



**Innovation-driven Collaborative European
Inland Waterways Transport Network**

D5.3 – Pan-European IWT Engagement Communication Plan and Activities

Version: Final

Lead Beneficiary: IWT Platform

Delivery Date: 31/10/2021

Dissemination Level: Public

Type: Report



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 861377.

Document Information

Title:	Innovation-driven Collaborative European Inland Waterways Transport Network
Acronym:	IW-NET
Call:	H2020-MG-2019-TwoStages
Type of Action:	RIA
Grant Number:	861377
Start date:	01 May 2020
Duration:	36 Months
URL	https://www.iw-net.eu/

Deliverable

Title	D5.3 – Pan-European IWT Engagement Communication Plan and Activities
Work Package	WP 5: EU IWT Development Roadmaps and Capacity Building Dissemination Exploitation Strategy Policy Recommendations
Dissemination Level	Public
Delivery Date	29/10/2021
Lead Beneficiary	SFC
Lead Author	IWT Platform

Document History

Version	Date	Modifications	Contributors
01	24/09/2021	First draft report	Katarzyna Zelichowska (IWTP)
02	30/09/2021	Second draft report – updated after WP5 meeting	Katarzyna Zelichowska (IWTP)
03	26/10/2021	Third draft report – updated following comments	Katarzyna Zelichowska (IWTP)
04	27/10/2021	Consortium internal reviews – final [M18]	Rik Arends and Richard van Liere (SFC)
Final	04/11/2021	Review, minor modifications, adaptations with regard to formatting	Wiebke Duhme (ISL)

Executive Summary

IW-NET is the acronym for the project "Innovation-driven Collaborative European Inland Waterways Transport Network", supported by the European Commission under the "Moving freight by Water: Sustainable Infrastructure and Innovative Vessels" topic of the Horizon 2020 research and innovation programme under grant agreement No 861377.

The Communication Plan (CP) describes internal management procedures, tools and channels used for all communication and dissemination activities from the start of the project to four years post project. It contains collaboration guidelines for the consortium members and describes their responsibility to create and share content for publication that is related to their tasks performed.

The Communication Plan will be a **living document** and will be **regularly updated** during the lifecycle of the IW-NET project to mirror the evolution of ongoing activities and tasks accomplished, and the availability of project's results and information for the public domain.

The first version of the Communication Plan should be viewed as an initial strategy to provide an overview of the ongoing activities and future actions. Due to a strictly research nature of the project, communication and dissemination activities will largely intensify during project's second part – between M18 and M36 – and afterwards, post project, when the tangible and intangible outputs will be available. However, not all communication and dissemination activities and dissemination can be planned at this stage, as COVID-19 still limits (the willingness of) people to have physical meetings or to travel to visit events. Alternatively, online or hybrid meetings and events are nowadays broadly accepted and integrated in society.

Regarding the Communication Plan itself, there are notably three milestones regarding its composition and substance:

- **Initial version of the report: Pan-European IWT engagement Communication Plan and Activities [M18: D5.3]** – covering the first-half of a project
- **Internal report update and future planning [M30]**
- **Final version of the report: Pan-European IWT engagement Communication Plan and Activities [M36: D5.4]** – including post project activities

Any changes and updates will be reported in the WP5 periodic reports that will be submitted for the approval of the European Commission.

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List of Abbreviations and Definitions

Abbreviation	Definition
CESNI	Comité Européen pour l'Élaboration de Standards dans le Domaine de Navigation Intérieure (FR) European Committee for drawing up standards in the field of inland navigation (ENG)
CORDIS	Community Research and Development Information Service
CP	Communication Plan
CSA	Coordination and Support Actions
D	Deliverable
DM	Dissemination Manager
DTLF	Digital Transport and Logistics Forum
EC	European Commission
EIB	European Investment Bank
ETPs	European Technology Platforms
EU	European Union
GA	Grant Agreement
GLEC	Global Logistics Emissions Council
ICT	Information and Communication Technology
ISO	International Organization for Standardization
IWT	Inland Waterway Transport
KPI	Key Performance Indicator
M	Month
MG	Mobility for Growth
MS	Milestone
PI	Physical Internet
REWWay	Research and Education in Inland Waterway Logistics
RIA	Research and Innovation Actions
RIS	River Information Services
RTO	Research and Technology Organisation
SME	Small and Medium Enterprise
T&L	Transport & Logistics
WP	Work Package
Consortium members	
FHOOE	Fachhochschule Oberösterreich
ISL	Institut für Seeverkehrswirtschaft und Logistik
IWTP	European Inland Waterway Transport Platform
SFC	Smart Freight Centre

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1 Introduction

The communication strategy of IW-NET project is based on promotion and dissemination of the project's activities and results. The main goal is to ensure the visibility of IW-NET project and its results and at the same time, ensure that these results can be understood by all stakeholder groups, and thus reaching multiplied effect among the transport and IWT community.

The objective of the Communication Plan with its supporting activities is firstly, to identify the core communication messages, and secondly, to target and engage with relevant stakeholders in order to maximize the expected impact. Alongside regular communication and dissemination activities, the project will provide Roadmaps for major IWT modal shift and GHG reduction enablers; training materials to present to stakeholders the various technologies developed within the project; and Policy and Standardization Recommendations that are relevant to the IWT sector and are related to the IW-NET innovations.

The dissemination strategy is guided by the underlying principles:

- Raise awareness about the tangible and intangible project's outputs (e.g. new knowledge, results from the Living Labs, models and simulations, etc.).
- Popularize these outputs within the target audience to advance their technological, scientific, business and policy work.
- Broaden the impact of these outputs beyond the original project focus, with an emphasis on the post project phase, in order to contribute to knowledge building and innovation advancement in the European Union.

Communication and dissemination matters is a standing agenda point on the monthly Steering Team meetings, on every first Thursday of a month.

1.1 Communication and dissemination structure

1.1.1 Definition

Under Horizon 2020, beneficiaries should engage in communication, dissemination and exploitation activities. As Horizon 2020 is financed by EU citizens, it should benefit to the largest number and the fruits of the research reach society as a whole.¹

Definition:

- **Communication** means "promoting the project, its action and results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (as per *Article 38 of the model grant agreement*)".
- **Dissemination** means "sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general".
- **Exploitation** means "using of results for commercial purposes or in public policymaking".²

¹ [Dissemination & Exploitation - Open Access - H2020 Online Manual \(europa.eu\)](#)

² Idem [Dissemination & Exploitation - Open Access - H2020 Online Manual \(europa.eu\)](#)

1.1.2 IW-NET communication activities – an overview

All communication and dissemination activities related to the IW-NET project will follow the Communication Guidelines and best practices of the European Commission. The focus will be kept on the objectives, targeted audience, planned tools and channels, and measuring impact.

