



FLOATECH

D6.2. Plan for exploitation and dissemination of the project results

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FLOATECH
THE FUTURE OF FLOATING WIND TURBINES

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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 to be 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 provides a revised version of the Plan for Dissemination and Exploitation of Results (PEDR) produced at M6 and updated at M18 as part the Work Package 6 on dissemination, communication and exploitation, whose objectives were 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, scientific community and to 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.

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 aimed 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 policymaking.

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. CONTENT OF THE PEDR

The document was drafted by Euronovia, which is leader of this Work Package, with inputs from all partners. The objective of the PEDR was to provide the FLOATECH partners with guidelines during the project's lifetime on how the communication and dissemination activities should be performed, what messages should be delivered to what audiences and what tools and channels would be available for dissemination. A section on exploitation defined the actions planned to achieve the exploitation of the results and impact of the project.

More specifically, in terms of dissemination and communication the PEDR:

- Proposed a communication and dissemination policy and defined the objectives of the actions.
- Identified the target audience for each objective or main result.
- Listed the communication and dissemination channels to be used for project promotion.
- Presented a scheduling of the communication and dissemination actions throughout the project duration.
- Defined and monitored a series of Key Performance Indicators (KPIs) to assess the success of the implementation (e.g. number of publications, size of the audience reached, number of visits on the website, feedback received from audiences at conferences,) and update the plan according to the evolution of the project.

In terms of the exploitation of the results, a specific deliverable entitled "Final report on the project exploitation initiatives" has been submitted. at the end of the project at M36 and contains the following information:

- The identification of exploitable main outputs of the project.
- A proper identification of the factors influencing the exploitation and the widest possible deployment of the project's results.
- Methods of exploitation (patents, company creation, private public partnerships, ...).
- An in-depth analysis and monitoring of the market surrounding the project in collaboration with the Innovation Advisory Board and the WP leaders.
- The identification of new and existing measures for the project sustainability.
- The results of the test market study.

1.2.1. Document maintenance

The PEDR is an evolving document, which was updated throughout the project. The PEDR has been updated at the end of the first reporting period followed by an update on dissemination and communication activities provided at M24 with the deliverable D6.3 (Mid-term report on dissemination

and communication activities), while a final exploitation plan was produced at the end of the project (M36).

1.2.2. Responsibilities

Euronovia is the leading beneficiary in charge of writing and updating of this deliverable.

However, all partners had the responsibility to participate in the communication activities and dissemination of the results of the project. According to the grant agreement and unless it went against their legitimate interests, each beneficiary had to 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. DISSEMINATION AND COMMUNICATION STRATEGY

2.1. DEFINITION OF THE DISSEMINATION TARGET GROUPS

FLOATECH addressed the widest audience possible, with specific messages and specific channels of communication for each type of audience.

Mapping closely the audience was an essential step in choosing the most efficient ways to communicate. Within the audience, we defined several groups that had an interest or were going to be affected by the FLOATECH project. These groups were classified in three categories, considering their level of interest and their level of power.

The primary group was the main target audience. Most part of the dissemination actions were targeted towards this group. This is where we expected the maximum impact in terms of potential collaborations and future exploitation.

The **primary group** was composed of:

- The research and academic community active in the field of floating offshore wind
- Potential end-users' industry, and in particular their executive officers

The **secondary group** was composed of actors affected by the success of the project, although not identified as primary target group. It included:

- Policy makers in countries or regions with a strong wind energy sector industry
- Researchers and engineers from companies that might be interested by the FLOATECH technology, although not automatically considered as lead users.
- Investors and business actors
- Standardization bodies

The **tertiary group** consisted of the general public and other actors that found interest in the project. More particularly, the tertiary group included:

- University students
- Young pupils and their teachers
- Partners' local stakeholders
- Media

This final group was targeted by communication actions characterized by more general and vulgarised messages rather than specific explanations on the project scientific results.

2.2. FLOATECH TARGET AUDIENCE

Specific stakeholders/organizations within each target group were identified by the project consortium throughout the lifetime of the project by means of:

- Internal partners networks
- Existing database from previous related projects
- People subscribing to the project newsletter.
- Contacts established at conferences and exhibition booths, B2B meetings or other networking events.
- General internet search
- Data gathering from the market study.

Following the second update of this deliverable at M18, FLOATECH looked for potential end-users of the technology and contributed to the extension of the list, especially through the market study that provided a relevant list of industrial stakeholders interested in the project.

Below is the list of target and user groups that was targeted for the dissemination and exploitation of the project results.

Table 1: List of the different types of stakeholders who will be targeted via the different dissemination actions and networking/clustering activities of the project.

Target and user groups	Description of the target groups and dissemination objectives	Objectives	Dissemination content and channels
Academic and research community	This group targets all research communities interested in the project's developments, results and innovation, which can be beneficiary for their own research activities. Within the general field of wind energy, this specifically targets a variety of disciplines, including aerodynamic design, simulation, control	Transfer of knowledge, raise awareness, reuse of the scientific data, get support from the scientific community, boost the project sustainability through the development of new related research projects.	Public deliverables, scientific publications, conferences and other scientific events

	and wind farm siting. Project results will be of interest also to the broader group of scientists working in renewable energy.		
Industrial sector	An important objective of FLOATECH is to address and trigger the active involvement of the industrial sector. The project is of relevance for organizations in various sectors such as energy production company, wind turbine producers, service companies for offshore service and related industry associations like Wind Europe (who has signed a letter of support for the project).	Demonstrate the business potential, push towards early adoption of products and services developed by the consortium, collect feedback on their expectations and requirement to adjust commercial exploitation plans, convince about the technical feasibility and competitiveness of the concept and tools developed.	Market study results, techno-economic assessment, ... Dedicated workshops, Public deliverables, scientific publications, related project events and exhibition in trade fairs
International Standardization Bodies (ISB)	ISB should be aware of the project scope and objectives. FLOATECH will reach these bodies to further promote the future exploitation of the project via actions related to standardization in floating wind turbine simulation and certification (WP1 and WP2).	Contribute to standardization efforts with recommendations	Final recommendation in deliverables, participation to ISB networks
Government bodies and policy makers	This is a wide group encompassing innovation driven local, regional, national authorities, representatives and associations, Ministries, parliaments and Public Administrations at national and international level.	Demonstrate the benefits of floating wind energy concept and tools to reach the EU goals, raise awareness about proposed regulatory evolution in the certification and installation requirements for floating wind turbines.	Final recommendation in deliverables, press kit, general dissemination, participation to policy events, impact factsheets
European and international networks	This group refers to activities addressing external task forces. Relevant European technology clusters have been identified, such as the European Academy of Wind Energy (EAWA) or the North American Wind Energy Association (NAWEA).	Use as dissemination relays towards their members	Public deliverables, press kit, articles, press releases, communication package
EU projects working in similar domain	The participation of project partners in other relevant projects offers the opportunity to establish quick links among parties through joint actions.	Coordinate dissemination activities in order to maximize their impact, exchange on R&D results to improve robustness of project results	Dissemination events, presentation at conferences, participation to workshops from other projects, joint newsletters, ...
The general public	The general public consists generally of a general audience and other actors not identified as direct targeted groups by the project, though this group can have strong interest in the project.	To raise awareness on the importance of floating wind energy as a credible alternative for the future, to inform about the benefits of the project towards a society projected to a more sustainable energy production	Project website, brochure, press releases, social media, project generic events, videos and other communication materials, ...

