



Support to the realisation of the ocean energy
implementation plan for the SET-Plan

Deliverable D6.1

Plan for Exploitation and Dissemination of Results

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EXECUTIVE SUMMARY

To provide support to ocean energy implementation in line with the SET Plan, the OceanSET project was launched in March 2019. This EU H2020 project will help to paint a clear picture of ocean energy sector development across Europe within the SET Plan framework. The plan for exploitation and dissemination of results (PEDR) of OceanSET is the reference framework for evaluating the impact of project activities. It corresponds to the deliverable D6.1 which is a public deliverable of the OceanSET project, produced in the context of WP6, Task 6.1. The objective of “WP 6 - Communication and dissemination” is to establish a strategy and implement an action plan for an optimised communication and dissemination of the project outputs, helping to ensure implementation of the SET Plan IP in the ocean energy sector. “Task 6.1 - Plan for exploitation and dissemination of results (PEDR)” aims to clearly explain the exploitation, dissemination and communication strategy of the project results by listing audience target groups, setting out main messages, determining the channels and tools that will be used and presenting concrete actions that will be carried out throughout the project and presenting how their effectiveness will be evaluated. The main intention of the OceanSET project being to collate and disseminate information and that this information be open source and available for public good use, there is no plan to exploit the project information other than in the sense of maximizing communication and dissemination actions to the benefit of the project goals.



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ABBREVIATIONS AND ACRONYMS

DGEG: Directorate General of Energy and Geology
DG ENR: Directorate-General for Energy
DG ENV: Directorate-General for Environment
DG MARE: Directorate-General for Maritime Affairs and Fisheries
DG RTD: Directorate-General for Research and Innovation
EC: European Commission
EERA: European Energy Research Alliance
ENEA: National Agency for New Technologies, Energy and Sustainable Economic
ETIP: European Technology and Innovation Platforms
EU: European Union
EVE: Ente Vasco de la Energía
FEM: France Energies Marines
ICOE: International Conference on Ocean Energy
IWG: Implementation Working Group
JRC: Joint Research Centre
LCOE: Levelized Cost of Energy
M/ Month
MRE: Marine Renewable Energies
No.: Number
OEE: Ocean Energy Europe
OTEC: Ocean Thermal Energy Conversion
PEDR: Plan for Exploitation and Dissemination of Results
PLOCAN: Oceanic Platform of the Canary Islands
SEAI: Sustainable Energy Authority of Ireland
SET: Strategic Energy Technology
UEDIN: The University of Edinburgh
URL: Uniform Resource Locator
WAVEC: WavEC Offshore Renewables
WES: Wave Energy Scotland
WP: Work Package



1. INTRODUCTION

The European Strategic Energy Technology Plan (SET Plan) aims to accelerate the development and deployment of low-carbon technologies. It seeks to improve new technologies and bring down costs by coordinating national research efforts and helping to finance projects. In this framework, the SET Implementation Plan (SET Plan IP) for ocean energy was adopted on 21 March 2018. It has since been managed by the Implementation Working Group (IWG). This group is composed of representatives from the European Commission, Member States, Regions and other stakeholders. To date the focus has been on the development of research and roadmaps which have helped define the aspirations of the wave and tidal sector. The principle of the ocean energy SET Plan IP is to transform those aspirations into operational actions. The target timescale regarding actions listed within this plan is 2025 for tidal technologies and 2030 for wave technologies.

To provide support to ocean energy implementation in line with the SET Plan, the OceanSET project was launched in March 2019. This EU H2020 project will help to paint a clear picture of ocean energy sector development across Europe within the SET Plan framework. The plan for exploitation and dissemination of results (PEDR) of OceanSET is the reference framework for evaluating the impact of the project activities. It corresponds to the deliverable D6.1 which is a public deliverable of the OceanSET project, produced in the context of WP6, Task 6.1. The objective of “WP 6 - Communication and dissemination” is to establish a strategy and implement an action plan for an optimised communication and dissemination of the project outputs, helping to ensure implementation of the SET Plan IP in the ocean energy sector. “Task 6.1 - Plan for exploitation and dissemination of results (PEDR)” aims to clearly explain the exploitation, dissemination and communication strategy of the project results by listing audience target groups, setting out main messages, determining the channels and tools that will be used and presenting concrete actions that will be carried out throughout the project and describing how their effectiveness will be evaluated. Subsequently, a report will be produced every year to review the dissemination and communication activities and their effectiveness. This report will include PEDR modifications if any are deemed necessary.

