



Deliverable 5.3 - Communication Strategy

This document presents the Channel Sail Route project communication's strategy. It regroups all updates divided by version.

Version 1, delivered at M7, details:

- The overall communication strategy.
- The achieved actions between M1 and M6.
- The Expected objectives to be reached between M7 and M12.

Version 2, delivered at M14, details:

- The achieved actions between M7 and M12.
- The expected objectives to be reached between M13 and M24.

An updated Version 3 of this document will be delivered at M19.



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Communication Strategy CoToCo V1

A communication strategy is needed to achieve a critic level of awareness for the Channel Sail Route touristic product. This strategy will be evaluated and adapted at each phase, this first version will set guidelines for months 6 to 12, a second version will be updated for month 12 to 18, a third for month 19 to 24 and a final version to promote the mature product.

This first version is based on results of both pre-market study (D 1.1) and first feedbacks and analyses of the Sail Cargo Voyage (D 1.2). Our objective is to use this first version to contact official stakeholders (T 1.2) and synergy stakeholders (T2.2) to receive a useful feedback and launch our first communication tools together with them and adapt a second version based on the analyse made between months 6 and 12.

In this document, we will set the following elements:

- Objectives of the communication strategy
- Targeted audiences
- Communication tools

1 - Objectives of the communication strategy

The first version of the communication strategy aims to launch the product, it is a short-term strategy to boost the activity, medium and long-term strategy will be set during periods from months 12 to 18 and 19 to 24.

This short-term step will be to secure the firsts tourists, first cargo and to open to feedback from local stakeholders and synergies stakeholders. Meanwhile we will keep working on the media strategy and



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2 - Targeted audience

We identify different kind of audiences:

A. Tourists:

- Tourists interested in sailing in France, in England, at International level
- Tourists interested in green tourism in France, in England, at International level.

B. Cargo related :

- Cargo providers and clients in France
- Cargo providers and clients in England

C. General communication

- Medias
- Communication tools
- Events

A - Tourists

The strategy toward tourists will be divided into two different scale of time, for this first communication period, we will focus on the tourist that shall be easier to attract, in order for us to launch the activity and to be able to attract, later on, the second scale of tourists, the ones interested in green tourism (as identified in the pre-market study).

First type of tourists

The objective is to attract tourists from France and England, already aware of sailing and interested in such offer.

We already started to communicate toward them, starting with the website <https://classic-sailing.co.uk>, a reference to book travel onboard sailing boats.



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Screenshot of the Grayhound offer on classic-sailing.co.uk

Based on the first feedbacks and results (D 1.2) we can notify a majority of English tourists, this is understandable as the website audience is mostly English. An objective for month 6 to 12 will be to secure more French tourists through a similar strategy. We identify some website such as <http://www.escursia.fr> , <https://www.tematis.com/> or <http://www.tourismebretagne.com/>.

Second type of tourists

Once the first type of tourists is secure and we correct what happened during Sail Cargo Voyage 3 (see D1.2) we will extend the communication strategy to a second type of tourists, probably from month 12.

We aim to attract tourists interested in Sailing at international level, we will select booking website such as the ones mentioned above but with a larger scope range. We will use the feedback from the first guests attracted previously to make this communication as efficient as possible.

Thanks to the pre-market study and the researches made, we know that the ecotourism demand is growing. To attract a different kind of tourism, we decided to build upon this and to consider the sail cargo voyage as a step of a bigger journey.

Cycling roads are well known in French and English Cornwall:

