State-of-the-art sustainable energy efficiency technologies roadmap for waterborne transport towards the fit-for-55 guidance compliance

Project 101192661— FLEETfor55

D9.8 - INITIAL REPORT ON DISSEMINATION AND COMMUNICATION

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Acronyms and Abbreviations	Meaning
FLEETfor55	State-of-the-art sustainable energy efficiency technologies roadmap for waterborne transport towards the fit-for-55 guidance compliance.
C&D	Communication and Dissemination
TIN	Technology Innovation Network
EAB	External Advisory Board
KPIs	Key Performance Indicators
EET	Energy Efficiency Technologies
CII	Carbon Intensity Indicator
DCS	Data Collection System
EEXI	Energy Efficiency Existing Ship Index
EEDI	Energy Efficiency Design Index

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Executive Summary

FLEETfor55 is a forward-looking initiative designed to help align the European waterborne transport sector with the EU's "Fit for 55" environmental targets for 2030. The project takes a holistic approach, developing a comprehensive roadmap to identify the most cost-effective and sustainable ways to implement Energy Efficiency Technologies (EETs) across short sea shipping, inland waterways and high seas vessels.

Deliverable Initial Report on Dissemination and Communication outlines the Communication and Dissemination Strategy, with the aim of becoming the reference document for partners for any Communication and Dissemination initiative and to facilitate knowledge sharing to demonstrate FLEETfor55 environmental and economic impact, in particular:

- Raising awareness of the project's goals, activities and outcomes among key stakeholders and the general public.
- Ensuring consistent and coordinated messaging across all partner organisations and communication channels.
- Promoting engagement and collaboration through targeted outreach, events and digital platforms.
- Supporting the exploitation of project results by showcasing successful use cases and their market potential.

In this respect the document contains the outline for target audiences and key messages, together with the communication channels identified and the approach to Community Building.

Furthermore, it serves as monitoring and improvement tool, setting specific and measurable goals.

1 Introduction

The ambitious FLEETfor55 initiative aims to bring the European waterborne industry into line with the EU's 2030 "Fit for 55" environmental goals. A comprehensive plan that determines the best economical and environmentally friendly way to deploy Energy Efficiency Technologies (EETs) aboard short-, inland-, and high-seas boats will be used to accomplish this.

To achieve this, FLEETfor55 will evaluate EETs paired with new vessel designs and retrofits – collectively defined as use cases. Six (6) retrofit use cases and four new vessel design use cases, each employing a "design-for-operation" approach, will be optimised for both energy use and environmental compliance throughout each use case's lifetime and for different operational scenarios.

The project will also incorporate a decision support system into a web-based digital platform to quickly evaluate and compare use cases, leading to measurable emissions and energy efficiency benefits. This system assesses use cases with the help of key performance indicators that align with the EU's 'Fit for 55' legislative package and the International Maritime Organization's indices such as CII/DCS, EEXI, and EEDI.

Key strategies include developing detailed business models for each use case to ensure market adoption, and the establishment of the Technologies Innovation Network. The latter will ensure that EETs are effectively matched with end users, promoting the adoption and practical implementation of new technologies in the waterborne transportation sector.

Through these efforts, FLEETfor55 is positioned to not only satisfy strict EU environmental regulations but also establish a new bar for environmental excellence in maritime transportation going forward.

The Communication and Dissemination (C&D) strategy of the FLEETfor55 project is geared towards creating a strong visual identity and digital presence to raise awareness about project's objectives and potential impact. This involves highlighting the strategic importance and added value of FLEETfor55's innovative approach.

2 C&D Objectives

The main objectives of the Communication & Dissemination Strategy are the following:

- Raise Awareness and Engagement
- Promote Technological Advancements within the FLEETfor55 Framework
- Promote Policy Alignment and Support Regulatory Synergies
- Secure Industry Adoption through Cross-Sector Collaboration
- Facilitate Knowledge Sharing and Dissemination of Results

3 Target audiences and key messages

When conveying a project's objectives, actions, and purpose across several mediums and companies, consistency is essential. The first step in adjusting communication to different target audiences is to establish a core theme. At this early stage, the selected target audiences are grouped in a macro-level, functional to strategy setting. The target audience is the particular group of people or organisations that the project is meant to contact, connect with, and eventually benefit from.

The high-level key messages for each of the project's identified target audiences are shown in the table below.

