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## **1 SCOPE OF THE DOCUMENT**

The purpose of the report comprehensive communication strategies for national waterway administrations is to identify and define target groups and their order of importance for communication and lobbying activities to be performed in order to promote the exploitation of the project results. The purpose is twofold: to identify both stakeholders and target groups to whom the “messages” of inland navigation in the Danube region will be disseminated, to create common actions, messages and images which are part of a toolbox – a synergy with the PLATINA project - for the use of the waterway administrations involved in NEWADA,

This document is foreseen as an output of Activity 6.2 “Communication and Lobbying for Danube Development” within Work Package 6: Integrate responsible stakeholders and foster cooperation. The Communication and Lobbying for Danube Development Work package of NEWADA – and more specifically Activity 6.2 - is in charge of ultimately establishing a coherent and internationally coordinated communication strategy and to create communication action plans for the respective waterway administrations. According to the description of work, 5 partners should report on comprehensive communication strategies for their respective waterway administrations. This document shall thus contain information on the following:

- The status quo of the communication scope of each waterway administration before the start of the series of workshop
- Target groups and stakeholders for the respective waterway administration
- The availability of tools to reach out to those and eventually the creation of new communication channels when necessary
- A case study on the approach to implement the country data in the Internet platform [www.danubeports.info](http://www.danubeports.info)
- Co-operations

## **2 STATUS QUO OF THE COMMUNICATION SCOPE OF EACH WATERWAY ADMINISTRATION BEFORE THE START OF THE SERIES OF WORKSHOPS**

### **What are the national PR and communication channels commonly used in your waterway administration?**

VKKI operates under the supervision of the Ministry of Rural Development, as a separate organization within the central budget of the Republic of Hungary and its territorial scope covers the whole of Hungary. The 12 regional Environment and Water Directorates of Hungary are first level controlled by VKKI.

The waterways are maintained by the 12 regional Environment and Water Directorates. The VKKI is the supervisor of these works in Hungary.

The VKKI organised yearly informational conferences for the Environment and Water Directorates, in theme of waterways maintenance, ice jam flood prevention on waterways.

The VKKI has very important role in the Hungarian cross border cooperation especially in the field of the water management; our delegates/experts discourse regularly about the waterways maintenance and possibilities of the shipping's development.

The commonly used communication channels on our association in term of projects are the brochures, promotion gifts, project website and in terms of corporate communications we use newsletter, company website.

### **3 TARGET GROUPS AND STAKEHOLDERS**

#### **3.1 Who are your main target groups?**

We defined the target groups on the basis of their temporary or permanent daily connection with the waterways/fairways.

We identified two target groups in the framework of our communication strategy.

**Primary target groups are:**

- regional Environment and Water Directorates
- settlements along the Danube having some ports, ship traffic connection
- political key figures and policy makers in the ministries

**Secondary target groups are:**

- engineers working in the field of the water management
- experts, advisers
- Regional Development Councils
- Media

**The main target groups of VKKI are the following in order of importance:**

- the directors of the Environment and Water Directorates, who are directly responsible for the waterway maintenance in Hungary. (There are more than 1400 kms classified waterways in Hungary.)
- the stake holder/ head of departments in the Ministry of Rural Development, and Ministry of the National Development, who are responsible for the environmental and water management legislation in Hungary
- the mayor of towns next to waterways. The utilization of the Hungarian waterways is low, we have lot of idle possibilities in our waterways, in transport, recreation, tourism also. The mayors should recognize these possibilities, and integrate them to the local policy.

- the chairman of the Regional Development Councils. The more development in Hungary realized with founding by the European Commission. The Regional Development Councils pay a high attention to the development of the region's human resources, to the promotion of the cooperation of the participants in connection with regional development, to the establishment of cross-regional and cross-border co-operations, as well as to the increase of the regional identity and to the promotion of cultural traditions.
- other experts, advisers who are lead partners or partners in other international projects. With the information exchange we can build a serried network in water management, shipping, etc.

## 3.2 Stakeholders

### How do you define stakeholders in the framework of a communication strategy?

We defined the stakeholders in the framework of our communication strategy on the basis of their temporary or permanent connection with the waterways/fairways in their daily works.

#### Our main stakeholders are the following:

- the directors, head engineers of the Environment and Water Directorates. They are responsible for the waterway maintenance, organised the flood prevention, etc.;
- political key figures and policy makers in the ministries Ministry of Rural Development, Ministry of the National Development;
- experts of the cross border negotiations. The VKKI has a very important role in the Hungarian cross border cooperation especially in the field of the water management. Our delegates/experts have contact with policy makers, directors of the neighbour countries in the Carpathian Basin;
- the chairmanship of the Hungarian Chamber of Engineers, Section of Water management and water engineering. The Hungarian Chamber of Engineers in the advocacy organisation of the Hungarian engineers: the Water management and water engineering section alone has more than 10'000 members;
  - the chairmanship of the Hungarian Hydrological Society.