IW-NET will employ **traditional channels**, such as events and conferences (via presentations, published papers and posters), publications in peer-reviewed and open access journals, industry magazines, online newsletters and platforms, as well as more vanguard channels, such as social media platforms. Attention will be paid to ensure the relevance of project models and simulations to the targeted audience.

The project will be promoted both online and offline using standard **marketing tools**: announcements of the events; posting of news articles on various issues related to the project; publishing surveys and questionnaires in order to feed more data into the research and to involve the stakeholders throughout the whole project duration; publishing press releases about reached milestones; making available public documents describing the research results, e.g. the Living Labs; online posts and tweets; as well as printed leaflets, posters and materials for public conferences and meeting once such events are being organized again.

Online publications will be shared via the **IW-NET project page** and its **social media** accounts, i.e. LinkedIn. Online newsletters and ad-hoc mailchimp mailing campaigns will be sent out, first of all, by the IWTP. IWTP's Twitter and Facebook page will also be regularly used. However, all project partners will be contributing to the communication by re-posting relevant content on their own websites to create a snowball effect. The information is going to be distributed as well to the local, regional and national press alongside online social media channels. It is worth mentioning that *the consortium* is built up by *26 partners from 10 countries*, hence there is substantial potential for a wide-spread dissemination.

One specific example of a consortium member's contribution to the communication is the **REWWay** (Research and Education in Inland Waterway Logistics)³ **Platform and Observatory**, being part of the Logistikum (*detailed information - see the below point 3.3*). Logistikum is a research and education Institute of the Upper Austrian University of Applied Sciences in the field of logistics, located in Steyr, Austria. REWWay Platform and the Observatory will serve as a knowledge management resource also for IW-NET project to map relevant data, technologies, and trends.

1.1.3 Impact of COVID-19 pandemic

On a side note, it must be openly acknowledged that the various communication and dissemination activities within the first half of the IW-NET project (namely between spring 2020 and autumn 2021) have been only possible to a limited extent due to the COVID-19 pandemic. Public events and conferences, physical meetings and workshops have either been cancelled or moved to a virtual space. The online meetings are going to continue until the situation allows for both travelling and organizing public events.

³ [Research and Innovation - REWWay](#)

1.2 Communication and dissemination methodology

PURPOSE — MESSAGE — AUDIENCE — CHANNEL — FEEDBACK

1.2.1 Core IW-NET project messaging and timeline

- IW-NET develops innovative solutions to reduce greenhouse gas emissions from inland navigation (supporting the EC goals and the European Green Deal).
- IW-NET makes inland waterways more attractive mode of transport through the development of innovative solutions which integrate and connect inland waterways in multimodal supply chains.
- IW-NET proactively engages European IWT stakeholders (large consortium of 26 participants) to simultaneously enhance the performance of the TEN-T network.

The content will be provided by the respective WPs as following (see the below Figure 1):

- WP1-WP3: Content for architecture and solutions;
- WP4: Business Cases / Living Labs;
- WP5: Roadmaps.

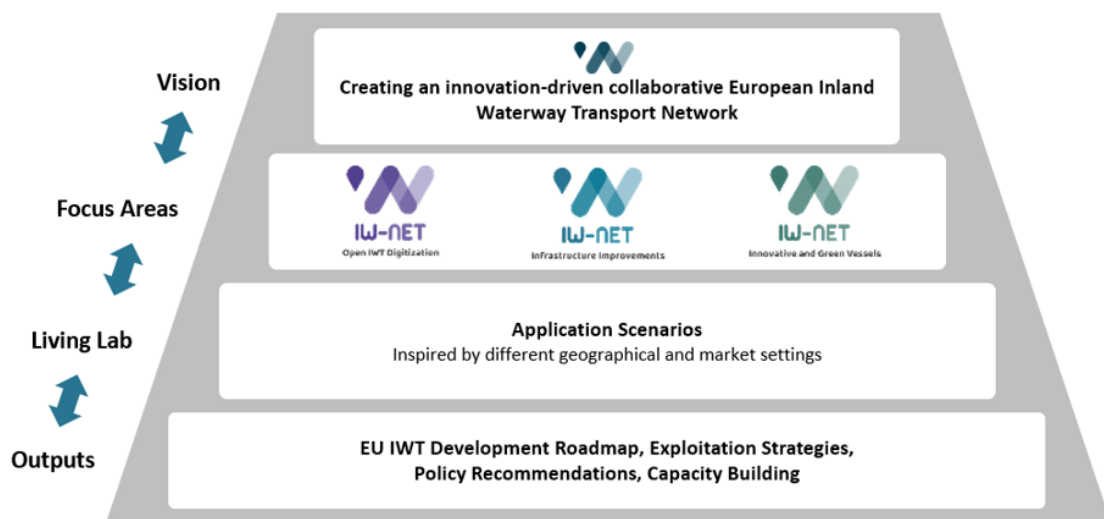


Figure 1.: IW-NET Conceptual Approach

The dissemination activities are interlocked with the project timeline and overall progress. Due to a strictly research nature of the project that is being run and funded as a **Research and Innovation Actions (RIA)**⁴, communication and dissemination activities will largely intensify during the second part

⁴ **Research and innovation actions (RIA).** *Description:* Action primarily consisting of activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution. For this purpose they may include basic and applied research, technology development and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment. Projects may contain closely connected but limited demonstration or pilot activities aiming to show technical feasibility in a near to operational environment. [in]: [h2020-wp1820-annex-d-ria_en.pdf \(europa.eu\)](https://ec.europa.eu/euroisw/wp1820-annex-d-ria_en.pdf)

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of the project – **between M18 and M36** – and afterwards, post project, when the tangible and intangible project’s outputs will be analysed and made available for the public.

Several deliverables are due in M18 (see the below Figure 2).

Title	Due date	Lead
D1.3 - IoT sensors and gateway solutions for barges Version 1	M18	NGS
D1.5 - Big Data analytics linked with IWT corridor data hub Version 1	M18	ICCS
D1.7 - Synchro-modality booking and execution management dashboard and architecture extensions, Dynamic optimisation Version 1	M18	UPHF
D2.2 - Extended User-centric RIS Services Version 1	M18	ISL
D2.4 - Upgraded Intelligent IW Traffic Flow and Services Management Version 1	M18	ISL
D5.3 - Pan-European IWT engagement Communication Plan and Activities Initial	M18	IWT
D6.2 - Project coordination and technical management Mid-term	M18	ISL

Figure 2. Deliverables due in M18 (October 2021)

1.2.2 IW-NET internal communication links and methodology

The internal connections between respective WPs are presented in Figure 3.

