

TransH2

D.1.1.2 Report on Joint communication campaign

Deliverable 1.1.2

Responsible partner: ZADRA NOVA Regional Development Agency
Involved partners: All

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Table of contents

1. Introduction	3
2. Communication kit and communication strategy	4
2.1. Posters printed by all project partners and displayed in offices	6
2.2. Project brochure	9
3. Kick-off meeting and dissemination of the project during events	10
4. Posts made on the official websites of project partners	12
5. Posts made on social media accounts of the project	13
6. Conclusion	15



1. Introduction

As defined in the project's application form, this report will present delivered communication campaign activities, aimed at disseminating a project and H2 maritime transport collaboration network goals and motivating target groups to join H2 maritime transport collaboration network. This includes activities related to the creation of an online presence for the project (partner websites, social media, official Interreg portal website), as well as specific activities, such as the kick-off conference, and the creation and distribution of a questionnaire that was carried out among potential network members, which was used to assess institutions' interest in hydrogen maritime fuel, prior experience, and network collaboration. Furthermore, a stakeholder matrix will be used to create a 4-helix cluster for knowledge sharing and dissemination in the programme area.

The presented communication campaign is vital for the outputs of the project, because the communication activities enable the partners to use the knowledge of the newly formed H2 maritime transport collaboration network to create a joint cross-border strategy which aims to green maritime routes in the programme area. The main focus is on the Croatian counties of Primorsko-Goranska, Šibensko-Kninska, and Zadarska and Italian regions Friuli-Venezia Giulia and Emilia-Romagna.



2. Communication kit and communication strategy

In order to effectively fulfil the communication requirements, all the partners used the official communication kit. The communication kit for project TransH2 was a set of templates used by all project partners to accomplish the project’s communication and visibility goals. The kit included the official logo of the project, horizontal and vertical templates in Word (.doc) for official project documents, a template for PowerPoint (.ppt), plaque, and billboard templates to be edited with image editing software. Each partner could access these templates from the official OneDrive of the project made by the LP and use the templates for their needs. Furthermore, at the start of the project, the LP created the project poster and made it available to all partners using the aforementioned OneDrive of the project. All partners printed and placed posters somewhere in their offices to ensure project visibility, and the photos were also uploaded to JEMS as part of the first reporting period.



Project templates for the poster and billboard, and the logo of the project





Crucial part of the joint communication campaign is the official communication strategy, which was adopted by the Steering committee of the project during the 1st SC meeting. The communication strategy provides an overview of the project, with emphasis on communication objectives and channels to be used during project implementation, information about target groups, resources, evaluation and project and programme visibility. It is an essential tool for project partners when it comes to keeping track of communication activities and the anticipated results.

