

# Communication Plan

Province of Fryslân

# 2012



This is the communication plan of the North Sea Region Interreg IVB project SAIL to be used by the project partners.

'SAIL into a  
SUSTAINABLE FUTURE'

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## 1 Introduction

The European Commission attaches increasing importance to good communication of its work and activities. This applies equally to the programs and projects that are subsidized with European funds. Partners directly involved in a project are expected to communicate about it effectively.

Apart from these requirements of the European Commission, communication is an important tool, which helps to achieve the project's objectives. If well implemented, communication contributes to creation of the proper environment for the project to be successful. Means of communication are providing information, support, influencing behaviour, etc.

But communication is more than providing information to individuals or groups, setting up a website or publishing a newsletter. This plan is based on the following definition of communication: *"Communication is the systematic and repeated distribution (exchange) of messages to predefined groups, with the aim to influence what these groups know, think, and / or do."*

This outline shows how the Province of Fryslân as Lead Beneficiary plans to shape communication around the SAIL project. The Lead Beneficiary will perform communication at central level. The project partners, especially partners outside the Netherlands, will also play an important role in the communication about the project in their countries.

This communication plan is structured as follows: after the Introduction,

Chapter 2 will begin with an overview of the project itself, while Chapter 3 contains an analysis of the initial situation. Chapter 4 contains what is communicated and with whom. In Chapter 5, the time schedule and budget are presented. Chapter 6 outlines an implementation plan.

## 2 The SAIL Project

### 2.1 About the Project

The project Sustainable Approaches and Innovative Liaisons, SAIL, takes place within the framework of the Interreg IVB North Sea Program. It will run for 3 years from 1 May 2012 to 1 July 2015, and has a budget of € 3.4 million. This amount is mainly for knowledge exchange and the establishment of pilot projects. For communications, the amount available is € 127.500,--.

### 2.2 Project Goals

To stimulating and facilitating the transition process toward a sustainable shipping sector with focus on zero emission freight sailing.

- Capacity building in competitive economic and sustainable hybrid sailing concepts
- Development and testing of living lab solutions and modeling tools in view of sustainable hybrid sailing concepts
- Building of public and private body alliances in order to stimulate the implementation of sustainable hybrid sailing concepts after the project period
- Steps to embed sustainable hybrid freight sailing in policy and legislation
- Developing a Strategic Sustainable Sea Transport Plan containing scenario planning tools with Roadmaps till 2050, bearing zero emission sailing in mind.
- Communication and promotion of Sail results to society

### 2.3 Project organization

#### Province of Fryslân, Lead Beneficiary

The Province of Fryslân acts as Lead Beneficiary in the project.

#### The project partners

The partnership consists expertise centre, universities, shipping companies and governments: Marininvest, Plymouth University, Jade Hochschule, Helmholtz-Zentrum Geesthacht, Aalborg University, Stichting De Noordzee/North Sea Foundation, Fairtransport Trading & Shipping BV, C-Job, Ameland Shipping, Northern University of applied science, Municipality of Harlingen, Province of Fryslân, MARIN, E&E Consultant, Avel Vor Technologie, Port of Oostende, ECO Council.

#### Clustering in 6 work packages

##### WP 1: Project management (WP leader Province of Fryslân)

The province of Fryslân is overall responsible for the project management of the project, including, planning, tracking and reports. Each partner is responsible for his own local contribution as agreed during the partner meeting in Leeuwarden and during the process until submission.

**WP 2: Publicity and Communications** (WP leader Municipality of Harlingen)

A clear Communication Plan will be developed to bring Sails outcome to the network. A Communication Matrix has been developed to identify all stakeholders and use the best communication tools for each target group. The strategy of the plan will be to deliver the message of hybrid sailing and make it work in practice in showcases and simulations. The message will be disseminated special events, will be organized like exhibition, road shows and other events. TV and radio appearances are planned. Websites and social media will be developed. For monitoring, survey and questionnaires will be conducted to see the progress and level of implementation.

**WP 3: Applied technical engineering and design and pilot project /living labs** (WP leader Jade Hochschule)

- Activity 1: Development of models that will contribute to scenario planning of different propulsion systems.
- Activity 2: Pilot, evaluate new and existing and projected wind based (riggings) and other propulsion systems
- Activity 3: Improve existing and new conceptual designs of hulls, riggings, draught, loading etc.
- Activity 4: Identify wind potentials
- Activity 5: Compare efficiency and handling of ship, develop ship efficiency indicators
- Activity 6: Develop multiple design logistic packages optimized routing etc

**WP 4: Hybrid sailing in relation to economy And implementation possibilities** (WP leader E&E consultant)

- Activity 1: Impact of logistics, define appropriate shipping lanes for different ship concepts.
- Activity 2: Financial modeling, different ships different scenario's, investment cycles contributing to scenario planning with more variables.
- Activity 3: Integrating work package 3, 4, 5, 6 by merging their findings in the Strategic Sea Transport Plan with short-middle and long term goals.
- Activity 4: Marketing

**WP 5: Influencing and integrating policy and legislation related to hybrid freight sailing** (WP leader North Sea Foundation)

- Activity 2: Policy in relation to building and operating of ships, certifications, Lloyds, etc.
- Activity 3: Environmental ship indices
- Activity 4: Environmental issues and their impact

**WP 6: Building public-private alliances in hybrid freight sailing aiming for implementation** (WP leader Port of Oostende)

- Activity 3: Building co-creative alliances with hinterland stakeholders.
- Activity 4: Enhance good and proactive governance.
- Activity 5: Clustering and building public private alliances.

**Interreg Secretariat Viborg**

The Interreg Secretariat in Viborg (DK) monitors and reviews progress of the project based on reports from the Lead Beneficiary to what extent the project is implemented

under the project application. The Secretariat is responsible to the EU commission in Brussels.

