

Action communication plan

Sub-Activity 1.2.

Communication and dissemination

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Table of contents

Abbreviations	3
1. Introduction	4
1.1. Scope of the document.....	4
2. Publicity and visibility requirements.....	4
2.1. General visibility requirements of the Connecting Europe facility (CEF) Programm	5
2.2. Specific visibility requirements for publications and dissemination materials.....	5
2.3. Specific visibility requirements for Public works and equipment	6
2.4. Requirements of FAIRway Danube – internal rules and processes	6
3. General Project Presentation.....	6
3.1. FAIRway Danube in a nutshell.....	6
3.2. Overview of FAIRway Danube activities	7
3.3. Key facts.....	8
3.4. Coordination with the partners	8
4. Overview on communication and dissemination activities	9
5. Internal Communication.....	12
5.1. Internal newsletters	12
5.2. Internal Web interface	12
6. Events & Dissemination Opportunities.....	12
6.1. FAIRway Danube User Fora.....	12
6.2. FAIRway Danube Advisory Board.....	12
6.3. Event synergies	12
6.4. Project Final Event.....	12
7. External Communication.....	13
7.1. Project flyer.....	13
7.2. Project roll-up	13
7.3. Basic project presentation.....	13
7.4. The FAIRway Danube website.....	13
7.5. External newsletters	13
7.6. Press releases.....	13
7.7. Press articles (print & digital)	14
7.8. Presentation of FAIRway Danube on partners' company websites.....	14
7.9. Animation film	14
8. Target groups and stakeholders	14
8.1.1. Target groups	14
8.1.2. Stakeholder Management.....	15

8.2. Type and level of communication	16
8.2.1. Levels of communication	16
9. Validation of the Communication Plan.....	16
9.1. Purpose of the dissemination materials.....	17

Abbreviations

Act.	Activity
SAct.	Sub-Activity
PP	Project Partner
AL	Activity Leader
SAL	Sub-Activity Leader
FAB	FAIRway Advisory Board
SCOM	Steering Committee
via	viadonau
ARVD	Waterborne Transport Development Agency
AFDJ	River Administration of the Lower Danube Galati
ACN	Administration of the Navigable Canals
EAEMDR	Executive Agency "Exploration and Maintenance of the Danube River"
OVF	General Directorate of Water Management
AVP	Agency for Inland Waterways
ACP	Action Communication Plan
FRMMP	Fairway Rehabilitation and Maintenance Master Plan

1. Introduction

1.1. Scope of the document

The purpose of an Action Communication Plan (ACP) is to establish a common strategy for internal and external communication, to identify and organize the dissemination activities to be performed in order to raise awareness of FAIRway Danube and to promote the project results. This will be carried out using different communication tools: print, online and face-to-face.

The Action Communication Plan (ACP) is foreseen as an output of Sub-Activity 1.2 – Communication and Dissemination within Activity 1 “Project Management”. The general objective of Sub-Activity 1.2 – Communication and Dissemination is threefold. First, to provide a seamless communication between the project partners to ensure a fluid workflow and a common understanding of the project activities, secondly to provide transparency and communicate the project results and finally to be the liaison between FAIRway Danube and its stakeholders, within and outside the project in the European and in the national inland navigation sector.

Responsibilities

AFDJ Galati is the coordinator of the communication and dissemination activities of FAIRway Danube. All members of the consortium are actively contributing to the communication and dissemination of the Action and the following tasks are organised: providing inputs for national action plans updates and other reports, information on status of the activities, sub-activities when necessary and requested either by the Coordinator/EC/INEA, organising national and regional workshops, presenting the Action at regional/national/TEN-T days conferences and exploiting possible synergies or publishing articles in the press. The project partners are also expected to support the coordinator’s activities. The scope of this document is to provide guidelines for the communication and dissemination strategy for FAIRway Danube and to define the best dissemination tools and the best way to use those during the project in order to provide publicity and transparency, thus to reach the above mentioned objectives.

