Green Offshore Tech

TURN GOOD IDEAS INTO BUSINESS

Making Offshore production and transport green, clean and sustainable

D6.3
Communication Plan

Project Acronym	**GreenOffshoreTech**
Project title	Cross-border and Cross-sectoral collaboration to support SMEs and the development of innovative products, processes or services for Green Offshore Production and Transport
Project start date	1 September 2021
Project duration	36 months

Deliverable	**D6.3 Communication Plan**
Work package	WP6
Lead partner	FORUM OCEANO (FOC)
Lead responsible	Carla Domingues
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Version	Version date	Comments
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1.0	14/01/2022	FINAL version. Submitted to EC.

Quality control

Version reviewed	Date of review	Review result – Approved or Request for changes
0.1	05/01/2022	Reviewer 1 (UL, SCA): Request for changes.
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1.0	14/01/2022	Final check for submission to EC (TA, MNU): APPROVED

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1. Executive Summary

This document is deliverable **D6.3 Communication Plan** of the GreenOffshoreTech project. It provides a draft of planned communication activities, channels, messages, target audience, publications and guidelines.

Communication is a strategic tool for the project to raise awareness about the relevance of its activities and results and demonstrate the impact on the economy and regions involved. It is also part of the obligations of an approved project to ensure transparency and visibility of its activities and results.

2. Communication responsible

The communication plan aims to support the partners in the promotion and dissemination of the implementation of the project activities and main achievements. The communication plan is useful to achieve the project main goals, disseminate results and inform audiences about the achievements, success and benefits through the project lifetime.

Fórum Oceano has appointed a **GreenOffshoreTech's Communication & Dissemination Manager** (CDM) that will be responsible for coordinating all communication and dissemination activities within the project, both internally and externally. However, all partners will be part of the communications team and are required to contribute to the creation of content, and activity dissemination through their own communication channels and network of contacts (online and offline). They will be responsible for raising project awareness at a local and regional level, using and adhering to project guidance provided by the communications coordinator.

The clusters and SMEs will approach relevant industry-sectors, while the academic and research partner will focus on disseminating the project results towards research institutes and universities across the enlarged Europe.

Visibility of EU Funding – EU Emblem, Information on EU Funding & Disclaimer

The EU emblem in combination with a statement, mentioning the EU support must be displayed in all communication materials (printed or digital, e.g., publications, newsletters, flyers, studies, manuals, presentations, promotional material, videos...), must be placed in a visible position and it can never be smaller than any other logo included in the same material.

Include the following text for communication activities:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101005541".

Any notice or publication relating to the project made in any form and by any means, including the Internet, must state: "This reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains."

3. About GreenOffshoreTech

GreenOffshoreTech is a three-year project funded from the European Union's Horizon 2020 research and innovation programme and involves 12 partners: nine Europe's leading clusters and SME intermediaries, one RTD and two SMEs as inter-cluster experts to support the project implementation, from 7 countries and 15 regions across Europe (Norway, Portugal, Latvia, Poland, Iceland, the United Kingdom, Germany).

The project aims at leveraging innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of the emerging Blue Economy industries, leasing to new cross-sectorial and cross-border value chains based on common challenges and the deployment of key enabling technologies (KET).

GreenOffshoreTech will facilitate the creation of new products, processes or services with the ambition to turn good ideas into business, making offshore production and transport green, clean and sustainable.

3.1 Main outputs and results expected

GreenOffshoreTech's consortium will provide a structured framework to implement this innovation action and undertake dedicated activities to support innovation to SMEs directly:

1) Direct financial support to at least 100 SMEs and 100 SMEs driven innovation SMEs through a competitive Call of Proposal for innovation projects in relevant topics.

2) A range tailored Business Support Services to the winner SMEs.

3) An open space to support SMEs, enabling future collaborations of clusters and SMEs across sectors, regions and countries during and beyond the project.

