



D3.5 Campaign Evaluation Report

Report on the evaluation of the campaign as executed in between M36 and M42

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Executive Summary

This deliverable outlines the status of implementation for the communications and campaign plans of 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 have supported the extension of the communications plans beyond the implementation of 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.

In the second 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 and paid and organic social media campaigns and media campaigns via print magazine ads and physical banner ads that promoted the project's main messages.

In this final reporting period, we have continued to deliver impactful campaigns within the scope of the project

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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 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 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 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

1.2 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 year of LASTING, and a first structure of the following period of LASTING. The communication plan (D3.1) outlined through which channels we were going to implement our communications activities and the timeline for delivering these deliverables.

1.3 Description of Task 3.5: 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 our 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

Q1 Communications Activities		
Activity	Details	Deliverable
EuroMaritime	<p>Date: January 29-31 2024</p> <p>Description: LASTING will organise a booth at Euromaritime to fulfil its obligations to be present at National Events.</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> <p>BCW and WTP attended the event, showing the Lighthouse concept and presenting the LASTING project to attendees.</p>	Presence at National Events
Social Media Campaign: Waterborne Interviews	<p>Date: January – March 2024</p> <p>Description:</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 6 videos were produced.</p>	Raise awareness of RD&I impact in Europe
Q2 Proposed Communications Activities		

<p>TRA 2024</p>	<p>Date: April 15-18, 2024 Description: 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 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>European Events</p>
<p>LASTING MoU Webinar</p>	<p>Date: April 3 Description: BCW hosted an online event to present the LASTING playbook. 15 ambassadors attended the meeting which had the following agenda:</p> <ul style="list-style-type: none"> • Introduction to the LASTING project - 15 Minutes • The LASTING Communications Playbook - 15 Minutes • Messaging Discussion - 30 Minutes • How to get involved - 15 Minutes 	<p>Back-to-Back Event & MoU Ambassadors</p>
<p>Posidonia</p>	<p>Date: June 3-7 2024</p> <p>Description: BCW and WTP attended Posidonia to film interviews with students as part of a communications campaign for the LASTING project.</p> <p>Posidonia brings the whole shipping world to its exhibitors. The international shipping community attends in strength with national pavilions and thousands of visitors.</p>	<p>Presence at National Events</p>
<p>LASTING Playbook</p>	<p>During the Lasting MoU meeting, we presented and shared with participants the LASTING Playbook, through which they can improve the communications capacities of their own research projects.</p>	<p>Ensuring that the LASTING approach lives beyond the life of the project.</p>



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 D3.1 Campaign Plan which are, whenever possible, connected to proof points based on facts, figures and examples.

Overview of Social Media Campaign Results

	X (Twitter)	LinkedIn
Impressions	9,519	16,430
Clicks	164	444
Engagement rate	5.4%	6.78%

Our social media activities have been incredibly successful throughout the lifespan of the project. with over 6m impressions in total and more than 20,000 engagements. For this reporting period, the situation is more modest, with 25,000 impressions across social media platforms. The engagement rate of above 5-6% during this period is higher than the policy communications average which is about 2%. This indicates that the campaigns have been successful in reaching the target audience by using relevant content hooks and thoughtfully crafted copy.

2.2 Social Media Visuals and Materials

What we have done and the results:

Videos: 10+

Following the Waterborne days, participation at the TRA2024 and Posidonia, the consortium has produced more than 10 videos to showcase different projects and different needs within the sector.

All videos are housed on the LASTING [webpage](#).

2.3 Events

Events attended: 2

Presentations of LASTING: 2

What we have done and the results:

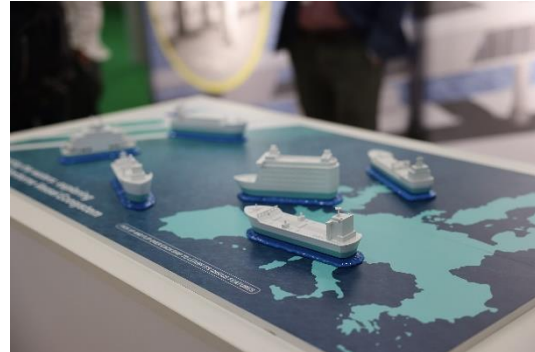
During the last reporting period, the LASTING project was presented at Euromaritime (photo below).





LASTING Ship-Types Exhibition

In addition to the lighthouse component of the LASTING Plug and Play concept, the consortium has developed an interactive exhibition that can be transported to events around Europe, showing the 6 different ship types.



2.4 Earned and Paid Media Activation

During the TRA, we utilized this budget to have an advertisement in the programme brochure.

2.5 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.).

2.6 LASTING Project Website

What we have done and results:

The LASTING [webpage](#) 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.

The webpage continues to be updated to host the latest documents related to the project and the campaign materials.

3. Conclusion

This report has summarized the implementation of the plan for the execution of the LASTING communication campaigns until June 2024 (M42).

Following on from the successful implementation of campaigns in the first two reporting periods, 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.