

## toolbox

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The Image work package in PLATINA has prepared a Communications toolbox to aid those communicating about inland navigation. The toolbox, based on the communication strategy developed in the work package, contains a selection of items designed to make it easy to convey key messages on the advantages of inland waterway transport.

These key messages are:

- Inland waterway transport is the perfect mode for all kind of products/goods (not only bulk transportation), because it operates just in time and has a lot of free capacity, making sure that it can guarantee you efficient transportation.
- It provides you with integrated solutions; it gets your products/goods from A to B in the most efficient (also cost-efficient) and effective manner and you do not have to be settled next to a river or canal.
- We have an integrated network of rivers and canals in the whole of Europe.

Downloadable tools include:

- Standardised slide presentation on IWT in Europe  
• (2011 | Language: English | Format: PPTX | Size: 10.2 MB)
- Useful facts & figures in Excel formula  
• (2011 | Language: English | Format: XLSX | Size: 0.05 MB)
- Handbook for communicators  
• (2011 | Language: English | Format: PDF | Size: 22.1 MB)
- Manual on organising events  
• (2011 | Language: English | Format: PDF | Size: 21.1 MB)
- Map of the European waterway network  
• (2011 | Language: English | Format: PDF | Size: 1.7 MB)

The toolbox additionally contains a database of photographs, posters and rights free, visual materials as well as a collection of case studies for the use of inland waterway transport in specific supply chains. Please contact [info@naiades.info](mailto:info@naiades.info) to obtain the full communication toolbox by postal mail.

Source: [www.naiades.info/downloads](http://www.naiades.info/downloads)