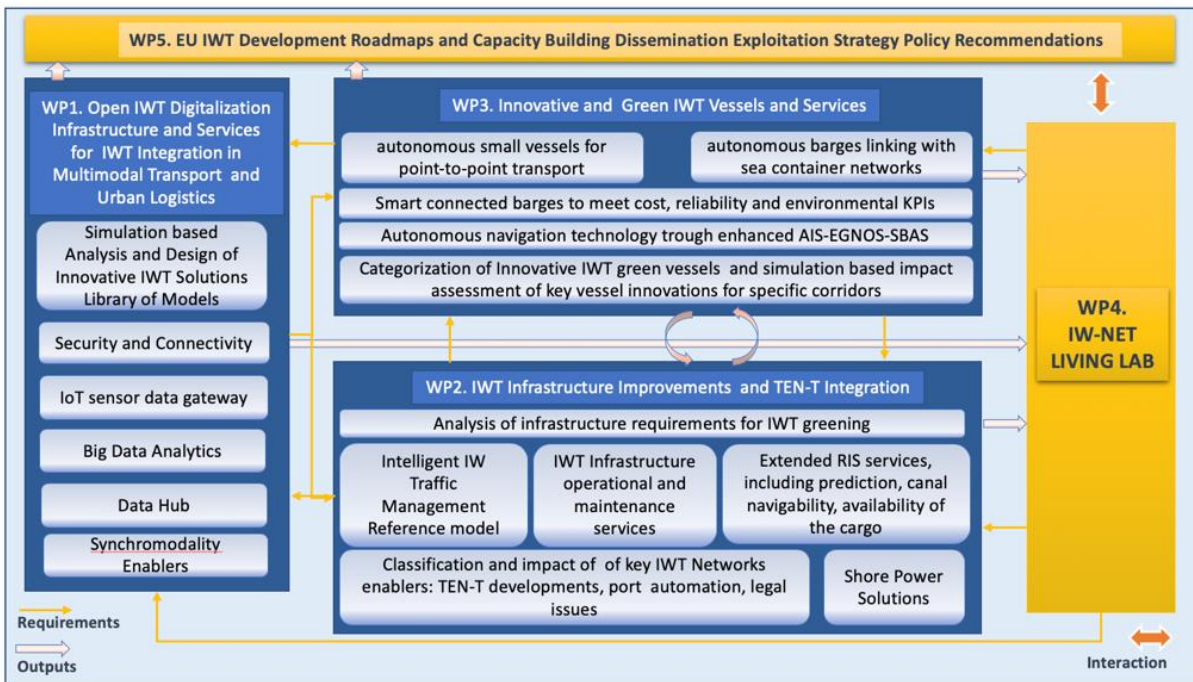


Figure 3. IW-NET Internal Project Structure and Links between WPs

Internal process for creating content:

- Initiative to be taken by Work Package and Task Leaders, according to their timeline;
- Editing supported by the Dissemination Managers (IWTP/SFC);
- No objections raised from the Steering Committee’s members;
- Publication on website and social media.

Parallel activities:

- Alignment with the Advisory Board:
First IW-Net Advisory Board meeting on 15 July 2021.
 1. Der Senator für Wirtschaft, Arbeit und Häfen, Bremen *[Germany]*
 2. Bundesministerium für Verkehr und Digitale Infrastruktur *[Germany]*
 3. Short Sea Shipping Promotion Center *[Germany]*
 4. Logistics in Wallonia *[Belgium]*
 5. Verein für europäische Binnenschifffahrt und Wasserstraßen e.V. *[Germany]*
 6. Transports Terrestres Promotion (iTrans) *[France]*
 7. Voies navigables de France (VNF) *[France]*
 8. GS1 *[Belgium]*
 9. Zeppelin Power Systems *[Germany]*
 10. Danube Commission *[Austria]*
- Development of the concept notes, e.g. RIS on CESNI; GLEC; DTLF.
- Engagement with relevant H2020 programmes in a field of waterborne innovation.

IWTP as the Dissemination Manager and **SFC** as the WP5 leader have the responsibility to publish all project information, activities and results, with the supports of all project partners.

DM will be responsible for drafting general news items, articles and online posts to be regularly published on the project website and social media platforms. All members of the consortium will submit to the DM results of their research, relevant information about the upcoming meetings and events, as well as general ideas and news related to the project activities that might be valuable for the public eye.

However, any content strictly related to the specific activities and results of WPs must be first reviewed and approved by the respective WPs and Tasks Leaders. Any information about the project will be submitted to and agreed with the DM to ensure its good quality – both content-wise and format/structure/design. Information that are confidential, sensitive, unnecessary or incorrect should not be communicated outside of the consortium. All project partners should pay attention to information’s accuracy and relevance.

For better visibility and accountability, any content published on the IW-NET website will mention the name of the author and its organisation/company. The content of REWWay Observatory is going to be as well shared on the website and social media.

IW-NET team will publish any information and results on the projects progress as soon as they will be deemed for public viewing. All communication and dissemination activities will follow the guidelines provided by the European Commission.

For the project’s partners to become accustomed with the communication and dissemination activities, SFC in collaboration with IWTP undertook below measures:

- Workshop for the consortium on the communication strategy – 2 March 2021
PPT can be added as Annex (final version)
- Consortium communication strategy document – available on the ISL Cloud
Doc can be added as Annex (final version)

1.3 Target Audience

End-user Stakeholders:

- Academic and Research and Technology Organisations (RTOs).
- Actors from the IWT and associated Transport & Logistics (T&L) sectors, seeking to optimise IW integration, e.g. barge operators, infrastructure providers, last-mile providers, Member States, etc.
- Industrial and SME providers of support technologies and solutions, e.g. T&L modelling, consulting and multi-modal optimisation services.

Other Stakeholders:

- RIA and CSA consortia from Mobility for Growth (MG) calls and other relevant projects.
- Private and public funding institutions for information and communications technology (ICT) research and innovation in global trade.
- Policy-making institutions (multi-level) & relevant EU-wide initiatives, e.g. national and local policymakers, the EU Initiatives and European Technology Platforms (ETPs).
- Standards bodies, open-source communities, e.g. IW-NET opening another strand in SFC’s ongoing activities to promote the GLEC Framework as the basis for an ISO standard that was initiated with support from the H2020 project LEARN (Logistics Accounting and Reduction Network).
- General public and Media.

2 Communication and dissemination tools

2.1 Visual identity – design, colors and logos

2.1.1 Typography

In order to achieve a consistent branding of the project in various applicational cases, the use of the selected fonts is recommended. While the *Calibri font* is used on most machines, it should be seen as a default. More sophisticated designs can be supplemented with the *Baloo 2 font*.

