



DOCKS THE FUTURE
defining the concept of "Port of the Future"

Intermediate Report on Dissemination and Communication Activities (II)

Deliverable 4.4

August 2019

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1. Introduction

1. Introduction

1.1 Purpose of the Intermediate Report on Communication and Dissemination Activities (II)

The main purpose of D4.4 - **Intermediate Report on Communication and Dissemination Activities (II)** is to report on the Communication and Dissemination activities implemented on the time period between November 2018 and August 2019, to promote **DocksTheFuture** and its outcomes to the pre-defined target groups (**as established in D4.1 Plan for the Dissemination and Communication of the Action Results**).

The monitoring of the implementation of the Communication and Dissemination Activities has been done on a regular basis, namely through the reporting of the C&D activities in the following deliverables (all submitted to the European Commission):

- *D6.1 – Six Monthly Progress Report (I);*
- *D6.2 – Six Monthly Progress Report (II);*
- *D6.3 – Six Monthly Progress Report (III);*
- *D4.3 - Intermediate Report on dissemination and Communication activities (I).*

This deliverable provides a detailed account of the tasks carried out by **DocksTheFuture** in this domain, with particular focus on the fulfilment of the pre-defined Key Performance Indicators whilst laying out the foreseen tasks for the remainder of the action's implementation.

The document describes the following dimensions of the Communication and Dissemination tasks, specifically:

- Reporting of dissemination activities, channels and promotion tools (website, social media, quarterly e-bulletin, dissemination material, publications and events);
- Overview of the Key Performance Indicators (KPIs) and Results;
- Planned Communication and Dissemination Activities: September 2019 – June 2020.

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 (November 2018 – August 2019), accounting not only for the tasks initially foreseen but also for additional tasks which have been carried out.

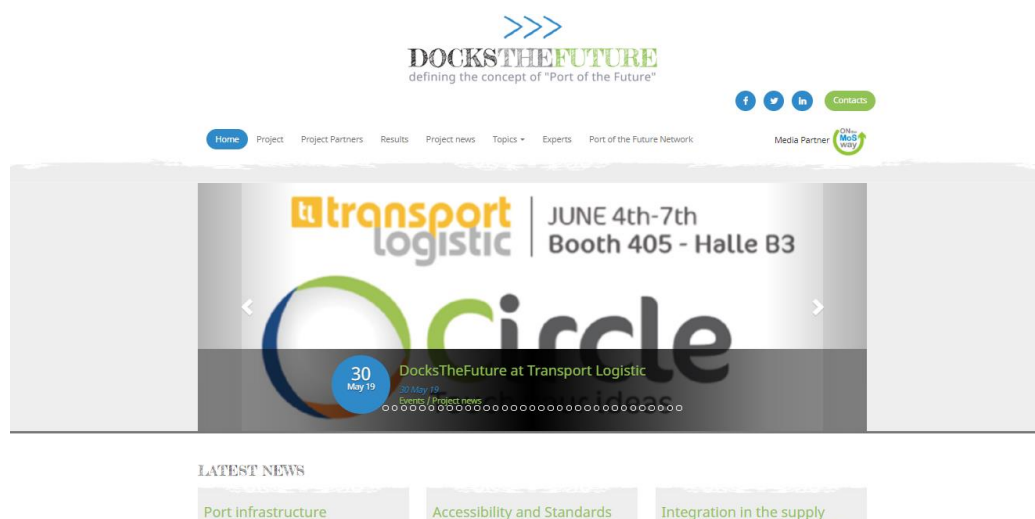
2.1 Logo and Visual Identity

With regards to this domain there is nothing to report in the current reporting period. Such is the case since the project logo and document templates were all produced at the beginning of the project, as reported in **D4.3 Intermediate Report on Communication and Dissemination Actions (I)**.

