

FLOATECH

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

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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
СА	Consortium Agreement
FOW	Floating Offshore Wind
FOWT	Floating Offshore Wind Turbine
LCOE	Levelized Cost of Energy
PEDR	Plan for Exploitation and Dissemination of Results
КРІ	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 as part the 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, 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 will aim 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. CONTENT OF THE PEDR

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

Propose a communication and dissemination policy, and define the objectives of the actions;

Identify the target audience for each objective or main result;

List the communication and dissemination channels to be used for project promotion;

Present a scheduling of the communication and dissemination actions throughout the project duration;

Define and monitor 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, the PEDR will contain the following information, if applicable and when relevant, especially within the final exploitation plan to be submitted at the end of the project:

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 will be updated throughout the project. In particular, the PEDR has been updated at the end of the first reporting period an update on dissemination and communication activities will be provided at M24 with the deliverable D6.3 (Mid-term report on dissemination and communication activities), while a final exploitation plan will be produced at the end of the project (M36).

1.2.2. Responsibilities

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

However, all partners have the responsibility to participate in the communication activities and dissemination of the results of the project. According to the grant agreement 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. DISSEMINATION AND COMMUNICATION STRATEGY

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2.1. DEFINITION OF THE DISSEMINATION TARGET GROUPS

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

Mapping closely the audience is essential in choosing the most efficient ways to communicate. Within the audience, we can define several groups that have an interest or are going to be affected by the FLOATECH project. These groups can be classified in three categories, taking into account their level of interest and their level of power.

The primary group is the main target audience. Most part of the dissemination actions will be targeted to this group. This is where we can expect the maximum impact in terms of potential collaborations and future exploitation.

The primary group is 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** is composed of actors affected by the success of the project, although not identified as primary target group. It will include:

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 consists of the general public and other actors that can find interest in the project. More particularly, the tertiary group will include:

University students

Young pupils and their teachers

Partners' local stakeholders

Media

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

2.2. FLOATECH TARGET AUDIENCE

Specific stakeholders/organizations within each target group will be 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.

In the next months FLOATECH will be in charge of looking for potential end-users of the technology and will thus contribute to the extension of the list, especially through the market study that will provide a relevant list of industrial stakeholders interested in the project.

Below is the list of target and user groups that will be 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	Description of the target groups and	Objectives	Dissemination
groups	dissemination objectives		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	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	Public deliverables, scientific publications, conferences and other scientific events
	variety of disciplines, including aerodynamic design, simulation,	research projects.	

	control 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 (EAWE) 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 has identified, for each of these target groups, a list of stakeholders that can be contacted to disseminate information on the project,

constituting the future database of the project. It is important to note that this is not an exhaustive list since the database of contacts used for dissemination and exploitation will be constantly updated during the whole duration of the project.

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/	

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	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-eoliche-leitwind/1-0.html

International standardisation bodies	
Organisation/association name	Website
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 <u>http://www.owemes.org/</u>		
	OWEMES	http://www.owemes.org/

European and industrial networks				
Association/network name	Website			
European Academy of Wind Energy (EAWE)	https://www.eawe.eu/			
	https://www.nawea.org/north-american-wind-energy-			
North American Wind Energy Association (NAWEA)	academy/			
WORLD FORUM OFFSHORE WIND	https://wfo-global.org/			
European Energy Research Alliance (EERA)	https://www.eerajpwind.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/			

Table 3: List of ongoing 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.	<u>https://www.step4wind.e</u> <u>u/</u>
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 experience, SAIPEM has developed a new floated concept which will be analysed in WP2.	https://www.saipem.com /en/projects/hywind
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.	<u>https://www.hiperwind.e</u> <u>u/</u>
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 begining 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 are 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 should be used¹.

Here are some messages that could be 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;

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 require a good scheduling closely aligned with key project deliverables and milestones. At this scope, dissemination activities will be performed according to the following schedule:

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

Initial awareness phase (month 0-6): this includes 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 is organised to optimize targeted communication and dissemination.

