MAGPIE

SMART GREEN PORTS

Communication tools & implementation

D2.4.



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COMMUNICATION TOOLS & IMPLEMENTATION

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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 report documents the implementation of MAGPIE's communication activities. Building on the Communication and Dissemination Plan (D2.1), its mid-term update (D2.2), and the website and social media deliverable (D2.3), it describes the tools, channels, and approaches used. It covers digital communication, newsletters, events, exhibitions, workshops and communication materials. The report focuses on implementation; the assessment of dissemination outcomes is addressed separately in D2.5, the Dissemination Impact Evaluation.

Communication evolved alongside the project, from raising awareness in its early stages to presenting demonstrator progress and results. MAGPIE also developed communication synergies with its sister project PIONEERS and other European Green Deal initiatives, while it also worked on its legacy.

While classical communication channels (social media, website, newsletters, and press releases) reached our target audiences, the MAGPIE exhibitions and workshops brought port innovations closer to communities affected by the energy transition and opened discussions on environmental impacts, public acceptance, and port-city relations. Our results thus show the value of connecting European-level objectives with local contexts. MAGPIE's communication activities relate in that sense to all five priorities of the EU Ports Strategy.

Finally, this deliverable also addresses MAGPIE's legacy beyond the project's end, with particular focus on the **Green Innovation Compass**, an open digital platform developed by WP9 to help ports explore and assess solutions for their green transition.

1. Introduction

From September 2021 to December 2026, MAGPIE will have run for five years and three months. Launched during the COVID-19 pandemic with a webinar, the project conclude on 17 September 2026 with a joint conference in Rotterdam, held alongside its sister project PIONEERS. The conference, named **Ports in Transition: Building Resilient Ecosystems** brought together the CEOs of the Ports of Antwerp-Bruges and Rotterdam, representatives of European institutions, project partners and industry stakeholders to reflect on five years of demonstrations and collaboration.

The conference title echoed the idea behind MAGPIE: ports are not isolated facilities, but complex ecosystems connecting energy, industry, logistics, cities and communities. Building smarter and greener ports, our motto, namely requires more than individual technologies. It calls for coordinated investment, shared knowledge and cooperation between the many actors involved in the transition.

This approach shaped the conference programme. For instance, its five afternoon Learning Labs were organised around the five priority areas of the EU Ports Strategy: competitiveness, innovation and digitalisation; energy transition, sustainability and clean industries; protection and security; access to finance and investment; and social cohesion, skills and quality jobs. The sessions connected the projects' experience with the wider challenges facing European ports and provided a forum to discuss how their findings can contribute to the implementation of the Strategy.

As MAGPIE and PIONEERS reached the end of their project periods, the conference offered an opportunity to look beyond individual demonstrations and consider their shared legacy: the knowledge, tools and partnerships that ports can use to advance their own transitions.

Over the past five years, MAGPIE has namely deployed a range of communication tools to promote the consortium's impressive work and its findings. In reference to its symbol, the magpie, the project has demonstrated adaptability and resourcefulness, exploring original ways to present and share its work too. These include exhibitions and workshops that showcased the project to the public and the consortium, but also helped activate engagement with local communities, residents, and regional authorities.

Finally, over the last 18 months of the project, the coordinator has given greater priority to WP1 and WP2 activities, as these were considered necessary to increase the project's impact and visibility. Consequently, the costs associated with these activities exceeded the initial budget, both in terms of staff hours and consultancy support, as well as external costs. The activities, however, went beyond what was originally planned under WP2, reflecting the coordinator's commitment to doing more than initially promised to maximise the project's impact and visibility.

Building on the original Communication and Dissemination Plan and its subsequent updates, this report documents how these tools were developed, implemented, and adapted throughout the project. It provides an overview of the communication channels used, including digital platforms, newsletters, events, exhibitions, and communication materials. It also describes the practical organisation of these activities, the evolution of the communication approach, and adjustments made based on our experience and the project's needs. The project's communication namely, evolved; we will see, from raising awareness in its early stages to focusing on demonstrator progress and project results. This report also describes the project's original communications activities, including the Port City Workshops and the exhibitions, in line with its objectives and its commitment to monitoring its impact. This report also presents the synergies developed with MAGPIE's sister project PIONEERS and other European Green Deal projects.

1.1 Purpose of the report

Communication actions throughout the MAGPIE project ensured the visibility of the project, supported stakeholder engagement, and facilitated the dissemination of project activities and results. The objective of this report is therefore to provide a comprehensive overview of the communication implementation carried out during the five years of the MAGPIE project. Rather than assessing the long-term impact of dissemination activities, this deliverable focuses on the practical deployment of communication actions and the experience gained during their implementation. The evaluation of dissemination outcomes and their contribution to stakeholder uptake, knowledge transfer, and exploitation will be addressed separately in the project's "D2.5 Dissemination Impact Evaluation" deliverable.

1.2 Scope and methodology

This report is based on the communication activities carried out throughout the MAGPIE project and on the documentation produced within Work Package 2. The report follows the chronological evolution of the communication activities, describing how communication tools were progressively implemented and adapted throughout the project lifecycle, from 2024 (the date of Deliverable 2.3) onwards.

