



## Engineering and Upscaling of New Floating Renewable Wind Energy Platform

### **Deliverable D8.1**

#### Dedicated Project Website

|                     |  |
|---------------------|--|
| Lead Beneficiary    | SAITEC S.A.  |
| Delivery date       | 2021-02-25   |
| Dissemination level | Public   |
| Status              | Approved   |
| Version             | 1.0  |
| Keywords            | Dissemination, Exploitable results, Project structure,<br>Publications, Communication strategy |



*This project has received funding by the EMFF programme of the European Union under grant agreement No. 958938*

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### Document Information

|                               |  |
|-------------------------------|--|
| <b>Grant Agreement Number</b> | 958938   |
| <b>Project Acronym</b>        | SATHScale                                      |
| <b>Work Package</b>           | WP 8   |
| <b>Task(s)</b>                | T8.2   |
| <b>Deliverable</b>            | D8.1   |
| <b>Title</b>                  | Dedicated Project Website                      |
| <b>Editor</b>                 | Carlos A. Garrido-Mendoza                      |
| <b>Author(s)</b>              | Carlos A. Garrido-Mendoza; Coral Jaén Garrido  |
| <b>File Name</b>              | SATHScale_D8.1_Dedicated Website_20210225_v1.0 |

### Change Record

| Revision | Date       | Description                 | Prepared | Reviewed | Approved |
|----------|------------|-----------------------------|----------|----------|----------|
| 0.1      | 25-02-2021 | Document structure          | CGM      | CGM      | CGM      |
| 0.5      | 09-03-2021 | First draft of the document | CJ       | CGM      | CGM      |
| 1.0      | 10-03-2021 | First Deliverable to EC     | CJ       | CGM      | HZA      |



## Executive Summary

*The deliverable (D8.1) is a public document of the SATHScale project, produced in the context of WP8, Task 8.2 Dissemination of project results. The objective of WP8 is to maximise the impact on the entire value chain for floating offshore wind energy. Task 8.2 aims at proactively promoting the SATHScale project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.*

*A dedicated website for dissemination and communication purposes has been produced at the beginning of the project and will be updated throughout the project, including updated information about the project, news, events, and downloadable material. The website will be linked from and to the partners' website and relevant scientific communities.*

*The website is available online and can be accessed at:*

[www.sathscale.eu](http://www.sathscale.eu)

*The communication strategy involving the website channel is delivered at the same time as the project website and will be later integrated in the first version of the plan for dissemination and communication (D8.2). It addresses:*

- ▶ *Purpose.*
- ▶ *Target audience.*
- ▶ *Dissemination and communication material.*
- ▶ *Social networking services.*
- ▶ *Schedule and impact tracking.*

*As it has been mentioned, different audiences are being considered and the information, while technical and complete, it has been streamlined and presented in a way that is accessible by wide range of stakeholders.*



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## 1. INTRODUCTION

The deliverable D8.1 is a public document of the *SATHScale* project, produced in the context of WP8, Task 8.2 Dissemination of project results.

One of the main selected channels for the dissemination and communication of the performed work, results and impact of the ongoing activities of the *SATHScale* project is a dedicated website. This dedicated website has been produced at the beginning of the project and will be updated throughout the whole life of the project, including updated information about the project, news, events, and downloadable material.

### 1.1 PURPOSE AND SCOPE

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The objective of WP8 is to maximise the impact on the entire value chain for floating wind energy. Task 8.2 aims at proactively promoting the *SATHScale* project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

The web for the *SATHScale* project has been designed considering the previously defined visual criteria identity. The website will be linked from and to the partners' website and relevant scientific communities. The website is also a threshold for social media links.

The *SATHScale* website is available online and can be accessed at [www.sathscale.eu](http://www.sathscale.eu).

The portal is expected to attract individual visitors as well as stakeholders with an interest in Wind Energy and will constitute an important source of information for public authorities, relevant to their decision making. Academic and technical audience will also have the opportunity to benefit from the reports and research data published. The dedicated Publication section will allow readers to download all project dissemination documentation and practical information for expert and non-expert audiences. In addition, journalists will find information sources in the News and Events section, such as press releases.

