



D8.2: Communication and dissemination plan - rev.1



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ACRONYMS AND ABBREVIATIONS	
Acronym/Abbreviation	Meaning
ABS	American Bureau of Shipping
B2B	Business to Business
C&D	Communication and Dissemination
CINEA	European Climate, Infrastructure, and Environment Executive Agency
D8.1	Deliverable 8.1 – Communication and Dissemination Plan
D8.2	Deliverable 8.2 – Communication and Dissemination Plan (Rev.1)
D8.3	Deliverable 8.3 – Final Communication and Dissemination Report
EC	European Commission
EOPSA	European Offshore Power Supply Association
EU	European Union
EUWT SE	European Waterborne Transport Synergies Ecosystem
FVP	Fundación Valenciaport
GA	General Assembly
KPI	Key Performance Indicator
M18 / M36	Month 18 / Month 36 of the project timeline
MCIRCLE	Magellan Circle
NL	Newsletter
NTNU	Norwegian University of Science and Technology
NTUA	National Technical University of Athens
PR	Press Release
WP	Work Package

Table 1 – List of acronyms and abbreviations

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1- Executive Summary

This deliverable **D8.2 – Communication and Dissemination Plan (Rev.1)** presents an updated overview of the communication and dissemination (C&D) activities implemented during the first half of the BlueBARGE project. It builds upon the initial strategy defined in **D8.1**, reflecting both the results achieved to date and the adjustments made based on experience and the evolving project context.

The purpose of this document is to provide a comprehensive assessment of the C&D actions undertaken so far, evaluate their performance against the planned indicators, and outline the strategic direction for the remaining project period (from M19 to M36). The deliverable also serves as a practical reference for all consortium partners, supporting the coordination and consistency of outreach efforts across the partnership.

Over the first 18 months, the project has successfully established its visual identity, developed and maintained its digital presence (website and social media), produced a core set of promotional materials, and initiated media engagement and stakeholder outreach. Participation in external collaboration networks has further enhanced visibility and alignment with broader EU initiatives.

The following sections detail the activities implemented (Section 2), the monitoring of Key Performance Indicators (Section 3), the forward-looking dissemination strategy for the second half of the project (Section 4), and overall conclusions (Section 5). Annexes include supporting materials such as KPI dashboards or communication outputs.

1.1 – Purpose of the Document

The main objective of this deliverable is to revise and update the communication and dissemination strategy established in D8.1, in light of the experience gained during the first reporting period. It aims to:

- Present the **current status of implementation of communication and dissemination activities**;
- **Report on the performance achieved** so far, based on the Key Performance Indicators (KPIs) defined in the Grant Agreement and D8.1;
- **Define upcoming actions** for the next phase of the project, including revised priorities and approaches;
- Serve as a **shared reference tool** for partners involved in WP8 and in any C&D-related task across the project.

1.2 – Intended readership

This document is primarily intended for the following audiences:

- **The European Commission and CINEA**, as part of the formal project monitoring and reporting process;

- **BlueBARGE consortium partners**, particularly those involved in the implementation of communication and stakeholder engagement activities;
- **External stakeholders**, including representatives from the maritime industry, policymakers, researchers, and other EU-funded projects, who may consult the public version of this deliverable for information on the project's outreach and visibility strategy;
- **The general public**, to support transparency and broader dissemination of the project's objectives and results.

1.3 – Document Structure

This deliverable is structured as follows:

- **Section 2** provides an overview of the communication and dissemination activities carried out to date, grouped by type of action (e.g., media relations, online visibility, stakeholder engagement).
- **Section 3** presents the Key Performance Indicators (KPIs) used to monitor and assess the effectiveness of C&D activities, along with the methodology adopted and current progress.
- **Section 4** outlines the forward strategy for the second half of the project, including planned improvements and future outreach efforts.
- **Section 5** offers final remarks and conclusions on the overall communication and dissemination performance.
- **Annexes**, include supporting documentation such as KPI dashboards, lists of published content, or records of stakeholder interactions.

2 – Conducted Communication Activities

This section provides an overview of the Communication, Dissemination, and Capacity Building activities conducted so far, organised by type and channel.

2.1 – Online Presence

The online Communication activities of BlueBARGE project have primarily focused on three key channels: the development and maintenance of the **project website**, the creation and growth of a dedicated social media account on **LinkedIn** and on **X** (former Twitter), and the regular publication of the **project newsletter**.

2.1.1 – Website

The **BlueBARGE website**, available at www.bluebarga.eu, has been designed as the cornerstone of the project's Communication strategy. With its structured design and continuous updates, it serves as a dynamic platform to communicate the progress and outcomes of BlueBARGE effectively.

As outlined in D8.1, the aim of the project website is to function as the central repository for all relevant project-related information. It provides stakeholders with access to general and technical project details, information about partners, news and events, and links to social media platforms. Managed under the direct supervision of WP8 leader, Magellan Circle, since the project's inception, the website plays a critical role in ensuring transparent communication and engagement with the target audience.

A detailed table illustrating the **most relevant website KPIs** is presented below. For the sake of simplicity, all the data has been collected and updated to 31/05/2025 (M17). Traffic data and user interactions are monitored using Google Analytics, enabling effective evaluation of external interest in the project and its activities.

TARGET (if applicable)	METRICS	VALUE AT M17
N/A	CLICK	695
N/A	IMPRESSIONS	4627
N/A	MAIN VISITORS FROM	Greece, Norway, Spain
N/A	CTR AVERAGE ¹	15%
20	NEWS	21
4000	USERS (UNIQUE VISITS) ²	3293

Table 2 – Website metrics at M17

¹ **CTR Average (Click-Through Rate):** The percentage of users who clicked on a link or element after seeing it. It is calculated by dividing the number of clicks by the number of impressions and reflects the effectiveness of the website's content in prompting user interaction.

² **Users (Unique Visits):** The number of distinct individuals who have visited the website within a given period, regardless of how many times they returned. This metric provides an estimate of the actual reach of the site among different users.

The **"News & Events"** section is a key component of the website, designed to disseminate information and foster an informed and engaged community of stakeholders. A comprehensive list of all news articles and updates published on the website can be found in **Annex 1 – Website Publications**.

Another section of the website is the **"EUWT Synergies Ecosystem"** page. This section aims to highlight the liaison activities with the EU Waterborne Transport – Synergies Ecosystem (EUWT-SE), an initiative created to identify common areas of interest among similar projects, promote the adoption of best practices, and enhance project outcomes for the benefit of waterborne transport. While the webpage is primarily static and serves as a kind of "certificate of participation", periodic dissemination and communication activities have been carried out (e.g., presentations, targeted newsletters, etc.).

2.1.2 – Social Media

LinkedIn is an essential tool for communicating the project's progress, effectively reaching a broad technical and B2B audience. Since the start of the project, the platform has been leveraged to share a diverse range of content, including visual media, videos, and downloadable documents, all designed to engage stakeholders and enhance the project's visibility. The continuous monitoring of the account's performance, using integrated analytics, has allowed for real-time adjustments and improvements in the content strategy. As a result, the **BlueBARGE Project [LinkedIn account](#)** has experienced a significant growth, reaching **more than 900** followers. This growth reflects the success of the communication efforts, demonstrating the increasing interest and engagement from the project's expanding audience. The communication strategy on LinkedIn has included several coordinated campaigns, such as:

- **"Meet the Partners"** – a series presenting the organisations involved in the consortium;
- **Dissemination of participation in events and webinars** – highlighting partner involvement in conferences, technical panels, and workshops;
- **Promotional posts** – including calls to action for newsletter subscriptions, event registrations, or new content publication.

The materials shared through these campaigns consist of **branded visuals, infographics, short videos, and downloadable PDFs**, all aligned with the project's visual identity guidelines. A comprehensive list of all LinkedIn and X posts published can be found in **Annex 2 – BlueBARGE Projects list of posts**.

