



Capacity with a pOsitve enviRonmEntal and societAL footprInt: portS in the future era



D.7.2: Interim Communication Strategy and Plan

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List of Acronyms

| Abbreviation acronym | Description |
|---------------------------------|--|
| BPC | Baltic Ports Conference |
| CA | Consortium Agreement |
| CSA | Coordination & Support Action |
| DtF | Docks The Future |
| Dx.y | Deliverable number y belonging to WPx |
| EC | European Commission |
| EU | European Union |
| ICT | Information and Communication Technology |
| IoT | Internet of Things |
| IPR | Intellectual Property Rights |
| KLU | Kühne Logistics University |
| KPI | Key Performance Indicators |
| LLs | Living Labs |
| Mx | Month –It refers to the month when a respective activity takes place |
| OBOR | One Belt One Road |
| PoF | Port of the Future Network |
| PoFSG | Port of The Future Serious Game |
| PU | Public |
| R&D | Research and Development |
| R&I | Research and Innovation |
| RIA | Research and Innovation Action |
| SME | Small Medium Enterprise |
| WP | Work Package |

Executive Summary

Communication and dissemination processes are essential to assure the success of a project as ambitious and visionary as COREALIS. Funded under the European Union's Horizon2020 Framework Programme, the aim of COREALIS is to develop a strategic, innovative framework, supported by disruptive technologies, including Internet of Things (IoT), data analytics, next generation traffic management and emerging 5G networks, for cargo ports to handle upcoming and future capacity, traffic, efficiency and environmental challenges. Within this framework, the proposed beyond state of the art innovations, target to increase efficiency and optimize land use, while being financially viable, respecting circular economy principles, and being of service to the urban environment.

The current document provides the interim communication strategy and plan, mainly focused on the detailed description of COREALIS stakeholder community. It also summarises all the communication activities from the commencement month (M1) (May 2018) to M18 (October 2019) and those still planned and provides a status monitoring of both dissemination and communication activities through the measurement of a set of identified KPIs. It also thoroughly describes the relevant target audiences/groups that COREALIS is aiming at, towards the update of the already defined tailored key messages, in order to efficiently anchor the project's results and outcomes and to ensure that COREALIS acquires high visibility, outreach and impact to all interested parties.

Part of this report highlights also the initial steps towards the identification of the methodology to support the high quality scientific writing of papers within COREALIS project. Reference is also made to the clustering activities of the Port of the Future Network and how cross-fertilisation was achieved through the creation of common synergies.

The present document is connected to Task 7.1: COREALIS brand identity and Communication Strategy within Work Package WP7: Dissemination Strategy and Stakeholder engagement. The present document is considered as an update of the D.7.1: Initial Communication Strategy and Plan, developed on M6, and it is subject to one last update by the end of the project course on M32, for accommodating the project advancements and achievements.

COREALIS communication is considered as a strategically planned process, which commenced at the outset of the project and which will remain active throughout its entire lifetime. Its ultimate aim is to achieve the promotion of the project and its results, towards using strategic and targeted measures for communicating the outcomes to a multitude of audiences and engaging them in a two-way exchange.

1. Introduction

The current deliverable, named as D7.2: Interim Communication Strategy and Plan, is considered as an updated referenced document for all the activities implemented within WP7 of COREALIS project during the first eighteen months (Starting Phase). Being the successor of D7.1 living document, it is subject to one more update on M32.

COREALIS's Interim Communication Plan, focuses on comprehensively identifying the key target audiences for COREALIS, and at the same time tailors and updates the key messages for each targeted stakeholder group. This will help COREALIS consortium to achieve the desired outreach, the widest promotion and the greatest visibility to relevant audiences, and disseminate effectively COREALIS' achievements in the industrial, SME and academic domain, while entering the Development phase of its communication approach.

1.1 Purpose and scope of the document

The purpose of this interim communication strategy and plan, is to ensure that the methodology and processes already developed in M6 are up-to-date and that communication with stakeholders' community continues effectively.

1.2 Intended readership

This deliverable is addressed to any interested reader (i.e., PU dissemination level). In comparison with other project deliverables, COREALIS D7.2 '*Interim Communication Strategy and Plan*' can be considered as a useful guidance for the consortium members who can use it as a reference for the planning-of and contribution-to COREALIS communication and dissemination activities.

1.3 Relationship with other COREALIS deliverables

This deliverable lies within Work Package WP7: *Dissemination Strategy and Stakeholder engagement*, and comprises the following deliverables, which are closely linked to D7.2. until M18:

D1.2 COREALIS personas and Stakeholder Classification, which includes a classification and an inventory of COREALIS stakeholders, as well as a description/profiling of personas shortlisted.

D7.1 Initial Communication Strategy and Plan, which includes all the communication activities to be performed by COREALIS partners and summarises all activities until M6 and those planned.

D7.4 Initial Set of COREALIS communication tools, which presents the project brand identity as well as the first version of the COREALIS brochure and poster.