For our overall communication strategy, we will use the five-step approach below based on the following questions:

1. WHAT do we communicate? The first step is to define and set up our GOALS;
2. TO WHOM ? In this next step we will define our TARGET GROUPS and STAKEHOLDERS;
3. HOW ? The third step is where we define the METHODOLOGY to be used;
4. WHO and WHEN ? In this step, we are aiming at giving information for time allocation of responsibility and a timetable for the present document identifying responsible persons and timelines;
5. HOW GOOD ? In this last step, we wrap up all the steps above while giving ourselves the tools necessary to measure our communication and dissemination performance using specific metrics for EVALUATION;

2. Publicity and visibility requirements

Our mission is to support the Commission, project promoters and stakeholders by providing expertise and high quality of programme management to infrastructure, research and innovation projects in the fields of transport, energy and telecommunications, and to promote synergies between these activities, to benefit economic growth and EU citizens.

Any report, brochure or document connected with the project must mention EU co-funding.

This mention is important as it:

- shows your commitment and participation in the CEF Programme;
- helps to give the important message to the European public that the European Union is doing its part in financing European infrastructure development

2.1. General visibility requirements of the Connecting Europe facility (CEF) Programm

The following information must be included in the publicity and dissemination actions and items, as relevant to the specific type of dissemination carried out:

1. A funding statement stating that FAIRway Danube is the recipient of funding from the CEF. The phrase "**FAIRway Danube is co-financed by the European Union's Connecting Europe Facility**" must be included on all dissemination and communication print items
2. For print items such as flyer, brochure or newsletter, a disclaimer releasing the European Union from any liability in terms of the content of the dissemination materials must be included: "The sole responsibility of this publication lies with the project consortium. The European Union is not responsible for any use that may be made of the information contained therein." (This disclaimer is available in all EU official languages - <https://ec.europa.eu/inea/connecting-europe-facility/cef-energy/publicity-guidelines-logos/publicity-disclaimer>. As an alternative to point 1, you may simply use the EU flag jointly with the funding statement.
3. As FAIRway Danube is a European project and the corridor approach is key for the success, the FAIRway Danube logo and the EU Logo have to be visible on all dissemination items. All the activities focus on harmonization, cooperation and coordination between the partners, therefore we should go for following approach:
 - o ALL partner logos on items of a bigger size, in order to emphasize the cooperation between us.
 - o NO partner logos on smaller items, only the logos of FAIRway Danube and the EU.



Co-financed by the European Union Connecting Europe Facility

When using this logo form, please ensure the following:

- elements of the logo should not be separated, i.e. please use the logo as one whole unit
- leave enough free space around the logo, for clarity purposes

2.2. Specific visibility requirements for publications and dissemination materials

Type of communication	Placement of logo / guidelines for use
Websites & Social media accounts	- Same place on every page - Ideally as part of the website frame which appears on all sections - Landing or intro page (Social media)
Brochures, information leaflets, fact sheets, newsletters, posters	- Bottom right corner of publication - Front or back cover - On white background (unless placed on a large photo or illustration as on a poster)
Reports & internal project publications	- Front cover
Power Point or other graphical presentations such as Prezi	- First or last slide of a presentation or in the footer of each slide
CD-ROM, DVD	- On label of jewel box or CD label
Videos & animations	- Intro or closing screenshot

2.3. Specific visibility requirements for Public works and equipment

WHEN	WHAT	HOW
Before / during the works	Billboard/signage erected on site	Must contain funding statement and EU flag
After the works	Permanent commemorative plaque or billboard/signage	Must contain funding statement and EU flag

As a general rule, the sub-activity coordinator must be informed on all communication and dissemination activities past and planned on a regular basis (for further details also see section 3.4. Coordination with the partners).

2.4. Requirements of FAIRway Danube – internal rules and processes

In order to respect the visibility program rules stated above, always carry out dissemination activities in accordance with the Communication and Dissemination sub-activity leader.

- use the basic project presentation (EN/national language);
- always use the following project templates created:
 - Agenda;
 - List of Participants;
 - Meeting Minutes;
 - Concept (Study);
 - PowerPoint Presentation;
 - News;
 - Press Release;
 - Word

The FAIRWAY Danube templates and logos will be found for download on the internal web interface of the project website www.fairwaydanube.eu.

3. General Project Presentation

3.1. FAIRway Danube in a nutshell

FAIRway Danube translates the Fairway Rehabilitation and Maintenance Master Plan (FRMMP), that was endorsed by the Danube Ministers of Transport on 3rd December 2014, into action. It sets first steps and at the same time prepares for the full deployment of the Master Plan along the Danube and its navigable tributaries.

