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|-------------------------------|---|------------------|-----------|
| Project number: | 35-2-38-08 | | |
| Project acronym: | NS FRITS | | |
| Project title: | <u>N</u> orth <u>S</u> ea <u>F</u> reight <u>I</u> ntelligent <u>T</u> ransport <u>S</u> olutions | | |
| Thematic priority: | Improving Accessibility to places in the NSR | | |
| Area of intervention: | To promote the development of efficient and effective logistics solutions | | |
| Start date of project: | 01/01/09 | Duration: | 36 months |

| | | | |
|---|---|--|--------------------------------------|
| Deliverable reference number: | WP6 – deliverables 6.1, 6.3, 6.4, 6.5a and 6.5b | | |
| Deliverable title: | WP6 Final Report | | |
| Version: | 1.0 | | |
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| Due date of deliverable: | December 2011 | | |
| Actual submission date: | December 2011 | | |
| Lead contractor of this deliverable: | PUAC | | |
| Other contributing contractors: | Circle Marketing | | |

| Project co-funded by Interreg IVB North Sea Region Programme (2007 – 2013) | | |
|--|--|----------|
| DISSEMINATION LEVEL | | |
| PU | Public | |
| PP | Restricted to other programme participants (including Interreg IVB NSRP) | |
| RE | Restricted to a group specified by the consortium (including Interreg IVB NSRP) | |
| CO | Confidential, only for members of the consortium (including Interreg IVB NSRP) | X |

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1 ABBREVIATIONS

| | |
|------------|---|
| AER | Advertising equivalency rate |
| BBC | British Broadcasting Corporation |
| DG TREN | Directorate-General for Mobility and Transport (now DG MOVE) |
| EC | European Commission |
| EU | European Union |
| FP6/7 | 6 th / 7 th Framework Partnership programme |
| IMG | International Management Group |
| INTEGRITY | Intermodal Global Door-to-door Container Supply Chain Visibility |
| ISL | Institute of Shipping Economics and Logistics |
| ITS | Intelligent Transport Systems |
| KLPD | The Netherlands National Police Agency |
| MoS | Motorways of the Sea |
| NS FRITS | North Sea Freight Intelligent Transport Solutions |
| NSR | North Sea Region |
| NSRP | North Sea Region Programme |
| OTS | Opportunities to see |
| PR | Public Relations |
| PUAC | People United Against Crime |
| RIS | River Information Services |
| ROI | Return on investment |
| Satcom | Satellite Communications |
| SETPOS | Secure European Truck Parking Operational Standards |
| SISTER | Satcoms In Support of Transport on European Roads |
| Stammtisch | Police liaison events where HGV drivers can raise concerns or ask questions |
| StratMoS | Strategic Motorways of the Sea |
| UK | United Kingdom |
| WP | Work Package |
| WPA | Work Package Activity |

2 INTRODUCTION

2.1 COMMUNICATION PLAN AND DISSEMINATION STRATEGY

NS FRITS is a bold and imaginative initiative which was designed to combine intelligent logistics solutions with pan-regional information systems. The successful adoption of NS FRITS will substantially improve the accessibility of places in the NSR and promote the development of efficient and effective logistics solutions through the introduction of an innovative ITS.

At the start of the project NS FRITS developed a communications plan and publicity strategy which aimed to:

- Establish NS FRITS' credentials and effectively launch the project to all audiences, including major stakeholders, regional, national and EU decision makers, the EU community and the public at large
- Communicate the results and outcomes of the project, charting its success from launch to completion
- Conclude with a summary of the project's success, proposals for expansion and plans for the future

2.2 TARGET AUDIENCE

The NS FRITS target audience was identified as:

- EC, Pan-European, national and regional government, plus local authorities and development agencies
- Related EU projects
- Logistics and transport providers
- Law enforcement and prevention agencies
- Emergency services
- Transport and industry related associations
- Port authorities
- Research and Further/Higher Education establishments
- Transport regulatory bodies
- All transport infrastructure users and action groups
- Business and community representatives e.g. Chambers of Commerce
- Road infrastructure support systems e.g. Highways Agencies, service and rest areas operators
- Fuel distributors and major forecourt enterprises
- Manufacturing, distribution, wholesale and retail businesses
- Business park operators and owners
- The public/local communities

All stakeholders in the NS FRITS project were targeted within the communications plan. The aim was to raise the awareness of the issues that NS FRITS addresses and the impact the project has on the development of efficient and effective transport and logistics in the NSR. The communications plan and publicity strategy encouraged decision makers to adopt the recommendations made within the project.

2.3 PURPOSE AND STRATEGY

The purpose of the communications plan was to convey a consistent message in a transparent manner, highlighting innovation and stressing a real and positive socio-economic and environmental contribution to the NSR.

The strategy included the following:

- Implementing a phased communications plan
- Defining stakeholder groups, influencers and communities / audiences to be targeted
- Ensuring the project had a high profile with maximum media exposure throughout

2.4 RESPONSIBILITIES AND MEASURES

PUAC, the Lead Beneficiary for NS FRITS, had the responsibility of managing the communications plan, including co-ordinating and implementing the communications strategy.

The WP6 leader was responsible for delivering the Communications Plan and working with the NS FRITS Project Manager and the NS FRITS partnership.

NS FRITS partners were tasked by the WP6 leader to source and disseminate information to all media, target audiences and stakeholders in their region.

Communications tactics were proposed, discussed and updated on bi-monthly basis between the WP6 leader and the PR company.

Minimum outputs and results were itemised in the Project Indicators and WP6 related to managing and co-ordinating dissemination, communication and publicity activities in collaboration with partners, stakeholders and end users.

3 COLLABORATION WITH EU PROJECTS

3.1 METHODOLOGY

Avanti Communications selected 48 EU projects to be researched which appeared to have the most relevance to NS FRITS.

An EU project overview template was produced to ensure a consistent approach to reporting on the initial research undertaken by PUAC. This was designed to provide a brief overview of the projects:

- Aims and objectives
- Duration
- Value
- Geographical coverage
- Relevance to NS FRITS

The 48 EU projects were researched by PUAC and the findings documented in the EU Collaboration template. The findings were sent to Avanti Communications and included in the Technical Concepts document, produced for WPA2.2.

