

IAPH Port Communications Award 2015 – Port of Gothenburg

Title of Entry

Made in Sweden

Name and title of contact person

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Brief summary of the project

We nominate the web initiative 'Made in Sweden' -
<http://www.portofgothenburg.com/madeinsweden>.

Made in Sweden is a digital solution that showcases the transport chain for various Swedish export achievements. We focus on successful Swedish export companies and describe how their products, such as houses from Tomoku Hus and Absolut Vodka, are transported from small Swedish locations out into the world, including major cities such as Tokyo and New York.

This is an initiative which the Port of Gothenburg has taken together with our customers, both shipping companies and product owners. The initiative was launched in spring 2014.

Sweden is highly dependent on exports. Some 90 per cent of foreign trade takes place by sea. Logistics and the ports are therefore essential to the whole of Swedish industry.

By following the path of a product from manufacturing through to the end-consumer in an enjoyable, interactive way, we are seeking to increase understanding of the importance of logistics to society as a whole.

Made in Sweden takes the visitor on an exciting journey that includes transport by land and sea. Once the journey has been completed, the visitor can look at an environmental calculation. Sea transport is an extremely energy-efficient way of conveying goods and this is something that we want to bring to the attention of people on every level.

The target group is broad and includes import and export companies, the transport and logistics industry, universities and colleges, the general public and the media.

The aim is to market the product owners, terminals and shipping companies that are involved in each transport operation. A further major and important aim is to increase awareness in general of how important logistics is to industry, both in Sweden and globally.

By nominating Made in Sweden for the IAPH Port Communications Award we hope that we can present a successful example of how it is possible to work with marketing together with customers. We also hope that other ports around the world will feel inspired to set up similar initiatives in order to raise the level of awareness of the vital significance of ports and logistics.

MADE IN SWEDEN



The Port of Gothenburg nominates the web initiative 'Made in Sweden'
<http://www.portofgothenburg.com/madeinsweden>
for the IAPH Port Communications Award 2015.

Chosen theme

2) What innovations have your port used to enhance the way that you and your key supply chain partners collaborate to mutual benefit and what lessons have you learned that will inform our industry?

3.1. What was it about – when was it conducted?

We nominate the web initiative 'Made in Sweden' - <http://www.portofgothenburg.com/madeinsweden>.

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It is an advanced solution which at the present time only works on a computer although during 2015 it will be adapted for use on tablets and mobile phones.

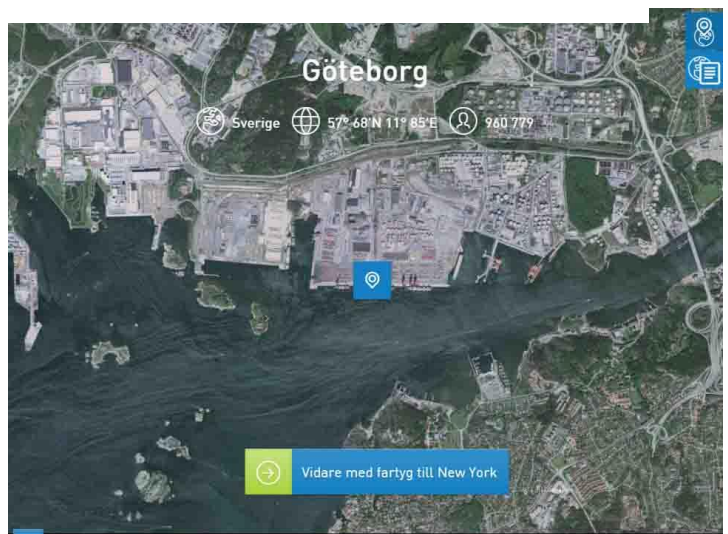
Sweden is highly dependent on exports. Per capita, the average Swede exports more than twice as much as the average American or Chinese – combined.

Some 90 per cent of foreign trade takes place by sea. Logistics and the ports are therefore essential to the whole of Swedish industry.

By following the path of a product from manufacturing through to the end-consumer in an enjoyable, interactive way, we are seeking to increase understanding of the importance of logistics to society as a whole.