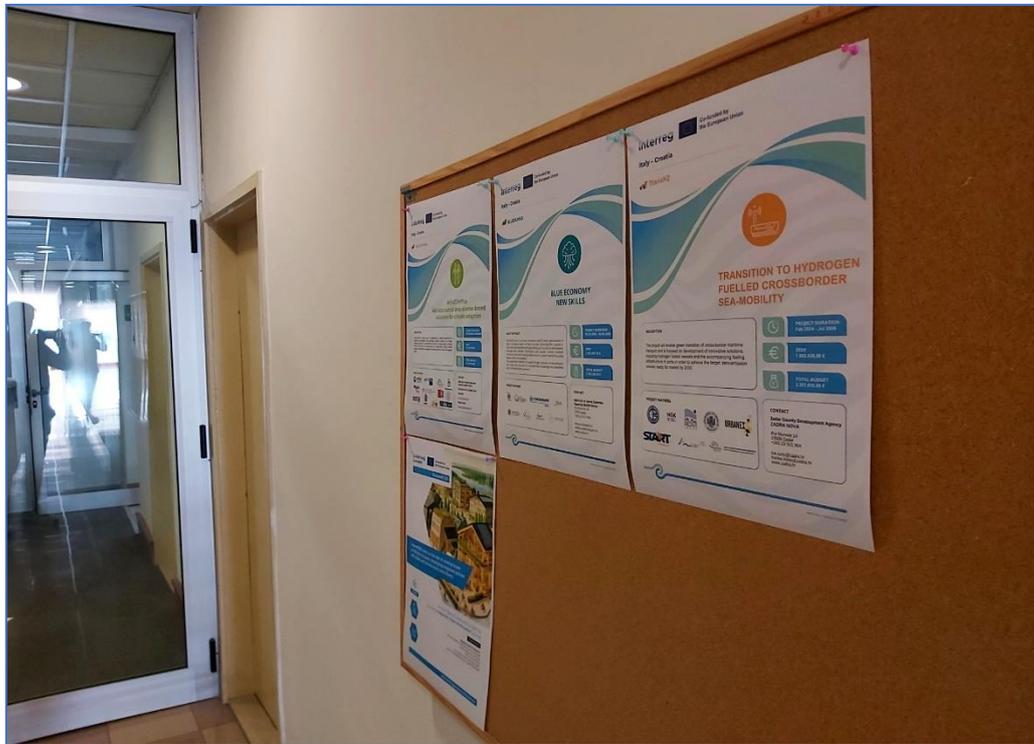
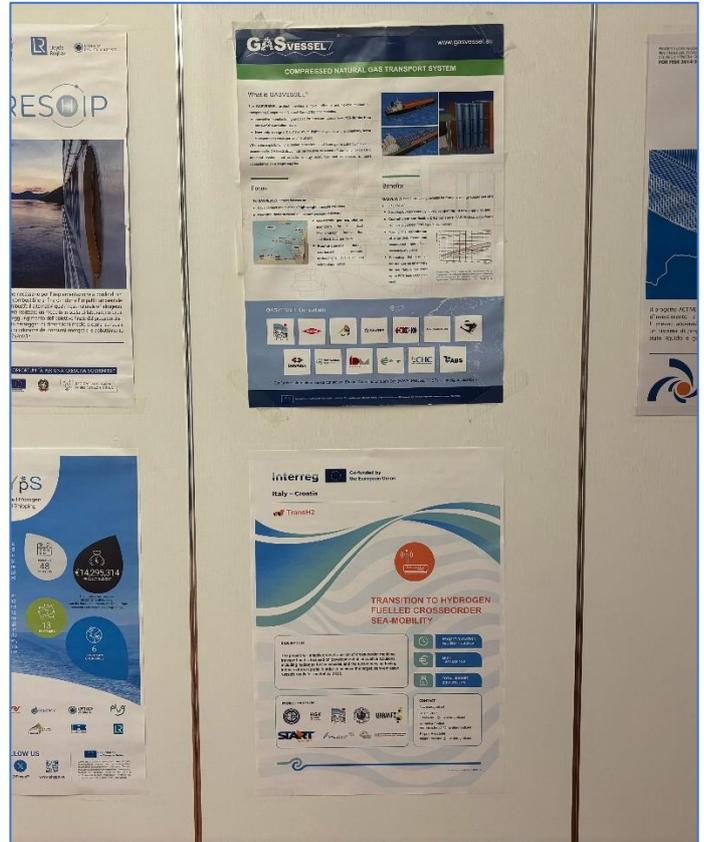
As it stands in the project's AF, PP3 ZADRA NOVA was responsible for the delivery of the TransH2 communication strategy, and the task was completed in due time with contribution from other project partners, especially LP PFRI and coordinator of WP1 Urbanex.



