MARINEWIND

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

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D5.4: Communication and Dissemination Activities Report – Third Period

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1 EXECUTIVE SUMMARY

The deliverable D5.4, namely *"Communication and Dissemination Activities Report – Third 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. D5.4 summarises all partner activities carried out during the third and final phase of the project, covering the period between November 2024 and October 2025 (M25–M36).

Throughout this period, MARINEWIND maintained a strong presence across multiple communication and dissemination channels, including a dedicated website, social media platforms (LinkedIn and X), promotional and multimedia materials (2 videos), and active participation in industry and policy events. The project also organised a series of high-level webinars, an EU Policy Roundtable, and the Final Conference, which served as milestones to share knowledge, strengthen collaborations, and showcase project outcomes.

The final event, held on the 1st of October 2025 at the Floating Wind Innovation Centre (FLOWIC) in Aberdeen, marked the culmination of three years of collaboration. The event showcased MARINEWIND's main results, featuring discussions on technological readiness, port infrastructure, maritime spatial planning, and stakeholder engagement. By combining digital outreach with in-person dialogue, MARINEWIND successfully maximised its visibility, strengthened networks, and ensured that the project's results will continue to generate value beyond its lifetime.

2 INTRODUCTION

The deliverable D5.4 "Communication and Dissemination Activities Report – Third Period" contributes to the objectives of Task 5.2 – Communication and Dissemination Activities (M1-M36). D5.4 will cover the activities performed between November 2024 and October 2025 (M25-M36).

3 COMMUNICATION AND DISSEMINATION CHANNELS

During the third period of the project (M25–M36), MARINEWIND used diverse communication and outreach channels and tools to disseminate its activities to different audiences, as follows:

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

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 29 of October 2025, the website counted with 4 100 active users and, for an insight about users' behaviour and engagement, 35 000 total event counts. Most of the visitors came from the United States (979), followed by Italy (451), Spain (360), United Kingdom (306) and The Netherlands (295).

The website has been regularly updated with news about the project activities that can be find in the NEWS/EVENT section of the website: https://www.marinewindproject.eu/news-and-events/.

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, to share its findings with the target audiences. Both platforms were initiated on the 2nd of January 2023 (M4).

The LinkedIn page has currently 737 followers and is accessible at the following link: https://www.linkedin.com/company/marinewind. The MARINEWIND project also has a presence on X with a small group of 31 followers, which can be accessed at https://x.com/marinewind_eu.

During this reporting period, MARINEWIND has published 39 posts on LinkedIn, that received 32901 impressions, 967 reactions, 12 comments and 35 reposts. The post with more impressions was related to the release of the WEBGIS on 13 November 2024, with 2246 impressions and 11 reposts. The post with more engagement (30%) was about the final event, that was published on the 7th of October 2025.

On Twitter, we have published 55 news posts about our activities. Although detailed analytics are no longer available without a premium subscription, we can report that most posts received between 20 and 74 impressions. The most viewed post during this reporting period was about the second webinar held on 19 May 2025, which reached 74 impressions, 3 likes, and 3 reposts. This was followed by the post announcing the launch of the WebGIS in November 2024, which reached 65 impressions, 2 likes, and 3 reposts.

These 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.

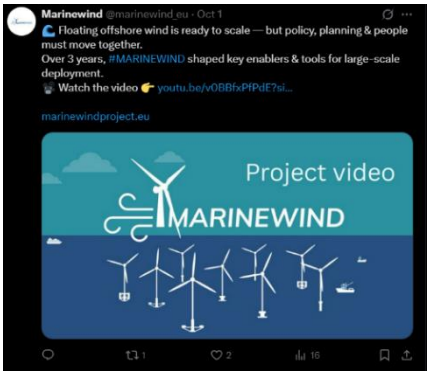

Figure 2 – LinkedIn and X example posts

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 during the events attended in M25-M36 and at the project final event.

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

3.4 Multimedia Material

The project produced two videos. The first 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. The English version has currently 323 visualisations.

