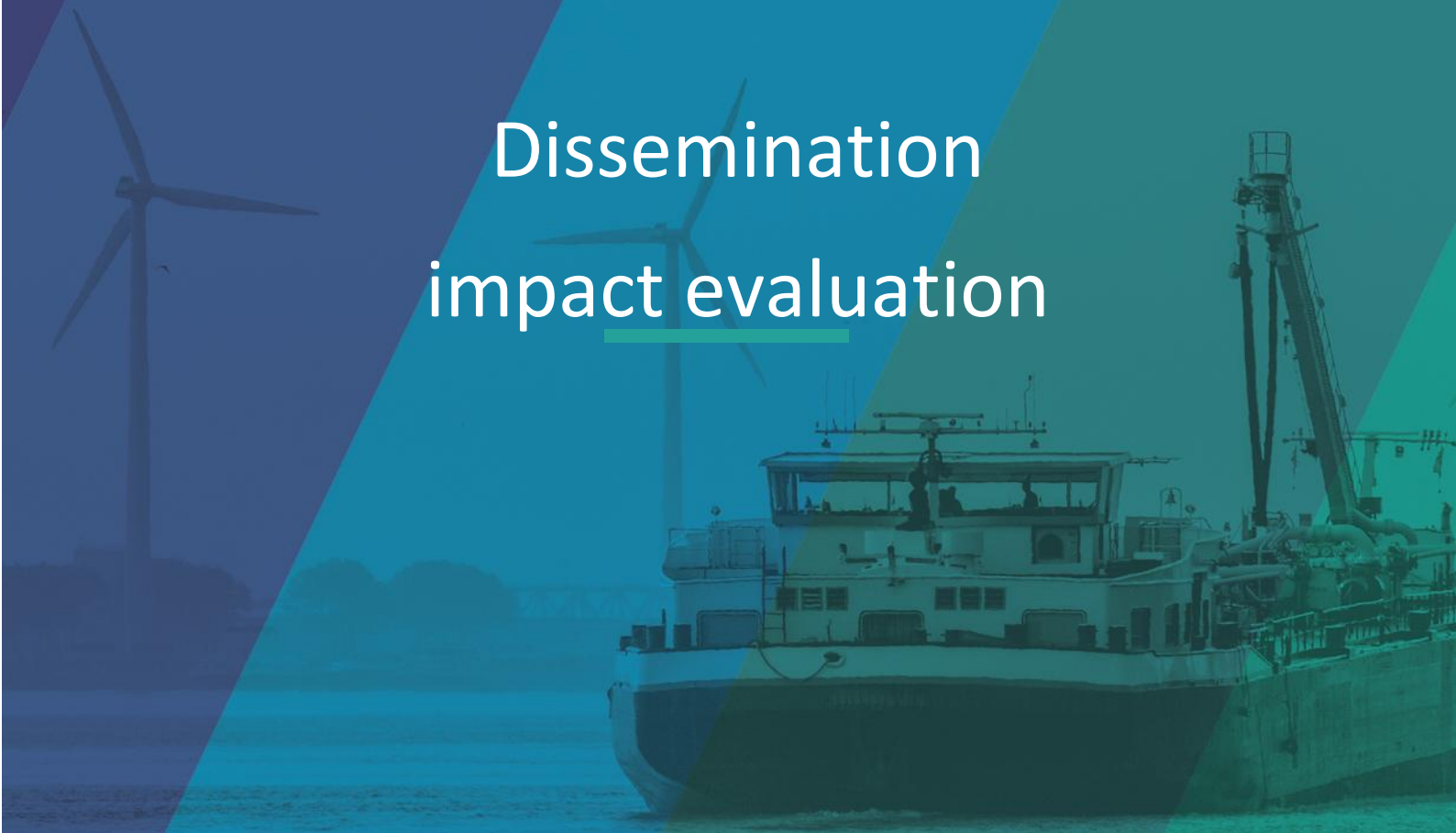
MAGPiE

SMART GREEN PORTS

Dissemination impact evaluation



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Funded by the European Union

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Executive Summary

MAGPIE is a European collaboration coordinated by the Port of Rotterdam, bringing together four ports (Rotterdam, DeltaPort, Sines and HAROPA), eight research institutes and universities, 32 private companies and four other organisations. Since October 2021, the project tests technical, operational and digital solutions for the energy transition across maritime, inland waterway, road and rail transport. Its ten demonstrators, digital tools and work on non-technological barriers formed the basis of the European Green Port of the Future Master Plan, a free and adaptable roadmap to help ports decarbonize towards 2050.

This deliverable assesses the results of MAGPIE's communication and dissemination activities against the objectives and indicators set during the project. D2.2 established the initial framework, including target audiences, communication objectives and key performance indicators; D2.3 updated it; and D2.4 documented the implementation of communication tools and activities and how our approach evolved. This report completes that overview by examining the available results and the main trends across the project's communication and dissemination work.

After more than five years of work, MAGPIE has various impressive, concrete results to share. The conclusion of the project thus marks a turning point for its communication and dissemination activities as well. This deliverable reflects the project's overall trajectory, with communication activities growing throughout its 63 months and engagement increasing exponentially in its final phase, particularly on social media. This growth was also supported by MAGPIE's approach to communication, which combined digital outreach with physical events such as the MAGPIE exhibitions and Port-City workshops. By connecting European-level objectives with local contexts, these activities created dialogue between experts, port authorities, local stakeholders and the wider public. This way, MAGPIE did not only reach its target audiences as defined in D2.2; it also brought the port energy transition closer to the communities it affects. In doing so, we will see in this deliverable that the project contributed not only to the dissemination of solutions for greener ports, but also to stronger port-city relationships, in line with the *Social Cohesion and Skills* pillar of the EU Ports Strategy and the longer-term ambitions of the European Green Deal, launched by the European Commission in 2019.

