



Interreg



Danube Transnational Programme
DIONYSUS

**Integrating Danube Region into Smart & Sustainable
Multi-modal & Intermodal Transport Chains**

0.T1.6 Awareness and Promotion Strategy for Danube Transportation (Strategy & Action Plan)

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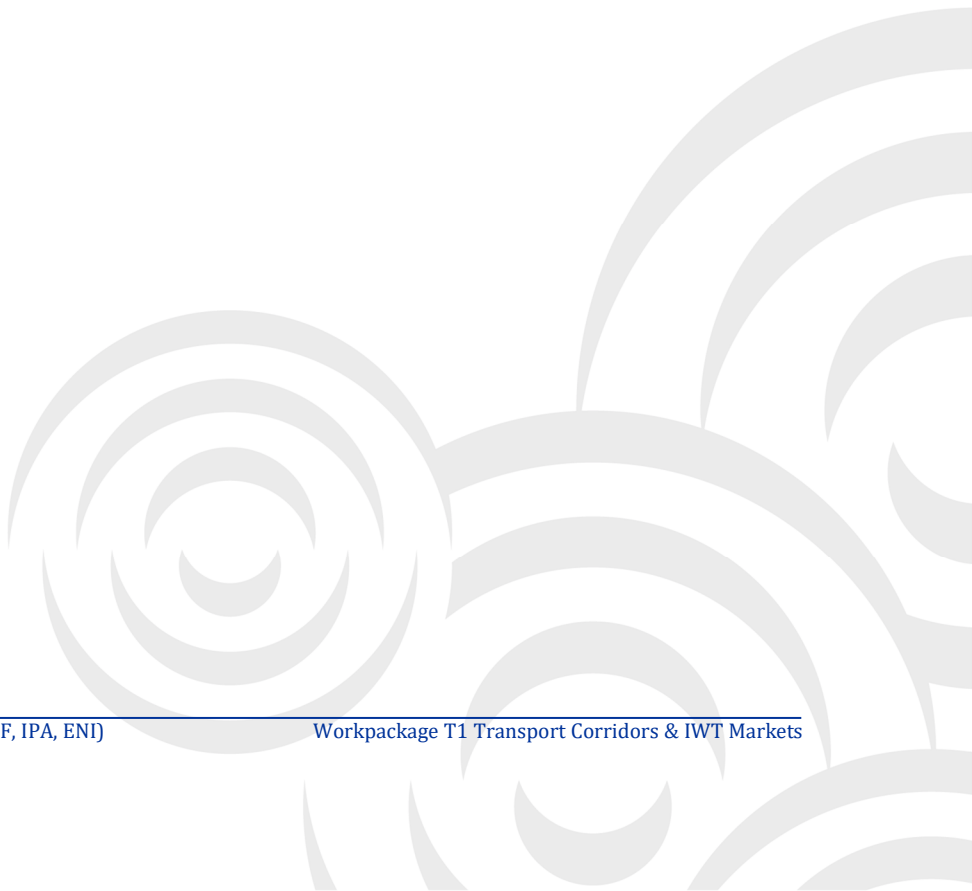
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3 Abbreviations

Abbreviation	Explanation
BRCCI	Bulgarian-Romanian Chamber of Commerce and Industry
EU	European Union
DPN	Danube Ports Network
DG AGRI	Directorate-General for Agricultural and Rural Development
DG MOVE	Directorate-General for Mobility and Transport
DG REGIO	Directorate-General for Regional and Urban Policy
EFIP	European Federation of Inland Ports
EHHO	Ennshafen Port
EUSDR	EU Strategy for the Danube Region
HFIP	Hungarian Federation of Danube Ports
IWT	Inland Waterway Transport
MPAC	Maritime Ports Administration Constanta
PGA	Port Governance Agency
PAV	Port Authority Vukovar
PDM	Pro Danube Management GmbH
USPA	Ukrainian Sea Ports Authority
WConsR	Wieser Consult Romania

4 Introduction

Developed within **T1 Transport Corridors & IWT Markets**, the aim of **Output T1.6 Awareness and Promotion Strategy for Danube Transportation (Strategy and Action Plan)** is to deliver a roadmap for the promotion of the Danube waterway in the Danube Region as well as in the connecting transport corridors belonging to the Eastern Partnership, Turkey and the Russian Federation. The action plan lists measures, responsibilities and assumed costs and benefits. Following the recommendations developed within this output, a concise, precise, and effective strategy will be developed to promote Danube IWT efficiently and enduringly both in the European policy framework as well as towards new transport and logistics markets.

In light of the EU's ambitious plan to significantly reduce emissions by 2030 and become climate neutral by 2050 as well as considering that the Danube is the economic backbone of a transnational region, both the effective promotion of IWT in the EU's policy framework as well as towards new transport and logistic markets well beyond the region's boundaries is an essential prerequisite to adapt Danube IWT to the needs and requirements of a future-oriented, more competitive global transport system. Therefore, the present strategy and action plan proposes the following structure which will conclude with a set of dedicated recommendations, highlighting the most important costs and benefits of the chosen approach.

Chapter 5 discusses – both from theoretical and practical point of views – an effective strategy and action plan to promote Danube IWT well beyond the region. It highlights the expected impact and outcomes as well the most appropriate pathway to reach high visibility and economic benefits. The core idea of the proposed strategy is based on the underlying principle that highlighting the advantages of IWT, its strategic and indispensable role in achieving the EU's ambitious climate targets as well as its strengths in terms of economic viability – is the most effective pathway. With this approach, promoting IWT in the European policy framework and making it attractive to new markets and emerging industries promises to increase the overall benefits while keeping the costs low. Based on this, chapter 6 proposes a concrete pathway to reach this goal. Chapter 7 provides an overview on the most important examples of good practices initiated by the sector for the benefit of the Danube IWT sector, whereas chapter 8 proposes a concise action plan for the implementation of the present strategy, highlighting the expected benefits, responsibilities and related costs.

Equally important is the participation at various policy and logistics events which are relevant both for the proceedings in the framework of DIONYSUS as well as for the promotion of Danube IWT. The listed events are vital to keep the Danube sector informed and updated on the latest global developments in the transport system.

The strategy concludes with a set of recommendations to be followed in order to maximise the benefits for the Danube IWT sector as well as to put it high on the agenda of policy makers and potential new markets interested in further enlarging their business activities.

