



Document elaborated with the support of the BOOSTLOG project has received funding from *the European Union's Horizon 2020 research and innovation programme* under grant agreement No 101006902

# BOOSTLOG PROJECT

## DELIVERABLE REPORT

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**BOOSTLOG – D5.1**

**M 3 – 31. 03. 2021**

**30.03.2021**

**Plan for Stakeholders Engagement,  
Communication, Dissemination 1st Version**

**WP5**

**ALICE**

**SFC**

**Final**

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**Disclaimer**





## Document History:


## EXECUTIVE SUMMARY

4

<i>2.1 Communication and Dissemination Strategy: building on existing success of ALICE and other consortium members</i>	5
<i>2.2 Objectives and quantifiable indicators</i>	7
<i>2.3 Communication activities in relation to project tasks/outcomes</i>	8
<i>3.1 Stakeholder groups</i>	10
<i>3.2 Engagement with each group &amp; key messages</i>	11
<i>4.1 ALICE's communication tools and networks</i>	14
<i>4.2 Other communication tools and networks</i>	15
<i>5.1 Dissemination and communication materials</i>	16
<i>5.2 Dissemination and communication events</i>	17



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*Version*"

*"D5.1 Plan for Stakeholders Engagement, Communication, Dissemination 1st*

## **1 Introduction**



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## **2 Communication and Dissemination Strategy & Objectives: Maximise Impact Generation**

### **2.1 Communication and Dissemination Strategy: building on existing success of ALICE and other consortium members**

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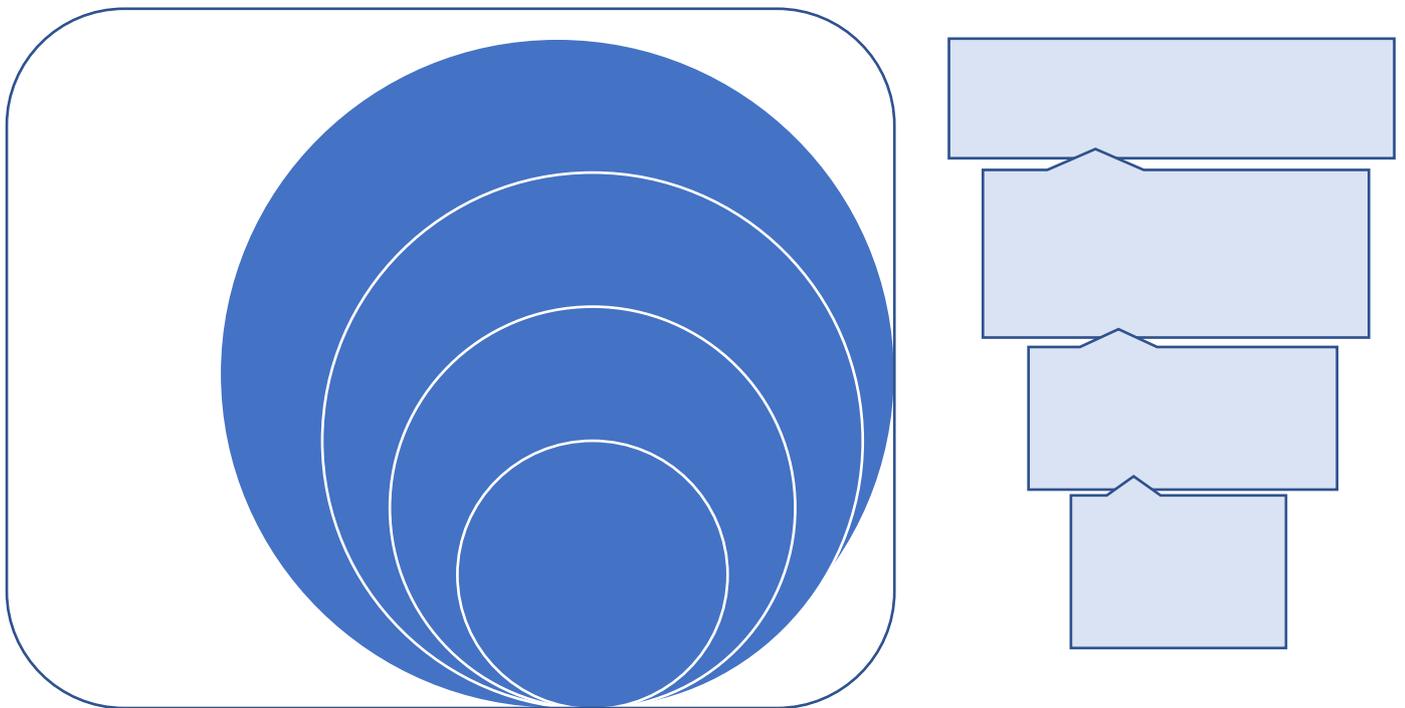


Figure 1.

