# Advanced Design Tools for Ocean Energy Systems Innovation, Development and Deployment

## Deliverable D9.2

## Dissemination and communication plan

| | |
|---|---|
| Lead Beneficiary | FEM |
| Delivery Date | 10/12/2018 |
| Dissemination Level | Public |
| Status | Released |
| Version | 1.1 |
| Keywords | Dissemination, Web, Communication strategy, Key messages, Project Structure, Tools, Publications |

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 785921

**Disclaimer**

This Deliverable reflects only the author's views and the Agency is not responsible for any use that may be made of the information contained therein

**Document Information**

| | |
|---|---|
| **Grant Agreement Number** | 785921 |
| **Project Acronym** | DTOceanPlus |
| **Work Package** | WP9 |
| **Related Task(s)** | T9.2 |
| **Deliverable** | D9.2 |
| **Title** | Dissemination and communication plan |
| **Author(s)** | Mélusine Gaillard & Nicolas Germain (France Energies Marines) |
| **File Name** | DTOceanPlus_D9.2_Dissemination communication plan_FEM_20181210_v1.1.docx |

**Revision History**

| Revision | Date | Description | Reviewer |
|---|---|---|---|
| 0.0 | 07/09/2018 | Initial outline | FEM |
| 0.1 | 16/09/2018 | Full draft | Tecnalia |
| 0.2 | 02/10/2018 | Revised full draft | Consortium partners |
| 0.3 | 17/10/2018 | Revised full draft after WP9 kick-off meeting and PSC meeting | Consortium partners |
| 0.4 | 25/10/2018 | Revised full draft avec peer-review and coordinator review | WavEC Tecnalia |
| 1.0 | 26/10/2018 | Released version for the EC | EC |
| 1.1 | 10/12/2018 | Revised version with a list of events partners are planning to attend | EC |

# EXECUTIVE SUMMARY

The deliverable (D9.2) is a public deliverable of the DTOceanPlus project, produced in the context of WP9, Task 9.2. The objective of "WP9 - Exploitation, Dissemination and Education" is to maximise the project impacts on the wave and tidal energy sector and the European value chain in general. "Task 9.2 - Communication activities and dissemination of project results" aims at developing a comprehensive communication plan developed at the beginning of the project in accordance with the overall project management. This plan is an evolving document built on a targeted communication of the DTOcean project results and capitalization on the community. It is the reference framework for evaluating the impact of communication and dissemination activities.

The Dissemination and Communication Plan (DCP) includes all the activities to be implemented over a given period of time to monitor and implement the objectives and, in the long term, promote the project and its deliverables. As a real dashboard, it provides an overview of the objectives to be achieved, the audience to be targeted, the key messages to be developed, the tools and channels to be used and the necessary contributors. The DCP includes the following elements: objectives, target audiences, key messages, channels and contents, contributors and schedule.

# TABLE OF CONTENTS

# LIST OF FIGURES

# LIST OF TABLES

# ABBREVIATIONS AND ACRONYMS

AAU: Aalborg Universitet
BV: Bureau Veritas
CPO: CorPower Ocean
DCP: Dissemination and Communication Plan
DT: Design Tools
EC: European Commission
EERA: European Energy Research Alliance
EGP: Enel Green Power
ESC: Energy Systems Catapult
ETP: Education & Training Plan
EU: European Union
EWTEC: European Wave and Tidal Energy Conference
FEM: France Energies Marines
GA: Grant Agreement
ICOE: International Conference on Ocean Energy
IEA: International Energy Agency
IEEE: Institute of Electrical and Electronics Engineers
Naval: Naval Group
Nova: Nova Innovation Ltd
OCC: Open Cascade
Oceantec: Oceantec Marine Energy
OEE: Ocean Energy Europe
OEF: Ocean Energy Forum
OES: Ocean Energy Systems
NGOs: Non-Governmental Organizations
No: Number
TP: Technology Platform
TRL: Technology Readiness Level
UEDIN: The University of Edinburgh
WavEC: WavEC Offshore Renewables
WES: Wave Energy Scotland
WP: Work Package

# 1. INTRODUCTION

The dissemination and communication activities are **critical to maximize the impact of the project** through proactive promotion of its objectives and methods and, in particular aiming at the exploitation of the design tools which will be produced and released. The dissemination activities will focus on achieving the widest possible impact on each target group at local, national, European and international level and in locations having marine energy resources and interest in exploiting them. The communication activities will promote the project and its results by providing easily accessible information to the public at large and at the same time increase the visibility of H2020 and EU funded research in realizing and achieving ambitious EU-side societal, economic and sustainable growth goals and the contribution being made to meeting societal challenges.

The **dissemination and communication plan** (DCP) for the project is the **reference framework** for evaluating the impact of related activities. It corresponds to the deliverable (D9.2) which is a public deliverable of the DTOceanPlus project, produced in the context of WP9, Task 9.2. The objective of "WP9 - Exploitation, Dissemination and Education" is to maximise the project impacts on the wave and tidal energy sector and the European value chain in general. "Task 9.2 - Communication activities and dissemination of project results" aims at developing a comprehensive communication plan developed at the beginning of the project in accordance with the overall project management. This plan is **an evolving document** built on the results of targeted communication of the DTOcean project results and capitalization on the community. The DCP will support the plan for exploitation.

The DCP includes all the activities to be implemented over a given period of time to monitor and implement the objectives and, in the long term, promote the project and its deliverables. As a real dashboard, it provides an overview of the objectives to be achieved, the audience to be targeted, the key messages to be developed, the tools and channels to be used and the necessary contributors. The DCP includes following elements:

- **Objectives**. They must be set according to the type of expected outcomes. These must be realistic, measurable and predictable.
- **Target audience**. It is important to identify the recipients of the messages. Each identified target recipient may require specific processing and communication.
- **Key messages**. for each target group to react positively, the message must be adapted to its codes.
- **Channels and contents**. There are many dissemination channels and communication tools, it is necessary to select the ones meeting the objectives set, while respecting the allocated budgets.
- **Contributors.** It is necessary to clearly identify each pilot and main actors involved and allocate the tasks to be performed.
- **Schedule**. The planning is the result of the previous steps. It is necessary to set up a calendar listing all the actions.

# 2. STATEGY FOR DISSEMINATION AND COMMUNICATION

## 2.1 OVERVIEW OF THE STATEGY

The main purpose of the DTOceanPlus DCP is to ensure that each target group can be identified and encouraged to interact with the project partners on a regular and systematic basis. For this purpose, the DCP will ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods. The main elements of DTOceanPlus dissemination and communication strategy are summarised in the following figure and are later described in the document.


**FIGURE 1. OVERVIEW OF THE DTOCEANPLUS DISSEMINATION AND COMMUNICATION STRATEGY**

Education and training actions can be considered as part of dissemination activities so, in a way, the DCP encompasses the Education and Training Plan (ETP). However, specific education and training actions, materials and associated objectives will be only described and planned at the beginning of the project in the ETP. That includes: development of education materials, organisation of webinars and training sessions, opening of the test facilities and visits connected to real projects. These actions will be reported and followed in each annual report regarding the impact of dissemination and communication activities here taken to the broadest meaning. A responsibility matrix for distribution of actions between the DCP and ETP is proposed in the 2.6 section.

