



Project no: FP6-031486

Project acronym: EFFORTS

Project title: Effective Operations in Ports

Instrument: Integrated Project

Thematic Priority: Integrating and Strengthening the European Research Area

D IV.3.1. Dissemination Plan

Due date of deliverable: [31/10/2007]

Actual submission date: [12/12/2007]

Start date of project: 01/05/2006

Duration: 42 months

End: 31/10/2009

Organisation name of lead contractor for this deliverable: TuTech Innovation GmbH

Revision: final

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



PROJECT DELIVERABLE

D IV 3.1. Dissemination Plan

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Issuing entity: TUTECH INNOVATION GMBH
Document Code: EFFORTS-WPIV.--DEL-20071212-FINAL-TUTECH-07-01-
EFFORTS_DISSEMINATION_PLAN_V1.DOC
Partner Code: 43
Date of Issue: 12/12/2007
Status: FINAL
Revision: 2

Contributing Partners / Authors: TUTECH INNOVATION GMBH, JAN PRAHM, TL&A, YANN TREMEAC

Pages: 17
Figures: 0
Tables: 0
Annexes: 0

Signatures

Author: _____

Project Coordinator: _____



RECORD OF CHANGES

This is a controlled document for any changes and amendments done for the deliverable.

Amendment shall be by whole document replacement.

Version	Status	Date	Authorized by
0.1	Draft version – Consortium review	18.09.2007	Jan Prahm
1.0	Final version	12.12.2007	Jan Prahm

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1 Introduction

The objective of this document is to define the dissemination plan for the EFFORTS project. On the basis of their task and responsibilities in the project and the relevancy for the project to disseminate the project (intermediate) results all principal partners in the project can and will have dissemination activities.

Dissemination is available for and to be used by specially Sub Project leaders, Work Package leaders (horizontal and vertical), WP partners, the SP leaders, the HLG chairman, the Technical Coordination Team and Coordinator on one hand and by the market and the stakeholders on the other. An efficient and effective internal communication will lead to an efficient and effective dissemination of the EFFORTS objectives and results to the external world. Co-ordination on dissemination is consequently required; this dissemination plan is for this purpose only a supporting tool. Due to the large number and diversity of partners and countries taking part in this project, a pragmatic and an effective dissemination process is required.

As dissemination is a dynamic process this plan shall be regarded as a living document which will be adapted over time to changing requirements.

The following chapters shall address:

1. Dissemination organisation
2. Target groups
3. Dissemination actions
4. Dissemination actions plan

2 Dissemination organisation

Due to the big diversity in the thematic areas of EFFORTS, the large number of participants and countries, the organisation of the dissemination is to follow the following lines:

- The leader of dissemination activity, the TCT and Coordinator will propose to the Work Package leaders and Sub Project leaders on a yearly basis a set of dissemination activities; in this scope, a meeting will be held each 6 months to define dissemination issues
- Work Package leaders and Sub Project leaders are responsible for identifying the dissemination needs on their speciality in the project and for addressing the



TCT and Coordinator about required actions on these topics. They are also requested to contribute to and assess the dissemination activities;

- TuTech, the leader of dissemination activity will co-ordinate, monitor the progress and execute and assist in the execution of these actions, and will revise the dissemination action plan on a yearly basis for 2008, 2009 and 2010.

3 Targets groups

It is important to first define the target groups being the port stakeholders and potential users of EFFORTS results, which should be reached by EFFORTS dissemination. The following target groups for dissemination have been identified:

1. Policy makers

Besides the policy making authorities the influence of the international interest groups or branch organisations has also to be considered. The group of policy makers can be divided into:

- International authorities (e.g. EC...);
- National and regional authorities (e.g. port and maritime authorities in different countries);
- Local authorities;
- Organisations / Interest groups (e.g. EMHC, EMPA, ESPO, FEPORT).

2. Potential users of services

This target group is the most important stakeholder for dissemination of EFFORTS activities and results, because this group represents the future beneficiaries of EFFORTS in Europe. The group includes all stakeholders that use resulting products of EFFORTS in any possible way and can be subdivided into:

- Pilots, Captains;
- Ship builder and maritime equipment providers;
- Port authorities;
- Terminal operators;
- Logistical and industrial (located in ports) players;
- Shipping agents
- ...

3. System suppliers / Developers

The target group system suppliers/developers covers the commercial companies, which are providing hardware, software and related services (in Europe or worldwide). The importance of this target group is not restricted to the development of systems and applications based on the results of EFFORTS but is also important for the application of the EFFORTS standards and architecture results in their systems and applications. This group consists of:



- Providers/developers of information and communication systems, handling systems, infrastructure (quay), ship builders;
- System operators (e.g. companies, which are operating and maintaining installations);
-

4. Wide public

This target group follows a broad definition. The communication/distribution focuses mainly on organisations/institutions, which have a multiplying effect for the dissemination of the EFFORTS results, like:

- Universities (transport faculties) and Transport Institutions including teaching personnel and students;
- Training facilities;
- Logistical players;
- Etc.

