

## **Dryport evaluation per work package**

### **WP 2 Publicity and Communication**

The responsibility for this work package lies with the Haven Gateway. From Dryport's lead beneficiary point of view, cooperating with a transnational project management team has been very successful, with the communication function being assigned to another partner. The main advantage of this structure is access to a much wider network with wider opportunities in the (UK) communications market, and the fact that the written material has been checked/edited by a professional.

The project and communications manager have had regular contact by email and weekly phone calls.

The communications tasks have included regular updates of the website, support with a wide range of press releases, presentations at various occasions and the publication of the Dryport Quarterly newsletters, covering specific issues over the previous three months. A special Dryport Quarterly half-way through the project gave a 'mid-term review' of all project areas.

The original Dryport application said the emphasis of web publications should be at partner level; it has been encouraging that almost all partners have established Dryport info pages within their own organisation's website. This is seen as essential with regard to the governance item: a municipality, for example, should inform its own population properly about large investments in new terminal and rail infrastructure and the consequences of establishing a dryport site. The internet is one of the means of reaching out in the local language.

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Transnational cluster preparation meetings and discussions with representatives of other Interreg transport projects have been an important feature. A close cooperation has been established with the MTC cluster project (Maritime Transport Cluster) with an exchange of ideas at joint meetings.

The partnership participated actively in the Green Corridors project application.

Joint workshops have been organised; for example, in May 2011 a joint Food Port-Dryport seminar held in Bruges discussed the challenges of intermodalism. This was a very popular, interesting and constructive seminar, with partners from both projects contributing their knowledge and experience and learning from each other.

Dryport participated with a speaker at the final StratMoS conference and also gave a presentation at a Port Integration workshop in Marseilles.

The coordinator for the Haven Gateway/Babergh partnership also acts as Dryport communications manager. He attended several international gatherings as a Dryport speaker.

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The Port of Zeebrugge made plans for the construction of a container info point, expected to be an example for other partner areas.

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TRI Napier, in conjunction with Handelshögskolan, edited over 30 papers related to the 2010 annual conference in Edinburgh – for publication in two scientific journals and a book.

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The Haven Gateway was responsible for Dryport's participation at the Multimodal conference and exhibition in Birmingham in April 2010. This was an opportunity to showcase the Haven Gateway's commercial partners' ports and inland logistics connections.

A specific Dryport workshop focusing on the Carbon Calculator was organised during Multimodal, and Harlingen Seaport also participated with its own stand.

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The Swedish partners attended a major logistics fair in Gothenburg, during which a film was made, later to be uploaded on to YouTube, with interviews with key people.

The Swedish partners also produced a brochure of information for the local market, and created a 'virtual' image of the future dryport site at Falköping, uploaded on to the website. They also produced a series of announcements that were published in the logistics press.

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Dryport's aims, activities and discussions have been covered in international publications.

Lloyd's List featured the Dryport activities of Emmen/Coevorden and Harlingen in a Netherlands Special Report and also carried coverage of Dryport's annual meetings and other conferences in the news and Last Word pages.

Port Strategy magazine featured Dryport partners TRI Napier in two special features on dryports, which also discussed some of the findings of Dryport meetings and conferences.