2. Evolution of the Communication Approach

2.1 Initial communication framework

The communication strategy established at the beginning of the MAGPIE project aimed to generate awareness of the project and engage relevant stakeholders. Communication activities were organised around three pillars: open-access digital communication, the organisation of communication and stakeholder events, and bilateral interaction with stakeholders. The approach followed the AIDA model (Attention, Interest, Desire, and Action), guiding target audiences from initial awareness towards active engagement with the project's activities and results. Six main target audiences were identified: civil society and public authorities; inland waterway transport stakeholders; road transport stakeholders; rail transport stakeholders; energy sector stakeholders; and port authorities and port-related industries. Research organisations, universities, and students were considered transversal audiences across these sectors. To reach them, communication activities were coordinated within Work Package 2 by AIVP, POR, EICB, and NMT, in dialogue with consortium partners, drawing on their expertise and ensuring that all partners had a voice.

2.2 Adaptations during project implementation

As many others, we relied more on online communication and events during COVID, shifting back to in-person meetings and activities as soon as we could. Once the corona pandemic had subsided and the project evolved, the communication approach was namely adapted to reflect both the demonstrators' maturity and the consortium's practical experience. At the same time, the project had to respond to broader external developments, including the energy crisis following the war in Ukraine, delays or changes in the delivery of some project tasks, and subsequent amendments submitted in response to evolving challenges in Europe's supply chain.

The project thus shifted from communication mainly focused on presenting MAGPIE's objectives, towards communication centred on the progress of the demonstrators and the concrete activities carried out by the consortium.

The communication channels also evolved throughout the project. Following technical issues affecting the Facebook account and a review of the communication strategy, activity on this platform was discontinued. At the same time, LinkedIn progressively became the project's primary social media channel, while the website remained the central, open, and freely accessible source of project information.

MAGPIE, however, did not limit itself to "immaterial" actions such as digital communications. The project also took shape through tangible initiatives that brought its results to life. Two ambitious exhibitions dedicated to the project were organised: one at Portlantis in Rotterdam and another at the Le Havre Port Center. Alongside these exhibitions, the project organised "port-city workshops", forums hosted by the fellow ports that would bring together consortium partners and local stakeholders, including port authorities, regional and national representatives, municipalities, mayors, and city councillors. Beyond its own events, MAGPIE was also represented at numerous external conferences and industry events. Most of these appearances were accompanied by dedicated communication activities, including website articles, social media posts, and newsletter coverage. WP2 also led or supported the organisation of demonstration events, drafted press releases, and provided communications, logistical, and promotional support for project events. The planning of our communication efforts was namely frequently adjusted to align with the implementation schedule of demonstrations, the preparation of exhibitions and educational content, and the organisation of stakeholder events during the final stages of the project. The project also contributed to wider dissemination efforts through success story publications and webinars coordinated by the Green Deal Support Office (GDSO).

The consortium also reinforced its collaboration with PIONEERS, its sister project, through joint communication opportunities and shared events, reflecting their complementarity. Finally, in 2025, Platform Zero joined the MAGPIE consortium as an informal project management and communication partner, supporting the activities of the coordinator. Platform Zero is a Rotterdam-based climate-tech venture builder specialized in the maritime, energy, and port sectors. Its role included drafting a monthly project update and assisting with the production and compilation of communication materials, including partner quotes, demonstrator portraits, and videos.

2.3 Communication throughout the project lifecycle

In the MAGPIE project, the project defined the concept of "communication" action as all kinds of measures, content, or channels that helped increase the general awareness of the target audience of the project and its potential benefits. We communicated all types of project information while staying at a general level with a double objective of 1) visibility, 2) branding.[1]

Providing ongoing information, through a variety of methods, such as newsletters, email, or social media, was key. The information provided accessible insight into the project, especially written in layman's terms, to enable the public to learn about it and make it their own. The intention of the communication elements was also to tap into the local enthusiasm for sustainable development, which reduces potential friction elements with the port and its surrounding communities.[2]

[1] Microsoft Word - Magpie_D2.1_Revised_190922_AIVP REW V3.0
[2] PMWF_Activation_Plan-draft-150514-lores.pdf

Communication activities thus evolved alongside the different phases of the project. During the first phase, communication focused on introducing the project, presenting its objectives, and establishing its visual identity. The project website, social media channels, and communication toolkit were developed during this period, while the kick-off conference officially launched the communication activities. As demonstrations progressed, communication increasingly highlighted project activities, technical developments, and partner achievements. Regular news articles, newsletters, videos, interviews, and conference presentations ensured continuous visibility of the project while documenting its progress.

During the final phase of the project, communication progressively shifted towards presenting project achievements, preparing exhibitions and educational materials, and supporting the dissemination of project outputs through dedicated communication activities. In its final year, communication activities shifted from reporting on project implementation to highlighting the legacy of MAGPIE. As the demonstrators reached maturity and project results became available, communication focused on documenting the knowledge generated, presenting the outcomes achieved, and promoting their potential for replication beyond the consortium. We endeavoured to showcase the project's long-term impact, ensuring that its results, lessons learned, and recommendations remained accessible to ports, policymakers, industry stakeholders, and the wider European innovation community after the project's conclusion. This objective is reflected in the "Green Innovation Compass" developed under WP9, designed as a repository of good practices and practical recommendations for the decarbonisation of ports. Designed as a living resource, it aims to be enriched over time through contributions from as many port authorities as possible, extending the value of MAGPIE beyond the lifetime of the project.

The past year also saw a convergence between MAGPIE's work and the European Commission's agenda, marked by the publication of the EU Ports Strategy. In February 2026, MAGPIE namely published an article highlighting how closely the strategy's priorities mirror the project's own vision for the future of European ports[3]. While the European Commission was setting out its roadmap for ports as multi-functional hubs that must decarbonise, MAGPIE was already putting this vision into practice through its demonstrations and tools. By testing concrete solutions and sharing operational experience, the project literally was building sMArt Green Ports as Integrated Efficient Multimodal Hubs, the full project title of which MAGPIE is the acronym, and the main target outlined in the EU Strategy.

