



D2.1 Draft PEDR



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Table of Content

Executive Summary.....	4
List of Acronyms	5
1 Introduction	6
1.1 The LASTING Project	6
1.2 The PEDR: What is it, what does it do?	8
2 The LASTING Dissemination Strategy	10
2.1 The LASTING Objectives	10
2.2 LASTING’s Target Audiences	12
2.3 The LASTING Key Messages	13
2.4 Communication Channels and Tools	14
2.5 The Timeline	16
3 The LASTING Exploitation Strategy	19
3.1 Intellectual Property Rights.....	19
3.2 The Exploitation of the LASTING Results.....	20
4 Conclusions	22

Executive Summary

This document presents the initial communication, dissemination and outreach roadmap of the LASTING project, required to maximize the impact of the LASTING outcomes. It is based on the findings and outcomes of the Information Gap Analysis, the communication campaign preparations as well as the initial strategic planning outlined during the project preparation phase.

In its Introduction, the first chapter of the document, the reader can find a general description of the LASTING project followed by a more detailed explanation of what this document aims to cover.

The second chapter is dedicated to describing the project's dissemination strategy through its main components: the objective, the target audiences, the key messages to be developed and subsequently employed, the communication channels and tools, the (intermediate) timeline of activities, the partners' responsibilities and communication flows. The dissemination strategy is the set of actions that will be deployed throughout the lifetime of the project. Although quite detailed, this chapter will be further expanded during the next update of the PEDR deliverable, based on the experience gathered by the project partners in this period between the two project deliverables.

Subsequently, the document outlines the main directions of the exploitation strategy. The exploitation strategy presents how the project partners will employ the LASTING results and lessons learned after the project lifetime. The chapter gives a concise yet clear overview of the main directions and activities to be undertaken by the project. This is only the first version of the exploitation plan, and it will be matured throughout the project lifetime; the final version of the exploitation plan will be presented at the end of the project.

The fourth and last chapter is dedicated to the conclusions.

List of Acronyms

BCW	Burson, Cohn & Wolfe
CA	Consortium Agreement
CSA	Coordination and Support Action
DESCA	Development of a Simplified Consortium Agreement
EC	European Commission
GA	Grant Agreement
HEU	Horizon Europe
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
PEDR	Plan for Exploitation and Dissemination of Results
RD&I	Research, development and innovation
SC	Steering Committee
SME	Small and medium-sized enterprise
SMM	Shipbuilding, Machinery & Marine Technology Fair (Hamburg, Germany)
TRA	Transport Research Arena Conference
WP	Work Package
ZEWT cPP	Co-Programmed Partnership on Zero-Emission Waterborne Transport

1 Introduction

1.1 The LASTING Project

Considering the diversity of the waterborne transport sector, its geographical scope, the international dimension and the challenges and opportunities upfront, LASTING (Let's go for Waterborne Transport Research – Broadening engagement and increasing impact) will broaden the awareness of the wider waterborne transport sector in European research, development and innovation (RD&I) activities, by developing a communication strategy, and implementing a long-lasting communication campaign that will go on beyond the lifetime of this project. This will ultimately increase stakeholder engagement in the sector, and thereby increasing the impact of European waterborne transport RD&I.

The communication strategy, and thereby the campaign will be based on clear Key Performance Indicators (KPIs) set at the starting point of LASTING, jointly developed by the relevant European Commission Services and the broader waterborne transport sector. The achievement of the KPIs will be measured at fixed intervals, to ensure that the final communication strategy and the campaign will be fit-for purpose and ready for roll out. An essential element of the communication strategy will be the development of a plug-and-play system for participation in European, national, or regional strategic maritime and/or inland waterway transport events. In the framework of LASTING, the plug-and-play system will be tested on several occasions, to ensure the system is fit-for-purpose.

In addition, high quality dissemination materials (such as flyers and banners) and templates will be delivered. There will be a focus on the use of digital tools for dissemination purposes, to ensure that the communication efforts of the waterborne transport community will easily follow the concept launched in the framework of LASTING. Finally, the Waterborne Technology Platform will take over the communication strategy and campaign after the lifetime of LASTING and will ensure a durable implementation of the concepts and materials developed in the framework of the project.