The main intention of the OceanSET project being to collate and disseminate information and that this information be open source and available for public good use, there is no plan to exploit the information other than in the sense of maximizing communication and dissemination actions to the benefit of the project goals.

The PEDR includes the following elements:

- **Objectives.** They must be set according to the type of expected outcomes. These must be realistic, measurable and predictable.
- **Target audience.** It is important to identify the recipients of the messages. Each identified target recipient may require specific processing and communication.
- **Key messages.** For each target group to react positively, the message must be adapted to its codes.
- **Channels and contents.** There are many dissemination channels and communication tools, it is necessary to select the ones meeting the objectives set, while respecting the allocated budgets.



- **Contributors.** It is necessary to clearly identify each pilot and main contributors involved and allocate the tasks to be performed.
- **Schedule.** The planning is the result of the previous steps. It is necessary to set up a calendar listing all the actions.



2. STRATEGY FOR DISSEMINATION AND COMMUNICATION

2.1 OVERVIEW OF THE STRATEGY

The main purpose of the OceanSET PEDR is to ensure that each target group can be identified and will have the possibility to interact with the project partners. For this purpose, the PEDR will ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods. The main elements of OceanSET dissemination and communication strategy are summarised in the Figure 1 and are later described in the document.



FIGURE 1. OVERVIEW OF THE OCEANSET DISSEMINATION AND COMMUNICATION STRATEGY

2.2 OBJECTIVES AND TARGET AUDIENCE

Dissemination and communication activities will have two main objectives:

- promoting the SET Plan targets and the planned actions in the SET Plan IP regarding ocean energy;
- ensuring that key players in the European ocean energy field have up-to-date information on projects and the evolution of the sector.

This will help to convince key audiences that ocean energy is worth investing public and private money into. It will be also very useful in the definition and the preparation of European, national and regional actions to support technology development and to define conditions for commercial deployment in

line with the SET Plan. The dissemination and communication activities will also participate in public acceptance of a new technology class.

The target audience for OceanSET results is wide:

- National governments in Europe, particularly individuals and organisations with responsibility for policies that impact the development of marine renewable energies (MRE);
- **Regional authorities**, including oversea territories;
- **Industrial stakeholders** as technology and farm developers, certification institutes, design office, etc;
- **Research organisations and universities**;
- **Associations and civil society** who represents the wider public not always directly involved in the ocean energy sector;
- **European Commission** and particularly DG ENR, DG ENV, DG MARE, DG RTD, JRC.

2.3 KEY MESSAGES

The project aims to support the implementation of the SET Plan. For this action to be successful, it is necessary to ensure that the following messages are included in the communication actions carried out within the framework of OceanSET:

- **The sector development:** Developing the ocean energy sector is a chance to create a new industrial sector in Europe that will generate jobs in regions throughout the local supply chain and contribute to the global reduction in dependence on fossil fuels. With favourable support over the coming decade, Europe will obtain leadership in a global market.
- **The SET Plan:** Ocean energy is integrated in the SET Plan through two key actions: “N°1 in renewables” and “Smart resilience and Secure Energy System”. These targets were defined in 2015 through a widely participatory process that included national governments, industry and research actors that represent 16,700 entities.
- **The SET Plan IP:** The principle of the ocean energy SET Plan IP is to transform aspirations into operational actions. The target timescale regarding actions listed within this plan is 2025 for tidal technologies and 2030 for wave technologies.
- **The importance of coordinated actions:** Given the wide range of different actors involved in the ocean energy sector, coordination and a common vision will be essential to meet targets for tidal stream and wave energy. Cooperation and coordinated actions can only be undertaken if there is a solid understanding of the different activities that are currently taking place across Europe.
- **The OceanSET project:** The holistic monitoring of the sector carried out in the framework of OceanSET will allow to propose appropriate innovation funding programmes including technical, environmental and financial aspects for further deployment of wave and tidal technologies to bring the technologies to commercial deployment at an acceptable levelized cost of energy (LCOE).



2.4 CHANNELS AND TOOLS

In the framework of OceanSET, five main dissemination channels will be used:

- Website;
- Social and traditional media;
- Newsletters;
- Meetings;
- Events.