D7.5 Final Set of COREALIS communication tools, which presents the final COREALIS brochure, posters, e-newsletters, video website and social media accounts.

D7.6 COREALIS networking and cross fertilisation activities, which presents the planning for liaison and cross fertilisation activities as well as information about the stakeholders' community outreach.

D8.5 Initial Data Management Plan, which presents the status of data management and protection activities in M18.

D8.6 Interim Data Management Plan, which presents all data types which the LLs intent to collate and the necessary approvals needed.

Apart from the above-mentioned deliverables, the document at hand has a close indirect relation to all COREALIS achievements that need to be disseminated (to targeted audiences).

1.4 Document Structure

The document is structured in five sections.

Section 1, introduces the purpose and scope of the document.

Section 2, gives an overview of the Initial Communication strategy and Plan and a communication status monitoring.

Section 3, describes, in detail, the typology of the target audiences and the key messages per target audience.

Section 4, provides a preliminary approach on COREALIS scientific methodology.

Finally, section 5, presents the clustering and independent activities performed, as well as those still planned in the context of the COREALIS project.

2. COREALIS approach to communication

2.1 Overview of the developed communication plan

The COREALIS communication approach was developed on a five-step procedure, which started from the identification of communication objectives, went to the identification of target audiences, passed to the identification of key messages, continued with the identification of means & channels, and finally concluded with the monitoring and evaluation assessment. By taking, also, into consideration that timely communication is the key to successful project completion, COREALIS project followed, in parallel with the five-step procedure, a three-stage approach for the efficient planning and implementation of its communication and dissemination activities by recognising three project phases: Starting Phase, Development phase, Final phase.

During the starting phase, special attention was mainly given in spreading knowledge about the project's aim and its initial findings in order to gain maximum support from stakeholder communities, while at the same time motivating possible interested parties to actively engage. Entering currently the development phase COREALIS is building upon its first implemented activities and it is starting the promotion of the initial project results in more tailored ways for each of the key stakeholder groups. In the final phase, a major effort will be focused on the effective dissemination of the project results to the targeted audiences in a way of ensuring the long-term impact of project's final results.

A variety of communication channels and tools (project website, media, online media, printed material, press releases, webinars, social media, physical meetings, conferences, exhibitions, workshops, focus groups, training seminars and other events) were actively used during the starting phase to effectively flow COREALIS information, create awareness and reach out to the targeted audiences. These channels and tools and their use within COREALIS, are thoroughly described in both *D7.4 Initial Set of COREALIS communication tools* and *D7.5 Final Set of COREALIS communication tools*.

The overall COREALIS methodological approach aims at ensuring that the project and its findings are widely disseminated to the appropriate target groups and at the appropriate time and via the appropriate methods, in a way that is conducive to maintaining the project schedule, ensuring the correct communications are distributed, and preventing any ongoing difficulties.

2.2 Communication status monitoring

Since COREALIS dissemination activities commencement, it has been rigorously considered how the effective evaluation of the dissemination and communication activities can be efficiently monitored. COREALIS consortium partners have identified a set of Key Performance Indicators (KPIs), to measure and evaluate the dissemination and communication achievements. These KPIs are constantly monitored throughout the project lifespan and compared to target figures. The definition process as depicted in figure 1, is followed by the collection of the required data to analyse the KPIs and finally report the outcome, illustrate and explain the result.

Monitoring of COREALIS communication and dissemination activities, follows a two-fold approach. On the one hand, following the needs of the activity reporting, every activity performed within the project is recorded in a directory along with all the necessary metadata information (e.g. name of activity, date, place, involved partners etc.) and it is available in the internal project's repository Redmine, along with its constant updates. An aggregated illustration of the aforementioned directory, with COREALIS activities that took place within the first eighteen months of the project, is given in table 3, in sub section 5.2 of the current document.

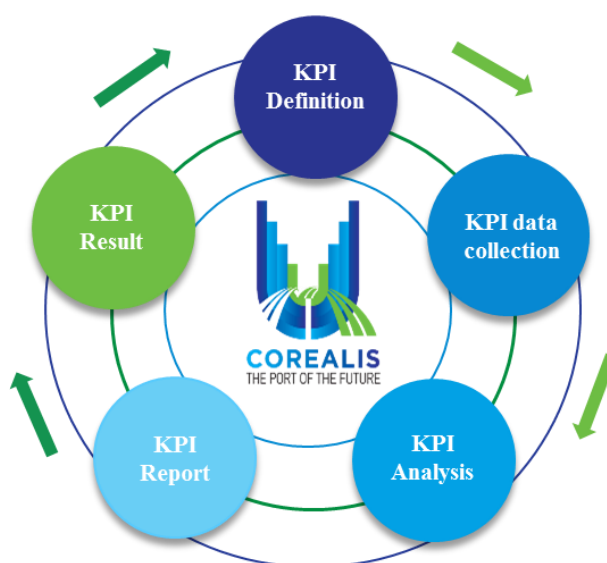


Figure 1 COREALIS KPI monitoring process

On the other hand, as a number of quantitative measurable targets (KPIs) for dissemination and communication activities have been set (since proposal phase) and updated within D7.1 with the expected result per activity, a complementary KPI monitoring table (figure 2) has been created, in order to effectively monitor these indicators and to ensure that the desired outcome is reached and the desired impact is achieved. The table is easy to handle, as the only input required is the current value per activity in the corresponding column. After having set the thresholds per activity (using a linear interpolation when needed) and the examined time moment, the table shows the result for that time being. It, therefore, allows the precise time monitoring of each KPI, once the time moment and the corresponding thresholds are set.

