

# GREEN DANUBE

**Integrated transnational policies and practical solutions  
for an environmentally-friendly Inland Water Transport system  
in the Danube region**



**WP2 – Communication issues**  
**Robert Rafael**

*23-24 February 2017,  
Constanta*

Project co-funded by European Union Funds  
(ERDF, IPA)



# Communication – a key feature for project reach-out



- Communication and dissemination activities start from Day 1 of the project
- Stakeholder participation is essential for the success
- A Communication plan and set of tools are being prepared
- An overall Communication strategy is in the pipeline



# Communication Plan

- Project objectives and priorities
- Target groups
- Communication objectives and key messages
- Communication channels
- Tools and methods
- Responsible partners and human resources
- Evaluation measures
- Budget



DTP Communication Toolkit  
for projects



Danube Transnational Programme  
visual identity guidelines for projects



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# Green Danube Stakeholders

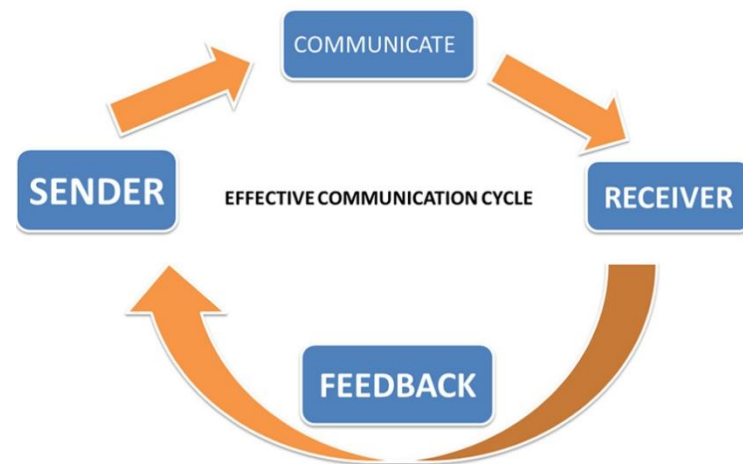
- Inland waterway users and operators, e.g. shippers, freight forwarders
- Port Authorities
- National public authorities
- International organizations (e.g. DC, ISRBC)
- EUSDR Priority Area 1a, DG MOVE, DG REGIO
- Other interest Groups – NGOs, technology providers
- The media
- The general public





# Green Danube Communication Channels

- Project web-page
- Environmental Information Centres
- Social media and other interfaces
- Newsletters, press releases
- Meetings and events
- Promotional materials





## Project logo (1/3)



- Standard Logo - full color

- Negative logo



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## Project logo (2/3)



- Greyscale logo - exceptional use



- Black and white logo - exceptional use



- One colour logo - exceptional use



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## Project logo (3/3)

Be very careful with institution logos or other logos you may want to include: NOT bigger in height OR width than EU emblem included in the project logo



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## Project website

- One of the **main communication tool** of the project
- It will be **constantly updated**
- News, **related events**
- Project partners
- Library
- Gallery
- Newsletters
- Final project outputs

### GREEN DANUBE - INTEGRATED TRANSNATIONAL POLICIES AND PRACTICAL SOLUTIONS FOR AN ENVIRONMENTALLY-FRIENDLY INLAND WATER TRANSPORT SYSTEM IN THE DANUBE REGION

[Home](#)  
[Partners](#)  
[Library](#)  
[News and events](#)  
[Gallery](#)  
[Newsletters](#)  
[Contact](#)  
[Information in Romanian Language](#)  
[About GREEN DANUBE](#)  
[Document manager](#)

Medium and Long Term Perspective of IWT in the EU highlights that the market of IWT is growing with about 80% until 2040 compared to 2010. Without policy intervention in the year 2020 the average emission level of air pollutants of inland navigation vessels will in many cases be higher than that of trucks. The transport sector is recognized as a major contributor to emissions, therefore it is important to support environmentally sound transport modes like IWT. Above challenges identified in the Danube navigation explain in part the huge discrepancy between IWT on the Rhine and on the Danube (EUSDR: "Cargo volumes transported on the Danube are only between 10% and 20% of those carried on the Rhine") and make imperative the need for a common transnational approach to better exploited Danube potential by enhanced multimodality, modernisation of the fleet (EUSDR PAIA) to reduce the negative impact of emissions. Green Danube consortium of 10 highly experienced PPs from most of Danube riparian countries and 6 ASPs, international organizations, river commission and national ministries, addresses this major challenge to strengthen environmentally friendly, safe and balanced transport systems by adoption of a three level of approach which targets and focuses on: institutional capacity building by active involvement in pollutant emission reduction along the Danube through performing the measurements of emissions, organizational



**Start date**  
01-01-2017

**End date**  
30-06-2019

**Budget in Euro**  
Overall: 1586244  
ERDF Contribution: 1267897,4  
IPA Contribution: 80410  
ENI Contribution: 0

**Call number**  
Call 1

**Priority**  
Better connected and energy responsible Danube region

**Specific objective**  
Support environmentally-friendly and safe



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# Social media and other tools