Table 1: Target audiences and key messages

Target Audience	C&D Objectives	Key Message
Shipping Companies/Owners	Inform about the technical and economic benefits of adopting EETs and support decision-making for retrofits/new builds.	FLEETfor55 identifies practical and cost-efficient solutions to improve energy performance and meet environmental regulations.

Energy Efficiency Technology providers and Equipment manufacturers	Promote collaboration opportunities and provide visibility for innovative technologies through use cases and the Innovation Network	FLEETfor55 supports the development of vessel designs that integrate EETs for various operational scenarios.
Ship Designers	Share insights on “design-for-operation” principles and facilitate adoption of optimised new vessel concepts.	FLEETfor55 supports the development of vessel designs that integrate EETs for various operational scenarios.
Shipyards	Encourage participation in retrofitting strategies and integration of EETs into new construction processes.	FLEETfor55 offers a framework for shipyards to implement standardised, regulation-compliant retrofit and build solutions.
European Seaports	Communicate evolving infrastructure needs tied to new vessel types and onboard technologies.	FLEETfor55 highlights how ports can prepare for and support the transition to greener maritime transport.
EU Research Institutions	Foster collaboration for joint research, data exchange, and technology validation through real-world applications.	FLEETfor55 provides a research framework to test, refine, and apply academic and technological innovations.
Public Authorities/ Regulatory Bodies	Present validated data, performance indicators, and policy-relevant results aligned with Fit for 55 and IMO goals.	FLEETfor55 delivers evidence-based recommendations that support regulatory development and climate targets.

4 Communication and dissemination tools and channels

As part of Task 9.4 – Communication and Dissemination Plan and Tools – the FLEETfor55 Project prepared tools and channels which will help the project in order to achieve its outreach and visibility objectives. Effective communication is essential to ensuring that the project's goals, progress, and results are clearly conveyed to both internal and external stakeholders. To this end, a strategic mix of platforms and materials has been developed to support targeted dissemination throughout the project's lifecycle.

4.1 Visual Identity

4.1.1 Logo

The concept behind the FLEETfor55 Project logo is to symbolize sustainability, clean energy, and environmental innovation—core themes that define the project's mission.

Figure 1: FLEETfor55 Project Logo

The image of the ship with containers highlights the focus on naval logistics, while the modern design reflects the transition toward more sustainable shipping, aligning with the European Green Deal and the Fit for 55 strategy. The font is modern, slightly rounded, and dynamic, suggesting innovation and movement. The contrast between green and blue highlights the distinction between “FLEET” and “55,” while the italicized “for” adds a sense of direction and momentum.

4.1.2 Brand book

Brand book contains the communication rules within the project. Following tese rules strictly helps to maintain brand consistency. Bran book includes all of the elements needed, such as logos, typography, colours, and more.

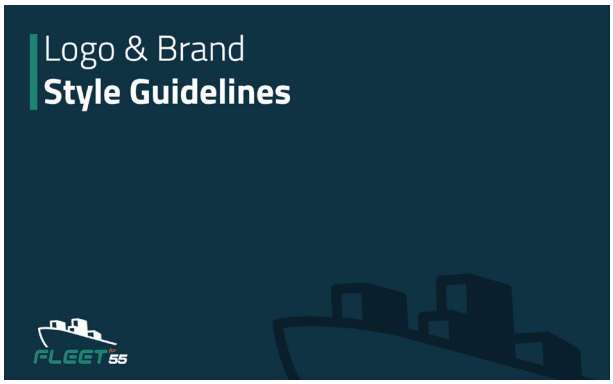

Figure 2: FLEETfor55 Project Brand Book

4.1.3 Templates (PowerPoint, Agenda, Minutes of Meeting, Deliverables, etc.)

Several templates have been produced for the purposes of creating brand awareness and consistency throughout the duration of FLEETfor55 project. These include templates for PowerPoint presentations, Deliverables, Event Agendas, and Meeting Minutes, all of which are available to partners for use in internal and external communication activities.

