



AutoMated Vessels and Supply Chain Optimisation for Sustainable Short SEa Shipping

D.8.2: MOSES Communication Kit

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List of Acronyms

Abbreviation / acronym	Description
Dx.y	Deliverable number y belonging to WPx
EC	European Commission
EU	European Union
ID	Identity
MS	Microsoft
Mx	Month number x
PO	Project Officer
PU	Public
SSS	Short Sea Shipping
Tx.y	Task number y belonging to WPx
WPx	Work Package number x

Executive Summary

Communication and dissemination processes are essential to assure the success of a project as ambitious and visionary as MOSES. Funded under the European Union's Horizon2020 Framework Programme, MOSES aims at significantly enhancing the Short Sea Shipping (SSS) component of the European container supply chain by addressing the vulnerabilities and strains related to the operation of large containerships. In this context, MOSES will follow a two-fold strategy for reducing the total time to berth for TEN-T Hub Ports and stimulating the use of SSS feeder services to small ports (hub and spoke traffic) that have limited or no infrastructure.

The current document is connected to Task 8.1 MOSES Communication strategy and provides a description of MOSES brand identity and of the project's developed communication and dissemination, towards introducing MOSES communication kit. MOSES communication kit is composed by the associated material and online communication channels with the aim to efficiently communicate the project's concept, vision and ideas and disseminate its results and outcomes to all the interested stakeholders' groups and audiences.

MOSES consortium is strongly encouraged to make use of the reference kit as an expedient to communicate their activities and achievements to related and interested audiences, as well as to give visibility to the project and maximize its impact.

1. Introduction

The communication and dissemination activities of MOSES project aim to leave a lasting legacy towards the value of the SSS component of the container supply chain in Europe and beyond. Taking this into consideration, the current deliverable, *D8.2 MOSES Communication Kit*, will ensure that the overall dissemination and communication strategy is effectively and efficiently communicated to the relevant targeted project's audiences and MOSES high-level objectives are successfully fulfilled.

This document contains all the appropriate information about MOSES communication kit, developed to facilitate the continuous and systematic dissemination of the activities and results of MOSES project. It presents MOSES communication material and online channels that will support the dissemination and communication effort (e.g., project brand identity and material, including but not limited to the leaflet, posters, roll-ups, e- newsletters, video, website and social media accounts etc.), with the view to establish efficient communication channels with the external world and to create a strong engagement with MOSES stakeholders' community.

1.1 Purpose of the document

This deliverable is structured to provide a thorough description of each of MOSES communication material as well the online communication channels that have been developed by M18 and that will be used and updated throughout the project lifetime. It also provides a description of MOSES brand identity by giving a set of instructions for assisting both the partners and external professionals in the proper use of MOSES communication material.

1.2 Intended readership

D8.2 MOSES Communication Kit is a public deliverable and constitutes a very useful guidance, addressed not only to the consortium members, but also to any interested reader (i.e., PU dissemination level).

It is primarily written for the European Commission (EC), Project Officer (PO) and the consortium members of MOSES project, as a useful guidance for the planning-of and contribution-to MOSES communication, dissemination, clustering and stakeholders' engagement activities. More specifically, this document acts as a supportive tool to effectively fulfil project's communication objectives and efficiently raise awareness in disseminating project's outcomes and results.

Nevertheless, special effort and focus has been given on making this report as a stand-alone document and comprehensible for the general public.

1.3 Document Structure

The document is structured in four sections:

Section 1, introduces the scope of the document.

Section 2, presents all the necessary information concerning MOSES Brand Identity.

Section 3, describes MOSES communication printed and digital materials, such as leaflet, poster, roll-up, press releases and video.

Section 4, presents MOSES online communication channels and tools, such as the project website, the social media accounts, MOSES e-newsletters and OpenAIRE platform.

Finally, section 5, provides the document conclusions.

2. MOSES brand identity

MOSES brand identity includes a manual/guide that provides a comprehensive description of its visual and verbal elements. This set of guidelines reflects project's commitment to quality, consistency and style. MOSES logo guidelines must be followed throughout the project runtime, to achieve the desirable uniformity and integrity of its identity and guarantee the awareness and recognition of its brand. Furthermore, these guidelines constitute a useful toolkit for the production of branded items for MOSES, as well as for the design of its dissemination and communication material. In the following subsections, a brief description of MOSES logo manual items is provided. MOSES brand identity was released early in advance, on M01 of the project, in order to successfully fulfil its aim and commitment.

2.1 Logo description

MOSES aims to significantly enhance the SSS component of the European container supply chain by a constellation of innovations including innovative vessels and the optimisation of logistics operations. MOSES logotype (figure 1) was designed in such way to graphically depict the main ideas the project leans on. As a verbal logo, it was created on a minimalistic design to be simple, memorable and easily adjustable in various occasions.

The logotype letters are in bold indicating its dynamics. The letter "O" in conjunction with the line that unites the letters "M" and "S" depicts the following elements:

- Part of a job (e.g., loading / unloading) or part of a machine (e.g., a hybrid vessel);
- Movement illustrating the concept of maneuvering (autonomous boat maneuvering system);
- Vessel moving blip, integration of docking point.

All the above elements combined, are illustrating an abstract process or a button representing automation in all the SSS operations MOSES end-users are involved.



Figure 1 MOSES Logo

MOSES logo pack has been made available for download within MOSES website in the material hub, under the dissemination material section.

2.2 Logo tagline

A memorable tagline was also developed to accompany the logo and contribute to brand association.

The selected tagline for MOSES is the following:

Paving the way for the future of SSS

MOSES tagline is an integrant part of its communication and dissemination material as thoroughly described in section 3 below.

2.3 Logo fonts

The font that has been used for MOSES logo belongs to the Calibri fonts family (figure 2).

Calibri fonts family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Regular Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Light Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

Figure 2 MOSES Logo Fonts

It is recommended to be used in all printed and digital materials (MS templates and publications, website and other web-applications, leaflets and other material) that are editable and can be publicly used in an editable format. The instructions about the recommended fonts for MOSES material are provided in figure 3 below.

1) For MS templates and publications	2) For Website and other web-applications	3) For leaflets and other material
HEADING 1 Calibri bold, 18pt black colors	HEADING 1 Calibri bold, 18pt black colors	HEADING 1 Calibri bold, 18pt black colors
HEADING 2 Calibri bold, 16pt, blue colors (RGB R37 G60 B126)	HEADING 2 Calibri bold, 16pt, blue colors (RGB R37 G60 B126)	HEADING 2 Calibri bold, 16pt, blue colors (RGB R37 G60 B126)
HEADING 3 Calibri bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 3 Calibri bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 3 Calibri bold, 14pt, blue colors (RGB R37 G60 B126)
HEADING 4 Calibri bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 4 Calibri bold, 14pt, blue colors (RGB R37 G60 B126)	HEADING 4 Calibri bold, 14pt, blue colors (RGB R37 G60 B126)
Body text Calibri-Regular, 11pt, black colors	Body text Calibri-Regular, 11pt, black colors	Body text Calibri-Regular, 11pt, black colors

Figure 3 Fonts for MOSES material

2.4 Logo Colour palette & sizes

MOSES logo uses two colors: blue and green (figure 4).