Calibri **Baloo 2**

Light	Regular
Regular	Medium
Bold	Semibold
	Bold
	Extrabold

Figure 4. IW-NET Communication typography

2.1.2 Colours



Figure 5. IW-NET Communication colours

2.1.3 Logos

A set of different logo versions is provided that can be used *flexibly* for all communication purposes. There is a differentiation between a main logo that is to be used for all general and horizontal matters related to the IW-NET project, and a set of three thematic brands that focus on a specific topic area: i.e. Open Digitalization, Infrastructure Improvements and Innovative and Green Vessels.

The main brand comes in dark blue, while thematic brands in purple, light blue and green can be used whenever an IW-NET focus area shall be highlighted. For black and white printing, a greyscale version is available as well.

Main Brand



Thematic Brand



Figure 6. IW-NET Communication logos

2.2 Posters and leaflets

TBC - to be produced for post-COVID events (if needed).

2.3 Presentations

The presentation templates are available for use by all consortium members at the IW-NET ISL Cloud. They include uniform image / logo / color design and will be used for all internal and external events in order to ensure the coherence and public visibility of the project branding.

2.4 Articles

- IW-NET website
- REWWay website
- Consortium partners websites
- Articles in press, examples:
 - *Mobilität der Zukunft* – IW-NET project mentioned; date 08.04.2021:
'Kürzlich gestartete europäische Forschungs- und Innovationsprojekte zu Gütermobilität'
Website: [Kürzlich gestartete europäische Forschungs- und Innovationsprojekte zu Gütermobilität - Mobilität der Zukunft \(mobilitaetderzukunft.at\)](http://mobilitaetderzukunft.at)
 - "*Schiffahrt und Technik*" Journal – article on IW-NET in the printed issue 6 of 2021 (p. 34):
'Gute Noten für Binnenschifffahrt'.
Website: [Home SUT Verlags GmbH \(schiffahrtundtechnik.de\)](http://schiffahrtundtechnik.de)
 - Video: *Wie ökologisch ist die Bremer Binnenschifffahrt?*; date 08.10.2021.
Website: [Wie ökologisch ist die Bremer Binnenschifffahrt? - buten un binnen](http://www.buten-und-binnen.de)

2.5 Newsletters

- IWTP newsletter:
 - [M12] done: [Introducing the IW-NET project - special edition \(mailchi.mp\)](https://mailchi.mp)
 - **[M18] outstanding TBC**: half-way project update after Month 18 – partners were asked to provide input; at least one article per WP
- Channeling via partners and their newsletters (e.g. ALICE, ProDanube, GLEC etc.)
- Ad-hoc separate mailing campaigns
E.g. survey for ISL / bremenports – [Survey on digital services for inland navigation \(mailchi.mp\)](https://mailchi.mp)

2.6 Press releases

Target value: as set up in the Grant Agreement:

- Five general press releases,
- And five specific Living Labs-related (WP4).

1 press release: Project kick-off in 2020

Link: [New Horizon 2020 project IW-NET will foster innovation in inland waterway transportation | IW-Net](https://www.iw-net.eu/news/new-horizon-2020-project-iw-net-will-foster-innovation-in-inland-waterway-transportation-iw-net)



Press Release
no.1.pdf

3 Communication and dissemination channels

TBC for report's final version – tables listing articles and posts to provide a full clear overview.

3.1 IW-NET website

After a couple of months of construction, the website of a project (link: [IW-Net Project | IW-Net](#)) was ready in M6. In M12, the website underwent through a general refurbishment and update.

Webpage design:

- Home page – general introduction to the project
- NEWS section – division into: All news / Articles / Events / Press releases
- Direct link to REWWay
- Consortium list and direct links to their websites
- Contact details:

ISL - Institute of Shipping Economics and Logistics
Universitätsallee 11-13
28359 Bremen, Germany

IWT Platform Coordinator

Nik Delmeire: +32 494560707; email: n.delmeire@inlandwaterwaytransport.eu

3.2 Social Media

- IW-NET LinkedIN page (project related / IWT sector related / content from the consortium members)
- IWTP: Twitter account; Facebook page
- YouTube Channel – TBC at later stage
- Number of hashtags to use: #IWNET, #IWNETproject, #inlandwaterways, #inlandnavigation, #sustainabletransport, #horizoneurope, #companyname, #thematicbuzzwords, #topic

3.3 REWWay (Research and Education in Inland Waterway Logistics) – part of Logistikum

REWWay – Research and Education in Inland Waterway Logistics – is a result of the cooperation between *Logistikum Steyr* and *viadonau* (where the company *viadonau* is responsible for the Austrian part of the Danube). The aim of this project is to promote a subject of the logistics in inland waterways among national and international research and educational facilities. The main focus is to train the logisticians with knowledge of eco-friendly inland navigation and its connection to other modes of transport. The cooperation between Logistikum Steyr and viadonau started in June 2012, and is set to last for many years. The competence center REWWay ensures access (free of charge, under so-called 'creative-common license') to content and materials about inland navigation for research and educational facilities. This material includes, for example, set of slides, case studies, lecture notes, exercises, and short films. The target group consists of pupils between 14 and 20 years old, students and all others who require further training in inland waterway topics. Another important part of REWWay is the development of offers for the target group 'economy'. These offers include, for example, seminars, workshops, specialized lectures and networking events. The full structure is presented in the Figure 7 (below).

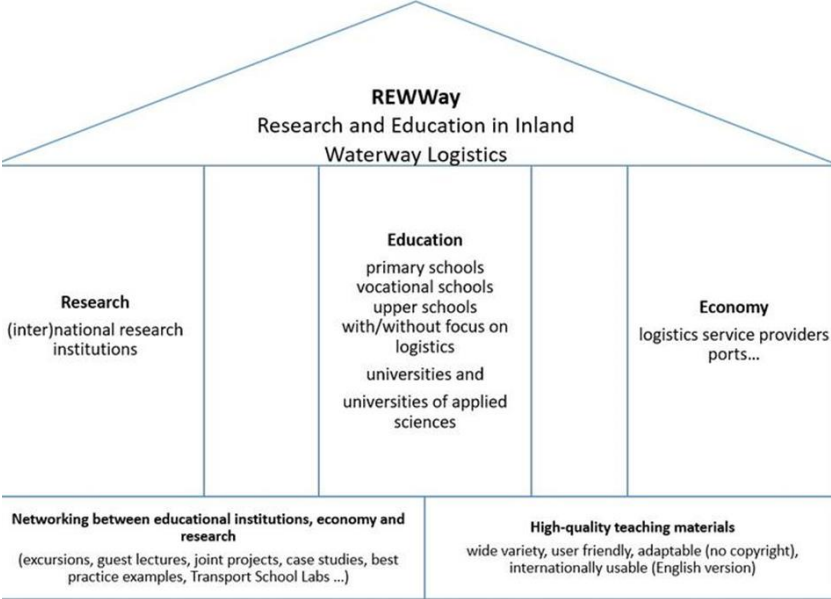


Figure 7. REWWay structure

IW-NET project’s solutions will comprise of highly configurable simulation models to support authorities and business stakeholders to evaluate and manage their strategies, and to optimize their tactical and operational planning capabilities. Furthermore, the project will cover state-of-the-art infrastructure and vessel technologies that support the streamlining and improvement of operational processes in inland waterway transport.

