

ACTION COMMUNICATION PLAN

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Authors

Responsible organisation	Principal author
[AFDJ Galati]	[Claudiu DUTU]

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Abbreviations

SWIM	Smart Waterway Integrated Management
INEA	Innovation and Network Executive Agency
EUSDR	European Strategy in Danube Region
SCOM	Steering Committee
CEF	Connectng Europ Facility
PMT	Project Management Team
NGO	Non-Governmental Organisations

1. Introduction

1.1. Scope of the document

The scope of this document is to present a common Dissemination, internal and external Communication Strategy for the SWIM project to ensure maximum impact of the project during its life span and sustainable benefits to the navigation and its stakeholders after the project is ended.

The Action Communication Plan (ACP) is foreseen as an output of Sub-Activity 1.2 - Communication and Dissemination within Activity 1 "Project Management and Communication". The general objective of Sub-Activity 1.2 - Communication and Dissemination is as follow:

- to provide transparency and communicate the project results;
- to be the liaison between SWIM and its stakeholders within and outside the project in the European and national inland navigation sector.
- to provide a seamless communication between the SWIM project and FAST Danube project, and to others relevant projects, as well;

This document, will, details the activities to be carried out in the framework of a dissemination and communication strategy, and the ongoing evaluation of the progress and results of such activities. The document also outlines principles for communication within the SWIM project.

The present communication plan is a working tool that reflects the approach and activities outlined in the project's Grant Agreement. It will be enriched by the input and achievements within the project and be reviewed and updated at regular intervals (every year if necessary). The annual Action Status Report and Final report, will specify the actions carried out during the project life cycle.

General rules for the project co-operation are outlined in the document. The Communication Plan shall be discussed by the project partners and approved by the Steering Committee.

The whole project is based on co-operation and partnership, within the project team. Each member of the project team shall be aware of the content of the Communication Plan.

The scope of this document is to provide guidelines for the communication and dissemination strategy for SWIM and to define the best way to use dissemination tools during the project in order to provide publicity and transparency, thus to reach the above mentioned objectives.

For our overall communication strategy, we will use the five-step approach below based on the following questions:

1. **WHAT** do we communicate? The first step is to define and set up our GOALS;
2. **TO WHOM** ? In this next step we will define our TARGET GROUPS and STAKEHOLDERS;
3. **HOW** ? The third step is where we define the METHODOLOGY to be used;
4. **WHO and WHEN** ? In this step, we are aiming at giving information for time allocation of responsibility and a timetable for the present document identifying responsible persons and timelines;
5. **HOW GOOD** ? is the last step and wraps up all the steps above while giving us the tools necessary to measure our communication and dissemination performance using specific metrics for EVALUATION;

2. Publicity and visibility requirements

As a beneficiary of CEF funding, one of SWIM project legal obligations is to provide the proper publicity to inform the public on the EU's financial support. Any report, brochure or document connected with the project must mention EU co-funding.

This mention is important as it:

- shows our commitment and participation in the CEF Programme;
- helps to give the important message to the European public that the European Union is doing its part in financing European infrastructure development

2.1. General visibility requirements of the Connecting Europe facility (CEF) Programm

The following information must be included in the publicity and dissemination actions and items, as relevant to the specific type of dissemination carried out:

- A funding statement stating that **SWIM** project is the recipient of the funding from the CEF. The phrase "**SWIM** project is co-financed by the European Union's Connecting Europe Facility" must be included on all dissemination and communication print items
- For print items such as flyer, brochure or newsletter, a disclaimer releasing the European Union from any liability in terms of the content of the dissemination materials must be included:
"The sole responsibility of this publication lies with the project consortium. The European Union is not responsible for any use that may be made of the information contained therein."
 (This disclaimer is available in all EU official languages - <https://ec.europa.eu/inea/connecting-europe-facility/cef-energy/publicity-guidelines-logos/publicity-disclaimer>).
 As an alternative to above point, you may simply use the EU flag jointly with the funding statement.
- As **SWIM** is an European project and the corridor approach is key for the success, the **SWIM** logo and the EU Logo have to be visible on all dissemination items.

The **SWIM** project logo:



- All the activities focus on harmonization, cooperation within the project team, but as well, to involve relevant stakeholders and waterway administration, as IAPPDand coordination between the partners, therefore we should go for following approach:
 - AFDJ logo on items with a bigger size.



- NO AFDJ logo on smaller items, only the logos of **SWIM** project and the EU.



Co-financed by the European Union
 Connecting Europe Facility

When using this logo form, please ensure the following:

- elements of the logo should not be separated, i.e. please use the logo as one whole unit;
- leave enough free space around the logo, for clarity purposes.