The FRMMP calls for harmonised initiatives to tackle infrastructure bottlenecks along the TEN-T Rhine-Danube Core Network Corridor and has been elaborated in close cooperation with all riparian states. FAIRway Danube is implemented in seven countries: Austria, Slovakia, Hungary, Croatia, Bulgaria and Romania.

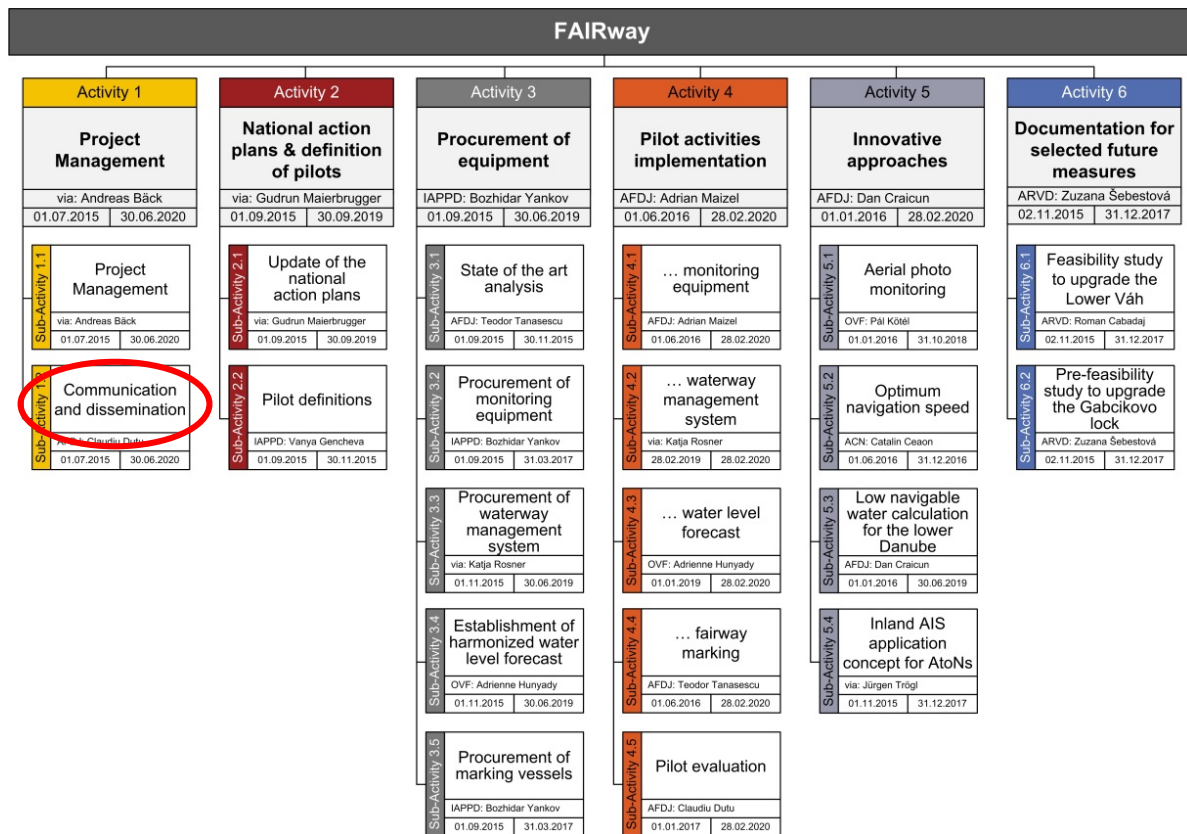
With current and harmonized information about shallow sections, water levels and water level forecasts, FAIRway Danube will be supporting the planning of transports on the waterway as well as its maintenance and the design of river engineering measures or the relocation of the fairway course. FAIRway Danube aims at preparing the harmonized rehabilitation of the Danube and its navigable tributaries by implementing the following activities:

- Regularly update national action plans and define pilots
- Procure equipment for hydrological services
- Execute and evaluate pilots in order to
 - Harmonize basic data on critical locations
 - Monitor coherently the navigation status
 - Provide harmonized water level forecasts
 - Identify the potential of fairway relocation

- Develop innovative approaches (aerial monitoring, AtoNs ...)
- Prepare documentation for future implementation steps
- Manage the project and disseminate its results

A general presentation of the project that should be used and optionally translated into the partner national languages is a project deliverable that is available for mandatory use and must be used at FAIRway Danube communication and dissemination events.