A common goal of IW-NET is to promote innovation in inland navigation and thus contribute to a sustainable, future-oriented transport network. As it is crucial to stay up to date, to exchange information with each other, to hear what IWT experts are talking about and what they think about current issues, a **web-based Observatory** was launched in **August 2020**. Due to COVID-19 pandemic and the global restrictions of travelling and larger gatherings, events and conferences have been put on hold or cancelled. Hence, more important has been the support offered for digital knowledge exchange and digital interactions among the stakeholders. Thus, already very early in the project run, a set-up of the Observatory has started to ensure information exchange among multiple stakeholders.

The project team decided to include the Observatory in REWWay Platform, as REWWay exists since 2017 and is used by approximately 1.800 people annually (currently mainly from Austria, Germany, the US and India). Another reason why the project team decided to integrate the Observatory in the Platform is based on the fact that REWWay Platform will be continued after the end of the project IW-NET. It will be an important element to ensure the proper use of project’s results and dissemination.

The Observatory works in a similar way to an online blog, whereby the individual contributions are written by various IWT experts. A blog is a powerful, helpful and beneficial instrument to connect such as-minded people, to build communities and to expand the network (Wainwright, C. 2020). In addition, users find websites via search engines and this depends on how the website is ranked. The ranking is based on various factors, such as how regularly new content is published, or pages updated. As search engines want to deliver results that are helpful to their users, Google takes notice of a series of in-depth, valuable articles around a topic. With every new article the chance to be found increases and so do the users on the website. Blog posts are also the ideal home for internal links. Internal links encourage the readers to spend more time on the site (Geu, S. 2019 and Salomon, A. 2019). Blogs are also becoming increasingly popular in science. Some examples are the “Theorieblog” from the Leibniz-

University Hannover, the “Zukunftsblog” from ETH Zürich, “Microbenzirkus” from Susanne Thiele or “Archaeologik” from Rainer Schreg (*Korbmann, R. 2019*).

IWT Observatory of the key IWT modal shift enablers will be accessible via the web, providing topics linked to review reports, news, and key players. The four leading topics are:

1. *TEN-T projects related to inland shipping identifying advances and knowledge assets.*
2. *A map of trends in port automation affecting IWT.*
3. *A map of new environment friendly power options in IWT, including innovative power configurations.*
4. *A legal framework review, particularly for the cross-border operations.*

One requirement in the project proposal was an achievement of 30 registered users by M12, which was replaced by the implementation of Google Analytics to keep track of the progress. The project team decided to operate the Platform without registration, because on the one hand, all content on the REWWay platform is free of charge, using the creative-common license; and on the other hand, previous experience has shown that the registration is often a barrier reducing the number of users. Reasons for this are the fear of being spammed (if sign-up forms ask for an email address), the feeling that personal data is not treated securely/confidentially, or the need to remember yet another password. Moreover, users do not understand the need to register if they only want to have a short information (*UX Movement 2012*).

To ensure that the blog is regularly filled with contributions from different experts in a field of inland navigation, the project team will use both IW-NET network and Logistikum network, which they have built up and maintained over the years. The first blog contribution was written by FHOOE to test the set-up and to ensure a content when the Observatory was launched in August 2020.

List of articles published (with links):

- *Innovative engineering ideas and green technologies for inland vessels: a short summary*
[Innovative engineering ideas and green technologies for inland vessels: a short summary - REWWay](#)
- *Further Steps Towards Greening the Inland Waterways Transport Sector in Danube region*
[Further Steps Towards Greening the Inland Waterways Transport Sector - REWWay](#)
- *Mode choice in the logistics sector - Which determinants influence the selection of freight transport modes?*
[Mode choice in the logistics sector - Which determinants influence the selection of freight transport modes? - REWWay](#)
- *Relocating the delivery of fully assembled vehicles from the road to the European Inland Waterways*
[Relocating the delivery of fully assembled vehicles from the road to the European Inland Waterways - REWWay](#)
- *External costs in inland waterway transport: A comparison with road and rail transport*
[External costs in inland waterway transport: A comparison with road and rail transport - REWWay](#)
- *Examining Danube Infrastructure within IW-Net Danube Living Lab*
[Danube Infrastructure - REWWay](#)
- *EU Strategy for the Danube Region – Working Group on Administrative Processes*
[PowerPoint-Präsentation \(rewway.at\)](#)
- TBC

3.4 Press

Articles to be published in specialized press magazines, e.g. Horizon (EU research and innovation magazine); International Transport Journal (Basel, Switzerland); the Pan-European Transport and Logistics Magazine; Intelligent Transport Magazine.

Examples:

- *Mobilität der Zukunft* – IW-NET project mentioned; date 08.04.2021:
'Kürzlich gestartete europäische Forschungs- und Innovationsprojekte zu Gütermobilität'
Website: [Kürzlich gestartete europäische Forschungs- und Innovationsprojekte zu Gütermobilität - Mobilität der Zukunft \(mobilitaetderzukunft.at\)](https://www.mobilitaetderzukunft.at)
- "*Schiffahrt und Technik*" Journal – article on IW-NET in the printed issue 6 of 2021 (p. 34):
'Gute Noten für Binnenschifffahrt'.
Website: [Home SUT Verlags GmbH \(schiffahrtundtechnik.de\)](https://www.schiffahrtundtechnik.de)
- Video: *Wie ökologisch ist die Bremer Binnenschifffahrt?*; date 08.10.2021.
Website: [Wie ökologisch ist die Bremer Binnenschifffahrt? - buten un binnen](https://www.buten-und-binnen.de)

3.5 Events / Conferences / Fairs

- 16 March 2021 – virtual event about the Value of Inland Navigation for Europe
Info: [The Value of Inland Navigation for Europe – successful virtual event | IW-Net](https://www.iw-net.eu)
- 7-8 April 2021 – Platina 3 Project: 1st Stage Event 'Budapest Sessions'
- 24 April 2021 – 7 November 2021: Upper Austrian Provincial Exhibition in Steyr. LEGO® exhibit '*Port of the Future*' built by the Logistikum Steyr of the University of Applied Sciences Upper Austria
- 28-29 September 2021 – Austrian Logistics Day in Linz
- 16-17 November 2021 – PIANC YP Com International Virtual Event
- Upcoming Platina 3 project's events

Events affected by the COVID-19 pandemic:

- 2020 Transport Research Arena (TRA) in Helsinki, Finland was *cancelled*.
- Navigating a Changing Climate Conference 2021 was *cancelled*.