Targeted dissemination phase (month 6-36): the consortium will enrich the website, publish a project brochure, issue the first press releases and attend selected events. Preliminary project results will be presented to the target audience through scientific publications, conferences and organised workshops. Mapping of the exploitation of results will start as well as the start of the exploitation strategy. Impact assessment is crucial at this stage to monitor and re-orientate the strategy if necessary.

Presentation of results (month 24-36): This represents the period closely before the end of the project, when the project will reach its most significant outputs. This phase will be focused on informing the target audience about the expolitable results airsing from the project. The preliminary list of expected project results that the consortium is plannning to disseminate at the end of the project is:

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:

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,			

Table 4: Dissemination strategy plannning

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 are 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 has been defined to allow for better visibility and recognition as well as branding of the FLOATECH project. Therefore, all dissemination tools and activities must refer to or include:

The name of the project: FLOATECH

The project's website URL (https://www.floatech-project.com/)

The FLOATECH project logo (different versions to be 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 programme under grant agreement No 101007142".

When displayed together with another logo, the EU emblem must have appropriate prominence.

2.6. DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

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

Below are the six main elements around which the communication strategy will be conducted, including all the tools and activities planned to be produced/delivered by the end of the project:

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.

Table 5: Main elements of the dissemination strategy

2.6.1. Visual identity

The project branding will help all partners to communicate about the project in a uniform, consistent, and professional manner: it includes 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 will be used in all dissemination tools and printed materials.

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



2.6.2. Communication materials

During the first six months of the project, the following 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.

2.6.2.1. One-page project description

At the start of the project, 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.

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.

2.6.3. Website

The project website (<u>https://www.floatech-project.com/</u>) is of crucial importance in order to enhance the visibility of FLOATECH as it will serve 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 is frequently updated, and the content will be 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;

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 M18, the FLOATECH website featured 21 news and numbered around 220 unique visitors/month. Detailed analytics regarding the project website will be provided in deliverable D6.3 Mid-term report on dissemination and communication activities.

2.6.4. 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 page: https://www.linkedin.com/company/floatech-h2020-offshore-wind-project/

Twitter account: https://twitter.com/FLOATECH H2020

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.

The impact of Twitter is analysed through Twitter Analytics (<u>https://analytics.twitter.com/user/FLOATECH H2020/tweets</u>) while the impact of the LinkedIn page is accessible by the group administrators.

At M18, the Twitter account of the project is followed by 48 people and 36 tweets have been published. 429 members have subscribed to the project LinkedIn group and 42 posts have been published.



2.6.5. Publications

Different types of project publications are planned to be produced and disseminated during the project lifetime:

6 biannual newsletters

A project e-newsletter summarising all activities related to the project will be issued on a 6-months basis. The first one has been sent out in June 2021: <u>https://mailchi.mp/c720f7518bf6/floatech-newsletter-1</u>). The second issue has been sent out to the project mailing list in January 2022 to 310 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 the project website (https://www.floatech-project.com/newsletter).

2 press releases

One to launch the project (distributed in June 2021 and available <u>here</u>) and one at the end to disseminate the main project results. The first PR, including the most important 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).

2 articles in specialized magazines

Here is the list of relevant events/journals that the consortium has identified for the dissemination of the results to the scientific and industrial community:

- Environment Magazine
- Hydroplus
- Reneweable Energy
- Wind Energy Science
- Energy Conversion and Management
- Applied Energy
- TU Delft's magazine
- Energies
- Journal of Wind Engineering and Industrial Aerodynamics
- Wind Energy

At M18, no article has been published in specialized magazine.

A final media press kit

To be produced at the end of the project to serve for massive communication on the project final outcomes and impact.

At least 10 scientific publications in peer-reviewed journals

So far, 2 peer-reviewed papers have been presented during conferences TORQUE 22 and OMAE2022 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;
- "Second-order difference- and sum-frequency wave loads in the open-source potential flow solver NEMOH" by Ruddy Kurnia (ECN) et al. OMAE2022-79163.

At least 15 external articles/media appearances

A dozen articles have been published on the initiative of project partners in the press.

