

TWIND

Twinning for an Offshore Wind Energy Partnership

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D5.1 - Dissemination plan



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1 EXECUTIVE SUMMARY

Deliverable 5.1 “Dissemination Plan” is produced in the scope of Task 5.1 of Work Package (WP) 5 related to the Dissemination and Public Outreach of the TWIND project. The Dissemination Plan is drafted at the start of the project, coordinated by WavEC Offshore Renewables, which is leader of this Work Package, with input from all partners. The document will establish the strategy to reach the different target audiences, in particular industry stakeholders (including supply chain), academia & research, as well as the wider public. The main networking activities in terms of schedule and venue, including the length of staff-exchanges and visits, are a key part of this plan.

The objective of this Dissemination Plan is to provide the TWIND 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 to disseminate.

The detailed objectives are to:

- Develop dissemination tools and materials for the promotion of the project;
- Elaborate and distribute press releases to ensure public awareness;
- Draft and regularly update a plan of the main networking, dissemination and outreach activities, including the participation in relevant conferences and exhibitions;
- Make the wider R&D community aware of the TWIND project, by disseminating the project results in conferences and scientific articles.

The dissemination plan is an evolving document, which will be updated throughout the project.

It is important to note that all information, communication and branding measures provided by the project, including presentations at conferences or seminars, shall acknowledge the financial support from the Horizon 2020 funds of the European Commission.

When using the project logo, TWIND partners must respect the H2020 communication rules for the application of the programme logo as explained in the Communication Plan.

All documents produced in association within the TWIND project must state that it only reflects the author’s view and that the programme authorities are not liable for any use that may be made of the information contained therein.



2 INTRODUCTION

2.1 PURPOSE AND SCOPE OF THE DELIVERABLE

The purpose of this TWIND Dissemination Plan is to establish comprehensive guidelines for the Consortium regarding all project dissemination activities. This plan - drafted at the beginning of the project - is coordinated by the lead partner of the Dissemination and Public Outreach Work Package - WavEC Offshore Renewables - and it includes input from all the partners.

The Dissemination Plan will be updated during the lifetime of the project according to the project's developments. In this plan monitoring activities have been outlined to guarantee that the communication activities of TWIND will be effective and are reaching the different existing audiences.

2.2 PROJECT SUMMARY

2.2.1 Short description

TWIND is a European Commission Horizon 2020 funded project with a total budget of 796 thousand Euros. 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 training curriculum.

2.2.2. Overall description

The Portuguese Government has approved the Industrial Strategy for Ocean Renewable Energies (EI-ERO) with the aim of developing the country's offshore wind potential. According to EI-ERO, offshore renewable energies have the potential to supply 25% of the electricity consumed annually in Portugal and create a new export chain in these new technologies. The government envisages that potential exports in this field could increase up to ten times the current employment in the active sectors, with the greatest potential for exports seen in the development of the floating wind technology.

The overall objective of TWIND is to create a network of excellence that will dynamize a pool of specialized research professionals and trainers 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.

WavEC will be the pivot research institution of the low performing Member State (Portugal) coordinating efforts with internationally-leading counterparts at the EU level (Spain, United Kingdom and The Netherlands) and enhancing its excellence and innovation capacity through the exchange of knowledge with these leading research organizations. The combining capabilities of partners will open the grounds to exploit existing research results and invest in developing more knowledge.

These objectives will be fulfilled through a set of strategic activities well-structured throughout the project including specific training programmes on thematic topics, short-term scientific meetings, long-term staff visits, networking meetings, attendance to relevant conferences in the field, knowledge transfer workshops with stakeholders and an annual event.



The networking activities and exchange of knowledge will stimulate research activities and highly qualified services that impact the economy and the society, thus benefitting not only WavEC and the partner organisations, but in general Portugal.

3 STRATEGY & METHODOLOGY

3.1 OVERVIEW OF THE STRATEGY

The TWIND Dissemination Plan follows the 5Ws and 1H communication model shown on Figure 1. This model answers the questions: what are the messages; who is the audience or audiences of the project; what is the purpose of the communication; who are the contributors; when will these actions take place and what methods are we going to use or how are we going to disseminate the messages.

