



MAGPIE

SMART GREEN PORTS

Communication & Dissemination plan

contact@magpie.eu

+33 2 35 42 76 12

www.magpie-ports.eu



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Communication & Dissemination plan D2.1

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AUTHOR	Theo Fortin AIVP tfortin@aivp.org

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History of Changes

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p.4	Update of the table	27-01-2022
p.5	Adding a more accurate description of target audiences	27-01-2022
p.5	Rephrasing of the Executive Summary and moving the Target audiences to the "Objectives" section	20-09-2023
p.6	Adding a paragraph about the "three pillars of our communication plan"	27-01-2022
p.9	Modifying the introduction sentence of the "key messages" section	27-01-2022
p.10	Listing the communication channels which will be exploited by our tools Adding a paragraph about the "press relation" policy of the consortium	27-01-2022
p.10	Fixing split words in the tables	20-09-2023
p.12	Adding a definition of dissemination	20-09-2023
p.15	Re-organizing the paragraph on the Webinars	20-09-2023

p.16	Changing the formulation of a sentence within the first paragraph of the "requirements" section	27-01-2022
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Executive Summary

The communication & dissemination plan is aimed at how to reach the various target audiences of the project and satisfy the key indicators. It summarizes and plans the different actions which will be undertaken during the lifetime of the project in order to inform and convince the target audiences. First, we define the general objective of our communication and dissemination in the MAGPIE project. In direct connection with the latter, we determine accurately the profile and field of activity of our different target audiences. Then, we detail the specific objectives for communication, on the one hand, and dissemination, on the other hand. Key performance indicators in full consistency with the grant agreement are listed in order to measure the achievement of these specific objectives.

Actions are elaborated and classified according to the different tools and channels. A provisional timing and budget are indicated for each of them. They aim at executing and reaching the objectives of our communication and dissemination. A responsible organization within the WP2 is designated and will be the reference partner for the action. However, each partner of the WP2 needs to report regularly to the work package leader, AIVP.

Regarding events, a summary of the different foreseen concepts is added towards the end of the document, with the actions and audience we have conceived for it. These elements may help the reader to understand the preceding action list.

As the MAGPIE project is fully aware of the commitments all European-funded action must take, some requirements are reminded at the end of this document. All partner should be reminded frequently of these obligations. When the MAGPIE project will disclose content, the European emblem, graphic charter and other communicational elements will be duly respected as stated in the European regulations.

This deliverable D 2.1.1. has been prepared in December 2021 and January 2022 under the leadership of AIVP and with help from the core group of the work package 2 (WP2), i.e., the following project partners: AIVP, Port of Rotterdam, Netherlands Maritime Technologies (NMT), Expertise and Innovation Centre for Barging (EICB) and Planco consulting GmbH.

The delay of 4 weeks experienced in the preparation of this deliverable is due to:

1. Covid disruptions which made more difficult to meet and prepare the plan
2. Human resources changes in some of the project partners' staff.

The delay mentioned above had no impact on other deliverables, milestones or project objectives.

1. Objectives

Keywords: "Attention, Interest, Desire & Action"

All communication actions will generate positive attention for the whole MAGPIE project. We will mainly focus on the 6 target groups as described above and the 4 EU member states: France, Germany, Portugal and The Netherlands.

The communication strategy underlying all our actions is the following: AIDA = Attention, Interest, Desire & Action. A positive tone of voice should be used to prove that "we can!" achieve our goal.

The three pillars of our communication plan are: open access digital communication; event organization ; B2B bilateral interaction and engagement. Our goal is cognitive: increasing the visibility of our demos and of each WP is the rationale behind these pillars. We want to show that a market can exist for the green smart port technologies and that many actors already are active within this market. We want to show our values and the potential of our innovations. The results of each demo and WP will be published.

The first important activity is to organize a 1st dissemination event in March 2022. This is also the moment to present the MAGPIE project externally to all the target audiences and the public. After the launching event, we will start with follow up communication for the next 4 years. At the end of the project, we expect communication to play an important role.