## 2.2 OBJECTIVES

The dissemination and communication activities mainly aim **at maximising the project impacts** on the wave and tidal energy sector and the European value chain in general. More specifically, additional objectives will be targeted in the stages as follows:

- **Stage 1** (M1-M12): **Raising awareness** of project's objectives, results, benefits, use and applicability through diverse channels to all interested parties.
- **Stage 2** (M12-M30): **Promoting a deeper understanding** of new tools for a number of audiences who can benefit from what DTOceanPlus project can offer and **engaging with target groups** to facilitate adoption and usage of DTOceanPlus designed tools.
- **Stage 3** (M30-M36): **Influencing decision-making** within authorities, lobbies, policy makers regarding the uptake of DTOceanPlus tools.

## 2.3 TARGET AUDIENCE

As the benefits of DTOceanPlus are wide ranging and the success of the sector depends upon many actors then the target groups for dissemination activities will necessarily come from a broad range of stakeholders. Target groups have been identified and fall mainly into one of three groups mentioned in Table 1.

**TABLE 1. DTOCEANPLUS TARGET GROUPS**

| Target groups | Subgroups |
|---|---|
| Users of the designed tools | ▫ Technology developers<br>▫ Project developers<br>▫ Design offices<br>▫ Public funding bodies<br>▫ Private investors |
| Other key stakeholders | ▫ Policy makers<br>▫ Regulators<br>▫ Standards organizations<br>▫ Insurance providers<br>▫ Other actors in the supply chain<br>▫ Research organizations |
| General public | ▫ Environmental NGOs<br>▫ Citizen organisations<br>▫ Students<br>▫ Individual citizens |

**Users of the designed tools** span across the entire value chain of the sector, focusing on technology developers, project developers, public funding bodies and private investors. They will be using the designed tools for optimizing the developments of future arrays, evaluating the technologies readiness levels and further investigate on overall design optimizations. They need to be equipped with the right skills, knowledge and understanding of the results in order to achieve real change.

It is also essential that the **other key stakeholders**, including policy makers, regulators, standard organizations, insurance providers and research organizations are aware of the project, its results, its benefits, their use and applicability. Indeed, they will influence future standards and support future developments so it is important that they contribute to making DTOcean suite of tools a recognized reference in design of ocean energy system.

**General public** involves all non-specialist stakeholders with particular interests/needs such as environmental NGOs, citizen organisations, students and individual citizens. It is important that they know how ocean energy can be used as well as it benefits. The research activities will be disseminated to the society at large in such a way that they can be understood by non-specialists. This will help to increase confidence in computer modelling design tools and promote societal acceptance of ocean energy.

The main roles of DTOceanPlus target groups have been summarised in Table 2.

**TABLE 2. ROLES OF DTOCEANPLUS TARGET GROUPS**

| Roles | Users of the designed tools | Other key stakeholders | General public |
|---|---|---|---|
| Enhancing project visibility and readability | X | X | X |
| Giving feedback on the design tools with real project | X | | |
| Implementing new innovation standards in the field ocean energy | | X | |
| Encouraging collaborative initiatives | X | X | |
| Supporting development of ocean energy sector | X | X | |
| Creating business opportunities for premium services | X | X | |
| Promoting ocean energy benefits | | | X |

## 2.4 KEY MESSAGES

The key messages correspond to the important information that will be disseminated to each of the previously identified targets concerning the DTOceanPlus project. They contain a restrain and specific set of key words to maximise communication impact.

The DTOceanPlus **main message** is: "*DTOceanPlus project will develop and demonstrate an advanced open source suite of tools for the selection, development, deployment and assessment of ocean energy systems.*"

The DTOceanPlus **complementary messages** are written below:

- DTOceanPlus will support the entire technology innovation process, from concept to deployment.
- DTOceanPlus will propose advanced design tools for sub-systems, energy capture devices and arrays.
- DTOceanPlus will bring design tools to TRL6 by demonstration scenarios in real world cases.
- DTOceanPlus will make freely available suite of tools as open source to the entire ocean energy sector.
- DTOceanPlus will develop an integrated suite of tools that will be a professional user-friendly product.
- DTOceanPlus will accelerate the commercialisation of the ocean energy sector by reducing technological and financial risks and improving cost effectiveness of ocean energy technologies.
- DTOceanPlus will provide a common language for the entire ocean energy sector.

In the same spirit as the objectives, the key messages will be adapted according to the stages of the project:

- **Stage 1** (M1-M12): "The project is launched…"; "The objectives of the project are…"; "The exploitable results will be…"
- **Stage 2** (M12-M30): "Partners are working on the development and verification of…"
- **Stage 3** (M30-M36): "The project achievements are…"; "The suite of the design tools enables to…"

## 2.5 CHANNELS AND TOOLS

In the framework of DTOceanPlus, five main dissemination channels will be used:

- Project website
- Social media
- Mainstream media
- Scientific & technical publishing channels
- Events

The **project website** will be the primary information source for DTOceanPlus target groups. **Social media** will complete the project's web dissemination mechanism and will give an interactive dimension to the communication. **Mainstream media** (i.e. television, radio, newspapers, magazines) will enable to reach a large audience and can give additional opportunities for the project promotion. **Scientific & technical publishing channels** (i.e. scientific and/or technical journals, open access repositories) will give visibility to DTOceanPlus scientific publications and research data. Project partners will also actively be participating in **external events** and will organize **technical workshops**.

Channels that will be used according to the target audience groups are summarised in Table 3.

**TABLE 3. DTOCEANPLUS TARGET GROUPS AND RELATED CHANNELS**

| Channels | Users of the designed tools | Other key stakeholders | General public |
|---|---|---|---|
| Project website | X | X | X |
| Social media | X | X | X |
| Mainstream media | | X | X |
| Science & Technology channels | X | X | |
| Events | X | X | X |

Tools, contributors, schedule and assessment indicators will be developed for each channel in the next sections of the document, but the relation between dissemination material and channels is summarized in Table 4.

**TABLE 4. DISSEMINATION MATERIAL AND RELATED CHANNELS**

| | Website | Social media | International conferences and congresses | Regional events and meetings | Industrial events and fairs |
|---|---|---|---|---|---|
| Flyer | x | | x | | x |
| Brochure | x | | x | x | x |
| 1-slide presentation | x | | x | x | |
| Full presentation | x | | x | x | x |
| Poster | x | | x | x | x |
| Didactic video | x | x | x | x | x |

## 2.6 MANAGEMENT

Dissemination of project results as well as open access to scientific publications and research data is governed by the procedure described in Article 29 of the European Commission Grant Agreement (EC-GA). Regarding data management, there will be two versions of the Data Management Plan: the first one (D9.10) and the final one (D9.11).

All project partners are contributors to the dissemination and communication activities under the overall management of WP9 leader, France Energies Marines. They are using their industrial partnerships, research networks, and long-standing experience in EC-funded projects, and contribute particularly to:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.);
- Providing relevant information and documentation to enrich the project website;
- Posting news and project results in social media;
- Presenting the project at relevant national and international conferences, workshops and other events;
- Supporting the promotion and organisation of DTOceanPlus workshops, in particular engaging key stakeholders to act as multipliers and to motivate participants.