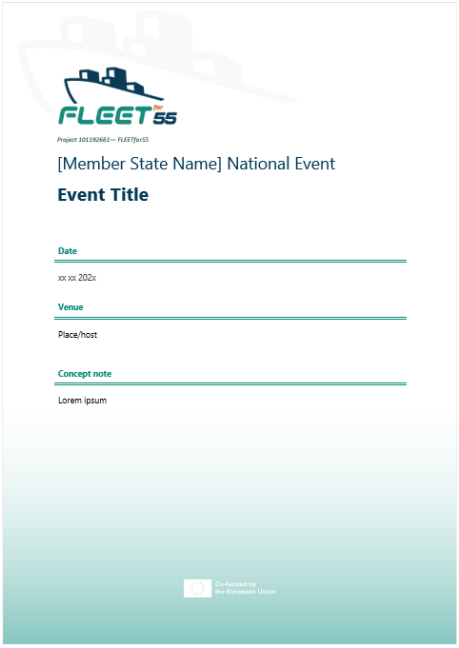

Figure 3: FLEETfor55 Event Agenda Document Template

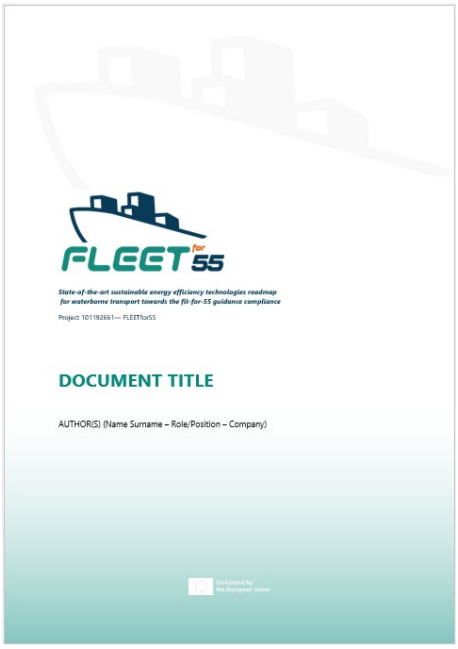

Figure 4: FLEETfor55 Deliverable Template

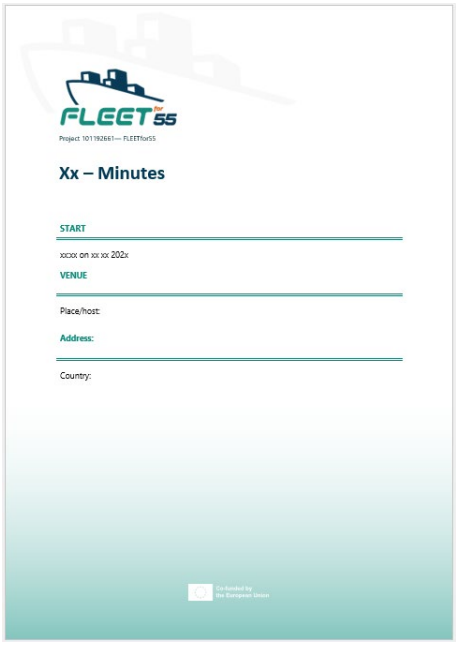

Figure 5: FLEETfor55 Meeting Minutes Template

Figure 6: FLEETfor55 Power Point Template

4.1.4 General Presentation

The general presentation, which will be created later in the project, is a crucial distribution tool that may effectively communicate the goals, activities, and objectives of the undertaking. It is meant to be a ready-to-use series of slides that gives a high-level overview at trade shows or events and acts as an educational resource for possible partners and other stakeholders. The General Presentation usually includes the following sections:

- Project information and statistics
- Partners/Consortium
- Mission & Goals
- Activities
- Timeline

To guarantee a common understanding of the contents, including all pertinent viewpoints, the General Presentation will be created in collaboration with all partners and through many review cycles.

4.1.5 Web site and Social Media

4.1.5.1 Website

The main source of project-related information that external stakeholders can access is the FLEETfor55 Project website (https://fleetfor55.eu). To help with navigation and finding the contents (such as About, Consortium, News & Events, Newsletter, Contacts), the website will be divided into multiple categories. These sections will include information about the project, its collaborators, and its milestones. To guarantee a thorough representation of all pertinent information and content generated, more news pages and sections may be established.

