



## D3.4 Campaign Evaluation Report (2<sup>nd</sup>)

Report on the evaluation of the campaign as executed in between M21 and M32

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## Executive Summary

This deliverable outlines the status of implementation for the communications and campaign plans for the LASTING project. Throughout this document, a section is dedicated to each of the activities established in the communications and campaign plans outlining whether they have been used, what impact has been had and how we plan to further utilise the materials in the remaining time for this project.

In the first reporting period covered under D3.3, LASTING achieved a significant uptick in communications campaigns following the restrictions of the COVID-19 pandemic and we were able to attend many events and implement significant social media campaigns to draw interest in the project.

Since the previous reporting period, we have maintained a consistent presence on social media and have implemented our 'plug and play' campaign-based approach to communications.

The main communications activities delivered comprised of:

- The preparation of the Waterborne Days
- The distribution of communications materials related to the LASTING project
- Paid and organic social media campaigns
- Media campaigns via print magazine ads and physical banner ads that promoted the project's main messages.

In Annex I, at the conclusion of this document, the proposed workplan for 2024 outlines the consortium's plan to execute the remaining communications activities within the timeframe of the project.

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## 1. Introduction

### 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 the 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 are based on clear key performance indicators (KPIs) to measure the performance throughout the duration of the campaign. 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 waterways 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 are being delivered. There has been 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 42 months, starting in January 2021. The project has been extended by 6 months to cover the impact of the pandemic.



Figure 1: LASTING Project Partners

### Description of Task 3.1 and Deliverable 3.1: Communication Plan

The objective of task 3.1 Developing the campaign plan and communication materials was, among others, to establish an online, [GDPR](#) compliant, database and sharing tools and delivers a fully populated campaign plan for the second half of LASTING, and a first structure of the following period of LASTING. The communication plan (D3.1) outlined through which channels the project was going to implement its communications activities and the timeline for delivering these pieces of information.

### Description of Task 3.3: Campaign Evaluation Report

Evaluating the efficiency of a communication campaign requires monitoring, information uploading and the setting of intermediate goals in close cooperation with the relevant waterborne transport stakeholders. The first step is to outline each activity included in the LASTING project's communications plan and how it has been implemented to date. Throughout this evaluation, we will also look to set SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) goals to ensure continued success.

## 2. Communications Plan Activities

### 2.1 Social Media Campaigns

**What we have done and results:** Two accounts on social media platforms have been established for the use of the LASTING project ([LinkedIn](#) and [X \(formerly Twitter\)](#)). Using these platforms, the consortium develops and implements promotional campaigns which aim to increase awareness and engagement of targeted stakeholders with our communications activities with a specific goal in mind. Social media activities can be monitored in many ways depending on objectives: raising awareness is best measured by impressions, whilst long-term impact requires engagement from social media users.

To ensure a consistent messaging of LASTING across social media channels, the communications content reflects the three key messages outlined in the message house defined in the deliverable *D3.1 Campaign Plan* which are, whenever possible, connected to proof points based on facts, figures and examples.

During this reporting period, LASTING project has implemented three social media campaigns with the following results:

#### 1. Campaign 1: Let's Talk Waterborne

**Date:** February – April 2023

**Platform:** X and LinkedIn

This organic campaign was dedicated to the dissemination and promotion of videos filmed during the Transport Research Arena in 2022 placed in Lisbon (TRA2022). The video series focused on challenges faced by the industry, innovation trends and the driving force of EU funding behind these innovations. The aim of the campaign was to draw links between the major challenges faced by the sector and EU funded projects.

Two types of interviewees were sought for this series, the first were industry leaders and the second were general public. These two perspectives are very important to provide a reality check to the industry on the perception of the industry more broadly.

#### 2. Campaign 2: Waterborne Days

**Date:** June – October 2023

**Platform:** X and LinkedIn

To ensure that the Waterborne Days were well attended, LASTING developed and delivered a targeted and innovative social media campaign using paid advertising to reach beyond the traditional audiences. The project used this social media campaign to highlight different sessions, the project exhibitions, and the experienced speakers.

### 3. Campaign 3: Waterborne Award Winners

**Date:** December 6 – December 15, 2023

**Platform:** X and LinkedIn

During the Waterborne Days, a set of awards were presented to celebrate projects that have demonstrated technical excellence and high levels of innovation in the sector. As a reward for the projects, the project filmed interviews with them to offer the opportunity to showcase their success and to encourage other projects to go the extra mile to be innovative and make a measurable impact on the waterborne transport sector.