This alignment reinforces the relevance of MAGPIE's results within the evolving EU policy framework and was reflected in the project's final event, "*Ports in Transition: Building Resilient Ecosystems*," jointly organised with PIONEERS in Rotterdam on 17 September 2026. The event namely brought together the two key priorities outlined above: consolidating the project's legacy and demonstrating the continued relevance of its results in the European policy context of 2026. Held in Rotterdam, the conference convened port authorities, EU policymakers, industry representatives, researchers, and project partners to present the outcomes of five years of demonstrations and discuss the future of sustainable, resilient, and competitive European ports. The programme will include keynote speeches, panel discussions, networking sessions, and the presentation of the Green Port Master Plan, to position the results of MAGPIE and PIONEERS within the context of current European policy priorities. Showcasing the projects' technical achievements and operational experience will thus contribute in itself to the efforts to support the decarbonisation, resilience, and competitiveness of European ports. In this respect, the conference follows the same logic as another policy event, the second Seas to Skies Conference, held in May at the TRA Conference 2026, in Budapest, Hungary, which brought together the European Green Deal

[3] https://www.magpie-ports.eu/eu-commission-adopts-eu-ports-strategy/

transport projects STARGATE, TULIPS, OLGA, PIONEERS, and MAGPIE to discuss the contribution of their demonstrations to European transport policy.

3. Communication Tools Deployed

The communication tools developed by the MAGPIE project included promotional videos about the entire project as well as specific demonstrators, B2B video interviews with the MAGPIE Consortium members, quarterly newsletters highlighting the achievements of the project, fact sheets introducing each of the demonstrators and several Work Packages as well as their current progress, and infographics visually representing the demonstrators and webinars.

3.1 Project website

The project website (https://www.magpie-ports.eu/) was launched during the early stages of MAGPIE and served as the project's central communication platform throughout its lifetime. It provided general information about the project, the consortium, and the demonstrations, while acting as the main repository for project news, public deliverables, communication materials, and event announcements. As the project progressed, the website was updated to reflect the evolution of the demonstrations and the publication of new outputs. It also provided access to the newsletter subscription system and directed visitors to the project's social media channels.

With more than 100 articles published by June 2026, the website remained an open and freely accessible source of project information. It featured an agenda announcing upcoming events and, where relevant, served as the registration platform. The website also hosted additional dissemination activities, including interviews with the fellow ports and presentations of the project's Advisory Board for instance.

The topics covered by the website were discussed during work package meetings. Content proposals were coordinated by AIVP, as WP2 communication lead, in close consultation with the consortium partners. As an example, in spring 2025, MAGPIE was invited by the European Green Deal Support Office to contribute two articles to its Success Stories series[4]. For MAGPIE, these highlighted the autonomous trucking demonstration and the ammonia bunkering demonstration event, both held in Rotterdam in April 2025. The resulting articles were published by both the Green Deal Support Office and MAGPIE, appearing on their respective websites and in their newsletters.

Beyond news and updates, the website provided an overview of the consortium, the project structure, the work packages and demonstration leaders, their contact details, and the project's governance. Above all, the website hosted all public project deliverables in a dedicated section, making them freely available as soon as they had been validated by the European Commission. During the project's final year, the homepage increasingly highlighted multimedia content. It brought together project videos, interviews with demonstration leaders and project partners, and after-movies from major demonstration events, including the Green electric trucking and automated charging event (2024), the When Ships Talk event (October 2025), the Offshore Charging Tower Concept demonstration (March 2026), the Portlantis exhibition launch event (April 2026) and the Port Autonomous Sailing demonstration event (June 2026). The website also made available a series of "Infographics", designed and produced by EICB to explain the project's technical demonstrators, and two digital tools

[4] https://www.magpie-ports.eu/magpie-is-a-green-deal-success-story/

through accessible visual summaries.[5] These were presented in a dedicated carousel on the homepage and will later be displayed during the project's final conference. Finally, the homepage provided access to the project's "Interactive Map", an early communication tool developed to locate the MAGPIE demonstrations geographically and illustrate the project's presence across Rotterdam's region.

The website, its content and features will remain accessible until September 2029.

3.2 Communication Materials

Throughout the project, a wide range of communication materials was produced to support the communication activities of the consortium. These included the project's visual identity, communication toolkit, presentations, videos, interviews, demonstration videos, infographics, exhibition materials, and educational content. The development of these materials ensured consistent communication across all partners while providing communication support for events, publications, and stakeholder engagement activities. Among them were the colour palette (see Annex 5) as well as the MAGPIE symbol and logo. Finally, AIVP set up a SharePoint workspace to facilitate file sharing within the consortium. It included a media library compiling photographs, visuals, and credits for each demonstrator, allowing partners to easily access and reuse communication materials throughout the project.



Figure 1: The MAGPIE symbol, used in newsletters and visuals.

The use of logos and branding helped keep consistency and identification in our communications. Another example of branding, for instance, is the communications (press releases, leaflets and social media) surrounding the Ports In Transition conference, for which we blended the colour charts of MAGPIE and PIONEERS.

3.3 Social media

Social media formed an important component of MAGPIE's communication activities[6]. LinkedIn progressively became the project's primary social media platform. Publications covered project milestones, demonstrator activities, conference participation, videos, interviews, partner achievements, and project publications, while also promoting events and

[5] See Annex 3.
[6] See Annex 2.

dissemination materials. Facebook was initially launched alongside the other communication channels but was later discontinued following technical issues and a strategic review of its relevance to the project's target audiences.

