STM VALIDATION PROJECT

COMMUNICATION AND DISSEMINATION PLAN

Co-financed by the European Union
Connecting Europe Facility
Goals and means

• Attract end-users to participate in STM
  – Account Management for Key parties
  – Assist in recruiting 300 ships

• Secure lead position in the field
  – Manage Advisory Groups
  – Co-operate with other initiatives
  – Drive & promote standards
  – Disseminate the results in international organisations
  – (Issue scientific papers)

• Continue to build awareness
  – Conferences (preferably new to STM)
  – Articles in the Press
  – Web
  – Supporting material (print, films, …)
  – Activating Partners (web, seminars, identify ambassadors)
  – Newsletter
### Stakeholders

<table>
<thead>
<tr>
<th>Stakeholders (simplified)</th>
<th>Current situation</th>
<th>Potential benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Awareness</td>
<td>Knowledge</td>
</tr>
<tr>
<td>Shipping operators</td>
<td>Low</td>
<td>None</td>
</tr>
<tr>
<td>Port operators</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Authorities: States</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Int’l Authorities</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Maritime software industry &amp; Future service providers</td>
<td>Medium</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### Comments/Actions

- Reach ship owners through Key Account Management
- Ports – finding more through project ports’ networks
- States: Pinpoint key states – Nordics & EU, Med(Italy, Spain, Cyprus), Panama, Korea, Japan, Australia.
- IMO/IALA – More activity in committees, papers, but also reception, WMU. IHO/UKHO – meeting

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## Rationale for STM interest

<table>
<thead>
<tr>
<th>Stakeholders (simplified)</th>
<th>Safety</th>
<th>Environment</th>
<th>Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipping operators</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Port operators</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Authorities: States</td>
<td>1</td>
<td>2</td>
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<td>Maritime software industry</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Perceived priority by the project, 1 being the highest

### Comments
- Since STM is mainly aiming for voluntary implementation, the efficiency is the most important message to drive home.
- To pave the way for industry changes the safety aspects will play an important role in international organisations.
- The possibly most important effect of STM in the long perspective is the reduced environmental footprint.
General awareness & dissemination duty

• Yearly Goals 2016-2018
  – Conference speaker: > 30
  – Conference Exhibitor: > 3
  – Articles:
    • Major int’l magazines 10 long + 40 short
    • Local media: 50+
    • TV: 3 (Int’l Maritime or National local)
  – Newsletters: > 3
  – Referral, web and newsletter goals to be set
  – Twitter followers: > 200 new

• Arrange 2 external conferences: 300+ participants
Yearly activity actions

- Review Stakeholder “analysis”, Identify 5 relevant actions
- Review Event Calendar
  - Identify gaps and find relevant events
  - Contact events and send papers/subjects
- Identify 2 subjects for main articles
- Identify 5 subjects for short notices
- Identify 1 idea for TV spot (Int’l Maritime or National local)
- Indicate number of and dates for reports
  (Have 1 communications contact / activity)
Improve measurements

- Web & digital media
  - Measure and analyse users and behaviour (web, newsletter and twitter)
  - Change and improve
  - Increased traffic and links from project partners
  - Work with content management and SEO of project website

- Press impact
  - Measure and follow up national and international coverage

- Evaluation report
  - Analyse Communications halfway through the project and at the end

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