



Plan for the Dissemination and Communication of the action results (PDCR)

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Table of Contents

Table of Contents	4
List of Figures	5
List of Tables	6
Abbreviations/Acronyms	7
1. Introduction	8
1.1 The Docks of the Future Project	9
1.2 Purpose of the Dissemination and Communication Plan	10
2. Communication & Dissemination Strategy	11
2.1 Communication and Dissemination objectives set up by the Project	12
2.2 Communication and Dissemination target groups	12
2.3 Responsibilities	14
2.4 Dissemination activities, channels and promotion tools	15
2.4.1 Logo and Visual Identity	15
2.4.2 Project Management Structure	16
2.4.3 Website & Social Media	17
2.4.4 Quarterly e-bulletin	19
2.4.5 Dissemination material	19
2.4.6 Publications, journalistic articles and overall media relations	19
2.4.7 Events and conferences	20
2.4.8 Synergies with other H2020 Projects	21
3. Communication & Dissemination Management	24
3.1 Workplan, tasks, responsibilities, deliverables and milestones	25
3.2, Data protection, open access and intellectual property rights	29
3.2.1 Data protection and open access	29
3.2.1 Intellectual Property, knowledge, protection and regulatory issues	29
4. Dissemination KPIs / Evaluation	30
5. Conclusions	33
6. Contact persons for dissemination related matters	35

List of Figures

FIGURE 1 - PROJECT STRUCTURE.....	16
FIGURE 2 - GENERAL INFORMATION ABOUT ONTHEMOSWAY.....	18
FIGURE 3 - PRELIMINARY PLAN OF DISSEMINATION AND COMMUNICATION ACTIVITIES FOR THE FIRST 16 MONTHS OF THE PROJECT.....	28
FIGURE 4 - DOCKSTHEFUTURE COMMUNICATION TOOLS.....	31

List of Tables

TABLE 1. DOCKSTHEFUTURE TARGET GROUPS	13
TABLE 2 - RELEVANT EVENTS FOR THE DISSEMINATION OF DOCKSTHEFUTURE.....	21
TABLE 3 - TARGET GROUP MATRIX.....	23
TABLE 4 - DELIVERABLES ASSOCIATED WITH THE DISSEMINATION AND COMMUNICATION OF DOCKSTHEFUTURE.....	26
TABLE 5 - DOCKSTHEFUTURE KEY PERFORMANCE INDICATORS	32

Abbreviations/Acronyms

CSA	Coordination and Support Action
D&C	Dissemination and Communication
DESCA	Development of a Simplified Consortium Agreement
DG	Directorate General
DTF	DocksTheFuture
EC	European Commission
EMSA	European Maritime Safety Agency
ENI	European Neighbourhood Instrument
ENPI	European Neighbourhood and Partnership Instrument
ESPO	European Sea Port Organisation
EU	European Union
ETPs	European Technology Platforms
FTO	Freedom to Operate
ICC	Independent Consultive Committee
IPR	Intellectual Property Rights
ISL	Institut für Seeverkehrswirtschaft und Logistik
KPI	Key Performance Indicator
MoS	Motorways of the Sea
PD CR	Plan for the Dissemination and Communication of the actions results
SC	Steering Committee
RIA	Research and Innovation
TEN-T	Trans-European Transport Network
TMC	Technical Management Committee
WP	Work Package

1. Introduction

1.1 The Docks of the Future Project

The European Union maritime transport constitutes a crucial link in the global logistic chains and plays a leading role in international freight transport. EU ports handle over one fifth of the goods loaded and unloaded worldwide and the EU maritime fleet remains the largest among the G20 members. Serving 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.**

Within this framework, the *DocksTheFuture* Project aims at **defining the vision for the ports of the future in 2030**, covering all specific issues that could define this concept including among others, dredging, emission reduction, energy transition, electrification, smart grids, port-city interface and the use of renewable energy management.

The *DocksTheFuture* Consortium is formed by the following partners:



The project is coordinated by Circle srl (Italy) as the leader of the Working Group including

ISL - Institut für Seeverkehrswirtschaft und Logistik (Germany)

Magellan (Portugal)

PortExpertise (Belgium)

University of Genoa (Italy)

The *DocksTheFuture* Consortium has several relevant **assets**:

- the largest port Database from ISL;
- the largest maritime and logistics communication and stakeholder's interactive digital platform www.onthemosway.eu with more than 1300 engaged stakeholders (Members of the European Parliament: 68, Member States Ministries of Transport: 106, European Commission: 52, Regions and Municipalities: 92, Associations: 216, Port Authorities: 155, Transport and Logistics: 249, Shipping: 46, Port Business: 64, Universities: 265, totalling 1314 stakeholders);
- the engagement of all the 329 TEN-T core and comprehensive ports as a main target for communication;
- the engagement of specific subcontractors for very specific topics such as the port – city relations (Association Ville De Port), sustainability (Lloyd's register) and Port of the Future Concept (TU Delft);

Plan for the Dissemination and Communication of the action Results

- the engagement of many port experts in all the different domains addressed by the topics (including those coming from large stakeholder's platforms such as Alice, Waterborne, the European Sustainable Shipping Forum and the Digital Transport and Logistic Forum);
- the use of an Independent Consultative Committee formed by 5 top experts in ports;
- the specific business and academic knowledge on port related topics.