5 Awareness and Promotion Strategy – in Theory & Practice

The aim of this chapter is to provide, based on extensive desk research activities, the commonly accepted steps and processes to efficiently prepare an awareness and promotion strategy for Danube transportation which goes well beyond the geographical limits of the Danube Region. It discusses the most adequate steps to follow in developing a strategy which is expected to have a beneficial impact on the development of IWT across regions and transport corridors by attracting new markets and emerging industries. The whole campaign is developed considering the ambitious goal of the European Union to become climate neutral by 2050. IWT's vital contribution in reaching this objective is at the heart of the strategy.

5.1 Steps for a Successful Awareness & Promotion Strategy

This chapter provides the commonly accepted steps in developing professional awareness and promotion campaigns. The proposed processes are adapted to the needs and requirements of both the Danube IWT sector as well as to those of potential new markets and emerging industries.

Generally speaking, as a first step, we start identifying **who** we want to receive our message. **Identifying the targets for promotion** therefore is the point where a promotion strategy starts. All subsequent steps of a strategy must take the specific characteristics of the target audience into consideration. It is therefore of utmost importance to think in relation to the needs of our market segment and the recipient of the core message. The more precise the identification of the target group is, the more accurate the campaign will be. In this case, the identification of the target group can be made quite precisely since it directly concerns the IWT sector as such, but also potential new unexploited markets and industries that might benefit from the advantages IWT has to offer.

After having identified the core recipient of our message, it is time, in a second step, to establish our concrete communication goals. The goals of any successful communication or promotion campaign can be summarized as follows:

- **Goal One: Inform**
 - Indicate the **main features and advantages** of IWT (such as low congestion, reliability, and sustainability).
 - Provide explanation of IWT's role and potential in the EU's ambitious plan to become climate neutral.
 - Articulate what IWT stands for to develop a clear image (concentrate on positive messages that go beyond IWT's low impact on the environment such as **economic viability** – which rises the attention/attracts new markets and emerging industries).
- **Goal Two: Persuade**
 - Have a **lasting impact** on the perception of IWT, especially in comparison to other modes of transport.
 - Influence potential new markets and emerging industries to use IWT by highlighting its unique benefits.
 - Provide platforms to seek more information preferably online.

The most influential messages feature persuasion. Persuasion campaign messages are generally accompanied by corresponding positive or negative incentive appeals. In the present strategy, positive incentive appeals highlighting the concrete advantages of IWT as compared to other modes of transport shall be used.

- Goal Three: **Remind**
 - Any successful promotion campaign – mainly if it is supposed to have a lasting impact on the transnational level – requires a **roadmap for follow-up activities**.
 - Follow-up activities may include the **continuous update** on relevant events, news, and legislative developments at EU & national level via social media tools such as Facebook, Instagram and LinkedIn.
 - Keep IWT & its obvious advantages at the forefront of the information flow within the sector and beyond.

When preparing an impactful communication campaign, it is of utmost importance to have a clear picture on the specific characteristics of the target audience. Which communication channels do they primarily use? How developed are their digital competencies? This step is followed by **identifying the goals** that have to be set for the messaging campaign – what do we want to achieve? What is our goal? The third step requires the identification of **promotional mix components**. Promotional mix components refer to:

- Advertising,
- Public Relations,
- Digital & interactive marketing.

The preparation process of a promotion strategy and, moreover, its actual implementation, requires a reflection on which of the promotional mix components are relevant for our campaigning to reach out to the IWT industry and to potential new markets. The above-mentioned components can be successfully combined to efficiently raise awareness and become more visible. Advertising shall be used as a tool to efficiently reach out to new markets. With public relations being defined as the practice to manage and disseminate information, it shall be used as an approach to keep the IWT sector informed and updated. Characterised by a high level of geographic dispersion – the use of digital and interactive marketing seems to be the most appropriate approach to keep costs low and efficiently reach out to the target group.

The next step in a successful communication campaign is the **development of a message**. What do we want to say? How do we want to say or promote our message? In communication studies there is a lot of research on message development. They commonly agree that the development of an impactful message is the quintessence of any promotion and awareness strategy. The message should be developed in a way to motivate the recipients to think about its content – for instance to emphasize the positive climate benefits associated with IWT. The development of an impactful message relies on **rational appeals, emotional appeals, and moral appeals**. Rational appeal refers to the use of logic - for instance by comparing the benefits of IWT in relation to other modes of transport such as low congestion, economic viability, and minimum climate footprint. The message should ideally also include an emotional component whereas moral appeals refer to “doing the right thing” or “what is best for society” type of communication. This component of the message could for instance be linked to the obvious advantages of IWT in terms of lower emissions. It is therefore of utmost importance to refer to positive appeals by highlighting the different advantages of IWT – both in terms of Europe’s ambitious pathway towards climate neutrality as well as considering IWT as an economic viable and reliable mode of transport.

This is followed by the **selection of specific media** that is to be used in a promotion campaign. At this stage we define the vehicles that carry our message to the receiver. Since the combination of advertising, public relations as well as digital and interactive marketing is for a successful awareness and promotion strategy of Danube IWT the most adequate “promotional mix” tool to increase visibility, dissemination and communication via digital/online channels is the best suited for the strategy’s objective. Therefore, executing the actual campaign via diverse social media platforms

seems to be the right pathway to choose. Likewise important is the distribution of various types of relevant information via newsletter. This complementary approach allows to effectively persuade and remind the target audience of the multitude of benefits IWT has to offer.

Preparing a **budget** that covers the costs of a tailored communication campaign is the next step in the preparation process of a promotion strategy. The budget depends on the used communication channels that in the end must be used in a way to effectively reach out to the target audience. With internet being chosen as the best suited communication channel, the overall costs are kept at a low level.

Finally, the results of the campaign must be **measured**. This implies that we go back to its goals and objectives to know whether this campaign has effectively reached its target audience and, equally important, with what results.

The following graph provides an overview on the different stages of a successful promotion campaign:



Figure 1: Communication Campaign Process

5.2 Designing an Effective Awareness & Promotion Strategy for Danube Transportation

After a detailed discussion on the theoretical background of a successful awareness and promotion strategy for Danube transportation, the following chapter propose concrete steps to enduringly raise awareness on the benefits of Danube IWT.

