LASTING
POWERED BY WATERBORNE

D 3.1 Campaign Plan

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Executive Summary

This deliverable outlines the development of the communication and campaign plans for LASTING and the Zero Emission Waterborne Transport Partnership.

In the first chapter, the objective of the deliverable is given, which is to produce a campaign plan and communications materials. Under task 3.1, an online GDPR compliant database and sharing tools have been set up and a populated campaign plan for the year 2022 of LASTING has been developed. Further, chapter one illustrates the relationship between LASTING, the Waterborne Transport Platform, and the ZEWT Partnerships, where ZEWT forms a central elements of the LASTING communication.

Chapter two outlined the approach taken in the development of the communication plan and campaign – for both LASTING and the Partnership.

Complementing the main body of the deliverable is chapter three, outlining the LASTING campaign plan for 2022 including its four focal pillars – social media, webinars, in-person/hybrid/online events, and earned and paid media. For each of these pillars, the KPIs and frequency are indicated. For social media, KPIs are impressions, video views, and clicks; for webinars its the number of participating stakeholders; while for the event pillar it is number of events LASTING partners participate in; and lastly, for earned and paid media, the metric is offline and online impressions.

The conclusion rounds off the deliverable, providing a summary of what has been achieved and the next steps.

1 Introduction

1.1 The LASTING Project

Considering the diversity of the waterborne transport sector, its geographical scope, the international dimension and the challenges and opportunities upfront, LASTING (Let's go for Waterborne Transport Research – Broadening engagement and increasing impact) will broaden engagement of the broader waterborne transport sector in European RD&I activities, by developing a communication strategy, and implementing a long-lasting communication campaign beyond the lifetime of this project, ultimately increasing, stakeholder engagement in the sector and thereby increasing impact of European waterborne transport RD&I.

The communication strategy, and thereby the campaign will be based on clear key performance indicators (KPIs) set at the starting point of LASTING, jointly developed with the relevant European Commission Services and the broader waterborne transport sector. The achievement of the KPIs will be measured at fixed intervals, to ensure that the final communication strategy and the campaign will be fit-for purpose and ready for roll-out. An essential element of the communication strategy will be the development of a plug-and-play system for participation in European, national or regional strategic maritime and/or inland waterway transport events. In the framework of LASTING, the plug-and-play system will be tested at a number of occasions, to ensure the system is fit-for-purpose.

In addition, high quality dissemination materials (such as flyers and banners) and templates will be delivered. There will be a main focus on the use of digital tools for dissemination purposes, to ensure that the communication efforts of the waterborne transport community will easily follow the concept launched in the framework of LASTING. Finally, yet importantly, the Waterborne Technology Platform will take over the communication strategy and campaign after the lifetime of LASTING and will ensure a durable implementation of the concepts and materials developed in the framework of the project.

LASTING is coordinated by SEA Europe, counting with the participation of a total of seven partners from four EU countries. LASTING is funded by the European Commission research and innovation programme Horizon 2020, with an investment of 1,3 million Euro over the course of 36 months, starting in January 2021.

Figure 1: LASTING Project Partners

1.2 Task 3.1 and Deliverable 3.1. on Communication Plan

As described in the grant agreement, the objective of this deliverable is to develop the campaign plan and communications materials. Task 3.1 establishes an online GDPR compliant database and sharing tools and delivers a populated campaign plan for the year 2022 of LASTING (with selected events, cf. chapter 3), that can be used as structure to be further improved upon during and for later stages of the LASTING project lifetime.

The campaign plan includes a clear timeline and a planning including when, where and how (which channels) which stakeholders will be targeted throughout the campaigin on a month-by-month, and for crunch times week-by-week, basis.

Detailed campaign parameters are:

- Planned actions;
- Delivery timeline;
- Responsible parties;
- Intermediate KPI evaluation methods;
- Back-up plans;
- Expected feedback.

1.3 Relationship between LASTING, the Partnership and Waterborne TP

To provide clarity on the relationship between the developed communication plans in the subsequent chapters of this report, an explanation of the relationship between the LASTING project, the Zero-Emission Waterborne Transport (ZEWT) Partnership (also referred to as the Partnership) and the Waterborne Technology Platform (Waterborne TP) is given here.

The LASTING project is designed to be a communication campaign that addresses the entire waterborne sector – across all its segments – with the goal of leading to increased involvement and interactions regarding RD&I activities.