Project website is giving the overview of OceanSET background, objectives and methodology. It is also a very efficient way to make public deliverables easily available. **Social and traditional media** are well adapted channels to keep a wide audience informed of the project results. **Newsletters** will be used to disseminate results and reports to target specific audience. Dedicated **meetings** will be the preferred path to communicate directly with representatives of European Commission, Member States and regional authorities. **Events** will target industrial stakeholders and research organisations in order to encourage knowledge, expertise and recommendations sharing.

Channels that will be used according to the target audience groups are summarised in Table 1.

TABLE 1. OCEANSET TARGET GROUPS AND RELATED CHANNELS

Channels	European Commission	Member States	Regional authorities	Industrial stakeholders	Research organisations & universities	Civil society
Project website	X	X	X	X	X	X
Social & traditional media	X	X	X	X	X	X
Newsletters	X	X	X	X	X	
Meetings	X	X	X			
Events				X	X	

Tools, contributors, schedule and assessment indicators will be developed for each channel in the next sections of the document, but the relation between dissemination material and channels is summarized in Table 2.

TABLE 2. DISSEMINATION MATERIAL AND RELATED CHANNELS

	Project website	Social & traditional media	Newsletters	Meetings	Events
Brochure	X				X
Presentation	X			X	X
Poster	X				X
Video	X	X			
Annual reports	X	X	X	X	X

France Energies Marines (FEM) will create and print brochure, presentation and poster. Sustainable Energy Authority Of Ireland (SEAI) will produce the video and print the annual reports.



3. PROJECT WEBSITE

3.1 CONTENTS

The very first phase of the work was to create a graphic charter. This is including a set of colours and fonts and a logo which is in Figure 2.



FIGURE 2. OCEANSET LOGO

Project website as the following URL: www.oceanset.eu. It was designed according to the OceanSET graphic charter as shown on the Figure 3. The main menu has the following structure:

- **About the project:** European context for wave and tidal energies, objectives, methodology and structure of the project;
- **About the SET Plan:** overview of the European Strategic Energy Technology Plan (SET Plan);
- **Partners:** brief description of consortium members;
- **Documentation:** dissemination material and public deliverables;
- **News:** short articles giving information about events and projects main steps.

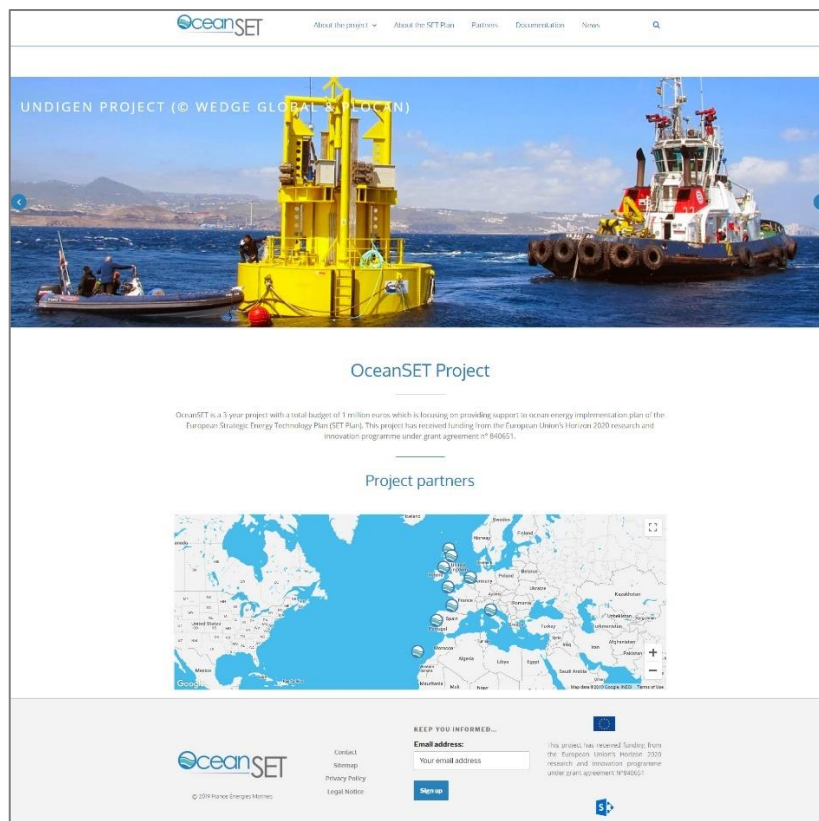


FIGURE 3. HOME PAGE OF OCEANSET WEBSITE



3.2 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

The website will be regularly updated throughout the duration of the project by FEM. Moreover, the effectiveness of this channel will be periodically analysed by means of Google Analytics tools. 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 or devices used for browsing the website.

