



# WETFEET

## D8.2 Dissemination materials for exploitation and outreach events

WavEC Offshore Renewables

**DATE:** February 2016

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WavEC Offshore Renewables

**GRANT AGREEMENT NR:** 641334  
**PROJECT:** WETFEET



The WETFEET – Wave Energy Transition to Future by Evolution of Engineering and Technology project has received funding from the European Union's Horizon 2020 programme under grant agreement No 641334.

## CONTENTS

1. INTRODUCTION .....	3
2. DEVELOPMENT.....	3
2.1 Logo and PowerPoint template.....	3
2.2 Website.....	4
2.3 Social Media.....	6
2.4 Leaflet, poster and folder.....	6
2.4 Conferences and Exhibitions.....	7
2.5 Press releases and articles in newspapers .....	8
3. MONITORING .....	8
4. CONCLUSIONS .....	8

## 1. INTRODUCTION

At the beginning of the WETFEET project the WP8 leader designed a strategic Dissemination Plan to guide the consortium during the lifetime of the project on what, how, when and to whom the project activities and results should be disseminated.

Following these guidelines several dissemination materials were developed for exploitation and outreach events. These are presented in this deliverable.

## 2. DEVELOPMENT

### 2.1 Logo and PowerPoint template

The first action that was taken in the early months of the project was related to the development of a WETFEET project ID. A logo that would identify WETFEET was designed as well as a template for future PowerPoint presentations that all of the partners of the Consortium are bound to use when disseminating the project at conferences and other events, as well as in project meetings.



*Figure 1. Project logo*



*Figure 2. Powerpoint Template*

## 2.2 Website

Following the design of the project ID, the main communication channel was launched, which was the project website: [www.wetfeet.eu](http://www.wetfeet.eu).

The website is organized in the following structure:

- Homepage
- Wetfeet project
- Documentation
- News & Events
- Media Corner
- Partners
- Contacts

The homepage presents short paragraphs about the project and the 3 latest items from the news & events section that are inserted automatically. This information is followed by the project beneficiaries' logos, contact information, social media of the project and acknowledgement of the EC funding.

The WETFEET project section contains more detailed information about the project. Moreover, the Documentation section – at the moment still empty – is intended to include all relevant public information about WETFEET's activities, such as presentations, scientific posters or papers, among others.

The News & Events section will be updated accordingly to the activities of the partners and the Media Corner will display project Press Releases and other relevant information for the Press and general public.

At the Partner section there is a short paragraph about each beneficiary with a link to the respective websites.

Website visitors seeking to contact WETFEET will find the relevant information in the Contacts section, including the names and email addresses of the Project Coordination Team members, as well as of the website manager.

This communication channel will be used to reach a wider audience. For the purpose of general statistics processing, visits will be monitored through the Google Analytics platform.