2.2 Website

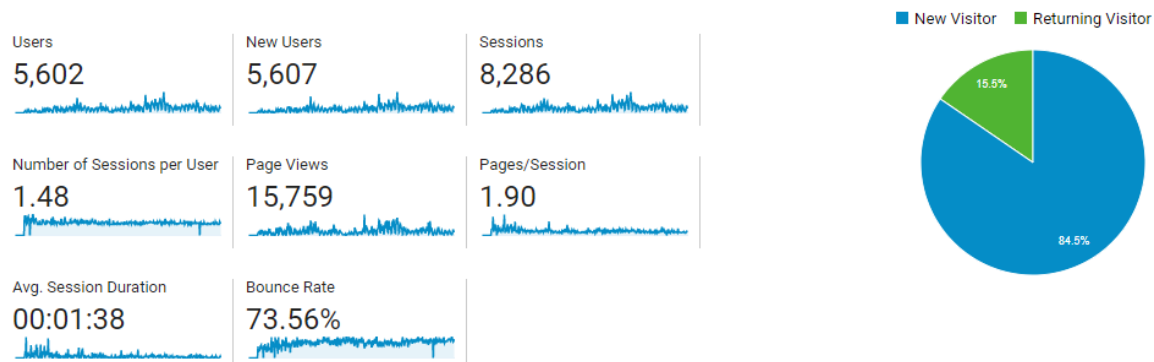
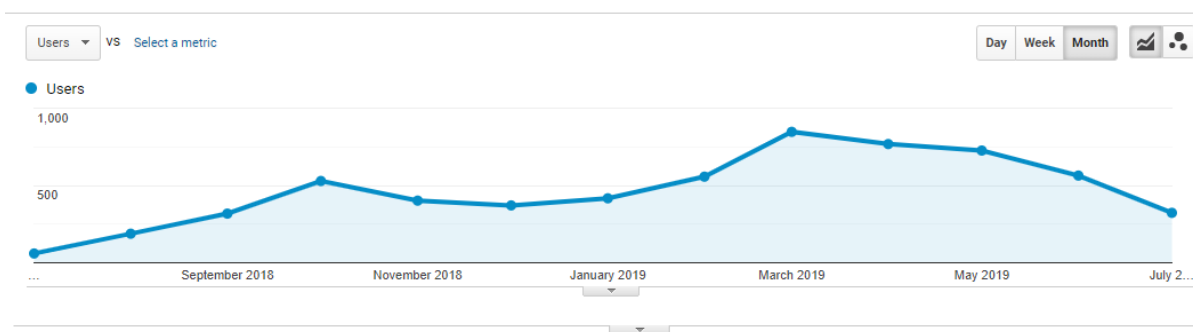
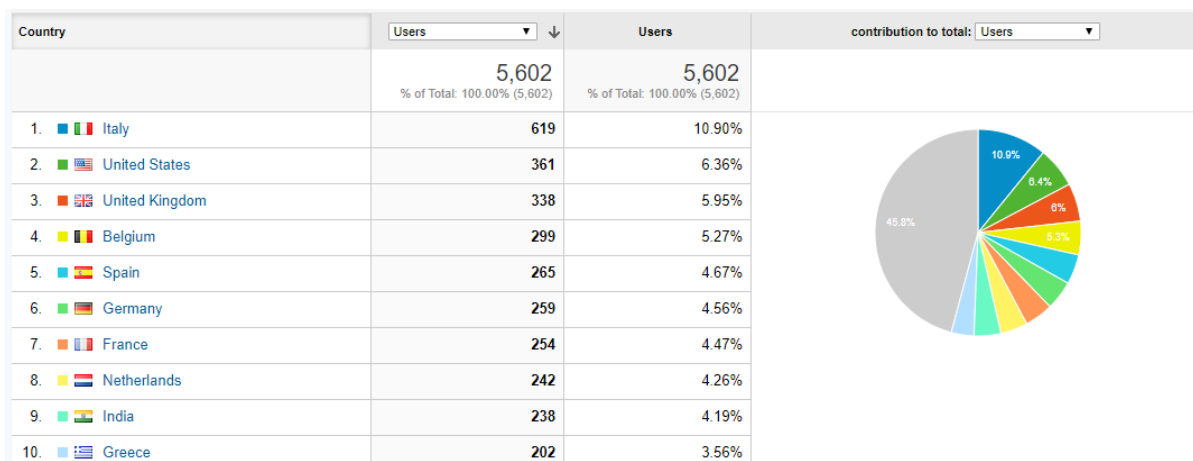
The **DocksTheFuture website** was launched in May 2018 and has been regularly updated since. The website can be found through: <http://www.docksthefuture.eu>.