## 2.4 Expected Results

- Design catalogue of propulsion systems that allows to choose the proper system for the given scenario with a view to return of investments.
- Identified shipping lanes in North sea area for hybrid sailing ships. Clear knowledge of technical specifications of hull form, loading and unloading concepts, riggings etc in relation to circumstances in regional settings.
- Inventory of wind potentials for hybrid sailing ships. A tool to predict speeds of sailing, consume of fuels.
- At least three different blue prints, scenario planning for different ships, route and cargo demands. Input for business plans.
- Tools to measure ship efficiency. Input for WP4, economy.
- 5 designs for multi propulsion ships, checked on stability, also during loading and unloading.
- A wide range evaluated pilots of propulsion systems in different combinations on different ships and regions will deliver relevant findings. Findings that are essential for engineering and generating relevant data about competitiveness and sustainability of the tested propulsion systems
- Strategic Sustainable Sea Transport Plan containing scenario planning tools with roadmap till 2050. Interact with the Energy roadmap 2050, COM(2011) 885/2, and contribute to this debate where possible
- Rigorous and commercially credible data, models and analyses of the economics of hybrid ship construction and operation. - Analysis and evaluation of economic viability given future scenario's. Five different business plans for different circumstances.
- Identified opportunities for best routing options in hybrid sailing. Easier access to profitable shipping lines
- Marketing strategy with transferable tools. - Effective promotion
  - legal framework exercision regarding building and operating of hybrid sailing freight ships", - Inventory with impact of IMO, EU and other international/national legislation. -Recommendations how to include hybrid freight sailing in existing frameworks. - Guidelines for a legal frameworks. - Model curriculums for crew. - Manuals for ship handling. - Green papers, proposals, recommendations communicated with legal bodies. -Informed and committed decision makers (IMO, EU, and National organizations). - Hybrid freight sailing included or prepared for inclusion in ECA, EEDI and CSI. Platform for interaction between scientists and decision makers through the clean shipping coalition. (North Sea Foundation)

- Report environmental ship indices at sea and in harbours. - Recommendation how to incentivise low carbon hybrid freight sailing. - Eco labeling schemes. - Recommendations to include hybrid freight sailing in the ETS: Emission Trading System.
- Concrete data whilst integrating hybrid sailing in legal and governmental frameworks. - Maps of reduced pollutants concentration and reduced nutrient input into ecosystems in the North Sea. - Tools to estimate costs/benefits for environment, public health and societal benefits.

### 3 Analysis of the initial situation

#### 3.1 Background of the project

The North Sea Region is the carrier of import and export of freight streams. Over 500.000 people are here employed in the shipping industry and ports, hosting seven large ports, handling 1.000 million tonnes per year. However cargo shipping, using heavy fuel, is one of the main producers of polluting emissions. Commercial shipping is the third largest source of climate effecting toxic emissions after industrial production and road traffic. For that reason decarbonisation transition of the North Sea Region pays much attention to sea transport (see f.i. EMSA).

Having much new sustainable solutions in view combined with a tradition of innovation and ambitions, the North Sea Region seems to be an excellent (windy) living lab for developing and testing zero emission freight sailing solutions. Building an (almost) emission free freight ship today seems to be possible. Alternative propulsion systems have high potentials mentioned here as “hybrid sailing concepts” including wings, kites, electricity, biofuel, a.o. Expertise and opportunities in hybrid sailing concepts is fragmented over different North Sea regions and needs clustering, validation and upgrading. Related to this economic return of sustainable investments in the shipping market needs further research. Investment cycles now limit the capacity of innovation.

Opportunities, contributing to:

- the long-term objective of ‘zero-waste emission maritime transport’ of the European Maritime Transport Strategy 2018.
- the objectives of the International Maritime Organization (IMO) which recognizes difficulties to meet climate targets. IMO regard wind propulsion as a serious option to further explore and to integrate its assets in the Energy Efficiency Design Index for new ships.
- the Europe 2020 strategy of smart growth and sustainable growth leading to a Resource Efficient Europe among others modernize the transport sector and promote energy efficiency.
- the objectives of organizations like EMSA, HELCOM and OSPAR

### 3.2 Aim SAIL

Joint North Sea Region stimulating and facilitating the transition process toward a sustainable shipping sector with focus on zero emission freight sailing by the development and promotion of competitive sustainable hybrid sailing concepts, including the execution of living lab pilots, simulation of data, building of public private alliances and developing of a Strategic Sustainable Sea Transport Plan in order to stimulate and coordinate the implementation of these findings. Market conditions, policy aspects, supporting of actions like clean shipping labeling and public awareness are main items to complete this process.

SAIL IN PRIORTIY 3. Objective 3:

SAIL aims to transnational develop innovative effective and efficient sustainable sailing solutions. Less or even independent on fossil fuels, bearing future raising oil prices, climate and logistic aspects in mind.

In that perspective SAIL aims preparation of investments at a regional level in the North Sea region regarding hybrid sailing solutions on existing and new to build ships. Transnational cooperating with public and private partners like ship owners, shipyards, universities, municipalities, provinces and NGO's, freighters and freight owners will be organized as necessary tool to achieve the project's aim and objectives.

SAIL will contribute to a competitive and sustainable shipping sector by enhancing its capacity to generate value and employment by creating a cluster of cooperating maritime stakeholders. SAIL will be facilitating in developing and bringing, FIRST to market competitive sustainable hybrid freight sailing concepts.

A to be developed Strategic Sustainable Sea Transport Plan, to be seen as a knowledge, advice and business plan, containing scenario planning tools with Roadmaps till 2050, will support and facilitate this process. Estimating the right future investments in this perspective is a main challenge and outcome.