The editorial calendar closely followed the project's implementation schedule, with communication reflecting the progress of demonstrations, deliverables, and upcoming events. Between these key milestones, the channels were kept active through complementary content, including website articles, media coverage featuring MAGPIE, partner contributions, quotations from project representatives, videos, photographs, and material produced for the two MAGPIE exhibitions. Project milestones were regularly highlighted through dedicated posts, while the consortium's participation in both project events and external conferences was systematically promoted. Finally, special attention was given to the storytelling of MAGPIE's journey, with engaging formats, portraits of project partners, interviews with demonstrator leaders, and behind-the-scenes content illustrating the progress of the demonstrations.

Social media also served to place MAGPIE within the wider European context. Publications commented on developments affecting the maritime and port sectors, highlighted relevant European policy initiatives, and interacted with other Green Deal and Horizon Europe projects by sharing and commenting on their content, reinforcing the project's visibility within the broader research and innovation community.

3.4 Newsletter

The MAGPIE newsletter was developed to provide regular updates to project stakeholders throughout the implementation of the project. It supported dissemination activities by relaying project publications, promoting participation in events, and highlighting the progress of the consortium. Published quarterly, a total of 16 newsletters[7] will have been issued over the project's 60-month duration. The newsletter also played an important role in keeping the consortium engaged by regularly sharing project developments and giving partners visibility. Open to subscription through the project website, it enabled external stakeholders interested in MAGPIE to automatically receive project updates, contributing both to the animation of the project's network and to raising awareness of its activities. In addition, a monthly update drafted by consultancy platform Zero was launched in January, exclusively for the consortium, to keep partners engaged and active in the project.

Each edition included updates on demonstrations, publications, events, partner news, and, as the project progressed, increasingly focused on project results. The newsletter was structured in two sections. The first consisted of feature articles with engaging introductions linking readers to the full stories published on the website. The second, "At a Glance", provided a concise overview of upcoming and past events, consortium news, thesis defences, media appearances, calls for action, save-the-date announcements, and occasionally highlighted a particular achievement or initiative.

The newsletter complemented the website and social media by providing a regular communication channel for stakeholders interested in following the project's progress. Its drafting followed the process established in the Grant Agreement. Approximately two months before each issue, AIVP invited consortium partners to submit news, updates, and other relevant content. Based on the latest project developments, WP2 then discussed and agreed on the structure and editorial focus of the upcoming edition. AIVP prepared the draft newsletter, which was subsequently shared with the work package and demonstration leaders for proofreading and validation before publication. The same mailing platform (Brevo) was also used to distribute event invitations and manage targeted mailing lists. This made it

[7] See Annex 1.

possible to communicate efficiently with different audiences, including consortium partners, external stakeholders, prospects, and language-specific communities in the Netherlands, France, Germany, and Portugal.

The final four issues each featured an interview with one of the fellow ports, reflecting on its experience within MAGPIE and the project's legacy. The last newsletter, scheduled for September 2026 following the final conference, was published as a special edition, including the event aftermovie, a summary of the conference, and a selection of photographs and portraits taken during the event.

3.5 Events and conferences

Events constituted another important communication tool throughout the project. MAGPIE organised and participated in a wide variety of communication activities, including the project kick-off conference, workshops, webinars, conference presentations, exhibitions and participation in external events organised by European and sectoral organisations. These activities enabled the consortium to present the project to different stakeholder groups while maintaining regular interaction with the professional communities throughout the implementation period.

Following March 2024, MAGPIE participated in or organised the following communication events: the EU Sustainable Energy Week in Brussels, Belgium (11 to 13 June 2024), the MAGPIE Port City Workshop in Wesel, Germany (17 September 2024), the Sustainability and Innovation in the Ports of Rotterdam and Antwerp webinar (10 October 2024), the AIVP Conference in Lisbon, Portugal (27 to 29 November 2024), the Green Deal Cluster Event in Antwerp, Belgium (1 December 2024), and the first Seas to Skies Conference (3 to 4 December 2024). In 2025, the project organised the MAGPIE Electric Automated Trucking Event in the Port of Rotterdam, the Netherlands (10 April), participated in the ESPO Conference in Thessaloniki, Greece (8 to 9 May), the European Maritime Day in Cork, Ireland (21 to 23 May), the World Hydrogen Summit in Rotterdam, the Netherlands (22 May), the European Sustainable Energy Week in Brussels, Belgium (10 to 12 June), and the European Energy Transition Conference in Strasbourg, France (25 June). The consortium also held a Demo Transferability Session online (18 September), the MAGPIE General Assembly in Leixões, Portugal (1 October), a Port City Workshop in Leixões too (2 October), the MAGPIE Demonstrator Event: Demonstrating the Autonomous Inter-Terminal Barge Concept in the Port of Rotterdam, the Netherlands (13 to 15 October), and participated in the Green Inland Ports Final Conference in Vienna, Austria (26 to 27 November). In 2026, MAGPIE launched the Green Ports: Net-Zero Mission exhibition in Le Havre, France (10 March), inaugurating the French MAGPIE exhibition for it to be seen until August 2026. MAGPIE also organised the Electric Charging At Sea Demonstration Event in the Netherlands (19 March), participated in the Nordic-Baltic Maritime Forum in Helsinki, Finland (23 to 26 March), the Autonomous Inland and Short Sea Shipping Conference (AISS 2026) in Rotterdam, the Netherlands (24 to 25 March), launched the exhibition at Portlantis in Rotterdam, the Netherlands (13 April), organised the Greening Maritime/IWT Demonstrations Webinar online (20 April), participated in the online MarLen Networking and Brokerage Event in Brussels, Belgium (29 April), the ESPO Conference 2026 in Gdańsk, Poland (7 to 8 May), the Transport Research Arena (TRA) 2026 in Budapest, Hungary (18 to 21 May), and the World Hydrogen Summit & Exhibition in Rotterdam, the Netherlands (19 to 21 May). As of June 2026, MAGPIE will also participate to the World Port Days 2026 in Rotterdam and the Connecting Europe Days in Brussels (Belgium) in September 2026.

