

WPA17 - INVESTIGATE AND PREPARE THE ROLL OUT TO OTHER WATERWAYS WITHIN EUROPE

INTRODUCTION

The final work package of the Numerical project (WP5A17) is to prepare a strategy document outlining how we will gather the findings and results of our project and roll this out to interested parties in Europe, particularly like-minded Waterway Authorities and key stakeholders.

This document can be used as a method to direct people to the appropriate Work Packages, all of which are readily available and easy to find on the project website www.numericanal.eu

There are three outputs associated with WP5A17;

1. Output 1 – The definition of a global and generic roll out strategy defining actions and taking into account the existing situations in NWE

We have reviewed our existing Communication Strategy document and believe that this will form the basis of WP5A17 Output 1.

The Communication Strategy has been a useful tool to us over the lifetime of the project, but upon review it does have its flaws. The main one being that it doesn't look at what will happen to the project once it closes.

With this in mind the Communications Strategy has been refreshed to take into account how we will disseminate the project results, and how like-minded stakeholders not only in North West Europe, but potentially around the world, can improve their organisation's operating procedures by adopting (or perhaps adapting) some of the technology that we have implemented at a project partner level.

The updated Communications Strategy can be found in Appendix One of this document. Specific reference should be made to the following actions within the Section, 'Post-project Actions'. These actions include;

- Partners to inform the LP of any policy changes in their country affecting waterways
- Partners to inform the LP of any technical developments they become aware in relation to waterways in their country
- Partners to inform the LP of any political developments they become aware in relation to waterways in their country
- Partners to add (a target number of) links of related organisations or institutions to the Numerical website on a regular basis
- LP to organise and partners / stakeholders to participate in regular webinars to ensure project outputs are being promoted

(All of the above can then be featured on the Numerical project website, which can be maintained once the project has been completed).

To maximise the Numericanal project, and more importantly its results, the partners agreed to develop a European Stakeholder Directory to assist with the dissemination of the project results. This identifies all of the key European Stakeholders who we believe will be interested in the project. The directory includes the following organisations;

- Waterway management authorities – other navigation authorities
- Waterway and Boating organisations
- Policy makers – governments
- Governance bodies
- Local communities
- Waterway users (skippers/boaters and other tourists)
- R&D institutions
- ICT companies

Organisations registered on the project Stakeholder Directory will be formally written to introducing them to the project and will receive the following electronically;

- Partners need to send copies of the Numericanal Final Report(s) to their stakeholders within 3 months of the end of the project
- LP to prepare a post project information pack that can be sent out explaining the work and results of the project
- Partners to use the 'Network of Inland Waterways Europe' (NIWE) network as a forum for airing new technical issues and ideas

The Stakeholder Directory can be found in Appendix 2 of this document and on the project website. These are the key bodies which we have identified in the first instance. The Trust and other partners also have their own local contacts whom we will reach out to in order to disseminate the results effectively

The Canal & River Trust now employs a dedicated resource for Communications and Public Relations for EU projects so we believe we can deliver the above.

The Numericanal website will be key tool that we will use to roll out the project results. Importantly it will outline what systems project partners were using within their respective organisations as a baseline, but also display how the project has implemented their respective project to show a stepped-change in how their organisation now operates, and what benefits the funding has brought to their organisation.

With regards to the above, those interested in the project should look closely at the following Work Packages;

WP1A1 – Analysis of Existing Practices

WP4A10 – Define common Control Centre (CC) model and operations

WP4A11 – Design and Development of pilot Control Centre in the UK

WP4A12 - Design and Development of pilot Control Centre in the Netherlands

WP4A13 – Replication and Roll out: Eijsden-Margaraten

Participants of Numericanal are also looking at different waterway conferences and conventions where we can present the project. This is an ongoing action. Currently we have identified the World Canal Conference of 2016 where we can speak next. This is to be held in Scotland, and usually attracts around 200 delegates from around the world

2. Output 2 - Specific Actions to be rolled out by National Authorities to roll out results to other waterways under their control

The three national bodies participating in Numericanal are;

Canal & River Trust – UK, VNF- France and Waterrecreatie Nederland – Netherlands

A series of specific actions have been developed and agreed between the partners to roll out the results of Numericanal to other waterways under their control where appropriate. Some of these actions have already taken place and will continue over the coming years.

