



MAGPIE

SMART GREEN PORTS

Updated communication & dissemination plan D.2.2.

Grant Agreement No.	101036594
Start date of Project	1st October 2021
Duration of the Project	60 months
Deliverable Number	D.2.2.
Deliverable Leader	AIVP
Dissemination Level	CO
Status	Version n°1
Submission Date	31st March 2024
Author	Theo Fortin AIVP tfortin@aivp.org

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 101036594.

The opinions expressed in this document reflect only the author's view and in no way reflect the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Table of contents

Executive Summary	5
1. Objectives update	6
2. KPIs completion	8
2.1. Comparison with the initial plan	8
2.2. Measures to rectify the deviations	9
3. Evaluation of the performance	11
3.1. Reminder regarding the channels	11
3.2. Impact and efficiency	11
3.3. Decisions	13
4. Key messages (no change)	15
5. Communication update	16
6. Dissemination update	17
7. Events concept update	18
8. Requirements	21



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Executive Summary

This document is an updated version of the Communication & Dissemination plan that was elaborated in December 2021 and January 2022 (M3) and submitted to the European Commission.

As a reminder, the communication & dissemination plan outlines how to effectively reach the different target audiences of the project and meet the key indicators. The plan summarizes and details the various actions that will be taken throughout the project's duration to inform and reach target audiences. First, we define the general objective of our communication and dissemination efforts in the MAGPIE project. We then accurately identify the profile and field of activity of our different target audiences. Next, we specify the communication and dissemination objectives. Finally, we establish the key performance indicators in line with the grant agreement to measure the achievement of these specific objectives.

As another reminder, our communication actions are elaborated and classified according to the different types of tools and channels (media), which are chosen to reach different types of audiences (people). For each action, a provisional timing and budget are indicated to execute and achieve the objectives of our communication and dissemination. A responsible organization within the WP2 is designated and will be the reference partner for every action. However, each partner of the WP2 is required to report regularly to the work package leader, AIVP.

This document evaluates the efficiency of each communication action and draws the main conclusions that we need to improve our outreach to civil society, public institutions, and the scientific and academic communities. We plan to achieve this by disseminating the results of the demonstrations during the second half of the project and by organizing meetings with institutions and our local communities. We have also observed that our demo-based communication actions, which focus on technical action plans or concrete results, are more successful in terms of engagement and interaction with the audience. Thus, we have decided to undertake more actions of this type, such as public testing of our technologies. Another key element of this evaluation is that we have slightly adapted our communication channels. We decided to terminate our Facebook account because it was not suitable for our audience. Additionally, we have also decided to share more channels with our sister project PIONEERS because we believe that our audiences are interested in both projects at the same time. This approach is more sensible and represents a better use of European funding.

The structure of sections 6 to 8 of this document remains unchanged, as well as the "Key messages" which follow the principles and structure defined in the Grant Agreement. However, we have made some updates, particularly regarding the status and progress of each action. We have also updated the events plan and are considering moving one workshop from Rotterdam to Sines, to enable a more diverse geographical representation of our project.

This deliverable D 2.2. was prepared in February and March 2024 under the leadership of AIVP and with help from 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.

There has been no delay in the submission of this deliverable.



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

1. Objectives update

Keywords: “Attention, Interest, Desire & Action”:

All communication actions have been undertaken with the objective of generating positive attention for the whole MAGPIE project. We mainly focus on the 6 target groups, as described below, and the 4 EU member states in which the ports from our consortium are located: France (HAROPA Port), Germany (DeltaPort), Portugal (Port of Sines), and the Netherlands (Port of Rotterdam).

General remarks: we have reached out to many different companies, research institutions, and public authorities through conferences, digital actions, and publications. For example, close to 50 organizations have signed a formal “Letter of Interest” to be informed in priority of MAGPIE updates and to contribute to our dissemination actions. We agreed on the fact we prefer to have fewer solid partnerships rather than a high number of irregular ones. This is the reason we aim to improve the quality of the relations we already have established with our target audience.

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.

Until month 30 of the project, we have focused on the two first stages of the AIDA sequence: Attention & Interest. This means that we wanted to acquire some visibility for the project. For the remaining half of the project, we need to design our dissemination content in order to trigger Desire & Action. This constitutes the two last stages of the AIDA sequence. We must aim to interact more with our target audience. The expected outcome would be to increase the market readiness and social acceptance of the technology which is developed under the MAGPIE project.