As a reminder, Communication and Dissemination, aka sub-activity 1.2., inscribes itself in Activity 1, Project Management which deals with monitoring and management of technical progress, resources and quality of the project results.



3.2. Overview of FAIRway Danube activities

Within FAIRway Danube, the following activities will be performed:

- Elaborate coordinated national action plans and define pilots
- Procure equipment for hydrological services
- Execute and evaluate pilots in order to:
 - Harmonize basic data on critical locations
 - Monitor coherently the navigation status
 - Provide harmonized water level forecasts
 - Identify the potential of fairway relocation
- Develop innovative approaches (aerial monitoring, AtoNs ...)
- Prepare documentation for future implementation steps
- Manage the project and disseminate its results

The activities within FAIRway Danube will in the long run contribute to the following specific objectives:

- Raise the quality of hydrological services for waterway infrastructure users

- Raise the efficiency of fairway rehabilitation and maintenance measures along the Danube waterway
- Ensure year-round navigability on the Danube waterway
- Raise the safety of Danube navigation

3.3. Key facts

- Project duration: July 2015 until June 2020
- Budget: EUR 23,4 MM
- EU cofinancing: 19,6 MM
- Project coordination : via donau
- Project partners : 8 partners from 7 countries
 - Austria – via donau-Österreichische Wasserstraßen-Gesellschaft mbH (viadonau);
 - Slovakia – Waterborne Transport Development Agency (ARVD);
 - Hungary – General Directorate of Water Management (OVF);
 - Hungary - Nemzeti Infrastruktúra Fejlesztő Zrt, (NIF).
 - Croatia – Agency for Inland Waterways (AVP);
 - Bulgaria – Executive Agency "Exploration and Maintenance of the Danube River" (EAEMDR);
 - Romania – River Administration of the Lower Danube Galati (AFDJ);
 - Romania – Administration of the Navigable Canals (ACN);

3.4. Coordination with the partners

Claudiu Dutu of AFDJ is sub-activity leader and as such has the overall coordination role. In the partner countries and organisations, the following persons are responsible for the coordination of communication and dissemination activities on national level:

AT	SK	HU	HR	RO	RO	BG
viadonau	ARVD	OVF+NIF	AVP	AFDJ	ACN	IAPPD
Hélène Gilkarov	Zuzana Šebestová	Erika Saltarelli	Tomislav Štrus	Claudiu Dutu	Echim Cristina	Maria Kuppenova

In order to guarantee a seamless flow of responsibilities between the sub-activity leader and the partners, the following process for printed or digital dissemination items has been established:

When a partner prepares a dissemination item, the sub-activity leader will be the last person to validate the dissemination measure. The process is as follows:

Step 1: the partner prepares a dissemination action

Step 2: the partner submits the concept and/or proof of the measure before sending it to print or production.

Step 3: the activity leader approves, amends or rejects the dissemination measure. When applicable, in case the activity leader does not approve of the dissemination measure, the partner makes the necessary amendments and submits the changes to final approval by the sub-activity leader.

Step 4: the partner can carry out the dissemination measure.

4. Overview on communication and dissemination activities

Activity	Audience	Message	Medium / Approach	Timing	Follow Up	Documentation	Responsible
Internal Communication							
Internal newsletter (based on the inputs of the quarterly reports]	FAIRway Danube consortium	recent progress and next steps	Email	3 per year + special editions	-	Digitally stored newsletters	Claudiu Dutu
Intranet	FAIRway Danube consortium	recent progress and next steps	Email / website	-	-	Digitally stored documents	Claudiu Dutu, AL, SAL, experts
Events & Dissemination Opportunities							
National User Fora	National Fairway user and interest groups	recent progress and next steps, benefit for the users, current navigation status, feedback on activities	Locally hold meeting, if possible combined with other national projects	Yearly, first half of the year	Send out meeting minutes	Photos, list of participants, meeting minutes	Persons responsible for SAct 1.2 within the partner organisations
FAIRway Danube Advisory Board	Relevant authorities	recent progress and next steps, benefit for the users, current navigation status, feedback on activities	Meeting combined with SCOM	2 per year	Send out meeting minutes	Photos, list of participants, meeting minutes	Claudiu Dutu
Project final event	National Fairway user and interest groups, Relevant authorities, FAIRway Danube	Results of the project, benefit for the users, current navigation status, feedback on	Meeting	1 per project, end of the project	Send out meeting minutes	Photos, list of participants, meeting minutes	FAIRway Danube consortium