2.2. Specific visibility requirements for publications and dissemination materials

All communication or publication about the **SWIM** project – including at (press)conferences, Steering Committee or the Stakeholders FORUM – must indicate that the project has received funding from the EU in the following form:

Type of communication	Placement of logo / guidelines for use
Websites & Social media accounts	<ul style="list-style-type: none"> • Same place on every page • Ideally as part of the website frame which appears on all sections • Landing or intro page (Social media)
Brochures, information leaflets, fact sheets, newsletters, posters	<ul style="list-style-type: none"> • Bottom right corner of publication • Front or back cover • On white background (unless placed on a large photo or illustration as on a poster)
Reports & internal project publications	<ul style="list-style-type: none"> • Front cover
Power Point or other graphical presentations such as Prezi	<ul style="list-style-type: none"> • First or last slide of a presentation or in the footer of each slide
CD-ROM, DVD	<ul style="list-style-type: none"> • On label of jewel box or CD label
Videos & animations	<ul style="list-style-type: none"> • Intro or closing screenshot

2.3. Specific visibility requirements for Public works and equipment

WHEN	WHAT	HOW
Before / during the works	Billboard/signage erected on site	Must contain funding statement and EU flag
After the works	Permanent commemorative plaque or billboard/signage	Must contain funding statement and EU flag

As a general rule, the sub-activity coordinator must be informed on all communication and dissemination activities past and planned on a regular basis.

2.4. Requirements of SWIM project - internal rules and processes

In order to respect the visibility program rules stated above, always carry out dissemination activities in accordance with the Communication Coordinator.

- use the basic project presentation (EN/national language);
- always use the following project templates created:
 - Agenda;

- List of Participants;
- Meeting Minutes;
- PowerPoint Presentation;
- Deliverables;
- News;
- Press Release;
- Word documents

The **SWIM** project templates and logos will be found for download on the project website which will follow.

3. General Project Presentation

3.1. Key facts

- Project title: Smart Waterway Integrated Management
- Acronym: **SWIM**
- Project number: 2015-RO-TM-0366-S
- Grant Agreement number: INEA/CEF/TRAN/M2015/1130004
- Project duration: 1st July 2016 - 31th December 2020
- Budget: EUR 12.222.200
- EU cofinancing: EUR 10.388.870
- Project coordination : River Administration of the Lower Danube Galati (AFDJ Galati)
- Project partners : Waterway administration from Romania - River Administration of the Lower Danube Galati (AFDJ Galati)

3.2. SWIM project in a nutshell

The general objectives of the **SWIM** project are:

- Reinststate a good navigation status in the most critical sections listed above;
- Developing an integrated approach aiming to increase navigation avoiding negative impact on the river system and ecology;
- Supporting modal split by fostering the use of inland waterway transport.

The scope of the Action is to:

- Elaboration, implementation and evaluation the integrated Concept to reinststate and maintain a Good Navigation Status in the above mentioned critical sections;
- Development and implementation of a SWIM - SMART IT platform to rank implement and evaluate the necessary work measures to reinststate and maintain a Good Navigation Status.
- Carry out pilot capital dredging works actions to reinststate good navigation status in the most critical sections listed above.

A general presentation of the project that should be used and translated into the national language is a project deliverable that is available for mandatory use and must be used at **SWIM** project communication and dissemination events.

As a reminder, Communication and Dissemination SubAct. 1.2., inscribes itself in Activity 1, Project Management and Communication, which deals with monitoring and management of technical progress, resources and quality of the project results.

3.3. Overview of SWIM project activities

SWIM project activities description, as follow:

Activity 1: Project Management and Communication

This Activity covers the overall management of the Action, the preparation of reports on the progress of the Activities, including the final report, the exchange and coordination of information and the

final review of the Action's deliverables. The beneficiary of the Action, the Administration of the Lower Danube Galati, will be responsible for project management. The Steering Committee has been established as the main decision making platform. It consists of the representatives of key institutions playing a role in the implementations of the SWIM project.

As well, comprises all tasks related to communication and dissemination of the Action's results and includes:

- Information about the Action on beneficiary website;
- Use of EU logo on cover of study reports (with disclaimer);
- Press releases, articles, presentations, etc.;
- Dissemination events.

Activity 2: Integrated Concept to ensure a Good Navigation Status

The main objective of this Activity is to develop an integrated concept to elaborate, rank and evaluate the pilot works actions to be implemented in order to ensure a Good Navigation Status in the most critical bottlenecks of the Romanian-Bulgarian common section of the Danube: Bechet, Corabia, Corabia port and Calafat-Vidin. As well, the activity covers the design, delivery and implementation of the integrated concept to ensure Good Navigation Status.

