

MARINEWIND

Market Uptake Measures of Floating Offshore Wind Technology Systems (FOWTs)

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D5.3: Communication and Dissemination Activities Report – Second Period

Lead partner: WavEC Offshore Renewables

Authors: Janete Correia (WAVEC)

Reviewer: Giulia Butera, Riccardo Coletta (APRE)

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1 EXECUTIVE SUMMARY

The deliverable D5.3, namely “Communication and Dissemination Activities Report – Second Period”, is a key component of Task 5.2, within work package 5 of the MARINEWIND project. The final aim of this task is to effectively communicate project activities and findings to a broad audience, ensuring the project's impact continues beyond its completion. The D5.3 summarises all partner activities carried out during the second phase of the project, covering the timespan between October 2023 and October 2024 (M12-M24).

Throughout this period, MARINEWIND utilised various communication channels, including a dedicated project website, social media platforms (LinkedIn and X, formerly Twitter), promotional materials, multimedia content, and active participation in industry and public events and conferences, as well as the organisation of co-creation workshops.

The project website, launched in March 2023, served as a central hub for information and attracted significant global traffic, with over 551 users and nearly 4,900 total event counts. Social media channels have fostered engagement with stakeholders, while promotional materials and multimedia contents have enhanced visibility at conferences and workshops.

Additionally, co-creation workshops held across the five MARINEWIND Labs have facilitated the establishment of a dialogue among relevant stakeholders, ensuring that local insights and concerns are incorporated into the project's results.

The collaborative efforts of the consortium partners have significantly advanced the project's mission of promoting floating offshore wind technologies, thereby addressing critical energy challenges in Europe.

2 INTRODUCTION

The deliverable D5.3 “Communication and Dissemination Activities Report – Second Period” contributes to the objectives of Task 5.2 – Communication and Dissemination Activities (M1-M36). D5.3 will cover the activities performed between October 2023 and October 2024 (M12-M24).

3 COMMUNICATION AND DISSEMINATION CHANNELS

During the second period of the project (M12-M24), MARINEWIND leveraged on diverse communication and outreach channels and tools, in order to disseminate its activities to different audiences, as following:

- Project website;
- Social media (LinkedIn, X formerly Twitter)
- Leaflet, roll-up, and document holder;
- Merchandising;
- Multimedia material;
- In the news;
- Participation to relevant conferences in the energy sector.

3.1 Website

The main communication tool of the MARINEWIND project is its website, launched on the 26th of March 2023 (M6): <https://www.marinewindproject.eu>.

The website is linked to Google Analytics to track the number of visitors, the duration of the visit, the locations and the devices used for browsing it, as well as other useful information.

Since its start and until the 30th of September 2024, the website counted with 551 users and, for an insight about users’ behaviour and engagement, 4,900 total event counts. Most of the visitors came from the United States (88), followed by Spain (80), Italy (79), United Kingdom (52), and Germany (40).

The website has been regularly updated with news about the project activities.

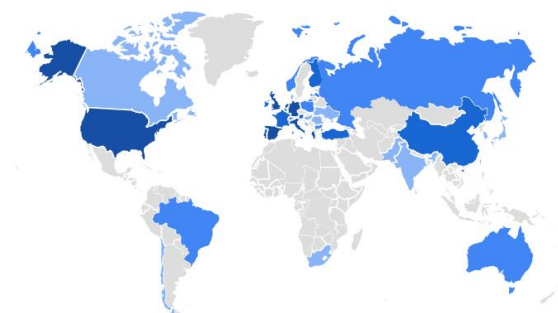


Figure 1 – Website Users attribute (Source: Google Analytics)

3.2 Social Media

In addition to other dissemination channels, MARINEWIND uses social media platforms, specifically LinkedIn and X (formerly Twitter), to share its findings with the target audiences. The LinkedIn page has currently 386 followers and is accessible at the following link: <https://www.linkedin.com/company/marinewind>.

