



TURN GOOD IDEAS INTO BUSINESS

Making Offshore production and transport
green, clean and sustainable

D6.7

Second Report on Communication and Dissemination activities



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Project Acronym GreenOffshoreTech

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D6.7 Second Report on Communication and Dissemination

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Lead responsible

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1. Executive Summary

This document is deliverable D6.7 Second 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 2022 and August 2023.

2. Main results and outputs

During the second year of GreenOffshoreTech's implementation, the tools to support the project communication and dissemination activities developed in the first year of the project were carried forward and improved. The main communication activities consisted of the announcement and dissemination of the Second Call on website and social media, and the announcement of the First and Second Call winners. There were also numerous platforms on which the GreenOffshoreTech project was showcased and interactive communication events, such as B2B networking events between project partners that centered GreenOffshoreTech.

2.1 Website report

The following updates were made on the project website: upload of Deliverables; News section; Second Call announcement and information; First and Second Call winners' information. Five posts were added at the news section.

The project website is monitored by Google Analytics, which enables an insight into its performance. There was a problem with the google account that is monitoring the website that was just recently identified and this is why we're lacking data from April to August 2023.

With the data available for the second year of the project, the website registered around **3700 users**, the majority from the United Kingdom, followed by Germany and Norway, and more than **12 000 views** in total (Figure 1).

