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1 SCOPE OF THE DOCUMENT

The purpose of the report comprehensive communication strategies for national waterway administrations is to identify and define target groups and their order of importance for communication and lobbying activities to be performed in order to promote the exploitation of the project results. The purpose is twofold: to identify both stakeholders and target groups to whom the “messages” of inland navigation in the Danube region will be disseminated, to create common actions, messages and images which are part of a toolbox – a synergy with the PLATINA project - for the use of the waterway administrations involved in NEWADA,

This document is foreseen as an output of Activity 6.2 “Communication and Lobbying for Danube Development” within Work Package 6: Integrate responsible stakeholders and foster cooperation. The Communication and Lobbying for Danube Development Work package of NEWADA – and more specifically Activity 6.2 - is in charge of ultimately establishing a coherent and internationally coordinated communication strategy and to create communication action plans for the respective waterway administrations. According to the description of work, 5 partners should report on comprehensive communication strategies for their respective waterway administrations. This document shall thus contain information on the following:

- The status quo of the communication scope of each waterway administration before the start of the series of workshop
- Target groups and stakeholders for the respective waterway administration
- The availability of tools to reach out to those and eventually the creation of new communication channels when necessary
- A case study on the approach to implement the country data in the Internet platform www.danubeports.info
- Co-operations

2 STATUS QUO OF THE COMMUNICATION SCOPE OF EACH WATERWAY ADMINISTRATION BEFORE THE START OF THE SERIES OF WORKSHOPS

The National Association of Radio Distress-Signalling and info-communications looks back to a 30-year-old past. Currently, as a prominent public benefit organization, the Association is supporting the work of the governmental sphere based on different agreements with governmental organizations. Besides this the Association pays accentuated attention to the tasks of Hungary steamed from its EU membership, therefore RSOE constantly takes part with its international partners in different national and other projects co-financed by the EU.

Main professional areas of the Association's activity:

1) Operation and development of river information services in Hungary (www.pannonris.hu)

By virtue of the contract made with the National Transport Authority RIS in Hungary is provided by the RSOE. About the available river information services in Hungary more information can be found on the above mentioned website.

2) Operation and development of information and emergency systems

To ensure the order and safety on national waters RSOE operates different information and emergency systems on the Danube, Tisza and Balaton, about which more information can be found on the following links:

- Danube Information and Emergency Call System
- Tisza Information and Emergency Call System
- Balaton Information and Emergency Call System

3) Operation and development of disaster management information systems

In the framework of a cooperation with the National Directorate-General for Disaster Management RSOE operates many different systems which ensure the safety and information of the population (among others the radio dispatcher service of NDGDM), and also develops them by the utilization of the most modern technologies. By virtue of the agreement with the NDGDM RSOE operates also – among others – the storm warning systems at Lake Balaton and Lake Velence in cooperation with the National Meteorological Service.

4) Public relations activity

The highly qualified employees of RSOE are constantly designing websites and different image elements for our strategic partners and other procurers. The Association operates these websites properly and up-date them regularly. The design elements created by RSOE can be found on its websites and also on other references. As further multimedia activity RSOE according to the actual order provides photo and video services for different events and programs.

5) Project management

RSOE by virtue of the Articles of Association also through its proposals and projects supports the European integration and cohesion, therefore also in the field of disaster managements and river information services writes tender applications with its partners for support from the European Union, in order to study, implement and test new professional ideas. Thanks to the several successful projects the Association gained many experience and references.

The commonly used communication channels of our association in terms of projects are the brochures, promotion gifts and project website and in terms of corporate communications we use newsletter, company website. Our dispatcher centre, called NAVINFO provides daily information for the skippers in a 24 hour service and we take part and also organise several conferences. Our association is aware of the lack of a professional representation of the IWT sector in Hungary therefore we started a project funded by the European Commission to promote inland waterway transport.

3 TARGET GROUPS AND STAKEHOLDERS

3.1 Target groups

As target groups RSOE defines those groups of people who we targeted with our activity.

Primary target groups are:

- skippers and shipping companies: they are provided by all the necessary waterway information by our dispatcher center
- general public: also from disaster management and from IWT point of view RSOE - as a civil association – s working for safety, for water safety and safety in general

3.2 Stakeholders

The stakeholders of RSOE are those who are concerned with our activity and take part in our success:

- **fellow organisations and authorities** (e.g. National Disaster Management Directorate, National Transport Authority): RSOE is working together in the field of disaster management and river information services with many other organisations and authorities
- **skippers and shipping companies**: they are not only a target group but also stakeholders because they are also involved in our activity through the implementation of our RIS projects.
- **terminals and ports**: RSOE is having a quite strong relationship with most of the Hungarian ports throughout the RIS developments and common projects.

4 PR TOOLS

Here are some commonly used PR tools.

4.1 Events

RSOE was having a conference last year with the title of Water – Transport - Safety in Central Europe, where all the stakeholders and target groups were invited and informed on our activity, on the latest result we have managed to reach in the development of river information services and we also demonstrated these services.