With the adoption of the European Green Deal and the subsequent legislation to support its implementation, environmental sustainability has become one of the most important challenges of modern-day Europe. The challenge is to incorporate sustainability and climate neutrality in the business context. This is even more important for the transport sector. It is widely known that the transportation sector is a major source for greenhouse gas emissions and is characterised by steadily increasing energy prices. Moreover, it is a large consumer of non-renewable energy resources. Therefore, considering the overall negative environmental impact of the transport system, the present awareness and promotion strategy relies on the obvious advantages of IWT compared to other modes of transport: comparatively low energy consumption, reduced noise pollution, superior level of safety, good reliability and high versatility (UNECE 2011:8). Relying on **positive incentive appeals** is the right pathway in highlighting what Danube IWT stands for: sustainability, reliability, and economic viability.

6 Strategic Roadmap for the Promotion of Danube IWT

The present strategy envisages two main pillars namely the promotion towards transport and logistics markets as well the promotion in the policy framework of the European Union.

6.1 Promotion towards Transport & Logistic Markets

National transport development plans recognize the strategic role of transport in providing the inter-sectoral linkages of the economy. Nevertheless, IWT is by far not used at its full capacity even though transportation of goods by water is very cost-effective. The transport of large quantities of goods on a waterway from a seaport or an inland port directly to the customer, e.g., the transport of iron ore from Rotterdam to the steel mills on the lower Rhine by IWT - is unbeatable in terms of costs per ton-kilometre. Additional costs occur during transshipment operations when the cargo is moved in and out of vessels. The cost of transport is directly related to the amount of transshipments necessary for a shipment from its place of origin to its destination. (UNECE 2020: 8). Thus, promotion of IWT in the context of intermodal competition and multimodal cooperation may start by showing “problems-that-are-not”, enabling a complete rethinking about and consequently laying the ground for adequate communication with the public, new markets and emerging industries.

6.1.1 IWT is congestion-free with high-capacity potential

A strong advantage of IWT is that it is, unlike road transport, congestion-free.

A stronger presence of IWT will bring benefits to the industries and other transport modes across regions:

- industries will get better service,
- consumers may get a cheaper product,
- railways might achieve much needed improvements under the pressure of IWT competition,
- road transport is likely to see an increase in traffic caused by IWT’s stronger position in the intermodal competition.

With IWT being the most energy efficient mode of transport per tonne kilometre, using the full potential of the sector in balancing transport modes while promoting multi-/synchromodality will ensure European competitiveness in logistics and mobility services and decrease climate and environmental impact of supply (value) chains. The development of an integrated and at the same time flexible transport system contributes to facing the current challenges of the transport sector. Strategic actions to improve the integration and interoperability with other modes of transport across Europe and beyond will lead to creating a sustainable future for inland navigation. This will ultimately increase IWT’s attractiveness to new markets.

6.1.2 IWT is location-specific linking riverbanks and seaports

Especially in developing countries with great rivers and underdeveloped transport networks, the other modes of transport are obliged to bridge the rivers at great cost, while IWT can reach both banks of a river with the same ease. In addition, since water transport has often been the only means of transport for centuries, many big cities are located on the banks of rivers.

There are therefore great market opportunities due to the fact that rivers or canals run past or through big cities or urban conglomerates. Building materials can reach the centre of a town without causing blockages in the surrounding streets, and city waste can be processed outside of the cities, with only a short move on water. In the same manner, IWT can easily link complementary industries

that have settled on riverbanks without congesting the few crossings on which enough traffic is already squeezing.

A very large proportion (86%) of European inland waterway transport takes place on the river basins of the Danube, the Rhine and the large network of waterways in the Netherlands, Belgium and North of France (North-South axis). IWT is particularly relevant for certain corridors, for instance, current market characteristics show that for cross-border traffic within the Rhine-Alpine Corridor, inland waterways have a share of 54%. Inland waterways also started playing an increasing role in the transport of people and the urban distribution of consumer goods, building material and waste, which helps to reduce traffic problems and emissions. The modal share of IWT in the EU27 is 25% to 30% for bulk commodities such as solid mineral fuels (coals), petroleum products (oil) and ores and metal waste.

Thus, IWT enjoys more flexibility than is usually thought. Intermodalism, mainly through exchanges with road transport, broadens its hinterland.

6.1.3 IWT is not doomed when it does not carry bulk cargoes

As regards the IWT length of haul, in Europe the average lead is around 150 km; thus, long distance is not a must. On the contrary, many lucrative offers are for short-distance shuttling, when congestion of roads and railways, or topographical considerations, makes it a sensible alternative.

As regards the transportation of goods, it is usually believed that bulk transport is the only type which can support a strong IWT. This is, of course, not always the case. IWT has so much more to offer – even on short distances.

The only Ro-Ro traffic currently carried out on the Danube is that of Donau Star. It operates regularly between Passau-Russe (Vidin). Intermediate ports are in Austria Ennschafen, in Slovakia Bratislava, in Hungary Budapest, in Romania Turnu-Severin, and in Bulgaria Vidin. The roundtrip takes about 3 weeks.

As highlighted in **D.T1.3.2 Concept for Container Liner Services**, the Danube River provides favourable conditions for the development of container barge transport considering its connection with other river basins such as with the Rhine River through the Rhine-Main-Danube Canal. Noteworthy to mention is that the annual container traffic in the Port of Constanța clearly indicates a significant potential for the establishment of regular container barge lines on the Danube.

Besides, there are cases where IWT bulk transport is not competitive on medium and long distances due to drastically low railway rates for bulk, but where it has a good niche is in the traffic of finished goods, break bulk cargoes, packaged goods, etc. for which railway rates are high, and this is where IWT can compete with both railways and roads on quality of service and on cost.¹

6.1.4 IWT is intermodal and multimodal in essence

The modal share of IWT in the EU27 is 25% to 30% for bulk commodities such as solid mineral fuels (coals), petroleum products (oil) and ores and metal waste. On some corridors and distance classes the modal share however exceeds 95%. Expressed in terms of volume in tonnes, the size of container transport by barge is still relatively small on a European scale. However, for the seaports Rotterdam and Antwerp, the contribution of container barge transport is quite substantial, with a modal share of 35% for IWT in the container hinterland transport. Based on the findings of several projects and studies conducted so far, the logistical features of IWT allow for the further exploitation of additional market potential.

¹ https://www.unescap.org/sites/default/files/pub_2285_ch5.pdf

The adoption of digital technologies and data exchange systems, River Information Services, Vessel Traffic Services and traffic management on inland waterways is a significant step forward to a sustainable and efficient transport mode, while promoting the modal integration even further.

Digital integration and interoperability with other modes of transport, complemented by research and development in the field of automation will pave the way for an agile transformation of the European transport sector.

