



**Green  
Offshore  
Tech**

## **TURN GOOD IDEAS INTO BUSINESS**

Making Offshore production and transport  
green, clean and sustainable

D6.5

First Report on Communication and Dissemination activities



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**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**

**D6.5 First Report on Communication and Dissemination**

**Work package**

WP6

**Lead partner**

FORUM OCEANO (FOC)

**Lead responsible**

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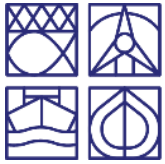
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#### Revision history

Version	Version date	Comments
0.1	29/08/2022	First draft.
0.2	01/09/2022	Updated after feedback received from Reviewer 1 (AL, IOC)
1.0	02/09/2022	FINAL version. Submitted to EC.

#### Quality control

Version reviewed	Date of review	Review result - Approved or Request for changes
0.1	29/08/2022	Reviewer 1 (AL, IOC): Request for smaller changes.
0.2	02/09/2022	Reviewer 1 (AL, IOC): APPROVED.
0.2	02/09/2022	Reviewer 2 (TA, MNU): APPROVED.
1.0	02/09/2022	Final check for submission to EC (TA, MNU): APPROVED.



## Disclaimer

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# 1. Executive Summary

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This document is deliverable D6.5 First Report on Communication and Dissemination activities of the GreenOffshoreTech project.

The document aims to describe the communication and dissemination activities carried out by the GreenOffshoreTech' partnership, giving an overview on the efforts to raise awareness of the project, namely, its goals and expected results, progress, activities' implementation and funding programme.

Fórum Oceano coordinates the WP6 - Communication, Dissemination, Exploitation and Sustainability, counting on the collaboration of the other eleven partners in the dissemination of the project at the local, national and EU level.

The reporting period runs between September 2021 and August 2022.

## 2. Main results and outputs

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During the first year of GreenOffshoreTech's implementation, a set of tools was developed to support all partners in the communication and dissemination activities, as follows:

**Project Website & Social Media development and launch**, described in D6.1: the GreenOffshoreTech Project website was launched in December 2021; web URL: <https://www.greenoffshoretech.com>. The GreenOffshoreTech social media presence was launched on 29th October 2021, on the LinkedIn and Twitter platforms. URL LinkedIn: <https://www.linkedin.com/company/greenoffshoretech>; URL Twitter (@GOT\_H2020): [https://twitter.com/GOT\\_H2020](https://twitter.com/GOT_H2020).

**Communication Pack and Guide**, described in D6.2: to be used for the communication and dissemination activities that will be done during the project. The materials included the project's corporate identity and branding (logo, brand book, and information on EU funding, EU emblem and disclaimer), tools and promotional materials (i.e., brochure, roll up, project power point presentation, and templates for Deliverable reports and Power Point presentations). A short Communication Guide was also provided describing communication procedures to be followed by the project partners. The final version was submitted to the EC on 14th January 2022.

**Communication Plan**, described in D6.3: providing a draft of planned communication activities, channels, messages, target audience, publications and guidelines to support the partners in the promotion and dissemination of the implementation of the project activities and main achievements. Final version submitted to the EC on 14th January 2022.

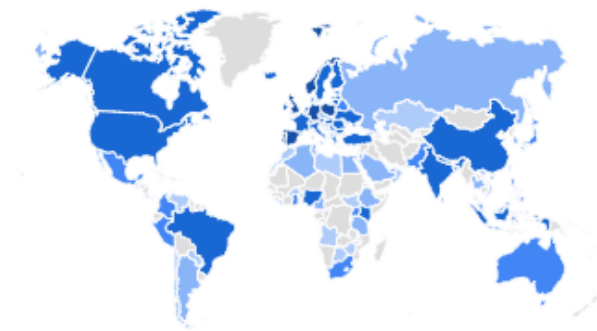
**Data Management Plan**, described in D6.4: presenting whether and how data will be collected, processed and/or generated by the project. Final version submitted to the EC on 17<sup>th</sup> March 2022.

### 2.1 Website report

The project website is monitored by Google Analytics, which enables an insight on its performance. Since the launch date until August 2022, the website registered around 3000 users, the majority from the United Kingdom, followed by Norway and Germany, and more than 13000 views in total (Figure 1).