The ten most relevant EU projects for NS FRITS to collaborate with were recommended to the IMG who approved the selection.

PUAC nominated specific partners to lead on collaborative activities with each individual project dependant on their experience and relations with projects.

An NS FRITS EU collaboration template was produced to record and monitor the collaborative work undertaken between NS FRITS partners and their nominated project.

Initial contact was made by nominated partners to the specific project.

Partners continue to complete the EU Collaboration template recording their current progress and the report is submitted to PUAC at the end of each month.

The EU collaboration progress reports were submitted to PUAC circulated to NS FRITS partners

3.2 EU PROJECTS IDENTIFIED FOR COLLABORATION

| Project name | Funding body | NS FRITS lead partner | Reason |
|----------------|--------------|----------------------------|---|
| Dryport | Interreg IVB | University of Hull | Synergy with StratMoS |
| SETPOS / Label | DG TREN | Avanti Communications | Working with TruckInform |
| Rising | FP7 | ISL | ISL is coordinating the project |
| SISTER | FP7 | Avanti Communications | Lead partner in SISTER |
| StratMoS | Interreg IVB | University of Hull | Already agreed at StratMoS meeting |
| Heavy Route | FP6 | Volvo | Already involved in the project |
| Integrity | FP7 | ISL | ISL is coordinating the project |
| SMARTFREIGHT | FP7 | PUAC | Closely linked with NS FRITS aims and objectives |
| STREETWISE | DG TREN | University of Huddersfield | At partner request |
| EasyWay | DG TREN | KLPD | Several contacts with the EasyWay project are known to KLPD |

3.3 OUTCOME OF COLLABORATION

3.3.1 Dryport

| | |
|--------------------------------------|--|
| Project name | Dryport |
| Co-funded by | Interreg IVB NSRP |
| Contact name | Dirk Harman |
| Main objective of the project | <p>A Dryport is a hinterland intermodal freight transport hub.</p> <p>With effective planning and careful choice of location, Dryports can:-</p> <ul style="list-style-type: none"> • Significantly increase the capacity and efficiency of existing sea ports and provide them with vital support, while shifting traffic off the roads and on to rail or inland waterway wherever possible. • Provides valuable space for logistics and onward distribution activities. • Helps local infrastructure to cope with increased demand as ports handle growing volumes of cargo <p>The project will aim to:-</p> <ul style="list-style-type: none"> • Identify suitable Dryport sites • Investigate the possibility of setting up innovative short shuttle rail services to and from the port facilities • Help port capacity with better planning to reduce the number of trucks on the roads and with careful planning of logistics sites, promote "greener" transport solutions |
| Frequency of contact | 14 times over three years |
| Area of collaboration | Raising awareness of project activities and sharing knowledge and information |
| Method of collaboration | Events, workshops and newsletters |

3.3.2 SETPOS / LABEL

| | |
|--------------------------------------|--|
| Project name | SETPOS / LABEL |
| Co-funded by | DG TREN |
| Contact name | Ruedi Anner / Jurgen Wehnert |
| Main objective of the project | <p>SETPOS is responding to the growing concern about attacks on high value cargo and vehicles, coupled with the lack of adequate rest facilities for drivers.</p> <p>SETPOS recognises that the establishment of secure truck parking sites and associated information services is becoming increasingly important to help reduce crime and improve driver working conditions.</p> |

| | |
|-----------------------------------|---|
| | <p>The project has 3 main parts:</p> <ul style="list-style-type: none"> • Achieve consensus on a common standard for secure truck parking • Construct a number of secured truck parking areas in trans-border regions, to demonstrate this standard • Establish an information, guidance and reservation ICT platform for all types of truck parking <p>LABEL will reach its overall objective by establishing a TPA certification system guaranteeing high standards in terms of security, safety, comfort, dignity, food and shopping. LABEL's main objective is to have the widest range of stakeholders (public authorities, motorway operators, certifiers, insurers, shippers, forwarders, carriers and truck operators) endorsing the certification scheme. LABEL aims to facilitate the provision of secured TPAs to all road-users, especially truck drivers.</p> |
| Frequency of collaboration | 12 examples of collaboration over three years |
| Area of collaboration | Raising awareness of project activities and sharing EU secure parking information |
| Method of collaboration | Events, newsletters and data sharing |

3.3.3 Rising

| | |
|--------------------------------------|---|
| Project name | RISING - RIS for Improving the Integration of Inland Waterway Transports into Intermodal Chains |
| Co-funded by | DG TREN within the 7th Framework Programme for Research and Technological Development |
| Contact name | Arne Gehlhaar |
| Main objective of the project | <p>RISING has the overall objective of identifying, integrating and further developing information services such as RIS in order to efficiently support inland waterway transport and logistics operations.</p> <p>Within the term of 36 months, the RISING project will investigate how traffic information for logistics purposes can lead to useful solutions and services providing benefits for intermodal transport chains involving inland waterway transport.</p> |
| Frequency of contact | Continuous contact, contact person is a colleague of an NS FRITS partner |
| Area of collaboration | River Information Services |
| Method of collaboration | Information exchange |

3.3.4 SISTER

| | |
|--------------------------------------|--|
| Project name | SISTER |
| Co-funded by | FP6 |
| Contact name | Adam Brzozowski, Avanti |
| Main objective of the project | <p>The objective of the SISTER project is to promote the integration of satellite communications, satellite navigation and terrestrial communications for mass market road transport ITS applications. A key focus of the project has been to determine how satcom can be used as part of an overall solution for ITS.</p> <p>The project has three main parts:</p> <ul style="list-style-type: none"> • Analytical which studied the ITS communications and positioning needs, business case and operational aspects • Standards which looked at linking relevant standards and the development of a satellite component to the ISO's CALM standard • Practical this was the development of relevant integrated user receiver and demonstration. Five demonstrations took place to show the benefits of satellite communications in the fields of road user charging, map content distribution, emergency call, positioning accuracy and dangerous goods tracking |
| Frequency of collaboration | Continuous as contact is a colleague of an NS FRITS partner |
| Area of collaboration | Sharing of technical developments to improve each project |
| Method of collaboration | Information exchange |

