BROUGHT TO YOU BY SHIP — MY RIVER, MY PROVIDER!
ACTIVITY REPORT
2014-2017
Nicole Trépanier
President and Chief Executive Officer
nicole.trepanier@st-laurent.org

Mélissa Laliberté
Director, Projects and Governmental Affairs
melissa.laliberte@st-laurent.org

Ariane Charette
Communications Coordinator
ariane.charette@st-laurent.org

Marie-Pier Racine
Administrative Assistant
marie-pier.racine@st-laurent.org

Protect and promote the economic interests of the St. Lawrence maritime community from a sustainable development perspective
# TABLE OF CONTENTS

4 PROMOTIONAL CAMPAIGN CONTEXT

5 PROJECTS TARGETING THE GENERAL PUBLIC
   5 EXHIBITION OF MARINE-SECTOR PHOTOGRAPHS IN A SHIPPING CONTAINER
   5 MARITIME INFORMATION BUREAU

6 EDUCATIONAL PROJECTS
   6 GAME FOR SCIENCE
   7 MONIQUE-FITZ-BACK FOUNDATION
   7 SCHOLARSHIPS

8 ORIGINAL COMMUNICATIONS TOOLS
   8 VIDEO ON CANADIAN PORT AUTHORITIES LOCATED IN QUÉBEC
   8 BROUGHT TO YOU BY SHIP WEBSITE

9 EFFECTIVE PARTNERSHIPS
   9 GRAND DÉFI PIERRE LAVOIE CYCLING CHALLENGE
   9 MONTRÉAL - QUÉBEC DESGAGNÉS KAYAK CHALLENGE
   9 COMM PROFESSIONALS DAY AND COMMUNICATIONS PLAN

10 TARGETED PUBLICITY
In fall 2013, the St. Lawrence Economic Development Council (SODES) mandated the firm Léger to conduct a survey on Quebeckers’ perception of the marine industry. The survey results showed that the general public knows very little about the marine sector, a fact that generates a negative perception with regard to certain aspects, including the environment and shipping’s safety and security.

In the wake of this survey, the marine industry promotional campaign *Brought to you by ship – My river, my provider!* was launched in October 2014. Funded entirely by SODES member organizations, the campaign was planned over a three-year horizon and directed primarily at making Quebeckers aware of the important role the marine industry plays in their daily lives. Thanks to this campaign, on March 31, 2016, SODES won the “Coup de cœur du jury d’honneur” award presented at the Association québécoise des transports (AQTr) *Grands prix d’excellence en transport gala* to recognize a unique, innovative project, from any category, that impresses the honorary jury. In 2016, action was also undertaken to officially register *Brought to you by ship – My river, my provider!*, which is now a trademark.

Campaign Phase 1 ended in late 2016, following which the Léger survey was repeated to assess changes in Quebeckers’ perception of the marine industry and measure the repercussions of the campaign *Brought to you by ship – My river, my provider!*. Overall, the results show increased knowledge and a more positive perception of the industry. With its specific focus and a relatively modest budget, the promotional campaign was well received by its target audiences.

In short, the 2016 survey:

- Highlighted the fact that two (2) perceptions about the marine industry improved significantly:
  - 70% of Quebeckers feel it is environment-friendly where air quality is concerned (compared to 47% in 2013).
  - 58% feel it is environment-friendly where water quality is concerned (compared to 38% in 2013).

- Confirmed that Quebeckers are aware that the marine industry is essential for Québec and have a generally favourable opinion about it:
  - 87% think it plays an important role in Québec’s economic development (compared to 83% in 2013).
  - Compared to four (4) other means of goods transport, Quebeckers believe that shipping pollutes less (ranks 2nd, after trains, of the four transport modes causing the least amount of pollution).
  - They also believe it is one of the safest means for transporting petroleum products (ranks 2nd out of four, after pipelines).

- Showed that the key campaign messages are generally well understood and that what Quebeckers remember from the publicity is favourable to the Québec marine industry.

Funding that remained from Phase 1 of the promotional campaign was used to carry out certain actions in 2017 and will continue to do so over the year. This document constitutes an activity report for the entire promotional campaign *Brought to you by ship – My river, my provider!* (October 2014 to June 30, 2017).
SODES is currently working on a project that involves an exhibition of artistic photographs spotlighting marine infrastructures scheduled to travel throughout Québec every summer to show the public industrial sites from a different viewpoint. The photography sessions were held in certain SODES members’ facilities in 2016. Then, over the winter, a firm worked on setting up the exhibition. The basic structure took the form of a shipping container reworked into an art gallery as a nod to its maritime character. The exhibition was then shown in different cities in summer 2017 and will continue to run over the next two summers.