The MARINEWIND project also has a presence on X (formerly Twitter), which can be accessed at https://x.com/marinewind_eu. This page has currently 41 followers.

The above-mentioned social media platforms offer an additional way for the project to connect with a wider range of stakeholders, provide updates about the results achieved by MARINEWIND, and enhance the visibility and recognition of the project.

Both platforms were initiated on the 2nd of January 2023 (M4).

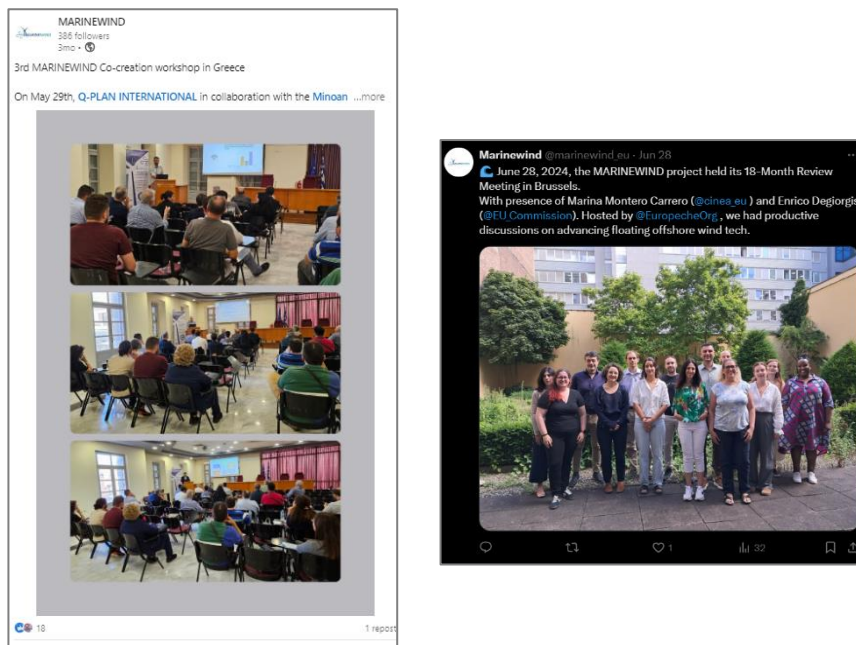


Figure 2 – LinkedIn and X (Former Twitter) example posts

3.3 Flyer, ROLL-UP, Document holders and Merchandising

To enhance visibility and advance the promotion of the MARINEWIND project through presentations at public conferences and exhibitions, promotional materials, such as a flyer, a roll-up banner, document holders, and merchandising material, were created in the project's early stages. These materials have been used and distributed as well in the second part of the project, especially during the co-creation workshops that have been organised in the five MARINEWIND Labs.



Figure 3 – Distribution of Leaflet and Document holders in MARINEWIND bag

3.4 Multimedia Material

The first project promotional video was released on the 12th of March 2024 and offers a comprehensive overview of the collaborative efforts to identify bottlenecks and opportunities, shaping the future of renewable energy. The video features an English voice-over and is available with subtitles in Italian, Spanish, Greek, and Portuguese. All versions can be found on YouTube and on the project website: <https://www.marinewindproject.eu/1398-2/>. The English version has 307 visualisations after six months of its release.