4. Communication strategic approach

4.1 Communication objectives

- To inform and raise awareness about the project: its purpose, partnership involved, activities and results.
- To raise awareness about the project benefits to the target groups.
- To promote and motivate the engagement of the stakeholders, especially innovative SMEs to participate in GreenOffshoreTech's Call for Proposal.
- To send updated news about project progress, activities and accomplishments to the stakeholders.
- Dissemination of the project expected results and achievements in line with the capitalisation process.

4.2 Communication phases

Three phases are planned to achieve the overall and specific objectives mentioned above:

Phase I (M01-M06): Initial awareness, creating initial awareness in markets and define most relevant stakeholders. The GreenOffshoreTech project and its innovation will be promoted as wide as possible.

At this stage, the project's branding is developed, and a website and social media presence launched to create recognition among stakeholders; a first set of communication materials (e.g., PowerPoint presentation, brochure, templates for Deliverable reports) is being produced.

Phase II (M07-M12): Targeted awareness, informing targeted stakeholders and targeted SMEs about the huge business opportunities for SMEs enabled by the GreenOffshoreTech project.

At this stage, the first GreenOffshoreTech Call for Proposal will be announced, and targeted SMEs will be addressed to send in SMEs Innovation project proposals. Here, targeted stakeholders and SMEs will be informed about the business support services for SMEs and will be engaged to send in SMEs Innovation Project proposals.

Phase III (M13-M36): Strategic phase, maximizing target industry awareness in order to attract more potential SMEs to participate in the GreenOffshoreTech Call for Proposals and to attract potential investors and other stakeholders within the Large-Scale Demonstrator to leverage additional finance.

At this stage, the first winner SMEs will start their SME-driven Innovation Projects and the next cut-off deadline of the Call for Proposals will be prepared and announced. A broad communication campaigns will start with press releases, social media communication, and videos of the first winner SMEs and first success stories. The GreenOffshoreTech results will be presented at international trade fairs, exhibitions or conferences to attract targeted stakeholders on regional, national and international level.

4.3 Targeted audiences

One of the goals of the GreenOffshoreTech consortium is to reach various stakeholders, summarized below and gathered into following three major groups:

Group1: Direct interest in the project

These are stakeholders outside the consortium that may benefit directly from GreenOffshoreTech project's activities. This group needs a deeper understanding of the project objectives and expected results Stakeholders:

- Innovative **SMEs** from the **technology sectors** using one or more of our key enabling technologies which have the potential to develop sustainable products, processes, or services for our four offshore sectors.
- **SMEs** or **Corporates** from the **offshore industry** sectors that are interested to test or purchase SMEs innovation.
- **Supply chain** and **distribution partners** (SMEs or large enterprise) interested to cooperate with innovative SME to build initial supply chain for market launch.

Technology sectors

The technology sectors (key enabling technologies) to be addressed are:

1) Advanced materials

2) Advanced manufacturing

3) Industry 4.0

4) Environmental technologies

Offshore industry sectors

The offshore industry sectors to be addressed are:

1) Wind energy

2) Aquaculture

3) Oil & gas

4) Waterborne transport

Group 2: Contribute to the project

These are stakeholders outside the consortium that can accelerate the SME-driven innovation projects and SME growth.

- **Other Research and Technology Organisations** (RTOs, R&D institutes, Universities) needed to test or scale-up SMEs innovation.
- **Investors** (private or public, venture capital, business angels) interested to invest in SMEs.
- **Public** and **Regional Authorities** and agencies interested to contribute with leverage of public funding and investment capital, with a particular focus in the 15 participant regions.
- **Other Innovation support services** providers to complement Consortium's profile.
- **Other thematic networks** and **initiatives** to support synergies and symbiosis.

Group 3: Interested in learning from the project

These are stakeholders outside and inside the consortium that want to learn from the project results in terms of adoption of the 'methodologies and strategies' for innovation support to SMEs as offered in this project and as an example of 'best practice'. This group need to get the knowledge and understanding of GreenOfshoreTech's methodologies and strategies in order to achieve a real change.