Using these assets, *DocksTheFuture* will:

- refine and tune 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 RIA retained proposals;
- identify appropriate KPIs and relevant monitoring and evaluation of results of actions;
- leading to the Port of the Future Road Map for 2030, including several 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.

1.2 Purpose of the Dissemination and Communication Plan

The primary purpose of the Dissemination and Communication Plan **is to plan and define the activities to be carried out and the different steps to be taken by DocksTheFuture pertaining to the project's communication**, ultimately thrusting the project's visibility and highlighting the importance of the European Union funding to tackle and overcome societal challenges.

Henceforth, the document outlines the overall Dissemination and Communication strategy of *DocksTheFuture*, including guidance on the dissemination and communication actions to be carried out throughout the lifetime of the project, particularly addressing the following dimensions:

- Communication & Dissemination Strategy laying out the objectives of the plan to be implemented;
- Dissemination activities, channels and promotion tools, including social media, dissemination materials, presence in events and conferences, among others Responsibilities of each partner for the purposes of promoting the project;
- Dissemination Administration & management: workplan, deliverables, plan of activities and intellectual property rights' matters;
- Dissemination Key Performance Indicators to assess the project's dissemination and communication impact.

2. Communication & Dissemination Strategy

2.1 Communication and Dissemination objectives set up by the Project

The impact of an EC funded initiative should not only be assessed in terms of objectives and results but should also consider its imprint on the proper target groups and upcoming policies, as well as its capability to be sustainable beyond the original time frame of the project.

This is particularly true for *DocksTheFuture*, for which a maximum level of Dissemination and Communication efficiency and effectiveness will be ensured by Project Partners. **The project's dissemination and communication specific objectives are presented as follows:**

1. to establish a set of components to be used as a tool-of-the-trade to promote the Project and its activities target the definition of what a Port of the Future is;
2. to inform the target groups at local, regional, national and international level;
3. to foster awareness, consensus, knowledge and Best Practices transfer, experience give-and-take;
4. and to ensure a political, social, economic and technical continuity.

The project's overall framework to be deployed to attain the aforesaid goals is presented as follows:

- Overall Communication and Dissemination strategy and related expected results, timing of actions foreseen to support *DocksTheFuture*'s visibility and communication to the target groups;
- Identification and segmentation of Communication and Dissemination target groups, including local, regional, national, international levels and tasks for each partner;
- Key messages to pass to each segment of the target groups;
- "Rules of engagement" for each segment of the target groups for each Partner;
- Visual Identity and related layouts guidelines and templates;
- Tools for the proper support to Dissemination and Communication activities;
- Project events/workshops/conferences as tools for proper Dissemination and Communication;
- Coordinated Dissemination and Communication action with other H2020 funded projects;
- Activities' support.

2.2 Communication and Dissemination target groups

A key step in developing an effective communication and dissemination strategy is to clearly **define the target groups** to convey targeted messages, reach the full potential of the strategy and, consequently, put in place the most efficient strategy.

By identifying target groups that, as a baseline, constitute a set of individuals/entities sharing similar needs, expectations and interests vis-à-vis the project results, ***DocksTheFuture* aims at maximising the impact of its communication and dissemination strategy.**

The main initiative Stakeholders, defined as groups or organisations interested in the Project impacts, will be, particularly, the European "Ports", TEN-T Core and the Comprehensive ones specifically. They will be constantly informed and involved in specific consultations via internet and via the midterm and the final conferences. Notwithstanding, all other interested ports and inland terminals are welcome to conferences and will also be targeted via all the available media.

Table 1 defines the target groups that *DocksTheFuture* will reach out to, both internally and externally, defining their unique characteristics, needs, and the different communication approaches to be employed.

