

SoCool@EU

Sustainable Organisation between Clusters Of
Optimised Logistics @ Europe



WP6 - Dissemination and Valorisation

Deliverable D6.4 SoCool@EU Dissemination Report

Dissemination Level: PU (Public)

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List of Partners

Beneficiary nº	Partner	Country
1	Dutch Institute for Advanced Logistics (DINALOG)	The Netherlands
2	House of Logistics and Mobility (HOLM)	Germany
3	Asociación Logística Innovadora de Aragón (ALIA)	Spain
4	Lund University (ULUND)	Sweden
5	Mersin Chamber of Commerce and Industry (MTSO)	Turkey

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Executive Summary

The SoCool@EU (Sustainable Organisation between Clusters Of Optimised Logistics @ Europe) project aims to create an open European platform of excellence in the area of supply chain management and logistics in connection with hubs and gateways. Its purpose is to enable research-driven regional clusters throughout Europe to collaborate and exchange experiences for increasing sustainability and competitiveness of logistical services and (intermodal) transport operations.

The consortium consists of five clusters that represent essential areas of logistics (deep-sea hubs, airports, land-hubs and short-sea hubs). In the project the needs of the stakeholders will be analysed, a strategy for international cooperation will be elaborated, and adequate plans for joint action will be initiated and implemented. In addition, training activities will be carried out. The project will pursue its objectives especially through extensive dissemination and exploitation activities.

SoCool@EU is based on the ambition to create an open European platform of EU excellence in sustainable and competitive supply chain management and logistics in connection with hubs and gateways. The operational objectives of SoCool@EU are:

- Fostering trans-national cooperation between research driven clusters as well as mutual learning between regional actors
- Developing and implementing joint action plans at the European level to increase regional economic competitiveness
- Supporting the internationalization of the regional research-driven clusters
- Mentoring regions with a less developed research profile

At the very beginning of the project, a dissemination strategy was designed in order to raise awareness of the objectives of SoCool@EU, activities and findings among every potential stakeholder. This dissemination strategy had also the aim of grasping feedback from the stakeholders community and to ensure that the SoCool@EU initiative will have an important presence after the end of the project.

In this document, all the dissemination activities and tasks are presented, following the lines of Deliverable D6.1. Dissemination plan.

1 SoCool@EU logo

A SoCool@EU logo was created for the project in the very beginning. It is the project's emblem and visually sums up the main subject of the project.

For the selection of the SoCool@EU logo, the consortium followed the below mentioned steps:

- Initial creation of multiple alternative logos and colour variations. These alternatives were presented at the project's kick-off meeting in January 2012 in Breda
- The partners selected one of the proposed logos.
- The selected logo was refined and presented once again in different colours to the consortium members.
- The voting for the preferred logo was conducted by e-mail.

The selected logo has available for consortium members in a number of sizes and resolutions so that it may have been used in all promotional materials and official project documentation. All dissemination material has displayed the project logo, as well as the 7FP and the EC logos, on the first page. Project dissemination templates were also compliant with this requirement.

Figure 1 SoCool@EU logo



Based on the project logo, there was also a project logo brand available.

Figure 2 SoCool@EU logo brand



As a general rule, the project's logo brand was to be used only in case the project's slogan was not present; otherwise the simple logo should have been used.

In the later stages of the project, the EC (European Commission) announced that FP7 (Framework Programme 7) logo should not be used anymore. Therefore, the new EC logo is used according to the new EC rules.

2 SoCool@EU slogan

It was defined during the first quarter of the project. The slogan of the project is:

"The European Platform for Logistics Innovation"

At the 3rd General Assembly, held in Zaragoza on 27th November 2012, there was a suggestion on changing the slogan in order to avoid misunderstandings with other projects. In this way, a new slogan was issued:

"The European hub for regional innovation in Logistics".

This slogan has been used from then on in all dissemination materials.

3 Project templates

A “corporate design” was defined and implemented in all media and material used to disseminate the project’s results and activities. The main core of this “corporate design” was a set of templates, not only for public or external documents but also for internal ones. The project templates are being modified along the project life according to new requirements and necessities.

Currently the existing templates are the following:

- SoCool@EU-agenda-template
- SoCool@EU-deliverable-template
- SoCool@EU-dissemination-form-after-event-template
- SoCool@EU-dissemination-form-before-event-template
- SoCool@EU-minutes-template
- SoCool@EU-newsletter-template
- SoCool@EU-presentation-template
- SoCool@EU-report-template

Even if there were some preliminary attempts to use the newsletter template, the definite version used a completely new template, which follows the graphic directions used in the rest of dissemination materials.

4 Project presentations

A general presentation about the SoCool@EU project has been made and set at disposal of the partners. This general presentation has suffered small modifications according to partner requirements.

Along the project has run, two new releases of this general presentation have been created to reflect the current project status in that moment.

In addition the general presentation has been updated and used in the external events, when any partner needed to make a project presentation.

Finally, as well as the WPs' presentations done for the General Assemblies, some presentations were prepared for the workshops held in the project's workshops and seminars.

5 Project posters

A general SoCool@EU poster was designed by dissemination leader and set at disposal of every partner of the project.