- **Partners** of the consortium.
- **Other clusters**, related associations and the European Cluster Collaboration Platform (ECCP) community interested to adopt GreenOffshoreTech's 'methodologies and strategies'.
- **Policy Makers** needed to 'influence' and 'bring about a change' in terms of more financial support for regional development and SMEs and more smart specialisation strategies (RIS3).
- **General public** to make EU funding visible and learn how it helps solving environmental and social challenges.

4.4 Messages

GreenOffshoreTech will take a structured approach to identify the most relevant stakeholders and target groups at each stage of the communication strategy, their motivations for pursuing project results, and identifying their favoured communication approaches. The communication strategy will target different audiences:

- **For innovative start-ups and SMEs** (from the technology sectors and from the offshore production sector), strategy is to create interest in the acceleration of innovative business ideas to market and business growth created by the project's network, collaboration activities and financial support;

- **For industrial stakeholders** (e.g., manufacturers, suppliers, sales & distribution, end users and third parties), strategy is aiming at highlighting GreenOffshoreTech's great business opportunities in the emerging blue growth economy;

- **For public authority**, strategy is aiming at highlighting GreenOffshoreTech's contribution to support regional development and to support the implementation of regional and national smart specialisation strategies for research and innovation (RIS3).

- **For investors**, strategy is aiming at highlighting GreenOffshoreTech's ground-breaking innovation outcomes and the enormous business opportunity in the emerging blue economy.

During the progress of the project, we can identify different messages to be communicated.

1) In the **first stage of the project** we should focus in sending general messages to make the project to be known, i.e.: "International Consortium of Clusters has been granted 5 million euro from the EU to support innovations in Small and Medium-sized Enterprises (SMEs)" or "Making Offshore Production and Transport green, clean and sustainable". In this first part, it's also important to send messages about project's ambition to become network of reference for the sectors addressed: "Supporting innovation and leveraging the development of new products, processes, or services for Green Offshore Production and Transport".

2) The **second stage of the communication** could focus on the promotion of the services that could be available through the consortium, i.e. "Providing 3 million euros in funding for innovative SMEs under a competitive Call for Proposals", "8 Business Support Services to support SMEs", "Building up an Open Space to support SMEs, enabling future collaborations".

3) These messages should be followed, **during the demonstration stage**, by others that demonstrate the added value of the services and support provided based on empirical facts, i.e.: "The application of the service A in the offshore sector B is bringing the improvement C regarding sustainability, etc".

4) In the **last part of the project** the messages launched should capitalise the cross-sectoral and cross-border approach of GreenOffshoreTech and support the technology transfer.

Important remarks:

- We will put the outputs and results of the project at the centre of the communication, is the key point that must be communicated. The rest of information, such as information about partners, is going to be secondary.

- It's very important the need of using bespoke messages adapted to the targeted audience. The messages must be adapted to the targeted audience and consider aspect such as language, audience background, etc. Each partner must identify these requirements in their respective regions and adapt the communications accordingly.

- Key messages will be supported by pictures, videos, infographics, statements or testimonies.

4.5 Communication channels

We have planned to use three communication channels:

1. Digital communication: establish a strong online presence (i.e. website, social media, etc), and other digital means of communication (e.g. possible webinars, mention in newsletters prepared by GreenOffshoreTech participants).

2. **Media**: reach out to press through press releases, interviews and articles.

3. Direct (face-to-face) communication: present GreenOffshoreTech at selected trade fairs/exhibitions, conferences and workshops; organize meetings to build up stakeholder list and to approach potential SMEs and other stakeholders such as investors or public authorities.