Table 1. DocksTheFuture target groups

Target Group	What do they need to know	Communication approach
Project Partners	<p>Specific and structured message to be conveyed with regards to what the project consists of;</p> <p>Endow partners with the tools to most accurately convey the messages (i.e. visual identity rules; document templates, among others);</p> <p>Understand their role/responsibilities in the implementation of the communication & dissemination strategy.</p>	<p>Regular contact between the project partners and communication team;</p> <p>Partner feedback, evaluation and ongoing adaptation of communication strategies.</p>
European "Ports", TEN-T Core and Comprehensive ¹	<p>To clearly understand the main results of the project;</p> <p>To understand the implications of the project's results for their own activity.</p>	<p>Informed and involved via specific consultations through online communication (website, social media, videos etc.);</p> <p>First-hand information at the midterm and final conferences of the project;</p> <p>First-hand information at relevant conferences and fairs;</p> <p>Handouts (i.e. leaflets);</p> <p>Publication of news in specialised media</p>
European Institutions (DGs and Agencies), International Organisations, Member States, Cooperation Banks, Business Stakeholders, Port Authorities, Shipowners; Ship Classification	<p>To convey information to foster awareness about the project and its political, social, economic repercussions;</p> <p>To convey information on the policy implications arising from the project's results.</p>	<p>Open channel of communication between the consortium and these entities;</p> <p>Informed and involved via specific consultations through online communication (website, social media, videos etc.);</p> <p>First-hand information at the midterm and final conferences of the project;</p>

¹ The complete list of European Ports both in the Core and Comprehensive Network of TEN-T can be found through the following link:
https://ec.europa.eu/transport/sites/transport/files/modes/maritime/ports/doc/2014_list_of_329_ports_june.pdf

Societies; Relevant associations and networks ²		<p>First-hand information at relevant conferences and fairs;</p> <p>Handouts (i.e. leaflets);</p> <p>Publication of news in specialised media</p>
Mediterranean and Neighbouring Countries	<p>To clearly understand the main results of the project;</p> <p>To highlight the importance of European/International cooperation and the importance of EU funding.</p>	<p>Specific communication channel (exchange of news) with the Union for the Mediterranean (who will be also invited to the expert groups and to attend the Independent Consultative Committee);</p> <p>Specific communication actions to specific stakeholders in Neighbouring Countries (such as the Agency National de Ports in Morocco or the Israeli Port Community in Israel);</p> <p>Presentations in events of projects of the ENPI / ENI programmes</p>
General Public	Create a clear, straight-forward, non-technical message that conveys an overall idea of what the project is and the benefits of European funded projects and European cooperation.	<p>Social Media (Twitter, LinkedIn, Website, among others);</p> <p>Media Relations (i.e. publication in newspapers).</p>

2.3 Responsibilities

Magellan – Associação para a Representação dos Interesses Portugueses no Exterior, as the leader of Work Package 4 - Dissemination and Exploitation, **will be responsible for the communication and dissemination of *DocksTheFuture***. However, every single partner will, to a different extent, contribute to the project's communication and dissemination, in close cooperation with Magellan.

A **Press and Media Manager** has been nominated and will oversee managing relationships with the media, carrying out the task of disseminating information, managing communication activities and liaise with journalists. The Press and Media Manager is delegated to adequately convey the

² The full list of stakeholders included in this definition is as follows: European Commission (DG Move, DG TAXUD, INEA); ESPO - European Sea Ports Organisation; Other relevant association (i.e. FEPORT or SEYARD, CPMR, UFM); European Technology Platforms (ETPs) (i.e. ALICE WATERBORNE); European Innovation Partnership on Smart Cities and Communities; Organisation for Economic Cooperation and Development (OECD) - Joint OECD/ITF Transport Research Committee; The World Bank - Transport; United Nations Economic Commission for Europe - Transport; Member States (Ministries of Transport); European Maritime Safety Agency (EMSA); Business Stakeholders (Shipping Companies, Shippers (International Companies or Freight Forwarders); Intermodal Transport Operators, Port and Inland Terminals, Multimodal Terminal Operators, Shipping Lines, Rail Cargo; European Port Community Systems Managers, Terminal Operating Systems adopters; Port Authorities and their geographically related Municipalities, and Regional Governments; Associations of interest (i.e. European Community Shipowners' Associations, European Association of Logistic Platforms, European Shippers' Council, etc...); Ship Classification Societies (Lloyd's, RINA, etc...); Networks related to the port-city relation: Ville De Port, Polis, Eurocities.

message of the Project and of its Beneficiaries to ensure that journalists disclose it correctly. The Press and Media Manager has cross and fundamental responsibilities for visibility and reputation. Furthermore, to mainly target C&D objectives, Media Relations will deliver information about the Project and its results.

Specific information about **each partner's responsibilities** within the scope of Work Package 4 is presented in Section 3 – Communication & Dissemination Management. Section 6 presents the contact information of the team directly responsible for dissemination related matters.

2.4 Dissemination activities, channels and promotion tools

2.4.1 Logo and Visual Identity

All the *DocksTheFuture* communication materials, publication and deliverables should indicate, at all times, that DTF has received funding from the European Union, obliging the following requirements:

- The EU emblem (on the top right side of the document's header):



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- Including the following disclaimer:

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- Include the following acknowledgment preferably on the cover page:

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

Project Logo

The Project Logo (available on the Project's Google Drive) is the first contact between the project and its target groups. The following **two logos** have been prepared for *DocksTheFuture*, and should, at all times, be 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* project documents and reports with specific guidelines on the visual identity of the project have been prepared and shared with the partners. The purpose of these templates is to provide the partners with a structured outline to produce the project documents to guarantee that the overall project visual identity consistency is ensured at all times. The document templates can be found in the corresponding Google Drive Folder.

