



# W E S E

WAVE ENERGY  
IN SOUTHERN EUROPE

## DELIVERABLE 7.2 COMMUNICATION AND DISSEMINATION PLAN



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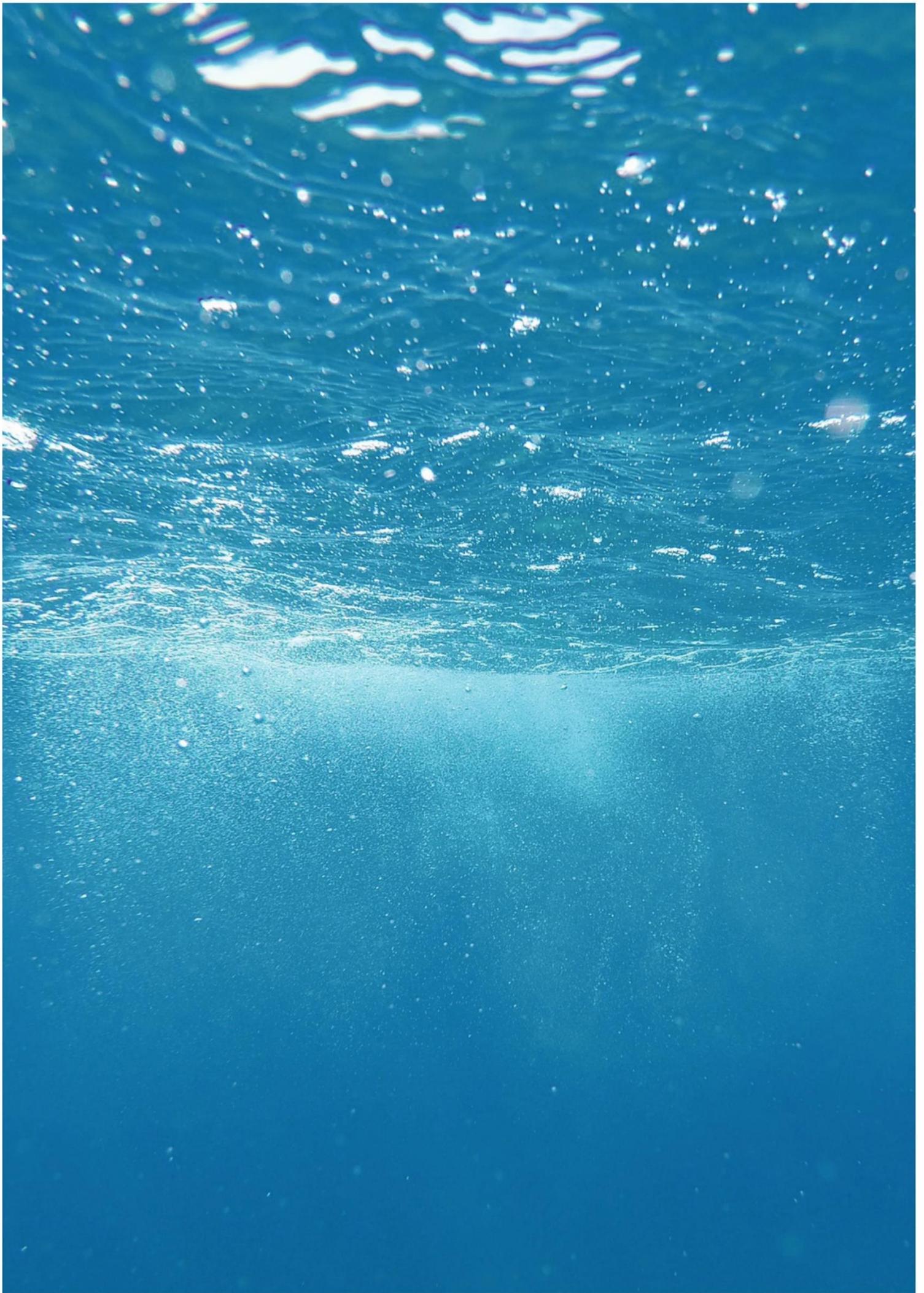