3.6 Port-city engagement activities

Communication activities also supported the project's work on port-city relations. They namely included local workshops, exhibitions, meetings with stakeholders, and exchanges with the Advisory Board. These activities complemented the project's broader communication efforts by facilitating dialogue between ports and local communities, an original approach unique to MAGPIE.

Port City workshops

One of the key events that has helped to activate the port-city relationship throughout this project was the Port-City Workshop series. The main goal of the workshops was to inform the general public on a local basis. By bringing information on specific Work Packages or demonstrators into the local debate, the project engaged in interactive workshops where locals could voice their opinions. Providing answers to all questions that participants could raise, and especially local stakeholders & communities, was a way to ensure transparency and activate the port-city debate.[8] Informing the public, meeting the stakeholders involved, discussing the project and its implications, and planning for a green, smart port and port city all contributed to bridging MAGPIE with Europeans.

Three Port City Workshops were held in Le Havre (France), Wesel (Germany), and Leixoes (Portugal). Initially, the third workshop was meant to be held in Rotterdam, but as one of the exhibitions will be held there as well as the closing conference, it was decided to look for an alternative location. Due to the variety of MAGPIE Consortium members situated in Portugal, notably two with offices in Port (EDP and INESC TEC), and AIVP having the Port Authority of Leixoes as a member, it was decided to host the last workshop in Matosinhos. The events generally followed the same layout and objectives, just varying the local context depending on the host port:

- In-person programme
- Programme concept:
    - Presentation of the MAGPIE project by a consortium member (ideally someone local)
    - Interaction with local stakeholders: local government, NGOs, relevant businesses, and regional port authorities
    - Testing of the "port development game" (see with WP7)
    - Optional: port visit
- Attendance (ca. 80 to 100 people): Consortium members (partially); Local stakeholders; Local journalists & local officials; General public: citizens
- Goals of the event:
    - Inform: disclose information on specific aspects of MAGPIE which are locally relevant
    - Interact: launch a debate on port green and smart techs to raise awareness
    - Discuss: understand how the MAGPIE innovations can be integrated with local projects and support the development of green ports locally and understand which elements could lead to barriers in upscaling the demonstrators to the local context

In the cases of Le Havre and Wesel, representatives of the local governments participated and spoke during the workshop. In each case, they discussed the impacts that the MAGPIE project can have not only on the port territory but also on the city and region due to economic

[8] Microsoft Word - Magpie_D2.1_Revised_190922_AIVP REW V3.0

benefits, decarbonization ambitions, and digitalization tools to facilitate the energy transition governance.

From these experiences, it is possible to see and conclude that interactions with the local communities were very important to the fellow ports and their ecosystems, to the MAGPIE consortium members, and to external stakeholders interested in the subject of decarbonization in ports. The fellow ports of the MAGPIE projects were able to showcase their ongoing decarbonization projects – both MAGPIE and others – to their port city ecosystem, improving their Social License to Operate by being transparent in their choices and focal points for their decarbonization strategy.

The MAGPIE consortium members, mainly businesses and academics, were also able to showcase and explain the results of their innovations to potential clients, other businesses in the same field, or policymakers to facilitate the uptake of the solutions. Lastly, the external stakeholders obtained insights into the project, creating a stakeholder community that could provide feedback.



Figure 2 Round table at the Portuguese Port-City Workshop.

Exhibitions

Work Package 2 (Communication, Stakeholder Engagement, and Dissemination) ensured MAGPIE's results reach project members as well as the project's targeted audiences. WP2 has thus focused throughout the project on creating accessible content for the public. This work included the creation of two exhibitions, which showcased MAGPIE's achievements. The

first exhibition took place in Le Havre Port Center (LHPC) in France, from March to August 2026. The second one from April to August at Portlantis in Rotterdam, in the Netherlands[9].

These exhibitions bridged the gap between technical innovation and public engagement. The transformation of demonstrator activities into accessible narratives brought ports closer to the people who lived near them. This way, WP2 ensured that the project's results were not confined to specialists but instead reached all the project's targeted audiences, including local communities, public authorities, and businesses.

The exhibition in Le Havre was in LHPC, an interactive facility dedicated to connecting the port and community, making it an ideal venue to highlight MAGPIE's solutions and philosophy[10]. It featured four MAGPIE demonstrators: the ammonia bunkering, the green trucking, the shore-power peak shaving, and the hybrid shunting locomotives, presented through interactive displays and small games. The exhibition was designed to reflect the impact MAGPIE innovations could have on the port and the city of Le Havre, and how they fit the local specificities. The modules on display, inspired by shipping containers and wooden crates, were tied to the port identity and served both as interactive tools and compact storage. Overall, the exhibition was designed as an open, inclusive educational toolkit to promote the project's core message: the transition to zero emissions in ports by 2050.

Figure 3: The Green Ports: Net-Zero Mission exhibition at LHPC, in France.