1. Introduction

On September 17, MAGPIE organised the conference *Ports in Transition: Building Resilient Ecosystems.* It was jointly organised with its sister project, PIONEERS (https://pioneers-ports.eu). More than 350 people registered for the event. The day featured keynotes from Han ten Broeke, Head of Cabinet to European Commissioner Wopke Hoekstra, Joke Bamps of DG MOVE, Boudewijn Siemons, CEO of the Port of Rotterdam, Rob Smeets, CEO of Port of Antwerp-Bruges, Isabelle Ryckbost, Secretary General of the European Sea Ports Organisation (ESPO), Bo Cerup-Simponsen, CEO of Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping, and Thierry Vanelslander, Professor of Transport and Regional Economics at the Antwerp University. In the afternoon, the two consortia and external stakeholders came together in learning labs to discuss and exchange in five parallel sessions, based on each pillar of the EU Ports Strategy. The conference culminated in the presentation of MAGPIE's legacy: the Masterplan for the greening of European ports, a free, ready-to-use and adaptable roadmap towards zero emission for European ports.

The conference was a success.

It also rewarded five years of communication work. As the project came to a close, the MAGPIE demonstrators, tools, and solutions moved from ideas to reality, giving us concrete technologies that had seemed futuristic when the project began. Being able to deliver social media content about concrete, tangible results really helped to increase visibility on the social media channels used. As a result, the figures with social media posts about the conference skyrocketed.

2. Dissemination Objectives and Target Audiences

2.1 Objectives

MAGPIE's dissemination activities were designed to increase awareness of the project as an Innovation Action and communicate its results. MAGPIE focused on engaging relevant stakeholders, including the general public wherever possible, by transferring the knowledge generated through the project. Initial communication focused strongly on awareness and interest, while the later stages put the emphasis on concrete demonstrations (MAGPIE executed impressive pilots such as the Green Connected Trucking and automated charging, the Autonomous Barge or the Offshore Charging Solutions), the lessons learnt and the opportunities for knowledge transfer at milestone events. The dissemination activities covered in this deliverable therefore include the efforts to raise awareness of MAGPIE and its results, as well as the direct exchanges with stakeholders through events, workshops and other targeted activities, as they helped shape and share the project's findings and discuss how its solutions could be applied in different port contexts.

2.2 Target audiences

MAGPIE's communication and dissemination activities targeted the audiences identified in the project plans (D2.2 and D2.3): port authorities and related industries, public authorities and municipalities, transport and energy stakeholders, and civil society. MAGPIE also reached to research organisations, universities and students, alongside professionals and stakeholders interested in replicating green port solutions. External stakeholders also received event invitations, newsletters and press releases.

As a result, by September 2026, the website had recorded **61,412 visitors in 32 months**; MAGPIE's LinkedIn audience grew **to 2,038 followers** by October 2026, with **172,454** impressions recorded during 2026. The exhibitions also extended the project's reach beyond professional audiences, with related social media campaigns generating more than **47,000 views across Instagram, Facebook and TikTok.** The final conference with PIONEERS attracted more than 350 registrations, including representatives from European institutions, ports, industry and research.

MAGPIE also supported outreach to local communities. Three Port-City Workshops brought together 182 participants from 266 registrations. The Le Havre exhibition recorded 394 individual visitors, received 8 delegations and generated coverage from 15 local media outlets. These figures illustrate the range of audiences reached but prove above all that **MAGPIE exceeded its communication and dissemination KPIs.** Over five years, it built a growing audience and broad media visibility/

The project reached these audiences thanks to a combination of digital channels and in-person activities. Using these different formats allowed the project to communicate its work across professional, institutional, academic and local audiences, depending on the type of activity.

3. Participation in the dissemination activities

3.1 Port City Workshops

One of the original event formats used throughout the project was the Port-City workshop series. These workshops were designed to bring MAGPIE into the local debate by presenting project activities, Work Packages, and demonstrators to local audiences, thus creating space for discussion with public authorities, businesses, researchers, NGOs, and local communities. They informed and discussed the implications of the project in its local context and gathered views on how green and smart port solutions could be integrated into development plans.

Three workshops were organised in Wesel, Le Havre and Leixões. The format remained consistent across the three locations, with an in-person programme combining presentations of MAGPIE, exchanges with local stakeholders and discussion of the transferability of the project's solutions. The content was adapted to the host port and local priorities, allowing the workshops to address issues ranging from shore power and cruise operations in Le Havre to digitalisation, environmental monitoring and port strategy in Leixões and Wesel.

Across the three events, there were 266 registrations. Le Havre recorded the highest attendance, with 66 participants, closely followed by Wesel with 114 registrations. Leixões brought together 70 registrations.

The workshops provided a setting for local authorities and other stakeholders to discuss the wider implications of port transition. In all three, representatives of the local government discussed the links between port activity, the city and the wider region, including economic development, decarbonisation and digitalisation. For the fellow ports, these exchanges provided an opportunity to present ongoing transition projects outside of MAGPIE and explain their choices and priorities. For consortium members, they offered a platform to discuss project results directly with potential users, businesses and policymakers. For local stakeholders, they provided an opportunity to ask questions and comment on the issues raised by the project. In this respect, the workshops complemented the project's digital communication and provided a direct format for discussing how port transition relates to the places and communities around the port.

3.2 Exhibition, launch events and local dissemination

Two milestone events took place during the late phase of the project: the two MAGPIE exhibitions and their opening ceremonies namely provided a physical (and original) format for presenting the project's work to public and professional audiences. The exhibitions and their launch events were namely intended to bring the technical aspects of the demonstrators into a more accessible setting, to connect the project with the local port-city context. The first exhibition, "Green Ports: Net-Zero Mission", ran at Le Havre Port Center in France from March to August 2026, with an opening event on 10 March. The second exhibition was presented at the Game Changers section of the Portlantis museum in Rotterdam, the Netherlands, from April to August 2026, opening on 17 April.

The opening events provided an opportunity to bring together project partners, port representatives, local authorities, professionals, students, school groups and residents. In Le Havre, the opening was organised by AIVP with the support of HAROPA PORT and attracted 137 attendees out of 385 registrations. The exhibition was subsequently open to the general public from 14 March to 31 August, during which 394 individual visitors were recorded, excluding organised groups. These included 294 visitors over 26 and 100 visitors under 26. The French exhibition received school groups, students, and groups of professionals as well as port delegations.



Figure 1 Oscar van Veen, Director of Innovation at the Port of Rotterdam Authority; Jean-Baptiste Gastinne, First Deputy Mayor of Le Havre; Bruno Delsalle, General Manager of AIVP; and Cédric Virciglio, Head of European and International Affairs at HAROPA PORT, at the opening of the French exhibition in Le Havre in March 2026.