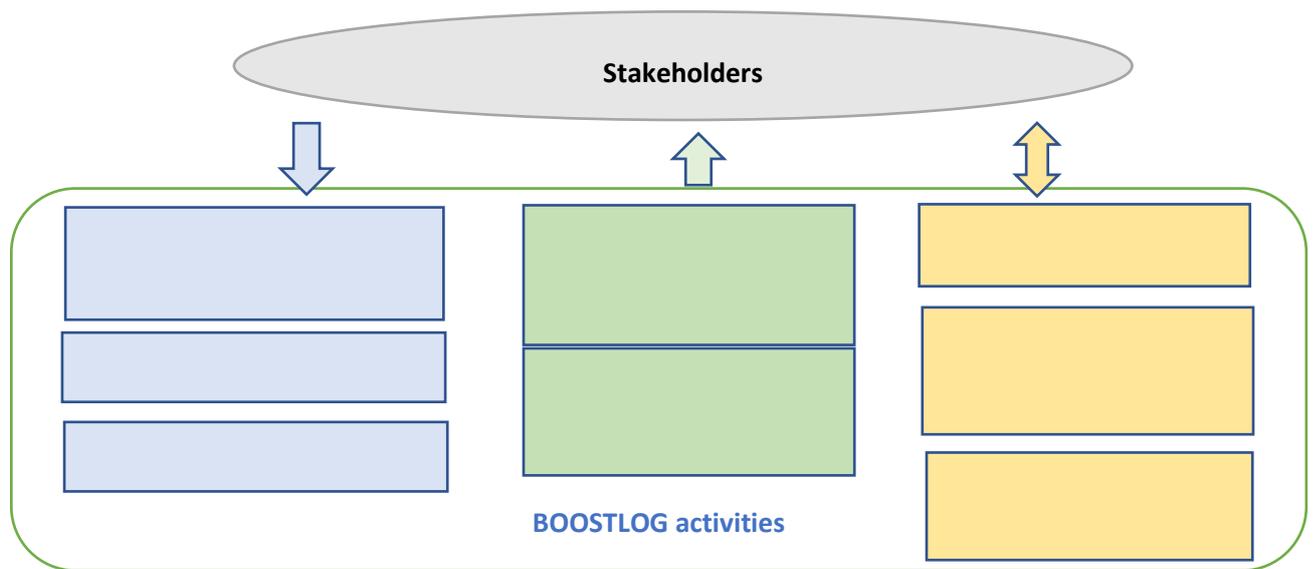


Figure 2.

## 2.2 Objectives and quantifiable indicators

### Communication objectives in support of BOOSTLOG's expected impacts and key tasks

BOOSTLOG's expected impact	Communication objectives	Quantifiable KPIs if applicable
	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>



BOOSTLOG's expected impact	Communication objectives	Quantifiable KPIs if applicable
	•	•
	• •	• •
	•	• •
	• •	• •
	• •	• •

### 2.3 Communication activities in relation to project tasks/outcomes








### BOOSTLOG's stakeholders' experience with EU funded projects

<b>H</b>				
<b>M</b>				
<b>L</b>				

### 3.2 Engagement with each group & key messages



		<p><i>There are many outcomes for EU funded R&amp;I that may help the logistics sector to make freight transport and logistics more sustainable and efficient.</i></p> <p><i>Your needs for future funding will be taken into consideration.</i></p>	<p><b>Collecting</b> implementation cases, expert details, needs for future programmes</p> <p><b>Disseminating</b> implementation cases</p> <p><b>Validating</b> gaps in R&amp;I identified, recommendations for future programmes</p> <p><b>Facilitating</b> cross-sector cooperation</p>
			<p><b>Collecting</b> needs for future programmes</p> <p><b>Disseminating</b> implementation cases</p> <p><b>Validating</b> gaps in R&amp;I identified, recommendations for future programmes</p> <p><b>Facilitating</b> cross-sector cooperation</p>
		<p><i>EU funded R&amp;I projects can help the logistics sector to make freight transport and logistics more sustainable, efficient, and strengthen your competitiveness</i></p>	<p><b>Collecting</b> needs for future programmes</p> <p><b>Disseminating</b> implementation cases</p> <p><b>Validating</b> gaps in R&amp;I identified, recommendations for future programmes</p> <p><b>Facilitating</b> cross-sector cooperation</p>
		<p><i>EU funded R&amp;I projects can help cities, regions and countries to achieve their emission reduction goals, implementing EU policies and strengthening competitiveness</i></p>	<p><b>Collecting</b> implementation cases, expert details, needs for future programmes</p> <p><b>Disseminating</b> implementation cases</p> <p><b>Validating</b> gaps in R&amp;I identified, recommendations for future programmes</p> <p><b>Facilitating</b> cross-sector cooperation</p>
		<p><i>EU funded R&amp;I projects have great benefits, such as emission reduction, implementing EU policies, strengthening competitiveness, job creation and improving quality of life</i></p>	<p><b>Collecting</b> needs for future programmes</p> <p><b>Disseminating</b> implementation cases</p> <p><b>Validating</b> gaps in R&amp;I identified, recommendations for future programmes</p> <p><b>Facilitating</b> cross-sector cooperation</p>
		<p><i>Your needs for future funding will be taken into consideration.</i></p>	<p><b>Collecting</b> implementation cases, expert details, needs for future programmes</p>