4 Dissemination actions

The dissemination itself is performed through dissemination actions, which are auxiliary means for carrying the information to the defined target groups in the most efficient way. The following actions are taken into consideration for supporting the dissemination of the EFFORTS results:

4.1 Online Portal

The online portal is up and running.

- TuTech is responsible for the elaboration and maintenance of the Internet site.
- Information updates should be provided to TuTech on its request by the TCT, the SP leaders, the HLG chairman and the Coordinator,
- On their request, EFFORTS partners can propose update to the Internet site after validation by the dissemination activity leader, SP leaders,
- All partners should link their companies Internet site to the EFFORTS Internet site.



4.2 Project Information material

4.2.1 Project Leaflet

The project leaflet is a small brochure in which EFFORTS is presented in a brief and well-structured way. The advantage is that the cost of printing a leaflet is rather low in comparison with newsletters or brochures. Leaflets can be distributed by mailing or by handing them out at demonstrations, fairs and exhibitions.

- TuTech is responsible for the elaboration of the leaflet.
- Information required has to be provided to TuTech on its request by the TCT, by the SP leaders, the HLG chairman and the Coordinator;

4.2.2 Newsletters

A full and informative 2-4 pages newsletter detailing each six months of the project will be distributed by e-mail to the freight logistics database maintained by EURIFT (TuTech) and target groups, especially ports.

Newsletter concept:

- Editorial, each time by a different person
- Feature about one important person of the EFFORTS project
- Event calendar (project internal and external events)
- 2-3 articles about proceedings of the project with pictures
- One port featured in each newsletter

- TuTech is responsible for the elaboration and distribution of the periodical newsletters.
- Required information (contents and targets groups) has to be provided to TuTech on its request by the TCT, by the SP leaders, the HLG chairman and the Coordinator;
- In this scope, information required by the TCT will be provided on its request by WP leaders and partners.
- Partners are requested to provide TuTech with addresses of persons and organisations for dissemination of newsletters and leaflets.

4.2.3 CD-ROM

A CD ROM will be compiled with public deliverables and results. It will be handed out at workshops and conferences and posted.



- TuTech is responsible for the elaboration and distribution of the CD Rom.
- Required information has to be provided to TuTech on its request by the TCT, by the SP leaders, the HLG chairman and the Coordinator;
- In this scope, information required by the TCT will be provided on its request by WP leaders and partners.

4.3 Workshops

The intention is that the sub-projects (SP) hold workshops on their specific topics as an informative event on the current state of the research. It is also envisaged to hold a global EFFORTS workshop (integrating the three SPs) if the project progress allows it. The intention is to get feedback from the persons, organisations and companies that are interested or affected by the results of the research. So such a workshop should be held at a good date during the work, where either the planned activities are presented or at an early stage of the work. In the latter case this enables the SP to fine tune their research work with the help of the feedback from the participants of the workshop.

A second workshop should be held than after some progress has been made but it is still possible to include suggestions from the stakeholders.

Planned: 6

Max 2 per year

Number of participants: 20

Duration: One day

Typically, a workshop will be organised in such a way that after the presentation of the relevant information and results a structured discussion about it gives feedback to the SP members.

- TuTech is responsible for the organisation of the workshops, in collaboration with the TCT, the SP leaders, the HLG chairman and the Coordinator
- TuTech will take care that the workshops are organised and will for that purpose contact the SP leaders in order to coordinate the necessary steps.
- On request of the SP and WP leaders specific workshops can be organised.
- The SP leaders, WP leaders and partners will have to contribute to the content of the workshops



4.4 Demonstrators sessions

Demonstrator sessions are information sessions organised on a specific topic in the research field of EFFORTS focussing on one or more target groups. Demonstrators do have the goal to inform and create awareness to an audience as big as possible about the results of the EFFORTS research activities either on a policy level, on user level or towards system suppliers and developers so the intention lies not so much on the feedback from the participants but a greater number of participants than in the workshops is intended.

So a demonstrator session should be held when sound research results can be demonstrated.

At the end of the project, a final live show will be envisaged to show EFFORTS best of breed results.

4.5 Conference

EFFORTS will hold an international conference to promote its results. This will be a prestigious event with international speakers. The conference will be held before, after or during major events such as Maritime Development Conference in Rotterdam.

But it could as well be organised as a stand alone conference.

The following fairs are related to ports and might be events during which the EFFORTS conference might be organised:

1. TOC (main international event www.tocevents-europe.com)
2. INTERMODAL (www.intermodal-events.com)
3. PIANC (www.pianc-aipcn.org)
4. National congress (SITL in France, other in Hamburg, Genoa...)
5. ESPO conferences
6. Special (EFFORTS) ports events (local fair)

Here are some suggestions:

1. Europort Maritime, first week of November 2009, www.europortmaritime.com
2. Norshipping: <http://messe.no/en/ntf/Projects/Nor-Shipping/>
3. Marilog: www.marilog.de
4. CEMAT: Hafentechnik (Harbour technology), 27– 31. May 2008, www.cemat.de
5. Asia Pacific Maritime, <http://www.apmaritime.com/>



6. SMM in Hamburg, http://www.hamburg-messe.de/smm/smm_en/start_main.php

The following fairs are more related to ships or passenger ships rather than to ports:

1. Posidonia, Athens: www.posidonia-events.com
2. Cruise and Ferry, London: www.cruiseferryex.com
3. ROROREX, Gothenburg: www.roroex.com

4.6 Presentations and Papers

Presentations and papers will be made at workshops, conferences and trade shows across Europe.