The communication activities raised the exhibition's online profile, generating engagement on the Port Center's own channels and extending its reach through a local influencer agency (Epicu) campaign. With over 47,000 views across Instagram, Facebook and TikTok alone, they helped bring the exhibition to a wider audience and increase awareness of MAGPIE's innovations.

Le Havre Port Center namely promoted the exhibition through its own social media channels, publishing eight posts across LinkedIn, Instagram and Facebook. The LinkedIn post announcing the inauguration generated 5,447 impressions and 1,910 engagements, with an engagement rate of 35.07%. It also recorded 1,808 clicks, a click-through rate of 33.19%, 99 reactions, and three reposts. A separate LinkedIn post featuring a video of the exhibition installation generated 4,252 impressions and 271 engagements, with an engagement rate of 6.37%. It received 206 clicks, a click-through rate of 4.84%, 60 reactions, five reposts, and 967 video views. The same installation video received 435 views on Instagram, of which 53.4% came from followers and 46.6% from non-followers. On Facebook, it received 1,975 views, with 69.7% from followers and 30.3% from non-followers. Additional online coverage came from a separate campaign with Epicu, a local influencer agency. The campaign generated 33,019 views, 355 likes, 56 comments and 46 saves on Instagram, as well as more than 10,000 views on Facebook and over 4,000 on TikTok.



Figure 2 A promotional poster for the MAGPIE exhibition displayed on the streets of Le Havre.

The exhibition also benefited from strong visibility in Le Havre and beyond with 18 contributions. On the media front, five contributions promoted the exhibition: an article in Paris-Normandie (read the article), an article on the specialized outlet Journal de la Seine (read the article), an interview with Port Center on Tendance Ouest (listen to the podcast), a podcast on Radio Albatros (listen to the programme) and a listing in Mer et Marine's cultural agenda (view the agenda). The exhibition was also featured on three local public-sector and tourism platforms — City of Le Havre, Le Havre Seine Métropole and Le Havre Étretat Tourism — as well as two regional tourism platforms, Normandy Tourism and Seine-Maritime Tourism. Finally, eight other institutional and professional platforms helped spread the word: HAROPA PORT, AIVP, MAGPIE, UMEP Le Havre, Ouest-France / Infolocale (event calendar listing), Partageons (exhibition listing), the City of Le Havre's LH Océanes magazine and the Conférence des Grandes Écoles. Together, these contributions created multiple opportunities for people to discover the exhibition and its four interactive experiences, helping bring the solutions developed through MAGPIE to audiences well beyond the port sector.

In Rotterdam, the opening was organized by Port of Rotterdam and their contractor Platform Zero and officially opened by Berte Simons, Chief Operations Officer of the Port of Rotterdam. It brought together consortium members, representatives of European ports, policymakers and visitors from the local area. The programme included presentations by demonstrator leaders and a first walkthrough of the exhibition, during which visitors could use tablets to scan the models and access augmented reality content. The Dutch exhibition recorded around 100 people at its inauguration.

One way to assess the Portlantis exhibition's reach is through the number of "spot starts", referring to the total number of scans made using the virtual reality tablets, which gave life to the physical models of the innovations. These figures, recorded across the three venues where the exhibition was moved, are as follows: Portlantis recorded 6,524 spot starts in five months; DOK Europa, the EU Pavilion at World Port Days (The Port of Rotterdam's yearly

main public event in September) (three days), recorded 2,889; while the Ports in Transition conference (one day) recorded 92. These figures represent the total number of scans at each venue, rather than the number of individual visitors, as one visitor may have made multiple scans. However, the exhibition also provided value to visitors who did not use a device, as information panels were displayed at the introduction and alongside each demonstration. Physical visitor numbers therefore provide an additional useful indication of the exhibition's reach. At Portlantis, 25,081 individual visitors were recorded between 13 April and 31 August. The World Port Days in Rotterdam attracted 380,000 visitors overall, without figures available for visitors to the EU Pavilion specifically, while, as mentioned before, over 350 people made it to the Ports in Transition conference.

Taken together, the figures show that the exhibitions reached audiences both on site and through subsequent communication. The physical exhibitions provided a setting for direct exchanges around the demonstrators and their local relevance, while the related media and social media activity extended the reach of the content beyond those attending the venues.

3.3 Webinars

Webinars complemented MAGPIE's programme of physical events by providing a way to present project activities remotely and reach stakeholders who could not attend demonstrations or conferences in person. The format also offered a dedicated space to present ongoing work to audiences with an interest in the topics covered.

Three thematic webinars were organised during the project, covering (1) Land Transport (rail and road), (2) Maritime and Inland Water Transport and (3) Digital Tools. The sessions combined presentations from demonstration leaders and project partners with discussion, giving participants an overview of the demonstrations, their implementation and their status. Grouping the webinars by theme also made it possible to present related demonstrations together and place them within the wider objectives and challenges of the project.

The webinar on Maritime and Inland Water Transport was held in April 2026 and attracted 58 registrations and 49 participants, corresponding to a participation rate of 84%. The Digital Tools webinar, organised in July 2026, recorded 33 registrations, with around a hundred registrations for it or the Land Transport webinar.

The webinars formed part of the wider communication planning and were promoted through the MAGPIE website, newsletter, mailing lists and LinkedIn, with registrations from both consortium partners and external stakeholders. The live sessions were also followed up through website articles, social media posts and newsletter coverage. Recordings of the webinars were made publicly available on the MAGPIE YouTube channel and project website, extending access beyond the live audience and providing a lasting record of the demonstrations and topics presented. This also allowed webinar content to continue supporting dissemination after the events themselves, as they appear on MAGPIE's homepage until 2029.

4. Social Media Performance

4.1 LinkedIn as the principal dissemination channel

LinkedIn was MAGPIE's primary social media channel during the period under review. The figures, issued from three export files (2024, 2025, 2026) show a substantial progression in both audience size and content visibility between 2024 and 2026.