The ZEWT Partnership forms a central part of the LASTING activities and communication, given that it constitutes the first dedicated RD&I funding mechanism for the waterborne sector at the EU level. Therefore, as is explained in the chapters that follow, there exists overlap and synergies in terms of activities, output, and approach between LASTING and the partnership communications. However, there are multiple other funding opportunities (cf. WP1 – D1.1 to D1.4) and hence the ZEWT partnership is and will be only one of the elements of the overall LASTING communication.

Finally, the Waterborne TP constitutes an association that represents the waterborne sector's EU stakeholders in RD&I and contributes to the agenda-setting for maritime research at a European level. Additionally, the Waterborne TP acts as a representative of the private sector, its interests, needs and priorities in the ZEWT Partnership, while it in parallel also acts as a project coordinator in the LASTING

project. In addition to its role as project coordinator, the Waterborne TP is also set to be taking over the communication of the LASTING project after its lifetime, ensuring that the impact and work lasts beyond.

The below figure reproduces a visual representation of the above explicated relationship between the three actors/projects and underlines the fact that all three are aimed at furthering the development of the European waterborne sector.

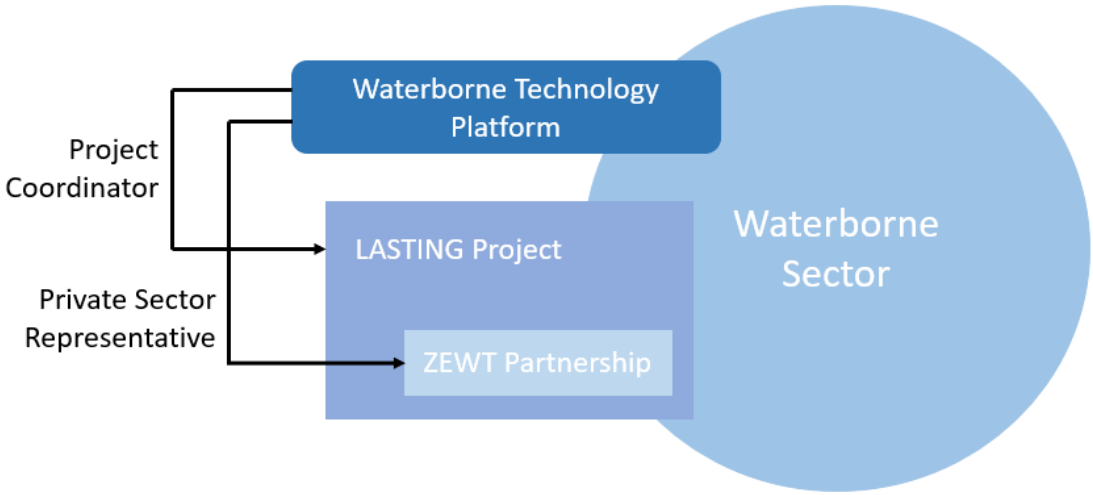

Figure 2: Interconnectedness of Waterborne TP, LASTING, and ZEWT Partnership

2 Development of the Communication Plan

The following sections reproduce the various steps and elements undertaken by the LASTING partners to develop a communication and campaign plan.

2.1 Background on Communication Approach

BCW (Burson Cohn & Wolfe) the Work Package leader has supported the project's coordinator, partners, European Commission, and other relevant stakeholders in identifying appropriate structures to develop impactful and strategic LASTING communications.

Due to the opportunity presented by the official launch of the ZEWT Partnership in the context of the EU R&I Innovation Days, a communication plan was first developed for the Partnership, forming part of the overall LASTING communications, aligned with which a specific LASTING communication campaign plan is currently being developed (cf. chapter 3). The below elements and approach thus refer to the Partnership communication plan in a first instance but are also part of the LASTING-specific communication and are or will be replicated for the LASTING purposes (see also D3.2).

The integrated (social) media campaign for the Partnership was built to provide a tailored communication and social media approach to maximise awareness of the outcomes and opportunities for participation among European waterborne transport partners in the ZEWT RD&I projects, with the second order objectives of facilitating engagement/action at several levels and of enhancing the impact of European waterborne transport RD&I projects. Similarly, the LASTING-specific communication and campaign plan under development follows the same objectives; however, LASTING will not focus solely on the ZEWT Partnership, but will target all relevant EU funding sources for potential RD&I (waterborne) projects, as well as some of the national ones. Further, vis-à-vis decision-makers, stakeholders, public, and the media, the objective is to generate understanding and awareness for LASTING, the work that is being done under the project, and its added value.