This conference fulfilled the role of an info event, and RSOE is planning to make it a tradition and reorganise it each year. Beside this there are several professional conferences a year related to our projects, which are also aiming to inform the above mentioned target groups. For instance last year there was the RISING industry forum which provided a forum for logistics companies and aimed to inform them on river information services and how they can use it. In the framework of the IWT promotion project RSOE are planning to have several IWT promoting conferences for different stakeholders.

4.2 Folders and brochures

Brochures are quite important in the communication of RSOE as we find them easy to distribute and they are easy to read and get a better knowledge of its content for those who read them. We have brochures about each of our projects (some of them are in several languages). Unfortunately there is no company brochure yet, but we substitute it with a newsletter and we are planning to elaborate a company brochure.

4.3 Press releases

On the RSOE website there is a press section divided into 2 sections: one of them is devoted for professional news and the other one is for news about the association and its member groups. A press releases is published or a press conference is usually held related to our projects or on special occasions like large scale conferences.

4.4 E-Newsletters

RSOE has quarterly published e-newsletters, in which both association issues and professional matters (especially the progress of the projects) are communicated. These newsletters are both publish on our website and also sent via e-mail. RSOE is also planning to make another e-newsletter for more detailed professional news for the IWT sector, which would be published quarterly via e-mail.

4.5 Website

RSOE operates two websites, one is the Hungarian RIS website (pannonris.hu) the other one is the company website (rsoe.hu). The company website is quite informative and contains all the necessary information, but it's a bit old-fashioned and would need some logical reorganisation, for example to put the information under only a few submenus. Some steps are already taken to create a fresh and up-to-date company website.

4.6 Other (i.e., questionnaires, Google spread sheets, Blog, social media tools)

Besides the above mentioned PR tools the followings are also used:

- roll-up, banner, table flags
- promotion gifts, such as T-shirt, pen, notepad, folder, raincoat.

5 MATCHING PR TOOLS TO COMMUNICATION CHANNELS

PR tools are used for the following:

- **raise awareness** – communicate new messages and change perceptions
- **inform** – let others know about our ongoing projects, activities, objectives, and their relevance
- **engage** – get input/feedback from the community,
- **promote** – ‘sell’ the project outputs and results.

Dissemination tools:		Folder	Article	Newsletter	Website	Presentation
TARGET GROUPS	Skippers and Shipping companies					
	General Public					
	NGOs					
	Media					

raise awareness

engage

inform

promote

What communication gaps needed to be filled? How do you plan to go about filling these gaps?

RSOE is planning to elaborate and design a company brochure which can be distributed to all the target groups and stakeholders. The elaboration of another e-newsletter is also planned, which would inform about the professional activity of RSOE with a special focus on IWT promotion. RSOE is planning to renew its website. From January 2011 a special project for IWT promotion is implemented.

6 CASE STUDY: INTERNET PLATFORM OF THE DANUBE PORTS

RSOE is planning to have a regular check on www.danubeports.info by getting into contact (e-mail) with the port operators of the Hungarian ports. Ports will be asked to inform us about any kind of mistake, incorrect information or lack of information regarding their port on the website and the correct information will be forwarded to via donau or can be uploaded by the ports themselves. This regular check will be done quarterly or at any time when a port informs RSOE about any kind of change in the port’s data.

7 OTHER COOPERATION PROJECTS

Our association is taking part in several projects related to river information services, shipping, and some of them are aiming to promote inland waterway transport. The most important among these project is the Platina, which was created to fulfil the NAIADES action plan, where one of the five pillars is about to work out a strategy on the promotion of IWT. The NELI project (South East European Program) aims to elaborate an action plan on nautical education in each participating country, which indirectly means a great added value to reach

our goal in NEWADA Act. 6.2. Our association is aware of the lack of a professional representation of the IWT sector in Hungary therefore we started a project funded by the European Commission to promote inland waterway transport.

8 CONCLUSION AND OUTLOOK

The goals mentioned in this report are quite realistic and can be reached within a year. In our project for IWT promotion (ProDuna) we have set long-term goals which are the following:

8.1 Strategic goals

- Contribution, along with the European guidelines, to the shaping and execution of the effective Hungarian inland navigation policy
- Logistical research and development in cooperation with the members of the public and the private sector
- Development consulting

8.2 Tactical goals

- Practical implementation of the inland navigation policy
- Enhancement of the perception and the position of inland navigation
- Definition of research directions and issues
- Support of the development of intermodal services
- Project planning, implementation and evaluation

RSOE has also undertaken some communication tasks in the implementation of the EU Strategy for the Danube Region like providing information and data for the Ministry of National Developments and the National Police Headquarters. Our association is organising an international conference on the Danube Strategy, which aims to provide a co operational forum for international civil organisations and for authorities to work together in the implementation of the Strategy.

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