



Needs

*Dynamic Techno - Economical Scenario
Simulation Model for Sustainable
Waterborne Activities and Transport*

D5.2 Communication and Dissemination Tools





Document information	
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1. Introduction

The scope of this deliverable is to provide a complete overview of the materials and tools that have been developed and will be deployed within the course of the NEEDS project for effectively communicating the project's scope, objectives, activities, events, news and results (both interim and final) to its target audience for raising awareness and project visibility, creating opportunities for synergies and collaboration with different initiatives, instruments and actors, thus ensuring that the generated knowledge and outcomes will be exploited beyond the project's lifetime heavily increasing in that way the project's impact.

The materials and tools that are presented herein were implemented in accordance with the project's communication and dissemination strategy as described in *Deliverable 5.1 - Communication and Dissemination Action Plan*, taking into account the project's objectives, target audience, implementation actions, key messages and communication channels that are to be exploited. They have been designed in such a way so that:

- a) A strong and attractive brand image is created for the project;
- b) Project awareness is heavily raised and all key messages, tools, results coming out of the project are effectively transmitted to different communication / distribution channels;
- c) The interest of a wide range of key stakeholders (e.g. shipowners, port authorities / terminal operators, energy producers and distributors, policy-decision makers at national, regional and EU-level, etc.) is attracted and opportunities for their engagement in different project activities are created. To this end, synergies and collaboration with key networks, initiatives, projects, etc. are facilitated;
- d) The uptake and exploitation of all key outcomes of the project beyond its lifetime is ensured to the best possible extent.

The intention is this report to serve as a living document throughout the course of the project, so that any new materials and tools to be developed at a later stage can be effectively incorporated. Such is expected, for example, to be the case with the project video, since it would be more beneficial for the latter if all key results of the project are presented there so that their uptake (as mentioned above) is better supported. Of course, this will be also the case with any other materials that may deem necessary for covering different needs of the project as the activities of the latter evolve (respecting of course the available relevant financial resources).

2. NEEDS communication and dissemination materials and tools

The NEEDS materials and tools that are presented in the following sub-sections are expected to contribute towards reaching a high-quality level of communication and collaboration between the project partners as well as with a wide variety of interested stakeholders forming part of the project's target audience.

Project partners should exploit those materials and tools to the best possible extent considering the communication and dissemination actions they are willing to perform for promoting the project's scope, activities and expected / achieved results, Europe-wide but also at the local, national and regional level. More specifically, by making effective use of the



NEEDS communication and dissemination materials and tools, project partners can ensure that:

- Exchange of information among NEEDS consortium members, as well as with external audiences is homogenous and well-coordinated
- Tailor-made information is delivered to the project's target audience, per the characteristics and needs of each stakeholder group, enlarging in that way the possibilities of the project's knowledge and outcomes / products being exploited beyond the project's duration within the framework of follow-up activities propagating in that way the impact generated by the project

The sub-sections that follow provide a complete overview of all communication and dissemination materials and tools that have already been developed as well as of some that will be developed in due course incorporating project advancements and results. These include the following:

- Project logo and documentation templates (i.e. template for deliverables, presentations, newsletters and agendas)
- Project website and social media accounts in an effort to increase project visibility, raising awareness and easily share news, events, updates, results, etc. for interested stakeholders to follow and learn more about
- Materials supporting project visibility during physical meetings, workshops, conferences and other relevant events (i.e. roll-up banner, flyer)
- Project video(s) summarizing project scope, objective and methodological approach as well as key results achieved

It is important to highlight at this point that all project materials and tools fully comply with the communication, dissemination and visibility requirements that the European Union and the granting authority (i.e. Climate, Infrastructure and Environment Executive Agency) set, clearly displaying the European flag (emblem) and acknowledging funding support through the following statement (Figure 1).



The NEEDS project has received funding from Horizon Europe research and innovation programme under grant agreement No 101056938

Figure 1: European flag and funding statement

In addition, on relevant material (i.e. presentations, papers, etc.), the following disclaimer will be added:

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The above should be also included in any project-related communication and dissemination activity that the project partners will be performing (e.g. invited presentations, etc.).

2.1 Project logo

Creating a strong project identify is the first and very important step to take so as to ensure that the project gains wide visibility, is easily recognizable and an indication of its area of focus is provided. To this end, the NEEDS logo was developed at a very early stage of the project properly combining appropriate lettering, balanced color choices and illustration styles.