2.4.2 Project Management Structure

The *DocksTheFuture* organisational structure is based on two layers:

- i. **operational layer - a Technical Management Committee (TMC)** oversees the project technical control, planning, steering of the work progress and quality of results. It is chaired by the Project Coordinator (Circle) and supported by the Independent Consultative Committee.
- ii. **strategic layer - a Steering Committee (SC)** is responsible for strategic decisions concerning the work plan, risk management and conflicts. Major changes regarding objectives and partners are to be discussed and prepared for the final decision-making of the Steering Committee. It is chaired by the Project Coordinator (Circle) as well.



Figure 1 - Project Structure

Each beneficiary is responsible for the activities of communication and dissemination of the project, to a different extent. Notwithstanding, each partners' involvement and overall contribution is in line with the pre-established allocation of work.

Plan for the Dissemination and Communication of the action Results

The Independent Consultive Committee (ICC)

The ICC will be an independent committee, composed by 5 key experts and representatives of selected bodies wisely chosen. Members will be chosen between 1) the Union for the Mediterranean, 2) the European Technology Platforms “ALICE” and “Waterborn”, 3) the European Innovation Partnership “Smart Cities and Communities”, 4) the United Nations Economic Commission for Europe - Transport, 5) the Organisation for Economic Cooperation and Development (OECD) - Joint OECD/ITF Transport Research Committee 6) other relevant names in the maritime and logistics field. The ICC will support Project development, focusing on activities’ suggestion, specifically targeting European Commission and other experts in key sectors addressed by the Coordination and Support Action. They will periodically review and offer contribution and feedback to the *DocksTheFuture* partners based on foreseen meetings of ICC and which will play a relevant role during the Project Final Conference.

The project structure also includes the so-called **Experts Workshops**, which will be the main “tactical” tool of the project since these stakeholders will be invited to provide specific support to Project activities aiming at the validation of Work Package results.

As such, in addition to their responsibilities as members of the ICC, these stakeholders, who are experts in their fields, **will have access to first-hand privileged information about the project and will be encouraged to communicate and disseminate it in their own networks, to further the project’s visibility.**

2.4.3 Website & Social Media

***DocksTheFuture* website:** It will be the main focal point for the Dissemination and Communication activities, which will be setup by using open-source solutions to minimise costs (namely, WordPress), including requirements from H2020 CSA Guidelines and Best Practices. A special focus will be put on Search Engine Optimisation to maximise its visibility. The *DocksTheFuture* website can be found through: <http://www.docksthefuture.eu/>

Specific content placed on www.onthemosway.eu portal: OntheMoSWay is the digital multichannel platform dedicated to the Door-to-Door maritime and logistic chain. It aims to facilitate the exchange of information, knowledge and experiences in the field of the freight, logistics and maritime co-modal transport. At least a piece of news about the Project will be published monthly.



Figure 2 - General Information about OnTheMosWay

Through the OnTheMosway platform, the consortium has the capability to consult and interact with a large platform of stakeholders via the onthemosway.eu digital multichannel platform. This platform has more than 1200 stakeholders already available for interaction, with 9.241 visitors in 2016, with an average session of 02:55 and 39381 page views, plus namely the 329 TEN-T core and comprehensive ports available for interaction. Such is the case since two members of the consortium (Circle and ISL) are the leading partners supporting the European Commission in developing the MoS Detailed Implementation Plan, for which the aforementioned ports are key stakeholders.

Interplay between the Project WebSite and OntheMoSWay.eu: The difference between Dissemination and Communication activities is going to be particularly evident in relation to the two main web-oriented activities. **The Project Website will be the main Dissemination tool.** It will focus on the project presentation to the different Target Groups, and on the information about the *DocksTheFuture* results. It will have a very focused goal and a short life span to avoid the maintenance of a non-used/updated tool, such as it the case in many EC funded projects.

On the other hand, **OnTheMosWay.eu will be used as the specific Communication and Exploitation tool for the project.** Initially funded by the TEN-T and Marco Polo Programmes, OnTheMosWay, the official Motorways of the Sea Portal, prime source of specialised information for EU Policy and MoS, is a training and knowledge center, a useful tool for keeping oneself updated, a meeting place for discussion open to the companies and professionals who can contribute both through social networks. A specific vertical section will be put beside existing thematic ones (Motorways of the Sea Projects, Training Center, etc.) to make available the results of *DocksTheFuture* for Stakeholders and to exploit them, namely data, guidelines, and other tools. By using **OnTheMosWay**, and following IPR policies defined at Project level, the Consortium will extend the project results availability and will foster their exploitation by the target groups at large and by European Ports (the main Stakeholders). The main advantages in adopting such a solution, rather than simply using the Project Website, relying on the consolidated audience base of the **OnTheMosWay**, as abovementioned.

