



DOCKSTHEFUTURE

defining the concept of "Port of the Future"

Intermediate Report on Dissemination and Communication Activities (I)

Deliverable 4.3

4th of October 2018

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 770064



Document Status	
Deliverable Lead	Magellan – Associação para a Representação dos Interesses Portugueses no Exterior
Internal Reviewer 1	Circle
Type	Deliverable
Work Package	WP4: Dissemination and Exploitation
ID	D4.3 Intermediate Report on Communication and Dissemination Activities (I)
Due Date	01/11/2018
Delivery Date	4th of October 2018
Status	First Final Version
Dissemination Level	Public

Document History	
Contributions	Magellan
	Circle
Final Version	Magellan
	Circle

Disclaimer

The views represented in this document only reflect the views of the authors and not the views of Innovation & Networks Executive Agency (INEA) and the European Commission. INEA and the European Commission are not liable for any use that may be made of the information contained in this document. Furthermore, the information are provided “as is” and no guarantee or warranty is given that the information fit for any particular purpose. The user of the information uses it as its sole risk and liability

Table of contents

1. Introduction	6
1.1 The Docks of the Future Project.....	6
1.2 Purpose of the Intermediate Report on Communication and Dissemination Activities (I)	7
2. Reporting of dissemination activities, channels and promotion tools	10
2.1 Logo and Visual Identity.....	10
2.2 Website	12
2.3 Social Media	15
2.4 Quarterly e-bulletin.....	18
2.5 Dissemination Material.....	21
2.6 Publications, journalistic articles and overall media relations.....	22
2.7 Events and Conferences.....	26
2.8 Ports of the Future Network	27
2.9 WP 4: Deliverables	29
3. KPIs/Results achieved	31
4. Planned Communication & Dissemination Activities – November 2018 – August 2019 .	33
5. Conclusions	35

1. Introduction

1. Introduction

1.1 The Docks of the Future Project

DocksTheFuture will receive, from the European Commission, a contribution of about 1.2 million Euros, to define the **Port of the Future**, meant as a near future (2030), which should face challenges related to simplification and digitalisation of processes, dredging, emission reduction, energy transition, electrification, smart grids, port-city interface and the use of renewable energy management.

Considering the long-term experience of its staff in European projects, Circle leads a working group consisting of academic partners as the University of Genoa, Italy and of consulting companies Magellan (Portugal), PortExpertise (Belgium) and Institute of Shipping Economics and Logistics – ISL in Bremen, Germany as research and consultancy partner. The proposal addressed a preliminary research on the Port of Future concept, the definition of several Port of the Future topics to be addressed and their related targets in 2030 and a preliminary list of projects that could be potentially clustered together with the RIA (“Research and Innovation Actions”) retained proposals.



In particular, **DocksTheFuture**:

- **Refines** and tunes the Port of Future concepts, the Port of the Future topics and their related targets in 2030 and the list of projects to be clustered together with the PortForward, PIXEL and Corealis projects
- **Identifies** appropriate KPIs (“Key Performance Indicators”) and relevant monitoring and evaluation of action results
- **Leads** to the “Port of the Future Road Map for 2030” that includes a number of exploitation elements, such as tools for evaluation and transferability of Port of the Future solutions,

R&D and policy recommendations, training packages and the creation of a "Port of the Future Network of Excellence".

DocksTheFuture Project – which started in January 2018 and will run for 30 months until June, 30th, 2020 – entails a Communication and Dissemination Plan addressing all TEN-T Core and Comprehensive Ports and main port stakeholders.

DocksTheFuture will contribute to the European Union's policy to increase the integration of maritime transport and TEN-T Ports into the global logistics chain.

1.2 Purpose of the Intermediate Report on Communication and Dissemination Activities (I)

The primary purpose of D4.3 - **Intermediate Report on Communication and Dissemination Activities (I)** is to report on the Communication and Dissemination activities implemented in the first 9 months of the project (January to September 2018) to promote **DocksTheFuture** and its outcomes to the pre-defined target groups (in **D4.1 Plan for the Dissemination and Communication of the Action Results**).

An initial summarised overview of the implemented Communication and Dissemination Activities was included in **D6.1 – Six Monthly Progress Report (I)**, submitted on the 2nd of August 2018. The current deliverable provides a more detailed account of the work carried out by **DocksTheFuture** in this domain, with particular emphasis on the fulfilment of the pre-defined Key Performance Indicators and foreseen tasks for the upcoming year of the action's implementation.

The document describes the activities carried out for the purposes of Communication and Dissemination accounting for:

- Communication and Dissemination Responsibilities;
- Reporting of dissemination activities, channels and promotion tools (logo, visual identity, website, social media, quarterly e-bulletin, dissemination material, publications, events and Ports of The Future Network);
- Overview of the Key Performance Indicators (KPIs) and Results;
- Planned Communication and Dissemination Activities: November 2018 – August 2019.

2. Reporting of dissemination activities, channels and promotion tools

2. Reporting of dissemination activities, channels and promotion tools

The current section describes **all the actions implemented by DocksTheFuture** in relation to the Communication and Dissemination activities and setting-up of channels and promotion tools during the current reporting period (January 2018 – September 2018), accounting not only for the tasks initially foreseen but also for additional tasks which have been carried out.

2.1 Logo and Visual Identity

In order to appropriately promote a Project, the branding put in place is essential. Therefore, when communicating **DocksTheFuture**, the beneficiaries not only respect the necessary requirements of EU funding visibility (i.e. EU emblem, disclaimer and acknowledgement of H2020 funding), but also follow a series of visual identity guidelines, materialised in the **DocksTheFuture** logo and different **DocksTheFuture** document templates.