2.1 Posters printed by all project partners and displayed in offices





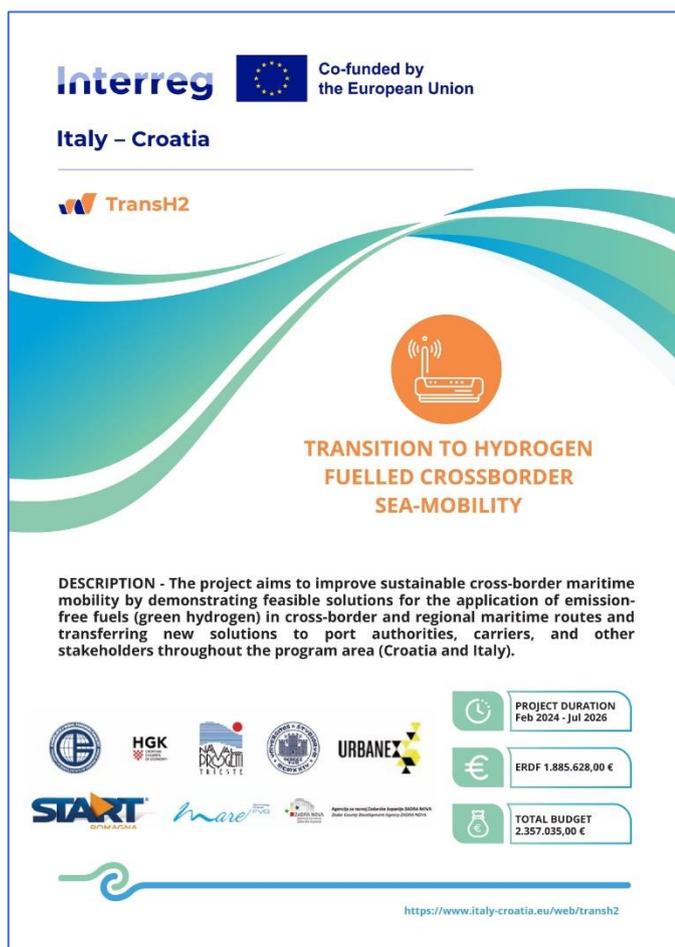


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2.2. Project brochure

As it is stated in the AF, the brochure, which was created during the first period, will be disseminated electronically and printed by PPs only if strictly necessary (for direct meetings and presentations). The brochure, same as other communication materials, includes compulsory publicity and communication rules laid down in the EU Regulations and Programme Implementation Manual. The brochure is already being used by the project partners as a useful tool to inform people about the project and help popularize the social media accounts.



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TransH2

TRANSITION TO HYDROGEN FUELLED CROSSBORDER SEA-MOBILITY

DESCRIPTION - The project aims to improve sustainable cross-border maritime mobility by demonstrating feasible solutions for the application of emission-free fuels (green hydrogen) in cross-border and regional maritime routes and transferring new solutions to port authorities, carriers, and other stakeholders throughout the program area (Croatia and Italy).

PROJECT DURATION
Feb 2024 - Jul 2026

ERDF 1.885.628,00 €

TOTAL BUDGET
2.357.035,00 €

Partners: START, HGK, DROM, URBANEX, and others.

<https://www.italy-croatia.eu/web/transh2>



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The project will enable green transition of cross-border maritime transport by demonstrating new solutions and providing concrete investment plans and commitment to increase the use of zero emission fuels until 2050, thus contributing to European green deal goals to reduce maritime sector emissions by 90% and directly contributing to the strategic orientations and expected impacts set in EU mission "Restore our Ocean and Waters" to achieve zero pollution and reduce greenhouse gas emissions within the EU's oceans and waters. TransH2 is focused on development of innovative solutions for CB maritime transport, including hydrogen fueled vessels and the accompanying fuelling infrastructure in ports in order to achieve the European Sustainable and Smart Mobility Strategy target: that zero-emission vessels will become ready for market by 2030.

WORK PACKAGES

1. Capacity & knowledge building, H2 maritime collab network & cross-border strategy
2. Greening maritime transport links, joint research, option analysis, conceptual design, case studies
3. Joint smart solution development & training schemes

FOLLOW US ON:

<https://www.italy-croatia.eu/web/transh2>



3. Kick-off meeting and dissemination of the project during events

The kick-off meeting for the TransH2 project, held on February 27, 2024, at the University of Rijeka's Faculty of Maritime Studies, marked the start of a comprehensive communication campaign aimed at promoting the project's goals and encouraging the formation of an H2 maritime transport collaboration network. This meeting gathered 18 participants from eight partner organizations to align on the project's scope, objectives, and expected outcomes.

Key discussions during the meeting focused on the project's main aims, including enhancing capacity and knowledge, establishing a cross-border collaboration network, and developing strategic and practical approaches to integrating hydrogen technology into maritime transport. Administrative and management guidelines for the Interreg Italy-Croatia programme were also reviewed to ensure compliance and effective project execution.

A significant part of the communication campaign involved the development of a cohesive communication strategy to ensure all partners are synchronized in their outreach efforts. This strategy, reviewed during the meeting, is set to be finalized by the end of the first period (end of July 2024). Stakeholder engagement was emphasized, with plans to involve regional authorities, port administrations, and maritime industry experts to foster collaboration and share insights. The campaign also highlighted the importance of digital platforms, such as a shared OneDrive space, to facilitate document sharing and collaboration among partners.