	consortium, Stakeholders, all interested persons	activities					
Project synergies – participation at project meetings with related projects	National / international projects	recent progress and next steps, benefit for other related project, feedback on activities	Email / meeting, if possible combined with other	1 per year	report to the project team and in quarterly reports	Powerpoint presentations, documents, results from reports	Claudiu Dutu
External Communication							
Project website	FAIRway Danube consortium, Stakeholders, general public, all interested persons	Project information, partners, goals, developments and regular updates, news and upcoming events	website	-	-	Digitally stored documents	Claudiu Dutu
Press releases	Press, interested persons	FAIRway Danube press releases with information and key facts	Available for download on website	2 per year	-	Digitally stored documents	Persons responsible for SAct 1.2 within the partner organisations
Press kit	Press, interested persons	FAIRway Danube press kit with information and key facts	Available for download on website	Must be available soon and to be updated on an annual basis	-	Digitally stored documents	Claudiu Dutu Helene Gilkarov
Basic project presentation	Stakeholders, the general public, all interested persons	Project information, partners, goals	Available for download on website	National / international meetings	-	Digitally stored documents	Persons responsible for SAct 1.2 within the partner organisations
Roll-up	Stakeholders, the general public, all interested persons	Project information, partners, goals	Available for used at the meetings	National / international meetings	-	Roll-up / one for each partner	Persons responsible for SAct 1.2 within the partner organisations

Flyer	Stakeholders, the general public, all interested persons	Project information, project activities, time schedule, milestones, its outputs	Available for used at the national / international meetings	National / international meetings	-	Digitally stored documents, printed version	Persons responsible for SAct 1.2 within the partner organisations
Animation film	FAIRway Danube consortium, Stakeholders, the general public, all interested persons	Explanation of FAIRway Danube accessible to all viewers	animation film to be uploaded on the partners' youtube channels (for those who have one) and uploaded on FAIRway Danube website	The film should be available by June 2016	-	Digitally stored documents,	Claudiu Dutu Helene Gilkarov
External newsletter	FAIRway Danube stakeholders	recent progress and next steps	Email	2 per year	-	Digitally stored newsletters	Claudiu Dutu
Company website	FAIRway Danube consortium, Stakeholders, the general public, all interested persons	Project information, partners, goals, developments and regular updates, news and upcoming events	website	When necessary, after the important events of the project	-	Digitally stored documents,	Persons responsible for SAct 1.2 within the partner organisations

5. Internal Communication

5.1. Internal newsletters

Due to the national approaches for the different innovative tools, an internal electronic newsletter will be used as communication channel between the partners with the latest project updates. The newsletters will be distributed on a regular basis - at least three times per year - during the project lifetime. If necessary there will be special editions.

5.2. Internal Web interface

In order to enhance the project workflow and communication, a partner area will be accessible on the project website, based on user and password. This tool will include the following 3 main categories:

- Project calendar – listing the FAIRway Danube relevant meetings and milestones
- File manager – storage area for templates, logo, deliverables in process, meeting-related information such as agenda, meeting minutes, list of participants, presentations and photos
- Address book – listing contact data of all persons involved in the project and its instances

6. Events & Dissemination Opportunities

During the project lifetime, different important meetings will be organized such as: project kick-off meeting, project national kick-off meetings, national user fora, steering and advisory committee meetings, activity coordination meetings, synergy and cross-fertilization meetings, and the project final event.

6.1. FAIRway Danube User Fora

FAIRway Danube is committed to distribute its results and findings and to keep its stakeholders updated. Every year, a technical conference will be organised where all stakeholders will be informed on national level about the latest project results and be given the opportunity to reflect on the developments of the project. These events will be coordinated by the sub-activity leader who will have the overall supervisory role on these events. The partners are strongly encouraged to find synergies between attendees and activities in order to ensure a constant dialogue with all stakeholders. Each partner country will organize a user forum on an annual basis during the project lifetime.