LASTING is coordinated by SEA Europe, counting with the participation of a total of seven partners from four EU countries. LASTING is funded by the European Commission research and innovation programme Horizon 2020, with a budget of 1.3 million Euro over the course of 36 months, starting in January 2021.



Figure 1: LASTING's partners

1.2 The PEDR: What is it, what does it do?

Deliverable D2.1, the (Draft) Plan for Exploitation and Dissemination of Results (hereinafter, PEDR) is the document aimed at presenting the overall strategy of the exploitation and dissemination/communication activities of the LASTING project throughout the project lifetime.

Starting from the first outline of this planning and approach that had been presented as part of the project proposal, the PEDR encompasses and the strategic, higher-level elements of the project activities to be undertaken starting from the 2nd year of its lifetime. It will also incorporate the work done as part of the D2.2 Creative Concept, D3.1 Campaign Plan and D3.2 Communication Materials and toolbox. The first document is a 'plug-and-play' system to be used for the preparation of event organizing and/or attendance while the other two represent the measures and the tools to implement the PEDR .

The PEDR will steer the information and communication of the activities and results of the project to the target audiences defined, including the shipbuilding industry, ship owners, etc., using networks such as the WaterborneTP platform. Additionally, policy makers, industry clusters, regulatory bodies, and additional relevant stakeholders, as well as the general public will be consulted and informed about the project's goals, potential, and its results.

The PEDR content, together with its connected deliverables, will serve first of all as the project main communication framework for the period until the end of its lifetime (with the foreseen updates).

In addition to the overarching communications approach, it will also help to disseminate among all waterborne transport stakeholders the key information developed within the tasks of the project's first work package (WP1) and their recommendations:

- the information gaps concerning innovation needs;
- research management systems and their maintenance as well as the overview of the past RD&I waterborne transport projects;
- the opportunities to fund RD&I activities for the waterborne transport sector.

This approach will be structured in a way that gives adequate consideration to the various stakeholders' categories and their needs, as identified in Work Package (WP) 1 of the LASTING project.

Furthermore, the PEDR will include the results of the stakeholder consultation and communications workshop as conducted in March 2022, which has helped to both validate and refine the work undertaken in the framework of the aforementioned deliverables.

One of the important implementation items of the communication strategy was the launch of the Co-Programmed Partnership on Zero-Emission Waterborne Transport (ZEWTP) – the first public-private partnership in the framework of Horizon Europe (HEU), dedicated to RD&I activities for

transforming the waterborne transport sector in a zero-emission mode of transport – and the communication tools developed and implemented in the framework of its launch.

The first results and lessons learned from the PEDR implementation – the communication campaign and the participation in and/or organization of events – will be used to refine or even change the initial methods, in order to ensure that the necessary information reaches the target audiences in a fast, easy and clear manner. This update will serve to create the 2nd (Intermediate) PEDR version, which will then be used to continue the work until the end of the project lifetime.

At the end of the project, a final PEDR version will be created based on the entire LASTING experience. The document will then be used by the stakeholders of the waterborne transport sector to exploit the project results for the benefit of the entire waterborne transport community.

2 The LASTING Dissemination Strategy

The LASTING Dissemination Strategy is based on the following elements:

- Objectives;
- Key messages and the ‘message house’, including the main narrative;
- Target audiences;
- Communication channels and tools;
- Timeline;
- Partners’ responsibilities and the communication flows.

Each of them will be outlined in further detail in a dedicated subchapter below.

2.1 The LASTING Objectives

The project’s dissemination objectives coincide with most of the overall project objectives, as LASTING is a communication-focused Coordination and Support Action (CSA). The overall objective is to ensure that LASTING will increase the awareness of the broader waterborne transport sector in European RD&I activities and opportunities, which in turn will strengthen the stakeholders’ engagement in the RD&I sphere. The results of LASTING will be implemented via a long-lasting communication campaign that will be exploited beyond the lifetime of this project, thus ensuring that raising awareness and increasing participation will be continuously supported.

The campaign will be implemented with the use of a wide array of communication channels and tools by all partners throughout the lifetime of the project. In addition, the tools can be used by any stakeholder of the waterborne transport sector, throughout and beyond the lifetime of the project.

