

REPORT

Dissemination plan (D 5.1)



PROJECT: COMPETING
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Summary report

Deliverable: D5.1, version: 4.0, date: 11 August 2022

COMPETING will pave the way for the introduction of competency based future-proof education and training for inland navigation crew members throughout the European Union. Future certificates will be recognised throughout Europe. Sustainable solutions, automation and digitalisation as well as communication on a European level will be part of the education and training programmes. The ultimate goal of the project is to increase labour mobility in the inland shipping sector. COMPETING is a Erasmus+ project.

COMPETING will develop curricula and lesson materials, as well as a Quality Assurance and Quality Control (QA/QC) system, to ensure the highest level of quality concerning the implementation of future-proof IWT (Inland Waterway Transport) education and training throughout the EU. The duration of COMPETING will be from the 1st of January 2019 until the 30st of August 2022. There are fourteen partners participating in this project.

The interaction with the appropriate stakeholders is a crucial aspect in the process of making this mission a reality. This report presents the list of target stakeholders that will be affected by the results of the project, the various dissemination tools that will be used to reach them as well as interactions with policy makers that will shape future policies in this field.

How to make (sustainable) impact and what exactly does 'impact' mean for the project COMPETING? To answer this question and to get to dissemination plan and exploitation approach Work Package 5 (WP 5) undertook five steps.

Step 1) get a common understanding on the mission of COMPETING, 2) a critical stakeholder analysis, 3) a strategic communication plan, 4) core messages for the different stakeholder groups, and 5) a practical communication calendar with a planning.

Different stakeholders will need different communication tactics. Also the way of interacting with stakeholders varies and depends on the type of stakeholder. The circles of influence model helped us with getting an understanding of what approach the different stakeholder types require from us. In 'Step 3' we combined the stakeholder effect we wanted to reach with the tactic we will use to reach out to the stakeholders. In paragraph 2.5 the outcomes of our stakeholders research are combined and translated into a practical communications calendar.



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1. Introduction

WP5 (Awareness Raising and Stakeholder Mobilisation) is devoted to dissemination, communication and exploitation of the projects activities and outcomes. This deliverable (D5.1 Dissemination plan) has been produced to outline the overall project approach to dissemination and making impact. It builds on D5.2 (Dissemination materials) and D5.3 (Dissemination activities) that were produced and undertaken in the 3,5 years of the project duration.

The dissemination activities require time expenditure from all the partners of the project. It was therefore essential to establish a clear and concise plan of such activities with a predetermined scope and carefully defined goals. Therefore, the methodology for the dissemination tasks consists of a carefully designed plan, followed as closely as possible during its duration and regularly updated so as to take advantage of newer opportunities for dissemination of the projects achievements and results and promotion of project information to multiple stakeholders.

The first step for this dissemination plan is the definition of the strategy approach to be followed. We decided to undertake five steps to get to dissemination plan with a planning for communication activities: 1) a common understanding on the mission of, 2) a critical stakeholder analysis, 3) a strategic communication plan, 4) core messages for the different stakeholder groups, and 5) a practical communication calendar with a planning and an estimate for the communication budget.

The basis of successful dissemination is formed by the active involvement of all key stakeholders. The inclusion of these key stakeholders will provide the necessary leverage of and multiplier function required to exploit the results of this project.



1.1 Purpose of this document

The purpose of this document is to define and describe the dissemination activities of the project COMPETING in order to assess and review the success of the project.

The objectives of the dissemination plan are as follows:

- To widely disseminate the project's activities and outcomes to a wide range of stakeholders in Europe.
- To call on a broad range of stakeholders' involvement in project activities.
- To reach stakeholder groups (IWT education and training institutes (leaders, lecturers), -the consortium, advisory board, Inland Waterway Transport Sector (IWT), Unions, Equipment manufacturers, policy makers, students and the general public at regional, national and European level.



1.2 Background of COMPETING

COMPETING will pave the way for the introduction of competency based future-proof education and training for inland navigation for crew members throughout the European Union. Future certificates will be recognised throughout Europe. Sustainable solutions, automation and digitalisation as well as communication on a European level will be part of the education and training programmes. The ultimate goal of the project is to increase labour mobility in the inland waterway transport sector.

COMPETING will develop curricula and lesson materials, as well as a Quality Assurance and Quality Control (QA/QC) system, to ensure the highest level of quality concerning the implementation of future-proof education and training. The COMPETING consortium consists of various categories of stakeholders. Firstly IWT (Inland Waterway Transport) education and training institutes. Secondly the Social partners (employers and unions) representing the industry and crew members working in the industry. Finally the competent authorities and umbrella organisations as well as members of the COMPETING Advisory Board.

The main objectives for this project are:

- create a level playing field for all crew members in the IWT sector.
- provide curricula and harmonised lesson materials for educational institutions in Europe.
- contribute to increase labour mobility in the inland shipping sector.
- contribute to improve safety of navigation, due to better equipped and more competent skippers (in line with BST 2022 regulation).
- stimulate the labour market by attracting more young people and career changers to the IWT sector.
- the outcomes of the project should eventually appear to be a time saver, with less time needed in the working field to (further) train or educate boatmen and boatmaster.

How the different work packages interrelate:

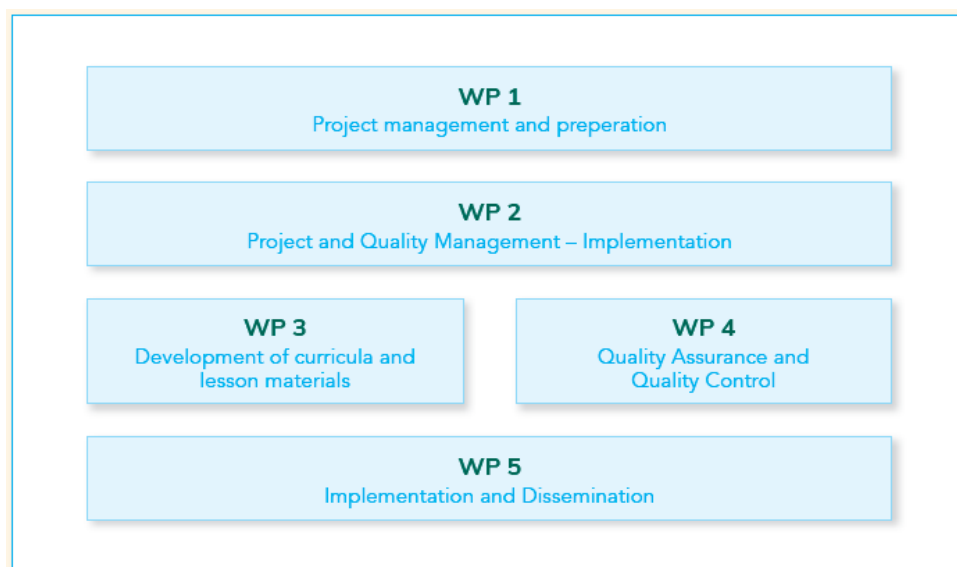


Figure 1 – Outline of the COMPETING project



2. Dissemination Strategy – how to make impact?

How to make (sustainable) impact and what exactly does ‘impact’ mean for the project COMPETING? To answer this question and to get to dissemination plan and exploitation approach WP 5 undertook five steps. Step 1) a common understanding on the mission of , 2) a critical stakeholder analysis, 3) a strategic communication plan, 4) core messages for the different stakeholder groups, and 5) a practical communication calendar with a planning and an estimate for the communication budget.