Public outreach efforts included organizing workshops and training sessions, with a notable hybrid workshop that was organized on June 20, 2024, in the Italian city of Monfalcone. This workshop proved to be another invaluable opportunity to enhance stakeholder engagement and project dissemination. In addition, future activities were outlined during the kick-off



meeting and the first workshop in Monfalcone, including regular meetings to maintain alignment on communication strategies and project deliverables. These sessions will include Steering Committee meetings to ensure continuous coordination and optimal resource utilization. Overall, the kick-off meeting of TransH2 project laid a strong foundation for the TransH2 project's communication campaign, aiming to promote hydrogen technologies in maritime transport and build a robust cross-border collaboration network.

In addition to the kick-off meeting and workshop in Monfalcone, the project was also disseminated during the Lead partner seminar in March 2024, where project manager Edvard Tijan, PhD from LP University of Rijeka, Faculty of Maritime Studies, expressed strong commitment to the project's success and made insightful connections that position the TransH2 project for a prosperous outcome. The project was also disseminated during the 11th Career Day organized by the University of Rijeka. Lead partner's project team members utilized the event to explain the project's goals, methodology, and key achievements to the attendees.

In total, the kick-off meeting, workshop, and other activities as part of WP1 and the first period of the project reached 177 stakeholders from all the relevant stakeholder categories: general public, local public authority, regional public authority, national public authority, infrastructure and (public) service providers, enterprises (except SME), SMEs, interest groups (including NGOs).



4. Posts made on the official websites of project partners

All project partners successfully and punctually uploaded content related to project TransH2 activities on their official websites. This included posts about the kick-off conference, events like workshops, and updates on the H2 maritime transport collaboration network.



Example of a post on the partners' official website, in this case UNITS

In total, the LP and 7 Project partners published articles, news and events on their official websites – the total number, as of July 31st and the end of the first reporting period is 14 articles published across 8 websites. Additionally, all project partners adhered to the visibility guidelines from the Programme implementation manual and posted links to the official

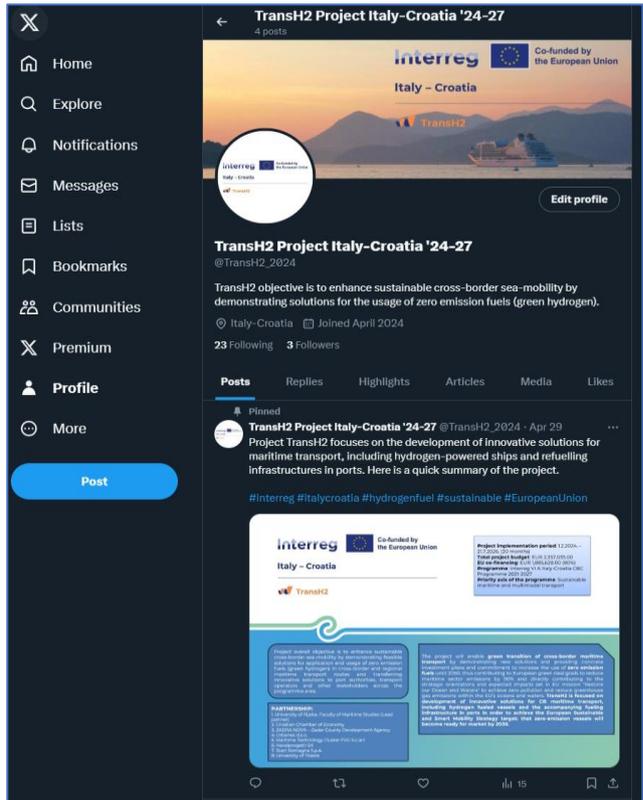
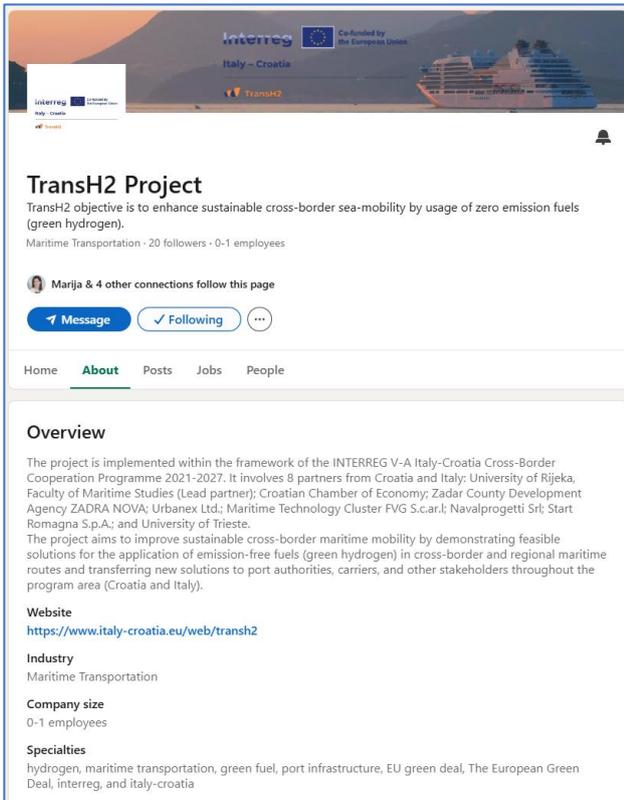




