

Maritime Safety Umbrella Operation

Communications Strategy

1. Introduction

1.1 An important element of the work programme for the first six months of the Maritime Safety Umbrella Operation is the development of a Communications Strategy.

1.2 The strategy combines tasks contained within Work Package 2 (WP 2) Networking and Liaising, together with WP3 Joint Publicity and Dissemination. The tasks are described within the *Proposal for an umbrella operation on maritime safety, 21 June 2004*. The document states that two of the main tasks of the operation should be to:

- Liaise and networking with relevant European and international organisations; and,
- Provide joint publicity and dissemination, and run a gateway website for maritime safety.

1.3 In addition, this document identifies key issues that a Communication Strategy should address. Namely, it should be complimentary to other initiatives at international to regional level, and establish proper and efficient relations with international bodies on behalf of the Interreg IIB suite of maritime safety projects. In addition, such a strategy should actively promote the suite of Interreg IIB projects to ensure their outcomes reach the appropriate target audience and ensure information penetrates the appropriate arenas at national, European and International level. The proposal identifies the key objectives as

WP2:

- to provide an instrument for the Interreg IIB projects and programmes to communicate efficiently with major international and national bodies, and;
- to draw on the knowledge of international organisations and to influence the policies of international organisations.

WP3:

- to enhance the efficiency of publicity actions and dissemination, and;
- to strengthen the InterregIIB position and the visibility of project results

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Note: The Umbrella communication strategy will be in addition to the project level dissemination strategies being undertaken by individual projects.



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2. Overview of Needs

2.1 To establish the communications strategy the proposal and suite of Interreg IIB Maritime safety projects was reviewed to determine the needs that this communication strategy should address. These are:

- Determine which international and national bodies to communicate with;
- Define the means of networking and liaising with international and national bodies;
- Develop informal contacts and co-operation with the most relevant international and national bodies;
- Link the Umbrella Operation Communication Strategy to the Project Level Information Strategies;
- Prepare an overview of relevant means for publicity and dissemination, including establishing and running a gateway website on maritime safety;
- Produce a Communications Strategy for approval by the Management Group
- Determine additional communications requirements by conducting a stakeholder workshop with representatives from programme secretariats, relevant projects, national, European and international organisations (April 2005 Event)

2.2 Before determining the audience for the communications strategy it is useful to state, based on the remit of the suite of Interreg IIB Maritime Safety Projects, what “maritime safety” is considered to be. For the purpose of the Umbrella Operation, maritime safety is: *the actions undertaken by maritime stakeholders that seek to save human life, ensure the safety of ships and cargo, protect the marine environment and safeguard the maritime economic and social assets communities depend upon.* Therefore, the target audience for the communications strategy should be those organisations, authorities and bodies that undertake these maritime safety actions at national, European and international levels.

3. Overview of Means

3.1 Identity

3.1.1 The Umbrella Operation should clearly identify both itself, the funding programmes and the Interreg IIB project it represents. A Operation Strap Line of “*Helping to create, maintain and implement a safer maritime environment*”



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3.1.2 The Operation should credit the funding programmes for their contribution by including their logos on all operation documentation and publicity material, including the term 'funded by' on the publication.

3.1.3 To demonstrate a clear link to the Interreg IIB projects either the individual project logos or names should be included on project documentation, although it may not be possible to include these on stationary, where funding Programme logos should take precedence. However, on brochures, reports, website etc., the term "In support to" should be used followed by the Interreg IIB project logos or names.

3.1.4 The Umbrella Operation should maintain an individual identity through the use an appropriate logo, the inclusion of contact information and website address on operation documentation. As the operation is cofunded by a number of Programmes, the operation should be seen as working on behalf of all funding programmes and the associated Secretariats. The operation should develop a 'house style' for all project documentation, website, news letter, etc. (e.g. colour scheme, size/ positioning of logo, font style, etc.)

3.2 Gateway Website

3.2.1 The Umbrella operation website will have a clear identifying address, therefore the address www.maritime-safety.org has been registered. This will allow ease of finding the site and allow clear hits for search engines. It was hoped to use www.maritimesafety.org , unfortunately this site is already in use.

3.2.2 The website contents should include:

- Description of Maritime Safety Operation, with download of project brochure (pdf format);
- Key objectives;
- Maritime safety conceptual model and explanation;
- Overview of maritime safety issues in funding programme areas;
- Overview of Interreg IIB with contact links to funding Programmes;
- Summary of Interreg IIB maritime safety projects with links;



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- Description of Project to Project Cooperation, with downloads of associated reports and outcomes (pdf format);
- Whos Who in Operation and Interreg IIB maritime safety projects;
- Future programme maritime safety proposals, when available;
- Links to external organisations (e.g. EMSA, HELCOM, OSPAR, CPMR, etc.)
- Electronic newsletter, (pdf format), and;
- Operation contact information.

3.3 Umbrella Operation Brochure

3.3.1 In order to aid the introduction of the Umbrella Operation and the projects it represents, an Operation Brochure will be produced for dissemination to national, European and international bodies, together with providing information to any enquires from the public or wider maritime stakeholder sector.