The three pillars of our communication plan have been defined in 2021 as such: open access digital communication; event organization; B2B bilateral interaction and engagement. Until month 30, we have emphasized the two first pillars, because they were useful to kickstart the project’s communication and dissemination. The remaining pillar is characterized by bilateral interaction and engagement. This is what we will now be focusing on.

Main target audiences:

In our initial communication & dissemination plan, we defined 6 target audiences. This principle is still relevant for the remaining time of the project. The structure of the target audience will remain the same for the next 30 months.

We have the objective to intensify the interaction with the groups we have not managed to reach out sufficiently until now. We want to stress the importance of interactions with civil society (first target audience).

• *Civil society and public authorities* (governments)

- Local municipalities of the regions of Zuid-Holland, Normandie, Nordrhein-Westfalen, and Alentejo
- National ministries for Transport and/or Energy of the Netherlands, France, Germany, and Portugal



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

- 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, and specialized media of the sector

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

- ***Road transport professionals, representatives, and stakeholders***

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

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

- ***Rail transport professionals, representatives, and stakeholders***

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

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

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

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

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



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

2. KPIs completion

Introduction:

The Key Performance Indicators (KPIs) discussed in the following section were developed at the start of the MAGPIE project to measure and set goals for the communication and dissemination of the project towards different audiences. These KPIs take into account different channels of communication that are geared towards the different key audiences identified. This means that the dissemination tools vary from scientific papers to presentations at conferences or downloadable content for students and schools. The amount of dissemination material per KPI was chosen by Work Package 2 based on estimations at the start of the project regarding what was feasible within the lifespan of MAGPIE and the amount necessary to convey our message and results well. In the following section, the status of these KPIs will be presented and analyzed.

2.1. Comparison with the initial plan

KPI's	Level of completion
At least 10 national media articles or items and participation in at least 7 public engagement events by project partners.	6/10
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 an indicative target of 500.	0/4
At least 3 publications targeted at the environmental groups and social media engagements.	0/3
At least 10 presentations or conference papers targeted at the transport sector.	7/10
At least 3 publications directed at ports and port authorities on their role in the green energy supply to transport modalities.	3/3
At least 10 presentations or conference papers targeted at the green energy sector.	2/10
At least 3 interactions with governments, EU and/or IMO to share the project developments.	0/3
At least 5 downloadable content for educational purposes on transport modalities and green energy supply.	0/5
Participation in at least 5 family or child-focused events, at least 3 downloadable leaflets or brochures targeted at this audience.	0/5

Many of the elements mentioned in this list of KPIs can be found valorized in MAGPIE's news, on its social media, and on its Youtube channel.

- MAGPIE's News page: [News - MAGPIE - European project smart green ports \(magpie-ports.eu\)](https://www.magpie-ports.eu/news)
- MAGPIE's LinkedIn: <https://www.linkedin.com/company/magpie-ports/>
- MAGPIE's Youtube: <https://www.youtube.com/channel/UC8irhDDCW2UojCMpvhLLHfA>

Conclusions:

We lack publications in the scientific fields, which can be explained by the fact that our academics from the MAGPIE consortium are still carrying out their research. When the demonstrations are more advanced, we will have more publications as there will be more content.



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

We need to intensify our interactions with governments, the EU and/or IMO, with the “general public” including families, and with students (educational material). The slower progress of this indicator can be justified by the fact that we prefer to have more concrete elements to share with this audience. For different reasons: our idea is to interact with officials only if we have results related to their policies; in the case of the general public, we believe it is more relevant to interact with them when we have concrete images and mock-ups to showcase. This is the justification for having published fewer elements related to these fields. Our aspiration is to

The satisfying level of completion of the KPIs referring to conferences, press and media can be explained by the fact our consortium has made several announcements at the beginning of the project. We have communicated about our ambitions for the demonstrations. Notably, some of the demonstrations have obtained a greater level of attention: the offshore charging e-buoy (demo 5), the autonomous e-barge and transshipment (demo 6) or the yard automation truck (demo 9).