Appropriate indicators to measure the impact of the dissemination through the website channel have been defined. Table 3 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

TABLE 3. DISSEMINATION IMPACT WITH WEBSITE CHANNEL

Indicator	Objective	Contingency plan
No. of monthly visits	200	Promoting the web site in social media and e-mail (e.g. Newsletter to target groups)
Duration of visits	1 min 30	Re-organizing the web site to make it easier to find relevant items Upload more attractive content
No. of downloads per month	10	Fostering downloads within partners networks



4. SOCIAL AND TRADITIONAL MEDIA

4.1 CONTENTS

Posts published on **social networks** (LinkedIn and Twitter) are very short texts, usually accompanied by photos or videos provided by the project partners. The information relayed on these media can correspond to: the posting online of public deliverables, key stages, the announcement of internal project events, the organisation of workshops, the publication of reports, among others. In addition, a summary of each annual report will be produced as video. Each video will be broadcasted on YouTube. Keywords that can be used are: **#OceanSET, #H2020, #oceanenergy, #tidal, #wave** and **#MRE**.

Publication material will be regularly prepared in a form of **press releases** and sent to regional, national, European and international **traditional media**. These documents will also be available in “Documentation” section of the project website. Press releases aim at presenting important news about the project, in order to attract the attention of journalists and encourage them to draft articles on the subject. They are presented in a specific format and content (i.e. date, attractive headline, logos, summary as the first paragraph, one paragraph per main idea, contact details for more information). The content needs to be clear, precise and concise.

4.2 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

To maximise the impact on social media, all project partners are invited to publish, share and comment messages related to OceanSET on a regular basis on their LinkedIn and Twitter official accounts. The video will be disseminated on the YouTube channels of partners who have one. The personal pages of each individual involved in the project can also be used to increase the virality of the messages.

Press releases will be prepared by FEM and then sent to the other OceanSET partners in order to ensure a targeted national dissemination.

Contributors and schedule regarding activities related to social and traditional media are summarized in Table 4.

TABLE 4. ACTIONS REGARDING SOCIAL AND TRADITIONAL MEDIA

Type of media	Type of tool	Schedule	Contributors' roles
Twitter	Post	1 per month since July 2019	Publish: FEM Like, share, comments: all partners
LinkedIn	Post	1 per month since July 2019	Publish: FEM Like, share, comments: all partners
You Tube	Video	1 at the end of the first year 1 update at the end of each year	Production: SEAI Publish: all partners
Traditional media	Press release	1 at the beginning of the project 1 each year when annual report is completed	Writing: FEM Dissemination: all partners



Appropriate indicators to measure the impact of the dissemination carried out through social and traditional media have been defined. Table 5 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

TABLE 5. DISSEMINATION IMPACT WITH SOCIAL AND TRADITIONAL MEDIA CHANNEL

Indicator	Objective	Contingency plan
No. of interactions per month	50	Encouraging project partners to share OceanSET publications on social media.
Total no. of video views	1,000	Encouraging project partners to promote and share the video within their network.
No. of press releases	4	Coordinating with project key milestones.
No. of articles in newspapers or offshore renewables magazines	4	Activating the privileged contacts that partners have with certain journalists.
No. of appearances in TV and radio	2	Sending invitation for relevant events where journalists can conduct interviews, shoot images and record sound.



5. NEWSLETTERS

5.1 CONTENTS

Annual reports but also key information and results about OceanSET will be disseminated through dedicated **electronic newsletters**. The list of recipients of these newsletters will be built from different sources: registration on the project website, mailing list of stakeholders, interested groups and other renewable energy projects. All these actions will be done in the respect of General Data Protection Regulations.

5.2 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

Project electronic newsletters will be coordinated by FEM, with the support of all project partners and subject to review by the IWG. They will be sent before or after key milestones of the project, depending on the contents.

Appropriate indicators to measure the impact of the dissemination carried out through newsletters have been defined. Table 6 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

TABLE 6. DISSEMINATION IMPACT WITH NEWSLETTERS CHANNEL

Indicator	Objective	Contingency plan
No. of newsletters per year	2	Coordinating with project key milestones.
No. of newsletters recipients	200	Encouraging project partners to promote OceanSET newsletters and contact coordinators of new ocean energy projects.