3.3.5 StratMoS

| | |
|--------------------------------------|---|
| Project name | StratMoS |
| Co-funded by | Interreg IVB NSRP |
| Contact name | Gunnar Eiterjord |
| Main objective of the project | <p>StratMoS aims to promote and facilitate the shift of cargo from road to sea-based intermodal transport and improve accessibility within the NSR by supporting the implementation of MoS and related transport networks in an integrated logistical chain.</p> <p>The project has been organised with 4 WPs and 5 Strategic Demonstrations.</p> <p>WP A: Project coordination WP B: Tools for Motorway of the Seas Applications WP C: Motorway of Seas Development in Hubs and Hinterland WP D: Transport Networks and Corridors</p> |

| | |
|--------------------------------|---|
| | <p>The demonstration projects are:</p> <ul style="list-style-type: none"> - Demonstration project 1: Northern Maritime Corridor Barents Sea Intermodal service - Demonstration project 2: NORSHUKON - Demonstration project 3: Development of the Port into an Intermodal Hub <ul style="list-style-type: none"> - DP 3a - Invisible Intermodal Transport - DP 3b - Optimising feeder and short sea in ports - DP 3c - Applying logistics technologies - DP 3d - Hinterland by barge and rail - Demonstration project 4: Secured trade lanes in the North Continent - Russia Corridor - Demonstration project 5: Offshore Hubs and Motorway of Sea Linkages |
| Frequency of contact | 14 collaboration activities over a three year period |
| Area of collaboration | Information sharing in order to avoid duplication. |
| Method of collaboration | Sharing information at events, meetings and via newsletters. |

3.3.6 HeavyRoute

| | |
|--------------------------------------|---|
| Project name | Heavy Route |
| Co-funded by | EU FP6 |
| Contact name | Dr. Anita HIS |
| Main objective of the project | <p>The project will focus on applying and combining existing and newly developed systems, technologies, databases and models to develop an advanced HGV management and route guidance system.</p> <p>The objectives are to improve road safety and capacity while reducing the negative impacts on the environment and the road and bridge maintenance costs (reducing the rate of deterioration caused by heavy traffic).</p> <p>Activities in HeavyRoute will be focussed on the following objectives:</p> <p>System conception and user requirements:</p> <ul style="list-style-type: none"> • Assessment of state-of the-art in fleet management and HGV guidance systems/services • Identifying stakeholder and user requirements on an advanced HGV management and route guidance system • Identifying factors that influence the - route optimisation • Deriving a system architecture concept |

| | |
|-----------------------------------|---|
| | <p>Databases and vehicle / infrastructure interaction models</p> <ul style="list-style-type: none"> • Inventory of available static, periodic and dynamic road, bridge and traffic data in national databases • Inventory of available effect models for deriving the —optimumll route and reducing impacts on the infrastructures <p>Route guidance and driving support</p> <ul style="list-style-type: none"> • Design and development of innovative route guidance and driver support applications for HGVs based on database contents and effect models <p>Traffic simulation and effects of management strategies</p> <ul style="list-style-type: none"> • Traffic simulation and assessment of possible effects and future scenarios from traffic management solutions implemented on European scale using route guidance solutions, particularly taking into account critical sections (bridges, ferries, tunnels, cities) • Simulation of traffic flows due to different management strategies using economical incentives |
| Frequency of collaboration | HeavyRoute finished before NS FRITS could begin to collaborate with this project |
| Area of collaboration | As a partner in both projects, Volvo reviewed outputs from HeavyRoute to see where previous learning could be incorporated into the project |
| Method of collaboration | Volvo reviewed outputs from HeavyRoute to see where previous learning could be incorporated into the project |

3.3.7 Integrity

| | |
|--------------------------------------|--|
| Project name | INTEGRITY - Intermodal Global Door-to-door Container Supply Chain Visibility |
| Co-funded by | European Commission in the 7 th Framework Programme for Research & Development |
| Contact name | Dr. Nils Meyer-Larsen |
| Main objective of the project | <p>The strong growth in container transport, bottlenecks in hinterland connections, complex logistics chains consisting of many actors, information gaps as well as new security regulations are challenges to be managed by industry and administration. The main factors in today's international intermodal container transport, logistics and security, are aiming at different objectives and sometimes lead to contradictory strategies.</p> <p>INTEGRITY will develop a methodology and an IT system serving both issues satisfying industry and authorities at the same time by creating Supply Chain Visibility. This will be achieved by evaluating information from various types of sensors, portals, and other information sources and lead to a better reliability and predictability of the transport chain performance. Furthermore, enhanced security</p> |

| | |
|--------------------------------|---|
| | measures, shared data on vehicles, cargo and inspection results shall lead to trade facilitation and pre-arrival clearance from Customs in the importing country. |
| Frequency of contact | Continuous contact, contact person is a colleague of an NS FRITS partner |
| Area of collaboration | Safety and security |
| Method of collaboration | Information exchange |

3.3.8 Smartfreight

| | |
|--------------------------------------|---|
| Project name | Smartfreight |
| Co-funded by | FP7 |
| Contact name | Hans Westerheim |
| Main objective of the project | <p>Develop new traffic management measures towards individual freight vehicles through open ICT services, on-board equipment and integrated wireless communication infrastructure.</p> <p>Improve the interoperability between traffic management and freight distribution systems.</p> <p>Coordinate all freight distribution operations within a city by means of open ICT services, on-board equipment, wireless communication infrastructure and CALM MAIL implementation in on-board and on-cargo units, for all freight vehicles.</p> |
| Frequency of collaboration | 8 examples of collaboration over an 18 month period |
| Area of collaboration | <ul style="list-style-type: none"> • Making urban freight transport more efficient • Reducing emissions and looking at the environment • Identifying and reducing safety issues • Reducing congestion and improving efficiency |
| Method of collaboration | Meetings, events and newsletters |

3.3.9 Streetwise

| | |
|---------------------|------------|
| Project name | STREETWISE |
| Co-funded by | DG TREN |
| Contact name | Paul Dewey |

| | |
|--------------------------------------|---|
| Main objective of the project | <p>STREETWISE's objectives echo the aims of the European Transport White Paper and partner's national strategies. These are:</p> <ul style="list-style-type: none"> • To improve safety; • Make best use of existing networks; • Reduce congestion; • Improve services to travelling customers; • Make better use of public transport, whilst minimising overall impact on the environment <p>There is a commitment to pan-European deployment of ITS. This recognises:</p> <ul style="list-style-type: none"> • The increasing levels of trade and interaction between European countries, resulting in greater levels of cross-border traffic; • The pan-European nature of vehicle, equipment and service providers; • That Great Britain is the land bridge to Ireland; and • That such an outlook helps deliver European transport policy cost-effectively and quickly. |
| Frequency of collaboration | Project Expired December 2006 |
| Area of collaboration | Project Expired December 2006 |
| Method of collaboration | Project Expired December 2006 |