Users ▾ by Country



COUNTRY	USERS
<u>United Kingdom</u>	639
<u>Norway</u>	301
<u>Germany</u>	266
<u>Portugal</u>	241
<u>Poland</u>	162
<u>Spain</u>	141
<u>Latvia</u>	121

Figure 1. Number of users, users average engagement time, and users by country of GreenOffshoreTechs's website during the first year of the project. Source: Google Analytic.



The “Call for proposals” page was the most visited, with almost 5000 views, with highest access users during the months of April and May 2022, coinciding with the launch of the 1<sup>st</sup> Call of Proposals (Figures 2 and 3).

Page title and screen class	Views	Users	New users	Views per user	Average engagement time
Totals	13,210 100% of total	3,049 100% of total	2,999 100% of total	4.33 Avg 0%	1m 57s Avg 0%
1 Call for Proposals - GreenOffshoreTech	4,927	2,033	1,486	2.42	1m 28s
2 GreenOffshoreTech	3,313	1,253	994	2.64	0m 37s
3 About - GreenOffshoreTech	1,820	803	79	2.27	1m 13s
4 The first GreenOffshoreTech Call for Proposals is open! - GreenOffshoreTech	427	221	126	1.93	0m 51s
5 Library - GreenOffshoreTech	382	152	13	2.51	0m 25s
6 GreenOffshoreTech - GreenOffshoreTech aims at supporting innovation in Small and Medium-sized Enterprises (SMEs) and fostering the development of the emerging Blue Economy industries by enabling new cross-sectorial and cross-border value chains based on shared challenges and the deployment of key en	297	129	113	2.30	1m 01s
7 News - GreenOffshoreTech	290	173	0	1.68	0m 17s
8 Contact Us - GreenOffshoreTech	267	177	7	1.51	0m 36s
9 Webinar GreenOffshoreTech	225	108	52	2.08	0m 40s
10 Press - GreenOffshoreTech	196	121	3	1.62	0m 14s

Figure 2. Number of views by page class of GreenOffshoreTechs's website during the first year of the project. Source: Google Analytic.

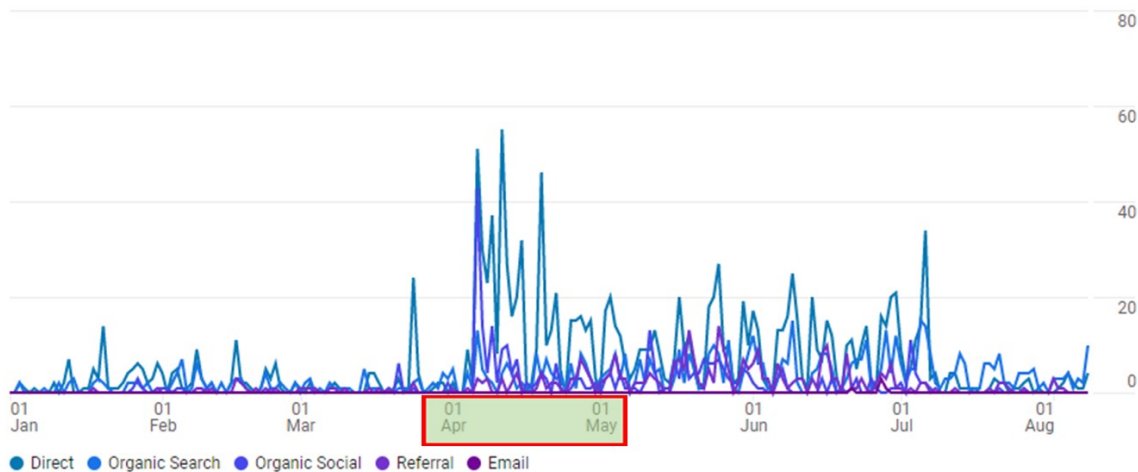


Figure 3. Number of new users over time and how they entered on GreenOffshoreTechs's website during the first year of the project. Source: Google Analytic.