In figure 2 below, two measuring periods have been defined, following the fact that they are considered as key project milestones: The first year of the project ending on M12 and the first eighteen months of the project ending on M18. The threshold values per activity for both periods have been set following a linear interpolation and using the targeted values per activity, which are displayed in the last column. By entering the current values (once for M12 and then cumulatively for M18) in the corresponding column, the results for both

periods are depicted in the columns next to the threshold values respectively, using the green (fulfilled) and yellow (in progress) symbols.

| KPIs Names | Current values (M18) | Threshold for the 1 st year (M12) | Result (1 st year) | Indicative Threshold for M18 | Result (M18) | Target values for M36 |
|--|----------------------|--|-------------------------------|------------------------------|--------------|-----------------------|
| Task 7.1: COREALIS brand identity & Communication Strategy | | | | | | |
| Project logo | 1 | 1 | ✓ | 1 | ✓ | 1 |
| Brand guidelines | 1 | 1 | ✓ | 1 | ✓ | 1 |
| Templates | 1 | 1 | ✓ | 1 | ✓ | 1 |
| Illustration & graphics | 1 | 1 | ✓ | 1 | ✓ | 1 |
| Task 7.2: High Impact Communication activities | | | | | | |
| Brochures | 2 | 1 | ✓ | 2 | ✓ | 2 |
| Posters | 2 | 1 | ✓ | 2 | ✓ | 3 |
| Roll-up banners | 2 | 1 | ✓ | 2 | ✓ | 5 |
| General video | 1 | 0 | ✓ | 1 | ✓ | 1 |
| Final video | | | | | | 1 |
| E-newsletter | 2 | 1 | ✓ | 2 | ✓ | 4 |
| Website | 1 | 1 | ✓ | 1 | ✓ | 1 |
| Twitter members | 356 | 300 | ✓ | 500 | ⚠ | 1000 |
| LinkedIn members | 126 | 300 | ⚠ | 500 | ⚠ | 1000 |
| Media articles | 23 | 10 | ✓ | 20 | ✓ | 30 |
| TV/Radio interview | 1 | 1 | ✓ | 1 | ✓ | 1 |
| Publication in EU communication tools | 1 | 0 | ✓ | 1 | ✓ | 4 |
| Announcements in H2020 social media | 3 | 1 | ✓ | 3 | ✓ | 6 |
| Task 7.3: Scientific dissemination & participation to ORDP | | | | | | |
| Presentations in conferences/events (at least 15 a year) | 20 | 15 | ✓ | 30 | ⚠ | 60 |
| SIS | 2 | 1 | ✓ | 2 | ✓ | 3 |
| Stands/demonstrations | 4 | 0 | ✓ | 1 | ✓ | 2 |
| Papers in conference proceedings | 4 | 4 | ✓ | 9 | ⚠ | 25 |
| Publication in renowned scientific journals | 1 | 0 | ✓ | 3 | ⚠ | 8 |
| Task 7.4: COREALIS liaison with other projects, ports & logistics associations & event organisation | | | | | | |
| Cluster sessions on a yearly basis | 5 | 1 | ✓ | 2 | ✓ | 3 |
| Training events in each LL | | | | | | 5 |
| Final Conference | | | | | | 1 |
| Members of Stakeholder community | 89 | 20 | ✓ | 30 | ✓ | 50 |
| Stakeholders contacted during the project | 1500 | 25 | ✓ | 70 | ✓ | 100 |
| Links with RnD projects | 11 | 3 | ✓ | 6 | ✓ | 10 |
| Links with associations/forums/technical committees | 21 | 3 | ✓ | 6 | ✓ | 10 |

Figure 2 COREALIS KPIs monitoring table for M18

Having a look at the big picture, the majority of the aforementioned KPIs have been successfully fulfilled. However, by taking into consideration that the COREALIS alpha versions of innovations have been recently released (M18), it is obvious that efforts will be further strengthened, towards the direction of the COREALIS scientific dissemination (papers in conference proceedings and publications in scientific journals) as well as towards the business perspective via conference and event participation. In addition, further promotion of the innovations will be made through the social media engagement and by using the most efficient mechanisms (e.g. short videos of innovations).