Articles:	Published in:	Date of publication:	Dissemination level:
Wind ernten auf hoher	Pro-Physik online	April 8, 2021	National
<u>See</u>	magazine		
I Progetti Europei alla	Sole24Ore newspaper	May 2021	National
base della dimensione			
internazionale della			
ricerca			
Drijvende windturbine	KIJK online magazine	May 27, 2021	National
<u>balanceert op golf en</u>			
<u>wind</u>			
Floating wind drives	Breakbulk online	July 27, 2021	European
<u>deepwater opportunity</u>	media		
Projekt Floatech will	ContextCrew online	August 4, 2021	National
Offshore-Windparks das	magazine		
Schwimmen beibringen			
Change für Europa?	Tech&Nature online	August 4, 2021	National
<u>Schwimmende</u>	media		
Windparks im Fokus der			
<u>EU</u>			
<u>TU Berlin koordiniert</u>	Kooperation	August 4, 2021	National
EU-Projekt zu Offshore-	international - German		
<u>Windkraftanlagen</u>	Federal Ministry of		
	Education and		
	Research (BMBF)		
	online website		
<u>Schwimmende</u>	Konstruktion &	August 9, 2021	National
Windkraftanlage mit	Entwicklung online		
intelligenter Steuerung	magazine		

Table 6: Press articles published about FLOATECH

Floating wind turbines	Industry 24h online	August 9, 2021	European
<u>on the high seas</u>	media		
EU gibt Millionenbetrag	SmarterWorld online	August 9, 2021	National
<u>für schwimmende</u>	media		
<u>Windkraftanlagen</u>			
Floating wind drives	Spektrum online media	May 17, 2022	National
deepwater opportunity			

2.6.6. Participation in public events

The FLOATECH project partners will organize and participate in several public events to disseminate the results of the project. More specifically, the FLOATECH scientific partners will facilitate the dissemination of FLOAETCH results in national and international conferences in the offshore wind energy field. At this scope, the project partners have already identified relevant events and conferences to which a participation could be envisaged. This list, which will be updated through the whole duration of the project, is available in Annex 2. It is to be noted that, depending on the timing of these events, the type of results to be disseminated and budget constraints, only a limited number of events from this list will be selected. This will be discussed by the consortium in due time.

Participation in external events for communication purpose

So far (M18), project partners participated in 5 external events targeting the public at large where they highlighted and presented the FLOATECH project:

- Offshore Wind Energy (OWEMES) the Italian perspective December 2,2021 (Rome, Italy) Project presentation by SEAPOWER and UNIFI;
- ASME Turbo Expo June 7-11, 2021 (online)
 Project presentation during the tutorial session "Recent developments in wind turbine technology and research" by Alessandro Bianchini (UNIFI);
- TWIND Summer School focusing on floating wind July 5-9, 2021 (online) Oral presentation by TUD;
- FOWE Summer School October 2021, Como (Italy)
 Project presentation within the lecture "Challenges in developing the new generation of wind turbine" by UNIFI;
- ASME Turbo Expo June 13-17, 2022 (Amsterdam, The Netherlands)
 Project presentation during the tutorial session "Challenges in developing the new generation of wind turbines" by Alessandro Bianchini (UNIFI).

Conferences

At least 6 scientific conferences where the project results will be presented either via oral/poster presentations and where this could lead to the publication of conference proceedings. From M1 to M18, the consortium participated in 3 scientific conferences for dissemination purpose:

- European Control Conference (ECC21) June 1, 2011 (online) (Semi) plenary talk on "Closed-loop Dynamic Wind Farm Control" by Jan Willem van Wingerden (TUD);
- TORQUE22 June 1-3, 2022 (Delft, The Netherlands)
 Conference paper presentation "Using the Helix Mixing Approach on Floating Offshore Wind Turbines" by Daniel van den Berg (TUD);
- Ocean, Offshore and Arctic Engineering (OMAE) June 5-10, 2022 (Hamburg, Germany) Conference paper presentation on "Second-order difference- and sum-frequency wave loads in the open-source potential flow solver NEMOH" by Ruddy Kurnia (ECN).