Project Logo

The Project Logo is the first contact between the project and its target groups. The following two logos have been prepared for **DocksTheFuture**, and are, at all times, included in the project's documents, namely on the top left side of the header:

- 1) *Logo without text*



- 2) *Logo with text*



Document templates

A series of templates of both the internal and external **DocksTheFuture** documents with specific guidelines on the visual identity of the project have been prepared, shared with the partners and used to produce every project related document. The purpose of the templates is to provide the partners with a structured outline to create the project documents guaranteeing that the overall project visual identity consistency is ensured at all times. The following templates have been prepared:

1. Template for meeting agendas;
2. Template for dissemination monitoring: This document is a template to keep track of the events of dissemination in which each project partner participates and the associated statistics and other relevant information;
3. Template for lists of participants;
4. Template for meeting minutes;
5. DocksTheFuture Corporate Presentation;
6. DocksTheFuture PowerPoint Presentation;
7. Template for Peer-Review;
8. Template for Reports.

The following are some examples of some of the document templates produced:

Empty document template



Template for PowerPoint Presentation





Template for meeting minutes

2.2 Website

The **DocksTheFuture website**, which is the main focal point for the Dissemination and Communication activities, was launched in May 2018. It was setup by using open-source solutions to minimise costs (namely, WordPress), including requirements from H2020 CSA Guidelines and Best Practices and has been updated regularly. A special focus is put on Search Engine Optimisation to maximise its visibility. The website has been constantly updated and will continue to be updated in the future (i.e. update the list of topics). The website can be found through the link:

DocksTheFuture website

<http://www.docksthefuture.eu>.



Sections

The website concentrates all information pertaining to **DocksTheFuture** and is organised with the following sections:

- **Homepage:** The “entry page” of the website has a slideshow with news regarding both the project and project related topics of relevance for its visitors. The news are organised by topic. The homepage includes a reference to OnTheMosway as the main media partner, the feed linking to the **DocksTheFuture** Twitter page alongside links to all **DtF** social media pages and the reference to EU funding;
- **Project:** This tab includes a summary of the **DocksTheFuture** project, its goal and Work Packages;
- **Project Partners:** The tab includes information about each beneficiary, their role in the project and the link to their own websites;
- **Results:** It includes the description of the foreseeable **DocksTheFuture**’s results. The main deliverables and other results will be uploaded to this tab once they are produced;
- **Project News:** The tab serves the exclusive purpose of centralising all news which are directly related with **DocksTheFuture**;
- **Topics:** The tab is divided by 12 topics. More concretely, it refers to the topics for the definition of the concept of Ports of the Future pre-identified at the proposal stage and updated following the work conducted in the desktop analysis (Work Package 1);
- **Experts:** The tab will include relevant information about the experts, who shall participate in the workshops to validate the project’s results;
- **Port of The Future Network:** includes the description of the three Research and Innovation projects retained for funding under the topic MG-7-3-2017 (COREALIS, Pixel and PortForward), their logo and the link to their websites, within the scope of the collaborative approach established among the three projects and **DocksTheFuture**;
- **Contacts:** includes the general **DocksTheFuture** e-mail and a form through which visitors can sign up for news about the project. The page also includes the Privacy Policy and the consent form for data treatment, complying with the General Data Protection Regulation (GDPR).

Statistics











The total number of visits of the **DocksTheFuture** website since its launch is 1019. The geographic origin of the top ten visitors is as presented in the following figure:

Country ?	
1.	 Italy
2.	 Belgium
3.	 France
4.	 Spain
5.	 United States
6.	 Greece
7.	 United Kingdom
8.	 Germany
9.	 India
10.	 Netherlands

The ranking concerning the channels source of traffic (in other words where does the website traffic come from) is presented in the picture below:

Default Channel Grouping	
1.	Direct
2.	Organic Search
3.	Referral
4.	Social

The most popular sections/ pages during the reporting period were:

<input type="checkbox"/>	Page ?	
<input type="checkbox"/>	1. /	
<input type="checkbox"/>	2. /project/	
<input type="checkbox"/>	3. /project-partners/	
<input type="checkbox"/>	4. /h2020-network/	
<input type="checkbox"/>	5. /category/project-news/	
<input type="checkbox"/>	6. /results/	
<input type="checkbox"/>	7. /experts/	
<input type="checkbox"/>	8. /docksthefuture-50-initiatives-selected-to-shape-the-port-of-the-future-in-europe/	
<input type="checkbox"/>	9. /full-steam-ahead-in-defining-the-concepts-of-port-of-the-future/	
<input type="checkbox"/>	10. /docks-the-future-dtf-defining-the-concept-of-the-sustainable-future-ports/	

2.3 Social Media

Social Media is key to promote information and to get the message through to a wider audience. Such is the case in every sector, also being applicable when it comes to communicating and disseminating the results of European funded projects. **DocksTheFuture** has setup social media accounts in Twitter, LinkedIn and Facebook (below information can be found on the relevant performance statistics of the **DocksTheFuture** Social Media pages - i.e. followers, number of posts, likes, etc.

Twitter: <https://twitter.com/DocksTheFuture>

The Twitter account was created in May 2018.

DocksTheFuture Twitter Page

DOCKSTHEFUTURE



Tweets 33 Following 216 Followers 183 Likes 91 Lists 0 Moments 0

Edit profile

Docks The Future

@DocksTheFuture

DocksTheFuture is an EU Horizon 2020 funded project which will define the concept of the Port of the Future and its challenges. #DocksTheFuture #PortsoftheFuture

docksthefuture.eu

Joined June 2018

Photos and videos



Tweets Tweets & replies Media

Docks The Future @DocksTheFuture · Sep 27
 Happy #WorldMaritimeDay! 🌊 The sector contributes directly to economic growth, creating jobs for million of 🧑🏻🧑🏼🧑🏽 around the world. @DocksTheFuture and the #PortsoftheFuture Projects strive to contribute to the development of the sector. @corealis_eu @PortsPixel @portforward_eu

3 8

Docks The Future @DocksTheFuture · Sep 24
 Time is running out ⏰ Make sure you do not miss the chance to have your say and share your views on the #portsoftheFuture 🗳️ Fill in the survey here 📄
goo.gl/Cedqr8
 Just 5 more days to participate!
 @corealis_eu @PortsPixel @portforward_eu @inea_eu @EU_H2020