Achievements and future activities in 2017:
- Launching of a travelling exhibition featuring marine-sector photographs displayed in a shipping container-turned-art gallery at Pointe-à-Carcy, Port of Québec, which ran June 5 to July 24, 2017
- Presentation of the exhibition in Hector-Louis Langevin park, Port de Trois-Rivières, from July 24 to August 14, 2017
- Presentation of the exhibition on the Sorel-Tracy ferry or at the St. Lambert Lock, St. Lawrence Seaway Management Corporation (to be confirmed)
- Presentation of the exhibition at the Alexandra Pier, Port of Montréal, in September 2017
- Presentation of the exhibition in Rimouski (to be confirmed)

Maritime Information Bureau

In June 2015, SODES officially launched the Maritime Information Bureau (MIB) to facilitate the dissemination of relevant, factual information on the marine industry. A single information window, the MIB gives the media, elected officials and general public quick, efficient access to maritime expertise.

Achievements:
- Creation of a website and five (5) theme-based fact sheets
- Training of spokespersons
- Creation of a Twitter feed and streaming of marine-industry-related information
- Meetings with 48 municipalities (Comité des maires des municipalités riveraines du Saint-Laurent)
- Mailing of introductory fact sheet to 300 waterfront municipalities
- 8 MIB Info Update capsules
- Presentations:
  - Fédération québécoise des municipalités standing committee
  - Conference on marine transport and security (Comité ZIP Jacques-Cartier)
  - Joint commission on St. Lawrence strategies
  - GreenTech (annual Green Marine conference)
  - Comité ZIP du Haut Saint-Laurent (presentation for the general public)
  - Annual AQTr conference
EDUCATIONAL PROJECTS

Game for Science

Working with the firm CREO, SODES developed the educational video game Brought to You by Ship, which allows players to discover the workings of the marine industry as they become fleet managers, oversee their crews, fuel their ships, and buy, store and carry cargo. Brought to You by Ship evolves on the existing, recognized Game for Science platform designed for the digital generation and its teachers. Interactive and entertaining, the game offers guides for teachers and elementary school Cycle Three students. The Teacher’s Guide is linked to the Ministère de l’Éducation, de l’Enseignement Supérieur et de la Recherche’s education program and helps teachers guide youngsters in their Game for Science adventure.

SODES officially launched the video game Brought to You by Ship in 2014 and has enhanced it through subsequent development phases. Phase 3, put online in 2016, featured the addition of a dedicated Brought to You by Ship web portal, which offers users significantly more content, including information on marine-sector trades and cargo carried by ship. Two new practice drills were added to the platform in the form of mini-games. The first allows youngsters to practice their knowledge of angles by docking ships using tugboats. The second has them put their knowledge of the Cartesian plane to use by relaying coordinates to the ship to guide it safely through iceberg-laden waters. Since late 2016, the focus has been on promoting Brought to You by Ship to elementary school students and teachers.

Achievements:
• Promotion:
  • Eurêka! Festival (June 12-14, 2015)
  • Association québécoise d’information scolaire et professionnelle (AQISEP) conference (April 6, 7 and 8, 2016)
  • Association québécoise des enseignantes et des enseignants du primaire (AQEP) conference (December 1 and 2, 2016)
  • Rendez-vous des écoles francophones en réseau (REFER) (March 16 and 17, 2017)
  • AQISEP guidance-oriented approach conference (March 23, 2017)
  • 2 in-class presentations, Contrecœur, 2017: attended by 68 students and 5 teachers
• Annual game-related statistics (on average):
  • 23 000 sessions (period during which users are active in the game)
  • 14 500 users (users who initiated at least one session)
  • Grand total of 58 835 sessions and 37 173 users from October 1, 2014 to June 30, 2017
Monique-Fitz-Back Foundation

Since 2011, SODES has collaborated with the Monique-Fitz-Back Foundation’s *Mon fleuve et moi* project, which seeks to bring students closer to the St. Lawrence River by informing them and making them aware of the issues surrounding its protection, promotion and development. Through an *edukit* on themes linked to the St. Lawrence (e.g. the economy) and a drawing contest, the project encourages youngsters at the elementary, secondary and college levels to reflect on the main issues linked to the River and its future. Since the inception of the *Mon fleuve et moi* project in 2011, the drawing contest has become increasingly popular.

**Achievements (2016-2017 edition):**
- 5 100 young people participated (3 533 in 2015-2016)
- 96 schools took part (65 in 2015-2016)
- 14 administrative regions were represented (10 in 2015-2016)

SODES will continue its involvement in the *Mon fleuve et moi* project in 2017-2018.

Scholarships

Since 2015, SODES has awarded its $1500 Next Generation scholarship annually to a graduate or post-graduate student doing research in a program related to the maritime industry.

**Achievements:**
- 2015 scholarship recipient: Charles Gignac, PhD student in water sciences at the Institut national de la recherche scientifique (INRS) – “*IcePAC : Vision passée, présente et future de l’état des glaces marines*”
- 2016 scholarship recipient: Louis-Pierre Trottier, Master’s student in international logistics at the HEC Montréal – “*Résolution d’un PTV pour une entreprise de transport maritime*”
- 2017 scholarship to be awarded in the fall

SODES also recognizes the efforts of IMQ students whose academic performance is particularly outstanding by awarding an annual scholarship in the amount of $1500.