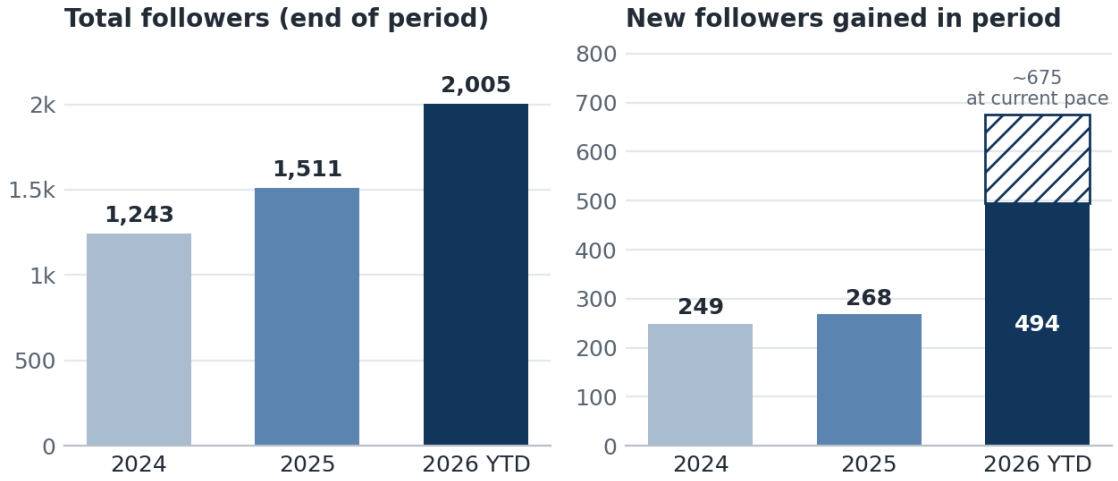


Figure 3. Followers at the end of each period (left) and new followers gained during it (right). Hatched area: 2026 at current pace. The visual was generated using Claude, an AI assistant developed by Anthropic, based on data extracted from Swello, our social media publishing and monitoring platform.

Indicator	2024	2025	2026
Followers	1,243	1,511	2,005
Annual follower increase	+249	+268	+494
Posts	51	121	103
Impressions	2,247	32,527	172,454
Reactions	74	977	2,839
Comments	0	26	84
Shares	34	64	153
Clicks	116	4,940	12,519
Video views	–	1,431	5,656
Engagement rate	7.7%	9.09%	8.29%

4.2 Audience growth

MAGPIE's LinkedIn audience grew fast in the last phase of the project, reaching 2,005 followers in 2026, up from 1,243 at the end of 2024, a net gain of 762 followers, or around 61% in two years, bringing the audience close to double its size at the start of 2024. The pace accelerated sharply in 2026: after gaining 249 followers in 2024 and 268 in 2025, the page added another 494 in 2026, an increase of 33% on its 2025 year-end audience. The figures also point to a clear acceleration in audience growth as the project progressed.

However, follower growth has not kept pace with the surge in visibility. In 2026, MAGPIE gained around 4.8 followers per post, broadly in line with 2024, despite each post generating far more impressions. The number of new followers per 1,000 impressions also fell, from 111 in 2024 to 8.2 in 2025 and 2.9 in 2026. The 2024 figure should be treated with caution, but the overall trend suggests that much of the additional reach is extending beyond the page's existing audience without necessarily converting into new followers. This highlights the difference between reaching more people and building a lasting audience, which shall be the focus of our communication efforts for the project's extension period (see 4.1 further below).

In the table below, derived metrics are calculated from the totals in the three export files. Weekly rates use 366 days for 2024, 365 for 2025, and 267 for 2026 YTD.

Derived Metric	2024	2025	2026
Posts per week	1.0	2.3	2.7
Impressions per post	44	269	1,674
Reactions per post	1.5	8.1	27.6
Clicks per post	2.3	40.8	121.5
Click-through rate (clicks ÷ impressions)	5.2%	15.2%	7.3%
Reactions per 100 impressions	3.29	3.00	1.65
New followers per post	4.9	2.2	4.8
New followers per 1,000 impressions	110.8	8.2	2.9
Total interactions (reactions + comments + shares)	108	1,067	3,076
Posts per week	1.0	2.3	2.7

4.3 Content volume and visibility

The number of publications rose from 51 in 2024 to 121 in 2025, before falling slightly to 103 in 2026. Visibility, however, followed a very different trajectory. Annual impressions climbed from 2,247 in 2024 to 32,527 in 2025 and 172,454 in 2026, an increase of more than 76-fold in just two years. The contrast between 2025 and 2026 is quite rewarding: despite publishing 18 fewer posts, we generated more than five times as many impressions. In other words, the gains in visibility were not simply a result of publishing more often. Our content reached a much larger audience on average, suggesting that MAGPIE's communications were gaining traction as the project progressed and its results became more tangible; MAGPIE very impressive pilots (demonstrations) such as Green Connected Trucking and automated charging, the Autonomous Barge or the Offshore Charging Solutions (E-tower concept)

definitely played a role in this, as well as the commitment of the demo leads to advertise their work.

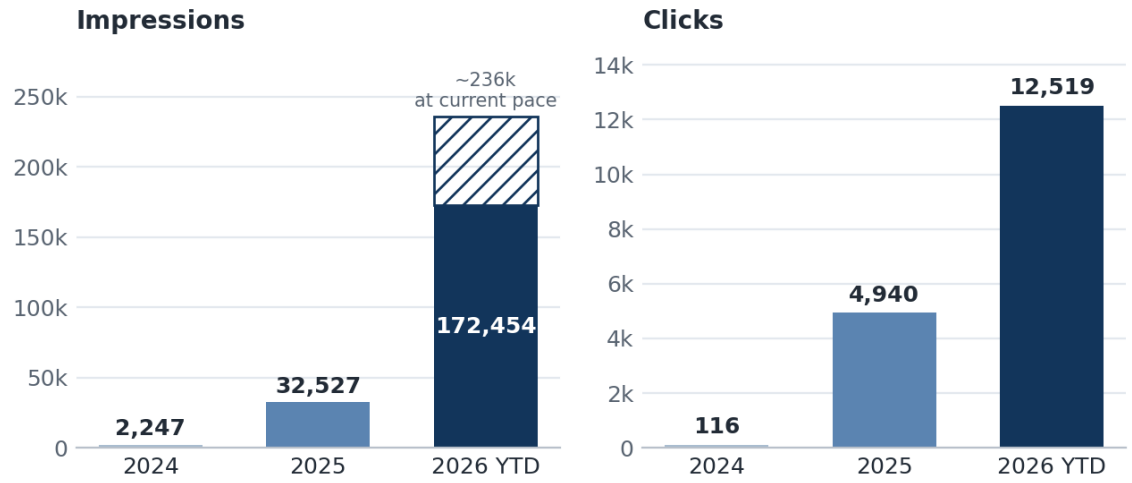


Figure 4. Impressions (left) and clicks (right) by year. Hatched area: 2026 at current pace. The visual was generated using Claude, an AI assistant developed by Anthropic, based on data extracted from Swello, our social media publishing and monitoring platform.