### 1.2 INTENDED AUDIENCE / CLASSIFICATION

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The dissemination and communication strategy encompasses a variety of oriented materials aimed at different target groups. These activities will be tailored to the different target groups involved in the project (including the general public) when it comes to contents as well as tools to be used. Dissemination and communication tools/activities include, but are not limited to, the following examples:

- ▶ Creation of a visual identity -comprising logo, font and colour palette- to be included in all graphical communication.
- ▶ Development of physical dissemination materials: leaflets, reports, catalogues, ...





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- ▶ Development of online materials: web site, social network group profiles
- ▶ Participation in dissemination events: conferences, seminars, exhibitions, meetings, information days and demonstrations.
- ▶ Press releases, radio and TV presence.

In addition to the selected channels for each target group, the Coordinator and other interested and supporting stakeholders will use their own communication channels to ensure a wider dissemination and promotion of the *SATHScale* project among their ranks and collaborative networks. *SATHScale* will provide useful links to facilitate this dissemination.



## 2. STRUCTURE OF THE SATHSCALE WEBSITE

### 2.1 HOME SECTION

This is the main page of the website, the point of entry for first time site visitors. It shows an overview of the contents that can be found in the different sections.

- Menu bar.
- Hero image.
- A brief introduction to the project and key advantages.
- Saitec and SATH Technology description.
- Project structure with work packages.
- DemoSATH Project explanation.
- Latest Posts.
- An option to subscribe to newsletter.
- Upcoming events.
- A footer with social media links, contact information, latest post and EU grant acknowledgement information.



FIGURE 2.1: MENU OF THE SATHSCALE WEBSITE

### 2.2 ABOUT THE PROJECT

This section, accessible through the menu, provides background and scope of the project at a glance for visitors.

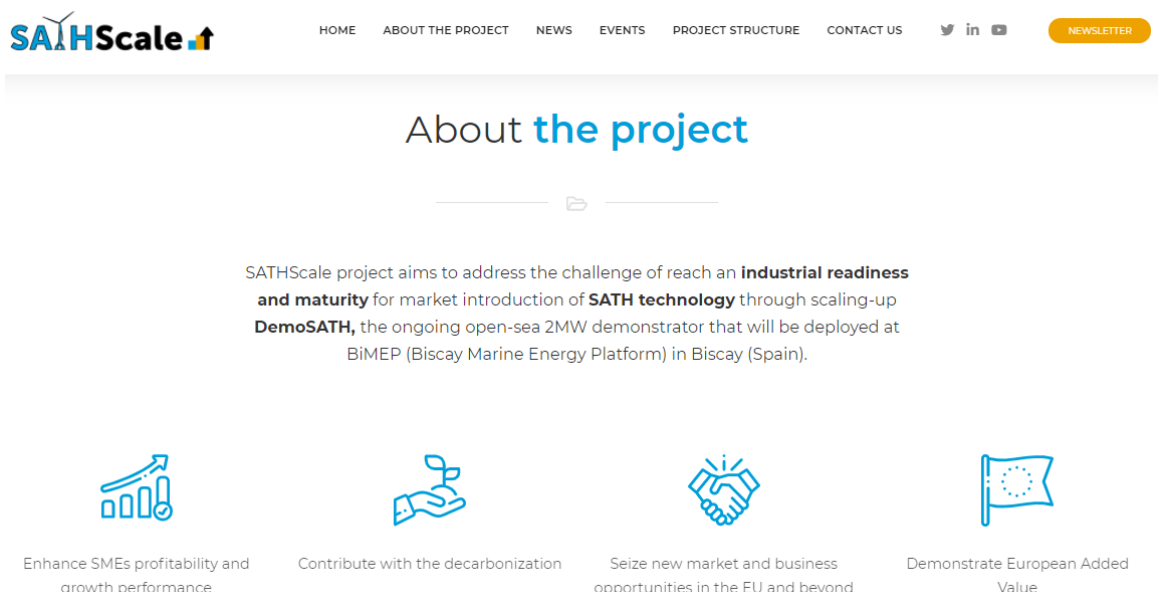


FIGURE 2.2: ABOUT THE PROJECT SECTION



### 2.2.1 PROJECT DESCRIPTION

A longer explanation of the project including relevant information, vision and objectives.