Another objective is to build a stakeholder community of 20 strategic partners from the European waterborne transport sector, acting as the equivalent of ‘Ambassadors’ on behalf of LASTING and of the waterborne transport (RD&I) stakeholders. Covering all the main types of organizations and segments from the waterborne transport sector, these key stakeholders will be of paramount importance for validating the effectiveness of the communication strategy and communication campaign (outcome of Task 2.2 stakeholder engagement). A number of key people from the waterborne transport stakeholders have already been approached, and work is on-going to finalize this task.

Furthermore, an essential element of the communication strategy is the development of a plug-and-play system for participation in European, national or regional strategic maritime and/or inland waterway transport events. This has been covered in D2.2 Creative Concept, and the document will be referenced in the following paragraphs, where applicable.

All these objectives are meant to help the sector overcome information gaps in relation to their RD&I activities, including the ones regarding funding opportunities, and increase the participation to

European RD&I activities by the waterborne transport sector. The targeted dissemination of information regarding the various funding sources available for the waterborne transport sector, in particular the newly-established ZEWT Partnership as part of Horizon Europe (HEU), will be an important part of this activity.

The last objective is to structure the dissemination (and after the end of the project, the exploitation) activities so that they can be taken up at the end of the project by the project partners but also by any stakeholder of the sector. WaterborneTP will facilitate the durable implementation of the tools developed.

2.2 LASTING's Target Audiences

As described in D1.1 "Report on Information Gaps Concerning Innovation Needs", the group of stakeholders active in waterborne transport research is very broad and diverse, consisting of, among others, vessel owners/operators, shipbuilders, maritime equipment manufacturers, ports, infrastructure managers, research bodies, universities, etc. For the purpose of this research and in order to simplify the project approach, the main actors had been consolidated into four main groups:

- **Transport operators:** ship owners, vessel operators, charterers, etc.;
- **Technology suppliers:** maritime equipment manufacturers, shipyards, etc.;
- **Public bodies :** port authorities, infrastructure managers, ministries, etc.;
- **Research bodies** (both public and private): universities, research centres, etc.;

In a complementary definition of the abovementioned target audiences, a significant dissemination effort from LASTING will be directed towards currently running European RD&I projects by means of direct contact, social media outreach, participation or organization of events, etc., as these can benefit directly from the advice and the results of the project. Secondly, individual European waterborne transport partners who have a greater involvement in RD&I projects in general will also be targeted. Thirdly, the project will identify, approach and address waterborne transport stakeholders who are not (yet) involved in RD&I, to help them understand, become motivated and subsequently overcome the possible or potential barriers to get involved in RD&I projects, but also to learn how they would like to receive the information on ongoing or completed RD&I projects so that they can still benefit from the research carried out.

The EC is also an important partner in the proposed work and a carrier of part of the LASTING messages. Finally, as waterborne transport is a strategic yet less known economic sector, the general public is a target audience as well. LASTING will aim at explaining to the general public the work that is being done and show how public funding is contributing to solve major societal challenges.

2.3 The LASTING Key Messages

All the aforementioned waterborne transport stakeholder categories are interested in RD&I activities and associated funding opportunities, especially in the context of the EU Green Deal. However, the focus of each category differs based on the type of organization, but the size can also make a difference – particularly in the case of SMEs (small and medium-sized enterprises). Thereby, it is necessary that the dissemination represents a mix of:

- more general messages that are nevertheless relevant for a significant part of all the stakeholders' categories, or sometimes for all of them
- targeted messages addressed either at one stakeholder (sub)category – e.g. the SMEs – or several (sub)categories that have close features and interests – e.g. both private and public large companies.

Further refining this approach, through the various communication channels and tools, LASTING will strive to:

- inform the waterborne transport stakeholders of the relevant RD&I activities and opportunities, including the related funding opportunities – with a focus on HEU and the ZEWT Partnership – as well as on the other reported information gaps regarding the sector's innovation needs. Moreover, the information and lessons presented by LASTING will also be disseminated to improve the success of the waterborne transport sector in the RD&I arena;
- provide information on both the ongoing and completed RD&I projects, so that as many stakeholders as possible can benefit from the research results. This will be achieved by increasing the (social) media coverage of waterborne transport research by 45% as compared to the state-of-play at the start of the project;
- help finalized or on-going RD&I projects to adjust their dissemination and exploitation strategies, so that their impact will be significantly increased;
- explain to the wider group of stakeholders how the RD&I activities in waterborne transport are delivering a high added-value in relation to the EU Green Deal and other societal challenges by putting to good use the current and future allocated public funding.