4.4 Audience interaction

Interaction grew alongside visibility. Reactions jumped from 74 in 2024 to 977 in 2025 and 2,839 in 2026. Comments followed the same trend, rising from none recorded in 2024 to 26 in 2025 and 84 in 2026, while shares increased from 34 to 64 and then 153. Clicks saw the sharpest rise, from 116 in 2024 to 4,940 in 2025 and 12,519 in 2026. This is particularly relevant to dissemination: clicks go beyond passive exposure, suggesting that LinkedIn content was bringing users to additional project resources, events, and outputs. Video views also climbed, from 1,431 in 2025 to 5,656 in 2026.

4.5 Engagement rate

The engagement rate rose from 7.7% in 2024 to 9.09% in 2025, before dipping slightly to 8.29% in 2026. That small decline needs to be seen in context: impressions and audience reach grew substantially over the same period, yet the engagement rate remained above 8%. In other words, MAGPIE's content continued to attract interaction even as it reached a much wider audience, combining growth in overall engagement with sustained proportional engagement.

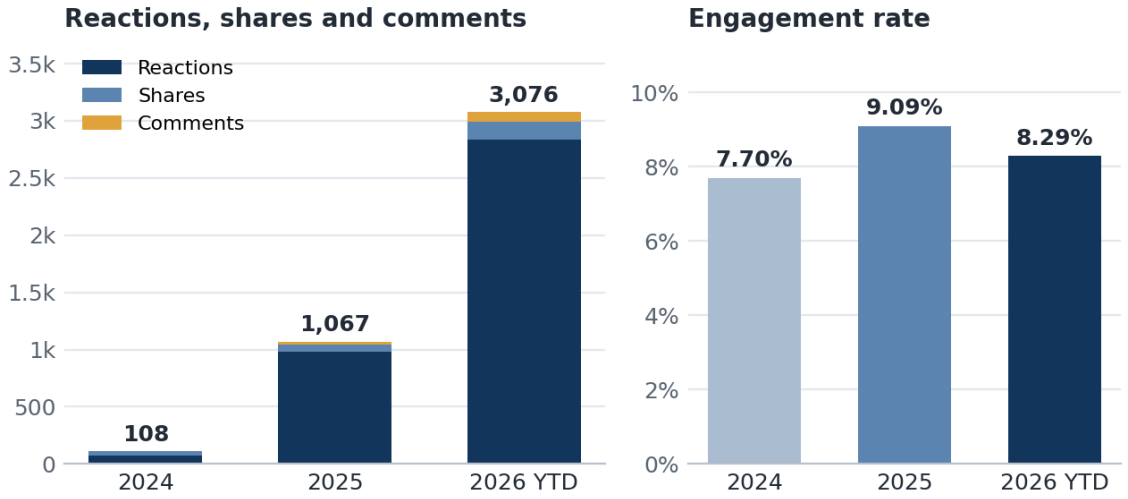


Figure 5. Reactions, shares and comments combined (left) and the platform-reported engagement rate (right). The visual was generated using Claude, an AI assistant developed by Anthropic, based on data extracted from Swello, our social media publishing and monitoring platform.

4.6 Social media and project extension

The inclusion of these results made it more appropriate to finalise this deliverable at a later stage, allowing for a more comprehensive assessment of MAGPIE's dissemination activities and their impact.

The positive trend outlined continued during the final event period, from 1 September to 13 October 2026, when MAGPIE's LinkedIn activity generated another boost in audience growth and interaction compared with the summer period. The page reached 2,038 followers, with 37 new followers (+117.65%), while reactions climbed to 688 (+602.04%), comments reached 12 (+71.43%), and shares totalled 26 (+188.89%). Video content also continued to attract attention, generating 1,314 views (+31.66%), and 14 posts were published (+16.67%). These results suggest that the final event provided a valuable opportunity to sustain the momentum built throughout the project, keeping MAGPIE visible and encouraging audiences to engage with and share its activities and results.

Building on this momentum, WP2 will continue to keep the project's LinkedIn page active until December by revisiting and sharing the wealth of content produced over the past five years, including infographics, publications, videos, and project partner portraits. This final communication push will help give our key outputs a second life, reach audiences who may have missed them the first time around, and maintain engagement and audience growth beyond the final event itself. It will also help disseminate the Green Innovation Compass.

5. Website, Newsletter and Publications Dissemination

5.1 Website

The MAGPIE website followed the project's living lab approach, with project results made available through open sources. It also brought together news and event information with communication materials such as infographics, videos and press releases, and will continue doing so until December 2026; the website life itself is extended to 2029, after which it will

be archived. A dedicated section of the website provides access to scientific publications mentioning MAGPIE or produced in connection with the project. There are16 scientific publications in the bibliography currently available on the website, including research papers, conference contributions, extended abstracts and a doctoral thesis. These publications are made available alongside the project deliverables, providing open access to research connected with the project.

The website further acts as a gateway to the Green Innovation Compass, the MAGPIE application bringing together the solutions developed through the project. The application is also available through the websites of EFIP (European Federation of Inland Ports) and ESPO (European Sea Ports Organisation). Another section also lists events attended by MAGPIE, as well as those planned.

Between February 2024 and September 2026, the website recorded 61,412 visitors across 32 months. Traffic averaged 1,569 visitors per month in 2024, 1,764 in 2025, and 2,554 between January and September 2026. The highest monthly figure is recorded in June 2026, with 3,784 visitors, followed by 3,297 in March, 3,033 in May, and 2,736 in April. It's important to note, however, that September 2026 is only partially recorded and is therefore not directly comparable with complete months; sadly, it coincides with the moment when the momentum built peaked with the final event and the Connecting Europe Days 2026 (which earned the project a picture of the European Commissioner for Sustainable Transport M. Apostolos Tzitzikostas at the MAGPIE booth). Finally, the figures show continued use of the website throughout the project, with traffic increasing particularly during 2026 as more results and outputs became available.