6.2. FAIRway Danube Advisory Board

For the decision-making process, FAIRway Danube will involve the FAIRway Advisory Board (FAB), which includes relevant authorities. The project management team, will present the progress report to the FAB for approval. These meetings will be organized in combination with the Steering Committee meeting.

6.3. Event synergies

All activity leaders and sub-activity leaders are requested to seize opportunities to represent FAIRway Danube at other relevant events such as conferences, meetings, workshops and the like on national and international level.

6.4. Project Final Event

At the end of the project, a project final event will be organised where the outputs, results and achievements of the last five years will be presented. This important milestone will wrap-up all outputs of the project. Invited persons will include: members of the SCOM, the Advisory Board, stakeholders, journalists and representatives of the media.

7. External Communication

The external communication measures listed below are foreseen to communicate the progress and results of the project, during the implementation phase by using press-releases and press articles. Therefore, it is essential to keep a database of press contacts (journalists, press offices) in national databases that must be updated on a regular basis during the project timeline.

7.1. Project flyer

The project flyer will give an overview of the project activities, time schedule, milestones, outputs and project partners in a nice and an easy-to-read design. While an English version of the project flyer is a mandatory item, the partners are strongly encouraged to create digital or print versions in their national language as well. The flyer can be distributed at all national / international events, where project topics may be relevant. The partners are also asked to distribute the flyer at thematic forums and conferences in Europe.

7.2. Project roll-up

A project roll-up will be prepared that will be the “business card” of the FAIRway Danube project. The roll-up will display the FAIRway Danube and the EU logo, together with the FAIRway Danube motto “Committed to the increased safety, efficiency and environmental friendliness of inland navigation”.

7.3. Basic project presentation

A basic project presentation has been prepared in English and will be used as a tool to inform the audience at all FAIRway-related meetings about project objectives, milestones and outputs. This presentation will be updated on a regular basis and should be translated into the national languages of the partners who will use it as an introduction to the project. It should therefore be a mandatory item on the agenda.

7.4. The FAIRway Danube website

The aim of the FAIRway Danube web portal, www.fairwaydanube.eu, is to constantly provide adequate and high-quality information about the project for different target groups. It will be updated on a regular basis and filled with news and other relevant information. The FAIRway Danube website will be used as a platform to communicate the results of the project and the upcoming steps, in a user-friendly language that is not too technical. The website structure will also include general information and public deliverables.

7.5. External newsletters

Within FAIRway Danube, an external electronic newsletter will be used as a communication channel keeping the stakeholders updated. Distributed on a regular basis – twice a year, more if necessary - it will contain public information on the different activities such as: the execution and evaluation of pilots, progress on the harmonization of basic data on critical locations, monitoring of the navigation status, harmonized water level forecast, fairway relocation and development of different innovative tools to be used as national approaches, with impact on the stakeholders, an external electronic newsletter will be used as a communication channel to keep the stakeholders up-to-date. We are thus aiming at a minimum of 10 external newsletters in digital form. Newsletters in print form could be envisaged.

7.6. Press releases

Press releases will be used as a communication tool in order to keep local and national stakeholders informed on the recent progress and next steps in the project or after milestones. The press releases will be published by the Communication Coordinator and will be submitted for translation in national languages to the partners.

7.7. Press articles (print & digital)

The publication of articles in the press (print & digital) on regional and national level is planned. These contributions will come from the partners. All articles should make clear reference to the fact that FAIRway Danube is co-financed by the European Union's Connecting Europe Facility and all texts must be submitted to the Communication Coordinator for approval and validation prior to publication. Press articles are all the more important as they are an inexpensive medium to spread the message and results of the project.

7.8. Presentation of FAIRway Danube on partners' company websites

All the partners will set-up a special section dedicated to FAIRway Danube project information on their websites in order to display their commitment to the progress of the project, the results on national and project level. This section is also a good additional communication channel to announce upcoming events and next steps in FAIRway Danube.

The partners will link this section to the official website of the project at www.fairwaydanube.eu.

7.9. Animation film

In order to illustrate the aims and results of a project in a comprehensive manner and to bring a project closer to the public, animation films are increasingly popular tools that are being used in project dissemination. The communication coordinator will prepare in cooperation with the partners an animation film that must be available for the middle of 2016, which will be shown at the relevant events and will be presented to create a legacy for FAIRway Danube. The film will also be uploaded on the viadonau youtube channel. The film will be based on inputs delivered by all partners through their work in the project and organised by the Communication coordinator in coordination with the Project Manager.