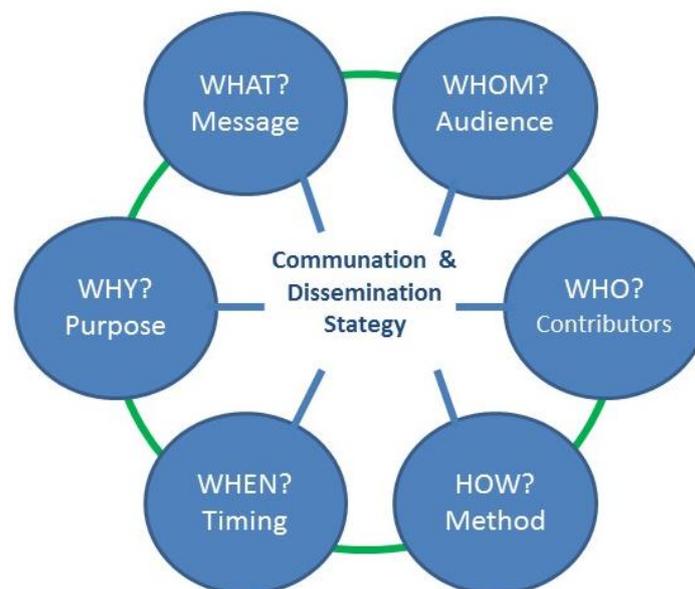


Figure 1. Communication & Dissemination Strategy model

3.2 WHAT? KEY MESSAGE

A project may have several messages to its audience or audiences, due to the fact that different audiences may require different messages. In this plan we will define the key message of the TWIND project in order to answer what we plan to disseminate and to guarantee the effectiveness of this Dissemination Plan.

The main message of the TWIND project is the following:

TWIND aims 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, enhancing at the same time the scientific and technological capacity of all the other internationally leading institutions involved.

This short text will be used at the Twitter and LinkedIn account.

3.3 WHOM? THE AUDIENCE

The TWIND project targets a wide range of audiences. The target groups for TWIND cover mostly the Offshore Wind sector and all stakeholders involved or potential users. It is very important to identify the stakeholders in this project. TWIND includes a Work Package dedicated to the Stakeholders Engagement (WP4) and therefore it is important to identify who they are and what are their needs and interests.

In this Dissemination Plan the target audiences of TWIND will be grouped into five different categories, namely the Private sector and Industry, the Scientific and Academic Community, the Public Bodies, the Wider Public and the Media both at National and European level :

- **Private Sector and Industry:** Technology developers, Manufacturers, Component suppliers, Engineering Companies, Investors, Utilities, Financiers, Insurance companies, Trade communities, among others;
- **Scientific and Academic Community:** Academia, Researchers, Students and others;
- **Public Bodies:** European authorities, National and Local authorities, Policy makers, etc.;
- **Wider Public:** NGOs, Other users of the ocean space and Individual citizens;
- **Media:** Offshore Wind Energy media and Local or National media.

3.4 WHY? THE PURPOSE

The dissemination activities of TWIND will mainly focus on maximizing the impacts of the project results by tackling both the academic/research community and the industry supply chain, as well as general stakeholders. In particular, the strategy is supported by the following pillars:

- To promote the mentoring and course opportunities available for early-stage researchers within WavEC in particular, and within the Portuguese research community in general. This will improve WavEC's research capacity in the field by adding value and knowledge to its early-stage researchers.
- To strengthen the networking between the partners, through collaborative publications and media presences in relevant conferences and/or forums. This will improve WavEC's visibility and further expand its networking capabilities, in particular in the field of offshore wind energy.
- To organize sessions with local senior staff and international experts, in order to identify the key challenges and possible solutions for the future of the Portuguese offshore wind industry. These sessions will position WavEC as a local expert and establish a liaison with international experts, enabling the development of the Portuguese offshore wind industry.
- To interact with the local supply chain through workshops. These workshops will address the offshore wind potential, assess the supply chain existing capacity, and the necessary improvements to enable the vision of the Portuguese government for offshore wind energy. These workshops will connect the local industry with the internationally leading scientific institutions, promoting the knowledge transfer to the local supply chain, and opening a new market to those institutions.
- To engage stakeholders and general public through workshops, in order to increase the



community awareness and its involvement in offshore wind.

3.5 WHO? CONTRIBUTORS

All the TWIND partners will contribute to the dissemination and communication activities of the project's results under the overall management of WP5 leader, WavEC.

Each partner will contribute to:

- Identify communication and dissemination opportunities (e.g. what events will take place, information about up-to-date publications, activities' development and other news, etc.);
- Contribute with news to the TWIND website and social media;
- Promote TWIND at events and exhibitions either as speakers or participants.

3.6 WHEN? TIMING

Regarding the question WHEN will the communication and dissemination activities be produced, a performance indicators log has been created, available in Annex I. The purpose of this log is to track the information that will be produced during the lifetime of TWIND and the respective timings, i.e. when it is intended to be disseminated. This information will be monitored during the project's activities and adjusted when considered necessary.

