 21 February 2022: presentation of the PIONEERS project
- **4 March 2022**: announcement of Inge De Wolf, PIONEERS coordinator, at the MAGPIE start conference
- **27 April 2022**: announcement of Giannis Kanellopoulos, PIONEERS scientific advisor, at the MAGPIE dedicated session during AIVP conference 2022
- **18 May 2022**: release of pictures on the participation of Giannis Kanellopoulos, PIONEERS scientific advisor, at the MAGPIE dedicated session during AIVP conference 2022
- **2 June 2022**: release of pictures on the joint breakout session held by PIONEERS & MAGPIE at the ESPO Conference 2022
- **3 June 2022**: 2nd release of pictures on the joint breakout session held by PIONEERS & MAGPIE at the ESPO Conference 2022
- **28 June 2022**: announcement of the participation of both PIONEERS and MAGPIE at the Connecting Europe Days expo
- **25 August 2022**: sharing the announcement of the PIONEERS kick off conference upcoming on 20 October 2022
- October 2022: release of pictures on the participation of Arne-Jan Polman, MAGPIE coordinator, at the PIONEERS kick off conference
- **27th October 2022**: release of pictures on the participation of Arne-Jan Polman, MAGPIE coordinator, at the TULIPS kick off conference
- **November 2022**: announcement of the participation of both PIONEERS and MAGPIE at the TRA Conference

Some of the internal communication with our stakeholders and dissemination activities that were already undertaken and will be continued in the future are:

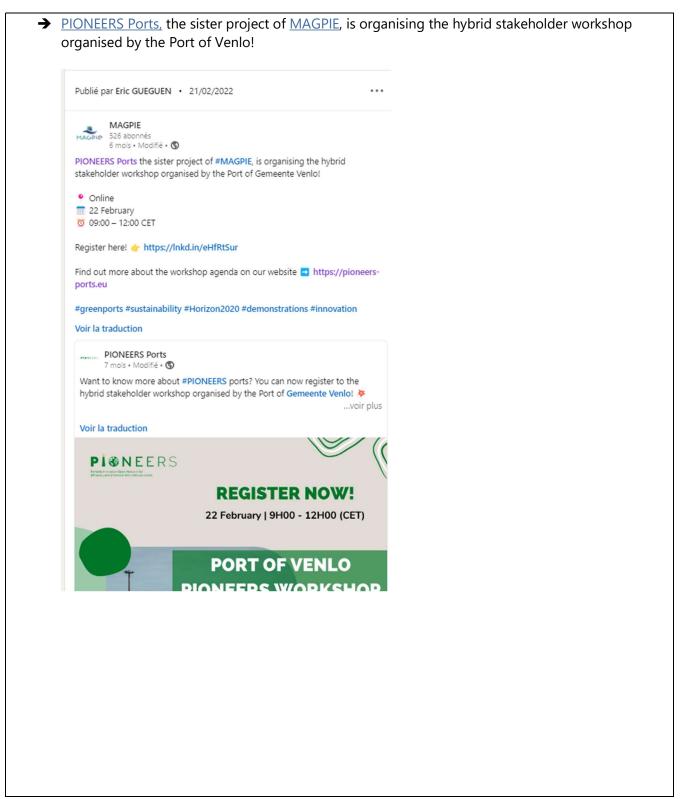
- Sharing ESPO & EFIP as stakeholder group members
 - o Regular contact with heads of these two lobbying organizations
 - Participation of Ms Isabel Ryckbost as keynote speaker in both kick off conferences (MAGPIE in March, PIONEERS in October)
 - Joint invitation from the ESPO in June 2022
- Interaction with the EU commission:
 - Participation to the Green Deal Support Office (GDSO)
 - First Urban Mobility Working Group Meeting on 9th June



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4.5. Illustration

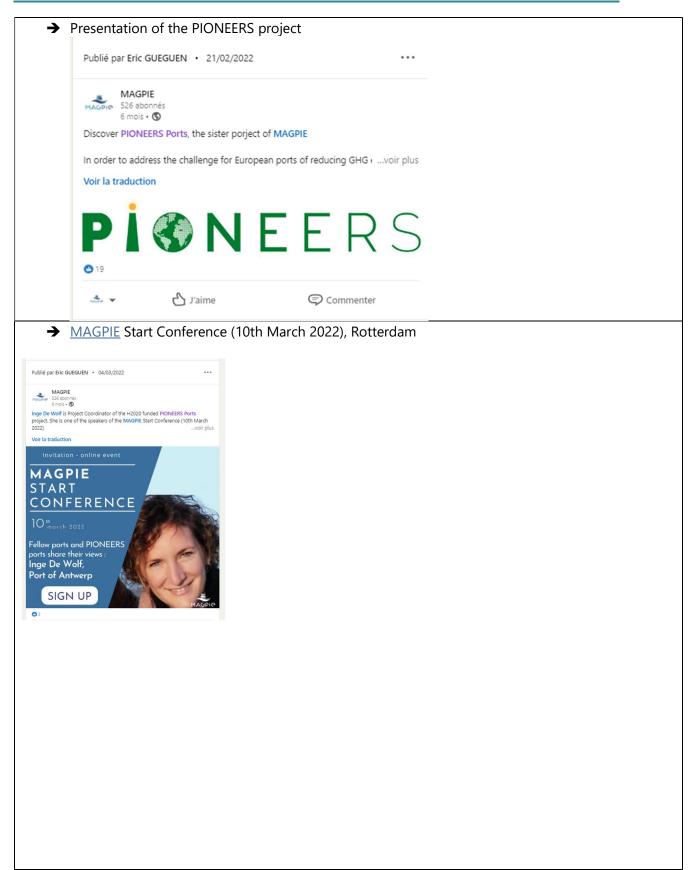
Pictures and screenshots below:





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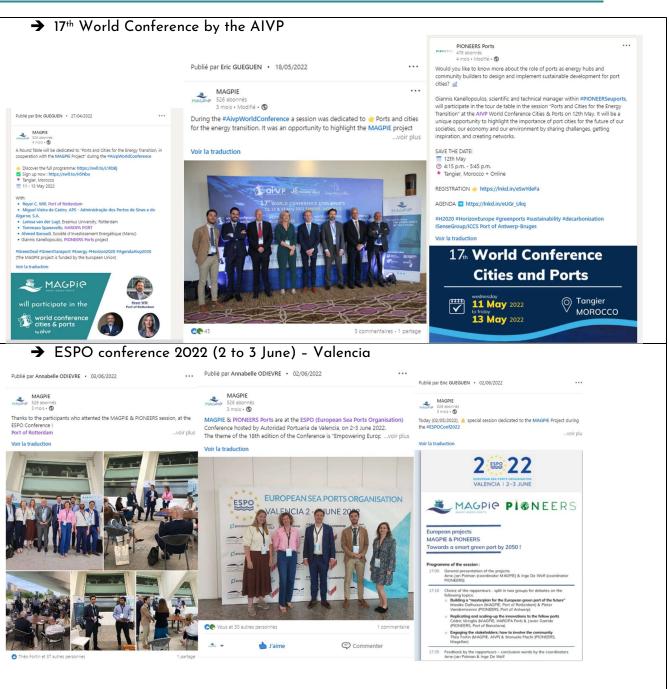
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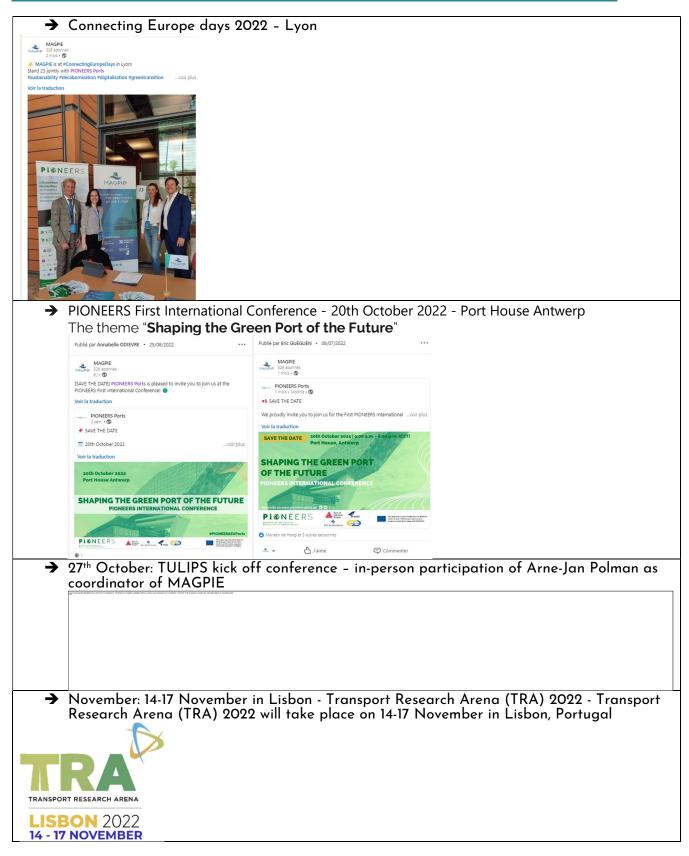






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5. Appendix Contribution to the Knowledge Portfolio

[Not applicable - standard access conditions apply]

BACKGROUND - TITLE	Responsible ¹ Name
Owner(s)	Partner Name(s)/third party rights, if applicable
Nature	Patent, design, software, etc.
Registration/Protection	Patent number or patent application number, copyright (year, etc), version N° (for s/w), etc.
Description	Description of background
Access conditions for research in the project / Limitations	Description of the access conditions, in particular: If a request in writing is needed and if access is conditional upon a specific licence agreement If limited to a WP
Access conditions for Use / Limitations	Description of the access conditions for use including for further research, internal usage and/or commercial usage
	Names of the licensees – 1st set
	Date of allocation
	Type of licence/specific access rights granted
Licensees in the project	Signature of parties (optional)
Licensees in the project	Names of the licensees – 2nd
	Date of allocation
	Type of licence/access rights granted
	Signature of parties (optional)
	Names of the licensees – 1st set
	Date of allocation
	Type of licence
1:	Signature of parties (optional)
Licensees for use	Names of the licensees – 2 nd set
	Date of allocation
	Type of licence
	Signature of parties (optional)

¹ Responsible means the organisation in charge of handling the IPR attached to the Background.



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EXPLOITABLE FOREGROUND	
Type of exploitable foreground	
Exploitable Foreground (description)	
Confidential	
Foreseen embargo date	
Exploitable product(s) or measure(s)	
Sector(s) of application	
Timetable for commercial use or any other use	
Patents or other IPR exploitation (licenses)	
Owner & Other Beneficiary(s) involved	
All fields much be filled	

All fields must be filled

PATENTS, TRADEMARKS, REGISTERED DESIGNS, ETC.	
Type of IP rights*	
Application reference(s) (e.g. EP123456)*	
Subject or title of application*	
Confidential*	
Foreseen embargo date	
Applicant(s) as on the application*	
URL of application	
*Mandatory fields	