In Rotterdam, Portlantis is a visitor and exhibition center on the edge of the port. There, the Port Authority hosts exhibitions about the port's past, present, and future. Portlantis is also home to the Educational Information Centre Mainport Rotterdam and includes educational rooms, labs, and guided tours. MAGPIE's exhibition there presented the autonomous barge pilot, the hybrid shunting locomotive, the green connected trucking, and the green container, all developed in and designed for the port of Rotterdam. There, models provided by the partners were put on display and enhanced with augmented reality, compiling interactive information about the project.

The two venues acted as interfaces between ports and the public, allowing local communities to engage with the innovations. Showcasing MAGPIE's innovations there ensured that port technologies were not perceived as isolated technical solutions but as parts of a bigger societal transition. The exhibitions namely presented the transition not as purely technical, but as a shared civic project. In doing so, WP2 made the port visible not just as a logistical machine, but as a shared urban actor, environmentally progressive and culturally present.

The two exhibitions in Le Havre and Rotterdam had their opening days in March and April 2026. On both occasions, the opening brought together consortium partners, fellow ports, local authorities, professionals, students, school groups and residents, alongside the hosting port teams. The format in each case combined an official opening moment with the first public visits of the exhibitions, allowing exchanges between project actors and local audiences around the demonstrators and results developed during the project.

In Le Havre, the opening day of the exhibition *Green Ports* took place on March 10th at the LH Port Center, organised by AIVP with the support of HAROPA PORT. The opening gathered project partners and local stakeholders and authorities' representatives to present the exhibition's purpose and structure before the first public visits. The exhibition set out the role of ports in global trade and along the Seine Axis, and the environmental issues linked to port operations and multimodal logistics.

[9] Microsoft Word - Magpie_D2.1_Revised_190922_AIVP REW V3.0.
[10] Microsoft Word - Magpie_D2.1_Revised_190922_AIVP REW V3.0.

In Rotterdam, the opening day of the exhibition at Portlantis on April 13th was introduced by the Port of Rotterdam Chief Operations Officer, Berte Simons, and brought together consortium members, representatives of European ports, policymakers, and visitors from the local area. The opening programme included a presentation of the exhibition concept, followed by the first public walkthrough. The exhibition presented MAGPIE demonstrators through physical objects and scale models, including an automated charging station for a connected electric truck, a household battery representing shore power peak shaving, locomotive and inland vessel models, a scaled offshore charging tower, and a hydrogen tank prototype. During the opening visits, visitors used digital tablets to scan the models and activate augmented reality explanations showing how each system works and what it addressed in terms of emissions, logistics, and energy use. The opening day created a shared space for discussion between project partners, fellow ports, and the public on the solutions tested within MAGPIE and their relevance for port operations and infrastructure development. It also included presentations from the demo leaders on their respective demonstrators, their challenges, and their current status.



Figure 4 Port of Rotterdam COO Berte Simons and Director of Innovation Oscar van Veen at the Game Changers exhibition opening, in Portlantis.

3.7 Webinars

Webinars complemented MAGPIE's programme of physical events by providing a format through which project activities could be presented remotely. They enabled the consortium to reach stakeholders who could not attend demonstration events or conferences while offering a dedicated space to present ongoing work to the people most concerned by it.

Three thematic webinars were organised during the project, each corresponding to a major area of MAGPIE's activities. The first focused on Land Transport (road and rail innovations). The second, held in April 2026, was dedicated to Maritime and Inland Water Transport. The third, organised in July 2026, will present the project's Digital Tools.

Each webinar combined presentations by demonstration leaders and project partners with a discussion session, allowing participants to get information on the demonstrations, their implementation, and their current status. Organising the webinars by theme also made it possible to present several related demonstrations together and place them within the broader objectives and challenges of the project.

The webinars formed part of the project's wider communication planning. They were announced through the website, newsletter, mailing lists, and LinkedIn, with registrations from consortium partners and external stakeholders. After each session, the presentations continued to support dissemination activities through website articles, social media posts, and newsletter coverage. All webinar recordings were made publicly available on the MAGPIE YouTube channel[11] and the project website. This ensured that the presentations remain accessible after the live sessions and provided a lasting record of the demonstrations and the topics covered during the project.

3.8 Beyond MAGPIE

MAGPIE's legacy has two main components. The first is to continue disseminating the project's results beyond 30 September 2026, with communication activities running until December. This includes sharing existing videos, articles, and other content on LinkedIn, as well as continuing to reach the project's newsletter subscribers, whose database counted 400 people as of 15 October 2026. Further communication will also cover delayed demonstrations, including the energy container and hybrid locomotive, through updates such as press releases. Participation in external events will provide additional opportunities to present the project's results, including at the AIVP World Conference 2026 in Dunkirk, where MAGPIE will present the Green Innovation Compass, the second component of its legacy.

The Green Innovation Compass is a digital knowledge base developed within MAGPIE to make the project's solutions, tools and knowledge accessible to the wider port community. Its main value lies in helping ports explore topics relevant to their own priorities and challenges, rather than presenting MAGPIE's results in isolation. Within each topic, users can discover relevant approaches and solutions, with MAGPIE's demonstrators, digital tools and non-technological solutions presented as practical examples alongside other knowledge and resources. This topic-based approach allows ports to start with their own needs and identify which MAGPIE results may be useful to them, making the Compass a resource for knowledge exchange and the uptake of innovation beyond the project itself.

The tool is also being developed to incorporate PIONEERS and existing work from Green Inland Ports, with the aim of becoming a broader tool drawing on the results of multiple projects rather than MAGPIE alone. The tool was developed as the WP9 Roadmap deliverable, with Norday responsible for its design and architecture and all WP9 members contributing content based on their respective areas of expertise, while the four MAGPIE fellow ports reviewed each topic to ensure that the information is relevant, understandable, and useful to port authorities, the Compass's primary target audience.

