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FLOATECH

D6.3. Mid-term report on communication and dissemination activities

DATE OF DELIVERY - 20/12/2022

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EURONOVIA

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FLOATECH
THE FUTURE OF FLOATING WIND TURBINES

Document track details

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Background: about the FLOATECH project

The FLOATECH project is a Research and Innovation Action funded by the European Union's H2020 programme aiming to increase the technical maturity and the cost competitiveness of floating offshore wind (FOW) energy. This is particularly important because, due to the limitations of available installation sites onshore, offshore wind is becoming crucial to ensure the further growth of the wind energy sector.

The project is implemented by a European consortium of 5 public research institutions with relevant skills in the field of offshore floating wind energy and 3 industrial partners, two of which have been involved in the most recent developments of floating wind systems.

The approach of FLOATECH can be broken down into three actions:

- The development, implementation and validation of a user-friendly and efficient design engineering tool (named QBlade-Ocean) performing simulations of floating offshore wind turbines with an unseen combination of aerodynamic and hydrodynamic fidelity. The advanced modelling theories will lead to a reduction of the uncertainties in the design process and an increase of turbine efficiency.
- The development of two innovative control techniques (i.e. Active Wave-based feed-forward Control and the Active Wake Mixing) for Floating Wind Turbines and floaters, combining wave prediction and anticipation of induced platform motions. This is expected to improve the performance of each machine and to minimize wake effects in floating wind farms, leading to a net increase in the annual energy production of the farm.
- The economic analysis of these concepts to demonstrate qualitatively and quantitatively the impact of the developed technologies on the Levelized Cost of Energy (LCOE) of FOW technology.

In addition to the technological and economic impacts, the project is expected to have several impacts at societal, environmental and political levels, such as: public acceptance, due to no noise and visibility issues of FOWT; very low impact on biodiversity and wildlife habitat because no piles are needed be to installed into the seabed; the use of less material and space thanks to an environmentally friendly design; the promotion of the installation of FOW in transitional water depths (30-50 meters), as the costs for FOW at those locations will become more competitive compared to the fixed bottom foundations.

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List of acronyms and abbreviations

Acronym / Abbreviation	Meaning / Full text
CA	Consortium Agreement
FOW	Floating Offshore Wind
FOWT	Floating Offshore Wind Turbine
LCOE	Levelized Cost of Energy
PEDR	Plan for Exploitation and Dissemination of Results
KPI	Key Performance Indicator
IAB	Innovation Advisory Board
IPR	Intellectual Property Rights
WP	Work Package

1. INTRODUCTION

This document is a mid-term report produced at M24 (December 2022) of the dissemination and communication activities carried out by the consortium within the FLOATECH project. It has been produced as part of Work Package 6 on dissemination, communication and exploitation, whose objectives are to:

- Identify the potential different routes for innovation and exploitation of the project results in order to maximize the post-project impact on a wide range of stakeholders;
- Disseminate the information about FLOATECH to stakeholders, the scientific community and the public at large in order to engage the community behind the project, and to transfer knowledge and results;
- Provide the maximum visibility of the project through tailored communication activities, aimed at raising awareness about the potential of FLOATECH and showing its impact and benefit to society;
- Ensure that all data used within the project are available in accordance with H2020 Open Access Data Policy in order to boost the exploitation of the results through direct access to project data.

This document provides a detailed and exhaustive reporting of all communication and dissemination activities performed since the beginning of the project (M1) until M24, including the evaluation of the Key Performance Indicators set for these actions.

1.1. PURPOSE OF THE EXPLOITATION AND DISSEMINATION ACTIONS

In accordance with EU objectives for dissemination and exploitation of EU funded research projects, each dissemination action aims to:

- Show how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- Show how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- Make better use of the results, by making sure they are taken-up by industry and the scientific community to ensure follow-up, and also by decision-makers to influence policy-making.

Specific objectives:

- To ensure high visibility of the project among key stakeholders through the management and use of appropriate communication channels;
- To design specific actions aimed at the scientific community and general public (including business and political stakeholders);

- To engage and ensure collaboration with industry and end-users;
- To ensure that all project partners can identify and understand the information needs of specific target audiences;
- To design and conduct the dissemination and engagement strategy.

1.2. PLAN FOR EXPLOITATION AND DISSEMINATION OF THE RESULTS (PEDR)

So far, the dissemination and communication actions have been carried out **in line with the strategy and action plan** detailed in Deliverable D6.1 Plan for the Exploitation and Dissemination of the Results (PEDR) **without deviation**.

The project communication and dissemination plan, including the detailed list of communication and dissemination activities, related KPIs and responsible partners, is available in **Annex 1**. The table has been updated with the performance indicators at M24. An evaluation of those KPIs is provided in **section 3**.

1.3. CONTENT OF THE MID-TERM REPORT ON DISSEMINATION AND COMMUNICATION ACTIVITIES

This document is drafted by EURONOVIA, the leading organization of Work Package 6 “Dissemination, Communication and Exploitation”, with inputs from all partners. The objective of this mid-term report is to provide **detailed information regarding the dissemination and communication actions** which have been carried out during the first half of the project and to evaluate their performance based on the pre-established KPIs.

1.4. RESPONSABILITIES

EURONOVIA is the WP6 leader responsible for designing the strategic PEDR and for coordinating all efforts. EURONOVIA is also in charge of tracking and following-up on the dissemination and communication actions based on the KPIs and assessing their impact. As such, EURONOVIA is the leading beneficiary in charge of this mid-term report and will have to provide a final report on dissemination and communication activities at the end of the project (deliverable D6.4 due in M36).