Blue = Blue represents both the sky and the sea, and for this reason is commonly used in the maritime sector. Since the project focuses on enhancing SSS and the respective ports' capacity, the colour blue could not but predominate MOSES graphical ID.

Cyan = Cyan is made by mixing the colours green and blue light. It is commonly used with blue, as a secondary colour, to provide some light in the designs. In MOSES logo it was also used as a variation of green, which is by definition the symbol of ecology, to represent the efforts of the project to develop solutions that will also reduce the environmental footprint for SSS services and port areas compared to other modes.

MAIN COLORS



CMYK = C100 M90 Y20 K6
 RGB = R37 G60 B126
 #253c7e



CMYK = C60 M0 Y30 K0
 RGB = R90 G195 B190
 #5ac3be

ADDITIONAL COLORS



CMYK = C80 M55 Y40 K20
 RGB = R50 G88 B105
 #325869



CMYK = C35 M29 Y16 K0
 RGB = R168 G170 B188
 #ABAABC



CMYK = C35 M90 Y70 K40
 RGB = R111 G56 B48
 #6F2430



CMYK = C0 M30 Y70 K0
 RGB = R255 G186 B97
 #FFBA61

MAIN and ADDITIONAL COLORS

CMYK colors are used in printing material
 RGB colors are used on web applications

Additional color palette can be used for layouts and artworks such as website/posters/leaflets e.t.c. in case you need a small touch of color contrast. These colors cannot replace main color palette or logotype official colors

Figure 4 MOSES Logo colours

2.5 Logo Usage

2.5.1 Logo Improper use

As regards MOSES Logo usage (figure 5), a Clear Space zone around the logo has been determined to ensure the proper visibility of MOSES logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc., ensures that MOSES logo always appears unobstructed and distinctly separate from any other visuals.

A minimum size requirement was determined, in order to ensure that the logo is always clear and legible. However, when using a lower quality printing technique (i.e., screen printing), the usage of the logo in a larger size is strongly recommended.



LOGOTYPE PRINT minimum size
32 mm W X 11 mm H

LOGOTYPE SCREEN minimum size
200 px W | 70 px H

Figure 5 MOSES Logo Usage

Regarding the improper use, MOSES logo, can be displayed only in the formats that are specified in the current MOSES logo guide. MOSES logo may not appear in any other colours than the already specified in the section 2.3, figure 4. It is not acceptable to rotate, skew, scale, redraw, alter or distort MOSES logo in any way, as well as to combine MOSES logo with any other element such as other logos, words, graphics, photos, slogans or symbols (figure 6).



Figure 6 MOSES Logo improper use

2.5.2 [Logo usage on social media](#)

MOSES Logo on social media should be only used in a white background (figure 7).



Figure 7 MOSES Logo usage on social media

2.5.3 [Logo usage on backgrounds](#)

Concerning MOSES Logo usage on backgrounds (figure 8), it should be noted, that, when placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.



Figure 8 MOSES Logo usage on backgrounds

2.6 Templates

In the context of MOSES consistent brand identity, MS office templates both for project presentations (figure 9) and deliverables (figure 10) have been created, since M01, in line with the given brand guidelines. Having unified templates, the project can streamline its processes and improve its coherence. The Deliverable template contains all the necessary information about the metadata of each produced document. The presentation template contains a set of suitable graphics, in order to illustrate the contexts, the objectives, the timeline, relative figures and data. Partners have been kindly requested to make proper use of both templates and to ensure their professional

use in line with the already defined aesthetic criteria. Project templates are available within the project’s internal repository in MS Teams platform.

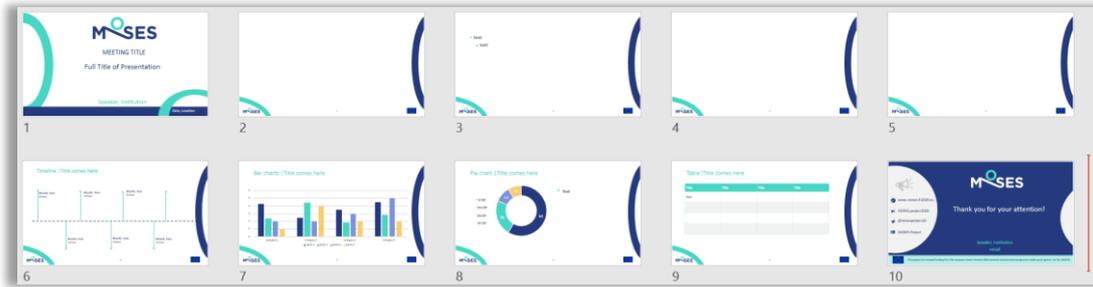


Figure 9 MOSES power point presentation template



Figure 10 Cover page of MOSES deliverable template

2.7 Fact sheet

MOSES fact sheet has been prepared, since M01, to provide a complete overview of the project details (figure 11). It outlines all the necessary baseline information related to the project identification and can be used by MOSES consortium in their communication channels, as a complete description of the project. MOSES fact sheet has been made available through MOSES website, in the material hub, under the dissemination material section.

3. MOSES Communication & Dissemination Material

MOSES's communication and dissemination material, either in hard copy or in digital/electronic format, is in line with the overall MOSES communication strategy to ensure the achievement of the project's objectives and the effective engagement of the interested target audiences. Such material is always consistent with MOSES brand identity and the communication guidelines provided by the European Commission (EC) [1].

Communication and dissemination material, as part of the project's communication kit, will be updated as necessary throughout the course of the project, in order to include MOSES achievements, findings and outcomes. The dissemination process is a responsibility of all MOSES work packages (WPs) under the lead of the Communication manager SEAB. The project's communication material consists of: leaflets, posters, roll ups, press releases and project videos.

According to EC instructions, all project communication material must acknowledge the EU funding by including the appropriate EC disclaimer as stipulated in the articles 29 and 38 of MOSES Grant Agreement and by displaying the EU emblem with an appropriate prominence [2].

3.1 Leaflet & Flyer

3.1.1 MOSES leaflet

MOSES leaflet's design is presented in a roll fold leaflet, where each page folds in on itself, representing a twofold leaflet in a size of a half of A4 leaflet, aiming to provide an overview of MOSES project via a set of images, graphics and text (figures 13 & 14). More specifically, the leaflet provides at a glance information about the project's vision and objectives and presents the three pilots, as well as the project's expected impact. MOSES concept image including the project's innovations is also displayed within the leaflet. The consortium partners' logos, as well as general information about the project are displayed in the last and the cover pages of the leaflet (figure 13). MOSES leaflet has been developed following the project's brand identity and in line with the other communication material and channels such as the project's website, poster and roll-up.