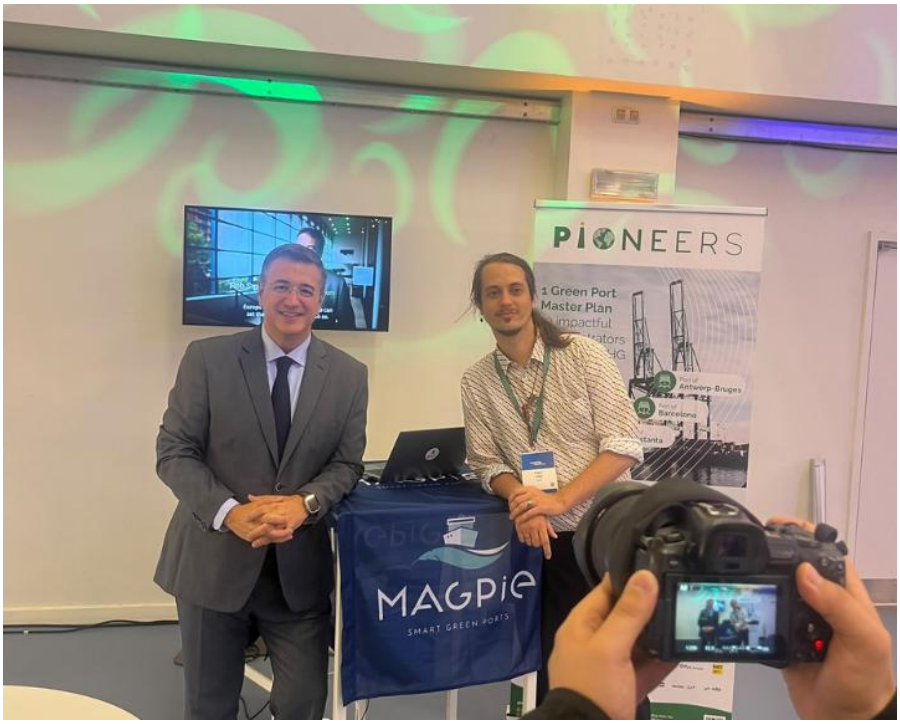


Figure 6 European Commissioner for Sustainable Transport M. Apostolos Tzitzikostas with M. Edgar Gillet, MAGPIE Communications Officer at the CED 2026 in Brussels.

5.2 Newsletter

The MAGPIE newsletter provided a regular, quarterly channel for communicating project developments, events and results directly to the project's wider audience throughout its five-year implementation period. From July 2022 to September 2026, **16 newsletter editions** were issued, covering the main stages of the project from its early activities and demonstrations through to its final results and outputs.

Across the first 15 issues, the newsletters reached **2,623 recipients**, with **1,259 recorded opens** and **953 recorded clicks**. The recipient base grew from **60 for the first edition in July 2022** to around **200 in the final editions**, with 209 recipients in April 2026 and 200 in June 2026.

Engagement varied between editions, with open rates ranging from **35.07% to 76.25%** and click rates from **6.45% to 85.07%**. The highest click rates were recorded in **May 2025 (81.02%)**, **July 2025 (85.07%)** and **September 2025 (58.94%)**. The two 2026 editions recorded open rates of **42.27% in April** and **41.18% in June**, with click rates of **36.6% and 42.78%** respectively.

The newsletter was used alongside the website, events and other communication channels, providing a recurring way to direct subscribers towards new project content, activities and outputs. Its regular publication over five years and continued subscriber base made it a consistent communication channel throughout the project.

For more, see D2.4 Annex 1.

5.3 Publications

Finally, MAGPIE was the object of numerous publications that helped with the dissemination. The following inventory includes so far **more than 40 entries** published between 2021 and 2026. It is non-exhaustive. It covers, however, independent press and trade media pieces, institutional and EU communications (including CINEA and the Green Deal Support Office), and scientific publications. This range shows that MAGPIE's communication reached beyond the project consortium, bringing its work to the port industry, research community and wider European audience. Together, the different types of coverage gave MAGPIE several ways to communicate its work, from technical findings and research results to demonstrations and their relevance for ports. A comparison table with initial KPIs follows.

In keeping with the project's commitment to making its results openly accessible, all the MAGPIE scientific papers are available through MAGPIE's website, 1

YEAR	TITLE	AUTHOR(S)	OUTLET / PUBLISHER	TYPE	SOURCE LINK
2021	Autonomous e-barge to tackle transport bottlenecks	Andrew Cox	Splash 247	Independent press / maritime trade	Autonomous e-barge to tackle transport bottlenecks - Splash247
2021	Port of Rotterdam project to develop autonomous e-container shuttle	Rebecca Moore	Riviera	Independent press / maritime trade	Riviera - News Content Hub - Port of Rotterdam project to develop autonomous e-container shuttle
2021	Deltaport-Häfen nehmen an EU-Projekt teil	DVZ Redaktion	Deutsche Verkehrs-Zeitung (DVZ)	Independent press / transport trade	Deltaport-Häfen nehmen an EU-Projekt teil - DVZ
2021	MAGPIE: Port of Rotterdam Led Collaboration Working Towards a Zero-Emission Port	L. van der Lugt	PORTUS	Trade / port-sector publication	Magpie: Port of Rotterdam Led Collaboration Working Towards a Zero-Emission Port - PORTUS
2021	Intelligente grüne Häfen schaffen	Redaktion	Lokal Kompass	Press / local media	No link.
2021	PIONEERS and MAGPIE, the road to sustainability: ports join forces	Pier Next editorial team	Pier Next	Port-sector publication	PIONEERS and MAGPIE, the road to sustainability: ports join forces
2021	Horizon 2020-financiering voor MAGPIE-project	Web redactie 3ME	TU Delft	Partner / institutional news	Horizon 2020-financiering voor MAGPIE-project