#### Overview of Social Media Campaign Results

	CAMPAIGN 1	CAMPAIGN 2	CAMPAIGN 3
<b>Organic content (X &amp; LinkedIn combined)</b>			
<b>Impressions</b>	7,106	24,748	1,214
<b>Clicks</b>	77	292	22
<b>Engagement rate</b>	6.16%	6.60%	9.63%
<b>Boosted content (LinkedIn only)</b>			
<b>Impressions</b>	196,036	404,692	N/A
<b>Clicks</b>	238	2362	N/A
<b>Engagement rate</b>	0.39%	0.51%	N/A
<b>Organic &amp; Boosted content</b>			
<b>Impressions</b>	203,142	429,440	N/A
<b>Clicks</b>	315	2,654	N/A
<b>Engagement rate</b>	3.27%	3.55%	N/A

Our social media activities have been incredibly successful, with over 633,000 impressions in total and 3,000 engagements. The average organic engagement rate above 6% is higher than the policy communications average which is 2-3%. This indicates that the campaigns have been successful in reaching the target audience by using relevant content hooks and thoughtfully crafted copy.

**Lessons learned and next steps:** In 2023 LASTING project has implemented strong social media campaigns, which have helped to boost the outcomes defined. The performance has indicated that different tools such as visuals, videos, and paid campaigns in an efficient and effective manner to drive engagement have been used. We will continue to exploit these skills in the remaining months of the project.



## 2.2 Social Media Visuals and Materials

### What has been done and results:

No. of Assets: Visuals: 50+ [Videos: 10](#)

Social media content has been developed (and is being developed, to consider the ongoing trends and ensure actuality and relevance) and shared. Such content, e.g., the video launching of the Co-Programmed Partnership, has leveraged on the identified key messaging, and was designed to speak through the relevant communication channels (e.g., short engaging videos) to the target audience.



*Figure 2 and Figure 3: Screenshots of videos created. The first a wrap up of the Waterborne Days and the second a wrap up of the LASTING project in 2022.*

**Lessons learned and next steps:** In 2024 the project will continue to create compelling visuals and videos for social media, with videos being our primary source of social media content. We will investigate the key hooks of the year to try and leverage our communications and make them as successful as possible.



**waterborne days** | 26/27 SEP 2023 CONFERENCE

Meet our moderator for Day 2 of the Waterborne Days 2023!

**Diane Gilpin**  
CEO, Smart Green Shipping

**WHAT TO EXPECT?**

- Future of research & development
- Green & digital transition
- The Waterborne Awards
- Communication workshop

#WaterborneDays2023

**waterborne days** | 26/27 SEP 2023 CONFERENCE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019789



## 2.3 Social Media Toolkit

### What has been done and results:

The social media toolkit is a collection of communications assets that is provided to consortium that will support the promotion and engagement of campaigns for LASTING to maximize the outreach of the project and Waterborne TP's objectives among the target audience and all stakeholders. The social media toolkit has been produced and distributed to all of the LASTING

*Images: Social media visuals created using an adaptation of the LASTING visual identity.*

**Lessons learned and next steps:** In 2024, the social media toolkit will be updated once again and distributed to signatories of the MoU to maximize the impact of social media campaigns, and ensure a long-term impact beyond the end of the LASTING project.

## 2.5 Events

### Events Organised – 1

#### Presentations of LASTING – 10

**What has been done and the results:** Events, whether in-person, hybrid or online format, are to be a core part of LASTING's campaign plan. This strategy allows 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 LASTING project held a key role in organizing the Waterborne Days 2023 edition. On top of this, we have presented the project in various ways at the following events:

LASTING Presentations			
Partner	Event	Type of Intervention	Date
WEGEMT	University of Liege, Belgium	Presentation	24/02/2023
WEGEMT	UCD/University in Ireland	Presentation	08/03/2023
WEGEMT	University of Gent, Belgium	Presentation	28/03/2023
WEGEMT	Technical University of Gdansk (GTU)	Presentation	24/05/2023
WEGEMT	Piri Reis University, Turkey	Presentation	29/05/2023
WEGEMT	Universidad Politécnica de Valencia	Presentation	06/06/2023
WEGEMT	Universidade de Lisboa - Instituto Superior Técnico (IST)	Presentation	07/06/2023
WEGEMT	WEGEMT Annual and EC meeting	Presentation	14/11/2023