- LP to prepare a post project information pack that can be sent out to project partners explaining the work and results of the project. This can then be disseminated at a Member State level by project partners
- Partners to check on this dissemination and work with national authorities that may not have acted on this prompt
- Partners organise face to face meeting(s) with national authorities to gain support for a wider roll-out of the outputs from the project
- Partners organise a demonstration of the Apps / Control Centre workings to national authorities to enthuse and gain support for a wider roll-out of the outputs from the project
- National authorities to build in to their promotional materials the safety materials produced through Numericanal
- National authorities to promote the safe boating portal on the Numericanal website, drawing attention to the Help Desk function (CRT & VNF only)
- Partners to work with partners of National authorities' where appropriate to promote Numericanal

3. Output 3 - An on-going platform to support the development of new technology for managing smaller and regional waterways

The Numericanal Website has had a lot of resources put towards it of late and has been specifically adapted to provide a platform for the development of new technologies, this will be known as the 'Virtual Knowledge Platform'.

The aim of the platform will provide a database of information developed throughout the lifetime of the project to support interested Waterway Authorities with the transition of the various project results into concrete business plans. This will enable stakeholders to tailor the Numericanal outputs into specific regional management and governance models to suit individual, local objectives.

The virtual Platform will be maintained as an NWE Inland Waterway Knowledge Centre. Canal & River Trust, VNF and SRN have committed themselves to agree upon an arrangement on this in the third year of project implementation. During the implementation of the project the platform will be connected to the project website for which Canal & River Trust is responsible.

The Canal & River Trust and Waterrecreatie Nederland are involved in a fledgling network named the 'Network of Inland Waterways Europe' (NIWE). The network currently has c40 members from across the EU and has already enjoyed reasonable successes in securing EU Funding

The Network's primary objective is to simulate the multifunctional use and sustainable development of inland waterways in the EU. NIWE coordinates programmes, projects and actions to an integrated development of canals, rivers, cities and adjacent regions and enhance/boost the waterways qualities and resources for a better quality of life.

Just recently, NIWE has started to develop a technical group, which will look at technological developments in the control and maintenance of inland waterways. The Numericanal project is something that the NIWE Technical Group are very interested in, and they will play a big role in establishing an on-going 'Virtual Knowledge Platform'

APPENDIX 1 – UPDATED COMMUNICATIONS STRATEGY



Numerical Communications Strategy

WP5A17



Numerical communications strategy

Communications objectives:

- Raise awareness of the project within the EU
- Raise awareness of specific projects, i.e. Common Model Report and how they will benefit waterway users/operators
- Highlight the impetus provided by Interreg funding
- Encourage feedback from interested parties
- Emphasise importance of Interreg involvement
- Demonstrate the benefits of working in partnership and sharing best practice from around Europe
- Dissemination of project results and evaluation



Numerical communications strategy

Target audience

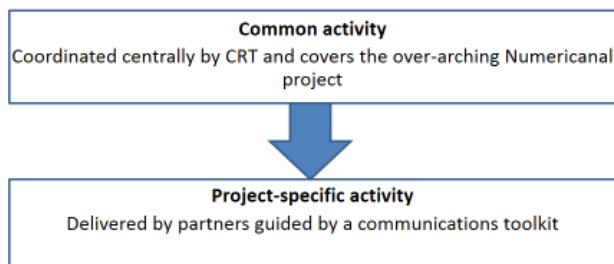
- ICT companies
- Waterway management authorities – other navigation authorities
- Boating organisations
- Policy makers – governments
- Governance bodies
- Local communities
- R&D institutions
- Internal audiences



Numerical communications strategy

Communications activities:

Communications will be divided into two categories:



Numerical communications strategy

Common activity:

- Press releases
- Project website
- Common information on partner websites
- Social media (Twitter)
- E-newsletters
- Speaking at Conferences and Events



Numerical communications strategy

Project-specific activity:

To help partners plan and deliver comms activities specific to their regional project a comms toolkit will be produced:

- Identifying target audiences (via Engagement / Stakeholder Plan)
- Using key messages
- Acknowledging Interreg
- Branding
- Using comms tools – press releases, videos, events, social media, internal comms
- Evaluating effectiveness and feeding it back



Post Project Specific Activity (WP5A17)

- Final project press release to be disseminated by lead partner and all project partners (refer to Engagement / stakeholder plan)
- Continuation of project website (including regular maintenance)
 - host full project results
 - Host project evaluations
- Establishment of Virtual Knowledge Platform on Numerical website (to support international waterway authorities)



Post Project Specific Activity (WP5A17) cont.

