

SEVENTH FRAMEWORK PROGRAMME

THEME 7: Transport (including Aeronautics)

D.7.1 Dissemination Plan

Maritime Europe Strategy Action

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Description of the Task:

Description of the communication and dissemination actions planned in MESA. Objective of the Task is to involve the large WATERBORNE TP community mobilizing relevant experts to gather the specific scientific and technical knowledge and at the same reach the policy level at European and National Level involving them in the consensus process of building the future research and innovation strategies.

Task 7.1 Dissemination

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Foreword

This deliverable is structured in two main parts:

- .1 Body of the deliverable in which the dissemination strategy is laid down examining all the dissemination tools and actions that will be implemented and used during the course of the project;
- .2 Annex in which the specific actions are reported in chronological order as they develop.

The deliverable is therefore meant to be kept open and updated along the all duration of the project.

General Concepts

Grant Application dealing with Coordination and Support Actions (CSA) instruments, priorities varies in their emphasis on dissemination as a necessary part of a successful proposed scope-of-work.

Often, however, the results and impact of CSAs efforts rest in the effectiveness of the dissemination activities. With effective dissemination, the awareness, recognition, and possible capillary diffusion into the broad stakeholder community of the outcomes may be greater than expected. Sound planning can help achieve this result.

The underlying reason to disseminate new research-based information, is to assure it is appropriately considered for use in reaching decisions, planning of future actions, or taking other specific actions designed to improve outcomes (such as implementation of research results). The ultimate goal of dissemination is then utilization. Facilitating the utilization of research-based information is however a complex process. Many barriers exist, both in dealing with the steps necessary for implementation and in ensuring that recipients have the skills, attitudes, and awareness levels needed to benefit from the research outcomes. Significant dissemination-oriented research literature indicates some key factors which are related to achieving utilization in the dissemination process such as (1) All parties involved in the utilization or implementation process must be able to contribute to planning; (2) The information provided must include details of content, context, and resources needed before implementation can be planned in sufficient detail; (3) Users will accept assistance, information, and ideas from sources they believe to be credible and trustworthy; (4) The utilization process requires time and support from beginning to end.

MESA dissemination plan will address two main user groups: (1) WATERBORNE-TP participants and (2) Decision Makers both at National and European level and (3) EU Citizens and Media.

- (1) Consensus based method in developing Strategic Vision for the sector and detailed Research and Innovation Implementation plan is at the core of the WATERBORNE results since its establishment in 2005. Dissemination activities are essential to reach and share objectives with the extremely broad and fragmented industry and to build a real shared Vision for the entire sector. Our first concern and target will be therefore for waterborne community participants.
- (2) As correctly stated in the *incipit* of the WATERBORNE DECLARATION "...*Out of sight and out of mind for the vast majority of people, the oceans are also the primary transportation route for many of our natural resources and the goods that are made from them....*" This holds true for the large majority of "decision makers" as well. Making this world visible and understood in terms of added value, challenges and future developments, has to be the aim of an effective dissemination plan.
- (3) Towards EU Citizens and society at large to convey MESA achievements on how the sector is preparing to pro-actively tackle the societal and economic challenges in a global sustainability perspective and at the same time improving its visibility.

Dissemination Strategy towards WATERBORNE Stakeholders

The communication strategy towards the sector's stakeholder has a main difference respect to the "standard" communication of research findings: it happen *a priori* and not *ex-post*. In a CSA deemed to develop visionary documents to streamline future research actions, communication towards stakeholders it has to happen **while** the results are being put together. This is necessary to achieve a shared vision (before this is disseminated); among several benefits a major one is to multiply the dissemination actions towards the decision makers by the number of the stakeholders when the shared vision is achieved and all waterborne participants recognized themselves in a common vision.

Making MESA known to the broad and diverse WATERBORNE community is therefore the first building block of an effective dissemination strategy. Stakeholders should perceive MESA as an open forum for their instances, able to capture their needs and able to lay down a consistent implementation strategy which is closing the identified gaps and bridging the policy priorities.

