

Introduction

Due to the presence of a large inland waterway network, the major economic centres of Western-Europe are easily accessible by barge. With its large, varied fleet and capacity to move large cargo volumes, the inland shipping sector is a cost efficient and sustainable transport partner. The international requirements on energy-saving and clean air become stricter everyday. Therefore it is important that also the inland shipping sector takes measures to reduce its emissions.

With the help from the European Commission LIFE fund, the European consortium CLINSH – Clean INland SHipping – is founded. CLINSH is a project in which emission reducing technologies and alternative fuels are tested in practice. This will provide valuable information about their effectiveness and operating costs. The main objective of CLINSH is to contribute to a better air quality in urban areas. Within CLINSH seventeen Dutch, Belgian, German and English public and private organizations work together.

Objectives of the project

CLINSH is set up as a pilot project. A relatively small group of 30 ships will be followed, providing technical data that will help ship owners, investors and policy makers to further increase the environmental competitiveness of inland shipping.

The CLINSH project aims to accelerate the emission reduction by the inland shipping sector to comply with future stricter regulations by:

- Demonstrating the effectiveness of greening measures in the inland shipping sector
- Stimulating the sector to personally take these greening measures

In addition, CLINSH will highlight the benefits of shore power for local governments. Until now the energy needed for heating, lighting and other activities on board has mostly come from generators. A switch to shore power will help reduce ships' emissions and improve the air quality around ports.

Phases of the demonstration project 'Cleaner vessels'

In general, the demonstration project has 4 phases which has his own deliverables:

Deliverables

1. Emission inventory current INS
2. Analysis test results 30 vessels
3. Air quality modelling : impact emission reducing options
4. Policy recommendations (support measures, legislation, etc.)

Communication

The CLINSH communication strategy includes both external and internal communication, while focusing at dissemination of the project results, interactivity and visibility. The foreseen actions are needed in order to ensure public awareness, stakeholder involvement, replicability and transferability.

In order to ensure acceleration of emission reduction in inland waterway transport and therewith the uptake of the project results, the dissemination and communication of the CLINSH project focuses on the results of the demonstrations. The main target groups of the project being individual skippers and shipping companies, policy makers and port authorities. Since these target groups all operate according to their own interests and within a specific context, it is necessary to adjust the communication and dissemination strategy to the needs of that specific target groups.

Main target groups

As said in the introduction, the main objectives of CLINSH are accelerating emission reductions in inland waterway transport (cleaner vessels) and reducing emissions when inland shipping vessels are moored (onshore power supply). Each objective has its own target group(s).

The geographical scope of the project is North western Europe; Belgium, The Netherlands, Germany and United Kingdom.

I Cleaner Vessels (Demonstration project)

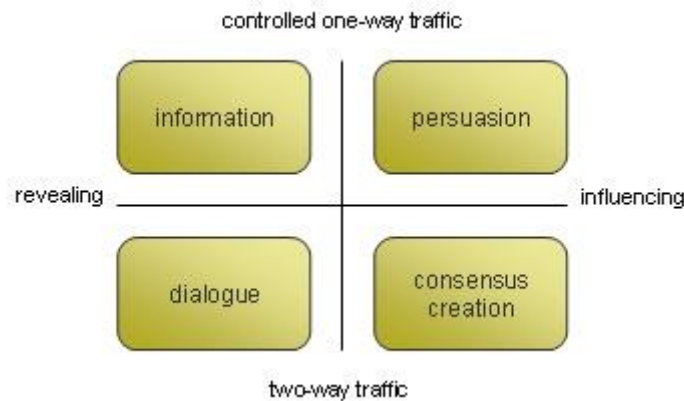
- a. Inland Navigation Sector (INS being: Individual skippers/shipping companies/professional associations)
- b. Policy makers (regional, national, international government bodies designated to develop policies related to emissions by the INS)
- c. Port authorities
- d. Investors (incl. banks)

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- e. Port authorities
- f. Inland Navigation Sector
- g. Policy makers

Communication objectives and strategies

Communication objectives are in terms of knowledge, attitude and behavior and differ per target group. In order to achieve the communication objectives, a strategy is needed. For the communication strategy the 'communication grid of van Ruler' is used. A target group can be approached using various strategies during the project execution period. Each strategy has its own means of communication.