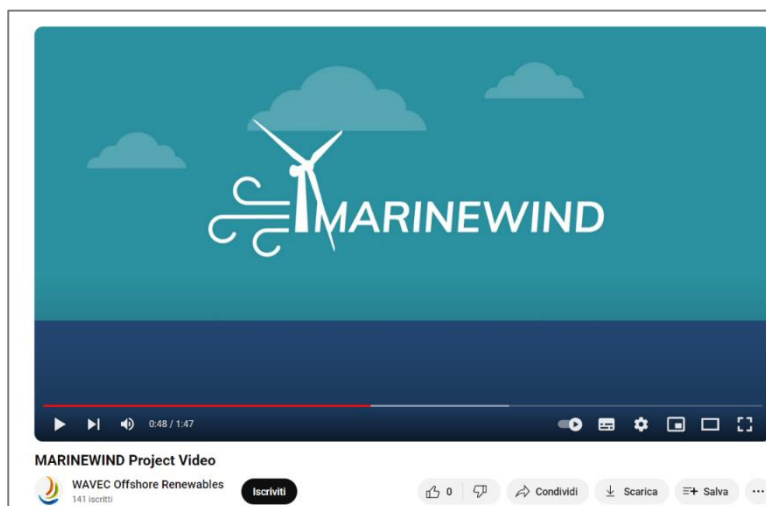


Figure 4 – A screenshot of the first MARINEWIND promotional video on YouTube

3.5 In the news

MARINEWIND has had its presence in the news. The project was featured by Energygame.gr, highlighting its innovative approach and impact. The article, written in Greek, explores MARINEWIND's pilot initiative for floating offshore wind energy. The full article is available at the following link: <https://www.energygame.gr/ananeosimes-piges-ape/370839/marinewind-to-pilotiko-ergo-gia-ta-plota-aiolika/>.

MARINEWIND has also been mentioned by other projects, organisations and initiatives in the renewable energy sector.

A LinkedIn post published on the social media accounts of the SKILL BILL “Skill to Boost Innovation and professional fulfillment in a sustainable economy”¹ and the WENDY – “Multicriteria analysis of the technical, environmental and social factors triggering the PIMBY principle for Wind technologies”² projects mentioned MARINEWIND, with the ultimate goal to inform the community about the establishment of synergies between the respective projects.

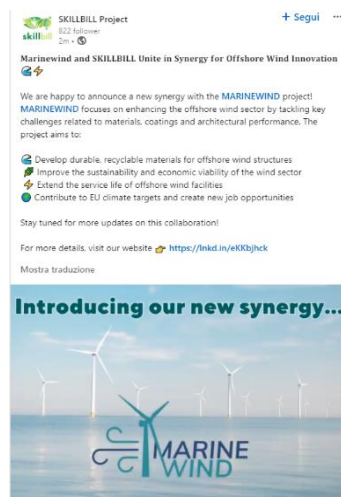


Figure 5 - SKILL BILL post on LinkedIn mentioning MARINEWIND

MARINEWIND project was also mentioned by Power and Energy Solutions (PES Wind)³, a leading trade publication across the global offshore and onshore wind, which contributed to further disseminate the project to a wider audience.

Moreover, the co-creation workshops organised in the framework of the MARINEWIND Labs have been promoted through the social media channels of the different MARINEWIND partners and further shared by relevant actors participating in the events, both as speakers and attendees (e.g., The European House – Ambrosetti, Port Authority of Ferrol-San Cibrao, The Santa Eulàlia Institute and

¹ <https://skillbill-project.eu/>

² <https://wendy-project.eu/>

³ https://pes.eu.com/wind/?category=wind&_sft_site_section=wind

Renewable Energy Offshore Association, amongst others) through LinkedIn posts and press releases, ensuring a wider outreach of the activities and preliminary results of the project.



Figure 6 - LinkedIn post promoting the Italian co-creation workshop

3.6 Representation at relevant stakeholder platforms and conferences

Throughout the project's duration, consortium partners have showcased the main outcomes and results achieved at external and public events. These events took place at both the European and national levels, focusing on the five countries where the MARINEWIND Labs are located. The following paragraphs will be dedicated to illustrate the interventions of the MARINEWIND partners at local and European conferences.

During the second period of the project (M12-M24), Professor Paola Zerilli from the University of York presented the MARINEWIND project at the "[Energi Coast Regional Supply Chain Showcase Event](#)" on the 17th of April 2024. This event brought together stakeholders from various sectors within the offshore wind energy industry, creating a platform for discussion on innovative strategies aimed at accelerating the deployment of floating offshore wind in the waters of North East England. The workshop facilitated valuable exchanges on industry insights and collaborative efforts to overcome barriers while promoting advancements in offshore wind technology.



