



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 764014

Project acronym: SEA-TITAN

Project full title: SEA-TITAN: Surging Energy Absorption Through Increasing Thrust And efficiency

Call identifier: H2020-LCE-2017-RES-RIA-TwoStage

Type of action: RIA

Start date: 01/04/2018

End date: 31/03/2021

Project number: 764014

D.7.3 – Communication Plan

WP7: Dissemination, Commercialization and IP management

Due date: 30/06/2018

Submission date: 27/06/2018

Responsible partner: Wedge Global (Wedge)

Version: 1.0

Status: Final

Author(s): Aleix María Arenas

Reviewer(s): Nuno Lopes Filipe

Deliverable type: R: Document

Dissemination level: PU: Public



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 764014

Version history

Version	Date	Author	Revised	Partner	Description
0.5	12/06/2018	Marcos Lafoz Pastor	Aleix María Arenas	CIEMAT/Wedge	Initial draft
1.0	27/06/2018	Aleix María Arenas	Nuno Lopes Filipe	Wedge/EDP	Final

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



Table of contents

Version history	2
List of tables	4
List of figures	4
Glossary	5
Executive summary	6
1. INTRODUCTION	7
2. COMMUNICATION MEASURES.....	8
2.1 Web page	8
2.2 Newsletters	8
2.3 Workshops	9
2.4 Videos and Online Presentations	9
2.5 Social Media	9
2.6 Communication material.....	9
3. IMPACT ASSESSMENT.....	11
3.1 Web page	11
3.2 Social Media	11
3.3 Workshops	12



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 764014

List of tables

Table 1. *Communication actions during the SEA TITAN project*..... 8

List of figures

Figure 1. Example of google analytics data 11



Glossary

CA	Consortium Agreement
EIEB	External Industrial Exploitation Board
EPMB	Executive Project Management Board
GA	General Assembly
IM	Innovation Manager
PC	Project Coordinator
PO	Project Officer
PMP	Project Management Plan
TM	Technical Manager
QAP	Quality Assessment Procedure
SC	Steering Committee
WP	Work Package
WPL	Work Package Leader
AMGA	Annotated model grant agreement



Executive summary

The objective of the communication actions is to make a broad audience (general public, scientists and academia, sectoral industrial and technology users, authorities, financial sector) aware about the objectives and progress of SEA TITAN project.

The key objectives of SEA TITAN in terms of public communication are to:

- Generally, promote the Project and its role in Europe's understanding of wave energy generation, with particular attention to the aspects related to the development of new concepts of power take-offs (PTOs) and its integration in the electric grids.
- Ensure international visibility for SEA TITAN and its associated activities

A set of steering and informative activities are, therefore, planned in the frame of the Project, to enlarge the community of researchers and to reach the public at large. The spreading action of the results will be extended to a wide international context, also thanks to the characteristics of the partners and the possibilities offered by the new communication tools (especially the web).



1. INTRODUCTION

The overall objective of the SEA-TITAN project is to make a step change in the wave energy sector by designing, building, testing and validating an innovative **second generation Direct Drive Linear Electric Generator Power Take-Off** solution: An **Azimuthal Multitranslator Linear Switched Reluctance Machine (AMSRM)**. This development is based on a new configuration and geometry of a first generation Multitranslator Linear Switched Reluctance Machine developed by some of the proponents some years ago. The development aims at achieving **high continuous and peak force densities** and also **high efficiencies** with application to multiple wave energy conversion technologies through collaboration with different wave energy developers and industrial partners with **strong track record on technology**.

The rather ambitious objectives of SEA TITAN project require mainly:

- A high-quality interconnection among the project participants.
- A strong joining between the consortium and the other different European associations operating.
- In the area, to create a strongly interconnected European community.
- An efficient link between the European community and all the ongoing international activities in the field.

Communication will be considered related to the project itself (art.38 AMGA), while Dissemination has been associated to the results of the project (art. 29 AMGA). However, some actions will be used both for communication.

The main differences between communication and dissemination are:

- Communication includes information about the project and its results, dissemination just about the results.
- Communication is focused in a well-defined message while dissemination has not a specific message.
- Target audience for Communication is very varied, including general public while the target audience for Dissemination is more professional, mainly scientists, researchers and the project community.
- Communication will be considered in art.38.1 of the Grant Agreement (AMGA), while Dissemination is addressed in art. 29 of the AMGA.



2. COMMUNICATION MEASURES

As a summary, **iError! No se encuentra el origen de la referencia.** 2. shows relevant information of the different communication measures.

Table 1. Communication actions during the SEA TITAN project

Communication actions	MAIN TARGET AUDIENCE				EXPECTED EVENTS/ ACTIONS	RESPONSIBLE PARTY
	SCIENTIFIC COMMUNITY	MARKET & INDUSTRY	PUBLIC INSTITUTION	GENERAL PUBLIC		
Web page	X	X	X	X	1	WEDGE
Newsletter	X	X	X	X	6	WEDGE
Workshops (considered both for dissemination and communication)	X	X	X	X	3	WavEC, Columbus, CIEMAT
Videos and online presentations	X	X	X	X	2	CIEMAT
Social Media	X	X	X	X		WEDGE
Dissemination and communication materials	X	X	X	X		WEDGE, ENGIE

2.1 Web page

A web page will be created by WEDGE, at the time of writing this document the domain has been obtained (www.seatitan.eu) and the website is expected to be finished and ready for launch at month 4.