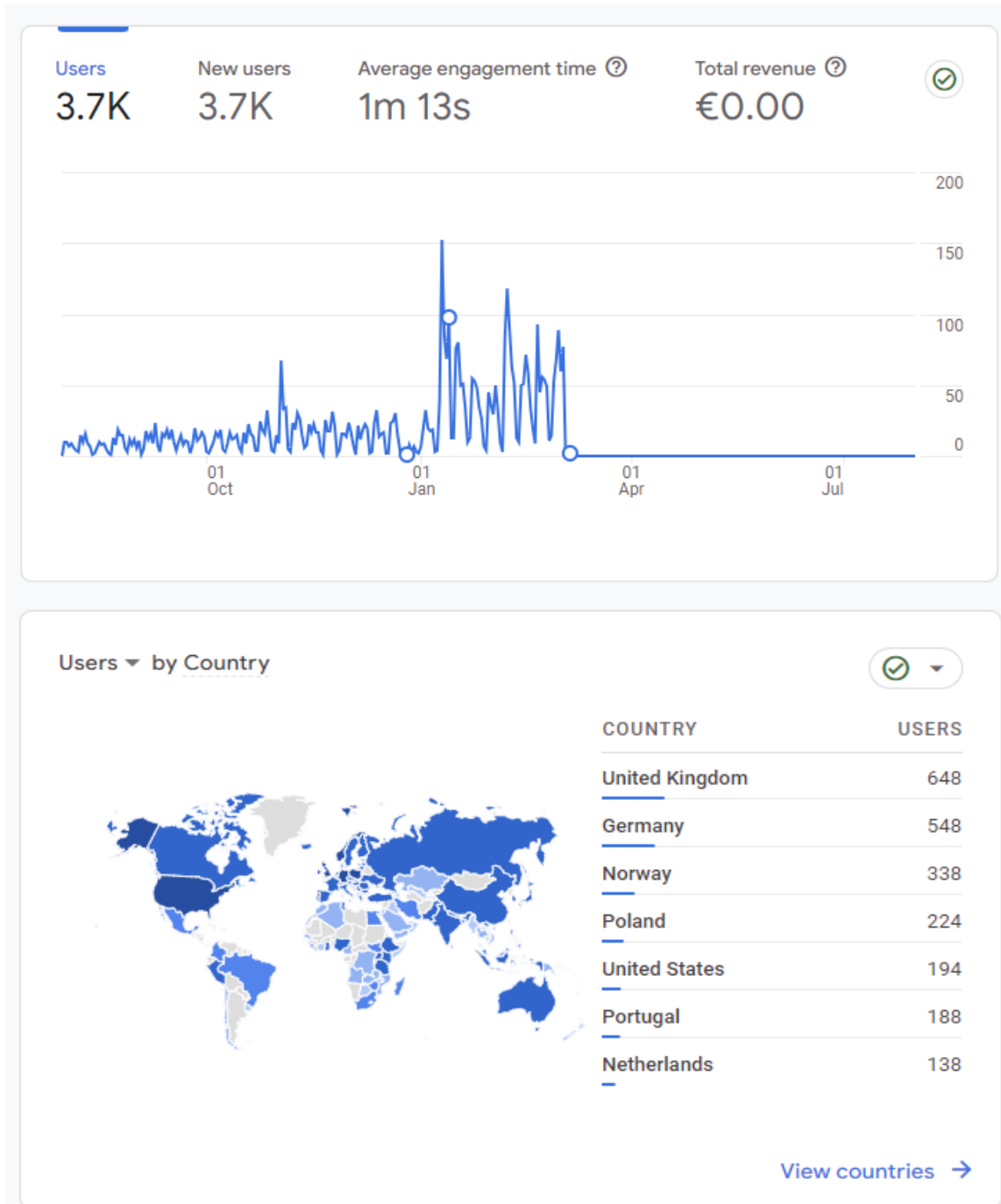


Figure 1. Number of users, users average engagement time, and users by country of GreenOffshoreTech's website during the second year of the project. Source: Google Analytic.

Page title and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time	Event count All events ▾
		12,469 100% of total	3,731 100% of total	3.34 Avg 0%	1m 13s Avg 0%	37,691 100% of total
1	GreenOffshoreTech	4,112	2,068	1.99	0m 28s	12,476
2	Call for Proposals - GreenOffshoreTech	1,746	958	1.82	0m 42s	5,265
3	About - GreenOffshoreTech	1,567	742	2.11	0m 54s	3,859
4	2nd call for proposals is open until 24th March 2023	954	596	1.60	0m 33s	3,330
5	2nd Call for Proposals - GreenOffshoreTech	776	477	1.63	0m 59s	2,436
6	2nd call for proposals will open on 10th January 2023	739	393	1.88	0m 30s	2,770
7	1st Call for Proposals - GreenOffshoreTech	589	302	1.95	1m 17s	1,478
8	Library - GreenOffshoreTech	368	180	2.04	0m 32s	1,009
9	News - GreenOffshoreTech	365	210	1.74	0m 24s	836
10	Contact Us - GreenOffshoreTech	230	177	1.30	0m 19s	640

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

The home page was the most visited, with more than 4000 views, followed by the “Call for proposals” with highest access users from January to March 2023, coinciding with the launch of the 2nd Call of Proposals (Figures 2 and 3).

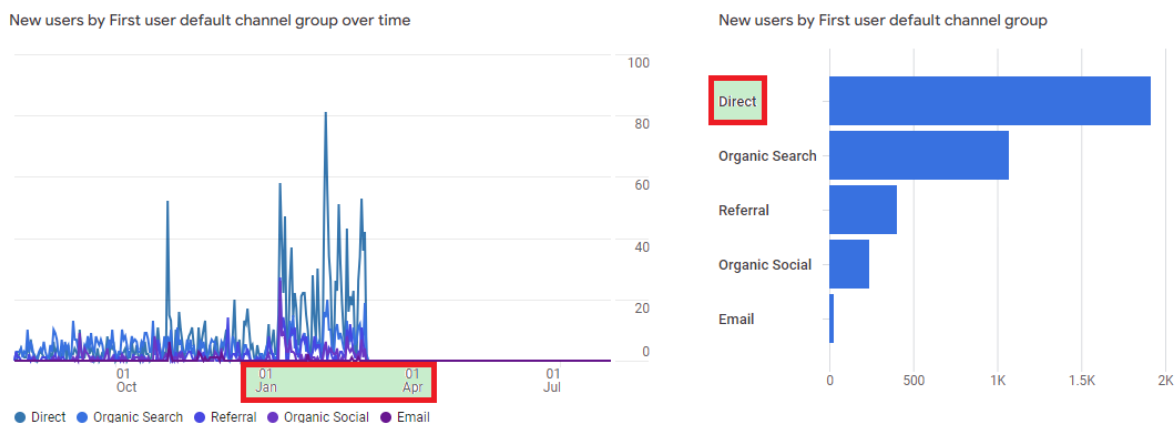


Figure 3. Number of new users over time and how they entered on GreenOffshoreTech's website during the second year of the project. Source: Google Analytic.