The KPI evaluation and monitoring is considered as a whole life project process. The results of the communication and dissemination strategy will be constantly monitored towards the project end, in order to assess its effectiveness and its progresses and to formulate change requirements where necessary. The final KPI results (along with a possible update of the KPIs' list) will be thoroughly documented per task and activity, using analytics, in the D7.3 Final Communication Strategy and plan, due on M32.

3. COREALIS audiences

3.1 Target audiences

The identification of target audiences is a crucial process, which pinpoints the stakeholders that need to be engaged in order to achieve the highest impact for COREALIS project. The selection and grouping of the most appropriate audiences depends on their impact and interested factors on the project, as well as the available resources, the objectives of the engagement and the motivation or the capability of the stakeholders to be involved and contribute to the project. Through the assessment of this criteria, the initial stakeholders' list has been developed during the D7.1 and it is reassessed and further expanded within the current document as of below.

Table 1 below shows a thorough breakdown of the COREALIS target groups. In the first column, the already identified main audiences are updated and presented, while in the second column a more detailed presentation of the stakeholder groups per audience is depicted.

| Main audience | Stakeholder groups |
|--|---|
| Scientific Community | Academic and research Institutions, professional societies, funding institutions, educational staff, Standardization Bodies, EU platforms |
| Operators | Port operators, terminal operators, freight operators, nautical service operators, rail operators, barges operators, ocean carriers |
| Authorities | National regional and local authorities, Port authorities, Partners municipalities |
| Companies | Logistic company, shipping company, trucking company |
| Port Associations/ Communities | Port associations, shipping associations, port user communities |
| ICT Service Providers | ICT service providers |
| Cities | Port Cities |
| Public Stakeholders & Policy Makers | National and regional government, ministries, city council, EU citizens, general public, international policy makers, groups & institutions |

Table 1 Updated COREALIS target stakeholder groups

Based on the aforementioned list, a detailed directory of the COREALIS stakeholders' community will be developed as part of D 7.6, based on the consortium's secure networks and direct contacts. The COREALIS stakeholder's community will be constantly informed about the recent achievements and will be invited to join COREALIS events in order to learn more on the proposed innovations and provide their evaluation and feedback.

3.1.1 Scientific Community

Scientific community group, includes relevant academic and research institutions, professional societies, funding institutions as well as standardization bodies and EU platforms. The project intends to actively contribute to standards and regulation requirements and roadmaps (e.g. 5G standard). The scientific community can integrate the COREALIS outcomes in their teaching activities (e.g. Master theses or part of Ph.D. theses) and develop new research that will increase the efficiency, attractiveness of the port and maritime technologies. COREALIS aims to communicate all the knowledge and experience gained to the new generation of scientists and technicians and at same time to promote fresh innovation approaches and ideas in the maritime field. Graduate and under graduate students, along with young scientists and Ph.D. candidates are part of the scientific target group.

3.1.2 Operators

This stakeholders' group includes port, terminal, freight, nautical service, rail and barges operators as well as ocean carriers. The operational group need to gain access to the innovation technologies developed and implemented at each one of the Living Labs and the knowledge gained in order to work closely together using these technologies. COREALIS communication focuses on how COREALIS concept integrates the operational players into the port driven technological and societal innovations. COREALIS will provide them with the tools to contribute to the improvement of the operational efficiency, the optimization of capacity and the streamlining of cargo flows without additional infrastructural investments.

3.1.3 Authorities

National, regional and local authorities, as well as port authorities are part of the authorities' target audience. This target group will be involved by providing data access and their expertise where necessary, ensuring the usefulness and the relevance of project outputs. Their role focuses also on mainstreaming adaptation into relevant policies and integration to the national and EU funds, fostering dissemination of results and ensuring liaison to other entities. COREALIS provides authorities with opportunity to develop advanced policies based upon rigorous scientific knowledge along with funding opportunities for necessary projects.

3.1.4 Companies

The Companies' group consists of logistic, shipping and trucking companies. Their main role is to provide technical expertise to COREALIS innovation technologies. Furthermore, the evaluation and validation of the project's outcomes along with their implementation and replication constitute some of the main reasons why this target group should be involved. COREALIS communication activities will contribute to the increase of the local publicity through the engagement of this stakeholders' range with COREALIS project, while increasing the possibility of networking with potential new customers.

3.1.5. Port Associations/Communities

This category includes port and shipping associations, as well as port user communities. This group can be mainly involved in the evaluation and the approval of project's results, in the promotion of the dissemination and adoption of project's outcomes. Their role emphasizes also on the improvement of the networking and clustering activities with organizations and the linkages with individuals. COREALIS communication will motivate this target group in using and taking advantage of the developed innovation technologies in the maritime area. The engagement with associations/communities will potentially increase the local publicity and the possibility of networking with potential new members.

3.1.6. ICT Service Providers

COREALIS communication focuses on ICT Service Providers along with the exploitation of its results, as they can contribute to the rapid and cost-effective development of new services and products and to the integration of them into their existing services, so that they become interoperable within the framework of COREALIS.