Additional communication channels:

- **ECCP**, European Cluster Collaboration Platform https://www.clustercollaboration.eu

- **EEN**, Enterprise Europe Network https://een.ec.europa.eu

- **NCPs**, EC's National Contact Points from the countries covered by the partnership

- **Regional representation offices** based in Brussels, especially for policy makers

- **National Cluster Collaboration Platforms**, https://www.clusterplattform.de/ (Germany), http://portugalclusters.pt/ (Portugal)

- **Regional agencies** for Enterprise Development (in consortium: HIE, MNU)

- **BIC**, Business Innovation Centres

- **SME associations** in relevant industry sectors

5. Communication activities

5.1 Digital communication

5.1.1 Project website

The Project website is the project's showcase for a broad audience to get information and updates about the GreenOffshoreTech project. It will be periodically updated with the latest news and public documents. All media, social networks and communication or dissemination activities will be linked on the Project website to promote the GreenOffshoreTech project, the Call for Proposals, the winner SMEs but also the GreenOffshoreTech Regions and Clusters.

The Project website consists of an easy-to-navigate structure and clear messages:

- HOME page, providing a basic overview of the project, with quick links to key information and contact page.

- ABOUT page, providing more details on the project, the vision, sectors and key enabling technologies to be addressed, objectives, project partners.

- CALL FOR PROPOSALS page, providing information about the Call for Proposals, upcoming Call for SMEs, Frequently Asked Questions (FAQ), planned Virtual Brokerage Event.

- SMEs WINNERS page, providing an overview of winner SMEs, supported projects and supported SMEs.

- NEWS page, providing information about latest news and activities of the project, events and other new items.

- PRESS page, providing information about press releases done by the project and press coverage.

- LIBRARY page, providing documents for downloading (public Deliverables, videos, logo of the project).

Project news should be updated, at least, once per month for Search Engine Optimisation (SEO) purposes. This can include articles on, for example, project events, meetings, study visits, partner news, local news or something else that can be related to the project topic.

Content should be developed using a simple language for everyone to understand, with the use of keywords throughout the header and body of text, where possible. Each news item must also include an image (please ensure the rights to any image).

The Communication & Dissemination Manager at Fórum Oceano will be responsible for measuring Google Analytics through monthly reports, allowing evaluation on the impact of digital and social media on the project. Updates will be presented to partners during project meetings.

All the partners should contribute to the content creation, suggesting news and other relevant ideas and are <u>required to publicize the project website by providing a link to it on their own website.</u>

After project end, the website will be maitained for at least 1 year to promote the winner SMEs, their innovations and for future collaborations.

As detailed in deliverable **D6.1 Project Website & Social Media launch**, the official project website was created and launched in 2 December 2021 and can be found at the URL: http://www.greenoffshoretech.com.

5.1.2 Social media

Social media is an important part of modern communication with the market and with the public. A strong representation on relevant social media platforms will be established to share catching messages for rapid dissemination purpose. The aim will be to drive traffic towards the GreenOffshoreTech website and promote our activities.

Social Media will be used on two channels, LinkedIn (a common platform for professional use) and Twitter (used by many media and press to stay up to date).

As detailed in **D6.1 Project Website & Social Media launch**, two social media channels were created and launched on 29th October 2021:

- **Twitter** (https://twitter.com/GOT_H2020)
- **LinkedIn** (https://www.linkedin.com/company/greenoffshoretech)
- **YouTube** (Pending of setting up)

The Social Media content should be updated constantly, and it should contain keywords, tags and hashtags, as well. The type of the content should fit in each social network communication characteristics and targets.

All partners should contribute to the content creation and to raise awareness of the project presence in these social networks, liking, commenting and sharing content.

The hashtag **#GREENOFFSHORETECH** will be used across all social media platforms to promote the awareness about the project, the engagement and to enhance the visibility of the posts.

- Tag the **@GreenOffshoreTech** in social media posts. Useful keywords are listed in **Table 1.**

- The Consortum partners will share with Fórum Oceano content ideas for social media posts.

Table 1. List of suggested keywords and hashtags.