The development of the plan to support the Partnership and LASTING communication and branding, as well as the creative ideas and messages that underline the strategic approach, build upon the following considerations to ensure the smooth interaction between both communications, and to avoid duplication of efforts at later stages of the project:

- ✓ the long-lasting dimension of the campaign, with an aim to have the Waterborne Technology Platform taking over the communication strategy and campaign after the lifetime of LASTING, and it forming a part of a wider aligned communication with the partnership (cf. chapter 1.3);
- ✓ the diversity of the waterborne transport sector (e.g. from maritime shipping over ports to inland waterways);
- ✓ the international dimension of the waterborne sector and its geographical scope;
- ✓ cross-sectoral and policy context jointly fed-in from the European Commission Services and the broader waterborne transport sector.

The overall communication objectives, in line with the project's approach to reach and disseminate information across various communication channels to reach waterborne RD&I stakeholders, were set to:

1. Increase the impact of the European waterborne transport RD&I through broadening the engagement of the (broader) waterborne transport sector in European RD&I activities;
2. Create innovative and engaging messages activations to promote the waterborne industry's commitment to achieving zero-emissions before 2050 through the use of innovative, disruptive technological solutions to policymakers and other key interest groups;
3. Connect waterborne stakeholders to create synergies, promote collaboration and share best practices;
4. Attract new initiatives, new Partners and Ambassadors for the sector;
5. Develop the creative and engaging events' representation and use existing events as communication and engagement multipliers;
6. Activate (social) media;
7. Use the LASTING network and deliverables as a catalyst of the Partnership to raise awareness of the European Commission's commitment to invest in the waterborne sector's transition to climate neutrality.

The communication and media campaign introduces #WeAreWaterborne as its overarching theme but indicates to also develop additional and ad-hoc social media channels/hashtags in different phases of the campaign and engagement. This is a catchy call-to-action that could serve as an umbrella for all tools, activities, and messaging during the campaign, and ensures coherent 'brand recognition' at European, national, regional, and local levels.

BCW ensures the regular coordination and management of the different components, coupled with continuous communication and collaboration with the LASTING partners and EC, to ensure the efficient and smooth implementation of the campaign.

2.2 Overview of Outputs for the Communication Plan

The below provides an overview of the outputs delivered for the Partnership Communication Plan as part of the overall LASTING Communications.

Milestones	Key outputs	Comments
Project start-up and project coordination; building communication with LASTING partners/team	▪ Proposal agreed by Partners & EC team ▪ Project management and communication agreed	▪ Priorities and timelines discussed. ▪ Initial design concepts discussed. ▪ Procedures of the internal communication and methodology of a joint work discussed and agreed

LASTING Visual Branding Style introduced	▪ LASTING visual concepts developed and approved ▪ Campaign has embarked for the Launch of the Partnership ▪ Visual Guidelines & Comms toolkit document was produced (x 2 for Lasting and for the Partnership)	▪ Timely delivery of the visual style enabled all deliverables to be addressed quickly and have marked the overall message of the campaign
Positioning the campaign – social media, website, videos, Press Release/Outreach mails and tools	▪ **Website:** the section on the LASTING project has been added to the waterborne website and updated with branding. (News section to be developed/added). ▪ **Videos:** 2 small GIF teasers + 1 promo video was developed ▪ **Outreach Emails to the partners:** we drafted and designed number of outreach and call-to-action/workshop/launch of Partnership e-mails and letters for addressing the waterborne network and LASTING partners (provided LASTING leadership with ready-to-share content) ▪ **Social Media:** Besides using already existing accounts, we have launched and maintained the dedicated Linkedin account, shifting the core external communication to Twitter and Linkedin platforms. Two activities were linked to social media – launched of the Partnership and search for the Ambassadors as multipliers.	Please consult this link.
Content and design of campaign key materials	▪ For all materials, the BCW partner has submitted design and content proposals, approved, and guided by LASTING leadership/partners ▪ Highlight materials developed and delivered: o Communication Plan (Handbook (x2)) o Ambassadors' Guidelines o Factsheets o Templates (Report, PPT, Agenda, Press Release) o Flyer visuals x 4 o Logo and Visual Branding Book (x2)	Please consult this link.

