Interreg
EUROPEAN UNION
Danube Transnational Programme
GRENDEL

Communication Activities

How GRENDEL will reach the stakeholders

GRENDEL Kick-off meeting

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1. Stakeholders, target groups

Main target groups - under the Specific objective 3.1 “Support environmentally-friendly and safe transport systems and balanced accessibility of urban and rural areas” of DTP

- **Local/ regional/ national public authorities responsible for transport & economic development**
- **(Public) infrastructure & service providers**
- **Public & private logistics and public transport operators**
- **Interest groups incl. NGOs**
- **Business support organisations**
- **Research & development institutions, universities**
- **Education/ training centres**

2. Stakeholders: specific target groups

- Fleet owners & operators
- Innovation & technology organisations
- IWT development agencies
- Education institutes
- Ship design experts
- River commission (Danube Commission)
- Logistics service providers
- Technology providers
- Cargo owners
- Ministries & their implementing bodies

3. Stakeholders: main goal

Main goal of communication activity:

to promote the project activities and to disseminate the project outputs and results, in order to inform stakeholders and the public about the project and to raise awareness regarding the topics approached by the GRENDEL consortium

4. To reach Stakeholders

The project's internal communication strategy defines all the communication activities and tools used for conducting a fluent communication inside the project consortium –crucial for successful external communication

The external target groups enable the project to extend its communication range and to increase the level of awareness of the stakeholders outside the project.

4. To reach Stakeholders

The GRENDEL external communication strategy aims:

- **to offer the project a wide visibility**
- **to promote its objectives**
- **to disseminate its results towards various identified target groups**

The external target groups enable the project

- **to extend its communication range**
- **to increase the level of awareness of the stakeholders outside the project**

Target groups:

- **Inland waterway users and operators**
- **National public authorities and international organisations**
- **EUSDR Priority Area 1a**
- **Business support organisation**
- **Other interest Groups including NGOs**

5. Stakeholders

The GRENDEL external communication strategy aims to offer the project a wide visibility and to promote its objectives and disseminate its results towards various identified target groups

The main tools:

- **project section on DTP website,**
- **promotional materials,**
- **know-how exchange events**
- **participation at relevant EU and national conferences & workshops to promote the project activities and results**

6.Tools

For a successful external communication tools will be used:

- Project logo/emblem
- Project Website
- Websites of the project partners
- Project Newsletter
- Project News
- Leaflets / Flyers
- Project Events (open for the public
- National and International events/fairs
- Press release
- Press conference

6. Communication tools

Organisation of (at least) two public events to create awareness and disseminate project results:

- **The GRENDEL Kick-off event organised in Constanta, Romania on 30 August 2018**
- **Final dissemination event at the end of project, preliminary scheduled for October 2020 in Vienna, Austria**
- **Audience as wide as possible for Kick-off/Final but may be other more targeted events**

not only project partners but key stakeholders/final beneficiaries/decision-makers should attend

6. Communication tools

Participation in external events if relevant for project implementation/dissemination and to meet project target groups

- **Conferences & events related to the modernisation of the inland vessels**
- **Annual EUSDR Forum events**
- **Interreg Danube events, workshops, seminars and information days**
- **Related events/ meetings (if the case)**
- **complementary IWT initiatives: INDanube (www.indanube.eu), Danube Knowledge Network events**

Participation in DTP events (thematic, capitalisation, training, etc.) present/discuss/develop/share project results and create synergies with other projects and organisations

Public event addressed to general public /external audience which requires good dissemination and invitation policy to have a broader participation

6. Communication tools

Periodically project details provide in the form of:

- **electronic newsletters (at least 3 editions)**
- **regular updates of the project section on the DTP website**

In a world of rapid consumption, information is made simple, modern and attractive for quick use - rising tools:

- **The social media 'big four' (Facebook, Twitter, LinkedIn and YouTube)**
- **Videos are on the rise**

MORE VISUAL, THE BETTER: we live in a world of rapid consumption

7. Visibility of the project

The media is interested in…

Actuality of project topics/results

Relevance of project achievements to the country/region that makes up the audience of the media you are targeting

Present a story that the media and society can identify with

Successful project =

Good results + Good partnership cooperation with good internal and external communication and VISIBILITY of the project

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GRENDEL "Green and efficient Danube fleet"

Towards modernisation & greening of Danube inland waterborne sector and strengthening its competitiveness

www.interreg-danube.eu/grendel

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