Figure 7 – MARINEWIND at Energi Coast Regional Supply Chain Showcase Event

Moreover, the MARINEWIND project was presented at the [All-Energy Exhibition and Conference 2024](#). Paola Zerilli gave an overview of the project at the Marine Renewable Energy & Floating Offshore Wind Theatre on the 16th of May. The presentation was complemented with an intervention titled “Optimal strike price for Contracts for Difference auctions: an empirical application to UK data,” showcasing insights and solutions that will help strengthen floating offshore wind technology and its role in delivering innovative solutions for system integration.



Figure 8 – MARINEWIND at All-Energy Exhibition and Conference 2024

Additionally, during this period, our partner Rosalie Tukker, Senior Policy Advisor at Europêche, took part in the panel discussion “Balancing Nature, Climate, and People at Sea: Nature-positive Offshore Wind,” organized by WWF European Policy Office (WWF EU) and BirdLife Europe & Central Asia. The event, held on 3rd October at the European Parliament in Brussels, brought together key stakeholders to explore the future of offshore wind energy, focusing on how it can coexist with environmental protection and community interests.



Figure 9 – MARINEWIND at Balancing Nature, Climate, and People at Sea Event

During this time, WavEC also showcased the MARINEWIND project at the Lisbon Energy Summit & Exhibition, held from 27th to 29th May. This high-level event brought together senior executives to discuss the energy transition, providing a valuable platform to highlight MARINEWIND's activities.

3.7 MARINEWIND Co-Creation workshops

The MARINEWIND project organised three rounds of physical co-creation workshops in each of the five MARINEWIND Labs, in order to collect information and co-create new knowledge through a permanent dialogue with and among the MARINEWIND Quintuple Helix stakeholders, namely representatives from industry, academia, public authorities, civil society and green innovation.

A total of ten informative co-creation workshops have been organised during the second period (M12-M24) of the project. These gatherings served as forums to connect, engage and consult with key actors of the FOWT sector, such as policymakers and public authorities, as well as to establish a dialogue with local communities. Moreover, the three rounds of workshops offered project partners a platform to further promote the MARINEWIND project, disseminate the most up-to-date findings, explore the most urgent barriers and enablers for the deployment of FOWTs, and address inquiries from stakeholders.

Five co-creation workshops have been recognised as official events in the framework of the “European Maritime Day 2023 – In My Country” initiative.

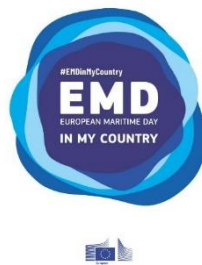


Figure 10 – EMD 2023 - In My Country - logo of the initiative

Below, a brief recap of the workshops that took place between M12-M24 of the MARINEWIND project:

- **Co-creation workshops for the Italian Lab:**

- The second workshop was held on the 15th of March 2024 at the Port Authority of the city of Civitavecchia, as the Regional Energy Plan of the Lazio Region envisages the construction of a Floating Offshore Wind Farm off its coasts. Therefore, the workshop focused specifically on the state of the art of Off-shore Wind Farms in the Lazio Region, and on the Marine Spatial Planning for the Mediterranean Sea.
- The third Italian workshop, held on the 4th of June 2024 in Marsala as part of the “EMD – In My Country 2024” initiative, focused on the deployment of Floating Offshore Wind Technologies (FOWT) in Sicily. Organized by APRE with RSE, CNR’s Institute of Marine Engineering, and the University of York, the event discussed MARINEWIND and WINDMED project results, maritime spatial planning, and future offshore wind projects in the region. Local stakeholders, including fishermen and shipowners, expressed interest in collaborating with authorities and industry to support FOWT, recognising MARINEWIND as a key channel for protecting their interests at the EU level.