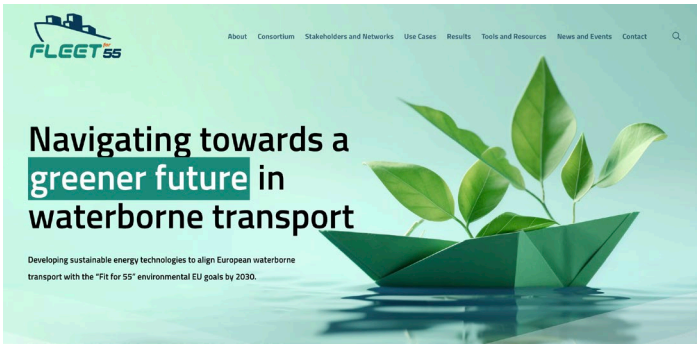

Figure 7: FLEETfor55 Project Website

The website's performance will be periodically monitored using Google Analytics as the project progresses. The website is hosted by Soochy – a Porto (Portugal) based graphic design agency which is a long-term provider of web development services of Magellan Circle. The content management system is designed in WordPress and the website is going to be regularly updated and managed by Magellan Circle with the support of Soochy for any complex updates.

4.1.5.2 Social Media

Social media is an excellent instrument for reaching the project's designated target audiences, promoting business networking and the exchange of project information. A LinkedIn page is anticipated for FLEETfor55, and another additional social media platform might be established in the later stages of the project

The FLEETfor55 LinkedIn page was created in the early months of the project (reaching almost 240 followers in M04), publishing updates on the project's initial official activities, such as the kick-off meeting. In M03, the project launched its first social media campaign, titled *"Meet the Partners"*. This campaign introduces each partner organization to the stakeholder community, providing a general overview of the organization as well as highlighting its specific role and contributions within the FLEETfor55 project.

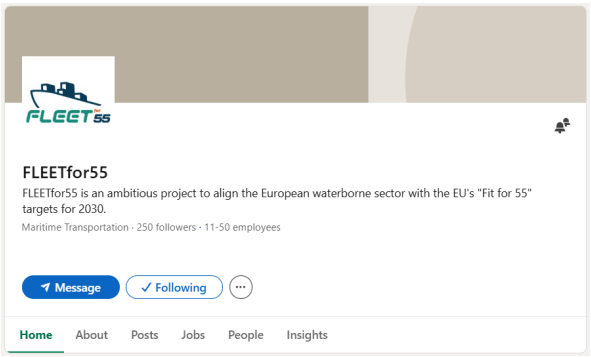

Figure 8: FLEETfor55 LinkedIn profile

Social media will serve as the primary channel for timely communication with the general public, industry leaders and stakeholders.

5 Promotional and Informative Materials - leaflet, roll up

5.1 Leaflet

The FLEETfor55 leaflet has been already created in M04 of the project, which is a straightforward leaflet that explains the project's goals, partners, and offers access to the website and social media platforms, where all updated documents and information are available. All partners will have access to a digital copy of the leaflet, which will also be shared with the stakeholders' community.

Figure 9: FLEETfor55 Leaflet (ANNEX 2)

5.2 Roll up

To promote project branding at the planned conferences and events, an official FLEETfor55 roll-up poster is already in the project repository. The roll-up, which may be downloaded from the project repository, shows the most pertinent project information. If needed, members can print these resources.

Figure 10: FLEETfor55 Roll-up (ANNEX 1)

6 EU Communication, Dissemination and Visibility

6.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public).

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

6.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

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7 Project's events

7.1 Project's Internal Events

Within the project's duration, the organisation of clustering events, including EAB (External Advisory Board) members, TIN (Technology Innovation Network) representatives and key stakeholders, are regularly planned (approx. every 6 months), aiming to present the development stages of the project and exchange expert views. Furthermore, dedicated TIN workshops (at least 3) are carefully planned and carried out, both physically and virtually, in several checkpoints of the project, to receive frequent and valuable feedback and efficiently map the EETs with the examined use cases.

The FLEETfor55 Project is foreseeing a Final Conference as well gathering that marks an important turning point in the project's development. This conference will be carefully planned to not only commemorate the project's achievements but also provide a forum for exchanging insightful ideas and encouraging thought-provoking conversations among a wide range of attendees. The conference will serve as a forum for collaboration and expertise, bringing together stakeholders, academics, policymakers and leaders in the business. Fundamentally, the conference will use presentations, panel discussions and interactive sessions to highlight the objectives and accomplishments of the FLEETfor55 Project.