## 2.2 Social media presence

The presence in the social media networks has been important to instantaneously communicate the project’s dissemination activities, for instance, the participation at events or the presentation at conferences/workshops. It has also been relevant to raise awareness of the project, stimulating the engagement of the stakeholders. In total, the two social media profiles gather 245 followers. Almost 40 publications were made, resulting in more than 5000 impressions.

### LinkedIn

The GreenOffshoreTech LinkedIn has **226 followers** since the page creation until the end of August 2022. The top followers are from Porto Area, Portugal (9%), followed by Oslo Area, Norway (8%), Lisbon Area, Portugal (7%), Inverness, UK (3%) and Warsaw, Masovian District, Poland (3%).

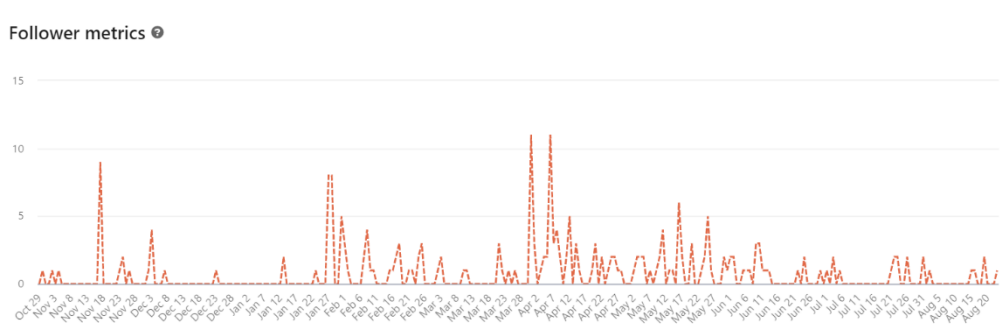


Figure 4. Follower metrics and number of new followers over time on GreenOffshoreTechs's LinkedIn during the first year of the project. Source: LinkedIn.

During the reporting period 18 social media posts were made. Most impressions, clicks, reactions and shares occurred in April and May 2022 corresponding to the 1st Open Call information. The publication with greatest impression is from 25 May, about the “Save the date and Open Call Webinar”; the publication with greatest engagement and clicks is from 27 April with information about the “Business Support Services”.