3.7 HOW? THE METHOD / CHANNELS AND TOOLS

TWIND will use diverse dissemination channels and tools to disseminate its activities to its different audiences, as following.

- Project website
- Social media
- Partners websites
- Mainstream media
- Specialized magazines
- Press releases
- Think-tank meetings, summer schools, staff-exchanges
- Representation at relevant stakeholder platforms and conferences
- Training materials
- Final event

3.7.1 PROJECT WEBSITE

The main communication tool of the TWIND project will be its website. The url is: www.twindproject.eu. It will be recommended that all partners link the TWIND project to their individual webpages and inform the coordinator of all relevant news and events that can be uploaded to the TWIND website.

The TWIND website is structured as followed:

- HOME (Overview of the project, training, partners, social media, news and events)



- PARTNERS (Logos of the TWIND consortium with links to the partners' websites)
- TRAINING (Information about all training activities)
- DOCUMENTATION (All project public documents)
- NEWS AND EVENTS (Relevant news and events for or about TWIND)
- CONTACTS (A registration form to contact the project)

The website will be linked to the free online Google Analytics platform in order to track information about users that visit the website, the duration of the visit, locations of visitors or devices used for browsing the website, among many other information.

It should be noted that TWIND respects the General Data Protection Regulation (GDPR) (EU) 2016/679 and therefore is introducing the Cookies Policy to its website according to the proceedings. The contact registration form has also been programmed respecting the GDPR stating that the registrant grants consent for personal data to be used for the TWIND project.

In a later phase online tutorials will be added to the website.

3.7.2 SOCIAL MEDIA

TWIND activities will use social media to disseminate its results. Social media are considered important channels to reach different audiences. TWIND will have two main social media channels: LinkedIn and Twitter.

The TWIND partners will be asked to share actively the project news on its own channels in order to reach the largest audience possible.

In order to disseminate TWIND messages as broad as possible #Hashtags will be used, such as #offshorewind #windenergy #renewables #TWIND, among others, according to the nature of the message.

It will be taken into consideration that it is essential to acknowledge the funding entity and to highlight it in all social media communication with the hashtag #H2020.

The TWIND communication activities will be monitored by WavEC, in its capacity as WP5 and project coordinator, which will ask the consortium what news and events have been disseminated in social media in order to have a wide overview of the dissemination activities.

The LinkedIn and Twitter accounts links will be included in the Dissemination Plan as soon as they are available.

3.7.3 MAINSTREAM MEDIA

Mainstream media refers to newspapers and magazines, television and radio pieces intended to disseminate TWIND. The project will use specialised channels of the offshore wind energy sector and more generalist channels adapted to the wider public.

3.7.4 SPECIALISED MAGAZINES

It is essential that the TWIND partners publish news articles in offshore wind energy magazines and



in other magazines of interest in the sector both in national and international media.

Partners will be invited to send all news articles to the project coordinator WavEC for notification in order to efficiently track all the communication activities of the project. Naturally all pictures and figures will have to comply with the copyright rules.

3.7.5 PRESS RELEASES

Email marketing is an important channel to be used to disseminate TWIND activities and Press Releases will therefore be produced and sent to regional, national, European and international media. 6 Press Releases will be produced during the lifetime of the project.

The Press Releases will be available in the project website in the News section.

3.7.6 THINK-TANK MEETINGS, SUMMER SCHOOLS, STAFF-EXCHANGES

The main networking activities in terms of schedule and venue, including the length of staff-exchanges and visits, are a key part of this plan. Expected activities to be organized include 3 Think-tank meetings, 3 Workshops, 2 summer schools, 10 senior staff-exchanges and 18 ESR staff-exchanges. The planning of these events will be discussed in the kick-off meeting. Minor adjustments according to the project's development and needs are to be expected, in which case the dissemination plan will be adjusted accordingly. Bearing this in mind, the following reflects merely what is expected at this stage.

Based on the TWIND priority research topics, key issues for the Portuguese offshore wind sector (e.g. suitability of existing wind energy conversion systems for the Portuguese environment) will be identified by the consortium and with input from the project's Advisory Board. Each of these topics will then be addressed during 1 of 3 **think-tank meetings**, whereby each partner organization contributes their most senior staff on the topics to a day's conversation to identify avenues of R&D designed to address the issues.

One summer school and one short-course following the summer school principle will be organized in Delft with invited speakers from the consortium and from outside the consortium where needed.