Figure 11 – The Italian 3rd Co-creation workshop

- **Co-creation workshops for the UK Lab:**

- The second workshop was held on the 17th of April 2024 as side event of the “Energi Coast Regional Supply Chain Showcase Event 2024” in Sedgefield, organised by the Northeast England’s Offshore Wind Cluster and aimed at exploring innovative production and market strategies to accelerate the deployment of floating offshore wind in the Northeast of England waters.
- The third UK MARINEWIND co-creation workshop, hosted by Marine Energy Wales, Pembrokeshire Coastal Forum, the Welsh government, and Offshore Renewable Energy Catapult, took place on the 30th of May 2024 with the support of the University of York and the Milford Haven Port Authority. The event began with a visit to the Pembrokeshire docks, where

participants discussed ongoing projects, financial challenges, and the port's potential for floating offshore wind. The workshop featured presentations on marine energy, the deployment of FOWT, and community engagement, with local students participating to learn about career opportunities in the renewable energy sector.



Figure 12 – The UK 3rd Co-creation workshop

- **Co-creation workshops for the Greek Lab:**

- The second workshop, held on the 8th of March 2024, was a side event of the “Renewable Energy Tech” exhibition in Thessaloniki, gathering a large audience of highly recognised academic and industrial stakeholders.
- On the 29th of May 2024, Q-PLAN INTERNATIONAL, in collaboration with the Minoan Energy Community, successfully organised the third MARINEWIND co-creation workshop in Greece at the Technical Chamber of Greece – East Crete Department. The workshop gathered over 35 participants to discuss the development of Floating Offshore Wind Technologies (FOWT) in Greece, focusing on marine spatial planning, FOWT challenges, and the social acceptance of these projects. Attendees explored local concerns and potential benefits, with the workshop's conclusions set to inform future MARINEWIND activities and support FOWT development in Greece.



Figure 13 – The Greek 2nd Co-creation workshop

- **Co-creation workshops for the Spanish Lab:**

- The second workshop was held on the 12th of March 2024 at the Industrial Campus of Ferrol, Galicia, due to the location's significance in the context of floating offshore wind energy in the area.
- On the 12th of June 2024, the third Spanish MARINEWIND co-creation workshop took place at the Confradia de Pescadors “San Telmo” in Arenys de Mar, Barcelona. Hosted by Sener, the event explored the barriers and enablers for Floating Offshore Wind Technology deployment in Spain. In the afternoon, the Universitat Autònoma de Barcelona and the Dutch Research Institute for Transitions led a session from the JUST WIND 4 ALL project, focusing on using holistic impact mapping for more effective and equitable wind energy development. The workshop provided valuable insights into Spain's offshore wind potential and challenges, fostering discussions among participants from various sectors.



Figure 14 – The Spanish 2nd Co-creation workshop

- **Co-creation workshop for the Portuguese Lab:**

- The second MARINEWIND Co-creation workshop in Portugal took place on the 22nd of May 2024, in Viana do Castelo, gathering 25 participants from industry, research, public authorities, and civil society. Held aboard the Navio Gil Eannes, the event focused on how offshore wind energy auctions can boost the supply chain and promote biodiversity. Participants discussed non-price criteria from the EU and Portugal and identified key barriers and opportunities for floating offshore wind development through a live survey. Collaboration between developers and fishermen associations was highlighted as essential for sustainable growth in the sector.
- On the 29th of May 2024, WavEC hosted its third MARINEWIND co-creation workshop at the Lisbon Energy Summit. The event brought together participants from various sectors—industry, research, public authorities, green innovation, and policy—to explore the barriers and enablers of Floating Offshore Wind Technologies in Portugal. Attendees engaged in discussions about challenges such as grid integration, the national supply chain, and legal frameworks. A live survey allowed participants to contribute insights in real-time, fostering a dynamic exchange of ideas. The workshop, part of the European Maritime Day celebrations, proved crucial in addressing the path forward for sustainable FOWT development in Portugal.