The Communication Grid by Betteke van Ruler

Cleaner Vessels (Demonstration project)

a. Inland Navigation Sector

- **To inform and persuade:** Inform about the current emissions and that the new technologies are effective, reliable and performant. Raising awareness and belief of investing in cleaner vessels because international requirements, relating to energy-saving and clean air on existing vessels, will become stricter. And to ensure that the inland shipping sector continues to play its part in the future (compared to modern trucks).
- **Dialogue:** skippers interested in investing in cleaner vessels asking for information to CLINSH (eg. Reports, attending events). We also need to capture the worries of ship owners, i.e. what holds them back to invest in new technologies.

b. Policy makers

- **To inform and persuade:** Inform about the current emissions and the effectiveness of alternative fuels & emission-reducing technologies. Persuade to make current policy on emissions stricter also for existing vessels. Raising awareness regarding constraints that hinder the uptake of greening measures.
- **Consensus creation:** They can (based on good arguments) change policy, like development of financial instruments and incentives to stimulate the uptake of emission reduction technologies & alternative fuels.

c. Port authorities (not participating in project CLINSH)

- **To inform and persuade:** Inform about the current emissions and the effectiveness of alternative fuels & emission-reducing technologies. Raising awareness regarding constraints that hinder the uptake of greening measures.
- **Persuade:** they can (based on good arguments) support the new policy, developing incentives to reward the uptake of emission reducing reduction technologies & alternative fuels by skippers.

NB: To keep target groups a, b and c involved and to make sure the final policy agreements are widely held, they should be informed about the deliverables of the 4 phases in the demonstration project (see page 1).

d. Investors

- **To inform:** Inform about the effectiveness of alternative fuels & emission reducing technologies. Raising awareness regarding constraints that hinder the uptake of these greening measures.

CLINSH stakeholders

CLINSH will disseminate the project results through the network of the associated beneficiaries, and also through the network of CLINSH stakeholders.

In the communication and Dissemination & Policy tools and recommendations, special attention will be paid to informing the involved professionals.

A 'sounding board' with involved stakeholders is planned on a regular basis and via interactive media. Stakeholders include:

p. 69+70/164, Annex II 'Description of the project'

For an overview of the CLINSH network, please refer to the appendix.

Message

Target groups differ, also the message we want to send them. In the CLINSH project we distinguish 4 successive phases (see page 1). Each phase had also his own messages.

The general public is not a specific target group in this project. General public will be informed during this project by the different communication and dissemination tools used for the main target groups (e.g. press releases, notice boards, fairs, brochure, website, etc.).

The accents on both the economy and environment are elaborated into a pay off text:

"Sustainable waterway transport, clean air"



Target Group	Goal	Message
all target groups, stakeholders & public in general	inform: CLINSH project and its objectives	1) why INS has to green
		2) CLINSH is a demonstration project based on real-life conditions
		3) The results will enable the INS to become greener
		4) Policy has to change
	Inform: current emissions	existing vessels without alternative fuels and/or emission reducing technologies currently on average emit XX tonnes of Nox/PM per loaded ton.
INS	inform: results of demonstration project	1) The greening measures allow to reduce emissions by vessels with XX %
		2) illustrating the CLINSH benefits
	inform and convince: Demonstration project	take part in demonstration projects, CLINSH objectives, added value for skippers/shipping companies
	inform: selected ships	presentation of selected ships & CLINSH in general
	inform and convince new technology	new technologies are effective, reliable and performant. The new technology is as good as the traditional fuel oil
	Raising awareness and belief: investing in cleaner vessels	1) The greening measures allow to reduce emissions by vessels with XX %
		2) To invest in cleaner vessels to meet future international requirements on emissions for existing vessels and remain competitive with alternative ways of transport.
		3) Greening of the INS will reduce external costs and contribute to an increase of the value of INS
Policy makers	Inform: emission reducing in areas along inland waterways	The greening measures allow to improve air quality in certain areas like densely populated and/or nature areas along the inland waterways with XX%

	inform and persuade: socio-economic benefits of the demonstration project	The social and economic benefits of the demonstration project provides policy makers insight in possible policy
	consensus creation: change policy	for the uptake of greening measures regulations has to be developed and incentives should be provided
Port authorities	Inform: results demonstration project	The greening measures allow to improve air quality in port areas by XX%
	Persuade: support new policy	supporting the new policy by developing incentives to reward the uptake of emission reduction technologies and alternative fuels by skippers will help to green the port areas
Investors	Inform: results demonstration project	1) The greening measures allow to reduce emissions by vessels with XX %.
	Raising awareness: constraints hinder the uptake of these greening	implementing greening measures is key for INS to comply with future stricter emissions regulation on existing vessels and to remain competitive to other transport modes