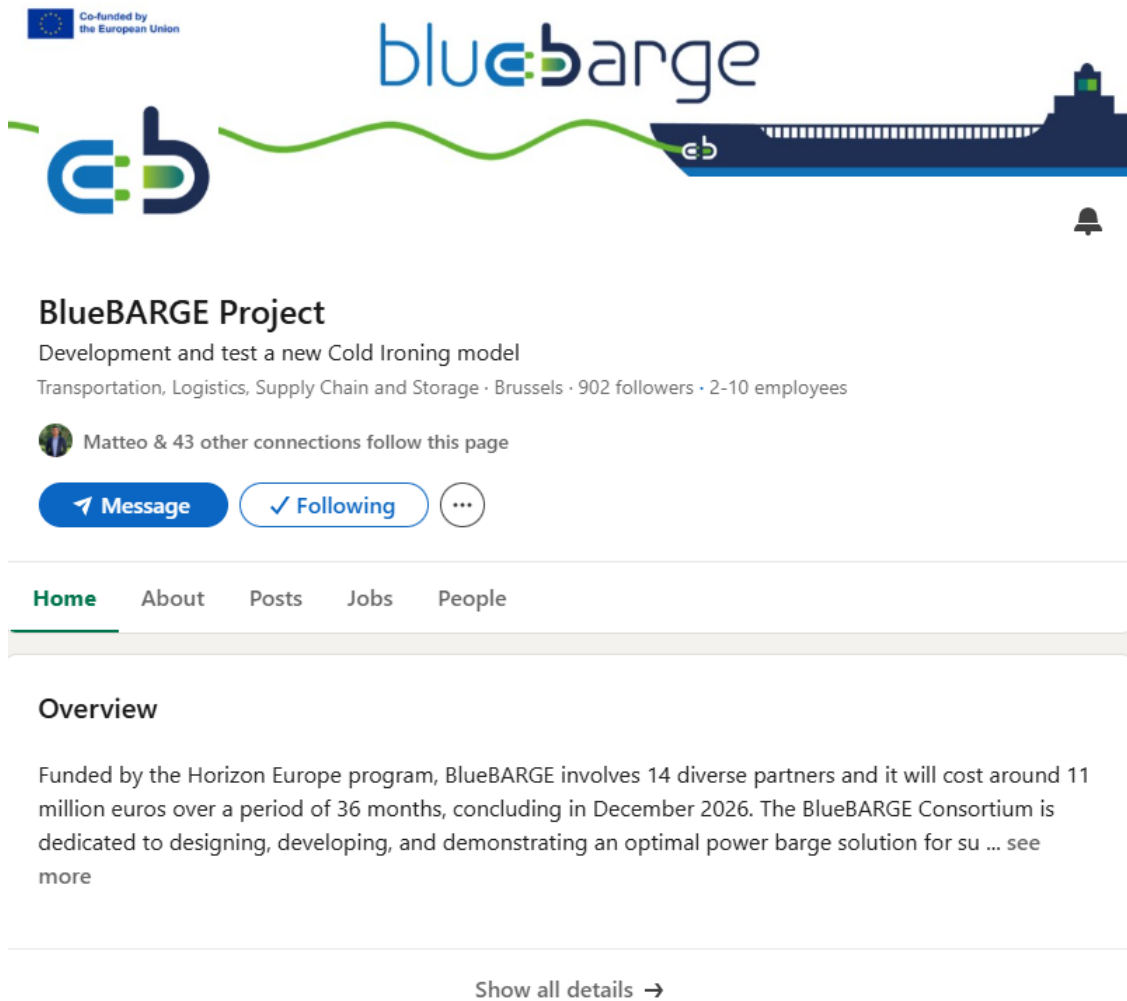


Figure 1 - LinkedIn homepage

X (formerly Twitter) constitutes the second social tool identified in the Grant Agreement. This platform is strategically employed to enhance outreach, particularly towards a broader and more diverse audience, thereby supporting the future commercialization of the project's outcomes. The content disseminated via the X account mirrors the material published on LinkedIn, ensuring consistency across platforms. However, the overall impact of X **in terms of targeted engagement is comparatively lower**. This is primarily due to the platform's broader user base, which includes individuals who may not be specifically interested in business-oriented or project-related topics. Even though X remains a useful tool for maintaining an additional touchpoint with the general public, our evaluation of its impact in promoting the project is relatively low. The aim is to **continue mirroring LinkedIn content**, while also trying to create material better suited to the platform—such as live tweeting during events and similar activities.

In addition to the posts published through the official BlueBARGE social media channels, **consortium partners have actively contributed to the project's online visibility** by sharing and creating content related to BlueBARGE on their institutional LinkedIn and X profiles. This decentralised communication effort has significantly broadened the project's digital reach, amplified key messages, and ensured a wider circulation of project news across professional networks relevant to maritime innovation, logistics, and sustainability. As of M17 (31/05/2025), a total of **26 partner-generated posts** have been identified and documented.

These contributions cover a range of topics, including project milestones, participation in events, technical progress, and synergies with other initiatives. A detailed list of these publications is provided in **Annex 3 – Partner’s Social Media Publications**. These activities reflect the shared responsibility of the consortium in promoting the project and underline the role of social media as a collaborative dissemination tool within Horizon Europe communication practices.

2.1.3 – Digital Newsletter

Quarterly newsletters have been consistently disseminated to project partners and subscribers, providing updates, insights, and opportunities for engagement. These newsletters have been distributed via **Mailchimp**³, and each publication has been announced through the project's official channels, including the website and social media platforms. This periodical distribution ensures wide visibility and accessibility for stakeholders. Moving forward, this quarterly cadence is set to continue until the project’s completion.



Welcome to the first BlueBARGE Project Newsletter!

The **BlueBARGE Consortium** is pleased to welcome you in this inaugural edition of the project newsletter! BlueBARGE is dedicated to designing, developing, and demonstrating an optimal **power barge** solution for supplying **electrical power to moored and anchored vessels offshore**, developing a new **“Cold Ironing”** model.

The project adopts a **modular, scalable, adaptable, and flexible** design approach, and aims for **commercialisation by 2030** and providing a comprehensive solution for **“power bunkering”**.

This effort will address challenges related to **electrical integration and interfacing** with ships, ports, and local networks, as well as **operational safety** and **regulatory compliance aspects**. The fully integrated system under development seeks to contribute to the **maritime industry’s transition toward electrification and decarbonisation** at both EU and international levels.



Figure 2 - First quarterly Newsletter

³ *Mailchimp* is an email marketing platform that enables users to create, send, and manage newsletters and automated email campaigns. It provides tools for audience segmentation, performance tracking, and integration with various digital communication channels. See more at www.mailchimp.com

As M17 (31/05/2025), the BlueBARGE newsletter has reached a total of 124 subscribers, with the objective of further increasing the subscribers base and expanding the project's outreach. Notably, in addition to organic sign-ups, each edition has also been distributed through the **proprietary database of Magellan Circle**, which includes over **3,500 qualified contacts** across sectors relevant to BlueBARGE (e.g., maritime, logistics, energy, public administration, and research). All editions of the newsletters are available on the [project website](#), with direct links to each issue. For convenience, find below a summary of the four editions released to date:

EDITION	RELEASE DATE	LINK
BlueBARGE Newsletter #1	13/05/2024	https://mailchi.mp/connectingeu.net/bluebarga-project-newsletter-1
BlueBARGE Newsletter #2	01/10/2024	https://mailchi.mp/44a4b006fa1b/bluebarga-project-newsletter-2
BlueBARGE Newsletter #3	10/12/2024	https://mailchi.mp/c10df43dd155/bluebarga-project-newsletter-8328187?e=[UNIQID]
BlueBARGE Newsletter #4	28/03/2025	https://mailchi.mp/02dcfd3c2126/bluebarga-project-newsletter-8331515

Table 3 – Newsletters at M17

2.1.4 – ZENODO

At the time of writing, a **ZENODO** profile for BlueBARGE is being launched. Zenodo is a free, open-access digital repository developed by CERN under the European OpenAIRE program. It allows researchers and projects to share a wide range of scientific outputs—including publications, datasets, reports, and software—with guaranteed long-term preservation and citation via DOIs. As an **EU-recognized platform** used by stakeholders and the **scientific community**, it will serve as an easily accessible repository for all BlueBARGE contributions—such as deliverables, scientific publications, and more. The platform ensures that materials are easily discoverable, even by those unfamiliar with the project. Thanks to document indexing and tagging, this approach will help establish a lasting legacy for BlueBARGE that extends beyond the project's conclusion.