website (<https://www.italy-croatia.eu/web/transh2>) on their web pages and sections dedicated to the TransH2 project.

5. Posts made on social media accounts of the project

In addition to updating their websites and posting content related to the project activities, the partners also created content and were active on social media. The most active social media platforms for the project were LinkedIn, Facebook, X (Twitter) and Instagram, where partners engaged with the project stakeholders and worked on networking with synergetic projects and initiatives. One example is how LinkedIn helped project TransH2 connect with project ZEAS, from the Horizon Europe Programme, which resulted in a very fruitful exchange of experiences and knowledge.



The project's official LinkedIn and X pages

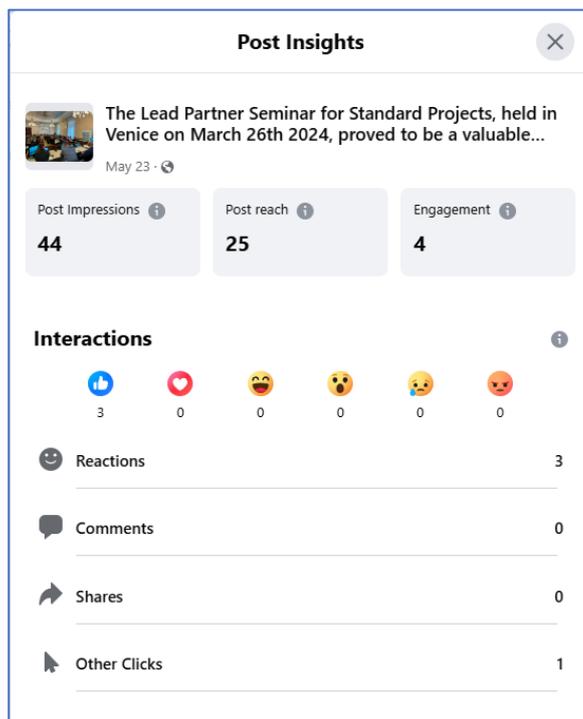


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LP and Project partners also utilised their own social media accounts to post about project TransH2 and their role within the project. This significantly helped with the visibility of the project, as all the involved partners are already well established and prestigious organisations with their own followers and stakeholders from other projects that are already acquainted with their work.

In total, 2450 people were reached using the aforementioned social media platforms in the first period of the project (from February 1st to July 31st, 2024). The calculation was done by counting views and impressions from each and every post created on the social media pages during the last day of the period (July 31st). For LinkedIn, the website has a feature to export data about engagement in .xls format as a spreadsheet.



Examples of engagement analytics from X and Facebook



6. Conclusion

The activities presented in this report that are centred around communication serve not only to successfully disseminate the project to stakeholders and the general public, but also to help the project partners coordinate their efforts and successfully complete all the planned tasks. As is the case with every other activity and deliverable of project TransH2, this report adheres to the Administrative and management guidelines for the Interreg Italy-Croatia programme. This report briefly presents the fundamental work that was done in order to ensure the project's continued visibility and successful dissemination on multiple platforms, with particular emphasis on the 4 main social media platforms and the official website of the Interreg Italy-Croatia programme, which will all be updated regularly, as soon as project events happen or there is a chance to share interesting articles and posts related to the overall project topic.

Project partners will keep tracking stakeholder reach throughout the project implementation phase using spreadsheets posted on the official OneDrive of the project.