However, **all partners are required to participate** in the communication activities and dissemination of the results of the project. According to the Grant Agreement (GA) and unless it goes against their legitimate interests, each beneficiary must, as soon as possible, disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications.

2. MID-TERM REPORT ON DISSEMINATION AND COMMUNICATION ACTIVITIES

2.1. BRANDING

The project **branding** was developped at the begining of the project to help all partners to communicate about FLOATECH in a uniform, consistent, and professional manner. The project logo, visual identity and templates for Word and PowerPoint were designed in April 2021 (M4).

2.1.1. Logo and graphical identity

The FLOATECH **logo** is a stylistic representation of a floating wind turbine on the sea. The logo is being used in all communication materials, on horizontal or vertical format. There is also a baseline "The future of floating wind turbines", which use is optional.

Figure 1: FLOATECH logo with baseline

The project's **graphical identity** includes fonts, colours and texts directly derived from the project logotype. Such visual identity is defined by the project logo and it is used in all dissemination tools and printed materials.

2.1.2. Templates

Based on the project graphical identity, several **templates** have been produced during the first months of the project and made available for partners to use whenever needed:

- A template for deliverables;
- A template for meeting agenda;
- A template for meeting minutes;
- A template for PowerPoint presentations.

Figure 2: Templates for PPT presentation and for meeting agenda

2.2. COMMUNICATION MATERIALS

During the first six months of the project, the following **printed communication materials** have been prepared and distributed to project partners in order to ensure effective communication and increase public awareness of the project. These communication materials have been used by partners on the occasion of events where the consortium participated to promote the project and its early results.

2.2.1. One-page project description

In April 2021 (M4), a **one-page project description** was drafted to summarize the most important information related to the project (scope, objectives, messages) to help the consortium to communicate the right information about the project while the official flyer was being designed.

2.2.2. Flyer

The project **flyer** was finalized in May 2021 (M5). It has been distributed to partners and printed on the occasion of future events where the consortium participated to promote the project and present its results. This flyer presents FLOATECH, its objectives and expected results provides contact details and the links to the project website and social media.

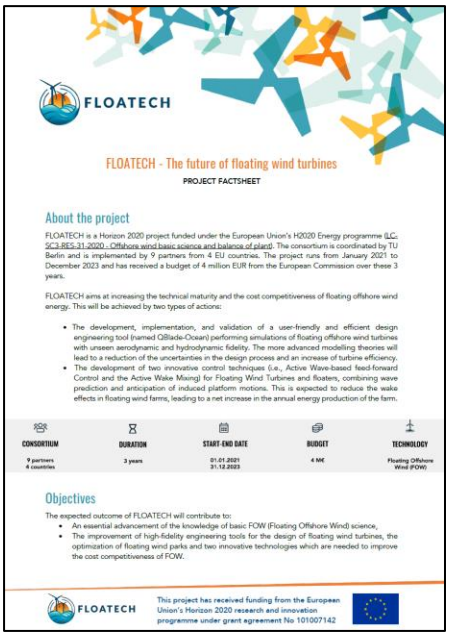

Figure 3: FLOATECH one-page project description

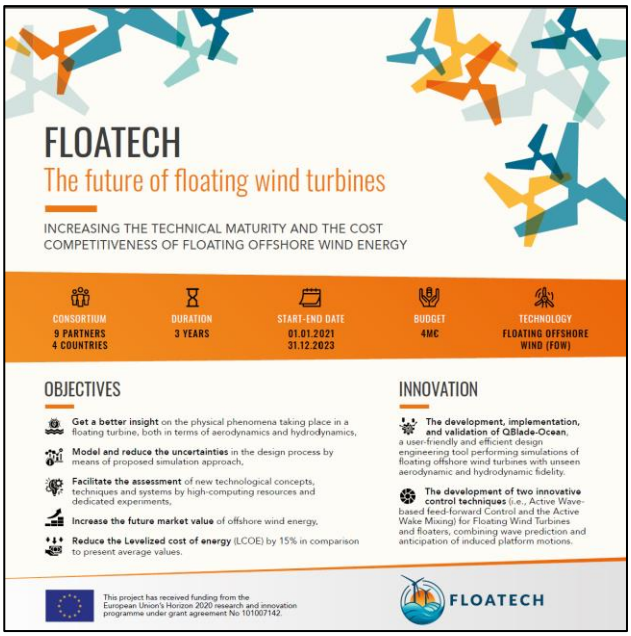

Figure 4: FLOATECH flyer

2.2.3. Poster and Roll-up banner

A **roll-up banner** has been designed and used during external conferences and events attended by the consortium to promote and present the results arising from the project. Two templates for **posters** have been prepared and shared with partners to customize it according to their specific needs (with and without images).