<https://indanube.eu/>



<https://www.facebook.com/INDanube/>



<https://www.linkedin.com/groups/8560850>



<https://twitter.com/INDanube>

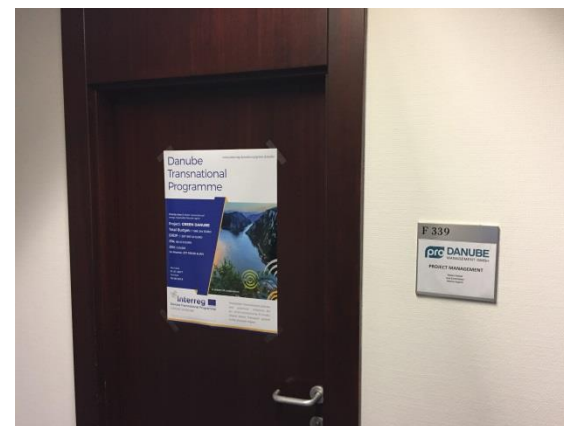


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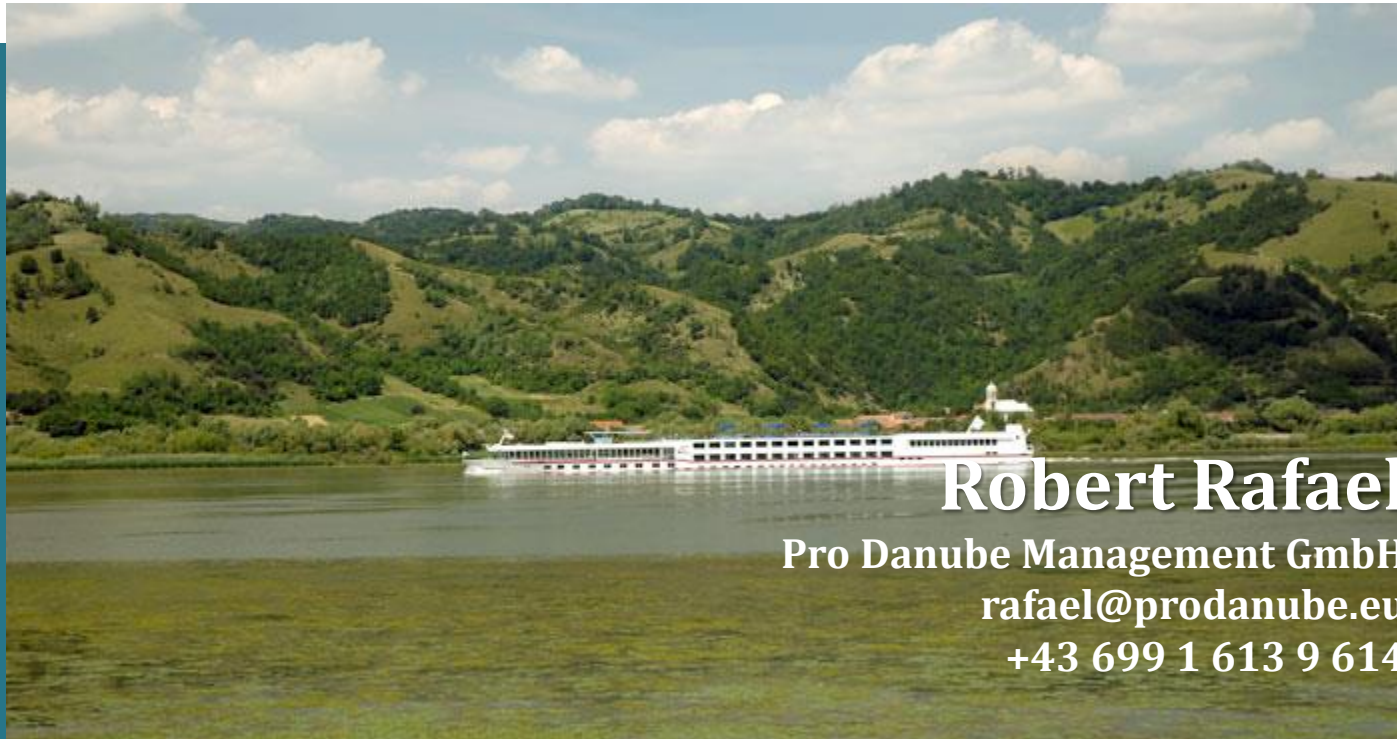
# Project promotional and visibility materials

- Project logo
- Leaflets/flyers
- Article on the websites of the partners
- First Green Danube newsletter
  - To be issued in Period 1 / March 2017
  - Information on the kick-off
- Posters
- Roll-ups
- Stickers
- Project video
- Other promotion materials, e.g.:
  - USB sticks
  - Bags
  - Pens
  - Folders





Danube Transnational Programme  
**GREEN DANUBE**



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