	○ Press release/Holding Statements	
Engagement with multipliers: Creative concept and workshop; Kick-off the campaign	▪ The Creative Concept brainstorming session was organised, that has been followed with the dedicated Communication Workshop with waterborne stakeholders and LASTING partners and Kick-off the campaign coordination event.	Please see details below.

2.3 Details on Subtasks and Outputs

The following section provides details on the work undertaken and delivered under the 3.1 tasks and its various subtasks.

The Communication strategy and campaign plan (subtask 3.1.5) – for both the Partnership and LASTING – reflects the emphasis on content creation and storytelling for social digital media/website/media, and were developed in line with the objective of:

a) Broadening the reach and engagement with the waterborne transport stakeholders;
b) Identifying and engaging with the diversified multipliers and hooks;
c) Developing back up plans and contingency for the specific situation of shifting the waterborne audience to an online/hybrid version of the events/activations in reactive to unforeseen eventualities such as further COVID-19 disruptions and restrictions.

The communication plan for the Partnership has been delivered through the integrated Communication Handbook that has introduced key assets of the communication campaign with a strong focus on social media and online channels (Twitter and LinkedIn) for reaching out to the target groups. Communication Plan has aimed to provide the building blocks for:

- Developing a pool of multipliers and hooks (for i.e. Call for the Ambassadors and Kick-off for the Partnership's launch)
- Enlarging the interest for the waterborne sector beyond the geographical limitations where speakers can communicate with the participants from multiple locations around the world thus expanding the range and quality of potential discussions
- Creating interactive networking opportunities for exchange and engagement within waterborne sectors

The communication and campaign plan for the LASTING project itself has started its development in parallel, albeit at a slower pace, and is now being expanded, providing a quite detailed structure for the upcoming period of LASTING (2022). It will subsequently be updated in line with the needs of the upcoming work on the communication strategy, stakeholder engagement and the finalized project creative concept.

The development of the communication, social media and digital/media strategy has been embedded in the overall LASTING Communication Plan (cf. chapter 3), which has encompassed the timeline and calendar, communications objectives, target audiences, KPIs and messaging.

Part of this work has seen the development – which remains ongoing to ensure timeliness and relevance of the content – of communication materials for both the Partnership and LASTING communications: ready-to-use/ready-to-share assets such as templates, presentations, and social media posts and visuals, as well as GIF/video assets. Their development and use are further detailed and outlined in deliverable 3.2 on Communication Materials and Toolbox.

The main outputs were the following:

- Developed an integrated communication strategy that is using the Launch of the Partnership as an overarching hook, with strong focus on social media and online engagement (to be updated and finalised with the development of the Creative Concept and aligned with the COVID19 measures)

- Held (online) coordination workshops with waterborne stakeholders, LASTING partners and EC representatives on the coordination and progress of the development of the strategy and tactics, as well as a preparatory workshop for the kick-off of the campaign.

- Using social media platforms for reach and dissemination (LinkedIn, Twitter)

Extract examples of the content produced/outputs delivered:

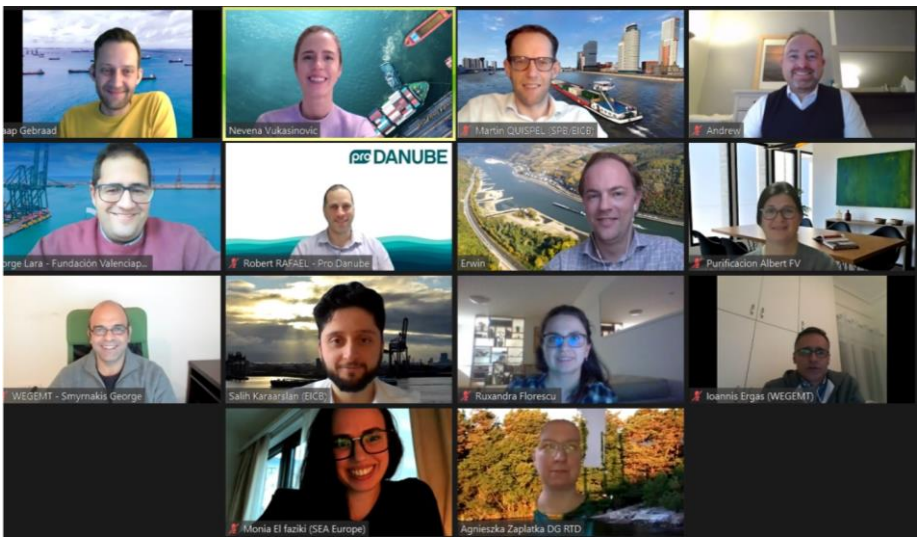

Figure 3: Creative Concept Workshop

PROOF POINTS

KEY MESSAGE 1:
WE'RE STEPPING UP TO AN UNPRECEDENTED CHALLENGE

Waterborne transport is one of the most efficient modes of transport in terms of CO2 per ton kilometer. But it still generates a substantial amount of emissions and each year seagoing ships consume around 300 million tons of fuel, emitting approximately 1 billion tons of CO2, which is similar to global aviation.

Shipping accounts for 18 to 30 % of the nitrogen oxide (NOx) and 8% of the sulphur oxides (SOx) of total global air emissions. Just 15 of the biggest ships emit more of the noxious oxides of nitrogen and sulphur than all the world's cars put together. Without any action being taken, by 2030 NOx emissions from shipping will exceed those from land-based sources in the EU.

Improving energy-efficiency alone will not even be sufficient to achieve the levels of ambition set out in the Initial IMO Strategy on Reduction of GHG Emissions from Ships, i.e. by at least 50% in 2050 compared to 2008; let alone the higher EU reduction targets.

KEY MESSAGE 2:
WE DEVELOP INNOVATIVE TECHNOLOGICAL SOLUTIONS

The European maritime technology sector consists of about 300 shipyards and 22,000 maritime equipment manufacturers. With an annual investment of 8-9% of its sales in RD&I solutions, the sector is amongst the highest RD&I intensive sectors in Europe.

RD&I investment for decarbonisation will (indicatively) be around 70% of the RD&I budget, a smaller share will be dedicated to emissions to air (20%) and for water pollution (10%).

Innovation within the waterborne transport sector will be key to decarbonising the transport system as a whole and decongesting the road network by shifting the majority of 75% of inland freight carried today by road onto rail, inland waterways and short sea shipping.

The European maritime technology sector annually invests 8-9% of its turnover in RD&I and is fully committed to develop the solutions needed and to invest accordingly.

KEY MESSAGE 3:
THE PARTNERSHIP IS STRATEGICALLY CRITICAL FOR EUROPE

More than 37,000 kilometres of waterways connect hundreds of cities and industrial regions in Europe. Thirteen Member States have an interconnected waterway network. The potential for increasing the modal share of inland waterway transport is significant.

Europe has 300 shipyards, which generate an annual production worth €42.9 billion and directly employ 285,000 people (EU28). For each job they create, another six jobs are created in the supply chain.

Waterborne transport moves nearly 90% of all international trade, more than 75% of external EU trade 42 and 40% of internal EU trade.

The European Green Deal envisages cutting transport emissions by 90% by 2050 at the latest. In addition, it lays down the ambition to reduce GHG emissions by at least 50% by 2030.

The members of the Waterborne TP currently represent 95 companies and industrial representatives who reflect the majority of the European waterborne transport sector, as well as the entire value chain needed to transform the sector.

Adapt, localise and translate messages for your communications.