During the first six months of the project, the FLOATECH consortium identified, for each of these target groups, a list of stakeholders that could be contacted to disseminate information on the project, constituting the future database of the project. This list contains the latest version of the mapping of stakeholders especially the actors identified in the market test and the actors that attended the events organised by FLOATECH (Final Info Day, webinars...)

Table 2: List of stakeholders within each target group

Academic and research community	
Community/organisation name	Website
CENTER FOR WIND ENERGY RESEARCH (ForWIND)	https://www.forwind.de/
GDR EMR	https://gdr-emr.cnrs.fr/
WeAMEC	https://www.weamec.fr/
DTU Wind Energy	https://windenergy.dtu.dk/english
NREL	https://www.nrel.gov/
Fraunhofer IWES	https://www.iwes.fraunhofer.de/en.html
IFPEN	https://www.ifpenergiesnouvelles.com/
KU Leuven	https://www.kuleuven.be/
Ecole des Ponts ParisTech	https://ecoledesponts.fr/
Université Gustave Eiffel	https://www.univ-gustave-eiffel.fr/
Politecnico di Milano	https://www.polimi.it/
Université Le Havre Normandie	https://www.univ-lehavre.fr/fr/
University of Delaware	https://www.udel.edu/
Eastern Switzerland University of Applied Sciences	https://www.ost.ch/en/
France Energies Marines	https://www.france-energies-marines.org/
University of Hull	https://www.hull.ac.uk/
Chungnam National university	https://plus.cnu.ac.kr/html/en/
Universität Rostock, Lehrstuhl für Windenergietechnik	https://www.uni-rostock.de/
Saint-Venant Hydraulics Laboratory	https://www.saint-venant-lab.fr/
University of Plymouth	https://www.plymouth.ac.uk/
Institute of Physical Energetics	https://fei-web.lv/en/
Norwegian University of Science and Technology (NTNU)	https://www.ntnu.edu/
SEWP	https://www.sewp.nasa.gov/agencies/VA/index.shtml
Gdansk University of Technology	https://pg.edu.pl/en
Universitas Hasanuddin	https://www.unhas.ac.id/
Politecnico di Bari	https://www.poliba.it/
University of A Coruña	https://www.udc.es/en/ori/conoce_la_udc/
Chinese Academy of Sciences	https://english.cas.cn/
Polish National Centre for Research and Development	https://www.gov.pl/web/ncbr-en
University College Cork	https://www.ucc.ie/en/
Tecnalia	https://www.tecnalia.com/en/home
TUVSUD Korea	https://www.tuvsud.com/ko-kr/locations

Industrial sector	
Organisation/association name	Website
Wind Europe	https://windeurope.org/
Ammonit	https://www.ammonit.com/en/

Enel Green Power	https://www.enelgreenpower.com/
ENI	https://www.eni.com
Fincantieri	https://www.fincantieri.com/it/
Ocean Winds (OW)	https://www.oceanwinds.com/
MHI VESTAS	https://www.mhivestasoffshore.com/
Les éoliennes flottantes du golfe du Lion	https://info-efgl.fr/
DEME Offshore	https://www.deme-group.com/
Equinor	https://www.equinor.com/en.html
Siemens Gamesa	https://www.siemensgamesa.com/en-int
TouchWind	https://touchwind.org/
Leitwind	https://www.leitwind.com/it/turbine-eolica-leitwind/1-0.html
EDF Renouvelables	https://www.edf-renouvelables.com/
Aventa	https://www.avena.fr/
Caely Renewables	https://www.caely.com/
Wärtsilä	https://www.wartsila.com/fra
Saitec Offshore Technologies	https://saitec-offshore.com/en/
BLUESIGN	https://bluesign.eu/
BayWa r. e	https://www.baywa-re.fr/fr/
Gauzon Iberica	https://gauzoniberica.com/
Hero Engineering	http://www.heroengineering.com.au/
Vestas	https://www.vestas.com/en
Subsea 7	https://www.subsea7.com/en/index.html
Bachmann electronic GmbH	https://www.bachmann.info/en
blueOASIS	https://blueoasis.pt/
Sofresid Engineering	https://sofresid-engineering.com/
Iberdrola	https://www.iberdrola.fr/
sowento	https://www.sowento.com/
Shanghai Electric	https://www.shanghai-electric.com/group_en/
ExxonMobil Services and Technology Pvt Ltd	https://corporate.exxonmobil.com/
INNOSEA	https://innosea.fr/
Sofresid-Engineering	https://sofresid-engineering.com/
Geilo Technology Co., Ltd	
Shell	https://www.shell.com/
PEAK Wind - Consulting company	https://peak-wind.com
POSCO	https://www.posco.co.kr/
Nordex	https://www.nordex-online.com/fr/
Goldwind	https://goldwind.com/
Principle Power	https://www.principlepower.com/
RWE	https://www.rwe.com/en/the-group/rwe-power/
Korea Floating Wind	https://koreafloatingwind.kr/en-home

International standardisation bodies

Organisation/association name	Website
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TÜV Nord	https://windeurope.org/
DNV GL	https://www.ammonit.com/en/
UL International GmbH	https://www.enelgreenpower.com/

Government bodies and policy makers	
Organisation/association name	Website
ANEV – Italy’s National Wind Energy Association	https://www.anev.org/
ANIV - Italian Association for Wind Engineering	https://www.anev.org/
OWEMES	http://www.owemes.org/
Sustainable Energy Authority of Ireland	https://www.seai.ie/
Pole Mer Méditerranée	https://polemermediterranee.com/
Institute for the Diversification and Saving of Energy IDAE	https://www.idae.es/en/about-us/who-we-are
Riga City Council	https://www.riga.lv/en/riga-city-council
Polish Wind Energy Association (PWEA)	

European and industrial networks	
Association/network name	Website
European Academy of Wind Energy (EAWWE)	https://www.eawe.eu/
North American Wind Energy Association (NAWEA)	https://www.nawea.org/north-american-wind-energy-academy/
WORLD FORUM OFFSHORE WIND	https://wfo-global.org/
European Energy Research Alliance (EERA)	https://www.eeraipwind.eu/
IEA Task 30	https://community.ieawind.org/task30/home
ETIPWind	https://etipwind.eu/
International Network on Offshore Renewable Energy	https://inorean.org/
Global Wind Energy Council (Gwec)	https://gwec.net/
Polish Wind Energy Association (PWEA)	http://psew.pl/en/