Basically we will decide why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. For this a temporary working group was formed with a variety of people who are involved in COMPETING. The working group met approximately four times over the project period. During these (online) meetings we worked on the five steps as indicated in the figure below.

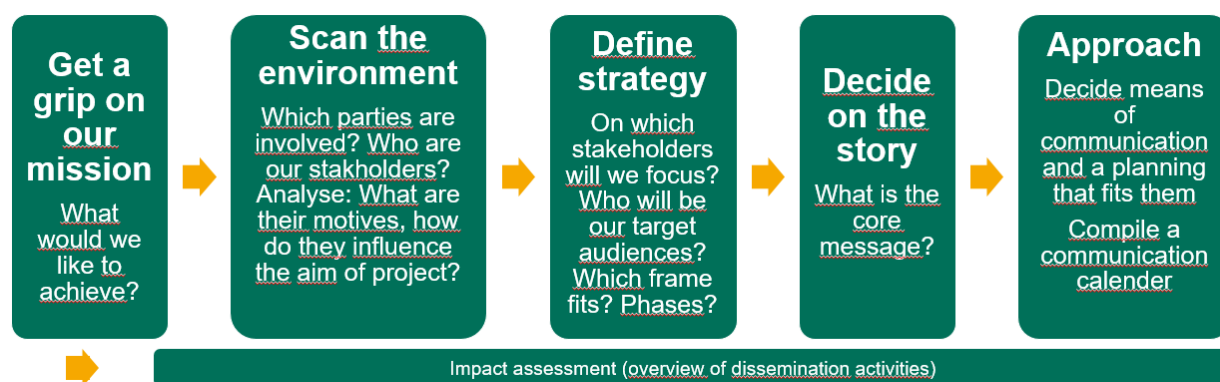


Figure 2 – Five steps towards a dissemination plan

2.1 Step 1 - Get a grip on our mission

With the temporary project group we undertook the first step to ‘get a (better) grip on our mission’. The idea behind this was that we wanted to have a clear and common view on the mission for all our actions. Of course we could also (partly) rely on the contents of the project proposal for this, where the mission is already described. But we took ‘understanding the mission’ a step further by also describing the factors for success.

Which problem is COMPETING exactly trying to solve: what should be addressed or changed? We also used this stage to investigate whether the different project partners have a mutual understanding of the mission.

The main questions we asked ourselves to get a grip on our mission were;

- Which problem or issue do we want to solve?
- What do we want the outside world to change after the project?
- When did the goal be reached, so the project was successful?



Our work resulted in the following mission:

COMPETING will pave the way for the introduction of competency based future-proof education and training for inland navigation crew members throughout the European Union. Future certificates will be recognised throughout Europe. Sustainable solutions, automation and digitalisation as well as communication on a European level will be part of the education and training programmes. The ultimate goal of the project is to increase labour mobility in the inland shipping sector.

COMPETING is a success when the project...

- created a level playing field for all employees in the IWT sector.
- provided harmonised lessons materials for IWT students in Europe.
- contributed to increased labour mobility in the inland shipping sector.
- contributed to improved safety on rivers, due to better equipped and more competent shippers (in line with BST 2022 regulation).
- stimulated the labour market by attracting more young people and career changers to the IWT sector.
- eventually appears to be a time saver, with less time needed in the working field to (further) train or educate shippers.

2.2 Step 2 - Scan of the environment - Stakeholders

To fully understand the context of the COMPETING project we decided to establish a picture -as complete as possible- of the parties concerned and of any experts that may have useful knowledge for the project. We wanted to prevent to realise in hindsight that we had overlooked certain target audiences or stakeholders.

Taking stock of everyone involved gave us an initial idea of how the project could proceed. How complex is the internal context? How many external stakeholders are there? This information served as a basis for the force field analysis and addressing the question of who should have which role in the project (rings of influence). We first mapped all possible stakeholder group and placed them in an uncategorised 'cloud'. See the figure below.



Figure 3 – Uncategorised COMPETING stakeholders (after first mapping exercise)



Once we obtained an idea of the various players we considered their interests and positions regarding the project. We also asked ourselves the question: who will be impacted by COMPETING and how? The greater a stakeholders' interests in the project the greater the impact the project will have on them. And, the more important it is to get them on board.

To categorise and prioritise stakeholder groups we used three models.

Model 1 - Salience model

Every stakeholder has different requirements and expectations. So we decided to identify and classify our project stakeholders and find their requirements and expectations in order to manage them. Salience means 'the quality of being particularly noticeable, important or prominent'. So stakeholder salience means the quality of a stakeholder or their importance. Stakeholder salience can be defined as the 'degree to which managers give priority to COMPETING stakeholders' claims in their decision-making process' (source: CNM Wiki).

In this model stakeholders have three attributes:

Power, Legitimacy and Urgency.

1. Power: is the authority or influence of the stakeholder on your project or its objectives. The idea of this model is to focus on stakeholders with high power. These stakeholders are fewer in number.
2. Legitimacy: is how genuinely involved a stakeholder is with the project. It is not necessary to spend time on a stakeholder who doesn't have a legitimate interest.
3. Urgency: is the degree to which stakeholder requirements call for immediate attention.

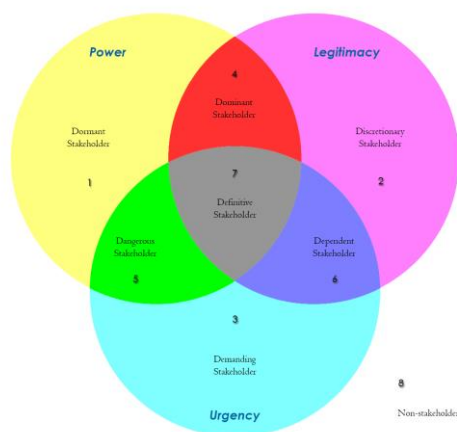


Figure 4: Stakeholder Salience model

Based on these attributes, we classified stakeholders into seven groups: dormant, discretionary, dominant, dangerous, core, dependent and demanding.