Main target audiences:

- Civil society and public authorities (governments)
 - Local municipalities of the regions of Zuid-Holland, Normandie, Nordrhein-Westfalen, Alentejo
 - National ministries for Transport and/or Energy of the Netherlands, France, Germany and Portugal
 - European agencies and organizations for Transport and/or Energy
- 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

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- 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, state-owned, autonomous agency)
 - Shipping liners
 - Maritime companies & 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
 - Additionally, each audience includes Research actors and students from its specific field.
 - Researchers in the academic departments of transport and/or energy
 - PhD students
 - Ms students
 - Essentially, the categories mentioned above are located in European universities & research centres and labs

2. KPIs and related WPs

The follow Key Performance Indicator’s (KPI’s) have been defined. The following table lists the KPI’s and the related workpackages for each of the KPI’s.

KPI’s	WP
At least 10 national media articles or items and participation in at least 7 public engagement events by project partners.	WP2
At least 4 items in international science or industry publications during the lifetime of the project; features in university websites, significant following from researchers on social media with indicative target of 500.	WP1 / WP2
At least 3 publications targeted at the environmental groups and social media engagements.	WP2
At least 10 presentations or conference papers targeted at the transport sector.	WP5 / WP6
At least 3 publications directed at ports and port authorities on their role in the green energy supply to transport modalities.	WP3
At least 10 presentations or conference papers targeted at the green energy sector.	WP3
At least 3 interactions with governments, EU and/or IMO to share the project developments.	WP2 / WP7 / WP10
At least 5 downloadable contents for educational purposes on transport modalities and green energy supply.	WP2 / WP3 / WP5 / WP6
Participation in at least 5 family or child focussed events, at least 3 downloadable leaflets or brochures targeted to this audience.	WP2

Nota bene: All the listed publications KPI are to be released during the lifetime of the project. Mostly they will be written by academic institutions which are members of the consortium. Another significant part of these articles will be written and prepared by demo leaders when relevant. All publication linked to the project will be available openly on the project’s website and can be disclosed in the project’s newsletter. Each publication is linked to a work package (see above: “WP”).

The editorial board consists of the project management team and of the WP2 leader, namely AIVP. This board need to carry out an exhaustive monitoring and review of the articles proposed by redactors. They are responsible for reaching the goals fixed in the list of publication KPIs.

3. Key messages

The following keywords will be used consistently in all communication and dissemination activities carried out during the lifetime of the project:

1. Ambition: We want to shape the green ports of the future

MAGPIE has the ambition to force 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.

2. Vision:

It is the vision of the MAGPIE partners that ports will play a key role in accelerating green transport to the fullest, with ample opportunities to strengthen their position in energy supply chains.

3. Goal:

The main objective of MAGPIE is to flexibly facilitate and accelerate the energy transition in transport. This will be achieved by addressing the supply chains of clean energy carriers for shipping, port operations and hinterland connections, whilst also assessing their impact on logistics and society.

4. Project:

The MAGPIE partners will develop a Master plan for European Green Ports; a roadmap thereto and a handbook to accelerate the development of sustainable maritime and inland European ports. The handbook will be based on the demonstrations within the MAGPIE project and will contain insights through research and other case studies. The handbook will also give guidance on how to move from planning to implementation, replication and scaling of the demonstrated solutions and results. This will apply to the different types, sizes, and geographical locations of ports across Europe.

5. Methodology:

The MAGPIE Project consists of 10 work packages in which technical and non-technological innovations are tested and demonstrated. This will be followed by evaluation of the roll-out opportunities for the use in the fellow ports. The aim is to show that these innovations will contribute to the greening of port operations and can be scaled in other ports across Europe.

4. Communication tools, timing and budget

Keywords:

Each audience will be reached by a specific tool indicated in the next tables.
Each tool has a timing, a budget and a responsible also incorporated in the tables.