In this web solution, a new product is presented each quarter. The product must be a typical Swedish export product, such as paper, steel, timber products and cars – although it could also be food, machinery, clothes or other consumer products.

Made in Sweden takes the visitor on an exciting journey. It begins at the location in Sweden where the product is manufactured. In the first step the product and the company are described in brief. The next step is to describe how the product is manufactured. The visitor is then given the opportunity to embark on a journey to the Port of Gothenburg, which often takes place by rail. Half



Made in Sweden is a digital solution that showcases the transport chain for various Swedish export achievements.

of all containerised goods at the Port of Gothenburg are transported by rail. Our rail shuttle system, with 25 daily departures, is highly appreciated by customers and offers substantial environmental benefits.

There then follows a description of what happens when the goods arrive at the port. The terminal that handles the goods is highlighted and described.

The next step is the sea voyage. We present the shipping company that will transport the goods, the route the ship will follow and how long the voyage will take. The web solution also includes transshipment at other ports along the way.



BillerudKorsnäs is the world's leading company in the packaging industry. They export packaging solutions to the whole world, frequently via the Port of Gothenburg.

The final leg of the journey takes place in the country where the product is to be sold. Here the visitor has the opportunity to accompany the transport by land to the warehouse and the store.

Once the journey has been completed, the visitor can look at an environmental calculation. The calculation shows emissions per transported unit and they can compare the figures with other modes of transport, making it clear and pedagogical for the reader. Sea transport is an extremely energy-efficient way of conveying goods and this is something that we want to bring to the attention of people on every level.

3.2. Why was it conducted?

We wanted to do something together with our customers to focus on them in our marketing. By making the export companies, shipping companies and terminals more visible we help to reinforce their brand.

We also wanted to increase knowledge of the importance of logistics to industry, not only in Sweden but also internationally. Transport, logistics and ports are relatively invisible in public debate.

People take it for granted that products are always available on the shelf in the store without really reflecting on how they get there. Everyone in the world who works with transport and logistics has a part to play in this joint communication challenge.

We at the Port of Gothenburg have discussed this with our customers and partners over a long period. The Made in Sweden web initiative is a means of working with our customers to increase awareness of how vital logistics are to the whole process. At the same time it is an excellent form of marketing for the companies that are in focus as part of the initiative.

We also want to raise awareness of the importance of the Port of Gothenburg to Swedish industry and reinforce the positive image of the port.



The majority of people do not give logistics a thought when they travel to a store and take goods from the shelves. Made in Sweden is a way of raising awareness.

A further objective is our wish to focus on the environmental benefits and help people become mindful of the fact that shipping is the most energy-efficient mode for long-distance freight transport.

By nominating Made in Sweden for the IAPH Port Communications Award we hope that we can inspire other ports to set up similar initiatives. This is necessary if we are to raise the level of knowledge generally about the incredibly important role ports and carriers play in international trade and the world economy.

3.3. For whom was it intended and targeted?

Made in Sweden has a wide range of target groups – from the transport and logistics sector and Swedish politicians and civil servants to colleges and universities. The different target groups are presented below.

Swedish import and export companies

By focusing on a successful example and brand we aim to attract even more freight to the Port of Gothenburg. We are seeking to inspire companies that have chosen other modes of transport to take a closer look at the Port of Gothenburg and realise that it could also be a solution for them.

Made in Sweden reinforces the brands of those customers and partners who are involved, which is something that they can also use in their marketing.

Made in Sweden is an excellent example of how a port can collaborate with its customers and partners in order to emphasise the significance of logistics and attract more freight to the port.

The transport and logistics industry

Forwarding companies, shipping companies, terminals, ports and other players in the transport sector all have broad experience of logistics flows and the Port of Gothenburg. The aim behind communicating with this target group through Made in Sweden is to accentuate the role of the Port of Gothenburg as the foremost freight hub in Scandinavia. One-third of Swedish foreign trade passes through the port and this includes a whole range of Swedish export successes. Through Made in Sweden we convey the message to the target group that the Port of Gothenburg is Sweden's outlet to the world. At the same time we highlight the terminals and shipping companies that are involved in these export successes.