The logo has a circular shape (Figure 2) consisting of two parts that include illustration elements relevant to the project's scope. More specifically, it depicts (a) an abstract shape of a vessel, including a sail and a leaf, highlighting that the project focuses on green and sustainable waterborne transport activities, and (b) a network pattern as a reference to the network-based approach to be adopted for the application of the model that will be developed for formulating sustainable fuel deployment scenarios.



Figure 2: The logo of the NEEDS project


The project logo is available in both primary and negative colors, as well as in vertical and horizontal orientation so that it can easily incorporated in different project documentation ensuring that is clearly visible to any recipient / reader of that documentation.

2.2 Project documentation templates

Once the logo was produced, project documentation templates were prepared as a next step, for properly presenting project work to the European Commission - CINEA as well as to the project's target audience for all public deliverables / reports. More specifically, project documentation templates included (a) a **MS Word template (Error! Reference source not found.)** for all deliverables and reports that will be prepared and submitted to the EC-CINEA within the course of the project, as well as for the agenda of all project meetings, workshops, and other events that will be held during the lifetime of the project, and (b) a **MS PowerPoint**



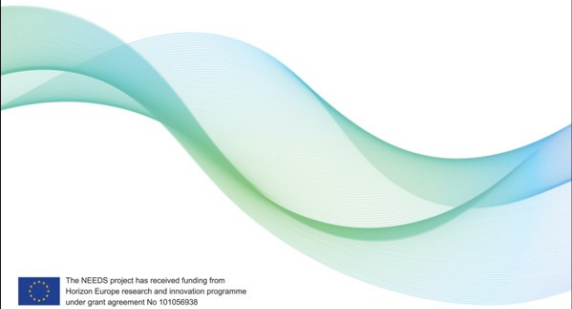
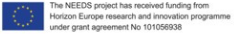
template (Figure 4) to cover all different presentation needs of the project, both internal (i.e. project meetings, WP progress, etc.) and external (i.e. at dissemination events, conferences, etc.).





Needs

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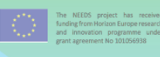
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NEEDS - Project Meeting XX/XX/2022

Time	Topic	Speaker
Day xx/xx/2022		
XX:00 – XX:00 <i>Opening remarks and welcome – Introduction of participants</i>		
XX:00 – XX:00		
XX:00 – XX:00		
XX:00 – XX:00		
XX:00 – XX:00 <i>Break</i>		
XX:00 – XX:00		
XX:00 – XX:00		
XX:00 – XX:00		














Figure 3: Template for project deliverables and meeting agenda (MS Word format)

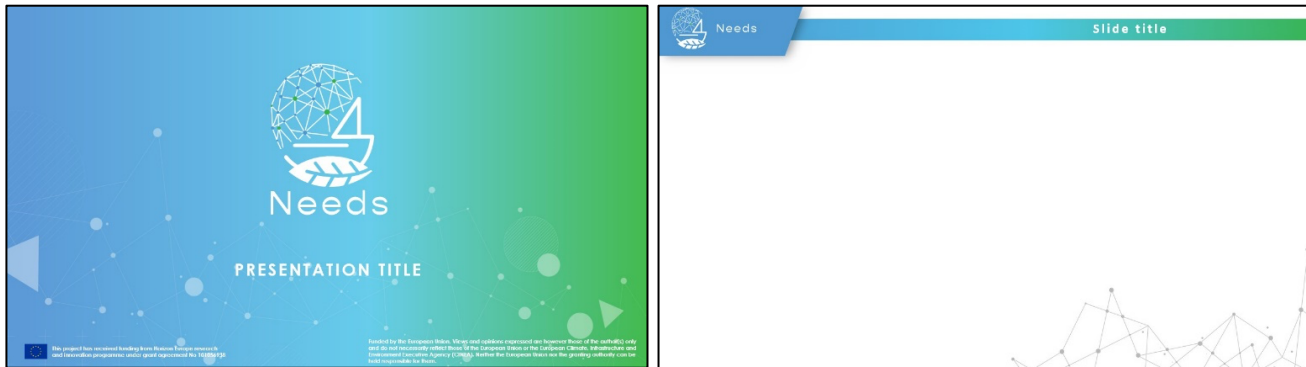


Figure 4: Template for project presentations (MS PowerPoint format)

2.3 General presentation of the project

A general project presentation has been prepared in order to be used by project partners in various events, occasions, etc. The presentation provides a complete overview of all key elements of the project (i.e. challenge addressed, project identity – see Figure 5, objectives, work plan, key activities and main expected outputs and results). The presentation will be updated on a regular basis, integrating any new information that will become available during the course of the project.