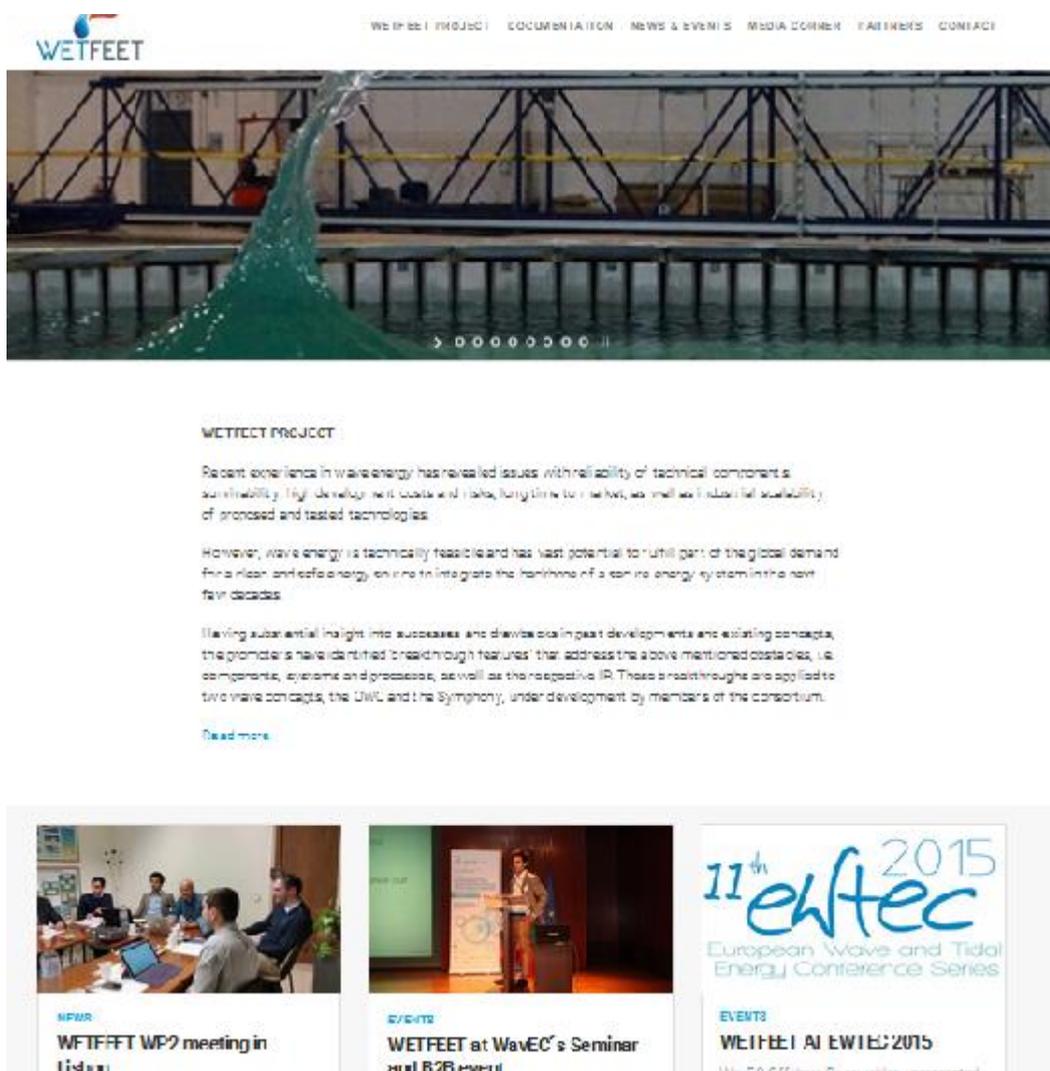


Figure 3. Website

## 2.3 Social Media

Nowadays some of the best dissemination channels are found in social media, thus reaching a wider range of audiences and allowing for a two way communication flow, not as easy to establish by simply resorting to a website.

WETFEEET therefore created a Facebook site, a Twitter and a Youtube account with the following addresses:

Facebook: <https://www.facebook.com/WetfeetProject>

Twitter: <https://twitter.com/Wetfeetproject>

Youtube: [https://www.youtube.com/channel/UCt\\_UvaLc3X3EctcLCKgp3qA](https://www.youtube.com/channel/UCt_UvaLc3X3EctcLCKgp3qA)

These channels will be continuously updated with information on the project, including photos and videos, as well as information about all ongoing activities.