Docks the Future Stakeholder Consultation | SURVEY
 Welcome! This is a 5 minutes survey about the "Port of the Future Vision": the aim of collecting information is to get your opinion about your vision of the Port of the

Your Tweet activity

Your Tweets earned 3,388 impressions over the last 28 days

View your top Tweets

Who to follow · Refresh · View all

richard_belgium @richard...
 Follow
 Promoted

Clusters20 @Clusters20_EU
 Follow

INSPIRE - EU Project @Pr...
 Follow

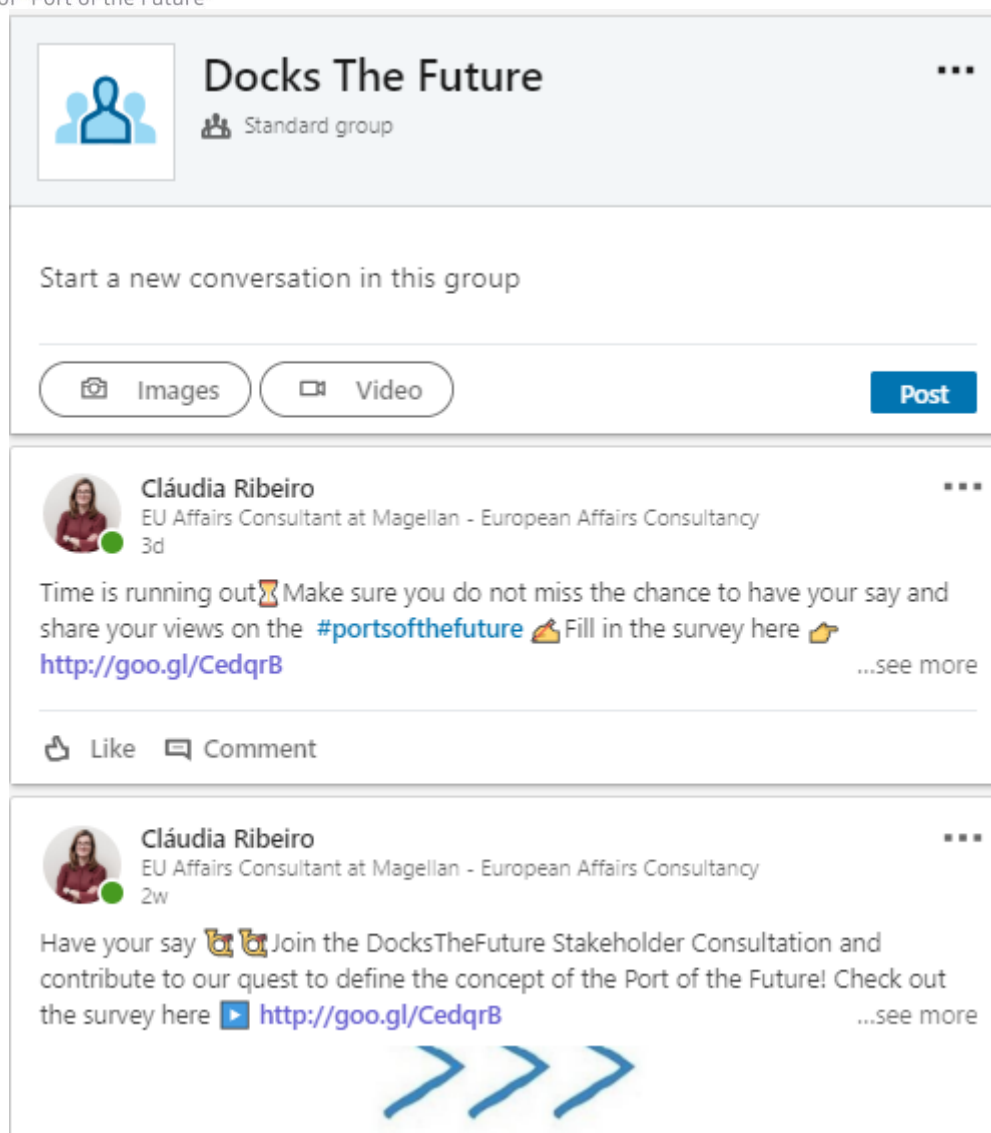


183 Followers
 216 Following
 33 Tweets

LinkedIn: <https://www.linkedin.com/groups/13601652>

The LinkedIn group was created in May 2018.

DocksTheFuture LinkedIn Group

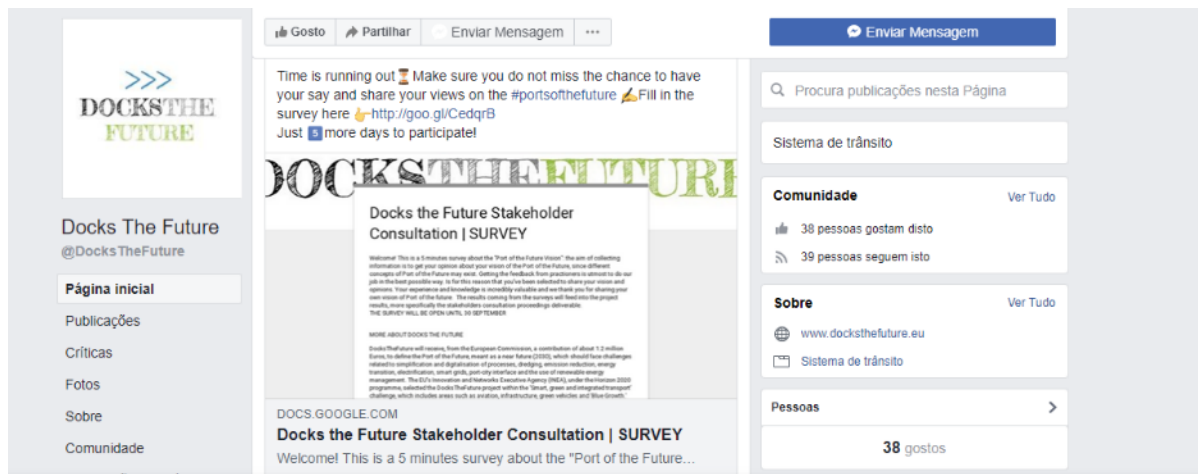


56 Members
 10 Posts

Facebook: <https://www.facebook.com/DocksTheFuture/>

The Facebook page was created in May 2018.