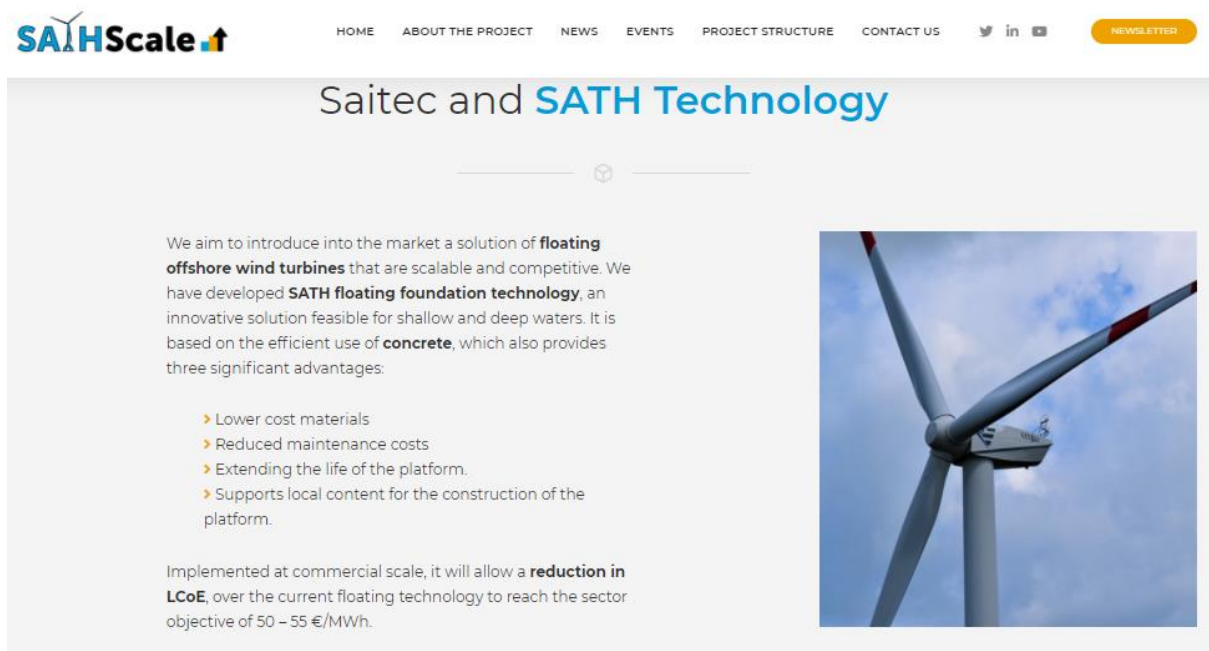


FIGURE 2.3: TECHNOLOGY DESCRIPTION

### 2.2.2 PROJECT OBJECTIVES

Here are presented the main objectives of the project. List of the core objectives will be posted on this section:

- Develop an industrialized fabrication system for mass production, encompassing the manufacturing process, transportation and assembly of the floating platform, taking as starting point the logistics involve in the 2MW demonstrator, to reduce the investment cost and potential risks.
- Design optimization from real experience data against the values obtained through conservative calculation. Important information about the design process, tools, models and different aspects of the design will be gathered and can be applied to the optimization of the technology in terms of cost and dynamic behaviour.
- Optimization of operations and maintenance logistics through data collection and analytics of real experiences of the open-sea operation of the 2MW prototype, with the consequent risk reduction (de-risk) of the technology innovations, improving health and safety and reducing unplanned activities and costs.

### 2.2.3 PROJECT STRUCTURE

This section presents in a schematic way the structure of project work plan. The schematic presents the different Work Packages that configure the project and the relationship among



them providing a holistic vision of the *SATHScale* project. A short condense description of each of the work packages.