3.1.7. Cities

Port Cities can provide their valuable viewpoints on smart urban development for achieving a balanced and sustainable regional growth. Through its communication activities COREALIS intends to raise awareness of the sustainable port-city development using a multi-disciplinary approach, towards showcasing innovative circular economy models that will not only reduce the environmental impact (through increasing the air and noise quality), but also boost the economic prosperity (through the creation of new business and jobs).

3.1.8. Public Stakeholders

The public stakeholders' group consists of the national and regional government, ministries, city councils, EU citizens, general public, as well as international policy makers, groups and institutes. This group constitutes a key target of the dissemination activities of COREALIS project as it can promote the project's innovation technologies effectively to the general public and focuses also on policy making by reformation of relevant Directives. The communication activity of COREALIS to these target groups aims to raise awareness for the importance of improving the port capacity and efficiency and to create an understanding of the benefits of the developed innovation technologies at economic and social levels. The project will promote its results to public authorities, including how COREALIS can contribute to important environmental, operational and societal goals. Public stakeholders will also receive relevant output in terms of the development of COREALIS port technologies. Several events, such as ITS World and European Conferences and Stakeholders Forums, included public audience.

3.2 Tailored key messages

Key messages are the main points of information COREALIS wants its interested audiences to hear, understand, and remember. They are bite-sized summations that articulate what COREALIS does, why it does it, and what value brings to stakeholders. Key messages have been tailored for each target audience to reflect efficiently what the project intends to communicate per audience. The following table (table 2) presents the revised list of key messages adapted to the updated list of the target groups.

| Stakeholder Group | Key Messages |
|----------------------|--|
| Scientific Community | <ul style="list-style-type: none"> COREALIS will provide the research community with a solid knowledge in the area of the Port of the Future innovations and it will advance the current state-of-art by achieving significant cross-research-area results. COREALIS outcomes will assist the pioneering idea of Port of the Future and act as a reference for any relevant effort at international level. COREALIS is working on innovative technologies including IoT, 5G and data analytics and therefore can provide an approach to include horizontal aspects into standardization activities. |
| Operators | <ul style="list-style-type: none"> COREALIS will reduce the limitations and optimize current and future cooperation with ocean carriers and terminal operators. COREALIS will streamline processes for a smoother transition in all aspects of port life. COREALIS will boost the improvement of the terminal operations efficiency. COREALIS will foster the maximization of the use of infrastructure and equipment and at the same time the minimization of the operational costs. |
| Authorities | <ul style="list-style-type: none"> Through the application of IoT and disruptive technologies, COREALIS will assist ports in complying with the increasingly stricter environmental legislation, towards creating a sustainable footprint. COREALIS will promote the adaptation of financially viable innovations and encourage more streamlined work processes, particularly for those ports with limited investment funds available. COREALIS will create through innovation financially viable solutions to meet EU sustainable and environmental objectives. |
| Companies | <ul style="list-style-type: none"> COREALIS will optimize the truck routing through the use of PORTMOD, leading to minimization of empty container runs and to reduction of the idle time of trucks. COREALIS will rely on a high capacity mobile network tailored for demanding port environments (following 5G standards), for improving logistics efficiency. COREALIS will see the creation of improved procedures that will provide the space for optimum and efficient data exchange at all levels. COREALIS will set in motion the innovation and appropriate planning to re-think transportation networks. COREALIS will promote innovations and will generate creativity to further develop innovative IoT technologies. |

| | |
|--|---|
| Port Associations/ Communities | <ul style="list-style-type: none"> • COREALIS is a real opportunity to optimize the processes at the heart of ports, improving capacity management and creating a more sustainable future for the sector. |
| ICT Service Providers | <ul style="list-style-type: none"> • COREALIS proposes a palette of innovative software /ICT technologies that could act complementary to other ICT services. • COREALIS will develop disruptive innovations and will bring creativity to new ICT technologies. |
| Cities | <ul style="list-style-type: none"> • COREALIS will foster a sustainable land-use strategy, in and around ports, towards to new, service- based, management models. • COREALIS will result in a reduced environmental footprint, through the reduction of traffic and congestion. • COREALIS – less traffic, a better port, a better city. • COREALIS will make balanced environmental, social and economic choices in the future of port development, towards a collaborative port-city policy making strategy using PoFSG. • COREALIS will foster the smart urban development of port-cities, giving the opportunity to port managers to take up-to-date decisions towards sustainable policies with city stakeholders. |
| Public Stakeholders & Policy Makers | <ul style="list-style-type: none"> • COREALIS constitutes a vital change in order to reduce the negative environmental effect (both on air quality and noise) on local communities caused by handling the goods in the ports and the hinterland distribution activities. • COREALIS will foster the establishment of bidirectional relation with the urban space surrounding, targeting in the citizens' satisfaction through the improvement of life quality. • COREALIS will enable a collaborative port-city policy making, considering a wider socio-economic factors' approach. |