Communication and dissemination

To communicate about the CLINSH project and to disseminate the results, different tools are used. The tools are:

- **www.clinsh.eu** contains general information on the project in a comprehensible and accessible manner. The website will be linked to other EC project websites (LIFE and not-LIFE funded) dealing with related subjects and topics to make dissemination of project results easier. The website will also serve as central repository of deliverables including reports, audio-visual training and presentation materials, links to portals and open source code and will also include all developed communication tools. It is the central tool to which all other tools/communication actions link. It should therefore be up date at all times.
- **Brochure** gives a general overview of CLINSH' goals, project phases and project partners.
- **Movie** for general audience expressing the need for innovative actions, methodologies and approaches to improve air quality within the inland industry. Depending on budget: a movie with testimonials by the various involved skippers to persuade their peers about installing the greening measures.
- **Roll ups** with logo's CLINSH partners and LIFE
- **CLINSH digital newsletter** will be emailed to all those who are interested (content: news results, conferences, meetings, articles, etc.)
- **Press releases** timing of press releases are connected to the conferences, annual networks, announcements of results, etc. A press list will be composed and partners will publish press releases on their own website.
- **Social media** CLINSH will have its own Twitter account and will tweet regularly based on a social media calendar. CLINSH partners can communicate about CLINSH via their own social media tools
- **Project logo** developed for corporate identity and to be used in all communication tools together with the LIFE logo
- **Notice boards** at strategic locations (demonstration ships and onshore power sites will be provided with LIFE/EU flags & CLINSH flags or banners)
- **Animation** with best practices developed (depending on budget)
- **Articles** regarding the project (provisional) results in scientific and specialist journals
- **web based greening** tool for the shipping industry indicating the emission consequences of several fuel types
- **Printed & Online media** – campaign distinguishing two targets groups;
 - **Technical** : relevant technical online media will be listed and will allow us to connect with ports authorities, technical platforms, sector organisations, ship owners etc.
 - **Generic** : relevant generic online media (including social media like Twitter, LinkedIn) will be listed and be connected with websites of regional authorities, EC-websites attracting and informing users and enhancing the discussion process.
- **Layman's Report** to be delivered at the latest in February 2020, will present the highlights, objectives, actions and results of the project. It shall be presented in English

and other languages if desired, written in an accessible language without scientific terms and visually attractive and downloadable. Links for the report will be put on the website of partners.

- **Networking with other (non)LIFE projects:** by the end of month 3 each partner will present a list of on-going projects in which he is involved in or is aware of or has knowledge about (using National Contact Points) regarding EU-projects whether or not funded by national bodies or European Commission) and or/that are relevant for or directly linked to the CLINSH project.
Specific selection criteria will be determined by Energy Valley (e.g. subject and relevance for CLINSH, geographic coverage, participants, project goals) to make a selection of projects that are of importance for the CLINSH project. Invite groups and/or be invited by groups from various preselected projects to support the uptake of emission reduction technologies from a technical, political and financial perspective.
- **Conferences** will be organised in order to inform all concerned parties and to gain commitment towards the formulated strategies, the project and its objectives.
 - o **Starting conference** in Germany introducing the project to all stakeholders as defined in the beginning of the project (month 2)
 - o **Mid-term conference** to be organised by the Mobility and Public Works/Port & Water Policy Unit of Flanders (September 2018) in Brussels
 - o **Closing conference** in The Hague in 2019 (month 48) to disseminate results and exchange knowledge and expertise. Central themes like technique, regulatory and political consequences will attract stakeholders to attend.
- **Annual network event** in Brussels in order to involve EU-stakeholders in CLINSH and the issues the project addresses during annual events like Open Days, Sustainable Week, etc.
- **PR Lobby;** To influence politicians, directors of organizations and opinion makers

