

# **TWIND**

## ***Twinning for an Offshore Wind Energy Partnership***

Call identifier: H2020-WIDESPREAD-2018-2020

### ***D5.3 – Dissemination materials***



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Dissemination Level		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

## Document History

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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.

TWIND partners created a Dissemination Plan (Deliverable 5.1) to reach target audiences, including industry, academia & research, and the public. The plan outlined guidelines for communication and dissemination activities, messages to be delivered, and tools and channels to be used. Its goals were to develop dissemination materials, release press statements, plan networking activities, and disseminate project results in conferences.

The TWIND project disseminates its activities to its audiences using various channels and tools, including: a project website, social media, leaflets and roll-ups, mainstream and specialized media, press releases, training materials, representation at stakeholder platforms and conferences, and a final event.

The project acknowledged financial support from the European Commission's Horizon 2020 funds is all its communication activities.



## 2 INTRODUCTION

Deliverable 5.3 consists of a report describing the dissemination developed throughout the TWIND project. It is part of the Work Package 5, Dissemination and Public Outreach.

At the beginning of the project, TWIND partners set up a Dissemination plan (see Deliverable 5.1), describing the strategy to reach the different target audiences, in particular industry stakeholders (including supply chain), academia & research, as well as the wider public. The objective of the Dissemination Plan was to provide the partners with guidelines during the project's lifetime on how the communication and dissemination activities should be performed, what messages would be delivered to what audiences and what tools and channels would be available to disseminate.

The detailed objectives of this plan were 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.

All information, communication and branding measures provided by the project acknowledged the financial support from the Horizon 2020 funds of the European Commission.



### 3 DISSEMINATION CHANNELS

TWIND project has been using diverse dissemination channels and tools to disseminate its activities to its different audiences, as following.

- Project website
- Social media
- Leaflet and roll-up and other
- Mainstream media and Specialized magazines
- Press release
- Summer school and short course / Training materials
- Representation at relevant stakeholder platforms and conferences
- Final event

#### 3.1 WEBSITE

The main communication tool of the TWIND project has been its website, launched on 25/09/2019: [www.twindproject.eu](http://www.twindproject.eu). Since its start and until the end of the project – 31/12/2022-, the website counted with 4,394 sessions and 9,763 pageviews, with an average of 00:01:51 at each session. Most of the visitors came from Portugal (18.36%), followed by the USA (12.99%), Spain (10.70%), the Netherlands (9.30%), United Kingdom (8.20%), and other countries.

The website has been regularly updated with news about the project activities and the sector.

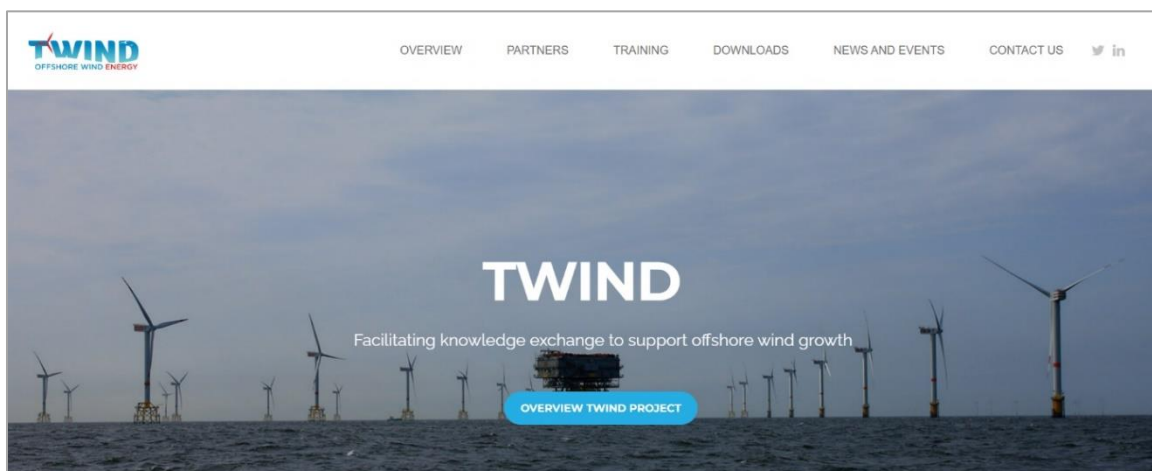


Figure 1. Website homepage banner

#### 3.2 SOCIAL MEDIA

In addition to other dissemination channels, TWIND utilized social media platforms, namely LinkedIn and Twitter, to share its results with its target audiences. At the beginning of the project, the TWIND partners created a LinkedIn group as a means to showcase information about its activities. However, they soon realized that it was not possible to track the reach of their posts. To address this issue, the project created a dedicated LinkedIn page, which can be accessed at <https://www.linkedin.com/company/twind-project>.