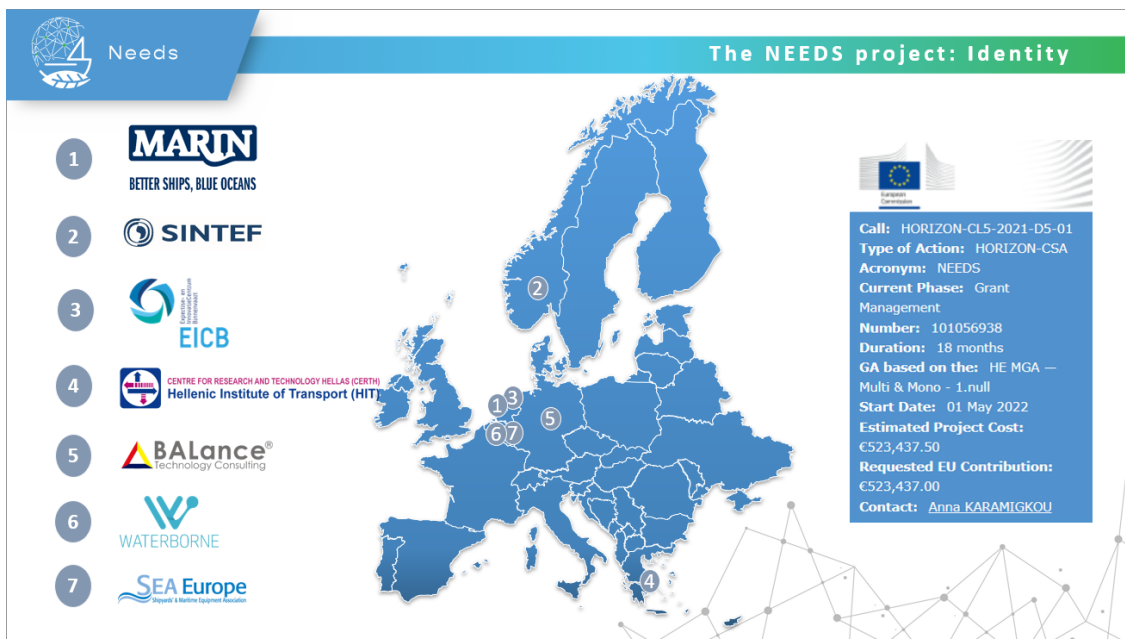


Figure 5: Sample slide (project identity) of the general presentation of the project

2.4 Project website

One of the main channels that will be utilized for raising awareness for the project and keeping interested stakeholders up-to-date with regard to project advancements and results will be the project's website. For making good use of the available financial resources, it was



decided to incorporate the project's website into the website of the WATERBORNE Technology Platform (www.waterborne.eu) – see Figure 6, exploiting the great visibility that the latter enjoys thus highlighting the project's contribution to meeting the goals of the Zero-Emission Waterborne Transport (ZEWT) partnership.

The website will be officially launched at M5 (i.e. September 2022) and will be sustained for the whole duration of the project as well as beyond that, serving as an easy access point for retrieving all project information, updates and results. To this end, the project website will act as (a) one of the main communication and dissemination tools for promoting the project as a whole, sharing the objectives to be achieved, activities to be undertaken, composition of the project team and results to be produced, (b) an access point for interested parties keeping them up-to-date with the project's progress, advancements, and interim results generated, and (c) a repository of all public deliverables to be easily downloaded by an interested web-user (short description will be provided so as to effectively guide interested users to the information they are looking for).