The summer school configuration brings early-stage researchers together typically during 1-2 week. These events will be held early in the project to put the ESRs (particularly WavEC's) up to speed with the main research expertise of the partners: integrated numerical modelling, high-fidelity modelling, comparisons with experimental data, and digital twin approaches. They will be open to participants from outside the consortium.

TWIND will organize and execute **10 short-term (1-2 week) exchanges** of senior staff between WavEC and partner organizations. Appropriate members of staff will be selected to fit within the TWIND priority research topics. Senior members of staff (acknowledged leaders in their field) will be transferred from each TWIND partner to WavEC to deliver short training courses and advise on ongoing R&D activities. Senior members of WavEC staff will be transferred to TWIND partners to engage with the breadth of knowledge and skills at each organization and to learn from the laboratory, test and validation facilities operated by each partner.



A total of 18 short-term secondments (1-2 weeks) of ESRs will be organized across the consortium, with specific emphasis to transferring skills to junior staff from the Widening country. Among others, topics of interest will be the numerical modelling of offshore wind energy systems using a variety of model fidelities and how they can be used to design offshore wind farms.

3.7.7 REPRESENTATION AT RELEVANT STAKEHOLDER PLATFORMS AND CONFERENCES

The leading scientific institutions are expected to promote the twinning exercise at national and international events, seeking to foster networking opportunities for WavEC, in its capacity as institution from the widening country. More specifically, the leading scientific institutions will facilitate the involvement of WavEC in conferences and networks relevant in the offshore wind energy field. The former may be achieved via e.g. the organization of a special panel in a renowned conference and the latter via e.g. the promotion of WavEC's participation in alliances developing coordinated research, such as EERA JP Wind Energy – Offshore Wind sub-programme. For that purpose, a list of conferences, symposia and dedicated networks is identified in this dissemination plan (see Annex II).

3.7.8 TRAINING MATERIALS

Online tutorials will be developed to train professional staff and early-stage researchers to use the numerical tools available within the consortium. Good practises for using and developing high-fidelity numerical tools will also be part of the training materials. The online materials will be shared within the consortium first and then will be open to the general public. The main target will be ESRs and professionals new to the field of high-fidelity modelling.

3.7.9 FINAL EVENT

A final event is planned, jointly organized with a large offshore wind European event (e.g. WindEurope or other), aiming at promoting the benefits of TWIND and ensuring the outcomes of the project are well communicated.

3.7.10 DATA MANAGEMENT PLAN

A Data Management Plan will be produced to define what information will be disseminated, what levels of access will be granted and how the consortium members will share the research data (e.g. scientific peer reviewed final manuscripts and publications through the green Open Access model).

3.7.11 COMMUNICATION TOOLS

3.7.11.1 LOGO

At the beginning of the project a logo will be designed by the project leader to identify TWIND.

The logo will be available in colour and grey scale and will be uploaded to the project's intranet platform.

When disseminating TWIND, partners must respect the Horizon2020 communication rules and insert the EU flag logo together with the sentence: "This project has received funding from the European



Union's Horizon 2020 research and innovation programme under grant agreement No 857631".

3.7.11.2 POWERPOINT AND DELIVERABLE TEMPLATE

PowerPoint and Deliverable templates will be designed for the TWIND project. Partners will be recommended to use the PowerPoint template when attending external events and promoting the project. Both templates will be available in the project's intranet platform.

3.7.11.3 ROLL-POSTER

A roll-up poster communicating the objectives of TWIND will be produced to provide a brief overview of the project, for display purposes and exhibitions, and at public meetings.

3.7.11.4 PROJECT LEAFLET

A project leaflet will be produced to outline TWIND's objectives. The leaflet may suffer updates according to the project's activities and developments.

3.7.11.5 JOINT PUBLICATIONS

Based on the collaborative work enabled by TWIND between senior staff of partner organizations, the project will deliver high impact S&T publications on topics of importance to the Portuguese and wider European offshore wind sector. These publications will advertise the TWIND network, and the Portuguese lead in particular, at the forefront of offshore wind R&D efforts.

All public communications will be stored in the project website.

Articles will be submitted to relevant peer-reviewed journals and presentations will be given in international conferences to further disseminate the twinning activities, as well as the publishing of articles in scientific journals and specialised industry media.

Article 29.2 of the Grant Agreement states:

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. In particular, it must:

(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) ensure open access to the deposited publication — via the repository — at the latest:

(i) on publication, if an electronic version is available for free via the publisher, or

(ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms "European Union (EU)" and "Horizon 2020";

- the name of the action, acronym and grant number;



- *the publication date, and length of embargo period if applicable, and*
- *a persistent identifier.*

All articles submitted to scientific publications should be sent to the TWIND communication leader WavEC to be upload to the project website. Scientific publications will be checked in terms of copyright restrictions beforehand.