Social Media: a LinkedIn dedicated Group (fostering a “community sentiment”) will be set up to deliver *DocksTheFuture* contents out of the network and to reach other professional communities.

Targeted activities will be implemented to increase the number of the members of the group and to deliver contents throughout the project lifecycle. LinkedIn discussions will be also launched in specific thematic groups (i.e. Port Strategy, Port Technology). Furthermore, Project news will be deployed (besides LinkedIn Group) over a specific Twitter and Facebook accounts to drive followers to the news area on the website.

2.4.4 Quarterly e-bulletin

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

2.4.5 Dissemination material

Project Leaflet: 1.000 copies, in English, will be prepared and produced to promote the project in conferences, workshops and fairs.

Project Video: a short *DocksTheFuture* project video presentation (4 minutes) will be produced to be delivered over the media and will be made available by means of a YouTube Channel for the experts' community, journalists, TV and web. The video will be updated with a "Port of the Future" concept when available towards the end of the Project activities and with coverage of the final conference (recordings, editing of speeches and one overall 5 minutes' summary of the event).

2.4.6 Publications, journalistic articles and overall media relations

The main goal of media relations is to create, develop and strengthening relations with the media (journalists, bloggers, forums, comments on the web) on behalf of the *DocksTheFuture* Consortium. Furthermore, the **related objectives are:**

1. to build a relationship to obtain visibility in the media, to spread a positive image and build consensus on the actions of the Project;
2. to support the management of Project during the interviews;
3. to manage the delicate relationship between the management of Project and the Media;
4. to ensure that journalists consider the press releases and project events of interest and worth of being communicated by them as sources of interesting news and useful for the media.

Specifically, the project will deliver:

- 12 media briefings to inform media contacts about technical aspects of the project;
- 5 Press Releases based on WPs results;
- 10 Synopses to be issued to editorial contacts to obtain placement in publications.

A preliminary list of already contacted news title includes: The MediTelegraph, Euractiv, Greenport, Porteconomics, Port Strategy, Container Management, Port Technology, Worldcargo news, Maritime Journal, Hellenic Shipping News, Asia Shipping media, International Transport Journal, Baltic Transport Journal, Marine Link, Tradewinds, MarineLog, Journal of Commerce, Lloyd's List + Containerisation International, ORMS, Supply Chain Europe, Port Industry News, Hansa International Maritime Journal. The list will be regularly updated throughout the period of project implementation.

Moreover, the main instruments of interest related to Media Relations are:

1. **Press Release** – It is the link text between the Press and Media Manager and the media. Tools-of-the-trade for the development of a proper press release that will be adopted are those of journalism, the so-called "5 W": Who - What - Where - When - Why;
2. **Press conference** - Meeting with journalists and representatives of the media organised to communicate news and initiatives. It will have a specific function to control and direct the flow of information;
3. **Press kit** - must contain all the documents covered within the press conference and briefing materials. The documentation must be accompanied by photographs of the people and activities and distributed in paper and electronic format. Media Relations are foreseen to be brought on throughout the project lifecycle.

The deployment of at least 5 press releases (*DocksTheFuture* launch, midterm, final conference) and 2 press conferences (*DocksTheFuture* launch, final conference) is foreseen.

The Preliminary Plan of Dissemination and Communication activities for the first 16 months of the Project (p.28) details the timeline for the production of these materials.

2.4.7 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. As such, to maximise the communication and dissemination of *DocksTheFuture*, the strategy for the participation in events and conferences foresees:

1. the presentation of the project in at least 10 conferences;
2. representatives from the project will visit at least 3 events;
3. a *DocksTheFuture* booth will be set up in at least 3 relevant fairs.

The following is a provisional list of the relevant events, from which the project will choose, to implement its strategy. The list will be regularly updated throughout the project's life-span. The type of presence indicated in the table above is indicative, pending availability of setting-up a booth and/or give a presentation in the listed events.