To achieve these ambitious objectives MESA will deploy a set of dedicated actions as explained further below. The common denominator of these actions is the effective use of MESA possibilities

(such events and on-line tools) to gather and invite experts to comment and submit content in a common effort to build the strategic research and innovation agenda for the future of the sector

Dissemination Strategy towards Decision-Makers

While the communication towards the stakeholders happens a priori the dissemination towards the policy makers happens after the results are achieved. Results for a CSA such as MESA are with no doubt a shared vision, and credible and implementable strategic research and innovation plan. Major challenge in that respect is to make visible, understood and correctly weighted sector which is generally not experienced in the daily life by the large majority of the population (decision makers included).

Events and on-line tools in this case might prove not the most effective means of dissemination and more “hands-on” strategy has to be developed such as presence in operations at sea, witnessing work in waterborne factories and research establishments. These type of pro-active attitude actions can presents however of some practical problems which needs to be addressed case by case.

MESA Public Planned Events

TTGs Meetings

Each TTG during the development of the project, to achieve its own objectives will plan several appointments with MESA partners (as customary) but open to experts for each of the sectors involved.

These appointments will be implemented in several formats depending on the specific needs of each TTG such as Workshops, Face to Face meetings, On-Site visits.

The main aim is to create networks of experts able to contribute to the Strategic Research and Innovation Agenda (SRIA) and that possibly will last beyond the duration of the project to support the WATERBORNE-TP work.

Workshops

MESA DoW foresees two series of Workshops to be held at months 8 and 27. The format laid down in the DoW foresees 5 Workshops, one per each TTG including the Foresight Group.

These Workshops series will be open to all WATERBORNE stakeholders and should serve the scope of discussing, sharing, revising and validating MESA achievements in a consensus based approach.

Conferences

MESA DoW foresees also two Conferences at months 18 and 35. These conference will be the 3rd and 4th European Maritime Research and Innovation Conferences.

Conferences are synchronized with the updates of the Strategic Research and Innovation Agendas and their Implementation plans.

The 2nd Conference in particular will also introduce the renewed VISION 2030.

These Conferences will gather as many stakeholders as possible from industry (at large) research and academia.

However main scope of these Conferences is to liaise with the decisions makers at the highest level to promote the implementation of the strategic actions for the waterborne sector.

Networking with other Projects

Corner stone of the dissemination strategy towards the waterborne community are the liaisons with running (or just closed) EU FP7 and possibly National programs.

Networking with research projects and existing networks such as E-Lass and GreenSeeNet, is needed to ensure direct contacts with experts having hands-on actual research to identify together with them the next steps that research community should undertake and also to identify exploitable foreground to be taken in the market uptake and to be used as waterborne success cases.

At the time of writing majority of TTGs already hold first workshops with other EU FP7 projects.

WATERBORNE Meetings

MESA CSA, although is not directly supporting WATERBORNE-TP, its results instead will constitute the basis for the WATERBORNE strategic thinking for the years to come.

At each WATERBORNE-TP meeting MESA progresses will be reported and discussed to formally keep the ETP informed to eventually report back to MESA comments and proposals.

Normally WATERBORNE-TP holds 4/5 meeting per year which sums up to around 15 meetings and dissemination occasions.

Particularly relevant is the presence in the WATERBORNE-TP meetings of the MIRROR GROUP (Member States) which then constitute the link between MESA and

National Programs (to this end the Chairman of the WTB MIRROR GROUP has Tasks in MESA to realize this permanent liaison).

TRA 2014 and TRA 2016

WATERBORNE presence, through MESA project, is foreseen alongside these two important European Transport events (TRA2014 and TRA2016); a WATERBORNE stand will be prepared for both events; WATERBORNE strategic and invited sessions will be organized during the conferences on relevant waterborne RDI issues.

For TRA2014 two of these sessions are foreseen on safety and future vision for RDI.

Brokerage Events

Brokerage Events are a tradition in the WATERBORNE community which MESA project will continue to promote and support.

At least two Brokerages events are foreseen in the MESA DoW, however if funds will still be available MESA will support a third event in 2016; this third event will be anyway supported in-kind.