Table 3: List of European projects related to FLOATECH

Project	Objective/Interaction	Website
FLOAWER (ITN, H2020)	The project investigates the influence of high-fidelity numerical analysis tools on the reduction of uncertainties and LCOE for offshore WT. There will be a scientific exchange between FLOATECH and FLOAWER including training on Qblade-Ocean to ITN FLOAWER Early-Stage Researchers (WP1). However, FLOATECH investigates novel technologies going beyond the scope of FLOAWER.	https://www.floawer-h2020.eu/
STEP4WIND (ITN/H2020)	The main objective is to address technological and economic challenges related to the development of floating offshore wind farms. The outcome from the aerodynamic modelling will be compared to the FLOATECH model in WP1. Common publications are planned. However, FLOATECH investigates novel control technologies and floaters not considered in STEP4WIND.	https://www.step4wind.eu/
HYWIND (Industry)	Hywind is the first floating wind farm in the world. The operations were possible only with the development of a "stability frame" system developed and manufactured by Saipem. Based on this	https://www.saipem.com/en/projects/hywind

	experience, SAIPEM has developed a new floated concept which will be analysed in WP2.	
X-ROTOR	The X-Rotor has potential to reduce the cost of energy (CapEx and OpEx) from offshore wind by up to 20%, based on a conservative estimate from early feasibility study work. The project will be approached to organise joint events/publications and mutual promotions on social media.	https://cordis.europa.eu/project/id/101007135
CoreWind	The COREWIND project provides disruptive and cost-effective solutions for floating offshore wind technology, leading to costs lower than 100€/MWh, by developing innovative research, modelling and optimization for concrete-based floating substructure concepts. The project will be approached to organise joint events/publications and mutual promotions on social media.	http://corewind.eu/
HIPERWIND	The HIPERWIND project aims at achieving a 9% reduction in the Levelized Cost of Energy of offshore wind farms, through advancements of basic wind energy science which will lead to reductions in risk and uncertainty. The outcome is cost efficient offshore wind through a reduction in unnecessary use of materials, less unscheduled maintenance, and optimized operating strategy tailored at delivering power with high market value. The project will be approached to organise joint events/publications and mutual promotions on social media.	https://www.hiperwind.eu/
TWIND	Its main objective is to create a network of excellence that will dynamize a pool of specialized research professionals and trainees in the domain of offshore wind energy to support an emerging industry in Portugal in a field with a very strong anticipated growth and no dedicated existing training curriculum.	https://twindproject.eu/

The following European projects related to FLOATECH and identified at the beginning of the project have ended: FLOATGEN (FP7), INWIND (FP7), Leadfloat (H2020), Wave Predictor (H2020), Life50+ (H2020), MARINET and MARINET2 (H2020) and SetWind (H2020).

2.3. THE FLOATECH MESSAGES

There were many ways to communicate on the project activities and results, depending on the audience. For each audience, a distinct strategy using targeted messages, means and language was used¹.

Here are some messages that were promoted through the dissemination activities:

- Raise awareness on the FLOATECH project (general scope, coverage, goals, and milestones and plans to reach them) and why it is important.
- Promote FLOATECH freely available outputs such as software and tools.
- Disseminate FLOATECH results and publications.
- Promote the role of floating wind turbines in accelerating the EU energy transition.
- Enhancing the role of floating wind turbines as one of the leading key technologies for the exploitation of wind and their roles in the future energy mix in Europe, demonstrating the positive impact of the project solutions.

¹ http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

- Recall the importance of involving key users and public authorities at local, regional, and national levels in the project in order to guarantee the back-up of the project by stakeholders.

2.4. PHASES OF THE DISSEMINATION STRATEGY

The planning and execution of the project activities required a good scheduling closely aligned with key project deliverables and milestones. At this scope, dissemination activities were performed according to the following schedule:

Initial awareness phase (month 0-6): this included the construction of the project website, the analysis of relevant information resources in terms of identification of dissemination opportunities and the creation of basic dissemination tools including graphical identity of the project (i.e. logo, templates for project documents and for project presentations, website, etc.). A mapping of the stakeholder database was organised to optimize targeted communication and dissemination.

Targeted dissemination phase (month 6-36): the consortium enriched the website, published a project brochure, issued the first press releases and attended selected events. Preliminary project results were presented to the target audience through scientific publications, conferences and organised workshops. Mapping of the exploitation of results started as well as defining the exploitation strategy. Impact assessment was crucial at this stage to monitor and re-orientate the strategy if necessary.

Presentation of results (month 24-36): This phase represented the period closely before the end of the project, when the project reached its most significant outputs. This phase focused on informing the target audience about the exploitable results arising from the project. The list of expected project results that the consortium disseminated at the end of the project contained:

Overall project: a set of new technologies, ranging from advanced fully-coupled simulation models to innovative to improved control techniques, able to increase the efficiency of floating wind turbines, and hence to reduce their LCOE and increase market value.

WP1: High order open-source aero-hydro-servo-elastic design and simulation tool (QBlade-Ocean)

WP2: Benchmark with present state-of-the-art software and quantification of gain in accuracy

WP3: Innovative feed-forward, wave-based control for floating wind turbines

WP4: Innovative control to enhance wave mixing in floating wind farms

WP5: Assessment of LCOE reduction, market value increase and scale-up potential of proposed technologies

The different phases of the dissemination strategy are presented in more details below:

Table 4: Dissemination strategy planning

Main Tasks	Task description	Year 1	Year 2	Year 3
Dissemination and exploitation strategy definition	During the first months of the project, dissemination and exploitation strategies focusing on the planned project outcomes and targeted stakeholders are defined. This will be updated each year after annual monitoring.			

Mapping and clustering with stakeholders' network	FLOATeCH develops an end-user network database consisting of the end-users, associated partners and other external actors in the field that will be targeted in the project. This database is updated all along the project duration.																						
Targeted dissemination	Participation in events and scientific conferences, scientific publications, organisation of workshops, communication materials created, media general outreach through press releases and articles in magazines, ...																						
Exploitation	Mapping of exploitable results, implementation of exploitation strategy focusing on the adoption of project outcomes and directing further development of results beyond the project.																						
Impact Assessment	Assess the project outcomes impacts with direct feedback; Stakeholder validated project outcomes.																						
Intensive dissemination period	This final period will match with the finalisation of the project and the publication of the final project results, resulting in an intensive dissemination strategy.																						

2.5. DISSEMINATION RULES AND PROCEDURES

2.5.1. Consortium rules

The rules on the dissemination of results were regulated by the consortium agreement (article 8.4 and 8.5):

- *During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions.*

- *Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.*

- *An objection is justified if:*

- (a) *the protection of the objecting Party’s Results or Background would be adversely affected*

- (b) *the objecting Party’s legitimate interests in relation to the Results or Background would be significantly harmed.*

- *The objection has to include a precise request for necessary modifications.*

- *If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.*

- The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted.

- A Party shall not include in any dissemination activity another Party’s Results or Background without obtaining the owning Party’s prior written approval unless they are already published.

2.5.2. Using of graphic identity and EU visibility

A common graphic identity was defined to allow for better visibility and recognition as well as branding of the FLOATECH project. Therefore, all dissemination tools and activities referred to or included:

- The name of the project: FLOATECH
- The project’s website URL (<https://www.floatech-project.com/>)
- The FLOATECH project logo (different versions were used depending on the background colour of the material)
- Information on EU funding (as defined in the article 29.4 of the GA):
- Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must: (a) display the EU emblem and (b) include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 101007142”.
- When displayed together with another logo, the EU emblem had appropriate prominence.

2.6. DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

The communication activities that were part of the dissemination plan were tailored to ensure that important messages were widespread to the adequate targeted audience and that the public at large got to know the project objectives and results.

Below are detailed the six main elements around which the communication strategy was conducted, including all the tools and activities produced and delivered by the end of the project.