Upcoming events to consider (TBC):

- ION GNSS (Satellite-based navigation) – next edition in September 2022, USA
- Transport Research Arena (TRA) – next edition in November 2022, in Lisbon, Portugal.
- Transport Logistics in Munich – next edition in May 2023, Germany
Website: <https://www.transportlogistic.de/en/>

4 Alignments with national / European projects, platforms and initiatives

4.1 Link to GLEC for GHG dimension

Global Logistics Emissions Council (GLEC) was established in **2014** and, since then, has grown into a voluntary partnership of more than 150 companies, industry associations, programs, experts and other organizations. This industry-led partnership is committed to drive emission reduction and enhance efficiency across global logistics supply chains.

The IW-NET project - through the work of its partners: the Smart Freight Centre and the European Inland Waterway Transport Platform, is leading the input of information for the sector-specific annex of the forthcoming international standard *ISO 14083* “Quantification and reporting of greenhouse gas emissions arising from operations of transport chains.” The ISO 14083 will replace the existing European standard EN 16258. The intention is that the principles and methodology for freight transport will be based on, and consistent with, the GLEC Framework.

The existing GLEC framework provides default consumption factors for various vessel types and sizes, however is based on a limited data set. As IW-NET works, amongst other, on a synchro-modal booking platform, more efficient use of existing IWT assets, corridor planning, cleaner vessels, it will directly contribute to the objectives of GLEC to reduce GHG emissions and potentially provide input for improved default consumption factors for Inland Waterway Transport as part of the GLEC framework to provide shippers better insights in their carbon footprint on global supply chain level.

For more information on how IW-NET project leads the IWT sector’s input for new ISO standard, please visit the IW-NET website: [IW-NET project leads the IWT sector’s input for new ISO standard | IW-Net](#)

4.2 Link to RIS & RIS-COMEX

Within IW-NET, connectivity to **River Information Services (RIS)** will be used for advancing traffic and transport awareness, including notifications, transport facilitation information, water levels, and weather data. IW-NET also supports integration of interoperable location-based services and vessel tracking from RIS and EGNOS/Galileo for precise and authenticated positioning including also 5G-IoT benefits, i.e. low latency, deep indoor in the ship.

Specifically to look into the demand for RIS services in the Bremerhaven and hinterland, with the objective to providing user-centric RIS services, a survey was launched among barge operators. To validate the added value of IW-NET, an exchange with viadonau was held to understand, and potentially mitigate, overlap with the ongoing RIS-COMEX project implemented by waterway authorities of EU Member States. RIS-COMEX is working on a EU-wide RIS architecture (EURIS) to provide RIS services in a standardized manner on both corridor level for main waterways, but also most Member States are committed to provide information for commercially navigable smaller waterways.

During the online meeting, the opportunity was discussed to include the regional IW-NET RIS use case on the port-hinterland connectivity Bremerhaven – river Weser as proof of concept for the RIS-COMEX project and EURIS system. From the perspective of the IW-NET roadmaps, this could lead to a roadmap for making accessible local/regional RIS data to waterway users and a stepping stone for regional waterway authorities to make available RIS information via the national system and perhaps even the EURIS system.

4.3 Discussion with CESNI/TI

Since the introduction of River Information Services (RIS) and the **Directive 2005/44/EC** in 2005, many small and large incremental improvements and additions have turned RIS into a powerful and valuable toolset. Their major objective is to collect and distribute river related information in order to support not only public waterways authorities, but also commercial operators in the IWT sector. The information exchange between users and waterway authorities, have contributed greatly to a safer transport environment. At the same time, the use of RIS for logistics purposes is still quite under-exploited.

With the upcoming revision of the RIS Directive, as well as the end approaching of the RIS-COMEX project and related launch of the EURIS environment, the question has arisen to discuss shortcomings of the RIS Directive and guidelines that may hamper further integration of IWT into multimodal and synchronodal supply chains. A hearing was organized by **CESNI/TI**, the European Committee Technical Working Group that draws up standards on information technology in inland shipping, requesting input from EU projects and initiatives on potential impediments related to RIS standards.

During the hearing, IW-NET presented the main project outline and specific impediments for which (partly) a contribution from IW-NET may be expected:

- *Impediment 1: Fragmentation of Technical Standards across Systems*
- *Impediment 2: Limitations in the Availability of RIS*
- *Impediment 3: Missing Accepted RIS-Framework for Port Call Procedures*
- *What difficulties are encountered at the ship/shore interface, and what are the potential solutions?*

Although the input from IW-NET was well-received, the meeting brought forward that further alignment with RIS-COMEX and the EURIS architecture is required to understand into what extent EURIS already integrated local or regional RIS data for waterway users.

4.4 Link to European Technology Platform ALICE

ALICE – Alliance for Logistics Innovation through Collaboration in Europe, was set-up to develop a comprehensive strategy for research, innovation and market deployment of logistics and supply chain management innovation in Europe. The platform supports and assists the implementation of the EU Programs for research: Horizon 2020 and its successor, Horizon Europe.

ALICE is based on the recognition of the need for an overarching view on logistics and supply chain planning and control, in which shippers and logistics service providers closely collaborate to reach efficient logistics and supply chain operations. Future logistics, from global to urban, will be founded on a global open system of systems enabling assets and resources in logistics networks to be interconnected facilitating their use to the maximum capacity and productivity while increasing agility and resilience of supply chains. This vision is called the **Physical Internet (PI)** and it will support the affordable transition of assets towards zero emissions logistics. Five Thematic Groups, each focusing on their specific topics, are set out to contribute to the realization of the PI and consequently on Zero-Emission (see the below Figure 8).

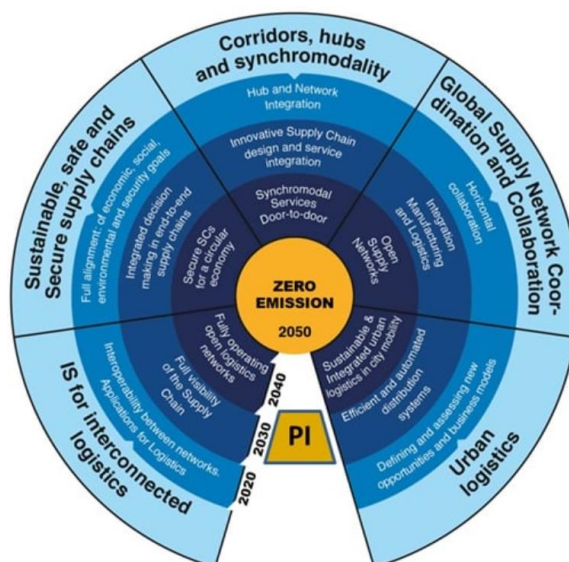


Figure 8. ALICE Technology Platform & Zero-Emission by 2050⁵

IW-NET project will, through the work of its partners, contribute with its findings (e.g. synchronomodal platform, pooling of services) to Physical Internet initiative and Clean and Green Vessels as proposed in IW-NET Towards Zero Emission Logistics.

