

PARLIAMENTARY BREAKFAST, BOAT TRIPS AND MEETING EVENTS TO PROMOTE IWT

Activity: WP 5, Activity 1

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1 INTRODUCTION

According to EMMA application the project team will arrange, test & evaluate different kinds of meetings, aiming to promote possibilities and future changes of IWT and to build up structures for regular IWT meetings in the BSR continuing after the project end.

Meetings will start nationally and then expand to BSR level.

Concepts for meetings will be discussed and agreed in the expert group: agenda, timeline, place etc.

Possible formats described in the application text are:

1. Parliamentary breakfasts < 2 hrs which will allow participants to start their office day more or less normally
2. Roundtable meetings
3. Promote IWT on occasion of relevant BSR wide meetings (e.g. Baltic Sea Parliamentary Conference).
4. Third approach are IWT promotion roadshows. On board of a passenger ship workshop- or roundtable meeting will be organized and involve invited politicians and other stakeholders, aiming to combine theory and practice.

The expert group was formed by PP3 and consisted of:

- PP1 - Port of Hamburg Marketing
- PP2 - Baltic Sea Forum
- PP3 - Federation of German Inland Ports (group leader)
- PP9 - Maritime Forum
- AO18 - Inland Navigation Europe
- AO19 - Elbe Alliance
- AO27 - European River Sea Transport Union
- AO30 - European Barge Union

The expert group discussed by phone meeting formats and minimum requirements for the set-up.

Main Outputs:

- An interesting format to acquire politicians might be “parliamentary breakfasts” to actively involve policy level and discuss EMMA topics.
- Roundtable meetings offer a neutral discussion flora besides strict rules and hierarchies and can group different kind of stakeholders to jointly discuss and find common solutions
- Also boat trips might be valuable, as participants can’t “run-away” and the boat trip itself might be attractive for the target group to participate. On contrary the fact of not having the possibility to leave the venue might hinder participation.
- It was decided that a generalised concept, based on the phone discussions and agreed upon by the experts, should be developed and presented by PP3 in form of a small report to all EMMA project partners. It should include main things to consider while setting up one of the meeting formats.

The following chapters document the individual concepts as discussed with the expert group.

2 CONCEPT FOR PARLIAMENTARY BREAKFAST (PB) - ACTIVATING POLITICAL STAKEHOLDERS

Parliamentary breakfasts should:

- Take place during the normal session week(s) of the national committee targeted by you (e.g. transport, finance and/or environment)
- Be near the parliamentary buildings, enabling participants to quickly go to sessions after the breakfast is over.
- Not exceed < 2 hrs time, allowing participants to start their office day more or less normally.
- Not be packed with presentations! It is much better to just have one presentation of about 20min and room for personal discussion.
- Have not more than 30 participants to keep the discussion character

Following major steps have to be considered to organize a parliamentary breakfast:

Topic and timing

- Plan in advance: a minimum of six months before the event should take place
- Choose an eye catching, actual and interesting topic
 - o Make a plan! Which thesis/topic should be discussed?
 - o Who could take part in the workshop/ panel discussion and who could stand in for which thesis/topic?
- Check normal session week(s) of the national transport committee
- Check public event calendars to avoid overlapping with similar topics and target group

Participants

- An important step is to identify relevant politicians. They should be linked to the chosen topic and should be able to actively discuss about it.
- EMMA partners, if not themselves representing relevant politicians, have good contacts to the political sector and are thus perfectly able to do this. So, please make use of our network.
- Further starting points could be the identification of European-, national- or regional transport committee members. Members contact details might be described on parliamentary web pages. Also Finance- or Environmental committee members might fit to the chosen topic (e.g. lifting of bottlenecks needs finance possibilities)
- International Chambers of Commerce and Industry, Lobby organizations and - associations as well Ministries itself might provide you with mailing lists or can forward your invitation using their own mailing lists fitting to your needs. Use our AO network!
- Widening across borders is the second step and if needed (e.g. thematic about RIS standardisation, Cross-border sections of Rivers etc.)