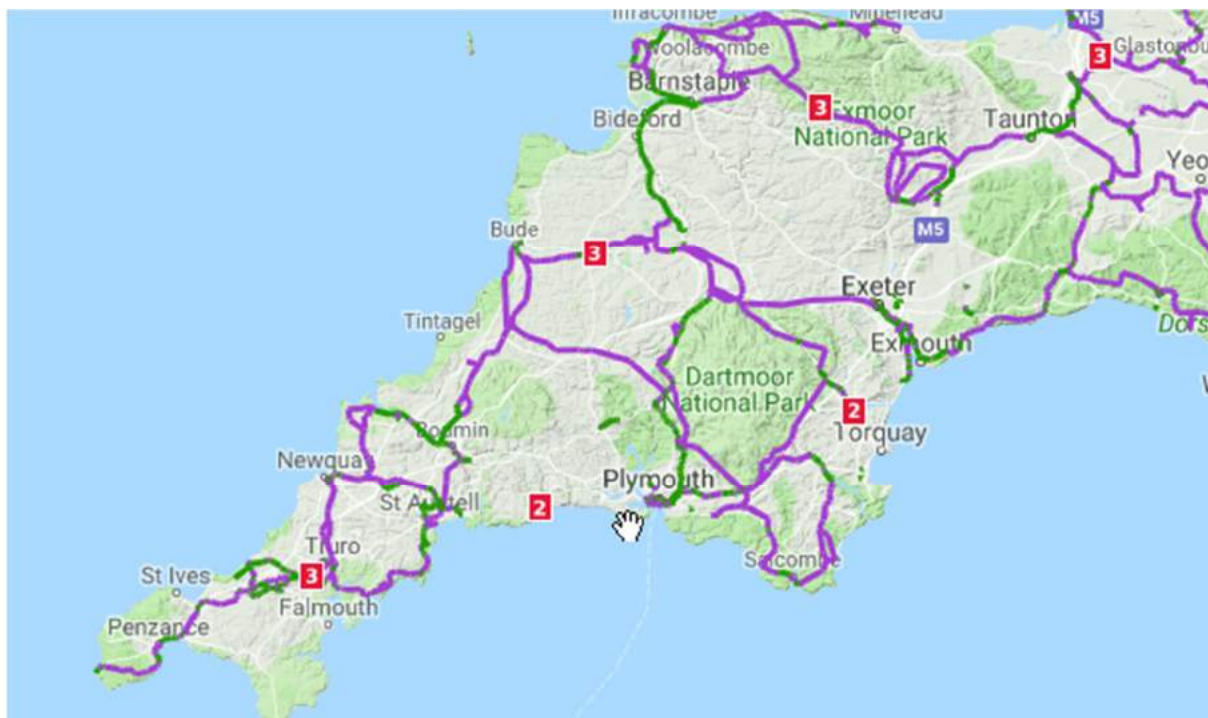


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Eco cycling roads in French Cornwalls – www.ma-voie-verte.fr



Eco cycling roads in English Cornwalls - <https://www.sustrans.org.uk>



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The objective would be to combine our offer with an existing offer lacking a green way of travelling between French and English Cornwall. Our strategy will be to target first French and English green tourists from month 12 to 18 and International green tourists from month 19 to 24. This calendar is only indicative and will be reassessed while implementing the communication strategy. We will use the institutional (T 1.2) and synergy (T 2.1) stakeholders' consultation to confront this hypothesis and to improve the strategy around it.

B - Cargo related:

Cargo related communication was not mentioned at application stage; however, the final touristic product could not be sustainable without a strong cargo strategy. The Grayhound needs to as loaded as possible to insure enough revenue for the activity to remain active.

The two first return Sail Cargo Voyages between France and England have shown (D 1.2) a lack of cargo between France and England, therefore we will need to adopt commercial and communication measures simultaneously to the synergies development on the English side of the Channel.

The following strategy have been developed:

- Special actions toward biggest clients (credit note for tasting, bottle collars, events)
- Mail to keep contact and offering samples toward small scale clients together with a qualitative survey
- Direct commercial strategy toward prospects, with a commercial tour in UK.

This aggressive strategy toward the English market must not have a negative impact on the global commercial strategy. Therefore, several actions will be intended to promote the cargo to potential providers and clients:

- Improvement of TOWT's website, specially the English part of the website.
- Special communication missions during Grayhound stopovers toward potential providers and clients.

A budget will be required for this action and therefore and project modification will be needed to adapt the global project's strategy. The above actions shall take place between



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months 7 and 12 and a new analysis of the Cargo activity will be done at the end of this mentioned period.

3 - General communication

Besides specific communication strategies to tourists and cargo providers/clients to insure the commercial activity, such a touristic product require a general communication through every relevant media and communication tools.

A – Medias

Each Sail Cargo Voyage is announced through a Press Release (see annexes at the bottom of this document), they are communicated to relevant local and regional medias. As a result of this direct communication, the ships arrival is publicly announced and the activities promoted:



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Info

Rechercher une actualité...