DocksTheFuture Facebook Page



38 Likes
10 Posts

2.4 Quarterly e-bulletin

The **DocksTheFuture** e-bulletin, including news and about the project and associated clustering activities is sent through the network contact of the OnTheMosway Portal and newsletter with 1300 registered stakeholders. In addition, the **DocksTheFuture** website includes a form so that interested parties can also sign up to receive the project e-bulletin.

The first e-bulletin was sent on month 9 of the project implementation because the consortium decided to define an overall communication and dissemination strategy, the overall visual identity of the project (logo and templates), to set the C&D tools (website, twitter and others). The idea was to first communicate and make the website alive, and only then communicate the project through the e-bulletin. Furthermore, the consortium decided that delaying the release of the first e-bulletin made sense so as to provide an added value service for the recipients, giving them information about the project outputs and contents, which were not available in the first months of the project.

The first **DocksTheFuture** quarterly e-bulletin was sent on the 12th of September of 2018, to 1501 stakeholders. The images below show the first DocksTheFuture quarterly e-bulletin. The next e-bulletin will be sent mid-December 2018.

DocksTheFuture e-bulletin

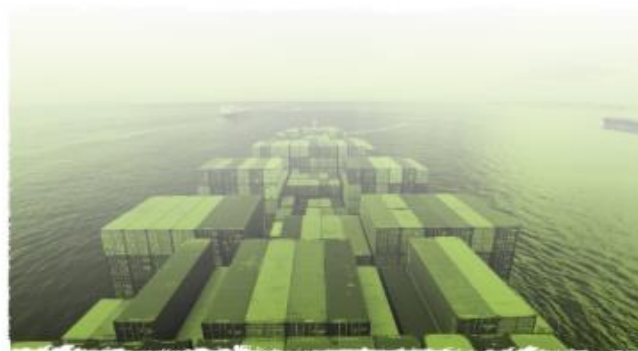


Quarterly e-bulletin





>>>
DOCKSTHEFUTURE
 defining the concept of "Port of the Future"



Copyright © 2018 Docks the Future - All rights reserved.

This project has received funding from the European Union's Horizon 2020 research and innovation
 programme under grant agreement No 770064



Co-funded by the Horizon 2020 programme
 of the European Union

You are receiving this newsletter because you voluntarily subscribed for Docks the Future e-bulletin or for On the
 MoS Way newsletter or voluntarily provided your details during meetings or fairs (i.e. business card). If you want no
 longer to receive communication from Docks the Future and On the MoS Way, unsubscribe through the link in the
 footer.

Want to change how you receive these emails?
 You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to [REDACTED]
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
 Circle - [Via Bombini 13/3](#) - Genova, Ge 16149 - Italy

MailChimp

The first quarterly e-bulletin included three articles, namely:

1. Full steam ahead in defining the concept(s) of Port of the Future: article on the collaborative work developed by *DocksTheFuture*, *COREALIS* and *PIXEL*.
2. DocksTheFuture desktop analysis: article on the work carried out within the scope of Work Package 1: Desktop Analysis, for the definition of the concept of Port(s) of the Future;
3. Internet of the things (IoT) reshapes the industries – A focus on supply chains: Article on the influence of IoT in the supply chain.

2.5 Dissemination Material

The first version of the **DocksTheFuture** leaflet was prepared (namely its graphic design, content and printing of the first batch). The leaflet will serve to promote the project in conferences, workshops and fairs. The first version includes a summary about the project, its objectives and beneficiaries. The leaflet content will be updated throughout the project implementation, following the release of the **DocksTheFuture**'s results. Thus far, 150 copies have been printed out. The following are images representative of the **DocksTheFuture** leaflet.

DocksTheFuture Leaflet





University of Genoa: Department of Mechanical, Energy, Management and Transportation Engineering (DIME). Research and teaching are held principally in the fields of Mechanics, University of Genoa: Department of Mechanical, Energy, Management and Transportation Engineering (DIME). Research and teaching are held principally in the fields of Mechanics, Energy, Management and Transportation engineering, all of which areas where the department has developed a consolidated network of cooperation and collaboration both in Italy and abroad. The main research areas are, among others, of passenger/freight transportation systems, transportation infrastructures functional design, and intermodal logistics. The team has developed a methodology for the reliability assessment of the performances of transportation and territorial systems achievable via the introduction of new civil technological infrastructures, with respect to the uncertainty of the design assumptions (mobility demand and market trends, transportation costs, and so on). CIEL, Centre of Excellence in Integrated Logistics, research and teaching are held principally in the fields of transport, urban, regional and port economics. The multidisciplinary approach and the competences' integration is a key element in order to support the economic analysis carried out by scientists participating in the research centre. The assessment of infrastructure impact and the benefits through cost-benefits and/or multicriteria analysis is a key activity of CIEL.



MAGELLAN is an EU Affairs Consultancy based in Brussels, Belgium and Porto, Portugal, working mainly in the domains of maritime transport, circular economy and blue economy engaged with a wide array of public and private entities, companies, associations, academia and industry. Particularly, MAGELLAN has acted as a beneficiary in several large scale European projects with a recognisable impact, mainly in the maritime transport sector. MAGELLAN stands out for its action in public affairs, project management, preparation of project proposals for EU funding, communication and dissemination, event management, networking, promotion and representation towards the EU institutions. From its 9 years of experience, Magellan has supported several European innovation projects, developing a consolidated know-how in maximising the implementation, technical and policy impact of projects through dissemination and communication activities, as well as the exploitation of projects' results. Magellan is in charge of the Communication and Dissemination activities of DocksTheFuture.