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 **687 followers** that corresponds to an increase of almost 65% compared with the last year. Almost **130 publications** were made, resulting in more than **45 000 impressions**.

LinkedIn

The GreenOffshoreTech LinkedIn has **658 followers**; 432 were gained during the second year of the project. The top followers are from Lisbon Metropolitan Area, Portugal (6,2%), followed by Greater Oslo Region, Norway (5,7%), Greater Munich Metropolitan Area, Germany (4,3%), and Porto Metropolitan Area, Portugal (4,2%).

Follower metrics ?

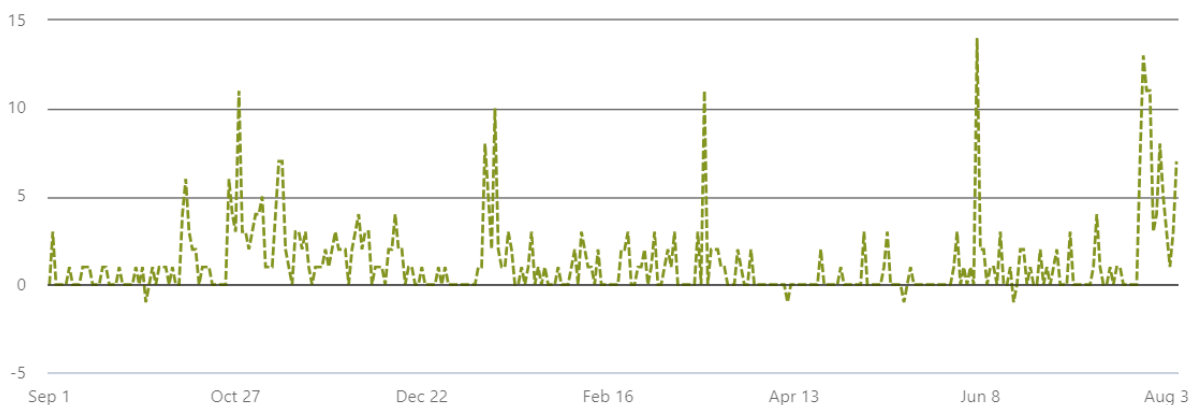


Figure 4. Follower metrics and number of new followers over time on GreenOffshoreTechs's LinkedIn during the second year of the project. Source: LinkedIn.

In terms of number of posts and content engagement, during this reporting period, **110 posts** were published. The highest engagement rates correspond to the posts of the partners meeting in Reykjavik and in Lisbon, as well as to the post with information of the first brokerage event from November 2022.

The publication with greatest impression (the total number of exposures of the content) is from 11.10.2022, about the partners meeting in Brussels; the publication with greatest engagement rate (number of interactions, clicks, and new followers acquired, divided by the number of impressions the post received) is from 31.05.2023, about the partners meeting in Reykjavik.