The TWIND project also has a presence on Twitter, which can be accessed at <https://twitter.com/twindproject>. These social media platforms provide an additional avenue for the project to engage with its audiences, share updates and information, and increase visibility and recognition of the project.

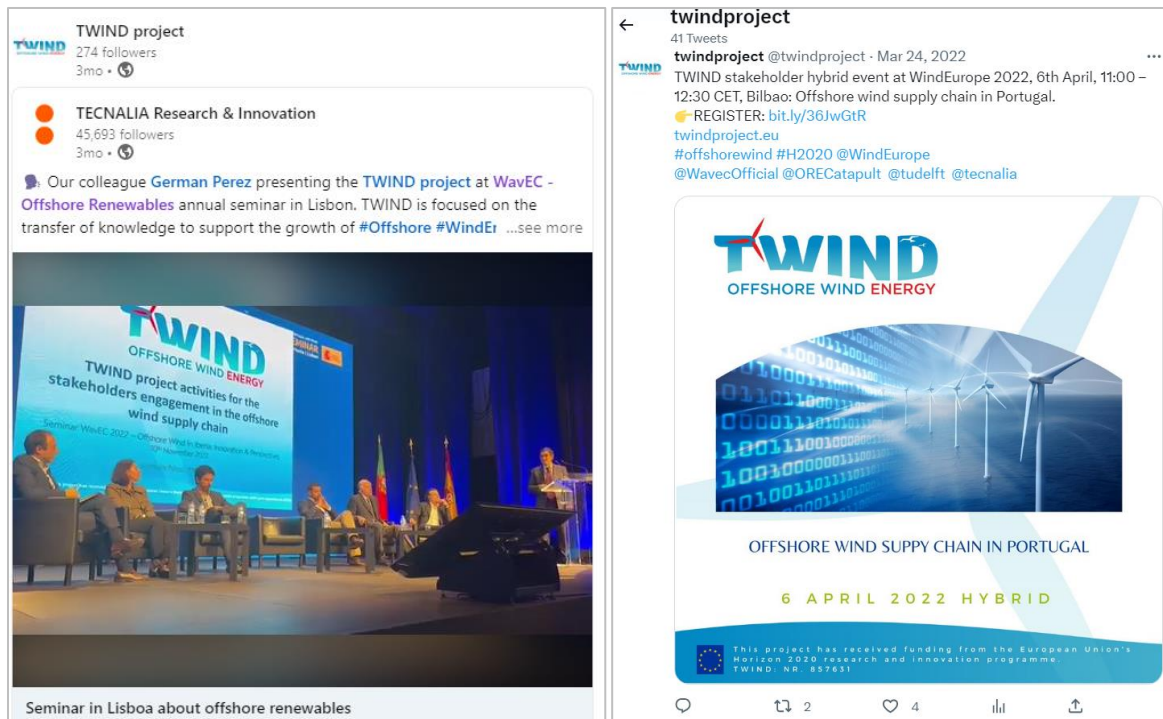


Figure 2. LinkedIn and Twitter posts

### 3.3 LEAFLET, ROLL-UP AND OTHER

In an effort to increase visibility and promote the TWIND project at conferences and exhibitions, a leaflet, a roll-up, and bookmarkers were produced early on in the project. However, due to the COVID-19 pandemic and the shift towards virtual events, the project also created a banner that could be distributed electronically via email. This allowed the project to continue disseminating its activities, even in a virtual setting, and reach a wider audience. The leaflet, roll-up, banner, and bookmarkers serve as valuable tools for promoting the project and raising awareness among potential stakeholders and the general public.

We deemed it crucial for the project to create an announcement with a similar design, which was then distributed through the Portuguese Valor Magazine (see section 3.4).

At the end of the project, the final event was held alongside with the WavEC Annual Seminar (refer to Section 3.8 for further details). All participants were presented with customised cotton bags and identified ribbons, serving as a means of promoting the TWIND project.



Figure 3. Bookmarker, Roll-up, Leaflet, and banner



Figure 4. Announcement in Valor Magazine







Figure 5. Promotional material TWIND at final event

### 3.4 MAINSTREAM MEDIA AND SPECIALIZED MAGAZINES

TWIND has been announced in a Portuguese Magazine named Valor Magazine, Generalist business magazine, focused on the national and Portuguese-speaking markets, which highlights stories of companies, institutions and people who make a difference.

Valor Magazine article [Energia eólica offshore](#) (Offshore renewable energy).