DocksTheFuture website













Statistics

The total number of visits of the **DocksTheFuture** website since its launch is 5602. The geographic origin of the top ten visitors is as presented in the picture below:



The most popular sections/ pages since the website was launched were:

Livello 1 percorso pagina ?	Visualizzazioni di pagina ? ↓	Visualizzazioni di pagina uniche ?	Tempo medio sulla pagina ?	Frequenza di rimbalzo ?	% uscita ?
	15.759 % del totale: 100,00% (15.759)	13.031 % del totale: 100,00% (13.031)	00:01:48 Media per vista: 00:01:48 (0,00%)	73,56% Media per vista: 73,56% (0,00%)	52,58% Media per vista: 52,58% (0,00%)
1.  /	2.837 (18,00%)	2.055 (15,77%)	00:01:29	42,04%	37,33%
2.  /category/	1.347 (8,55%)	1.027 (7,88%)	00:00:47	47,62%	18,11%
3.  /project/	795 (5,04%)	652 (5,00%)	00:01:45	45,78%	33,58%
4.  /docks-the-future-mid-term-conference-4th-april-2019/	660 (4,19%)	575 (4,41%)	00:03:16	75,89%	69,24%
5.  /crowdsourced-transportation-platforms-road-a-promising-supply-chain-technology-for-the-lastmile/	569 (3,61%)	524 (4,02%)	00:04:11	93,54%	89,63%
6.  /trends-2019-the-six-challenges-facing-smartports-according-to-cios-at-large-international-ports/	557 (3,53%)	485 (3,72%)	00:05:03	85,19%	77,74%
7.  /project-partners/	531 (3,37%)	458 (3,51%)	00:01:17	50,51%	29,57%
8.  /experts/	455 (2,89%)	397 (3,05%)	00:01:48	73,28%	43,52%
9.  /rfid-technology-and-e-seal-facilitating-the-port-logistics-automation-and-cargo-tracking/	448 (2,84%)	407 (3,12%)	00:04:04	91,26%	85,71%
10.  /h2020-network/	428 (2,72%)	357 (2,74%)	00:02:05	54,74%	40,65%

2.3 Social Media

All of the **DocksTheFuture** social media accounts (Twitter, LinkedIn and Facebook) have been setup in May 2018 and undergo regular updates. The focus has been mostly on promoting the project through Twitter, liaising with the **Ports of the Future Network Projects** to achieve wider visibility. Detailed information on the relevant performance statistics of the **DocksTheFuture** Social Media pages - i.e. followers, number of posts, likes - can be found below.