Venue and venue conditions

- Check availability of meeting rooms
 - o Hotel near the parliament,
 - o Parliament itself → choosing the parliament might result
 - In the obligation to have a host from the parliament
 - In higher security and registration obligations (CHECK !)
- Does the venue and practicalities meet your needs?

- Room size and accessibility
- Technique
- Organization of catering service

Organization

- Acquire speakers and if possible a host from policy level
- Organization of catering service
- Organisation of an moderator
- Provide input to the participants by answering the questions: What? Where? When? Who? Why?
 - Agenda and short explanation of topic
 - Participant list
 - Registration form/link
- Prepare a mailing list to invite your target group and to serve them with results or “thank you note” after the meeting

The idea of the parliamentary breakfast was successfully tested and established by PP 1 and PP 3 in Germany, so called “Hafenfrühstück”.

PP3 is offering training for other PP how to organize such a Parliamentary Breakfast. All EMMA partners responsible to organize a parliamentary breakfast are cordially invited to join and experience one of the “Hafenfrühstück”.

3 CONCEPT FOR ROUNDTABLE MEETINGS - TARGET GROUPS, SCHEDULE AND RESULTS

Roundtable meetings differ from parliamentary breakfast

- The target group includes all kind of experts for a specific topic defined. Experts could be acquired from the industry, associations/organisations, research institutes and universities and policy level (administration, ministries etc)
- A roundtable meeting should aim an open discussion involving above named group of stakeholder on an equal level.
- A roundtable meeting provides a neutral discussion flora besides strict rules and hierarchies.

This open format beyond strict rules might result and, or require confidentiality or neutrality (e.g. minutes should not be written or individual person names not be linked to their comments). This will enable all participants to collaborate.

The moderator has an important role and moderation concept should follow several possible paths of discussion. The main obligation of the moderator is to foster such an open and wide discussion.

Summary and outlook should be produced and forwarded to participants if agreed to.

The described major steps to be considered to organize a parliamentary breakfast can be followed for roundtable meetings as well. However, some parts might be adapted.

4 CONCEPT TO PROMOTE IWT ON OCCASION OF RELEVANT BSR WIDE MEETINGS

The expert group agreed to the fact that a general concept to promote IWT on occasion of existing BSR wide meetings is hard to develop. The individual promotion, e.g. by a presentation or workshop, is mainly based on (1) receiving an invitation and (2) the overall framework of the external event organisers.

Such venue might be the annual “Baltic Sea Parliamentary Conference” to which applications for organizing an active part in the framework of the general program are principally possible.

The expert group will try to involve EMMA in such formats and informs the lead partner about possibilities. Vice versa the lead partner can contact the expert group for advice and support during the application procedure.

The produced BIWID concept paper is a good starting point and guides well.

5 CONCEPT FOR IWT PROMOTION ROADSHOWS ON BOARD OF A PASSENGER SHIP

On board of a passenger ship information and or discussions about IWT relevant topics will be presented to invited politicians (and other stakeholders), aiming to combine theory and practice.

By that this concept can combines workshop- or roundtable meeting characteristics with practical experience and was seen as interesting format by the expert group.

An advantage is that participants can't “run-away” and the boat trip itself might be attractive for the target group to participate. On contrary the fact of not having the possibility to leave the venue might hinder participation.

Two important aspects to consider:

- Such boat trips will take longer than parliamentary breakfast. Most likely it is a day event. As such it is important to CHOSE a DATE which is NOT during one of the session week(s) of the national committees targeted
- REMIND TO check seasonal water levels in general. Conditions can be weak in summer times (low water on free flowing rivers) and it would be a pity if you have to cancel your planned trip!

The general organization of such trips do not differ much from general events. Adaptation of below guideline to specific needs might be needed!