MAGPIE was represented in close to 20 conferences since the beginning of the project. As our objective was to participate and make a presentation during at least 25 external conferences before the end of the project, we can conclude there is no doubt this objective will be achieved in 2026.

Based on these conclusions, our intention for the next years is elaborated below regarding how to progress with communication towards the different target audiences that were identified earlier.

2.2. Measures to rectify the deviations

Governments, EU and/or IMO:

- By the end of 2024 or in 2025, we will request a meeting with the IMO to discuss decarbonization in ports and the transport sector and to present our first results. We can arrange an in-person presentation in London, which is the preferred option, or invite them to participate in a videoconference.
- The European Maritime Days (May 2024), Sustainable EU Energy Week (June 2024) or the Science Week organized by the European Commission (September 2024) are confirmed as dissemination events which our consortium will attend.
- The regional government of Nordrhein-Westfalen, the Secretariat for the Sea of Portugal, and the French directorate for transport infrastructure have already joined our advisory board. We invite these public authorities to our general assembly. In the following years, we will reach out to public authorities in the Netherlands as well, such as the province of South Holland.

Families and children:

- Our exhibition planned for the end of 2025 and the year 2026 will introduce the results and achievements of MAGPIE in a way which will be adapted to this audience. We will work with two educational centers, EIC Mainport Rotterdam and Le Havre Port Center, in order to make sure we can reach this audience.

Students:



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

- Through the 4 universities which are members of our consortium, we already have an outreach in the student world: Erasmus University Rotterdam; TU Delft; Köln University (EWI) and INESC-TEC.
- We will work with two educational centers, EIC Mainport Rotterdam and Le Havre Port Center, to ensure we can reach this audience effectively. Our focus is on exploring the potential to attract technical students, as they are more likely to pursue careers in the green port industry.

Academic publications:

- An editorial meeting will be organized regularly with the scientific partners to better coordinate and share information regarding past or future publications.
- A specific section of the project's newsletter is reserved for highlighting academic publications.
- Participation in scientific conferences such as the TRA or WCTRS conferences, which can accelerate the rhythm of publication, by giving an incentive to our scientific partners.
- In 2026, we will evaluate if we consider it relevant to initiate partnerships with scientific journals. We often receive offers to publish in paying scientific journals, but so far, we have never agreed. The reason is that it was too early and we wanted to make the best use of our budget.



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

3. Evaluation of the performance

Introduction:

In this section, we present the data on the growth of our audience in relation to different communication channels. These communication channels are key to disseminating MAGPIE updates and results. The ideal is to see continuous growth in the audience number on all platforms. Some spikes are also expected in times surrounding events organized by the MAGPIE project or in which the MAGPIE consortium participated to in a manner that attracts the targeted audiences' attention (e.g. stands, pitches, presentations).

3.1. Reminder regarding the channels

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

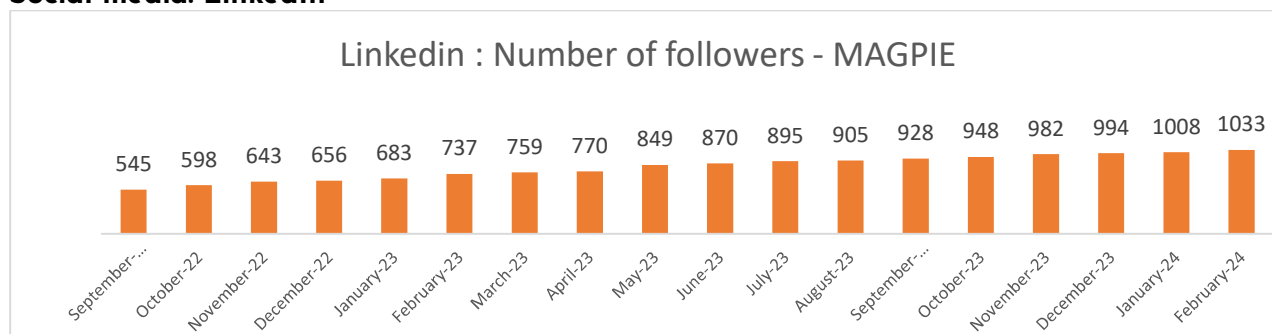
(N.B: extract from the WP Description/tender document. January 2021)

In the table above, the key communication tools for each targeted audience are shown. It is important to note that the Exhibition will only take place starting in 2025. Therefore, there is no data on its impact on the targeted audience nor of its success as of yet. The website, social media, and videos/infographics are key tools in reaching the majority or all of the targeted audiences. Furthermore, the videos and infographics are often shared via social media, the newsletter, and on the website. Currently, Work Package 2 is focused on creating content with the other Work Packages and demonstrations that can be valorised through these different communication tools and will encourage the interactions between MAGPIE and the targeted audiences.

