



Romanian Intermodal Association Newsletter – April 2010

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1) Communicator 2 Communicator – the European Inland navigation communicator's seminar

On 29 January, the image work package of the PLATINA (Platform for the implementation of NAIADES) project convened an interactive one day networking seminar in Brussels for all inland navigation communicators who communicate about or on behalf of IWT. This first ever initiative was labeled a great success by the enthusiastic participants.

The Communicator 2 Communicator workshop offered all those who communicate about or on behalf of inland navigation, an opportunity to meet colleagues from other organisations and countries and share working experiences and challenges. The image work package of PLATINA aims at the harmonisation of European IWT communication strategies, the coordination of communication actions and the creation of promotional and development structures for IWT in Europe.

During the seminar, the findings of a reputation and image survey of inland waterway transport, carried out by the market research agency Think BBDO on behalf of the PLATINA team were presented. Following the presentation, an interactive workshop was held and then the PLATINA communication plan was presented.

The findings of the reputation and image survey will serve as a foundation for the set-up of promotional tools for the promotion and communication of European inland waterway transport.

During the interactive session, participants were taken in a journey through time, projecting their ideal picture of inland navigation in the year 2020. This “visionary” approach allowed the participants to evaluate their own perceptions and develop common strategies for an “out of the box” new image for a competitive and modern inland navigation. The seminar concluded with Hilde Bollen’s (PBV) presentation of the PLATINA communication plan including specifically targeted tasks to carry out a communication campaign on national level. PLATINA also provided a tips and tricks manual to be used as a step-by-step guide to create a communication plan for inland navigation in Europe.

The participants, who hailed from a diverse range of countries, including Austria, Belgium, Italy, the Netherlands, France, Croatia, Romania and Germany, were all positive about the unusual initiative which they perceived as very informative and useful. The enthusiastic feedback showed a high interest in such cross-country initiatives and a desire to meet again and discuss the extent to which they have been able to use the PLATINA toolbox as well as their experiences with this new approach.

The “trips and tricks manual” for communicators can be downloaded at <http://www.naiades.info/platina/page.php?id=103&path=102&article=810>

(press release PLATINA project)

2) Funding Guide for the inland waterway transport

For the first time, detailed information about funding programmes and financial aid schemes for Europe's inland navigation sector is available in one user-friendly guide.

The Funding Guide lists national and regional funding policies, subjects and criteria as well as contact persons and relevant organisations. It is aimed at inland navigation operators and users in EU and third countries with relevant inland waterway transport. From February 2009, the Funding Guide is also available online in English, Dutch, French and German, where it is updated on a regular basis [➤ www.naiades.info/funding](http://www.naiades.info/funding)

Printed copies of the Funding Guide in English can be obtained free of charge by sending a short notice to funding@naiades.info.

3) Inventory of existing iwt education and training institutes and curricula

Stronger cooperation and coordination between existing education and training institutions is needed to raise the effectiveness and efficiency of the European educational landscape for inland navigation. For this purpose, an inventory on existing education and training institutes was created. The inventory includes contact data, number of pupils, level of education as well as the curricula.

The thorough investigation enabled the identification of IWT educational and training institutes in Austria, Belgium, Bulgaria, Croatia, Czech Republic, France, Germany, Hungary, Italy, the Netherlands, Poland, Romania, Serbia and Slovakia. Limited training activities were also identified in Finland, the United Kingdom, Luxembourg and Portugal. The inventory will be constantly updated by the PLATINA partners.

On 4-5 February 2009 the educational network EDINNA (Education in Inland Navigation) was officially founded at the General Assembly in Rotterdam. EDINNA currently consists of 20 education and training institutes, which are also listed in this inventory. There are ongoing negotiations with institutes in the Czech Republic, France, Hungary and Poland to join EDINNA.

More on <http://www.naiades.info/downloads>