

Activity 5: Concept for Stakeholders' Coordination SWOT analysis related to the current coordination

<p>STRENGTHS</p> <p>Personal exchange is considered to be very effective in informing stakeholders about the project, retrieving information and building the relationship.</p> <p>The early involvement of relevant stakeholders and key persons, who have an impact on the project, is very important. It helps to align interests, to gain trust and approval. Targeted meetings for expert exchange (workshop character) provide a very favourable setting for this purpose.</p> <p>Synergies with other (project) events and working meetings are seen as an effective method to inform about a project.</p> <p>The existing collaboration with industry associations is very beneficial and effective to inform about project results and to access necessary information from the shipping industry.</p> <p>National User Fora are well perceived by participating bodies (majority from public sector)</p>	<p>WEAKNESSES</p> <p>Cooperation of the shipping industry in project-related activities is partly low to moderate.</p> <p>Project benefits and/or results are not always visible to the shipping industry.</p> <p>Non-centrally managed communication activities have their advantages (e.g.: reaction to national requirements, especially when having many project partners) but they do not achieve the best possible visibility of the project and its results.</p> <p>Danube ports should be increasingly involved to optimally tackle ongoing bottlenecks.</p> <p><i>FAIRway Danube</i> National User Fora are not always perfectly fitted to target the shipping industry (targeted approach advisable regarding agenda and presented information).</p>
<p>OPPORTUNITIES</p> <p>Exploitation of a wider set of communication channels is beneficial to efficiently target the stakeholder groups (focus shipping industry). Following channels enable to increase project visibility and to improve project outcomes:</p> <ul style="list-style-type: none"> • Concise, targeted and result-orientated newsletters • Personal exchange (meetings, phone calls) to foster the relationship and to inform about news, services, projects while receiving constructive feedback • Targeted meetings for expert exchange (Workshops, Webinars) in addition to personal exchange, whenever there is something to discuss or to elaborate in a group • Usage of digital tools (e.g. hybrid events), whenever the involvement of the shipping industry is required and invitees are internationally wide dispersed • Finding the right mix of international and national events to present the project, usage of event synergies and involvement of stakeholders before/after event • Involvement of key users for constructive feedback and active participation • Increased collaboration with industry associations and national chambers of commerce (covering the interests of the industry from the Rhine-Danube corridor). • Usage of social media platforms, typically used by industry, to inform • Rare intervals for dissemination of surveys/questionnaires (e.g. once a year) 	<p>THREATS</p> <p>Digital meetings always happen at the expense of fostering personal relationships and networking options and should therefore be well considered (rather implement hybrid meetings, if possible).</p> <p>Language barriers can be a problem and translations are often necessary.</p> <p>Communication activities are only well perceived by the shipping industry, as long as the information provided is tangible and result-orientated.</p> <p>Construction activities, which affect the planning reliability for the shipping industry, should be communicated as soon as possible.</p> <p>The good preparation of any communication activities is crucial before getting in touch with stakeholders to create a positive user experience and connotation with the project.</p> <p>Promises which are made (to the shipping industry), must be kept.</p> <p>Find the right balance to inform the shipping industry sufficiently and seek their feedback without overloading them with information or seeking feedback too often.</p>