In summary, keeping up the positive approach in reaching out to the wider public by highlighting the advantages of IWT, a few **recommendations** can already be made at this stage:

- IWT is, unlike road transport, congestion-free and has a high-capacity potential.
- IWT is location-specific, but at the same time it is usually linked to other modes of transport.
- IWT is not solely a cargo-carrier. There is much more potential.
- Even small amount of goods can efficiently be carried by IWT.
- IWT is not limited to long transport distances. Short routes can be profitable as well.

6.2 Promotion in the European Policy Framework

With the European Union, a new supranational sphere of political decision-making process has emerged in the last few decades, which legislative impact extends deep into the national member states. An essential characteristic of the political system of the European Union is the constant change and growth of institutions and competences. More and more political areas were “Europeanised”, and the European level has constantly increased its influence. Given that the European Green Deal and its subsequent implementing legislation was developed at EU level, promoting Danube transportation at the supranational level is essential.

This subchapter provides a brief overview on the most important legislative framework that will shape the future of IWT for decades to come.

6.2.1 European Green Deal

The European Green Deal announced by the European Commission in December 2019 is a roadmap meant to foster the transition of the European Union towards a climate-neutral economy by reducing carbon emissions towards 55% by 2030 and achieving carbon neutrality by 2050. According to the Commission, the core objective of this policy framework is to serve as “(...) a new growth strategy that aims to transform the EU into a fair and prosperous society, with a modern, resource-efficient and competitive economy where there are no net emissions of greenhouse gases in 2050 and where economic growth is decoupled from resource use”(European Commission 2019: 2). This policy framework comprises several initiatives, strategies and legislative acts that together are intended to enable a just, sustainable and inclusive transformation of European societies and economies. This subchapter will therefore provide a brief analysis of the specific legislation, initiatives, strategies and related policy domains that have an immediate impact on the future of the European transportation sector. Given the ongoing health crisis, the question arises as to what extent the COVID-19 pandemic has slowed the implementation of the ambitious plan to make Europe the first climate-neutral continent by 2050.

6.2.2 NAIADES3

The NAIADES3 action plan seeks to “(...) shift more freight transport on inland waterways and set the sector on an irreversible path to zero-emissions, underpinned by a paradigm shift towards further digitalisation, as well as accompanying measures to support the current and future workforce. Meeting these core objectives will require an integrated approach and a basket of measures incorporating transport, environmental, digital, energy and fiscal policies, backed up with financial incentives (...)”. It was tailored to accomplish the ambitious climate goals of the European

Commission, acting as the pillar of the pathway towards a climate-resilient, digital, and reliable inland waterborne transport system.

6.2.3 Sustainable and Smart Mobility Strategy

The strategy lays the foundation for how the EU transport system can achieve its green and digital transformation, as outlined by the European Green Deal. The document outlines the development direction of the European transport policy in order to reduce greenhouse gas emissions and transport's reliance on fossil fuels. The successful implementation of the ambitious goals set by the European Green Deal depends on the sustainability of the transport system. Digitalisation is in this regard an indispensable driver for climate neutrality. The Strategy provides an action plan which is expected to be implemented around 10 key areas for action – the so-called flagships – that will guide transport specific policy development.

The European Commission recognizes the challenges faced by waterborne transport in terms of decarbonisation due to reduced uptakes of innovative technologies, an issue affecting both ports and vessels. Moreover, the document stresses the importance of ports as key factors of international connectivity and their capacity to become multimodal mobility and transport hubs. It highlights the necessity to support the creation of zero-emission airports and ports, aiming to propose, in the foreseeable future, dedicated set of actions and measures to make ports clean by incentivising the deployment of renewable and low-carbon fuels. All modes of transport should have adequate access to proper recharging and refuelling infrastructure.

The Strategy seeks to increase the share of inland waterway transport by 25% by 2020 and by 50% in 2050 as compared to 2015 (Sustainable and Smart Mobility Strategy: 11). Maintaining and further strengthening the modal share of IWT is directly addressed in the strategy, highlighting that the already achieved milestones along the TEN-T Corridors must be preserved and untapped potential further exploited.

6.2.4 Climate Law

The European Climate Law enshrines in law the EU's objective of becoming climate neutral by 2050, and the intermediate target of reducing net greenhouse gas emissions by at least 55% by 2030. It is a central element of the European Green Deal, setting a legally binding EU target of reaching climate neutrality by 2050.

With the adoption of the European Climate Law, the EU's ambitious goal to become in the course of the next decades climate neutral is no longer an option, but a must. The package proposes a clear vision of how to best achieve its climate targets. It represents the most comprehensive set of proposals the Commission has ever presented on climate and energy, setting the basis for a sustainable European economy in the future.

6.2.5 Fit for 55

"Fit for 55" is a package of legislative proposals to achieve the EU's 2030 climate targets on the way to the ultimate goal: climate neutrality in 2050. The aim of the Commission's proposals released on 14 July is to reduce net emissions by at least 55% by 2030 compared to 1990, aligning EU policy with the ambitious political mandates of the European Green Deal and the European Climate Law. This series of 13 cross-cutting legislative proposals include 8 revisions of existing legislation and 5 brand new proposals.

The Fit for 55 package aims to bring transport into the EU decarbonisation process. As the transport sector accounts for approx. 27% of EU emissions, its decarbonisation is essential for the EU to reach its climate targets.

6.2.6 European Strategy for the Danube Region (EUSDR)

Adopted by the European Commission in 2010, the main objective of the European Strategy for the Development of the Danube Region (EUSDR) is to address the challenges the region is facing in terms of societal and economic development. Dealing with strategic domains such as rail, road and waterway mobility, biodiversity & landscapes, sustainable energy etc., EUSDR aims to implement strategic projects that promote the overall well-being of the Danube Region's inhabitants. A dedicated priority area (PA) deals with the enhancement of IWT in the region.

With the Danube being the economic backbone of a region that is characterized by different stages of regional development, **PA 1A Waterways Mobility** strives to significantly increase cargo transport on the river, reduce navigability obstacles in terms of fairway maintenance, modernise the Danube fleet and the related waterborne infrastructure. Multimodality, harmonized River Information Services (RIS), removal of administrative bottlenecks and transnationally accepted education standards in inland navigation are further targets of the ambitious goals set by PA 1A.

6.2.7 Report "Towards Future-Proof Inland Waterway Transport in Europe"

The report initiated by MEP Caroline Nagtegaal and adopted by the European Parliament recognizes IWT's crucial role in achieving the ambitious objectives of the European Green Deal. In achieving IWT's ultimate goal in becoming climate neutral, the report stresses that adequate "investments in expanding, updating and upgrading the physical and digital infrastructure of inland waterways" are essential prerequisites. Likewise important is the development of inland and seaports as multimodal nodes in the transnational logistics system as well as the human-resources aspects in providing appropriate working conditions, modernising the inland navigation education and training system, and last but not least, to encourage the development of research and innovation within the sector.

