



“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

There are no set national PR channels, mostly those are internal meetings with the stakeholders, however there is no communication on the national level.

3 TARGET GROUPS AND STAKEHOLDERS

3.1 Target Groups

Commercial users – Shipping companies, Boat masters, Fleet managers, Cargo shippers freight brokers, Logistics managers etc., Port Vukovar and Port Tranzit Osijek, Other port and terminal operators;

Governmental users – Port Authorities Vukovar, Osijek, Sisak and Slavonski Brod, Ministry of Finance – Customs administration, Ministry of Interior - border police, National Protection and Rescue Directorate etc.

General public – all current and potential users of inland navigation and RIS in Croatia, including governmental and commercial users

Professional public – professional bodies and institutions dealing with inland navigation and RIS in Croatia: Inland Navigation Development Centre, Institute Ruđer Bošković, Faculty of Transport and Traffic Sciences, Vocational School Sisak, Croatian Register of Shipping;

Media –

- electronic: television, radio, internet;
- print: daily newspapers, weekly newspapers, magazines, local newspapers, specialized IT, transport and business magazines;

Direct target and most important groups are in the category of commercial users, which basically includes the users of the waterway, its infrastructure as well as the River information services and other waterway-related information. This primarily involves shipping companies, boat masters and fleet managers.

3.2 Stakeholders

The key stakeholders are:

- Ministry of the Sea, Transport and Infrastructure
- The Danube Commission
- The Sava Commission
- Ministry of the Sea, Transport and Infrastructure is the highest ranking stakeholder on the national level.

4 PR TOOLS

Currently we are using e-newsletters, our main website and Newada related blog.

4.1 Events

There are occasional events organized for the purpose of marketing. One of those, for instance, was construction site opening, when the construction of the new building was initiated in Vukovar. The event included official opening by the mayor of Vukovar, the head of Agency for Inland Waterways as well as other prominent figures attending and making public addresses. The event was covered in both local and national press.

4.2 Folders and brochures

We have official company folders and paper bags.

4.3 Press releases

There is a press release section on the website, however, no other direct press releases are made. The NEWS section on the website includes most relevant info on the activities of the Agency for Inland Waterways, for instance, new ENC version is available etc. We published a press release at the time the construction site opening ceremony was announced. The ceremony was attended by media representatives and a press release was made by the mayor and the head of the Agency for Inland Waterways.

4.4 E-Newsletters

E-newsletters are sent only in relation to the NEWADA project. The NEWADA newsletters are sent every six months and are also available on our NEWADA related blog for download (under section: AVP Newsletters).

4.5 Website

The website www.vodniputovi.hr was redesigned in 2010, offering more navigational items than before, such as NtS and ENCs download. However, as far as marketing and promotion of the institution is concerned, there have not been many improvements.

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

We have released our NEWADA related blog in November 2010. The end users can find our news/articles and newsletters regarding NEWADA project. The official address is: <http://newada.vodniputovi.hr>

newada.vodniputovi.hr
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Status meeting in Vukovar info

01.04.2012. | Page meeting

AS  **Informations** about the upcoming status meeting in Vukovar (May 25th 2012) are sent via email to all PP's.

If you are interested to find out a bit more about the topic, here are few links:

- [Tourist board Vukovar](#)
- [All about Vukovar](#)
- [City of Vukovar](#)
- [Vukovar News Portal](#)

¹ Sites are in English

² Sites are in Croatian, but you can use Google Translate to get the site in your language

Local newspaper article about Newada

17.03.2012. | Page newspaper

Inside our local newsletters, which we publish two times a year (available for download in sidebar under AVP newsletters), our Newada project manager gave interview in local newspaper about the project and our role in it.

Official Blog released

24.01.2012. | Page announcement

We are proud to make announcement of the release of our official blog for Newada project.

This blog already will contain:

- basic info about the project,
- our progress within the project,
- any other relevant information.









RECENT ENTRIES

STATUS MEETING IN VUKOVAR INFO

LOCAL NEWSPAPER ARTICLE ABOUT NEWADA

OFFICIAL BLOG RELEASED

NEWSLETTERS

-  [Newada 26/09/2012](#)
-  [Newada 20/11/2010](#)
-  [Newada 18/08/2010](#)
-  [Newada 02/09/2010](#)
-  [Newada 04/05/2010](#)
-  [Newada 02/11/2009](#)
-  [Newada 05/08/2009](#)
-  [Newada 02/04/2008](#)

AVP NEWSLETTERS

-  [Newada 11/10/2012-hr](#)
-  [Newada 25/09/2010-hr](#)

TAGS

[announcement](#) [meeting](#)
[newspaper](#)

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5 MATCHING PR TOOLS TO COMMUNICATION CHANNELS

5.1 Purpose of PR tools

- **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.

Level of communication

Dissemination tools:		Folder	Article	Newsletter	Website	Presentation
TARGET GROUPS	NGO's					
	The media					
	General Public					
	Shipping companies					
	Logistics companies					
	Ports and terminal operators					
	Stakeholders					

raise awareness

engage

inform

promote

5.2 What communication gaps needed to be filled?

The communication gap that needs to be filled is the one towards the general public.

Target groups involved in the inland waterways sector are aware of the activities carried out by the Agency for Inland Waterways, however there is no perception of this institution with the general public, which is the case with the IWT sector in general. By increasing the promotion work on behalf of the Agency for Inland Waterways, the IWT sector would receive coverage as well, which is the final target after all.

5.3 How do you plan to go about filling these gaps?

Currently there are no funds allocated to this activity. Hopefully, this will also be granted some budget in the national budget within years to come, or possibly by means of an EU funded project. We feel that NEWADA follow-up would be ideal for elaborating more on this problem.

6 CASE STUDY: INTERNET PLATFORM OF THE DANUBE PORTS

The Agency for Inland Waterways is not responsible for port management in Croatia. On Danube river, the Public Institution - Port Authority Vukovar is responsible for port management as well as development and building of Vukovar port.

7 OTHER COOPERATION PROJECTS YOU ARE INVOLVED IN ON PR LEVEL

The Agency for Inland Waterways is not in cooperation with any other projects regarding Public relations.

8 CONCLUSION AND OUTLOOK

Due to the budget restrictions within the NEWADA project, our activities are limited to:

- Update of the Agency for Inland Waterways website (done)
- Release of the Official NEWADA blog (done)
- Distribution of project folders at POWA (Ports and Waterways, 2010.) conference (done)
- Presentation of project information on company website (done)
- Sending out Project newsletters to stakeholders (done)
- Publishing an article in local newspaper (October 2010)

End of Document