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## **WP 7**

Deliverable 7.2 Communication and dissemination plan

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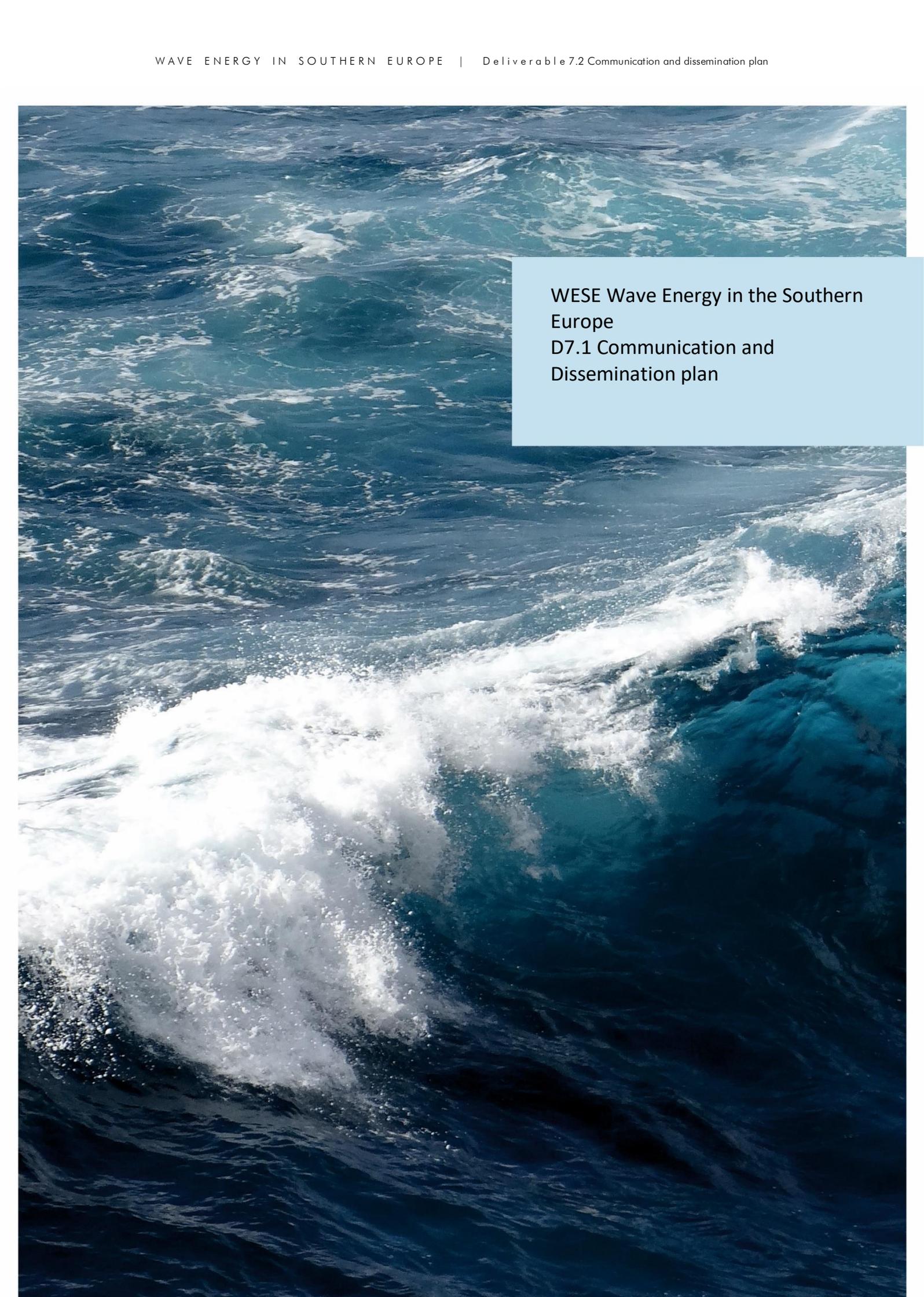
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WESE Wave Energy in the Southern  
Europe  
D7.1 Communication and  
Dissemination plan