As part of the development toward hybrid freight sailing concepts, also non freight ships are in focus for pilots within SAIL.

### 3.3 Key actors/partners

The following parties play an important role to achieve results in the project:

Partner 1/Lead partner **Province of Fryslân** [www.fryslan.nl](http://www.fryslan.nl)  

 The province of Fryslân is the provincial governments office in between the Dutch national and the local administration. The responsibilities for provincial administration can be classified into promotion prosperity and well-being of its inhabitants and for the implementation of certain laws and measures issued by the national government: shared administration.

Partner 2 **Marinvest** [www.marinvest.se](http://www.marinvest.se)  

 Marinvest is a Swedish private shipping and investment Group, part owners and managers of product tankers. Holdings include investments in panamax chemical tankers of about 80,000 DWT, a developing coastal shipping company as well as real estate and securities.

Partner 3 **Plymouth University** [www.plymouth.ac.uk](http://www.plymouth.ac.uk)  

 Plymouth University is one of the UK's most prominent and dynamic universities with an educational history dating back to 1862. The University has a long record of high quality innovative research as demonstrated by its achievements in the RAE. The university submitted twenty-five Units of Assessment in the 2008 RAE.

Partner 4 **Jade Hochschule** [www.jade-hs.de](http://www.jade-hs.de)  

 The Jade College was founded in 2009 and is located in the Oldenburg region between northern Jade Bay, Hunte and Weser. She offers 40 courses in six subject areas. All three locations have a long tradition in their emphasis on education. Today the Department is the largest nautical training facility in Germany. In Oldenburg are trained engineers since 1877, and in Wilhelmshaven in 1947, the origin of Academy of Business Studies was founded. The Jade university sees itself as a modern university with a focus on maritime and engineering and economics courses.

Partner 5 **Helmholtz-Zentrum Geesthacht** [www.hzg.de](http://www.hzg.de)  

 In line with the slogan "Science creates benefits", the employees are, among other things, studying future storm surges and analyzing the eyes of hurricanes. The scientists in the German Geesthacht are using special developed plastics to search for environmentally friendly sources of energy and materials that are of great benefit to medicine.

Partner 6 **Aalborg University (AAU)** [www.energyplanning.aau.dk](http://www.energyplanning.aau.dk)  

 Sustainable Energy Planning and Management is part of the Aalborg University. At SEP&M, we research, develop and promote rationality in plan-ning and policy-making that optimizes the benefits for global or local societies by making use of cost-effective energy technologies and



clever policy strategies. We have realized that the demand and supply of energy reflect and interact with changes in society.

Partner 7 **North Sea Foundation** (Stichting De Noordzee)

[www.noordzee.nl](http://www.noordzee.nl)



North Sea Foundation is an independent nature and environmental organization that promotes sustainable use of the North Sea and a sea full of healthy fish, dolphins and other life. Our priorities are: clean shipping, sustainable fishing, good fish, waste-free space for nature and sea and beaches.

Partner 8 **Fairtransport BV Trading & Shipping**



[www.zeilendehandelsvaart.homestead.com](http://www.zeilendehandelsvaart.homestead.com)

Fairtransport BV Trading & Shipping is an International development of coastal and ocean going hybrid cargo sailing vessels for bulk-, packet- or projectcargo. They finance and build multiple ships of different size and technological and logistical capabilities and know how to operate them in an easy to sail and optimal wind-use way. De project started in order to increase focus on the environmental issues of shipping. One of the result so far is the Clean Shipping Index, an index taking a holistic perspective on the environmental issues of shipping.

Partner 9 **Municipality of Harlingen**

[www.harlingen.nl](http://www.harlingen.nl)



The municipality, after the government and the province, the smallest independent administrative unit in the Dutch polity. The municipality of Harlingen is situated by both the Waddensea and the IJssel lake and can be reached over the Afsluitdijk.

Partner 10 **C-Job**



[www.c-job.eu](http://www.c-job.eu)

C-Job was founded in the year 2007. Its founders all have a naval architectural back-ground. Our mission statement: C-Job provides flexible high-quality engineering capacity to the maritime sector.

Partner 11 **Ameland Shipping**



[www.amelandshipping.nl](http://www.amelandshipping.nl)

Ameland shipping is a successful shipping company with its residents in the Netherlands. With the launch of two modern ships in 2009, the MS Ameland and the MS Skylge both 7.600 tns multi purpose ships, the company is ready for the future.

Partner 12 **Northern University of applied science (NHL)**

[www.nhl.nl](http://www.nhl.nl)



Personal, interdisciplinary, practical and enterprising, these are the core values of the Dutch University NHL. With these values We want our ambitions for years to come true. Ambitions, which relate to improving the quality of teaching and research offerings, increase academic achievement and strengthen the market position.



provinsje fryslân  
provincie fryslân



[www.nrsr.nl](http://www.nrsr.nl)

Partner 13 **MARIN**



[www.marin.nl](http://www.marin.nl)

The Maritime Research Institute Netherlands was founded in 1929 as the Netherlands Ship Model Basin (NSMB) by the Dutch government and industry. At present, approximately 300 people work at MARIN; together they are responsible for a turnover of € 33 million.

Partner 14 **E&E consultant**



[www.ee-consultant.fr](http://www.ee-consultant.fr)

E&E Consultant is a private research and development firm, involved in Environment and Energy prospective issues. In particular, in our research activity, we develop modeling. In particular, consumption patterns for households and industries, energy efficiency potentials in the long term, and the future electric production. All these activities suppose a good watch of technology and economic issues, on the science and politics of climate change, on the legal and social evolutions of issues.