Following the end of MAGPIE in December 2026, ALICE (Alliance for Logistics Innovation through Collaboration in Europe) will support the platform's further development, drawing on its network to connect the knowledge and solutions gathered through the Compass with

[11] Webinar Replay – MAGPIE "Greening Maritime & IWT Demonstrations"

the wider European logistics innovation ecosystem. The Green Innovation Compass is also promoted through the websites of ALICE, EFIP (European Federation of Inland Ports) and ESPO (European Sea Ports Organisation). These organisations connect the platform to established European networks representing inland ports and seaports alike, helping keep MAGPIE's results visible and accessible after the project concludes.

The Port of Rotterdam will remain the platform's owner and oversee its continued development, with the intention of involving the MAGPIE ports in its future governance. This arrangement is intended to ensure that the Compass remains a relevant, reliable and useful resource for port authorities. Organisations interested in contributing solutions or content from other projects will be able to contact ALICE to discuss potential contributions, helping extend the platform beyond the original consortium and sustain knowledge exchange across the port and logistics sectors.

Finally, two videos have been prepared to introduce the platform and support its use: a presentation video explaining the Green Innovation Compass and its purpose, and a tutorial video showing users how to navigate the platform and explore its content. From 30 September 2026 onwards, most of MAGPIE's social media communications will refer audiences to the Green Innovation Compass dedicated article on MAGPIE's homepage. This shifts the focus of the project's final communication activities towards the continued availability and use of its results, ensuring that the knowledge generated by MAGPIE remains accessible beyond the project's lifetime.

4. Operational Lessons from Implementation

4.1 Maintaining flexibility throughout the project

The implementation of communication activities showed the importance of flexibility throughout a long-term collaborative project such as MAGPIE. As our project priorities evolved and demonstrations progressed, communications were tailored to reflect the maturity of project activities and the availability of new content.

Several factors required adjustments to the original communication plan. External developments, including the Covid global pandemic, the energy crisis following the outbreak of war in Ukraine, as well as delays or changes in the production of some demonstrators, meant that the communication schedule needed to be continuously revised. The discontinuation of the Facebook and X (formerly Twitter) channels following technical issues and a strategic review of their relevance illustrated the need to reassess communication tools in light of practical experience, redirecting resources towards LinkedIn and the project website as the primary channels.

The contribution of Platform Zero from 2025 onwards is another example of this adaptability. As the project entered its final phase and the volume of communication activities increased, this additional resource supported the Port of Rotterdam's project management and communication efforts and contributed to the production and compilation of materials, including partner quotes, demonstrator portraits, and videos. They also helped in building a stronger presence on social media channels by creating content.

Flexibility also played a role in the organisation of port-city engagement activities. While the third Port City Workshop was originally planned for Rotterdam, it was moved to Matosinhos, Portugal, to take advantage of the strong presence of consortium partners in the region and avoid overlapping with the exhibition and closing conference already scheduled in Rotterdam. This change allowed the project to make better use of its resources while giving greater visibility to partners and stakeholders in Portugal.

4.2 Aligning communication with project maturity

Our communication approach evolved from introducing the project and its objectives towards communicating concrete demonstrator activities and project achievements. This way, our communication efforts remained aligned with the implementation of the project itself. During the early phase, communication focused on establishing the project's visibility, presenting its objectives, and introducing its visual identity. The project website and social media channels were launched; the communication toolkit was developed, and the kick-off conference marked the official start of the project's communication activities. As the demonstrations advanced, communication shifted towards highlighting technical progress (progress in deliverables and milestones), partner achievements (exhibitions, port-city workshops), and demonstrator milestones (Demonstration events).

In the project's final year, communication focused on documenting the project results, preparing exhibition content, and presenting the legacy of MAGPIE to external audiences. The two exhibitions in Le Havre and Rotterdam, the series of thematic webinars, and the preparation of the final conference in Rotterdam all reflected this shift. Articles on the project website and keynotes at external events also commented on the alignment between MAGPIE's results and the European Commission's Ports Strategy published in early 2026, situating the project's work within the current EU policy context and reinforcing the relevance of its outcomes. The newsletter followed the same trajectory. Whereas early editions focused on introducing the project and its structure, later issues increasingly highlighted demonstrator results, partner reflections, and the project's contribution to the green transition of European ports. The final four editions each featured an interview with one of the fellow ports reflecting on its experience within MAGPIE, encapsulating the project's journey in the voices of its participants.

4.3 Coordinating communication across partners

Communication activities relied on contributions from numerous consortium partners across four countries and multiple sectors. The coordination provided within Work Package 2, led by AIVP in collaboration with POR, EICB and NMT, allowed partners to highlight their own activities and demonstrations through project communication channels. The internal communication workflow followed a structured process. For the newsletter, AIVP invited consortium partners to submit news, updates, and relevant content approximately two months before each edition. Work Package 2 then discussed and agreed on the editorial focus and structure of the upcoming issue before AIVP prepared the draft, which was then shared with work package and demonstration leaders for proofreading and validation before publication. A similar process governed the production of website content, with topics discussed during work package meetings and content proposals coordinated by AIVP in close consultation with partners. This collaborative and participatory approach ensured that the communication reflected the diversity of the consortium's activities, while maintaining a coherent project voice. It enabled partners to use project communication channels to reach relevant stakeholders in their own sectors, reinforcing the visibility of their contributions within both the consortium and the wider professional community. The mailing platform used for the newsletter additionally supported the management of targeted mailing lists for different audiences.