As T9.2 leader, France Energies Marines is proposing the initial DCP at the beginning of the project. Subsequently, a report will be produced every year to review the dissemination and communication activities and their effectiveness. This report will include DCP modifications if any are deemed necessary. This will give the opportunity to focus the dissemination and communication on the most relevant publications, events and stakeholders in order to achieve an effective and proactive dissemination aligned with the education & training plan and the exploitation plan. Figure 2 shows the relationships between this plan and the related deliverables.

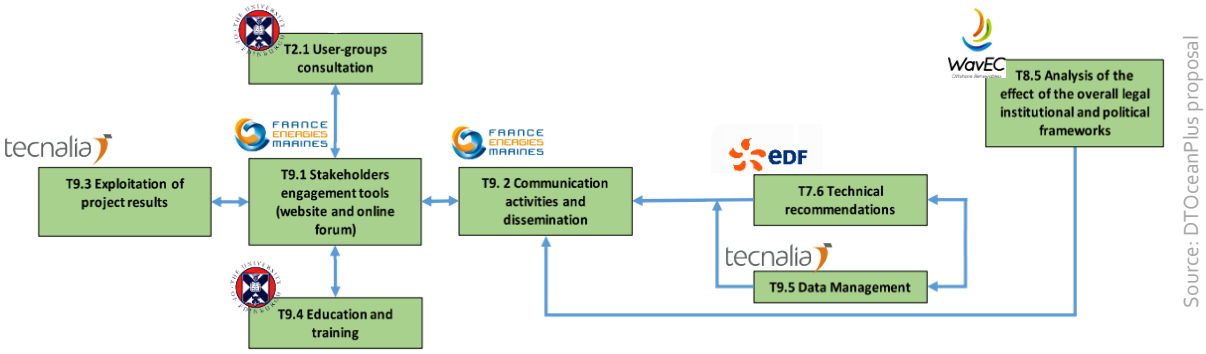



**FIGURE 2. RELATIONSHIPS BETWEEN THE DISSEMINATION AND COMMUNICATION PLAN AND THE RELATED DELIVERABLES**

A responsibility matrix for distribution of actions between the DCP and ETP is proposed in Table 5.

**TABLE 5. RESPONSIBILITY MATRIX FOR DISSEMINATION AND COMMUNICATION ACTIONS**

| Dissemination and Communication Actions | Dissemination and Communication Plan | Education and Training Plan |
|---|---|---|
| Project website updating and maintenance | X | |
| Project promotion on social media | X | |
| Preparation of dissemination material | X | |
| Writing scientific publications | X | |
| Organisation of dissemination workshops | X | |
| Attendance at events like conferences, fairs… | X | |
| Development of education materials | | X |
| Organisation of webinars | | X |
| Organisation of training sessions | | X |
| Opening of the test facilities | | X |
| Visits connected to real projects | | X |

# 3. PROJECT WEBSITE

## 3.1 PURPOSE

The website (www.dtoceanplus.eu) will be the primary information source for several DTOceanPlus target groups. As a primary communication tool, the website address will feature in all project's communication material.

The purpose of the website will be proactively promoting the project and its final results by providing targeted information to various audiences within and beyond the project own community. The specific goals of this dissemination and communication channel are:

- Raising awareness of project's objectives, results, benefits, use and applicability;
- Promoting a deeper understanding of new tools;
- Engaging with target groups to facilitate adoption and usage of designed tools;
  Influencing decision-making within authorities, lobbies, policy makers regarding the uptake of DTOceanPlus tools.

The website is addressed to the three main target groups of the DTOceanPlus project as shown in Table 3. It will provide different targeted information to match the particular interests and needs of each target group. For example, the "Tools" section is more dedicated to users of the design tools, the "Scientific publications" subsection will be of more interest for other key stakeholders like standard organizations or research organizations and the "News" section is intended for general public.

## 3.2 CONTENTS

As the website is one of the main channels for dissemination and communication, it will be a repository for a wide type of information and communication digital tools. DTOceanPlus website main menu has the following structure:

- **About DTOceanPlus** (Why?, What?, When?): European context for wave and tidal energies, relations with DTOcean project, duration, objectives of DTOceanPlus;
- **Project Structure** (How?): objectives and description of the work that will be performed for each work package;
- **Tools** (What?): tools developed in the framework of DTOcean and DTOceanPlus (software, source codes, tutorials) and a blog to share experiences;
- **Publications**: dissemination material, deliverables, scientific publications, research data;
- **Partners** (Who?): consortium members and two US institutions that are also part of the project;
- **News:** short articles and press releases giving information about events, projects main steps.

Table 6 presents the different types of contents that are taken in consideration for the website at present. Drafts of dissemination material created so far are in ANNEX II.

**TABLE 6. DISSEMINATION AND COMMUNICATION TOOLS FOR WEBSITE**

| Dissemination material | Public deliverables | Scientific publications | Research data | News |
|---|---|---|---|---|
| ▫ Project leaflet<br>▫ Project brochure<br>▫ Official presentation<br>▫ Project poster<br>▫ Didactic video | ▫ Reports and summaries<br>▫ Demonstrators | ▫ Scientific papers<br>▫ Oral presentations<br>▫ Posters<br>▫ Technical workshops | ▫ Research datasets | ▫ Press releases<br>▫ Events |

Dissemination and communication tools will be distributed in "Publications" and "News" sections of the website. Internet users also have the possibility to subscribe to a newsletter (respecting the General Data Protection Regulation 2016/679) in order to stay informed of the project's updates. For convenience, a list of DTOceanPlus public deliverables can be found in ANNEX I. All pictures, diagrams, drawings or videos that will be published on the project website should precise the related copyright. Figure 3 shows the home page of the website.

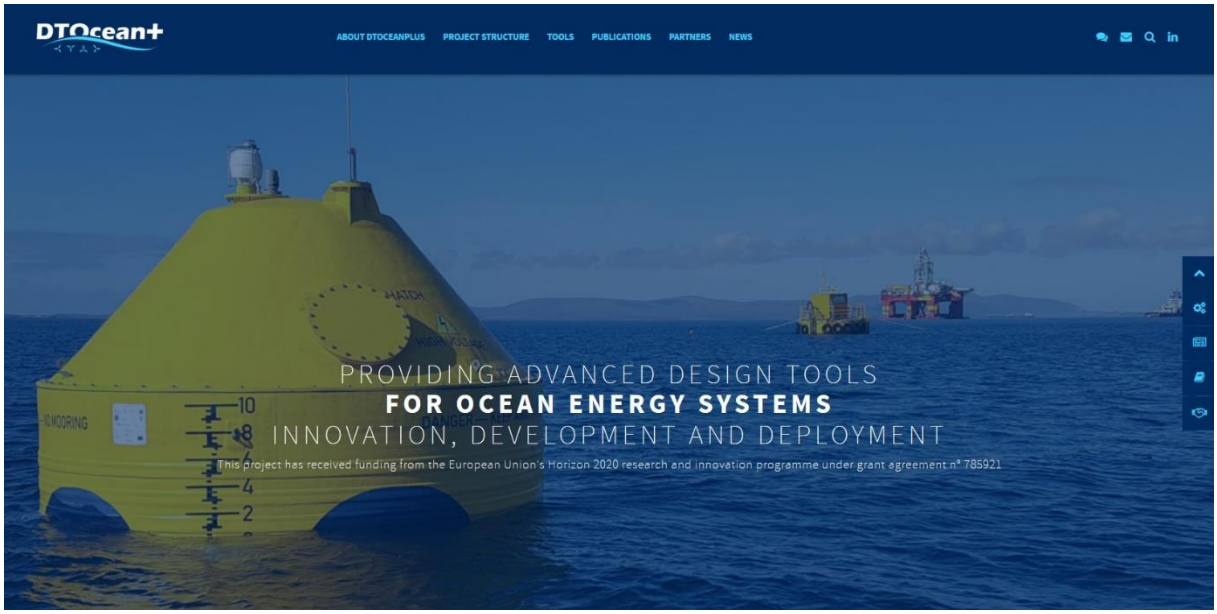



**FIGURE 3. HOME PAGE OF THE WEBSITE WITH THE MAIN MENU ON THE TOP**

The DTOceanPlus website will also be promoted in other relevant web platforms and ocean energy initiatives such as: European Energy Research Alliance - Ocean Energy Joint Programme, Ocean Energy Forum, The European Technology and Innovation Platform for Ocean Energy or Ocean Energy Systems Implementing Agreement.