To develop our strategy, we divided these groups into three categories with the following priorities:

Give first priority and attention:	Definitive stakeholders
Give second priority and attention:	Expectant stakeholders (dominant, dangerous, dependent)
Give third priority and attention:	Latent stakeholders (dormant, discretionary, demanding)

Salience model on :

PRIORITY 1	
EDINNA (network of -all European- Inland Waterway Transport Education and Training institutes)	Definitive
IWT Sector/ Industry: EBU, ESO, ETF, BLN, ITB, PRO Danube - entrepreneurs/crewing agencies / shipping companies / IWT platform (EBU, ESO)	Definitive
COMPETING Consortium	Definitive
COMPETING Advisory board	Definitive
PRIORITY 2	
Public authorities	Expectant
European Commission, Erasmus +, EACEA, Public authorities, DG EMPL, DG MOVE	Expectant
MET-institutes - lecturers	Expectant
River commission (CESNI - part of the River Commission)	Expectant
Member States Administration	Expectant
Competent authorities (Ministries of Transport)	Expectant
Press/media	Expectant
Crewing agencies / shipping companies	Expectant
PRIORITY 3	
The general public	Latent
Research institutes	Latent
MET-institutes - students	Latent
Onshore and offshore workers in IWT sector	Latent
Banks and insurance companies (increased safety on ships) - IVR for example	Latent



Model 2 – Importance influence matrix

Making an Importance versus Influence Matrix helped us to map out the stakeholders and their relation to COMPETING. It generated insight on the importance and influence of each stakeholder. With this information, it became possible to develop a specific approach and strategy for the identified stakeholders.

Importance: The priority given to satisfying the needs and interests of each stakeholder.

Influence: The power a stakeholder has to facilitate or impede the achievement of an activity's objective. The extent to which the stakeholder is able to persuade or coerce others into making decisions, and following a certain course on action.

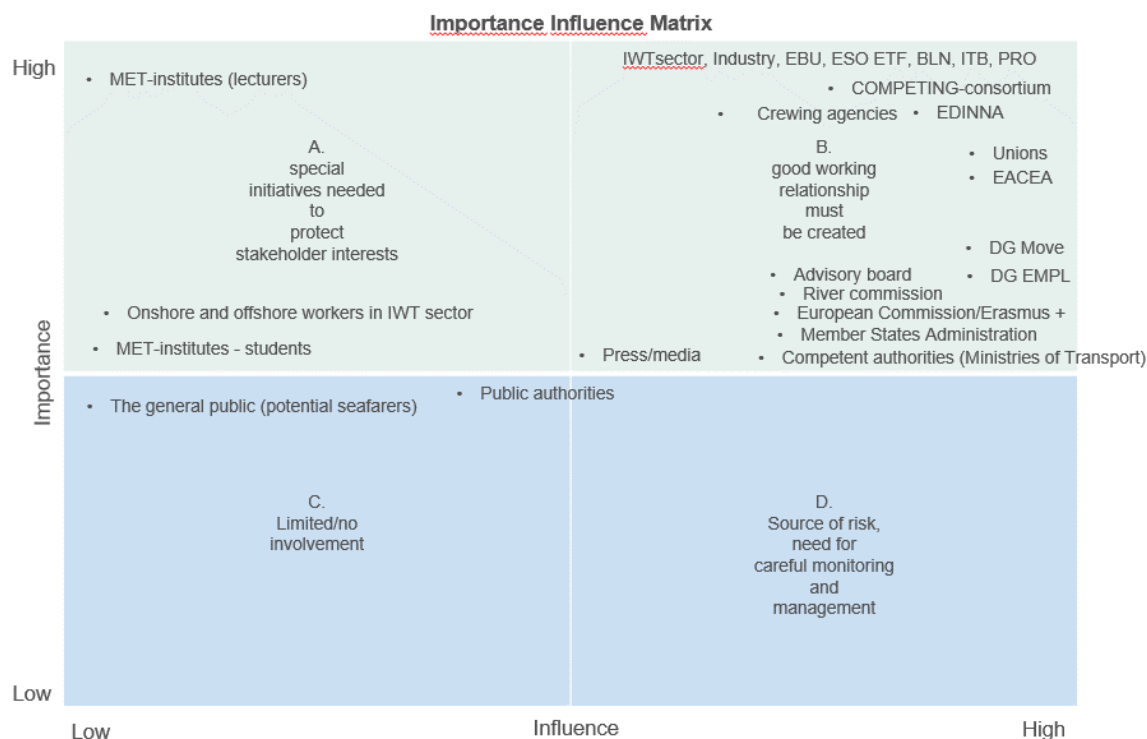


Figure 5 – Importance Influence matrix for COMPETING



Model 3 - Circles of influence

What influence do stakeholders in our network have on the project's development? Do they want to offer input or work with us, or can they be involved in decision-making? Or is it enough for them to be kept informed of what is going on? The circles of influence analysis provides us insight into the current situation: what roles do the stakeholders like to take on and where do we think there exists scope for this.

Awareness (inform)	Understanding (consult)	Involvement (involve/collaborate)	Commitment (empower)
Press/media	MET-institutes - lecturers	IWT Sector, Industry, EBU, ESO ETF, BLN, ITB, PRO	consortium
Public authorities	Crewing agencies	Advisory board	Unions
European Commission / Erasmus +			EDINNA
MET-institutes - students			DG EMPL
Onshore and offshore workers in IWT sector			DG MOVE
Research institutes			Competent authorities (Ministries of Transport)
River commission			Member States Administration
Press/media			

