



13 October 2011

### **Navigate wins bid to communicate European project**

Navigate has successfully won a competitive tendering process and has been chosen as the PR and communications agency to promote the prestigious €8 million EU INTERREG project, WEASTflows.

Our knowledge and experience in the shipping, maritime and logistics sector gave us the edge over the many other companies that tendered for the business. We were able to demonstrate a track-record of success that spanned PR and media work, lobbying and the full range of corporate communications and marketing activities.

This new project will involve us working with around 40 partner companies from five European member states and will cover sectors including shortsea and inland shipping, rail freight, road haulage, port operations and transport policy.

The aims of the WEASTflows project are to enhance freight transport within the east-west axis of North West Europe and to encourage freight to move by more sustainable modes. Linkages to the wider supply-chains of Asia and Southern Europe are also part of the project.

As well as WEASTflows, Navigate is also working on two other EU projects.