The project's set of key messages is based on a 'message house' or narrative-like approach, outlining the core messaging of LASTING which:

- rests on a few key messages, which create the 'communication house', as it is described in specialised terms;
- each of these messages will be supported by facts, to demonstrate their strength and viability – the 'proof points';
- additionally, a "boilerplate" styled text will be created that can be used in all the campaign's communication, describing in a few lines its objective and context.

The first version and test of the LASTING message house had been done at the launch of the ZEWT CPP (June 2021) , and this will subsequently be adapted to fit the whole scope of the project.

2.4 Communication Channels and Tools

LASTING will employ all communications channels deemed necessary to get the information across all groups of stakeholders, in different contexts and moments in time. Both online and in person based communications channels and tools will be used throughout the lifetime of the LASTING project, each of them according to their efficiency and relevance for the dissemination actions that are implemented at that moment in time.

In addition to the more traditional tools for communication, the project will benefit from social media. Twitter and LinkedIn are the main channels to share and promote the outcome of the LASTING project. Communication via social media is proactive, short and targeted, using visualization of the messages through photos, graphics, infographics, short videos, polls, etc. Strategies for assuring the real-time collaborative coverage of the project's events are designed and implemented, encouraging the use of hashtags by participants to identify the content on the web.

A broad but not exhaustive list of communication channels and tools is provided below:

- Social media channels are nowadays key in disseminating messages and raising awareness, in particular following the COVID19 pandemic. Looking to get a better understanding of the project and its objectives the social media landscape could help the promotion approach. In this particular case, the assumed KPI is a 45% uptake in social media activity compared to the initial state-of-play covering waterborne transport related research, with noticeable peaks during event participations, showcasing prominent presence and participation in large strategic maritime and inland waterway transport events. For the project purpose, the social media channels considered are:
 - LinkedIn, a business - professional social media channel where professional messages are shared. News items and results of Horizon 2020 and Horizon Europe projects, and waterborne transport stakeholders are already widely disseminated on LinkedIn.
 - Twitter, which is becoming more and more a news roll media sending out news items. LASTING will use Twitter to send out news items and tag relevant other news media and stakeholders in the messaging.
- To maximize the project impact and cost efficiency, project stationary, including general (PowerPoint) presentation, (e-)newsletters, brochures/and leaflets, and any other dissemination materials to be developed for promoting the research being carried out during selected fairs and exhibitions. These materials will not only be project-related but will also be sector-related in terms of both content and visual, so that their model can be successfully used (with minimal changes) after the project will end. All this information is described in more detail in deliverables D3.1 Campaign Plan and D2.2 Creative Concept. The KPIs for the project materials are: 2,400 leaflets; 3 roll-ups; 1,000 pcs factsheets (5 x 200 versions); 250 folders; regular (quarterly) (e-)newsletters.
- Website: a public project website has been made, as the main access point for all the project's activities and outputs as part of the WaterborneTP website. This will on the one hand reinforce the branding and the importance of the project for the sector, and on the other hand will allow the public project results and any relevant news items and press releases to be

shared with the waterborne transport stakeholders and with the general public alike. Links to this public website will be promoted via the social media channels of the project itself and that of the project partners, but also through the partners' websites. This provides public information to external parties by providing general project information, public deliverables, newsletters, and information about events the members of the LASTING consortium attend. The content of the website includes:

- description of project and its goals, with information on the partners including links;
 - news, events, announcements and press releases, newsletters;
 - results generated by project & progress of project, and papers presented and articles about the project;
 - contact information & subscription service;
 - events that will be organised by the end of the project.
- Promotional videos: an easy way to communicate is the usage of short explanatory videos. These can be used in social media posts, on video sites like Vimeo and YouTube, on project and partner websites and in presentations. There is already a promotional video for the ZEWT Partnership developed by LASTING as part of its communication campaigns, and more (and shorter) videos are foreseen as part of the attendance to the major events by the LASTING partners. These videos will focus on presenting the relevant project results according to the type of the event, the category of stakeholders targeted and the foreseen level of involvement from the project partners. These approaches are already described in more detail in the D3.1 Campaign Plan and D2.2 Creative Concept deliverables. As a KPI for this point, the project partners will regularly release video updates and explanatory animations covering the success of EU waterborne research, in particular around and during major events.
 - A relevant channel for dissemination to the research community is the participation in conferences by holding presentations, participating as experts, and take part in panel discussions: reaching the stakeholders and other research projects can be done through presentations at their events as well as preparing standard slides that can be used by stakeholders in their presentations on dissemination and communication activities. This part will also be supported by the ideas outlined in the bullet points above, in particular the one on the project stationary. Moreover, LASTING foresees the organisation of dedicated events that will help in disseminating the messages without the need of external events. These events can be organized by the project itself, and the model can then be taken up and used by each partner individually. A copy of the panel discussions and presentations done at the conferences and events will also be made available through the project website. This approach is described in more detail in D2.2 Creative Concept. As a KPI in this case, the developed Plug-and-Play/Creative concept for events will be used at 3 European, 9 national and 18 back-to-back events.

This entire set of communication channels and tools, as well as complementary ones, are described in more details in deliverables D2.2 and D3.1, as already mentioned. This approach will be refined during the update of the PEDR document (the 2nd draft).

2.5 The Timeline

The broad timeline of the strategy is given by:

- the achievement of the main elements of the strategy: the campaign plan, the dissemination tools and the creative concept;
- the timeline of the entire project;
- a few key dates that had already been identified by the project partners. These are:
 - two key events for the waterborne transport stakeholders: SMM 2022¹ and TRA 2022²;
 - the project deliverables that set the framework once the communication campaign has started: the updates of the PEDR (D2.3 and D2.4) and those of the campaign evaluation (D3.3, D3.4 and D3.5).

The timeline of the project and its campaign is then populated by other activities, namely:

- the participation in other relevant events, as discussed and decided by the partners at regular intervals;
- the organization of (smaller) events, as decided by the partners and based on the ideas described in D2.2 Creative Concept;
- the major relevant internal events of the project partners, where the project itself and its progress can be disseminated;
- the opportunities for LASTING to be featured in different media outlets (earned and paid), relevant research-oriented publications, etc.;
- any other opportunity that is deemed suitable for this purpose.

The timeline will be amended regularly, based on the opportunities that appear throughout the lifetime of the project, but also considering the lessons learned from the implementation of the communication campaign. For the latter, the intermediate PEDR and campaign report documents mentioned above are crucial, since they help the partners take stock of the results achieved and adjust the project approach, if and where needed.

Below is an intermediary timeline, partly based on the general planning that had been thought at the time of the project submission, and partly based on the current and forthcoming activities prepared by the partners.

¹ The SMM 2022 will take place between 6-9 September 2022, in Hamburg: <https://www.smm-hamburg.com/en/>

² The TRA2022 will take place between 14-17 November 2022, in Lisbon: <https://traconference.eu/>

<i>Lead Partner(s)</i>	<i>Contributing Partners</i>	<i>Communication Activity</i>	<i>Implementation Period</i>
<i>BCW</i>	All partners	<p>Social Media Campaigns</p> <ul style="list-style-type: none"> - 1st stage: presenting the LASTING results on the information GAP analysis and recommendations - 2nd stage: promoting the participation of LASTING and its partners in the SMM event - 3rd stage: promoting the participation of LASTING and its partners in the TRA event. - Other targeted activities (to be defined) 	<p>June - August 2022</p> <p>July – September 2022</p> <p>July – November 2022</p> <p>July – December 2022/ beginning of 2023</p>
<i>BCW & Waterborne TP</i>	All partners	<p>Written Media Campaign</p> <ul style="list-style-type: none"> - using key sector and general media outlets to present the LASTING projects results, the waterborne transport sector and its challenges. The focus is European, but the international outreach is also included 	June – December 2022 / beginning of 2023
<i>Waterborne TP</i>	All partners	<p>Presence in SMM 2022 Hamburg</p> <ul style="list-style-type: none"> - Presenting the project and its results during one of the biggest worldwide events for the waterborne transport sector. Video production. An opportunity to test part of the Creative Concept elements 	June – September 2022
<i>EICB</i>	PDM, WAT	<p>PLATINA3 5th Stage event (tbc)</p> <ul style="list-style-type: none"> - An opportunity to test part of the Creative Concept elements during a waterborne transport RD&I project 	June – October 2022
<i>Waterborne TP</i>	EICB, PDM	<p>STEERER Final event</p> <ul style="list-style-type: none"> - An opportunity to test part of the Creative Concept elements during a waterborne transport RD&I project 	July - October 2022
<i>Waterborne TP</i>	All partners	<p>Presence in TRA 2022 Lisbon</p> <ul style="list-style-type: none"> - Presenting the project and its results during Europe’s biggest transport research event. Video production. An opportunity to fully test the Creative Concept 	June – November 2022