Figure 13 MOSES Leaflet (cover and last pages)

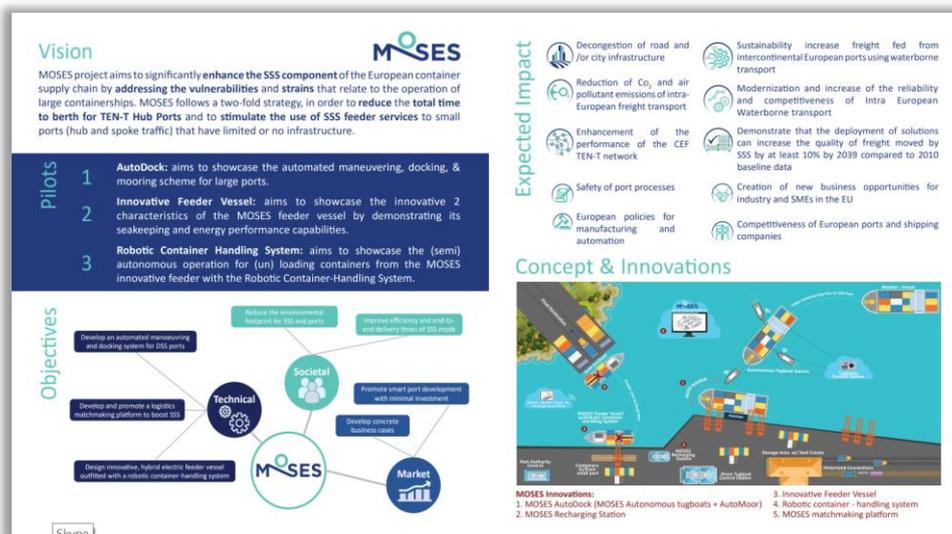


Figure 14 MOSES Leaflet (inner pages)

The main objective of this communication material is to be distributed during MOSES activities (pilot demonstrations, training activities), at exterior workshops, conferences, trade fairs and exhibitions. The first version has been launched on M6 and has been made available within MOSES website, in the project material hub, under the dissemination material section. MOSES is envisaged to produce two leaflets, in total, during the project course.

SEAB is responsible for providing the design of the leaflets to the partners, as well as printing copies according to the project needs and budget availability and constraints.

3.1.2 MOSES Matchmaking Platform Flyer

In the context of the development of MOSES Matchmaking platform, MOSES Matchmaking platform flyer (figure 15) has been created on M12, as a way to promote in a short and user-friendly version, the platform’s features and benefits. More specifically, the flyer presents the project’s goal and provides information about the matchmaking platform and how it contributes to the enhancement of the logistics process. Moreover, it displays the benefits deriving from the platform, along with valuable graphics related to logistics’ stakeholders. It will be used to disseminate the open call process for soliciting interested parties for MOSES transferability business case.

MOSES matchmaking platform flyer has been made available within the project website, in the material hub, under the dissemination material section.

Stay in touch
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Project Facts
 Project Name: MOSES (Automated Vessels and Supply Chain Optimisation for Sustainable Short SEa Shipping)
 Project Duration: 36 months, starting on 1 July 2020
 EU Funding: 8,122,150,00 €
 Project Coordinator: Prof. Nikolaos Vekris, Associate Professor, NABATE, NTUA (nvkris@dentab.ntua.gr)
 Project Dissemination Manager: Evangelia Latsi, Director SCABILITY Ltd (elatsi@scability.eu)

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MOSES Matchmaking Platform

MOSES Matchmaking Platform
 MOSES project aims to significantly enhance the SSS component of the European container supply chain through the optimization of logistics operations. A dedicated digital collaboration and matchmaking platform is developed (MOSES Platform), aiming to match demand and supply of cargo volumes by logistics stakeholders (shippers, forwarders, shipping lines, ports) using Machine Learning (ML) and data-driven analysis to maximize SSS traffic (availability of mode, cargo volumes, delivery times). This is achieved by increasing the visibility of the available SSS routes and also highlighting the advantages of using SSS routes instead of land-based transportation. In general, the MOSES Platform allows the horizontal collaboration among logistics stakeholders, while, further to the capabilities that are already supported by current horizontal collaboration platforms, the MOSES Platform also considers water-based transport modes and SSS specificities.

The MOSES Platform can enhance the logistics process through:

- Maximizing demand and enhancing SSS route usage
- Clear mapping of B2B processes within the entire supply chain
- Consolidating cargo flow (at container level) through appropriate ML techniques
- Changing freight flows handling and increasing the cost effectiveness of partial cargo loads
- Boosting last mile/just in time connections among transport modes and backhaul traffic

MOSES Platform supports

- Route visualization through web based, georeferenced interface
- Selection of preferred user interactions according to the stakeholders' needs
- Scenario building capabilities for users that wish to evaluate as it is and to be: the costs, the energy efficiency & the environmental footprint
- Specific module for sharing information on empty containers and cost effective returns or relocation

Typical interactions among logistics stakeholders Vs Interactions using the MOSES platform

Automation of shipment process flow through the MOSES Platform

Shippers	Freight Forwarders	Ship Operators
<ul style="list-style-type: none"> New order definition Assignment of freight forwarder to perform the order 	<ul style="list-style-type: none"> Selecting preferred transportation option informing freight forwarder about selection Booking invoice Payment of the carrier 	<ul style="list-style-type: none"> Receiving order from shipper Request of available services from different carriers Receiving selected option from shipper Informing and assignment of selected carrier to transport the cargo Receiving invoice Forwarding invoice to the shipper
<ul style="list-style-type: none"> Receiving order details from freight forwarder Provision of available routes and time schedule 	<ul style="list-style-type: none"> Booking request from freight forwarder Understanding to transport the cargo 	<ul style="list-style-type: none"> Booking invoice Sending notice to the forwarder

Figure 15 MOSES Matchmaking Platform Flyer

3.2 Poster

Three posters are envisioned to be produced during MOSES project course. The first one has been made available since M6 and has been produced according to the partners' needs during the project's runtime. MOSES poster follows the consistency guidelines of the project brand identity, towards respecting the proper use of the project logo (figure 16). It aims to facilitate and foster the project's scientific outreach in related events, conferences, workshops, exhibitions etc. Moreover, it provides at a glance, information about the project's vision and objectives, analyses the project's concept and shortly presents the three pilot scenarios and the project's expected impact. The consortium partners' logos, as well as general information about the project are displayed at the bottom of the poster.



PAVING THE WAY FOR THE FUTURE OF SHORT SEA SHIPPING
MOSES Consortium

AutoMated Vessels and Supply Chain Optimisation for Sustainable Short Sea Shipping

VISION
Aim: To enhance the Short Sea Shipping (SSS) component of the European supply chain. A two-fold strategy for addressing the vulnerabilities and strains related to the operation of large containerhips, is followed:
 - To reduce the total time to berth for TEN-T Hub Ports and
 - To stimulate the use of SSS feeder services to small ports that have limited or no infrastructure.

MOSES Innovations
 - For the SSS leg an innovative, hybrid electric feeder vessel including robotic cargo handling system (MOSES Feeder).
 - For DSS ports the adoption of an autonomous vessel manoeuvring and docking scheme (MOSES AutoDock).
 - A digital collaboration and matchmaking platform (MOSES platform).

