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ANCHOR Life

Advanced Noise Control strategies in HarbOuR

Communication and Dissemination Plan

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Content

1. Executive Summary

The Communication Plan's objective is to increase visibility of ANCHOR project, which aims at reducing the noise due to ports. The goal is to promote the project according to the available time and budget, as well as depending on the deliverables agreed in the project proposal submission.

This document defines the global communication strategy, both in terms of internal and external communication.

2. Communication and dissemination of results

The action will be carried out by ISPRA. The other partners will be involved in the dissemination to the potentially users of the realized platform, even if, for its role of coordinating beneficiary, they will strictly cooperate with ISPRA in all the communication and dissemination activities.

The action will last for the whole duration of the project, until September 2021. The main goal of the action is to communicate the results of the project at regional, national, and international level and in the meantime to provide communication tools for the project itself.

Dissemination tools and strategies are listed as below.

Project website

A project website, user-friendly and suitable for a large audience, will be designed, implemented hosted and maintained by ISPRA. It will be developed as central resource and info starting point. Sections will include project description, objectives, partnership details, activities and events, updated news, results and links to other resources and social media.

It will be online from the project start and continuously updated. It will be layered: initial information will be short and in simple, untechnical English, suitable for a lay person, and within each section there will be a link to a second in-depth information layer, as public digital archive. Moreover, a BaseCamp site will be open to partners to share information and documents in a password-protected area. It will be implemented and updated at least twice a month and for 5 years after the project's end. Visits and access will be monitored.

A section of the website will be used as a project management tool with the following items:

- Information about the project: objectives, actions, participants, partners;
- Links to European and international institutions working on same matters;
- Contact point for comments, suggestions, information exchange;
- Project's deliverables, documents and papers.

The graphic of website will be defined together with the overall graphic image of the project (visual identity), making the LIFE project co-funding apparent.

Visual identity

The basic image of the project will be defined in compliance with the LIFE Common Provisions. The goal is

to create a strong, appealing and coherent project image in line with the project aims and messages.

The visual identity will include:

- the logo and the official project colours;

- an easy-to-use and adaptable templates (website, leaflets, brochures, information sheets, PowerPoint slide, folders, gadgets, badges);

- the ANCHOR Concept Image to be used to summarize and easily communicate project scopes.

The official language of the project is English, in order to make all materials produced widely available across EU and beyond.

Noticeboards

Physical noticeboards will be displayed at strategic places accessible to the public. Boards will feature LIFE logo, project basic untechnical information in English and local language, QR code to website and social media access.

Layman's Report

The Layman's Report presents the project, its objectives, its actions and its results to a general public. The document will be published in English on project website and on paper.

Social Networks

The platforms identified to implement the social strategy are: Facebook, Instagram, Twitter, YouTube and LinkedIn.

Before going into detail on the individual activities, the salient reasons why the social strategy will include the use of these platforms will be briefly illustrated.

Facebook: high number of users; strong potential for engagement; versatile communication, useful to stimulate, cultivate and increase the community, share links of articles / news or textual contents and not present on the site.

Instagram: good to promote user-generated content, promotions off-line, related events, disseminating a #hashtag that is distinctive and possibly viral.

LinkedIn: is the social network of professionals, its numbers speak of a trend in continuous growth and now considered the basis of starting for the construction of an effective web reputation.

Twitter: the main social network for conveying information. A solid presence on this platform is necessary because it allows to interact directly with the relevant public with the right tone of voice.

Events

To better share the project's issues within municipalities and public institutions, five will be organized to raise awareness and interest. Invitations will be sent but events will be open, advised on project website and social media and communicated to local media for a wider participation.

Events will be livestreamed allowing online interested participants to react and ask questions, in local language and/or English (being not large-scale -around 30 people- simultaneous interpretations may not be cost-effective) and targeted at the 'educated layman' to ensure wide participation. If necessary, specific break-out sessions on more scientific or technical issues can be organised alongside the main events

Networking

Networking is the starting point of project, as it is naturally linked with other EU project currently ongoing upon port noise or dealing with matter related to ACNHOR Life project. As knowledge transfer is one of the main pillar in the EU, a network shall be established with these project as well as port networks to improve the expected results quality, by correcting errors and learning from others' experiences.

The main instrument used here is the people and organisations nets each partner brings, with the aim to connect ANCHOR LIFE with other projects and networks in which beneficiaries are already or not involved.

They and other groups from other relevant projects will be specifically invited to participate in dissemination actions as well as meetings, aiming to allow them to understand ANCHOR LIFE goals through a networking effort.

3. Target audience

The communication strategy includes various targeted audiences:

3.1 Internal communication

All project partners will be able to share and disseminate information. In order to share experiences both with the target groups and within the partnership, peer exchanges will be encouraged. As, though at different levels, with various technologies and backgrounds, they are all in the position to contribute to the implementation of the project goals, all identified groups will be asked to actively participate in contributing their own skills.

3.2 External communication

The involvement of stakeholders interested in ANCHOR LIFE topic is a pillar, being the project based on dissemination and, plus, taking into account principles of Agenda 21 and requirements from Directive 2003/4/EC on public access to environmental information.