Task	Finalised (check box)
Check venue's (ship) conditions and organisations needed with organisers	

<ul style="list-style-type: none"> - Where is the departure and arrival jetty of the ship located? - Which practicalities to consider? - Special security measures needed? <ul style="list-style-type: none"> - Is the ship big enough for your needs? - How many participants could join your event? - What needs to be organised by yourself or co-ordinated with event organiser? <ul style="list-style-type: none"> - Do you need to bring additional technique (laptop, beamer)? - Do you need catering? 	
Catering and Contracts	
<u>Catering</u> needed?	
Tender, agreements and contract with catering company	
<u>Moderator</u> needed? <u>Translation service</u> needed?	
Tender, agreements and contract with moderator / translation service	
<u>Photographer</u> needed?	
Tender, agreements and contract with photographer	
Event management	
<p>Decide on a topic/ agenda to present or discuss</p> <ul style="list-style-type: none"> - Make a plan! Which thesis/topic should be discussed? - Who could take part in the workshop/ panel discussion and who could stand in for which thesis/topic? <p>Think over how to best build the agenda and leave enough room for discussions. Preferably shorter presentations in order to initiate the discussions, maybe even a bit provocative. It is also important to ensure time for presentation of the results of each discussion. A good idea is to end the meeting/event with the conclusions of the event.</p> <p>Choose panel participants which are experts and at the same time fit to the topic to discuss → try to acquire high level speakers from industry and policy to attract participants</p>	
<p>Prepare some basic facts about your planned workshop/ panel discussion for input to event organiser or panel participants (Answer the questions: What? Where? When? Who? Why?)</p>	
<p>Provide the ship owners as well panel participants/ workshop participants with input needed</p> <ul style="list-style-type: none"> - Answer the questions: What? Where? When? Who? Why? 	

<ul style="list-style-type: none"> - Input to overall event agenda and promotion - Participant list 	
<p>Preparation of mailing lists*:</p> <ul style="list-style-type: none"> - 1x guest and 1x press/media <ul style="list-style-type: none"> - to invite them to the event - to confirm registration/participation - to thank for participation and sent presentations after the event - 1x Panel participants and moderator <ul style="list-style-type: none"> - to serve them with latest news + input - Preparation of mailing list - to thank for participation and sent presentations after the event <p>*Select the people you would like to invite from the EMMA partner and associated organization list or own network contact lists. Think also about participants from partner networks that might be interested in joining the workshop. Always try to get a right mix of participants from industry, policy and research level.</p>	
<p>Preparation of invitation mails</p> <ul style="list-style-type: none"> - Answer the questions: What? Where? When? Who? Why? <p>Preparation of an attachment to mailings</p> <ul style="list-style-type: none"> - Venue description - Location plan - Directions 	
<p>Ask for panel participants' allowance to make their presentations public</p>	
<p>Prepare name badges for participants and speaker</p>	
<p>Media and promotion (always in cooperation with the EMMA lead partner and communication manager)</p>	
<p>Communication strategy</p> <ul style="list-style-type: none"> - Who is going to Twitter during the event - Who is writing the press release - Distribution list towards press (national/international) - Invitation of media representatives (journals, tv, etc) - Pre-meeting and/or information material with/for media representatives needed? - Organisation of EMMA dissemination materials (roll-up displays, poster, project outline, flyer, etc.) - Press release before / after the event <p>Prepare conference folder/pack, which should contain:</p> <ul style="list-style-type: none"> - Agenda - List of participants - Presentations (optional) or information material about EMMA 	

<p>Don't forget to bring to the event:</p> <ul style="list-style-type: none">- technical equipment if needed- EMMA promotion material- EMMA Roll-Up	

6 DOCUMENTATION

All single event organisation shall be documented by the responsible project partner. The documentation will be used to evaluate the success of the meeting. This is the basis for initiating a second round of meetings during a later stage of the project (most likely RP 5-6).

In best case structures decided will be implemented on a BSR wide level to ensure lasting regular exchange that will permanently change politicians' mind set.