After LIFE Plan

During the projectperiode a after LIFE communication and dissemination plan will be made. The following communication and dissemination activities will continue after the LIFE Project (p 75/164):

- Website will be updated and kept online for at least five years
- The results will be open data and be communicated by the CLINSH consortium and forthcoming projects like CEF and ERDF
- Knowledge Centre for Inland Shipping
- Continuation of the CLINSH consortium by offering a permanent structural platform
- Dissemination to regions which are not yet involved

The after LIFE plan will include:

P 76/164, Annex II 'Description of the project'

After the end of the project the results and lessons of the project will be actively disseminated to the inland shipping industry, port authorities and other stakeholders. The dissemination activities involved are:

P77+78/164 Annex II, 'Description of the project'

Budget

The out-of-pocket costs for communication are limited. There are also costs already been made for some tools, like website, project logo, brochure. Due to the little budget, it is important to look at tools which have little costs. Tools with little costs are e.g. press releases, online and social media.

External Assistance costs				
Beneficiary	Action#	Procedure	Description	Costs
PZH	D1	Non-Public	Final conference (room, catering, invitations)	€ 8.000,00
EV	D1	Public Tender	Outsourcing digitl media, video, graphics	€ 35.000,00
EV	D1	Non-Public	Closing Conference cost (locations,catering etc)	€ 7.000,00
EV	D1	Non-Public	Consultant/outsourcing website, project logo, branding)	€ 10.000,00
EV	D1	Non-Public	Printed media, notice boards, laymans, report	€ 10.000,00
MSE	D1	Non-Public (minor cost)	Consumables workshop D1, room catering	€ 1.000,00
NRW-EA	D1	Non-Public (minor cost)	Starting conference, location catering	€ 12.000,00
NRW-EA	D1	Non-Public (minor cost)	Consumables workshop D1, room catering	€ 1.500,00
NRW-EA	D1	Non-Public (minor cost)	Publications/flyers	€ 3.500,00
				€ 88.000,00

Project deliverables

Deliverable name	deadline
Project website (EV) MILESTONE	11/2016
Communication-Dissemination plan (EV)	02/2017
Notice Boards (EV, PZH)	09/2017
Audio-visuals	08/2018
Layman's report (EV/Nijmegen)	02/2020
Networking wit LIFE projects (All)	06/2020

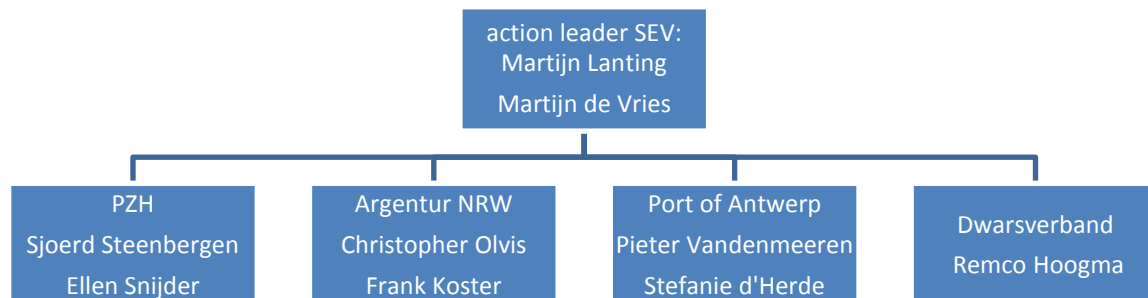
Communication with CLINSH partners

CLINSH is an international consortium consisting of 17 organizations from four different countries (B,NL,G & UK). To assure the communication and dissemination will take place in every participating country, a 'communication & dissemination team' will be created with representative(s) of each country. It is also meant to keep each other posted on the latest developments of the project.

The CD Team will meet four times a year to discuss the progress of the communication and dissemination activities. The team also makes working arrangements on the activities such as translation of e.g. press releases, content of communication tools, determining target/focus groups of the various activities. Some communication will arise from CLINSH as an entity (e.g. to policy makers and port authorities) and other communication will arise from separate partners.

The representative (s) of a country is responsible for the distribution of the information arising from the 'dissemination team' towards the other partners in his or her country. Together, all the partners from one country are responsible for the execution of the communication- and dissemination plan in their own country.

Communication and dissemination team



Communication of Onshore Power Supply (OPS)

Work in progress