Table 5: Main elements of the dissemination strategy

Visual Identity	The project visual identity will help all partners communicate about the project in a uniform, consistent, and professional manner. It is composed of a project logo including a baseline, fonts, colours, and texts directly derived from the project logotype and templates for word and PowerPoint.
Communication materials	A communication package containing the main elements of the project (PPT presentation, flyer, poster, roll-up banner, a one-page project description); timeline infographic; motion design video; YouTube interviews of the partners; final brochure, etc.
Website	The public website contains information targeted for the general public (description of the project, the WPs, the partners, basic information on the technology).
Social networks and online presence	Social web-based media: creation of 1 LinkedIn page and 1 Twitter account targeting the general public, citizens, students and other EU projects and initiatives.

Publications	Newsletters, press releases, articles in specialized magazines, public relations and media coverage, scientific publications, final media press kit, etc.
Public events	Project technology public workshops, webinars, exhibition booths at industry conferences, participation/exhibition in science popularization events, final info day, participation in external events, etc.

2.6.1. Visual identity

The project branding helped all partners to communicate about the project in a uniform, consistent, and professional manner: it included the project logo, project identity, and style guide, templates for Word and PowerPoint documents.



The pictograph of the **logo** is a stylistic representation of a floating wind turbine on the sea. The logo will be used for all communication materials, on horizontal or vertical format. There is also a baseline “The future of floating wind turbines,” which use is optional. 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 was used in all dissemination tools and printed materials.

Templates for the project deliverables, meeting agenda and minutes were produced during the first months of the project, together with a PowerPoint template used by the partners for all presentations on FLOATECH both in internal and external events.



2.6.2. Communication materials

During the lifetime of the project, the following communication materials were prepared and distributed to project partners in order to ensure effective communication and increase public awareness of the project at external events. Most of these communication materials were created during the first 6 months of the project and were used by partners on the occasion of events where the consortium participated to promote the project and its results. All these documents are available on a dedicated page of the website: [Communication material | Floatech \(floatech-project.com\)](https://floatech-project.com).

2.6.2.1. One-page project description

At the start of the project, a one-page project description was drafted to summarize the most valuable information related to the project (scope, objectives, messages) to help the consortium to communicate the right information about the project.

2.6.2.2. Flyer

A project flyer was prepared in May 2021. This 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.

2.6.2.3. Poster and roll-up banner

A project poster and roll-up banner have been printed and used during external conferences and events attended by the consortium to promote and present the results arising from the project.

2.6.2.4. Final infoday poster

A project poster was specifically created for the final infoday in order to communicate through the website and social media channels upstream to the event as well as on the day of the event: the poster was displayed at the venue of the event and shown on the YouTube channel during the livestream.

2.6.2.5. Final brochure

The final brochure of the project has been created and disseminated online in October 2023 and given to participants of the final infoday of the project. This document presents the project in a nutshell as well as the project's impact – it is available for download [here](#).

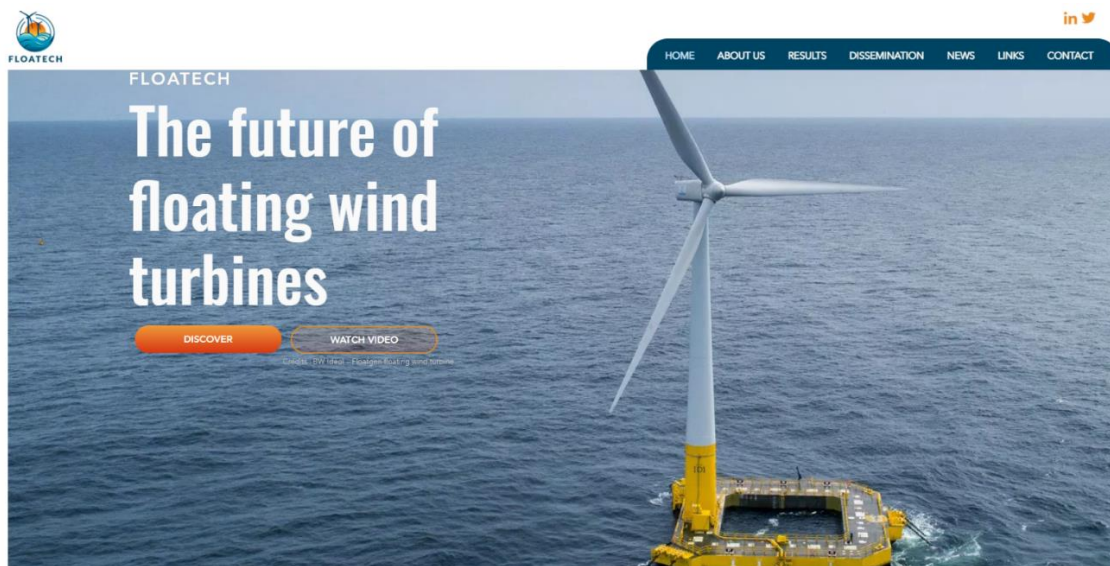
2.6.3. Website

The project website (<https://www.floatech-project.com/>) was of crucial importance in order to enhance the visibility of FLOATECH as it served as the main communication tool for the wide dissemination of the project activities, deliverables and outcomes. This portal provides content to the scientific communities, policy makers, professionals, academic 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, the FLOATECH website was frequently updated, and the content expanded constantly during the project lifetime. The website currently includes the following sections:

- The **homepage** provides an overview of the project scope, concept, and background.
- **About us:** it provides information on the objectives, workplan and the partners involved in the project.

- **Results:** this section includes descriptions of expected results, impact, planned deliverables and scientific publications.
- **Dissemination:** provides information on the project events, newsletters, communication material and a photo gallery.
- **News:** This section keeps stakeholders updated on the latest developments and noteworthy events related to the project.
- A section with **links** to EU projects linked to FLOATECH and the Floating Offshore Wind sector.
- Links to social media and to the **contact** information.



The impact of the website is monitored using Wix analytics. At M36, the FLOATECH website featured 58 news and numbered around 5901 unique visitors.

Average number of unique visitors/ months	178
Average number of sessions/ months	275
Average session duration	00:05:17
3 most visited webpages after the Homepage	/partners (1170 sessions) /deliverables (981 sessions) /objectives (822 sessions)
Bounce rate	59%
Average number of news published/ month	1,6

Table 6: FLOATECH website statistics at M36

The website received an excellent worldwide coverage, with visitors spread over all continents (100 countries mapped), demonstrating a worldwide interest in the project. The top-10 countries of origin of the website’s visitors were France, Germany, Italy, Spain, United States, Netherlands, United Kingdom, Denmark, Belgium, and India.

The presence of Spain, the United States, United Kingdom, Denmark, Belgium, and India in this top-ten clearly demonstrates that the project is reaching well outside the borders of the project partners' countries.

2.6.4. Social media

Social media was widely used by the consortium to inform and connect with professionals, policymakers, and the scientific community as well as to reach out to the general public.