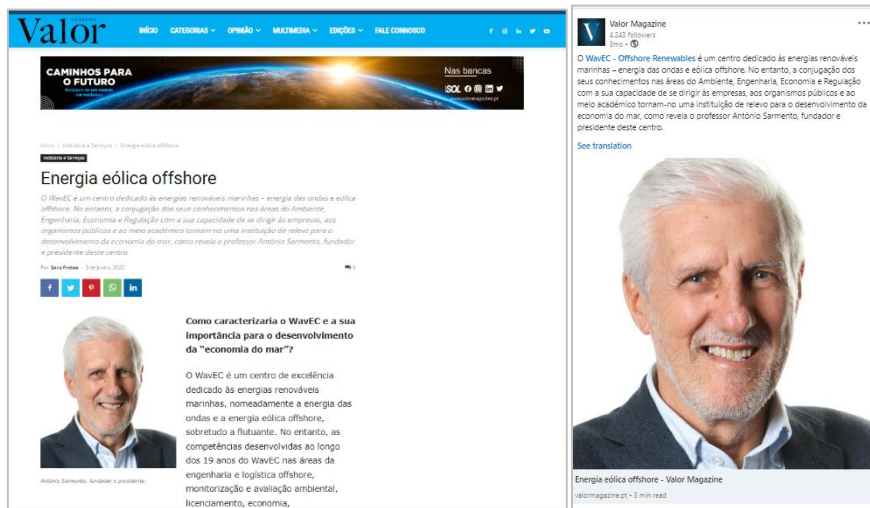


Figure 6. Article in Valor Magazine (website and LinkedIn post)

TWIND has also received attention from another Portuguese magazine, Revista de Marinha. This publication is a specialized paperback and online magazine that is dedicated to covering maritime issues. During the lifetime of the project, TWIND has been featured in multiple articles by Revista de Marinha, with three distinct pieces being published in the magazine to date. The first article appeared



in the January/February 2020 issue, followed by a second article in the January/February 2021 issue. The most recent article was published in the Jul/Ago 2022 issue.



Figure 7. Articles in Revista de Marinha

### 3.5 PRESS RELEASES

Throughout the course of the TWIND project, efforts have been made to raise awareness about the project and keep stakeholders informed about its progress. This has been achieved through various means, including workshops and other events that were organized to provide updates and engage with interested parties. The project Consortium has made a concerted effort to disseminate information and share developments, so that stakeholders can stay informed and involved.

At the start of the TWIND project, the Consortium issued a Press Release to announce the project and highlight the significance of the networking and knowledge exchange initiatives. These initiatives aimed to spur research endeavours and create high-quality services that would have a significant impact on the economy and society. This, in turn, would not only benefit WavEC and the partner organizations, but also have a positive impact on Portugal as a whole.

Towards the end of the project a new press release was disseminated to a broad group of stakeholders to inform them about the final event of the project and the WavEC Seminar 2022 entitled "Offshore



Wind in Iberia: Innovation & Perspectives." This seminar showcased the potential for Iberia to establish itself as a prominent hub for floating offshore wind, as prominent figures in the energy sector gathered in the Portuguese capital to chart the region's future trajectory

Finally, as the project nears its conclusion, a final press release will be issued to summarize its key highlights and present the main conclusions that were reached. This press release will serve as a comprehensive summary of the TWIND project and will provide a clear picture of its achievements and impact.

Some news articles:

[TWIND Project Appears on Horizon](#) (Offshorewind.biz, 11/07/2019)

[LOC group get on board for offshore wind project](#) (RENEWS, 13/08/2019)

[TWIND o novo projeto de investigação no setor da Energia Eólica Offshore](#) (Noctula)

[GRRIP to host workshop on Funding Opportunities for Offshore Wind Projects in Europe](#) (10/05/2021)

[Summer school on Offshore Wind Registration open! \(Joint Research Laboratory on Offshore Renewable Energy](#) (01/07/2021)

[Offshore wind supply chain in Portugal](#) (Wind Europe)

[Iberia to Strengthen Case as World Leading Hub for Floating Offshore Wind](#) (Renewable Energy Magazine, 27/10/2022)

### 3.6 SUMMER SCHOOLS AND SHORT COURSE / TRAINING MATERIALS

The Technical University Delft (TUDELFT) has organized two distinct learning opportunities as part of the TWIND project. The first offering was an online summer school, while the second was an in-person short course, following the summer school principles. These two programs have resulted in a collection of training materials that are readily accessible to everyone interested in the project. These materials can be found on the project website's TRAINING page at the following URL: <https://twindproject.eu/>.