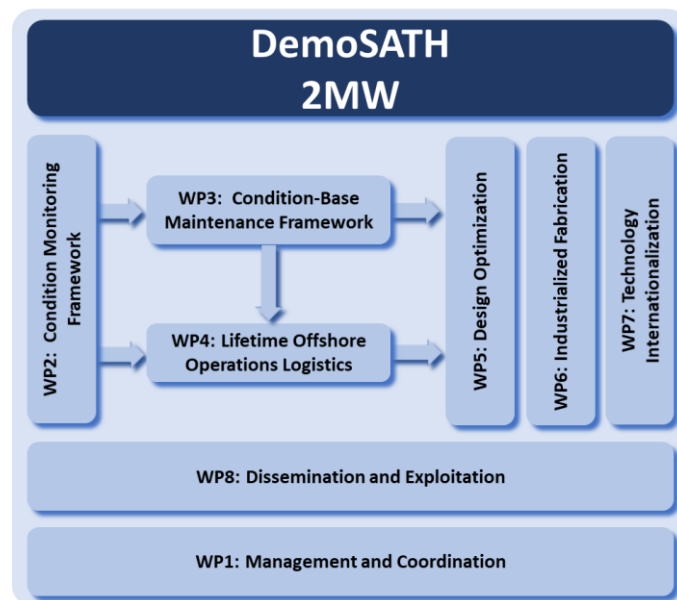
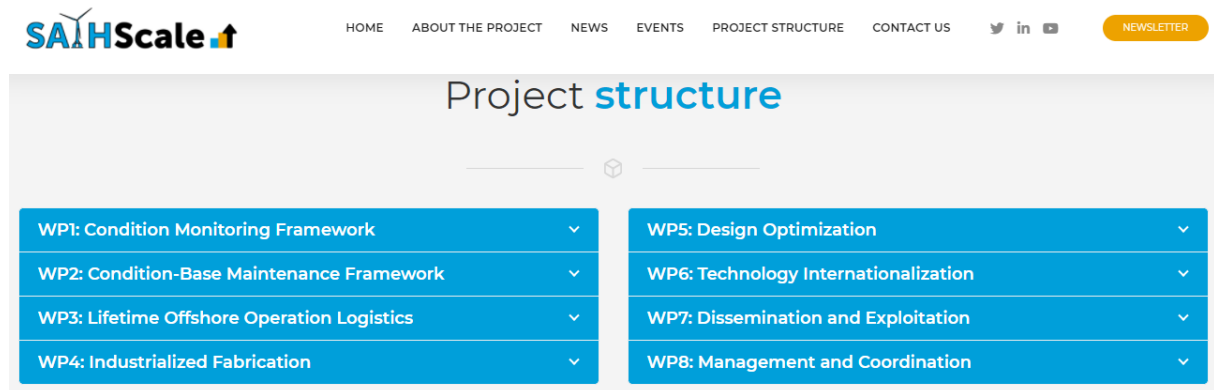


FIGURE 2.4: PROJECT STRUCTURE

#### 2.2.4 EXPECTED IMPACTS

In this section is provided a summary of the results to be addressed.

#### 2.2.5 BIMEP TEST FACILITIES

An important instrument to achieve the project goals is the offshore testing facilities. It also are a key element to validate and de-risk the project innovations. Field tests at BiMEP open-sea test facility will establish the benchmark to assess the impact of SATHScale project-

This section introduces BiMEP as the open sea test centre where the project is going to take place. A brief description and key figures will be posted here.



## 2.3 DISSEMINATION

The dissemination section retrieves information and any public material generated within the project. It will give the possibility to download or share any deliverable or publications. Different publications categories can be accessed and downloaded here:

- ▶ Dissemination material: leaflet of the project, posters, presentations.
- ▶ Project reports.
- ▶ Scientific communications.
- ▶ Research data.

## 2.4 NEWS

This page shows news promoting the project main activities. The objective is to gather highlights and push out announcements of interest to all target stakeholders.