Keywords	Hastags
GreenOffshoreTech Project	#H2020
Offshore	#maritime
Key enabling technologies	#SMEs
Innovation	#ket
Blue economy	#innovation
Offshore wind energy	#blueeconomy
Offshore Aquaculture	#business
Offshore oil&gas	#engineering
Waterborne transport	#offshore
Green	#ESG
Clean	#financing
Sustainable	#decarbonise
Business	

5.1.3 Videos

Videos will be produced to promote the GreenOffshoreTech project and the planned Call for proposals for SME innovation projects. The promotions will be short of about 2-3 minutes and a mix of explanations, animations, and interviews. We have planned one initial version for the first Call for proposals to attract potential SMEs, end-users/customers, investors, and other stakeholders and 2 more to include SME success stories.

5.2 Media

5.2.1 Publications

To disseminate the project a set of publications is planned:

- **Press Release**, news and information about key activities and key achievements will be released to national and European media channels to achieve a great reach out. We have planned **at least six press releases (about 2 per year)**.

- **Articles**, the partners will publish the project's results first of all in non-scientific and non-peer reviewed journals to ensure that GreenOffshoreTech has a long-lasting impact beyond project's end. They will mainly include Open Access journals and self-archiving to non-open access journals in order to comply with the Horizon 2020 guidelines on Open Access. We have planned at least nine articles (3 per year). **Table 2** outlines potential journals for dissemination in relevant offshore and technology sectors.

- **E-Newsletter**, the newsletter will highlight the main news and related activities about the project. All newsletters will be published on the GreenOffshoreTech's project website and distributed via project partners' network. We have planned the delivered of **at least six newsletters (about 2 per year)**.

Table 2. Potential journals for dissemination.

Journals (non-peer-reviewed)	Journals (peer-reviewed)
Agricultura e Mar (PT)	Clean Technologies and Environmental Policy, Springer
Aquabuzz	Journal of Environmental Management, Elsevier
Business Insider	Mineral Economics, Springer
Energy Voice	Waste Management, Elsevier
DVZ - Deutsche Verkehrs-Zeitung (DE)	
EID - Startseite – EID (eid-aktuell.de)	
Erneuerbare Energien (DE)	
Fish Farmer Magazine	
Green Savers (PT)	
HANSA (DE)	
International Ocean Systems (IOS)	
Jornal da Economia do Mar (PT)	
Jornal de negócios (PT)	
Lloyd's List (maritime intelligence)	
Marine news	

New Ships

Offshore WIND

Oil & Gas (oilgaspublisher.de)

Renew.biz

Revista de Marinha (PT, marine tech)

Salmon Business

Schiff & Hafen (DE)

Ship & Offshore

Teknisk Ukeblad (NO, technical news)

THB (DE)

The Maritime Executive

TradeWinds (the global shipping news source)

5.2.2 TV promotion

We have the ambition to get attention by broadcasters to make one TV interview during the last year of the project.

5.3 Direct (face-to-face) communication

5.3.1 Participation to events

The GreenOffshoreTech project, its results and success will be presented on selected events such as international conferences, exhibitions and trade fairs of the offshore industry and the emerging technology sectors. **Table 3** outlines the main targeted events at which the project is expected to be presented. The list includes mainly conferences for more exploitation-oriented communication activity, to be performed mainly by cluster partners to support their members (e.g., regional SMEs, large enterprises, RTOs). Also, these are events, where GreenOffshoreTech consortium member commonly exhibits with an own booth; some of these are also co-organised by the clusters. B2B matchmaking meetings can be organised in parallel to these events. Partners are encouraged to actively present the project in regional stakeholder meetings, info days, conferences, etc to engage and get the buy-in from the decision makers in order to ensure long-term effects. We have planned to present GreenOffshoreTech **at least at six international events**.

Table 3. Events for dissemination of project results.