3.2. Impact and efficiency

In the following graphs, the number of followers on MAGPIE's social media pages can be seen. These social media pages are LinkedIn and X (previously Twitter). The number of followers have grown steadily on both platforms. This is in line with the expectations and objectives of Work Package 2.

Social media: LinkedIn

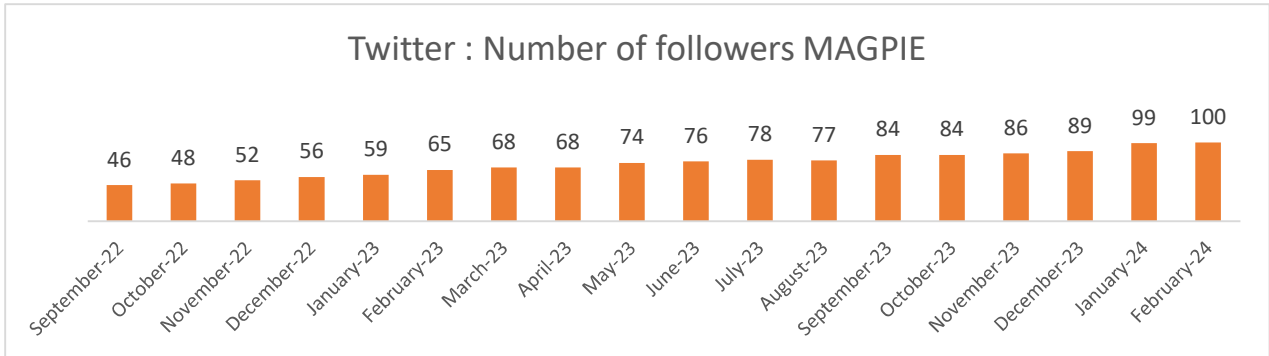


Number of followers on LinkedIn

Social media: Twitter



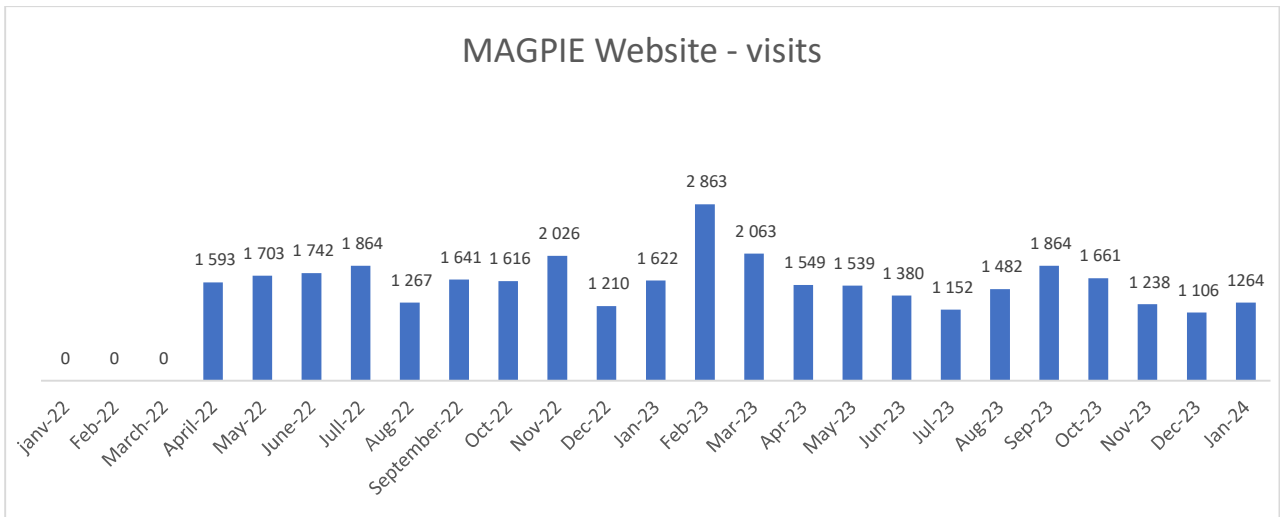
PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.