6. MEETINGS

6.1 CONTENTS

Dedicated **meetings** will be set up to interact directly with institutional key players of ocean energy sector: European Commission, Member States and regional authorities. These meetings will be good opportunities to present the annual reports in preview, to highlight key project results and to propose recommendations.

6.2 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

Dedicated meetings will be conducted by OceanSET partners and IWG members. They will be organized as much as possible alongside events in which institutional actors of ocean energy sector participate. Appropriate indicators to measure the impact of the dissemination carried out through meetings have been defined. Table 7 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

TABLE 7. DISSEMINATION IMPACT WITH MEETINGS CHANNEL

Indicator	Objective	Contingency plan
Meetings with representatives of European Commission	1 per year	Finding alternative events in which target audience participate. Allocating objectives to partners.
Meetings with representatives of Member States	1 after 2 years of project per Member State	Finding alternative events in which target audience participate. Allocating objectives to partners.
Meetings with representatives of Regional authorities	1 after 2 years of project per concerned Region	Finding alternative events in which target audience participate. Allocating objectives to partners.
Project closing meeting	1 at the end of the project	Allocating objectives to partners.



7. EVENTS

7.1 CONTENTS

Knowledge sharing workshops will bring together innovation providers and funders within the EU. These workshops will provide visibility of both the required and the available funding as well as ensure well-aligned Innovation Funding Programmes with the sector requirements for progression. They will be held in parallel with international ocean energy events.

Dissemination workshops dedicated to industrial stakeholders will be organized to promote the activities of the wave, tidal and OTEC sectors. They will be held in parallel with international ocean energy events. These workshops will aim at preparing future projects with support from academic partners represented through EERA and industry partners through ETIP2.

Throughout the project lifetime, OceanSET partners will also actively participate in **events** such as technical conferences, industrial congresses, exhibitions and meetings through oral communications, presenting posters or attending to fairs.

7.2 CONTRIBUTORS, SCHEDULE & IMPACT TRACKING

Three knowledge sharing workshops will be organized by FEM together with DGEG and SEAI respectively in M9 alongside with Ocean Energy Europe 2019, in M21 and in M33 (events will be defined later).

Two intermediate dissemination workshops will be organized by FEM respectively in M16 at Seanergy 2020 and in M25 (event will be defined later). The final dissemination workshop will be one with the project closing meeting and will be organized by SEAI at the end of the project.

Table 8 is a first list of important events related to ocean energy where OceanSET partners can promote the project and plan workshops.

TABLE 8. INTERESTING EVENTS RELATED TO OCEAN ENERGY

Name of the event	Date	Place
Ocean Energy Europe 2019 (OEE2019)	30/09 - 01/10/2019	Dublin, Ireland
WAVEC Annual Seminar	04/12/2019	Lisbon, Portugal
WES Annual Conference	05/12/2019	United Kingdom
FEM S&T Tribune	17/12/2019	Paris, France
International Conference on Ocean Energy 2020 (ICOE 2020)	Spring 2020	Washington DC, USA
All-Energy 2020	May 2020	Glasgow, United Kingdom
Seanergy 2020	June 2020	Nantes, France
Sea Tech Week	October 2020	Brest, France
Ocean Energy Europe 2020 (OEE2020)	October 2020	To be determined



Appropriate indicators to measure the impact of the dissemination carried out through events have been defined. Table 9 presents the minimum objectives to be achieved and indicators for measurement of success. In case the objective is not fulfilled a contingency plan will be considered.

TABLE 9. DISSEMINATION IMPACT WITH EVENTS CHANNEL

Indicator	Objective	Contingency plan
No. of knowledge sharing workshops	3	Assigning responsibilities and budget.
No. of dissemination workshops	3	Assigning responsibilities and budget.
No. of attendees per dissemination workshop	50	Encouraging each partner to promote the event within their networks.
No. of oral communications or posters at conferences, congresses	9	Finding alternative events, contacting organisers for which several partners are members of the committee and/or chairman or reviewer of sessions. Allocating objectives to partners.
No. of attended industrial events and/or fairs	3	Finding alternative events, contacting organisers for which several partners are members of the committee. Allocating objectives to partners.





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