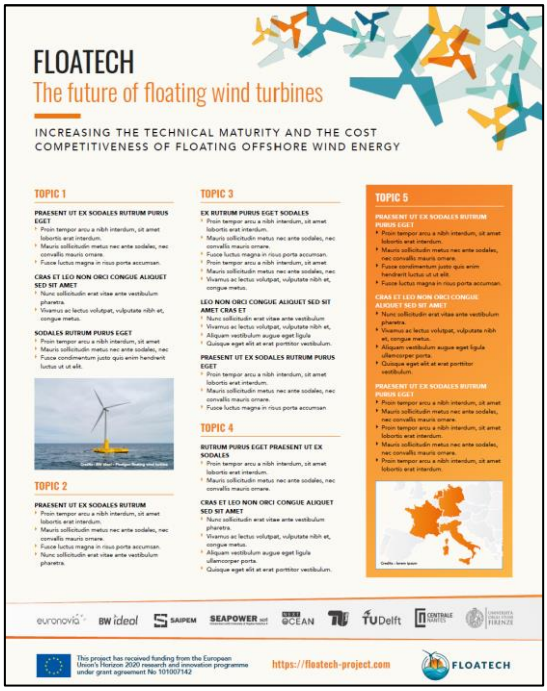

Figure 5: Template for poster - with images

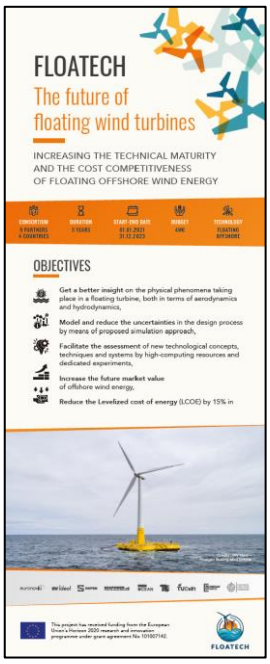

Figure 6: FLOATECH roll-up banner

2.3. WEBSITE

The project **website** (www.floatech-project.com) is of crucial importance in order to enhance the visibility of FLOATECH as it serves as the main communication tool for the wide dissemination of the project activities, deliverables and outcomes. It provides content to the scientific communities, policy makers, professionals, academia and researchers, market actors and the general public. The website includes information on the project scope, objectives and activities, partners and information on the dissemination activities and documents.

Created in April 2021 (M4), the FLOATECH website includes 6 pages:

- **Homepage**, providing an overview of the project scope, concept and background;
- **About us**, providing information on the objectives, workplan and the partners involved in the project;
- **Results**, including descriptions of expected results, impact, deliverables and scientific publications;
- **Dissemination**, giving access to the project newsletters, communication materials and a photo gallery;
- **News & events**, where visitors can find all the news related to the project;
- **More**, including contact information and references of related EU-funded research projects.

Figure 7: FLOATECH website homepage

The content of the website is updated as the project progresses, and news are regularly published to inform about achievements or save the dates.

At M24, the FLOATECH website featured 32 news and numbered around 169 unique visitors/month.

Average number of unique visitors/ month	169
Average number of sessions/ months	223
Average session duration	00:05:30
3 most visited webpages after the Homepage	/partners (754 sessions) /objectives (532 sessions) /deliverables (451 sessions)
Bounce rate	58%
Average number of news published/ month	1,5

	Unique visitors/month	Sessions/month	Average session duration /month	News/ month
2021				
April	47	109	00:14:40	1
May	144	228	00:05:28	0
June	115	166	00:04:48	2
July	65	90	00:07:44	1
August	131	168	00:03:59	0
September	105	138	00:04:37	1
October	169	232	00:04:30	1
November	185	227	00:06:00	1
December	119	147	00:04:46	1
2022				
January	251	323	00:06:19	2
February	177	237	00:04:44	0
March	254	313	00:03:41	2
April	226	289	00:05:26	0
May	286	368	00:04:48	5
June	206	262	00:05:05	3
July	215	287	00:05:05	1
August	127	185	00:05:46	0
September	141	198	00:04:11	4
October	192	244	00:02:38	2
November	202	258	00:04:49	3
December	200	224	00:06:32	2
Average	**169**	**223**	**00:05:30**	**1,5**

Table 1: FLOATECH website analytics at M24

2.4. SOCIAL MEDIA

A **LinkedIn** page and a **Twitter** account have been created in the first months of the project to develop a community of people interested in the project, to raise awareness on the project launch and objectives and to allow for more interaction with related initiatives.

LinkedIn and Twitter users are very active, web-savvy and heavy internet users, thereby improving the visibility of the FLOATECH messages. These are proved to be very useful channels to enhance the visibility of publications, newsletters, project members participation in conferences/events (improving networking) and the dissemination of any important activities related to the project.

Partners are encouraged to actively participate by sharing news, articles and regular information on the project developments, to initiate discussions and provoke debates.