Table 2 COREALIS key messages

4. COREALIS Scientific approach

To share the project progress with the scientific community, COREALIS will draft scientific publications and other contributions for the technical literature and dedicated high impact journals. The ultimate aim of scientific publications within COREALIS, is to advance science by publishing original empirical and theoretical work developed within the project. What it is considered as scientific publication within COREALIS is simply refer to one of the following types of publications:

- ❖ *Technical papers for conferences*, which contain information mainly related to certain innovation, tests, certain results, etc.
- ❖ *Scientific conference papers*, where the content is explained in a wider context, e.g. by adding literature references
- ❖ *Journal papers*, which explain the work in a wider theoretical context and pinpoint the originality of the paper by positioning the work in existing literature

Journals as well as conference proceedings are considered as key channels for COREALIS scientific dissemination. Each scientific publication, will be in accordance and in compliance with the EC rules on Open Access and they will adhere to the Open Access guidelines set by the H2020 Work Programme [1,2]. COREALIS sustains the Green Model, upon which published scientific and technical articles and papers, resulting from the project are shared through its active website in open access mode.

To ensure the high quality of the produced scientific material, COREALIS is in a process of identifying a methodology, to support the common writing of papers. The methodology to be developed will highlight all the required guidelines on how to increase the scientific value of a paper, how to cope with the research theme, which material can be used and how (e.g. LL Scoping documents, test results, impact evaluation reports, etc.) and what is the methodological tool to be followed (e.g. Design Science, CIMO-logic etc.).

To improve the outreach and the visibility of the project and in order to maintain the highest standard for scientific publications, COREALIS will consider a complementary set of parameters prior to any publication. These parameters are: the access modality (target mainly open access publishing houses), article processing charges & conference fees (to be covered accordingly by each participating partner), indexing and conference rank, research integrity (for content verification and plagiarism avoidance), management of IPR (according to the CA).

COREALIS team has already started producing relevant scientific material related to the COREALIS achievements. Reference is made to the table 3 in sub-section 5.2, where the scientific activities (as part of the overall project performed activates) are presented. A detailed description of the scientific methodology and the COREALIS scientific contributions, up to the project end, will be provided in D7.7 Conclusion report of COREALIS scientific contributions, which is due on M32.

5. Liaison activities & events

In the context of COREALIS, special attention is given to the establishment of contacts and collaborations with ports, relevant projects, initiatives and associations to promote project outcomes as well as receive feedback from relevant stakeholders. Thus, since the commencement of the project, an online directory of event opportunities and a directory of scientific journals have been created, in order to facilitate and encourage consortium partners' participation.

These opportunities are regularly updated mainly by COREALIS Dissemination Manager (SEAB) and by the consortium partners. COREALIS partners are also regularly informed by e-mail about specific key opportunities, so they will be able to make the most of the them.

This chapter summarizes the COREALIS activities with respect to collaboration, participation and clustering on European and global level by M18.

5.1 On-site clustering activities

The four projects funded under the Horizon 2020 call (H2020-MG-2016-2017, Topic: MG-7-3-2017), namely DocksTheFuture (CSA), COREALIS (RIA), PIXEL (RIA) and PortForward (RIA), have engaged in collaborative work, through the creation of a Port of the Future (PoF) Network, following the European Commission's expectation for an integrated collaborative approach towards Port of the Future vision.

The main aim of the network is to maximise the impact of the communication and dissemination of results amongst the relevant stakeholders, to exchange technical information between the four, leading to a stronger, more accurate vision of the Ports of the Future in 2030 and to contribute to the dissemination of top-level, high-quality EU funding programmes and support European Research and Innovation Actions.

Capitalising on the PoF developed clustering strategy, PoF network participated since October 2018 in jointly organised activities and invited in mutually interested event opportunities, keeping also a close collaboration with European Technology Platform ALICE, to endow the network with higher visibility/impact and to engage a higher number of interested target audiences.

The joint activities of the PoF network that took place from October 2018 to October 2019 are listed below:

- [**DocksTheFuture: Workshops with Experts**](#), Porto, Portugal, 29-30/10/2018, **SEAB**
- [**Collaborative Innovation Days: "New Global Routes: One Belt One Road Initiative & TEN-T"**](#), Athens, Greece, 06/11/2018, **ICCS**
- [**DocksTheFuture MidTerm Conference**](#), Trieste, Italy, 04/04/2019, **ICCS**
- [**European Maritime Days 2019**](#), Lisbon, Portugal, 16-17/05/2019, **VPF, POA**
- [**Baltic Ports Conference 2019**](#), Stockholm, Sweden, 04-06/09/2019, **ERTICO**
- [**BiLOG conference**](#), Laspezia, Italy, 16-17/10/2019, **CNIT**