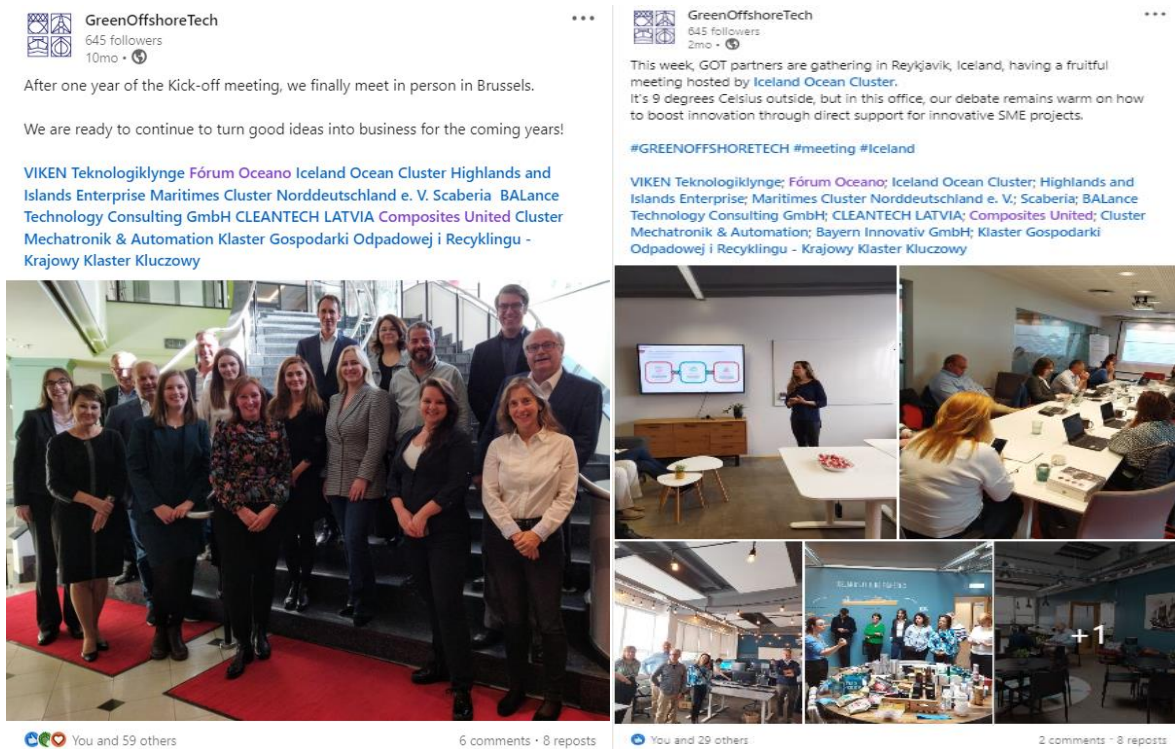


Figure 5. Social media posts on GreenOffshoreTech's LinkedIn with greatest impression (left) and greatest engagement rate (right) during the second year of the project. Source: LinkedIn.

Twitter

The GreenOffshoreTech Twitter has **29 followers** since the page creation, more 10 compared with the last year. The engagement rate is poor, so it was decided to not prioritize this social media in comparison with LinkedIn that is performing very well.

During the reporting period **18 tweets** were made.

3. Partners' communication and dissemination activities

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, providing 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 170 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 Call for proposals.

Table 1. Number of dissemination and communication activities held between Sep 2022 and Aug 2023.

Type of Action	Number of activities
Social Media Posts (including LinkedIn, Facebook, Twitter, Website)	70
Presentations to Events (exhibitions/fairs)	11
Presentations to Conferences & Workshops	6
Organisation of workshops / Info Day (online & presential)	11
Individual meetings, and interviews	56
Articles in scientific journals	1
Articles in non-scientific journals	0
Newsletter	11
Distribution of brochures	>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:

Organisation of conferences:

- "Circular economy - rational use of raw materials" (28-30.11.2022), by partner MERRI.
- "2nd Call for Proposal webinar" (1.12. 2022, 6.12 2022) in Moss, by partner MNU.

Organisation of workshops:

- With entrepreneurs and universities: "Transformacja energetyczna - wsparcie programowe i projektowe (Energy transformation - program and design support)", (17-18.02.2023 Feb) in Chorzów - with participation of MERRI and CKR.

- Info-Sessions (13.01.2023, 02.02.2023), and Proposal-Workshops (25.01.2023, 17.02.2023), online; by partners BI, CU and MNC.
- Two Call for Proposal workshops (18.01.2023, 2.02.2023), by partner MNU.

Participation in exhibitions:

- SMM (6-9.09.2022); Invest Messe Stuttgart, Deutscher Schifffahrtstag 2022 (29-30.09.2022); Zukunftskonferenz (31.08.-1-09.2022); Rostock Ocean Convention (16-17.11.2022.), by partner MCN.

Participation to conferences, workshops or other events:

- GreenOffshore Tech (2nd call) - information and consultation meeting for entrepreneurs (19.01.2023), by partner CKR.
- Poznan, International Polish Fair Poleco, Poland (19.10.2022), by partner WMRC.

4. Recommendations for the next period

For the last year of the project, it is important to continue these communication and dissemination efforts namely: raising awareness on the project and reach out to stakeholders needed for the implementation of our Large-scale Demonstrator (i.e., innovative SMEs, large corporates, cluster organisations, SME intermediaries, industry associations, local and national development agencies, research organisations, investors, public authorities, policy makers).

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).