Figure 6 – Table circles of influence for COMPETING

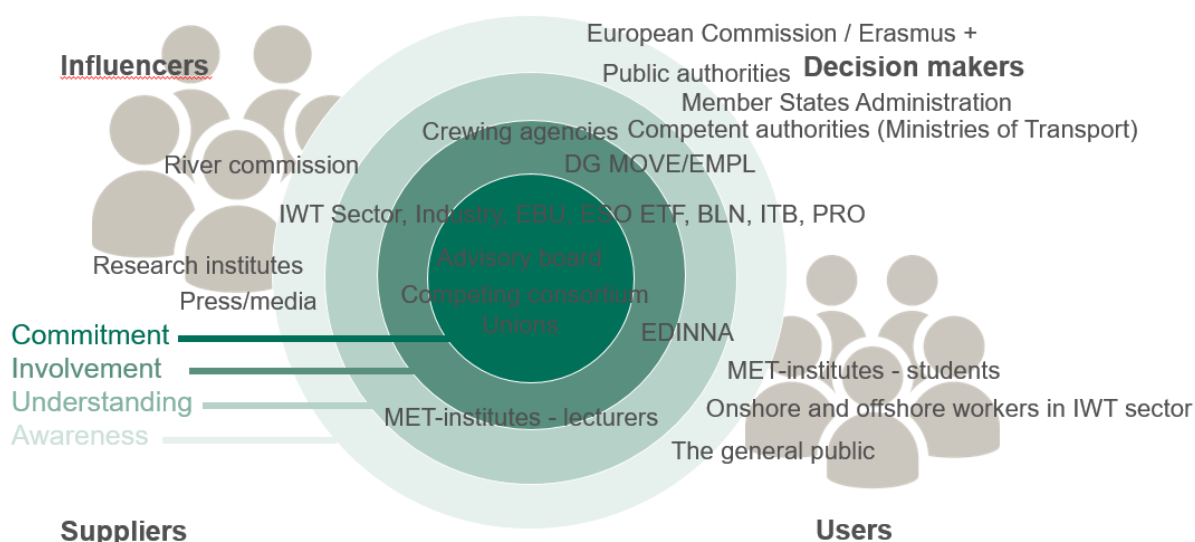


Figure 7 – Circles of influence for COMPETING



2.3 Step 3 - Define a strategy

Different stakeholders will need different communication tactics. Also the way of interacting with stakeholders varies and depends on the type of stakeholder. The circles of influence model helped us with getting an understanding of what approach the different stakeholder types require from us. In 'Step 3' we combined the stakeholder effect we wanted to reach with the tactic we will use to reach out to the stakeholders. In paragraph 2.5 the outcomes of our stakeholders research are combined and translated into a practical communications calendar.

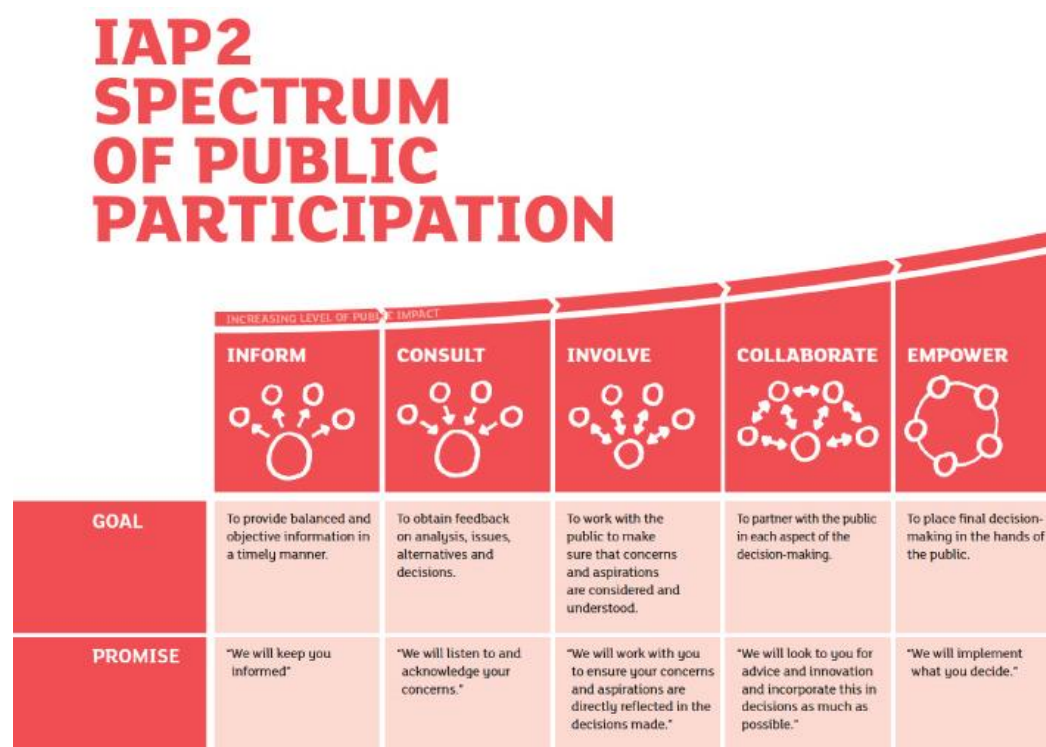


Figure 8 – IAP2 spectrum of public participation

Stakeholder effects	Awareness (inform)	Understanding (consult)	Involvement (involve / collaborate)	Commitment (empower)
Tactics	Newsletters Reports Memos	Open discussions Meetings Workshops Events Questionnaires	Consultation Social Media conversations	Collective problem solving Partnerships
Type of strategy	Informational strategy	Informational/persuasive strategy	Dialogue strategy	

Figure 9 – Tactics for the COMPETING project in line with the type of strategy and stakeholder effect we like to achieve



2.4 Step 4 - Decide on the story

A good narrative is a relevant narrative. So coming up with core message that resonate begins with listening and imagining what moves the different stakeholders. For COMPETING we decided to write down core messages for our important stakeholder groups, to remind ourselves what our main message is for these stakeholders. You can find the outcome of this exercise in the table below.

Stakeholder	Core message
Influencers: Press/media, River commission, Research institutes, IWT Sector, Industry, EBU, ESO ETF, BLN, ITB, PRO, Advisory board, Crewing agencies	will pave the way for the introduction of competency based future-proof education and training for inland navigation crew members throughout the European Union. Future certificates will be recognised throughout Europe. Sustainable solutions, automation and digitalisation as well as communication on a European level will be part of the education and training programmes. The ultimate goal for the project is to increase labour mobility in the inland shipping sector.
Decision makers:	
European Commission/Erasmus +	By aiming to ensure that EU IWT-personnel have the appropriate training and education for the changing demands of the industry, the COMPETING project will improve their employability and will attract more high-quality young people to the sector, as well as improving the safety of vessels operations on a national, regional and European basis.
Competent authorities (Ministries of Transport)	As above.
EACEA	As above.
DG MOVE/EMPL	As above.
Public authorities	As above.
Unions	The COMPETING project seeks to provide EU IWT personnel with value-added skills and training that will improve their employability in international labour markets, whilst also attracting a new generation of maritime professionals to the IWT-industry.
Suppliers: -consortium, MET-institutes (leaders and lecturers)	The project seeks to develop curricula for delivering cutting-edge skills and competencies required by the IWT industry, now and in the near future. It also provides a level playing field. It will foster cooperation and collaboration between training institutes to develop new courses that can be delivered in exciting and accessible formats.