Exhibition booth in industry conferences

Partners will participate as exhibitor in at least 2 industry conferences to promote the project results. At M18, partners have already attended 2 industry conferences where they presented the projects findings and enhanced discussions with interested people in the field:

- WindEurope Electric City exhibition, organized on November 23-25, 2021 in Copenhagen (Denmark);
- WindEurope annual event, organized on April 5-7, 2022 in Bilbao (Spain).

Technology workshops

Project partners will organize 2 technology workshops related to the project results. The first technology workshop 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 FLOAWER MSCA-ITN project and other individuals active within industry were also invited to the training, in order to improve the uptake of the software.

Webinars

Two webinars will be organized during the project lifetime.

Final infoday

A final infoday, targeted at the general public and other non-experts, will be organized at the end of the project.

Popularization event

Project parnets will participate, at least, in 1 science popularization event.

2.7. IMPACT ASSESSMENT

Monitoring the impact of the different dissemination activities involves a systematic collection of data and reporting of information from all partners. This information serves 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 has been created in order to check that all activities are planned and are effectively taking place, integrating Key Performance Indicators (KPIs) to measure the impact of these dissemination and communication activities. KPI's are a measuring factor for the performance and progress of an activity, message, task, etc. towards its expected impact. Several KPIs have been defined for each communication activity. They will be used to assess the performance of the dissemination activities all along the project duration and re-orientate the dissemination plan if necessary when KPIs are not matched and the expected impact not reached.

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 M18.

2.8. TRACKING AND MONITORING OF THE ACTIONS

The partner in charge of communication (Euronovia) will be in charge of tracking all the communication activities of the partners. At this scope, a Google form was created 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 activitiy;
- Date and place;
- Type of target audience;
- Number of people reached;
- Responsible partner.

This has been set-up on an online sheet saved on TubCloud so that the consortium can update it easily and a reminder is sent to the consortium every 3 months. All partners are required to fill it and keep evidence of the actions.

3. EXPLOITATION STRATEGY

Creating markets from research results is becoming a requirement to boost research, towards a constant evolution in which universities and research centres are engaging with companies and the non-academic sector/private sector. In its nature, FLOATECH holds the potential for exploiting research results at various levels, involving different types of organizations, such as industries, research centres as well as other public interest organizations, for the benefit of the final users.

The development of exploitation options and identification of uncertainties (risks and opportunities) will be 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 will be consolidated in the final exploitation plan. This will include:

- Target groups identification: lead and end users principally like energy companies planning to install floating wind parks, and/or potential future competitors like Equinor, GE, etc. The range of organizations' types targeted is wide enough to ensure an efficient outreach while at the same time protecting project results also vis a vis external developers/user and preserving the interest of all partners;
- Lists of outputs to be exploited and explanation on how to proceed with their development;
- Definition of the exploitation and valorization strategy (improvement of dissemination strategies, market and needs analysis, feasibility studies, research of funding, standardization, commercialization and transfer of knowledge, ...). This strategy will outline potential trends, technology scenario, partners and competitors in the areas of interest for the project. This will also include the implementation of performance indicators to assess the adequate valorisation strategy;
- Methods of exploitation (patents, company creation, private public partnerships, etc). In particular, the range of different possibilities for exploitation should be studied and analysed towards the TRL of the technologies provided, in order to develop the appropriate plan, which takes also into account the nature of the partner(s) involved in the dissemination and exploitation and of their financial conditions. The aspects related to the ownership of results and access rights to results have been defined in the Consortium Agreement (CA), signed by all partners before the start of the project.

The consortium has requested the support from the Horizon Results Booster service (Module C) to best exploit the potential of the FLOATECH project results and an Exploitation Seminar is to be organised by the FLOATECH team in October 2022.