5.2 Project performed activities

COREALIS performed activities within the first eighteen months of the project's implementation are summarized in the table 3 below. For each activity a detailed description of the event, the partners involved, the achieved result and the presented material is available at the COREALIS website: <https://www.corealis.eu>.

| Conferences/ Events |
|---|
| <ul style="list-style-type: none"> • Jean Monnet Symposium, Chios-Greece, 28-29/06/2018, DYNNIQ • DocksTheFuture: Workshops with Experts, Porto, Portugal, 29-30/10/2018, SEAB • 4th ITS Hellas Conference & Exhibition, Athens, Greece, 18-19/12/2018, ICCS • DocksTheFuture MidTerm Conference, Trieste, Italy, 04/04/2019, ICCS • European Maritime Days 2019, Lisbon, Portugal, 16-17/05/2019, VPF, POA • Baltic Ports Conference 2019, Stockholm, Sweden, 04-06/09/2019, ERTICO • Seminario sulla Carbon footprint nel sistema portuale dell'Alto Tirreno, Livorno, Italy, 12/09/2019, CNIT • UN SDSN Global Solutions Forum, New York, USA, 25/10/2019, ADSP MTS, ERICSSON & CNIT • BiLOG conference, La spezia, Italy, 16-17/10/2019, CNIT |
| Technical Papers/Posters |
| <ul style="list-style-type: none"> • ITS European Congress 2019, <i>Port Multimodal Inland mode of transportation predictor & prescriptor</i>, 03-06/06/2019, MOSAIC –paper presented during the event. • IPIC 2019, <i>Sustainable port development: towards the Physical Internet concept</i>, 09-11/07/2019, ICCS, SEAB, DYNNIQ, CNIT, VPF, PCT, VTT, Deltares –paper presented during the event. • IPIC 2019, <i>RTPORT: the 5G-based Model-Driven real Time Module for General Cargo Management</i>, 09-11/07/2019, CNIT, ERICSSON, ERICSSON research –paper presented during the event. • IPIC 2019, <i>Poster: Big Data and Data Analytics for Ports of the Future</i>, COREALIS, 09-11/07/2019, ICCS, NEC, MOSAIC –poster presented during the event. • Minisymposium: Mathematics of Logistics: emerging trends in Optimization and Simulation Modelling, <i>Port Multimodal Inland mode of transportation predictor & prescriptor</i>, 22-24/07/2019, MOSAIC |
| Special Interested Sessions |
| <ul style="list-style-type: none"> • ITS World Congress 2018, <i>Special Interested Session SIS 70: Port of the future towards automation</i>, Copenhagen-Demark, 20/09/2018, ICCS, ERTICO, CNIT • Collaborative Innovation Days: “New Global Routes: One Belt One Road Initiative & TEN-T”, <i>Moderated session: Disruptive technologies and their impact on the OBOR Initiative</i>, Athens, Greece, 06/11/2018, ICCS • International Conference on Maritime Transport 2019, <i>Moderated session: ‘Ports of the Future: Sustainable intelligent ports for smart and autonomous ships and logistics’</i>, Rome Italy, 10-12/09/2019, VPF • ITS World Congress 2019, <i>Special Interested Session SIS48: ‘Towards a Sustainable Technology Driven Port City Development Management’</i>, Singapore, 21-25/10/2019, ICCS, ERTICO, CNIT, DYNNIQ |
| Mass Media Publications |
| <ul style="list-style-type: none"> • Greek Kick-off Press Release, 15/05/2018, SEAB, ICCS, PCT • Italian Press Release on 5G technology, 27/09/2018, ERICSSON, CNIT • COREALIS Italian radio interview, 25/10/2018, CNIT • Article in Levante El mercantil Valenciano, 17/11/2018, VPF • Article in Satama Stevedco’s customer magazine, 10/12/2018, VTT, STEVECO |
| Project events |

| |
|---|
| <ul style="list-style-type: none"> • Kick-off meeting, Athens-Greece, 07-08/05/2018, • Livorno Focus Group, Livorno-Italy, 17/07/2018 • Haminakotka Focus Group, Kotka- Finland, 30/08/2018 • Piraeus Focus Group, Piraeus- Greece, 04/09/2018 • Antwerp Focus Group, Antwerp-Belgium, 05/09/2018 • Valencia Focus Group, Valencia-Spain, 25/09/2018 • COREALIS 1st plenary meeting, Antwerp-Belgium, 03-04/10/2018 • COREALIS 2nd plenary meeting, Kotka, Finland, 12-13/02/2019 • COREALIS 1st webinar: COREALIS Webinar: Living Labs as a stepping stone to the Port of the Future, 7/3/2019 • COREALIS 2nd webinar: Intra-Terminal Operations State-of-the-Art, 14/6/2019 • COREALIS 3rd plenary meeting, Athens, Greece, 26-27/06/2019 • COREALIS 4th plenary meeting & 1st exploitation workshop, Valencia, Spain, 16-18/10/2019 |
| Other activities |
| <ul style="list-style-type: none"> • Presentation of COREALIS project to Lemesos Port, Lemesos, Cyprus, 28-29/03/2019, ICCS, SEAB • Presentation of COREALIS project to INTERMODEL Final General Assembly, Brussels, Belgium, 10/10/2019, VTT |

Table 3 COREALIS performed activities

5.3 Planned activities

An indicative list of upcoming events is available in Annex A.