3.3.2 The Brochure should include:

- Introduction and description of Umbrella Operation;
- How the Operation helps maritime safety projects within the Programme Areas;
- Benefits of the Umbrella at local, regional, national and transnational level;
- Key objectives;
- Summary of Interreg IIB projects represented within the Umbrella Operation (Updateable pullout section);
- Maritime safety conceptual model and explanation;
- Contact information;
- Website address;
- Identification of funding Programmes, with logos, and;
- Illustrations and pictures from the individual project locations.

3.3.3 Contractors developing the leaflet look to a target group of professionals and politicians who will already have a basic knowledge of shipping and maritime safety. An initial print run of 1500 brochures is envisaged with a downloadable full colour PDF version for the Gateway Website (see above).

3.4 Newsletter

3.4.1 The objective of the newsletter should be to publicise the Interreg IIB Maritime Safety Projects and Umbrella Operation at



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the European and international level, and importantly, maintain project to project contact. The newsletter should be circulated in hardcopy format to projects and maritime stakeholders within the funding programmes and up to international level. An electronic version should also be maintained on the website.

3.4.2 Articles for the newsletter will be requested from the Interreg IIB Projects, Umbrella Operation Co-ordinator and maritime stakeholders within the funding programme areas.

3.5 Conferences and Seminars

3.5.1 It is envisaged that there will be at least one conference or seminar within the funding Programme areas during the life of the Operation. The aim of these events should be, firstly to bring Interreg IIB maritime safety project representatives together to discuss their findings and secondly, to highlight maritime safety issues, together with solutions, at the European and International level.

3.5.2 In addition to the projects and funding programme representatives, invitation will be extended to international and European stakeholders.

3.5.3 Given the close link to the Interreg IIB projects, there may be justification for joint conferences with projects within funding programme areas, allowing economies of scale and limiting diary conflicts. There may also be potential for joint conferencing with other initiatives, such as a joint conference with the “Europe of the Seas” Interreg IIIC proposal.

3.6 Maritime Safety Guide

3.6.1 It is likely that as the Umbrella Operation develops towards the next Programme, maritime safety proposals will continue. Given the cross programme nature of such proposals it would be invaluable to provide a specific guide to deal with applicant and specific programme area issues related to maritime safety. Ideally the guide should have general sections and then be separated into specific sections for each of the funding programme areas and linked to the tool sets for that programme (see PPC Proposals).

3.6.2 The contents of the guide should include:



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Interreg IIB



General

- Objectives for maritime safety projects;
- Monitoring indicators for maritime safety projects;
- Existing project descriptions and outcomes;
- Contact information at International, European, operation and project levels;

Programme Specific:

- Programme specific maritime safety objectives
- Maritime safety issues/ needs
- Secretariat contact information;
- National correspondent contacts;
- Links to programme area applicant guidance;
- Programme specific toolset (from PPCs), and;
- Relevant conventions, international bodies, competent national authorities, etc. operating in programme area.

3.6.3 The Guide should be available in electronic form and linked to all the programme websites and updateable.

3.7 Communications between Programmes and Projects

3.7.1 Programmes: An agreed common reporting format will be developed between the Umbrella and the funding Programmes. Reports will be presented to the Programme Monitoring Committees by the Umbrella Maritime Safety Co-ordinator. Day to day communication will be maintained via normal email links to the Programme secretariats.

3.7.2 Projects: Contact will be maintained between the projects by email. The potential for establishing a discussion board as part of the website will be examined. Projects will be involved in developing events (conferences, seminars, etc.). All projects will be invited to submit articles to the newsletter.

3.8 Maritime Safety Project Assistance Team

3.8.1 The suite of Interreg IIB Maritime Safety Projects represents a significant grouping of expertise at the European and international level. This expertise could be pooled to facilitate assistance in:

- Development of future projects



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- Developing programme and cross programme initiatives, and;
- Advising project developers on maritime safety issues (linked to toolsets- see PPC proposals).

3.8.2 Contact with the team can be maintained via email or via a 'members section' of the website. The role of the team will be to advise Programmes and project developers. For example, if an organisation determines that the PPC toolsets will address maritime safety issues within their area of jurisdiction, then they can contact the Team for additional information.

3.8.3 Membership of the team should be drawn from the Interreg IIB project partnerships and the Umbrella Operation.

4. Budget and Expenditure

4.1 At present there is difficulty in determining project expenditure, and therefore budget, until such time as it is determined which Interreg IIB Programme areas will form part of the Maritime Safety Umbrella Operation. Extension of the Umbrella to a Programme will involve inherent costs in the provision of services and the incurred costs for ensuring Programme information is amalgamated into this Communications Strategy. Primarily this will be as a result of increasing the numbers of maritime stakeholders who will be contacted by the Operation.

5. Work Plan and Contract Documentation

5.1 Section 3.0 will be used to draw up the Communication elements of WP 2 and 3. The section will also be utilised to structure the requirements of tender documents and contract information, where required.



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