- Speaking at appropriate Conferences and Events E.g. World Canal Conf 2016)
- Increased profile on CRT / Partner websites
- Regular press releases
- Continuation of Social Media
- Promotion of Evaluation
- NIWE Technical Group



Post Project Actions WP5A17 OUTPUT1 (CONT)

- Partners need to send copies of the Numerical Final Report(s) to their stakeholders within 3 months of the end of the project
- LP to prepare a post project information pack that can be sent out explaining the work and results of the project
- Partners to use the 'Network of Inland Waterways Europe' (NIWE) network as a forum for airing new technical issues and ideas

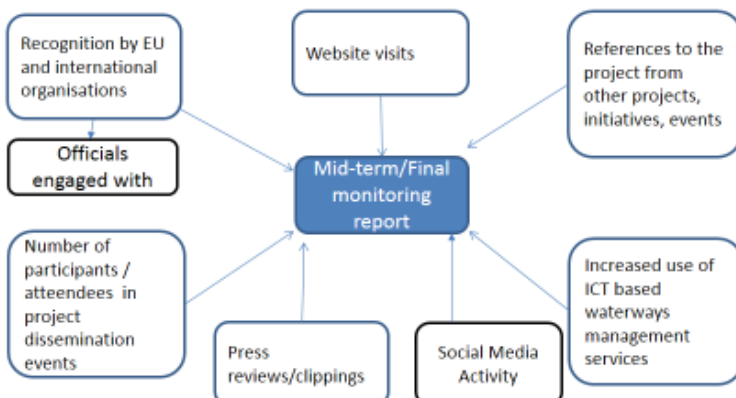


Challenges:

- Resources
- Language
- Coordination across a number of partners
- Importance of acknowledging Interreg correctly
- Enthusiasm from press outlets
- Keeping content interesting and up to date
- Ensuring key information is not lost from press releases



Evaluation:



APPENDIX 2 – EUROPEAN STAKEHOLDER DIRECTORY

CROSS BOUNDARY ORGANISATIONS

European Commission

DG Mobility and Transport
Directorate B: European Mobility Networks
Rue de la Loi, 200, B-1049 Brussels
tel +32 2 299 5582
ec.europa.eu/transport
Move.infos@ec.europa.eu

International Transport Forum

2 rue André Pascal, 75016 Paris
tel +33 1 4524 9710
www.internationaltransportforum.org

Rhine Commission

(Commission Centrale pour la Navigation du Rhin)
2 place de la République, 67082 Strasbourg Cedex
tel +33 388 52 20 10, fax 32 10 72
www.ccr-zkr.org
Ccnr@ccr-zkr.org

Moselle Commission

Franz-Ludwig-Str. 21, 54290 Trier
tel +49 651 97 94 160
www.moselkommission.org
Info@moselkommission.org

Danube Commission

Benczúr utca 25, H-1068 Budapest
tel +36 1 461 8010
www.danubecom-intern.org
Secretariat@danube.com

Permanent International Association for Navigation Congresses (PIANC)

Graaf de Ferraris - 11^e étage, boulevard du Roi Albert II, 20, Box 3, B-1000 Brussels
tel +32 2 553 7161, fax 553 7155
www.pianc-aipcn.org
info@pianc.org

INE - Inland Navigation Europe

Office 6G65, same address as PIANC, above
tel +32 2 553 6270
www.inlandnavigation.org
cvgl@inlandnavigation.eu

European Boating Association

RYA, Ensign Way, Hamble, Southampton, SO31 4YA, UK
tel +44 23 8060 4100, fax 8060 4299
www.eba.eu.com
secretary@eba.eu.com

DBA – The Barge Association

'Cormorant', Spade Oak Reach, Cookham

Maidenhead SL6 9RQ UK

www.barges.org

Soper.andy@gmail.com

NATIONAL AUTHORITIES / ORGANISATIONS

AUSTRIA

Authorities

Bundesministerium für Verkehr, Innovation und Technologie Radetzkystraße 2, 1030 Wien

tel +43 1 71162 650

www.bmvit.gv.at

Via Donau GmbH Donau-City-Straße 1, 1220 Wien

tel +43 50 4321 1000

www.via-donau.org

Office@vledonau.org

BELARUS

Authority

Maritime and Waterway Transport Department

Ministry of Transport and Communications

21, Tchitcherina Str., Minsk, 220029

Tel 00 375 172 597932

www.mintrans.gov.by

mail@mintrans.mtk.by

BELGIUM

Authorities

SPW - Direction générale Mobilité & Voies hydrauliques

Boulevard du Nord, 8, 5000 Namur

tel +32 81 77 28 98

Separate information department DPVNI:

rue Forgeur 2, 4000 Liège

tel +32 4 220 87 50

www.voies-hydrauliques.wallonie.be

Waterwegen en Zeekanaal N.V.

