



# Interreg IVB Project Numericanal

## Safe Boating

# Communication Action Plan 2015-2020

- Based on the communication plan of the outline safe boating -



## A. Introduction

This marketing communication action plan supports the development and implementation of a structured communication programme about safe boating by national boating organisations described in the Numerical safe boating outline. Numerical Safe Boating project partners share information, knowledge, experience and best practice. It is an action plan on how to proceed after the Numerical project ends in September 2015.

### Safety junctions

Project partners in Numerical have identified and described waterway crossings that are potentially dangerous. They have added instructions how to pass safely.

## B. Communication means and actions for boaters

### 1.

#### Website [www.numericanal.eu](http://www.numericanal.eu)

##### Output:

Providing input: national information can be published for foreign skippers and boaters to support them to prepare their trip abroad properly. The website supports all used communication means. Important input/information is a description of safety junctions and instructions (including illustration/ graphic?) how to pass safely.

##### Output:

Communicate [www.numericanal.eu](http://www.numericanal.eu) to target groups, by means of national distribution channels (link + short description; different safety items + key messages).



## 2.

### Share relevant safe boating communication actions

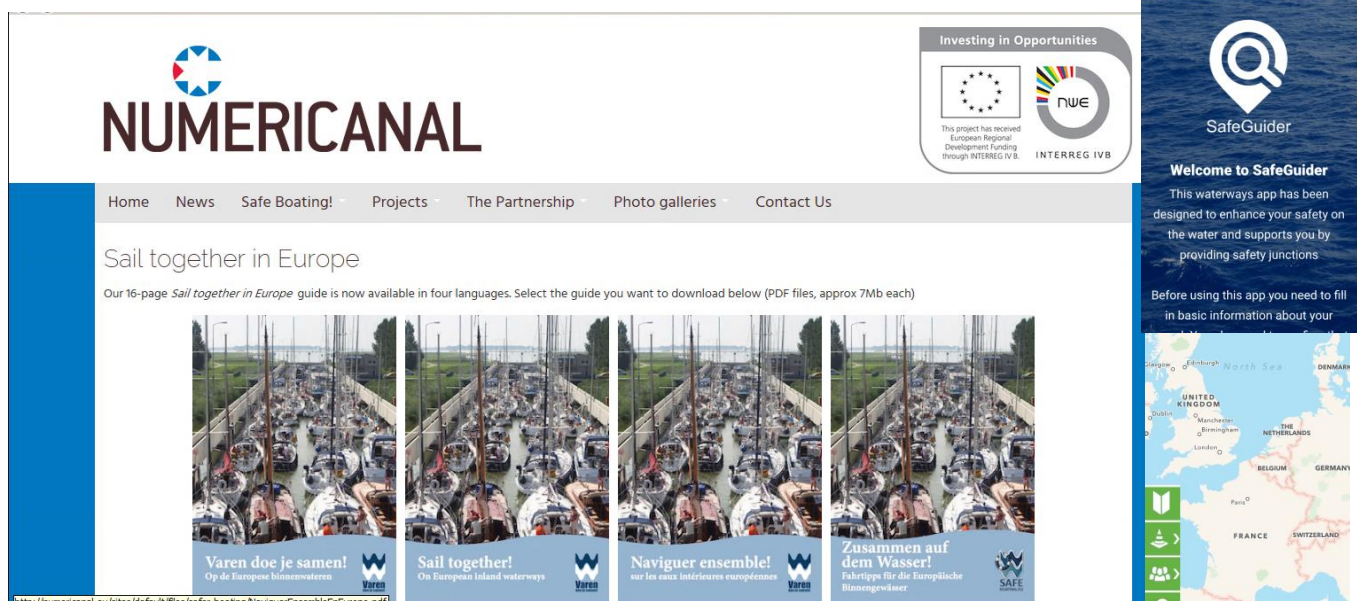
#### Output:

Project partners exchange national/local safe boating information, instructions, etc. This information is to be published in national communication means distributed to boaters and skippers.

E.g. per country

Structural information (in different languages) for foreign boaters and skippers concerning safe boating in all countries and for all (foreign) boaters and skippers planning their trip in France, the UK. Using appropriate communication means:

- Communicating safety zones UK, France, ...
- Promoting [numericanal.eu/safe-boating](http://numericanal.eu/safe-boating) to boaters in the Netherlands
- Leaflets about safety items, in different languages, have been published at [varendoejesamen.nl](http://varendoejesamen.nl)
- Numericanal Safe Boating items promotion in newsletter 'Varen doe je samen!' and social media
- Promoting PoGo apps UK, France; Safeguarder on the website social media and on the boat shows we attend.
- Reporting an incident possibility (website and apps)
- Implementing best practices of volunteers programme
- Develop instruction video's in different languages (or no language)



The image shows a screenshot of the NUMERICANAL website and the SafeGuarder app interface. The website header features the NUMERICANAL logo and navigation links: Home, News, Safe Boating!, Projects, The Partnership, Photo galleries, and Contact Us. The main content area is titled "Sail together in Europe" and includes a link to a 16-page guide available in four languages: Dutch ("Varen doe je samen!"), English ("Sail together!"), French ("Naviguer ensemble!"), and German ("Zusammen auf dem Wasser!"). The app interface on the right shows the "SafeGuarder" logo, a welcome message, and a map of Europe with navigation controls.

### 3.

#### Boat shows and clinics

##### Output:

Numericanal project partners promote safe boating at boat shows in their country and now, with help of volunteers. They share information and improve interaction with visitors (boaters).

E.g. in the Netherlands:

- BOOT Düsseldorf (January)
- London Boat Show (January)
- BOOT Holland (Leeuwarden, February)
- Belgian Boat Show (February)
- HISWA boat show (March)
- Construction and shipping industry (Gorinchem, May)
- HISWA te water (September)

Creating interaction with visitors by asking them to write their comments and opinions on printed waterway maps. Remarks and input is being categorized and counted for statistical use and is used to extend safety zones.

##### Output:

Organize clinics about tour planning, 'prepare your trip', behaviour on the water, safely passing through locks and bridges, safe fast boating, navigating in currents and waves, 'point of view of commercial skippers (such as blind spot), mutual communication (VHF use), etcetera.

Focus on sailing together by professional skippers and recreational boaters.

#### 4. Articles, press and social media

##### Output:

Create a press calendar. Planning of news moments and issues, as well as selected distribution channels, general and nautical, online and offline. Create general articles and key messages, ready for use.

Publication of events etc. on twitter and use all of our social media and partners to retweet information about it.



### C. Communication means and actions for stakeholders

Developing the stakeholder platform and communication platform for interested stakeholders. Interested parties are found in Belgium and through the European Boating Association (EBA) which is now making an effort of extending the number of safety zones in Europe.

The Numericanal website has proven to be useful for providing a platform where stakeholders can find information and a contact point. Waterways Netherlands is providing the help-desk.