8. Target groups and stakeholders

8.1.1. Target groups

A wide and diverse range of European parties and institutions in the government, private and industrial sectors will gain tangible or intangible benefits from the outcome and success of FAIRway Danube. They therefore are to be addressed, reached and are encouraged to get involved in the project.

Target groups of the project's communication and dissemination activities can be broken down into different groups:

- **Authorities**
 - Central Government Ministries, such as Ministries of Transport or the Environment, Custom and Immigration offices, Safety and Security departments
 - Local government
 - Provisional authorities
 - Decision makers: key players whose participation and support is paramount to the success of the project

This is a quite large and influential group of organisations and persons who are responsible for providing, maintaining and operating the European waterways.

- **Users and stakeholders**

These are all possible users who will gain direct benefit from the results of FAIRway Danube. These include shippers, shipping companies, transport organisations, ports, etc.

- **Peers groups**

These are colleagues and key actors in the market place Europe who are not directly involved in the project, but play an important role due to their knowledge and/or positions in positioning the project and its results in their area of activity and whose influence is beneficial to the project dissemination.

- **Industrial suppliers**

These are organisations that supply equipment and solutions and thus will benefit / can improve their services and offers.

- **European organisations**

Organisations of the European Union such as:

- The Coordination of the CEF Programme
- The ERDF and IPA Programme beneficiaries
- Rive
- The River Commissions
- Priority Area 1a of the EUSDR

- **The FAIRway Danube consortium**

- Project Beneficiaries
- Implementing bodies and associated partners

- **Related projects**

Consultation with related projects and exploitation of synergies as well as cross-fertilization are of paramount importance to make use of their results within the project and disseminating the outputs of FAIRway Danube to other projects.

- **Consultative Working Groups**

Consultative Working Groups have the important function of providing technical advice. Such groups are: RIS Expert Groups (NtS, ERI, ECDIS, VTT), PIANC, etc.

- **General public**

A project of the importance and the scope of FAIRway Danube must ensure that members of the public – mostly in the partner Danube countries – who are not directly involved in the project are informed. Given their importance, the stakeholder categories will be listed on the project website.

8.1.2. Stakeholder Management

One of the main objectives of FAIRway Danube being the ongoing consultation with stakeholders, the project partners must prepare a common stakeholder database and make sure it is updated on a regular basis during the project timelife.

For clarity purposes, the stakeholders will be broken down in the following categories:

- **Representatives of relevant Ministries;**
- **Relevant National bodies for Water Framework Directive,**
- **Relevant National bodies for conservation of natural habitats and of wild fauna and flora (Habitats Directive)**
- **Relevant National bodies on Natura 2000 sites;**
- **Port Authorities;**

- **Logistics operators;**
- **Shipping companies;**
- **Education;**

8.2. Type and level of communication

Communication and dissemination activities in FAIRway have the following aims:

- **raise awareness** – let others know about FAIRway Danube, its objectives, its importance for the Danube region and its expected outcomes,
- **inform** – educate/challenge the community,
- **engage** – get input/feedback from the community,
- **promote** – *sell* project outputs and results.

Each target group has a different level of interest, involvement and commitment; consequently the level and purpose of communication will differ.

The following levels have been identified:

- Inform
- Provide knowledge
- Shares results /knowledge
- Demonstrate
- Testing
- Approval

8.2.1. Levels of communication

DISSEMINATION TOOLS:		Flyer	Article	Newsletter	Website	Presentation
TARGET GROUPS	FAIRway Consortium					
	Authorities					
	Users & Stakeholders					
	Peers Groups					
	Industrial Suppliers					
	European Organisations					
	Consultative Working Groups					
	General Public					
	Related projects					

raise awareness	engage	inform	promote
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9. Validation of the Communication Plan

Once the Action Communication plan has been agreed on with the partners and becomes final, INEA will take note of the document.

Within FAIRway Danube, the project partners will share some responsibilities in order to financially cover all dissemination and communication activities and dissemination materials. It is important to bear in mind that costs for promotional materials can be considered eligible only if they are related to a communication/dissemination activity, relevant for the project, necessary, and not considered reckless or excessive.