Oostdijk 110, 2830 Willebroek

tel +32 3 860 62 11

www.wenz.be

info@wenz.be

nv De Scheepvaart [*Albert Canal and adjoining canals*]

Havenstraat 44, 3500 Hasselt

tel +32 11 298400

www.descheepvaart.be

info@descheepvaart.be

Associations

Promotie Binnenvaart Vlaanderen VZW

Armand Hertzstraat 23, 3500 Hasselt

tel +32 11 230606

www.binnenvaart.be
pbv@binnenvaart.be

BOSNIA HERZEGOVINA

Authority

Ministry of Communications and Transport

Trg BiH 1, Sarajevo 71 000

tel + 387 33 28 47 50 www.mkt.gov.ba

kabinet@mkt.gov.ba

BULGARIA

Authority

Ministry of Communications and Transport

Executive Agency for Exploration and Maintenance of the Danube River 6 Slavianska str, Ruse 7000

tel +359 823 130

www.mtc.government.bg

bma@marad.bg

CROATIA

Authority

Ministry of the Sea, Transport & Infrastructure

Prisavlje 14, 10000 Zagreb

tel +3851 6169 111

www.mmpi.hr

luko.vuletic@mppi.hr

CZECH REPUBLIC

Authorities

Ministry of Transport -- Dir. of Waterways

Vinohradská 184, 130 52 Praha 3

+420 267 132 801

www.rvccr.cz

rvccr@rvccr.cz

Associations

Plavba a vodní cesty o.p.s. (Navigation and Waterways Assn.)

Na Pankráci 57, 140 00 Praha 4

tel +420 241 410 302

www.d-o-l.cz

vodnicesty@seznam.cz

Bařův kanál, o.p.s. (Bařa Canal Association)

Zámecká 2, 698 01 Veselí nad Moravou

tel +420 518 325 330

www.batacanal.cz

ic@batacanal.cz

DENMARK

Authority

The Gudenaa Committee

www.sejladspaagudenaen.dk

Job-ogBorgerservice@silkeborg.dk

Information on sailing and canoeing on the River Gudenaa.

Association

Danish Sailing Association

Idrottens Hus, 2605 Brøndby

www.sejlsport.dk

ds@sejlsport.dk

ESTONIA

Authority

Estonian Maritime Administration

Valge 4, 11413 Tallinn, tel +372 6205 500

www.vta.ee

eva@vta.ee

Association

Estonian Yachting Union

Regati 1-5P ruum 306, 11911 Tallinn

tel/fax +372 6398 960

www.puri.ee

puri@puri.ee

FINLAND

Authorities

Finnish Transport Agency (Liikennevirasto)

Opastinsilta 12 A, 00520 Helsinki, tel +358204 481

kirjaamo@fta.fi

FRANCE

Authorities

Voies Navigables de France

175 rue Ludovic Boutleux

CS 30820, 62408 Béthune Cedex

tel +33 3 21 63 24 24

www.vnf.fr

Catherine.leleu@vnf.fr

GERMANY

Authorities

Federal Ministry of Transport, Building and Urban Affairs

PO Box 20 10 00, Robert-Schumann-Platz 1, 53175 Bonn tel +49 228 99 300 0, fax 228 99 3428 www.bmvbs.de