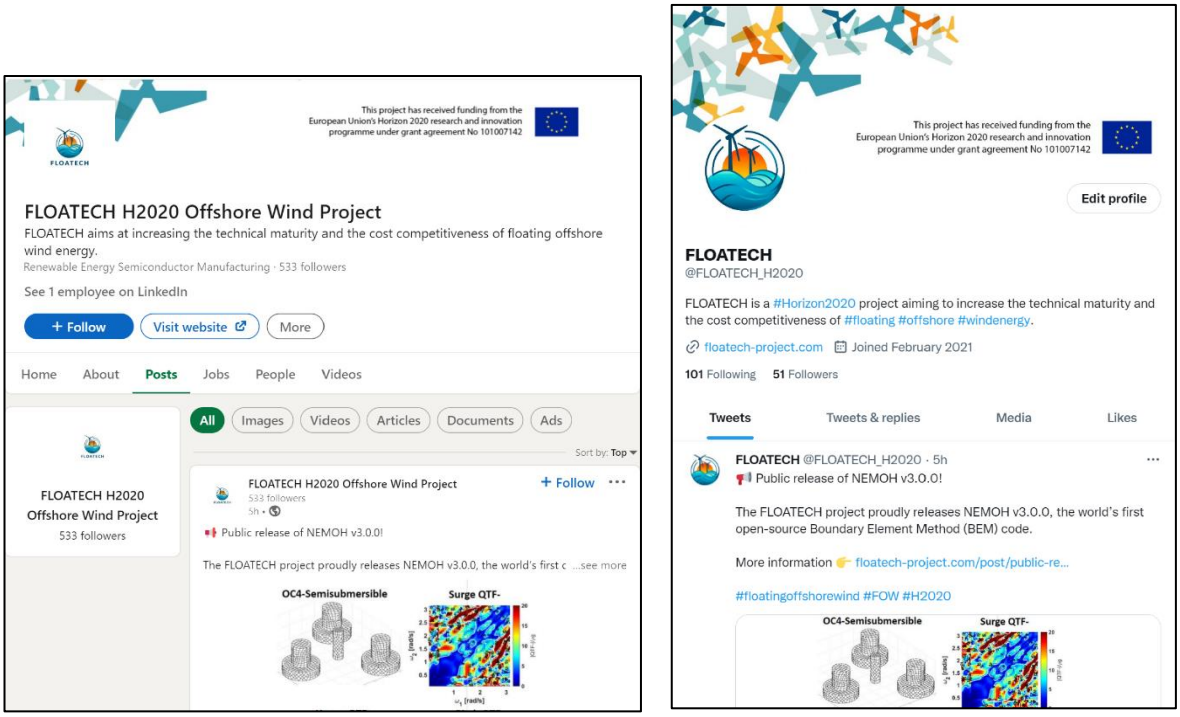

Figure 8: FLOATECH LinkedIn and Twitter accounts

2.4.1. LinkedIn

A LinkedIn page has been created in May 2021 (M5): www.linkedin.com/company/floatech-h2020-offshore-wind-project/. Posts are regularly published to share news regarding the project with a larger audience. At M24, 533 members have subscribed to this group and 57 posts have been published.

Average number of new subscribers /month	26,7
Average number of publications posted /month	2,8

	New subscribers /month	Total subscriber	New posts /month	Total posts
2021				
May	112	112	3	3
June	75	187	2	5
July	45	232	3	8
August	5	237	1	9
September	7	244	2	11
October	8	252	3	14
November	9	261	2	16
December	6	267	2	18
2022				
January	14	281	2	20
February	9	290	3	23
March	11	301	4	27
April	24	325	6	33
May	43	368	5	38
June	33	401	4	42
July	28	429	4	46
August	2	431	1	47
September	26	457	1	48
October	26	483	3	51
November	21	504	3	54
December	30	534	2	56
	26,7	**534**	**2,8**	**57**

Table 2: FLOATECH LinkedIn analytics at M24

2.4.2. Twitter

A Twitter account has been created in May 2021 (M5): www.twitter.com/FLOATECH_H2020. Posts are regularly published to share news regarding the project with a large audience. At M24, the account is followed by 51 people and 49 tweets have been published. The number of tweets and followers on the project Twitter account is quite moderate as partners prefer to focus efforts on LinkedIn where the scientific community is much more active.

Average number of new followers /month	2,6
Average number of tweets posted/month	2,2
Average engagement rate /month	1,8%
Average link clicks /month	2

	New followers/ month	Total followers	Number of Tweets/ month	Total tweets	Engagement rate	Link clicks
2021						
May	19	19	2	2	1,8%	3
June	9	28	3	5	2,0%	2
July	1	29	1	6	0,5%	0
August	0	29	0	6	0%	0
September	3	32	1	7	1,7%	0
October	2	34	1	8	1,5%	2
November	1	35	3	11	0,7%	1
December	1	36	1	12	0,5%	1
2022						
January	3	39	2	20	2,3%	2
February	0	39	0	20	0%	0
March	3	42	4	24	1,9%	5
April	1	43	2	26	1,4%	0
May	3	46	5	31	2,3%	7
June	5	51	5	36	5,5%	1
July	1	52	3	39	1,9%	3
August	0	52	0	39	3,3%	2
September	1	53	3	42	4,1%	1
October	-3	50	2	44	0,9%	1
November	1	51	3	47	1,7%	8
December	0	51	2	49	2,9%	0
	2,6	**51**	**2,2**	**49**	**1,8%**	**2,0**

Table 3: FLOATECH Twitter analytics at M24

2.5. YOU TUBE

A **YouTube channel** has been created in September 2022 (M21) to promote videos of the project, including a motion-design video presenting FLOATECH. The interviews of partners and other engaging videos will be added during Y3.