3.1. LIST OF EXPLOITABLE RESULTS

The preliminary list of project outputs identified in the Grant Agreement (GA) has been updated under the lead of Euronovia in May-June 2022. All Work Package (WP) leaders have been requested to identify the main knowledge outputs (KO) expected to be achieved within each WP and to provide information on each KO by filling an Excel table. The following 9 KO have been identified:

#	KO	Lood	Description	Sactors to hanafit from the
Ħ	NU	partner	Description	KO
1	QBlade-Ocean simulation suite	TUB	High order open-source aero- hydro-servo-elastic design and simulation tool	- Academic - Industrial
2	NEMOH software with full QTF	ECN	The diffraction-radiation open- source software NEMOH has been enhanced with the inclusion of the treatment of irregular frequencies and 2nd order (QTF)	- Academic - Industrial
3	Quantification of uncertainty reduction using QBlade-Ocean in comparison to state-of- the-art tools	UNIFI	Detailed analysis of the improvements in terms of accuracy that one can gain using the new software thanks to the more refined representation of some physical phenomena	- Academic - Industrial
4	Creation of scientific data: Experimental measurements of responses of a scaled floating wind turbine test bench	ECN	Test bench of a scaled FWT in a hydrodynamic test tank including aerodynamic loads and control (Software In loop method), testing and comparing the innovative control techniques developed in the WP	- Academic - Industrial
5	Creation of scientific data: Full scale experimental measurements of wave fields surroundinf a FOWT	ECN	Dataset aimed at validating deterministic wave prediction techniques	- FOWT - Offshore and naval resarch - Industrial
6	Full-scale FWT with wavebased radar system in real environment for validation of wave prediction system	ECN	Installation of a wave radar system mounted on the FWT "ID1-Floatgen" to and aimed to predict motions of the platform, with real time remote wave measurement and validation of the technology.	- Academic - Industrial
7	Feed-forward, wavebased control system	TU Delft	Active wake mixing techniques. Innovation: Complete new approach to designing floaters to enhance wake mixing by which wind speed can be significantly increased downstream	- Academic - Industrial

Table 7: List of the main knowledge outputs (KO) identified at M18

8	Innovative control to enhance wake mixing control in floating wind farms	TU Delft		- Academic - Industrial
9	Economic assessment to prove the effectiveness of FOWs embedding the control technologies developed within the project and their positioning into the energy mix system	SEAPOWER	LCOE evaluation tool using relations for FOW components dimensioning enhanced compared to the scaling laws currently used in most costs evaluation tools	- Academic - Industrial - Investment sector - Policy makers

Among this list of 9 identified KO, the consortium has selected 4 potential key exploitable results (KO #1, #2, #3 and #4) that will be analysed in detail during an exploitation seminar to be organised in October 2022. The exploitation seminar will be organized with the support of the Horizon Results Booster service. The consortium has applied for the Module C of this service to receive guidance and training to improve the existing project strategies towards effective exploitation of key exploitable results. This is expected to improve the following aspects:

Review of the key exploitable results of the project;

• Revise, complement and clarify existing exploitation plans of project results and/or outline exploitation paths of results;

- Techniques to identify all relevant stakeholders in the exploitation value chain;
- Support to perform a risk analysis related to the exploitation of results.

Members of the Innovation Advisory Board (IAB) of the project, composed of representatives of six companies and networks (WEAMEC, WAB e.V. DNV GL, UL International GmbH, Wind Europe, Eolfi) will also be invited to participate in the seminar and to provide advice on how to exploit better the results according to the status of the market. The IAB will also help to foster exchanges with external industrial players regarding the exploitation potential and options.

After the exploitation seminar, market opportunities for the exploitable results will be identified through the running of a test market study which will provide information on market competitors, technology potential, future trends, comparison with other technologies, etc.

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

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

Type of actions	Description	Targeted groups
	During the project	
Events	Organisation of 2 international workshop addressing the main technology application 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 FLOAWER 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 FLOAWER at Windeurope Summit 2022	industrial stakeholders
Internal events	 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

Table 8: actions planned to achieve the exploitation of results.