A **LinkedIn** page and a **Twitter** account were 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 page: <https://www.linkedin.com/company/floatech-h2020-offshore-wind-project/>

Twitter account: https://twitter.com/FLOATECH_H2020

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

LinkedIn and Twitter users are highly active, web-savvy, and heavy internet users, thereby improving the visibility of the FLOATECH messages. LinkedIn proved to be especially 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. However, despite our regular activity on Twitter/X, we have registered an exceptionally small number of new followers and engagement rates over the past months, reflecting the tendency of this social media of being less attractive and used by users and institutions.

The impact of Twitter/X was analysed through Twitter Analytics (https://analytics.twitter.com/user/FLOATECH_H2020/tweets) while the impact of the LinkedIn page is accessible by the group administrators.

At M36, the Twitter/X account of the project is followed by 67 people and 90 tweets have been published.

Table 7: FLOATECH Twitter analytics at M36

Average number of new followers /months	2,2
Average number of tweets posted/month	2,4

The LinkedIn group is followed by 831 people and 108 posts have been published. This social media proved to be extremely popular and useful for the project to disseminate its activities and results, with highly active members reacting positively to the project updates.

Table 8: FLOATECH LinkedIn analytics at M36

Average number of new subscribers /months	25,15
Average number of publications posted /month	3,3

2.6.5. Publications

Several types of project publications were planned to be produced and disseminated during the project lifetime:

2.6.5.1. Biannual newsletters

A project e-newsletter summarising all activities related to the project was issued on a 6-months basis. The first one has been sent out in June 2021: <https://mailchi.mp/c720f7518bf6/floatech-newsletter-1>). 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 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%
FLOATECH Newsletter – Issue #4 (February 2023)	397	33,3%	6,1%
FLOATECH Newsletter – Issue #5 (July 2023)	404	38,3%	4,7%
FLOATECH Newsletter – Issue #6 (December 2023)	424	Ongoing	Ongoing

Table 9: FLOATECH newsletter statistics

2.6.5.2. Press releases

A press release including the most valuable information related to the project (scope, objectives, messages), was released in June 2021. 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).

A second press release was planned to be drafted at the end of the project to disseminate its main results. However, since we prepared a very complete Final Media Press Kit including all the project outcomes, publications, events, and links to all the communication and dissemination materials produced by the project, which was widely disseminated to the press through the FLOATECH website and social media, we considered that this was enough for the scope of project final dissemination.

2.6.5.3. Articles in specialized magazines

We selected WindTech International as a valid specialized magazine for publishing an article on FLOATECH in September 2023: [Windtech International - Capturing the Complex Physics Around Floating Wind Turbines \(windtech-international.com\)](https://www.windtech-international.com). Windtech International gives topical overviews and the latest

news and developments in the technology and management of wind energy activities. Windtech International reaches a worldwide readership of professionals active in the wind energy industry through a targeted global distribution, including at relevant events such as WindEurope.

2.6.5.4. Final media press kit

A Final press kit was prepared at the end of project to serve for massive communication on its final outcomes and impact. This Final press kit was sent to press contacts made during the entire course of the project, journalists as well as the communication service of the Technische Universität Berlin. Also, this document was disseminated in the FLOATECH website and social media and was sent to all the consortium members for them to share it with their network. This document is available here: [download here](#).

2.6.5.5. Scientific publications in peer-reviewed journals

15 papers have been published by FLOATECH partners during the project lifetime, including 7 journal articles and 8 conference papers. Of these, only one conference paper was not peer-reviewed and not available in open access.

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.

2.6.5.6. External articles/media appearances

Several external articles have been published on the initiative of project partners in regional and national online and print media, as detailed in the table below.

In addition, on May 21, 2022 the German radio "Radioeins" broadcasted **an interview of TUB** during an interview series with experts (Die Profis) on the independence of European energy.

Table 10: 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

<u>Projekt Floatech will Offshore-Windparks das Schwimmen beibringen</u>	ContextCrew online magazine	August 4, 2021	National
<u>Change für Europa? Schwimmende Windparks im Fokus der EU</u>	Tech&Nature online media	August 4, 2021	National
<u>TU Berlin koordiniert EU-Projekt zu Offshore-Windkraftanlagen</u>	Kooperation international - German Federal Ministry of Education and Research (BMBF) online website	August 4, 2021	National
<u>Schwimmende Windkraftanlage mit intelligenter Steuerung</u>	Konstruktion & Entwicklung online magazine	August 9, 2021	National
<u>Floating wind turbines on the high seas</u>	Industry 24h online media	August 9, 2021	European
<u>EU gibt Millionenbetrag für schwimmende Windkraftanlagen</u>	SmarterWorld online media	August 9, 2021	National
<u>Floating wind drives deepwater opportunity</u>	Spektrum online media	May 17, 2022	National
<u>Capturing the Complex Physics Around Floating Wind Turbines</u>	Windtech International	September 04, 2023	International
<u>Il futuro dell'eolico offshore parla anche italiano</u>	Green Report	December 07, 2023	National
<u>Svolta per l'eolico offshore, ora è possibile ottimizzare le installazioni e stimare i costi dell'energia</u>	Hardware Upgrade	December 12 2023	National
<u>'Floatfarm,' parlano napoletano le pale eoliche galleggianti che piacciono all'Europa. E possono salvare l'ex Ilva</u>	Corriere della Sera	October 29, 2023	National
<u>Seapower, nuovi progetti nel campo dell'eolico e dell'agrivoltaico</u>	Elettrico Magazine	Novembre 6, 2023	National
<u>Progetto europeo Floatech sull'eolico offshore: a Berlino il workshop conclusivo</u>	L'Informatore Navale	December 8, 2023	National
<u>Floatech: concluso il progetto europeo sull'eolico offshore galleggiante</u>	Transizione energetica	December 14, 2023	National
<u>Energia: chiuso a Berlino progetto europeo floatech sull'eolico offshore</u>	9colonne	December 8, 2023	National
<u>Eolico offshore, a Berlino workshop conclusivo su progetto floatech</u>	Energia Oltre	December 7, 2023	National
<u>Progetto europeo Floatech, il workshop finale</u>	Rinnovabili	December 11, 2023	National

2.6.6. FLOATECH events

2.6.6.1. Technology workshops

Project partners organised 3 technology workshops:

1. A technology workshop **to train partners and users on the use of the QBlade Ocean** simulation tool was organised online by TUB on June 22-24, 2022. In addition to participants from within the FLOATECH project, early-stage researchers (ESR) from the FLOWER MSCA-ITN project and other individuals active within industry were also invited to the training, in order to improve the

uptake of the software - <https://www.floatech-project.com/post/floatech-training-on-qblade-ocean>

2. 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 including 2 on-line) to allow for efficient training and application of QBlade-Ocean in very specific use cases.
3. A third technical workshop **to present the NEMOH software** was organised by ECN on November 9-10, 2023 - <https://www.floatech-project.com/post/floatech-technical-workshop-on-nemoh-3-0>

2.6.6.2. Webinars

Two webinars were organized at M33 and M34:

- The Webinar "How to encourage women to pursue careers in the wind energy sector" was organised by Euronovia on September 19, 2023 – see event recording [here](#).

The webinar aimed to address gender diversity issues and promote inclusivity in the wind energy sector: The program included presentations on gender trends and The European Academy of Wind Energy's DEI committee. A compelling session featured insights from role models, sharing their career choices, obstacles, and advice. The event also featured a panel discussion on challenges and opportunities for women in the industry.