**Achievements:**
- 2016 scholarship recipient: Caroline Robillard, Marine Engineering Technology student
- 2017 scholarship recipient: Tomessi Agbewanou, 2nd year Transportation Logistics Technology student
Video on Canadian port authorities located in Québec

In September 2015, at the annual Association of Canadian Port Authorities (ACPA) conference held in Montréal, SODES launched a video spotlighting the Canadian port authorities (CPA) located in Québec, illustrating this network’s strength and vitality, and showing the prominent role it plays in our economy.

This video is available on the SODES website and YouTube channel. An abridged version also playfully reminds viewers that the majority of goods around us are delivered by ship and have travelled the St. Lawrence River. Each Québec port authority received the portion of the video concerning it for use during its events and on its website.

Brought to You by Ship website

The website www.broughttoubyship.com, dedicated exclusively to promoting shipping, was launched in fall 2016. This communications tool allows the target audience to learn more about the campaign messages in a simple, catchy manner. The website outlines the voyage taken by everyday products, from their origins abroad to their use in Québec. The address www.broughttoubyship.com was incorporated into the marine industry promotional campaign visuals produced in 2016 to better illustrate shipping’s impact and importance in our daily lives.
EFFECTIVE PARTNERSHIPS

Grand défi Pierre Lavoie cycling challenge

Since 2016, SODES has partnered with a team of Lower St. Lawrence Pilots that participates in the 1000-km Grand défi Pierre Lavoie cycling challenge. As part of the challenge, each registered team partners with at least one elementary school of its choice, encouraging the school to sign up for the Energy Cubes challenge and acting as something of a sponsor inciting students to adopt healthy lifestyle habits. The Lower St. Lawrence Pilots teams promoted the game *Brought to You by Ship* and gave a Rubik’s cube sporting Brought To You By Ship colours to every youngster in the schools sponsored.

Montréal - Québec Desgagnés Kayak Challenge

The Montréal – Québec Desgagnés Kayak Challenge is an activity that involves kayaking the St. Lawrence River from Montréal to Québec City in four days to raise funds for *Jeunes musiciens du monde*. In 2016, SODES sponsored a *Brought to you by ship – My river, my provider!* team comprising marine industry representatives and gave all participants Brought to You by Ship promotional items.

Comm Professionals Day and communications plan

In 2016, SODES organized three Comm Professionals Day meetings: one in Québec City, one in Montréal and one in Trois-Rivières. These meetings bring together individuals working in communications in SODES member organizations. The goal is to strengthen ties between the various organizations’ communications employees so that they get to know each other better and can discuss the participating organizations’ respective communications strategies.

A 10-member sub-committee was set up in 2016 to develop the communications plan for Phase 2 (2017-2019) of the maritime industry promotional campaign. The sub-committee’s work continued in 2017, culminating in the definition of objectives, target audiences and means for reaching them.
One of the key projects developed in the context of the promotional campaign *Brought to you by ship – My river, my provider!* consists of three poster campaigns aimed at the general public and designed to make Quebeckers aware of the fact that the very great majority of products they use every day are delivered by ship. The visual developed for the different posters depicts everyday items such as cellphones, bicycles and fruits which—to most people’s surprise—are brought to us from abroad by ship.

Phase 1, launched in October 2014, involved installing billboards on key thoroughfares in Québec City and Montréal.

**Achievements - Phase 1:**
- Poster campaign in Montréal (1 month): approaches to the Champlain and Jacques-Cartier bridges in Montréal
- Poster campaign in Québec City (1 month): Highway 20, east of Exit 314

In spring 2015, the same visual was used in Phase 2 for a poster campaign on city buses in Québec City, Trois-Rivières and Saguenay. Overall, 73 buses posted the marine industry promotional campaign’s colours. This poster campaign helped broaden the scope of the promotional campaign to the general public, more specifically, motorists in urban areas marked by traffic congestion, thereby increasing its impact.

**Achievements – Phase 2:**
- Total of 73 buses (1 month):
  - 50 in Québec City
  - 13 in Saguenay
  - 10 in Trois-Rivières
For Phase 3, in fall 2016, new visuals were developed to send the same messages with a new-and-improved look. These images ran on Facebook in September and October 2016 and on posters displayed in restaurant washrooms, store changing rooms and university campuses across Québec (Newad poster network). At the same time, video advertising ran on the Télé-Québec TV channel, website and mobile app to maximize the campaign’s scope and more successfully reach its target audiences.

Achievements – Phase 3:
- Poster campaign in Newad network (1 month):
  - Restaurant and bar washrooms: 172 locations
  - Campuses: 6 locations
  - Store changing rooms: 12 locations
- Video on Facebook (6 weeks):
  - Number of prints: 98 031 on Facebook and Instagram
  - Number of viewings: 61 569 people
- Video advertising - Télé-Québec (1 month)