Mork package op	The implementation of W/DE dedicated to the scale	Delicy makers funding
	ine implementation of WPS dedicated to the scale	Policy makers, runuing
and coale up	the notantial of proposed techniques in LCOE	agencies, and moustrials
and scale up	reduction and market value increase. The objective	
	of this task is to provide useful information to	
	of this task is to provide useful 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	Results might be useful for fundamental	Stakeholders from national, EU
other projects	information, system evaluations, innovative inputs,	and international funded
	network publication. For example it is planned to	projects
	have co-publications with the ITN STEP4WIND in	
	the Springer book and with the ITN FLOAWER in	
	"Research Topics in Wind Energy" book series	
	edited by Springer"	
Creation of an	To ensure the management of innovation within	Consortium actors in the
Innovation Advisory	the consortium and guarantee that all measures	development of Key Exploitable
Board	are taken to maximize the dissemination and	Results
	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.	
	After the project	
Research	Future internal research at the partners'	Consortium partners and new
development	institutions will be carried out to ensure the further	key actors in the field,
	sustainability of the technology development/	especially targeting the
	upgrade. The results will be used as a background	industry actors
	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.	
Creation of new	The new services and products (i.e. QBlade-Ocean	SMEs, end users of the project,
services and products	simulation suite feed-forward, wave-based control	external industry actors
	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.	
Further funding	PPP, H2020 funding for innovation (especially the	End users of the project,
	SMES instrument), public procurement, venture	investors
	capitals, private investors, banks, business angels	
	will be sought for, to ensure the further	
	development of the technology.	
Standards	The opportunity to provide inputs to European	Standardization sector
	standards in the simulation and certification of	
	floating wind turbines.	
Roadmap to	A wide dissemination of the roadmap will ensure	Industrial and policy makers,
commercialization	that stakeholders engage with the project results	including international policy
	even after the end of the project (See figure	makers
	below).	
Open databases	The permanent access to the main results of the	All interested stakeholders
	project in different databases, including Openaire	
	and Zenodo.	

Roadmap to commercialization



3.3. OPEN ACCESS TO RESULTS

3.3.1. Open access to scientific publications

The access policy that will be implemented by the project will give 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 will be to pay the fees to make the scientific publications free of access. The costs related to paying the "Gold" open access have been integrated to the budget of the project.

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

Further to this and whenever necessary, the addendum to publication agreement², provided by the European Commission will be used. This is an instrument that, if accepted by the editor, modifies the publisher's agreement and allows the researcher to keep key rights to your articles. The coordinator will be in charge of supporting the researchers for these administrative issues related to the communication with the publishers.

In addition, the consortium will consider to submit papers to the Open Research Europe, the new open access publishing platform for the publication of research stemming from Horizon 2020 funding. This will be discussed by the project partners on a case by case basis.

²http://ec.europa.eu/research/participants/data/ref/fp7/89989/model-amendment-to-publishing-agreement_en.doc

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

3.3.2. Open access to data

The project will collect relevant research data, that will be 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 will generate 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 will carefully study the possibility and pertinence to make them findable, accessible, interoperable and reusable. Data will be shared in accordance with recognized standards used in the research field, to maximize the opportunities for data linkage and interoperability. Sufficient metadata will be provided to enable the dataset to be used by others. If applicable, part of the data being produced will be shared and made accessible for verification and re-use, according to the provisions foreseen in the CA, while distribution of specific data will remain limited until the relevant new know-how acquired in the project is protected 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) has been prepared and submitted at M6 and it will be regularly updated. 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 will be 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 is in line and builds 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 has been 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) complements 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 will be a periodical review of the results (see 3.1) and all partners will be encouraged to protect any knowledge that has potential commercial applications and is relevant for knowledge transfer. Questionnaires will be sent to all partners to assess the knowledge created and their opinions on the potential exploitation plan to adopt and how to protect the knowledge. In addition, a special workshop will be organized to deal with exploitation and the protection of results.

3.5. THE INNOVATION ADVISORY BOARD

FLOATECH is accompanied and supported during the project lifetime by an Innovation Advisory Board. The IAB has been constituted at the start of the project and is composed of representatives of six companies and networks:

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

These members will provide 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 will include:

- 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.