Users: MET-institutes (students), Offshore workers in the IWT sector, Onshore workers in the IWT sector, The general public (potential maritime professionals), EDINNA	will pave the way for the introduction of competency based future-proof education and training for inland navigation crew members throughout the European Union. Future certificates will be recognised throughout Europe. Sustainable solutions, automation and digitalisation as well as communication on a European level will be part of the education and training programmes. The ultimate goal for the project is to increase labour mobility in the inland shipping sector. The project has therefore developed guidelines on curricula and educational packages.
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To write these core messages we tried to answer the following questions:

- What do people in the stakeholder group experience as problems or issues?
- What words do they use to describe them?



2.5 Step 5 - Communications calendar

In the practical communications calendar our research after the stakeholder groups, strategy and tactics comes together in a practical planning. The calendar is not static and will be updated constantly during the course of the project. This to ensure we keep alert and anticipate on developments and (new or unexpected) outcomes of the COMPETING project. Items in green are finished, item in red are pending.

Example practical Communications calendar (consult D5.3 for an complete overview of the practical communications calendar, with all dissemination materials produced and activities undertaken during the project period):

Period	Action/mile stone	Date	Type	Dissemination activities/outings	Stakeholder group(s)
2018	Awareness building	29-08-18	Press/media	STC Group penvoerder project COMPETING (in Dutch)	Press/media
Q1 2019	Awareness building	14-02-19	Communication outing	COMPETING logo's/icons/elements/fonts	Consortium
Q1 2019	Awareness building	14-02-19	Template	PowerPoint template	Consortium
Q1 2019	Awareness building	14-02-19	Template	Newsletter template	Consortium
Q1 2019	Awareness building	14-02-19	Template	Logo's, MS Word templates	Consortium
Q1 2019	Awareness building	14-02-19	Template	Recording template dissemination activities	Consortium
Q1 2019	Awareness building	14-02-19	Guideline	Corporate identity guideline	Consortium
Q1 2019	Awareness building	14-02-19	Guideline	Social media guideline	Consortium
Q1 2019	Awareness building	14-02-19	Photo's	Photo database	Consortium
Q2 2019	Awareness building	11-04-19	Newsletter	Newsletter 1 - April 2019 (EN)	Consortium, advisory board, all
Q2 2019	Awareness building	11-04-19	Social media	Social media update newsletter 1	Consortium, advisory board, all
Q2 2019	Awareness building	16-04-19	Website	Website COMPETING live - www.iwt-competencies.eu	All
Q3 2019	Awareness building	29-10-19	Social media	LinkedIn-update Consortium meeting	All
Q3 2019	Awareness building	29-10-19	Website	News update Consortium meeting at website	All
Q4 2019	Awareness building	4-12-19	Newsletter	Newsletter 2 - December 2019 (EN, NL, FR)	Consortium, advisory board, all
Q4 2019	Awareness building	4-12-19	Social media	LinkedIn-update Newsletter COMPETING	All
Q4 2019	Awareness building	4-12-19	Website	Update website	All



2.6 Stakeholder database (D5.4)

One of the deliverables of Work Package 5 (WP 5) is to develop a stakeholder database, with continuous updates. Unions, equipment manufacturers, IWT industry will be reached via the separate networks of ETF and BLN.

For some stakeholder types we are not collecting personal contact data in the stakeholder database. Instead use different tactics to reach these audiences (for example via our social media, website, a dedicated meeting, brochure or video).

[Click here to view the stakeholder database.](#)

Stakeholder type	Database / how to reach them
MET-institutes COMPETING	Via network of EDINNA
IWT Sector/ Industry: EBU, ESO, ETF, BLN, ITB, PRO - entrepreneurs/crewing agencies / shipping companies / IWT platform (EBU, ESO)	Via network COMPETING partner BLN
Unions	Via ETF/ITB
Consortium	Contacts in database (available at MS Teams)
Advisory board	Contacts in database (available at MS Teams)
Public authorities	Reach via different tactics
European Commission, Erasmus +, EACEA, Public authorities, DG EMPL, DG MOVE	Contacts in database (available at MS Teams)
MET-institutes - lecturers	Via network of EDINNA
River commission (CESNI - part of the River Commission)	Via network COMPETING partner BLN
Member States Administration	Via network COMPETING partner BLN
Competent authorities (Ministries of Transport)	Via network COMPETING partner BLN
Press/media	Press list available at MS Teams (under construction)
Crewing agencies / shipping companies	Via network COMPETING partner BLN
The general public	Reach via different tactics (websites of COMPETING/EDINNA, newsletters, press/media, social media)
Research institutes	Reach via different tactics (websites of COMPETING/EDINNA, newsletters, press/media, social media)
MET-institutes - students	Reach via different tactics (websites of COMPETING/EDINNA, newsletters, press/media, social media)
Onshore and offshore workers in IWT sector	Reach via different tactics (websites of COMPETING/EDINNA, newsletters, press/media, social media)
Banks and insurance companies (increased safety on ships) - IVR for example	Reach via different tactics (websites of COMPETING/EDINNA, newsletters, press/media, social media)



3. Dissemination materials

For COMPETING various dissemination materials were developed so far. In the following paragraphs the materials are explained.

1. Corporate identity guidelines and templates
2. Photo database
3. Website
4. Newsletters
5. Press/media
6. Social media
7. Factsheet
8. Video's



3.1 Corporate identity guidelines and templates

Corporate Identity guidelines were developed to provide a unique, strong and consistent image of COMPETING in the minds of all our stakeholders. These guidelines govern how the identity is applied and includes approved colour palettes, typefaces, page layouts, fonts, and others.

A dedicated PowerPoint presentation following a specific template was developed and made available to all partners at the beginning of the project so to allow each Partner to present and advertise the project on any occasions.

Next to this a template for a Newsletter and several Word templates were developed. There are Word templates available for a COMPETING report, memo and stationary. All templates can be reached via MS Teams. MS Teams is the internal tool the project uses for sharing documents.

