



Erasmus+ Programme (ERASMUS+)
ERASMUS-EDU-2023-CBHE-STRAND-2
ERASMUS Lump Sum Grants

**Enhancing knowledge and skills at WB HEIs in preparation for zero carbon maritime
transport and logistics society**

(101128747 — Zero C)



<Deliverable 4.5: Social Networks used for dissemination>

LEAD BENEFICIARY: ALEKSANDËR MOISIU UNIVERSITY DURRËS (UAMD)

The Zero C Project's presence across various social networks is strategically managed by Aleksandër Moisiu University and monitored by ICTS Puglia. Our communication channels support engagement across platforms including Facebook, Instagram, LinkedIn, Twitter (X), and TikTok. The Zero C Project through social channels is aiming to expand its digital footprint and engage with a diverse audience. The primary goals were to elevate project visibility, engage meaningfully with followers. Each platform targeted specific segments of the ZERO C Project's audience, leveraging unique content and engagement strategies to meet these objectives.

An implementation social media plan has been developed, incorporating these strategic recommendations into a content calendar. Key Performance Indicators (KPIs) such as follower growth and engagement rate will measure the impact of these strategies. The Zero C Project's social media presence has shown promising development over the past four months, with each platform reaching targeted audience segments effectively.

The primary objectives for the Zero C Project's social media are centered around increasing awareness, fostering engagement, and encouraging support and collaboration. The campaign aims to educate the public, industry stakeholders, and academic communities on the critical importance of decarbonization and energy efficiency within the shipping industry. By boosting dialogue among shipping industry professionals, governmental institutions, and academia, the project seeks to share best practices, discuss challenges, and explore solutions that align with its goals. Moreover, a significant emphasis is placed on encouraging collaboration between higher education institutions (HEIs), industry players, and government bodies to collectively advance the project's objectives and ensure its successful implementation.



Figure 1. Zero C Project Content Plan

The content strategy for the Zero C Project's social media initiative is multifaceted, focusing on delivering educational content, project updates, industry news, and facilitating community engagement. To underscore the importance of decarbonization, energy efficiency, and logistics optimization, the plan includes the creation and dissemination of infographics, articles, and videos designed to inform and enlighten a wide audience. Regular updates will be shared to keep followers abreast of project milestones, highlight case studies from higher education institutions (HEIs), and celebrate success stories that underscore the project's impact. Additionally, the strategy involves sharing and providing commentary on relevant news items, research findings, and policy updates to keep the conversation current and informative. To foster a sense of community and active dialogue, the project will host webinars, Q&A sessions, and live discussions, bringing together experts from academia, the shipping industry, and government institutions to discuss critical issues, share insights, and collaboratively seek solutions.

To effectively reach and engage these varied groups, the project employs a multifaceted platform strategy. LinkedIn serves as a hub for professional and academic engagement through in-depth articles, project updates, and industry discussions. Twitter (x) a platform for real-time updates and conversations with stakeholders, while Facebook broadens the project's reach with milestone sharing and interactive live Q&A sessions. Instagram and TikTok are leveraged for their visual and creative strengths, showcasing the project's impact through engaging infographics, short videos, and content that resonates with younger audiences, particularly emphasizing the critical importance of decarbonization and energy efficiency.

Social Media Accounts

Instagram: <https://www.instagram.com/zeroc.project/>

Facebook: <https://www.facebook.com/profile.php?id=61555630512925>

Linkedin: <https://www.linkedin.com/company/zero-c-project/?viewAsMember=true>

Twitter: <https://twitter.com/ZEROCBHE>

TikTok: zerocproject

Social Media Hashtags:

**#ZEROCProject #Sustainability #Decarbonization #EnergyEfficiency #Innovation
#Taranto #CBHE #COFUNDEDBYEU**

For the project the goal is to create an informative, engaging, and user-friendly platform that not only educates but also fosters collaboration and dialogue among all parties interested in the shipping industry's decarbonization efforts. Upon its launch, the website will feature a rich repository of documents, infographics, articles, events reporting that highlight the importance of decarbonization, energy efficiency, and logistics optimization.