The webinar gathered 40 participants from research Institutions, academics, and the Industrial sector.

- The Webinar "Are the FLOATECH databases your research missing piece?" was organised by Euronovia with the support of TUB, Unifi and ECN on October 19, 2023 – see event recording [here](#).

This webinar focused on three specific datasets in order to provide the scientific community with the appropriate information to use them. The three following datasets were presented - for more information on the datasets see news article [here](#):

- **Three models** (TU Berlin)
- **Application of the 3 models in real environment** (UniFI)
- **Wave tank tests** (Centrale Nantes)

The webinar garnered significant attendance (50 participants) from researchers, academics, and professionals keen on exploring the potential of the FLOATECH databases.

2.6.6.3. Final infoday

A final infoday, targeted at the general public and other non-experts, was organised at M36 on December 1st, 2023, in Berlin and it was broadcasted online through a livestream on the FLOATECH YouTube channel, that is available here: [FINAL INFO DAY - FLOATECH PROJECT – YouTube](#)

The Final Info Day was the opportunity to present and explain the innovative technologies for the Floating Offshore Wind sector. Invited experts discussed some great topics such as the development of software, notably the QBlade-Ocean technology, and FOWT control strategies. As a major result, our experts explained how this project is helping to reduce the levelized cost of energy. We finished the first part of the day with a remarkably interesting presentation of the FLOATFARM project, which will start at the beginning of 2024! During the panel session on the future of Floating Offshore Wind, the speakers delivered interesting discussions about the fostering of a robust supply chain and the conduction of further research to address gaps in grid connection, innovative installation methods, major component replacement, and optimized upfront design.

More than 30 participants attended the event on site and more than 130 people watched the livestream of the event on YouTube.

2.6.7. Participation in external events

The FLOATECH project partners organized and participated in several public events to disseminate the results of the project. More specifically, the FLOATECH scientific partners facilitated the dissemination of FLOATECH results in national and international conferences in the offshore wind energy field. The partners participated in a wide variety of events, divided into the following categories:

2.6.7.1. Scientific conferences

From M1 to M36, the project partners participated in **15 scientific conferences** where they presented the results of FLOATECH through oral/poster presentations:

- **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 (SEAPOWERS);
- **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.
- **International Offshore Wind Technical Conference** - December 7-8, 2022 (Boston, USA)
FLOATECH showcase, by UNIFI.
- **Wind Energy Science Conference** - May 23-26, 2023 (Glasgow, United Kingdom)
Oral presentations, by TUB, ECN, UNIFI and TUD
- **Ocean, Offshore and Arctic Engineering (OMAE 2023)** - June 14, 2023 (Melbourne, Australia)
Presentation of the study "Development of Phase-Resolved Real-Time Wave Forecasting with Unidirectional and Multidirectional Seas" & "Annotated Guidelines for the Simulation of Floating Offshore Wind Turbines in a Real Environment" by UNIFI & ECN
- **Offshore Energy and Storage Symposium (OSES 2023)** - July 13, 2023 (Malta)
Presentation on « Optimization of a Floating Offshore Wind Turbine Platform Coupled with an Innovative Control Strategy » by SEAPOWER
- **L'Éolien en mer - Multidisciplinary conference** - Cluster ORACLE 2023 - November 22-23, 2023 (Nantes, France)
Presentation of project achievements, by ECN

2.6.7.2. Other external events for communication purpose

In parallel, project partners participated in other **8 external events** including summer schools and workshops targeting the public at large to raise awareness of the FLOATECH project:

- **IEA Wind Task 44 webinar** – July 1, 2022 (online)
Oral presentation of WP4 by TUD.
- **TWIND Summer School focusing on floating wind** – July 5-9, 2021 (online)
Oral presentation by TUD.
- **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;
- **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).
- **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”;
- **COREWIND Final Event** - April 26, 2023 (Copenhagen, Denmark)
Intervention on the topic "Similar objectives, different findings? Discussion with AFLOWT and FLOATECH projects"
- **Journée scientifique du GDR EOL-EMR 2023**, Septembre 16, 2023 (Paris, France)
Presentation of project achievements, by ECN

2.6.7.3. Exhibition booths in industry conferences

Partners participated as exhibitor in industry conferences to promote the project results. In total, partners have attended **5 industry conferences** where they presented the projects findings and enhanced discussions with interested people in the field:

- **WindEurope Electric City 2021** - November 23-25, 2021 (Copenhagen, 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 Fair** – September 27-30, 2022 (Hamburg, Germany)
Exhibition booth and presentation of the FLOATECH project and the QBlade Software by TUB and BW IDEOL.
- **Floating Offshore Wind Turbine (FOWT)** - May 10-12, 2023 (Nantes, France)
Exhibition booth by Euronovia, TUB, Next Ocean, Saipem and BW Ideol
- **HUSUM WIND Fair** - September 12-15, 2023 (Husum, Germany)
Exhibition booth, by TUB

2.6.7.4. 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 FLOWAWER project.

2.7. IMPACT ASSESSMENT

Monitoring the impact of the different dissemination activities involved a systematic collection of data and reporting of information from all partners. This information served to deliver the final verdict on the success of the dissemination process undertaken by the project.

In order to measure the success of the implemented communication and dissemination activities, a detailed communication plan was created to check that all activities were planned and were effectively taking place, integrating Key Performance Indicators (KPIs) to measure the impact of these dissemination and communication activities. KPIs were a measuring factor for the performance and progress of an activity, message, task, etc., towards its expected impact. Several KPIs were defined for each communication activity. They were used to assess the performance of the dissemination activities all along the project duration and re-orientate the dissemination plan if necessary when KPIs were not matched and the expected impact not reached.

Table 11 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 M36.

	Metric	Target	Excellent	Good	Moderate	Weak	KPIs at M36
Organization of project events							
Technology workshops	number	2	≥3	2	1	0	3
	participants	30	>30	30	30-15	<15	>30
Webinars	number	2	≥3	2	1	0	2
	participants	40-50	>50	40-50	30-40	<20	>50
Exhibition booths at industry conf.	Number	2	≥3	2	1	0	5
	New contacts /booth	20-30	>30	20-30	10-20	<10	50
Infoday	participants	30-40	>40	30-40	15-30	<15	30 on-site 130 online
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	15
	People reached/ conf.	50	>50	50	15-50	<15	>50
Communication / dissemination material and activities							
Communication package	Number	1		1			1
Website	Visitors/month	100	>100	100	75-100	<75	178
	News	36	≥36	36	20-35	≤20	58
Flyer and brochure	Distributed	NA*	-	500	200	-	500
Biannual newsletter	Number of issues	6	>6	6	3	<3	6
	Subscribers	>500	>700	>500	250-500	≤250	424
Twitter account	Followers	>200	>400	>200	>100	<100	67
	Tweets	200	>200	200	100-200	<100	89
LinkedIn page	Members	>300	>500	>300	>200	<200	831
Videos on the YouTube account	Number	8	≥9	8	8-4	<4	11
	Views/ video	500	>500	500	250-500	<250	Average: 150
Motion design video	Views/ video	500	>500	500	250-500	<250	692
Final brochure	Distributed	2000	>2000	2000	1000-2000	<100	2000
Press releases	Number	2	≥3	2	1	0	1

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	People reached	>500	>700	>500	250-500	≤250	300
Media press kit	People reached	>500	>700	>500	250-500	<250	>1000
Summary page of confidential deliverables	Downloads	50	>50	50	25-50	<25	>50
Publications							
Scientific publications	Number	10	>10	10	7-10	<7	15
Articles in specialized magazines	Number	2	≥3	2	1	0	1
Other publications / media appearances	Number	≥15	≥25	≥15	≥10	<10	21

Table 11: FLOATECH status of KPIs for communication and dissemination at M36

**Depending on the size of the event*

2.8. TRACKING AND MONITORING OF THE ACTIONS

The partner in charge of communication (Euronovia) was in charge of tracking all the communication activities of the partners. At this scope, a file was created in the first months of the project to gather all information related to the activities implemented by each partner, namely:

- Type of dissemination channel (event, newsletter, social media, article in press, scientific publication, etc.)
- Type of activity.
- Date and place.
- Type of target audience.
- Number of people reached.
- Responsible partner.