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

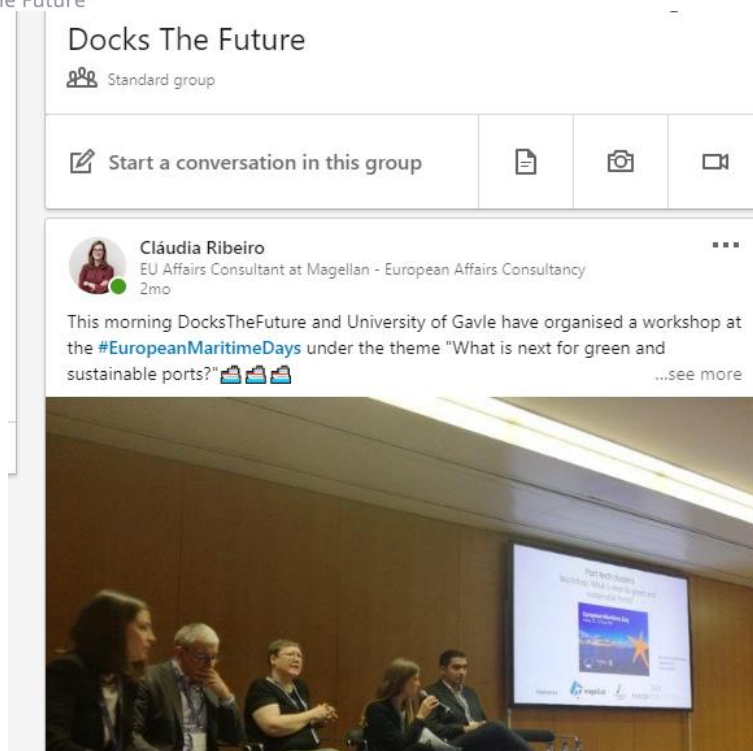
DocksTheFuture Twitter Page



306 Followers
 226 Following
 121 Tweets

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

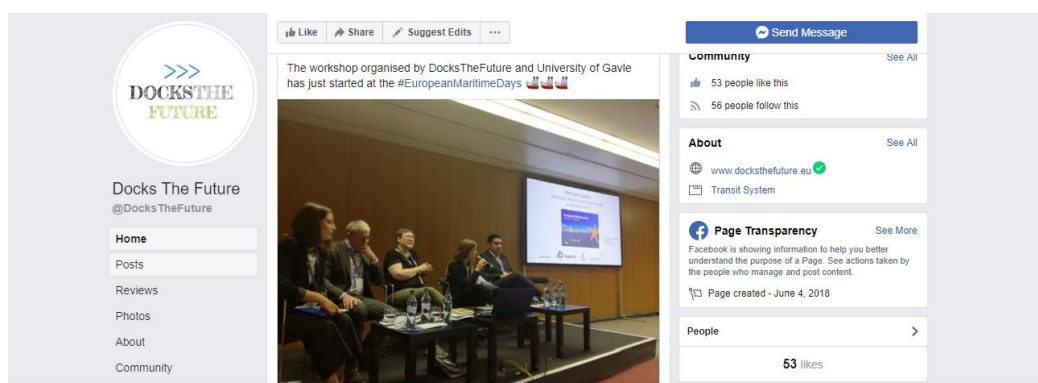
DocksTheFuture LinkedIn Group



81 Members

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

DocksTheFuture Facebook Page



53 Likes

2.4 Quarterly e-bulletin

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

The **second DocksTheFuture** quarterly e-bulletin was sent on the 7th of December of 2018. The **third DocksTheFuture** quarterly e-bulletin was sent on 18th of March 2019. The **fourth DocksTheFuture** quarterly e-bulletin was sent on the 3rd of June 2019. The e-bulletins were sent to approximately 1501 stakeholders.

The second quarterly e-bulletin included four articles, namely:

1. *"DocksTheFuture" workshop held in Portugal with experts from port and maritime transport*: publicising the 1st DocksTheFuture workshop with experts.
2. *Towards a green and sustainable ecosystem for the EU Port of the Future*: promoting the PortForward Project.
3. *PIXEL – Port IoT for Environmental Leverage*: promoting the PIXEL project.
4. *COREALIS on the move! "PORTraying the Future..."*: promoting the COREALIS project.

The third quarterly e-bulletin included two articles, namely:

1. *DocksTheFuture Midterm Conference: read the agenda and save your spot*: article promoting the project's Midterm Conference.
2. *Docks the Future announces its participation to the European Maritime Days 2019 in Lisboa*, promoting the workshop organised by the project at the European Maritime Days.