7.2 Project's External Events

FLEETfor55 acknowledges the value of attending a variety of events covering the fields of industry, research, policy and technology. These gatherings provide specialised forums for discussing particular project aspects, encouraging cooperation, information sharing and stakeholder involvement. FLEETfor55 strategically uses these events to promote its modular, scalable and adaptable solution, from policy forums that shape regulatory frameworks to

industry expos that showcase cutting-edge technologies, technical conferences that delve into operational nuances and research symposiums that foster innovation.

The preliminary list of potential external events for FLEETfor55 dissemination is included in the table below. While the dedicated and updated Monitoring Tool will be shared with Consortium partners in M05.

Indicative conferences/events include: Green Port Congress; NorShipping; Mediterranean Ports and Shipping; European Maritime Day; European Environmental, Ports Conference; ESPO Conference; World Conference on Transport Research; Transport Research Arena; Connecting Europe Days; European Regions Week, TRA, European Maritime Days, Maritime Hybrid, Electric & Hydrogen Fuel Cells, SEAFUTURE, ALICE Logisitic Innovation Conference, Europort etc.

8 Scientific dissemination

Scientific dissemination is a key pillar of the FLEETfor55 project, aimed at sharing high-quality research findings, technical methodologies and validated outcomes with the wider scientific, academic and engineering communities. The project seeks to contribute to the advancement of knowledge in areas such as maritime decarbonisation, energy-efficient vessel design and the integration of Energy Efficiency Technologies (EETs), in both retrofitting and newbuild contexts. Scientific outputs–including peer-reviewed publications, technical papers, conference proceedings and datasets–will be openly accessible to ensure transparency, reproducibility and broad impact. To facilitate this, ZENODO has been selected as the official open-access repository for storing and disseminating scientific results generated within the project. This platform ensures compliance with FAIR (Findable, Accessible, Interoperable, and Reusable) data principles and aligns with the European Commission's open science policies.

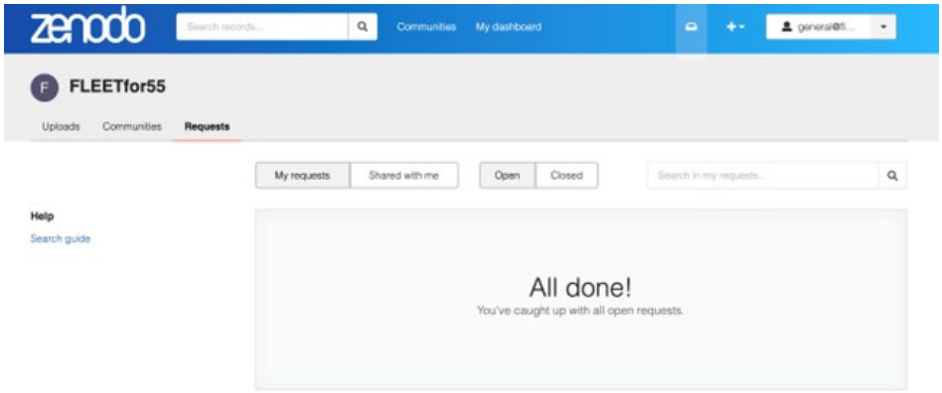

Figure 11: FLEETfor55 Zenodo Profile

9 Press and media

To publicise project outcomes and significant accomplishments, the project will collaborate with a range of regional, national and worldwide media outlets. Engaging with local media in the partners' nations will be a top priority, and these outlets will be tracked in a special file. Project milestones, technical papers and podcasts are a few examples of these media engagements; CINEA will be informed beforehand of each initiative for an appropriate assessment.

For instance, media publications following the kick-off meeting in Athens has been mentioned and cited in various pages, such as:

- TransportoEuropa
- The Maritime Executive
- TIPRanks
- Cadenadesuministro.es
- Empresa Exterior
- PortsEurope

and many more.

10 KPIs and monitoring tools

10.1 Key Performance Indicators

To gauge the effectiveness of FLEETfor55 communication with stakeholders and the industry community, it is crucial to target and monitor an appropriate set of Key Performance Indicators (KPIs). These metrics must be both reasonable in terms of quantity and quality and aligned with the European Commission's requirements.