2.2 – Visual Identity and Promotional Materials

The visual identity and associated dissemination materials of the BlueBARGE project were thoroughly defined and developed during the initial phase of the project, as outlined in **Deliverable D8.1 “Communication and Dissemination Plan”**. Since then, all planned elements have been produced, disseminated, and effectively utilized across various internal and external communication activities. At the present stage, no substantial updates or modifications are foreseen, as the current visual assets continue to serve the project's objectives adequately. An animated version of the general presentation has also been produced and is currently available on the project's website at the following link: [HERE](#). This dynamic format enhances the accessibility and appeal of the project's key messages to a broader audience.

In addition, a **dedicated infographic** has been created to visually convey the core concept and structure of the BlueBARGE solution. The infographic is designed to simplify the technical narrative of the project and make it more approachable for non-specialist audiences, including policymakers, stakeholders, and the general public.

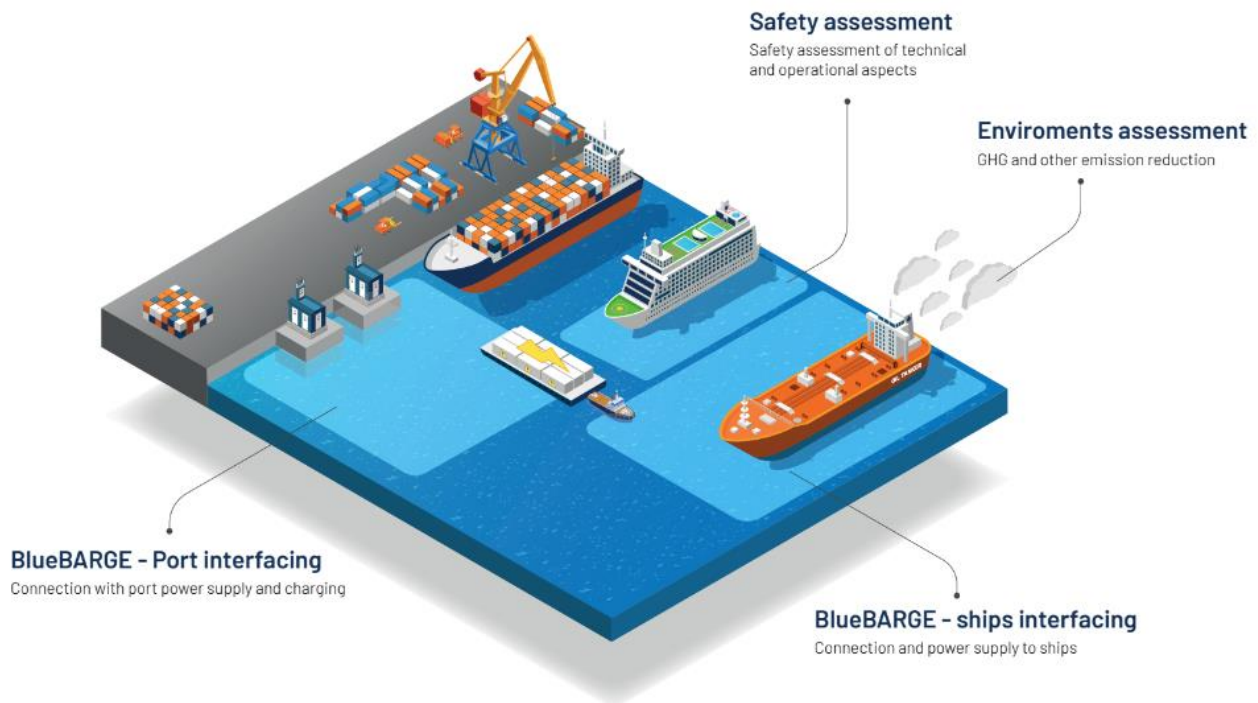


Figure 3 - Infographic

Additionally, a new project video is currently under development and is expected to be released in the upcoming weeks. It will further reinforce the communication efforts by showcasing the project's progress and vision through engaging visual storytelling.

2.3 – Participation in Events, Workshops, and Conferences

Since the beginning of the project, the BlueBARGE consortium has actively participated in a wide range of dissemination and engagement initiatives to enhance the project's visibility, foster stakeholder engagement, and promote synergies with related initiatives at European and international level.

Project General Assemblies

Two official General Assemblies of the consortium have been successfully organised and hosted by partners, to foster internal alignment and strategic planning:

- The **first General Assembly** took place in Esbjerg, Denmark, on 13 September 2024, bringing together all partners to discuss early developments, technical planning, and coordination aspects of the Work Packages.
- The **second General Assembly** was held in Valencia, Spain, on 13 February 2025, and was instrumental in reviewing the progress of the first year of activities, refining upcoming milestones, and consolidating the dissemination strategy.

- A third General Assembly is planned for early July in Istanbul. It will also include a dedicated event for an external audience.

These events have also served as opportunities to reinforce collaboration among partners and ensure alignment between technical, communication, and administrative components of the project.

Participation in External Events

Beyond internal meetings, BlueBARGE has participated in **more than 15 external events** including international conferences, workshops, stakeholder engagement activities, and liaison initiatives. These opportunities have enabled the consortium to share insights, present preliminary results, and contribute to policy and innovation dialogues relevant to the decarbonisation of maritime transport and port electrification.

Participation in events serves multiple strategic objectives:

- **Disseminating** project results and raising awareness among key stakeholders;
- Engaging with **policymakers, industry actors, and academic communities**;
- Strengthening **collaboration** and **knowledge transfer** within the Horizon Europe ecosystem;
- Ensuring the project is positioned within broader European discussions on **green ports, sustainable shipping, and energy innovation**.

In order to provide a clear overview of the project's outreach efforts, an **explicit list of events attended** by BlueBARGE partners is included in the table below. This table outlines the title, year, location, and type of participation, such as booth presence, oral presentations, speeches, paper contributions, and workshop interventions. In general terms, the modes of participation have ranged from exhibition stands and conference panels, to academic presentations and stakeholder workshops, depending on the event's nature and audience. This diversity reflects the project's multi-targeted communication strategy, which balances scientific dissemination with industrial visibility and policy engagement. Moreover, the consortium maintains an **open and collaborative internal channel** for continuously **identifying, sharing, and evaluating potential future events to attend**. This mechanism ensures that BlueBARGE remains responsive and proactive in aligning its visibility efforts with the evolving European and global landscape on maritime decarbonisation and innovation.

TITLE	YEAR	LOCATION	LINK	TYPE OF PARTICIPATION
Posidonia 2024	2024	Athens, Greece	https://posidonia-events.com/	Partner booth, speech, presentation
EcoPort	2024	Valencia, Spain	N/A	Presentation
SMM 2024	2024	Hamburg, Germany	https://www.smm-hamburg.com/	Partner booth, speech, presentation
SEANERGY Summer School	2024	Arenzano, Italy	https://seanergyproject.eu/news/join-the-seanergy-summer-school/	Online presentation

IEEE-PEMC 2024 "2024 IEEE 21st International Power Electronics and Motion Control Conference"	2024	Pilsen, Czech Republic	N/A	
Offshore Wind Revolution (OWR)	2024	Palermo, Italy	https://events.magellancircle.eu/offshore-wind-revolution-building-the-industry-and-getting-the-ports-ready/	Conference
ICSUTE 2024	2024	Paris, France	https://waset.org/sustainable-urban-transport-and-environment-conference-in-october-2024-in-paris?utm_source=conferenceindex&utm_medium=referral&utm_campaign=listing	Paper
International Maritime and Port Technology and Development Conference (MTEC)	2024	Trondheim, Norway	https://www.ntnu.edu/mtec-icmass2024/home	Presentation
3rd Hellenic EU Maritime Research Workshop	2024	Greece	N/A	
SEABAT Event	2024	Antwerp, Belgium	https://www.flandersmake.be/nl/evenementen/waterborne-electrification-adventures	Presentation
Offshore Energy 2024	2024	Amsterdam, the Netherlands	https://oeec.biz/	Presentation
Waterborne Days 2025	2025	Brussels, Belgium	https://www.waterborne.eu/images/WD2025_Sponsorship_Brochure.pdf	Booth
Workshop: Innovation initiatives for decarbonising the Mediterranean	2025	Valencia, Spain	https://www.fundacion.valenciaport.com/en/news-events/2025/01/workshop-innovation-initiatives-for-decarbonising-the-mediterranean/	Presentation
Key Energy	2025	Rimini, Italy	https://www.key-expo.com/	Trade fair

European shipping summit	2025	Brussels, Belgium	https://europeanshippingsummit.eu/	Conference
Second Stakeholders Workshop - aeneas	2025	Thessaloniki, Greece	N/A	Conference
EOPSA -First Technical Workshop	2025	Online	N/A	Workshop
Nor Shipping	2025	Oslo, Norway	https://nor-shipping.com/	Partner booth, Conference

Table 4 – BlueBARGE participation in events

2.3.1 EOPSA First Technical Workshop

As part of its strategic dissemination and stakeholder engagement activities, BlueBARGE co-organised the **First Technical Workshop of the European Offshore Power Supply Association (EOPSA)** on **22 May 2025**. The event was held as a EOPSA and BlueBARGE **members-only session**, fostering technical exchange among industry professionals active in the offshore energy sector. The workshop focused on key technological, regulatory, and infrastructural challenges related to offshore power supply, with particular emphasis on future implementation pathways, alignment of regulatory frameworks, and funding mechanisms needed to accelerate maritime decarbonisation. BlueBARGE contributed to the agenda by presenting its core technical concept, including aspects of system design flexibility, energy modelling, and dual applicability for offshore and port-based operations.