Events name	Location	Type	Website
European Maritime Day	Europe (rotative)	Conference, Workshops, Exhibition & B2B	https://ec.europa.eu/maritimeaffairs/maritimeday/index_en
The European Maritime Day (EMD) is the annual two-day event during which Europe's maritime community meet to network, discuss and outline joint action on maritime affairs and sustainable blue economy. The 2022 edition of EMD will take place in Ravenna, Italy, on **19-20 May**. It will be co-organised by the European Commission, the City of Ravenna and the Region of Emilia-Romagna.			
World Ocean Summit	Portugal	Conference	https://events.economist.com/world-ocean-summit/
This global event will bring together the broadest cross-section of the ocean community, from businesses to scientists, government, investors, and civil society. No other event rivals its challenging content and diverse and senior audience, or its influence and impact on the acceleration of progress towards a sustainable ocean economy. It aims to change how business is done in the ocean, shaping and advancing the way in which governments, businesses, and conservation organisations work together to fashion the "blue economy". The event will welcome 200 speakers and 2,000 participants over three days. The 9th annual World Ocean Summit will be returning in-person. **1-3 March 2022**, Lisbon, Portugal.			
UN Ocean Conference	Portugal	Conference	https://www.un.org/en/conferences/ocean2022
The Ocean Conference, co-hosted by the Governments of Kenya and Portugal, comes at a critical time as the world is strengthening its efforts to mobilize, create and drive solutions to realize the 17 Sustainable Development Goals by 2030. **27 June to 1 July 2022**, Lisbon.			
Business2Sea	Portugal	Conference, Workshops, Exhibition & B2B	http://business2sea.org/
FOC is responsible for organising this yearly event, since 2011, focused on the promotion of relationships between companies, universities, R&D centres and public authorities that develop activities in the maritime sector. Components: i) exhibition/display of products, services and technologies ii) international Business meetings (B2B), and iii) International conferences and workshops. **2022 dates and venue TBD**.			
Oceanology International	UK	Exhibition	https://www.oceanologyinternational.com/
Oceanology International is the leading forum to connect with the world's marine science and ocean technology communities. Our events provide a platform for you to learn from ocean leaders from around the world, boost your technical and blue economy knowledge, and connect with key buyers in vertical industries. **15-17 March**, London.			
Oceans Business	UK	Exhibition & B2B	https://www.oceanbusiness.com/
International annual event hosted in Southampton (UK). Foster networking and debate around sustainable ocean business solutions in all key areas from aquaculture to ocean engineering robotics and environmental protection. Conference with Business Display Area, B2B Meeting Space, Ocean Investor Room. **18-20 April 2023,** Southampton.			
Aquaculture UK 2022	UK	Exhibition	
The UK event for aquaculture professionals, where you will find the newest innovations from global suppliers, hear the latest commercial and technical advice and network with peers to share advice and ideas. Aquaculture UK is a free to attend event taking place on **3 – 5 May 2022** in Aviemore.			
Ocean Energy Europe	EU	Conference & Exhibition	https://www.oceanenergy-europe.eu/
Ocean Energy Europe is the largest network of ocean energy professionals in the world. Over 120 organisations, including Europe's leading utilities, industrialists and research institutes, trust OEE to represent the interests of Europe's Ocean energy sector. **2022 dates and venue TBD**.			
Scottish Renewables Events (various)	UK	Conference & Exhibition	https://www.scottishrenewables.com/events/page:1
Marine Conference and Offshore Wind Conference. Scottish Renewables work to grow Scotland's renewable energy sector and sustain its position at the forefront of the global clean energy industry. Their members work across all renewable energy technologies, in Scotland, the UK, Europe and around the world. **Offshore Wind Conference 2022**, **25-26 January 2022**, Glasgow.;			

ALL-ENERGY 2022, **11-12 May 2022,** Glasgow.