2021	Les ports HAROPA, Rotterdam, Deltaport et Sines et Wärtsila s'unissent pour développer une barge autonome	La Rédaction	Energies de la mer	Press / maritime energy media	Les ports HAROPA, Rotterdam, DeltaPort et Sines et Wärtsilä s'unissent pour développer une barge autonome | Énergies de la Mer
2022	MAGPIE to create roadmap to green ports by 2050	Sanja Pekic	Offshore Energy	Independent press / maritime trade	MAGPIE to create roadmap to green ports by 2050 - Offshore Energy
2022	HORIZON 2020 MAGPIE: E-BUOY FOR CHARGING AT SEA	Jorrit-Jan Serraris	MARIN	Partner / research institute news	Horizon 2020 MAGPIE: E-buoy for charging at sea | MARIN
2022	ESPO Conference 2022 – Valencia, 2 & 3 June: Let's Break Out!	ESPO Secretariat	ESPO	Industry association / conference coverage	ESPO Conference 2022 – Valencia, 2 & 3 June: let's break out!
2023	DAF test met autonoom rijdende truck	Arjan Velthoven	TTM	Independent press / transport trade	VIDEO - DAF test met autonoom rijdende truck • TTM.nl
2023	MAGPIE: Towards the European Green Port of the Future	Flikkema et al.	Transportation Research Procedia	Scientific conference proceedings	MAGPIE: Towards the European Green port of the Future - ScienceDirect
2023	Smart grid-integrated vessel through a shore power system	T. Weenk	TU Delft	Master's thesis	Smart grid-integrated vessel through a shore power system | TU Delft Repository

2022	Design exploration of autonomous container transshipment for interterminal transport based on current technology	K. Kruimer, J. Jovanova, D. Schott	Trends in Maritime Technology and Engineering / CRC Press	Book chapter	Design exploration of autonomous container transshipment for interterminal transport based on current technology - TU Delft Research Portal
2022	On Efficient Operation of a V2G-Enabled Virtual Power Plant: When Solar Power Meets Bidirectional Electric Vehicle Charging	S. Rahman et al.	ACM conference proceedings	Scientific conference paper	On efficient operation of a V2G-enabled virtual power plant | Proceedings of the 9th ACM International Conference on Systems for Energy-Efficient Buildings, Cities, and Transportation
2024	Shifting Waves of Shipping: A Review on Global Shipping Projections and Methodologies	Naghash, Schott and Pruyn	Journal of Shipping and Trade	Scientific journal article	Shifting waves of shipping: a review on global shipping projections and methodologies | Journal of Shipping and Trade | Springer Nature Link
2024	Navigating the Energy Transition: Stakeholder Consensus Building for Sustainable Port Innovations	Houwelingen, Mosmans and van der Lugt	IAME 2024	Scientific conference abstract / extended abstract	No link.

2025	The AIVP represents the MAGPIE project at the ESPO Conference 2025	AIVP	AIVP	Partner / institutional news	The AIVP represents the MAGPIE project at the ESPO Conference 2025 » AIVP
2025	Port of Rotterdam takes an important step: MAGPIE pilot prepares port for safe bunkering of ammonia	Port of Rotterdam	Port of Rotterdam Website	Project / partner news	Port of Rotterdam takes important step in making shipping more sustainable: pilot prepares port for safe bunkering of ammonia | Port of Rotterdam
2025	Innovative technologies for greener ports	European Commission	European Commission / Green Deal success stories	Official EU coverage	Innovative technologies for greener ports | Research and Innovation
2025	Sustainable and Greenhouse-Gas-Neutral Initiatives Within European Ports: Insights from the MAGPIE Project	Acciaro, Hein, Dalhuisen and Flikkema	Springer Nature proceedings	Scientific conference proceedings	Sustainable and Greenhouse-Gas-Neutral Initiatives Within European Ports: Insights from the MAGPIE Project | Springer Nature Link
2025	CityTrix: Constrained Motion Planning for Automated Complex Vehicle Combinations	Niklas Leukroth; Ying Qu; Sebastian Wagner; Felix Keppler; Nikolay Belov.	IEEE proceedings	Scientific conference proceedings; related research	CityTrix: Constrained Motion Planning for Automated Complex Vehicle Combinations | IEEE Conference Publication | IEEE Xplore

2025	Evolving Shipping Activity in Climate Scenarios: Coupling Econometrics with Integrated Assessment Model	Naghash, Schott and Pruyn	Ocean Engineering / listed bibliography	Scientific journal article; related research	Evolving shipping activity in climate scenarios: Coupling econometrics with Integrated Assessment Model - ScienceDirect
2025	Look, no hands! Rotterdam tests self-charging trucks	Pölös Zsófia	Trans.info	Press	Rotterdam tests self-charging trucks | trans.info
2025	Optimizing Electricity Procurement for Smart Charging	L. Punt, Y. Ghiassi-Farrokhfal and G. G. Loke	ACM conference proceedings	Scientific conference paper; related research	Optimizing Electricity Procurement for Smart Charging | Proceedings of the 16th ACM International Conference on Future and Sustainable Energy Systems
2026	Report: MAGPIE project demonstrates that safe ammonia bunkering in ports is possible	Port of Rotterdam	Port of Rotterdam	Partner / institutional news	Report: MAGPIE project demonstrates that safe ammonia bunkering in ports is possible | Port of Rotterdam
2026	MAGPIE brings safe ammonia bunkering from concept to port operations	MAGPIE / Mærsk Mc-Kinney-Møller Center	MAGPIE / Mærsk Mc-Kinney-Møller Center	Project / partner news	No Link.

2026	MAGPIE reaches milestone in autonomous shipping: inland vessel sails independently between Rotterdam terminals	MAGPIE / Port of Rotterdam	Port of Rotterdam.	Project / partner news	Rotterdam reaches milestone in autonomous shipping: inland vessel sails independently between terminals | Port of Rotterdam
2026	MAGPIE opens public exhibition at Portlantis showcasing the future of smart and sustainable ports	Port of Rotterdam	Port of Rotterdam	Partner / institutional news	MAGPIE opens public exhibition at Portlantis showcasing the future of smart and sustainable ports | Port of Rotterdam
2026	Port of Rotterdam develops an ammonia bunkering project	ESPO	ESPO	Industry association / trade coverage	espo.be/practices/port-of-rotterdam-develops-an-ammonia-bunkering-pr
2026	MAGPIE and PIONEERS conclude five years of innovation for greener European ports	CINEA	European Commission / CINEA	Official EU coverage	MAGPIE and PIONEERS conclude five years of innovation for greener European ports - European Climate, Infrastructure and Environment Executive Agency
2026	Europe's ports get a free, tested roadmap to net zero	Port of Rotterdam	Port of Rotterdam	Partner / institutional news	Europe's ports get a free, tested roadmap to net zero | Port of Rotterdam