Politicians and civil servants

This target group comprises Swedish politicians and civil servants on the local, regional and national level who have an interest in foreign trade.

The target group has wide-reaching knowledge about transport and specifically about the Port of Gothenburg and the key role it plays in serving and promoting Swedish trade and industry. Familiarity with the Port of Gothenburg and its operations is based largely on geographical proximity. Those who have prior knowledge of the port frequently have some form of link to Western Sweden



Made in Sweden will enable us to inspire Swedish export companies to look more closely at whether the Port of Gothenburg could also be a solution for them.

and already know how significant the port is to Swedish industry. Generally, however, knowledge of the port is relatively limited, both locally and nationally.

Politicians and civil servants are an important target group for the Port of Gothenburg as they could have a significant influence on its operations. We communicate proactively with the target group for a number of reasons. The aim could, for example, be to induce them to vote in favour of our growth plans or perhaps make essential investments in the infrastructure to and from the port. But before the target group becomes receptive to the message about why the port needs to grow, it is vital that they are alert to and approve of the work that we do. Through Made in Sweden we can increase knowledge and understanding of logistics among the target group and of the major significance of the Port of Gothenburg to industry, trade, growth and employment in Sweden.

Universities and colleges

In Sweden, and particularly in Gothenburg, there is wide range of course programmes specialising in shipping and logistics. Students who attend these programmes are one of the target groups for Made in Sweden. One of our primary aims with Made in Sweden is to inform students that even before they enter the logistics and shipping industry they have the opportunity to learn more about the crucial role played by logistics in industry. The students are prospective Port of Gothenburg customers, partners and employees and are thus a very important target group to prospect with our message.

General public

This target group is limited to the general public in Gothenburg. By communicating Made in Sweden to the general public in Gothenburg we hope to increase their awareness of the Port of Gothenburg. As the outer areas of the port have developed over the past 40 years, extending far beyond the city centre, many people in Gothenburg are not aware of the work that is taking place at the port. Many know that the port exists and that it is large but not much more than that. With Made in Sweden we try to explain to the general public how much foreign trade passes through the port, how important the port is to industry and employment in the city and how we are endeavouring to ensure that transport movements are as environmentally friendly and climate smart as possible.

Media

Journalists are not only a target group but also a channel through which we can reach other target groups. Journalists often have limited knowledge of the Port of Gothenburg and its significance as a national freight hub. One reason for this is that the Port of Gothenburg is regarded as being a local matter and transport and logistics issues generally are not very high up on the media agenda. By disseminating Made in Sweden to journalists we hope to be able to raise their level of awareness and thus their interest in transport, logistics, the Port of Gothenburg and the companies that we are seeking to highlight as part of this initiative.

On the other hand, journalists specialising in the transport industry, both in Sweden and internationally, are often well acquainted with the work of the port and write about us frequently. Our hope when distributing Made in Sweden to them is that they draw attention to the export successes in their respective media.

A positive effect is that the customers that are involved also refer to Made in Sweden in their own communication channels, such as customer magazines, staff magazines and social media.

3.4. How was it designed, planned and implemented?

Plans have been in place for a number of years to demonstrate in a pedagogical, interesting way how goods are transported throughout the world. The end result was an interactive solution on our website that has proved to be the optimal channel for achieving this objective. We have formulated a solution where a visitor can click through the journey taken by a product, from manufacturing at a plant in Sweden all the way through to the end-consumer in another country.

An interactive journey

Underlying this interactive solution is a map of the world where we can see clearly how the products are transported around the globe. To make this possible, use is made of Google Maps. By doing so the online visitor can experience and acquire a greater understanding how products are transported throughout the world. Texts, images and video sequences interact to make the solutions interesting and vibrant. The web solution should feel both modern and innovative.

It is important for us to highlight the fact that all modes of transport are involved and not just sea transport. Every port is dependent on intermodal logistics solutions. That is why the journey includes travel by road between different warehouses, inland travel by rail and travel over long distances by sea between various ports.