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## 1. WESE project synopsis

The Atlantic seaboard offers a vast marine renewable energy (MRE) resource which is still far from being exploited. These resources include offshore wind, wave and tidal. This industrial activity holds considerable potential for enhancing the diversity of energy sources, reducing greenhouse gas emissions and stimulating and diversifying the economies of coastal communities. Therefore, the ocean energy development is one of the main pillars of the EU Blue Growth strategy. While the technological development of devices is growing fast, their potential environmental effects are not well-known. In a new industry like MRE, and Wave Energy (WE) in particular, there are still interactions between devices and marine organisms or habitats that regulators or stakeholders perceive as risky. In many instances, this perception of risk is due to the high degree of uncertainty that results from a paucity of data collected in the ocean. However, the possibility of real risk to marine organisms or habitats cannot be ignored; the lack of data continues to confound our ability to differentiate between real and perceived risks. Due to the present and future demand for marine resources and space, human activities in the marine environment are expected to increase, which will produce higher pressures on marine ecosystems; as well as competition and conflicts among marine users. This context continues to present challenges to permitting/consenting of commercial-scale development. Time-consuming procedures linked to uncertainty about project environmental impacts, the need to consult with numerous stakeholders and potential conflicts with other marine users appear to be the main obstacles to consenting WE projects. These are considered as non-technological barriers that could hinder the future development of WE in EU and Spain and Portugal in particular were, for instance, consenting approaches remain fragmented and sequential. Consequently, and in accordance with the Ocean Energy Strategic Roadmap published in November 2016, the aim of the project consists on overcoming these non-technological barriers through the following specific objectives:

- Development of environmental monitoring around wave energy converters (WECs) operating at sea, to analyse, share and improve the knowledge of the positive and negative environmental pressures and impacts of these technologies and consequently a better knowledge of real risks.
- The resulting data collection will be used to apply and improve existing modelling tools and contribute to the overall understanding of potential cumulative pressures and impacts of larger scale, and future, wave energy deployments.
- Development of efficient guidance for planning and consenting procedures in Spain and Portugal for WE projects, to better inform decision-makers and managers on

environmental real risks and reduce environmental consenting uncertainty of ocean WE introducing the Risk Based Approach suggested by the RiCORE, a Horizon 2020 project, which underline the difficulties for developers with an existing fragmented and sequential consenting approaches in these countries;

- Development of innovative maritime spatial planning (MSP) Decision Support Tools (DSTs) for Portugal and Spain and their implementation for site selection of WE projects. The final objective of such tools will be to assist managers, decision makers and promoters, in the identification of suitable areas, based on risk-based approach (i.e. the identification of areas with lowest technical, environmental and conflict with other users risk), for wave energy development, as well as to support decision makers and developers during the licensing process. These DSTs will consider previous findings (both environmental and legal, found in RiCORE) and the new knowledge acquired in WESE in order to support the development of the risk-based approach mentioned above;
- Development of a Data Sharing Platform that will serve data providers, developers and regulators. This includes the partners of the project. WESE Data Platform will be made of a number of Information and Communication Technologies (ICT) services in order to have: (i) a single web access point to relevant data (either produced within the project or by others); (ii) Generation of OGC compliant requests to access data via command line (advanced users); (iii) a dedicated cloud server to store frequently used data or data that may not fit in existing Data Portals; (iv) synchronized biological data and environmental parameters in order to feed models automatically.

## 2. Executive summary

WESE is a project funded under the European Maritime and Fisheries Fund focusing on overcome the non-technological barriers related with Wave Energy projects, specifically by carrying out environmental monitoring activities around wave energy converters (WECs) operating at sea, to improve knowledge on environmental pressures and impacts and risks; collecting data to improve existing modelling tools and contribute to the understanding of cumulative pressures and impacts of larger scale deployments; developing efficient guidance for planning and consenting procedures; developing and implementing innovative maritime spatial planning through Decision Support Tools (DSTs); and developing a Data Sharing Platform that will serve data providers, developers and regulators.