Activity 3: SWIM-SMART IT platform

This Activity covers the design and the deployment of the SWIMM-SMART IT platform aiming to support:

- The day-to-day management of the fairway related data (i.e. GIS data, navigation and hydrological information and etc. The data collected will be available for all other Danube countries waterway management authorities;
- The development of the interfaces to share information among the different platforms and waterway management systems between the countries along the Danube, its tributaries and the Rheine.
- The implementation of the appropriate measures to ensure good navigation status, monitoring and evaluation of the results.

Activity 4: Procurement and delivery of technical equipment to carry out capital dredging works and enhanced safety of navigation

This Activity covers the procurement of equipment to carry out capital dredging works and enhance the safety of navigation.

Technical specifications will be prepared for each vessel and equipment. The vessels receiving support through this Action should provide their services for the beneficiaries for a minimum of 5 years after the end of this Action.

Activity 5: Pilot capital dredging works intervention and testing technical equipment for safety navigation

The objective of this Activity is to carry out and evaluate pilot works for capital dredging of the most critical bottlenecks locations in the Romanian/Bulgarian common section of the Danube listed above.

Activity 6: Evaluation and recommendations

This Activity covers the delivery of an evaluation plan to assess the effectiveness of the pilot works capital dredging implemented to ensure a good navigation status and the elaboration of a proposal to enhance cooperation between Bulgarian and Romanian waterway administrations.

3.4. SWIM project organisational structure

According to its statute, the INEA supports the EC in the management of CEF projects. The INEA Project Officer reports every decision from EC such as deadlines, guidelines and recommendations to the project management team.

The **SWIM** project Steering Committee is the main decision-making platform.

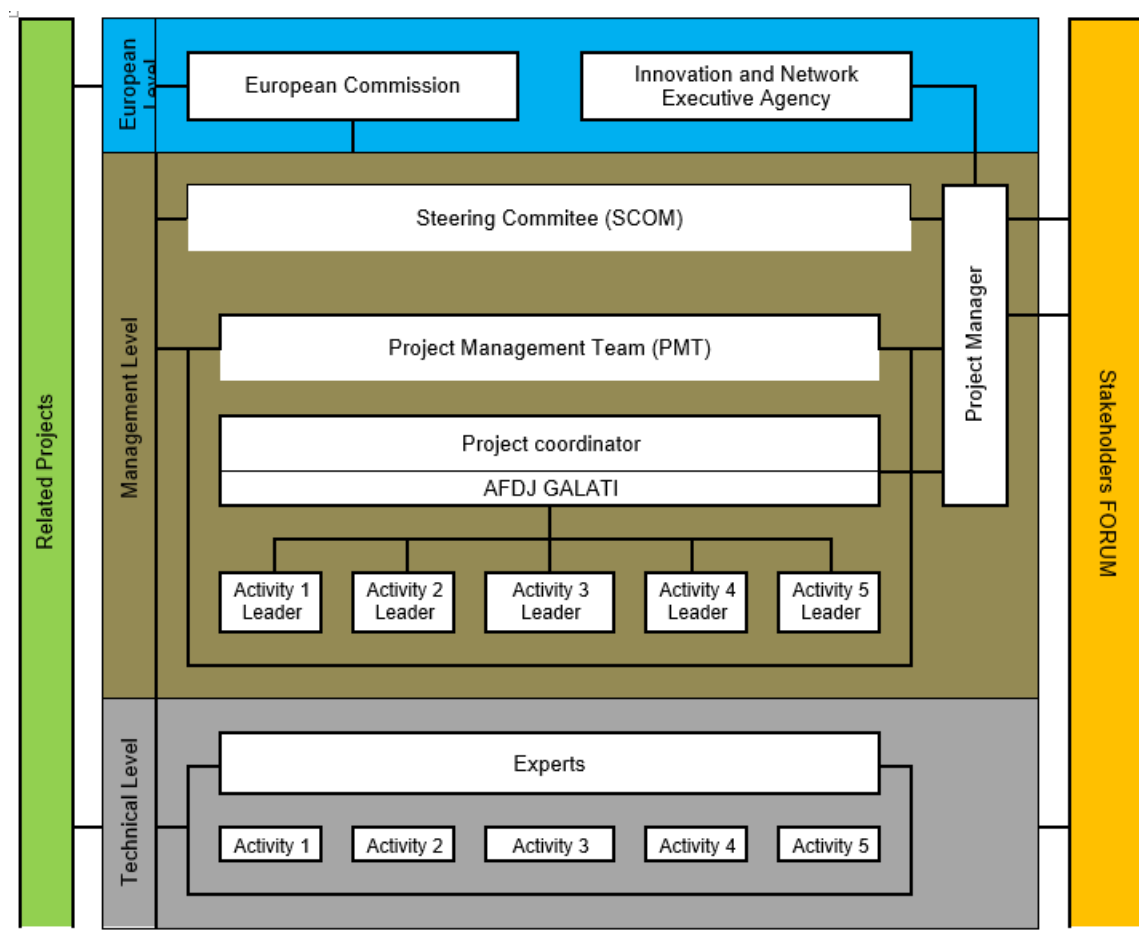
The project manager is the intermediary for all communication between the Beneficiaries and the European Commission. The Project Manager ensures the coordination of the Project Management Team (PMT) and the technical, economical and administrative management of the project.