ANCHOR LIFE partnership decided to create the "Follower Platform" involving stakeholders in two levels:

Associated Stakeholders, directly involved in the project itself and taking part of the Steering Committee playing an active role in decision making

Stakeholder Community involving relevant target groups keen to receive information transfer, stay updated on project's progress and replicate the experience in their own context since the beginning of the project, giving feedbacks from their experience.

In particular, to the platform are invited not only from EU but also from all over the world:

- Port authorities (other than partners), willing to share their knowledge and experience in tackling environmental noise issues and to test and eventually adopt the guidelines realized as an outcome of the project;
- Ship companies and terminal operators, willing to participate in the development of the project activities enriching the discussion with their point of view and to give useful feedbacks to the governance actions in terms of technical and economic feasibility of the actions proposed by the other project partners in the guidelines;

- Governments and Ministries (for instance Ministry of the Environment, of Transportation, of Productive Activities), interested in the governance strategies to reduce noise pollution generated by ports in order to convert the results of the projects in policies and laws;

- Public agencies related to the field of environment able to give useful suggestions for the improvement and interested to convert the results of the project at local level;

- politicians, technicians, professional organisations, transport engineers and decision makers for guaranteeing an integrated approach with other decision area (urban planning, buildings and mobility);

- Non-Governmental Organizations and other civil society representatives (such as citizen committees, environmental organizations) willing to give their feedback thanks to a deep knowledge of the territories of the project and of their social fabric;

- union organizations representing the workers of the ports, being real experts of the inner mechanisms of the port activities;

- academics and universities working in the research fields of environmental noise from industrial and transportation sectors and the corresponding health effects;

- estate agents, housing landlords and property developers, interested in increasing the value of their properties as a consequence of a better acoustic climate.

Since from proposal stage, the "Follower Platform" have been implemented with the sign of "Letters of Interest", declaring their involvement, from several Associated Partner Stakeholder and Stakeholder Community - as listed in Picture Action A1_Follower stakeholders list (see Action A1) - from Public Administrations, Port Authorities, Private Operators, Educational and Research centres and Consulting companies.

Since the beginning a particular attention has been focused to involve local Municipalities and private operators of the involved ports in order to have a complete range with different roles of the three contexts.

This audience is also comprised of all the people/institutions who are not part of the project but might be interested in it:

- European Sea Ports Organisation (ESPO) [https://www.espo.be]

- European Federation of Inland Ports (EFIP) [https://www.inlandports.eu]

- Association International de Ville Portuelle (AIVP) [http://www.aivp.org]

- Federation of European Private Port Companies and Terminals – FEPORT [https://www.feport.eu]

- European Community Shipowners' Associations – ECSA [http://www.ecsa.eu]

—   European Maritime Safety Agency – EMSA [www.emsa.europa.eu].

All the above-mentioned Associations will be addressed in order to use their large influence as a sounding board for communicating and disseminating ANCHOR outcomes. Moreover, during the implementation of the project activities these Organizations will be requested to join the partnership like stakeholders. Their valuable opinions and suggestions will be collected and applied in order to guide the realization of the different tasks. Only through the involvement of all the stakeholders interested in harbours it is possible to have a real impact on the noise governance and to get a real success in controlling port noise pollution.

The strategy aiming to maximize the impact of the project on the European ports will be developed through a double approach. On one side the ports associations and networks will be directly informed of the achieved outcomes by contacting their institutional bodies. On the other the results of ANCHOR results will be disseminated through the conferences and meeting promoted by those Associations, so that the existing networks will be capitalized and exploited aiming to communicate.

4. The Communication Strategy

4.1 Preliminary step / Transversal tools

The creation of the project logo and the editing of a graphic identity will allow all the project partners to use the same visual message, providing the unity and visual recognition of ANCHOR LIFE project.

The leaflet:

The leaflet will concisely and effectively communicate the aims of the project. It is targeted to specialist and the general public, and contains all the main information about the project, such as a brief description of the project and its main products/documents to be created and the contacts of the project partners. The is in English.

The format is agreed among the project partners during the graphics processing. Different versions will be printed during the project, in order to better describe the progress made and the state of the art.

Leaflets will be distributed throughout the duration of the project at events organized as part of Anchor Life and during other events organized or participated by the partners of the project.

The leaflet will contain the logo of the European Commission, the project logo, the logos of the partners, images, the reference to the webpage and social networks.

Letterhead:

The letterhead is used as tool for official communications and requests related to the ANCHOR Life project. It contains the logo of the European Commission, the project logo, the logos of the partners.

The letterhead is also used as head of all the documents and deliverables, and contains information about the document such as title, version, author, date of preparation, changes made, related action and reviewer.

PowerPoint template

The presentation template is used for all the presentations related to the project. Partner will use the template to disseminate the project results in internal, external and institutional meetings that will be

attended during and after the project duration. The presentation contains the logo of the European Commission, the project logo, the logos of the partners.

Notice board:

The notice board will be used to spread information about the project during the event organized and participated by the partners. The notice board contains the logo of the European Commission, the project logo, the logos of the partners, as well a clear explanation of the project structure and main goals.