3.3.10 EasyWay

| | |
|--------------------------------------|--|
| Project name | EasyWay |
| Co-funded by | European Commission DG TREN |
| Contact name | Steve Crosthwaite, Henk Jan de Haan, Fabricio Ricci and Ronald Adams |
| Main objective of the project | <p>EasyWay is a project for Europe-wide ITS deployment on main TERN corridors driven by national road authorities and operators with associated partners including the automotive industry, telecom operators and public transport stakeholders. It sets clear targets, identifies the set of necessary ITS European services to deploy (Traveller Information, Traffic Management and Freight and Logistic Services) and is an efficient platform that allows the European mobility stakeholders to achieve a coordinated and combined deployment of these pan-European services.</p> <p>EasyWay incorporates all current Euro Regions and facilitates the integration of new Member States and regions such as the Baltic countries, Greece and Southern Italy. It reinforces the cooperation between participating countries by providing a new integrated framework with clear objectives and reporting.</p> |

| | |
|-----------------------------------|---|
| Frequency of collaboration | KLPD repeatedly attempted to involve EasyWay in the NS FRITS project however this collaboration was not possible. |
| Area of collaboration | Secure Parking and dedicated Traffic Information |
| Method of collaboration | Participation in working groups/presentations NS FRITS. |

4 EVALUATION OF THE COMMUNICATION AND DISSEMINATION STRATEGY

4.1 YEAR ONE (MARCH 2009 – MARCH 2010)

Diva Creative was the NS FRITS PR company for year one of the project and focused on:

- Developing a communications protocol that NS FRITS partners agreed to
- Identifying and establishing the project with target media
- Developing contacts between partners and stakeholders
- Launching NS FRITS at Hull docks with a PR campaign
- Attending NS FRITS seminars to support the project and establish additional contacts
- Researching, writing and distributing press releases
- Monitoring coverage and following up with media contacts
- Producing content for the NS FRITS newsletter

Objectives and achievements - year one

| | Year one objectives | Achieved |
|-----------------------|---------------------|----------|
| Press releases | 8 | 7 |
| TV / radio appearance | 3 | 1 |
| Media hits | - | 5 |

4.2 YEAR TWO (APRIL 2010 – MARCH 2011)

Following a disappointing PR campaign in year one, NS FRITS changed PR company. After a procurement exercise Circle Marketing was selected as the PR company for years two and three.

In year two each target was hit with 24 press releases and nine TV / radio appearances produced by Circle Marketing plus four press releases produced by NS FRITS partners which achieved European coverage. The coverage for year two was equivalent to over £120,000 worth of advertising and over one million OTS.

The greatest challenge was being able to communicate a solution that had not been developed. Crime and statistical related 'public interest' stories had the greatest success. The Bremerhaven-Hull pilot event also secured excellent coverage.

| | Year one objectives | Achieved Diva Creative | Year two objectives | Achieved Year two Circle Marketing |
|-----------------------|---------------------|------------------------|---------------------|------------------------------------|
| Press releases | 8 | 7 | 8 | 28 |
| TV / radio appearance | 3 | 1 | 3 | 9 |
| Other media hits | - | 5 | - | 28 |
| OTS | - | - | - | 1,051,684* |
| AER | - | - | - | £120,632* |
| ROI | - | - | - | 92.62%* |

*Approximately 25% of coverage gained could not be monitored as figures are not available, plus not all coverage is captured so these figures are conservative and are likely to be at least 25% more.

4.3 YEAR THREE (APRIL 2011 – DECEMBER 2011)

In year three the NS FRITS PR campaign achieved the same number media hits as year two (over a shorter period) and more than doubled the OTS. In 2010 NS FRITS achieved 1.1 million OTS whereas in 2011 this increased to 2.7 million from fewer press releases. AER slightly increased and the ROI increased from 92.62% to 94.72% from year's two to three.

PR activities were also undertaken by NS FRITS partners, with Volvo running a Nordic stakeholder event and the trials being conducted in the Netherlands. The NS FRITS Conference PR campaign was delivered across Europe, targeting media in Belgium and securing TV and radio coverage.

NS FRITS' partners supported efforts greatly with each partner contributing information and support to PR activities. The greatest source of success comes from the established relationship between Circle Marketing and PUAC. The communication channel established was key in uncovering information for campaigns, feeding back and signing off press releases efficiently.

In addition to the success of the PR campaigns, NS FRITS produced an animation film and coordinated the NS FRITS Conference in November 2011. These were both deemed a success and were well received by key stakeholders.

The biggest challenge was ensuring the media would run the story, as many of the media contacts were being targeted repeatedly with NS FRITS articles. In year three, the focus was on identifying a new angle to the same story.

Disappointingly a number of opportunities were missed due to lack of case study. BBC Look North was very interested in running a TV piece on NS FRITS if an interviewee could be supplied for a case study. The NS FRITS PR team contacted a number of companies and individuals who would be willing to be interviewed by the BBC with no success. This meant a big TV opportunity - a BBC TV interview was missed and it could not be included in the achievements.

| | Year one | | Year two | | Year three | |
|------------------------|------------|----------|------------|------------|------------|------------|
| | Objectives | Achieved | Objectives | Achieved | Objectives | Achieved |
| Press releases | 8 | 7 | 8 | 28 | 9 | 20 |
| TV / radio appearances | 3 | 1 | 3 | 9 | 4 | 5 |
| Other media hits | | 5 | | 28 | | 28 |
| Animation film | | | | | 1 | 1 |
| Conference | | | | | 1 | 1 |
| OTS | | | | 1,051,684* | | 2,776,446* |
| AER | | | | £120,632* | | £125,791* |
| ROI | | | | 92.62%* | | 94.72%* |

*Approximately 25% of coverage gained could not be monitored as figures are not available, plus not all coverage is captured so these figures are conservative and are likely to be at least 25% more.