The project manager is supported in coordination by the national coordinator and activity coordinators, belonging to the Project Management Team.

The national Coordinator is responsible for monitoring the national progress and setting necessary actions within SWIM project at the national level.

The Activities experts are all persons who execute the project on operative level.

The organisational structure of the FAST DANUBE project is:



In accordance with the above scheme, the responsibilities of each entity of the project are as follows:

European Commission - EC project officers from DG MOVE and DG REGIO represent the interface between the two organisms and Action SWIM.

Innovation and Network Executive Agency (INEA) - According to its statute, Innovation and Network Executive Agency (INEA) supports the European Commission in project management. INEA officers monitor the technical and financial progress of the Project and approve Annual Reports and the final Technical and Financial Report.

Project Steering Committee (SCOM) - The Steering Committee is made up of members of the Project Management Team (PMT) and representatives of key institutions playing a role in the implementations of Action SWIM: The Bulgarian Waterway Administration, Romanian Ministry of Transport, Bulgarian Ministry of Transport, Romanian Ministry of Environment, Water and Forest, Bulgarian Ministry of Environment and Waters, Harbour administrations from Romania (Romanian Danube River Port

Administration, Republic of Bulgaria (Bulgarian Port Infrastructure), Romanian Naval Authority, Romanian Ministry of European Funds, EUSDR - Priority Area 1a.

Project Management Team (PMT) - The Project Management Team is made up of the Project Manager, project coordinators and Activity Leaders. Responsibilities of the Project Management Team include planning, coordination and monitoring timely implementation of the foreseen activities, monitoring of the expenditures in the budgetary allowances, informs the SCOM upon the technical and financial progress, and identifies risks leading to unconformities. PMT undertakes tactical decisions from technical, financial and organisational perspectives to be carried out within the project. Members of the PMT will be appointed at the beginning of the project and will be included in the Strategic Action Plan (SAP).

The Project Manager ensures the coordination of the PMT staff and the technical, economical and administrative management of the project. He also coordinates financial resources, manages funds, contracts and payments, coordinate the monitoring and reporting process according to the procedures established with INEA.

The project manager is responsible also with the liaison between the project and EC and supplies all necessary documents and information's, based on EC's decision.

The project coordinator are subordinated to the project management team (PMT) of Action SWIM. They are responsible for monitoring the progress and setting necessary actions within the Action SWIM in their countries. In general terms the national project coordinators are the representatives of the implementing organisations, in charge of executing the task.

Activity leaders (AL) - For each activity, a leader will be nominated. Basically they are the coordinators for the execution of the tasks of the related activity in cooperation. The activity leaders shall coordinate the tasks to be executed among the contributing of both partners, monitor the progress of the assigned activity, report the status and next steps to the Project, elaborate and /or coordinate the elaboration of documents (concepts, reports, test plans, etc.) if applicable. The activity leaders shall participate in the Project Management Team Meetings and organise relevant meetings (create agenda, meeting minutes, etc.).

Stakeholders Forum - The SWIM Stakeholders Forum, covers of both national and transnational user forums. The objective of the Stakeholders Forum is to invite non-project related stakeholders from the inland navigation sector for collecting their requirements to planned future activities regarding inland navigation.

The Stakeholders Forum shall be organised four times per project, with the national and international stakeholders. The members of the national level are besides the project beneficiaries also stakeholders of the inland navigation sector.

The Stakeholders Forum will be organised and financed by the AFDJ Galati, in order to discuss national findings on a cross-border dimension for sharing common challenges and identifying joint approaches for the Action SWIM results. The members of the Stakeholders Forum are both besides the project beneficiaries also stakeholders of the inland navigation sector

3.4.1. Communication and Dissemination activities

Claudiu Dutu of AFDJ is sub-activity leader and as such has the overall coordination role. All the actions, related to communication and dissemination activities will be manage by sub-activity leader.

3.5. Meetings

3.5.1. General

Generally meetings shall take place on Tuesday, Wednesday or Thursday. Monday and Friday shall not be chosen for meetings, only if participants agreed, due to organized back to back with others relevants meetings. These two days shall be reserved for travelling, in general. Meetings shall not start earlier than 09:00 and last longer than 18:00. The host of the meeting shall organise beverages during the meeting. Lunch breaks shall be foreseen, within the agenda, but the lunch itself is not an obligation to be paid by the host. For meetings, which need several days a common dinner shall be offered to the participants, which doesn't has to be paid by the host.