Table 2 - Relevant events for the Dissemination of DocksTheFuture

Event	Date	Location	Type of Presence			
			Booth	Presentation	Visit	Poster
Transport Research Arena 2018	16-19 April 2018	Vienna, Austria			X	
3 rd Ports, Maritime Transport and Insurality Conference	19 April 2018	Pireos, Greece		X		
TEN-T Days 2018	25-27 April 2018	Ljubliana, Slovenia			X	
Naples Shipping Week	24-29 September 2018	Naples, Italy			X	
Green Port Congress	16-19 October 2018	Valencia, Spain	X	X		
World conference on cities and ports	11-14 June 2018	Quebec, Canada				X
Munich Transport Logistic	4-7 June, 2019	Munich, Germany	X	X		
Polis annual conference	tbc	2019		X		
Genoa Shipping Week	tbc	2019		X		
European Shipping Week	tbc	2019		X		
Euromaritime	tbc	2019			X	
Europort Rotterdam	tbc	2019	X	X		
Nor Shipping	tbc	2019		X		
Transport Research Arena 2020	Helsinki, Finland	2020	X	X		
Forum Shipping & Intermodal Transport	tbc	2020		X		
Green Port Congress	tbc	2020	X	X		
ESPO event 2020	tbc	2020		X		
World conference on cities and ports	tbc	2020	X			

In addition to a regular and visible presence in the main events of the maritime sector, *DocksTheFuture* will organise a **MidTerm** and a **Final Conference**, which will be held in Brussels targeting 400 delegates, and backed up by webstreaming.

Lastly, the following **matrix matches the defined target groups with the different dissemination and communication tools to be deployed.**

2.4.8 Synergies with other H2020 Projects

The DocksTheFuture project will maximise its communication and dissemination potential by capitalising on the synergies with the three Research & Innovation Action projects funded under the same call (H2020-MG-2016-2017, Topic: MG-7-3-2017), considering the expectations of the European Commission of the pursuance of a collaborative and integrated approach between the projects in relation to both their technical outputs and communication strategy.

The three projects are: COREALIS, PIXEL and PortForward. As such, initial contacts have been established with the team of the abovesaid projects. DocksTheFuture will be presented at the kick-Plan for the Dissemination and Communication of the action Results

off meetings of these projects, whereas the three projects will also have the opportunity to present themselves during the Technical Management Committee meetings of DocksTheFuture.

The four projects will hold a monthly conference call to align their communication strategy and to redefine it according with the development of each project. The strategy to be deployed, in a collaborative manner, will consider, among other dimensions, the possibility of setting up common stands at relevant international conferences, coordinated social media campaigns, among others yet to be defined.

The updated version of the Plan for the Dissemination and Communication of the action results (Deliverable 4.2) will present the common communication and dissemination strategy of these four projects.

Table 3 - Target Group Matrix

Target Groups	e-bulletin	Final Conference	Leaflet	Website	Social Media	Video	OnTheMoSWay	Conference & fairs	Press kit & press tools
European Commission	X				X		X		
ESPO	X	X			X		X	X	
ETPs	X	X			X		X	X	
European Innovation Partnership on Smart Cities and Communities				X	X		X	X	
OECD – Joint OECD/ITF Transport Research Committee	X	X			X		X	X	
The World Bank - Transport	X	X			X		X	X	
United Nations Economic Commission for Europe – Transport	X	X			X		X	X	
Member States – Ministries of Transport	X				X		X	X	
EMSA	X	X			X		X	X	
Business Stakeholders			X	X	X	X	X	X	
European RTDs			X	X	X	X	X	X	
Port Authorities		X	X	X	X		X	X	
Associations of Interest			X	X	X	X	X	X	
Media		X	X	X	X	X	X		X
General Public			X	X	X	X			X
Ship Classification Societies			X	X	X	X	X		X
Networks of interest	X		X	X	X	X	X		X
Networks related to the port-city relation	X		X	X	X	X	X		X

3. Communication & Dissemination Management

3.1 Workplan, tasks, responsibilities, deliverables and milestones

The Work Package 4 Dissemination and Exploitation is the WP within which all the dissemination and communication activities will be organised. In other words, the goal of the work to be carried out in this WP aims to, on the one hand, create a higher level of awareness and demand from stakeholders and target audience, and on the other, to achieve the pre-defined communication objectives.

Magellan is the leader of this WP, in which all partners will be directly involved. The following tasks will be carried out, with the following responsibilities:

- Task 4.1 - Plan for the Dissemination and Communication of the Action Results (PDCR)
Leader: Magellan
- Task 4.2 - DocksTheFuture identity and D&C tools
Leader: Circle
- Task 4.3 - D&C related events
Leader: Magellan
- Task 4.4 – Media Relations
Leader: Circle
- Task 4.5 DocksTheFuture Final Conference
Leader: Magellan

The following table lists the deliverables to be produced within the scope of the dissemination and communication activities.