The second video was launched during the final event, held on the 1st of October 2025, and showcased the project's activities and outcomes as MARINEWIND approaches its conclusion. To ensure visual identity consistency, the same design of the first video was used. Like the first one, it features an English voice-over and is available with subtitles in Italian, Spanish, Greek, and Portuguese. All versions are available on YouTube and the project website. The English version has currently 53 visualisations.

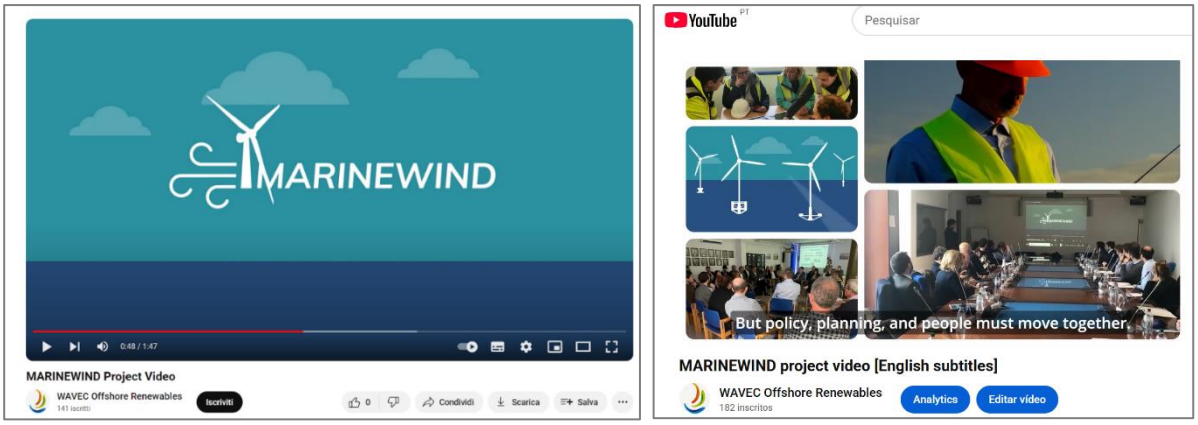

Figure 4 – Screenshots of the MARINEWIND promotional videos on YouTube

3.5 In the news

Throughout the project, MARINEWIND maintained its visibility across media and professional networks. Since partners were working on outcomes of the project, the majority of the Press Releases were sent out at the final month of the project (M36) and can be found at the project website:

- MARINEWIND Concludes in Aberdeen: Shaping the Future of Floating Offshore Wind in Europe
- MARINEWIND launches interactive tool to assess the Levelised Cost of Energy for offshore wind technologies
- MARINEWIND publishes key recommendations to accelerate floating offshore wind deployment in Europe
- MARINEWIND: Empowering the Future of Floating Offshore Wind Energy in Europe

The Press Release about the LCOE tool was very well received by the media and disseminated by Balticwind news and RENEWS.

In the same month, October 2025, MARINEWIND delivered an article to *Revista de Marinha*, a Portuguese maritime magazine that will be published both online and in print. The piece will be showcased in the following month's edition (one month after the finish of the MARINEWIND project).

Figure 5 – Cover of Revista de Marinha magazine where MARINEWIND will be showcased

3.6 Representation at relevant stakeholder platforms and conferences

Throughout the project, consortium partners actively disseminated MARINEWIND's main outcomes and results at a range of public events. These took place at both national and European levels, with a particular focus on the five countries hosting the MARINEWIND Labs.

During the third period of the project (M25-M36), Energy Systems Catapult sponsored the RenewableUK's Future Energy System conference and exhibition[1], which was organised on the 10th of September 2025 in Liverpool, bringing together around 150 stakeholders from across government,

[1] https://www.renewableuk.com/events/future-energy-system-2025/fes25/.

industry, and academia with the objective of exploring how to deliver a resilient energy system, powered by renewables.

Energy Systems Catapult also represented the MARINEWIND project at the 4th Offshore Wind Transmission UK conference[2], which took place on the 22nd of May 2025 in London and was hosted by Global Transmission Report.