This document was made available to the partners in the TUBCloud so that the consortium could update it easily, and a reminder was sent to the consortium every 3 months. All partners were required to fill it and keep evidence of the actions.

3. EXPLOITATION STRATEGY

3.1. THE FINAL REPORT ON THE PROJECT EXPLOITATION INITIATIVES

The development of exploitation options and identification of uncertainties (risks and opportunities) was carried out in collaboration with all consortium partners. At the end of the project, all findings relevant to the commercial exploitation and market uptake of the results of the project have been consolidated in the final exploitation plan. The "Final Report on the Project Exploitation Initiatives" (D6.4) serves as a comprehensive report on the strategic actions undertaken to capitalize on the project's outcomes. This deliverable delves into the exploitation initiatives that have been implemented to maximize the impact of the project's result, encompassing a series of activities aimed at ensuring the effective dissemination, utilisation, and sustainability of the knowledge and innovations generated.

The formulation of the exploitation strategy for the FLOATECH project employed a multifaceted methodology, encompassing a series of activities aimed at supporting the partners in identifying the most effective routes for exploiting the project's results. This methodological approach included the following key activities:

- the identification of Key Exploitable Results
- the involvement of all partners in the Horizon Results Booster ESS seminar,
- the drafting of a market test on specific KERs the start of a new Horizon Europe funded project which builds on the project's outcomes: FLOATFARM.

The deliverable is available on the portal under the name : 101007142_Deliverable_22_(6.4 Final report on the project exploitation initiatives)

3.2. ACTIONS PLANNED TO ACHIEVE THE EXPLOITATION OF RESULTS AND IMPACT OF THE PROJECT

Several types of actions were planned by the project consortium before, during and after the end of the project in order to achieve the exploitation of results, as showed in the table below.

Table 12: actions planned to achieve the exploitation of results.

Type of actions	Description	Targeted groups
During the project		
Events	Organisation of 2 international workshops addressing the main technology applications of the project and two webinars to maximize the outreach. For example it is planned to provide a 2day-training on Qblade-Ocean to ITN FLOWER Early-Stage Researchers and Innovation Advisory Borad Members.	The R&D sector, the academic and non-academic organizations with specific players in the field, the public at large, EU projects interest
Events	Organisation of one final info day: The impact and further exploitation of the project results will be introduced to a wider public	Public at large, policy makers, media, and all other stakeholders
Events	Co-organisation of a side-event with ITN FLOWER at Windeurope Summit 2022	industrial stakeholders
Internal events	<ul style="list-style-type: none"> - Exploitation and IPR workshops: Euronovia, with the support of the Horizon Results Booster service, will organize a one-day seminar regarding Key Exploitable Results to provide the consortium with the relevant methodology and tools to perform well on this action. The seminar will identify comprehensively and characterize the exploitable results, including ownership. The follow-up actions will be to focus on assessing and preparing the related exploitation routes and business opportunities. The final exploitation plan will formalize those elements, with clear commitments from partners on how they will apply, further develop and/or commercially exploit the results. - Participation to IPR webinars organized by the IPR EC Helpdesk. The FLOATECH consortium attended a first webinar on IPR, organised by the EC and Euronovia, on the 22nd April 2021. 	Consortium
Recruitment of new personnel	Recruitment of at least 3 PhD students and 4 post-doctoral positions who should moreover be especially relevant candidates for the creation of innovative start-ups.	These PhD students and post-doc positions will be especially targeted related to all actions on exploitation and IPRs. A special focus will be put on training them for innovation creation during their position.
IP protection	The creation of patents is planned to guarantee the good protection of the project results and ensure a good exploitation management. Licencing or direct industrial use is envisaged.	Targeted groups for exploitation: Direct end-users of the technology
Market test	Identification of market opportunities for the exploitable results will be done through the running of a test market study which will provide information on market competitors, technology potential, future trends, comparison with other technologies, etc. The realisation of a market test with the outreach to more than 40 stakeholders will boost further engagement into the project.	End users of the technology, policy makers
Work package on economic assessment and scale up	The implementation of WP5 dedicated to the scale up of the project solutions and the evaluation of the potential of proposed techniques in LCOE reduction and market value increase. The objective of this task is to provide useful	Policy makers, funding agencies, and industrials

	information to Public Policies at larger scale about the interest and chance of success to scale up the project solutions, where it's the most judicious to introduce it for the larger expansion.	
Collaborations with other projects	Results might be useful for fundamental information, system evaluations, innovative inputs, network publication. For example it is planned to have co-publications with the ITN STEP4WIND in the Springer book and with the ITN FLOWER in "Research Topics in Wind Energy" book series edited by Springer"	Stakeholders from national, EU and international funded projects
Creation of an Innovation Advisory Board	To ensure the management of innovation within the consortium and guarantee that all measures are taken to maximize the dissemination and potential exploitation of the results during the project. This board includes key actors in the target areas and will be consulted for advice on related issues and the exploitation of the project results.	Consortium actors in the development of Key Exploitable Results
After the project		
Research development	Future internal research at the partners' institutions will be carried out to ensure the further sustainability of the technology development/ upgrade. The results will be used as a background for future collaborative innovation projects. This should take place potentially through new EU funding (like the COST actions to favour networking on a targeted R&D topic) or national funding.	Consortium partners and new key actors in the field, especially targeting the industry actors
Creation of new services and products	The new services and products (i.e. QBlade-Ocean simulation suite feed-forward, wave-based control system wave-mixing control algorithm) could be exploited by the SMEs of the consortium to propose new services or with the creation of spin-off and start-up companies.	SMEs, end users of the project, external industry actors
Further funding	PPP, H2020 funding for innovation (especially the SMES instrument), public procurement, venture capitals, private investors, banks, business angels will be sought for, to ensure the further development of the technology.	End users of the project, investors
Standards	The opportunity to provide <u>inputs to European standards</u> in the simulation and certification of floating wind turbines.	Standardization sector
Roadmap to commercialization	A wide dissemination of the roadmap will ensure that stakeholders engage with the project results even after the end of the project (See figure below).	Industrial and policy makers, including international policy makers
Open databases	The permanent access to the main results of the project in different databases, including Openaire and Zenodo.	All interested stakeholders

3.3. OPEN ACCESS TO RESULTS

3.3.1. Open access to scientific publications

The access policy that was implemented by the project gave priority to the Green model with the requirement to fix the embargo to 6 months after the first date of publication, as required by the EC. However, when not applicable, the publication policy of the consortium was to pay the fees to make the scientific publications free of access. The costs related to paying the "Gold" open access were integrated into the budget of the project.