SMM	Germany	Conference & Exhibition	https://www.smm-hamburg.com
Digital transformation, as well as climate change and the maritime energy transition demand ground-breaking, implementable solutions – they all take center stage at the 30th SMM. With an expanded spectrum of key areas and additional presentation formats, the leading international trade fair for the maritime industry accompanies the change at close quarters. **6-9 Sep 2022**, Hamburg, Germany. MCN will have a booth.			
WindEnergy Hamburg	Germany	Conference & Exhibition	https://www.windenergyhamburg.com/
International annual event in Sept. in Hamburg (Germany). It is the biggest meeting of the wind industry worldwide and combines the world's leading Expo for wind energy and the global Conference of WindEurope to create a unique platform for business, networking and information, onshore & offshore. **27–30 September** 2022, Hamburg.			
HANNOVER MESSE	Germany	Exhibition	https://www.hannovermesse.de/en/
The most important international platform and hot spot for industrial transformation – with excellent innovations or unusual products. **25-29 April 2022**, Hanover.			
DecarbXpo	Germany	Exhibition	https://www.decarbxpo.com/
Technology and service providers with industry and commerce. **20-22 Sep 2022**, Düsseldorf			
RGMT	Germany	Conference	https://rgmt.de/
Symposium for large ship engines, **15-16 Sep 2022**, Rostock.			
FMB-Süd	Germany	Trade Fair	https://www.fmb-sued.de/de/
International annual event. The FMB-Süd is an innovation and supplier fair with special focus on SMEs. An industry meeting place for the direct exchange and networking between contractors and planners from mechanical engineering and their suppliers. **11-12 May 2021**, Augsburg.			
SPC Multimodal Transport solutions	Germany		https://www.shortseashipping.de/
7-8 Sep 2022, Bonn.			
FMB-Süd	Germany	Exhibition	https://www.fmb-sued.de/de/
11-12 May 2022, Augsburg.			
Aqua Nor 2023	Norway	Exhibition	https://aquanor.no/en/
The world's largest aquaculture technology exhibition. All the major aquaculture nations are present, either as exhibitors, visitors, or in official delegations and in recent years, drawing about 20,000 visitors from up to 76 nations. All the latest innovations of importance are presented to the industry. **22-25 Aug 2023**, Trondheim.			
NOR-SHIPPING 2023	Norway	Conference & Exhibition	https://www.nor-shipping.com/
It is the world leading trade fair with congress in water transport and logistics with over 900 exhibitors and about 15,000 visitors from all over the world. **4-7 April**, Oslo.			
ONS 2022	Norway	Conference & Exhibition	https://www.ons.no/
Offshore Northern Sea, International annual event. ONS has developed into a global energy meeting place connecting international suppliers, operating companies and decision makers. **29 August – 1 September 2022**, Stavanger.			
LIFE CYCLE MANAGEMENT LCM	France	Conference & Exhibition	http://www.lcm2023.org/
International Conference on Life Cycle Management. The LCM is one of the world's leading forums for environmental, economic and social sustainability with a conference and exhibition. **6-8 Sep 2023**, Lille.			

WCWM 2022	Online	Conference	**https://wastemanagementconferences.com/**
The 3rd World Conference on Waste Management 2022 unites diverse researches, Industries and case studies from all over the world, in parallel sessions while offering many networking and publishing opportunities. Discover the latest trends and challenges in the field at this leading conference. **10-11 March**.			

5.3.2 Organisation of own Events

The GreenOffshoreTech project will be presented on events that will be organized by the clusters themselves as part of their normal membership meetings. We have planned one presentation in year one before the Call of expression and one towards project end to present project results as motivation to continue, **in total about 18 events (two per cluster)**.

5.4. Communication materials

These are the items that will carry the visual identity of the project:

5.4.1 Logo & BrandBook

Logo and a BrandBook has been created and must be used in all communication materials and tools.

5.4.2 Project presentation

A power point presentation has been designed containing overall information as a brief description of the GreenOffshoreTech project, its objectives, expected results and its partners. created for the use in events and other meetings. We have planned one initial version at project start (latest M03) to attract potential SMEs and other stakeholders and 2 updates to include SME success stories.

5.4.3 Brochure

A brochure has been designed containing overall information as a brief description of the GreenOffshoreTech project. It has been made available as an e-version for downloading at GreenOffshoreTech's website and as printed version for distribution at events. We have planned one initial version at project start (latest M03) and two updates to include SME success stories.