This event not only served as a platform for showcasing the project’s technical vision, but also generated **valuable feedback** through interactive discussions and a dedicated engagement survey. The inputs collected will support the project’s ongoing development and ensure alignment with real-world operational and policy needs. The organisation of joint technical workshops with EOPSA is one of the **formal KPIs** defined in the **Grant Agreement (Part B)**, under the project’s communication and stakeholder engagement framework. This first workshop fulfills the initial requirement and sets the basis for further collaborative sessions foreseen in the second half of the project.

2.4 – Media relations and Press coverage

As outlined in D8.1 – Communication and Dissemination Plan, media engagement is a key component of BlueBARGE’s communication strategy, aimed at maximising visibility of the project’s objectives, activities, and results among broader public and sector-specific audiences. Media relations have been developed through coordinated actions including press releases, targeted outreach, and coverage in specialised publications. Throughout the reporting period, BlueBARGE has issued 2 press releases to disseminate major project milestones. These press releases were shared both via partners' institutional channels and relevant media outlets.

- **BlueBARGE Project for offshore electrical power supply of moored vessels kicked-off in Athens**
- **Innovative approach to Power Barge Solution presented at Posidonia 2024**

Each press release was prepared in coordination with the WP8 leader and tailored to fit the tone and focus of the targeted media segment, as described in D8.1. To date, the project has been featured in **27** articles or media mentions across **25** platforms, including maritime-focused news outlets, sustainability newsletters, and EU-level dissemination portals. The detailed list of media appearances can be found in **Annex 4 – Media and Press coverage**. Press activities are expected to intensify in the second half of the project, particularly around the demonstration phase and the final international conference, with a planned release calendar coordinated across partners to ensure maximum outreach.

2.5 – Other communication & dissemination activities

In addition to the structured channels and media engagement activities described in the previous sections, the BlueBARGE project has carried out **targeted collaborative initiatives** to reinforce outreach and stakeholder engagement, in alignment with the strategy outlined in D8.1 – Communication and Dissemination Plan. These efforts aim to broaden the project's visibility within **relevant EU and international networks** and to create opportunities for synergies with ongoing initiatives in the field of maritime sustainability and innovation.

EUWT Synergies Ecosystem (EUROPEAN WATERBORNE TRANSPORT SYNERGIES ECOSYSTEM)

Since June 2024, BlueBARGE has actively participated in the **European Waterborne Transport Synergies Ecosystem (EUWT SE)** Network, a collaborative platform connecting EU-funded projects focused on maritime sustainability and energy transition. Membership in the EUWT SE Network significantly enhances the dissemination and stakeholder engagement capacities of BlueBARGE by providing structured access to an extensive community of relevant stakeholders, including policymakers, industry representatives, and innovation clusters active at the European level. The Network serves as a strategic forum for the exchange of best practices, knowledge sharing, and joint promotion of sustainable maritime solutions aligned with EU Green Deal objectives. The value added by participation in the EUWT SE Network includes:

- **Visibility and outreach:** Enhanced exposure through joint communication activities and collective representation in key EU-level events and platforms.
- **Knowledge exchange and collaboration:** Opportunities for consortium partners to engage with similar initiatives, facilitating technical dialogue, and mutual learning.
- **Strategic alignment:** Strengthened positioning of BlueBARGE within broader policy and market-oriented discussions, thus fostering potential collaborations and joint actions.

Looking forward, BlueBARGE will actively contribute to the Network through participation in shared events, contribution to joint publications, and targeted initiatives that amplify the project's results and extend its impact beyond its immediate consortium boundaries. Further details about BlueBARGE's involvement and activities within the EUWT SE Network can be found at the dedicated project webpage: <https://bluebargo.eu/euwt-synergies-ecosystem/>.

Seanergy Summer School

BlueBARGE participated in the **Seanergy Summer School 2024**, an educational and dissemination initiative aligned with the objectives of maritime energy transition. Organised in Arenzano, Italy, the event

gathered students, researchers, and professionals working on offshore renewable energy and sustainable shipping. BlueBARGE contributed to the programme through a **dedicated presentation** that introduced the project's concept, its innovative floating power solution, and the use cases under development. This participation strengthened the project's academic outreach and supported capacity-building efforts among early-career professionals in the sector⁴.

Sister Projects

To maximise its impact and create meaningful synergies within the European innovation landscape, BlueBARGE actively collaborates with complementary EU-funded initiatives. Since September 2024, BlueBARGE has one officially recognised sister project: **BioCNG-to-Cold Ironing**. The BioCNG-to-Cold Ironing project aims to develop innovative solutions for providing ships at berth with renewable electricity generated from biomethane, supporting the decarbonisation of port activities and maritime transport. Its objectives closely align with BlueBARGE's goal of reducing emissions through innovative offshore power supply methods, enabling valuable exchanges of expertise, resources, and strategic insights between the two consortia. Collaboration with BioCNG-to-Cold Ironing significantly strengthens BlueBARGE's outreach and technical development by:

- **Encouraging knowledge-sharing on technical and regulatory challenges** in maritime electrification;
- **Facilitating joint participation in dissemination events**, enhancing visibility and **stakeholder engagement**;
- **Aligning communication efforts to amplify messages related** to port electrification and energy transition.

In this context, BioCNG-to-Cold Ironing has been given dedicated visibility on BlueBARGE's social media channels and project website, further promoting the sister project's innovations and activities. Moreover, BioCNG-to-Cold Ironing actively participated in the event *Beyond Onshore Electrification: A BioCNG Floating Power Plant for Maritime Decarbonization*, organised by the BioCNG-to-Cold Ironing consortium, highlighting its role in advancing maritime decarbonisation. Further details about the BioCNG-to-Cold Ironing project and its synergies with BlueBARGE are available on the dedicated webpage: <https://bluebarga.eu/biocng-to-cold-ironing-a-new-bluebarga-sister-project/>

As the project progresses, BlueBARGE remains open to establishing additional sister-project relationships to further extend collaboration and amplify the project's positive impact.

Stakeholder Platform & Advisory Board

⁴ The SEANERGY project, funded by the European Union's Horizon Europe programme, aimed to transform EU ports into zero-emission clean energy hubs. Running from October 2022 to March 2025, it brought together 12 partners from 9 countries to develop the SEANERGY Master Plan—a strategic roadmap guiding ports in integrating renewable energy sources, such as hydrogen and low-carbon fuels, and implementing circular economy practices. Key deliverables included the SEANERGY Handbook, offering practical tools and customizable worksheets for ports to tailor sustainable strategies, and a Catalogue of Technologies featuring over 90 innovative solutions to aid in decarbonization efforts. Through collaborative workshops and educational programs, SEANERGY fostered knowledge exchange and capacity building, positioning European ports at the forefront of the global energy transition.

More at: <https://seanergyproject.eu/>

In parallel with public dissemination efforts, the project has established **a dedicated stakeholder platform**, composed of approximately **400 contacts identified by consortium partners**. These contacts include representatives from industry, public authorities, research organisations, and EU initiatives. This is a priority list of contacts to be invited to open project events, or to be contacted for technical surveys or other inputs needed by partners for their Work Packages and Deliverables.