Partner 15 **Avel Vor Technologie (AVT)**



[www.avel-vor.fr](http://www.avel-vor.fr)

The EURL Avel Vor Technologie (AVT) is a small engineering consulting firm developing low carbon solutions for fishing and coastal vessels, such as automated-sail systems or eco-driving aid for ships. AVT owns a laboratory ship (16 meters, 70 ton, 320 kW diesel motor, 90 m2 of automated sails) which is used for both education and experimentations.

Partner 16 **Port of Oostende**



[www.portofoostende.be](http://www.portofoostende.be)

The port of Oostende in Belgium played its role in the 19th and 20th century as a fishery port, merchant port and passenger port. The port of Oostende, for a while, played an important role as a navy base after the second World War with the foundation of the Belgian Navy. This role was gradually taken over by Zeebrugge. Today, the port is focused on the handling of goods and passengers and considers itself as the engine behind the industrial development of the region Oostende.

Partner 17 **ECO council**



[www.ecocouncil.dk](http://www.ecocouncil.dk)

The Ecological Council (Det Økologiske Råd) is a Danish NGO founded in 1991. Our main objective is to promote a sustainable development, where environmental concerns, social justice and human well-being are main focal points. The Ecological Council is different from other Danish NGOs in the way that it is an academic organization dealing with environmental policy on a scientific basis, but at the same time trying to inform and have a dialogue with both politicians and the general public.

### National and European politics

National and European politicians play an important role in the project because their support is needed to secure additional funds to implement the results of the project.

## 3.4 Handling world wide attention

Mainstream policy documents emphasize on the urge to explore and operate competitive, sustainable sea transport solutions. Hybrid (freight) sailing is one of them. SAIL will make a considerable contribution to the Europe 2020 strategy: R&D/innovation and climate change/energy. The follow-up goal, building and operating ships, will contribute to employment, territorial cohesion by involving urban and rural regions and education.

In 'Climate change: a challenge to IMO too!', IMO emphasizes on the relevance to reduce fuel consumption and greenhouse gases. In circular letter No 2975, IMO emphasizes on the relevance to reduce fuel consumption and greenhouse gases by also investigating wind propulsion as a serious option worth to explore further and to integrate it in the EEDI: Energy Efficiency Design Index for new ships. Furthermore SAIL will contribute to Emission Control Area's targets, the Emission Trading System and the clean shipping index.

Hybrid sailing has world wide attention. Numerous articles and publications have been issued and islands worldwide are interested in the project. Cargo owners and consumers in Europe aware of environmentally friendly alternatives for transport. Networking, involved regional stakeholders, better findings and products because end-users are involved from the start. Tailor made approach for public private partners being for different views and models for implementation. Committed public-private players. Analysis of relevant interfaces (PPP's), harbour good practices, public, private expectations of hybrid freight sailing, use of market-based instruments in the shipping business chain. The Ecoliner is presented by faire transport on TED X and you tube channel. Media coverage annually we will at least have 2 articles in newspapers and shipping journals. Crowd sourcing and social media will be used for dissemination and get world wide attention.

## 4 Communication about the SAIL project

### 4.1 Objectives

The objectives for communication are to be drawn from the definition of communication;

*'Communication is systematic and repeated sending messages to predefined groups with the aim to influence these groups in what they know, think, and / or do.'*

From that, the following communication objectives can be established:

- Spread out information about the Hybrid Sailing concept
- Development and testing of living lab solutions for hybrid sailing concepts.

- Generate enthusiasm in several ways (financial, contributing pilot projects, implement, education program, put additional funds to disposal) to contribute to the project, Funds, investors etc.

## 4.2 Strategy

### Principals

- Communication needs to have a **continuous character**. Communication about Sail can be compared to developing a brand. Only repeated communication and spreading news about the project will lead to the desired goal.
- **Communication meetings** in the project need to be used as effective as possible. Besides the use of web sites, newsletters, brochures, etc. any news needs to be used to give attention to the project: the beginning (or end) of a pilot project, (partner) meetings, an important person visiting one of the islands, experts giving opinions about projects, gatherings with islanders during the project, other news about sail that is relevant to the project, etc.
- A **message** is used in this project (see below). An abridged version of this message is the **slogan** (see below). A **fact box** can be mentioned on a newsletter etc. A **fact box** contains a short summary.
- **The Lead Beneficiary takes care of the communication on a central level**. Also towards Viborg and Brussels, the Lead Beneficiary acts as originator. This also includes the contacts with lobbyist organizations and politicians on national and European level. Concerning the contact with **local- and regional target groups**, the responsible for communications is with the divers **Project partners**.
- The **'tone of voice'** for communication is positive and precise to generate interest and enthusiasm; 'here's something new happening, something special'.
- Communication should be 'sustainable', looking at the character of the project. Meaning: no unnecessary printing. If print outs are required then use environmentally friendly paper and printing on demand. Communication via internet is preferred when possible.
- All expressions – via internet or printed – need to include the required logos. This means the logo from the European Union, the Regional Development Fund, the North Sea Commission and the phrase; *'investing in the future by working together for a sustainable and competitive region'*. See for instructions <http://www.northsearegion.eu/ivb/home/> click on 'downloads' → 'IVB Document Library' → 'Publicity and Communications. All expressions need to include the sail logo as well.
- Europe Day – Flying the EU flag  
9 May is Europe Day. According to EC Regulation 1828/2006, the managing authorities of projects involved in Interreg programmes are obliged to fly the European flag in front of their premises for one week starting 9 May.

Europe Day symbolises peace and unity in Europe. It is celebrated in commemoration of the Schumann Declaration on 9 May 1950, which paved the way for the creation of the ECSC and is considered to be the founding moment of the European Union. EC Regulation 1828/2006 can be found in the [Document Library](#). Read more about Europe Day [here](#).