Environmental calculation shows the climate impact of the transport

It has also been important for us to present an environmental calculation related to the journey. The environment and climate are key issues in modern-day transport and shipping. The fact that transport and shipping emit large volumes of environmentally hazardous substances, such as CO₂, NO_x, SO_x and particles, cannot be ignored. The Port of Gothenburg has always sought to be at the forefront in sustainability and investment aimed at reducing the environmental impact of the port and transport.

To raise awareness of the impact of transport and shipping on the environment, we have created an environmental calculation that shows how much has been emitted during the course of the journey. The environmental calculation is presented at the end together with a summary of the whole journey. The environmental calculation has been produced in collaboration with the Swedish Environmental Research Institute (IVL).

Implementation and launch

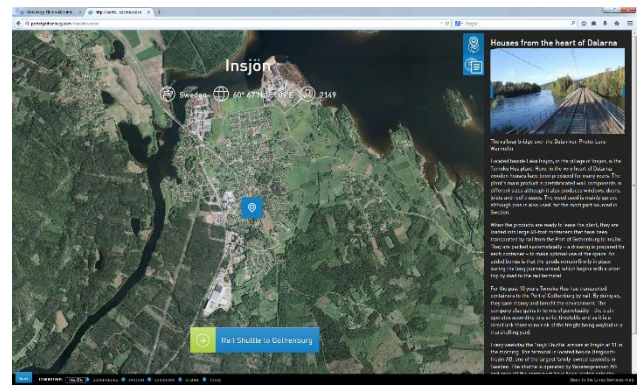
The Port of Gothenburg presents a new journey every quarter and each time we focus on a Swedish export product that has achieved success abroad. A basic requirement is that the product must be transported out into the world from one of our five port terminals.

Once we have identified a product that we want to write about we contact the company in question and the shipping company that is responsible for the transport and together we put together information about the journey that will ultimately result in the presentation of an 'export success' on the website.

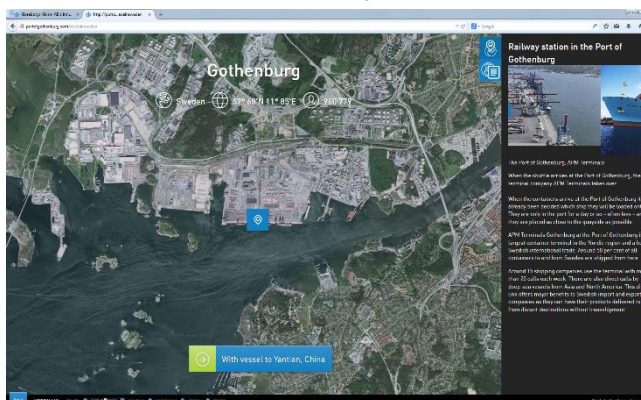
When the first product was launched, we worked intensively with communication plans and prospecting the media and key stakeholders in order to achieve the maximum impact for this new solution. We worked using a broad range of channels, including mailshots, newsletters, media, the Internet and social media such as Twitter and LinkedIn.

Example of the form a journey might take:

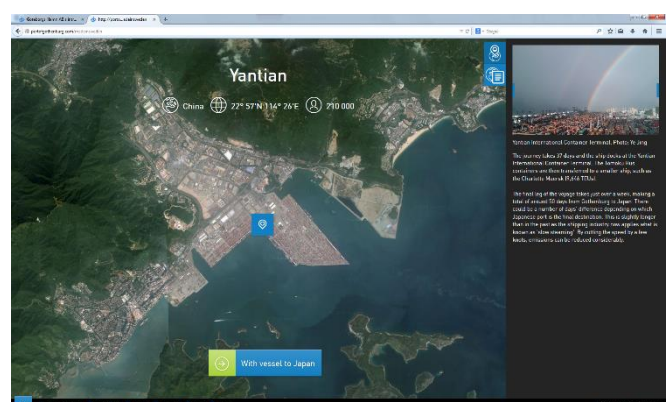
The first stop on the journey – the Tomoku Hus plant at Insjön.



