



22 March 2011

Navigate appointed to communicate two EU projects

Following a competitive tender process, Navigate PR has successfully won a contract to communicate two EU funded INTERREG IVB projects. Our specific and proven expertise in the maritime and shipping sector gave us the edge over the many other PR and marketing companies competing for the business. We were able to demonstrate a track record of successful achievements in the range of disciplines required for these projects which included shortsea shipping, the ports sectors, media relations, brand identity and a range of marketing and communications activities.

INTERREG IVB is the North Sea Programme that comprises the seven member states bordering the North Sea and which aims to make the area a better place to live, work and invest in. This is achieved through a series of projects that focus on innovation, the environment, accessibility, and sustainable and competitive communities.

The two projects we have been asked to work on are iTransfer – a scheme to encourage more people to choose ferry crossings over road transport; and Lo-PINOD – a programme to take freight off the road by stimulating greater use of regional ports and shortsea shipping.