Regular updates on project milestones, case studies from HEIs, success stories, and the latest industry news will be prominently featured to keep our audience informed and engaged. Additionally, the site will host Q&A sessions, live discussions with experts from academia, industry, and government to encourage community engagement and knowledge sharing. As we progress through the procurement procedure, we have already designed the user experience for Zero C Homepage.

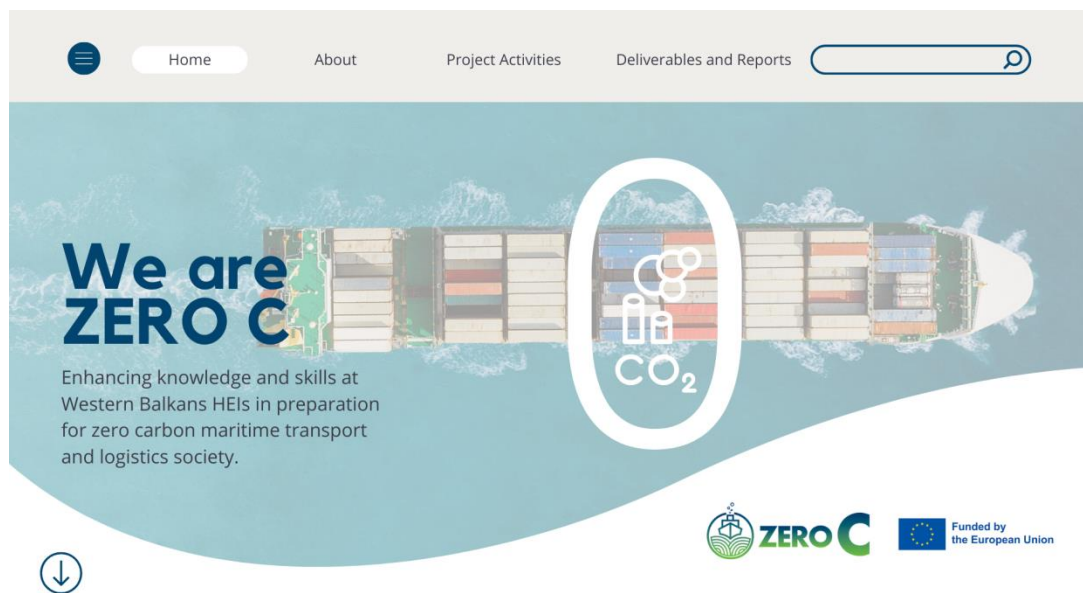


Figure 2. Zero C Project Website Homepage

Requirements for website development:

- Purchase of HOSTING and DOMAIN for 8 years, regarding the domain, the following are proposed: zeroc-project.eu, zerocproject.eu, project-zeroc.eu. The website must be able to be executed on any browser including Firefox, Google Chrome, Internet Explorer, or Safari, adapted for computer, phone, tablet. Website design with Tabs: Home, About, Deliverables and Reports, Activities & Events, Community Network, Search button as requested by responsible persons.

Guaranteeing website security for all years, using SSL certificates, and security checks followed regularly; Offering the ability to upload files in various formats such as; word, pdf, jpeg, mp4, vlc, etc. The system interface will be as familiar and simple as possible, offering consistency and allowing internal users to personalize it; The website will be "SEO-friendly" (Search Engine Optimization); It will be findable on search engines like Google; Bing and Yahoo with advanced SEO tools;

The platform will offer a dedicated system for managing all information including mechanisms for performing maintenance actions, such as:

1. Backup at different levels: system, database, etc.,
2. Corresponding Restore,
3. Performance monitoring;

The website will host up to 150 accounts with access via email, generating usernames and passwords for the Community and Network tab. Community and Network will be created as a communication platform with media such as chat, uploading of materials like png, jpeg, docx, pdf, etc.

In conclusion, our content across various social media platforms represents a comprehensive approach to disseminating the goals and achievements of the Zero C Project. Our content plan is crafted to inform, engage, and inspire action towards decarbonization, energy efficiency, and logistics optimization in the shipping industry. As we move forward, the continued support and participation of our audience across these platforms will be instrumental in driving the Zero C Project towards achieving its ambitious goals for a sustainable maritime future.

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UAMD working team:

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