- The Lead Beneficiary and all other partners write an implementation plan on an annual basis for the following year. The Lead Beneficiary adds a schedule for communication on central level and the budget schedule for communications.
- An evaluation for communications will be held on an annually basis. As far as possible, the effects from communication will be inspected and a new implementation plan will be drawn up with adjustments to the previous plan if necessary.
- Generally, communications will be in English by the Lead Beneficiary since English is the project language. In consultation with other partners, it is possible that specific expressions, like a brochure about project activities, are translated and published. Communication about local activities under the project is generally done in the language of the participating partner.

## The Communication message

- **The Message**

The SAIL project is an Interreg IVB North Sea Region Project with 17 partners from seven countries around the North Sea with the main goal to develop alternative propulsion systems (hybrid sailing) for (freight) sailing.

- **Slogan**

This slogan is used for the project: *SAIL is a roadmap to competitive and zero emission freight sailing. "Sailing to a sustainable future"*

- **The Fact box**

The SAIL project is an Interreg IVB North Sea Region Project with 17 partners from seven countries around the North Sea.

Leading vision and aim: Alternative propulsion systems for (freight) sailing, defined here as "hybrid sailing concepts", have high potentials, due to rising oil prices and environmental aspects. Develop and testing hybrid sailing concepts that lead to new business opportunities and a more sustainable future.

Project duration: from July 2012 to June 2015.

Total budget: € 3.4 million (50% European funding, 50% co financing by partners).

The partnership: Province of Fryslân is Lead Beneficiary, Knowledge Institutes, universities, ship operators from The Netherlands, Germany, Sweden, Denmark, Belgium, United Kingdom and France have joint hands.

Do you need more information or want to contribute to the project? Please feel free to contact us or visit the website!

Website: [www.nrsrail.eu](http://www.nrsrail.eu)

Contact: [info@nrsrail.eu](mailto:info@nrsrail.eu)

### 4.3 Target groups

A target group can be defined as: 'Groups of people where a change will be implemented in know (information), find (opinion), and do (act).'

Target groups from the SAIL project will be divided in:

- Internal target groups
  - i.e. project partners and involved organisations and authorities.
- External target groups
  - i.e. regional-, national- and European parties and press.

#### Internal target groups

- Project partners (17)
- Their organizations.

#### External target groups

##### Regional

- .....
- Shipping organisations and entrepreneurs
- Other islands in the North Sea region
- Provincial authorities
- Cargo

##### National

- Ministeries, e.g. VROM, LNV in The Netherlands
- Consultancies
- Organisations related to water and energy
- Nature- and environmental organizations
- Subsidy organizations (Agentschap NL, chamber of commerce)
- Large companies
- Education (Design education, environmental education, technical education)

##### Europe

- Interreg Secretariat in Viborg
- DC Energy and transport
- DC Environment
- DC Regional politics ([regio-info@ec.europa.eu](mailto:regio-info@ec.europa.eu))
- Lobbyists Brussels
- Other Interreg- Secretariats (Lille/Rostock)
- Other Interreg-projects
- European grant founding
- Island organisations network (Green Islands Network, Isle net)

#### Media

- Media on the islands
- National newspapers, magazines, radio, TV
- International press offices
- Media related to water, techniques, energy
- Related websites

#### 4.4 Communication resources

To reach these target groups we use several communication resources – out-reach information, creating basis, generate enthusiasm to work with.

Below is a short introduction of communication resources.

##### Website (target: 1; enactment: Lead Beneficiary)

The website plays a central role in the project. The website contains information about the project, the partners, activities, and news. Interested parties can subscribe to a newsletter, which is published 2 times a year.

##### Sharepoint

This virtual project office is set up to connect partners with each other quickly and directly. It is possible to exchange information plus mail, chat, and gain information from experts via Sharepoint.

##### Linked In

There are 2 Linked In groups. One group only for members (partners and attendees) and one group for people related to and interested in the project SAIL.

**Group 1 - members:** [http://www.linkedin.com/groups?gid=4476702&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=4476702&trk=hb_side_g)

**Group 2 - other:** [http://www.linkedin.com/groups/SAIL-partner-ship-aiming-promoting-4081874?gid=4081874&trk=hb\\_side\\_g](http://www.linkedin.com/groups/SAIL-partner-ship-aiming-promoting-4081874?gid=4081874&trk=hb_side_g)

##### Twitter nrssail

We have an Twitter account ready. For linking other messages to our project, the Hashtag: #nrsail can be used.

##### Published material (target:20; enactment: Lead Beneficiary and partners)

Flyers and brochures can be used by Lead Beneficiary and project partners to create interest for the project and as reference to the website. Newsletter published 2 times a year; contains items about the projects development. The newsletter will be sent in a digital format to several hundreds interested parties and subscribers. Describes in more detail the situation on the partner islands and the activities that will take place. To be used as information tool to the adherents and to create interest at knowledge institutes and potential investors.

##### Web videos

Short films that will be placed on the internet (e.g. You Tube). Depending on the target audience, these films can either aim at delivering information, hybrid sailing or have promotional character (Fairtransport Ted X, the Ecoliner). These small films can be sent via a web link to, for instance, lobbyists in Brussels and European politicians.

### Banners

Banners indicate what the project stands for. Banners are used during presentations at fairs, Interreg seminars, information meetings, etc. by the Lead Beneficiary.

### Presentations, Radio- and TV-performances (target: 20; enactment: Lead Beneficiary)

The Lead Beneficiary will present the results of the project to different groups of experts, interested and general public wherever possible. This includes radio interviews, TV performances, etc. In addition, the project partners can promote their activities in this way.

### Press release (enactment: partners)

Press releases will be published if there is any news like a kick off or delivery of a pilot project and other major important developments. Press visits can be a very good communicator by taking journalists – for instance together with politicians or/and experts – to the islands and showing them progress and results of the project

### Give aways

Give aways such as the SAIL-pen or SAIL-USB stick developed by the Lead Beneficiary are aimed at a big public referring them to the project website.