Conclusions

Following a slow start, the NS FRITS PR campaign has been hugely successful, gaining large amounts of PR coverage. Over the last eight months, NS FRITS achieved an average of three PR hits every month. Each objective has been achieved, including the delivery of the animation film, brochure and NS FRITS Conference.

5 APPENDICES

5.1 WP6 INDICATORS REPORT

| Project: please specify description | Achieved | Target |
|--|----------|--------|
| Visits to the website | 123743 | 5000 |
| Conference / seminars | 8 | 8 |
| Presentations at external seminars / congresses | 45 | 10 |
| Television and radio appearances | 15 | 10 |
| Produce animation film to demonstrate ITS | 4 | 1 |
| Produce newsletters | 6 | 6 |
| Press releases | 56 | 25 |
| Individuals within the NS FRITS partnership reached by NS FRITS conference / seminars / workshops (male) | 133 | 125 |
| Individuals within the NS FRITS partnership reached by NS FRITS conference / seminars / workshops (female) | 32 | 25 |
| Organisations reached by open conferences, seminars and workshops | 1712 | 100 |
| Organisations reached by newsletters | 1468 | 2000 |
| Organisations from the partnership, Stakeholder Group and other EU projects contributing to the project | 422 | 40 |
| Individuals within the partnership, Stakeholder Group and other EU projects contributing to the project | 579 | 70 |
| Countries involved in project activities and impacted countries | 18 | 7 |
| Regions involved with project activities | 71 | 12 |
| Non-project delegates attending open conferences / seminars / workshops (male) | 1865 | 1000 |
| Non-project delegates attending open conferences / seminars / workshops (female) | 646 | 200 |
| Non-project organisations attending conferences / seminars / workshops | 1178 | 200 |
| Conference, Seminars, workshops held throughout the project | 8 | 8 |

5.2 NEWSLETTERS

NS FRITS Summer 2009 newsletter includes:

- Official press launch of NS FRITS
- Stakeholder Seminar in Central Hall Westminster, London, UK
- Launch of the NS FRITS website
- Description of NS FRITS WPs
- WP3 kick off meeting in Driebergen, the Netherlands
- Partner information

NS FRITS Winter 2009 newsletter includes:

- NS FRITS working with Stammtisch
- Spotlight on partner - Avanti Communications
- NS FRITS working across the NSR
- Scenario comes true
- NS FRITS in Germany

NS FRITS Summer 2010 newsletter includes:

- NS FRITS testing in Bremerhaven
- Spotlight on ISL
- Avonwood Joins NS FRITS
- NS FRITS tackling vehicle crime through innovation
- NS FRITS Nordic Stakeholder Day
- Transport Sector Crime Action Covenant

NS FRITS Winter 2010 newsletter includes:

- All aboard with NS FRITS
- Spotlight on KLPD
- NS FRITS trials in 2011
- ITS World Congress 2010, Busan, Korea
- NS FRITS Nordic Stakeholder Day

NS FRITS Autumn 2011 newsletter includes:

- Testing NS FRITS across the NSR
- Spotlight on Volvo Technology Corporation
- NS FRITS Nordic trials - Norway to Denmark
- Installation of a TV screen at a UK truckstop
- NS FRITS System demonstration - November 2011

NS FRITS Winter 2011 newsletter includes:

- NS FRITS Conference
- Spotlight on PUAC
- NS FRITS Conference - media interviews
- HGV drivers urged to be extra careful during the festive season