OBJECTIVES
 - Reduce the total time to berth for TEN-T Hub Ports and
 - Stimulate the use of SSS feeder services to small ports that have limited or no infrastructure.
 - Increase the cost-effectiveness of partial cargo loads and to boost last-mile/just-in-time connections among the transport modes and backhaul traffic.

CONCEPT
A large containerhip (mother-vessel) approaches a DSS port (or a large container terminal). Upon her arrival, she asks for assistance to safely moor at the dock. The assistance is provided by the MOSES AutoDock, a combined intelligent mega-system consisting of the MOSES Autonomous tugboat swarm for manoeuvring and the MOSES adapted AutoMoore system. The MOSES Autonomous tugboats are dispatched and assist the containerhip with the manoeuvring process in a swarm/cooperative formation and are monitored through a remote-control station located in the DSS port (MOSES Shore Tugboat Control Station), which continuously monitors and gathers information about the process. As soon as the ship is on the right position at the dock, the AutoMoore system, intelligently communicates and cooperates with the swarm of the autonomous tugboats in order the ship to be safely docked, considering also the prevailed operational conditions. The automated docking process is also monitored through the MOSES Shore Tugboat Control Station. The containers' loading and offloading processes are ready to start. Containers that may need to be shipped to destinations near small ports (in mainland or island) are stacked by existing port equipment near dedicated berths of the DSS port and then are loaded on the MOSES Innovative Feeder Vessel, which is equipped with the MOSES Robotic Container-Handling System that provides (semi-) autonomous (off)loading of the feeder. The Robotic Container-Handling System and the feeder are remotely monitored through a Shore Control Centre. The innovative feeder, while berthed at the DSS port, may use the MOSES Recharging Station, which is an automated shore-based power station. MOSES recharging station is also used for powering the tugboats. As soon as the MOSES innovative Feeder vessel approaches the small port, where her docking is achieved without the need of tugboats, she automatically unloads the containers by using the Robotic Container-Handling System. Even though the cargo has been successfully transported to its destination, the continuity and sustainability of the feeder service require the necessary adaptation of the existing port operations and the balance between demand and supply. To this end, the MOSES concept is supported by the MOSES Matchmaking Platform to handle effectively the changing of the freight flows, to increase the cost-effectiveness of partial cargo loads and to boost last-mile/just-in-time connections among the transport modes and backhaul traffic.

PILOTS
 - **Pilot 1: AutoDock**: Intelligent cooperation of autonomous tugboat swarm to manoeuvre a large floating vessel and dock it by collaborating with an automated mooring system.
 - **Pilot 2: Feeder**: Seakeeping and energy performance capabilities. Capability to be used for automated mooring.
 - **Pilot 3: Robotic CHS**: Autonomous container handling capability and shared control between human operator and system.

IMPACT
 - Decongestion of road and/or city infrastructure
 - Reduction of CO₂ and air pollutant emissions of inter-European freight transport
 - Enhancement of the performance of the CEF TEN-T network
 - Sustainability / Increase freight fed from intercontinental European ports using waterborne transport
 - Modernization and increase of the reliability and competitiveness of Intra European Waterborne transport
 - Demonstrate that the deployment of solutions can increase the quality of freight moved by SSS by at least 10% by 2030 compared to 2010 baseline data
 - Creation of new business opportunities for industry and SMEs in the EU
 - European policies for manufacturing and automation
 - Competitiveness of European ports and shipping companies
 - Safety of port processes

CONSORTIUM
 - TNO
 - MARIN
 - PCT
 - Circle
 - INNOVACOR
 - Axioma
 - ESI
 - ASTANDER
 - DNV
 - HELLAS
 - MOSES

PROJECT FACTS
 - Title: AutoMated Vessels and Supply Chain Optimisation for Sustainable Short Sea Shipping
 - Coordinator: National Technical University of Athens (NTUA), Greece
 - Start Date: 01-July-2020
 - EC funding: 8,122,150.00 €
 - Call Identifier: MG-2-6-2019
 - Duration: 36 months
 - Contact: niven@deslab.ntua.gr, moosesproject20@gmail.com

Figure 16 MOSES Poster

MOSES poster has been made available within the project website, in the material hub, under the dissemination material section.

A second poster (figure 17) has been produced on M12 as part of MOSES participation within the IPIC2021 virtual conference. This poster was more tailored to MOSES innovations which include the deployment of multiple data producing devices that will contribute to the development of logistics applications and an automated, interconnected, multimodal transportation system, in line with the ALICE Physical Internet Roadmap. MOSES IPIC 2021 poster has been made available within the project website, in the material hub, under the scientific material section.

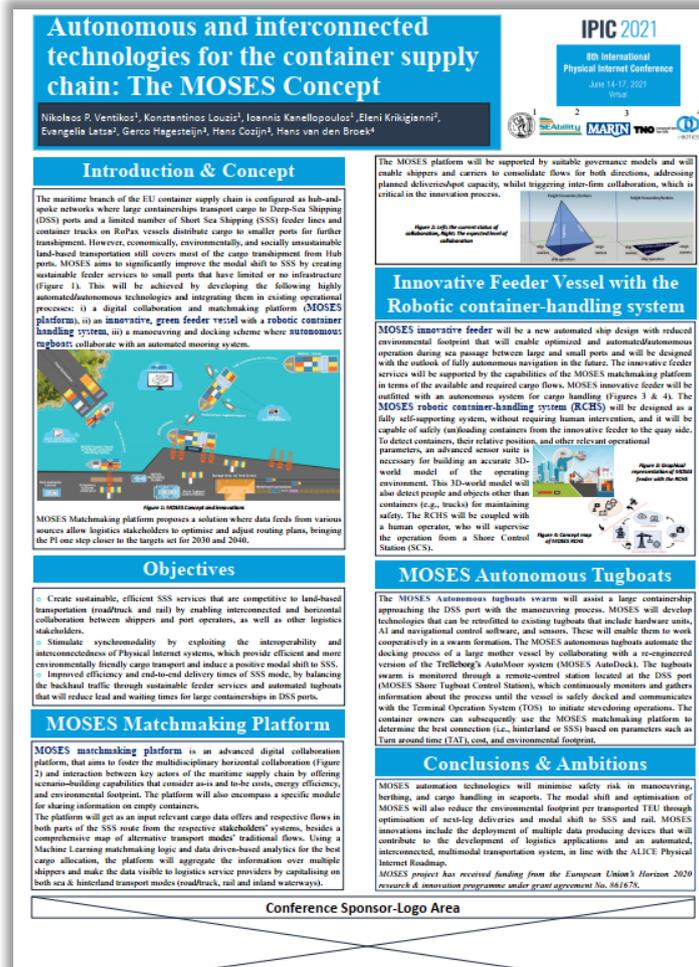


Figure 17 MOSES IPIC 2021 poster

3.3 Roll-up

A set of 5 roll-up banners will be produced for disseminating the project's outcomes at specific events, such as exterior workshops, conferences, exhibitions and at MOSES Final Event. The first MOSES roll-up banner (figure 18) has been developed since M6 of the project. It presents the project's scope and main facts and displays the consortium partners' logos. Additional roll-up banners will be produced within the project's lifetime based on the pilot demonstration activities and their outcomes, in order to be distributed at congresses, workshops, exhibitions, fairs and other events.