5.4.4 Roll-up banner

A roll-up has been designed containing overall information as a brief description of the GreenOffshoreTech project (e.g., project logo, acronym, vision, partners, EU emblem & disclaimer). It will be used at events to increase visibility of the GreenOffshoreTech

project. We have planned one initial version at project start (latest M03) and two updates to include SME success stories.

5.4.5 Template for Deliverable reports

A basic word template for the creation of Deliverable reports has been created.

5.4.6 Template for power point presentations

A basic power point template for creating multiple slide decks for communication of project outputs to be used at internal or external meetings or events has been created.

All communication materials will be available for downloading at GreenOffshoreTech's project repository (BAL.pm) and at the GreenOffshoreTech website.

6. Timeline of Communication activities

We have developed an initial timeline for implementing all planned communication activities. The results are illustrated and summarized in the following Gantt chart for Communication activities (**Table 4**).

Table 4. GreenOffshoreTech's timeline for communication & dissemination activities.

7. Evaluation of Communication activities

7.1 Monitoring

Our Communication & Dissemination Manager (CDM) will be responsible for the communication and dissemination of all project results. He will establish a communication office at FÓRUM OCEANO and will monitor the implementation of all communication activities.

He will evaluate if the overall communication and dissemination strategy is adhered to or not. If needed, the Communication Plan shall be adapted.

7.2 Reporting by Consortium partners

All project partners must document and report on a 3-monthly basis any communication or dissemination activities that are planned by their own. Each GreenOffshoreTech presentation should be documented with photos where possible.

All partners should report to Fórum Oceano their dissemination activities, actions and events. A template will be shared by email to register the activities carried out by each partner and to be sent in a regular interval to our Communication & Dissemination Manager (CDM).

Table 5. Example of reporting scheme.

Action	Partner in charge	Date	Location	Indicator
Type and name of the action		DD/MM/YYYY	If applicable	Status

7.3 Key performance indicators (KPIs)

In order to determine the effectiveness of the Communication activities, a set of initial metrics has been defined and will be refined during the project life cycle.

The **Table 6** below presents a non-exhaustive list of indicators that will be used to monitor and measure the communication and dissemination performance.

Examples of indicators:

- Website - Outcome measure: website hits, page views, comments
- Newsletter - number of contacts to whom the newsletter is sent

- Press Releases - number of press releases circulated, number of media communications issued

- Workshops/events - number of project workshops/events conducted, number of participants, range of stakeholders represented, participant feedback.

- Presentations at external events & conferences - number of external events and conferences presentations; type and size of conference; conference attendance.

Table 6. KPIs for communication & dissemination activities.

		Target				
		M01-M06	M07-M18	M19-M24	M25-M36	
		Sep21-Feb22	Mar22-Fev23	Mar23-Aug23	Sep23-Aug24	**Total**
Channels	**Indicator**					
Website	N. of visits	100	1000	400	1500	**3000**
	N. of people asking for information	0	50	30	20	**100**
Social media	N. of followers	50	250	50	150	**500**
YouTube	N. of videos uploaded	0	1	0	2	**3**
	N. of visits	0	40	0	60	**100**
Brochures	N. distributed (e-version/ printed)	0	200	50	250	**500**
Press releases	N. issued	0	2	1	3	**6**
	N. of articles in the press	0	6	4	10	**20**
Newsletters	N. of newsletters	0	2	1	3	**6**
	N. of subscribers	0	60	50	90	**150**
Articles	N. in non-scientific journals	0	3	2	4	**9**
TV promotion	TV interview	0	0	0	1	**1**
Presentations to events (exh./fairs)	N. of events at which GOT is presented	0	2	1	3	**6**
Presentations to Conf & Works	N. of conf. & work. at which GOT is presented	0	2	0	2	**4**
Organisation of workshops	N. of workshops	0	6	4	8	**18**
	N. of SMEs participating	0	70	40	90	**200**