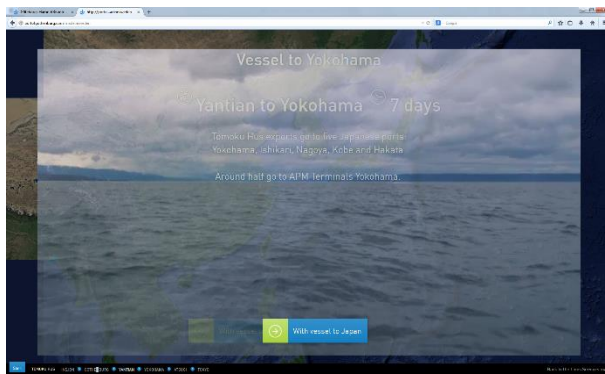
The Container Terminal at the Port of Gothenburg.



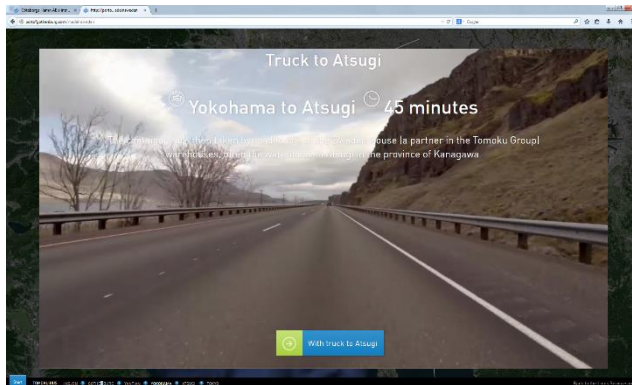
The first transshipment takes place at Yantian in China.



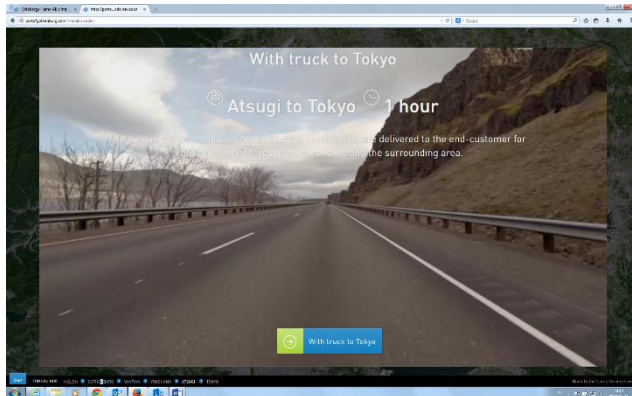
The onward journey by container vessel to Yokohama in Japan.



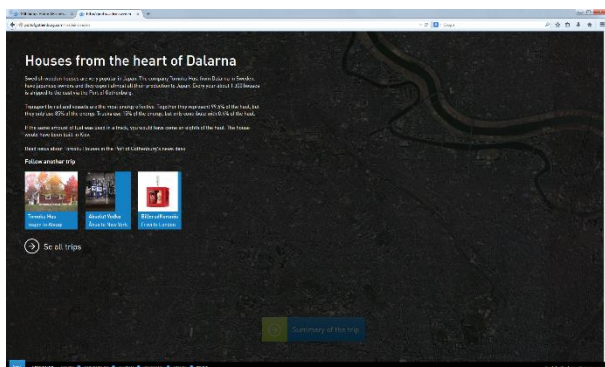
From Yokohama the house modules are transported by road to Atsugi.



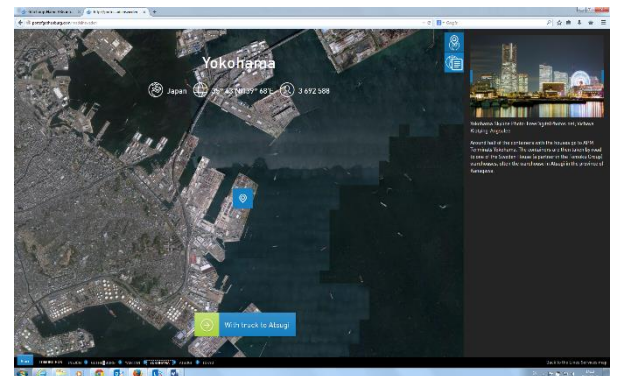
The house modules are transported from the warehouse to Tokyo.