The aim of this communication and dissemination /exploitation plan is to maximize the impact, take-up, visibility, and credibility of the project. This plan addresses the purpose of communication dissemination /exploitation, what will be disseminated and how this information may further be exploited, who are the target audiences, how the communication channels will be created and used and when.

The findings from the project will be shared with relevant stakeholders not only to inform them but also to get their feedback and allow their input on information needs throughout the course of the project. It is envisaged that this plan is a dynamic document; so that the activities outlined may be subject to change over the duration of the project and remain open to alternative ways of publicising and disseminating results. Dissemination / exploitation will take place through both traditional channels (publications and conferences) but also through dedicated workshops, press releases, social media messages, etc., in order to increase the impact of the project.

### 3. Introduction

Effective plans for communication, dissemination and exploitation bring research and its outcomes to the attention of non-scientific audiences, scientific peers, potential business partners or policymakers and fosters collaboration and innovation. Because communication plays an important role in making sure a given EU project has a lasting impact on societal, environmental, technical, educational and or scientific aspects, communication and dissemination is a requirement under all EU programmes.

The boundaries between certain activities – in particular about communication actions and dissemination – are often blurry or can sometimes overlap. Based on the definitions provided by the European IPR Helpdesk (2018) and EASME (webinar communication; 2018) communication is intended herein as the specific means selected to communicate project results to reach society and show the impacts and benefits of the R&I activities; dissemination, is the public disclosure of the project results in order to transfer knowledge and results with the aim of enable others to use and take up results, maximizing the project impacts; and exploitation concerns the utilisation of results in research activities or in standardisation activities as is the case of WESE (Figure 1).

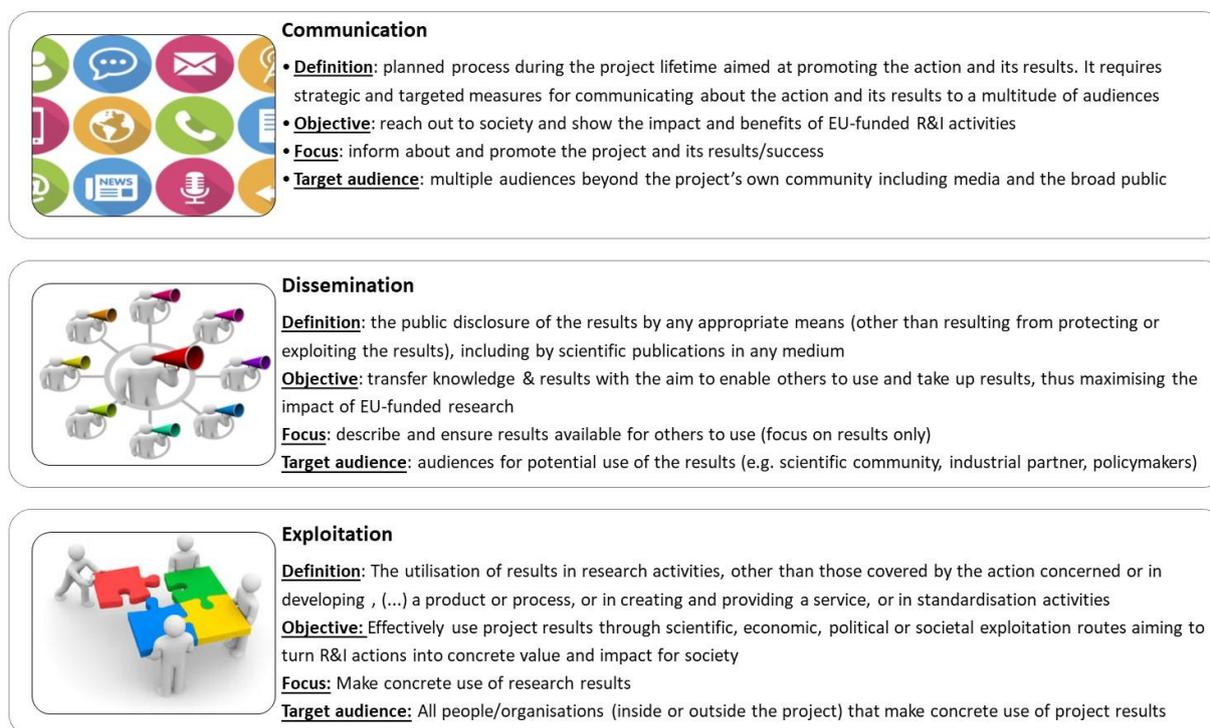
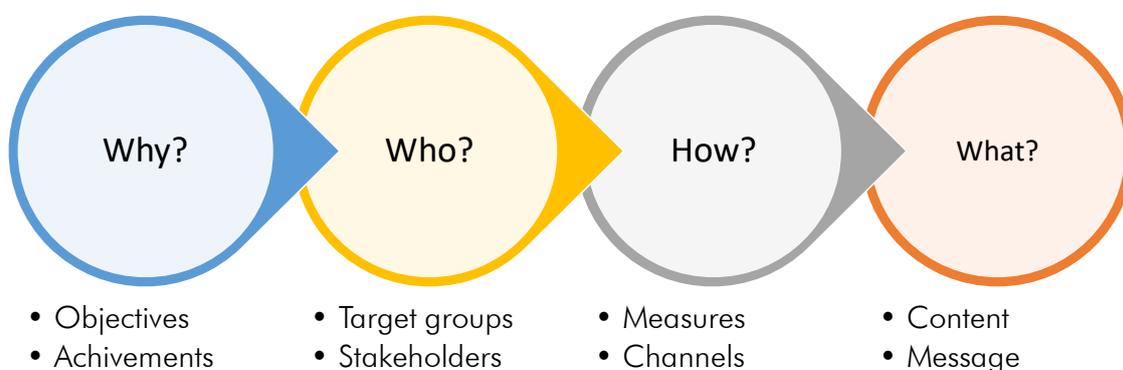