It will be the main communication tool due to its easy access from anywhere. It will be regularly updated and maintained for at least 5 years after the end of the project, guaranteeing that the project results will remain available on the website.

The public access part of the web will contain relevant information of the project aim, objectives, challenges and results, relevance to Set Integrated Agenda, impact and expected results beyond the state of the art, as well as about the partners in the consortium. It will also contain a section to inform of the news related to the project activities, upcoming dissemination events and events outcomes. Public Deliverables and a list of the Project Publications will also be available. The web page will also have unique features for registered users, such as the newsletter and access to certain data under demand, this way the main stakeholders of the wave energy sector can have access with a manually approved register process to relevant data of SEA TITAN project that is not qualified as “public”. It is expected to change to an automatic register validation if the demand for access is too high.

2.2 Newsletters



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 764014

Newsletters with updates about the milestones achieved during the project will be sent by email under request if subscribed in the webpage. One newsletter will be sent every 6 months at the very least

2.3 Workshops

The general objective of the workshops is to promote open discussions on experiences, data and tools, as well as policy and other framework conditions in order to obtain relevant information of the adequate conditions and pathways needed for the research development and implementation of the considered technology. The workshops will be aimed not only at dissemination purposes (related to the results of the project) but also at communication purpose for the project itself. In the above context, the following workshops will be organized:

- **WS1 Lisbon (Portugal)**. M15. Hosted by WavEC. Topic: Modelling and control of wave energy converters. An expert on modelling of WECs with computational tools will be invited to give a Keynote session.
- **WS2. Genova (Italy)**. M25. Hosted by CLBS. Topic: Superconducting solutions for renewable energy generation. An expert on superconducting electric machines will be invited to give a Keynote session.
- **WS3 Madrid (Spain)**. M33. Hosted by CIEMAT. Topic: Laboratory validation of wave energy converters under relevant conditions. An expert on experimental facilities of wave energy will be invited to give a Keynote session. Technical visit to CIEMAT Laboratory during the PTO prototype experimental tests.

2.4 Videos and Online Presentations

Videos and online presentations will be created by WEDGE in collaboration with the Communication Department of CIEMAT in order to increase the impact of the on-line communication about the Project. A short video with the description of the Project and of the expected results and benefits will be produced in the first year of the project. At the end of the project, another video summarizing the project's achievements will be produced. Both the videos will be made available on the project's website and will be promoted through the social media, such as Youtube SEA TITAN channel which will be created as soon as one video is made for publication.

2.5 Social Media

A targeted social media campaign will be carried out to further promote the project and its findings. The project will use social media (LinkedIn, Twitter, etc.) as additional distribution channels of the project information (achievements, meetings, events, etc.). News and open topics will be posted on discussion groups dedicated to wave energy and power take-off technologies. This social media campaign, also benefiting from the social media activities of the partners, will thus guarantee an outreach of the project contents to thousands of users.

2.6 Communication material



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 764014

Communication materials (leaflets, brochure, etc.) will be produced for the first time at M2 and then updated during the project for distribution in all relevant events organized, especially at the 3 workshops and the meetings with the EIEB and the networking with other consortiums (see Dissemination). Their aim will be to summarize the main objectives and achievements of the project, triggering the interest of the reader to visit the project website in order to stay updated. The materials will be updated at the end of every year of the projects (M12, M24, M36), adding the most recent project results and triggering the interest of the reader also to social media.



3. IMPACT ASSESSMENT

In order to evaluate if the communication measures are meeting objectives some measurement criteria will be applied for eligible communication concepts. The purpose is to define whether or not more actions needs to be applied in order to enhance the impact of SEA TITAN project to relevant stakeholders.

3.1 Web page

Metrics to be considered for the web page are:

- **Web content** – This is the study of how effective the content of the website is in informing the people who visit the site and getting them to take some action as a result; this shows that the quality of the content actually was good enough that those people followed along all the way to the actionable task you set.
- **Individual visitors** – This is data that tracks when an individual user first visits your website during a specific period of time and how many times that same person came back to visit it again.
- **Tracking new visitors versus returning one's** – This metric helps to establish how effective new site content drives traffic back to the website.
- **Bounce rate** – It is compiled data on how many viewers reach SEA TITAN webpage and then leave without visiting anything else or taking any actionable steps.
- **Page views** – This metric measures the number of pages each visitor looks at and how much time a visitor spent on a page to get a feel for which ones were appealing to them.
- **Search engine referrals** – Many search providers such as Google have special ways to track what keywords people used that landed them on the site and which search engines directed those same people.

For the purpose of this measurements SEA TITAN web page will use free google analytics service.



Figure 1. Example of google analytics data

3.2 Social Media



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 764014

Metrics to be considered:

- Likes, Retweets, Referrals: Social media, such as youtube or twitter has a very handy and built-in tool to measure how effective is a publication, every social media has its own way to measure how many people has been watching your video or publication and whether or not they like or dislike it.

There is no need for external services, social media has enough tools to keep track of the metrics with the built-in services.

3.3 Workshops

Metrics to be considered:

- Number of leaflets distributed: It is expected to have two kinds of leaflets for the workshops, one will be informative about the workshop agenda, location and points of main interest looking to attract new visitors to the workshop, and the other one will be distributed only inside the workshop with more technical details about particular aspects of SEA TITAN project.
- Number of participants.

This metrics will require manual count of people and remaining leaflets after the events.