Brokerage 2014 will take place in Santiago de Compostela (Spain) as already planned. This will be the second year and last year for Santiago de Compostela accordingly with the policy decided in WATERBORNE TP.

Brokerage 2015 venue will be announced in Santiago de Compostela and possibly this venue will be kept for 2 years (2015 and 2016).

TRIP Portal

On Transport Research Innovation Portal the ambition is to enhance it in such a way it can constitute a real working environment for those who are looking into National and European research results to be taken in the innovation cycle.

In terms of dissemination activities the TRIP Coordinator will be invited to all major MESA events (such as Workshops and Conferences) to promote and make the portal known to the wider waterborne community.

Publications

Press Releases

At least two press release will be issued during the duration of the project, synchronized with the two MESA Conferences (the 3rd and 4th European Maritime

Research and Innovation Conferences) in which updates of the WATERBORNE Strategic Documents will be published and available for dissemination.

These press releases are seen as a mean to reach both policy makers and all the waterborne sector operators. Media networks (newspapers, magazines, newsletters, etc.) of the MESA participants will be activated to ensure maximum dissemination of the MESA press releases.

Congress Papers

MESA is a CSA and as such is not meant to produce scientific or technical advances which are normally worth to be published on scientific or technical journals, however merits in using this mean of dissemination can be found if the proper journals are addressed. In this perspective MESA will therefore contribute to TRA2014 and TRA2015 by submitting at least two relevant papers to these conferences.

WP leaders are also encouraged to use this dissemination mean for specific sectorial findings (in areas such as energy efficiency, safety, production and materials, e-maritime and also foresight mechanism).

e-Dissemination

Videos

Although not explicitly foreseen in the DoW nor in term of action point either in the term of budget, the Consortium is willing to consider the possibility of re-directing some of the available funds for dissemination to produce a multimedia support to promote waterborne research results and challenges.

WebSite

WATERBORNE-TP website (<http://waterborne-tp.org/>) will be used as brand to promote MESA achievements.

In a similar fashion as it has been done in previous projects (ACMARE and CASMARE) a dedicated section is created to function as repository of all official and relevant docs; access to this section of the website is restricted to MESA members only. Nevertheless as all MESA deliverables are for public dissemination and these will be made available via the WATERBORNE-TP web site as well.

Website has been in use since 2007 and is well known to the large waterborne stakeholders public and will be used to continue to disseminate major and relevant appointments linked to MESA project such as TRA Conferences, MESA Workshops and Conferences and MESA Brokerage events or any other relevant news or document for the waterborne community.

MESA Wiki

Wiki environment at the time of drafting this deliverable is already available and online (link: http://155.253.11.58/science_kms/). This section of the website should be used as both dissemination and development tool in one.

In terms of development, it is possible to use the pages available to:

- .1 participate or even create group discussion on a specific theme. Normally such themes are established by the WP Leader;
- .2 edit and publish in a wiki format any kind of paper or deliverable with the possibility to submit proposals for changes;
- .3 repository for any kind of document believed relevant to the project.

MESA Standard Presentation

A MESA standard presentation will be developed and circulated to all MESA partners which could then be used by MESA members in public occasions if needed. Such presentation will contain the basic outline of the project and it will be left open to the members for further elaboration and inclusion of specific themes and findings.

Mailing Lists

Mailing lists are one of the tools that are constantly used for communication and dissemination purposes.

The project management is maintaining updated the MESA partners mailing list while the WP Leaders are updating and maintaining the experts mailing list each for each TTG. Moreover the project management is also maintaining WATERBORNE-TP mailing lists which can be used to disseminate major MESA public events. These mailing list will become available along the project development.

Unplanned Dissemination Actions

MESA Participants as Invited Speakers

It normally happens during the project development that MESA participants (TTGs Leaders in particular) are asked to give presentations in several fora and conferences, in doing that it is recommended to make reference to MESA / WATERBORNE strategic action especially when the interventions are in relation with forward looking activities and research strategic planning.

