

SELiS

**AMPLIFYING
SUCCESS**

CASE STUDY



Background

SELIS (the Shared European Logistics Intelligent Information Space) was a three-year €17 million flagship European Commission-funded research project and part of the EC's €77 billion Horizon 2020 research and innovation programme. Bringing together 37 partners from across Europe, including research organisations, SMEs and large industry players, SELIS delivered an open source, cloud-based intelligence platform for logistics collaboration. The project hopes to motivate faster, more efficient, flexible and sustainable supply chain ecosystems in Europe.

Challenge

After three years of research & development, during which time the SELIS project team's own efforts to promote the project had had limited impact, and the logistics community, which was set to be the main adopter and beneficiary of the project's innovative platform, remained largely unaware of the strides the project was making.

Solution

EC-PR proposed an intensive three-month PR outreach programme aimed at celebrating the successful conclusion of the SELIS project and promoting the commercial benefits of adopting SELIS' logistics collaboration models. The programme consisted of a proactive media outreach, including profiling key journalists and influencers from across Europe interested in the subject, securing story placements, arranging media interviews and developing news announcements, combined with building thought leadership by means of articles and blog posts.



Outcome

After an intensive and brief ramp-up period the programme swiftly generated the first tangible results, including press coverage in tier 1 media outlets, such as Forbes and Intelligent CIO, and leading logistics trade publications, including Logistics Voices, Supply Chain News and JOC.com.

Dr. Takis Katsoulakos and Makis Kouloumbis of Inlecom Systems (the SELIS project coordinating partner) were positioned as thought leaders on innovative new logistics models through article placements in JOC.com, Logistics Voices, Computer Weekly and TechTarget.

The results of SELIS 'Living Labs' (real-life testing environments) were communicated through press interviews with key Living Labs partners from the industry and academia who endorsed the project's outcomes.

“EC-PR have quickly grasped the complexities of the SELIS project and managed to transform them into a compelling media narrative. By building strong connections with our project partners and bringing them into media activities they have strengthened the credibility of our story which is important for future commercialisation of the project's innovations. The results generated have been impressive.”

Dr. Takis Katsoulakos, MD, Inlecom Systems, the SELIS project coordinating partner



Dr. Takis Katsoulakos
Marketing Director
at SELIS



Selis Project at a Glance



Intense
ramp-up of PR
programme

2

News
releases

4

Press
interviews
with SELIS
project
partners

3

Feature
articles
placed

15

Pieces of
coverage in
tier 1 business
and trade
publications

1

Speaking
opportunity
secured

“Thanks for an excellent campaign.”

Dr. Takis Katsoulakos, MD, Intercom Systems

The EC-PR leadership team



**Lorraine Emmett,
Managing Director**

Director and Founder of EC-PR, with 27 years in B2B PR, Lorraine spent her formative professional years at the award-winning Saatchi group working on global consumer advertising brands. Here, she learnt about the principles of persuasive communication from the best practitioners in the world.



**Liz Churchman,
Account Director**

Co-Founder of EC-PR, Liz has 15 years' B2B PR experience, starting her career in telecoms giant British Telecom. Liz joined the PR world in 2003, and thrives on delivering impactful campaigns, using her exceptional understanding of the best customer service practice globally.

Making you
VISIBLE – VALUED – UNDERSTOOD

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