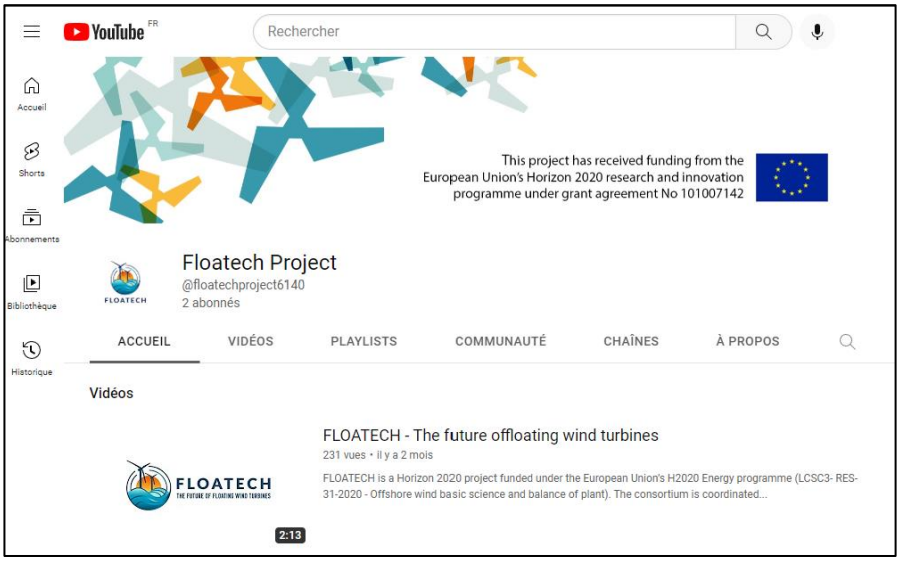

Figure 9: FLOATECH YouTube channel

2.6. VIDEOS

2.6.1. Motion Design video

A **motion design video** has been designed in September 2022 (M21): https://youtu.be/rmE0KS4yi70. This 2-minute video presents the project and its main objectives in a very engaging way. The video is available on the project's YouTube channel and on the homepage of the project website. It has been widely shared by partners among their networks and is also used by the consortium to promote the project during events. The video has been watched 264 times so far.

Figure 10: FLOATECH motion design video

2.7. PUBLICATIONS

Different types of project publications have been produced and disseminated during the first half of the project.

2.7.1. Bi-annual newsletters

A **newsletter** is being sent every 6 months. The first issue, summarising all activities related to the project, has been sent out in June 2021 (M6). A second issue has been sent out in January 2022 (M13) to 310 contacts and a third issue in July 2022 (M19) to 373 contacts. In order to maximize its impact, the newsletter has been further distributed through the social media channels and the contact networks of the project partners. The project newsletters are available for download on a dedicated page on the project website: https://www.floatech-project.com/newsletter.

	Subscribers	Open rate	Click rate
FLOATECH Newsletter – Issue #1 (June 2021)	298	36,1%	5,9%
FLOATECH Newsletter – Issue #2 (January 2022)	310	31%	4,4%
FLOATECH Newsletter – Issue #3 (July 2022)	373	31,1%	5,9%

Table 4: FLOATECH newsletter analytics at M24

2.7.2. Press release

A first **Press Release**, providing the most important information related to the project (scope, objectives, messages), was released in June 2021 (M6). It has been published by project partners on their institutional websites. This first PR is available on the FLOATECH website: https://www.floatech-project.com/_files/ugd/7c3f6b_e24ac968a48f492988dd79a8b3c62c78.pdf.

Figure 11: Press release published on ECN and BW IDEOL institutional website in French/English

2.7.3. Articles in specialized magazines

At M24, no **article** has been published. The consortium commits to publish at least 2 articles in specialized magazine during Y3. The consortium is contact with the WindTECH International journal and it was agreed to publish an article on the FLOATECH project within the first half of 2023.

2.7.4. Final media press kit

A **media press kit** will be produced at the end of the project to serve for massive communication on the project final outcomes and impact.

2.7.5. Scientific publications

During the first 24 months of the project, **3 papers** have been presented during scientific conferences including TORQUE 22, OMAE2022 and the 18èmes Journées de l'Hydrodynamique and published in the conference proceedings:

- "Using the Helix Mixing Approach on Floating Offshore Wind Turbines" Daniel van den Berg (TUD) et al, 2022, J. Phys.: Conf. Ser. 2265 042011. **DOI** 10.1088/1742-6596/2265/4/042011;

- "Second-order difference and sum-frequency wave loads in the open-source potential flow solver NEMOH", Ruddy Kurnia (ECN) et al. ,2022 ,OMAE2022. **DOI** 10.1115/OMAE2022-79163;

- "Computation of Second-Order Wave Loads on Floating Offshore Wind Turbine Platforms in Bi-Chromatic Bi-Directional Waves Using Open-Source Potential Flow Solver NEMOH", Ruddy Kurnia, Guillaume Ducrozet, 2022, JH2022. **DOI** 10.5281/zenodo.7418379.

These open access conferences papers are available on Zenodo, under the FLOATECH community (https://zenodo.org/communities/floatech/), as well as in the Publications section of the project website. The American Society of Mechanical Engineers (ASME) granted our consortium the permission to post the "Second-order difference and sum-frequency wave loads in the open-source potential flow solver NEMOH" on the project website during the embargo period. This permission does not permit any sales or downloads of the paper.

During Y3, partners plan to publish further papers in the following peer-reviewed journals and conference proceedings:

- Wind Energy Science (WES)
- Renewable energy
- OMAE 2023
- FOWT 2023
- WAKE 2023

Partners also plan to take full advantage of the Open Research Europe platform to publish scientific papers.

2.8. MEDIA COVERAGE

During the first half of the project, **14 external articles** have been published about FLOATECH in regional and national online and print media.