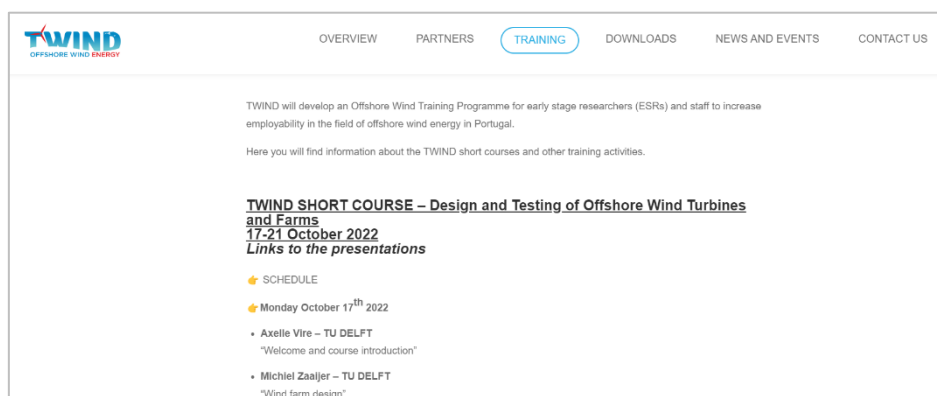


Figure 8. Summer school and short course material



### 3.7 REPRESENTATION AT RELEVANT STAKEHOLDER PLATFORMS AND CONFERENCES

The leading scientific institutions were 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 and facilitate the involvement of WavEC in conferences and networks relevant in the offshore wind energy field. Besides the dissemination opportunities in the Annual Seminars of WavEC, TWIND has been present at important event related to the offshore wind sector, such as: EERA/ETIPWind/IET RPG, EERAJP Wind Forum, GOW 21 Conference, Wind Europe Bilbao Conference and FOWT Conference.

TWIND also shared its knowledge and advancements through participation in offshore wind meetings with industry leaders such as SBM Offshore, Simply Blue, and WAM Investments as well as by hosting specialized workshops.

In this aim, deliverable D4.2: “Report with materials from the workshops”, organized under Task 4.2: “Supply chain development” presents the workshops that were organized as a tool to share relevant information about funding opportunities with stakeholders and generate a forum where they could share their experience, capabilities, interests, and vision about offshore wind.

As mentioned in this report, the COVID pandemic led to several lockdowns and important travelling restriction, so TWIND consortium decided to organize the first workshops as online events. Despite COVID restrictions, the objective of the task was fulfilled, organizing 4 workshops:

- Funding opportunities for Offshore Wind projects in Europe. Wednesday, September 30<sup>th</sup>, 2020. Online.
- Horizon Europe: Funding opportunities for Offshore Wind projects in Europe. Friday, May 14<sup>th</sup>, 2021. Online.
- Offshore wind supply chain in Portugal - WindEurope 2022. Wednesday, April 6<sup>th</sup>, 2022. Hybrid: presential and online.
- Seminar WavEC 2022 – Offshore Wind in Iberia: Innovation & Perspectives. TWIND Final Event. Thursday, 10<sup>th</sup> November 2022, Lisbon. Presential.





Figure 9. Workshops held by TWIND

### 3.8 FINAL EVENT

The final event was planned to be 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.

WavEC Offshore Renewables has a tradition of organizing an annual seminar in collaboration with an Embassy. For the year 2022, WavEC made a conscious decision to center the event around the objectives of the TWIND project. In partnership with the Spanish Embassy, WavEC hosted the "Offshore Wind in Iberia: Innovation & Perspectives" event on November 10th, 2022 in the city of Lisbon, Portugal. This was a physical event that was attended by a diverse group of 230 participants from 19 different countries. The event was well-received, and it provided a valuable platform for attendees to learn about the latest advancements and perspectives in the field of offshore wind. A complete program of the event and a report detailing its proceedings are available on the [WavEC website](#) for those who are interested in learning more.



Figure 10. TWIND final event / WavEC Seminar

## 4 CONCLUSIONS

Deliverable 5.1, the Dissemination Plan, is a critical component of Task 5.1 within Work Package 5 of the TWIND project. The TWIND partners created the Dissemination Plan to effectively reach and communicate with their target audiences, including industry, academia & research, and the general public.

The plan provides comprehensive guidelines for all communication and dissemination activities, including the messages to be delivered and the tools and channels to be used. The overarching objective of the plan is to develop and promote the project through a variety of means, including the creation of dissemination materials, the release of press statements, the planning of networking activities, and the dissemination of project results through participation in conferences.

To reach its target audiences, the TWIND project utilizes a diverse range of dissemination channels and tools, including a project website, social media platforms, informational leaflets and roll-ups, exposure in both mainstream and specialized media outlets, press releases, training materials, representation at relevant stakeholder conferences, workshops, and a final event.

It is important to note that the TWIND project acknowledges the financial support provided by the European Commission's Horizon 2020 funds in all of its communication activities.