## 3.3 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

The website will be regularly updated throughout the duration of the project by France Energies Marines. Moreover, the effectiveness of this channel will be periodically analysed by means of AWStats and Google Analytics tools. This will allow reports to be run on the website, giving a very clear picture of information such as: users count visiting the website and visit time, languages and locations of visitors or devices used for browsing the website

Appropriate indicators to measure the impact of the dissemination through the website channel have been defined. Table 7 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

**TABLE 7. DISSEMINATION IMPACT WITH WEBSITE CHANNEL**

| Indicator | Objective | Contingency plan |
|---|---|---|
| No. of monthly visits | 300 | Promoting the web site in social media (e.g. LinkedIn groups) and e-mail (e.g. Newsletter to target groups) |
| Duration of visits | 2 min | Re-organizing the web site to make it easier to find relevant items<br>Upload more attractive content |
| No. of downloads per month | 20 | Fostering downloads within partners networks |
| Total no. of didactic video views (project website + YouTube) | 5,000 | Encouraging project partners to promote and share the video within their network |
| No. of references from external web pages | 10 (excluding partners) | Contacting ocean energy associations and strategic initiatives to promote the site |

# 4. SOCIAL MEDIA

## 4.1 PURPOSE

The **social media** (i.e. LinkedIn, Twitter, ResearchGate, YouTube, among others) are an opportunity not to be overlooked to make dissemination about DTOceanPlus more efficient. They make it possible to give **visibility** of the information to be promoted to different types of audiences. They also give an **interactive dimension** to the communication. The traffic generated by social media to the project website will be an important asset to enhance the visibility of the portal in major search engines.

The specific goals of these dissemination and communication channels are:

- Raising awareness of project's objectives, results, benefits, use and applicability;
- Engaging with target groups to facilitate adoption and usage of designed tools;
- Influencing decision-making within authorities, lobbies, policy makers regarding the uptake of DTOceanPlus tools.

Social media are addressed to the three main target groups of the DTOceanPlus project as shown in Table 3. They will include different targeted information to match the particular interests and needs of each target group. For example, the advanced technical and technological aspects will be dealt with within a LinkedIn group. More general information about progress and results will be shared on LinkedIn. News about the project life and events will be post on Twitter and YouTube.

## 4.2 CONTENTS

Posts published on social networks (LinkedIn and Twitter) are very short texts, usually accompanied by photos or videos provided by the project partners. The information relayed on these media can correspond to: the posting online of public deliverables, key stages, the announcement of internal project events, the organisation of dissemination workshops, the publication of scientific articles, among others. In addition to the website, the didactic video will be broadcasted on YouTube.

Keywords that can be used are: **#dtoceanplus**, **#inea**, **#H2020**, **#oceanenergy**, **#tidal**, **#wave**, **#mre** and **#designtools**. All pictures, diagrams, drawings or videos that will be posted on social media should precise the related copyright.

The "Design tools for Ocean Energy Systems" **LinkedIn Group** created in the framework of DTOcean is intended to convey the experience of different members of LinkedIn in the decision-making process for the design of ocean energy systems, focusing the attention on wave and tidal technologies. This group is accessible directly from the DTOceanPlus website.

## 4.3 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

A plan with a first list of social media posts number is shown in ANNEX IV: DISSEMINATION & COMMUNICATION TABLE. To maximise the impact on social media, all project partners are invited to publish, share and comment messages related to DTOceanPlus on a regular basis on their LinkedIn and Twitter official accounts. The didactic video will be disseminated on the YouTube channels of partners who have one. The personal pages of each individual involved in the project can also be used to increase the virality of the messages. The virality scheme of the information about the project on the web is illustrated in the figure below. The presence of each of the partners on social networks at the beginning of the project is summarized in the ANNEX III.

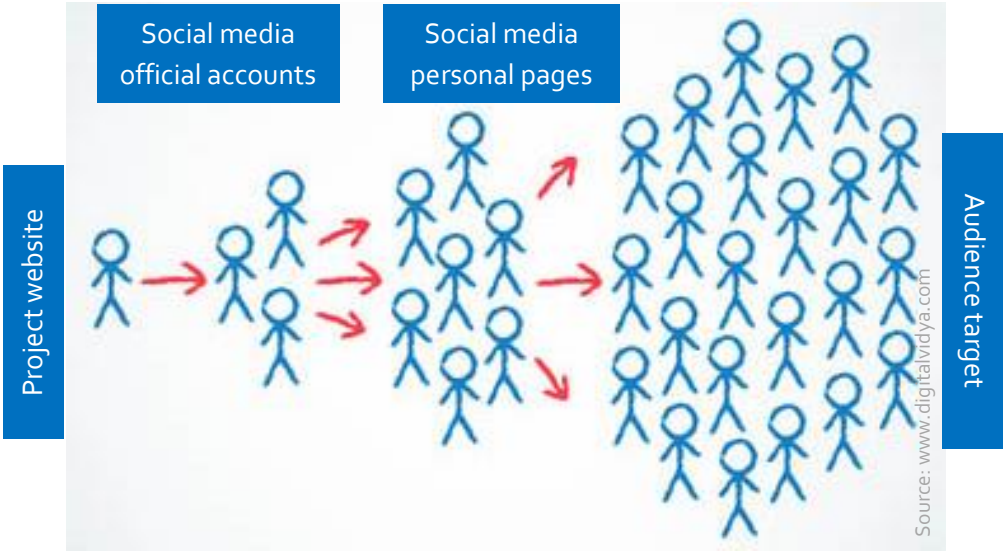



**FIGURE 4. VIRALITY SCHEME OF DTOCEANPLUS INFORMATION ON THE WEB**

Appropriate indicators to measure the impact of the dissemination carried out through social medias have been defined. Table 8 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered. The objectives initially proposed in the GA have been revised to consider the evolution of social network practices.

**TABLE 8. DISSEMINATION IMPACT WITH SOCIAL MEDIA CHANNEL**

| Indicator | Objective | Contingency plan |
|---|---|---|
| No. of contact updates per month | 500 | Encouraging project partners to increase the frequency of publication on social media. |
| No. of visits per post | More than 50 | Encouraging project partners to share DTOceanPlus publications on social media. |
| No. of active members in LinkedIn user group (community of users) at the end of the project | 1,000 | Promoting this group on project website, social media and during the events. |
| Total no. of didactic video views (project website + YouTube) | 5,000 | Encouraging project partners to promote and share the video within their network. |

# 5. MAINSTREAM MEDIA

## 5.1 PURPOSE

Mainstream media (i.e. television, radio, newspapers, magazines) shall be conceived as additional venues for the promotion of the project objectives and results. Updates on the project's progress and targeted messages about offerings to the different stakeholder groups are candidates for mass media publication.