The meeting schedule of the project is in general defined within the project Grant Agreement. At the end of each meeting the dates for the next meeting of such kind have to be defined. The agreed dates have to be indicated within the meeting minutes. If there is a need for a meeting, which is not foreseen within the project Grant Agreement, the date for the meeting shall be announced at least 2 weeks prior to the event. In general, the meetings are coordinated by the Project Manager.

3.5.2. Meeting equipment

For each meeting the host shall make available power supply for the participants, a beamer and a PC (laptop) for the presentations.

3.5.3. Meeting minutes

For each meeting (national or international) meeting minutes have to be provided. The minutes have to contain at least the following information:

- Date of the meeting
- Duration of meeting
- Location of the meeting
- Type of the meeting
- Participants
- Agenda of the meeting
- Results, outcomes, conclusions, etc. (depending on kind of meeting)
- Next meeting

A template will be available to support the keeper of the Minutes.

Responsible for the preparation of the meeting minutes and the moderation of the meeting is in general the host. A draft version of the meeting minutes has to be provided within 10 days after the meeting to the participants. They shall have the opportunity to make comments or request changes within the meeting minutes. After all participants have agreed the meeting minutes shall be declared as final. The final version of the minutes has to be forwarded for information to participants and will be submitted on project homepage or Intranet area.

3.5.4. Language of meetings and minutes

All project joint Romanian - Bulgarian meetings (when necessary) are in English language. Meetings on national level are not affected by this agreement. If there is a need for interpreters the project member has to organise and pay the service. Meeting minutes always have to be provided in English language independent of the meeting language.

4. Overview on communication and dissemination activities

Activity	Audience	Message	Medium / Approach	Timing	Follow Up	Documentation	Responsible
Internal Communication							
Internal newsletter (based on the inputs of the half-yearly reports]	SWIM project team	recent progress and next steps	Email	2 per year + special editions	-	Digitally stored newsletters	Claudiu DUȚU
Intranet	SWIM project team and interesting parties	recent progress and next steps	Email / website	-	-	Digitally stored documents	Claudiu DUȚU, experts
Events & Dissemination Opportunities							
SWIM Stakeholders FORUM	SWIM users and interested parties	recent progress and next steps, benefit for the users, current status of the feasibility study, feedback on activities	Locally hold meeting, if possible combined with other national or international projects	5 per project	Send out meeting minutes	Photos, list of participants, meeting minutes	Persons responsible for SubAct 4.2 within the partner organisations
SWIM SCOM	Relevant authorities	recent progress and next steps, benefit for the users, current status of the feasibility study, feedback on activities	Meetings	2 per year	Send out meeting minutes	Photos, list of participants, meeting minutes	Claudiu DUȚU
Project final event	National SWIM users and interested parties, Relevant authorities, SWIM Stakeholders	Results of the project benefit for the users	Meetings	1 per project, end of the project	Send out meeting minutes	Photos, list of participants, meeting minutes	SWIM project team
Participation at the national and	National / international projects	recent progress and next steps,	Email / meeting, if possible	2 per year	report to the project team and in	Powerpoint presentations,	SWIM project team

international events		benefit for the others project, feedback on activities	combined with other		half-yearly reports	documents, results from reports	
External Communication							
Project homepage	SWIM project team and Stakeholders, general public, all interested parties	Project information, partners, goals, developments and regular updates, news and upcoming events	website	When necessary, after the important events of the project	-	Digitally stored documents	Claudiu DUȚU
Press releases	Press and interested parties	SWIM press releases with information and key facts	Available for download on website	2 per year	-	Digitally stored documents	Claudiu DUȚU
Press kit	Press and interested persons	SWIM press kit with information and key facts	Available for download on website	Must be available soon and to be updated on an annual basis	-	Digitally stored documents	Claudiu DUȚU
Basic project presentation	Stakeholders, general public, all interested parties	Project information, partners, goals,	Available for download on website	National/ international meetings	-	Digitally stored documents	Claudiu DUȚU
Roll-up	Stakeholders, general public, all interested parties	Project information, partners, goals,	Available for used at the meetings	National/ international meetings	-	Roll-up / one for each partner	Claudiu DUȚU
Flyer	Stakeholders, general public, all interested parties	the project activities, time schedule, milestones, its outputs	Available for used at the national / international meetings	National/ international meetings	-	Digitally stored documents, printed version	Claudiu DUȚU
External newsletter	SWIM stakeholders, others relevants projects	recent progress and next steps	Email	2 per year	-	Digitally stored newsletters	Claudiu DUȚU

5. Internal Communication

5.1. Intranet area

The **SWIM** project homepage hosts an Intranet area (with access granted to both beneficiaries, Steering Committee members, EC project officers), an internal working e-space dedicated to intra-partnership communication. As timely and efficient flow of information between partners is essential to ensure an efficient implementation of the project activities, Intranet enables partners located in different countries to interact through a different set of web facilities.