buergerinfo@bmvi.bund.de

Jochen.Kies@bmvi.bund.de

Waterway and Shipping Administration

www.wsv.de

Info@wsv.de

Waterway Information System ELWIS

www.elwis.de

Info@elwis.de

HUNGARY

Authorities

Ministry of Transport, Telecommunication & Energy

Akadémia u. 3., 1054 Budapest

tel +36 1 475 5000

www.khem.gov.hu

hajo.hf@nkh.gov.hu

Association

Hungarian Yachting Association

Istvanmezei ut 1-3, 1146 Budapest www.hunsail.hu

hunsail@hunsail.hu

IRELAND

Authorities

Waterways Ireland – Headquarters

2 Sligo Road, Enniskillen, Co Fermanagh, N.I., BT74 7JY

tel +44 28 6632 3004

www.waterwaysireland.org

info@waterwaysireland.org

Associations

Inland Waterways Association of Ireland

2 Kylemore Park, Taylor's Hill, Galway

www.iwai.ie

ITALY

Authorities

Agenzia Interregionale per il fiume Po

Via Gerolamo Cardano, 10, 20124 Milano

tel +39 02 777141 www.agenziainterregionalepo.it

Navigazione Laghi Maggiore-Garda-Como

Via Ariosto 21, 20145 Milano

tel +39 02 4676101 www.navigazionelaghi.it

Consorzio Est Ticino Villorresi

Via Ariosto 30, 20145 Milano

tel +39 02 48561301 www.etvillorresi.it

Navigli Lombardi s.c.a.r.l.

via Rosellini 17, 20124 Milano

tel +39 02 66 79 131 www.naviglilombardi.it

Associations

Consorzio Navigare sul Po

Via XXIV Maggio, 142, 29121 Piacenza

Tel. +39 0523 578095 www.navigaresulpo.it

LATVIA

Authority Ministry of Transport
Gogoļa iela 3, Rīga 1743, tel +371 7028210
elina.simina@sam.gov.lv

LITHUANIA

Authority
Ministry of Transport
Gedimino avenue 17, 01505 Vilnius
tel +370 5 212 4335
www.transp.lt
sumin@sumin.lt

LUXEMBURG

Authorities
Service de la Navigation de Luxembourg
36 rue de Machtum, 6753 Grevenmacher
tel +352 750 0480
Ministère des Transports
Direction de la Navigation Fluviale
19-21 boulevard Royal, 2449 Luxembourg
tel +352 247 84400 www.mt.public.lu
service.navigationsn.etat.lu

NETHERLANDS

National authority
Rijkswaterstaat
Willem Witsenplein 6, P.O. Box 20901, 2500 EX Den Haag
tel +31 70 351 6171
www.rijkswaterstaat.nl

Associations
Waterrecreatie Nederland
Werfkade 2, 1033 RA Amsterdam
020 705 14 80
www.waterrecreatienederland.nl

NORWAY

Associations
Dalen Turistkontor 3880 Dalen
Tel +47 35 07 70 65 *for contact with boat trailer services*
Kongelig Norsk Båtförbund
Vagebyveien 23, 0569 Oslo tel +47 22 35 68 00
www.knbf.no
postmottak@sd.dep.no

POLAND

Authorities

Ministry of Infrastructure
Department for Maritime Transport and Inland Navigation
ul. Chałubińskiego 4/6, 00-928 Warszawa
tel +48 22 630 15 40
www.mi.gov.pl
sekretariatDPI@mr.gov.pl

Association

Polish Waterways
www.polskieszlakiwodne.pl
ctw@pttk.pl

ROMANIA

Authority

Ministry of Public Works, Transport and Housing
Bulevardul Dinicu Golescu nr. 38, Sector 1, 010873 Bucuresti
tel +40 319 61 24
www.mt.ro

RUSSIA

Federal Agency of sea and river transport
3/6 Petrovka str , 125993 Moscow
tel +7 495 626 1057
www.mintrans.ru
Info@mintrans.ru

SLOVAKIA

Authority

Ministry of Transport, Posts & Telecommunications
Department of Inland Water Transport
Namestie Slobody 6, 81015 Bratislava 15
tel +421 2 5244 2202
www.telecom.gov.sk
info@mindop.sk

SLOVENIA

Authority

Ministry of Transport Langusova 4, 1000 Ljubljana
tel +386 1 478 80 00
www.mzp.gov.si
gp.mzip@gov.si

SPAIN

Authority

Adeco - Canal de Castilla Pl. de Tuy, 11. 34440 Frómista
(Palencia)

www.canaldecastilla.org

SWEDEN

Authorities

Swedish Maritime Association
Head Office, 601 78 Norrköping
tel +46 11 19 10 00

www.sjofartsverket.se

sjofartsverket@sjofartsverket.se

SCOTLAND

Scottish Canals
Applecross Street, Glasgow G4 9SP
tel +44 141 332 6936

www.scottishcanals.co.uk

David.Lamont@scottishcanals.co.uk

National associations and consultative bodies

The Inland Waterways Association
Island House, Moor Road, Chesham HP5 1WA
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www.waterways.org.uk

iwa@waterways.org.uk