Accueil > Info > Info en continu Nantes > Nantes. Le Grayhound fait escale à Nantes



Samedi 02 juin 2018 17:16 - Nantes

Nantes. Le Grayhound fait escale à Nantes



Le Grayhound, un lougre anglais de 32 mètres, fait escale à Nantes. © DR

Un lougre anglais de 32 mètres s'est amarré, vendredi 1er juin, au ponton Belem, à Nantes. Ce samedi 2 juin, une projection vidéo et une dégustation de bières sont au programme. Le bateau reprendra la mer lundi vers 15 h.

Si vous passez du côté du ponton Belem, vous ne pouvez pas le rater ! Le *Grayhound*, un magnifique lougre anglais de 32 mètres, fait escale à Nantes depuis le vendredi 1^{er} juin.

Grayhound's arrival announcement: https://nantes.maville.com/actu/actudet-nantes-le-grayhound-fait-escale-a-nantes_fil-3458636_actu.Htm



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This direct and targeted communication will soon be followed by a general communication toward a mailing list of media capable of promote our events and stopovers. We recently started to work on a mailing list of British and French journalists, the objective is to finalize it between month 7 and month 10.

Communication toward medias will be used to promote the touristic product in general as well as specific events (see event section below).

B – Communication tools

1 – Logo

We created a dedicated logo for the project, it will be used for every official communication together with the official EU logo.





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2 – Web media

Two main communication tools have been set for the Channel Sail Route project, a twitter account for daily communication and a website for a deeper understanding of the project. Between month 3 and month 6 we focused on the creation, month 7 to month 12 will be dedicated to promote the twitter account and get more followers and to create more contents for the website.

Each partner also uses his internal social media accounts and website to promote the project and its dedicated twitter account and website.

The twitter account's name is @CotoCoProject :



Screenshot of CSR's twitter account @CoToCoProject



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The project webpage is for now a page of TOWT's website (<https://www.towt.eu/csr/>) Once the development is finished we will discuss of the opportunity to buy a specific domain for it.



Screenshot of CSR's dedicated webpage: <https://www.towt.eu/csr/>

The website will also need to be updated for its cargo part. The analyses of our cargo freight (D 1.2) shown a lack of clients in England, this is partly due to a mostly French website. The partnership will work on a updated version of TOWT's website that will help the cargo activity and by extension the touristic product.

3 – Flyer

The partnership designed a first flyer with the objective of setting a visual frame for future communication and to have a first communication element to use in both paper a virtual format.





We aim to improve it between month 7 and 12 and to have a final version for the next communication period.



The main objective of this project is to develop tourism with a sailing route linking the coastal regions of Cornwall in England and Cornouaille in French Brittany by sailing cargo.

These two regions share common Celtic origins and historical sailing links. Because of their vast history of relations and cultural heritage, there is an opportunity to develop tourism linking the two coastal regions around traditional sailing and sail cargo activities across the Channel.



The key element of the proposed project is to combine historical traditions with modern methods: merge traditional sailing activities and historical links between the sister regions with the current use of traditional sailboats to ship local products between the two regions.



Meet local producers and learn about their know-how.



Visit the harbour of Douarnenez & Charlestown.



Taste local food and wine products transported through traditional sail cargo.



Cruise on traditional sailboat cargo that is transporting products and goods between Cornwall and Cornouailles.



Visits of the Grayhound sailboat, including speeches of Grayhound's captain and watching nautical movies on Grayhound's sails.



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C – Events

Our stopover in Nantes helped the partnership to understand the value of events and the communication power of the ship itself. Participating in several events will be a core element of our communication strategy to promote the touristic product and the sail cargo activity.

With the above elements in minds, TOWT started to discuss with the Temps Fête event (<https://www.tempsfete.com/>) that takes place every year in Douarnenez and has up to 100 000 participants. As a result of this being part of our communication strategy, the main thematic of this important event will be the transport by sail, we will be able to communicate about the CSR project and the CoToCo touristic product through two angles:

- TOWT will have the best spot for its stand, it will be a perfect occasion to present the CSR project
- Grayhound will be one of the main ships participating to the event and will be part of major events and activities.

The above event's preparation took place between month 4 and 6, will be held during month 7. From month 8 to month 12 we will work on a new event, created by the partnership itself and with the objective to organise it in England in 2019. Our objective will be to promote both touristic and cargo activities.

4 – Summary of communication actions to be implemented between M7 and M12.

A – Communication toward specific targets:

Tourists:

- Develop the first targeted audience with a focus on the French tourists.

Cargo:

- Develop the cargo activity on the English side, with a specific strategy to contact and get feedback followed by a commercial tour in UK to secure new customers.