### Exhibitions (5; enactment: Lead Beneficiary and partners)

Exhibitions about hybrid sailing connected to the activities of the project could serve as a great tool to educate a broad public (shipping companies, ferries, fishing ships transport organization, etc.). The possibility to develop a mobile exhibit on a ship will be investigated.

### Reporting (target 6; enactment: Lead Beneficiary and partners)

The project results will be communicated to the Interreg secretary in Viborg by mandatory reporting twice a year. Partners give input from their projects to the Lead Beneficiary who gathers the input and sends it to Viborg.

## Communication matrix

W = Website  
 SP = Sharepoint  
 Fl = Flyer  
 Fo = Folder  
 Br = Brochure  
 Nws = Newsletter

Wv = Web video's  
 Pbr = Press release  
 Pbz = Press visit  
 Brs = Beursdeelname  
 Bann = Banners  
 EXh = Exhibition

Gve = Give-aways  
 Flm = Project film  
 Soc = social media  
 Pres = Presentations radio & tv  
 Art = Scientific article  
 Rap = Reports

Communication Target groups	W	SP	Fl	Fo	Br	Nws	Wv	Pbr	Pbz	Brs	Bann	EXh	Gve	Flm	Soc	Pres	Art	Rap
<b>Intern</b>																		
Project partners	X	X																
Organization involved politicians	X					X	X											
<b>Extern</b>																		
<b>Regional</b>																		
Stakeholders	X		X	X		X						X	X	X	X	X		
Governments	X		X	X		X	X					X	X	X	X	X		
Shipping	X		X	X		X						X	X	X	X	X		
Harbours	X			X		X						X	X	X	X	X		
Provincial governments	X			X		X	X					X	X	X	X	X		
Transport organization	X		X	X		X						X	X	X	X	X		
<b>National</b>																		
Ministries	X			X	X	X	X							X			X	
Research centers	X			X	X	X				X	X			X			X	
Transport organization	X			X	X	X				X	X			X			X	
Networks	X			X	X	X				X	X			X			X	
Subsidizing organizations (Agentschap NL)	X			X	X	X				X	X			X			X	
SME	X			X	X	X				X	X			X				
Shipping companies	X			X	X	X				X	X							
Education (simulation shipping transport)	X			X	X	X				X	X			X	X		X	
<b>Europe</b>																		
Interreg Secr. Viborg	X					X	X				X							X
DC transport	X					X	X											
DC environment	X					X	X											
DC Regional policy	X					X	X											
Lobbyists Brussel	X					X	X											
Other Interreg-secretariats (IVC, Nord west)	X					X												
Other Interreg-projects	X					X												
European funding (IEE, KP7, Life, etc.)	X					X	X										X	
Network scientific/knowledge institutes	X				X	X	X										X	
<b>World wide</b>																		
Individual citizens	X				X	X								X				
Networks (clean shipping index)	X				X	X	X							X				
Shipping companies	X				X	X	X							X				
<b>Pers/media</b>																		
Local en regional media	X				X	X	X	X	X									
Newspaper, magazines, radio/tv	X				X	X	X	X	X									

Communication Target groups	W	SP	FI	Fo	Br	Nw s	Wv	Pbr	Pb z	Brs	Ba nn	EX h	Gv e	FI m	So c	Pre s	Art	Ra p
Intern.press buros	X				X	X	X	X	X									
Media sailing/ shipping	X				X	X	X	X	X									
Relevant websites	X					X	X	x	X									

## 5 Planning and budget

Below mentioned schedule features a global planning of the communication, divided over the projects maturity. Known subjects are included.

Additional, the annual implementation plan applies as an update of the following chart.

### Events

#### 2013

- Monday 10 June from 11.00 to 16.00 there will be a Workpackage leader meeting in Amsterdam (The Netherlands) on the Tres Hombres. The schip is located at the NDSM kade in Amsterdam (North).
- 20 October. Presentation about SAIL at the Start of the Strontrace 2013
- 3th partner meeting: 6, 7 and 8 November in Rotterdam (The Netherlands) with Europort days, present the Ecoliner and a harbour tour? Rotterdam might be very interesting for meeting companies, inviting speakers and visiting the harbor.

#### 2014

- 4th partner meeting 5 to 7 March/12 to 14 March in Aalborg (Denmark) (first date is preferable)
- April Marin: natural propulsion conference/expert meeting (Wageningen, The Netherlands). No date set yet.
- 20 mei 2014 european maritime days in Bremen
- 5th partner meeting/mid SAIL meeting 2, 3, and 4 July. Tall ship race Harlingen (3 to 6 July 2014) No definite date set yet.
- 6th partner meeting October Marininvest Göteborg Sweden. No date set yet.