The **Advisory Board**, on the other hand, is a select group of industry and market experts invited—also during specific sessions of Consortium Meetings—to provide strategic input on use cases and demonstration activities. Compared to the Stakeholder Platform, the Advisory Board functions more as an active consultative body rather than a simple list of relevant contacts. Both instruments serve as strategic assets for maintaining direct engagement with key stakeholders and ensuring the project’s relevance and adaptability over time.

WP8’s goal is to periodically remind partners to leverage these consultative tools, in line with general engagement guidelines, whenever appropriate. We also aim to continuously expand these lists to build a broader stakeholder base and community that can be engaged on relevant topics.

3 – Key Performance Indicators (KPIs) and Monitoring

As defined in **Deliverable D8.1 – Communication and Dissemination Plan**, the BlueBARGE project has established a set of **Key Performance Indicators (KPIs)** to monitor the effectiveness of its communication and dissemination strategy. These indicators serve as both measurement and management tools, enabling the consortium to assess the visibility, reach, and engagement generated by the project's outreach activities, and to implement corrective actions where necessary. The KPIs are monitored on a **quarterly basis** through a combination of quantitative and qualitative data. Metrics include website traffic, social media engagement, participation in external events, and stakeholder feedback, among others.

Monitoring Methodology

The monitoring of KPIs is carried out by the WP8 leader (MagellanCircle) with contributions from all partners. Tools used include:

- **Google Analytics** for website and newsletter traffic
- **LinkedIn analytics** for engagement metrics
- **Mailchimp** for newsletter distribution reports
- **Partner reporting templates** for decentralised activities

The performance of each indicator is reviewed during WP8 coordination calls and internal progress reporting. Any deviations from targets are analysed and discussed, allowing the consortium to adapt communication efforts accordingly. A complete update of KPI status is scheduled for M36 and will be integrated in the final communication report (D8.3). Continuous monitoring ensures that BlueBARGE remains aligned with its dissemination goals and can make informed decisions on content, outreach methods, and stakeholder targeting.

KPI Framework

The KPI framework includes baseline targets set at project inception and is subject to periodic review, according to Section 11.1 of D8.1.

KPI CATEGORY	INDICATOR	TARGET	CURRENT VALUE (M17)
Website	News	20	21
	Users (Unique Visits)	4000	3293
Social media (LinkedIn)	Number of followers	700	914
	Comments	110	12
	Shares	110	20
Social media (X)	Followers	300	29
Newsletter	Number of issues distributed	9	4

Other Materials	Digital leaflets	2	1
	Roll ups	2	1
	Press releases	4	2
	Final project conference	1	0
	Eopsa workshops	2	1
	Presented in external events	10	14
	Booth in external events	3	1
	Video Views	800	1595

Table 5 – Project KPIs at M17

Most KPIs are either aligned with the targets set in the Grant Agreement or are progressing well and expected to be achieved by the end of the project. One notable exception, however, concerns the number of shares and comments on LinkedIn posts, which, based on current trends, are unlikely to meet the specified targets. This shortfall is partly due to the nature of these indicators: while shares and comments can reflect audience engagement, they are not the most reliable or consistent metrics in this context. In contrast, other indicators such as **likes**, **follower growth**, and **unique post impressions** have significantly **exceeded expectations** and offer a more accurate picture of engagement levels. As such, despite the lower-than-expected performance in terms of shares and comments, **LinkedIn remains an effective platform** for reaching our audience and delivering core messages. Moving forward, we plan to develop and publish more conversation-driven content that encourages interaction and debate around BlueBARGE-related themes, which may help improve these specific engagement metrics.

A separate consideration applies to X, which is used primarily to broaden outreach beyond the project's B2B focus. **The platform mostly mirrors LinkedIn content**, with adaptations for X's user base and format. Here, the **KPI of reaching 300 followers remains the most challenging**, and current numbers are still well below target. Although X does provide an additional point of contact with a more general audience, its overall contribution to project dissemination has been relatively modest—a trend consistent with what is seen in other EU-funded initiatives. Nevertheless, we plan to continue using the platform more strategically by posting content tailored to its dynamics, such as live updates during events, polls, and interactive features. That said, achieving the follower KPI will remain a difficult goal.

4 –Forward Strategy

As BlueBARGE progresses, the communication and dissemination strategy will continue evolving to support the project's technical milestones and ensure consistent visibility across its remaining lifecycle. The core communication principles defined in D8.1 remain valid and will be reinforced through the following strategic focus areas:

4.1 Reinforcement of Online Presence

The **project website and social media channels will continue to serve as central dissemination platforms**. In particular, the LinkedIn page will be leveraged to share updates on pilot activities, stakeholder engagement, and policy relevance of the BlueBARGE solution. Efforts will also be made to improve LinkedIn engagement metrics (reactions, shares, click-through rates) through new campaigns and visually engaging content. The **Zenodo account**, still in its launching phase, will help in disseminating technical and scientific publications.

4.2 Boosting Stakeholder Engagement

In the second half of the project, BlueBARGE will reinforce stakeholder engagement through **targeted and context-specific actions**. These efforts will build upon the tools and collaborations already activated, such as the Stakeholder Platform, the Advisory Board and participation in the EUWT SE Network. Planned activities will include:

- **Focused bilateral and small-group meetings** with key external actors to discuss the replicability of the BlueBARGE model;
- **Closed technical workshops** involving consortium members and the Advisory Board;
- **Strategic contributions** to external initiatives and working groups at the EU level.

This approach ensures that engagement remains purposeful, aligned with the project's implementation trajectory, and responsive to the interests of priority stakeholders.

4.3 Strategic Use of Press and Media

Media relations will play a central role in amplifying the visibility of BlueBARGE throughout the second half of the project. Building on the groundwork laid in the first 18 months—during which **key milestones were promoted** via institutional channels and sector-specific media—the **communication strategy** will now prioritise higher-frequency outreach aligned with project developments. Press and media efforts will be strategically intensified around the following key moments:

- The **launch of the pilots and demonstration** activities;
- The **intermediate technical review** and associated public-facing outputs;
- The **final international conference** and associated dissemination milestones.

To maximise impact, media outreach will focus on specialised maritime, energy transition, logistics, and innovation platforms, while also maintaining presence in EU-level dissemination portals. These actions will be supported and implemented by a coordinated effort of all partners to ensure timely and widespread dissemination.

Additionally, **editorial content** will be continuously adapted to reflect the maturity of the project, evolving from awareness-raising towards demonstration of value and potential adoption. All outputs will continue to comply with EU visibility rules and acknowledge the financial support received under the Horizon Europe programme.

Performance metrics for press and media—including number of press releases, articles published, and media platforms engaged—will remain integrated within the **KPI monitoring framework** and **reviewed during WP8 coordination meetings**. Where needed, corrective actions or additional media pushes will be implemented to ensure that the project's innovative potential reaches its key stakeholders, including industry actors, policy makers, and the general public.

4.4 Visual and Informative Content

Additional communication products will be prepared to support external outreach, including:

- An official professional **project video** summarising achievements and lessons learned
- Updated **leaflets** and a **one-pager** targeted at policy and business audiences
- Visual content (photos, infographics) documenting pilot site progress

All materials will follow the visual identity defined in D8.1 and will be shared via the website and project channels.

5 - Conclusions

The BlueBARGE project has successfully established a strong foundation for its communication and dissemination activities during the first half of its lifecycle. Building on the strategy defined in D8.1, the consortium has delivered a coherent visual identity, an operational online presence, and has initiated initial media outreach and stakeholder engagement. Notable progress to date includes:

- **Development of the project website and social media channels**
- **Launch of project newsletters**
- **Production of core communication materials** (leaflet, roll-up, templates)
- **Entry into relevant collaborative initiatives** (e.g., EUWT SE Network)
- **Presence at external events and workshops**
- **Early media coverage and press activity around project launch milestones**

While some indicators are still progressing toward their targets (e.g., social media engagement, media mentions), the project's communication trajectory is aligned with the strategic objectives set at the outset. The monitoring tools in place, including periodic KPI reviews and WP8 coordination, ensure the ability to identify bottlenecks and apply timely corrections. The second half of the project will prioritise:

- **Communication around pilot activities and demonstrations**
- **Deeper stakeholder engagement** through targeted briefings
- **Additional outreach push** via media relations, project video, and final conference
- **Evaluation and reporting of the project's full communication impact** (D8.3)

With these priorities in place, BlueBARGE is well positioned to increase its visibility, reinforce the relevance of its innovation for maritime decarbonisation, and ensure that its results reach key decision-makers, stakeholders, and potential adopters by the end of the project (M36).