Table 5: Press articles published about FLOATECH

Articles:	Published in:	Date of publication:	Dissemination level:
Wind ernten auf hoher See	Pro-Physik online magazine	April 8, 2021	National
I Progetti Europei alla base della dimensione internazionale della ricerca	Sole24Ore newspaper	May 2021	National
Drijvende windturbine balanceert op golf en wind	KIJK online magazine	May 27, 2021	National

Floating wind drives deepwater opportunity	Breakbulk online media	July 27, 2021	European
Projekt Floatech will Offshore-Windparks das Schwimmen beibringen	ContextCrew online magazine	August 4, 2021	National
Change für Europa? Schwimmende Windparks im Fokus der EU	Tech&Nature online media	August 4, 2021	National
TU Berlin koordiniert EU-Projekt zu Offshore-Windkraftanlagen	Kooperation international - German Federal Ministry of Education and Research (BMBF) online website	August 4, 2021	National
Horizon 2020-Projekt 'FLOATECH' erhält EU-Förderung	Winmesse.de	August 5, 2021	National
Schwimmende Windkraftanlage mit intelligenter Steuerung	Konstruktion & Entwicklung online magazine	August 9, 2021	National
Floating wind turbines on the high seas	Industry 24h online media	August 9, 2021	European
EU gibt Millionenbetrag für schwimmende Windkraftanlagen	SmarterWorld online media	August 9, 2021	National
Floatech: Wind ernten auf hoher See mit schwimmenden Windenergieanlagen	ee-news.ch	August 13, 2021	National
Floating wind drives deepwater opportunity	Spektrum online media	May 17, 2022	National
Schwimmende Windparks: Wind ernten auf hoher See	windindustrie-in-deutschland.de	NA	National

In addition, on May 21, 2022 the German radio “Die Profis” broadcasted **an interview of TUB** on the indepence of European energy. This interview was the opportunity to present FLOATECH.

2.9. EVENTS

During the first half of the project, partners have organized and participated in several public events to promote FLOATECH and disseminate the first results of the project.

2.9.1. Organisation of project events

2.9.1.1. Public technology workshops

A **first training workshop** has been organised on June 22-24, 2022 (M18) in coordination with the FLOAWER project (related EU-funded ITN project training ESRs) by ECN, partner in both projects. The online training was held over 3 days and combined both presentation materials and practical exercises to

provide the users with practical experience applying the software. Prior to the workshop, a range of material was distributed to the workshop participants, including a preliminary version of the code which is very nearly identical to the QBlade release version. In addition to participants from within the FLOATECH project, early-stage researchers (ESR) from the FLOAWER project and individuals active within industry participated in the training in order to improve the uptake of the software.

A **second workshop** was organized with specialized users from within and outside the consortium with focus on wind turbine control. The workshop was held as a hybrid event at the TUB campus on November 9-10, 2022 (M23). The workshop was opened for a small number of participants (4 participants inlcuding 2 on-line) to allow for efficient training and application of QBlade-Ocean in very specific use cases.

2.9.1.2. Webinars on project results

Two **webinars** will be organized during the last year of the project to showcase the results of FLOATECH and maximize the outreach.

2.9.1.3. Final infoday

An open **infoday**, targeted at the general public and other non-experts, will be organized at the end of the project.

2.9.2. Participation in external events

2.9.2.1. Scientific conferences

From M1 to M24, the project partners participated in **10 scientific conferences** where they presented the results of FLOATECH through oral/poster presentation.

- **European Control Conference (ECC21)** – June 1, 2021 (online)
  (Semi) plenary talk on “Closed-loop Dynamic Wind Farm Control” by J.-W. van Wingerden (TUD);

- **ASME’s Turbo Expo 2021** – June 7-11, 2021 (online)
  Oral presentation during the tutorial session “Recent developments in wind turbine technology and research” by Alessandro Bianchini (UNIFI);

- **TORQUE22** – June 1-3, 2022 (Delft, The Netherlands)
  Paper presentation "Using the Helix Mixing Approach on Floating Offshore Wind Turbines" by D.van den Berg (TUD);

- **Ocean, Offshore and Arctic Engineering (OMAE 2022) –** June 5-10, 2022 (Hamburg, Germany)
  Paper presentation on "Second-order difference- and sum-frequency wave loads in the open-source potential flow solver NEMOH" by R. Kurnia (ECN);

- **ASME Turbo Expo 2022** - June 13-17, 2022 (Amsterdam, The Netherlands)
  Oral presentation during the tutorial sessions "Challenges in developing the new generation of wind turbines" and "Recent developments in wind turbine technology and research" by Alessandro Bianchini (UNIFI);

- **ATI Congress 2022 (Italian Thermotechnical Association)** – September 12-14, 2022 (Bari, Italy)
  Paper presentation on “Derivation of Met-Ocean Conditions for the Simulation of Floating Wind Turbines: a European case study” by F. Papi (UNIFI), A. Bianchini (UNIFI) and Y.Perignon (ECN);

- **Zeroemission Mediterranean Conference** – October 12, 2022 (Rome, Italy)
  Oral presentation on "Testing experiences and European project FLOATECH: technologies and tools for control and cost optimization of offshore floating wind turbines" by D. Coiro (SEAPOWER);

- **Offshore Wind Research Seminar** – October 21, 2022 (London, UK)
  Oral presentation by TUB;

- **18th Journée de l'Hydrodynamique** – November 23, 2022 (Poitiers, France)
  Paper presentation on "Computation of Second-Order Wave Loads on Floating Offshore Wind Turbine Platforms in Bi-chromatic Bi-directional Waves Using Open-Source Potential Flow Solver NEMOH" by R. Kurnia and G. Ducrozet (ECN);

- **IOWTC 2020** – December 8, 2022 (Boston, USA)
  Oral presentation by A. Bianchini (UNIFI) during the session dedicated to New & Innovative Floating Designs.