4.5 DTLF

The **DTLF** is a group of experts that brings together stakeholders from different transport and logistics communities, from both the private and the public sector, with a view to build a common vision and roadmap for digital transport and logistics. The DTLF also contributes to identifying needs for measures at EU level and supporting their development and implementation where relevant.

- *Paperless Transport*

In an age where information is recorded digitally first, paper has become an inefficient means for exchanging information. Yet, paper documents and plastic cards remain the norm for proving compliance with transport rules and with contractual agreements in most transport operations within the EU. Rendering transport paperless is a main objective of the DTLF work.

Within the framework of Subgroup 1 on “Paperless transport”, the DTLF experts have focused on the legal and technical barriers that prevent trusted, efficient and secure exchange of information between the operators and authorities. As a result of the work done, *the electronic freight transport information (eFTI) regulation* has been approved by the EU and will enter into force in *August 2024*. It establishes a legal framework for road, rail, maritime and air transport operators to share information with enforcement authorities in an electronic format.

- *Corridor Freight Information System*

Lack of interoperability and fragmentation of various data sharing systems is an important challenge for stakeholders operating in supply and logistics. Therefore, a dedicated DTLF Subgroup 2 on “Corridor Freight Information Systems” was established to create a common framework for information sharing in multimodal transport and logistics chains. This dataspace will integrate existing or emerging platforms into a federated network, allowing all private and public players to easily connect and share

⁵ Source: <https://www.etp-logistics.eu/about-alice/>

data in a neutral and trusted environment. The idea is to enable full supply chain visibility, thus triggering innovation, supporting cost reduction, and contributing to societal challenges like safety, security, and sustainability. By 2022, the Subgroup 2 experts will develop technical specification for the data sharing framework and prepare relevant implementation guidelines from a public and private sector perspective.

IW-NET will, through the work of its beneficiaries that are also member of the DTLF group, ensure that the work and activities performed within the project (e.g. synchromodal platform, pooling of services) remain adjusted to the progress made in DTLF.

4.6 Links to project Platina3 & the implementation of NAIADES3 Action Programme

In January 2021, the **PLATINA3 project**⁶ was launched with the objective to provide coordination and targeted support activities to promote inland waterway transport in Europe, in line with the NAIADES3 Action Programme of the European Commission (DG MOVE) that was published at the end of June 2021.

In April 2021, the first Stage Event of Platina 3 was organized, also known as “*the Budapest Sessions*”, targeting the involvement of stakeholders in the challenges lying ahead of the European IWT sector. IW-NET team has participated in several discussions, and as IW-NET will deliver a roadmap on IWT infrastructure, an exchange with **ProDanube** was planned since they lead the Work Package on Infrastructure in Platina3. In the meeting with ProDanube, the main characteristics of the IW-NET project and infrastructure components were discussed to pave the way for further exchange and coordination during the lifetime of both projects. Furthermore, to outline and provide content to the IW-NET roadmap development in WP5, related to the digitalization, modal shift and greening objectives and challenges defined in the NAIADES3 Action Programme, WP5 partners will wire a blog post on how IW-NET contributes to eminent challenges in the European IWT sector. The blog will also contribute to the dialogue and alignment of IW-NET with other European IWT projects and initiatives (*see the below point 4.7*).

4.7 Links to other IWT projects

In spring of 2021, **NOVIMOVE** (‘Novel inland waterway transport concepts for moving freight effectively’) project team has identified **crosslinks** between EU-funded projects in a field of waterborne innovation. An initiative was taken to strengthen the ties between the respective projects’ teams, which resulted in a meeting on the 8th of March 2021.

There are several reasons to gather as a reference group:

- Cooperation & insight on how to learn from each other,
- Providing a regular feedback on ongoing activities and policy plans,
- Complementing each other’s actions to achieve bigger impact,
- Facilitating dissemination & cooperation with stakeholders’ groups,
- Building up a momentum for future actions.

Recently, on the 7th of September 2021, a second meeting for Horizon2020 projects’ coordinators was organized as they are significantly progressing. Latest developments were shared and the teams looked for common dissemination opportunities.

⁶ Project website: <https://platina3.eu/>

PROJECTS IDENTIFIED, besides IW-NET:

(with direct links to the CORDIS database and/or their websites)

- 1) PLATINA3 – project website
- 2) LASTING
- 3) ENTRANCE – project website
- 4) BOOSTLOG
- 5) AUTOSHIP – project website
- 6) AEGIS
- 7) NOVIMOVE – project website

During the September meeting, two other projects were introduced:

- 8) Current Direct
- 9) Smart Track 4 Waterway project

5 Measuring metrics & KPIs

How to measure impact and audience reached?

- Numbers of publications on the IW-NET website, REWWay, social media - and their audience (articles, online posts and followers, hashtags, newsletter subscribers, publications in newspapers and magazines)
- - Activities by all consortium members
- - Asking for more information; asking for feedback

6 Communication guidelines

- According to the guidelines of the European Commission
- According to the **Article 38** of the model GA – ‘Promoting the Action – Visibility of EU Funding’
(Also **Article 28** – Exploitation of Results;
Also **Article 29** – Dissemination of Results; Open Access; Visibility of EU Funding)

Source: [h2020-amga_en.pdf \(europa.eu\)](https://ec.europa.eu/h2020-amga_en/pdf/europa.eu)

Obligations from Article 38 (*quotes*):

- *“Obligation to promote the action and its results - the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.”*
- *“Information on EU funding — Obligation and right to use the EU emblem”.*

Details:

- Reporting to the European Commission and CINEA (project officer, Ms Renata Kadric) about project milestones, results reached, any other important features or events, including public activities, and communication tools and channels. *“Before engaging in a communication activity expected to have a mainstream media coverage the beneficiaries must inform the Agency”.* (quote Article 38)
- It is also to make clear – by using a **disclaimer** – in every document that the European Commission and the Agency are not responsible for any content published. The responsibility

solely lies with the project consortium and document’s author. *“Disclaimer excluding [Commission][Agency] responsibility: Any dissemination of results must indicate that it reflects only the author’s view and that the [Commission][Agency] is not responsible for any use that may be made of the information it contains.” (quote Article 29)*

- All communication and dissemination activities must directly refer to the EU funding received with an appropriate use of the EU emblem through the following sentence: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861377”.* (See the below Figure 9).



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861377.