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B – General communication

Media :

- Development of a strong journalists' mailing list
- Press release for each stopover.
- Update of the project's flyer

Online strategy:

- Improvement of the CSR webpage and the English cargo website part
- Visibility of the twitter account
- Synergies between project partners individual communication support and the project's ones.

C – Events

- Participation to Temps Fêtes 2018
- Starting of a dedicated event's organisation with the objective of it to take place in England in 2019.

With the above elements in mind, the partnership will keep monitoring the impact of its actions and according to it will work on second version of the CoToCo communication strategy for the end of the current reporting period.



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Communication Strategy CoToCo V2

Update at M12

1 – Achievements following the expected objectives

A – Tourists

The main achievement was to attract tourists, interested in sailing, for the Grayhound. 2018 season has been a success in terms of bookings. Each Grayhound's cargo voyage between the two regions welcomed new clients on board, curious to discover the transport of goods using sailing ships. Moreover, the tourists benefited from free wine tasting in Douarnenez and visit of the maritime museum.

For the 2019 season, we can observe that some of the spots for cargo voyages are already booked. See below.

https://www.grayhoundjuggersailing.co.uk/sailing-programme

Home Brittany Galicia Porto & Madeira Azores Isles of Scilly Schedule Booking The Ship Meet the crew Visitor book More

Schedule

Voyage Code	Cargo or Sailing Voyage	Embarkation details	Disembarking details	No of nights onboard	Price per berth in GBP
BOOK NOW	2019 SCHEDULE				£
GR090419 BOOK NOW	BRITTANY - ISLES OF SCILLY Spring sailing cargo voyage! Kick off the year sailing along the beautiful Brittany coast, across the Channel to the Isles of Scilly, delivering wine to local restaurant "Dibble & Grub" then onward to Falmouth and Plymouth. Experience dolphins swimming under the bow, night watch moon and stars. This voyage includes night sailing, rowing, working in a watch system with your fellow shipmates. Great food cooked fresh onboard. Wine tasting included.	Douarnenez Port Rhu Harbour 09/04/19 14.00	Plymouth Mayflower Marina 16/04/19 12.00	7	£ 720 Two places left.
GR180419 BOOK NOW	EASTER WEEKEND 2 NIGHTS ONBOARD IN PLYMOUTH SOUND. Join us for two days sailing around the beautiful and sheltered waters of Plymouth sound and the river Tamar. This Easter weekend mini voyage is super suited to the families as we offer a child price. We will fire canons and haul on ropes. Work together as a team to sail the Grayhound with as many sails as we can. Freya will be cooking onboard delicious meals. Explore the bays of the sound, wind up the anchor and sail! Parking available in Mayflower Marina. Easy walk to the train station. Suitable for a group booking.	Mayflower Marina, Plymouth 18th April 14.00	Mayflower Marina, Plymouth 20th April 12.00	2	£ 300 £240 child 5-15 years Six places left
GR010519 BOOK NOW	3 NIGHT DEVON COASTAL VOYAGE. You join the ship at the convenient Mayflower Marina and we have three nights to get to the beautiful coastal town of Dartmouth with easy travel links to Totnes train station. Our three night voyages are always very popular. It gives you a chance to get a feel for the boat, the wonderful food and the sailing. We can tuck into Cawsand Bay, the River Vealm, anchor off the coast in coves if very calm or pop into Salcombe. There is always a cook on Grayhound cooking with fresh local food. During the voyage we can catch fish, night sail, swim, anchor and find a pub ashore. Book all 9 berths and the 9th berth goes free.	Plymouth Mayflower Marina 01/05/19 14.00	Dartmouth town pontoon 04/05/19 12.00	3	£ 450 Last place.



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Screenshot of Grayhound's dedicated webpage:

<https://www.grayhoundluggersailing.co.uk/sailing-programme>

B – Cargo related

TOWT succeeded as well to secure cargo on Grayhound's voyages between English Cornwall and the French Cornouailles such as English ales and French organic wines, products transported across the Channel and along the French coast. TOWT has regular clients for both products: bar, restaurants, grocery stores like Biocoop in France for example that buys often the English ales, mostly the "Avocet" from the *Exeter Brewery*.

Moreover, a team of 3 of TOWT staff went in England in last September 2018 to promote maritime transport with sailing ships and TOWT's products to the current clients and to canvass new clients with the overall purpose to stimulate the sale/purchase dynamic in Southeastern England.