MOSES roll-up banner has been made available within MOSES website, in the project material hub, under the dissemination material section.

MOSES
AutoMated Vessels and Supply Chain
Optimisation for Sustainable Short SEa Shipping

Paving the way for the future of Short Sea Shipping

Enhancement of the Short Sea Shipping component of the European container supply chain by a constellation of innovations including innovative vessels and the optimisation of logistics operations

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Figure 18 MOSES Roll-up banner

3.4 Press releases

Press activities are considered as high impact communication activities for boosting the project’s visibility and promoting MOSES. To this direction, press releases are important for highlighting the successes and advancements made by the project partners. MOSES team has produced an important number of press releases (in English, Greek and

Spanish) since the beginning of the project, in order to landmark the beginning of the project, by presenting briefly the goals of the kick-off meeting virtually held on 14 to 15 of July 2020. In addition, MOSES team has proceeded with the production of complementary press releases since the project's commencement. Detailed information about each of the press activities can be found on MOSES website, in the material hub, media center section. Additional detailed information is, also, provided within *D.8.3 MOSES Intermediate report on Communication, Dissemination and Scientific activities*, in the subsection 3.3.

3.5 Project video

MOSES general video (figure 19) has been officially launched on M16 (two months ahead to its planned release) with the aim to gain more attention and spread significant awareness on the project activities. The plan was scheduled to develop a 3 to 4 minutes' video that would make use of visual, sound and text elements to introduce the project and visually explain the project's concept to non-technical audiences and the general public. This general video remarks the project's vision and objectives, its concept, the pilot demonstrations, as well as the expected project impact. The project video is produced in English and has been disseminated via MOSES social media, as well as posted in the project's website and uploaded on MOSES YouTube channel. MOSES general video is displayed to promote the developed and implemented technological innovations, in various events, such as fairs, demonstrations, workshops etc. It is expected to be disseminated by all project partners, using various means of dissemination.



Figure 19 MOSES Project Video

4. MOSES Online Communication channels

The successful fulfilment of the project's objectives constitutes an ultimate goal. Thus, a set of online communication channels has been created since the project commencement on M1, in order to provide the project advancements with the proper and deserved visibility. The online communication channels are expected to have a substantial impact on several different audiences. They are managed by the WP8 leader (SEAB) and they all follow the established brand identity and EC guidelines [1, 2].

4.1 MOSES website

MOSES website constitutes the backbone of the project's communication and dissemination activities. The website serves for all different users and stakeholders and provides, in a simple way, up-to-date information in a simple way about the project objectives and priorities, the proposed technologies, the pilot demos, news, videos, project results, related articles and project materials (e.g., public deliverables, open access publications, dissemination material, news etc.). The website was officially launched on M1 and became fully functional, in its current view, on M3 (figure 20), including several sections, as detailed described below. It can be accessed through the following URL: <https://moses-h2020.eu>.

The main content of the website is organized in five sections:

1. **Home:** This section serves as the cover page/homepage of MOSES website, including information about the main project facts (call identifier, topic, duration, team), displaying the most recent conducted events, as well the news from MOSES twitter account and MOSES consortium.
2. **About MOSES:** This section consists of six subsections "*At a Glance*", "*Objectives*", "*Concept*", "*Innovations*", "*Impact*" and "*Consortium*". It provides detailed information about the project's scope, its objectives and impact, it analyses the project's overall concept and its innovations and finally introduces MOSES consortium partners along with direct links to their webpages.
3. **Pilot Demos:** In this area, the three MOSES Pilot Demos are thoroughly described.
4. **Material Hub:** This section acts as a repository and includes the project deliverables, material available for download (e.g., partner's presentations from conferences, scientific papers etc.), project dissemination material (e.g., MOSES logo pack, leaflet, poster, roll-up etc.), the press clippings from the partners' media presence, the produced e-newsletters and finally any audio-visual material, as well as the organised webinars/workshops that are being developed and conducted, correspondingly, during the project's lifetime.

5. **News:** In this area the most recent project news and updates, related to the project are announced. The attendance in events/conferences/clustering activities is also mentioned here both for the past and forthcoming events.

MOSES website is frequently updated including information about project outcomes, the pilot demonstrations, as well as the clustering activities within MOSES. The material hub remains also continuously updated with any corresponding material that derives from the partner’s activities (figure 21 & 22). It will be maintained for five years after the project completion, to provide information about the project deliverables, results and outcomes to any interested party. Last but not least, MOSES website is linked to all MOSES social media accounts. Additional information about its visibility status is provided within the D8.3 *Intermediate report on Communication, Dissemination and scientific activities*, in the subsection 3.1.