Figure 1. Central definitions of communication and dissemination. Source: The European IPR Helpdesk, 2018.

This report presents the strategic plan to effectively communicate, disseminate and exploit WESE project results and data, so they can reach the identified stakeholders in order to be peer-reviewed and discussed. The communication and dissemination activities proposed herein, which among others include the organization and participation in networking events, aim to actively promote awareness raising and dissemination activities of the results obtained by the WESE project on environmental impact assessment and licensing of wave energy projects. An exploitation plan will then be developed at the end of the project, in order to demonstrate the project results usefulness and define how these may be used for standardisation of environmental impact assessment of ocean energy projects. The communication and dissemination/exploitation strategy described herein is based on the steps presented in Figure 2.



**Figure 2.** Guidelines for effective communication and dissemination/exploitation planning. Adapted from The European IPR Helpdesk, 2018 and EASME Communication Team, 2018.

This strategy has been presented elsewhere and starts by setting the key objectives and describing the results that want to be achieved through the communication and dissemination/exploitation actions (section 4). The identification of the target audience and users of the tools to be used and developed (section 5) is the next step, followed by the definition and planning of the communication and dissemination/exploitation measures and channels to meet the expected impacts of the project (section 6). This plan ends with the list of the contents to be communicated to each type of audience as well as the data and knowledge to be transferred through the communication tools to the target stakeholders.

## 4. Key objectives and results to be achieved

Dissemination/exploitation and communication are key activities in WESE in order to increase the impact of the project. The overall objective is to maximize the impact, take-up, visibility and credibility of the project’s results. The specific objectives for the communication and dissemination/ exploitation activities is presented in Table 1.

**Table 1.** Communication and dissemination/exploitation objectives for the WESE project.

Communication	Dissemination / Exploitation
<ul style="list-style-type: none"> <li>• Inform about and promote the project and its results/success and its contribution to the sustainable development of wave energy in Europe and around the world.</li> <li>• Raise the level of awareness and knowledge about wave energy as a climate-friendly energy source.</li> <li>• Increase the level of knowledge on environmental effects of wave energy including positive impacts and mitigation measures to reduce negative impacts.</li> <li>• Contribute to the dissemination of the project results.</li> </ul>	<ul style="list-style-type: none"> <li>• Transfer knowledge on wave energy environmental impact assessment and licensing through a data sharing platform, reports, guidance documents and organisation of workshops to relevant stakeholders.</li> <li>• Design, develop and regularly update a dedicated WESE website with relevant material suited for dissemination: reports, publications and data.</li> <li>• Support the development of a plan for the exploitation of the key outcomes of the project beyond its lifetime.</li> </ul>