Figure 9. Reference to EU Funding

- **Open access** obligation from *Article 29*. All peer-reviewed scientific publications relating to the project’s results must be made available online, free of charge, for any user.

7 ISL Cloud – documents sharing and monitoring

All documents and materials related to IW-NET project that are necessary for the consortium partners will be uploaded in the communication tool set up by the ISL – **the Cloud** (below Figure 8). Each partner will receive an access, protected by a personal password. In the ISL Cloud account, any data can be added and shared while being protected.

According to the EU General Data Protection Regulation (GDPR / DSGVO), each project partner will give its written consent for accessing their business information being part of files stored in the ISL Cloud. Further information are available in accordance to the data protection policy on: <https://www.isl.org/en/datenschutz>. Storing files in the ISL cloud is only permitted for project relevant material. Project partners have the obligation to ensure that the files uploaded by them are free of third-party rights (copyrights). Violating the rights of third parties is not allowed.

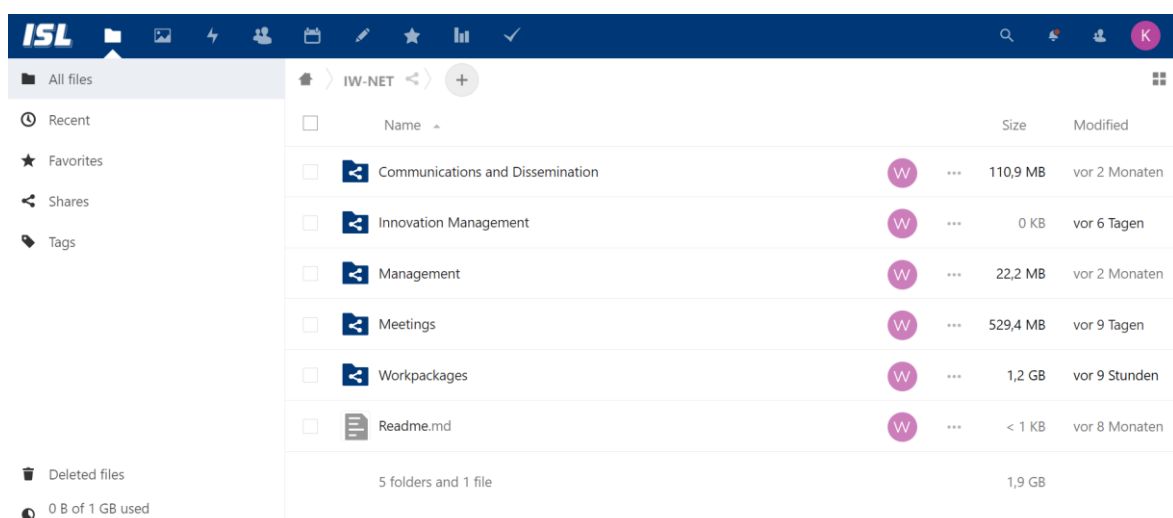


Figure 10. Document sharing at ISL Cloud

8 Conclusions

For the final version of the report

9 Bibliography

List of materials used:

- European Commission, IW-NET GA n° 861377.
- The use of the EU emblem in the context of EU programmes - Guidelines for beneficiaries and other third parties.
- Making the Most of Your H2020 Project - Boosting the impact of your project through effective communication, dissemination and exploitation.
- TBC

10 Annexes

10.1 Annex A: Table listing communication activities

TBC (final version of the report)



IW-NET

Dissemination_Comm

10.2 Annex B: Consortium Members


























	Institute of Shipping Economics and Logistics (Coordinator) Bremen, Germany		German Aerospace Center Cologne, Germany
	Austrian Institute of Technology GmbH Vienna, Austria		European Inland Waterway Transport (IWT) Platform Brussels, Belgium
	Alberding GmbH Wildau, Germany		FH OÖ Forschungs & Entwicklungs GmbH Wels, Austria
	Richard Anzböck Vienna, Austria		Inlecom Group Brussels, Belgium
	Blue Line Logistics Kapellen, Belgium		Institute of Communication and Computer Systems Athens, Greece
	bremenports GmbH & Co. KG Bremen, Germany		Instituto Tecnológico de Aragon Zaragoza, Spain
	Haven Van Brussel Brussels, Belgium		IT-Optics Mons, Belgium
	Katholieke Universiteit Leuven Leuven, Belgium		Opleidingscentrum Voor Hout En Bouw ZW Deinze, Belgium
	Konnecta Systems Ltd. Dublin, Ireland		SKILLZ – Strategie, Beratung, Beteiligung GmbH Vienna, Austria
	Multitel Mons, Belgium		Smart Freight Centre Amsterdam, Netherlands
	NAVROM Shipyard SRL Galati, Romania		TTS (Transport Trade Services) GmbH Langenzersdorf, Austria
	New Generation Sensors SRL Pisa, Italy		Université Polytechnique Hauts-de-France Valenciennes, France
	Nothegger Transport Logistik GmbH St. Ulrich am Pillersee, Austria		VLTN BV Antwerp, Belgium

Figure 11. Consortium Members

10.3 Annex C: List of project meetings

- 1st PST-Meeting, Thursday, May 7th, 2020, 10:00 – 11:30, GoTo-Meeting Videoconference
- Kick-Off-Meeting (Part 1), Tuesday, June 2nd, 2020, 11:00 – 14:00, GoTo-Meeting Videoconference
- Kick-Off-Meeting (Part 2), Tuesday, June 23rd, 2020, 10:00 – 15:00, GoTo-Meeting Videoconference
- 2nd PST-Meeting, Tuesday, September 22nd, 2020, 14:00 – 16:00, GoTo-Meeting Videoconference
- 3rd PST-Meeting, Tuesday, January 12th, 2021, 14:00 – 16:00, GoTo-Meeting Videoconference
- 4th PST-Meeting Thursday, June 10th, 2021, 10:00 – 12:00, GoTo-Meeting Videoconference
- 2nd Consortium Meeting, Thursday, June 17th, 2021, 14:00 – 17:00, GoTo-Meeting Videoconference
- 5th PST-Meeting, Preparation of Advisory Board Meeting, Thursday, July 1st, 2021, 14:00 – 15:30, GoTo-Meeting Videoconference
- 1st Advisory Board Meeting, Thursday, July 15th, 2021, 10:00 – 12:00, GoTo-Meeting Videoconference
- 6th PST-Meeting, Thursday, September 2nd, 2021, 14:00 – 17:00, GoTo-Meeting Videoconference

Planned:

- 7th PST-Meeting, Thursday, November 4th, 14:00 – 16:00, GoTo-Meeting Videoconference
- 8th PST-Meeting, Thursday, December 2nd, 14:00 – 16:00, GoTo-Meeting Videoconference

Further meetings are planned every first Thursday of the month from 2:00 p.m. to 4:00 p.m.