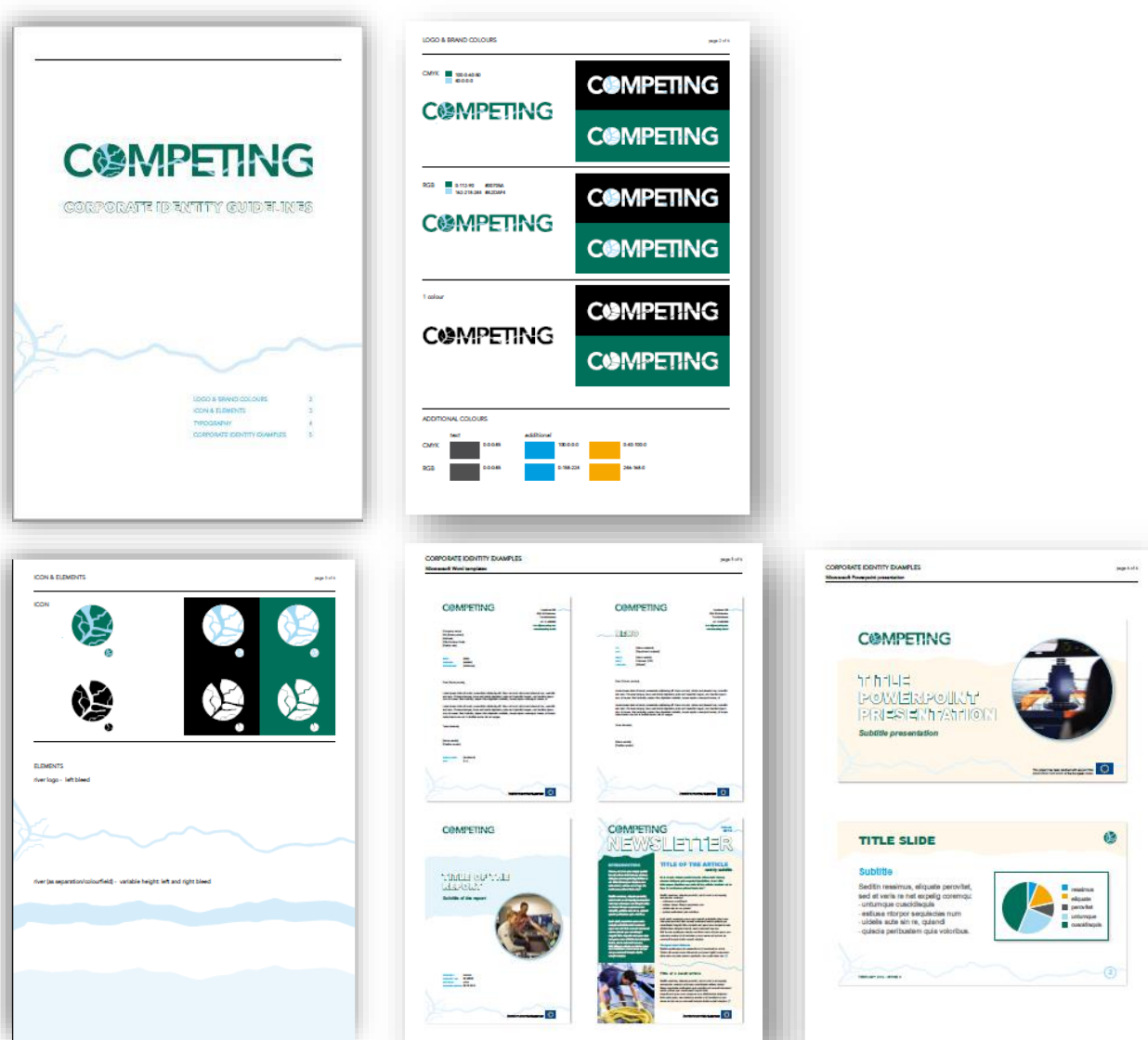


Figure 10 – screenshots of the COMPETING Corporate Identity guideline



3.2 Photo database

We are compiling a photo database with photos to use in the various communication outing. The photo database is available for the COMPETING consortium via the internal tool MS Teams.

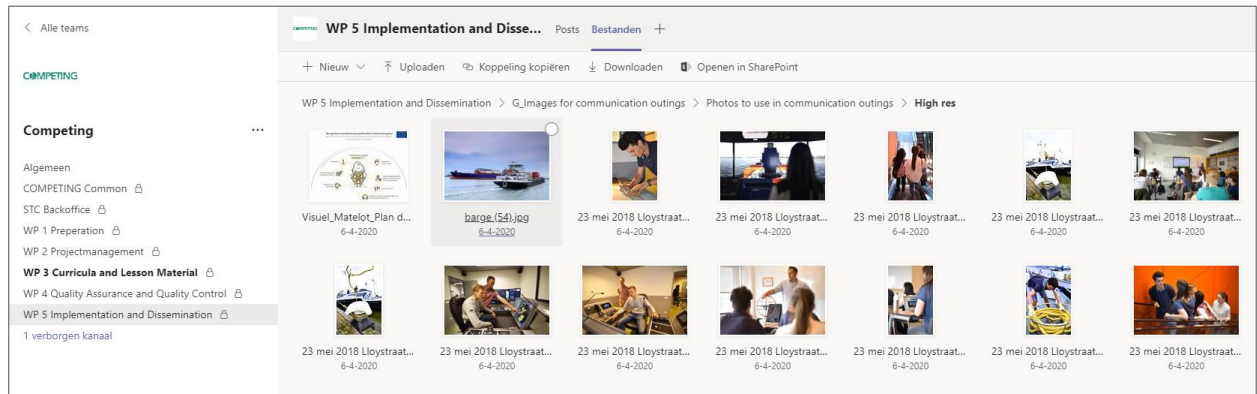


Figure 11 – screenshot of the COMPETING photo database



3.3 Website

On 16 April 2019 we launched the website (<https://www.iwt-competencies.eu/>). The Website has been designed in order to give visibility to the project to the outside world. Therefore, its function is three-fold: 1. Inform the public about the project concept, its main activities, partners, and news related to the project; 2. Attract the end users of our project activities: social partners, maritime shipping industry, trade unions, research organisations, maritime academies and universities, education and training providers and public authorities and other stakeholders of the sector; 3. Build and nurture the COMPETING stakeholders network.