Number of followers on Twitter

Below, statistics regarding the visits of the MAGPIE website over the past 17 months can be seen. Peaks of activity and interest can be found in the months were MAGPIE hosted or participated in key events or during the months in which Work Package 2 sent out the newsletter. As some news only appear as abstracts in the newsletter and is valorised on social media, readers are encouraged to visit the website to read the full article and explore the website more. Some key events over the past 17 months include the MAGPIE workshop held in Le Havre in September

Official website:



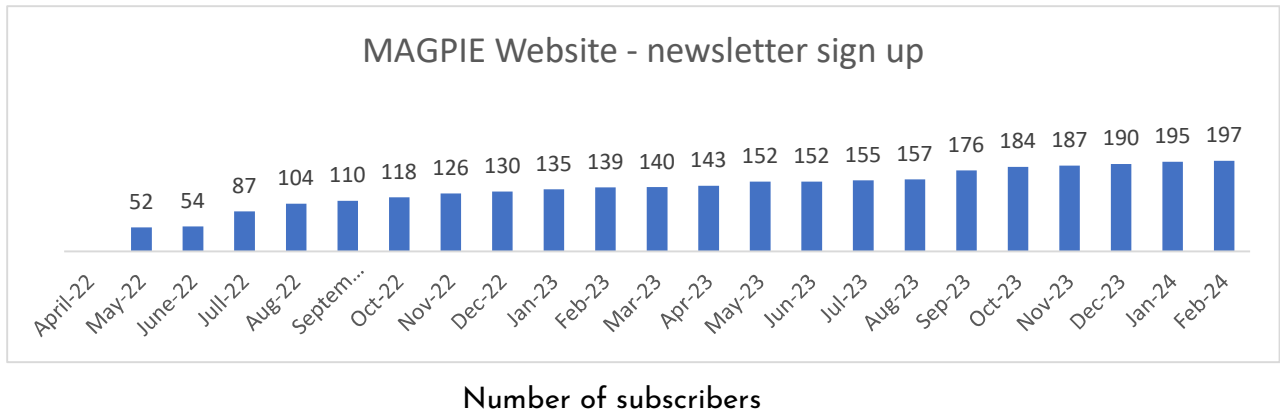
Number of visits in the past 17 months

Lastly, below a graph expressing the number of people that have signed up to receive the MAGPIE newsletter can be seen. The number of subscribers has gone up consistently, increasing almost fourfold since May 2022. This shows that there is a growing group of people invested in learning about the progress and results of the MAGPIE project.

Project's newsletter:



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.



Other tools:

Several other communication tools are also being or will be used by Work Package 2 in our communication and dissemination efforts. Underneath the status of these tools can be seen. What should be noted: we have observed in practice that videos have an impression rate and a commitment rate which is three times higher than other posts on social media.

- Videos:
 - 4 videos have been made by Netherlands Maritime Technology (1 general video, 2 videos with partners interviews, 1 after movie)
 - 3 videos have been made by the AIVP (4 partner interviews, 1 after movie)
 - 2 videos have been made by Port of Rotterdam (1 general video, 1 after movie)
 - 1 video has been made by DAF Trucks (demo video)
 - 1 video has been made by Bluewater and MARIN (demo video)
- Educational content will be available in 2025-2026
- Exhibition will be available in 2025-2026

3.3. Decisions

Social media: Facebook

We have observed that our Facebook page has not obtained more than 50 subscriptions. The average commitment rate is lower than 3%. In 2023, we also had technical issues linked to the fact our Facebook account was hacked. After a discussion within Work Package 2 (communication, dissemination and stakeholder engagement), we have decided to terminate our activity on Facebook.

Civil society:

In line with what is explained in section 2. of this deliverable, we have taken the decision to invest more time and budget in civil society-related events, such as the European Maritime Days. This is the reason why we will have a stand/booth at such events.