## 4 PR TOOLS

### What communication channels are you currently using?

We are using currently the following communication channels:

- seminars
- discussions
- e-mail

## 4.1 Events

We have suitable info events on a regular basis (the possibilities to give presentations in conferences, in thematic meetings, sessions). We can publish articles both in scientific newspapers and newsletters.

We organised informational conferences for the 12 Environment and Water Directorate, in theme waterways maintenance, ice jam flood prevention on waterways in November 2010 and in February 2011. There are thematic conferences every year.

The last 6 months were quite “varied” in the Hungarian water management administration.

The governmental structure has been reorganised and the leading of the municipalities as well. We hope, in that the next period the system will be stabilized and we can do long time planning in the project dissemination also, with the same partners, stake holders etc.

## 4.2 Folders and brochures

We didn't create company folder because in our opinion the participation in seminars, conferences, and the personally discussions are more efficiently dissemination techniques. We are distributed the NEWADA folders and brochures.

## 4.3 Press releases

In the next project period we would like to publish in the official paper of the Hungarian Chamber of Engineers and official newsletter of the VKKI, too.

## 4.4 E-Newsletters

This is the easiest way and we can contact most of the mayors, stakeholders. With the e-newsletters we can send short information about the project. This is the first step/level of the communication. If the target group member has any question or needs more information we organise personal meetings, or we can talk by phone also.

## 4.5 Website

We have on our company website (<http://www.vkki.hu>) information about the NEWADA project. We would like upload this information to the renewed official Hungarian water management website (<http://www.vizugy.hu>) in the upcoming period. To this official Hungarian water management site we are going to upload also the newsletters.

## 4.6 Other (i.e., questionnaires, Google spread sheets, Blog, social media tools)

We plan to create some short video-clips, and to take some thematic photo about the NEWADA project activities, the status of the waterways, ports, ships, etc.

We can upload these short clips, photos to our homepage and to You Tube as well. The skippers probably are watching it more likely than reading 1-2 pages spread text.

We organised dissemination seminar in the Hungarian Hydrological Society about the operation and maintenance of the Hungarian waterways also presenting the goals, continuous activities, outputs of the NEWADA project.

## 5 MATCHING PR TOOLS TO COMMUNICATION CHANNELS

### 5.1 Purpose of PR tools

- **raise awareness** – communicate new messages and change perceptions
- **inform** – let others know about our ongoing projects, activities, objectives, and their relevance
- **engage** – get input/feedback from the community,
- **promote** – ‘sell’ the project outputs and results.

#### Level of communication

Dissemination tools:		Folder	Article	Newsletter	Website	Presentation
<b>TARGET GROUPS</b>	NGO's					
	The media					
	General Public					
	Shipping companies					
	Logistics companies					
	Ports and terminal operators					
	Stakeholders					
	Environment and Water Directorates					

raise awareness

engage

inform

promote

### 5.2 What communication gaps needed to be filled?

We have suitable info events on a regular basis but the last 6 months were quite “varied” in the Hungarian water management administration (the governmental structure has been reorganised and the leading of the municipalities as well) – as it was mentioned before.

The VKKI is planning to make contact with the new people in the Hungarian water governance body, who have no enough information about the NEWADA project yet.

### 5.3 How do you plan to go about filling these gaps?

We hope, in the next period the administrative system will be stabilized and we can do long time planning in the project dissemination also, with the same partners, stake holders etc. We increase a number of appearances, presentations, personal discourses.

## 6 CASE STUDY: Internet Platform Of The Danube Ports

We have collected all the data about the relevant Hungarian Danube Port directly by a questionnaire. We looked up the municipality of Dunaföldvár. The city has a small international port for public transport ships, and for local tourist ships.

### Explain your strategy and the steps you will be taking to take the responsibility of the accuracy of the ports data for your country

We haven't got other targets by the accuracy of the ports data for our country.

### Beside the Danube Ports cooperation project in the framework of NEWADA, have you been involved in any other cooperation project on PR level with other Danube countries/waterway administrations?

VKKI is as a participant in other project called Waterways Forward within the INTERREG IV/C programme. One of the goals of this project is to find the good practices in the correlation between the recreational and transport waterway use.

## 7 CONCLUSION AND OUTLOOK

### How realistic do you think are the goals that you have set for yourself -your company – in terms of strategy and implementation?

The VKKI is work package-leader in the implementation of the EU Strategy for the Danube. We have the possibility to integrate the results of the NEWADA project into this Strategy.

In the nearby future we should work more on the dissemination of the project.

### In terms of PR, is there, or would you like to see more cooperation in the field of PR and communication?

No, in our opinion it is not necessary more cooperation in the field of PR and communication.