Figure 6: Placement of the NEEDS website within the website of the WATERBORNE Technology Platform

The website will include the following sections / tabs:

- **Project outline**, which will provide a brief overview of the project, highlighting its main aim and the objectives that will be achieved
- **Consortium**, listing all project partners and highlighting their key role and responsibilities within the project
- **Approach and activities**, presenting the project's approach and technical activities to be undertaken
- **Results**, briefly presenting all key results achieved with links to the respective deliverables as well as any visual material to be prepared summarizing them (e.g. project video)



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- **News**, where project news /updates and upcoming project activities will be listed and briefly described. This section will also include information on events where the NEEDS project will be represented, as well as on any other events, new initiatives, etc. that are in line with the project’s objectives and are thus of particular interest
- **Contact details and links to the project’s social media**, allowing interested web-users to directly contact the NEEDS project and its consortium members, and follow the project’s Twitter and LinkedIn accounts for timely receiving any updates, news, etc.

2.5 Social media

In addition to the project’s website, social media will be also exploited for widening project visibility, raising awareness and reaching a wider target audience. Accounts in LinkedIn and Twitter have already been set-up ([LinkedIn account](#), [Twitter account](#)) aiming to provide regular newsfeed and relevant information to followers. Project partners intend to be very active on social media given the enhanced networking / information sharing opportunities that these provide, and the two platforms are to be used in a complementary way exploiting the benefits that each one provides.

2.6 Printed materials

2.6.1 Project leaflets

A tri-fold leaflet was designed and produced at the start of the project aiming to introduce the project to its recipients. To this end, it includes, in a comprehensive manner, (a) the project rationale and main drivers, (b) its objectives and key activities, and (c) expected results. Of course, key project information are depicted into the outer side of the leaflet (Figure 7).

The project consortium consists of seven partners from five European countries (Netherlands, Norway, Greece, Germany, and Belgium) which demonstrate significant knowledge and experience in new technologies, innovative solutions and regional transport networks.

PROJECT PARTNER	COUNTRY
Maritime Research Institute Netherlands	Netherlands
SINTEF OCEAN	Norway
SPB-EICB	Netherlands
CERTH-HIT	Greece
BALANCE Technology Consulting	Germany
Waterborne Technology Platform	Belgium
SEA EUROPE	Belgium

PROJECT NEEDS:
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Figure 7: The tri-fold leaflet of the NEEDS project

If deemed necessary and considering available financial resources, additional leaflet(s) may be prepared during the course of the project incorporating key project milestones and results achieved.

2.6.2 Roll-Up banner

For supporting project meetings and internal events, as well as external events where the NEEDS project will be invited and represented, a 85x200 cm roll-up banner was designed and produced (Figure 8). The banner adopts the same colors used in the logo and displays the main project information, serving as proper background to project presentations that will be held and relevant photos that will be taken there and will then be shared via the project's website, social media, etc.



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MARIN
BETTER SHIPS, BLUE BUSINESSES

SINTEF

EICB
European Innovation Council

CERTH/MT
Hellenic Institute of Transport

BALANCE
Technology Consulting

WATERBORNE

SEA Europe
Maritime & Marine Equipment Europe

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Figure 8: NEEDS project roll-up banner



2.7 e-Newsletters

Digital newsletters will be prepared (context-wise) and shared, on a regular basis, to the project's target audience via the different communication and dissemination tools that have been established (i.e. project website, social media accounts, etc.) as well as utilizing the professional networks of the project partners, keeping interested stakeholders up-to-date on project advancements, interim results achieved, events that were help or are upcoming, etc.

For ensuring consistency with the rest of the communication and dissemination material, the digital newsletters will be published in the following template (Figure 9).



Figure 9: Template for digital newsletters (MS Word format)

2.8 Project videos

Project videos are highly attractive and tend to be preferred by several stakeholders, since within a few minutes time, they can get a good (visual) overview of a project's scope, objectives, activities and key results achieved. YouTube is a platform widely used and can thus be proper for hosting such videos and freely sustaining them through time.

To this end, a short (i.e. no more than 1 minute in duration) general video will be produced within the first stage of the project providing a brief overview of the project's scope, objectives and expected results drawing in that way the attention of interested stakeholders to the NEEDS project and the different communication and dissemination tools and channels that have been established, as these have been outlined above. A second, longer video will be developed at the last stage of the project efficiently summarizing all the work that has



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been done and the key results / outputs that were generated during the course of the project. This video is expected to be sustained long after the end of the project, serving as one of its key information reference points.