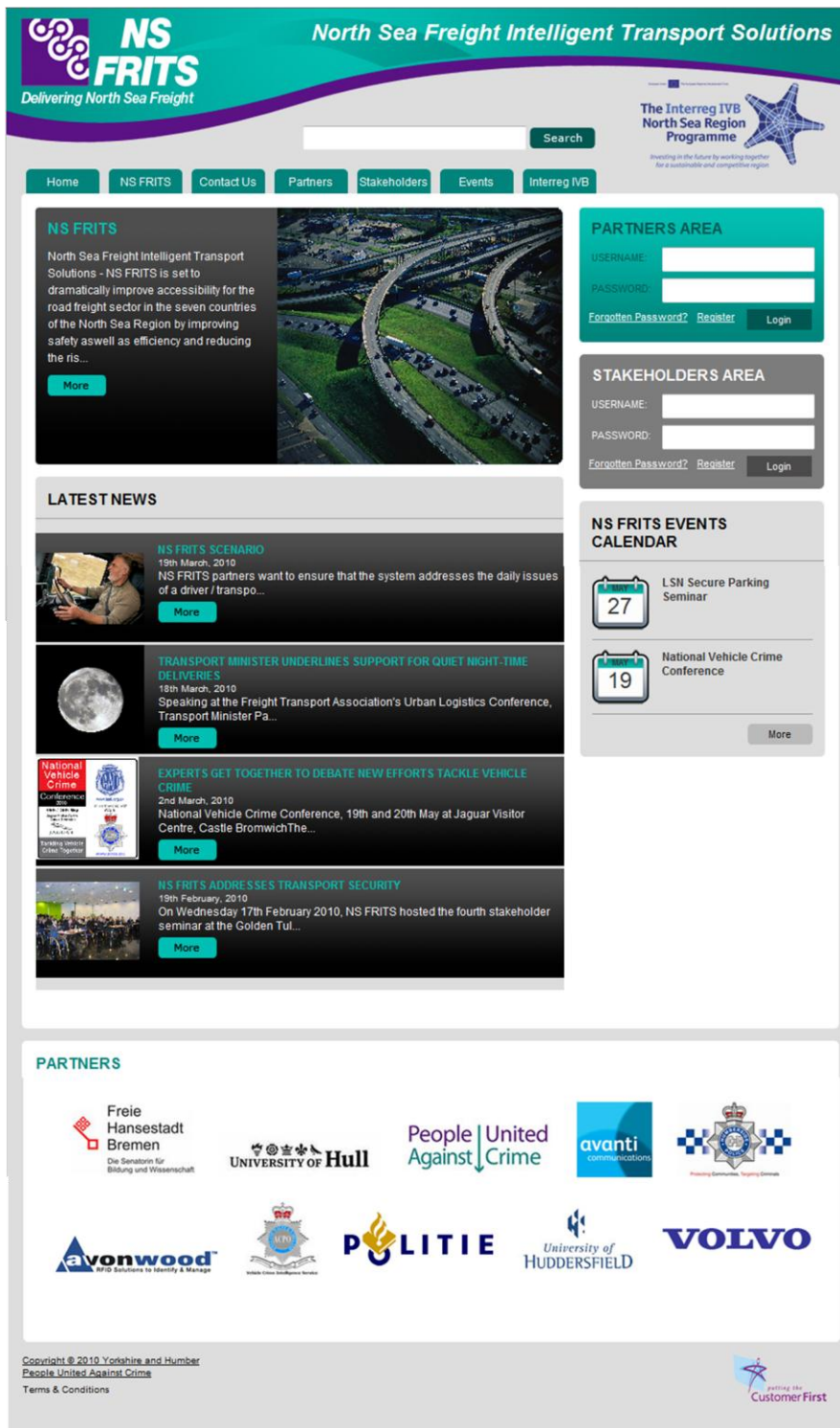
5.3 NS FRITS SEMINARS AND CONFERENCE

| Date scheduled | Date held | Venue | Seminar | Conference |
|---------------------------------|-------------------------|------------------------|-----------------------------------|------------|
| 8/9 June 2009 | 8/9 June 2009 | London, UK | Stakeholders - End Users | |
| 16 September 2009 | 16 September 2009 | Sheffield, UK | Stakeholders - Data Providers | |
| 28/29 September 2009 | 28/29 September 2009 | Bremerhaven, Germany | Collaboration with EU Projects | |
| 16/17 February 2010 | 16/17 February 2010 | Rotterdam, Netherlands | Transport Security | |
| 16/17 June 2010 | 16/17 June 2010 | Bremerhaven, Germany | Bremerhaven Pilot | |
| 7/8 June 2011 | 23 September 2010 | Gothenburg, Sweden | Nordic Stakeholder day | |
| 27/28 September 2010 | 11/12 October 2010 | Hull, UK | Demonstrating NS FRITS | |
| 27/28 September 2011 | 13 October 2010 | Rotterdam, Netherlands | Demonstrating NS FRITS | |
| 22 November 2011 | 23 November 2011 | Brussels, Belgium | | ✓ |

5.4 NS FRITS WEBSITE

The NS FRITS website address was www.nsfrits.eu and was available from July 2009 until December 2011. Please see below periodic screenshots of the website which were sent to Interreg IVB NSRP as enclosures of the Appendix 10 – Periodic Report on Activities.

March 2010:



The screenshot shows the NS FRITS website homepage. The header features the NS FRITS logo and the tagline 'Delivering North Sea Freight'. To the right, it displays the Interreg IVB North Sea Region Programme logo and the slogan 'Investing in the future by working together for a sustainable and competitive region'. A search bar is located below the header.

The main navigation menu includes: Home, NS FRITS, Contact Us, Partners, Stakeholders, Events, and Interreg IVB.

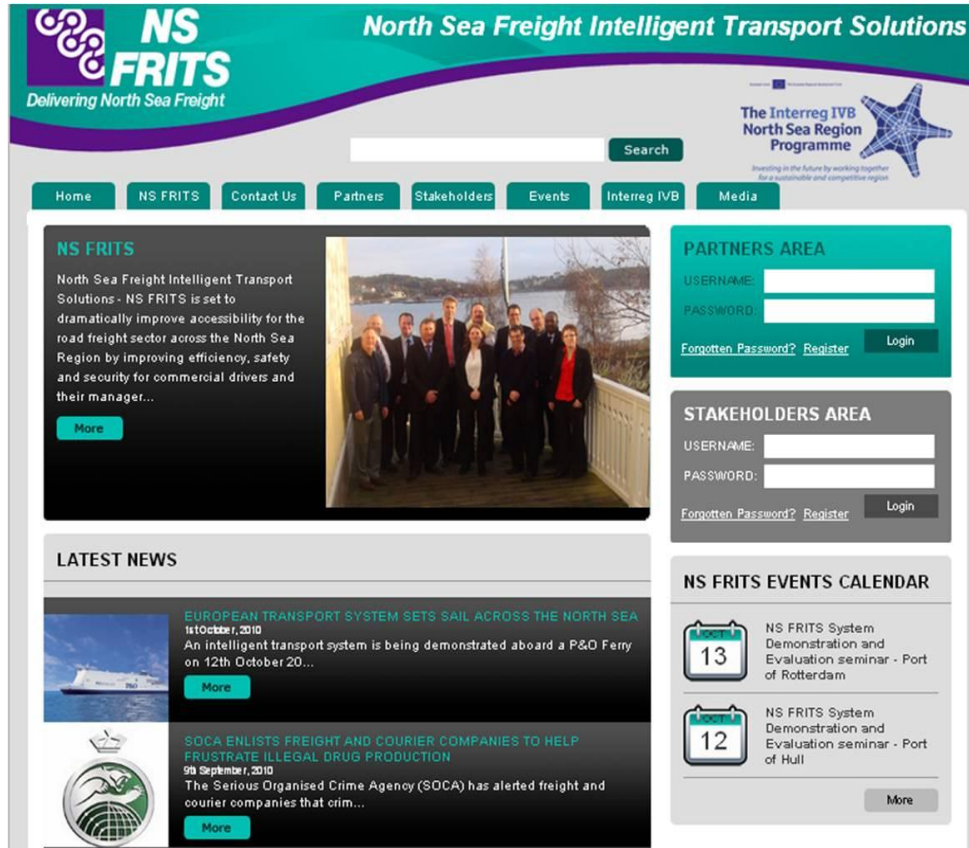
The content area is divided into several sections:

- NS FRITS:** A text block describing the project's goal to improve road freight accessibility in the North Sea Region, accompanied by an aerial image of a highway interchange.
- PARTNERS AREA:** A login form with fields for USERNAME and PASSWORD, and buttons for 'Forgotten Password?', 'Register', and 'Login'.
- STAKEHOLDERS AREA:** A similar login form with fields for USERNAME and PASSWORD, and buttons for 'Forgotten Password?', 'Register', and 'Login'.
- LATEST NEWS:** A list of news items with 'More' buttons:
 - NS FRITS SCENARIO:** 19th March, 2010. NS FRITS partners want to ensure that the system addresses the daily issues of a driver / transpo...
 - TRANSPORT MINISTER UNDERLINES SUPPORT FOR QUIET NIGHT-TIME DELIVERIES:** 18th March, 2010. Speaking at the Freight Transport Association's Urban Logistics Conference, Transport Minister Pa...
 - EXPERTS GET TOGETHER TO DEBATE NEW EFFORTS TACKLE VEHICLE CRIME:** 2nd March, 2010. National Vehicle Crime Conference, 19th and 20th May at Jaguar Visitor Centre, Castle BromwichThe...
 - NS FRIT'S ADDRESSES TRANSPORT SECURITY:** 19th February, 2010. On Wednesday 17th February 2010, NS FRITS hosted the fourth stakeholder seminar at the Golden Tul...
- NS FRITS EVENTS CALENDAR:** A calendar showing two events:
 - 27: LSN Secure Parking Seminar
 - 19: National Vehicle Crime Conference

The bottom section is titled **PARTNERS** and features logos for various organizations: Freie Hansestadt Bremen, UNIVERSITY OF Hull, People United Against Crime, avanti, National Vehicle Crime Conference, avonwood, POLITIE, University of HUDDERSFIELD, and VOLVO.

At the bottom left, there is a copyright notice: 'Copyright © 2010 Yorkshire and Humber People United Against Crime Terms & Conditions'. At the bottom right, there is a logo for 'PUTTING THE Customer First'.

September 2010:



NS FRITS
Delivering North Sea Freight

North Sea Freight Intelligent Transport Solutions

The Interreg IVB North Sea Region Programme

Investing in the future by working together for a sustainable and competitive region

Home NS FRITS Contact Us Partners Stakeholders Events Interreg IVB Media

NS FRITS
North Sea Freight Intelligent Transport Solutions - NS FRITS is set to dramatically improve accessibility for the road freight sector across the North Sea Region by improving efficiency, safety and security for commercial drivers and their manager...

PARTNERS AREA
USERNAME:
PASSWORD:
Forgotten Password? Register Login

STAKEHOLDERS AREA
USERNAME:
PASSWORD:
Forgotten Password? Register Login

NS FRITS EVENTS CALENDAR

13 October 2010
NS FRITS System Demonstration and Evaluation seminar - Port of Rotterdam

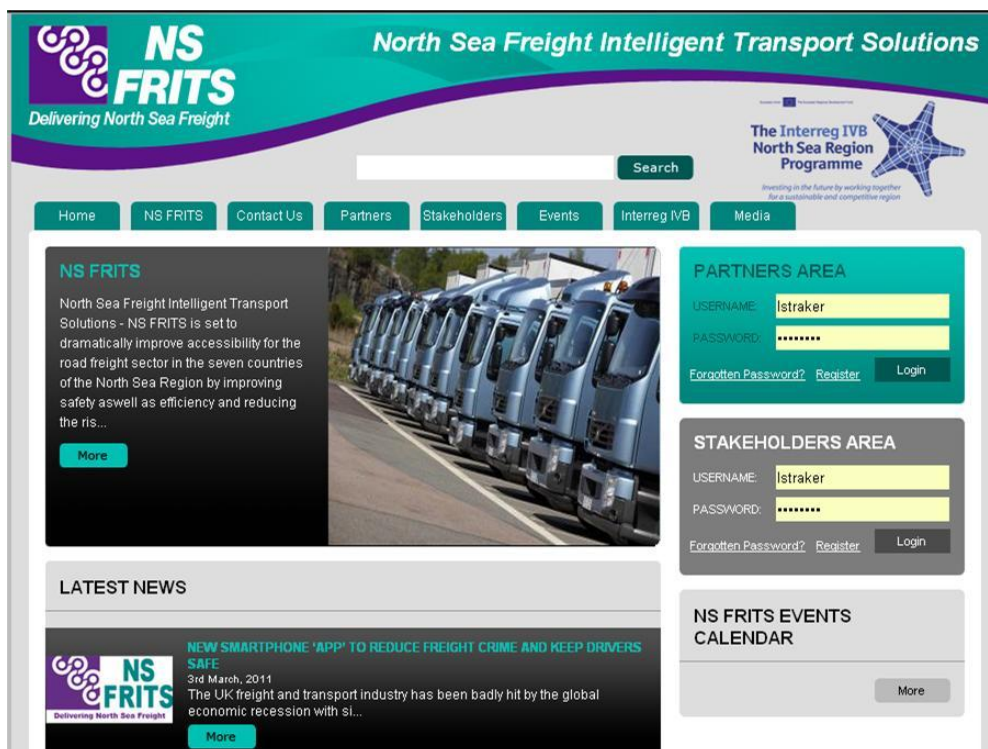
12 September 2010
NS FRITS System Demonstration and Evaluation seminar - Port of Hull

LATEST NEWS

EUROPEAN TRANSPORT SYSTEM SETS SAIL ACROSS THE NORTH SEA
1st October, 2010
An intelligent transport system is being demonstrated aboard a P&O Ferry on 12th October 20...

SOCA ENLISTS FREIGHT AND COURIER COMPANIES TO HELP FRUSTRATE ILLEGAL DRUG PRODUCTION
9th September, 2010
The Serious Organised Crime Agency (SOCA) has alerted freight and courier companies that crim...

March 2011:



NS FRITS
Delivering North Sea Freight

North Sea Freight Intelligent Transport Solutions

The Interreg IVB North Sea Region Programme

Investing in the future by working together for a sustainable and competitive region

Home NS FRITS Contact Us Partners Stakeholders Events Interreg IVB Media

NS FRITS
North Sea Freight Intelligent Transport Solutions - NS FRITS is set to dramatically improve accessibility for the road freight sector in the seven countries of the North Sea Region by improving safety as well as efficiency and reducing the ris...