The observable result is an increase of the English customer base thanks to this strong commercial strategy (see D2.2).

Concerning France, TOWT has established a list of the most finest organic and biodynamic winemakers of Bordeaux and Nantes and B2B and B2C clients in the whole Brittany region and Paris.

C – General communication

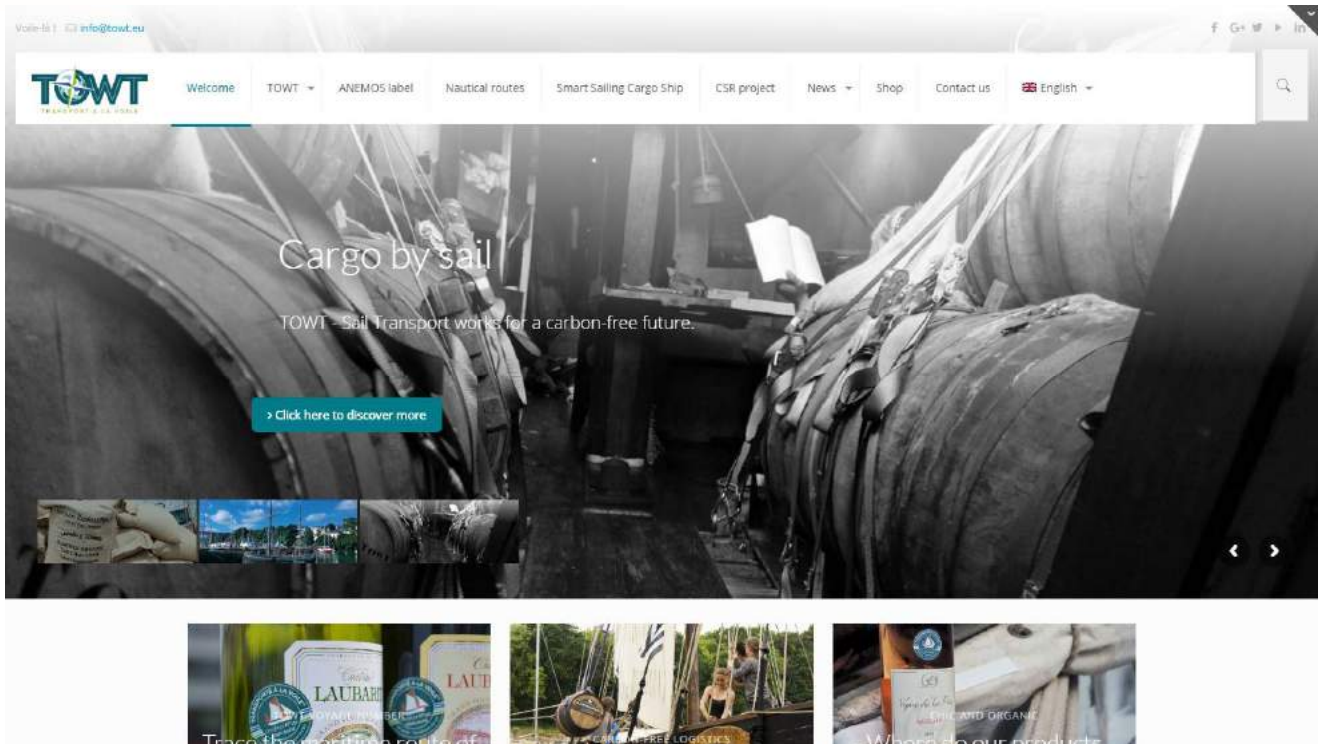
- **Websites and main visual tools**

TOWT website has been entirely translated in English to improve its accessibility for English and English-speaking visitors. A page dedicated to the CSR project has been developed, both in French and in English and is directly available on TOWT website's main menu, easily found.



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Screenshot of TOWT website's front page that spotlights CSR project with a visible tab

Grayhound's page is available as well both in English and French (here <https://www.towt.eu/grayhound/>) with the CSR logo promoted, its 2019 schedule and the possibility for the visitors to book sailing voyage through TOWT's website.

Finally, concerning the visual tools, the CSR flyer has been massively distributed in the two "sister regions" through TOWT's clients and its partner like the maritime museum of Douarnenez to promote the project and the French catalogue presenting TOWT's products has been translated in English to be able to access the English market.