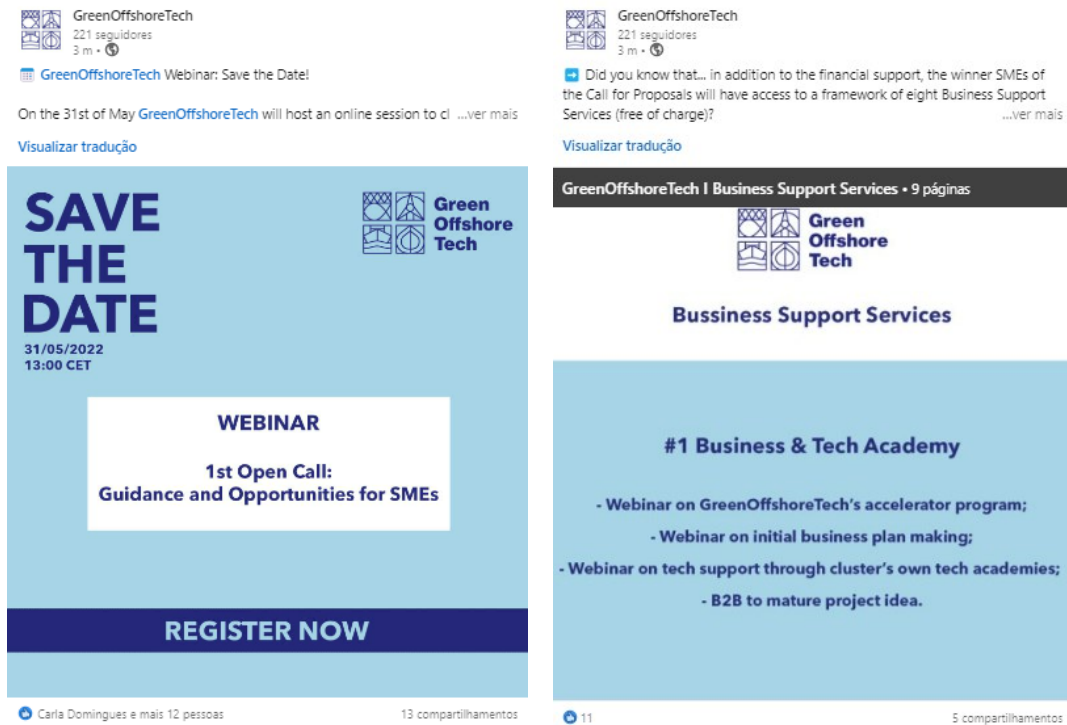


Figure 5. Social media posts on GreenOffshoreTech's LinkedIn with greatest impression (left) and greatest engagement (right) during the first year of the project. Source: LinkedIn.

## Twitter

The GreenOffshoreTech Twitter has **19 followers** since the page creation until the end of August 2022. During the reporting period **16 tweets** were made. January 2022 was the month with highest profile visits (1367), coinciding with the publication about the EU Industry Days. The month with the greatest tweet impressions is April, with information about the 1st Open Call (Figure 6).

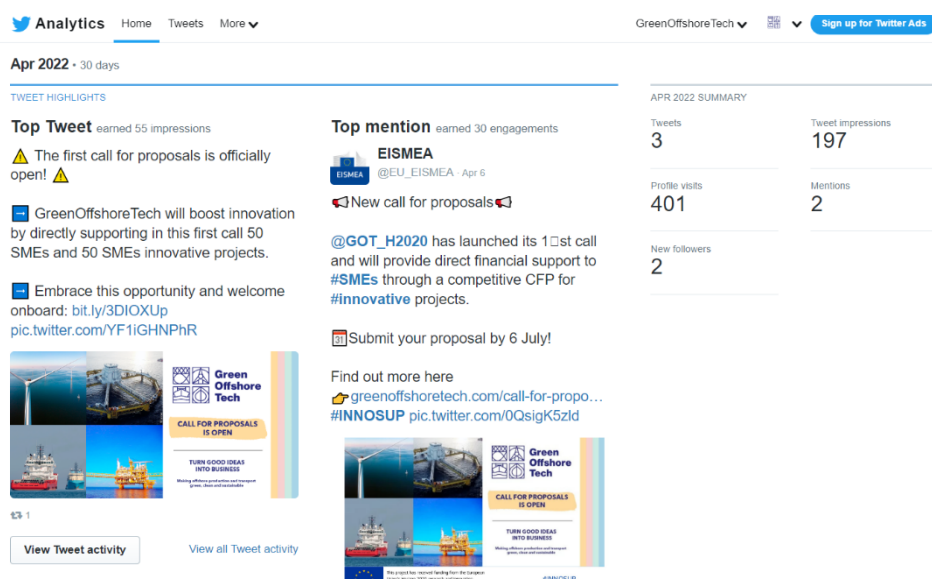


Figure 6. Social media post on GreenOffshoreTech's Twitter with greatest impression (left) during the first year of the project. Source: Twitter.

## 2.3 Videos

Two videos were uploaded in Vimeo and available at the project website (<https://greenoffshoretech.com/library>). The first video was recorded during the EU Industry Days, promoting the GreenOffshoreTech project, in February 2022. The second video is the webinar recording to raise awareness of the 1<sup>st</sup> Open Call, from May 2022, co-organised by FOC, HIE, MAI and MNU.

## 2.4 Press Release

Other communication activities included the publication of two press-releases. The first one to communicate the main objectives and benefits of partnering with GreenOffshoreTech, from February 2022, and the second one about the opening of the first GreenOffshoreTech Call for Proposals, in April 2022. The press-releases can be downloaded here: <https://greenoffshoretech.com/press/>.

The project got featured in a Portuguese online magazine named "Notícias do Mar Magazine", in March 2022 (<https://greenoffshoretech.com/mnu/wp-content/uploads/2022/03/NM423p18-22mmeconomia.pdf>) and at the radio station programme "Business in Portuguese", from TSF radio Station, episode broadcasted at 3/5/2022 (<https://www.tsf.pt/programa/negocios-em-portugues.html>).