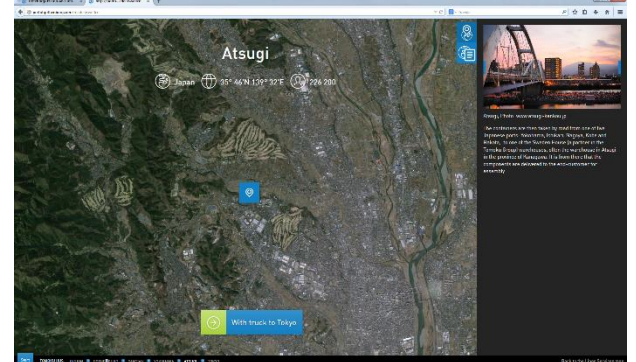
Summing up the journey and making the choice to follow more journeys.



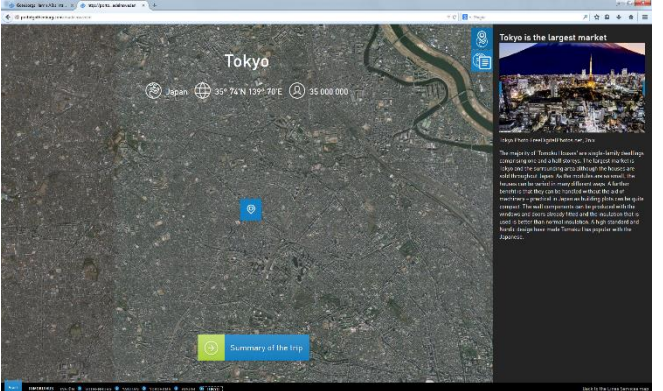
In Yokohama the houses are transferred to road trucks.



Tomoku Hus has its warehouse in Atsugi.



The end of the journey. These small red wooden houses are extremely popular in the area around Tokyo.



Since Made in Sweden was launched in June 2014 we have focused on three export successes, one each quarter. We have showcased three completely different product owners/companies that are successful in exporting their Swedish-manufactured products abroad: houses from Tomoku Hus, which are transported to Japan (June 2014), Absolut Vodka, which is transported to the USA (September 2014) and BillerudKorsnäs packaging products, which are transported to the United Kingdom (December 2014). We have highlighted these three cases through a wide variety of channels directed at our selected target groups. The next product in line will be the Volvo XC90.

For the Port of Gothenburg, Made in Sweden has meant a great deal. With the aid of Made in Sweden we have acquired a simple, pedagogical tool through which we can explain what form the logistics chain takes and how important it is to have transport and strong freight hubs such as the Port of Gothenburg.

Made in Sweden has been distributed widely with numerous press cuttings in the local media and the national and international specialist media. Made in Sweden has also been highlighted with contributions and sharing in social media such as Twitter and LinkedIn. On Twitter we are followed by a number of key politicians and decision-makers, including the Swedish Minister for Infrastructure, the Minister for Home Affairs, the leaders of the largest parties in Sweden as well as reporters and media representatives.

We have launched each new case by sending a mailshot to around 100 individuals on each occasion. Through our newsletter we have reached a further 18,093 individuals.

Apart from the above impact we have also received many positive comments from target groups and partners alike, including Göteborg & Co, Business Region Gothenburg, the West Sweden Chamber of Commerce the German-Swedish Chamber of Commerce, Swedavia, the Swedish Embassy in Beijing, the City of Gothenburg and many others. Made in Sweden has also been cited as a successful example of how it is possible to demonstrate in a pedagogical way the significance of transport and ports to industry.

We also present Made in Sweden when people visit the port or when we make external presentations. Through Made in Sweden we can demonstrate in practical terms how the Port of Gothenburg is an important freight hub. It is one thing to stand and say how important a port is – Made in Sweden allows us to present concrete examples.