Table 4 - Deliverables associated with the Dissemination and Communication of DocksTheFuture

Number	Name	Responsible	Type	Description	Dissemination Level	Due
D4.1	Plan for the Dissemination and Communication of the action Results (PDCR)	Magellan	Report	The Deliverable moves from the preliminary draft plan presented in the proposal that be 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).	Public	March 2018
D4.2	Plan for the Dissemination and Communication of the action Results (PDCR) - update	Magellan	Report	The Deliverable is an update of the Plan released on M3 – D.4.1	Public	March 2019
D4.3	Intermediate Report on Dissemination and Communication activities (I)	Magellan	Report	The Deliverable is intended to be a summary of the main activities and results of WP4 with analysis of contacts and indications for further improvements or corrective actions (if needed).	Public	October 2018
D4.4	Intermediate Report on Dissemination and Communication activities (II)	Magellan	Report	The Deliverable is intended to be a summary of the main activities and results of WP4 with analysis of contacts and	Public	October 2019

				indications for further improvements or corrective actions (if needed).		
D4.5	Final Report on Dissemination and Communication activities	Magellan	Report	The Deliverable is the final summary of the main activities and results of WP4 with analysis of contacts and indications for further improvements.	Public	June 2020

The following table lists the Milestones to be achieved within the scope of the dissemination and communication activities.

Table 5 - Milestones associated with the Dissemination and Communication of DocksTheFuture

Milestone number & title	Lead Beneficiary	Due date	Means of verification
MS7 – Final Conference	Magellan	June 2020	Final Conference held

The following figure presents the preliminary Plan of Dissemination and Communication for the first 16 months of the Project. This plan is subject to a constant update considering the dissemination and communication needs. Furthermore, an updated version of this plan will be presented in Deliverable 4.2 Plan for the Dissemination and Communication of the Action Results (PDCR) – update in March 2019, including the foreseen planned activities until the conclusion of the project.

Preliminary Plan of Activities for Dissemination & Communication

YEAR			2018												2019			
Month			M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16
Task		Leader	jan	feb	mar	apr	may	jun	jul	ago	set	oct	nov	dez	jan	feb	mar	apr
Task 4.1 - Plan for the Dissemination and Communication of the Action Results (PDCR) Leader: Magellan	Deliverable 4.1 Production of Plan for Dissemination and Communication of the Action Results	Magellan																
	Deliverable 4.2 Update of Plan for Dissemination and Communication of the Action Results	Magellan																
Task 4.2 - DocksTheFuture identity and D&C tools Leader: Circle	Production of Project Logo	Circle																
	Project Visual Identity	Magellan																
	Production of Leaflets	Circle (contribution: Magellan)																
	Launch of the DocksTheFuture Website	Circle (contribution: Magellan)																
	Updating the DocksTheFuture website	Circle (contribution: Magellan)																
	Creation of LinkedIn Group	Circle																
	Updating the LinkedIn Group	Circle (contribution: Magellan)																
	Creation of Facebook Page	Circle																
	Updating the Facebook Page	Circle (contribution: Magellan)																
	Creation of Twitter Page	Circle																
	Updating the Twitter Page	Circle (contribution: Magellan)																
	Quarterly e-bulletin	Circle																
	Production of Project Video	Circle (contribution: Magellan)																
	Specific content placed on nonthemosway	Circle																
Task 4.3 D&C Related events: Magellan	Poster presented at 16th World Conference Cities and Ports	Circle																
	Visit to Napples Shipping Week 2018	Circle																
	Booth&Presentation and Green Port Congress 2018																	
	Polis Annual Conference 2018																	
Task 4.4 - Media Relations Leader: Circle	2 Press Releases on WP1 in the definition of the concept of Porto of the future	Circle																
	2 Synopses on WP1 in the definition of the concept of Porto of the future	Circle																
	4 Media Briefings on WP1 in the definition of the concept of Porto of the future	Circle																
	4 Media Briefings on WP2 in the selection of initiatives of interest	Circle																
	2 Synopses on WP2 in the selection of initiatives of interest	Circle																
	2 Press Releases on WP2 in the selection of initiatives of interest	Circle																
Task 4.5 - Mid Term and Final Conference Leader: Circle	Project MidTerm Conference in Brussels	Magellan																

Figure 3 - Preliminary Plan of Dissemination and Communication Activities for the first 16 months of the Project

3.2, Data protection, open access and intellectual property rights

3.2.1 Data protection and open access

The project partners must confirm opinion or confirmation by the competent Institutional Data Protection Officer and/ or if authorization or notification by the National Data Protection Authority has been obtained and is kept on file (whichever applies according to the Data Protection Directive (EC Directive 95/46, currently under revision, and the national law). **Justification must be given in case of collection and/or processing of personal sensitive data.** Detailed information must be provided on the procedures that will be implemented for data collection, storage, protection, retention and destruction and confirmation that they comply with national and EU legislation. As the **participants participate in the Open Research Data in Horizon 2020, a Data Management Plan** must be submitted, and it must cover all provisions of the Data Protection Directive. Detailed information on **the informed consent procedures that will be implemented regarding the collection, storage and protection of personal data must be submitted on request.** Templates of the informed consent forms and information sheets must be kept in file and submitted on request. Templates of the informed consent forms and information sheet must be submitted. The partners must explicitly confirm that the data used are publicly available. In case of data not publicly available, relevant authorisations must be provided.