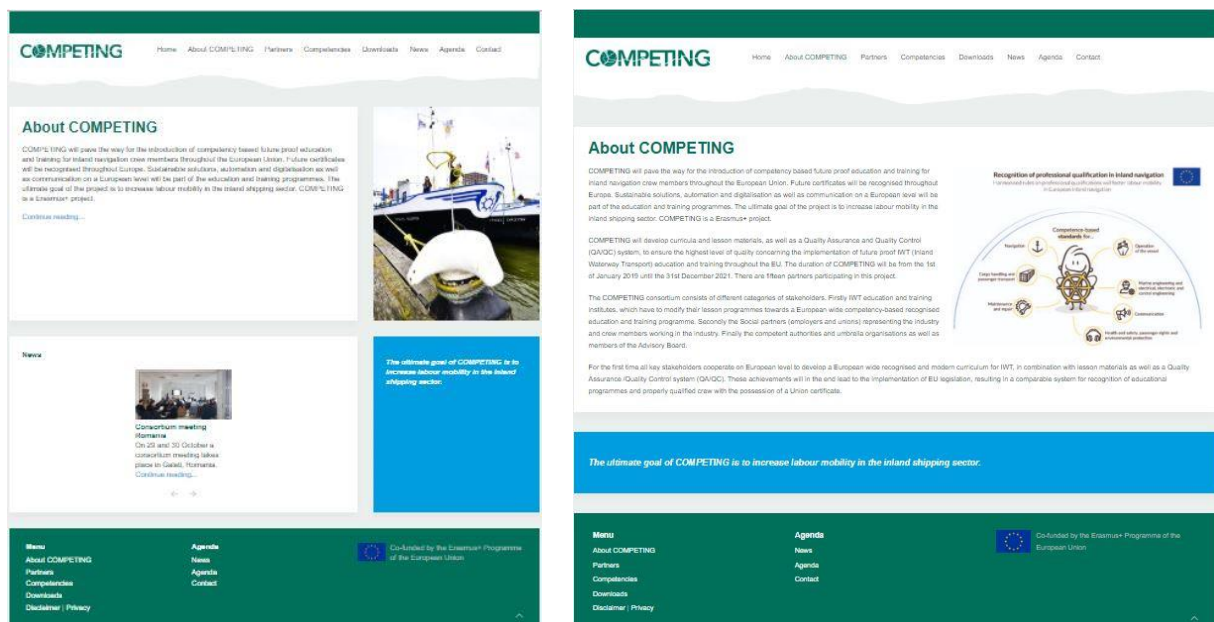


Figure 12 – screenshot of the COMPETING homepage (July 2020)

The first version of the website was launched to the public in April 2019. During the course of the project we have constantly updated the website.



3.4 Newsletter

The project consortium plans to publish an e-newsletter every six months to promote the project progress and results, as well as announce upcoming events. The newsletter will report the news of the project (and all related projects) to key stakeholders, stimulating the afore-mentioned stakeholder list (which will grow continuously during the project). The newsletter will be accessible through the public part of the website and be shared with the COMPETING consortium and advisory board. News from the newsletter will also appear on the website, LinkedIn group and other key sources such as the partners' websites.

- Some of the items in the newsletters will include:
- Milestones reached
- Actions taken and outcomes achieved
- Workshops/events/conferences/exhibitions where the project has been presented
- Interviews with partners involved or relevant contacts
- News about participation of the project at a conference or workshop
- News about the project at relevant transport-related happenings/events
- Magazines where the project was covered
- News about relevant related projects
- Features about a partner in the project

The following newsletters were spread (they are all available at the COMPETING website).

Newsletter April 2019: https://www.iwt-competencies.eu/wp-content/uploads/2019/04/NEWSLETTER_APRIL_2019.pdf

Newsletter December 2019: https://www.iwt-competencies.eu/wp-content/uploads/2019/12/Newsletter_DEC_2019_EN.pdf

Newsletter July 2020: https://www.iwt-competencies.eu/wp-content/uploads/2020/07/Newsletter_JULY_2020_EN.pdf

Newsletter December 2020: https://www.iwt-competencies.eu/wp-content/uploads/2020/12/Newsletter-December-2020_English.pdf

Newsletter July 2021: https://www.iwt-competencies.eu/wp-content/uploads/2021/07/COMPETING_Newsletter_JULY_2021_EN.pdf

Newsletter December 2021: https://www.iwt-competencies.eu/wp-content/uploads/2021/12/COMPETING_Newsletter_DECEMBER_2021_EN.pdf

Final newsletter expected: September 2022.



Figure 13 – Example of an external newsletter



3.5 Press/media

The press releases, articles and interviews will distribute updates and information about the start, progress and completion of the COMPETING project.

The project consortium will produce at least six press releases for the European, National and local press (depending on the topic). Press releases are shared with the COMPETING press list and distributed by partners. If relevant and necessary to make more impact partners will translate press releases into their national language and share the press release with their own media list COMPETING.

COMPETING worked on a press/media contact list that was constantly updated over the project years.

Press releases

Title: STC Group penvoerder project COMPETING (in Dutch)

Date: 29 August 2018

Link: <https://stc-group.nl/stc-group-penvoerder-project-.html>

Title: Now available for download: uniform European Training Record Book for inland shipping (in Dutch and English)

Date: 19 January 2021

Link (English): https://www.iwt-competencies.eu/wp-content/uploads/2021/01/Press-Release-European-Training-Record-Book_190121.pdf

Link (Dutch): https://www.iwt-competencies.eu/wp-content/uploads/2021/01/Persbericht-Europees-Stagehandboek_190121.pdf

Title: End conference COMPETING

Date: 12 June 2022

Link:

Title: All COMPETING outcomes available for download – course manuals/ Quality Assurance and Quality Control (QA/QC) system

All press releases are uploaded to the COMPETING website. It is a standard procedure to also share an update about the press release via LinkedIn. We made a guideline for sending out press releases which you can find under D5.6 'Protocols of Cooperation'.

Media attention

Period	Dissemination phase	Date	Type
Q1 2020	Awareness building	20-02-20	Article in Scheepvaartkrant (Dutch)
Q4 2020	Awareness building	26-10-20	Interview with Skipper Patrick Hermans full of praise for COMPETING
Q4 2020	Awareness building	11-11-20	Article in Scheepvaartkrant (Dutch)
Q4	Awareness building	9-12-20	Article in Schuttevaer (Dutch) - Aruba-route



2020			
Q1 2021	Awareness building	1-01-21	NPI Journal (French) Avec le projet "COMPETING, harmoniser les formations fluviales au niveau européen"
Q1 2021	Awareness building	6-01-21	Article in Duurzame Scheepvaart Magazine (Dutch)
Q1 2021	Awareness building and dissemination of results	11-03-21	Edinna newsletter - Easy to adapt and adopt teaching materials
Q2 2021	Awareness building and dissemination of results	16-04-21	Interview Arjen Mintjes/Liliana Martes in weekblad Schuttevaer (Dutch)
Q2 2021	Awareness building and dissemination of results	20-05-21	Dutch radio programme - Babylonian confusion of tongues in inland navigation
Q3 2021	Awareness building and dissemination of results	16-09-21	Press Release - Now available for download: uniform European Training Record Book for inland shipping
Q4 2021	Awareness building and dissemination of results	12-10-21	Article in Binnenvaartkrant 'New ETRB helps harmonisation of IWT-education'
Q4 2021	Awareness building and dissemination of results	17-12-21	Edinna newsletter - Preview course manuals COMPETING
Q4 2021	Awareness building and dissemination of results	17-12-21	Edinna newsletter - Training vessel for inland education will sail on hydrogen
Q2 2022	Dissemination of the results	14-06-22	Press Release - End conference COMPETING
Q2 2022	Dissemination of the results	23-06-22	Article - COMPETING PROJEKT ERFOLGREICH ABGESCHLOSSEN
Q2 2022	Dissemination of the results	23-06-22	Article - STC Group gastheer van geslaagde slotconferentie
Q3 2022	Dissemination of the results	1-07-22	Article in trade magazine De Scheepvaartkrant



3.6 Social media

Social media have a wide-scale reach and agility of information sharing. They play a defining role in management of COMPETING project updates. We use the social media for updating the stakeholders at right time and in a right format.