- **Media**

TOWT has developed an effective mailing list enumerating the English and French journalists to which send periodic press releases concerning the Grayhound voyages, its cargo and stopovers. See an example below of a press release mentioning the CSR project and an example of an article.



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En ce moment Antisémitisme OL-Barcelone Gilets jaunes 6 Nations 2019 Grand débat national

Accueil / Bretagne / Douarnenez / Temps Fête Festival maritime de Douarnenez

Temps fête à Douarnenez. Grayhound livre presque à domicile !

Marcus Pomeroy-Rowden a construit lui-même le lougre Grayhound | OUEST FRANCE

Ronée-Laure EUZEN
Publié le 27/07/2018 à 08h06

Le lougre Grayhound de Marcus Pomeroy-Rowden est un habitué des quais douarnenistes. Avec sa famille, le marin a élu domicile dans le cap Sizun. Leur

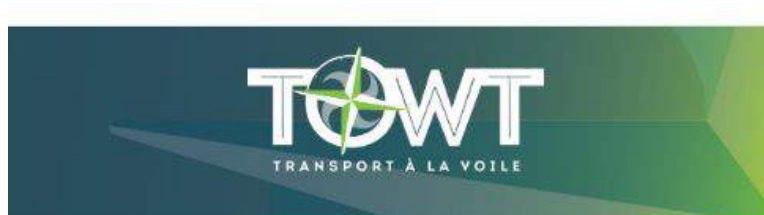
Screenshot of Ouest France's article about Grayhound in "Temps Fête"

<https://www.ouest-france.fr/bretagne/douarnenez-29100/transport-la-voile-le-grayhound-est-arrive-douarnenez-4490669>



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Vents porteurs sur la propulsion vélique

Plus de cent tonnes - tangiblement - transportées à la voile, des routes et une flotte consolidées, un levier de certification, et à l'horizon : le Voilier-Cargo.



Sur l'eau, en ce moment

Alors que la goélette « Avontuur » s'apprête à accoster ce week-end à Douarnenez, et que « De Gallant » se prépare, lui aussi, à sa prochaine transatlantique, le « Grayhound » a désarmé après une saison - littéralement - très chargée.

L'année 2018 est placée sous le signe du renouveau. En effet que ce soit l'incendie de novembre dernier ou l'interdiction des produits biologiques dans les ports bretons, l'activité a dû faire face à quelques défis. Trouvant une force profonde dans ces aléas, et suite à une [opération Phénix](#) réussie, dès le printemps « Lun II » a pu faire cale pleine à Bordeaux, café et cacao ont débarqué au Havre, tandis que les « Channel Sail Routes » cornouaillaises du lougre « Grayhound » ont permis de faire affluer des aies et de reprendre un transport décarboné pré-Brexit.

Screenshot of a press release for the French journalists list

- **Events**

In order to promote the CSR project and to attract attention, TOWT has organized different events.



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With the Grayhound, and on the occasion of a stopover in Nantes in May 2018, the film “Vanishing sail” (here the website <http://www.vanishingsail.com/>) was broadcast on the ship’s sails to highlight the Grayhound, and therefore the sailing transport with existing sailing ships. It was a formative experience, the film being a bit too long, the next film events will broadcast shorter films to enable anyone passing by to see its entirety.



Photo of the film broadcast on the Grayhound’s sails in Nantes, last May 2018

Moreover, “Temps Fête” (see here <https://www.tempsfete.com/>) festival in Douarnenez, from the 25th to the 29th of July, was a huge success and a great opportunity to promote CSR project through the Grayhound, main ship and actor at the very heart of the event. TOWT had the best placed stand on the docks, allowing the company to sell CSR-related products, the English ales and the organic wines, and to popularize the CSR project and the touristic sailing opportunities with the booking of spots on board. Guillaume LE GRAND, founder of the company, was invited to talk to many conferences. This 2018 edition of the event was very special because its line driver was the sail transport, thus spotlighting TOWT, its shipping commercial activity using sailing vessels as work ships.



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Then, since September 2018, TOWT organizes beer-tasting events in Britain bars to sell English ales and to promote sail transport and the CSR project. The latest event took place in the bar “Tara Inn” situated in Brest.