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

1. *"DocksTheFuture" has staged its Midterm Conference in Trieste, Italy*;
2. *DocksTheFuture workshop at the European Maritime days*;
3. *DocksTheFuture at Transport Logistic*

The next e-bulletin is foreseen to be sent in September 2019.

2.5 Dissemination Material

Thus far, 850 copies of the **DocksTheFuture** leaflet have been printed out. Further, for the purposes of the **DocksTheFuture** MidTerm conference, folders were created and printed (200 units).

DocksTheFuture Folder



2.6 Publications, journalistic articles and overall media relations

The **DocksTheFuture** Press Manager has created, developed and strengthened relations with the media with the purpose of gaining visibility in the media, spreading a positive image of 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 9 Press Releases, 4 in Italian and 5 in English. Four of these Press Releases were prepared in the current reporting period with the goal of a) promoting participation in the Midterm Conference and b) to publicise the results and main conclusions of the event.
- These Press Releases have generated 43 news (18 of which in the current reporting period) 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



Home > Area Adriatico > Infrastrutture > Porto di Trieste, Horizon 2030 i porti del futuro
 Area Adriatico > Infrastrutture
Porto di Trieste, Horizon 2030 i porti del futuro
 20 aprile 2019



Portualità e futuro: dalle prospettive dei flussi di traffico marittimo allo sviluppo dei trasporti e della logistica, dall'utilizzo delle energie rinnovabili ai nuovi orizzonti dell'innovazione tecnologica. Di questi e molti altri argomenti, al contempo globali e locali, si è discusso giovedì 4 aprile al Molo IV di Trieste durante il convegno "Disegnare il porto del futuro: Horizon 2030", conferenza di metà mandato del progetto europeo "DocksTheFuture".

L'evento, promosso dall'azienda Circle e dall'Associazione portoghese "Magellan - EU Affairs Consultancy" in collaborazione con l'Autorità di Sistema Portuale del Mare Adriatico Orientale, vuole essere una infusione sui risultati fin qui ottenuti dal progetto "DocksTheFuture", che si propone l'obiettivo di definire il concetto di porto del futuro e le sfide che dovrà affrontare: semplificazione e digitalizzazione dei processi, riduzione delle emissioni, transizione energetica, relazione città-porto, gestione delle energie rinnovabili. La conferenza si propone in particolare di definire le principali tematiche che influiranno sul disegno dei porti europei nei prossimi 10 anni, identificando gli indicatori di prestazione (KPI), costruendo una coerente "Port of the Future Road Map" e una rete di porti che lavorino nella sinergia definita "Port of the Future Network of Excellence".



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
11/09/2018	DocksTheFuture desktop analysis	DocksTheFuture Website	https://www.docksthefuture.eu/docksthefuture-desktop-analysis/
03/10/2018	Clustering Activities Communication & Dissemination Integrated Strategy	DocksTheFuture Website	https://www.docksthefuture.eu/clustering-activities-communication-dissemination-integrated-strategy/
18/10/2019	DocksTheFuture workshop with experts 29th and 30th of October	DocksTheFuture Website	https://www.docksthefuture.eu/docksthefuture-workshop-with-experts-29th-and-30th-of-october/
30/10/2018	O Porto do Futuro em debate em Leixões	Transportes e Negócios	https://www.transportesenegocios.pt/porto-do-futuro-em-debate-em-leixoes/?utm_term=T%26N+Newsletter&utm_campaign=T%26N+Newsletter&utm_source=e-goi&utm_medium=email
31/10/2018	Future ports' vision at the DocksTheFuture workshop in Portugal	Baltic Port Organisation	http://www.bpoports.com/future-ports-vision-at-the-docksthefuture-workshop-in-portugal.html
03/11/2019	"DocksTheFuture" workshop held in Portugal with experts from port and maritime transport	DocksTheFuture Website	https://www.docksthefuture.eu/docksthefuture-workshop-held-in-portugal-with-experts-from-maritime-transport-and-port-sectors/