Our communication channels are: the press, the web and social networks, emailing (general public newsletter and restricted professional newsletter), events (online and physical) and bilateral communication and information transmission.

All the partners of the consortium will be called upon via their respective press and/or communication services to amplify the dissemination of the message and to act as a "sounding board". A list of communication managers of each partner will be established and will be used for the transmission of press releases. A list of press contacts will also be set up for each of the 4 countries where the consortium member ports are located. Journalists will also be widely invited to the event programme.

Definition:

In the MAGPIE project, we define the concept of "communication" action as all kind of measure, content or channel which helps to increase the general awareness of the target audience on the project and its potential benefits. We might communicate on all type of project information, but this is meant to stay at a general level with a double objective of 1) visibility, 2) branding.

Table n°1: audience & communication tools

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

(N.B: extract from the WP Description / tender document. January 2021)

Table n°2: audience & dissemination actions

Group	Webinars	Participation to other events	Public kick-off	Public conclusion	Port-citizen workshops	AIVP World conference
Civil society	x	x	x	x	x	
Students and academics	x	x			x	x
Government	x	x			x	x
Businesses	x	x	x	x		x

Communication	Responsible	Start Timing	Budget
Communication plan	AIVP/all	Nov/Dec 2021	Incl. in the WP management budget
Visual identity & logo	AIVP/POR	Nov/Dec 2021	21 990 € (a)
Toolkit for partners	AIVP/POR	Nov/Dec 2021	(a)
LinkedIn	AIVP/POR	Nov/Dec 2021	10 300 € (b)
Facebook	AIVP/POR	Undefined	(b)
Twitter	AIVP/POR	Nov/Dec 2021	(b)
Website V1 (disclosure)	AIVP/POR	Nov/Dec 2021	(a)
Website V2 (fully-functioning)	AIVP/POR	Mar 2022	(a)
Stakeholders newsletter	AIVP/POR	Mar 2022	See below
Public newsletter	AIVP/POR	Mar 2022	11 200 €
Videos/animation	NMT	Mar 2022	46 000 €
Infographics	EICB	Mar 2022	10 300 €
Exhibition in RDM and LH	AIVP/POR	S2 2025	180 380 €
Contents for students	TUD	Jan 2022	10 000 €
Press releases (publications on website)	AIVP/POR	Undefined	4554 €

5. Dissemination tools, timing and budget

Definition:

In the MAGPIE project, we define the concept of “dissemination” as all kind of action aiming at sharing knowledge, lessons learned, and return on experience, with peers from the same sector of activity. In that sense, dissemination means disclosing results directly to professionals from the sectors closely related to the MAGPIE’s demonstrations. This is different from communication actions because the goal of dissemination is to convince potential replicators and to prepare the market, societal and technical upscale of our demonstrations.

Our scope for dissemination is both market-related and academic. As a result, the main foreseen dissemination actions are: 1) sharing results at the occasion of trade and professional conferences linked to our sectors of activity and research, 2) disclosing results under the form of academic papers, 3) organizing direct discussions with peers in small group (webinar).

Dissemination	Responsible	Start timing	Budget
Kick-off event	AIVP/POR	Mar 2022	10 000 € +15 000 €
AIVP World Conference 2022	AIVP	May 2022	16 880 €
Webinar on energy transition demos (Supply chain talk)	POR	2023	Incl. in the PM
Webinar on maritime demos	NMT	2024 (tbc)	Incl. in the PM
Webinar on IWT demos	EICB	2024 (tbc)	Incl. in the PM
Webinar on land demos	Planco	2025	Incl. in the PM
AIVP World Conference 2024	AIVP	2024	15 360 €
Conclusive event	AIVP/POR	2026	10 000 €
Participation to other events	All	Undefined Continuous	/ 10 350 €

6. Events concept

Three main types of events will be organized for the dissemination of MAGPIE: public kick-off and conclusion, port-citizen workshops and webinars. The general assembly of the consortium will be held physically occasionally but is not a dissemination event.