When the new slogan was issued, it was also modified in the poster.

A general poster was printed and used in the Spanish regional workshop on 2 October 2012 and during the 3rd General Assembly of SoCool@EU, hold on 29-11-2012 in Zaragoza, Spain. Later, it has been also used in other regional Spanish logistics cluster events.

A poster was designed to display information of the SoCool@EU project at CSCMP annual event.

A poster was printed and displayed during the INTRAREGIO event, in Las Palmas, on 18 April 2013.

Two new posters were printed and issued to display at WIRE 2012, in Krakow, and at WIRE 2013, in Dublin.

A project poster was also printed for the Alice conference on 22 October 2013 in Zaragoza.

SoCool@EU was also represented in the poster session at DRUID 2012, TRA 2014 and LETS 2014.

Two project posters were printed and displayed at the Final Conference Poster Session on 14-15 October 2014 in Brussels.

6 Project brochures

A general brochure was designed during the first half of the project life. This brochure, in English, was agreed upon by all partners in the projects.

Upon the request from other partners, a new brochure was designed and printed in March 2013. This new brochure has been used from then on.

Finally, a special brochure was designed and printed specially for the final conference in collaboration with two other projects: LOG4GREEN and LOG2020.

The Netherlands

The general brochure – in English- has been printed and disseminated.

Aragon, Spain

The general brochure – in English- has been printed and disseminated.

In addition, the general brochure was translated into Spanish, and it has been printed and used in the regional workshop on 2 October 2012.

The new brochure was translated into Spanish and it was printed and disseminated in local events, making it easier for Spanish companies to be aware of the project.

Oresund, Denmark / Sweden

The general brochure –in English- has been printed and disseminated.

Rhine-Main, Germany

The general brochure –in English- has been printed and disseminated.

The new brochure has been printed and disseminated during the WP3 cluster conference held at HOLM premises on 11th June 2013.

Mersin, Turkey

The general brochure –in English- has been printed and disseminated.

A save-the-date brochure and a detailed brochure were designed for the Euro-Mediterranean International Conference held at Mersin (Turkey) on 10 October 2013.

7 Project website

The project website www.socool-logistics.eu was published in June 2012 and, since then, it has been available to public in general. A specific document (Deliverable D6.2 Project website) describes the SoCool@EU website in detail.

The project website allows making statements and announcements concerning the project, as well as supporting dissemination of project activities and publications (deliverables, newsletters, brochures, etc.) in electronic format. This website is periodically updated. Due to security constraints, only the dissemination leader may upload, modify, or delete, documents and events' notifications. All public documents produced by projects' partners are available at this website.

In March 2013, a new section ("external Collaborations") was added to the website to display the agreement reached with other related projects and networks.

SoCool@EU project website meets from the beginning the current guidelines concerning the contents, logos, and legal notices, as well as the good practices published by the EC.

SoCool@EU Community

Every user may join the SoCool@EU Community throughout the project website. The SoCool@EU Community is a database that keeps the contact data of project stakeholders who may be interested in receiving the last news about the project. On 31st December 2014, more than 100 people had joined the community.

Statistics

From 1 June 2012 until 31 December 2014, more than 2,900 users have visited the project website, with a bounce rate of 51%.

The following table shows the splitting of users and visits per country:

Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,300 % of Total: 100.00% (4,300)	68.35% Avg for View: 68.33% (0.03%)	2,939 % of Total: 100.03% (2,938)	51.21% Avg for View: 51.21% (0.00%)	3.55 Avg for View: 3.55 (0.00%)	00:02:57 Avg for View: 00:02:57 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Spain	1,325 (30.81%)	50.42%	668 (22.73%)	43.70%	4.33	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Germany	479 (11.14%)	62.00%	297 (10.11%)	44.05%	4.21	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Netherlands	433 (10.07%)	72.98%	316 (10.75%)	48.27%	3.38	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Belgium	247 (5.74%)	77.73%	192 (6.53%)	50.20%	3.38	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Sweden	177 (4.12%)	61.02%	108 (3.67%)	40.68%	4.95	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. United States	150 (3.49%)	90.00%	135 (4.59%)	76.67%	1.64	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Turkey	135 (3.14%)	74.07%	100 (3.40%)	51.11%	3.46	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Denmark	134 (3.12%)	54.48%	73 (2.48%)	44.78%	3.60	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. France	127 (2.95%)	83.46%	106 (3.61%)	51.97%	3.11	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. United Kingdom	123 (2.86%)	85.37%	105 (3.57%)	51.22%	3.09	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

(*) Data from Spain does not include the page management sessions.