2.6 Partners' Responsibilities and Communication Flows

The Strategy is being developed and updated by the LASTING partners, most of them being waterborne transport sector representatives – EICB, PDM, SEA Europe, Fundación Valenciaport, WaterborneTP – which are supported by a specialized consultancy in communications and public affairs, Burson, Cohn & Wolfe (BCW). All partners contribute to the work, while some have additional responsibilities based on their roles as Work Packages' leaders.

The main implementing elements of the strategy, namely the campaign plan, the dissemination materials and the creative concepts for the events, are overseen by BCW as WP3 leaders, with the help of all the partners. All partners have the responsibility, in accordance with the decisions taken at the consortium level, to lead and/or contribute to the different dissemination activities from the campaign plan. It is also important that all partners include the relevant LASTING information in their own communication channels and events, in order to best promote the project and its developments.

Furthermore, each partner can propose throughout the lifetime of the project additional communication activities. These would need to be discussed at the consortium level, to review the message(s) and target audience(s), the necessary budget, etc. One exception concerns the potential intellectual property rights (IPR) aspects: the partner owning the IPR on the ideas/materials that are shared has a veto on declining dissemination of the material. Partners are encouraged to take the *de facto* lead on the communication of some messages and/or to some stakeholder groups based on their organization type, waterborne transport segments covered, experience in communications, etc.

All partners have to regularly communicate on the implementation of the different communication activities, so that there is a clear and detailed track of the activities done within LASTING.

Concerning the communication with the EC, this is the responsibility of WaterborneTP as main point of contact. All issues that must be raised with the Project Officer will be raised through WaterborneTP. Also, reversely, issues to be raised to the consortium or individual partners by the Project Officer will go through WaterborneTP. Finally, WaterborneTP organizes and discusses with the General Assembly all the project developments and any particular point raised.

This process is implemented to avoid scattered communications to the stakeholders with potentially largely varying messages, which can also carry inconsistencies. It will be adjusted in the next PEDR version, if needed, based on the experience gathered by the project partners until that moment.

3 The LASTING Exploitation Strategy

3.1 Intellectual Property Rights

With regard to IPR, LASTING will follow the guidelines defined in the EC's Consortium Agreement templates from the Development of a Simplified Consortium Agreement (DESCA).

Within the project there are no peer-reviewed scientific publications foreseen. The nature of LASTING as a communications-oriented CSA makes it therefore a low-risk project regarding potential IPR issues, as making its insights and research results widely and publicly available is a main activity of the project.

Knowledge gathered in LASTING will not be commercialized, directly sold, or used to improve any commercial products. All partners are encouraged to share their knowledge, in order to improve the quality of the LASTING project and results. In the already signed Consortium Agreement (CA), no arrangements have been made on background information in view of IPR, which indicates that not any partner foresees to claim IPR. Sharing information is therefore not expected to result in problems or limitations. However, in the case a partner wants to implement more protective measures he or she is free to do so according to the CA and Grant Agreement (GA).

Nevertheless an IPR management role is appointed. His or her role is further specified in Deliverable D4.2 and in general will consist of keeping records of any results generated that might need to be IPR protected on partner request, providing information on protection and ownership of IPR and addressing queries regarding interpretations of the rules and regulations stated in the GA and CA. Potential conflicting interest will be reported to the Steering Committee (SC) for a decision.

The role of the IPR Manager lies with the project coordinator, as agreed with all project partners.