Public kick-off and conclusion:

Our first public event will be the MAGPIE start conference, which will be held in Rotterdam on the 10th march 2022. This conference is a disclosure opportunity to show that our demonstrations are relevant for the daily life of citizens and to improve the environmental impact of our industries. The market must be engaged so as to show that our consortium is aimed at bringing innovations to maturity both in technological and economical terms.

The conclusion event will be organized at the end of the project, in 5 years, and aims at sharing insights about the results of the demonstrations. It will also take the form of a hybrid event.

- Held in Rotterdam
- Hybrid programme, both online and in-person
- Programme concept:
 - Half-day plenary
 - Lunchtime for networking
 - Half-day parallel sessions
 - End of the day - social event / drinks
- Attendance (~250):
 - Consortium members
 - Advisory board
 - Stakeholders (partially)
 - Journalists
 - Officials
- Goals of the event:
 - Inspire: show the relevancy of MAGPIE
 - Inform: disclose information on what we do, incl. demos and the deliverables
- Responsible:
 - AIVP for content/programme
 - POR for logistics, host partner (host will be from POR)

Port-citizen workshop:

The main goals of our workshops are to inform the general public on a local basis. By bringing information on specific WPs or demos in the debate, we will try to engage them in an interactive workshop. Providing answers to all questions which could be raised by participants and especially local stakeholders & communities is a way to comply with our global objective of transparency.

- Held in Rotterdam, Le Havre and Wesel
- In-person programme
- Programme concept:
 - Presentation of MAGPIE project by a consortium member (ideally someone local)
 - Interaction with local stakeholders: local government, NGOs, relevant companies
 - Testing of the “port development game” (see with WP7)
 - Optional: port visit
- Attendance (~ 50 to 100):
 - Consortium members (partially)
 - Local stakeholders
 - Local journalists & local officials
 - General public: citizens
- Goals of the event:
 - Inform: disclose information on specific aspects of MAGPIE which are locally relevant
 - Interact: launch a debate on port green and smart techs so as to raise awareness
- Responsible:
 - AIVP for content/programme
 - DTP in Wesel
 - POR in Rotterdam
 - Haropa in Le Havre

Webinars:

Our MAGPIE webinars are aimed at professionals, researchers and specialized press from one particular field, each time different. We will disclose more technical information during these events. It also is an opportunity to answer more accurately to questions which could have been raised on our website or received by other means of communication.

- Held virtually on an available platform (Livestorm, Zoom, other...)
- Digital programme
- Programme concept:
 - Introduction by a moderator (5 min)
 - 1st presentation by 3 speakers (30 min)
 - Questions & answers (20 min)
 - Conclusion by the moderator (5 min)
- Attendance (100 online)
 - Consortium members
 - Stakeholders
 - Journalists & Officials
 - General public: citizens
- Goals of the event:
 - Inform: disclose information on a specific WP or demo
 - Interact: provide answers to questions that stakeholders could have in mind
- Responsible:
 - POR: “supply chain talks” on Energy demos (WP3)
 - NMT: webinar on Maritime demos (WP5)
 - EICB: webinar on IWT demos (WP5)
 - Planco: webinar on Land demos (WP6)

7. Requirements

All communication and dissemination activities will display the EU logo and will include reference to the Horizon 2020 programme from which MAGPIE is financed.

MAGPIE will capitalise and build on the existing profile and momentum 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 communication and dissemination efforts under WP 2 will focus on stakeholder engagement initiatives. Emphasis will also be placed on engaging non-specialist audiences on the broader issues to highlight the efforts of the MAGPIE project and how the EU is working on greening the transport sector.

Partners will regularly engage with the public through open days, public exhibitions, and events such as 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. MAGPIE will leverage existing links with the national media in their respective countries publishing research stories in print and online publications and seek experts to appear on television and radio features. WP 2 will work with all partners to create a register of local, national, and Europe-wide events as part of the projects Communication & Dissemination plan (D2.1.1) and will work to support partners to increase awareness of MAGPIE.