Below we examine the impact of each communication channel in more detail.

Press cuttings

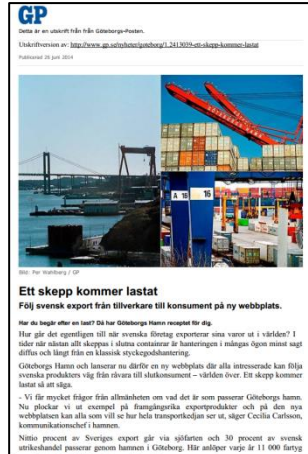
When we launch each new case we send out a press release to selected editorial offices in the Swedish media as well as the trade press in Sweden and abroad.

We monitor the media impact via our press cutting service Retriever. Retriever picks up on a number of cuttings but not all. We find a number of cuttings by scanning through the newspapers and the media on your own.

A selection of press cuttings:



Transportochlogistik.com 27-06-2014



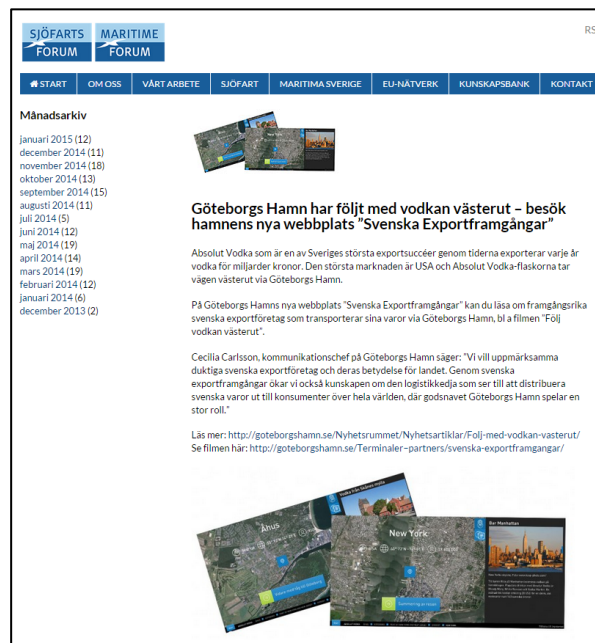
Göteborgs-Posten 26-06-2014



Vårt Göteborg 16-09-2014



Sjöfartstidningen 27-06-2014



Maritime Forum 16-09-2014

Mailshot in conjunction with a launch

When we launch a new case we send out a mailshot to key individuals within the target groups. These include corporate communications managers at partners, press editors, vice-chancellors and teaching staff at universities and colleges, contact persons at embassies and chambers of commerce, CEOs and logistics managers at customers. They total around 100 in number.

The mailshot contains information about the most recent case, the press release that has been sent to the media and a link to the web solution where they can follow the whole journey.

Newsletter

The three published cases have also been sent out via our newsletters. We have a newsletter which is directed at customers. This is written in English and the title is *PortGotNews*. We also have a newsletter directed at politicians and decision-makers in Sweden, the title of which is *Nytt från Göteborgs Hamn*. We then have a further newsletter, which was launched in December, which is sent to the whole of the Swedish forest industry.

We have published all three cases via our English and Swedish newsletters. The newsletter directed at the forest industry was launched in December 2014 and consequently only the most recent case (BillerudKorsnäs) has been sent to this target group.

The three issues of the English newsletter in which we have included Made in Sweden have been sent to a total of 9,546 subscribers. The corresponding figures for the Swedish newsletter and the newsletter directed at the forest industry are 7,627 and 920 respectively. In total, Made in Sweden has been sent to 18,093 individuals.

Of these 18,093 individuals, an average of 31 per cent, i.e. 5,608, open and read the whole of the newsletter.

Impact among partners:

Absolut Vodka has featured Made in Sweden in its customer magazine. BillerudKorsnäs has brought the solution to the attention of its employees on the intranet. Atlantic Container Line, which ships Absolut Vodka to the USA, has presented the news on its website. The West Sweden Chamber of Commerce has presented Made in Sweden in its newsletter and has also set up a link to it from its website.