#### 2015

- March: 7th and Final partner meeting in Leeuwarden. No date set yet



## Planning

year	2012		2013				2014/2015				2015		
phases	Process, organization & development		Pilot & implementation				Finalization & evaluation						
	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1/2	Quarter 2	
<b>Biannual meetings</b>	<b>Start Meeting:</b> November 2012 Leeuwarden/ Harlingen			<b>February 2013</b>			<b>October 2013</b>			<b>3-6 July 2014</b>	<b>nov-2014</b>		<b>Final Meeting</b>
<b>Project Management</b>	<b>steering group meeting</b>		1 April 2013 progress report	<b>steering group meeting</b>	1 Sept. progress report	<b>steering group meeting</b>	1 April 2014 progress report	<b>steering group meeting</b>	<b>1 September progress report</b>		<b>April progress report</b>	<b>last steering group</b>	
<b>Financial Managers</b>	first report? 1 sept 2012		1 April 2013 progress report		1 Sept. 2013 progress report		1 April 2014 progress report		<b>1 September progress report</b>		<b>April progress report</b>	final report July 2015	
<b>Communications</b>													
		<b>Communications Meeting:</b>		<b>Communications Meeting:</b>		<b>Communications Meeting:</b>		<b>Communications Meeting:</b>		<b>Communications Meeting:</b>	<b>Communications Meeting:</b>		
<b>Promotion all Items</b>	press release	newsletter	press release		press release		press release		press release		press release		
<b>E-Briefings</b>	<b>September</b> Project Managers E-Briefing	<b>November</b> General E-Briefing	<b>March</b> Project Managers E-Briefing	<b>June</b> General E-Briefing	<b>September</b> Project Managers E-Briefing	<b>November</b> General E- Briefing	<b>March:</b> Project Managers E-Briefing	<b>June</b> General E-Briefing	<b>September</b> Project Managers E-Briefing	<b>June</b> General E-Briefing	<b>March:</b> Project Managers E-Briefing		
<b>Project Website</b>		<b>October</b> Website Reviewed and Updated		<b>April</b> Website Reviewed and Updated		<b>October</b> Website Reviewed and Updated		<b>April</b> Website Reviewed and Updated		<b>April</b> website Reviewed and Updated			
<b>Other Activities</b>													



Month	2012			2013			2014			2015																	
	03	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
<b>1 Project Management</b>																											
1.1 Planning and tracking by Province of Fryslân, the work packag...																											
1.2 Arrange and facilitate the reporting process to the JTS																											
<b>2 Publicity and Communications</b>																											
2.2 EVENTS: The project will organize every half year an event / ...																											
2.3 Make a DISSEMINATION PLAN including a PR strategy. The projec...																											
2.4 PARTNERSEARCH EVENTS Organize events in the participating me...																											
<b>3 Applied technical engineering, design and pilot projects / living...</b>																											
3.1 EVALUATION of new and existing sustainable hybrid propulsion ...																											
3.2 Development multiple design LOGISTIC PACKAGES optimized for r...																											
3.3 Identify WIND POTENTIALS for hybrid sailing ships in the Nort...																											
3.4 Development of at least three HYBRID SAILING SHIP CONCEPTS; o...																											
3.5 Compare EFFICIENCY AND HANDLING of hybrid sailing ships. Deve...																											
3.6 Improvement of existing and new CONCEPTUAL DESIGNS of hulls, ...																											
3.7 EXECUTION AND EVALUATION of pilot projects based on multi sus...																											
<b>4 Hybrid freight sailing in relation to economy and implementation ...</b>																											
4.2 Incorporate 2020 & 2050 low carbon visions. Highlight and qua...																											
4.3 FINANCIAL MODELING, different hybrid sailing ship concepts in...																											
4.4 Impacts of LOGISTICS, define appropriate shipping lanes for di...																											
4.5 MARKETING - Analyse the process of marketing for hybrid fre...																											
<b>5 Influencing and integrating policy and legislation related to h...</b>																											
5.2 POLICY IN RELATION TO BUILDING AND OPERATING SHIPS. - De...																											
5.3 ENVIRONMENTAL SHIP INDICES - Fit environmental ship indices i...																											
5.4 ENVIRONMENTAL ISSUES and their impact. Research for environme...																											
<b>6 Building public private alliances in hybrid freight sailing aimin...</b>																											
6.1 ENHANCE good PROACTIVE governance and sustainable (sail) bus...																											
6.2 BUIDLING CO-CREATIVE ALLIANCES, by involving regional hinterl...																											
6.3 CLUSTERING AND BUILDING OF PUBLIC-PRIVATE (NSR and further) A...																											

<b>Implementation Plan</b>			
<b>Communication media</b>	<b>Enactment</b>	<b>Schedule</b>	<b>Costs</b>
<b>2012</b>			
Press release on account of project presentation	LB	July 2012	
Launching website	LB	Sept 2012	
Production Flyer	LB	Sept 2012	
Banners	LB	Nov 2012	
Give-away: pen		Nov 2012	
Production Folder	LB	June 2009	
Sharepoint Linked in Group	LB	August 2012	
Newsletters 1/2	LB	Dec 2012	
Press release with announcement project in involved countries from the partners	Partners	Nov 2012	
Production Brochure	LB	2013	
Reporting 1 ( )	LB/partners	April. 2013	
<b>Total costs</b>			<b>10.000</b>
<b>2013</b>			
Press releases results pilot projects	LB/partners	Year around	
Newsletters 2/3/4		Jan/Jun/O ct. 2013	
Production exhibition			
<b>Total costs</b>			<b>12.000</b>
<b>2014</b>			
Newsletters 5/6/7		Jan/Jun/Oct. 2014	
Press releases results pilot projects		Year around	
Press visits		Spring 2014	
Production film		Spring 2014	
<b>Total costs</b>			<b>10.000</b>
<b>Jan-Jul 2015</b>			
Press releases results pilot projects		Year around	
Newsletters 9/10		Feb. en June 2015	
Summary/book about project results		June 2015	
Film		Spring 2015	
Press releases results pilot projects		Spring 2015	
Press visits		Spring 2015	
<b>Total costs</b>			<b>20.000</b>
<b>Grand total project</b>			<b>52.000</b>

The project indicators for the mandatory of the project are visible on Appendix 1 at attachment 4.



## 6 Implementation Plan

An Implementation Plan must be made by the partners for the years 2013, 2014 and 2015, in which they indicate how to implement the communication procedure. The Lead Beneficiary is responsible for the whole project, but the partners are responsible for their local projects.

In this implementation plan needs to be included;

- The responsible person for communicative activities
- A short valuation of the communication in the previous year
- Which communications medium will be used
- For which target group
- The timetable/schedule for the concerning year.