Figure 4: Key Messaging Partnership Campaign

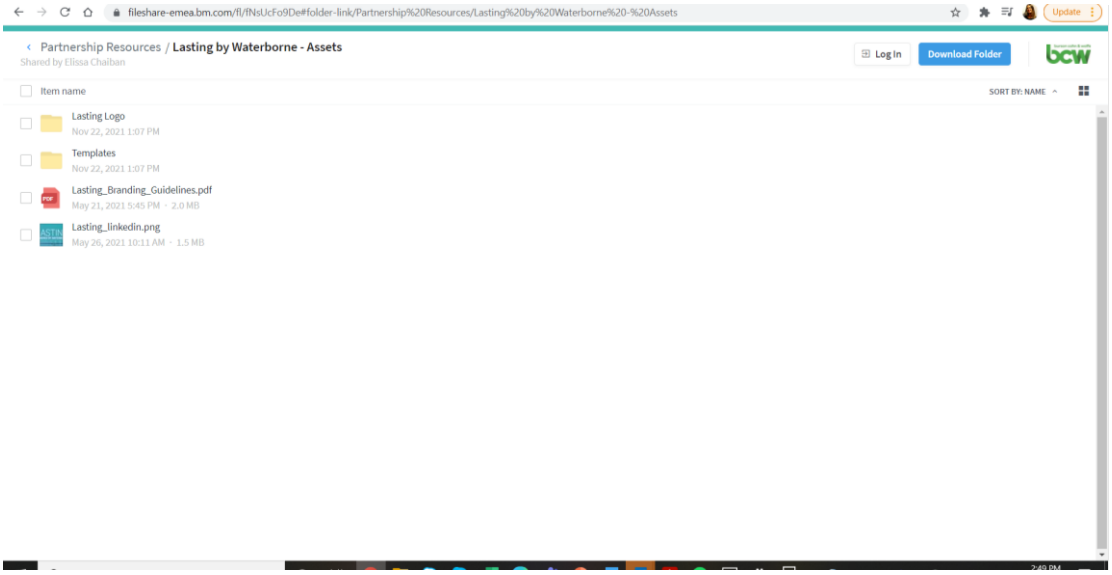

Figure 5: Assets Toolbox / Sharing Database

Figure 6: LASTING Social Media Visual

Social Media Sample Posts

For Waterborne Members

NEWS! We are proud to announce a new #HorizonEurope Partnership with the European Commission and the WaterborneTP Technology Platform

The Partnership aims to transform #waterborne transport into a #ZeroEmission sector before 2050 by demonstrating innovative solutions for all main ship types before 2030.

Together, we want to reinforce Europe's global leadership in innovative, green waterborne transport solutions by playing our part in cutting all emissions from sea transport by 2050.

#ZeroEmissionWaterborne #HorizonEU #EUPartnership

For Waterborne Ambassadors

Climate change and pollution are threatening our world's oceans

This is why today we announce a coordinated and joint approach together with the European Commission to transform #waterborne transport into a #ZeroEmission sector before 2050 as part of Horizon Europe.

As the waterborne transport sector is composed of many different stakeholders in a significantly diversified sector, we want to bring a shared long-term vision to the table.

This vision consists in creating the foundations to transform waterborne transport into a net zero-emission mode of transport, contribute to the development of regulations and policies at both national and international level and speed up efforts for the benefit of the future generations.

#ZeroEmissionWaterborne #EUGreenDeal #HorizonEU #EUPartnership

For Waterborne Members

#Waterborne transport in Europe is changing, for the good of the planet, economy & society.

We're proud to play our part in cutting ALL emissions from transport by 2050 & driving innovative, #green solutions to achieve a climate neutral Europe! #ZeroEmissionWaterborne

We're excited to announce a #HorizonEurope partnership with the @EU_Commission to make #waterborne emission-free! Together we want to facilitate
new technologies
regulations & policies
uptake of
innovative #ZeroEmissionWaterborne solutions

For Waterborne Ambassadors

#Climatechange & #pollution are threatening our oceans

Today Europe's #waterborne sector committed to being part of the journey to #ZeroEmissionWaterborne by 2050 with the @EU_Commission Partnership.

I'm proud to be an #ambassador for this ambitious initiative! #HorizonEU

Figure 7: Ready-to-use social messaging

3 LASTING - Communication & Campaign Plan

The integrated campaign plan for LASTING is built to provide a tailored communication, (social) media and event approach to maximise awareness of the outcomes and opportunities for participation among European waterborne transport partners in RD&I projects, with the second order objectives of facilitating engagement/action at several levels and of enhancing the impact of European waterborne transport RD&I projects. Further, vis-à-vis decision-makers, stakeholders, general public, and media, the objectives is to generate understanding and awareness for LASTING, the work that is being done under the project, and its added value.

For the upcoming period of LASTING and in line with the above-explicated objectives, the communication and campaign plan (2022 onwards) is structured around the following four key pillars.

1. Social Media Activities;
2. Quarterly Webinars;
3. Key in-person/hybrid/online events;
4. Earned and paid media activation.

3.1 Social Media Activities

In order to ensure a consistent presence and communication of LASTING across the social media channels (LinkedIn and Twitter), regular posting on the official LASTING channels along the three pillars below is envisioned, whenever possible connecting them to facts, figures and examples.