## 3. Partners' communication and dissemination activities

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The GreenOffshoreTech consortium consists of 12 partners: nine of 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 16 regions across Europe (Norway, Portugal, Latvia, Poland, Iceland, the United Kingdom, and Germany).

All the activities held by the partners are listed in Table 1 that provides relevant information on the actions performed by the partners to raise awareness of the project, for instance, the type of action, the communication channel, and the indicators. Aside from the project's communication tools (promotional materials distribution, website, social media, and press releases), it is important to highlight the efforts of each partner to disseminate the GreenOffshoreTech and its main activities and developments through their own communications channels and networks for instance website, newsletter or social media networks.

During the reported period, the partnership has carried out nearly 160 communication activities. This includes activities such as social media publications and online dissemination, networking at events, presentation at conferences/workshops, info-days with Cluster member and others and individual meetings with SMEs to inform them about the project and the first Call for proposals.

Two articles were published in non-scientific journals with mentions to the GreenOffshoreTech project: "A decade of recycling from a Cluster perspective" and "Circular innovation and new business models in SMEs", both published in Energy & Recycling magazine by partner CKR in June and February, respectively.



Table 1. Number of dissemination and communication activities held between Sep 2021 and Aug 2022.

Type of Action	Number of activities
<b>Social Media Posts</b> (including LinkedIn, Facebook, Twitter, Website)	72
<b>Presentations to Events</b> (exhibitions/fairs)	2
<b>Presentations to Conferences &amp; Workshops</b>	35
<b>Info Day</b> (online & presential)	13
<b>Individual meetings, and interviews</b>	36
<b>Articles in non-scientific journals</b>	2
<b>Newsletter</b>	2
<b>Distribution of brochures</b>	100

All the efforts carried out by each partner have been important to address the main target groups identified in the Communication Plan.

Among the main events, conferences and workshops in which GreenOffshoreTech was presented, we would like to highlight the following initiatives:

- International Fair of Plastics and Rubber Processing PLASTPOL, Kielce, Poland, 21 Sep 2021
- Cluster meeting, Viken Tecknologiklynge, Moss, Norway, 20 Oct 2021
- Cluster meeting, Viken Tecknologiklynge, Moss, Norway, 20 Oct 2021
- 11th Business2Sea, Vigo, Spain, 16-18 Nov 2021
- EU Industry Days, 8-11 Feb 2022
- Environmental Protection and Waste Management Expo EKOTECH, Kielce, Poland, 23-24 Feb 2022
- Offshore Wind Conference, Moss, Norway, 15 March 2022
- Cooperation and investment opportunities between Latvia & Norway, 28 April 2022
- Aquaculture UK, Aviemore, UK, 3-5 May 2022



- Business Cooperation on Blue Growth in Europe, Athens, Greece, 10-11 May 2022
- Nor-Shipping 2022, 4-7 April 2022, Oslo, Norway
- #EUSci4Regio GOSPODARKA O OBIEGU ZAMKNIĘTYM - od teorii do praktyki (Circular Economy - from theory to practice), Kraków, Poland, 30 May 2022

## 4. Recommendations for the next period

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For the next year it is important to continue these communication and dissemination efforts namely: raising awareness on the project and engaging the project' stakeholders and SMEs for the 2<sup>nd</sup> Open Call. It is also important to keep:

- Identifying strategic and relevant events and initiatives to attend to.
- Identifying newsletters, websites, blogs and forums for the publication of news on the project.
- Updating the GreenOffshoreTech's website and social media with information of interest (all the partners are requested to share news, events, photos and other information).
- Disseminating news about the project progress and achievements (all the partners are requested to share news, events, photos and other information).
- Engaging the target groups defined by the Communication Plan.
- Communicate on the achievements and lessons learn.

All the partners should contribute to carrying out communication and dissemination activities at international, national or regional level, keeping evidence on it (e.g. photos, sign-in sheets, programmes, presentations, website links, news) and sharing with Fórum Oceano a piece of news to publish on the project's website, social media and newsletter. The consortium should continue promoting and sharing the project's external communication tools among their own networks. Lastly, all the partners are also invited to keep the efforts in communicating GreenOffshoreTech through their own channels, reaching the target audiences (a set of guidelines for project' s partners are available on the Communication Guide).