2.6 Publications, journalistic articles and overall media relations

Over the course of the action's first 9 months, the Press Manager has created, developed and strengthened relations with the media with the purpose of gaining visibility in the media, spreading a positive image on the project, and to ensure the publication of news about **DocksTheFuture**.

Thus far, the Press Manager has carried out the following tasks with the following results:

- Production of 5 Press Releases, 2 in Italian and 3 in English. The following image is examples of the prepared Press Releases:

Example of DocksTheFuture Press Release



Press release

DocksTheFuture: 50 initiatives selected to shape the Port of the Future in Europe.

DocksTheFuture finished its first rounds of desk research on the Port of the Future concepts), assessing 50 out of 350 proposed projects, studies, strategic plans, among other sources, a first conclusion is that most of these initiatives have the potential to shape and strengthen the Ports of the Future concept with the year of 2030 in mind.

The INEA funded DocksTheFuture project aims at defining the vision for the ports of the future in 2030 and mapping its challenges. The project, as a Coordination and Support action, will assist the European Commission (DG MOVE and INEA) in covering the coordination and networking of research and innovation projects, programmes and policies.

The European Union's maritime transport constitutes a crucial link in the global logistic chains and plays a leading role in international freight transport, deriving 40% of the EU's internal trade and 75% of its external trade, maritime transport is an essential element in supporting Europe in maintaining its number 1 position in global trade. Therefore, as a key node of the EU's Trans-European Transport Network, ports have the ultimate objective to fully integrate maritime transport into the global logistics chain.

The desk analysis carried out by the DocksTheFuture project partners, under the lead of PortExpertise, during the first half of 2019, led to the definition of preliminary 2030 Ports of the Future concepts, topics, related targets and potential projects to be outlined.

PortExpertise and its project partners Circle, ILL, Magellan and subcontractors, have looked, in the first phase, at earlier EU projects (Horizon 2020, FP7, FP6, COST, ERDF, MED, INTERREG, Marco Polo, TEVT, OEF programmes), non-EU funded projects, studies, white papers, PhD theses etc., held stakeholder consultations, conducted a maritime traffic research and forecast reviews, and analyzed macro trends and perspectives, which eventually added up to the selection of the 50 initiatives that have mileage to flesh out the Ports of the Future concepts.

The topics cover a very large scope of themes, including among others, infrastructure, accessibility to and from ports, dredging, emission reduction, energy transition, electrification, smart ports, renewable energy management, digitalisation, port-city relations, safety and the human aspects. As sustainability, corporate social responsibility and good governance are becoming increasingly important, these topics carry quite some weight in defining sustainable projects and initiatives for the Port of the Future that can be nothing else but... sustainable. The UN Sustainable Development Goals and the triple P bottom-line, People, Planet and Profit, play an important role when selecting the preliminary initiatives and projects to be implemented in the Ports of the Future.

*The important take away of this research is that each topic is related to so many different aspects and other topics. When we say that it is a good idea to build more ships powered by

- Media Briefings which have generated 24 news about **DocksTheFuture** published in reference publications, such as, for instance, World Cargo News, International Transport Journal, The Medi Telegraph, Cordis, among others. The following images are examples of published news about **DocksTheFuture**.

Examples of news published about DocksTheFuture

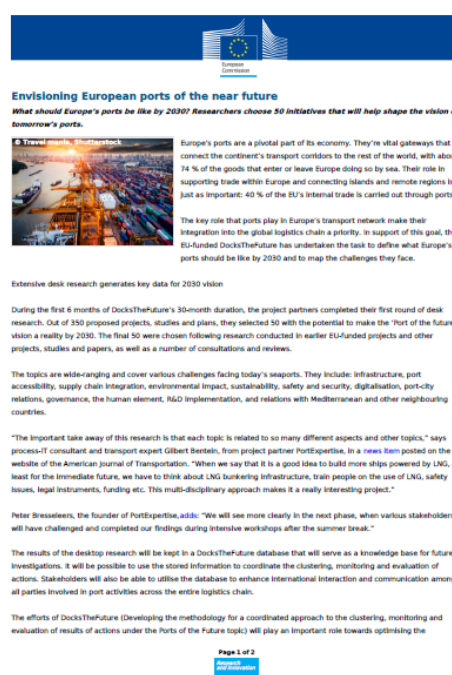


Table 1 provides an overview of the news published about the **DocksTheFuture** project in different media outlets.

Table 1. DocksTheFuture Press Clipping

Date	Title	Media Outlet	Link
08/10/2017	DocksTheFuture project included in Horizon 2020 approved transport projects	PortsEurope	http://www.portseurope.com/docksthefuture-project-included-in-horizon-2020-approved-transport-projects/
10/10/2017	Horizonte 2020 dá mais 165 milhões a projectos de transportes	Transportes & Negócios	https://www.transportesenegocios.pt/horizonte-2020-da-mais-165-milhoes-a-projectos-de-transportes/
26/10/2017	DocksTheFuture: shaping the Port of Future concept and targets	OnTheMosWay	http://www.onthemosway.eu/docksthefuture-the-project-to-shape-a-new-definition-of-the-port-of-future/