6 – Annexes

Annex 1 – Website Publications

DATE	TITLE	LINK
25.03.2024	BlueBARGE Project – kick-off activities	https://bluebargo.eu/february-13th-2024-bluebargo-project-kick-off-activities/
13.05.2024	BlueBARGE on board of the Demonstrator Vessel	https://bluebargo.eu/bluebargo-on-board-of-the-demonstrator-vessel/
17.06.2024	BlueBARGE at Posidonia Event in Athens	https://bluebargo.eu/bluebargo-at-posidonia-event-in-athens/
10.07.2024	BlueBARGE at ecoport Event	https://bluebargo.eu/bluebargo-at-ecoport-event/
07.08.2024	BlueBARGE joins EUWT-SE network	https://bluebargo.eu/bluebargo-joins-euwt-se-network/
21.08.2024	BlueBARGE: new General Presentation	https://bluebargo.eu/bluebargo-new-general-presentation/
12.09.2024	BlueBARGE: General Assembly in Esbjerg	https://bluebargo.eu/bluebargo-general-assembly-in-esbjerg/
17.09.2024	BlueBARGE: Survey open!	https://bluebargo.eu/bluebargo-survey-open/
24.09.2024	BlueBARGE Project at SMM event in Hamburg	https://bluebargo.eu/bluebargo-project-at-smm-event-in-hamburg/
01.11.2024	BioCNG-to-Cold Ironing, a new BlueBARGE sister project	https://bluebargo.eu/biocng-to-cold-ironing-a-new-bluebargo-sister-project/
14.11.2024	BlueBARGE showcased at the SeaBAT-EUWT event in Antwerp	https://bluebargo.eu/bluebargo-at-the-seabat-event/
27.11.2024	BlueBARGE Project showcased at Offshore Energy event	https://bluebargo.eu/bluebargo-showcased-at-offshore-energy-event/
21.01.2025	BlueBARGE Project Newsletters	https://bluebargo.eu/bluebargo-project-newsletters/
27.01.2025	BlueBARGE at Waterborne Days 2025	https://bluebargo.eu/bluebargo-at-waterborne-days-2025/
11.02.2025	BlueBARGE in Valencia for Workshop: Innovation initiatives for decarbonising the Mediterranean	https://bluebargo.eu/bluebargo-in-valencia/
13.02.2025	BlueBARGE general assembly held in Valencia	https://bluebargo.eu/bluebargo-general-assembly-held-in-valencia/
26.03.2025	BlueBARGE at European Shipping Summit 2025	https://bluebargo.eu/bluebargo-at-the-european-shipping-summit-2025/
18.04.2025	BlueBARGE Joined AENEAS Second Stakeholders Workshop to Strengthen Maritime Collaboration	https://bluebargo.eu/bluebargo-joined-aeneas-second-stakeholders-workshop/
15.05.2025	Maritime Decarbonisation in Action: EU-Funded Innovation & Collaboration	https://bluebargo.eu/maritime-decarbonisation-in-action/
26.05.2025	BlueBARGE and EOPSA Co-Host First Technical Workshop	https://bluebargo.eu/bluebargo-and-eopsa-co-host-first-technical-workshop/

Annex 2 – BlueBARGE Projects list of posts

DATE	MACRO TOPIC	LINKEDIN LINK	X LINK
08.02.2024	Project Launch	https://www.linkedin.com/feed/update/urn:li:activity:7161270254386446336	https://x.com/BBARGEProject/status/1767505641642357174?s=20
09.02.2024	Kickoff	https://www.linkedin.com/feed/update/urn:li:activity:7161707210291437569	https://twitter.com/BBARGEProject/status/1771201567074488816
13.02.2024	Press Presentations	https://www.linkedin.com/feed/update/urn:li:activity:7163108855789432832	-
19.02.2024	Cinea News	https://www.linkedin.com/posts/bluebargo-project_shipping-deputy-minister-of-cyprus-welcomes-activity-7165264620914393088-OyGt?utm_source=share&utm_medium=member_desktop	https://twitter.com/BBARGEProject/status/1771107345591869531
16.04.2024	Hydrus Inspection	https://www.linkedin.com/posts/bluebargo-project_bluebargo-project-scaling-prototyping-activity-7185912580165541889-mFDR?utm_source=share&utm_medium=member_desktop	https://twitter.com/BBARGEProject/status/1780161268399190064
14.05.2024	Website	https://www.linkedin.com/feed/update/urn:li:activity:7196061222503383040	https://twitter.com/BBARGEProject/status/1790294443007848455
30.05.2024	Event	https://www.linkedin.com/posts/bluebargo-project_bluebargo-project-posidonia2024-bluebargo-project-activity-7201864151944585216-XdgF?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1796110184143597894
04.06.2024	Event	https://www.linkedin.com/posts/bluebargo-project_posidonia2024-bluebargo-powerbargo-activity-7203657173782966272-qC2Z?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1797894445481992335
17.06.2024	Event	https://www.linkedin.com/posts/bluebargo-project_bluebargo-project-posidonia2024-powerbargo-activity-7208485527623241729-QZPO?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1802722372912341358
04.07.2024	Meet The Partner (Mtp)	https://www.linkedin.com/posts/bluebargo-project_meetthepartners-coldironing-activity-7214609471266840577-M4uL?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1808851140508897699

10.07.2024	Event	https://www.linkedin.com/posts/bluebarga-project_bluebarga-ecoport-valencia-activity-7216820106901766144-ghJI?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1811056785538613710
11.07.2024	Meet The Partner (Mtp)	https://www.linkedin.com/posts/bluebarga-project_meetthepartners-bluebarga-shipping-activity-7219636370795892738-943V?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1813873256941957260
24.07.2024	Meet The Partner (Mtp)	https://www.linkedin.com/posts/bluebarga-project_meetthepartners-bluebargaproject-mediterranean-activity-7221798196379852800-vFOO?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1816036034972373052
29.07.2024	Survey	https://www.linkedin.com/posts/bluebarga-project_bluebargaproject-bluebarga-electrification-activity-7223594358988562432-yuCM?utm_source=share&utm_medium=member_desktop	-
31.07.2024	Meet The Partner (Mtp)	https://www.linkedin.com/posts/bluebarga-project_meetthepartners-bluebargaproject-turkey-activity-7224342637913284608-9NrT?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1818578207307657466
07.08.2024	Euwt-Se	https://www.linkedin.com/feed/update/urn:li:activity:7226934262929735683	https://x.com/BBARGEProject/status/1821176173767872839
21.08.2024	General Presentation	https://www.linkedin.com/posts/bluebarga-project_bluebarga-general-presentation-activity-7231939484324401152-Kxfj?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1826176493392687441
27.08.2024	SMM Event	https://www.linkedin.com/posts/bluebarga-project_bluebarga-smm-hamburg-activity-7234185734214045696-lgP4?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1828422997528449345
12.09.2024	Project Video	https://www.linkedin.com/feed/update/urn:li:activity:7239910020119724034	https://x.com/BBARGEProject/status/1834144994698924184
13.09.2024	General Assembly	https://www.linkedin.com/posts/bluebarga-project_bluebarga-denmark-generalassembly-activity-7240370177668771840-NQo9?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1834606221963190494