The intranet will be used to:

- circulate preliminary, preparatory and internal documents, both of technic and administrative nature;
- exchange additional information and documents
- At this stage the following sections will be implemented:
- Official documents: it contains the most useful documents for the project e.g. Grant Agreement, Communication Plan, Templates, Final Report, etc.;
- Graphics & Templates: it contains the project logo, a template for deliverables, PPT presentation, Meeting Agenda, List of Participants and Meeting Minutes, word documents;
- Project calendar - listing the **SWIM** project relevant meetings and the related information such as agenda, meeting minutes, list of participants, presentations and photos;
- Contacts: it contains the mailing list and the contact details of all the staff involved in the project.

5.2. Templates for documents

For the following documents templates are available:

- Meetings: Agenda(.doc), List of Participants (.doc), Meeting minutes (.doc)
- Deliverables (.doc)
- Presentation (.ppt)
- Documents (.doc)

The project team shall use the templates during the project.

5.3. Document names and identification of deliverables

The documents should be named precisely, in order to have a common understanding what is behind the title.

Suggestion for document name:

SWIM_{Documentname}_{version}.doc

e.g.: **SWIM_Communication_Plan_v1.doc**

Meeting documents should start with the project name (SWIM) and include document type (agenda, minutes...), meeting (SCOM, FORUM, PMT), venue (city, town where the meeting is hosted) and the meeting date.

{project name}_{Documenttype}_{Meeting}_{Venue}_{date of meeting}.doc

e.g.: **SWIM_Agenda_SCOM_Bucharest_27_03_2017.doc**

5.4. Replying

The project members agree to reply on emails or telephone calls where feedback, comments or any other type of input is requested within 5 working days. If a defined deadline can't be achieved information has to be sent to the appropriate team member. It has to be pointed out until when the requested input will be available.

5.5. Emailing

Due to the fact that the number of sent emails during the project will be enormous, the project team should keep to some basic rules when sending electronic mails to each other.

The subject of the email should indicate references to the relevant part of the project as described below:

SWIM_ {Subject of email}

e.g. Subject of email:

SWIM_Input_on_Communication_Plan

or replay the initial email

5.6. Language

The official language for deliverables, communication including meetings shall be Romanian language / British English for a certain level of quality.

5.7. Internal newsletters

Electronic newsletter provides updating information about the status of project activities. This will be a standard communication channel for the Coordinator to inform on the latest project related news. The newsletter is planned to be distributed regularly (2 times per year) but there can be special editions if there is a need for instant communication.

6. External Communication

The external communication measures listed below are foreseen to communicate the progress and results of the project, during the implementation, by using press-releases and press articles. Therefore, it is essential to keep a database of press contacts (journalists, press offices) in national databases that must be updated on a regular basis during the project timeline.

6.1. Project flyer

The project flyer will give an overview of the project activities, time schedule, milestones and outputs, in a nice and an easy-to-read design. An English version of the project flyer will be produced, but in national language, as well. This flyer can be used for all national / international events, where project topics may be relevant. The partners are asked to distribute the flyer at thematic forums and conferences in Europe.

6.2. Project roll-up

A project roll-up will be prepared that will be the “business card” of the SWIM project. The roll-up will use the SWIM project and EU logo. Will be created three roll-ups (Galati, Giurgiu and INEA).

6.3. Basic project presentation

A basic project presentation will be prepared in English and will be used as a tool to inform the audience at to all SWIM - related meetings about project objectives, milestones and outputs. This presentation will be updated on a regular basis and translated into the national languages.

6.4. The SWIM project homepage

An interactive website is established as a major and official information channel. It provides clear and concise information on SWIM's activities, including: general information, work plan and outline of activities, schedule of meetings, their participants and proceedings, main publications, links to other interesting websites, contact details, and so forth. The website aims at providing partners with a dynamic working tool that overcomes geographical distances. It also represents the main “business card” of the project (authorities, stakeholders, civil society, etc.).

The design of the website builds upon the following criteria:

- Visual communication (possible use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so forth);
- Verbal communication (the website uses simple phrasing, no too technical is used in order to attract the widest possible audience, e-devices are user friendly).

The SWIM homepage, will be available in English and Romanian language. The homepage structure will also include general information and public deliverables. A link to project homepage, will be available to the official website, AFDJ Galati: <http://www.afdj.ro> and as well, to relevant projects, as FAST Danube and FAIRway Danube.