The specific goals of these dissemination and communication channels are:

- Raising awareness of project's objectives, results, benefits, use and applicability;
- Engaging with target groups to facilitate adoption and usage of designed tools;
- Influencing decision-making within authorities, lobbies, policy makers regarding the uptake of DTOceanPlus tools.

Mainstream media addresses mainly target other key stakeholders and general public as shown in Table 3. They will be supplied with different targeted information to match the particular interests and needs of each target group. For example, specialized magazines will be of more interest for other key stakeholders and generalist magazines will be more adapted to general public.

## 5.2 CONTENTS

Publication material will be regularly prepared in a form of **press releases** and sent to regional, national, European and international media. These documents will also be available in "News" section of the project website. Press releases aim at presenting important news about the project, in order to attract the attention of journalists and encourage them to draft articles on the subject. They are presented in a specific format and content (i.e. date, attractive headline, logos, summary as the first paragraph, one paragraph per main idea, contact details for more information). The content needs to be clear, precise and concise.

**Press conferences** will be held to present key milestones of the project and beneficiary will arrange for radio interviews and television broadcasts. Media representatives from radio, television and press will also be invited to attend the relevant events organized in the framework of DTOceanPlus.

Publication of **articles** in **ocean energy** and **offshore renewable energies** magazines is also taken into consideration. Publication material should be carefully written in order to communicate a clear message, and so avoid misunderstanding by the media. Before their publication, the project coordinator should be notified, so that he can approve them, after consulting with all relevant partners when needed. All pictures, diagrams, drawings or videos that will be sent to media will precise the related copyright.

## 5.3 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

A plan with a first list of mainstream media is shown in ANNEX IV: DISSEMINATION & COMMUNICATION TABLE.

Appropriate indicators to measure the impact of the dissemination carried out through the mainstream media have been defined. Table 9 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

**TABLE 9. DISSEMINATION IMPACT WITH MAINSTREAM MEDIA CHANNEL**

| Indicator | Objective | Contingency plan |
|---|---|---|
| No. of press releases | 4 | Coordinating with project key milestones. |
| No. of articles in newspapers | 4 | Activating the privileged contacts that partners have with certain journalists. |
| No. of appearances in TV and radio | 3 | Sending invitation for relevant events where journalists can conduct interviews, shoot images and record sound. |
| No. of articles in offshore renewables magazines | 6 | Activating the privileged contacts that partners have with certain journalists. |

# 6. SCIENTIFIC & TECHNICAL PUBLISHING

## 6.1 PURPOSE

Scientific & technical publishing channels (i.e. scientific and/or technical journals, open access repositories) will be dedicated to the dissemination of **specialized material** as technical reports, scientific communications and research data.

Scientific & technical publication is important for the project partners, in particular for the applied research organisations and academia. In order to make the best use of research results, a clear strategy for data management and industrial property (IP) protection will be set up. Dissemination of project achievements should never interfere with the IP aspects and with the further commercial applications.

As covered by DTOceanPlus knowledge management activities, all publications and project data will be produced in accordance with the EC's policy on open access. The policy for open access to the research data (design tools, data, knowledge etc) arising from this project is summarised in the following picture.

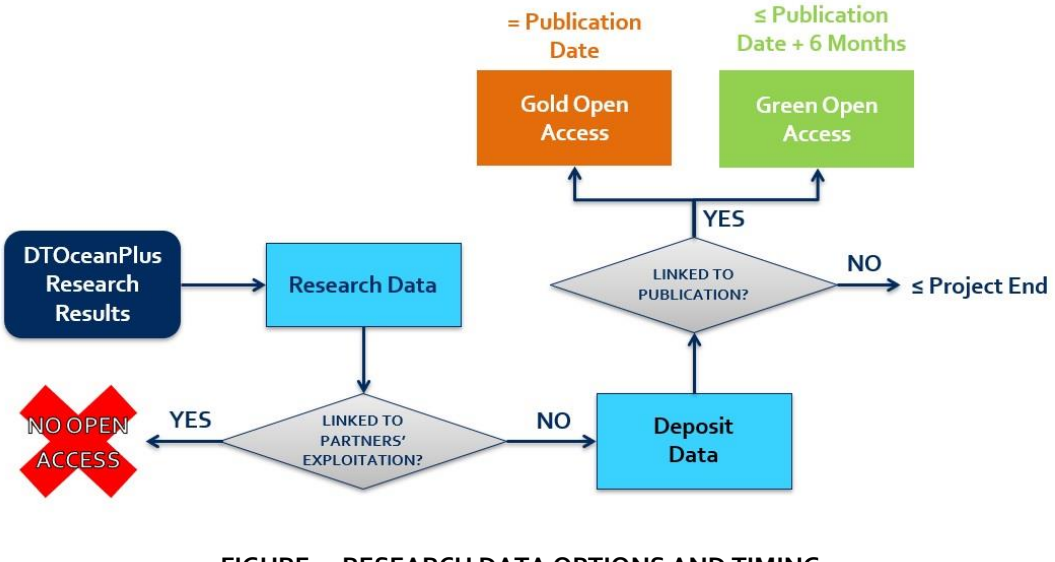



**FIGURE 5. RESEARCH DATA OPTIONS AND TIMING**

During the life cycle of the project, datasets will be stored and systematically organised in a database. In addition to the project database, relevant datasets will be also stored in ZENODO (open access repository of the Open Access Infrastructure for Research in Europe).

The specific goals of this dissemination and communication channels are:

- Promoting a deeper understanding of new tools;
- Engaging with target groups to facilitate adoption and usage of designed tools.

Scientific & technical publishing channels are addressed to users of the design tools and other key stakeholders as shown in Table 3.

## 6.2 CONTENTS

Specialized material as technical reports, scientific communications and research data will be used. A number of publications in international scientific peer-reviewed journals are expected to be produced throughout the course of the project. DTOceanPlus partners will also publish research datasets. Specific datasets may be associated to scientific publications (i.e. underlying data), public project reports and other raw data or curated data not directly attributable to a publication. A detailed description of each dataset will be given in deliverable D9.10 Data Management Plan - first version. Table 10 presents a list of indicative types of research data that DTOceanPlus will produce.

**TABLE 10. DTOCEANPLUS TYPES OF DATA**

| Dataset | Lead partner | Related WP |
|---|---|---|
| Structured Innovation Design Tool | ESC | WP3 |
| Stage Gate Design Tool | WES | WP4 |
| Deployment Design Tools | Tecnalia | WP5 |
| Assessment Design Tools | WavEC | WP6 |
| Demonstration of Design Tools for Devices and Arrays | EDF | WP7 |

## 6.3 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

It is expected that ESC, WES, Tecnalia, WavEC and EDF will prepare publications for relevant scientific journals with high impact factors in ocean and offshore wind energies topics. A plan with a first list of scientific & technical publishing channels is shown in ANNEX IV: DISSEMINATION & COMMUNICATION TABLE.