Waterborne	Joint EU Smart Shipping & Logistics Platform	Presentation	16/02/2023
Pro Danube	DANUBE PORTS DAYS 2023	Brochures	23/11/2023

**Waterborne Days:** The Waterborne Days were a milestone moment for the LASTING project. The event brought together 300 people over two days, with over 350 registrations received – giving the event a turnout rate of around 86%, which is significantly above the industry average. The event provided 14 projects the opportunity to present themselves to attendees through our exhibition. It also held sessions which discussed the new Strategic Research and Innovation Agenda. The Waterborne Awards welcomed to 30 project submissions and awarded 4 projects (see photos in Annex 2) for their contribution to a specific area of success.

**LASTING’s plug & play concept:** As agreed in deliverable D2.3 BCW has developed a ‘plug-and-play’ modular display which is transported to different events. A number of criteria were taken into account when developing the display including ease of transport, usability, and value output. The decision was taken by the consortium therefore to ensure that the display could be transported around Europe as a hand luggage suitcase, with protective equipment. We also integrated a projector so that the lighthouse can project videos of different funded projects and provide a valuable and tangible impact from a communications perspective. Below is an image of the modular display:



*Figure 4 and Figure 5:* Lighthouse Projector Developed for Plug and Play Concept

**Lessons learned and next steps:** The Waterborne Days were extremely successful, both from an attendee’s perspective and a communications perspective. We were able to integrate a full suite of communications tools, from social media and videos to our modular display and the goodies we distributed to participants.

Below are some of the materials prepared for the Waterborne Days:



Figure 5,6,7,8, and 9: Goodies developed for and distributed to participants and speakers at the Waterborne Days.

## 2.6 Earned and Paid Media Activation

To 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 transport sector.

During the Waterborne Days, and following the success of our billboard advertising campaign around the TRA2022 in Lisbon, we focused again on campaign on media activation in Brussels, which placed our “Zero-Emissions Waterborne Transport: Delivering Innovative EU Growth” advert in bus stops and train stations around the venue to raise awareness of the importance of waterborne transport on the daily life and, indirectly, to promote the LASTING project.



*Figure 10: Mock-up of billboard advertising*

**Lessons learned and next steps:** In 2024 we will continue to exploit paid media activation where it provides tangible benefits and will be targeted around our events such as the TRA2024 Dublin.

## 2.7 Visual Identity and LASTING Branding Guidelines

**What we have done and results:** The visual identity – including the logo, colour scheme, and typography – was developed as part of the project’s branding book to ensure a consistent, uniform, representative, and recognizable visual presentation to all external stakeholders across communication channels (e.g., social media, website, events, etc.).

**Lessons learned and next steps:** The visual identity is a cross-cutting communications asset, it is utilised throughout all other activities and its purpose is to increase the impact of other activities, rather than to

have a measurable impact by itself. We will continue to exploit the visual identity, which has proven successful throughout our social media activities and visual

## 2.8 LASTING Project Website

### **What has been done and results:**

The LASTING [webpage section](#) hosted by WATERBORNE TP aims to provide an overview of the key activities and deliverables, and serve as an anchor in the communications campaign, to which different activities (e.g., social media posts) can be linked back to. Throughout the reporting period, we have continued to link to the LASTING webpage.

Additionally, as we have noted in the previous reporting period, we noticed the need for an update of the webpage both from a visual and content perspective. During the reporting period, we have upgraded the content of the landing page, and added website sections for the LASTING videos and visuals to ensure that all visitors to the LASTING webpage have access to the entirety of the communications campaigns.

**Lessons learned and next steps:** As we approach the conclusion of the project timeline, the consortium will continue to update the website and integrate our communications campaigns in order to ensure a long-lasting impact beyond the life of the project.

## 3. Conclusions

This report has summarized the implementation of the plan for the execution of the LASTING communication campaigns until December 2023 (M32).

Following on from the successful implementation of campaigns in the first reporting period, LASTING has continued to achieve measurable and meaningful outcomes through our communications campaigns. Our social media campaigns have been picked up by key stakeholders, including the European Commission, and the structure of the Waterborne Days 2023 has been replicated by other stakeholders in the sector.

The project will continue to strive for success in this project through an effective workplan for the remaining months of the project to ensure that we are able to fulfil all objectives under the grant agreement in the most impactful manner.

