Preparation of the communication and dissemination plan
2016_03_16
## DOCUMENT STATUS

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### Review

<table>
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### Approval

<table>
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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>High Level Steeering Group (HLSG)</td>
<td>STM Validation Consortium</td>
<td></td>
<td>March 9, 2016</td>
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### Document History

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
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<th>Initials</th>
<th>Description</th>
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<tr>
<td>0.1</td>
<td>2016-03-09</td>
<td>Draft</td>
<td>US</td>
<td>Suggested plan</td>
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<td>2016-03-15</td>
<td>Final</td>
<td>US</td>
<td>Updated with HLSG feedback</td>
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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>
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</thead>
<tbody>
<tr>
<td></td>
<td>Awareness</td>
<td>Knowledge</td>
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<tr>
<td><strong>Shipping operators</strong></td>
<td>Low</td>
<td>None</td>
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<tr>
<td><strong>Port operators</strong></td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Authorities: States</strong></td>
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<td>Low</td>
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<tr>
<td><strong>Int’l Authorities</strong></td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Maritime software industry &amp;</strong></td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Future service providers</strong></td>
<td></td>
<td></td>
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</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
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>
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<td>1</td>
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<tr>
<td>Port operators</td>
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<td>2</td>
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<tr>
<td>Authorities: States</td>
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<td>2</td>
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<td>3</td>
<td>2</td>
</tr>
</tbody>
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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
38 partners from 13 countries -
Creating a safer more efficient and environmentally friendly maritime sector

Demonstrating the function and business value of the Sea Traffic Management concept and its services.

SAFETY - ENVIRONMENT - EFFICIENCY

Swedish Maritime Administration ◦ SSPA ◦ RISE Viktoria ◦ Transas/ Wärtsilä Voyage ◦ Chalmers University of Technology ◦ The Swedish Meteorological and Hydrological Institute ◦ Danish Maritime Authority ◦ Navicon ◦ Novia University of Applied Sciences ◦ Fraunhofer ◦ Carnival Corp. ◦ Italian Ministry of Transport ◦ SASEMAR ◦ Valencia Port Authority ◦ Valencia Port Foundation ◦ CIME ◦ University of Catalonia ◦ Norwegian Coastal Administration ◦ GS1 ◦ Cyprus University of Technology ◦ Port of Barcelona ◦ Costa Crociere ◦ Svitzer ◦ OFFIS ◦ Finnish Transport Agency ◦ Southampton Solent University ◦ Frequentis ◦ Wärtsilä SAM Electronics ◦ University of Flensburg ◦ Airbus ◦ Maritiem Instituut Willem Barentsz ◦ SAAB TransponderTech AB ◦ University of Oldenburg ◦ Magellan ◦ Furuno Finland ◦ Rörvik ◦ University of Southampton ◦ HiQ

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