



D2.4 Final PEDR

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Executive Summary

This deliverable outlines the implementation status of the communications and campaign plans for the LASTING project. Each section details the activities carried out, their impact, and plans for further utilization of materials within the remaining project timeframe. Beyond the project's duration, the communication strategies, materials, and stakeholder engagement frameworks developed will continue to drive impact. Beyond the project's duration, the communication strategies, materials, and stakeholder engagement frameworks developed will continue to drive impact. The Waterborne Technology Platform (WTP) will sustain these efforts, maintaining a digital presence and promoting ongoing projects and innovations within the sector. By engaging stakeholders and facilitating collaborations, WTP will ensure the enduring influence of LASTING's initiatives.



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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 engagement of the broader waterborne transport sector in European RD&I activities, by developing a communication strategy, and implementing a long-lasting communication campaign beyond the lifetime of this project, ultimately increasing, stakeholder engagement in the sector and thereby increasing 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 with 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 at a number of 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 main 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, yet importantly, 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 an investment of 1,3 million Euro over the course of 36 months, starting in January 2021.



Figure 1: LASTING Project Partners

1.2 Description of Deliverable 2.4: Final Plan for the Dissemination and Exploitation of Results

This final PEDR is designed to be a living document, guiding the LASTING consortium and its stakeholders in maximizing the project's benefits well into the future, ensuring the project's outcomes continue to resonate and bring value across the waterborne transport sector and beyond.

2. Communications Plan Activities

2.1 Social Media Campaigns

The LASTING social media campaigns will have enduring impacts, especially on the Zero Emission Waterborne Transport (ZEW) Partnership. By establishing a strong presence on LinkedIn and Twitter, LASTING has laid the groundwork for ongoing engagement and awareness in the waterborne transport sector. Moreover, these campaigns have highlighted industry challenges, innovation trends, and EU funding benefits, educating a broad audience. The "Let's Talk Waterborne" campaign provided valuable industry insights, while the "Waterborne Days" campaign reached beyond traditional audiences through targeted advertising.

The consistent messaging and materials developed will be adopted by the Waterborne Technology Platform, ensuring lasting impact. This foundation will support ZEW by maintaining stakeholder engagement, promoting zero-emission technologies, and fostering sustainable development in waterborne transport. The LASTING [webpage](#) hosted by WATERBORNE TP aims to provide an overview of the key activities and deliverables and serve as an anchor in the communications campaign, to which different activities (e.g., social media posts) can be linked back to. Systematically linking to the LASTING website throughout our communications plans would increase the impact of both the activities themselves and that of the website.

2.2 LASTING Playbook

The LASTING Communications Playbook is a comprehensive guide crafted by LASTING to help members of the European waterborne transport RD&I community enhance the impact of their organisation's activities through strategic communications. It provides dissemination and communication guidelines that bring added value to the sector.

It can be found [here](#).

3. Monitoring of the Results

The monitoring results of LASTING demonstrates significant progress in stakeholder engagement, communication effectiveness, and collaborative efforts. Key metrics such as stakeholder participation in workshops, symposiums, and collaborative projects, as well as social media engagement rates, impressions, and click-through rates, indicated throughout the several deliverables of the project, show its impact in raising awareness and fostering dialogue within the waterborne transport sector. Additionally, feedback from participants and stakeholders provides valuable insights into the effectiveness of LASTING's communication strategies and the perceived value of its educational programs and training modules. Overall, the monitoring results reflect the project's success in advancing its objectives and maximizing its impact within the waterborne transport community.

4. LASTING and the Zero-Emission Waterborne Transport Partnership

LASTING plays a pivotal role in engaging stakeholders across various sectors of the waterborne transport sector, fostering collaboration essential for advancing the ZEWTP initiative. Through workshops, symposiums, and collaborative projects, LASTING facilitates dialogue, knowledge sharing, and strategy alignment. Additionally, LASTING's educational programs support workforce development in the zero-emission sector, preparing individuals for technological shifts and promoting acceptance of zero-emission technologies. Its communication strategies, including the development of materials and participation in media, educate the public and decision-makers about the benefits of zero-emission waterborne transport. By integrating its objectives with the ZEWTP Partnership, LASTING significantly contributes to reducing greenhouse gas emissions and fostering sustainable development in the waterborne transport industry, ensuring a lasting impact beyond the project's lifetime.