The SWIM project homepage also hosts a Comment Section dedicated to each posted news.

6.5. External newsletters

Within SWIM project, an external electronic newsletter will be used as communication channel keeping the stakeholders updated. Distributed on a regular basis - twice a year, more if necessary - it will contain public information on the status of the feasibility study. We are thus aiming at a minimum of 6 external newsletters in digital form. Newsletters in print form could be envisaged.

6.6. Press releases

Press releases will be used as a communication tool in order to keep local and national stakeholders informed on the recent progress and next steps in the project or after milestones. The press releases

will be published by the Communication Coordinator and will be translated, as well, in national language.

6.7. Press articles (print & digital)

The publication of articles in the press (print & digital) on regional and national level is planned. These contributions will come from project team. All articles should make clear reference to the fact that SWIM project is co-financed by the European Union's Connecting Europe Facility and all texts must be accepted by the Communication Coordinator for approval and validation prior to publication. Press articles are an important and inexpensive medium to spread the message and results of the project.

6.8. Presentation of SWIM project on AFDJ website

AFDJ will set-up a special section dedicated to SWIM project information on website, in order to display his commitment to the progress of the project, the results on national and project level. This section is also a good additional communication channel for next events and steps of SWIM project.

7. Events & Dissemination Opportunities

During the project lifetime, different important meetings will be organized such as: Project Kick-off meeting, Steering Committee, SWIM Stakeholders FORUM, synergy and cross-fertilization meetings, and Project Final Event.

7.1. SWIM Stakeholders FORUM

SWIM project is committed to distribute its results and findings and to keep its stakeholders updated. During the project life, will be organised Stakeholders Forum, where all stakeholders will be informed on national level about the latest project results and be given the opportunity to reflect on the developments of the project. These events will be coordinated by the project coordinator (AFDJ Galați) who will have the overall supervisory role on these events.

7.2. National and International Events

AFDJ will seize opportunities to represent SWIM project at other relevant events such as conferences, meetings, workshops and the like on national and international level.

7.3. Project Final Event

At the end of the project, a project final event will be organised where the outputs, results and achievements of the last five years will be presented. This important milestone will wrap-up all outputs of the project. Invited persons will include: members of the SCOM, stakeholders, waterway administrations, representatives of relevant projects, journalists and representatives of the media.

8. Target groups and stakeholders

8.1. Target groups

A wide and diverse range of European parties and institutions in the government, decision makers in the transport sector, environmental protection, private and industrial sectors will gain tangible or intangible benefits from the outcome and success of **SWIM** project. They therefore are to be addressed, reached and are encouraged to get involved in the project.

Target groups of the project's communication and dissemination activities can be broken down into different groups:

- **Authorities**
 - Central Government Ministries, such as Ministries of Transport from Romania and Bulgaria (when necessary), Ministry of European Funds from Romania and Ministries of Environment from both country (when necessary)
 - Local government
 - Environmental, waters and port authorities
 - Decision makers: key players whose participation and support is paramount to the success of the project

This is a quite large and influential group of organisations and persons, who are responsible for providing, maintaining and operating the European waterways.

- **Users and stakeholders**

These are all possible users who will gain direct benefit from the results of **SWIM** project. These include shippers, shipping companies, transport organisations, ports, local authority, etc.

- **Peers groups**

These are colleagues and key actors in the European market place, who are not directly involved in the project, but play an important role due to their knowledge and/or positions in positioning the project and its results in their area of activity and whose influence is beneficial to the project dissemination.

- **European organisations**

Organisations of the European Union such as:

- Coordination of the CEF Programme
- ERDF and IPA Programme beneficiaries
- River Commissions
- EUSDR PA1a
- NGOs
- Shipowners associations
- **The SWIM project team, including**
 - Project Beneficiary
 - Implementing bodies and associated partners
- **Related projects**

Consultation with related projects and exploitation of synergies as well as cross-fertilization are of paramount importance to make use of their results within the project and disseminating the **SWIM** project outputs to other projects.

- **General public**

A project of the importance and the scope, as **SWIM** project is, must ensure that members of the public from both country (Romania and Bulgaria), who are not directly involved in the project are informed.

Given their importance, the stakeholder categories will be listed on the project homepage.

8.2. Stakeholder Management

One of the main objectives of SWIM project, being the ongoing consultation with stakeholders, the project team must prepare a common stakeholder database and make sure it is updated on a regular basis during the project timeline.