6.2.8 River Commissions & the European Commission

River Commissions play a vital role in the governance structure of the European IWT system and act as a gateway towards the European policy framework. Equally important for the promotion of Danube IWT are the EC services DG REGIO and DG MOVE. Promotion in the framework of the European policy framework has to take these institutions into consideration as pillars for the future development of the European IWT system.

6.2.8.1 The Danube Commission

The Danube Commission was constituted in 1949 according to the Convention regarding the regime of navigation on the Danube signed in Belgrade on 18 August 1948. The Belgrade Convention, amended by the Additional Protocol of 26 March 1998, declares that navigation on the Danube from Kelheim to the Black Sea (with access to the sea through the Sulina arm and the Sulina Canal) is equally free and open to the nationals, merchant shipping and merchandise of all states as to harbour and navigation fees as well as conditions of merchant navigation.²

The Danube Commission has initiated in September 2021 the creation of an Expert Group on the development of ports and port operations for the benefit of the Danube Region's ports.

6.2.8.2 The Central Commission for the Navigation of the Rhine (CCNR)

Given the central position of the Rhine in the European transport network, the CCNR has developed a special relationship with the European Commission; it also works closely with the UNECE and the other river commissions, particularly the Danube Commission, the Moselle Commission and the Sava Commission, the International Commission for the Protection of the Rhine, and the International

² Palgrave Macmillan (2016) Danube Commission.

Commission for the Hydrology of the Rhine Basin. This cooperation is reflected in both the mutual recognition of regulations and several joint projects.

The CCNR is an international organisation which has been ensuring the freedom and safety of navigation on the Rhine since 1815. It has five Member States: Belgium, France, Germany, the Netherlands, and Switzerland.³

6.2.8.3 International Sava River Basin Commission

The International Sava River Basin Commission (ISRBC) has been established for the purpose to implement the Framework Agreement on the Sava River Basin (FASRB), namely the provision of cooperation of the Parties to the FASRB, having the following goals:

- Establishment of an international regime,
- Establishment of sustainable water management,
- Undertake measures to prevent or limit hazards.⁴

6.2.8.4 DG MOVE and DG REGIO

DG MOVE is responsible for EU policy on mobility and transport, whereas DG REGIO is responsible for EU policy in regions and cities. Special attention should be dedicated to DG MOVE's Unit Ports and Inland Navigation.

6.2.9 Relevant Sector Organisations

Effectively promoting Danube IWT at the European level requires close cooperation with the following IWT sector organisations:

6.2.9.1 Pro Danube International

Pro Danube International is a non-profit association established in 2011 by a group of companies and associations, developing over time in more than a lobbying organisation, as it initiates and executes transnational EU-funded projects related to the development of IWT in the Danube Region. During its existence, Pro Danube International continued to grow, developing into a network of more than 180 companies which have a strategic interest in securing better infrastructure conditions and a higher rate of public investments in the Danube transport and logistics system.

With the Danube being regarded as the economical backbone of a transnational region characterized by different levels of regional and socio-economic development, Pro Danube successfully managed to bring together public and private representatives of these regions in order to have a lasting impact on the overall situation of IWT that goes well beyond the limited lifespan of EU funded projects.

6.2.9.2 INE – Inland Navigation Europe

INE is a European platform of waterway authorities and organisations promoting more transport by water. INE brings together key waterway players together to actively advocate EU initiatives that support moving more goods and people by water in EU regions and cities.⁵

³ https://www.ivr-eu.com/wp-content/uploads/2019/04/Brochure_CCNR_en_2018.pdf

⁴ <https://www.savacommission.org/mission>

⁵ https://www.inlandnavigation.eu/wp-content/uploads/2021/08/INE_AR_2020_highres.pdf

6.2.9.3 EBU – European Barge Union

The European Barge Union (EBU) represents the majority of the inland navigation industry in Europe. Its members are the national associations of barge owners and barge operators of the leading European inland navigation countries.

EBU's main objective is to represent the interests of the inland shipping industry at a European and international level and to contribute to the development of a sustainable and efficient European transport system. To contribute to this aim, EBU is in close contact with the European and international institutions and organises seminars and events to bring its members in direct contact with representatives of the mentioned institutions.⁶

6.2.9.4 ESO – European Skipper's Organisation

The European Skipper's Organisation represents the interests of the European private inland shipping entrepreneurs on the European level.⁷

6.2.9.5 IWT Platform

As an extension of EBU and ESO, IWT aims at a stronger positioning of Inland Navigation in European and National Transport Policies by an intensified contribution to various governing bodies, working parties and standard setting committees. At the same time, the IWT Platform encourages innovation with respect to the fleet's technical progress leading to even more environmentally friendly vessels. Facilitating access to financial instruments of all kinds should bring leverage to this progress. Last but not least inland navigation should become more respected and better integrated in Europe's Transport System and should be at the forefront when it comes to preparing this system for 2030 and beyond. Making IWT more effective and efficient with the help of disruptive innovation and digitalisation in general will be key in this evolution.⁸

6.2.9.6 EFIP – European Federation of Inland Ports

EFIP brings together nearly 200 inland ports and port authorities in 18 countries of the European Union, Switzerland, Serbia and Ukraine.

EFIP highlights and promotes the role of European inland ports as real intermodal nodal points in the transport and logistic chain, combining inland waterway transport with rail, road, and maritime transport.⁹

⁶ <https://www.ebu-uenf.org/about-ebu/>

⁷ <http://www.eso-oeb.org/>

⁸ <https://www.inlandwaterwaytransport.eu/the-organization/>

⁹ <https://www.inlandports.eu/>

7 Examples of good practices initiated by the sector

Currently in a preparatory phase, Pro Danube intends to launch a Europe-wide campaign to promote Danube IWT at the European level. The campaign will culminate with a dedicated event in the European Parliament in the course of 2022. Two other events are foreseen to take place both in the Lower and Upper parts of the Danube to reach out to the whole region.

Other important sector initiative which play a major role for the successful promotion campaign of IWT include the Green Deal for Danube River Transportation, the Danube Ports Network, the foreseen Policy Enquete in the framework of DIONYSUS and last but not least, the dissemination of relevant IWT-related publications. Each of these initiatives fulfill an important role in putting IWT high on the European policy agenda.