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			<b>Disseminating</b> implementation cases <b>Validating</b> gaps in R&I identified, recommendations for future programmes <b>Facilitating</b> cross-sector cooperation
		<i>EU funded R&amp;I projects have great benefits, such as emission reduction goals, implementing EU policies, job creation, improving quality of life.</i>  <i>Their needs for future funding will be taken into consideration.</i>	<b>Collecting</b> needs for future programmes <b>Disseminating</b> implementation cases <b>Validating</b> gaps in R&I identified, recommendations for future programmes <b>Facilitating</b> cross-sector cooperation



## 4 Communication tools and mechanisms to engage stakeholders

### 4.1 ALICE's communication tools and networks

#### Knowledge Platform & Innovation marketplace

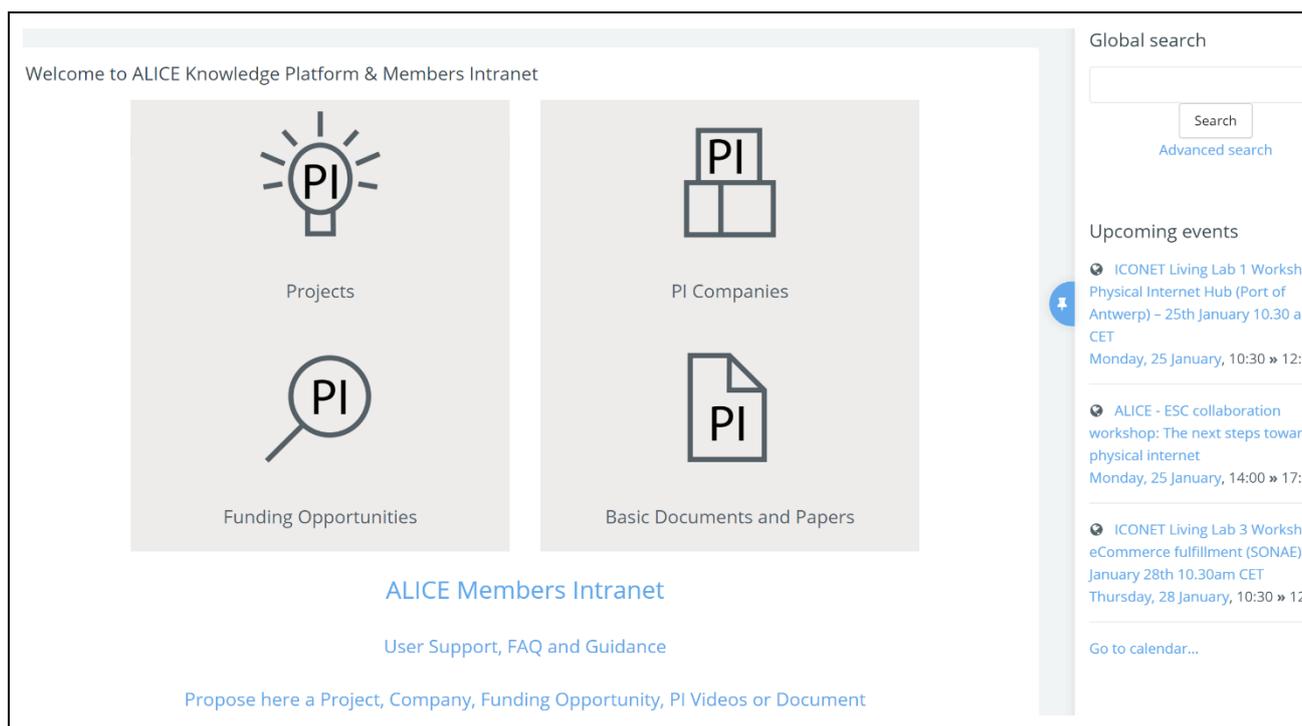


Figure 5.