The print of different versions of the noticeboard, each one provided before the scheduled events and illustrating the main objectives and illustrating the main results obtained, will be evaluated by the partnership.

4.2 Project website

The website is the primary communication tool of the project, for both internal and external audiences and it is target to general and specialized public. The website will be kept, with the technical and scientific contribution by each partner, throughout the duration of the project.

English will be the working language, so reports and other documents will be drawn up in English. The languages of the website will be English. The URL of the official website will be connected to the major search engines on the web, e.g. Google.

The project web site will contain the logo of the European Commission, the project logo, the logos of the partners, photos and pictures of project activities; an introduction to the project including its main objectives, the implemented activities, the results and products obtained, the main contacts and addresses of the partners; documents and deliverables of the project activities, links to partner websites and to Institutional websites.

Web structure and design

The project web site will be implemented by ISPRA that will develop the layout of the project website and its updating.

The address of the website is: https://www.anchorlife.eu

Summary of the results on the website

The Google Analytics tool will be monitoring the website, allowing to measure the success, based on several criteria such as number of viewers, number of pages seen, pages seen per visit, average time spent on the site, and geographical information.

Additionally, the host institution will be responsible for provision of all materials required for the event (promotional or informative material, supporting documents, notebooks, etc.), as well as for the elaboration of reports/minutes on the held event upon its completion.

Every event planed within ANCHOR Life project must also meet the requirements regarding the structure and the number of target audience.

Description of the project on the websites of the partnership

In order to spread the knowledge of the project and its related activities within the stakeholders of every partner and to increase the networking activities, a web page in the partners' web site will be created.

This web page will contain a brief description of the project and the partnership, and the link to the official website of the project.

4.3 Social Networks

Social network will be key means providing more regular updates:

- A Twitter account, focused on promotion in a political context. For key results or report dissemination,

- promoted tweets will be used ensuring messages to appear in key political and business stakeholders (local, national and EU level) timelines.

- A Facebook page, addressed to a more 'lay' audience to encourage discussion and debate. Scheduled content will be weekly developed featuring photo, video and links including promoted posts.

- A LinkedIn page as well as a port noise discussion group, to bring together professionals for more technical discussions and establish connections between experts.

- A YouTube account will be created to host videos.

The strategy will include posting activities focused on two main objectives:
- conveying specific information regarding the progress of the project and the initiatives promoted to the target audience;

> – increasing the level of knowledge of users on issues concerning pollution due to physical agents in general.

Each post will address a specific target and will be sponsored by targeting the campaign in detail. The profiling of the users, target of the campaigns, will be defined with the client based on: age, sex, city, profession, tastes and preferences.

The activity will therefore be aimed to:

- Reach the specific target with the right message

- Generate user engagement

- Increase the degree of user sensitivity about the main theme of the project

As mentioned in sub action D.1.2, the idea is to use also the networks activated during other EU projects by which EU ports are already working together exchanging best practices in order to be used as starting point to strengthen ANCHOR impact. Moreover, stakeholders will be invited to participate in dissemination actions as well as working group meetings and conferences.

4.4 Newsletter

In order to effectively reach on time bodies and organizations concerned with the project goals and topics of the project, direct communication with the identified target audience is deemed as necessary.

The newsletter will be sent every three months and will target the database built up throughout the duration of the project. Its editorial content will propose the "best of" of all the articles posted on the website and in the newspapers during the previous three months.

4.5 Layman's Report

The publication is to be seen as an important output of the project, which will gather all information, researches, conclusions. The information about the project will be explained in concise and clear way, in order to easily disseminate its results through a non-specialist audience. Specialized audience and decision makers will use find in the layman's Report all the information and an exhaustive summary which can be useful for insights and follow ups.

The Layman's Report will contain a short introduction to the project and partners the link to the project site and to other social networks, the contact person, the logos of ANCHOR Life project, of the European Commission and of the project partners.

The Layman's Report will be available in English, both in electronic and printed format.

5. Events participation

The results of the activities carried out for the project will be shown in some international and EU conferences, such as follows:

- Internoise 2020: Seul (South Korea), 20-23 August 2020
- ICA 2020, London (UK), 19-20 January 2020
- ICBEN 2020: Stockholm (Sweden), 15-18 June 2020

Other conferences, especially for 2021, will be taken in account once notified, as well as for the events organized by port networks and associations.

6. Events organisation

The organisation of events is strictly related to the stakeholder engagement process core action of the project.

Each partner will contribute to the events organisation using its own network of relationships at the local, national and transnational levels and will inform about the project objectives and results.

6.1 Final Conference

The final conference is a key-element of the communication plan. Final results of the project will be presented to a wider audience, and national and European institutions will be involved. The event will take place in Brussels and every partner will work on its organisation.

A communication campaign on the final conference will be launched at least two months before the event through a special newsletter and all the communication tools involved, to the project larger network and all the partners' networks.

Printed documents such as schedules, notice boards, leaflets will be produced for the final conference; the Layman's Report will be presented as well.