3.7.11.6 FINAL PUBLICATION

A final publication summarising the project and the major outcomes of the twinning efforts will be produced at the end of the project.

4 IMPACT ASSESSMENT

In order to measure the success rate of the implemented dissemination methods, WavEC will monitor performance indicators and the calendar that is available in Annex 1 with the following information:

- Website and social media overview
- Events overview
- Media overview
- Scientific/technical dissemination

A performance indicator log will be created and sent out at the end of each project year to all partners who will have to fill in the required categories for tracking purposes. The categories include:

- Conferences attended;
- Number of attendees;
- Number of leaflets handed out;
- Number of news articles produced;
- Other actions.

5 CONCLUSIONS

The TWIND Dissemination Plan is produced in the scope of Task 5.1 of WP5 related to the Dissemination and Outreach of the project.

The objective of this Dissemination Plan is to provide the TWIND Consortium with guidelines on how dissemination activities should be performed within the project. It will inform what messages will be delivered and what tools and channels will be used to reach the audiences that are identified.

These guidelines will be monitored during the lifetime of the project and when necessary adapted to find the best methods to communicate the project.



6 ANNEX I. PERFORMANCE INDICATOR LOG OBJECTIVES

ACTIONS	OBJECTIVE	DATE
Website		
Website set-up	1	M3
N. of Website sessions	500, 1000, 2000	M12, M24, M36
Social Media		
Social media set-up	2	M3
Nr. Followers on Social Media	100, 200, 500	M12, M24, M36
Events		
Think-tank meetings	3	M1-M36
Workshops	3	M1-M36
Summer schools (one summer school followed by short course)	2	M1-M16
Senior staff-exchanges	4	M1-M36
ESR staff-exchanges	10	M1-M36
Nr of attendees at Final Conference	150	M34-M36
Leaflets distributed at events	1000	M1-36
Poster displayed	10	M3-M36
Presentations at congresses/events	6	M1-M36
Attendance external events/fairs	12	M1-M36
Scientific/technical dissemination		
Peer-reviewed articles	4	M1-M36
Media		
Press Releases	6	M1-M36
Nr. Of articles in newspapers	6	M1-M36
Nr. Of appearances in TV and radio	3	M1-M36



7 ANNEX II. LIST OF RELEVANT EVENTS IN THE OFFSHORE WIND SECTOR

EVENT NAME	DATE	VENUE
FEM S&T Tribune	Autumn 2019	France
Offshore Energy 2019	7-9 October 2019	Amsterdam, The Netherlands
Floating Offshore Wind (New Energy Update)	11-12 November	London, UK
WindEurope Offshore 2019	26-28 November	Copenhagen, Denmark
WavEC Seminar 2019	4-5 December 2019	Lisbon, Portugal
EERA DeepWind'20	15-17 January 2020	Trondheim, Norway
Pan America Marine Energy Conference – PAMEC 2020	26-28 January 2020	Costa Rica
FOWT2020	April 2020	Marseille, France
All-Energy 2020	May 2020	Glasgow, UK
Torque2020	May 2020	Delft, The Netherlands
Seenergy 2020	June 2020	Nantes, France
International Conference on Ocean, Offshore and Arctic Engineering - OMAE 2020	June 2020	Florida, USA
Global Wind Summit 2020	22-25 September 2020	Hamburg, Germany
WavEC Seminar 2020	December 2020	Lisbon, Portugal
EERA DeepWind'21	January 2021	Trondheim, Norway
FOWT2021	April 2021	tbd
WindEurope Summit 2021	27-29 April 2021	Copenhagen, Denmark
Wind Energy Science Conference (WESC) 2021	June 2021	Hanover, Germany
International Conference on Ocean, Offshore and Arctic Engineering - OMAE 2021	Mid 2021	Not determined
V Marine Energy Week	2021 (date to be confirmed)	Bilbao, Spain
WavEC Seminar 2021	December 2021	Lisbon, Portugal



8 ANNEX III. LIST OF ABBREVIATIONS

EERA - European Energy Research Alliance

ESR - Early-stage researchers

EU - European Commission

GDPR - General Data Protection Regulation

H2020 - Horizon 2020

M - Month

NGO - Non-governmental organization

No / Nr. - Number

O&M - Operation & Maintenance

Ocean Renewable Energies (EI-ERO)

R&D - Research & Development

WavEC - WavEC Offshore Renewables

WP - Work Package