Demo-specific communication:



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Based on experience, and on the results of our communication so far, we have observed that sector-specific audiences are more sensitive to technical content. This means we can better reach this audience and interact with them if we disclose demo-specific content. A concrete example of this is the e-buoy mock-up test that was organized at the MARIN facilities in 2022. A group of external stakeholders, which come from the maritime industry, have been invited to watch this test. The result was satisfying in terms of dissemination, as these partners have interacted with the project. The video which was released to show this test has reached a satisfying number of viewers. We will continue organizing such public tests. The next one could be the test of the “hybrid shunting locomotive” (demo 8), taking place in an undetermined place in Central Europe in 2024-2025.

Joint action with PIONEERS:

We have evaluated that joint communication content with PIONEERS, our sister project, is both more logical and more efficient. We estimate that our audience is interested in both projects since they share the same objective and field of expertise. Our decision is therefore to initiate more joint communication. A concrete example of this could be the workshop we will organize as a side-event of the 2024 ESPO Conference in Paris, on the 24th of April 2024. We will jointly prepare an interactive session with PIONEERS and invite the participants of the ESPO Conference to join it (target audience: port industry).



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

4. Key messages (no change)

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 an evaluation of the roll-out opportunities for the use of the demonstrations and tools 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.



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

5. Communication update

This section is focused on presenting the communication tools we have developed, are currently in the process of using, and those that still need to be done. The table below shows the entity responsible for each tool's development and the budget allocated to it. What can be seen is that a third of the tasks have been completed or have been stopped. The majority of the tasks are currently ongoing and are being updated with new information regularly. Lastly, there are several communication tools that still need to be developed. Two of these elements have also been updated in regards to their starting time: Infographics are now expected to be started in September 2024 and content for students will be developed in 2025. We are currently on track with this planning.

Table: Updated communication tools planning

Communication	Responsible	Start Timing	Budget	Status
Communication plan	AIVP/all	Nov/Dec 2021	Incl. in the WP management budget	Done
Visual identity & logo	AIVP/POR	Nov/Dec 2021	21 990 € (a)	Done
Toolkit for partners	AIVP/POR	Nov/Dec 2021	(a)	Done
LinkedIn	AIVP/POR	Nov/Dec 2021	10 300 € (b)	Ongoing
Facebook	AIVP/POR	Undefined	(b)	Stopped
Twitter	AIVP/POR	Nov/Dec 2021	(b)	Ongoing
Website V1 (disclosure)	AIVP/POR	Nov/Dec 2021	(a)	Done
Website V2 (fully-functioning)	AIVP/POR	Mar 2022	(a)	Done
Stakeholders newsletter	AIVP/POR	Mar 2022	See below	Ongoing
Public newsletter	AIVP/POR	Mar 2022	11 200 €	Ongoing
Videos/animation	NMT	Mar 2022	46 000 €	Partially done
Infographics	EICB	New date: Sept 2024	10 300 €	To do
Exhibition in RDM and LH	AIVP/POR	S2 2025	180 380 €	To do
Contents for students	TUD	New date: 2025	10 000 €	To do
Press releases (publications on the website)	AIVP/POR	New dates: March 2022; March 2024; Define a date in 2026	4554 €	Partially done



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

6. Dissemination update

Definition (no change, still relevant):

In the MAGPIE project, we define the concept of “dissemination” as all kinds of action aiming at sharing knowledge, lessons learned, and return on experience, with peers from the same sector of activity in Europe.

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).

Table: Updated dissemination planning

Dissemination	Responsible	Start timing	Budget	Status
Kick-off event	AIVP/POR	Mar 2022	10 000 € +15 000 €	Done
AIVP World Conference 2022	AIVP	May 2022	16 880 €	Done
Webinar on energy transition demos (Supply chain talk)	POR	New date: 2024	Incl. in the PM	To do
Webinar on maritime demos	NMT	New date: 2025	Incl. in the PM	To do
Webinar on IWT demos	EICB	New date: 2025 or 2026	Incl. in the PM	To do
Webinar on land demos	Planco	6 th July 2023	Incl. in the PM	Done
AIVP World Conference 2024	AIVP	27-30 th November 2024	15 360 €	To do
Conclusive event	AIVP/POR	2026	10 000 €	To do
Participation in other events	All	Undefined / Continuous	10 350 €	Ongoing (20/25)

The table above summarizes the dissemination events that MAGPIE has or will organize and participate in. The completed events - their organisation, the intended audience, and their success - are analyzed in the following section. Similarly, the intended organisation of the webinars, which are yet to be done in most cases apart from the one on land demos, are explained in the following section.



