

Work Package description

Work Package number	WP2	Type of activity	MGT
Work Package title	Communication & Information	Start month	1
Lead beneficiary number	1	End month	36

Aim/Object

Internal and external communication to stakeholders and target groups to secure the spread of best practice towards ports, port cities, ship owners and shippers hitherto not partners to the project and internal motivation and coherence likewise. Moreover communication and information is necessary to show compliance to the European Commission and national governments compliance on the local and regional level of European objectives, strategies and policies. In this context the European transport, energy, environmental and integrated policies need be mentioned. The overall aim of the CLEANSHIP communication strategy is to ensure transparency by constant information flow providing different kinds of stakeholders with adequate and high quality information about the project. Efficient communication will increase awareness and VISIBILITY of the project. CLEANSHIP will support BSR InnoShip and Baltic Sea Forum in arranging a CLEAN BALTIC SEA SHIPPING AWARD, given to a stakeholder in shipping which has showed an excellent own contribution to CLEAN SHIPPING in the BSR Region.

Description of work package activities and role of partners

Task 2.0 Communication plan, detailed description of the internal and external communication work will be described in the Project Communication Plan. (P1)

Task 2.0 Communication work, newsletter, information about the project work and result on the website, brochures, publications, demonstration room etc ongoing work by the entire project period. (P1)

Task 2.1 Partner Meetings, eight partners meeting will be carried out.

Task 2.2 Conferences, four public conferences are planned during the project.

Task 2.3 Publicity (all partners)

Task 2.4 Presentation of CLEANSHIP on external conferences (all partners)

Task 2.5 Russian seminar, there will be two seminars for 50 persons each from Russia during the project. (P2 & P15)

Partners

Participant number	Participant name
1	Port of Trelleborg

2	City of Trelleborg
3	Port of Stockholm
4	Port of Helsinki
5	Port of Turku
6	Norwegian Shipowners
7	Port of Tallinn
8	Port of Kalundborg
10	City of Hamburg (BSU)
11	Port of Rostock
13	Stadtwerke Lübeck
14	Baltic Sea Forum
15	Skaane County Central Administration
17	Environmental Development Association (EDA)
18	Port of Klaipeda
19	University of Klaipeda
20	Klaipeda Science and Technology Park
22	Maritime Institute of Gdansk
23	Port of Oslo

List of deliverables				
Task no	Title	Partner no	Delivery date (MS)	Comments
2.0	Communication Plan	P1	MS2	

Description of deliverables
Website, Newsletter, publications, brochure, demonstration room

Schedule of relevant Milestones				
Task no	Place	Lead beneficiary	Delivery date	Comments
2.1	1. Trelleborg	1	20-21 Oct 2010	
2.1	2. Stockholm	1, 3	18-19 Nov 2010	
2.1	3. Lübeck	13	13 April 2011	
2.1	4. Gdansk	1, 22	26-27 Oct 2011	
2.1	5. Helsinki	1, 4	26-27 March 2012	
	6. Copenhagen	1	28 August 2012	
2.1	7. Kaliningrad	1	26 March 2013	
2.1	8. Helsinki	1	3-4 June 2013	In connection with Clean North Sea Shipping and InnoShip
2.2	1. Stockholm/Trelleborg	1, 3	19 Nov 2010	
2.2	Hamburg	10		This will not happen
2.2	2. Riga	17	19-20 Sep 2012	Midterm conference
2.2	3. Copenhagen	1	11 Feb 2012	With Innoship & Clean North Sea Shipping

2.2	4. Trelleborg	1	2-3 Sep 2013	
2.5	Russian seminar	P2, P15	17-18 Oct 2012	
2.5	Russian seminar	P2, P15	27 March 2013	

Coordination / information exchange
Innoship
Clean North Sea Shipping
European LNG infrastructure project
Scandria
TransBaltic
Amber Coast Logistics
Green EFFORTS