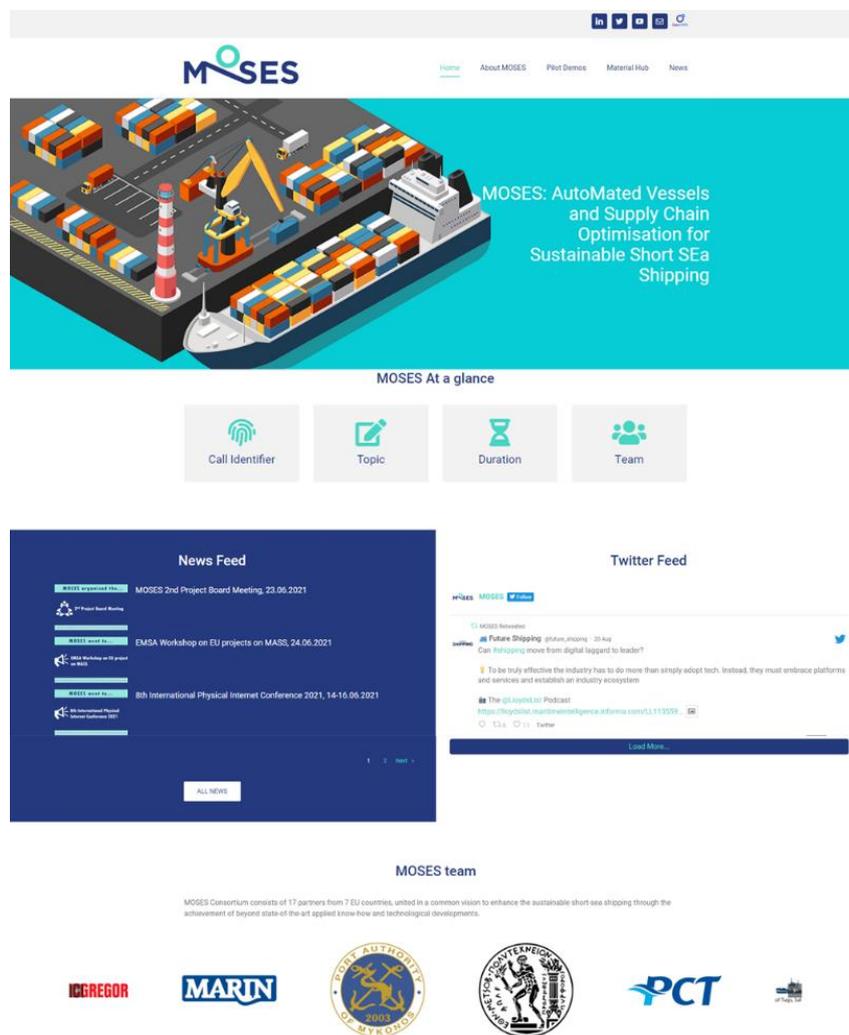


Figure 20 MOSES Website main page

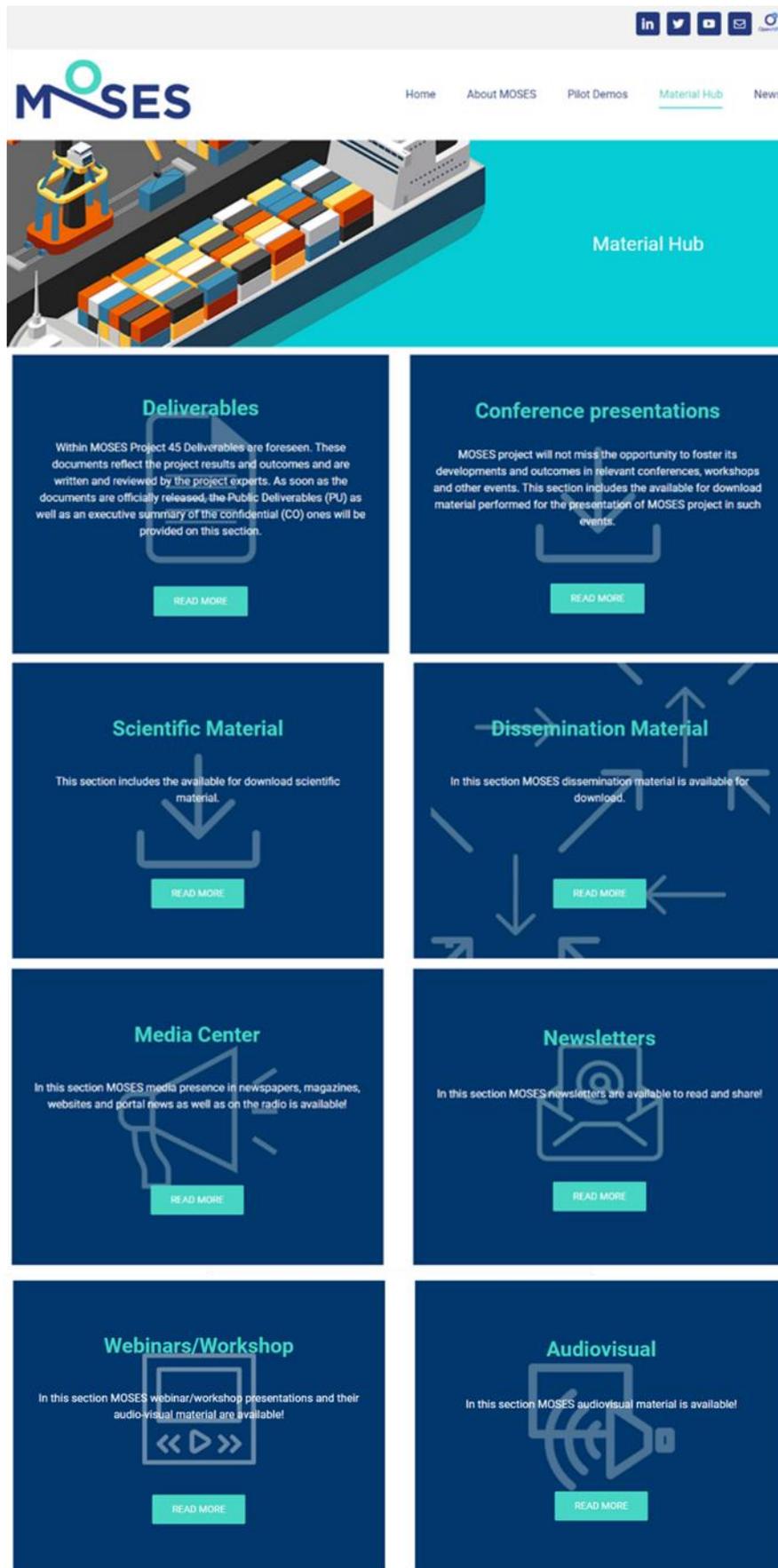


Figure 21 MOSES Website Material Hub

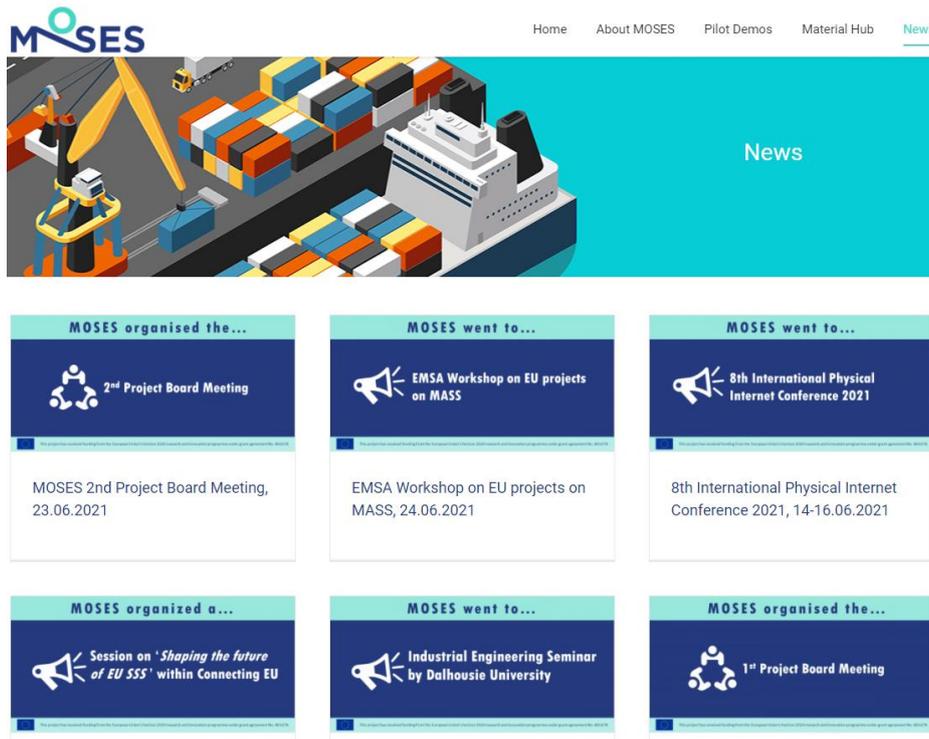


Figure 22 MOSES Website Material Hub

4.2 MOSES social media accounts

MOSES, along with the website launching, is maintaining since the beginning of the project on M01, three social media accounts on Twitter, LinkedIn and YouTube respectively, in order to maximize dissemination of the project results and engagement. All social media accounts have been developed and maintained by SEAB. In the same context, SEAB developed also an account for MOSES project in the OpenAIRE repository on M12. Additional information about the up to M18 status and statistics of the social media accounts is included within D8.3 Intermediate report on Communication, Dissemination and Scientific activities, in the subsection 3.2.

