

Green WIN

Communication Strategy

A. Communication objectives

The communication objectives of Green WIN are to:

- (1) Increase knowledge of the opportunities there are to develop greener pumping solutions on our inland waterways by informing our target audiences about
 - a. The improved equipment and solutions being tested and trialed in the project.
 - b. The improvements that can be delivered by using these solutions
- (2) Influence behaviour / attitude to improve investment and adoption of greener pump technologies, systems and processes.
- (3) Promote the Greener Pumping Toolkit (GPT) as a tool Waterway Management Organisations (WMO's) can use (developed as part of Work Package T2)
- (4) Develop a 'Greener Waterways Network' to help deliver wider take-up.
- (5) Raise awareness of the project and the associated policy recommendations to political decision makers at local & regional level and to make EU institutions aware that greener infrastructure for inland waterways is an important priority and should be included in future funding programmes ;

The Communication Strategy will raise awareness of the project results and promote the practices developed, thus encouraging their take-up by other organisations throughout North Western Europe. It will also be important in promoting the policy implications of the project to decision-makers to encourage adoption at local, regional, national and European levels.

With regard to project implementation, links with research institutions as well as SMEs will be useful in identifying relevant work and research projects already carried out and promoting the exchange of knowledge.

B. Target audiences

The project target audiences are as follow:

- (1) SMEs offering technologies, equipment and services to Waterways Management organisations;
- (2) Public sector organisations and local authorities (local, regional and national) involved in the management of waterways infrastructure and pumping equipment;
- (3) Organisations (outside public sector) involved in the management (installation and maintenance) of waterways infrastructure and pumping equipment;
- (4) Not-for-profit organisations (including community & special interest groups) and social entrepreneurs with an involvement in Waterway Management Organisations or interest in inland waterway infrastructure;
- (5) Regional politicians
- (6) European institutions and bodies involved in the administration of EU instruments at national & regional level
- (7) Higher education and Research institutions
- (8) Relevant international and national organisations supporting businesses to develop green technologies and sustainable solutions

Input from these audiences will be solicited through a range of promotional approaches. SME's and Research Institutions will be working with us directly and we will promote this effective collaboration as a means of enticing other organisations to contribute to the project activities. Other input will be solicited in different ways, including; promotional channels such as the project webpage (& associated promotion of the site through, for example, partner websites), social media, attendance at relevant events, and meetings / workshops.

C. Messages

Main messages against the target audiences listed above are:

- (1) MESSAGE: Promoting how wider involvement from SME's in the project's activities is helping to ensure SME / Industry requirement are included and technical support they provide is crucial to the quality of results. Creating links between various stakeholders.
TO: SMEs offering technologies, equipment and services to Waterways Management organisations
- (2) MESSAGE: communicating trials results and how using a methodical approach to can support the uptake of low carbon technologies to achieve energy savings and CO2 reductions
TO: Public sector organisations and local authorities (local, regional and national) involved in the management of waterways infrastructure and pumping equipment:
- (3) MESSAGE: communicating trials results and how using a methodical approach to support the uptake of low carbon technologies to can achieve energy savings and CO2 reductions
TO: Organisations (outside public sector) involved in the management (installation and maintenance) of waterways infrastructure and pumping equipment:
- (4) MESSAGE: Promoting the project and its results and how Green WIN (and our Greener Waterways Network) is a strong voice in promoting greener waterways infrastructure.
TO: Not-for-profit organisations (including community & special interest groups) and social entrepreneurs with an involvement in Waterway Management Organisations or interest in inland waterway infrastructure:
- (5) MESSAGE: Promoting the project's objectives and activities and to gain political support and encouraging local political involvement in the pilot actions:
TO: Regional politicians
- (6) MESSAGE: Promoting the project's objectives and activities, any policy recommendations we make, and to make EU institutions aware that greener infrastructure for inland waterways is an important priority and should be included in future funding programmes
TO: European institutions and bodies involved in the administration of EU instruments at national & regional level:
- (7) MESSAGE: Promoting the value of wider involvement in green initiatives like Green WIN and creating links between various stakeholders
TO: Higher education and Research institutions offering subjects relevant to Green WIN such as engineering, hydrology, environmental science, sustainability, etc.:
- (8) MESSAGE: Developing links for mutual exchanges and promotion of results
TO: Relevant international and national organisations supporting businesses to develop green technologies and sustainable solu

D. Communications tools

A number of tools will be developed to promote general information regarding the project to all audiences. These are:

- (1) a project webpage, which will be used to set out progress with implementation of the project, and display & promote project outputs in terms of reports etc.
- (2) a social media presence through Twitter account and a Facebook page, which will be used display & promote project milestones, achievements or newsworthy stories.
- (3) a poster and roll out banner for use at events & conferences, setting out the project objectives.
- (4) three different flyers will be used for different purposes during the lifetime of the project:
 - at the start to explain the project and its objectives
 - in the middle to show data gathered, test results and review progress
 - at the end to promote the trials results and the final outcome.

Other specific tools will be:

- (1) Articles in relevant publications / news media;
- (2) Communication of news items via the partners' websites and social media platforms as appropriate
- (3) Programme of visits to Green WIN Trial Sites
- (4) Participation in transnational events (such as World Canal Conference, Inland Waterways / Inland Navigation Europe (INE) Events, Industry Events, NWE Interreg events) to raise awareness and promote the project through presentation and networking
- (5) Direct meetings with EU policy & programme officials regarding any policy recommendations we make, to encourage them to consider take-up in EU policy & programmes and to help us make EU institutions aware that greener infrastructure for inland waterways is an important priority and should be included in future funding programmes
- (6) Promotion of the project and its results via the Greener Waterways Network to gain support for a wider roll-out of the outputs from the project

Communications activity in the project will be overseen by a Communications Sub-group, led by Waterways Ireland with participation from all partners.

E. Evaluation

Measures to evaluate the project communications consist of:

- (1) Webpage statistics
- (2) Twitter account analytics
- (3) Facebook Insights statistics
- (4) Attendance to Green WIN trial site visits
- (5) Number of articles published / press releases issued
- (6) Paper 'Greener Pumping on Europe's Inland waterways' published
- (7) Number of organisations involved in Greener Waterway Network
- (8) Number of meetings / events organised to promote the policy recommendations and their attendance