For clarity purposes, the stakeholders will be broken down in the following categories:

- Representatives of relevant Ministries;
- Relevant National bodies for Water Framework Directive,
- Relevant National bodies for conservation of natural habitats and of wild fauna and flora (Habitats Directive)
- Relevant National bodies on Natura 2000 sites;
- Port Authorities;
- Logistics operators;
- Shipping companies;

8.3. Type and level of communication

8.3.1. Levels of communication

The dissemination and exploitation of project results are fundamental components of the whole strategy devised by SWIM project and will take place during the entire project’s life. The Project Coordinator (AFDJ Galati) will promote the dissemination activities. Sub-Activity 1.2 - Communication and dissemination is dedicated to develop an effective dissemination to policy making and public at large and involve all the partners.

Each target group has a different level of interest, involvement and commitment and consequently the level and purpose of communication will differ.

Communication and dissemination activities in SWIM project have the following aims:

- **raise awareness** - let others TO know, about SWIM project, its objectives, its importance for the Danube region and its expected outcomes,
- **inform** - educate/challenge the community,
- **engage** - get input/feedback from the community,
- **promote** - sell project outputs and results.

8.3.2. Levels of communication

DISSEMINATION TOOLS:		Flyer	Article	Newsletter	Website	Presentation
TARGET GROUPS	SWIM Project Team					
	Authorities					
	Users & Stakeholders	engage	engage		engage	engage
	Industrial Suppliers	engage	engage			engage
	European Organisations					
	General Public	engage	engage			engage
	Related projects					

raise awareness

engage

inform

promote

9. Promotional materials - responsibilities

Within SWIM project, AFDJ, as beneficiary will cover, from financial point of view all dissemination and communication activities and dissemination materials. It is important to bear in mind that costs for promotional materials can be considered eligible only if they are related to a communication/dissemination activity, relevant for the project, necessary, and not considered reckless or excessive.

Type of dissemination materials*	RO - AFDJ
PEN	500
NOTEPADS A5	500
FOLDER	1500
FLYER - in National language and English	1500
AGENDA	1000
CALENDAR	1000
USB STICK KEY	300
PAPER BAGS	200
COTTON RUCKSACK	300
ROLL -UP	3
MUGS	500
WINDPROOF JACKET	300
TRAVEL BAG	40
T-shirt/ HOODIES	300
Educational Goodies	300

* Items are subject to slight amendments

9.1. Purpose of the dissemination materials

- **PEN** - Items will be distributed and used at the SCOM/ stakeholder forum / Final Event for further promoting of SWIM project.
- **NOTEPADS A5** - Items will be distributed and used at the SCOM/ stakeholder / Final Event forum for further promoting of SWIM project.
- **FOLDER** - Items will be distributed and used for keeping safe (Agenda, flyer, notepads, etc.) at the SCOM/stakeholder forum / Final Event for further promoting of SWIM project.
- **FLYER (in national language and English)** - at the SCOM/ stakeholder forum / Final Event for further promoting of SWIM project.
- **AGENDA** - at the SCOM/ stakeholder forum/ Final Event for further promoting of SWIM project.
- **CALENDAR** - at the SCOM/ stakeholder forum/ public debates for further promoting of SWIM project.
- **USB STICK KEY** - at the SCOM/stakeholder forum/ public debates for further promoting of FAST DANUBE project.
- **PAPER BAGS** - Items will be distributed at at the SCOM/ stakeholder forum/ Final Event for further promoting of SWIM project, together with others materials (pen, notepads, folder, flyer, USB stick) as part of typical give-aways.
- **COTTON RUCKSACK** - Items will be distributed to each person involved in the project team in order to be able to have all things needed in one place (all documents, papers and laptop, pens) and also will be distributed at stakeholder meetings/ stakeholder forum/ Final Event

with all information of project contained in it. Given its sustainable and durable nature, such an item has many purposes.

- **ROLL -UP** - Items will be used by AFDJ in (Galati and Giurgiu), as well to INEA, and will be used at all project events (SCOM/stakeholder meetings/final event, cross-fertilization, etc...) for further promotion of SWIM project.
- **MUGS** - Items will be distributed to each person of SWIM project team and also at stakeholder forum/ Final Event for further promotion of SWIM project.
- **WINDPROOF JACKET** - Items will be distributed to the project team of SWIM project outdoors and worn during the period of project implementation for monitoring the measurements, when outdoor conditions request a windproof jacket (spring, autumn).
- **TRAVEL BAG** - Items will be distributed to each person involved in the project team in order to be able to have all things needed in one place (all documents, papers and laptop, pens) for further promotion of SWIM project.
- **T-shirt/HOODIES** - Items will be distributed to the project team of SWIM project and used during the project implementation when weather are request a T-shirt (spring, summer).
- **EDUCATIONAL GOODIE** - Items will be distributed to the project team of SWIM project and used during few workshop together with the educational segment, in order to promote the Danube, as a green and safe transport way.

END