These updates can be about project progress, outcomes of the project, meetings, activities, decision making meetings, innovation meetings and so on so forth.

We are most effective when all partners contribute on social media and help to spread the COMPETING updates via their organisations' accounts or private accounts.

COMPETING is active on the following social media:

LinkedIn company page

<https://www.linkedin.com/company/iwt>

122 followers

Started in March 2020

Facebook

<https://www.facebook.com/Competingproject>

75 followers

Started in August 2020.

Twitter

<https://twitter.com/ProjCompeting>

51 Tweets / 10 followers

Started in August 2020



3.7 Factsheet

A factsheet covering the projects' concept and objectives was produced in April 2020. A downloadable version of the factsheet is also available via the COMPETING website.

ABOUT COMPETING

COMPETING at a glance

PROGRAMME	Erasmus+
INSTRUMENT	SSA for Design and Delivery of VET
TOTAL BUDGET	€ 938.570
DURATION	1 January 2019 to 31 December 2021
PROJECT COORDINATOR	STC Group, the Netherlands
CONSORTIUM	15 partners from 8 EU countries
ADVISORY BOARD	11 organisations from 5 countries
WEBSITE	iwt-competencies.eu

COMPETING will pave the way for the introduction of competency based future-proof education and training for inland navigation for crew members throughout the European Union. Future certificates will be recognised throughout Europe. Sustainable solutions, automation and digitalisation as well as communication on a European level will be part of the education and training programmes. The ultimate goal of the project is to increase labour mobility in the inland shipping sector.

COMPETING will develop curricula and lesson materials, as well as a Quality Assurance and Quality Control (QA/QC) system, to ensure the highest level of quality concerning the implementation of future-proof education and training. The **COMPETING** consortium consists of various categories of stakeholders. Firstly IWT (Inland Waterway Transport) education and training institutes. Secondly the Social partners (employers and unions) representing the industry and crew members working in the industry. Finally the competent authorities and umbrella organisations as well as members of the Advisory Board.

Competence-based standards for...

Main objectives

COMPETING is a success when the project...

- created a level playing field for all crew members in the IWT sector.
- provided curricula and harmonised lesson materials for educational institutions in Europe.
- contributed to increased labour mobility in the inland shipping sector
- contributed to improved safety of navigation, due to better equipped and more competent skippers (in line with BST 2022 regulation).
- stimulated the labour market by attracting more young people and career changers to the IWT sector.
- eventually appears to be a time saver, with less time needed in the working field to (further) train or educate skippers.

ORGANISATION	ABBREVIATION	COUNTRY
1. STC Group	STC Group	the Netherlands
2. Prodenube	Prodenube	Austria
3. Logistum (University of Applied Sciences Upper Austria)	PHOO	Austria
4. GOF Die Schiffsverkehrs- und Schiffbauingenieur	De Schiffsverkeersschool	Belgium
5. European Transport Workers' Federation	ETF	Belgium
6. ITB	ITB	Belgium
7. University of Rijeka	UoR	Croatia
8. Schiffbau- und Schiffbauingenieur RHEIN	SBKR	Germany
9. Maritime Academie Harlingen	MAH	the Netherlands
10. University of Craiova	UoC - IMST	Romania
11. Ceronav	CERONAV	Romania
12. University of Žilina	UoZ	Slovakia
13. Liceul Tehnologic Dierna	CDI	Romania
14. Lecnam	LECNAM - AGONAM	France
15. Royal BLN Schuttevaer	BLN	the Netherlands

Work Packages

- WP 1: Project management and preparation
- WP 2: Project and Quality Management – Implementation
- WP 3: Development of curricula and lesson materials
- WP 4: Quality Assurance and Quality Control
- WP 5: Implementation and Dissemination

Figure 14 – Impression General Factsheet COMPETING



3.8 Video's

COMPETING developed three video's. One general project video and two video's that IWT e&t institutes can use for the recruitment of new students in Europe.

Video 1: Project COMPETING - future-proof education and training for Inland navigation

YouTubelink: <https://youtu.be/F7YKrbvJNq0>

A video to explain the introduction of competency based future proof education and training for inland navigation crew members throughout the European Union. How can training institutes keep their lesson materials and training record book up to date and in line with the new competence tables? Explain the benefits for students and crew members.

Language:

English.

Target audience:

IWT schools and training institutions in Europe, members of Edinna, potential members of Edinna. Teachers and managers at IWT schools and Training institutions in Europe.

Length:

3.20 min

Video 2: Become a Boatman! Choose a career in Inland Shipping.

YouTubelink: <https://youtu.be/wAcUBH3HuJI>

A video to explain and give insight in the daily work practice of boatman. Deal with prejudice of the sector (old fashioned, dirty, primarily male – in a positive way: show representative examples!) and at the same time explain the developments of the sector and what impact and opportunities this gives for young people (who are about to choose a study or a certain career) and for career changers.

Language:

English.

Target audience:

Young people in the European Union (about to choose a study or certain career) and career changers.

Length:

2.11 min

Video 3: Become a Boatmaster! Choose a career in Inland Shipping.

YouTubelink: <https://youtu.be/YPmyrZWckVo>

A video to explain and give insight in the possibilities and different career paths for boat master. Gives insight in the profession of boat master but also how a career path can evolve in a different way after a life on-board. This video can be seen as a follow-up video on the boatman video but can also be show stand alone.

Language:

English.

Target audience:

Career changers, young people in the European Union (about to choose a study or certain career).

Length:

2.30 min



Video 4: Caroline Nagtegaal about project COMPETING – End conference COMPETING 14 June 2022.

YouTubelink: <https://youtu.be/2VYjTwlKjWY>

Thank you words from Caroline Nagtegaal-van Doorn

Language:

English.

Target audience:

Competing consortium.

Length:

2.22 min

Video 5: Online video registration – End conference COMPETING 14 June 2022

YouTubelink: <https://youtu.be/FIYk6gGcdxo>

Video registration of End conference.

Language:

English.

Target audience:

Competing consortium.

Length:

3.34.40 min



We plan to gather the Excel sheets from all partners in month 24 (December 2020) and month 36 (December 2021). The Excel sheet is available via MS Teams (access for partners only).

Figure 16 – Excel file for monitoring dissemination activities