Adequate indicators to measure the impact of the dissemination carried out through the science and communication channels have been defined. Table 1 presents the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

**TABLE 11. DISSEMINATION IMPACT WITH SCIENTIFIC & TECHNICAL PUBLISHING CHANNELS**

| Indicator | Objective | Contingency plan |
|---|---|---|
| No. of submitted scientific papers in open access | 6 | Contacting publishers of peer-reviewed and indexed journals |
| No. of open access research data set categories | 3 | Publishing further datasets during the project |

# 7. EVENTS

## 7.1 PURPOSE

**Technical workshops** will be organized to share the knowledge acquired and discuss DTOceanPlus outputs. That will be a way of developing national and international connections with industrial, governmental, opinion leaders, and engaging in a direct, face-to-face communications and discourse. Webinars and training sessions will be detailed in the education & training plan.

Throughout the project lifetime, project partners will also actively **participate in events** such as technical conferences, industrial congresses, exhibitions and meetings.

Partners' participation in events will be announced well in advance so that targeted stakeholders can book dates in their agendas. The project website, social media and mailing will be very powerful levers to ensure optimal dissemination of information.

The specific goals of these dissemination and communication channels are:

- Raising awareness of project's objectives, results, benefits, use and applicability;
- Promoting a deeper understanding of new tools;
- Engaging with target groups to facilitate adoption and usage of designed tools;
- Influencing decision-making within authorities, lobbies, policy makers regarding the uptake of DTOceanPlus tools.

Events are addressed to the three main target groups of the DTOceanPlus project as shown in Table 3. The types of events will have targeted information to match the particular interests and needs of each target group. For example, technical workshops and meetings where the focus is on exchanges and discussion will be more of interest for the users of the design tools, major conferences dedicated to ocean energy and wind energy will allow to target a wide range of key stakeholders and more generalist events will be an opportunity to reach the general public.

## 7.2 CONTENTS

**Two technical workshops will be organized** by project members alongside of major events of the sector:

- The first one will be held during EWTEC 2019 in September 2019. As it will take place at the mid-project stage, it will focus on the technical specifications adopted for the various tools as well as on the progress of the development work. This will allow a first feedback of potential future users and key stakeholders which could lead, if necessary, to rethink certain aspects.
- The second one will be held at the end of the project. It will therefore be oriented around demonstrations of the use of the various tools developed. The feedback from potential future users will be valuable to feed into the reflections on the business plan.

Throughout the project, partners will **attend international conferences and congresses** with presentations or posters. Events with different perimeters will be selected to cover the widest possible audience: **general event** (like All-Energy, ICOE or Seanergy) and **specialized events** (like Offshore Energy or EWTEC). Project partners will also be presenting oral communications during **more regional events** or be speaking at **meetings of international organizations**. Partners will build on their privileged relationships with the organizing bodies in order to be invited to take part in these events. **Industrial exhibitions and fairs** will be another opportunity to promote DTOceanPlus.

A list of events that partners are planning to attend is in ANNEX V. Drafts of dissemination material created so far are in ANNEX II. Depending on the relevance of the event, and the type of stakeholder participation, **a press conference** could be hold to ensure a high impact and wider dissemination after the event.

## 7.3 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

A plan with a first list of events is shown in ANNEX IV: DISSEMINATION & COMMUNICATION TABLE.

Adequate indicators to measure the impact of the dissemination carried out through the events have been defined. Table 12 presents the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

**TABLE 12. DISSEMINATION IMPACT WITH EVENTS**

| Indicator | Objective | Contingency plan |
|---|---|---|
| No. of attended conferences with presentations/poster | 6 | Finding alternative events, contacting organisers for which several partners are members of the committee and/or chairman or reviewer of sessions<br>Allocating objectives to partners |
| No. of oral communication at congresses/events | 12 | Finding alternative events, contacting organisers for which several partners are members of the committee and/or chairman or reviewer of sessions<br>Allocating objectives to partners |
| No. of attended industrial events and/or fairs | 6 | Identifying further industrial fairs of interest to the project |
| No. of flyers distributed at events | 1,000 | Giving to each partner a set of flyers |
| No. of organized technical workshops | 2 | Assigning responsibilities and budget |
| No. of attendees per technical workshops | 50 | Encouraging each partner to promote the event within their networks |

# ANNEX I. PUBLIC DELIVERABLES

| Nb | Title | WP | Lead beneficiary | Type | Due date |
|---|---|---|---|---|---|
| D9.1 | Project website and forum(s) | 9 | FEM | Website | 3 M |
| D2.1 | Results from user groups consultation | 2 | UEDIN | Report | 4 M |
| D2.2 | Functional requirements and metrics of 2nd generation design tools | 2 | UEDIN | Report | 6 M |
| D9.2 | Dissemination and Communication plan | 9 | FEM | Report | 6 M |
| D9.10 | Data Management Plan - first version | 9 | Tecnalia | Open Research Data Pilot | 6 M |
| D2.3 | Demonstration methodology | 2 | Tecnalia | Report | 9 M |
| D9.8 | Education and training plan | 9 | UEDIN | Report | 9 M |
| D3.1 | Technical requirements for the implementation of Structured Innovation in Ocean Energy systems | 3 | UEDIN | Report | 12 M |
| D4.1 | Technical requirements for the implementation of a world-class Stage Gate Assessment Framework in Ocean Energy | 4 | UEDIN | Report | 12 M |
| D5.1 | Technical requirements for the Deployment Design Tools | 5 | Tecnalia | Report | 12 M |
| D6.1 | Technical requirements for the Assessment Design Tools | 6 | Tecnalia | Report | 12 M |
| D9.3 | Impact of dissemination and communication activities - 1st annual report | 9 | FEM | Report | 12 M |
| D6.2 | Performance and Energy Yield Tools alpha version | 6 | Tecnalia | Other | 18 M |
| D7.1 | Standard data formats of Ocean Energy systems | 7 | Tecnalia | Other | 18 M |
| D6.4 | System Lifetime Costs Tools - alpha version | 6 | WavEC | Other | 20 M |
| D7.2 | Detailed description of demonstration scenarios | 7 | EDF | Report | 20 M |
| D7.5 | Database visualisation and maintenance tool | 7 | OCC | Other | 20 M |
| D5.3 | Energy Capture Tools alpha version | 5 | AAU | Other | 21 M |
| D8.1 | Potential markets for Ocean Energy technology | 8 | UEDIN | Report | 21 M |
| D9.11 | Data Management Plan - final version | 9 | Tecnalia | Open Research Data Pilot | 21 M |
| D5.5 | Energy Delivery Tools alpha version | 5 | UEDIN | Other | 22 M |
| D6.5 | System Environmental and Social Acceptance Tools - alpha version | 6 | FEM | Other | 22 M |
| D5.6 | Station keeping Tools alpha version | 5 | FEM | Other | 23 M |
| D5.7 | Logistics and Marine Operation Tools - alpha version | 5 | WavEC | Other | 23 M |
| D3.2 | Structured Innovation Tool - alpha version | 3 | ESC | Other | 24 M |
| D4.2 | Stage Gate Tool - alpha version | 4 | WES | Other | 24 M |
| D5.2 | Site Characterisation Tools - alpha version | 5 | EDF | Other | 24 M |
| D5.4 | Energy Transformation Tools - alpha version | 5 | Tecnalia | Other | 24 M |
| D6.3 | Systems RAMS Tools alpha version | 6 | AAU | Other | 24 M |
| D9.4 | Impact of dissemination and communication activities - 2nd annual report | 9 | FEM | Report | 24 M |
| D6.6 | Testing and verification results of the Ocean Energy Assessment Design Tools - beta version | 6 | EDF | Demonstrator | 29 M |
| D3.3 | Testing and verification results of the Structured Innovation Tool - beta version | 3 | Tecnalia | Demonstrator | 30 M |