Once the LASTING project concludes, WTP will sustain and amplify its achievements, ensuring LASTING's identity and influence endure. WTP will maintain the digital presence initiated by LASTING, managing social media accounts and the website to keep the waterborne transport community engaged with regular updates on ongoing projects and innovations. Utilizing the high-quality dissemination materials produced during LASTING, WTP will continue communication activities and develop new materials for emerging trends and projects. The plug-and-play system for event participation will be fully implemented, enabling WTP to efficiently participate in key maritime and inland waterway transport events, disseminating information about technological advancements and policy developments.

Promoting zero-emission technologies under the ZEWTP partnership will be a critical focus. WTP will engage a diverse network of stakeholders to drive the ZEWTP initiative, fostering dialogue, sharing knowledge, and aligning strategies for zero-emission waterborne transport. This collaboration will help overcome the challenges associated with transitioning to zero-emission technologies. Effective communication strategies from LASTING will be carried forward by WTP, supporting ZEWTP's goals by educating the public and decision-makers about the benefits of zero-emission waterborne transport. This includes developing communication

materials, public demonstrations, and active media participation to highlight the strategic importance of transitioning to zero-emission systems.

Through these efforts, WTP will ensure the durable implementation of the communication strategy and campaign developed by LASTING. Ongoing monitoring and evaluation of communication efforts will ensure desired outcomes, with feedback guiding necessary adjustments. By offering training and support to industry stakeholders, WTP will build capacity for effective communication within their organizations. WTP will ensure that LASTING's identity and impact endure beyond its project lifetime. By aligning with ZEWT's strategic aims and continuing LASTING's momentum, WTP will significantly contribute to reducing greenhouse gas emissions and fostering sustainable development in the waterborne transport industry, supporting the European Commission's progress towards a cleaner, more efficient future in maritime and inland water transport.

The WTP, through the ZEWT initiative, has been instrumental in centralizing and disseminating critical information across the waterborne transport sector. ZEWT engages in comprehensive efforts to consolidate research findings, technological advancements, and policy developments, making this information readily accessible to stakeholders. By maintaining updated research and innovation roadmaps, ZEWT outlines key priorities and strategies for the sector, providing a clear and cohesive direction for stakeholders. Moreover, ZEWT organizes numerous newsletters, workshops, conferences, and events that facilitate the exchange of knowledge and best practices among industry leaders, policymakers, researchers, and NGOs. A list of the events that LASTING has participated in is shown in Annex 3. These communications and events serve as platforms for joint collaboration, enabling stakeholders to stay informed about the latest advancements and regulatory changes. Additionally, WTP's online portals and databases offer a centralized repository of reports, research papers, and policy documents, ensuring that stakeholders can easily access valuable resources. Through these efforts, ZEWT effectively acts as a "single point" for information sharing, streamlining the dissemination process and fostering a collaborative environment geared towards achieving zero-emission waterborne transport. Such a collaborative environment is embraced by the signing of the LASTING MoU.

4.2 Memorandum of Understanding (MoU):

The Memorandum of Understanding (MoU) signed during the Waterborne Days 2023 will significantly extend the impact of the LASTING project beyond its official end. The kick-off of an expert group of signatories of the Memorandum of Understanding for LASTING will be tackled in deliverable 3.5. The original text of the MoU was drafted by Pro Danube with the contribution of all Partners in Task 2.2 in 2021 and 2022. Find attached said MoU in Annex 1 and the list of the signing organisations in Annex 2.

This formal agreement will cement collaboration among key stakeholders, including industry leaders, policymakers, researchers, and NGOs, ensuring sustained partnerships and a commitment to the goals initiated by LASTING. By defining clear roles and responsibilities, the MoU will facilitate ongoing cooperation and resource sharing, which are crucial for advancing zero-emission waterborne transport technologies. Moreover, it will ensure that future projects align with the strategic aims of the ZEWT partnership, leveraging the groundwork laid by LASTING. The MoU group will be invited to participate in workshops that will ensure that the achievements and advancements made under LASTING continue to influence and shape the future of zero-emission waterborne transport. The group that was created from the signature of the MoU will be encouraged to participate in the Waterborne Days 2025.