Figure 15 – The Portuguese 3rd Co-creation workshop

4 MONITORING

Within the MARINEWIND project's Communication and Dissemination Plan (D5.1), there is a Performance Indicator log designed as a monitoring platform to track activity progress based on Key Performance Indicators (KPIs). Annex I of this document contains an up-to-date iteration of this log, featuring information specific to the first and second period.

It is important to note that the infographics are currently in development and are anticipated to be released between M25 and M36. These will include a factsheet of the Action Plan for public



acceptance, a booklet on MARINEWIND recommendations available in at least five languages, including English for the MARINEWIND five Labs, and more than ten promotional banners. During the upcoming period (M25-M36), the project will also provide additional information and outcomes, enabling us to disseminate activities through press releases. We will continue to collaborate with other projects and initiatives. Our strategy will also include maintaining the website and social media presence, while focusing on the development of two webinars in the five languages of the MARINEWIND Labs. No relevant criticalities have been reported at this time.

5 CONCLUSIONS

The communication and dissemination activities carried out by the MARINEWIND project during the second period (M12-M24) have showcased a comprehensive strategy that effectively engages a wide range of stakeholders. By leveraging on diverse communication tools, including the project website, social media platforms, promotional materials, and multimedia contents, the project has significantly enhanced its visibility and outreach.

Active participation in relevant conferences and the organisation of co-creation workshops underscore MARINEWIND's commitment to foster collaborative dialogue with policymakers, industry leaders, and local communities. These efforts not only contribute to disseminate the project's findings but also enable the integration of valuable stakeholder feedback into future activities.

The ongoing commitment of the partners to promote the project is vital for maintaining momentum and ensuring that MARINEWIND remains a key player in advancing floating offshore wind technology. Moving forward, a robust communication strategy will be essential in addressing the dynamic energy landscape and promoting sustainable development within the floating offshore wind sector.

ANNEX I – PERFORMANCE INDICATOR LOG

ACTIVITY	KPI	SPECIFIC KPI	TARGET	DATE	STATUS
Brand identity: Logo & Templates	#1 brand identity kit		All Stakeholders	M1	Completed
Project Website	#1 website	>3,000 visits >27 countries reached	All Stakeholders	M6	Setup completed >1,100 visits (sessions), 25 countries reached
Social Media	#2 channels (LinkedIn and Twitter/X)	>5 social media campaigns, > 1,000 followers, > 500 posts	All Stakeholders	M6	Setup completed 427 followers, >30 posts
Flyer, Roll up and Posters	#2 flyers, #2 roll-ups, >2 posters	500 flyers distributed in at least 5 languages included English (for the 5 Labs)	All Stakeholders	Version 1: M6, Version 2: M22	Flyers version 1 (English): completed and >500 distributed
Infographics	>5 infographics	#1 factsheet of the Action Plan for public acceptance, #1 Booklet on MARINEWIND Recommendations in at least 5 languages included English (for the 5 Labs), >10 promotional banners.	All Stakeholders, in particular policymaker, civil society, businesses	M12	Under development
Multimedia Material	#1 promotional video, #2 video teasers		All Stakeholders	M12	#1 Completed
Conferences & Events and publication	>6 speeches at events and conferences (live and online), >6 Articles in newspapers, magazines, television, or radio, >6 Press releases, #1 Final event	>6 Press releases to more than 10,000 contacts, #1 Final event to present MARINEWIND outcomes to the European Commission and other relevant stakeholders attended by at least 80 participants for the Quintuple Helix.	All Stakeholders	M12-36, Final event M34	1 Press Release completed to more than 4,000 contacts

Webinars	#2 webinars	#2 informative webinars in the 5 languages included English (for the 5 Labs) (>250 participants in total)	Policy makers and public authorities	M12-34	Under development
Stakeholders database	#1 database	>1,000 contacts	Partners' Networks, EU and National Projects and Initiatives, Events Participants Lists & Stakeholders Engaged	M12	Completed >1,000 stakeholders engaged
Clustering with other projects and initiatives	>10 projects connected to MARINEWIND		EU and National Projects and Initiatives	M12-36	Under development (at M12, 5 projects)