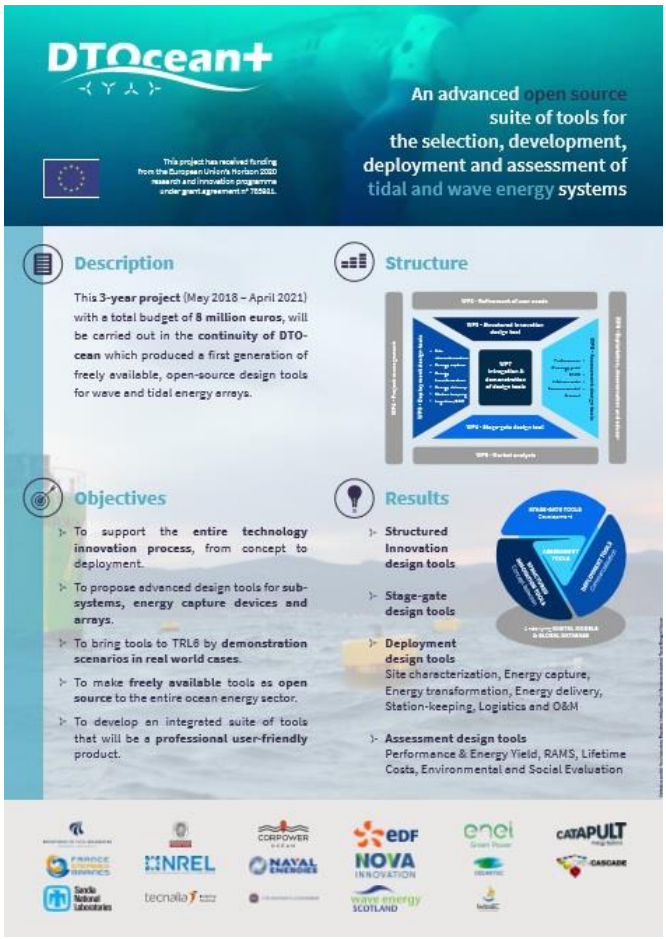
| | | | | | |
|---|---|---|---|---|---|
| D4.3 | Testing and verification results of the Stage Gate Tool - beta version | 4 | EDF | Demonstrator | 30 M |
| D5.8 | Testing and verification results of the Deployment Design tools - beta version | 5 | EDF | Demonstrator | 30 M |
| D8.2 | Analysis of the European supply chain | 8 | EDF | Report | 30 M |
| D8.3 | Feasibility and cost benefit analysis | 8 | UEDIN | Report | 33 M |
| D7.7 | Demonstration results of integrated design tools for Wave Energy | 7 | EGP | Demonstrator | 34 M |
| D7.8 | Demonstration results of integrated design tools for Tidal Energy | 7 | Naval | Demonstrator | 34 M |
| D8.4 | Specific sector standards for business management models for the ocean energy sector | 8 | ESC | Report | 35 M |
| D8.5 | Relevant legal, institutional and political frameworks | 8 | WavEC | Report | 35 M |
| D7.6 | Full suite of design tools for devices and arrays | 7 | OCC | Other | 36 M |
| D7.9 | Overall technical and sector recommendations | 7 | EDF | Report | 36 M |
| D9.5 | Impact of dissemination and communication activities - 3rd annual report | 9 | FEM | Report | 36 M |
| D9.9 | Knowledge exchange of educational and training material | 9 | UEDIN | Report | 36 M |