22/01/2019	The DocksTheFuture Project: PORTraying the future	Dossier Unione Europea	https://www.sr-m.it/cp/dossier-ue-en/?lang=en
28/02/2019	Docks the Future Mid-Term Conference: 4th April 2019	DocksTheFuture Website	https://www.docksthefuture.eu/docks-the-future-mid-term-conference-4th-april-2019/
12/03/2019	Docks the Future announces its participation to the European Maritime Days 2019 in Lisboa	DocksTheFuture Website	https://www.docksthefuture.eu/docks-the-future-announces-its-participation-to-the-european-maritime-days-2019-in-lisboa/
27/03/2019	"DocksTheFuture MidTerm Conference, in Trieste Italy April 4"	Corealis Website	https://www.corealis.eu/index.php/event/docksthefuture-midterm-conference/
01/04/2019	DocksTheFuture Midterm Conference: read the agenda and save your spot	DocksTheFuture Website	https://www.docksthefuture.eu/docksthefuture-will-stage-the-midterm-conference-on-april-4th-2019/
04/04/2019	DocksTheFuture, D'Agostino: "Logistica e scienza per essere unici"	Telenord	https://telenord.it/docks-the-future-dagostino-logistica-e-scienza-per-essere-unici/
05/04/2019	Il Porto di Trieste guarda al futuro, D'Agostino: "Dobbiamo essere unici"	Trieste AllNews	https://www.triesteallnews.it/2019/04/04/il-porto-di-trieste-guarda-al-futuro-dagostino-dobbiamo-essere-unici/
05/04/2019	Porti: a Trieste DocksTheFuture, il futuro è nell'innovazione	ANSA	https://www.virgilio.it/italia/gorizia/ultima-ora/porti-a-trieste-docksthefuture-il-futuro-nell-innovazione-58439084.html
08/04/2019	"DocksTheFuture" has staged its Midterm Conference in Trieste, Italy	DocksTheFuture Website	https://www.docksthefuture.eu/docksthefuture-has-staged-its-midterm-conference-in-trieste-italy/
09/04/2019	SRM speaker a Docks the Future	Nautilus	http://www.ilnautilus.it/porti/2019-04-05/srm-speaker-a-docks-the-future_59841/
20/04/2019	Porto di Trieste, Horizon 2030 i porti del futuro	AdriaEco	https://www.adriaeco.eu/2019/04/20/porto-trieste-horizon-2030-porti-del-futuro/

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 and typologies of involvement, in several events and conferences.

Table 2. DocksTheFuture Participation in Events and Conferences (November 2018 – August 2019)

Number	Name	Date/Location	Participation	Partner
8	SYNCHRO-Modal Supply Chain Eco-NET	Valencia, Spain	Presentation	PortExpertise
9	chainPORT Hackathon	Antwerp, Belgium	Visit	PortExpertise
10	MTCC IMO	London, UK	Presentation	Circle
11	Collaborative Innovation Days: New Global Routes: One Belt One Road Initiative	Athens, Greece	Presentation	Circle
12	Urban Autonomous Mobility: what role for standards?	Brussels, Belgium	Visit	Magellan
13	Portos e Concorrência	Lisbon, Portugal	Visit	Magellan
14	European Maritime Days 2019	Lisbon, Portugal	Workshop & Stand	Magellan
15	ESPO event 2019	Livorno, Italy	Visit	Circle
16	Munich Transport Logistic	Munich, Germany	Stand	Circle
17	World Maritime University Field Study	Genova, Italy	Presentation	Circle

Midterm Conference

A particular activity of Communication and Dissemination of the project (the **DocksTheFuture** Midterm conference) was foreseen within the scope of Work Package 2 – Selection and Clustering of Projects and Initiatives of Interest

The **DocksTheFuture** Midterm Conference titled “*Envisioning the Port of the Future: the 2030 horizon*”, took place on the 4th of April 2019, in Trieste, hosted by the Port Network Authority of the Eastern Adriatic Sea, counting with over **100 participants**.