25.09.2024	SMM Event	https://www.linkedin.com/feed/update/urn:li:activity:7244601568535166977	-
27.09.2024	Seanergy Sumemr School	https://www.linkedin.com/feed/update/urn:li:share:7245457564493107200/?actorCompanyId=101616963	https://x.com/BBARGEProject/status/1839695145756680389
12.11.2024	Promo NI	https://www.linkedin.com/posts/bluebarga-project_bluebarga-powerbarga-cleanenergy-activity-7262105134350942208-F9eT?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1856340053363978481
19.11.2024	Biocng Workshop	https://www.linkedin.com/feed/update/urn:li:ugcPost:7264605903360847874/?actorCompanyId=101616963	https://x.com/BBARGEProject/status/1858841629844529523
21.11.2024	3rd Hellenic Workshop	https://www.linkedin.com/posts/bluebarga-project_athens-greece-eumaritime-activity-7265277360751464453-1B6d?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1859512889633079353
26.11.2024	Seabat Event	https://www.linkedin.com/posts/bluebarga-project_bluebarga-euwt-antwerp-activity-7267147607821484033-8zYP?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1861382587442184569
29.11.2024	Offshore Energy	https://www.linkedin.com/posts/bluebarga-project_bluebarga-amsterdam-powerbarga-activity-7269334117450665984-HuKc?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1863584702642245646
4.12.2024	Meet The Partners	https://www.linkedin.com/posts/bluebarga-project_meetthepartners-bluebarga-communication-activity-7270024815934119936-Amv?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1864259670212317396
5.12.2024	Smart 2024	https://www.linkedin.com/posts/bluebarga-project_dubai-uae-powerbarga-activity-7270350128861900800-P8-4?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1864585264795983976
6.12.2024	Meet The Partner (Mtp)	https://www.linkedin.com/feed/update/urn:li:activity:7270755344925020160	https://x.com/BBARGEProject/status/1864992393855950898
10.12.2024	Meet The Partner (Mtp)	https://www.linkedin.com/feed/update/urn:li:activity:7272264763802333184	https://x.com/BBARGEProject/status/1866499850193482016

12.12.2024	Meet The Partner (Mtp)	https://www.linkedin.com/posts/bluebarga-project-meetthepartners-portoperations-shoresideelectricity-activity-7272897153360908288-DyRU?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1867132819689836552
13.12.2024	Meet The Partner (Mtp)	https://www.linkedin.com/feed/update/urn:li:activity:7273327168972029954	https://x.com/BBARGEProject/status/1867562684201242909
16.12.2024	Meet The Partner (Mtp)	https://www.linkedin.com/feed/update/urn:li:activity:7274374032349679616	https://x.com/BBARGEProject/status/1868611398747775209
19.12.2024	Meet The Partner (Mtp)	https://www.linkedin.com/feed/update/urn:li:activity:7275455355155853314	https://x.com/BBARGEProject/status/1869691084143825026
20.12.2024	Holidays Greetings	https://www.linkedin.com/feed/update/urn:li:activity:7275900859639586818	https://x.com/BBARGEProject/status/1870137841360998611
21.01.2025	Newsletter	https://www.linkedin.com/feed/update/urn:li:activity:7287502342764044288	https://x.com/BBARGEProject/status/1881737251182588405
27.01.2025	Waterborne Days	https://www.linkedin.com/feed/update/urn:li:activity:7289579433882013696	https://x.com/BBARGEProject/status/1883816546927321466
03.02.2025	Waterborne Days	https://www.linkedin.com/feed/update/urn:li:activity:7292212379881295872	https://x.com/BBARGEProject/status/1886448141823582380
06.02.2025	Waterborne Days	https://www.linkedin.com/posts/bluebarga-project-bluebarga-waterborne-brussels-activity-7293176675947671553-tTDo?utm_source=share&utm_medium=member_desktop	https://x.com/BBARGEProject/status/1887457705436323958
11.02.2025	Innovation Initiatives For Decarbonising The Mediterranean	https://www.linkedin.com/feed/update/urn:li:activity:7295070456380821505	https://x.com/BBARGEProject/status/1889306343644787093
13.02.2025	General Assembly	https://www.linkedin.com/feed/update/urn:li:activity:7295829514981359616	-
25.03.2025	Newsletter	https://www.linkedin.com/feed/update/urn:li:activity:7310253368365481985	https://x.com/BBARGEProject/status/1904488440831304178
26.03.2025	European Shipping Summit	https://www.linkedin.com/feed/update/urn:li:activity:7310615494737235969	https://x.com/BBARGEProject/status/1904850494150836648
07.04.2025	Infographic	https://www.linkedin.com/feed/update/urn:li:activity:7314962239956959232	https://x.com/BBARGEProject/status/1909197468190830900
18.04.2025	Aeneas Second	https://www.linkedin.com/feed/update/urn:li:activity:7318914473614827520	https://x.com/BBARGEProject/status/1913150768049250389

	Stakeholders Workshop		
19.05.2025	Istanbul Event Teasing And Registration	https://www.linkedin.com/feed/update/urn:li:activity:7328761767315062786	https://x.com/BBARGEProject/status/1923003489552040309
30.05.2025	Istanbul Event Agenda And Registration	https://www.linkedin.com/feed/update/urn:li:activity:7333398711168872448	https://x.com/BBARGEProject/status/1927636340084015479
03.06.2025	Eopsa Workshop	https://www.linkedin.com/feed/update/urn:li:activity:7335606502876925952	https://x.com/BBARGEProject/status/1929842531862241431
05.06.2025	Hazid Event	https://www.linkedin.com/feed/update/urn:li:activity:7336316329571815425	https://x.com/BBARGEProject/status/1930552481248887200
06.06.2025	Nor-Shipping 2025	https://www.linkedin.com/feed/update/urn:li:activity:7336702756147060736	https://x.com/BBARGEProject/status/1930939248221323488

Annex 3 – Partner’s Publications

PARTNER	CHANNEL	LINK
ABS	Webnews	https://news.cision.com/american-bureau-of-shipping/r/abs-to-lead-bluebarga-project-to-advance-offshore-electrical-power-bunkering.c3953932
ABS	Social Media	https://www.linkedin.com/posts/american-bureau-of-shipping_offshore-electrical-activity-7180541316185964544-vNRJ?utm_source=share&utm_medium=member_desktop
NTUA	Social Media Post	https://www.linkedin.com/posts/maritime-risk-group-mrg_the-2day-bluebarga-project-kick-off-meeting-activity-7162014129694621696-gKUz?utm_source=share&utm_medium=member_desktop
NTUA	Social Media Post	https://www.linkedin.com/posts/maritime-risk-group-mrg_bluebarga-decarbonisation-euproject-activity-7199798919092969473-r3Vr?utm_source=share&utm_medium=member_desktop
NTUA	Social Media Post	https://www.linkedin.com/posts/maritime-risk-group-mrg_posidonia2024-posidonia2024-bluebarga-activity-7202335815224463360-EwTr?utm_source=share&utm_medium=member_desktop
NTUA	Social Media Post	https://www.linkedin.com/posts/maritime-risk-group-mrg_bluebarga-decarbonisation-euproject-activity-7240007733138120706-WBJL?utm_source=share&utm_medium=member_desktop
NTUA	Social Media Post	https://www.linkedin.com/posts/maritime-risk-group-mrg_powerbarga-coldironing-powerbunkering-activity-7241450614289797120-sVfh?utm_source=share&utm_medium=member_desktop
NTNU	Social Media Post	https://www.linkedin.com/posts/department-of-marine-technology-imt_maritime-transport-electrification-activity-7165266863386488834-OY8b?utm_source=share&utm_medium=member_desktop
NTNU	Webnews	https://www.ntnu.edu/web/imt/newsandevents/-/asset_publisher/zxmuLNdCcstp/content/will-develop-a-scalable-offshore-electrical-power-supply-system-for-ships?com_liferay_asset_publisher_web_portlet_AssetPublisherPortlet_INSTANCE_zxmuLNdCcstp_assetEntryId=1346609529
NTNU	Social Media Post	https://www.linkedin.com/posts/department-of-marine-technology-imt_jobopportunity-sustainablesipping-maritimeinnovation-activity-7204472159556059137-ox3a?utm_source=share&utm_medium=member_desktop
FVP	Social Media (FB)	https://www.facebook.com/fvalenciaport/posts/pfbidOnWbFgSo_mqr51vHr1PzpmKqZRPDMrMf4AVRipkf5LaeJruR2WZ5JQAVzUQdz44XhXl
FVP	Social Media (IN)	https://www.linkedin.com/feed/update/urn:li:activity:7161670475603951617/
FVP	Social Media (X)	FValenciaport su X: "🚢 Arranca el proyecto #BlueBARGE, que tendrá un papel fundamental en la transformación del sector marítimo portuario hacia los objetivos de #electrificación y #descarbonización a escala europea e internacional 📄 + Info