4.3 Waterborne Days 2025:

Waterborne Days 2025 will serve as a premier event for disseminating the results and innovations developed during the LASTING project to a broader audience, including international stakeholders. This event will provide a platform for engaging with a wide range of stakeholders, including industry experts and policymakers to discuss advancements and future directions in waterborne transport. The event will facilitate knowledge exchange through workshops, seminars, and panel discussions, encouraging collaborative efforts to overcome remaining challenges in the sector.

Additionally, Waterborne Days 2025 will help shape future policies and regulatory frameworks that support the adoption of zero-emission technologies, building on the advocacy work initiated by LASTING. By gathering influential stakeholders, the event will raise public awareness about the importance of sustainable waterborne transport and the successes achieved through the LASTING project, fostering a supportive environment for future initiatives. Moreover, Waterborne Days 2025 will reinforce the long-term vision and goals of the ZEWT partnership, ensuring that the momentum generated by LASTING continues to drive progress towards a sustainable and zero-emission future in maritime and inland water transport.

5. Conclusion

The Final Plan for the Exploitation and Dissemination of Results, or Deliverable 2.4, represents a comprehensive overview of the LASTING project's extensive efforts in communication, dissemination, and exploitation. Through the strategic execution of various campaigns, stakeholder engagements, and educational initiatives, LASTING has successfully fostered a robust network of industry leaders, policymakers, researchers, and the general public, all unified by the common goal of advancing zero-emission waterborne transport technologies.

The initiatives undertaken, such as the targeted social media campaigns and the impactful educational programs, have not only raised awareness but also cultivated a culture of innovation and environmental stewardship. The Memorandum of Understanding (MoU) and the planned Waterborne Days 2025 are critical components in ensuring the enduring impact of LASTING. These initiatives will solidify long-term collaborations, promote continuous knowledge exchange, and sustain the momentum generated throughout the project's lifespan.

As LASTING reaches its conclusion, the groundwork laid by these activities will continue to drive progress in the waterborne transport sector. The integration of LASTING's achievements with the strategic aims of the ZEWT partnership ensures that the project's legacy will persist, influencing future policies, innovations, and educational efforts. By maintaining and expanding upon the successes of LASTING, the Waterborne Technology Platform (WTP) and its partners will play a pivotal role in steering the maritime and inland water transport industry towards a sustainable, zero-emission future.

In conclusion, this final plan outlines the comprehensive strategies employed by the LASTING project to disseminate its findings and maximize its impact beyond the project's lifetime. By engaging stakeholders, implementing effective communication campaigns, and aligning with the Zero-Emission Waterborne Transport Partnership, LASTING ensures a lasting legacy in advancing sustainable waterborne transport in Europe. Through these concerted efforts, LASTING contributes to reducing emissions, fostering innovation, and promoting a cleaner, more sustainable future for maritime and inland water transport. The LASTING project has established a strong foundation for continued advancement in zero-emission waterborne transport, driving the sector towards greater sustainability and environmental responsibility.

Annex I – LASTING MoU

Memorandum of Understanding

Between

The LASTING Project Consortium

and

Ms/Mr (*Name & Surname*).....of (*company name*).....

in respect of cooperation and dissemination of LASTING project activities & results

The present **Memorandum of Understanding (the MoU)** is an agreement between the LASTING Project Consortium and relevant waterborne transport sector experts (The Experts) involved in European RD&I activities or having a dedicated interest in the field. It lies down the basis for interaction and cooperation having as overall aim to facilitate the communication within the waterborne transport research community and to increase its participation in European RD&I projects and activities, and therefore contribute to creating smart and sustainable growth in Europe.



I. BACKGROUND

The LASTING project (LET'S GO FOR WATERBORNE TRANSPORT RESEARCH - BROADENING ENGAGEMENT AND INCREASING IMPACT) aims to broaden the engagement of the broader waterborne transport sector in European RD&I activities, by developing a communication strategy and implementing a long-lasting communication campaign beyond the lifetime of the project, ultimately increasing stakeholder engagement in the sector and thereby increasing impact of European waterborne transport RD&I. LASTING is funded by the European Commission research and innovation programme Horizon 2020, with an investment of 1,3 million Euro over the course of 36 months, starting in January 2021. LASTING is coordinated by SEA Europe, counting with the participation of six other partners from four EU countries, namely: Waterborne Technology Platform (BE), BURSON COHN & WOLFE (BE), Expertise- en Innovatiecentrum Binnenvaart (NL), Pro Danube Management GmbH (AT), Fundación Valencia Port (ES), Foundation WEGEMT (UK).