8 External websites

Information on SoCool@EU has been displayed in the following external websites (in alphabetical order):

Websites of the SoCool@EU Partners

- DINALOG: http://www.dinalog.nl/en/projects/international/socool_eu/
- HOLM: <http://www.frankfurt-holm.de/de/regions-of-knowledge>
<http://www.frankfurt-holm.de/de/regions-of-knowledge#node-186>
- ALIA: http://www.aliaragon.es/index.php/es/noticias/60-proyecto-socool_eu
<http://www.aliaragon.es/attachments/article/45/ROK.%20Proyecto%20euro>
[peo%20SoCool.pdf](http://www.aliaragon.es/attachments/article/45/ROK.%20Proyecto%20euro)
- ULUND: http://www.plog.lth.se/research/packaging_logistics_sustainability/
- MTSO: <http://www.mtso.org.tr>

Websites of the SoCool@EU Participating Third Parties

- AREX: <http://www.aragonexterior.com/internationalization/services/european-projects/>
- BOM: <http://www.bom.nl/ontwikkeling-en-innovatie/blog/archief/2012/juli/socool-eu-samenwerking-van-de-vlaams-nederlandse-delta-met-vier-andere-europese-logistieke-regio-s/blog-2038>
- Consejo de cámaras de comercio de Aragón: <http://www.camarasaragon.com/descargas/logistica/Sustainable%20Organisation%20betw>
[een%20Clusters%20Of%20Optimized%20Logistics%20@%20Europe.pdf](http://www.camarasaragon.com/descargas/logistica/Sustainable%20Organisation%20betw)
- Det Maritime Danmark: http://www.maritimecenter.dk/projekter/socool_eu/
- Det Maritime Danmark : http://www.tinv.dk/projekter/projekteritinv/socool_eu.html
- ITA: <http://www.ita.es/ita/?proyecto&PRWB12019>
- Lund University: http://www.plog.lth.se/fileadmin/forpackningslogistik/Dokument/Leaflet_SoCool_EU.pdf
- Mersin University: <http://www.mersin.edu.tr/>
- Mersin Logistics Platform: www.mersinlogistikplatformu.org
- Rewin: <http://www.rewin.nl/regionale-projecten/logistiek/grensoverschrijdende-logistieke-samenwerking-575.html>
- Roskilde University: www.ruc.dk
- Schumpeter Centre: page under construction
- The Transport Innovation Network: <http://www.tinv.dk/konferencerogarrangementer/afholdtearrangementer/infoomafholdtearrangementer/58446.html>
http://www.tinv.dk/projekter/projekteritinv/socool_eu.html
- TUE: <http://opac.ieis.tue.nl/links>
- VIL: http://www.vil.be/en/2012/socool_eu-2/
- ZLC: <http://www.zlc.edu.es/projects/european/sustainable-organisation-between-clusters-of-optimized-logistics--europe/>

Others

- Cluster collaboration website: www.clustercollaboration.eu
http://www.clustercollaboration.eu/home;jsessionid=6101B329EF16783E1F8358B25DC6D612?p_p_id=3&p_p_lifecycle=0&p_p_state=maximized&p_p_mode=view&p_p_col_pos=3&

[p_p_col count=4& 3 struts action=%2Fsearch%2Fsearch& 3 redirect=%2F& 3 keywords=socool& 3 groupId=0](#)

- TCI Network: <http://www.tci-network.org/cluster/initiative/4022>
- Transport Research and innovation portal (TRIP): http://www.transport-research.info/web/projects/project_details.cfm?ID=43999
- Enterprise and Industry EU website: <http://ec.europa.eu/enterprise/policies/innovation/policy/regional-innovation/monitor/index.cfm?q=p.showFeed&t=link&n=15997>
- BioInfoBank: <http://lib.bioinfo.pl/projects/view/33978>
- The Danish Shipping news www.soefart.dk
- The Danish Maritime news: <http://www.maritimedanmark.dk/?Id=13099>
- The Danish Transport news: <http://www.transportnyhederne.dk/?Id=44960>
- Oresund Logistics: <http://www.oresund.org/logistics/projects/project-pipeline/project-pipeline/socool-eu-regions-of-knowledge-fp7>
- <http://www.territorialcooperation.eu>

To make the dissemination easier, a short text was produced with the minimum information to be disseminated. The text could be used as it is, but every region was free to translate/modify it according to their needs.

9 SoCool@EU LinkedIn group

A SoCool@EU LinkedIn group was created on 28 March, 2012. This group - originally named SoCool@EU-RoK - was enlarged in June 2013 becoming the group "Regional innovation in logistics and transport". The LinkedIn groups of another two EC FP7 Regions of Knowledge projects InTraRegio and LOG4GREEN were merged with the SoCool@EU Lined In Group in order to promote European logistics clusters, and discuss relevant issues in the area of logistics and supply chain management. In this way, the LinkedIn group has been a joint initiative that has boosted the collaborative relationships among the regional research-driven clusters in all three all projects. Until 31 December 2014 it had 166 registered members.

For more information, see: www.linkedin.com/groups/Regional-innovation-in-logistics-transport-4374303/about

10 SoCool@EU conferences, seminars and workshops

This section outlines all events held during the projects, including the final conference, held on 14-15 October 2014 in Brussels (which has been fully described in Deliverable D6.3).

On 11 June 2013, the first SoCool@EU Cluster Conference took place in Frankfurt, Germany. During this event input for the SoCool@EU JAP (Joint Action Plan) and Business Plan was collected from regional stakeholders and a networking event with the opportunity to meet, share knowledge, and create a base for future business opportunities among participants closed the event.