		#OPS #sostenibilidad #Energía" / X (twitter.com)
FVP	Social Media (IG)	https://www.instagram.com/p/C3H8HLNtS_d/?utm_source=ig_web_button_share_sheet&igsh=MzRIODBiNWFIzA%3D%3D
FVP	Podcast	https://www.ivoox.com/varadero-13-02-24-audios-mp3_rf_124286367_1.html
FVP	Webnews	https://www.fundacion.valenciaport.com/en/news-events/2024/02/bluebarga-power-supply-ships/
FVP	Webnews	https://www.fundacion.valenciaport.com/en/project/bluebarga/
REGBES	Social Media Post	https://www.linkedin.com/feed/update/urn:li:share:7203659339109126145/?actorCompanyId=101616963
MCIRCLE	Social Media (CEU)	https://www.linkedin.com/feed/update/urn:li:activity:7161711581364523009
MCIRCLE	Social Media	https://www.linkedin.com/feed/update/urn:li:activity:7162760088926064641
MCIRCLE	Social Media (CEU)	https://www.linkedin.com/feed/update/urn:li:activity:7163124971706302464
MCIRCLE	Social Media (CEU)	https://www.linkedin.com/posts/connecting-eu_shipping-deputy-minister-of-cyprus-welcomes-activity-7165265689203666944-ysdt?utm_source=share&utm_medium=member_desktop
MCIRCLE	Social Media (AP)	https://www.linkedin.com/posts/alexio-picco_shipping-deputy-minister-of-cyprus-welcomes-activity-7165266842297610240-Y-gg?utm_source=share&utm_medium=member_desktop
NTUA	Social Media (IN + X)	https://www.linkedin.com/posts/maritime-risk-group-mrg_euwt-bluebarga-powerbarga-activity-7263226197621264384-LeGb/?utm_source=share&utm_medium=member_desktop
NTUA	Social Media (IN + X)	https://www.linkedin.com/posts/maritime-risk-group-mrg_powerbarga-cleanenergy-marinetechology-activity-7295448453453692928-mfgz/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE3a1kgBshGvzI2AvSICMILhODE6ZPYTLjU
NTUA	Social Media (IN + X)	https://www.linkedin.com/posts/maritime-risk-group-mrg_powerbarga-cleanenergy-marinetechology-activity-7295842333529387008-rqBz/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE3a1kgBshGvzI2AvSICMILhODE6ZPYTLjU
NTUA	Social Media (IN + X)	https://www.linkedin.com/posts/maritime-risk-group-mrg_bluebarga-maritimeinnovation-sustainableshipping-activity-7331291144829456384-aTBU?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE3a1kgBshGvzI2AvSICMILhODE6ZPYTLjU
NTUA	Social Media (IN)	https://www.linkedin.com/posts/maritime-risk-group-mrg_maritimeinnovation-sustainableshipping-powerbarga-activity-7313149249045594112-jW6t?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE3a1kgBshGvzI2AvSICMILhODE6ZPYTLjU
NTUA	Social Media (X)	https://x.com/mrg_ntua/status/1907382319771521252
NTUA	Social Media (IN)	https://www.linkedin.com/posts/maritime-risk-group-mrg_bluebarga-maritimeinnovation-energytransition-activity-7330307294586466305-G3K1?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE3a1kgBshGvzI2AvSICMILhODE6ZPYTLjU
NTUA	Social Media (X)	https://x.com/mrg_ntua/status/1924535630261854385

NTUA	Social Media (IN)	https://www.linkedin.com/posts/maritime-risk-group-mrg_bluebargo-maritimeinnovation-sustainableshipping-activity-7331291144829456384-aTBU?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE3a1kgBshGvzI2AvSICMILhODE6ZPYTLjU
NTUA	Social Media (X)	https://x.com/mrg_ntua/status/1925863750734639588

Annex 4 – Media and Press coverage

DATE	TITLE	LINK
09.02.2024	Diario Del Puerto	https://www.diariodelpuerto.com/maritimo/el-proyecto-bluebargo-posibilitara-el-suministro-electrico-a-buques-en-zonas-con-dificil-acceso-a-la-red-LE18498164
09.02.2024	El Canal Maritimo Y Logistico	https://www.diarioelcanal.com/bluebargo-suministro-electricidad-buques/
09.02.2024	El Periodic	https://www.elperiodic.com/valencia/proyecto-bluebargo-solucionara-problemas-suministro-electrico-buques-zonas-dificil-acceso-electrica_944064
09.02.2024	Naucher Global	https://www.naucher.com/el-proyecto-bluebargo-solucionara-los-problemas-de-suministro-electrico-a-buques-en-zonas-con-dificil-acceso-a-la-red-electrica/
09.02.2024	Ports Europe	https://www.portseurope.com/the-bluebargo-project-power-supply-to-ships/?utm_source=mailpoet&utm_medium=email&utm_campaign=date-mt%E2%80%A6
09.02.2024	El Mercantil	https://elmercantil.com/2024/02/09/el-proyecto-bluebargo-arranca-para-comercializar-una-barcaza-de-suministro-electrico-en-2030/
10.02.2024	Port Technology	https://www.porttechnology.org/news/bluebargo-project-kicks-off-to-aid-electricity-supply-to-ships/
13.02.2024	Safety4Sea	https://safety4sea.com/the-bluebargo-project-bunkering-vessels-with-renewable-generated-electricity/
13.02.2024	KNEWS	https://knews.kathimerini.com.cy/en/news/cyprus-takes-the-helm-in-pioneering-anchored-ship-electricity-revolution
13.02.2024	SIGMALIVE	https://www.sigmalive.com/news/local/1192305/yf-naftilias-protagonistikos-rols-tis-kyprou-sto-ergo-bluebargo
13.02.2024	ILENEWS	BlueBarge: Ηλεκτροδότηση στα πλοία από επαναφορτιζόμενες μπαταρίες Φιλελεύθερος Philenews
13.02.2024	KANAAI	«Κλειδί» η Κύπρος και το Λιμάνι Λεμεσού για υποσχόμενο Ευρωπαϊκό έργο ηλεκτροδότησης και ενεργειακής απεξάρτησης της ναυτιλίας - Kanali 6
13.02.2024	OIKONOMIK	https://www.kathimerini.com.cy/gr/oikonomiki/naytilia/blue-bargen-prasini-energeia-ape-se-kypriako-ploio
13.02.2024	In Business News	https://inbusinessnews.reporter.com.cy/article/2024/2/13/758819/bluebargo-to-europaiko-ergo-me-protagonistiko-rolo-gia-ten-kupro-kai-ton-tomea-tes-nautilias-tes/
13.02.2024	Cyprus Mail	Cyprus key member of BlueBarge project, shipping minister says Cyprus Mail (cyprus-mail.com)
13.02.2024	Stock Watch	Cyprus plays a leading role in BlueBarge project Stockwatch - All about the economy
13.02.2024	Sector Maritimo	https://sectormaritimo.es/las-zonas-portuarias-con-dificil-acceso-a-la-red-electrica-tambien-podran-ser-sostenibles
14.02.2024	Nunchi Marine	https://www.manifoldtimes.com/news/bluebargo-project-to-pave-way-for-bunkering-anchored-ships-with-renewable-electricity/
15.02.2024	CINEA	https://cinea.ec.europa.eu/news-events/news/shipping-deputy-minister-cyprus-welcomes-new-eu-maritime-research-project-2024-02-15_en
16.02.2024	Anave	https://anave.es/el-proyecto-bluebargo-facilitara-suministro-electrico-a-buques-fondeados/
01.04.2024	Bunker Market	https://bunkermarket.com/abs-to-lead-bluebargo-project-for-offshore-electrical-bunkering/

02.04.2024	Robban Assafina	https://assafinaonline.com/news_details/en/19600/ABS-to-Lead-BlueBARGE-Project-to-Advance-Offshore-Electrical-Power-Bunkering
03.04.2024	Manifold Times	https://www.manifoldtimes.com/news/abs-leads-bluebargo-project-to-develop-offshore-electrical-power-bunkering/
02.06.2024	Ports Europe	https://www.portseurope.com/bluebargo-on-board-demonstrator-vessel/
23.10.2024	Ports Europe	https://www.portseurope.com/biocng-to-cold-ironing-a-new-bluebargo-sister-project/
12.02.2025	Diario de Transporte	https://www.diariodetransporte.com/articulo/transporte-maritimo-y-puertos/fundacion-valenciaport-presento-proyectos-descarbonizacion-transicion-energetica-comunidad-portuaria/20250212180332100228.html
12.02.2025	El Periodic	https://www.elperiodic.com/valencia/fundacion-valenciaport-presenta-proyectos-sobre-descarbonizacion-transicion-energetica-comunidad-portuaria_1001443