## 7 Appendixes

### Appendix 1 – Contact persons responsible for Communication

P	Name	Name contact person	e-mail adres
1	Province of Fryslân (LB)	Mr. A.J. de Vries	<a href="mailto:a.j.devries@fryslan.nl">a.j.devries@fryslan.nl</a>
	Province of Fryslân	Ms. B.T. Feenstra	<a href="mailto:b.t.feenstra@fryslan.nl">b.t.feenstra@fryslan.nl</a>
2	Marinvest	Mr. P. Mossberg	<a href="mailto:patrik@marinvest.se">patrik@marinvest.se</a>
3	Plymouth University	Ms. Jingjing Xu	<a href="mailto:jingjing.xu@plymouth.ac.uk">jingjing.xu@plymouth.ac.uk</a>
4	Jade Hochschule	Mr. Bernhard Schwarz-Röhr	<a href="mailto:bernhard.schwarz-roehr@jade-hs.de">bernhard.schwarz-roehr@jade-hs.de</a>
5	Helmholtz-Zentrum Geesthacht	Mr. Volker Matthias	<a href="mailto:volker.matthias@hzg.de">volker.matthias@hzg.de</a>
6	Aalborg University	Ms. C. Smink	<a href="mailto:carla@plan.aau.dk">carla@plan.aau.dk</a>
7	North Sea Foundation	Mr. Edo Donkers	<a href="mailto:e.donkers@noordzee.nl">e.donkers@noordzee.nl</a>
8	Fairtransport BV Trading & Shipping	Mr. Marcel Pruijt	<a href="mailto:fairtransport.marcel@gmail.com">fairtransport.marcel@gmail.com</a>
9	Municipality of Harlingen	Mr. Frits Grijpstra	<a href="mailto:f.grijpstra@harlingen.nl">f.grijpstra@harlingen.nl</a>
10	C-job	Mr. Jelle Grijpstra	<a href="mailto:j.grijpstra@c-job.eu">j.grijpstra@c-job.eu</a>
11	Ameland Shipping	Mr. Stefan Switjink	<a href="mailto:stefan.switjink@gmail.com">stefan.switjink@gmail.com</a>
12	NHL Northern University of Applied Science	Mr. Ernst Jan Voerman	<a href="mailto:e.voerman@tech.nhl.nl">e.voerman@tech.nhl.nl</a>
13	MARIN	Mr. Rogier Eggers	<a href="mailto:r.eggers@marin.nl">r.eggers@marin.nl</a>
14	E&E consultant	Mr. Antoine Bonduelle	<a href="mailto:Antoine.bonduelle@ee-consultant.fr">Antoine.bonduelle@ee-consultant.fr</a>
15	Avel Vor Technologie	Mr. Pierre-Yves Glorennec	<a href="mailto:py.glorennec@avel-vor.fr">py.glorennec@avel-vor.fr</a>
16	Port of Oostende	Mr. Wim Stubbe	<a href="mailto:wim.stubbe@portoostende.be">wim.stubbe@portoostende.be</a>
17	ECO council	Mr. Kaare Press-Kristensen	<a href="mailto:karp@env.dtu.dk">karp@env.dtu.dk</a>



### **Appendix 3 - Relevant websites**

[www.northsearegion.eu](http://www.northsearegion.eu)

[www.europa.eu](http://www.europa.eu)

## Appendix 4 - Project indicators

Output/Result/Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information
<b>Raising awareness / dissemination</b>						
Output	transnational dissemination outputs	exhibitions	number	0	5	Report
Output		own events	number	0	7	Report, photo's
Output		external events	number	0	5	Report, photo's
Output		published material	number	0	20	Flyers, reports
Output		websites	number	0	1	Check sites
Output		TV and radio appearances	number	0	20	Soft and hard copy evidence material
Output		dvd's	number	0	100	DVD, film, you tube
Result	individuals reached by (priority) specific awareness raising activities	exhibitions	number male	0	500	Invitations, attendance, lists, reports
Result		exhibitions	number female	0	300	Report
Result		own events	number male	0	300	
Result		own events	number female	0	100	
Result		external events	number male	0	50	
Result		external events	number female	0	20	
Result		published material	number male	0	100,000	Printed material and report how distributed
Result		published material	number female	0	30,000	
Result		websites	number male	0	5,000	Report amount of hits
Result		websites	number female	0	2,000	
Result		TV and radio appearances	number male	0	5,000	ratings of spectators
Result		TV and radio appearances	number female	0	3,000	
Result		dvd's	number male	0	1,000	dvd and report
Result		dvd's	number female	0	100	
Result		other	number male	0	100,000	Crowdsourcing, social media, report.
Result		other	number female	0	50,000	Crowdsourcing, social media, report
Result	organisations in target groups reached by (priority) specific awareness raising activities	exhibitions	number	0	5	Report
Result		own events	number	0	40	Report, program of event
Result		external events	number	0	50	
Result		published material	number	0	50	Example and report
Result		websites	number	0	5	See site and hits
Result		TV and radio appearances	number	0	20	Soft and hard copy evidence material
Result		dvd's	number	0	1,000	
Result		other	number	0	200	Example
<b>Strengthening transnational co-operation</b>						
Result	Organizations within and outside the official core partnership involved in the project (i.e. as contributor to activity or output)	activity	number	0	20	Report
Result		output	number	0	10	Report
Result	individuals within and outside the official core partnership involved in the	activity	number	0	200	

Output/ Result/ Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information
	project (i.e. as contributor to activity or output)					
Result		output	number	0	200	
Output	project administration outputs (I): transnational partner management meetings		number	0	15	Report, minutes
<b>Territorial coverage</b>						
Result	Countries covered by project activities		number (NUTS1)	0	7	Report
Result	Regions covered by project activities		number (NUTS3)	0	19	Letters of intent