7.1 Green Deal for Danube River Transportation

The "Green Deal for Danube River transport" was initiated by Pro Danube mid-2016 and formed a new policy and business framework consisting of reliable commitments and intensive coordinated cooperation between public and private stakeholders to improve efficiency and environmental performance of the Danube waterway transport system, ensuring tangible results and supporting sustainable economic growth.

Inspired by examples of good practices in Western Europe, Green Deal proposes a set of solutions that focus on the modernisation of the fleet, the reduction of the environmental impact and the development of Danube ports as catalysts for economic development on the regional level and beyond.

The framework's development goals are based on 4 main pillars, having the core objective to bring together relevant decision makers from the local and national levels as well as fleet & barge operators, port & terminal operators and industrial users of the Danube waterway together with their logistics service providers.

Its main pillars are:

1. National Governments of Danube States,
2. Vessel and Fleet Operators,
3. Ports and Terminal Operators,
4. Danube IWT and Logistics Operators.

Based on these, the following key elements are being addressed:

- Reduction of administrative barriers,
- Infrastructure and maintenance,
- State aid schemes for fleet and terminal modernisation,
- Pilot projects/deployment projects,
- Development strategies/Action Plans.

The Green Deal for Danube River Transport is illustrated in the following figure:

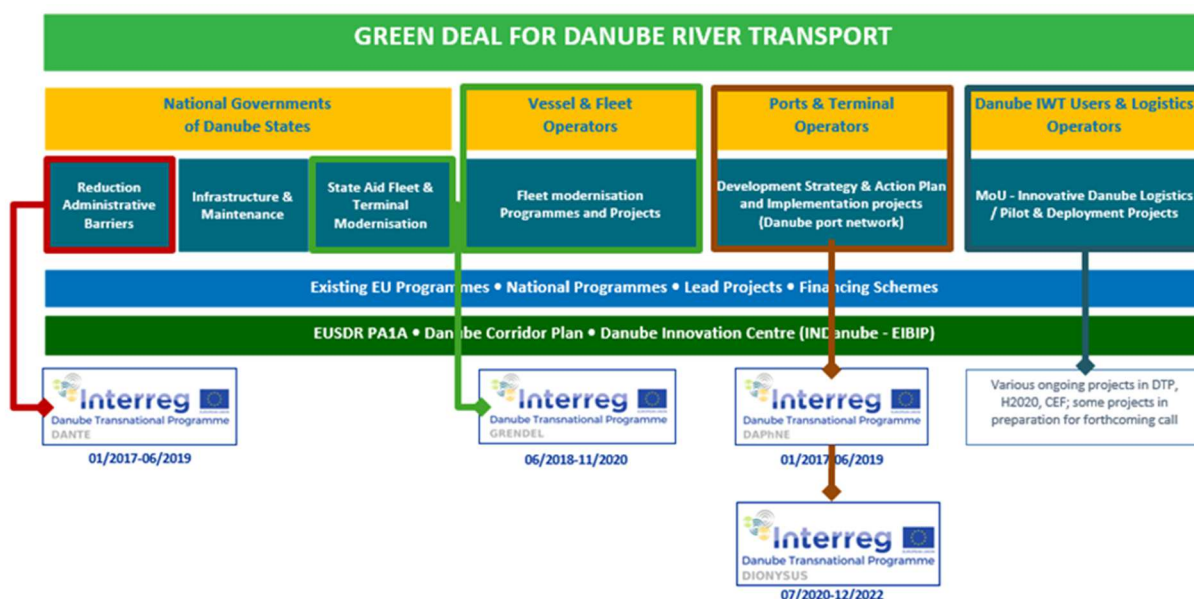


Figure 2: Green Deal for Danube River Transport

7.2 The Role of the Danube Ports Network

In the framework of DIONYSUS, DPN is at the heart of coordinated project capitalisation tasks that contribute to efficient project implementation, knowledge-creation and transfer, as well as to synergies with EU transport policy initiatives and other port development related projects. As foreseen in the DIONYSUS Capitalisation Strategy, in relation to the outside world, the DPN acts as the interface of the project. As such, the DPN is at the heart of coordinated project capitalisation activities, contributing to knowledge-creation and transfer as well as to synergies with relevant EU policy initiatives. Therefore, the DPN, as an already established entity, has the capacity to actively contribute to the promotion of Danube IWT in the European policy framework and towards transport and logistics markets. By emphasizing the importance of sharing knowledge and networking to keep Danube ports at the forefront of global innovation, DPN facilitates diverse forms of cooperation and partnerships, acting as a unified voice for the needs and requirements of the European IWT system. The DPN therefore has the capacity to decisively contribute to a well-defined and coordinated awareness and promotion strategy for Danube transportation that goes well beyond the geographical limitations of the Danube Region.

As thoroughly described in the framework of the DIONYSUS Capitalisation Strategy, the Danube Ports Network acts as the external interface of the project. Given its vital position as capitalisation, dissemination, and information facilitator, contributing to cooperation strengthening with several entities in relation to IWT, the DPN plays an essential role in promoting the Danube transportation's needs and requirements at the EU level. The way in which the DPN can contribute is illustrated in the following figure:

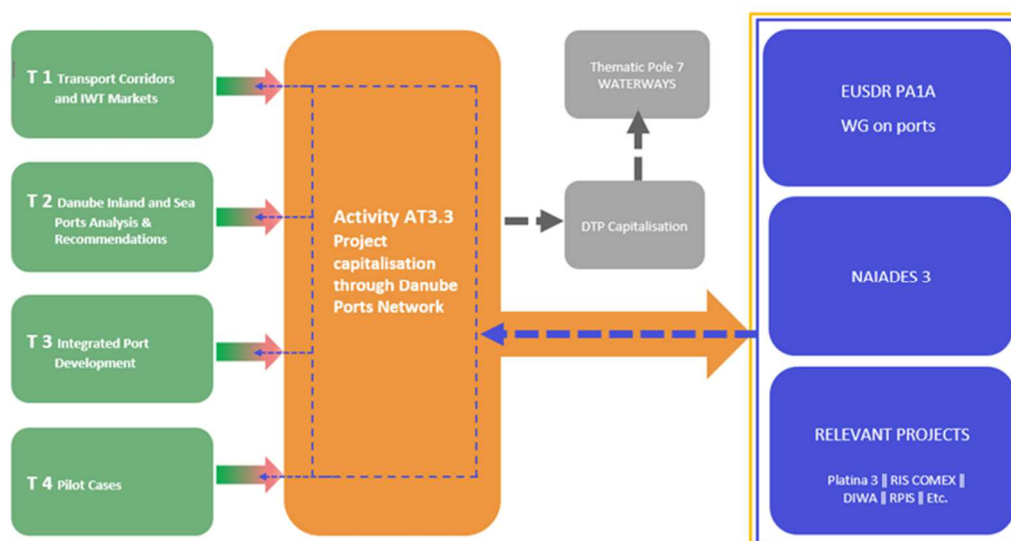


Figure 3: DPN External Affairs

7.3 Policy Enquette in Brussels with DG AGRI, REGIO & MOVE

The innovative approach to integrate rural, regional and transport development policies for the assessment of the IWT potential and port infrastructure and superstructure needs in the Danube Region shall be disseminated and promoted at the EU level. As the main instrument for this purpose, the PPs will prepare and execute one Policy Event in Brussels involving relevant DGs (AGRI, REGIO, MOVE) and industry stakeholders. The event in kind of an Enquete is planned for RP4 (April 2022) and organised by WConSR with support of all implementing PPs.

7.4 Publications to Promote IWT at EU Level

In the framework of the DIONYSUS project, the elaboration of several publications – such as the Danube Ports Handbook and Capitalisation Factsheets – are foreseen. Both types of publications are part of the concept to promote Danube IWT in the European policy framework and towards new transport and logistics markets well beyond the Danube Region.

As foreseen in the Capitalisation Strategy, two editions of the **Danube Ports Handbook** will be elaborated during the lifespan of the project:

- The first edition will be published in December 2022. Primary data was collected via the “Survey on Port Statistics and COVID-19 Impact”. For all the ports who have participated in the survey, statistical data referring to the cargo volumes transported in 2019 and 2020 will be presented. This comparative approach enables to draw first conclusions about the actual impact of the health crisis on IWT. The second edition of the Handbook which is due in Period 5 (December 2022) will contain a detailed presentation of Port Statistics collected by a second survey which will be elaborated and sent out during RP 4.

In order to reach a high degree of representativity, the DIONYSUS Capitalisation Strategy foresees the collection of statistics (which will feed into both editions of the handbook and are its integral part) with the support of the related partners:

- ✓ **Austria:** Ennshafen (by Port of Ennshafen), Vienna (by Port of Vienna-ASP), Krems (by Rhenus Donauhafen Krems as DPN partner)
 - ✓ **Slovakia:** Bratislava, Komarno (by Public Ports)
 - ✓ **Hungary:** Budapest, Gyor, Dunaújváros, Baja (by HFIP)
 - ✓ **Croatia:** Vukovar (by PAV)
 - ✓ **Serbia:** Novi Sad, Belgrade, Pancevo, Smederevo (by PGA)
 - ✓ **Romania:** Orsova, Drobeta Turnu Severin, Giurgiu, Constanta, Galati, Braila, Tulcea (by MPAC, APDF-ASP, APDM as DPN partner)
 - ✓ **Bulgaria:** Vidin, Lom, Ruse, Bulmarket (by BRCCI, POB and BPICO as DPN partner)
 - ✓ **Moldova:** Giurgiulesti (by DANLOG -ASP)
 - ✓ **Ukraine:** Reni, Izmail, Kilia (by USPA)
- **Capitalisation Factsheets** are foreseen to be elaborated once a year, resulting in a total of 3 editions during DIONYSUS. A first edition of the factsheet was published and disseminated in December 2020, with the second one foreseen to be published in December 2021 whereas the third edition will be published in December 2022.



Figure 4: Capitalisation Factsheet

- **Newsletter** which will be elaborated at the end of each period provide a comprehensive overview on the impact of the project's proceedings for the well-being of Danube IWT. Until now, 2 editions of the newsletter were elaborated and successfully disseminated.

Recommendation: the publications must be widely disseminated well beyond the geographical limits of the Danube Region in order to reach out to the connecting transport corridors belonging to the Eastern Partnership.

8 Action Plan: activities & related costs

The following table provides a concise overview of the main instruments to promote IWT in the Danube Region as well as in the connecting transport corridors during the lifetime of the DIONYSUS project.

Communication Tool	Audience	Responsibility	Timeline	Cost & Financing
DPN interfaces	Danube Ports Community	PDM	RP 4 & RP 5 and beyond	Covered by PDM partially under DIONYSUS (mainly digital communication)
Danube Ports Handbook (2 editions)	Danube IWT sector, countries of the Eastern Partnership & Russia	PDM (data collection) & DIONYSUS partners to support data collection & provide input	RP 3 (first edition was launched & disseminated in RP 3, the second edition to follow in RP 5)	The first edition was designed internally by PDM (no cost). For the external expertise, financing is foreseen (approx. 3000 €)
DIONYSUS newsletter	Danube IWT community & beyond	PDM & PDR with the input of the DIONYSUS Consortium	RP 1 – RP 5 (3 editions have been already published)	The staff costs are covered by the DIONYSUS project
DPN Factsheet	European IWT community as well as the countries of the Eastern Partnership	PDM	RP 1, RP 3, RP 5 (2 editions were already published & successfully disseminated)	None (the factsheet was internally drafted & designed by PDM)
Policy Enquette in Brussels	Danube IWT community & the European IWT sector at large	WConsR (with the support of the DIONYSUS Consortium)	RP 4	The costs are covered by the DIONYSUS project (travel & staff costs)

Campaign to promote Danube IWT	Danube Region & well beyond	PDM	Q2-Q3/2022	Voluntary campaign which is expected to be partly supported by private companies
Teaming-up of the sector & related policy makers (EFIP, EUSDR PA 1A & 1B, DG MOVE, DG REGIO)	Private sector & relevant decision makers	PDM	RP 1-RP 5	Costs are covered by DIONYSUS
Bilateral exchanges with other relevant projects (RIS COMEX, DIWA, PIONEERS etc.)	Project community	PDM	RP 1-RP 5	Costs are covered by DIONYSUS

Table 1: Action Plan: activities & related costs

The table above provides an overview on the instruments chosen to promote Danube IWT effectively and enduringly beyond regional boundaries. The Danube Ports Network (DPN) is an instrument that will continue to contribute to the well-being of Danube Ports well beyond the limited lifespan of DIONYSUS.