## 5. Target audience identification and engagement

The WESE project aims to obtain the attention and support of those who are interested in the topic of the environmental impacts and licensing of wave energy projects. With the view to have a far-reaching impact of the project, the communication and dissemination/exploitation strategy will encompass all stakeholders of the value network. The following stakeholder groups were listed:

- Regulators: national policy institutions, European Commission;
- Public authorities: national and regional authorities;
- Scientific Community: wave energy and environmental impact assessment researchers;
- Environment Impact assessment practitioners and surveying consultants;
- Private industry: developers, investors, insurers;
- Conservation groups: international organisations with environmental working groups on ocean energy (e.g. ICES, Annex IV from OES – IEA, etc.) and environmental non-governmental organisations (NGOs);
- Other marine sectors: shipping, offshore wind, fisheries, tourism, etc.
- Society at large: media and general public.

The identification of stakeholders will be carried out under WP4, Task 4.1 on “Stakeholders identification and engagement”. Under this Task, a database of key contacts will be developed and based on it, a General Data Protection Regulation (GDPR) compliant contact list of stakeholders will be created with organisations and individuals expressing interest and consenting in receiving information about the project. A specific area will be also created in the website for those individuals and entities willing to receive information about the project (this registration process will also ensure compliance with GDPR).

## 6. Tools and activities

During the project lifetime the focus will be on the development and production of a combination of continuous communication and dissemination tools and activities through the collaboration with relevant stakeholders. These are described below separately.

### 6.1 Communication tools and channels

#### 6.1.1 WESE visual identity

All communication activities hosted and/or funded by WESE shall follow the WESE graphic profile for e.g. websites, brochures and presentations. The information to the public will be provided in a uniform way for a wider visibility of the work done in the WESE project. The project logo is together with the EU-flag an intrinsic part of the publication and presentation layouts of the WESE project (Figure 3).



Figure 3. WESE project logos and EU flag.

All logos are published with negative coloured versions for use on dark backgrounds. The logos are available to partners through the WESE internal communication platform (SharePoint).

The development of the visual identity of the project also includes the production of communication templates for reports, presentations (Figure 4), flyers, among others.





Figure 4. Overview of the templates developed for WESE reports and presentations.

### 6.1.2 Website

The main goal of the WESE website is to establish a widespread channel to disseminate and access information on the project, activities and results. The target group is a wide set of the stakeholders including all groups identified under section 5. Visitors will find public deliverables produced during the project, photos and videos of monitoring activities, links to relevant websites and blogs and access to the data sharing platform where project raw data and metadata will be stored. The website has been launched at <http://wese-project.eu/>. The content of the website is editable by the WavEC team elements participating in the project. The graphical layout of the website for WESE is shown in the screen capture presented in Figure 5. The website will be available in three different languages; English, Spanish and Portuguese.