4.4 Combining digital and face-to-face communication

The MAGPIE communication approach combined digital communication tools with physical events throughout the project. While the website, newsletters, and social media ensured visibility between milestones, conferences, workshops, exhibitions, and stakeholder meetings

created opportunities for interaction and dialogue that digital channels alone could not provide.

The project website served as the central, open, and freely accessible repository for project information, hosting over 100 articles, public deliverables, event announcements, videos, and infographics by June 2026. The quarterly newsletter complemented this by providing regular structured updates to a subscriber base of external stakeholders and consortium partners alike. LinkedIn progressively became the primary social media channel, offering a platform for shorter, more frequent communications tied to project milestones, demonstrator progress, and participation in external events.

Physical events enriched this digital presence by bringing project results to life in ways that written content could not replicate. The two exhibitions in Le Havre and Rotterdam translated technical demonstrators into accessible, interactive experiences for local communities, students, and policymakers. The three Port City Workshops facilitated genuine dialogue between consortium members, local authorities, and citizens. Demonstration events such as the Electric Automated Trucking Event in Rotterdam in April 2025 and the Autonomous Inter-Terminal Barge demonstration in June 2026 allowed stakeholders to witness the project's results directly, with repercussions in specialized media.

By extending the reach of demonstration events to other stakeholders, webinars complemented this physical programme. Three thematic webinars were namely organised by WP2 over the course of the project, each dedicated to a major area of MAGPIE's activities: land transport, maritime and inland water transport, and digital tools. Each combined presentations by demonstration leaders with a discussion session, and all recordings were made publicly available on the project website and YouTube channel following the live sessions, ensuring that the webinar's content remain accessible of the content discussed.

Together, these digital and physical tools reinforced one another. Events generated content for the website, newsletter, and social media; digital channels promoted events and extended their reach; and the resulting publications and materials supported dissemination activities even after each event had concluded.

4.5 Developing synergies with our sister project, PIONEERS

During the implementation of the project, MAGPIE strengthened cooperation with its sister project PIONEERS through joint communication activities and shared participation in selected events. WP10 provided the content, while WP2 handled communication and dissemination. This approach enabled both projects to communicate complementary activities while making efficient use of communication resources.

The most significant expression of this cooperation is the joint conference, "*Ports in Transition: Building Resilient Ecosystems*," to be held in Rotterdam on 17 September 2026. By bringing together the two projects at a single event, the conference allowed the results of five years of demonstrations to be presented collectively to port authorities, EU policymakers, industry representatives, and researchers, while reinforcing the shared legacy of both projects within the European policy context.

The Seas to Skies Conference series provided another important platform for joint dissemination. The first edition brought together MAGPIE, PIONEERS, and other European Green Deal transport projects to discuss their contributions to European transport policy in Brussels in December 2024. The second edition, held in May 2026 at the Transport Research Arena (TRA) Conference in Budapest, brought together STARGATE, TULIPS, OLGA, PIONEERS, and MAGPIE for a similar purpose, embedding both projects within a broader community of Horizon Europe transport research initiatives.

At the ESPO Conference 2026 in Gdańsk, Poland, MAGPIE's participation alongside PIONEERS reinforced the visibility of both projects within the European port sector. This cooperation extended across earlier editions of the ESPO Conference, where MAGPIE and PIONEERS organised a joint workshop, presentation or similar activity each year since 2021. The projects also participated jointly in all editions of Connecting Europe Days (CED) and TRA conferences during this period. These activities provided opportunities to present their results to shared audiences, highlight complementary work and discuss the projects' contributions to the green transition of European ports.

4.6 Outlook Towards Dissemination Impact Evaluation

The consortium's communication approach evolved throughout the project to adapt to its different phases. It resulted in a range of tools and activities that supported stakeholder engagement and the dissemination of the project's activities and results. The subsequent Dissemination Impact Evaluation deliverable will build upon this work by analysing the contribution of dissemination activities to stakeholder engagement, knowledge transfer, exploitation, replication, and the achievement of the dissemination objectives established for the project. Where this report has focused on the practical deployment of communication actions and the operational lessons learned from their implementation, the Dissemination Impact Evaluation will assess the outcomes of these activities and their contribution to the broader objectives of MAGPIE.

5. Conclusion

Throughout its implementation, MAGPIE established a communication framework combining digital communication channels, communication materials, newsletters, events, and stakeholder engagement activities. These tools evolved alongside the project and were progressively adapted to reflect the development of the demonstrators and the changing communication needs of the consortium.

From its launch during the pandemic to the organisation of exhibitions, port-city workshops, and a closing conference in Rotterdam, MAGPIE's communication activities sought to make the project's results accessible to a wide range of audiences. By combining digital outreach with face-to-face engagement, coordinating contributions from across the consortium, and developing synergies with sister projects and European Green Deal initiatives, the project built a communication approach that accompanied and reinforced its technical and operational work.

The experience gained throughout the project highlights how adaptable communication planning, partner involvement, and the combination of digital and face-to-face communication activities supported a large collaborative European innovation project such as MAGPIE. The knowledge generated through this experience, alongside the practical lessons described in this report, may serve as a reference for future projects of a similar nature as they design and implement their own communication and dissemination strategies and support the energy transition.

Annex 1: Newsletters

All newsletters published since September 2021.

Annex 2: LinkedIn Posts

All LinkedIn posts published since October 2024.

Annex 3: Infographics

All the Infographics by EICB.

Annex 4: Two MAGPIE press release examples

PR MAGPIE LHPC

PR MAGPIE PORTLANTIS

All the annexes are hosted on the MAGPIE website.