27/10/2017	Circle will coordinate "DocksTheFuture"	The MediTelegraph	http://www.themeditelegraph.com/en/transport/ports/2017/10/27/circle-will-coordinate-docksthefuture-cDmORpAgRiU02zkEiscQWK/index.html
27/10/2017	CIRCLE S.R.L. to coordinate "DocksTheFuture"	PortsEurope	http://www.portseurope.com/circle-s-r-l-to-coordinate-docksthefuture/
28/10/2017	The Circle of Ports	World Cargo News	https://www.worldcargonews.com/news/news/the-circle-of-ports-28242
29/10/2017	The Circle of ports: EU "DocksTheFuture"	Portnews Nigeria	http://portnews.com.ng/the-circle-of-ports-eu-docksthefuture/
30/10/2017	Future Green EU Port Project Plan	Port Strategy	http://www.portstrategy.com/news101/world/europe/future-port-project-planning-underway
01/11/2017	Circle for DocksTheFuture	World Cargo News	n.a.
01/11/2017	Port of the Future project to be coordinated by Circle	International Transport Journal	https://www.transportjournal.com/home/news/artikeldetail.html?no_cache=1&tx_ttnews%5Btt_news%5D=20769
08/11/2017	Tackling Green Port Challenges of the Future	Green Port	http://www.greenport.com/news101/Projects-and-Initiatives/future-port-project-planning-underway
09/11/2017	Tackling green port challenges of the future	OnTheMosWay	http://www.onthemosway.eu/tackling-green-port-challenges-of-the-future/
13/11/2017	Ports of the Future: Smart, Green, and Integrated	ECO Magazine	https://www.ecomagazine.com/news/regulation/ports-of-the-future-smart-green-and-integrated
12/12/2017	Europe: Circle to coordinate European Commission Future Ports Project	Container Management	n.a.
15/12/2017	On the MoS Way: il portale di riferimento per la "disseminazione" di DocksTheFuture, progetto Ue per definire il porto del futuro	FerPress It	https://www.ferpress.it/on-the-mos-way-il-portale-di-riferimento-per-la-disseminazione-di-docksthefuture-progetto-ue-per-definire-il-porto-del-futuro/
15/12/2017	On the MoS Way chosen as the reference portal for the dissemination of DocksTheFuture	OnTheMosWay	http://www.onthemosway.eu/on-the-mos-way-chosen-as-the-reference-portal-for-the-dissemination-of-docksthefuture/

15/12/2017	On the MoS Way Named Reference Portal for DocksTheFuture Project	ECO Maganize	https://www.ecomagazine.com/news/companies/on-the-mos-way-named-reference-portal-for-docksthefuture-project
18/12/2017	On the MoS Way: chosen as the reference portal for the dissemination of DocksTheFuture	PortsEurope	http://www.portseurope.com/on-the-mos-way-chosen-as-the-reference-portal-for-the-dissemination-of-docksthefuture/
19/12/2017	Il Porto del Futuro attracca sulle Autostrade del Mare	Protecta Web	http://www.protectaweb.it/mobilita-e-trasporti/il-porto-del-futuro-attracca-sulle-autostrade-del-mare/
02/02/2018	OnTheMosway per DocksTheFuture	Il Giornale della Logistica.	n.a.
12/07/2018	DocksTheFuture: 50 initiatives selected to shape the Port of the Future in Europe.	American Journal of Transportation	https://www.ajot.com/news/docksthefuture-50-initiatives-selected-to-shape-the-port-of-the-future-in-europe
12 July 2018	DocksTheFuture: 50 initiatives selected to shape the Port of the Future in Europe	PortsEurope	https://www.portseurope.com/docksthefuture-50-initiatives-selected-to-shape-the-port-of-the-future-in-europe/
16/07/2018	DocksTheFuture has selected 50 initiatives to shape the "port of the future" in Europe	World Cargo News	https://www.worldcargonews.com/news/docksthefuture-has-selected-50-initiatives-to-shape-the-port-of-the-future-in-europe-60176
07/11/2018	Envisioning European ports of the near future	Cordis	https://cordis.europa.eu/news/rcn/129922_en.html?WT.mc_id=exp

2.7 Events and Conferences

The project recognises the importance of high-level events and conferences, with considerable visibility among the target groups defined by the current strategy. Consequently, during the current reporting period, **DocksTheFuture** has participated, with different levels of involvement, in several events and conferences.

DocksTheFuture at Events & Conferences



Table 2. DocksTheFuture Participation in Events and Conferences (January – September 2018)

Number	Name	Date/Location	Audience	Participation	Partner
1	Transport Research Arena ¹	16-19 April Vienna, Austria	3.600 participants including experts from 65 Countries and all continents.	Visit	Magellan Circle
2	3rd International Conference: Ports, Maritime Transport & Insularity - Business, Innovation, Environment	19 April Piraeus, Greece	50 participants selected audience (maritime policy- makers; transport representatives)	Presentation	Circle
3	TEN-T Days ²	25-27 April, Ljubljana, Slovenia	Over 2000 participants working in different sectors	Visit	Circle Magellan

¹ Costs for these events will not be claimed within the scope of DocksTheFuture. Due to other engagements both Magellan & Circle attended TRA 2018, maximising their attendance to establish contacts to promote DtF.

² Previous comment applicable.

			related with all modes of transport.		
4	Siga2 2018 Conference 'Maritime and Ports'; The Port and Maritime sector: Key Developments and Challenges	2-4 May, Antwerp, Belgium	Academic researchers specialised in ports, and transport presenting their latest research results	Leaflets	PortExpertise
5	16 th World Conference of Cities and Ports	11-14 June, Quebec, Canada	345 participants from 45 different countries over 4 days: mayors, ports directors, architects, companies that are related to port cities, etc.	Poster	Participation through DtF's PortExpertise 's subcontractor: AIVP
6	Corealis Project: Valencia Focus Group	25 September Valencia, Spain	Around 40 participants: Corealis team & Autoridad (APV) and Fundación ValenciaPort (FVP) audience + invitees from port terminals, local logistics service providers and R+D+I institutions and presidents of several associations of the shipping and shippers associations.	Visit	PortExpertise
7	SYNCHRO-Modal Supply Chain Eco-NET	27 September Valencia, Spain	100 participants; industry leaders from across Spain, active in the logistics area, port terminal operations and port authorities + invitees from other H2020 projects.	Presentation at roundtable	PortExpertise