Key Message 1	Key Message 2	Key Message 3
The Waterborne transport sector is a key sector for societal change and must take responsibility for creating a sustainable future.	Current challenges demand a systemic approach, thus involvement of all waterborne transport related research stakeholders.	Get involved to advanced waterborne transport related innovation and help shape a sustainable future for the industry.
Make posts with supporting facts and examples	Make posts with supporting facts and examples	Make posts with supporting facts and examples

The social media activity shall be split into organic and paid posting (paid campaign, dedicated budget for social media targeted ads as per the Grant Agreement). The former is to ensure a continued flow of information to the relevant stakeholders and the follower base of the LinkedIn and Twitter Channels, while the latter is designed to both grow this follower base but more importantly reach specifically targeted audiences in the waterborne transport sector (based on sector, region, organization, etc.), ensuring that the LASTING project and its key message gain traction among the most important audience of the project. The Grant Agreement has budgeted for both social media

Operationally, the following frequency and KPIs apply:

- **Frequency:** 2x organic posts per week; 1 paid campaign per quarter
- **KPI:**
  - For organic posting: impressions and video views (if video asset used)
  - For paid: Clicks (to website or linked document, video, etc.) and video views

3.2 Quarterly Webinars

In order to efficiently communicate the findings of the LASTING Project as well, quarterly webinars open to waterborne transport stakeholders shall be organized, which serve to educate the waterborne network on the work of LASTING, its findings, and purpose. These webinars are designed to work in synergy with LASTING's social media activities, on the one hand creating buzz for the webinar beforehand, while on the other a recording of the webinar (link to it) could be shared after the event on social media.

Proposed Webinars:

- Q1 2022: Work Package 1 – Results / Findings Overview
  - Given by: SPB, VPF, PRO, Waterborne TP
- Q2 2022: Info Session on D1.1 & D1.3 Findings - Detailed
  - Given by: SPB
- Q3 2022: Info Session on D1.2 Findings - Detailed
  - Given by: VPF
- Q4 2022: Info Session on D1.4 Findings - Detailed
  - Given by: PRO

Operationally, the following frequency and KPIs apply:

- **Frequency:** One webinar every 3 months, ideally with roughly the same break period between two webinars.
- **KPI** (as per section 2 of the call): Participation of at least 10 stakeholders per webinar (from the identified list of stakeholders developed under 2.1.2).

3.3 Key In-Person/Hybrid/Online Events

Live events, whether in-person, hybrid or online, are to be a core part of LASTING's campaign plan. Live communications allow the LASTING project to give itself a "face", communicate with personal touch, make it approachable, and provide a unique opportunity to engage with and collect feedback from waterborne stakeholders. The creative concept D2.2 is currently under development and the plug-and-play system to be used for the various events will be determined in its final form after the delivery of this document and will be added to the 'live' planning.

The events that will be attended shall likewise serve as key hooks for social media posting and engagement in the lead-up to the event, from the event itself, and lastly after the event with summary and main findings posts.

As per its objectives, LASTING shall participate in 3 European, 9 national, and 18 strategic events and workshops. A preliminary non-exhaustive list of events that present an opportunity for LASTING participation is given below. This list is non-exhaustive and will be updated/adapted by the project's partners based on needs and priorities:

- 10th Black and Caspian Sea Ports and Shipping 05/04-07/04/2022
- Baltic Ports and Shipping 20/09-22/09/2022
- Breakbulk Europe 18/05-20/05/2022
- Espo Conference 02/06-03/06/2022
- European Environmental Ports Conference 03/05-04/05/2022
- Greenport Cruise & Congress 18/10-20/10/2022
- IAPH World Port Conference 16/05/18/05/2022
- Mediterranean Ports / Shipping 24/05/26/05/2022
- Ports of the Future Conference 05/04-07/04/2022
- Smart Ports Summit TBD
- Sustainable Shipping Technologies Forum 05/09-06/09/2022
- Toc Europe 14/06-16/06/2022
- UK Ports Conference TBD
- Transport Research Arena Conference 14/11-17/11/2022
- SMM Hamburg 06/09-09/09/2022
- PLATINA3 Stages Series multiple dates
- TRA Conference 14/11-17/11/2022

Operationally, the following frequency and KPIs apply:

- **Frequency:** Not predetermined, dependent on priority events, partner availability and set dates.
- **KPI** (as per section 2 of the call): Participate in 3 European, 9 national and 18 strategic events and workshops throughout LASTING's project lifetime.