Photo of the Tara Inn’s event in Brest, February 2019

Finally, TOWT has developed strong relations with the Shipwreck museum in Charlestown (<http://shipwreckmuseum.co.uk/>). The new owner is willing to emphasize on the cultural and economic aspect of the sailing ships, and in partnership with TOWT, he would organize public renovation of old sailing vessels and manufacturing of spirit barrels. Furthermore, as for the maritime museum of Douarnenez, the visit of this Charlestown museum will be free of entry for the Grayhound’s tourists.

2 –Expected communication actions to be implemented between M13 and M24

A – Communication toward tourists



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A.1 - Attract more French tourists

In order to enhance the touristic activity, TOWT has to promote CSR project through multiple strategies and websites to encourage French tourists to book spots on board the Grayhound. It has been observed that the touristic bookings mostly involved English tourists. As TOWT planned in its first communication strategy (cf. A-Tourists), it is important advocating CSR through other touristic and booking websites. The three French websites targeted were <http://www.escursia.fr>, <https://www.tematis.com/> and <http://www.tourismebretagne.com/>. The main action will be to contact these structures and to propose Grayhound's cargo voyages as an "alternative holiday" so that, in the future, French tourists constitute more of Grayhound's clients.

Thanks to the stakeholder work group, communication actions will be delivered in local network such as the "Office de Tourisme de Douarnenez" leaflets.

The "Office du Tourisme de Douarnenez" will also presents the CSR product during a communication event on-board Brittany Ferries Ships, it will directly target French and English tourists.

A.2 – Attract Irish tourists

To secure the maritime route with Ireland (see below), it is important to develop the touristic activity with Ireland through sailing voyage's bookings and events organized in Cork presenting TOWT company and the CSR project (promoted through Facebook events and the social networks). The local authority and port will be contacted in order to facilitate the commercial and touristic activities, as well as to have a lever locally to promote the sail transport and the project.

B – Communication toward new stop-overs.

To develop the CSR network as well as a post-Brexit alternative approach, some actions will be implemented toward Nantes and Cork.

- **The development of the maritime route Nantes – Cork**

What is currently at stake for CSR project is the post-Brexit future. Whether a deal is agreed upon with the EU or whether the "no deal" option is adopted, TOWT seriously has to think about the different scenarios and to adapt its future strategy. One of the possible approaches is to stop trading with the English Cornwall and to develop a new maritime route between France and Ireland, through Nantes (as a notify point of entry for organic goods importation)



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and Cork. For the touristic activities of this project, it is very important that TOWT searches for new horizons, proposing other cargo voyages, thus changing Grayhound's schedule.

As mentioned above in the document, Nantes has welcomed multiple times sailing ships working with TOWT, and more specifically the Grayhound (cf. C – General communication). In this city and as TOWT had done before, films broadcasts on the Grayhound's sails and tasting events will be organized on board the ship and on the docks. Moreover, Nantes has adapted suitable structures and TOWT already has local contact there, which would facilitate the implantation. To enable this route to be established, TOWT has to secure a new kind of cargo and customer base. But then, which cargo to import from Ireland?

- **The organic Irish whiskey as the new Grayhound cargo**

This new route could enable TOWT to exclusively import Irish whiskey from Cork. New prospects and potential suppliers have already been targeted and contacted, such as the Waterford distillery (<https://waterforddistillery.ie/>) that produces biodynamic whiskeys.

To initiate a sale/purchase dynamic in Ireland, TOWT will create commercial visual flyer and poster in English, promoting this new maritime sailing route linking Ireland to France, CSR project and the CSR-related products, such as Irish whiskeys and organic French wines in order to canvass new B2B clients in Ireland.

C – Channel Sail Route events

As per mentioned in D3.1, the objective is to develop Eco Sustainable Hubs with a strong cultural aspect. To do so, CSR partnership will deliver:

- The French opening of the itinerant exhibition, at M19, presenting pictures of Sail Cargo Voyages by a French artist, Laetitia Vassal.
- An event in Douarnenez, at M20, including the exhibition promotion, a cargo off-loading as well as some local food and music festival. The partnership hopes that it will be possible to have music bands from English Cornwall.
- A twin event in Charlestown, at M21, with French music groups and the English opening of the Itinerant exhibition.



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D – CSR platform and mobile app.

As per detailed in D3.1, all CSR tourism and cargo services will be promoted thanks to a web platform as well as a mobile app. It will be the main communication and dissemination achievement of CSR project. Ideally it will be delivered between M18 and M21, however an update will be provided to the EMFF contact point as soon as the partnership knows the exact date.



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