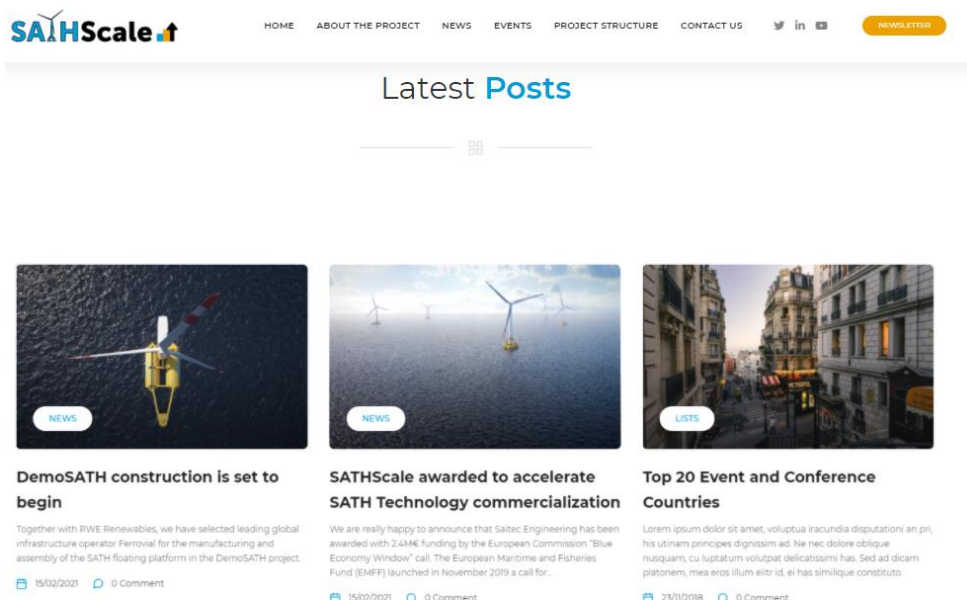


FIGURE 2.5: LATEST POSTS SECTION

## 2.5 EVENTS

Conferences or workshops organised and attended. Each of the events will include its title, date, place and a brief description. A link to the event will be also provided and links to any download material will be also included.



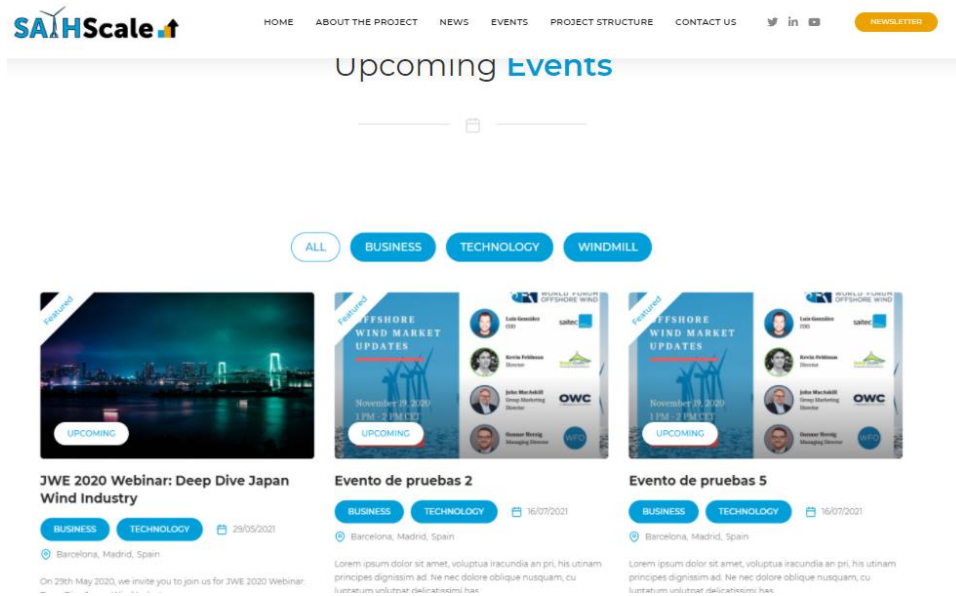


FIGURE 2.6: EVENTS SECTION

## 2.6 CONTACT US

At last, a contact page is added leading the external visitors of the SATHScale web page to the project coordinator.