II. COMPOSITION

The group of experts is composed of minimum 20 individuals, i.e. experts, representing a well-balanced mix of different profiles (both maritime and inland navigation): ship-owners, ship-operators, transport operators, ports, shipyards, equipment manufacturers, infrastructure managers, research clusters, etc. When defining the composition of the group, the LASTING Consortium aims at ensuring a high level of expertise, both technical as well as in terms of communication & dissemination skills, as well as a balanced representation of relevant know-how and areas of interest, while considering the specific tasks of the project.

III. OBJECTIVES

In particular, this MoU is intended to:

- Establish a group of relevant Experts with a strong interest in European RD&I waterborne transport sector projects
- Test the effectiveness of communication materials developed by the LASTING consortium
- Further disseminate the LASTING materials in the Experts own networks
- Agree to act as Ambassadors for the LASTING project
- Participate in selected events and relevant panel discussions
- Open the possibility for future European RD&I project cooperation

IV. The objectives of the MoU will be achieved through:

- Participation in stakeholders' workshops and panel discussions
- Provision of information via dedicated questionnaires and interviews
- Sharing within own network and via own communication channels LASTING project dissemination materials



V. It is mutually understood and agreed between the parties that:

- Commencement date: This MoU is executed as of the date of its signature.
- Termination and expiration date: Either party may terminate this collaboration in whole or in part, by a written notification. This MoU is effective until 31 December 2023.
- Principal contacts: The principal contacts for this MoU are:

On behalf of the LASTING consortium

Ms/Mr (name & surname): _____, email address: _____

On behalf of the signatory body

Ms/Mr (name & surname): _____, email address: _____

- Notification: Any correspondence sent by the parties within the framework of this MoU shall be made in writing and shall be sent by email.

Concluded on: dd/mm/yyyy

Concluded at: City, Country

Signature:



Annex II – Signatory organisations of LASTING’s MoU

The signing organisations of the Memorandum of Understanding of LASTING to create an expert group, were:

- Abo Akademi University
- CIMNE – International Centre of Numerical Methods in Engineering
- DAMEN
- DLR – German Aerospace Centre
- ETA – European Tugowners Association
- IG River Cruise
- PONANT
- Port of Amsterdam
- PRS – Polish Registry of Shipping
- Wärtsilä

Annex III Events LASTING participated in

Partner	Event Title	How did we participate? (Presentation, Session, Video, Brochures)	Event Date
Waterborne	SMM24 Hamburg	Session	03/09/2024
BCW	Posidonia	Presentation	03/06/2024
Waterborne	TRA 2024 - Dublin	Session	15-19/04/2024
BCW	Euromaritime	Presentation	30/01/2024
Pro Danube	DANUBE PORTS DAYS 2023	Brochures	23/11/2023
WEGEMT	WEGEMT Annual and EC meeting	Presentation	14/11/2023
WEGEMT	Universidade de Lisboa - Instituto Superior Técnico (IST)	Presentation	07/06/2023
WEGEMT	Universidad Politécnica de Valencia	Presentation	06/06/2023
WEGEMT	Piri Reis University, Turkey	Presentation	29/05/2023
WEGEMT	Technical University of Gdansk (GTU)	Presentation	24/05/2023
WEGEMT	University of Gent, Belgium	Presentation	28/03/2023
WEGEMT	UCD/University in Ireland	Presentation	08/03/2023
WEGEMT	University of Liege, Belgium	Presentation	24/02/2023
Waterborne	Joint EU Smart Shipping & Logistics Platform	Presentation	16/02/2023
Waterborne	TRA 2022 - Portugal	Session	14-17/11/ 2022
Waterborne	Joint EU Smart Shipping & Logistics Platform	Presentation	07/09/2021
SPB	Joint EU Smart Shipping & Logistics Platform	Presentation	08/03/2021