#### ALICE Networks



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Online events - Workshops and webinars

European and international level.  
European Level.

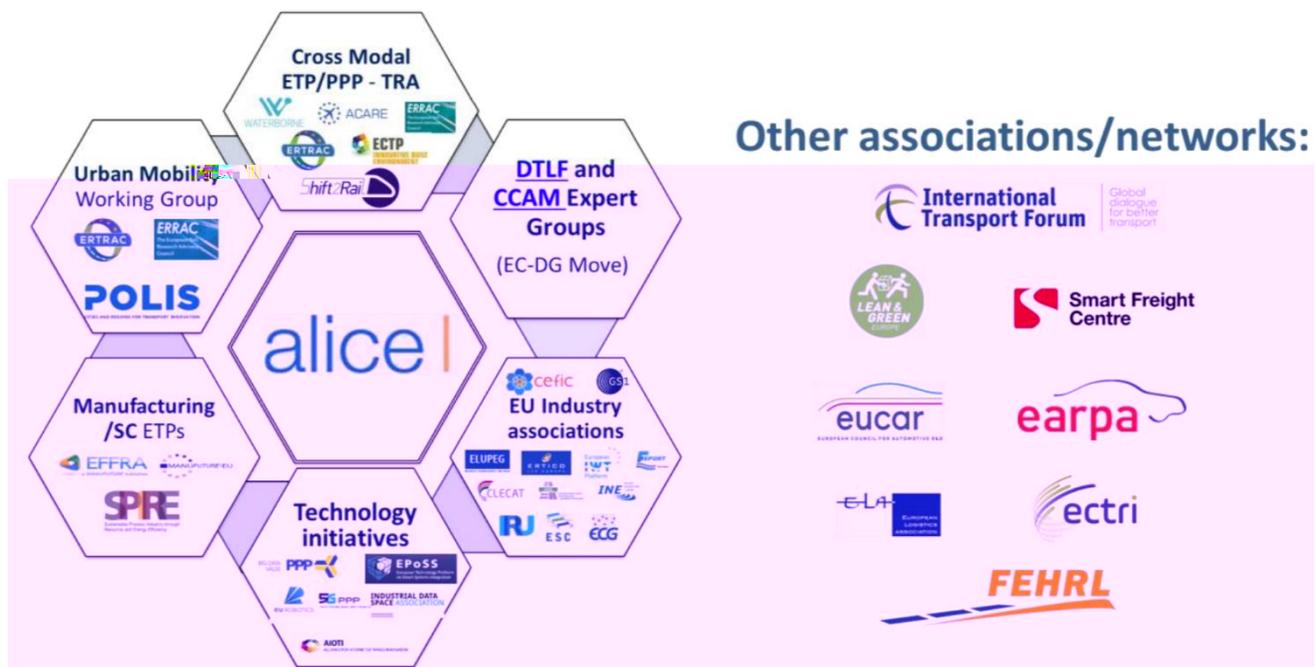


Figure 6.

#### 4.2 Other communication tools and networks



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## 5 Dissemination and communication plan

### 5.1 Dissemination and communication materials

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#### Planned Press Release

Month	Project activities, outcomes associated	Objectives/ Contents

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**M15**

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## 5.2 Dissemination and communication events

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## 6 Identification of targeted events for dissemination of BOOSTLOG project outcomes

Event	Date (if known)	Location (if known)	Target Group	Potential activities



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## Annex A: ALICE Membership organizations classified per type of organization

ALICE membership is bringing an holistic approach → All key logistics stakeholders represented!		
Type of Organization	Members	EU/International Associations
Shippers & Retail		
Logistics Service Providers, Courier and Postal operators & Freight Forwarders		
Ports, Hubs, Intermodal terminals & Transport Infrastructure		
Vehicle Manufacturers, Load Carriers & handling units		
Information and Communication Technologies & Consultancy		
Regional & National Logistics Clusters & Associations		
Research and technology Centers		
European Technology Platforms /PPPs		
Member States and innovation Funding*		

\* Involved in ALICE Mirror Group



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## Annex B: GLEC members

Companies				
Associations				



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## ANNEX C: Example of relevant networks

Digital Transport and Logistics Forum, DTLF (DGMOVE).

EU associations, e.g. CLECAT, ECG, ELUPEG, ESC, FEPORT, GS1, INE, IRU and UIRR.

Technology Initiatives, e.g. AIOTI (Internet of Things), BDVA (Big Data), EPoSS (Internet of Things), Industrial Data Space (Data sharing and associated services), EUrobotics (robotics and automation) and 5G PPP (Advance Communications)

International initiatives, programs and partnerships related to sustainable freight (GLEC, CCWG, Global Green Freight Project)