On the 15th of April 2025 it attended the Supergen ORE Hub Annual Assembly. The event brought together leading experts, researchers, and industry representatives to discuss the latest developments in offshore renewable energy. MARINEWIND's participation contributed to exchanges on innovation pathways for floating offshore wind and its integration within future energy systems.

Furthermore, CNR INM participated at the workshop "Legal issues and technological innovation in Italian maritime spaces" ("*Questioni giuridiche e innovazione tecnologica negli spazi marittimi italiani*"), organised by the Institute of International Legal Studies of the National Research Council (CNR-ISGI) on the 27th of March 2025, in Rome.

Energy Systems Catapult participated at the Eastern and Central Europe study visit, organised by the Department for Business & Trade of the UK Government and entitled "Exploring renewables integration, flexibility and hydrogen opportunities", held on the 18th of March 2025 in Birmingham.

Q-PLAN International showcased the MARINEWIND project at the EU-level Brokerage Event organised by the WENDY project within the framework of the Renewable EnergyTech Expo & Forward Green Expo on 13th of March 2025. The event gathered stakeholders from across Europe to foster collaboration and explore new partnership opportunities in the renewable energy field, highlighting MARINEWIND as an example of EU-driven innovation and cross-sector cooperation.

Figure 6 – MARINEWIND at the EU-level Brokerage Event

Furthermore, APRE represented the MARINEWIND project during the Wind Energy Projects Clustering event hosted by CINEA on the 19th of February 2025. The meeting focused on strengthening collaboration among EU-funded projects in offshore wind, promoting synergies and knowledge sharing to accelerate the sector's development.

[2] https://web.cvent.com/event/9e1a162a-faca-4b94-b816-441dcef4658d/summary.

Figure 7 – MARINEWIND at the Wind Energy Projects Clustering event hosted by CINEA

partners Research on the Energy System (RSE) and the Institute of Marine Engineering of the National Research Council (CNR INM) attended the workshop "MareFuturo: co-creating sustainable development in the Strait of Sicily", which was held on the 28th and 29th of November 2024 in Palermo, Italy, in the framework of the MSP4BIODIVERSITY[3] - Biodiversity mainstreaming in Maritime Spatial Planning project.

Q-PLAN International also presented MARINEWIND at the 2nd Greek Offshore Renewable Energy Conference on the 14th of November 2024. The conference convened key national stakeholders, policymakers, and industry players to discuss Greece's offshore renewable energy strategy, providing a platform to highlight MARINEWIND's contributions to advancing the floating wind sector in Europe.

3.7 MARINEWIND webinars

As part of its dissemination and stakeholder engagement activities, two webinars were organised during this reporting period to promote knowledge exchange and discussion among key stakeholders of the floating offshore wind sector. Furthermore, the webinar provided the opportunity to disseminate the main results of the policy, environmental, socio-economic, financial and techno-economic analyses performed throughout the project.

The first webinar, *"Shaping Integrated Policy Frameworks for Floating Offshore Wind: Best Practices and Recommendations across Europe"*, held on the 18th of March 2025, gathered experts from research institutions, industry, civil society and policy makers to discuss socio-economic benefits stemming from FOW deployment, environmental considerations, and the need for integrated Maritime Spatial Planning. The event featured contributions from representatives of the MARINEWIND project, including the Institute of Marine Engineering of the National Research Council (CNR INM), Europêche, Q-PLAN International, APRE – Agency for the Promotion of the European Research, as well as external experts from the Renewables Grid Initiative and the Royal Danish Embassy.

The recordings of this webinar with subtitles on the five languages of the Labs are available on the project website.

[3] https://marefuturoismar.isig.it/?page_id=490.

The second webinar, *"Unlocking the Potential of Floating Offshore Wind: Which Opportunities for Europe?"*, took place on the **19th of May 2025**, focusing on the analysis of the main technological and financial barriers and enablers to the deployment of FOW technologies across Europe. Presentations from MARINEWIND partners, represented by APRE, the University of York and Energy Systems Catapult, provided insights on techno-economic and financial aspects, while external speakers, which included Renexia, Norwegian Offshore Wind and NADARA, were engaged in a dialogue on recommendations and actions to foster a European value chain and support policy development for a sustainable market uptake.