## 2.4 Leaflet, poster and folder

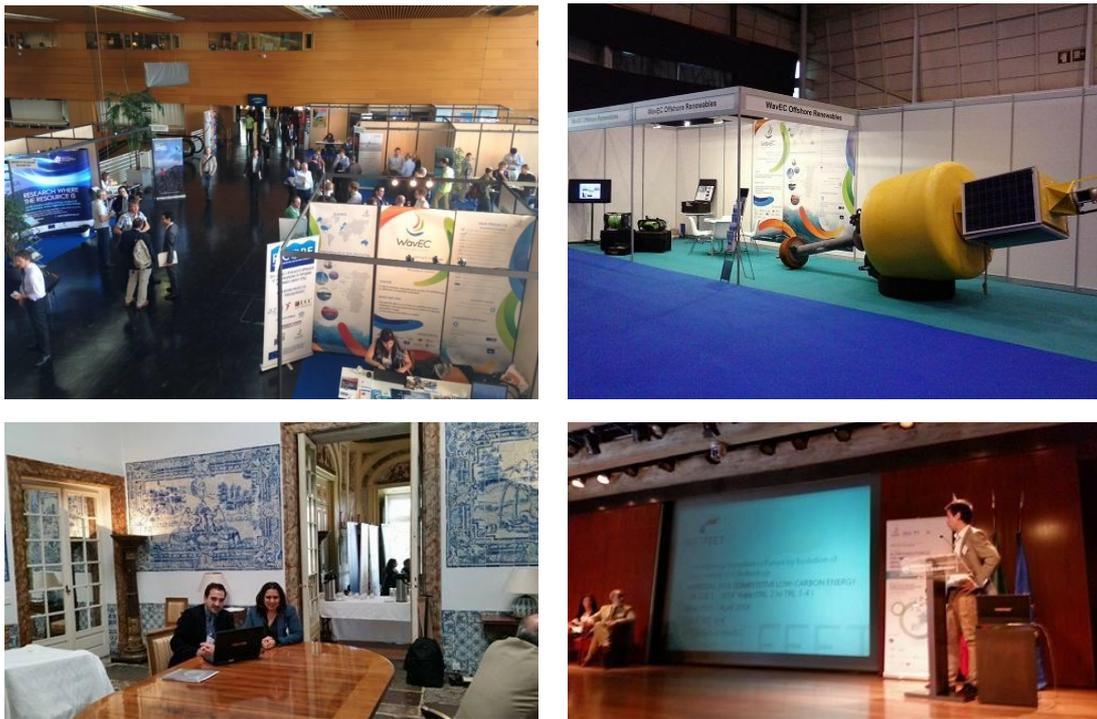
In order to disseminate the WETFEEET project at meetings, conferences and exhibitions, a small brochure was developed alongside with a roll-up poster with summarized information about the project's objectives and activities. A folder to support the WETFEEET leaflet and other documentation relevant to the project was also produced.



Figure 4. Leaflet, roll-up poster and folder

## 2.4 Conferences and Exhibitions

The WETFEEET project was disseminated at the EWTEC 2015 conference/exhibition in France and Blueweek conference/exhibition in Portugal, and at the ICOE 2016 conference in Scotland. In all of these events WETFEEET had a dedicated stand. Furthermore, two WETFEEET project posters were presented at ICOE 2016. Moreover, WETFEEET was presented at WavEC's 2015 annual seminar, and the WETFEEET consortium was strongly represented at WavEC's annual B2B event. Marketing material was distributed at these events.



*Figure 5. WETFEEET represented at conferences and exhibitions.*



*Figure 6. WETFEEET marketing material*

## 2.5 Press releases and articles in newspapers

The first project Press Release was sent out at the start of the project by the WP8 leader. The Dissemination plan programmed four press releases, so that each year one issue is expected. This will reach out a large public due to the high probability of having the Press publishing this information in newspapers. Furthermore, an article on WETFEET was also published in the Portuguese Revista de Marinha and Pontos de Vista and in the Trelleborg T-Time magazine.

## 3. MONITORING

All the dissemination materials for exploitation and outreach events that has been produced for this project will be subject to monitoring actions, in order to guarantee that the right message about WETFEET's activities is being disseminated and to better understand if actions have to be promoted to guarantee a better communication.

The Google Analytics platform will inform about all the visits and actions taken within the [www.wetfeet.eu](http://www.wetfeet.eu) website. Social Media include information on all insight views to provide similar data.

A log will be created to monitor the presence of the partners at conferences and fairs. This tool will be instrumental in analysing how the project has been disseminated (presentations, posters, distribution of leaflets or other) and which audience has been targeted.

## 4. CONCLUSIONS

In the first months of the WETFEET project several dissemination materials were created in order to inform the public about the activities of this European project, such as the project ID, leaflet, poster, website, social media tools, etc..

All information will be subject to monitoring actions and when necessary can be changed according to the project's activities development.

More actions will follow, especially the presence of the Consortium at conferences and fairs with scientific papers or other presentations. The dissemination of the project is, indeed, an activity to be carried out throughout the whole lifetime of the project.