The present strategy and action plan has the potential to be taken-up by future IWT-related communication, dissemination, and promotion strategies. Its applicability therefore extends far beyond the lifespan of the DIONYSUS project – whereas the measures listed for the duration of DIONYSUS can be used as good practices examples for follow-up(s). DPN stays available to consult, plan and roll out Danube-wide coordinated and harmonised promotion actions in line with the European initiatives, such as NAIADES3, the new regulations on the TEN-T, alternative fuels infrastructure etc.

For more comprehensive digital communication activities, own financial resources may be necessary, for instance if the decision is taken to conduct a multi-lingual campaign. These kinds of initiatives could be funded by Horizon Europe Coordination and Support Actions (CSA). These actions refer to activities contributing to the objectives of Horizon Europe (i.e., dissemination, awareness-raising and communication, networking, coordination, etc.).

9 Relevant Policy and Logistics Events (2022-2023)

The following chapter provides an overview on the most important transport events which are relevant for the ongoing proceedings of the DIONYSUS project.

9.1 Intermodal Freight Forum Europe

Intermodal Freight Forum Europe will cover the pressing challenges and trends in intermodal freight transport- from data standardisation, addressing the lack of capacity in ports and rail as well as digitalisation and interconnectivity in the supply chain. The event will bring together senior decision makers from the intermodal transport network across road, rail and sea, to connect with freight forwarders, transport & logistics and technology providers to help them navigate the increasing challenges faced by the sector.

When: 8 February 2022

Where: virtual event

More information & registration: <https://intermodal.ptievents.com/>

9.2 Container Terminal Automation Conference

Detailed information is up until now not available. The agenda and the final list of speakers is currently under preparation.

When: 9-10 March 2022

Where: Chelsea Harbour, London, United Kingdom

More details & registration: <https://ctac.ptievents.com/>

9.3 25th Danube Shipping & Tourism Conference

When: 04.04-06.04.2022

Where: Regensburg, Germany

9.4 Smart Digital Ports of the Future

Digital platforms and continued data exchange will be essential to achieve maximum gains in efficiency and predictability in ports. SDP 2021 will showcase the leading technologies allowing the industry to align and progress.

Continued digitalisation will enable the use of big data projects and the implementation of innovative technologies and tools, designed to improve productivity, sustainability, and safety, to previously unattainable benchmarks.

A connected port will allow the fast flow of data between the sensors, devices, equipment, and software applications to enable the smart infrastructure driving ports into the fourth generation.

When: 11-12 May 2022

Where: Rotterdam, The Netherlands

More details & registration: <https://go.pardot.com/l/83602/2021-09-30/hb1y6b>

9.5 Danube Ports Day 2022

Rolled out in the framework of the DIONYSUS project, the Danube Ports Day annual events are meant (i) to continue the well-established practice in the DAPHNE project by holding events dedicated to port affairs providing insights into the policy framework and concrete examples of development works and projects as well as (ii) to trigger future key actions meant to place Danube Region ports as ideal locations for setting up businesses relying on waterborne infrastructure.

When: October/November 2022

Where: Constanța, Romania

9.6 Transport Research Arena (TRA)

The Transport Research Arena (TRA) Conference is the largest event entirely dedicated to European Research and Technology Conference on transport and mobility. Under the motto “Moving together – reimagining mobility worldwide”, TRA Lisbon 2022 will ensure an effective engagement of citizens, industries and stakeholders in achieving societal goals. Through the development of innovative solutions, TRA Lisbon 2022 aims for a more efficient, safer, carbon-free, inclusive, and a sustainable transport in all its modes.

When: 14-17 November 2022

Where: Lisbon, Portugal

More information & registration: <https://traconference.eu/>

9.7 Transport Logistic Munich 2023

Transport logistic is the world's leading trade fair for logistics, mobility, IT, and supply chain management. The business platform, which is geared toward generating contacts and results, is the global industry event. An international source of inspiration, it is a forum for future-oriented topics.

When: 9-12 May 2023

Where: Munich, Germany

More information & registration: <https://www.transportlogistic.de/en/>

10 Recommendations

Stressing the need to actively promote IWT both in the Danube Region as well as in the connecting transport corridors belonging to the Eastern Partnership, this strategy and action plan makes the following recommendations which were developed to retain validity beyond the limited lifespan of the DIONYSUS project. The core idea behind the recommendations is to insist upon the advantages of IWT by creating a positive type of communication.

⊙ **Highlight the competitive advantages of IWT**

IWT is, both on many European transport corridors and well beyond, a competitive alternative and addition to road and rail transport, being considered as one of the most economical inland transport modes due to low infrastructure and external costs. Likewise important is its high level of safety.

⊙ **Highlight the environmental advantages of IWT**

Given the EU's ambitious plan to significantly reduce its environmental impact by 2030 which culminates with the objective of becoming the first climate neutral continent by 2050, IWT has the unique chance to become one of the most attractive modes of transport on the market. Moreover, IWT is characterised by a comparatively low level of energy consumption.

⊙ **Highlight IWT's economic viability**

The comparative advantages of IWT in transporting large quantities over longer distances include cost-efficiency in terms of overall transport costs.

⊙ **Highlight the potentials of multimodality**

IWT provides a sustainable complement to the transport of goods by road and rail. A strong position of IWT strengthens the position of road and rail as well.

⊙ **Use the Danube Ports Network as a proven instrument of communication**

Even though focused on port development issues, the Danube Ports network acts as an instrument which has a positive impact on the overall development of IWT.

⊙ **Disseminate sector-oriented informative publications**

As mentioned in this strategy, the dissemination of various types of publications developed within DIONYSUS - such as both editions of the Danube Ports Handbook, the Capitalisation Factsheets and the newsletter - is an essential prerequisite to efficiently promote Danube IWT well beyond the region's geographic boundaries. Digital dissemination is a key element in efficiently highlighting IWT's advantages to attract new markets and emerging industries.

© **Participate at relevant policy and logistics events**

Promoting Danube transportation requires a high level of visibility which cannot be solely reached by dissemination activities. Complementary to dissemination is active participation at IWT related policy and logistic events. In this case for instance, the Danube Ports Network’s website can and should be used as a reliable and continuously updated source of information related to ongoing developments in IWT. A list of relevant events foreseen to take place in the near future was enumerated in the previous chapter.

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NAIADES3 – Boosting future-proof European inland waterway transport:

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52021DC0324&from=EN>

Sustainable and Smart Mobility Strategy:

https://eur-lex.europa.eu/resource.html?uri=cellar:5e601657-3b06-11eb-b27b-01aa75ed71a1.0001.02/DOC_1&format=PDF

Climate Law:

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