Other initiatives are currently running regarding specific topics of the EFFORTS project. It could notably be of prime interest to have common events or participate to conferences organised by the ECOPORTS foundation (which addresses issues linked with SP2 research activities) or the MarNIS project (which addresses issues linked with SP1 research activities).

Partners are encouraged to disseminate the (intermediate) results of the project during conferences by presenting the project in a conference and/or the submission of a paper for a conference. The following guidelines have to be taken in account with respect to the presentation of EFFORTS in a conference:

- The partner or subcontractor visiting a conference as a EFFORTS mission is representing the EFFORTS project and the EFFORTS consortium.
- If the partner or subcontractor plans to present EFFORTS research topic during a conference he should provide to the TCT and the SP leaders, as far as available the following information:
 - The invitation and the programme of the conference
 - The outline of the presentation and the draft conference paper
- After the conference a conference report should be submitted including (as far as permitted by the conference organiser):
 - Mission report
 - List of attendees
 - Proceedings of the conference
 - Copy of the presentation
- The conference report is a deliverable – status confidential – to the project officer of DG RTD.
- In case of a conference outside Europe a formal agreement of the project officer is needed on forehand. The agreement also requires an overview of the estimated costs of the mission.



EFFORTS consortium will produce at least two conference papers per year and will present the project at two international conferences per year.

- The EFFORTS template for power point presentations should be used for presenting EFFORTS at conferences. The template is available on the internet site
- A general/basic presentation on EFFORTS is available at the Internet site of EFFORTS; slides of the presentation can be useful to give a general overview of EFFORTS.
- EFFORTS partners are requested to provide TuTech with pre-information on upcoming events and conferences. TuTech will publish conferences and calls for papers on the EFFORTS Internet site. TuTech will remind the project partners regularly to provide this information.

4.7 Scientific articles

Academic partners will work to submit scientific papers to international and national peer reviewed journals.

- Every partner is free to write a scientific paper for an international and national peer reviewed journal, before publication it must have the permission from the owner of the Intellectual Property Rights (IPR) to be presented and from the sub-project leader
- The SP Dissemination (i.e. TuTech Innovation GmbH) has to be informed on interview for newspapers or magazines and a copy should be provided to TuTech.
- TuTech will assist the concerned partner for the edition of the article and monitor the concerned activity.

4.8 Press articles

Of equal or greater importance, partners will write and submit for publication articles to trade papers and magazines across the EU.

TuTech will compile a list of trade papers and magazines across the EU:

The following magazines have already been identified and are related to ports:



1. Cargo systems
2. World Cargo News
3. National magazines (in France)
4. Norwegian port oriented paper "Knutepunkt", weekly newspaper on ports and transport
5. Søfart <http://www.soefart.dk/> published 40 times a year
6. Port Technology international <http://www.porttechnology.org/> published 4 times a year
7. Navigation news <http://rin.org.uk/resources/navigation-news>
8. Tradewinds, Norway

- Every partner is free to write an article for a newspaper or magazine, before publication it must have been audited by the TCT, the SP leaders, the HLG chairman and the Coordinator.
- The SP Dissemination (i.e. TuTech Innovation GmbH) has to be informed on interview for newspapers or magazines and a copy of the interview should be provided to TuTech.
- TuTech will assist the concerned partner for the edition of the article and monitor the concerned activity.

4.9 Special events or external meetings

A partner is encouraged to represent EFFORTS during special events or external meetings and to disseminate during these meetings the EFFORTS (intermediate) research/results. A partner representing EFFORTS during a formal event or formal external meetings, either on a national basis or international basis, has to handle documents produced in EFFORTS or research results of EFFORTS with special care.

Representing EFFORTS in special events or external meetings needs to be communicated in advance with the TCT, the SP leaders, the HLG chairman and the Coordinator. The use of confidential or draft EFFORTS documents and intermediate EFFORTS research results during these missions require agreement of the TCT, the SP leaders, the HLG chairman and the Coordinator.

5 Dissemination action plan

The following dissemination action plan will be revised each year.



Dissemination action	Date
Leaflet	November 2007
Papers and presentations	continuously
Newsletters	
Newsletter 1	May 2006
Newsletter 2	October 2007
Newsletter 3	December 2007
Newsletter 4	April 2008
Newsletter 5	August 2008
Newsletter 6	December 2008
Newsletter 7	April 2009
Newsletter 8	October 2009
CD ROM	Ready October 2009, collection of material throughout the project
Conference	Fall 2009
Demonstrator sessions	To be detailed in the demonstration plan (WPII activity)
Workshops	For the SPs workshops should be organised at a time when there is a presentable result. It is planned to organise 6 workshops in total, that means two per SP.