On 10 October 2013, the Euro-Mediterranean International Conference: business opportunities for innovative logistics took place in Mersin, Turkey. It aimed at promoting the business partnerships between Europe and the Middle East in the area of logistics and supply chain management, as well as establishing high-level dialog between ministers to enhance regional development through industry, and international collaboration.

On 1 April 2014, an international conference on Logistics Innovations in Europe was organised by DIALOG in Amsterdam, The Netherlands. Around 475 participants had the chance of exchanging experience and knowledge in the area of logistics and supply chain management, enhance network, to establish or strengthen contacts, and to cooperate in the near future.

On 1-3 September, 2014, Mersin partners invited some representatives from public sector, organisations, business and research from The Netherlands, Belgium, Germany, Sweden, Denmark and Spain to join a visit to the logistics cluster of Mersin, in eastern Turkey. This visit aimed at letting participants gain knowledge about the logistics cluster of Mersin, establish and enhance collaboration within logistics between stakeholders in Turkey and other countries, and give expert input from mature clusters on how to establish a logistics cluster in Mersin that builds on triple-helix collaboration and supports innovation and growth.

Furthermore, some workshops and seminars regarding WPs 4,5 and 6 were organised, such as workshop on Green Supply Chain on 10 November 2014 in The Hague, an expert Group meeting on Urban Logistics on 9 December 2014 in Frankfurt, seminar on Intelligent Hubs on 17 December 2014 in Delft, and workshop on Empowering SMEs Internationalisation on 19-21 December in Mersin.

In addition, the SoCool@EU partners and participating third parties attended various conferences and logistics events to promote the project and its results.

A list of SoCool@EU related main activities is presented in the following table:

Event	Date & location	Description/comments
Workshop WP2 data analysis instruments	26 April 2012 Frankfurt (Germany)	Part of WP2 activities
Workshop Netherlands South West & Flanders cluster	6 September 2012 Breda (The Netherlands)	Part of WP2 activities
Regional workshop Oresund	12 September 2012 Copenhagen (Denmark)	Part of WP2 activities

Regional workshop Mersin	20 September, 2012 Mersin (Turkey)	Part of WP2 activities
Ontbijtworkshop Logistieke Clusters	26 September 2012 Antwerp (Belgium)	Part of WP2 activities
Regional workshop Rhein-Main Region	27 September 2012 Frankfurt (Germany)	Part of WP2 activities
Regional workshop Aragon	2 October, 2012 Zaragoza (Spain)	Part of WP2 activities
International event "Logistics Clusters"	14 December 2012 Breda (The Netherlands)	Part of WP2 and WP3 activities
Workshop WP3 Joint Action Plan	21-22 March 2013 Frankfurt (Germany)	Part of WP3 activities
WP3 Cluster Conference at Frankfurt	11 June 2013 Frankfurt (Germany)	Part of WP3 activities
Euro-Mediterranean International Conference: business opportunities for innovative logistics	10 October, 2013 Mersin (Turkey)	Part of WP5 activities
Networking meeting (in cooperation with ALICE platform)	22 October 2013 Zaragoza (Spain)	Conferences and a poster session
WP4 Projects workshop	2013-2014	Each region has held at least one meeting to gather feedback on the JAP
International Conference Logistics Innovations in Europe	1 April 2014 Amsterdam (The Netherlands)	Part of WP4 activities
Transnational workshop Sustainable logistics in Europe	3 June 2014 Breda (The Netherlands)	Part of WP4 activities
How can we create a successful logistics cluster in the Mersin region?	1-3 September 2014 Mersin (Turkey)	Study visit
Final Conference (European Forum of Logistics Clusters)	14-15 October 2014 Brussels (Belgium)	Part of WP6 activities
Transnational workshop on green supply chain	10 November, 2014 The Hague (The Netherlands)	Part of WP4 activities
Expert Group on Last Mile Logistics Conference	9 December 2014 Frankfurt (Germany)	Part of WP4 activities
Seminar Intelligent Hubs	17 December, 2014 Delft (The Netherlands)	Part of WP4 activities
Workshop Empowering SMEs Internationalisation	19-21 December Mersin (Turkey)	Part of WP5 activities

11 Other conferences, seminars and workshops

During the project life, SoCool@EU partners have attended plenty of external events focused on clusters or logistics. By doing it, they have disseminated the project as well as profited the opportunity to meet relevant stakeholders and to network, establishing good relationships with other EU-projects, logistics clusters or logistics actors throughout Europe (and, in some cases, also outside Europe). The following table shows a list of these external events:

Event	Date & Location	Description/comments
Logistics session organisation for SoCool@EU	7 February 2012 Vienna (Austria)	Part of WP6 activities
Dinalog year event 2012	4 April 2012; Etten-Leur (The Netherlands)	There was a specific session for SoCool@EU project
Pilot 2012	18-19 April, 2012 Zaragoza (Spain)	ZLC attended on behalf of SoCool@EU project.
European Cluster Conference 2012	From 18-20 April, 2012 Vienna (Spain)	ZLC attended on behalf of SoCool@EU project.
TRA – Transport Research Arena Europe 2012	23 April 2012 Athens (Greece)	Gerardo Escobedo (Red Aragón 7PM - representing the regional entities of Aragón)
Europe 12 (organized by CSCMP)	23-25 April, 2012 Frankfurt (Germany)	Project presentation (done by HOLM and ZLC)
Week of Innovative Regions in Europe - WIRE 2012	4 June 2012 Krakow (Poland)	Collaboration in the Poster Session
Networks of Logistics as Means of the Europe 2020 Strategy	4 June 2012 Brussels (Belgium)	SoCool@EU was promoted
International Logistics Conference	9 June 2012 Mersin (Turkey)	
Innovation in logistics and intermodal transport	13 June 2012 Breda (The Netherlands)	A presentation of the project was done
The 14th Annual European SLC Summit 2012	19 to 21 June, 2012 Berlin (Germany)	Part of WP2, WP6 activities
DRUID summer conference 2012	19- 21 June, 2012 Copenhagen (Denmark)	A paper was presented
Conference “Network of Logistics as means of the Europe 2020 strategy”	28 June 2012 Frankfurt (Germany)	Project presentation
Hessischer Mobilitätskongress	11 October 2012 Darmstadt (Germany)	
Deutscher Logistik Kongress	17-19 October 2012 Berlin (Germany)	A brief presentation was prepared by HOLM
European Logistics Summit 2012 (Alliance for European Logistics)	17 October 2012 Brussels (Belgium)	

Open Days 2012	19 October 2012 Zaragoza (Spain)	Presentation of project SoCool@EU
The 19th World Congress on ITS	22-26 October 2012 Vienna (Austria)	A paper was presented
Nachhaltigkeitsforum Frankfurt am Main	21 November 2012 Frankfurt (Germany)	Participation of HOLM
Cluster Initiativen – eine Möglichkeit der Zusammenarbeit	21 November 2012 Frankfurt (Germany)	Event on cluster initiatives in cooperation with GIZ – Gesellschaft für Internationale Zusammenarbeit
Erfahrungsaustausch hessischer Cluster und Netzwerk	4 December 2012 Frankfurt (Germany)	Participation in a round table
LOG4GREEN steering group meeting	29 November 2012 Le Have (France)	Part of WP1 and WP2 activities; Collaboration with sister project of SoCool@EU
Europabrunch des Europabüros der Metropolregion FrankfurtRheinMain	5 December 2012 Frankfurt (Germany)	Participation in a round table
Thematic workshop on sustainable transport	26 February 2013 Brussels (Belgium)	Project presentation
Transport & Logistics 2013	13-14 March 2013 Rotterdam (The Netherlands)	
INTRAREGIO Conference “A European research strategy for intermodal transport”	17-18 April, 2013 Las Palmas de Gran Canaria (Spain)	SoCool@EU Project booth; Part of WP1, WP3, WP6 activities; Collaboration with sister project of SoCool@EU
EU-China Urbanisation Workshop	28-31 May 2013 Foshan (P.R. China)	Part of WP6 activities; Panellist, moderator
Logistics Cluster Forum	3 June 2013 Cairo (Egypt)	Project's presentation
The 9th European Congress on ITS	4-7 June 2013 Dublin (Ireland)	A paper was presented
Transport Logistic	4-7 June 2013 Munich (Germany)	HOLM has an active participation in the fair
Week of Innovative Regions in Europe - WIRE 2013	5-7 June 2013 Cork (Ireland)	Booth and dissemination of the project (HOLM & ZLC)
Dinalog workshop Innovation in logistics and intermodal transport	13 June 2013 Breda, The Netherlands	
The Global Business, Marketing, Finance & Economics Research Conference	13 June 2013; Los Angeles (EEUU)	

SCL Summit 2013	25-27 June 2013 Berlin (Germany)	Meng Lu organised a session, in which one presentation related to SoCool@EU was given by HOLM
The 16th TCI Annual Global Conference	3-6 September, 2013 Copenhagen (Denmark)	Scientific track, general track and a project booth
20th World Congress on Intelligent Transport Systems	14-18 October, 2013 Tokyo, Japan	
Supply Chain Coordination and Collaboration meeting	22 October 2013 Zaragoza (Spain)	Participation in a poster session
Weastflows Transnational Workshop	13 December 2013 Lille (France)	One presentation was given
BESTFACT Workshop "Growth of Small Scale Solutions in Urban Freight, Green Logistics and e-Freight"	29 January 2014 Brussels (Belgium)	Part of WP4, WP6 activities
Conference on Sustainable Logistics	5-6 February, 2014 The Hague (The Netherlands)	Project promotion
Transport research Arena 2014 (TRA)	14-17 April, 2014 Paris (France)	Participation in a poster session
Study Tour China	16-27 June 2014 China	Part of WP5, WP6 activities
The 21st World Congress on Intelligent Transport Systems	7 September, 2014 Detroit (USA)	One paper was presented
LETS - Leading Enabling Technologies for Societal Challenges	29 September 2014 Bologna (Italy)	Participation in a poster session
ICTLE - International Conference on Transportation and Logistics Engineering	13-14 November 2014 Mestre (Italy)	A presentation on "Innovations for freight transport systems" was done
ICTTE - International Conference on Traffic and Transport Engineering	27 -28 November, 2014 Belgrade (Serbia)	Two papers were presented
BESTFACT Workshop "Sustainable and efficient supply strategies and practices for food and consumer goods"	4 December 2014 , Milan (Italy)	Part of WP4, WP6 activities