The Midterm Conference represented the halfway point of the project and had the aim to present the results the project has achieved so far, validating concepts, topics and targets for the Port of the Future. The Midterm Conference began with a warm welcome from Zeno D'Agostino, President of the Port Network Authority of the Eastern Adriatic Sea. The Conference held panels on the future competitiveness of European ports, including topics such as global climate mitigation strategy and the Suez Canal after the recent expansion. The Conference also set up a focus about Baltic Sea Region (BSR) transport; logistics foresight study and a general outlook of maritime traffic flows by 2030. Two inspiring keynote speeches were made during the morning session by IMO's Anton Rhodes and DG MOVE's Rafal Stanecki, covering IMOS's climate mitigation strategy, the global MTCC Network (GMN) and the European ports policy, respectively.



The conference continued with several technical sessions on technologies, processes and capacity building actions, with the participation of high-level experts in the port domain, including the ones part of the Port of the Future Network (DocksTheFuture, Corealis, PortForward and Pixel). During the afternoon session, a panel focusing on Regional Focus about “Ports of Trieste Vision 2030” was organised, presenting the Port of Trieste’s EU projects related to their development to “Smart Port” and the relevant ICT Strategy of the Port Network Authority of the Eastern Adriatic Sea.

The conference was an outstanding moment that will contribute for the **DocksTheFuture** results, with a torrent of ideas, reflections, interpretations and visions from different stakeholders about what kind of challenges the ports will have to face in the near future and how ports should be prepared for the existing challenges.

The event’s discussions highlighted the multitude of existing challenges for the future of the competitiveness of the European Ports, focusing in 3 different domains – Port integration, Port infrastructures and port integration: simplification, digitalisation and automation of processes, electrification, smart grids, port-city interface, decarbonisation (use of renewable energy management, zero emissions, energy transitions), shipping capacity, environment and sustainability.

Hence, the associated Milestone – Milestone 4 – Midterm conference, foreseen for April 2019, was respected.



European Maritime Days 2019

DocksTheFuture was present at the European Maritime Days 2019 in Lisbon – an event organised by the European Commission, particularly by DG MARE. The annual two-day event, during which Europe’s maritime community met to network, discuss and forge joint action, had a focus on blue entrepreneurship, innovation and investment to transform traditional maritime sectors and boost emerging technologies and value chains. **DocksTheFuture** attended the event by implementing two actions: 1) having a project stand and b) organising a stakeholder’s workshop.



Following a call for the organisation of stakeholders’ workshops by the European Commission, **DocksTheFuture** organised a workshop entitled “What is next for green and sustainable Ports?” concerning the conference topic “ports and port tech clusters”.

The workshop ensured a European dimension by showcasing the innovations and perspectives for the sustainability of ports, engaging the participants in debate through online tools (Sli.do), aiming at showcasing practical solutions/good practices, as well as deliver actionable conclusions.

The two main guiding themes of the workshop were, on the one hand, the creation of flexible IoT solution to reduce environmental impact and optimise operations of small and medium-sized ports and, on the other hand, the development of sustainable business models. The objective was to bring together different perspectives on the discussion of the conceptualisation of the port(s) of the future by 2030 in all dimensions related with climate change, circular economy and sustainable business models, involving, ports researchers and policy-makers.

The discussion panel, moderated by Ana Raposo (Magellan), was the following:

- Michel Leyseele – Head of Sustainable Transition at the Port of Antwerp (Belgium);
- Angela Carpenter – Researcher at University of Gävle (Sweden);
- João Costa – Project Exploitation Manager XLAB (Slovenia), on behalf of H2020 PIXEL Project;
- Lucía Calabria Tasa – R&D Project Manager at Fundación Valenciaport (Spain).