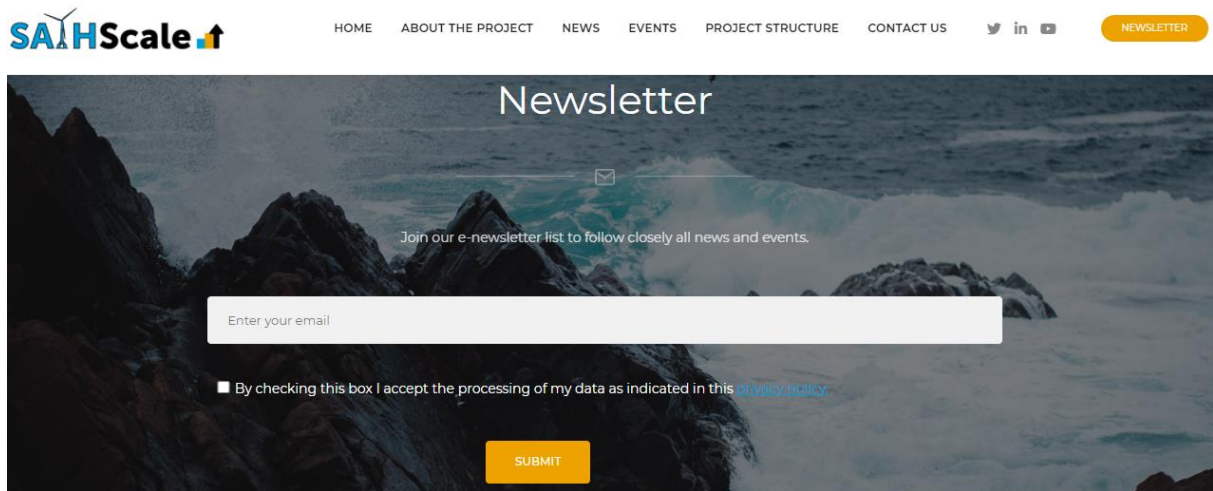


FIGURE 2.7: NEWSLETTER SECTION

### 3. COMMUNICATION STRATEGY

#### 3.1 PURPOSE

The website ([www.sathscale.eu](http://www.sathscale.eu)) will be the primary information source for several *SATHScale* project target groups. As a primary communication tool, the website address will feature in all project’s communication material.

The purpose of the website will be to proactively promote the project and its final results by providing targeted information to various audiences within and beyond the project own community. The specific goals of this dissemination and communication channel are:

- ▶ To raise awareness about the objectives of the project, its results, its benefits, use and applicability.
- ▶ To share open sea operating experience with floating wind energy stakeholders.
- ▶ To seek the support of the authorities, lobbies, policy makers and the general public.
- ▶ To build understanding and facilitate adoption of project results.
- ▶ To assure that all interested parties are involved, participate and are informed about the status of the project.

#### 3.2 TARGET AUDIENCE

The website is addressed to the three main target groups of the *SATHScale* project as shown in the following table.

TABLE 1. SATHSCALE TARGET GROUPS

| TARGET GROUPS                     | SUBGROUPS  |
|-----------------------------------|--|
| Policy makers & public bodies     | <ul style="list-style-type: none"> <li>• European authorities</li> <li>• Regional &amp; local authorities</li> <li>• Permitting bodies</li> <li>• Marine planning</li> <li>• Regulators</li> <li>• Municipalities</li> <li>• Standardisation bodies</li> </ul> |
| Floating wind energy stakeholders | <ul style="list-style-type: none"> <li>• Technology developers</li> <li>• Supply &amp; service chain</li> <li>• Utilities and promoters</li> <li>• Sector associations</li> <li>• Scientific community</li> <li>• Other professionals</li> </ul>               |
| General public                    | <ul style="list-style-type: none"> <li>• Environmental NGOs</li> <li>• Citizen organisations</li> <li>• Students</li> <li>• Women</li> <li>• Children</li> <li>• Individual citizens</li> </ul>  |

The website will be provided with different targeted information to match the particular interests and needs of each target group and subgroup.

**Policy makers & public bodies** range from European, regional and local authorities to permitting bodies, marine planning institutions, regulators and standardisation bodies.



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**Floating wind stakeholders** span across the entire value chain of the sector, focusing on technology developers, supply and services companies, utilities and promoters, sector associations, the scientific community and other type of professionals. They need to be equipped with the right skills, knowledge and understanding of the results in order to achieve real change.

**General public** involves all non-specialist's stakeholders with particular interests/needs such as environmental NGOs, citizen organisations, students, women, children and individual citizens.

The website will also contribute to address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- ▶ Transnational cooperation in a European consortium (i.e., how working together has allowed achieving more than otherwise possible).
- ▶ Scientific excellence.
- ▶ Contributing to competitiveness and to solving societal challenges.
- ▶ Impact on everyday lives (e.g., creation of jobs, development of new technologies, better quality products, more convenience, improved lifestyle, etc.).
- ▶ Better use of results and spill-over to policy-makers, industry and the scientific community.