12 Contacts with European clusters and regional Initiatives

Contacted organization/project	Date	Description
INTRAREGIO	From March 2013	<p>Cooperation with FP7 project: INTRAREGIO ("Towards an Intermodal Transport Network through innovative research-driven clusters in Regions of organised and competitive knowledge"):</p> <ul style="list-style-type: none"> - shared WIRE 2013 session - Collaboration in the INTRAREGIO event in April 2013 - At least one AB members from the other project - Common LinkedIn group <p>Initially, some meetings were held in order to organize a common final conference. Finally, after several meeting and an initial agreement, INTRAREGIO's partners decided not to join the common initiative.</p>
LOG4GREEN	From November 2012	<p>A cooperation agreement was signed between the two projects in order to define possibilities for cooperation with the goal of identifying and exploiting synergies between the two projects.</p> <p>Through mutual learning processes and collaborative relationships among the regional research-driven clusters the objectives are:</p> <ol style="list-style-type: none"> 1. Fostering trans-national cooperation between research-driven clusters as well as mutual learning between regional actors. 2. Developing and implementing joint action plans and business plans at the European level to increase regional economic competitiveness. These action plans will support and drive the creation of the EU policies within intermodal transportation and co-modality and the creation of knowledge that will allow Europe to increase its economic growth without increasing its CO2 emissions. 3. Supporting the internationalization of the regional research-driven clusters. The projects have been set up as a starting point and will evolve into an open European hub that will contribute to the internationalisation of regional clusters and the importance of research. 4. Mentoring regions with a less developed research profile to support their capacity building. <p>As a result of this cooperation, a common LinkedIn group was created. In addition, the final conference for both projects was a joint event.</p>

European Regions Research and Innovation Network (ERRIN)	From the beginning	SoCool@EU information (on project and activities) was displayed at ERRIN's web page. In addition, ERRIN has participated in some project's events.
LOG2020	2014	Both projects had the same Coordinator (DIALOG), which has helped the contacts. In addition, the final conference for both projects was a joint event.
European Cluster Observatory	One-time contacts	Some information on the project and its activities has been displayed on its website.
Regional Innovation Monitor (RIM/RIM+)	November 2012	Publishing the SoCool@EU Cluster report on the website of the Regional Innovation Monitor (RIM).
European Cluster Collaboration Platform (ECCP)	From May 2012	Publication of SoCool@EU information on its website
TCI Network	One-time contacts	Participation in TCI events
The European Technology Platform for logistics (ALICE)	From the beginning	ZLC is actively engaged in ALICE, so the contact was established from the beginning. ALICE cooperated in the final conference event (registration was done through ALICE's website). Participation in ALICE's events and poster sessions.
Danish Parliament	Jan 2012	Project presentation to the Transport Committee on 26 January 2012; and to the European Affairs Committee on 27 January 2012
BESTFACT (Best Practice Factory for Freight Transport)	From the beginning	

13 Publications

Newsletters

Three issues of a common newsletter have been issued and sent to every partner's contact, as well as being sent to the members of the SoCool@EU community.

In addition, the project has been disseminated throughout other newsletters:

- The Netherlands

November 2012 - A project summary was included in the VIL newsletter

- Aragon, Spain

March 2012 – Aragon Investiga newsletter

May 2012 – ALIA newsletter

September 2012 – ALIA newsletter

October 2012 – AEPLA newsletter (special issue on the regional workshop)

November 2012 – AEPLA newsletter

July 2013 – AEPLA newsletter

- Oresund, Denmark-Sweden

26 Jan 2012 - The Danish Shipping news: (2500 recipients)

26 Jan 2012 - The Danish Maritime news: (3200 recipients)

26 Jan 2012 - The Danish Transport news: (unknown number of recipients)

26 Jan 2012 - The Danish Transport & Logistic Newsletter: (2429 recipients)

26 Jan 2012 - Transport Innovation Network: (1150 recipients)

27 Jan 2012 - The DI Transport weekly newsletter: (2614 recipients)

27 Jan 2012 - The International Transport newsletter: (1100 recipients)

27 Jan 2012 - Maritime Development Center: (620 recipients)

- Rhine-Main, Germany

- Mersin, Turkey

- Others

June 2011 – A project summary was included in the MIT Global Network newsletter (Supply Chains Frontiers)

SoCool@EU public deliverables or results

The public deliverables have been sent to the Community database and they are available in the project's website as well as in other public websites.

14 Press and media

There has been plenty of press releases, notes, articles and media pieces on SoCool@EU. Hereby there might be found a list of them (it's not comprehensive since not all of them have been accounted for).