The workshop counted with the participation of **about 50 people**. The participation of **DocksTheFuture** at the European Maritime Days 2019 offered the project the possibility to present its goals and results to a wider community, naturally interested in the topics at hand.

2.8 WP 4: Deliverables

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

- **D4.2 Updated version of the Plan for the Dissemination and Communication of the action results:** 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) – i.e. the plan includes the plan regarding the interaction with the Ports Of The Future Network, which was not initially foreseen. Related task: 4.1 - Plan for the Dissemination and Communication of the action Results (PDCR).
- **D4.4 Intermediate Report on Communication and Dissemination Actions (II):** The current document.

3.KPIs/Results achieved

3. KPIs/Results achieved

The table below provides an overview of 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	5602
Social Media: a) LinkedIn	Number of group members by the end of the project Number of posts per month	250 2	81 27 in total
Social Media b) Twitter	Number of followers by the end of the project	500	306
Social Media c) Facebook	Number of followers by the end of the project	500	53
Quarterly e-bulletin	Number of stakeholders reached in each bulletin	1300	1501
Leaflets	Number of leaflets produced in total	1000	850
Project Video	Number of views by the end of the project	500	n.a.
Midterm & Final Conference	Number of invitations sent	400	1555
Events & Conferences	Number of presentations in events/conferences	10	6
	Number of visits to events/conferences	0	7
	Number of booths at events/conferences	3	2
Media Relations	Number of media briefings produced	12	2
	Number of Press Releases produced	5	9
	Number of synopses to be issued to editorial contact for publication	10	-
	Number of Press Conferences	2	-
	Number of Press Kits produced	1	-
OnTheMosWay	Number of news published per month	1	8 in total

4.Planned Communication and Dissemination Activities – September 2019 – June 2020

4. Planned Communication & Dissemination Activities – September 2019 – June 2020

DocksTheFuture has foreseen a series of tasks to be implemented for the purposes of Communication and Dissemination from September 2019 until June 2020, which corresponds to the end date of the project implementation.

Plan of Activities for Dissemination & Communication (September 2019 - June 2020)												
Task	Month	M21 set	M22 out	M23 nov	M24 dez	M25 jan	M26 feb	M27 mar	M28 abr	M29 mai	M30 jun	
Task 4.1 - Plan for the Dissemination and Communication of the action Results (PDCR) updated version	D 4.5 Final Report on Dissemination and Communication activities											
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											
	Project Video											
Task 4.3 - D&C Related events	Specific content placed on onthemosway											
	Baltic Ports Conference											
	BILOG											
	ITS World Conference											
	Collaborative Innovation Days											
	Transport Research Arena 2020											
Task 4.4 - Media Relations	TEN-T Days 2020											
	Press Release: Workshops with Experts											
Task 4.5 - Mid Term and Final Conference	Press Release on Final Conference											
	Project Final Conference											
Clustering Activities with RIA Projects	Cross Promotion on Social Media											
	Ports of the Future Internal Meetings											
	Sharing of Results											

Even though there are tasks which are already foreseen (i.e. 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

D4.4 Intermediate Report on Communication and Dissemination Actions (II) accounts for the entirety of the tasks carried out between November 2018 and August 2019 within the scope of **DocksTheFuture**, reporting on the progress of the C&D activities whilst accounting for 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:

- Reporting of dissemination activities, channels and promotion tools (website, social media, quarterly e-bulletin, dissemination material, publications and events);
- Assessment of the overall implementation against the Key Performance Indicators (KPIs);
- Planned Communication and Dissemination Activities: September 2019 – June 2020.

The Deliverable 4.5 - Final Report on Dissemination and Communication activities will be submitted in June 2020, accounting for the entirety of the activities carried out for the purposes of Communication and Dissemination in the **DocksTheFuture** project. 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.



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