# ANNEX II. DRAFTS OF DISSEMINATION MATERIAL

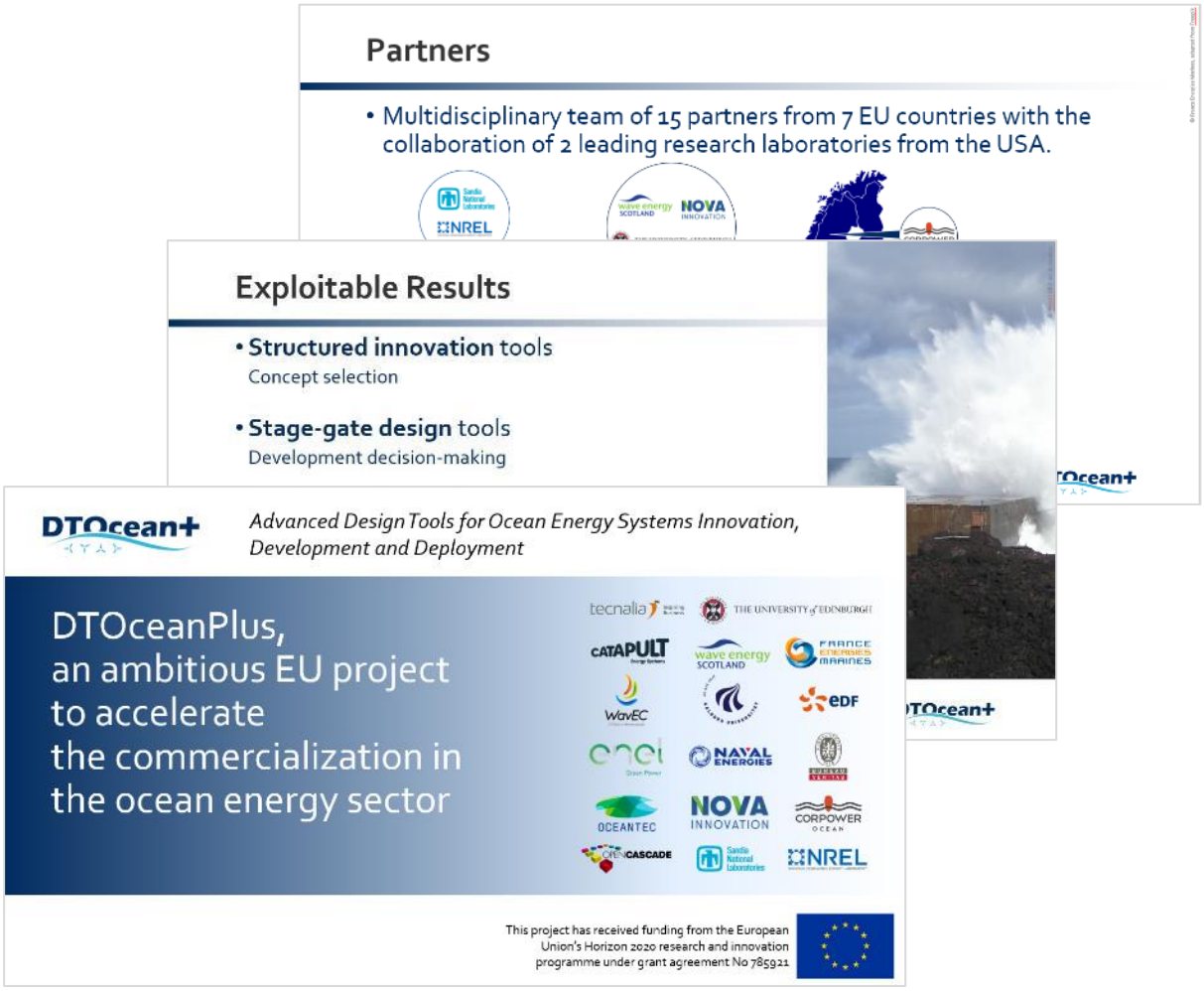
## Leaflet and brochure



## Poster



## Presentations: one-slide version and one full version



# ANNEX III. PRESENCE OF EACH PARTNER ON SOCIAL MEDIA ON 18/09/18

| Partner | LinkedIn | Twitter | You Tube |
|---|---|---|---|
| AAU | Aalborg Universitet (CP)<br>**88,771 followers** | **No official account** | Aalborg Universitet<br>**1,125 followers** |
| **BV** | Bureau Veritas (CP)<br>**291,359 followers** | @_BureauVeritas<br>**9,640 followers** | BureauVeritasGroup<br>**1,168 followers** |
| **CPO** | CorPower Ocean (CP)<br>**1,505 followers** | @Corpower_Ocean<br>**67 followers** | CorPower Ocean<br>**29 followers** |
| **EDF** | EDF (CP)<br>**192,194 followers** | @EDFofficiel<br>**49,600 followers** | EDF<br>**12,843 followers** |
| **EGP** | Enel Green Power (CP)<br>**118,579 followers** | **No official account** | Enel Green Power<br>**1,268 followers** |
| **ESC** | Energy Systems Catapult (CP)<br>**2,347 followers** | @EnergySysCat<br>**2,004 followers** | Energy Systems Catapult<br>**73 followers** |
| **FEM** | France Energies Marines (CP)<br>**207 followers** | @FrceEnergiesMar<br>**71 followers** | **No official channel** |
| **Naval** | Naval Group (CP)<br>**56,539 followers** | @navalenergies<br>**866 followers** | Naval Group<br>**3,328 followers** |
| **Nova** | Nova Innovation Ltd (CP)<br>**926 followers** | @NovaInnovation<br>**877 followers** | Nova Innovation Ltd<br>**21 followers** |
| **OCC** | Open Cascade (CP)<br>**415 followers** | @open_cascade<br>**132 followers** | Open Cascade<br>**201 followers** |
| **Oceantec** | Oceantec Marine Energy (PP)<br>More than **500 followers** | **No official account** | **No official channel** |
| **Tecnalia** | Tecnalia Offshore Renewable Energy (PP)<br>**3,399 connexions** | @tecnalia<br>**15,700 followers** | Tecnalia<br>**1,524 followers** |
| **UEDIN** | Policy and Innovation Group (CP)<br>**116 followers** | @SchoolOfEng_UoE<br>**1,716 followers** | SchoolOfEngUoE<br>**1,699 followers** |
| **WavEC** | WavEC - Offshore Renewables (CP)<br>**1,136 followers** | @WavecOfficial<br>**726 followers** | WavEC Offshore Renewables<br>**30 followers** |
| **WES** | Wave Energy Scotland (CP)<br>**107 followers** | @WaveEnergyScot<br>**1,432 followers** | Wave Energy Scotland<br>**3 followers** |

CP: COMPANY PAGE / PP: PERSONAL PROFILE

# ANNEX IV. DISSEMINATION & COMMUNICATION TABLE

| Channel | Tools & Actions | Total |
|---|---|---|
| Social media | Original posts on LinkedIn and Twitter | 36 |
| Mainstream media | Disseminating press releases to regional, national, European and international TV, radio and newspapers | 4 |
| Mainstream media | Organising press conferences | 3 |
| Mainstream media | Publishing articles in ocean and offshore renewable energies magazines like:<br>MarineEnergy.biz, Le Marin, Energies de la mer, Maritime Journal, Renewable Energy Magazine, Renewables Now… | 6 |
| Scientific & technical publishing | Submission of scientific paper like:<br>Ocean Engineering, Journal of Marine Energy, Renewable Energy, Applied Ocean Research, Coastal Engineering, Energies… | 6 |
| Scientific & technical publishing | Deposing research dataset in Zenodo | 3 |
| Events | Preparing posters or presentations to attend to conferences like:<br>All-Energy, Ocean Energy Europe, ICOE… | 6 |
| Events | Presenting oral communications at more regional events or international organization meetings like:<br>S&T FEM Tribune, Sea Tech Week, WavEC Seminar, OceanSET Workshop, IEA-OES Meeting, H2020 Project Clustering Workshop, EERA Ocean Energy JP Meeting… | 12 |
| Events | Attending to industrial events and/or fairs like:<br>All-Energy, Seanergy, EWTEC, Wave & Tidal, ICOE… | 6 |
| Events | Organizing technical workshops | 2 |

# ANNEX V. LIST OF EVENTS PARTNERS PLANNED TO ATTEND

| Name of the event | Date | Place |
|---|---|---|
| International Conference on Ocean Energy (ICOE) 2018 | 12-14/06/2018 | Cherbourg, France |
| Ocean Energy Conference | 16/10/2018 | Brussels, Belgium |
| INORE EU Symposium 2018 | 22-27/10/2018 | Aviemore, United Kingdom |
| Ocean Energy Europe (OEE) 2018 | 31-31/10/2018 | Edinburgh, United Kingdom |
| WavEC Annual Seminar 2018 | 04/12/2018 | Lisbon, Portugal |
| Supergen UKCMER Annual Assembly | 05/12/2018 | Edinburgh, United Kingdom |
| WES annual conference | 06/12/2018 | Edinburgh, United Kingdom |
| Scottish Renewables Annual Conference 2019 | 12-13/03/2019 | Edinburgh, United Kingdom |
| All-Energy 2019 | 15-16/05/2019 | Glasgow, United Kingdom |
| International Conference on Ocean, Offshore and Arctic Engineering (OMAE) 2019 | 09-14/06/2019 | Glasgow, United Kingdom |
| International Offshore and Polar Engineering Conference (ISOPE) 2019 | 14-19/06/2019 | Honolulu, USA |
| European Wave and Tidal Energy Conference (EWTEC) 2019 | 01-09/09/2019 | Napoli, Italy |
| FEM S&T Tribune | Autumn 2019 | France |
| Ocean Energy Europe (OEE) 2019 | October 2019 | Dublin |
| Pan America Marine Energy Conference (PAMEC) 2020 | 26-19/01/2020 | Costa Rica |
| International Conference on Ocean Energy (ICOE) 2020 | Spring 2020 | Washington DC, USA |
| All-Energy 2020 | May 2020 | Glasgow, United Kingdom |
| Seanergy 2020 | June 2020 | Nantes, France |
| International Conference on Ocean, Offshore and Arctic Engineering (OMAE) 2020 | June 2020 | Florida, USA |
| Sea Tech Week | October 2020 | Brest, France |
| Ocean Energy Europe (OEE) 2020 | October 2020 | Not determined |
| Asian Wave and Tidal Energy Conference (AWTEC) 2020 | Late 2020 | Tasmania, Australia |
| International Conference on Ocean, Offshore and Arctic Engineering (OMAE) 2021 | Mid 2021 | Not determined |

## CONTACT DETAILS

Mr. Pablo Ruiz-Minguela

Project Coordinator, TECNALIA

www.dtoceanplus.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 785921