2026	Assessing the Potential for CO_2 and Pollutant Emission Reduction via Redistribution of Port-Induced Road Traffic: A Case Study of the Port of Rotterdam	De Nunzio et al.	TRA 2026	Scientific conference paper; related research	No Link.
2026	From Demonstration to Deployment: Overcoming Barriers to Zero-Emission Innovation in European Ports – Lessons from the Horizon Europe MAGPIE Project	Mosmans, Polman and van der Lugt	TRA 2026	Scientific conference paper / poster	No Link.
2026	Actor Alignment in Port Innovation: Empirical Evidence from Three MAGPIE Demonstrators	Mosmans and van der Lugt	ECONSHIP 2026	Scientific conference abstract / extended abstract	Programme | ECONSHIP 2026

2026	A First Investigation into Green Shipping Corridors: Collaboration and Structural Factors Shaping Their Characteristics	C. Salim and J. Pruyn	WCTR 2026	Scientific conference paper; related research	WCTRS 2026: Programme interactif
2026	Magpie : le projet européen qui veut décarboner les ports	Guillaume Ducable	Le journal de l'Axe Seine	Press / maritime energy media	Magpie : le projet européen qui veut décarboner les ports - Le Journal de l'Axe Seine
2026	Port of the Future Week shifts focus from pilots to deployment	Matko Rak	World Cargo news	Press / maritime energy media	Port of the Future Week shifts focus from pilots to deployment
2026	Barge sails fully autonomous between Rotterdam terminals	Jan-Kees Verschuure	Flows	Press / maritime energy media	Barge sails fully autonomous between Rotterdam terminals – Flows

5.4 Comparison with initial KPIs

The table below compares the initial publication KPIs from D2.2 with the results recorded by the end of the project. It provides an overview of how successfully we reached our objectives and sometimes beyond.

Initial KPI / target	2024	Review at project close
At least 10 national media articles or items, and participation in at least 7 public engagement events by project partners.	6/10 .	**+ 40 entries across independent press, trade media, institutional/EU channels and scientific publications.** The Le Havre exhibition alone generated 18 promotional contributions across media, public-sector, tourism and professional platforms, including five media items. 3 Port-City Workshops, 2 exhibition openings and numerous demonstrators' events…
At least 4 items in international science or industry publications; features on university websites; and a significant research following on social media, with an indicative target of 500.	0/4	**16 items in the scientific-publications bibliography.** University and research-institution channels include, for example, TU Delft and MARIN. MAGPIE's LinkedIn page reached 2,038 followers by 13 October 2026, but the available analytics do not allow us to see how many followers are researchers.
At least 3 publications targeted environmental groups and social media engagements.	0/3	One contact made with T&E in October 2026.
At least 10 presentations or conference papers targeted at the transport sector.	7/10	**+10 multiple transport- and port-related research outputs** and conference contributions, including work presented or published through TRA, MARTECH, WCTR, IEEE/ACM proceedings and other transport or maritime venues. Participation in events such as ESPO, European Maritime Day, AISS, TRA and Connecting Europe Days.
At least 3 publications for ports and port authorities on their role in green energy supply to transport modes.	3/3	Extra outputs include the Green Port Master Plan and the Green Innovation Compass.
At least 10 presentations or conference papers targeted at the green energy sector.	2/10	**+10 articles on vehicle-to-grid systems, smart charging, energy management and shipping fuels.** MAGPIE also participated in energy-focused events, including European Sustainable Energy Week, the World Hydrogen Summit and the European Energy Transition Conference.
At least 3 interactions with governments, the EU and/or IMO to share project developments.	0/3	**2 Green Deal Success Stories articles, 1 Policy Paper for the Commission in 2025 + handover of the Green Port Master Plan to European Commission representatives**, contributions to EU/European Green

		Deal communication, and participation in European policy-facing events including Seas to Skies and Connecting Europe Days .
At least 5 downloadable educational contents on transport modes and green energy supply.	0/5	**Over 20 videos, 13 infographics, 17 fact sheets, 2 video games (non-downloadable), 2 physical board games, 5 physical augmented reality models.**
Participation in at least 5 family- or child-focused events, and at least 3 downloadable leaflets or brochures targeted at this audience.	0/5	**Two exhibitions, two launch events, 1 World Port Days in Rotterdam; no leaflets produced.**

6. Conclusion

MAGPIE's dissemination activities gained momentum as the project moved from planning to demonstration, culminating in a final phase with increased visibility and interest in its results. The figures show a clear progression: LinkedIn impressions reached 172,454 in 2026, the website attracted 61,412 visitors between February 2024 and September 2026, as the project's work received coverage across industry media and institutional channel. These results reflect our efforts toward a communication strategy that combined digital outreach with events, exhibitions, webinars and direct engagement with port-city stakeholders.

The final year brought this approach into focus. The demonstrations events gave audiences tangible examples of port decarbonisation in practice, while the exhibitions in Le Havre and Rotterdam brought these developments beyond the professional sphere. The Port-City Workshops created space for local discussion, and the Magpie + Pioneers conference, attended by more than 250 participants, provided a platform to present the project's findings and its legacy. Together, these activities connected technical results with the institutions, businesses and communities involved in the future of European ports.

The figures also point to a distinction between visibility and lasting engagement. Although reach and interactions increased substantially, the conversion of impressions into new followers declined. This suggests that future communication efforts will continue to focus not only on broad exposure, but also on retaining audiences and directing them towards practical resources, research outputs and opportunities for collaboration, such as MAGPIE Green Innovation Compass.

MAGPIE's dissemination work does not end with the final conference. The continued publication of project content on LinkedIn until December 2026, the availability of the website until 2029, and the open access to scientific publications, deliverables, webinar recordings and the Green Innovation Compass will allow its results to remain accessible beyond the project's formal conclusion. The Green Innovation Compass provides ports with a practical reference for assessing and replicating solutions in their own contexts. Over five years, MAGPIE has indeed built a body of technical knowledge, practical demonstrations and communication materials that can inform the next stages of the European port energy transition. The task now is to ensure that these results continue to circulate and support their uptake across the sector. The project has laid the groundwork; its longer-term value will depend on how far its solutions and lessons are carried into port strategies and operations. As one of the two lighthouse ports CEOs put it at the final conference: *"The past five years have shown that technologies exist, knowledge exists, and the partnership exists too. The challenge now is to scale what works across Europe".*