4.2.1 Twitter

MOSES Twitter account (figure 23) has been created to raise awareness of the project, especially for the wider autonomous shipping and maritime community and has been created at an early stage of the project. The language of the account is English, however, occasional posts in other languages are encouraged and made when needed. MOSES twitter account can be accessed here: <https://twitter.com/mosesproject20>.

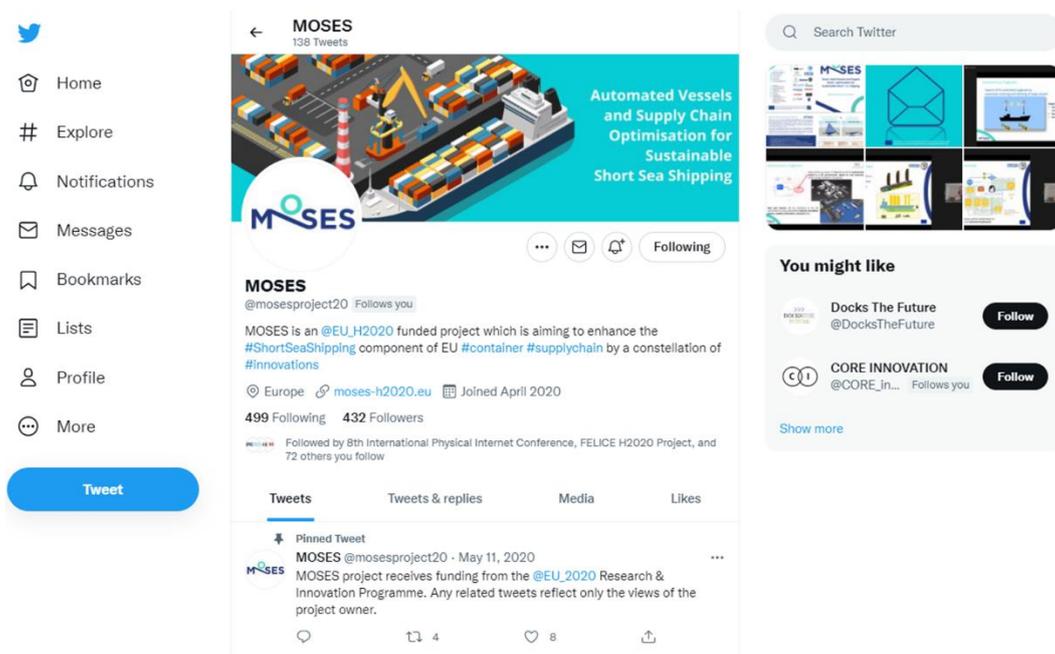


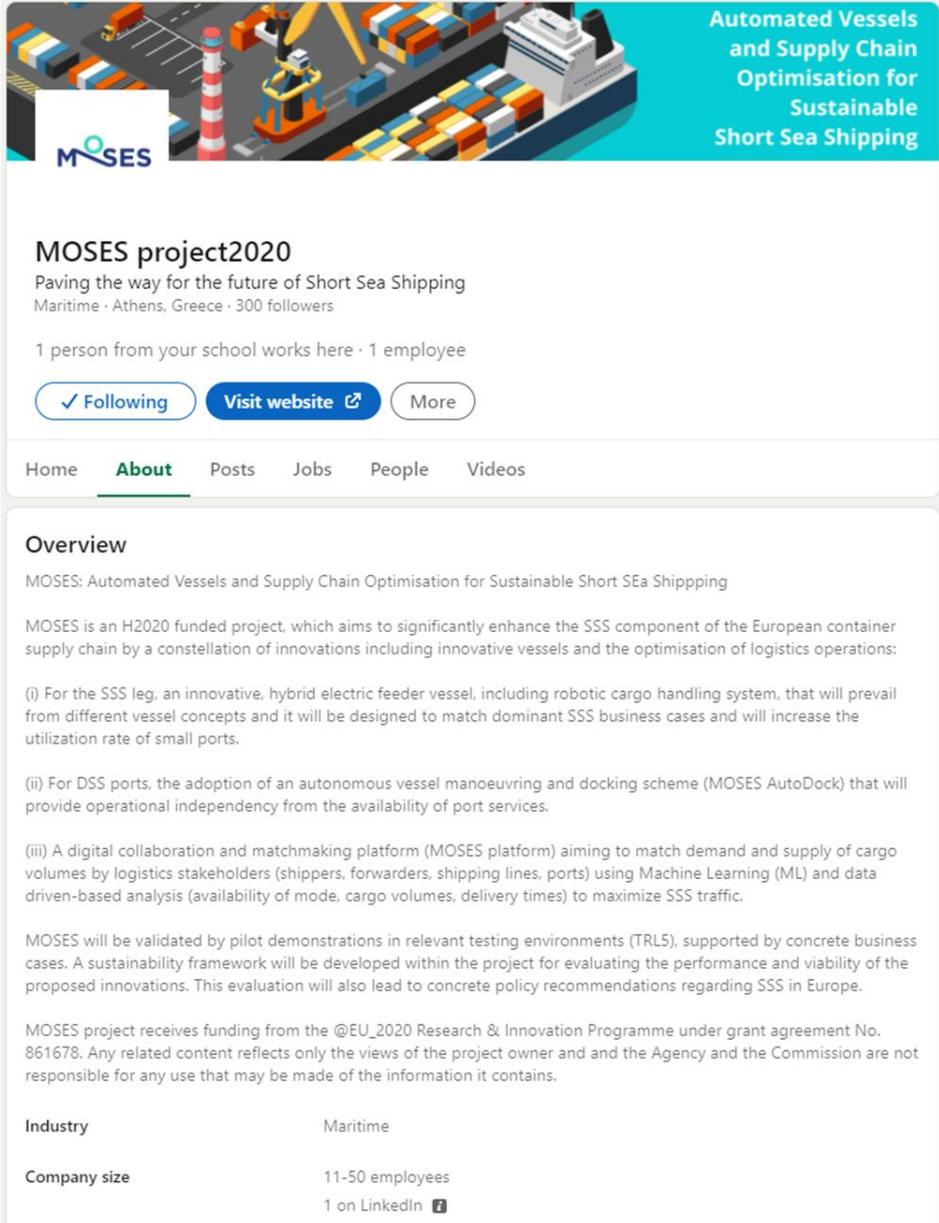
Figure 23 MOSES Twitter front page

This account is used for presenting the latest news about the project with updates and pictures from meetings, workshops and events, direct links to the project material as well as retweets from related twitter accounts of initiatives, partners, and similar projects.

SEAB oversees the daily management of this account. Besides, all MOSES partners are responsible for increasing the awareness of this tool, by creating linkages to their accounts and by providing SEAB with relevant content and contributions related to their achievements.