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

7. Events concept update

Definition (no change, still relevant):

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.

Update on the Public kick-off and closing conference:

Our first public event was the MAGPIE start conference, which was held in Rotterdam on the 10th of March 2022. This conference is a disclosure opportunity to show that our demonstrations are relevant to 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 economic terms.

The conclusion event will be organized in Rotterdam at the end of the project, 2026, and aims at sharing insights about the results of the demonstrations. We have decided that it will be mostly in-person (no live stream, apart from some very specific sessions which need to be selected). The conclusion event might be organized back-to-back with the final exhibition, so we combine and increase the impact of both actions. The opening or closing of the exhibition could for example be organized on the evening of the conclusion conference.

Characteristics (updated):

- Held in Rotterdam
- Mostly in-person program
- Programme concept:
 - Half-day plenary
 - Lunchtime for networking
 - Half-day parallel sessions
 - End of the day - social event or event linked to the Exhibition
- Attendance (~250):
 - Consortium members
 - Advisory board
 - Stakeholders (partially)
 - Journalists
 - Officials
 - PIONEERS and airport sister projects
- 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)



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Update on the Port-citizen workshops:

The main goal of our workshops is 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 Le Havre, will be organized in Wesel
- Reflection is ongoing to evaluate if this is relevant to organize one else in Rotterdam, or if we prefer to focus our forces on other dissemination actions in Rotterdam, such as the closing conference or the Exhibition. Another option could be to shift the location of the remaining workshop from Rotterdam to Sines, where we also have a fellow port.
- In-person programme
- Programme concept:
 - Presentation of the 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



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Update on the Webinars:

The intention of our MAGPIE webinars is to address industry professionals, researchers, and specialized press from one particular field, with each webinar focusing on a different field. We will disclose more technical information during these events. It also is an opportunity to answer more accurately questions which may have been raised on our website or received by other means of communication.

- Held virtually on Teams
- Digital programme
- Programme concept (this programme outline was used for the land transport webinar, held on the 6th of July 2023):
 - Introduction by a moderator (5 min)
 - 1st presentation by 2 speakers, one from the project, another one from the industry (outside the consortium) (30 min)
 - Questions & discussion (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 entities:
 - AIVP for the general coordination
 - NMT, EICB, and Planco as support and moderators



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

8. Requirements

All communication and dissemination activities will display the EU logo and will include a reference to the Horizon 2020 programme, which finances MAGPIE.

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. This can include the introduction of demonstrations, tools, and work packages through videos, webinars, newsletters, or infographics. A significant part of MAGPIE's communication and dissemination efforts under WP 2 will focus on stakeholder engagement initiatives. This includes webinars, workshops, and the exhibition. 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. For this purpose, the infographics, educational content, and exhibition can be of use.

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, to 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 seeking 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 (D21.1), and Updated Communication & Dissemination plan (D.2.2.) and will work to support partners to increase awareness about the MAGPIE project. Below, a list of events that MAGPIE is organizing or attending in 2024 can be found (this list is not exhaustive).

2024 Events:

- Internal events:
 - o Demos meeting: 15 February, Rotterdam (the Netherlands)
 - o Port City workshop: 16-18 February, Wesel (Germany)
 - o AIVP World Conference: 27-29 November, Lisbon (Portugal)
- External Events:
 - o Connecting Europe Days: 2-5 April, Brussels (Belgium) - Booth and pitch
 - o TRA Conference: 15-18 April, Dublin (Ireland) - Presentation
 - o World Energy Congress: 22-25 April, Rotterdam (the Netherlands) - Booth (tbc)
 - o ESPO: 24-26 April, Paris (France) - Presentation
 - o European Maritime Days: 30-31 May, Svendborg (Denmark) - Booth
 - o EU sustainable energy week: 11-13 June, Brussels (Belgium) - Booth and pitch
 - o Green Deal Cluster event: 4 December, Antwerp (Belgium) - Presentation



PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.