The Netherlands

2012 A piece of news on the project on the website of VIL

03.08.2012 - Interview to Francis Rome, Director of External Relations at VIL

29.08.2012 - A piece of news on the project on the website of VILn(in Dutch)

29.08.2012 - A piece of news on the project on the website of VIL (in English)

2012 - A piece of news on the project on the website of DINALOG

2012 - A short press note on the project on the website of DINALOG

2012 - A piece of news on the project at www.rewin.nl

2014.04.24 - A piece of news on the project on the website of DINALOG

2014.05.17 – The final conference is published on the website of VIL

Spain

22.05.2012 - A piece of news on the project at the Chamber of Commerce's website

<http://www.camarazaragoza.com/actualidad/el-consejo-aragones-de-camaras-participa-en-el-proyecto-europeo-organizacion-sostenible-entre-clusteres-de-logistica-optimizada-en-europa-socool.eu/>

2012 – A piece of news on SoCool@EU published at AEPLA magazine

2012 – Some pieces of news on SoCool@EU published at the Chamber of Commerce's website

2012 - A piece of news on SoCool@EU published at ZLC's website

13.03.2012 – A piece of news on the project published at Heraldo de Aragón (local newspaper)

14.03.2012 – A piece of news on the project published at www.aragoninvestiga.com

15.03.2012 - A piece of news on the project published at www.aragoninvestiga.com

16.03. 2012 - A piece of news on SoCool@EU published at ALIA's website

26.03.2012 - Some pieces of news on SoCool@EU published at ZLC's website

29.04.2012 - Some pieces of news on SoCool@EU published at ZLC's website

22.05.2012 - Some pieces of news on the project published at Chamber of Commerce's website

29.06. 2012 - A piece of news on SoCool@EU published at ITA's website

01.07.2012 - A piece of news on SoCool@EU published at aragonhoy.com

01.07.2012 - A piece of news on SoCool@EU published at aragonpress

01.07.2012 - A piece of news on SoCool@EU published at El periodico (a local newspaper)

02.07.2012 - A piece of news on SoCool@EU published at Heraldo (a local newspaper)

02.07.2012 - A piece of news on SoCool@EU published at El periodico (a local newspaper)

02.07.2012 - A piece of news on SoCool@EU published at AREX's website

02.07.2012 - A piece of news on SoCool@EU published at ZLC's website

02.07.2012 - A piece of news on the project published at [www.cadenadesuministro](http://www.cadenadesuministro.com)

02.07.2012 - A piece of news on the project published at www.diarioaragones.com

03.07.2012 - A piece of news on the project published at Nexolog.com

04.07.2012 - A piece of news on SoCool@EU published at aragon investiga

04.07.2012 - A piece of news on SoCool@EU published at the magazine from Instituto Vasco de Logística (pg 29)

01.10.2012 - A piece of news on SoCool@EU published at ITA's website

03.10.2012 - A piece of news on SoCool@EU published at Aragon Hoy

03.10.2012 - A piece of news on SoCool@EU published on the Facebook wall of Aragon Investiga

03.10.2012 - A piece of news on SoCool@EU published at LinkedIn (group Impulsaragón)

03.10.2012 A piece of news on SoCool@EU published at ZLC's website

04.10.2012 - A piece of news on SoCool@EU published at cadenaDeSuministro.com

04.10.2012 - A piece of news on SoCool@EU published at logistica.cdecomunicacion.es

05.10.2012 - A piece of news on SoCool@EU published at local government website

08.10.2012 - A piece of news on SoCool@EU published at www.elvigia.com.pdf

15.10.2012 - A piece of news on SoCool@EU published at logistica.cdecomunicacion.es

12.02.2013 A piece of news on SoCool@EU published at AREX's website

12.02.2013 - A piece of news on SoCool@EU published at ITA's website

12.02.2013 - A piece of news on SoCool@EU published at ZLC's website

16.02.2013 - A piece of news on SoCool@EU published at Aragon Hoy

16.02.2013 - A piece of news on SoCool@EU published at comunidadesvirtuales.net

16.02.2013 - A piece of news on SoCool@EU published at [diario de leon](http://diario.deleon)

17.02.2013 - A piece of news on SoCool@EU published at El periodico de aragon (local newspaper)

18.02.2013 - A piece of news on SoCool@EU published at [El Vigía.com](http://ElVigia.com)

18.02.2013 - A piece of news on SoCool@EU published at [Vivir en aragon.com](http://Vivir.enaragon.com)

21.02.2013 - A piece of news on SoCool@EU published at Interempresas

24.02.2013 - A piece of news on SoCool@EU published at tyldceco.blogspot.be.pdf

25.05.2013 - A piece of news on SoCool@EU published at ITA's website

22.10.2013 An article on the project published at Heraldo de Aragón (a local newspaper)

21.03.2014 - A piece of news on SoCool@EU published at AREX's website

20.07.2014 A piece of news on SoCool@EU published at Chamber of Commerce of Aragon website

25.07.2014 - A piece of news on SoCool@EU published at [Cadena de suministro.com](http://Cadena.desuministro.com)