It is also worth mentioning, that, COREALIS has already confirmed its participation in TRA2020 (both from networking and scientific perspective) and it is also planning its participation and attendance in ITS European and World 2020 conferences.

Every activity that COREALIS will participate during its course will be documented in D7.3 *Final Communication Strategy and Plan*.

6. Conclusions

This deliverable presents the Interim COREALIS communication strategy and Plan. It provides a quick overview of the already developed COREALIS's approach to communication and it describes the process for the evaluation and monitoring of the communication and dissemination activities' status. It makes also a meticulous description of the COREALIS updated target audiences. Special reference is also made to the scientific approach which is going to be developed and implemented within the project and to the activities related to event participation and the liaison activities with similar initiatives.

This deliverable is intended to be a complementary guide to D7.1, on increasing the awareness, interest, and acceptance for COREALIS project's outcomes for the identified target audiences. It aims to enrich the project's approach to communications and to ensure that information about the project and its results are effectively communicated through its life and beyond. As a "living" document, this plan is subject to one more update on M32.

References

- [1] Open access & Data management. Available at: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cuttingissues/open-access-data-management/open-access_en.htm (Last accessed 30/10/2019)
- [2] European Research Council (ERC) – Guidelines on Implementation of Open Access to Scientific Publications and Research Data in projects supported by the European Research Council under Horizon 2020 – Version 1.1 – 21 April 2017. Available at: http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/oa-pilot/h2020-hi-erc-oaguide_en.pdf (Last accessed 30/10/2019)

Annex A: COREALIS indicative list of proposed events

| Date | Event | Location | Website |
|---------------|--|---------------------------------|---|
| 2019 | | | |
| 05-07/11/2019 | Intermodal Europe 2019 | Hamburg, Germany | https://www.intermodal-events.com/en/home.html |
| 05-08/11/2019 | Europort Rotterdam | Ahoy, Rotterdam, Netherlands | https://www.europort.nl/ |
| 19-21/11/2019 | Smart City Expo Worlds Congress 2019 | Barcelona, Spain | http://www.smartcityexpo.com/en/home |
| 26-28/11/2019 | Hypermotion 2019 | Frankfurt, Germany | https://hypermotion-frankfurt.messefrankfurt.com/frankfurt/en.html |
| 27-28/11/2019 | Polis annual conference | Brussels, Belgium | https://www.polisnetwork.eu/events2/2019conference |
| 29/11/2019 | Waterborne Conference | Brussels, Belgium | https://www.linkedin.com/company/waterbornetp/ |
| 2020 | | | |
| 12-16/01/2020 | Transportation Research Board Meeting 2020 | Washington DC, USA | http://www.trb.org/AnnualMeeting/AnnualMeeting.aspx |
| 11-12/03/2020 | Logistics CIO Forum: Europe | Amsterdam | https://events.eft.com/cioeu/ |
| 17-19/03/2020 | IAPH2020: World Ports Conference | Antwerp, Belgium | https://www.worldportsconference.com/ |
| 17-20/03/2020 | SITL Transport & Logistics Innovation Week | Paris, France | https://www.sitl.eu/en/home/ |
| 26-30/04/2020 | TRA2020 | Helsinki, Finland | https://traconference.eu/ |
| 12-14/05/2020 | Baltic Ports & Shipping | Germany | http://www.transportevents.com/ForthcomingEventsdetails.aspx?EventID=EVE169 |
| 18-21/05/2020 | ITS European Congress 2020 | Lisbon, Portugal | https://itsineurope2020.com/ |
| 28-29/05/2020 | ESPO event 2020 | Oslo, Norway | http://espo-conference.com/ |
| 09-11/06/2020 | TOC Europe | Ahoy Rotterdam, The Netherlands | https://www.tocevents-europe.com/en/Home.html |
| 29-03/07/2020 | Forum on Integrated and Sustainable Transportation Systems | The Netherlands | https://conferences.ieee.org/conferences_events/conferences/conferencedetails/46898 |
| 20-23/09/2020 | IEEE ITSC (Intelligent Transportation Systems Conference) | Rhodes, Greece | https://www.ieee-itsc2020.org/ |
| 22-24/09/2020 | 8th Mediterranean Ports & Shipping | Koper, Slovenia | http://transportevents.com/EventsLinks/Koper2020CA.pdf |
| 04-08/10/2020 | ITS World Congress 2020 | LA, USA | https://www.itsa.org/new-events/2020/10/4/its-world-congress-2020 |
| 2020 | Green Port Congress | tbc | tbc |