The platform Sherpa/Romeo (<http://www.sherpa.ac.uk/romeo/index.php>) was used to have a summary of permissions that are normally given as part of each publisher's copyright transfer agreement.

All publications are stored in the online project community on Zenodo: <https://zenodo.org/communities/floatech/>.

3.3.2. Open access to data

The project collected relevant research data, which were managed according to the Data Management Plan (D6.1) respecting the principle that open scientific research data should be easily discoverable, accessible, useable, and wherever possible interoperable to specific quality standards. The project generated different kind of research data (data collected in previous scientific publications/patents, measuring data, design data etc.) – and associated metadata.

In accordance with the rules of the Open Research Data Pilot, for each one of those research data, the FLOATECH partners carefully studied the possibility and pertinence to make them findable, accessible, interoperable, and reusable. Data was shared in accordance with recognized standards used in the research field, to maximize the opportunities for data linkage and interoperability. Sufficient metadata was provided to enable the dataset to be used by others. Part of the data being produced was shared and made accessible for verification and re-use, according to the provisions foreseen in the CA.

On the other hand, distribution of specific data remained limited in order not to endanger the interests of the industrial partners and to not jeopardize the protection of the project's results.

The first version of the Data Management Plan (DMP) was prepared and submitted at M6, and it was regularly updated up till the end of the project with a final update at M36 (D6.1). In this document the partners have defined the handling of research data during and after the end of the project, the list of the data collected, processed and generated within each work package, the methodology and standards to be applied, which data will be made openly available and how, the measures undertaken to facilitate the interoperability and reuse of the research data and how the data will be curated and preserved.

All datasets are stored in the online project community on Zenodo: <https://zenodo.org/communities/floatech/>.

3.4. PROTECTION OF RESULTS AND IP

The overall Intellectual Property (IP) approach of the project was in line and built on the principles and guidelines described in the European Commission Recommendations on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations, along three main aspects: (i) internal IP management; (ii) knowledge transfer activities; (iii) collaborative and contract research.

For internal IP management, a Consortium Agreement was signed between all partners to address all relevant issues related to IP and the results generated during the project (access rights to background and foreground necessary for the execution of the Project, rules for dissemination and use of own knowledge). The Consortium Agreement (CA) complemented the rules of the Grant Agreement. In particular, treatment of partners' background, the disclosure of new ideas with potential commercial interest, the

ownership of research and results, record keeping and confidentiality, are all elements to be properly tackled in the consortium agreement.

At partner level, there was a periodical review of the results (see 3.1) and all partners were encouraged to protect any knowledge that had potential commercial applications and was relevant for knowledge transfer. Partners were asked to review and update the list of project outcomes and to identify, among them, those that were potentially exploitable. In addition, a dedicated workshop was organized to deal with exploitation and the protection of results.

3.5. THE INNOVATION ADVISORY BOARD

Throughout the duration of the project, FLOATECH was accompanied and supported by an Innovation Advisory Board. The IAB was constituted at the start of the project and was composed of representatives of six companies and networks:

1. WEAMEC
2. WAB e.V.
3. DNV GL
4. UL International GmbH
5. WindEurope
6. Eolfi

These members provided valuable inputs in order to foster acceptance through the offshore wind energy community and to advise and guide on the topic from a broader viewpoint. Actions of the IAB included:

- Analysis of the technical project and suggestion of a list of exploitable results.
- Regular identification of results and knowledge generated by the project through the implementation of a monitoring process.
- Analysis and review of the successive plans for exploitation and dissemination of the project results to provide further guidance steps for better actions.
- Support in monitoring of the market, IP, and technology landscapes.
- Strategic recommendations for the quality improvement of the project regarding the content and the execution of the work plan.

4. WP6 DELIVERABLES

- **D6.1: Data Management Plan [M6]:** The DMP describes the data management life cycle for the data to be collected, processed and/or generated by the project.

- **D6.2: Plan for exploitation and dissemination of the project results [M6]:** It summarizes the beneficiaries' strategy and concrete actions related to the protection, dissemination, communication, and exploitation of the project results.
- **D6.3: Mid-term report on dissemination and communication activities [M24]:** Report on the dissemination and communication actions for the first half of the project, including KPIs report.
- **D6.4: Final report on the project exploitation initiatives [M36]:** Report on the concrete actions related to the protection and exploitation of the project results (including dissemination and communication activities) undertaken during the project duration toward the objectives (PEDR) and evaluation of their impact.

5. CONCLUSION

The communication and dissemination activities have been carried 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 whole project duration, all partners successfully participated in the communication activities and dissemination of the Important results of the project.

At M36, the indicators measuring the performance of the communication and dissemination actions are mostly good and excellent (see Table 11), especially those related to events (organization and participation in external events) and the website. The only performance indicators that are weak are those related to Twitter/X and to the number of views of the videos published on YouTube. An explanation for this is that we noticed a decrease in interest for using Twitter/X, which is no longer used by some institutions and researchers. Concerning the videos, several of them were posted online in the last months of the project, so we could not reach a very high number of views yet.

Several dissemination activities were undertaken, and various tools were developed. All project partners have been actively involved in the dissemination of the project results by providing content and promoting the project through their website and contact networks.

Overall, the communication and dissemination activities during the project lifetime have been really satisfying, overstepping in some cases the project expectations, as demonstrated by the KPIs identified and monitored by the project.

ANNEX 1 – OVERVIEW OF THE FLOATECH DISSEMINATION AND COMMUNICATION PLAN AND RELATED KPI

Dissemination or communication channel	Name	Purpose and expected impact	When (and where, if relevant)	Target Audience	KPI	Objective	M36 December 2023	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	2022-2023	The R&D sector, academic and non-academic organizations, other EU projects	Number of workshops	2	3	TUB / UNIFI
					Number of participants	30	28 QBlade 25 NEMOH	
	Two webinars	Inform about the project and its results	2022-2023	Public at large	Number of participants	40-50	40 Women 50 Datasets	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	5	EURONOVIA
					Face to face new contacts	20-30	Between 20 and 50 per booth	
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	30 onsite 130 online	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	15	All partners
					Number of people reached per event	> 50	>50	

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Communication/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	178/month	EURONOVIA
					Number of news	36	58	
	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	6	EURONOVIA
					Size of the dissemination list	> 500	424	
	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	67	EURONOVIA
					Number of tweets/retweets	200	89	
	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	831	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	11	All partners
Number of views					500/video	1 563 in total		
Motion-design video	Inform about the project Promote the project	2022	Public at large	Number of views	500	692	EURONOVIA	
Final brochure	Inform about the project Promote the project	June 2023	Public at large	Number of downloads/brochures distributed	2000	2000	EURONOVIA	
2 Press releases	Inform about the project/results	June 2021 December 2023	Public at large	Size of the dissemination list	> 200 > 500	>500	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	>1000	EURONOVIA	

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	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	>50	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	14	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	1	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	>21	All partners