



WETFEET

D8.1 Dissemination plan

WavEC Offshore Renewables

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WavEC Offshore Renewables

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1. INTRODUCTION

1.1 Contextualization of the deliverable

The purpose of WETFEET's dissemination plan is to establish guidelines for the consortium regarding all project dissemination activities. The document will convey the key message that will be sent out by the project, as well as the target audiences. The communication and dissemination tools are also described, as well as the monitoring activities.

1.2 Project Summary

WETFEET has the overall aim of understanding and finding solutions to the constraints of wave energy technology. In particular, the project seeks to identify the reasons that have been delaying the sector's progress and propose viable solutions to improve the overall performance of new technologies.

It will address issues such as reliability of technological components, survivability capacity of the devices, high development costs, long process for commercialization, as well as industrial scalability of tested technologies.

The deep knowledge of the consortium of the sector in general, including its successes and obstacles, will allow the development of technological innovations that will help to overcome the obstacles identified. These innovations are applied to two concepts of wave energy, namely the Oscillating Water Column (OWC) and the Symphony.

2. STRATEGY & METHODOLOGY

This Dissemination Plan follows five main actions, namely defining:

- **The key message** (What we plan to disseminate)
- **The audience** (To whom)
- **The purpose** (Why)
- **The method** (How)
- **The timing** (When)

2.1 Key Message and purpose

Bearing in mind the potential target audience of the WETFEEET project, the following key message of the project has been identified:

Having substantial insight into successes and drawbacks in past wave energy developments and existing concepts, the promoters have identified 'breakthrough features' that address obstacles, i.e. components, systems and processes, as well as the respective IP. These breakthroughs are applied to two specific wave concepts with impact in this field: the Oscillating Water Column and the Symphony.

2.2 Identification of target audience

The WETFEEET project has several target groups with special emphasis on the following list:

- **Wave energy device developers**
- **Supply chain manufacturers**
- **Component suppliers**
- **Utilities**
- **Financiers**
- **Insurance companies**
- **Policy makers**
- **Innovation engines**
- **Industry**
- **University and R&D centres**
- **General Public**

2.3 Dissemination channels and tools

In order to disseminate the WETFEEET activities in an effective way to the diverse audiences, different dissemination channels and tools will be used during the lifetime of the project, namely:

- Logo
- Powerpoint, Report and Deliverable templates

- Intranet Platform
- Webpage
- Social Media
- Multimedia releases: Short Youtube Videos
- Leaflet and Poster
- Conference and journals papers / Scientific posters
- Dissemination at conferences
- Press Releases
- Outreach activities
- Demonstration 3D models
- Final Workshop/Exhibition and B2B event
- Final publication

A reference to the H2020 Framework Programme will be made in all the dissemination materials.

2.3.1 Logo, Powerpoint, Report and Deliverable templates

At the beginning of the project a logo, a Powerpoint presentation, as well as reports and deliverables templates have been developed and will be used by all partners.

2.3.2 Intranet Platform

In order to facilitate the communication flow between partners an Intranet platform has been created in the first months of the project. This platform will hold all documents, photos and other important information related to WETFEET. All partners can freely upload and download this information.

2.3.3 Website, Social Media and Videos

The first dissemination channel used to reach the overall public is the project website. The domain name is www.wetfeet.eu.

This platform will include all public information regarding WETFEET's activities and partners. The website will be associated to social media. The most suitable channels will be defined during the lifetime of the project. Youtube will be included to disseminate short videos about the project.

2.3.4 Leaflet and Poster

Summary information about the project will be included in the project leaflet and poster.

2.3.5 Conferences and Scientific papers

Research outcomes will be presented in relevant international conferences and published in conferences proceedings and/or scientific journals.

It is estimated that WETFEET will produce at least 4 to 6 publications during the duration of the project.

The Consortium will set up a list of conferences attended by representatives to present the work carried out within the project. Information about articles published in peer-reviewed international journals will also be included.

2.3.6 Press Releases

Project's developments not subject to confidentiality will be gathered into Press Releases to be sent out by WP8 leader.

2.3.7 Outreach activities and Demonstration 3D models

Outreach activities to inform the general public about the project's scope and developments will be developed. One of these actions is the production of Demonstration 3D models produced to exhibit at conferences and workshops. This task will be lead by partner Teamwork Technology.

Further activities will be defined according to the development of the project and the technology involved.

2.3.8 Final Workshop/Exhibition and B2B event

A joint industry and academia **workshop/exhibition** will be held towards the end of the project in conjunction with the final project meeting.

The objective of this workshop / exhibition is to present the results achieved during the project and present the most promising breakthrough components to relevant stakeholders. The event will be open to industry players, academia, general audience and other interested actors.

A **B2B event** will be held adjacent to the workshop/exhibition to promote the discussion of opportunities between manufacturers and wave energy device developers.

2.3.9 Final Publication

A final publication summarising the project and its major outcomes will be produced by the Consortium. The publication will be presented at the final conference.

2.4 Engagement with the supply chain for breakthrough materials and components

The project will focus on bridging the dissemination between R&D institutions, component suppliers and technology developers.

This task will take a two-tiered approach, firstly ensuring that the knowledge of the breakthrough features is transferred to the target audience whilst at the same time a significant effort will be made to engage with the breakthrough components supply chain and promote the potential of the wave energy sector to reach the market.

A database of key supply chain players for the proposed breakthroughs with low MRL (Manufacturing Readiness Level) will be produced for this task. The joint industry and academia workshop/exhibition is also linked with this project task.

3. IMPACT ASSESSMENT

In order to measure the impact and rate of success of the implemented dissemination methods, WP8 leader will monitor the following performance indicators and calendar (table 1 and 2):

- Number of website (social media) visits
- Number of leaflets distributed
- Number of press releases produced
- Number of papers and posters produced
- Number of news articles where WETFEET is mentioned

ACTIVITY	TARGET	DATE
Webpage	Total sessions: 4000; 8000	Month 18; 36
Leaflets distribution	500; 1000	Month 24; 48
Project Press releases	4	Month 1; 12; 24, 36
Papers and Scientific posters	1 per year	Month 12; 24; 36

Table 1: Performance Indicators Log

ACTIONS	Month
Logo / Report , Deliverable and Powerpoint templates	M1
Intranet	M3
Website	M4
Leaflet and Poster	M8
Press Releases	M1, 12, 24, 36
Papers at conferences and journals / Scientific posters	M12, 24, 36
Multimedia releases: videos	M18
Final Conference and Report	M35
3D Demonstration models	M18

Table 2: Dissemination Calendar