4.2.2 [LinkedIn](#)

The LinkedIn account (figure 24) has been also set up well in advance on M01 to attract interested stakeholders and interact with them. The language of LinkedIn page is English, however, occasional posts in other languages are also encouraged when needed. The goal of this tool is to share content and connect with already established interested groups and transmit the project's insights, concept and vision. MOSES LinkedIn page account can be accessed here: <https://www.linkedin.com/company/moses-project2020/>.



Automated Vessels and Supply Chain Optimisation for Sustainable Short Sea Shipping

MOSES project2020
Paving the way for the future of Short Sea Shipping
Maritime · Athens, Greece · 300 followers

1 person from your school works here · 1 employee

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Home **About** Posts Jobs People Videos

Overview

MOSES: Automated Vessels and Supply Chain Optimisation for Sustainable Short SEa Shipping

MOSES is an H2020 funded project, which aims to significantly enhance the SSS component of the European container supply chain by a constellation of innovations including innovative vessels and the optimisation of logistics operations:

- (i) For the SSS leg, an innovative, hybrid electric feeder vessel, including robotic cargo handling system, that will prevail from different vessel concepts and it will be designed to match dominant SSS business cases and will increase the utilization rate of small ports.
- (ii) For DSS ports, the adoption of an autonomous vessel manoeuvring and docking scheme (MOSES AutoDock) that will provide operational independency from the availability of port services.
- (iii) A digital collaboration and matchmaking platform (MOSES platform) aiming to match demand and supply of cargo volumes by logistics stakeholders (shippers, forwarders, shipping lines, ports) using Machine Learning (ML) and data driven-based analysis (availability of mode, cargo volumes, delivery times) to maximize SSS traffic.

MOSES will be validated by pilot demonstrations in relevant testing environments (TRL5), supported by concrete business cases. A sustainability framework will be developed within the project for evaluating the performance and viability of the proposed innovations. This evaluation will also lead to concrete policy recommendations regarding SSS in Europe.

MOSES project receives funding from the @EU_2020 Research & Innovation Programme under grant agreement No. 861678. Any related content reflects only the views of the project owner and and the Agency and the Commission are not responsible for any use that may be made of the information it contains.

Industry	Maritime
Company size	11-50 employees 1 on LinkedIn

Figure 24 MOSES LinkedIn front page

4.2.3 [YouTube channel](#)

MOSES project maintains, also, a channel on YouTube (figure 25), aiming at sharing videos related to the project achievements, in the context of its dissemination and communication procedures. YouTube is considered a valuable channel for showcasing the project's general video, the project's pilot demonstrations, as well as other audiovisual activities. MOSES YouTube account can be accessed here: <https://www.youtube.com/channel/UCxdwB-QpS9HUYxcJ4sHybgw>.

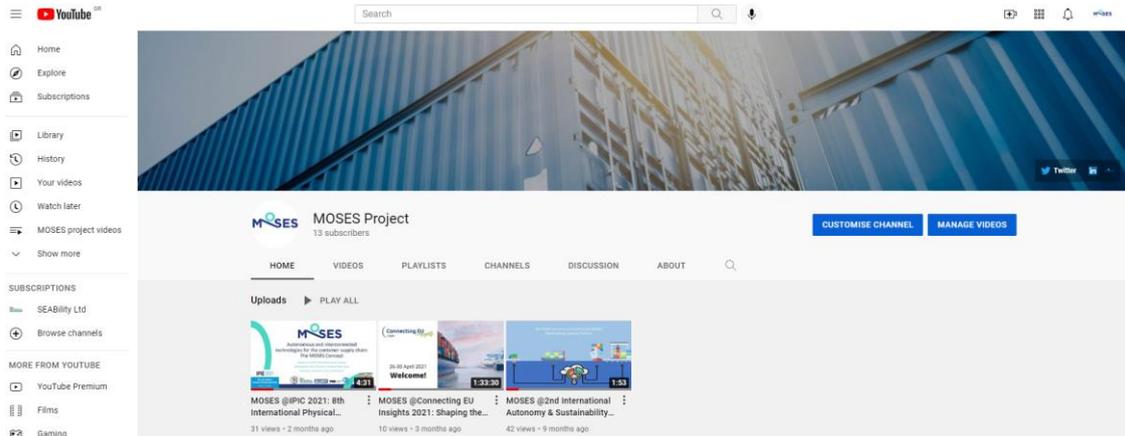


Figure 25 MOSES YouTube channel front page

4.2.4 OpenAIRE

MOSES, also, holds also an account in OpenAIRE platform [3] (figure 26), which is a repository, that fosters openness and transparency and facilitates innovative ways to communicate and monitor research. MOSES produced technical and scientific material is uploaded along with all the relevant information in the OpenAIRE platform in open access mode, aiming to ensure the sustainability of the produced knowledge as an effort to secure open access to all interested stakeholders.

Figure 26 MOSES publication in OpenAIRE repository

4.3 MOSES e-newsletters

MOSES’ website visitors have the opportunity to sign up to a regular e-newsletter, which provides regular updates, develops MOSES profile, and achieves wider stakeholder recognition. MOSES e-newsletters (figure 27) constitute an electronic means of distributing project findings and news, implemented activities, as well as upcoming actions. The content of the e-newsletters is based on the continuous progress of the project and aims to inform the interested audience about the key outcomes and advances of the project. Six e-newsletters have been planned within the project course. The first three produced e-newsletters are available through MOSES website, in the material hub, under the newsletter section. Additional information about the status and statistics of the already distributed newsletters is included within D8.3 *Intermediate report on Communication, Dissemination and Scientific activities*, in the subsection 3.4.



Figure 27 MOSES e-newsletters

5. Conclusions

MOSES brand identity, communication and dissemination material and online communication channels represent an essential and crucial part of the development of a successful project communication strategy.

The initial communication kit is composed of MOSES material which includes the leaflet, poster, roll-up banner, press releases, as well as the official project video. Moreover, it includes MOSES online communication channels, which consists of the project website, the project's social media accounts and the e-newsletters. All the project communication material and channels are developed in line with MOSES brand identity, which is anchoring the project objectives and mission and includes the project logo, templates, factsheets, and the project's standard presentation. The consistency between them will increase the project's effective awareness and the efficient stakeholder's engagement.

All tools will be constantly and regularly kept up to date by the WP8 Leader SEAB, with substantial contributions from the project partners, in order to provide the interested external audiences with the latest project news, relevant outcomes and breakthroughs. The next advances regarding the communication tools will be reported on M36 as part of the *D8.4. MOSES Final report on Communication, Dissemination and scientific activities*.

References

- [1] Participant Portal Online Manual, Communicating Your Project https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grantmanagement/communication_en.htm (Last accessed on 01/12/2021)
- [2] Participant Portal Online Manual, Acknowledgement of EU funding https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grantmanagement/acknowledge-funding_en.htm (Last accessed on 01/12/2021)
- [3] OpenAIRE platform: <https://www.openaire.eu/mission-and-vision> (Last accessed on 01/12/2021)