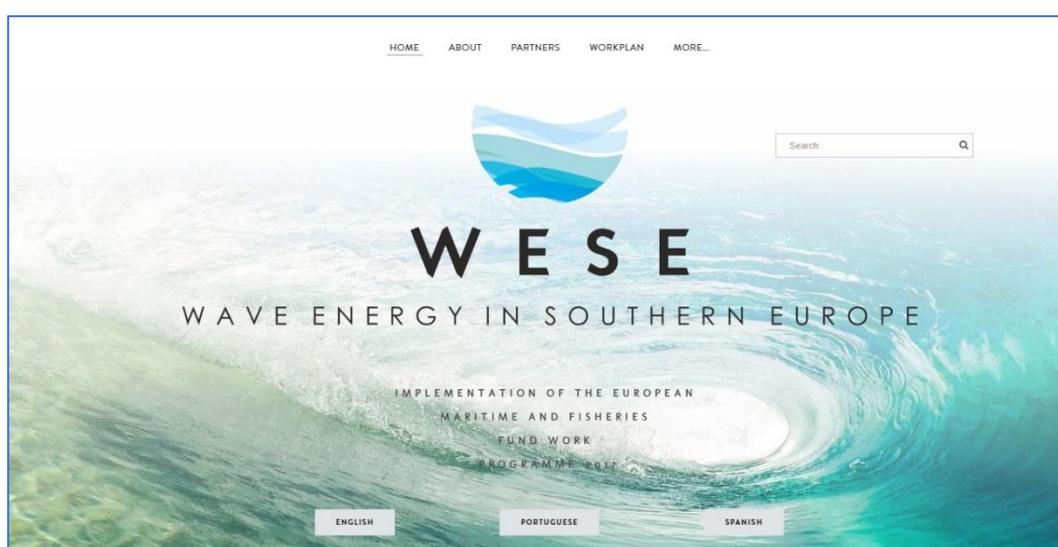


Figure 5. Screen capture from the project website <http://wese-project.eu/> in December 2018.

### 6.1.3 Press releases

The consortium will issue press releases at key milestones of the project summarized in Table 2. The responsible for issuing such press releases will be managed by WavEC with support from all partners.

**Table 2.** Plan for press releases dates and contents along the identified project milestones.

Project milestone	Press release date	Main contents
After project kick-off meeting	Month 4: February 2019	Information on the project objectives and duration and launch of project website
At the beginning of the monitoring activities	Month 8: June 2019	Description of the monitoring activities to be carried out according to the developed monitoring plans
Launch of the data sharing platform	Month 12: October 2019	Information on the data sharing platform: parameters, type of data and accessibility
End of monitoring activities at the sites	Month 24: April 2020	Main results of the monitoring activities carried out in the three test sites: Mutriku, Peniche and Bimep
End of the project and main results	Month 36: October 2020	Information on the guidances on monitoring standards and consenting procedures streamline in Spain and Portugal

### 6.1.4 Social media

The main goal of using social media is to create project visibility and engagement in the field of wave energy particularly regarding its environmental effects. Accounts in Twitter, ResearchGate and LinkedIn will be used to disseminate project milestones, announcements of project publications, participation in external events, dates of workshops and all other relevant news related with the project development. Press releases on all relevant channels above and company blogs will be used to disseminate key news and to attract further stakeholders to the ecosystem, promote the user association and to foster a wider discussion of the topics on ocean energy environmental effects, monitoring and consenting. This task will be led by the WavEC team with an active participation from all other partners.

### 6.1.5 Communication materials

A roll-up with the project summary will be prepared to be used during internal and external events (project meetings, workshops, participation in conferences, etc.). Flyers will be prepared in Spanish, Portuguese and English, to be distributed during partners' participation in external events. The translation of the flyers into Portuguese and Spanish will be ensured by the partners.

## 6.2 Dissemination / exploitation activities

### 6.2.1 Scientific publications

To disseminate the project results among the scientific community, at least two articles in peer-reviewed open access journals will be developed and submitted based on the project results. There are two ways of achieving open access publications that may be selected by the authors:

- Green open access: the author deposits the final peer-reviewed manuscript (not the published version) in an online repository. Most journals request an embargo period before the manuscript can be open access (as a reference the H2020 Open Access mandate accepts a maximum of 6 months embargo);
- Gold open access: the article is immediately published in open access mode, either by an open access journal or a hybrid journal. Gold open access usually involves Article Processing Charges (APC). The APC should be covered by the corresponding author's institution and are eligible for reimbursement during the project period.

Table 3 presents a list of scientific journals relevant to the WESE project dissemination. This list is not exhaustive, and more journals will be considered and added as the work proceeds.