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	КРІ	Objective	M18 June 2022	Responsible partner
	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	1 (Training on Qblade Ocean)	TUB / UNIFI
					Number of participants	30	28	
	2 webinars	Inform about the project and its results	2022-2023	Public at large	Number of participants	40-50	Due at RP2	EURONOVIA
Events organised by the		Inform about the			Number of booths	at least 2	2	
project	Exhibition booths project and its results at industry and of the importance conferences of the developed technology	2022-2023	Industrial stakeholders, other EU projects	Face to face new contacts	20-30	20	EURONOVIA	
	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	In Popularization pi ai events oi te	Inform about the project and its results and of the importance of the developed technology	Whole project duration F	Dublic et leves	Number of events	1	Due at RP2	All portpore
				Face to face new contacts	20-30	Due at RP2	All partners	
	Other external conferences (see preliminary list of targeted events in Annex 2) Promote the s results to inte groups and in with other rel technologies stakeholders	romote the scientific esults to interested roups and interact Whole project	The research and academic community (and more industry	Number of conferences attended (oral or poster presentations)	6	3	All partners	
		with other related technologies stakeholders	her related duration ogies olders	oriented depending on the type of conferences)	Number of people reached per event	> 50	> 50	

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	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 Number of news	100/months 36	220/month 21	EURONOVIA
	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	Number of newsletters	6	2	EURONOVIA
				Stakeholders, other EU related projects, public at large	Size of the dissemination list	> 500	310	
		To make science more accessible to a wider public To make renewable energies popular	Whole project duration		Number of followers	> 200	51	
	Twitter account			Public at large t	Number of tweets/retweets	200	36	EURONOVIA
Communication/disseminati on material and activities	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	416	EURONOVIA
	To make science moreProject videosaccessible to a wider(YouTubepublicaccount)To inform about theprojectbound the	To make science more accessible to a wider			Number of videos online	8	Due at RP2	
		2022-2023	Public at large	Number of views	500/video	Due at RP2	All partners	
	Motion-design video	Inform about the project Promote the project	2022	Public at large	Number of views	500	Due at RP2	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	> 100	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	Raise awareness on the project results	End of the project	The research and academic	Number of downloads	50	Due at RP2	All partners

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	confidential deliverables			community related to the project technology				
	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	2	Research partners
Publications	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	11	All partners

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ANNEX 2 – LIST OF RELEVANT EVENTS IN THE OFFSHORE WIND SECTOR (MID TERM)

SCIENTIFIC CONFERENCES					
Name	Date	Venue			
European Control Conference (ECC21)	July 1, 2021	online			
Offshore Wind Energy - the Italian perspective (OWEMES)	December 2, 2021	Rome, Italy			
OMAE 2022	June 5-10, 2022	Hamburg, Germany			
ASME Turbo Expo	June 13-17, 2022	Amsterdam, The Netherlands			
TORQUE 2022	June 2022	Delft, Netherlands			
International Conference on Ocean Energy (ICOE)	October 18-20, 2022	San Sebastian, Spain			
17th Conference on Sustainable Development of Energy, Water and Environment Systems (SDEWES)	November 6-10, 2022	Paphos, Cyprus			
International Offshore Wind Technical Conference (IOWTC)	December 7-8, 2022	Boston, USA			
EERA DeepWind	January 18-20, 2023	Trondheim, Norway			
International Conference on Offshore Wind Technology and Farms (ICOWTF)	July 19-20, 2023	Copenhagen, Denmark			
Wind Energy Science Conference (WESC)	May 23-26, 2023	Glasgow, Scotland			

INDUSTRY EVENTS					
Name	Date	Venue			
ASME Turbo Expo	June 7-11, 2021	Online			
Wind Europe Electric City 2021	November 23-25, 2021	Copenhagen, Denmark			
WindEurope	April 5-7, 2022	Bilbao, Spain			
ASME Turbo Expo	June 13-17, 2022	Amsterdam, The Netherlands			
Wind Energy	September 27-30, 2022	Hamburg, Germany			
Floating Offshore Wind Turbines (FOWT)	2023	ТВА			

POPULARIZATION EVENTS					
Name	Date	Venue			
EU Researchers' Night	September 30, 2022	TBA (25 countries)			
Fête de la Science	October 7-17, 2022	France			