In general the results are owned by the party that generated them. Joint ownership is governed by Art. 26.2 of the GA. Transferring these results between partners and the dissemination of these results are regulated in the CA's section 8. In LASTING, free sharing and dissemination is foreseen but a party can object to this if results are critical for its commercial activities.

3.2 The Exploitation of the LASTING Results

No *business plan* is necessary for the projects results, as they are mainly information on information gaps concerning innovation needs, plus a communication campaign. Both concern all waterborne transport stakeholders that are already involved or plan to become involved in RD&I activities. However, it is relevant to address the follow-up actions and likely desired continuation of these actions, to further support the sector's RD&I involvement after the project lifetime.

Since the project is a communications- and waterborne transport-oriented CSA, the project results will be available to be taken-up and used by all the project partners. And as almost all the project partners are waterborne transport stakeholders, there is a natural interest from them to use the results of this project.

As specified in the GA, the Waterborne TP will take over the communication strategy and campaign after the lifetime of LASTING and will ensure a durable implementation of the concepts and materials developed in the framework of the project.

More specifically, Waterborne TP will:

- continuously address the results from WP1 – the information gaps and the solutions to them – in its activities,. This approach will ensure that the waterborne transport stakeholders can boost the RD&I involvement and results, especially in the context of the ZEWT Partnership and other HEU opportunities;
- use the elements of Creative Concept developed by LASTING as an integral part of its organization of or participation to relevant events. It will also encourage its members and other waterborne transport stakeholders to adopt the LASTING Creative Concept as an example of 'best practices' in terms of event organization. There is no foreseen time limit for the use of this 'plug-and-play' event concept, though it is certain that it will witness some modifications along the way;
- continue to directly use specific dissemination results, such as videos or information regarding the RD&I funding opportunities during the current MFF, long after the project end, as this information is of critical importance and also quite stable in time – up to 2027 at least. These results can be used to target both the sector at large as well as some specific stakeholders, such as SMEs. Some updates will have to be implemented to take into account the natural developments in this period, yet the bulk of the work will have already been done in the context of LASTING.

The Waterborne TP aims to increase the targets as set under expected impact every year, and will ensure participation to and organization of waterborne transport events.

All the other LASTING partners involved in the waterborne transport sector will take up the relevant project outputs and integrate them into their work activities according to their needs and sector developments. As most of them are also Waterborne TP members, it is certain that they will contribute to various degrees in the association's activities which, as mentioned above, will automatically include the exploitation of the project's results. Its outstanding partnership and network of collaborating

organizations creates a fertile ground to achieve maximum impact. In that case, the LASTING communication and dissemination strategy will inform, raise awareness, engage and collaborate to ensure impact in order to achieve the following main objectives:

- ensure that all relevant information and outcomes will have the maximum possible outreach at Member State and European level;
- maintain and further enlarge the number of relevant stakeholders that participate in the promotion and networking events based on the LASTING ideas, such as conferences, seminars and technical workshops;
- further enlarge the mechanisms that can maximize the exposure of the project outputs to the largest possible audience;

As this is the first version of the PEDR document and the dissemination activities (the implementation of the LASTING communications campaign) is still on-going, the exploitation section only gives the more general approach of the actions to be implemented. Strong and effective dissemination activities are critical for enabling LASTING to achieve its objectives. Based on the experience gained during the project lifetime, the partners will be able to calibrate and detail their exploitation plans, which will then be presented in detail in the next PEDR versions.

4 Conclusions

This report outlines the structure and content of the project's (Draft) Plan for Exploitation and Dissemination of Results, aimed at presenting the strategy of the exploitation and dissemination/communication activities of the LASTING project. It also lays the directions to be reviewed and updated within the next PEDR versions, throughout the project lifetime.

It has a comprehensive yet simple approach, covering the project's objectives, communication channels and tools, target audiences, timeline, partners' responsibilities, and the communication flow and responsibilities.

The final PEDR version will be created based on the entire LASTING experience including following deliverables D2.2 Creative Concept, D3.1 Campaign Plan and D3.2 Communication Materials and toolbox. The document will then be used by WaterborneTP, the other LASTING partners and all stakeholders active in the waterborne transport research arena to continue the (updated) dissemination work for the benefit of the entire waterborne transport community.