Visual identity	Creating a coherent and catchy project brand identity, including a logo, templates for presentations (e.g. for conferences), internal and external documents (e.g. report and agenda templates).
Measurable Result (KPI)	*Project logo and templates due in M3 of the project start.*
Printed materials	Creating roll-ups and leaflets if applicable to be used for conferences and events, otherwise otherdigital graphic materials to be created such as infographics and social media banners.
Measurable Result (KPI)	*First version of digital leaflet (300 copies or downloads if digital); updated versions of leaflets (1800 copies or downloads if digital) and creation of 2 project roll-ups.*
Website	A project website will serve as a one-stop-shop for all project-related information and news. It willbe created and regularly updated. Google Analytics will be used to track the website traffic and monitor external interest in the project.
Measurable Result (KPI)	*Project website (due in M4 with continuous updates) with at least 4000 unique visits by the endof the project.*
Social media	Social media has great potential for reaching the target audiences of the project allowing for the creation of communities of support for the project's key messages and objectives. Strong focus will be put on LinkedIn accounts where it will use various types of content including visual media, videos, info-graphic imagery, short videos and richer content experiences for usersof any of the project's digital platforms.
Measurable Result (KPI)	*Over 700 followers on LinkedIn Group. All the social media postswill generate at least 3 useful interactions/ conversations per month with the linked stakeholders.*
Media relations	A series of press releases will be created to develop a close relationship with the media (journalists, specialised online media outlets, etc.). In addition to the typical press releases, to takethe project's relationship with the media a step further, full reports, summary reports, electronic and visual media will also be prepared. An indicative list of relevant media outlets for publications includes *Greenport; Hansa International Maritime Journal; Port Strategy; InTheMosway;Indepth Maritime; Maritime Journal; Port Economics; Ports Europe, ECO Magazine, Port Technology.*
Measurable result (KPI)	*4 Press Releases and at least 20 news will be published on the website and sent to the media outlets.*
Outreach & networking	The partners will attend and present at relevant and high-profile conferences and networking events (national and international) to directly communicate to key audiences. This will facilitate promotion, exchange of ideas, and feedback collection. Indicative conferences/events include. Green Port Congress; NorShipping; Mediterranean Ports and Shipping; European Maritime Day; European Environmental, Ports Conference; ESPO Conference; World Conference on Transport Research; Transport Research Arena; Connecting Europe Days; European Regions Week.
Measurable Result (KPI)	*The project results will be presented in at least 10 international relevantconferences and events; a stand will be set up in at least 3 relevant sector events. At least 30 participants per workshop organized by FLEETfor55.*
Newsletter	Newsletter will include news and updates on the project and relevant associated events.
Measurable Result (KPI)	*At least 9 e-newsletters will be sent out throughout the project duration.*
Video	Project presentation videos will be produced to be shared with the media and will be uploaded on the project's social media channels.
Measurable Result (KPI)	*Over 800 videos views across all platforms in which it will be shown/uploaded.*

Figure 12: FLEETfor55 KPIs

Status of the KPIs as of M04 (April 2025) is as follows:

- Visual Identity: Delivered
- Printed Materials: Delivered
- Website: Ready and Ongoing
- Social Media: Delivered and Ongoing
- Media Relations: Ongoing

The other previously mentioned KPIs and activities will be initiated during the later phases of the project.

10.2 Monitoring Tool

The FLEETfor55 project will keep track of all the communication and dissemination activities done within the project in the proposed by the Coordinator (HYD) Monitoring Tool. This reporting activity will facilitate a comprehensive evaluation of the project's communication reach, along the whole project duration.

Despite the official Monitoring Tool, Magellan Circle continues working in two main working-tools for *internal* purposes:

- The Communication Dashboard: this dashboard primarily focuses on social media posts, website news publications and newsletters.
- Event List: this file is designed for projects' events.

11 Conclusion

The FLEETfor55 Report on Dissemination and Communication tasks provides a clear roadmap outlining the different instruments and platforms used by project partners to effectively raise awareness, showcase results, and share knowledge.

The internal communication within the project is the key. This report ensures that all partners are kept informed about the project's external positioning and outreach efforts. In addition, it highlights the coordinated approach taken to align communication strategies with the overall project goals. The use of diverse tools and channels has enhanced visibility and engagement across various stakeholder groups. This structured dissemination framework supports not only transparency but also the long-term impact of project outcomes. Continuous monitoring and adaptation of these activities will be essential as the project progresses.

ANNEX 1: Roll-up

ANNEX 2: Leaflet