Against the background of the ongoing uncertainty around the COVID-19 pandemic and the potential of events being cancelled or moved to an online event format, the creative concept under D2.2 is being developed as a flexible concept that can be adapted to the various individual online venues (these may differ significantly depending on the platform solution chosen by the online conference).

3.4 Earned and Paid Media Activation

To complement the three preceding pillars and carry the message out to the target audiences that may not be reached via social or in-person channels, online and offline media will be relied upon to communicate the LASTING message and raise awareness about RD&I in the European waterborne sector. To this end, both earned media by pitching interviews or key findings to outlets as well as paid media[1] (targeting scientific, business and trade media at local, regional, national and EU level) in the form of opinion editorials or special reports shall be considered and employed. Below a selection of key trade media as well as key EU media is given.

Figure 8: Key Trade Media

Figure 9: Key EU Media

Any generated coverage, either earned or paid, can be amplified, and shared via social media – official LASTING channels and partner network – to further leverage the coverage generated and spread awareness.

Operationally, the following frequency and KPIs apply:

- **Frequency:** Not predetermined, dependent on newsworthy coverage. Ideally, paid media coverage once a quarter to ensure consistent presence and baseline awareness.
- **KPI** (as per section 2 of the Call): Reach of 20.000 offline and 30.000 online impressions.

[1] A traditional media budget has been set aside as envisioned by the Grant Agreement.

1.5 Overview of the Campaign Plan - Pro Forma

The below presents a pro forma (meaning non-final, work-in-progress) overview of the campaign plan and activities for the first half year of 2022, which shall remain adaptable to the changing needs of LASTING and its partners.

	January 2022	February 2022	March 2022		April 2022	May 2022	June 2022	
Social Media	Organic Posting	Organic Posting	Paid Campaign 1: Get to know LASTING	Organic Posting	Organic Posting	Organic Posting	Paid Campaign 2: RD&I Challenges Waterborne	Organic Posting
Webinars		WB1: Work Package 1 Findings/Results				WB2: Info Session on D1.1 & D1.3 Findings - Detailed		
Events *(possibilities)*					• 10th Black and Caspian Sea Ports and Shipping 2022* • Ports of the Future Conference*	• European Environmental Ports Conference* • Breakbulk Europe* • IAPH World Port Conference* • Mediterranean Ports & Shipping*	• Toc Europe* • Espo Conference*	
Paid Media			Special Report on Sustainability in the Waterborne Sector and using RD&I to achieve it				Op-ed by one of the project partners on innovation challenges and solutions (LASTING's role in it)	
Earned Media		Pitch Interviews with project partners on sustainability in the waterborne sector				Pitch Interviews with project partners on innovative solutions and R&D in the waterborne sector		

Table 1: Campaign Plan Overview

** Indicative only; the specific events to be attended will be decided together with the partners on a rolling-basis.*

4 Conclusion

This report has outlined the approach, the elements of, and the overall communications and campaign plan for LASTING, with the objective of addressing the entire waterborne sector and fostering improved involvement in RD&I activities, as well as for the ZEWT Partnership as a central part of the former.

To achieve this goal, the developed communication strategy and campaign plan emphasize content creation and storytelling for social digital media, website, and traditional media. Further, they reflect in their approach the identified objectives of (1) broadening the reach and engagement with the waterborne transport stakeholders and (2) utilizing and engaging with the diversified multipliers and hooks that the WP1 findings, various RD&I activities and sector-specific events offer.

Withing this approach, an integrated communication strategy for LASTING and the ZEWT Partnership, using the Launch of the ZEWT Partnership as an overarching hook, with strong focus on social media and online engagement, has been developed and delivered. Further, (online) coordination workshops with waterborne stakeholders, LASTING partners and EC representatives on the coordination and progress of the development of the communication strategy and tactics were held. Finally, next to the outlined upcoming LASTING campaign plan for the year of 2022, the work summarized under this report has already seen the establishment and use of social media platforms for reach and dissemination (LinkedIn, Twitter) for both LASTING and the ZEWT Partnership.

Forward-looking, the communication and campaign plan of this deliverable, together with deliverable 3.2 on communication materials and toolbox, forms the basis and provides output for the campaign rollout (task 3.2) as well as the upcoming three campaign evaluation reports (task 3.3). As such, it serves to help achieve the goal of ensuring the efficiency of the communication during the upcoming period of the LASTING project.