2014.07.25 - A piece of news on SoCool@EU published at Webpicking.com.pdf

01.10.2014 - A piece of news on SoCool@EU published at itainnova.es

15.10.2014 - A piece of news on SoCool@EU published at Aragon investiga

15.10.2014 - A piece of news on SoCool@EU published at ITA's website

15.10.2014 - A piece of news on SoCool@EU published at ZLC's website

15.10.2014 - A piece of news on SoCool@EU published at ZLC's website
16.10.2014 - A piece of news on SoCool@EU published at Aragon liberal
16.10.2014 - A piece of news on SoCool@EU published at Europa Press
16.10.2014 - A piece of news on SoCool@EU published at Aragon hoy
16.10.2014 - A piece of news on SoCool@EU published at Exportar en Aragon
17.10.2014 - A piece of news on SoCool@EU published at Logistica profesional.com
17.10.2014 - A piece of news on SoCool@EU published at Veintepies.com
20.10.2014 - A piece of news on SoCool@EU published at cadenaDeSuministro.com
13.01.2015 An article on the project published at Heraldo de Aragón (a local newspaper)

Oresund, Denmark-Sweden

2012 Sverige og Danmark går sammen om at udvikle en excellence platform for b'redygtig Transport og Logistik i EU

2012 Sweden and Denmark_Socool@eu

2012.01.26 Danmark med i nyt excellence netværk

2012.01.26 transportnyhederne_dk - Vejtransport - Ny platform skal promovere en mere effektiv og b'redygtig logistiksektor

2012.01.26 Users_jbolther_Desktop_Maritime Danmark - Marit

2012.01.26 www.maritimedanmark.dk

2012.01.26 - Danmark med i nyt klynge samarbejde

2012.01.27 Excellence platform for b'redygtig transport og logistic

2012.01.27 Netmatch

2012.11.28 Users_jbolther_Desktop_Folketinget - 2011-12 -

SoCool@EU - Regions of Knowledge (FP7)-Oresund Logistics

www.ft.dk

www.maritimecenter.dk/projekter/socool.eu

www.soefart.dk

Rhine-Main, Germany

01.2012 – EEN Highlights 2011;

A brochure where Pascal Huthers is interviewed about SoCool@EU.

27.01.2012 - A Press release written by HOLM on the project.

31.01.2012 - A piece of news about the project published at HOLM website

20.04.2012 - A piece of news about the project published at HOLM website

30.04.2012 - A piece of news about the project published at HOLM website

02.07.2012 - A piece of news at www.region-frankfurt.de about the event “Networks of Logistics as Means of the Europe 2020 Strategy”

03.07.2012 - A piece of news about the project published at HOLM website

29.09.2012 - A piece of news about the project published at HOLM website

26.11.2012 - A piece of news about the project published at HOLM website

14.05.2013 - A piece of news about the project published at HOLM website

16.09.2014 - A piece of news about the project published at HOLM website

14.10.2014 - An interview to Kein Fitch published at HOLM website

09.12.2014 - A piece of news about the project published at HOLM website

Mersin, Turkey

16.06.2011 - Monthly issue of Chamber of Commerce Magazine. An article about ZLC and logistics is included, and the project SoCool@EU is presented (it was only a proposal at that moment).

2013.10.10 Haberci devam

2013.10.10 Hürriyet €ukurova devam

2013.10.10 Six press releases were published on this date.

The following press releases were also published in the local press:

Adana Ilkhaber-Lojistik kapasitemiz artmal

Bursa Kent-Lojistik kapasitemiz artmal

D• nya Gazetesi-Ulas•m altyap•s•na 110 milyar dolar

820 Haberci devam

Haberci-Lojistik Fuarı başladı

Haberler Eurokurova devam

Haberler Eurokurova-Mersin lojistikte en büyük olacak

Istanbul gazetesi devam

Istanbul Gazetesi-Avrupa'nın önemli noktaları Türkiye

Others

03.10.2012 - A piece of news on SoCool@EU published at LinkedIn (group [SoCool@EU.pdf](#))

24.07.2013 - Announcement of Mersin event in www.errin.eu:

<http://www.errin.eu/content/international-conference-and-b2b-networking-event-euro-mediterranean-business-opportunities>

2012.06.28 Europa Info.pdf

2012.07.27 www.clusterobservatory.eu.pdf

2012.11.05 cluster observatory - Cluster Analysis Report.pdf

2013.07.18 cluster observatory - event mersin.pdf

2013.07.18 cluster observatory - general.pdf

2013.07.18 Cluster observatory - Joint Action Plan.pdf

2013.07.26 event mersin_ERRIN.pdf

2014.07.25 Webpicking.com_ I Foro Europeo de Clúster de Logística_ 14 y 15 de octubre en Bruselas.pdf

2014.10.21 ALICE News.pdf

Cluster Collaboration Platform.png

ClusterCollaboration.eu.pdf

High Level Group on Logistics HLGL.pdf

15 Other promotional activities

The general presentation has been published on: www.slideshare.net/JBOLTHER/socooleu.

The project was presented to the European Affairs Committees at Danish Parliament on 27th January 2012 (www.ft.dk/samling/20111/almdeleu/bilag/250/1072675/index.htm) and to the Transport Committees at Danish Parliament on 26th January 2012: www.ft.dk/samling/20111/almdeleu/bilag/189/1072038/index.htm

A document describing the valorisation strategy has been produced.