Figure 12: Presentation of FLOATECH by A. Bianchini (UNIFI) at IOWTC 2022 (Boston) – December 8,2022

2.9.2.2. Fairs, trade shows and other industrial events

At M24, partners attended **4 industrial events** where they organized exhibition booths and side-events

in collaboration with related research projects. They enjoyed the opportunity to enhance discussions with interested people in the field.

- **WindEurope Electric City 2021** - November 23-25, 2021 (Copenhage, Denmark)
  Exhibition booth by EURONOVIA and TUB and oral presentation by J. Saverin (TUB);

- **WindEurope 2022** - April 5-7, 2022 in Bilbao (Spain)
  Side-event entitled “Academia and industry: Synergies to boost floating wind" co-organised with the FLOAWER project;

- **WindEnergy** – September 27-30, 2022 (Hamburg, Germany)
  Exhibition booth and presentation of the FLOATECH project and the QBlade Software by TUB and BW IDEOL.

2.9.2.3. Popularization events

Project partners participated in 1 science popularization event:

- **Fête de la Science** – October 8, 2022 (Nantes, France)
  Oral presentation by ECN during the workshop "Will it float or not?" and the exhibition on the theme and many images at sea of the research activities within the Laboratory of Hydrodynamics and Atmospheric Environment - in collaboration with the FLOAWER project.

2.9.2.4. Other events

In parallel, project partners participated in other external events including summer schools and workshops to present the project results:

- **FOWE Summer School** - October 4-8, 2021 (Como, Italy)
  Oral presentation within the lecture "Challenges in developing the new generation of wind turbine" by UNIFI in collaboration with the STEP4WIND project;

- **OWEMES Workshop “Offshore Wind Energy: the Italian perspective”** – December 2, 2021 (Rome, Italy) Oral presentation by SEAPOWER and UNIFI;

- **School on Floating Offshore Wind Energy** organized by the Lake Como School of Advanced Studies – October 4-8, 2022 (Como, Italy)
  Oral presentation by A. Bianchini (UNIFI) during the lecture on the “challenges in developing the new generation of wind turbines”;

- **FLOAWER ESRs workshop** – May 9, 2022 (online)
  Presentation of the training of QBlade to the FLOAWER Early Stage Researchers by TUB (collaboration with the FLOAWER project);

- **TWIND Summer School focusing on floating wind** – July 5-9, 2021 (online)
  Oral presentation by TUD;

- **IEA Wind Task 44 webinar** – July 1, 2022 (online)
  Oral presentation of WP4 by TUD.

3. EVALUATION OF THE KEY PERFORMANCE INDICATORS (KPIs)

Key Performance Indicators (KPIs) are a measuring factor for the performance and progress of an activity, message, task, etc. towards its expected impact. They are used to assess the performance of the dissemination activities all along the project duration and realign the dissemination plan if necessary, when KPIs are not matched and the expected impact not reached.

Table 6 below presents the targets that have been set to measure the success of the communication and dissemination actions at the end of the project (M36) and provides an overview of the KPIs reached at M24.

	Metric	Target	Excellent	Good	Moderate	Weak	KPIs at M24	Comments
Organisation of project events								
Technology workshops	number	2	≥3	2	1	0	**1**	
	participants	30	>30	30	30-15	<15	**28**	
Webinars	number	2	≥3	2	1	0	**-**	*Webinars on the results to be organised during Y3*
	participants	40-50	>50	40-50	30-40	<20	**-**	
Exhibition booths at industry conf.	Number	2	≥3	2	1	0	**2**	
	New contacts /booth	20-30	>30	20-30	10-20	<10	**50**	
Infoday	participants	30-40	>40	30-40	15-30	<15	**-**	*Infoday to be orgnised at the end of the project*
Participation in external events								
Popularization events	number	1	≥3	2	1	0	**1**	
	New contacts/ event	20-30	>30	20-30	20-30	<10	**70**	
Other conferences	number	6	≥7	6	4-6	≤3	**10**	
	People reached/ conf.	50	>50	50	15-50	<15	**90**	
Communication / dissemination material and activities								
Communication package	Number	1		1			**1**	
Website	Visitors/month	100	>100	100	75-100	<75	**169**	
	News	36	≥37	36	20-35	≤20	**32**	
Flyer and brochure	Distributed	NA*	-	-	200	-	**200**	
Bi annual newsletter	Number of issues	6	>6	6	3	<3	**3**	
	Subscribers	>500	>700	>500	250-500	≤250	**373**	
Twitter account	Followers	>200	>400	>200	>100	<100	**51**	*The target of >200 followers is set for M36*
	Tweets	200	>200	200	100-200	<100	**49**	*The target of 200 tweets is set for M36*
LinkedIn page	Members	>300	>500	>300	>200	<200	**533**	
Videos on the YouTube account	Number	8	≥9	8	8-4	<4	**1**	*Additional videos will be released during Y3*
	Views/ video	500	>500	500	250-500	<250	**264**	
Motion design video	Views/ video	500	>500	500	250-500	<250	**264**	
Final brochure	Distributed	2000	>2000	2000	1000-2000	<1000	**-**	*Brochure to de designed during Y3*
Press releases	Number	2	≥3	2	1	0	**1**	*2nd PR to be released at the end of the project*
	People reached	>500	>700	>500	250-500	≤250	**300**	
Media press kit	People reached	>500	>700	>500	250-500	<250	**-**	*Press kit to be published at the end of the project*
Summary page of confidential deliverables	Downloads	50	>50	50	25-50	<25	**-**	*Summary pages to be published during Y3*
Publications								
Scientific publications	Number	10	>10	10	7-10	<7	**3**	*The target of 10 publications is set for M36*
Articles in specialized magazines	Number	2	≥3	2	1	0	**0**	*Articles to be published during Y3*
Other publications / media appearances	Number	≥15	≥25	≥15	≥10	<10	**12**	

Table 6: FLOATECH status of KPIs for communication and dissemination at M24

**Depending on the size of the event*

4. CONCLUSION

The communication and dissemination activities have been caried out in line with the Grant Agreement and the strategy and the objectives defined in deliverable D6.2 Plan for the exploitation and Dissemination of project Results (PEDR).