3.2.1 Intellectual Property, knowledge, protection and regulatory issues

During preparatory activities, the Beneficiaries performed preliminary database desk cross-checks for Intellectual Property, knowledge protection and regulatory issues evaluation, verification of each partner IPR management capabilities, and avoidance of using acronyms, names, abbreviations identical or similar to a registered trade mark in the same proposal domains.

The overall principle that generated knowledge of commercial interest must be safeguarded and protected for use by the owner will be pursued. These rules were precisely defined in the final version of a Consortium Agreement, implemented following the DESCA template (Development of a Simplified Consortium Agreement) specifically designed for Horizon 2020 "Research and Innovation Actions".

Almost all Deliverables have been defined as public. Despite of this approach IPR and business interests of the partners are relevant and must be protected. Therefore, a thorough management of access to results and publications is to be performed.

In relation to Freedom to Operate Analysis Consortium Members carried out a preliminary FTO Analysis (Krattiger A., (2007) "Freedom to Operate, Public Sector Research, and Product Development Partnerships: Strategies and Risk-Management Options") and specific searches on Intellectual Property Rights databases aimed at determining whether exploitation of existing Port of the Future related information and published materials could infringe third parties' rights (i.e. finding out that there is only a limited freedom to operate might result in the necessity to contact third parties and ask for a permission).

Some potential issues have been tackled, i.e., by directly involving data owners (ISL, Circle) in the Consortium. Furthermore, integrating activities to date, updates of the FTO analysis will be carried out by the consortia before significant releases to cope with identification of infringement risks linked to the exploitation of the project results. In relation to pre-existing Access Rights: as a main result of the mentioned FTO, rights to use knowledge and pre-existing know-how given by the owners to others pinpoint the main issues of protection of data, and technical publications produced. This is also true in relation to future Access Rights

Plan for the Dissemination and Communication of the action Results

4. Dissemination KPIs / Evaluation

In order to ensure that the dissemination tools put in place are attaining the overall goals of the **DocksTheFuture** dissemination and communication it is **essential to define Key Performance Indicators (KPIs)**. A KPI serves a measurable value with the goal to demonstrate on efficient a given strategy is in the prosecution of a given objective/targeted.

As mentioned in the corresponding Section 2.4 – Dissemination activities, channels and promotion tools, the following communication tools will be put in place for the purposes of communicating the project.



Figure 4 - DocksTheFuture Communication Tools

Several KPIs and their corresponding measurement value were defined for each one of the abovementioned communication tools, as shown in Table 5 – *DocksTheFuture* Key Performance Indicators.

Table 5 - DocksTheFuture Key Performance Indicators

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

The defined measurable and quantifiable key performance indicators will be the cornerstone of the internal evaluation of the implementation of the dissemination and communication strategy of the project. The project communication team will keep a close eye on how the measurements of impact of each of these KPIs evolves throughout the project and will implement corrective measures, if need be, to correct the course and guarantee that the pre-defined objectives have been fulfilled.

5. Conclusions

DocksTheFuture is a very particular project within the scope of the Horizon 2020, with a particular objective to capitalise on synergies with RIA H2020 funded project. The Plan for the Dissemination and Communication takes this dimension into account and laid out the guidelines and overview of the dissemination and communication strategies that will be put in place throughout the project's lifetime, to share the project's results and achievements in an efficient manner to a wide array of pre-defined stakeholders.

This document constitutes an initial but matured step to operationalise the dissemination and communication strategy but it consists of a "living" document. The deliverable presented information on the following dimensions:

- Communication & Dissemination Strategy laying out the objectives of the plan;
- Dissemination activities, channels and promotion tools, including social media, dissemination materials, presence in events and conferences, among others;
- Responsibilities of each partner for the purposes of promoting the project;
- Dissemination Administration & management: workplan, deliverables and intellectual property rights' matters;
- Dissemination Key Performance Indicators to assess the project's dissemination and communication impact.

The Plan for the Dissemination and Communication will be revised in March 2019 (deliverable D4.2 –Plan for the Dissemination and Communication -u pdate). The updated version of the Plan will include the changes that the communication teams deems necessary considering the implementation of the pre-established strategy during the first year of the project, whilst providing with an overview of what has been done and the initial results of the strategy. Furthermore, changes might be produced considering the everchanging needs or expectations of the project, its partners and target groups.

Lastly, *DocksTheFuture* will use a mix of different tools for the dissemination and communication of the project (leaflets, website, social media, midterm and final conference, OnTheMosWay platform, press kit and press tools), with a very strong emphasis on a regular presence in international events and conferences.

6. Contact persons for dissemination related matters

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