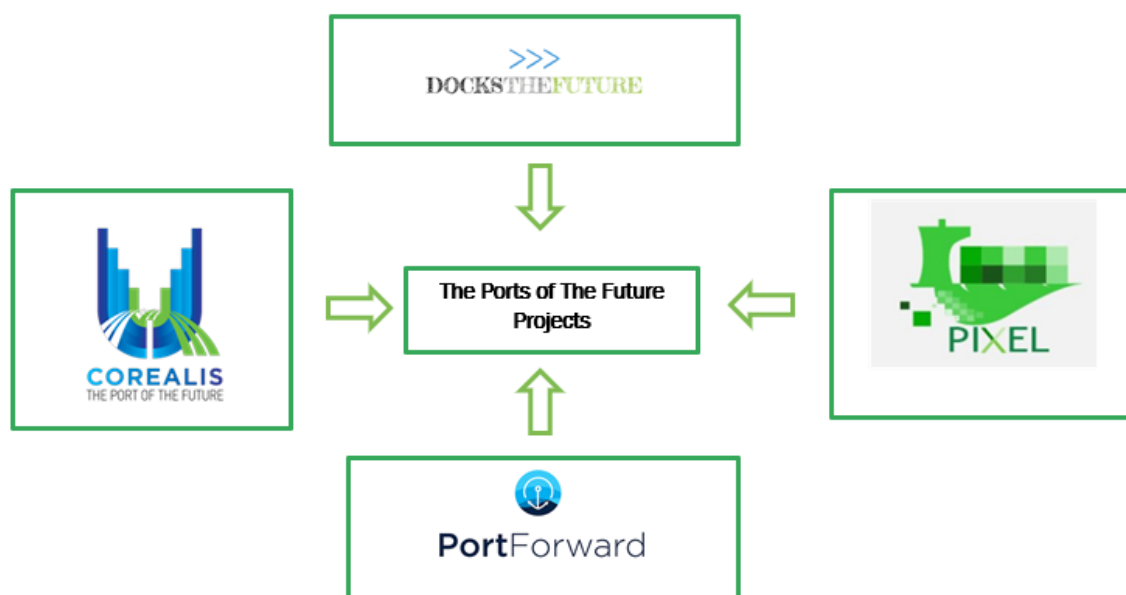
2.8 Ports of the Future Network

The Horizon 2020 call (H2020-MG-2016-2017, Topic: MG-7-3-2017) retained four proposals for funding, due to the need for research *"to implement new port concepts, new management models,*

and innovative design, engineering, construction and operation technologies solutions for full customer, stakeholder and citizen satisfaction".

The purpose of the call was two-fold: on the one hand, to implement Research and Innovation Actions to address topics such as, but not limited to, multi-modal optimised cost-effective operations, sustainable maintenance, low environmental impact and, on the other hand to implement a Coordination and Support Action with a view to cluster retained proposals, projects, reports, scientific papers (among others), identify appropriate Key Performance Indicators all of which with the ultimate goal of defining the concept(s) of Ports of the Future. The four proposals retained for funding under the topic MG-7-3-2017) were **DocksTheFuture (CSA)**, **COREALIS (RIA)**, **PIXEL (RIA)** and **PortForward (RIA)**.³

Following the expectations of the European Commission, to reach the expected foreseen impacts, namely *"reduction of impact on climate change and the environment of port activities, their operational and infrastructural costs, improvement of logistics efficiency and better integration of the port in the surrounding socio-economic area, including city-port relations and the smart urban development of Port Cities (..)"*⁴ the four projects, hereafter referred to as **Ports of The Future Projects**, have engaged in collaborative work. The **pursuance of a collaborative and integrated approach between the projects in relation to both their technical outputs and communication/dissemination strategy aims at capitalising on the synergies between the projects with a view to be as impactful as possible.**



Port of The Future Network

³ Horizon 2020 Work Programme 2016 2017
http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016_2017/main/h2020-wp1617-transport_en.pdf, last accessed 06/08/2018

⁴ *Ibid.*

The four projects initiated the work of preparing an integrated strategy during an online meeting, on the 8th of June 2018, having held three online meetings since. The following is a summary of the implemented integrated activities through the collaborative approach of the **Ports of The Future Projects**:

- Regular conference calls to monitor the implementation of the strategy, define tasks and allocate responsibilities;
- Regular tasks of Social Media Cross Promotion between the projects;
- Preparation of the Document "Clustering Activities: Communication & Dissemination Integrated Strategy" in September 2018⁵;
- Collaborative approach in the promotion of the projects at events and conferences;
- Sharing of information between the four projects to streamline the results and create a cohesive narrative;
- Interaction with European Technology Platforms (i.e. ALICE-ETP);
- Possibility of organising common events.

2.9 WP 4: Deliverables

Work Package 4: Dissemination and Exploitation has five associated deliverables, two of them due in the current reporting period:

- **D4.1 Plan for the Dissemination and Communication of the action Results (PDCR):** The Deliverable moves from the preliminary draft plan presented in the proposal, having been updated at the beginning of the project and regularly during the project timeframe, including a record of activities related to Dissemination and Communication (D&C). Related task: 4.1 - Plan for the Dissemination and Communication of the action Results (PDCR).
- **D4.3 Intermediate Report on Communication and Dissemination Actions (I):** The current document.

Deliverable 4.1: Plan for the Dissemination and Communication of the action results (PDCR) was delivered and uploaded in the Participants Portal in May 2018. Magellan produced the Deliverable, having involved all the partners in the revision of the document, and consequently including their inputs. Circle, as the peer-reviewer, completed the corresponding peer review form. The Deliverable considered suggestions given by the DocksTheFuture project officer. The Deliverable consisted both of an update of the preliminary draft plan presented in the proposal stage and of a matured strategy for the dissemination and communication of the project⁶.