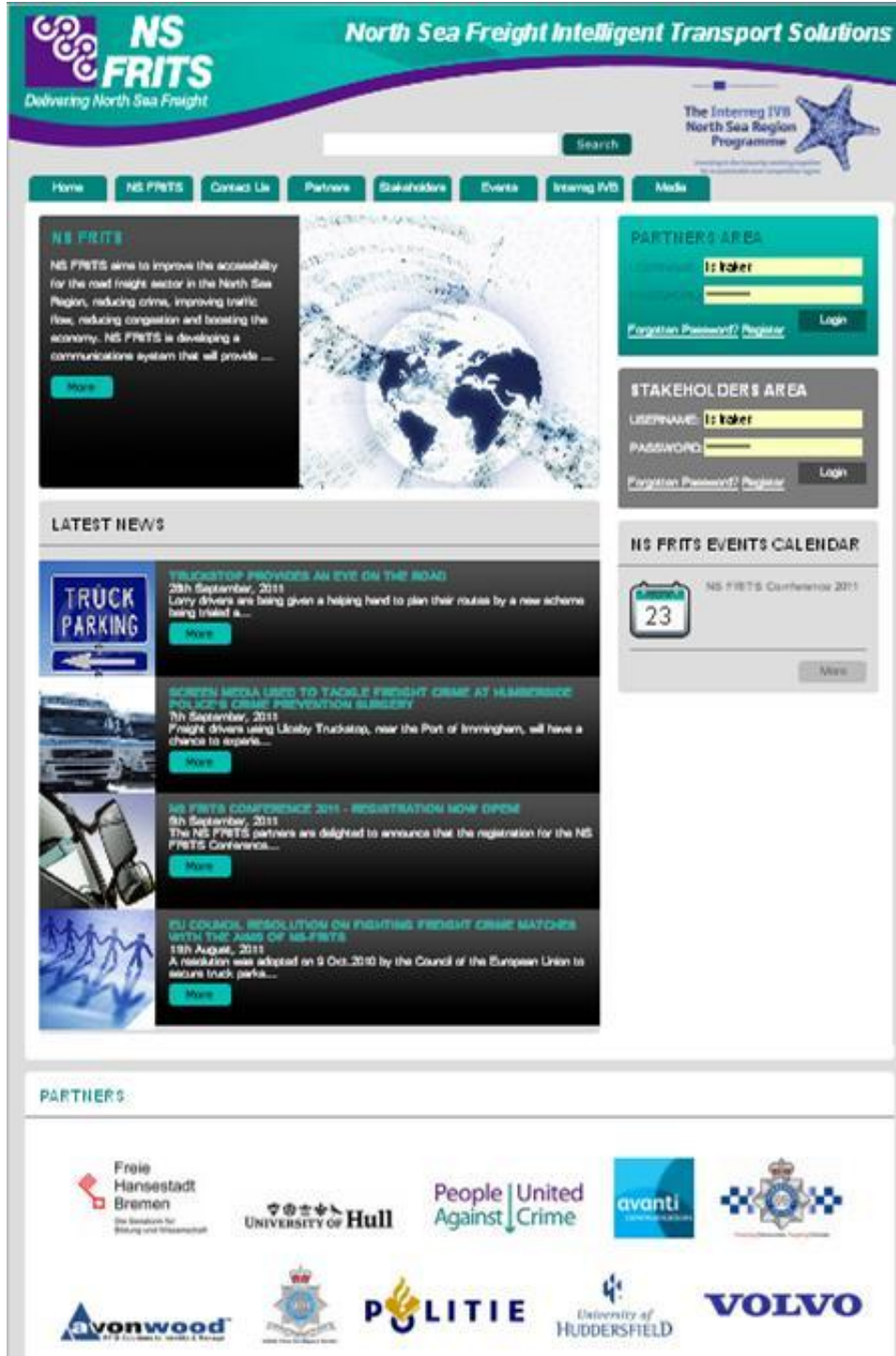
PARTNERS AREA
USERNAME:
PASSWORD:
Forgotten Password? Register Login

STAKEHOLDERS AREA
USERNAME:
PASSWORD:
Forgotten Password? Register Login

NS FRITS EVENTS CALENDAR

NEW SMARTPHONE 'APP' TO REDUCE FREIGHT CRIME AND KEEP DRIVERS SAFE
3rd March, 2011
The UK freight and transport industry has been badly hit by the global economic recession with sl...

September 2011:



The screenshot shows the NS FRITS website homepage. At the top, there is a navigation bar with a search box and a menu containing: Home, NS FRITS, Contact Us, Partners, Stakeholders, Events, Interreg IVB, and Media. The main content area is divided into several sections:

- NS FRITS Introduction:** A text block stating that NS FRITS aims to improve accessibility for the road freight sector in the North Sea Region, reduce crime, improve traffic flow, and reduce congestion. It includes a "More" button.
- Partners Area:** A login form with fields for Username (pre-filled with "i: baker") and Password, and buttons for "Forgot Password?", "Register", and "Login".
- Stakeholders Area:** A login form with fields for Username (pre-filled with "i: baker") and Password, and buttons for "Forgot Password?", "Register", and "Login".
- Latest News:** A list of four news items, each with a thumbnail image and a "More" button:
 - TRUCK PARKING:** "TRUCKSTOP PROVIDES AN EYE ON THE ROAD" (28th September, 2011). Lorry drivers are being given a helping hand to plan their routes by a new scheme being trialled at...
 - SCREEN MEDIA USED TO TACKLE FREIGHT CRIME AT HAMBORNIC POLICE'S CRIME PREVENTION SUBSIDIARY** (7th September, 2011). Freight drivers using Libby Truckstop, near the Port of Immingham, will have a chance to explore...
 - NS FRITS CONFERENCE 2011 - REGISTRATION NOW OPEN** (8th September, 2011). The NS FRITS partners are delighted to announce that the registration for the NS FRITS Conference...
 - EU COUNCIL RESOLUTION ON FIGHTING FREIGHT CRIME MATCHES WITH THE AIMS OF NS-FRITS** (18th August, 2011). A resolution was adopted on 4 Oct. 2010 by the Council of the European Union to secure truck parks...
- NS FRITS EVENTS CALENDAR:** A calendar widget showing the month of September 2011, with a "More" button.
- Partners:** A section displaying logos for various partner organizations:
 - Freie Hansestadt Bremen (The Hanseatic City of Bremen)
 - UNIVERSITY OF Hull
 - People United Against Crime
 - avanti
 - avonwood
 - POLITIE
 - University of HUDDERSFIELD
 - VOLVO