**Table 3.** List of relevant scientific journals. Hybrid means the journal has both subscription and open access modes. APC

Journal name	ISSN	Impact factor	Journal type	APC
<a href="#">Renewable energy</a>	0960-1481	5.38	Hybrid	USD 3000
<a href="#">Frontiers in Marine Science</a>	2296-7745	2.89	OA	USD 1900
<a href="#">Journal of Marine Science and Engineering</a>	2077-1312	Tracked for impact factor	OA	CHF 550
<a href="#">Journal of Ocean Engineering and Marine Energy</a>	2198-6452	1.85	Hybrid	USD 3000
<a href="#">Energies</a>	1996-1073	2.68	OA	CHF 1800
<a href="#">International Journal of Environmental Monitoring and Analysis</a>	2328-7667	-	OA	USD 970

### 6.2.2 Presentations in external events

The project activities will be promoted and disseminated in at least two conferences dedicated to the sector. Table 4 presents details on possible conferences for WESE dissemination in the next 2 years.

The participation in meetings organised at EU level for the grant beneficiaries will also be ensured throughout the project lifetime to facilitate the exchange of experience and good practices, to foster mutual learning and enhance the European dimension of wave energy environmental effects and monitoring.

**Table 4.** Dates and location of possible ocean energy conferences for WESE dissemination.

Conference	Dates	Location
V Marine Energy Conference (Poster session)	13 November 2018	Bilbao, Spain
IV Marine Energy Week Congress (Poster session)	13 February 2019	Bilbao, Spain
EWTEC European Wave and Tidal Energy Conference	1-6 September 2019	Naples, Italy
WavEC annual seminar	November 2019	Lisbon, Portugal
ICOE International Conference of Ocean Energy	2020 (full date tbd)	Washington, USA

### 6.2.3 Project reports

The public deliverables of the project will be available through the project website. A final dissemination report is planned to be issued at the end of the project summarising the communication and dissemination activities throughout the project period. The Communication and Dissemination (and Exploitation) plan are public deliverables.

### 6.2.4 Exploitation plan of the project

During the project lifetime awareness is going to be raised among the consortium partners on the need to systematically plan, prepare and implement appropriate activities to identify, assess and prioritise key exploitable results such as follow-up research, planning reports, standards, guidance documents and monitoring data produced. An Exploitation Plan will be developed which will include:

- The characterization/mapping of potential valuable and exploitable results particularly the identification of different types of results and their potential user groups;
- The identification of possible and most appropriate exploitation routes for the expected key exploitable results, according to the nature of different results and target users;

- The selection of measures to ensure that results will meet real needs and thus will be taken up beyond the project lifetime;
- The demonstration on how interested parties will get access to results and under which terms.

At the end of the project a description of the project results access will be finalised to allow further research and policy issues or licensing. The expected terms for access and use will be defined and this work will be carried out in close collaboration with WP6 team, considering the development of a data sharing platform.

#### 6.2.5 Meetings and workshops

Two workshops will be organised (one in Portugal and another in Spain) and regular meetings will be held during the project with national key stakeholders identified under Task 4.1. The aim of these workshops and meetings will be to gather the experience of these stakeholders and their contribution to the implementation of the project. Meanwhile, the workshops and meetings will also be used to disseminate the projects results since they may be useful for the daily work of some stakeholders (e.g. guidelines on monitoring plans, guidance on consenting procedures, availability of data through the data sharing platform, etc.).

#### 6.2.6 Final event

A final event will be organized to public authorities, private entities, industry and academy, local stakeholders, and all other groups of stakeholders with interest on project results. This event aims to present the project findings and how they might be exploited in the future to continue supporting and promoting the wave energy sector development. This work will be carried out in close collaboration with WP6 team since a data sharing platform will be created to store and facilitate the access to the project results, even beyond its end.

#### 6.2.7 Other

When relevant the WESE consortium will consider if there is opportunity to join forces with another ongoing projects, including infrastructure promoting actions. Contacts with the project coordinator of the SEA Wave project (project approved for funding under the same call) have started in order to discuss synergies regarding dissemination of both projects among the common stakeholders' community.

## 7. References

IPR helpdesk, 2018. IPR helpdesk brochure: report on “Making the Most of Your H2020 Project” available at: [https://iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)

EASME, 2018. #CommsWorkout. Webinar provided by the EASME Communication team on “60-minute workout to increase the communication impact of your project” available at: <https://ec.europa.eu/easme/en/news/60-minute-workout-increase-impact-communication-your-project-webinar>



## AZTI 2018



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