### 3.3 WEBSITE AS A CHANNEL OF DISSEMINATION AND COMMUNICATION MATERIAL

As it was explained above the website will be one of the main channels and tools for dissemination and communication. For this reason, it will be a repository for a wide type of information and communication material.

The next table presents the different types of communication material that are taken in consideration for the website at present.

**TABLE 3.2: COMMUNICATION MATERIAL**

| Dissemination material               | Project reports     | Communications                    | News & events                                     |
|--------------------------------------|---------------------|-----------------------------------|---|
| Project Leaflet                      | Public deliverables | Articles in wind energy magazines | News and press releases                           |
| Standard project presentation        | Publications        | Presentations and posters         | Events in which <i>SATHScale</i> will participate |
| Interviews in local radio station/TV |                     |                                   |   |
| Other dissemination material         |                     |                                   |   |





### 3.3.1 PROMOTION AND SCIENTIFIC MATERIAL

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Promotion materials will be produced to support the dissemination activities. *SATHScale* website will be one of the most important channels for the dissemination of this promotion material. Among these materials will be:

- ▶ Brochures and leaflets, posters, roll-ups.
- ▶ Technical reports.
- ▶ Scientific communications and research data.
- ▶ Videos.
- ▶ Etc.

Production and distribution of traditional promotional materials is faced with some important constraints, due to their relatively high environmental impact and cost/return ratio. The format will therefore be mostly digital, with only a small quantity of materials distributed by physical means:

- ▶ Brochures, leaflets, etc. will be mainly distributed as digital documents in PDF format. Printed materials will be minimized, produced in recycled paper and distributed only locally in order to restrict their carbon footprint.
- ▶ Videos will only be distributed through website and other online channels, such as YouTube or Vimeo.

The website will include a section of Publications in which all the communication material will be available. This material will contribute to enhance the descriptions on the website.

### 3.3.2 PRESS & SPECIALISED MEDIA

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Radio, television, newspapers, specialist and technical publications and Internet shall be conceived as additional venues for the promotion of the project objectives and results. Regular press notes will be released and sent to regional/national/European media and will be available in media section of the website. Press conferences shall be held to present key milestones of the project and beneficiary will arrange for radio interviews and television broadcasts.

### 3.3.3 PARTICIPATION IN RELEVANT DISSEMINATION EVENTS

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Along the lifecycle of the project relevant events (e.g., conferences, seminars, exhibitions, meetings and information days) will be identified. The organizers will be contacted asking for the participation on the event.

The participation of the *SATHScale* participants in the events will be carefully publicized, providing stakeholders with enough time to include the attendance in their agendas, using the web, social media, mailing and publications to disseminate the event. Before its celebration, information about the event will be posted on the website. In addition, the media will receive information about the conference, focused on selling the benefits of attending the event.



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Promotional material about the project will be also provided. Depending on the relevance of the event – type of participation, a press conference will be celebrated after the event to assure a high impact and wider dissemination after the event. For relevant events media representatives from radio, television and press will receive information about the participation of *SATHScale* in the event.

### 3.4 IMPACT TRACKING

The web page will be regularly updated. Moreover, the effectiveness of web page will be periodically analysed by means of the Google Analytics tool. This will allow reports to be run on the website, giving a very clear picture of information such as:

- ▶ Users count visiting the website and visit time.
- ▶ Languages and locations of visitors.
- ▶ Devices used for browsing the website.

Adequate indicators to measure the impact of the dissemination carried out through the website channel have been defined. Next table presents some indicators to be considered for measurement.

**TABLE 3.3: IMPACT OF DISSEMINATION (WEBSITE)**

| Indicator                                 | Contingency plan  |
|---|---|
| Monthly visits                            | Promoting the web site in social media (e.g., Linked-in groups, Corporate web sharing) and e-mail (e.g., Newsletter to target groups) |
| Duration of visits                        | Re-organize the web site to make it easier to find relevant items. Upload more attractive content                                     |
| No. of downloads per month                | Foster downloads within our networks.   |
| No. of references from external web pages | Contact wind energy associations and strategic initiatives to promote the site.   |