The updated version of the Plan for the Dissemination and Communication of the action results (Deliverable 4.2), due in March 2019, will include the necessary changes to the strategy,

⁵ To get a full account of the **Ports of the Future Projects'** strategy and deployed activities please consult the "Clustering Activities: Communication & Dissemination Integrated Strategy" [here](#).

⁶ D4.1 includes the Communication & Dissemination Strategy; Dissemination activities, channels and promotion tools; workplan, deliverables, plan of activities and intellectual property rights' matters; Dissemination Key Performance Indicators, among other information.

accounting for challenges that might arise and for the work of preparation of an integrated strategy of C&D with the three Research & Innovation Action projects funded under the same call (H2020-MG-2016-2017, Topic: MG-7-3-2017): COREALIS, Pixel and PortForward.

3. KPIs/Results achieved

3. KPIs/Results achieved

The following table presents the Key Performance Indicators for the Communication & Dissemination Strategy as defined in D4.1, with the results attained during the current reporting period:

Table 3 - DocksTheFuture Key Performance Indicators

Communication tool	KPI	Measurement Value	Results in the current period
DocksTheFuture Website	Number of visits of the website through the project duration	2000	1091
Social Media: a) LinkedIn	Number of group members by the end of the project Number of posts per month	250 2	56 10 in total
Social Media b) Twitter	Number of followers by the end of the project	500	183
Social Media c) Facebook	Number of followers by the end of the project	500	38
Quarterly e-bulletin	Number of stakeholders reached in each bulletin	1300	1501
Leaflets	Number of leaflets produced in total	1000	150
Project Video	Number of views by the end of the project	500	n.a.
Midterm & Final Conference	Number of invitations sent	400	n.a.
Events & Conferences	Number of presentations in events/conferences Number of visits to events/conferences Number of booths at events/conferences	10 3 0 3	2 3 3 0
Media Relations	Number of media briefings produced Number of Press Releases produced Number of synopses to be issued to editorial contact for publication Number of Press Conferences Number of Press Kits produced	12 5 10 2 1	2 5 - - -
OnTheMosWay	Number of news published per month	1	4 in total

4. Planned Communication and Dissemination Activities – November 2018 – August 2019

4. Planned Communication & Dissemination Activities – November 2018 – August 2019

DocksTheFuture has foreseen a series of tasks to be implemented for the purposes of Communication and Dissemination between October 2018 – August 2019, as presented in the figure below:

Plan of Activities for Dissemination & Communication (October 2018 - September 2019)													DOCKSTHEFUTURE
YEAR		2018											
Month		M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21
Task		oct	nov	dez	jan	feb	mar	apr	may	jun	jul	aug	set
Task 4.1 Plan for the Dissemination and Communication of the action Results (PCR) updated version	Deliverable 4.2 Update of Plan for Dissemination and Communication of the Action Results												
	Deliverable 4.4 Intermediate Report on dissemination and Communication activities (II)												
Task 4.2 D&C Tools	Updating the DocksTheFuture website												
	Updating the LinkedIn Group												
	Updating the Facebook Page												
	Updating the Twitter Page												
	Quarterly e-bulletin												
	Specific content placed on onthermosway												
Task 4.3 D&C Related events	chainPORT Hackathon												
	DocksTheFuture: workshops with Experts												
	Poster @ Collaborative Innovation Days: New Global Routes: One Belt One Road Initiative												
	Presentation at IMO												
	Visit to Urban Autonomous Mobility: what role for												
	Presentation @ Shipping and Intermodal Transport Forum												
Task 4.4 - Media Relations	Presentation and Booth @ Munich Transport Logistics												
	Press Release: workshops with Experts												
Task 4.5 - Mid Term and Final Conference	Press Release on MidTerm Conference												
	Project MidTerm Conference in Brussels												
Clustering Activities with RIA Projects	Cross Promotion on Social Media												
	Ports of the Future Internal Meetings												
	Sharing of Results												
	Drafting of Document Presenting the Ports of the Future Projects												

At the moment of the submission of the next Report on the Communication & Dissemination Activities (D4.4 Intermediate Report on Communication & Dissemination Actions (II), due in September 2019), the plan for the remainder of the tasks to be implemented until the end of the project will be presented. Such is the case since, even though there are tasks which are already foreseen (for instance in the Grant Agreement), there are opportunities and challenges arising at different stages of the project implementation. In this manner, the plan presented here might be subject to changes considering unforeseen situations which might occur in the upcoming months of the project.

5. Conclusions

5. Conclusions

D4.3 Intermediate Report on Communication and Dissemination Actions (I) accounts for the entirety of the tasks carried out in the first 9 months of **DocksTheFuture**, reporting on the progress of the C&D activities, the main difficulties encountered, the deployed tasks which were not initially foreseen and the evaluation of the state of play of the Key Performance Indicators, among others.

The deliverable presented information on the following dimensions:

- Communication and Dissemination Responsibilities;
- Reporting of dissemination activities, channels and promotion tools (logo, visual identity, website, social media, quarterly e-bulletin, dissemination material, publications, events and Ports of The Future Network);
- Assessment of the overall implementation against the Key Performance Indicators (KPIs);
- Planned Communication and Dissemination Activities: November 2018 – August 2019.

A new report accounting for these dimensions will be submitted in September 2019 (D4.4 Intermediate Report on Communication & Dissemination Actions (II)), covering the tasks to be deployed between November 2018 – August 2019. Notwithstanding, the **DocksTheFuture** Communication Team carries out a regular tight-knit monitoring of the implementation of tasks, reporting the state of play at the **DocksTheFuture** regular internal meetings and for the purposes of submission of the Six-Monthly Progress Reports.



Circle srl (Italy) ◦ ISL - Institut für Seeverkehrswirtschaft und Logistik (Germany) ◦ Magellan
(Portugal) ◦ PortExpertise
(Belgium) ◦ University of Genoa (Italy)

<http://www.docksthefuture.eu/>

info@docksthefuture.eu



[@DocksTheFuture](https://twitter.com/DocksTheFuture)



[Docks The Future](#)