During the first half of the project, all partners successfully participated in the communication activities and dissemination of the first significant results of the project.

At M24, the indicators measuring the performance of the communication and dissemination actions are mostly moderate, but the targets are sets for M36. Performance indicators related to the participation in conferences and to project communication on LinkedIn are excellent. Performance indicators related to scientific publications, articles in specialized magazines, communication on Twitter and to videos published on YouTube are weak. Partners will focus efforts on those specific actions during the 3rd and last year of the project. Generally, the entire consortium will work to reach or exceed the target KPIs by the end of the project.

ANNEX 1 – OVERVIEW OF THE FLOATECH DISSEMINATION AND COMMUNICATION PLAN

Dissemination or communication channel	Name	Purpose and expected impact	When (and where, if relevant)	Target Audience	KPI	Objective (at M36)	M24 Dec 2022	Responsible partner
Events organised by the project	Project technology public workshops	Foster feedback from the community on the project developments and to involve early exploiters of the technology	June 2022, 2023	The R&D sector, academic and non-academic organizations, other EU projects	Number of workshops	2	2	TUB / UNIFI
					Number of participants	30	32	
	2 webinars	Inform about the project and its results	2023	Public at large	Number of participants	40-50	Due at RP2	EURONOVIA
	Exhibition booths at industry conferences	Inform about the project and its results and of the importance of the developed technology	2022-2023	Industrial stakeholders, other EU projects	Number of booths	at least 2	2	EURONOVIA
					Face to face new contacts	20-30	50	
	Final Infoday	Inform about the project and its results and of the importance of the developed technology	2023	Public at large, policy makers, media, and all other stakeholders	Number of participants	30-40	Due at RP2	EURONOVIA
Participation in external events and conferences	Popularization events	Inform about the project and its results and of the importance of the developed technology	Whole project duration	Public at large	Number of events	1	1	All partners
					Face to face new contacts	20-30	70	
	Other external conferences (see preliminary list of targeted events in Annex 2)	Promote the scientific results to interested groups and interact with other related technologies stakeholders	Whole project duration	The research and academic community (and more industry oriented depending on the type of conferences)	Number of conferences attended (oral or poster presentations)	6	10	All partners
					Number of people reached per event	> 50	> 50	
FCommunication/dissemination material and activities	Communication package	Inform about the project Promote the project	June 2021	Public at large	Available for download on TubCloud	Available for download on TubCloud at M6	Available for download on TubCloud since M6	EURONOVIA
	Website	Inform about the project Promote the project	April 2021 to the end of the project	Public at large	Number of visitors	100/months	169/month	EURONOVIA
					Number of news	36	32	

	Flyer and brochure	Inform about the project	June 2021	Public at large	Number of flyers distributed at the events	Depending on the size of the event	200	EURONOVIA
	Newsletter	To make science more accessible to a wider public To make renewable energies popular	Every 6 months (1st issue in June 2021)	Industrials, Researchers, Stakeholders, other EU related projects, public at large	Number of newsletters	6	3	EURONOVIA
					Size of the dissemination list	> 500	373	
	Twitter account	To make science more accessible to a wider public To make renewable energies popular	Whole project duration	Public at large	Number of followers	> 200	51	EURONOVIA
					Number of tweets/retweets	200	49	
	LinkedIn page	To make science more accessible to a wider public To make renewable energies popular	Whole project duration	Industrials, Researchers, Stakeholders, other EU related projects	Number of members	> 300	533	EURONOVIA
	Project videos (YouTube account)	To make science more accessible to a wider public To inform about the project	2022-2023	Public at large	Number of videos online	8	1	All partners
					Number of views	500/video	264	
	Motion-design video	Inform about the project Promote the project	2022	Public at large	Number of views	500	264	EURONOVIA
	Final brochure	Inform about the project Promote the project	June 2023	Public at large	Number of downloads/brochures distributed	2000	Due at RP2	EURONOVIA
	2 Press releases	Inform about the project/results	June 2021 December 2023	Public at large	Size of the dissemination list	> 200 > 500	> 200	EURONOVIA / TUB
	Final media press kit	Inform about the project/results	End of the project	Public at large, media	Size of the dissemination list	> 500	Due at RP2	EURONOVIA
	Single-page summary of confidential deliverables	Raise awareness on the project results	End of the project	The research and academic community related to the project technology	Number of downloads	50	Due at RP2	All partners

Publications	Peer-reviewed scientific publications	Inform and promote about the scientific results of the project Exploitation of results	Whole project duration and after its completion	The research and academic community related to the project technology	Number of publications	10	3	Research partners
	Articles in specialized magazines	Inform about the project/results	December 2021 December 2022	The research and academic community related to the project technology	Number of articles	2	0	All partners
	Other publications / media appearances (articles, news, etc.)	Inform about the project/results	Whole project duration	Public at large, other EU projects, interested stakeholders	Number of articles in press/media	at least 15	12	All partners