



“NETWORK OF DANUBE WATERWAY ADMINISTRATIONS”

South-East European Transnational Cooperation Programme

**REPORT ON COMPREHENSIVE COMMUNICATION
STRATEGIES FOR NATIONAL WATERWAY
ADMINISTRATIONS**

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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
- Cooperations

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

What are the national PR and communication channels commonly used in your waterway administration?

Information provided from SVP side is the information from The Headquarter and therefore obtain general overview of already existing communication channels. Generally in Slovak Water Management Enterprise we use the following communication channels like: The press, TV, Radio, Social Media

3 TARGET GROUPS AND STAKEHOLDERS

3.1.1 Target groups

How do you define target groups in the framework of a communication strategy?

Due to a character of our work (which is the care of the watercourses and floods protection), our primary target group are all the citizens of Slovak republic. While being active at the local level we frequently meet various interest groups. Sometimes they are institutionalized (e.g. civic association), sometimes they are spontaneous informal associations (created ad hoc – to solve a specific problem). Other groups are journalists.

Who are your main target groups? List them by order of importance and explain your choice

1. Citizens
 - a. Our primary task is to deliver flood protection and also we are the managers of the watercourses in the whole are of the Slovak republic.
2. NGOs
 - a. NGOs are our important partner. In many cases it is them who can highlight at our work.

3.1.2 Stakeholders

How do you define stakeholders in the framework of a communication strategy?

We take the role of stakeholders in the context of a specific position of our company. Our company was established on the basis of an act and we fulfil the tasks resulting directly from the law.

Who are your main stakeholders? List them by order of importance and explain your choice

Mayors

Our innermost allies are mayors of the villages and towns. It is given by the point of view that maintenance and management those watercourses are important which are being positioned in the build up area of the community. On the level of the community, it's the mayor who is the representative of the self-

government as well as state government (they fulfil, apart from other, also the role of the building authority; they announce the degrees of the flood). The cooperation with mayors is therefore the innermost priority.

4 PR TOOLS

What communication channels are you currently using?

Here are some commonly used PR tools.

4.1.1 Events

Do you have info events on a regular basis? Do you feel that you should have more, less? In what form?

From our point of view, organizing events is important due to bringing our work closer to the widest possible audience. It is an opportunity for the presentation of our technique as well as our work. The typical examples are events organized during the World Water Day (in March)

Have you been involved in the creation of your company folder? Would you want to change something? How important are folders in your communication strategy?

No, I have not been involved in this yet. This activity is being considered in the near future.

4.1.2 Press releases

How often do you publish a press release? Do you have a press section in your website? How do you approach journalists in general?

Press releases are an important tool in the case of operative communication. We use press releases rather frequently. At the moment we are creating a new website as the present one is dated since 1998. Press section will definitely be a part of our new website and it will be an important part of our communication.

4.1.3 E-Newsletters

How do you go about sending newsletters? What is the frequency and how do you view this information channel?

We have not been using this tool so far but we are considering starting to do so.

4.1.4 Website

How do you feel about your company website? What has been changed that gives you better exposure? What do you think should/can be added?

Our website originates in 1998 and it thus does not meet the present criteria. We are preparing a new one, which will be interactive and joined to social media, reflecting our organizational structure.

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

Please provide here – if relevant – examples of other interactive communication tools you may be using

5 MATCHING PR TOOLS TO COMMUNICATION CHANNELS

PR tools are used for the following:

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

Level of communication – select 4 main target groups and match

Dissemination tools:		Folder	Article	Newsletter	Website	Presentation
TARGET GROUPS	NGO’s	raise awareness	promote		Promote, inform, engage	
	The media	inform	promote	inform		
	General Public			inform	Promote, inform, engage	
	Shipping companies					
	Logistics companies					
	Ports and terminal operators					
	Stakeholders	raise awareness	promote			

raise awareness

engage

inform

promote

What communication gaps needed to be filled?

5.1.1 How do you plan to go about filling these gaps

I would to mention that in this time is under preparation the new organizational structure of our company and therefore we are considering on preparation of other communication cannels like newsletters, new company folders, etc. till no only the minimum communication channels were used and therefore we have to start and to promote the activities of our enterprise.

6 CASE STUDY: INTERNET PLATFORM OF THE DANUBE PORTS

How do you plan to collect the data for the internet platform of the Danube Ports?

This issue was discussed with State Shipping Authority. Conclusion is that we will try to prepare the letter regarding the providing of the relevant data for website of Danube Ports. As the annex we will try to prepare the template or questionnaire with all relevant questions and needed information. This material we will try to distribute to relevant organisation in Slovakia, like Slovak Shipping and Ports, Public Ports, then collection of the information and providing to organization responsible for maintenance of website Danube Ports.

Explain your strategy and the steps you will be taking to take the responsibility of the accuracy of the ports data for your country.

Based on fact that we will try to distribute the relevant questions and template or questionnaire for needed data to responsible organizations in Slovakia then we can expect the relevant data because will be provided from institution (Slovak Shipping and Ports, Public Ports, State Navigation Authority, etc.) responsible for these issues.

Beside the Danube Ports cooperation project in the framework of NEWADA, have you been involved in any other cooperation project on PR level with other Danube countries/waterway administrations?

No, SVP has not been involved in other project on PR level.

7 CONCLUSION AND OUTLOOK

How realistic do you think are the goals that you have set for yourself -your company – in terms of strategy and implementation?

I think that set goals are realistic and we will try to prepare and extend the communication strategy of our company in generally. Therefore in this days and weeks is under preparation the new organizational structure of our enterprise and new strategy for refreshment and reorganization of works and activities. But more-less all other activities are based on fact that SVP is state enterprise covered by Ministry of Environment all majorities of the activities are based on law.

In terms of PR, is there, or would you like to see more cooperation in the field of PR and communication? If yes, explain.

Yes, SVP see so many advantages from PR cooperation because more-less like mentioned before PR in generally is not the activity which is on high level and therefore all the information obtained from the other companies are welcomed and fro SVP very important. Based on fact that within this activity will be prepared

the document which will describe the PR activities in other Danube countries we can learn and for future prepare the steps for improvement of PR activities in SVP which are in this time very basis.

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