## Annex I – Draft Proposed 2024 Workplan

Q1 Proposed Communications Activities		
Activity	Details	Deliverable
<b>EuroMaritime (France)</b>	<p><b>Date:</b> January 29<sup>th</sup> -31<sup>st</sup> 2024</p> <p><b>Description:</b> LASTING will organise a booth at Euromaritime to cover the presence of the project in National Events related to the sector.</p> <p>Established in Marseille since 2020, EUROMARITIME is a genuine showcase for maritime and river companies, a business accelerator, as well as a lively forum where current issues and technical and political developments are exchanged and debated. EUROMARITIME offers all the economic, industrial, political and institutional players in the maritime world the opportunity to meet and discuss the challenges of maritime transport, shipbuilding and ship repair, the port economy and maritime technologies of the future.</p>	Presence at National Events
<b>LASTING MoU Webinar</b>	<p><b>Date:</b> TBC</p> <p><b>Description:</b></p>	Back-to-Back Event & MoU Ambassadors
<b>Social Media Campaign: Waterborne Interviews</b>	<p><b>Date:</b> January – March 2024</p> <p><b>Description:</b></p> <p>Filmed at the Waterborne Days, the LASTING project has produced a series of videos which interview industry leaders on pressing topics and challenges of the time. A total of X videos will be produced.</p>	Raise awareness of RD&I impact in Europe
Q2 Proposed Communications Activities		
<b>TRA 2024 Dublin</b>	<p><b>Date:</b> April 15<sup>th</sup> -18<sup>th</sup> 2024</p> <p><b>Description:</b> LASTING will once again be present at the TRA in Dublin, presenting the project and showcasing the outcomes of the project.</p> <p>Transport Research Arena (TRA) offers a great venue for researchers, policy makers and industry representatives to get together and contribute to the discussion on how research and innovation can reshape the transport and mobility system. The conference provides a unique</p>	European Events

	<p>opportunity to hear about mobility trends in different parts of Europe, learn from achievements in industry as well as share best practices of policies and deployments.</p>	
<p><b>Danube Business Talks</b></p>	<p><b>Date:</b> 15 May 2024, Vienna <b>Organiser:</b> viadonau</p> <p>LASTING will be represented at this event by Pro Danube.</p> <p><b>Description:</b> The 6th edition of the business platform dedicated to Danube navigation, organised by <a href="#">viadonau</a>, is underway. We invite you to participate in this international event, which will take place on <b>15 May 2024 in Vienna</b>, in an exclusive face-to-face format. Join the conference and discuss the latest developments and burning issues in inland navigation!</p> <p>Motto of 2024: <b>Setting the course for a green future!</b></p> <ul style="list-style-type: none"> <li>• <b>Setting the course for green navigation:</b> The short presentations by experts and the subsequent discussion will highlight possible developments for setting the course for green navigation in terms of alternative fuels, new technologies and logistics solutions.</li> <li>• <b>Setting the course for good navigation:</b> Infrastructural achievements, upcoming activities and necessary measures will be elaborated by stakeholder representatives.</li> <li>• <b>Setting the course for a crew:</b> How to solve the crew shortage and current developments will be discussed by experts who are facing the challenge and are developing solutions.</li> <li>• <b>Danube Business Dating:</b> B2B platform will once again serve as a platform to establish new and valuable business connections among companies, authorities, and politicians.</li> </ul>	<p>International Event</p>



<p><b>Posidonia (Greece)</b></p>	<p>Date: 3<sup>rd</sup> -7<sup>th</sup> June 2024</p> <p>Description: LASTING, represented by BCW and WTP will be present at the Posidonia event organised by the Greek Union of Shipowners.</p> <p>For over half a century the Greek shipping community, owning the world's largest merchant fleet, has been welcoming international friends to Posidonia. 2024 will be no exception as this gathering continues to grow. It gives us all a unique opportunity for face-to-face discussions, productive business and sporting rivalry with old and new colleagues from across the shipping world. Exchanging ideas, evaluating developments and laying the foundations for future collaboration. Together we must meet many challenges and these collaborations will be key to our shared success.</p>	<p>National Events</p>
<p><b>LASTING Playbook</b></p>	<p>By the end of the project, BCW will prepare a 'playbook' on how to implement campaigns in the style of what has been achieved for LASTING. This playbook will specifically support the final objective that the campaigns can be taken over by WAT at the conclusion of the project – with the additional benefit that it can be distributed to EU projects and SMEs to help maximise the impact of the LASTING project way beyond the life of this project.</p>	

Annex II – Waterborne Awards Photos