Type of dissemination materials**	AT viadonau	SK ARVD	HU OVF+NIF	HR AVP	BG IAPPD	RO AFDJ	RO ACN
PEN	-	x	x	x	x	x	x
NOTEPADS A5	-	x	x	x	x	x	x
FOLDER	-	x	x	x	x	x	x
FLYER/in National language and English/	-	x	x	x	x	x	x
USB STICK KEY	x	x	x	x	x	x	x
PAPER BAGS	-	x	x	x	-	x	x
ROLL -UP	-	-	-	-	-	x	-
MUGS	x	x	-	-	-	-	-
COTTON RUCKSACK	-	-	-	x	-	-	-
WINDPROOF JACKET	-	-	-	-	-	-	x
TRAVEL BAG	-	-	x	-	-	-	-
T-shirt/ HOODIES	-	-	-	-	-	-	x
Educational goodie	x	-	-	-	x	-	-

** Items are subject to slight amendments

9.1. Purpose of the dissemination materials

- **PEN** - Items will be distributed and used at the SCOM/ FAB/ stakeholder meetings/ user fora meetings for further promotion of FAIRway Danube project. Distribution among the partners is possible when necessary.
- **NOTEPADS A5** - Items will be distributed and used at the SCOM/ FAB/ stakeholder meetings/ user fora meetings for further promotion of FAIRway Danube project. Distribution among the partners is possible when necessary.
- **FOLDER** - Items will be distributed and used for keeping safe (Agenda, flyer, notepads, etc.) at the SCOM/ FAB/ stakeholder meetings/ user fora meetings for further promotion of FAIRway Danube project. Distribution among the partners is possible when necessary.
- **FLYER (in national language and English)** - Items will be distributed and used at the SCOM/ FAB/ stakeholder meetings/ user fora meetings for further promotion of FAIRway Danube project. Distribution among the partners is possible when necessary.
- **USB STICK KEY** - Items will be distributed at stakeholder meetings/ user fora meetings for further promoting of FAIRway Danube, together with the project presentation at that event. Distribution among the partners is possible when necessary.
- **PAPER BAGS** - Items will be distributed at stakeholder meetings/ user fora meetings for further promoting of FAIRway Danube, together with others materials (pen, notepads, folder, flyer, USB stick) as part of typical give-aways. Distribution among the partners is possible when necessary.

- **ROLL -UP** - Items will be distributed to all partners, as well to INEA, and will be used at all project events (SCOM/FAB/ stakeholder meetings/ user fora meetings/final event, cross-fertilization, etc...) for further promotion of FAIRway Danube.
- **MUGS** - Items will be distributed to each person involved in the FAIRway Danube project team and also at stakeholder meetings/ user fora meetings for further promotion of FAIRway Danube. Distribution among the partners is possible when necessary.
- **COTTON RUCKSACK** - Items will be distributed to each person involved in the project team in order to be able to have all things needed in one place (all documents, papers and laptop, pens) and also will be distributed at stakeholder meetings/ user fora meetings with all information of project contained in it. Given its sustainable and durable nature, such an item has many purposes. Distribution among the partners is possible when necessary.
- **WINDPROOF JACKET for operators in pilot** - Items will be distributed to the project team of FAIRway Danube outdoors and worn during the period of pilot activities implementation for monitoring equipment / water level forecast and fairway marking, when outdoor conditions request a windproof jacket (spring, autumn). Distribution among the partners is possible when necessary.
- **TRAVEL BAG** - Items will be distributed at stakeholder meetings / user fora for further promotion of FAIRway Danube. Distribution among the partners is possible when necessary.
- **T-SHIRT/HOODIES for operators in pilot** - Items will be distributed to the project team of FAIRway Danube and used during the period of pilot activities implementation for monitoring equipment / water level forecast and fairway marking, when weather are request a T-shirt (spring, summer). As well items will be distributed among the partners when necessary.
- **EDUCATIONAL GOODIE** - Items will be distributed to the project team of FAIRway Danube and used during few workshop together with the educational segment, in order to promote the Danube, as a green and safe transport way. Distribution among the partners is possible when necessary.

In case of dissemination material produced by one partner only, can if necessary be shares among partners for further dissemination purposes.

END