MESA Participants as WATERBORNE-TP Invited Speakers

This situation involves mainly project coordinator and management which is in charge of the WATERBORNE-TP Secretariat and some of the MESA members with formal roles in WATERBORNE-TP such the Chairman of the Support Group (GL) or the Chairman of the Mirror Group (CETMEF). Responsibility for those participants is surely to use the MESA strategic findings as one of the main messages to deliver. These type of meetings can range from Transport Advisory Group Presentations to presentations to other ETPs (such as ERRAC, ERTRAC, TP WIND, MANUFUTURE, etc.)

Bibliography

- [1] MESA Description of Work Grant Agreement N. 604857, July 2013, Brussels
- [2] CASMARE Dissemination Plan, Deliverable of CASMARE CA, 2010, Brussels

Appendix I – First Actions Implemented

[SEPTEMBER 2013]

	DESCRIPTION
What	MESA / WATERBORNE-TP WebSite
Where	(link: http://waterborne-tp.org/)
Who	CESA
When	September 2013
Comments	WATERBORNE-TP website adapted for MESA

	DESCRIPTION
What	WATERBORNE SG49+MIRROR GROUP
Where	Brussels
Who	CESA
When	24 October 2013
Comments	Periodic Report on MESA Status to WATERBORNE ETP

[OCTOBER 2013]

	DESCRIPTION
What	MESA Wiki Pages
Where	link: http://155.253.11.58/science_kms/
Who	CESA
When	October 2013
Comments	MESA Wiki made operative and available

	DESCRIPTION
What	First Conference on the Textile Flagship for Europe.
Where	Brussels
Who	CESA

When	October 2013
Comments	Partecipation to the Maritime Panel

	DESCRIPTION
What	Joint MESA-E-Läss workshop
Where	MESA-E-Läss workshop (list of attendees, agenda, main points of discussion, MESA presentation)
Who	CMT
When	October 2013
Comments	<p>At the joint E-Läss-MESA meeting the proposal was made from the audience to arrange MESA TTG03 workshops in connection to the THROUHLIFE Final Workshop in Papenburg in March (see information on p. 49) of the attached. This idea was highly appreciated by the participants as well as from the team members of our MESA TTG03. We are now planning three MESA workshops at this event, related to the technical subjects covered in THROUHLIFE: one workshop of our TSA-4 (None Metallic Materials), one of TSA-05 (Corrosion and Fouling Protection) and one with TSA-6 (MRREoL). We are in the process to organize those workshops together with our dedicated TSA Leaders and the THROUHLIFE organizers. As you can see in the "Save the Date" announcement on p. 49, those workshops will be held "back-to-back" with three other projects: SMARTYards (Transport), NCC Foam and FIRE RESIST (NMP). This together with the envisaged visit to Meyer Werft will ensure a broad participation of experts and facilitate interaction between those projects, i.e. it will be an excellent opportunity to both make MESA more visible and to do the work foreseen in the TTGs. We</p>

	are preparing pre-announcements for those workshops which we will shortly distribute to you and ask you to disseminate this "Save the Date" announcement to all MESA partners.
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[NOVEMBER 2013]

	DESCRIPTION
What	Introducing MESA
Where	MIBE2013 - Santiago de Compostela – Maritime Brokerage Event on HORIZON2020 First Call.
Who	CESA
When	November 2013
Comments	MESA progresses and achievements

	DESCRIPTION
What	Report on MESA developments.
Where	SEA RDI The Research, Development and Innovation Committee of SEAEurope
Who	CESA
When	November 2013
Comments	MESA progresses and achievements

[DECEMBER 2013]

	DESCRIPTION
What	CMT Forum
Where	published in Schiff & Hafen, issue 12/2013. On p. 47-48
Who	CMT
When	December 2013
Comments	Article on MESA, focusing also on the call for external experts

[JANUARY 2014]

	DESCRIPTION
What	Long Distance Freight – e-Freight Workshop
Where	Brussels
Who	BMT
When	30 th January 2014
Comments	e-Freight Workshop in collaboration with ERTRAC and ERRAC.