Inspired by the sharing of best practices stemming from the Med Wind project and the holistic approach of the Danish Energy Model, as well as by the presentation of the main results and activities carried out by the MARINEWIND project, the webinars provided first-hand insights and contributed to pave the way towards more-informed RES policies to support a sustainable development of Floating Offshore Wind in Europe.

The recordings of this webinar with subtitles in five languages are available on the project website.

Figure 8 – Webinar dissemination "cards"

Both webinars served as a foundation for the **EU Policy Roundtable** organised on the 08th of July 2025, which provided the opportunity to present the first version of the MARINEWIND Replicability Plan, while fostering the discussion on how to and advancing coordinated policy actions for floating offshore wind in Europe.

During the event, Dr. Matthijs Soede, EC Policy Officer, presented the European Commission's perspective on offshore wind, with a focus on the European Ocean Pact. The panel, composed of Capucine Vannoorenberghe, Dr. Heiko Keller, Astrid Green, and Marko Kovacevic, discussed key priorities to strengthen the offshore wind sector and enhance collaboration among stakeholders.

The discussion focused on stakeholder engagement and co-creation for social acceptance, recommendations to improve public acceptance of Floating Offshore Wind Technologies (FOWTs), and how we can leverage data to shape local FOWT strategies across EU Member States.

Figure 9 – EU Policy Roundtable screenshot

3.8 Final event

The MARINEWIND Final Conference, titled *"Beyond MARINEWIND: Real-world insights to unlock the potential of Floating Offshore Wind"*, took place on the 1st of October 2025 as a hybrid event, both online and in person at the Floating Wind Innovation Centre (FLOWIC) in Aberdeen. Hosted by Offshore Renewable Energy Catapult (ORE Catapult), the conference marked the conclusion of three years of collaboration and innovation, bringing together policymakers, industry representatives, researchers, and civil society to discuss the future of FOW in Europe. The conference was organised in a hybrid mode to reach out to all the Labs stakeholders who have contributed to the MARINEWIND projects, in the view of a restitution of the main results. In total, 95 people registered to the event, with 25 attending in-person.

The event presented the final results and recommendations of the MARINEWIND project, providing a basis for reflection on how to translate research and best practices into actionable strategies for sustainable FOW deployment. Two thematic panels structured the discussions, focusing respectively on technological and infrastructural challenges and on Maritime Spatial Planning and stakeholder engagement as key drivers for a balanced and inclusive energy transition.

The first panel, *"Tackling Deployment Challenges"*, brought together key representatives from the Port of Aberdeen and the Offshore Renewable Energy Catapult to discuss the readiness of ports and infrastructures to support the large-scale deployment of floating offshore wind. Marlene Mitchell (Port of Aberdeen) and Hugh Riddell (ORE Catapult) shared practical insights on the role of the Floating Offshore Wind Innovation Centre (FLOWIC) in accelerating technology validation, enhancing commercial readiness, and facilitating project development within the UK and beyond.

The discussion addressed the current state of port preparedness and the investments required to scale up facilities for the growing needs of the floating wind industry. It also highlighted the importance of fostering a resilient UK supply chain by promoting collaboration among innovation hubs, regional clusters, and SMEs. The session was moderated by Inès Tunga from Energy Systems Catapult, who guided the conversation around strategies to overcome technical and logistical barriers to deployment.

Figure 10 – Panel 1 "Tackling Deployment Challenges" of the final event

The second panel, *"Maritime Spatial Planning as a Solution to Harmonise Stakeholder Needs",* explored how policy frameworks and collaborative approaches can balance the interests of different maritime users while supporting the sustainable deployment of floating offshore wind. Patrice Burnside (E-FWD), Elena Ghezzi (Legacoop Agroalimentare), and Diana Byonge (ORE Catapult) shared their perspectives on stakeholder engagement, regional governance, and market mechanisms, including the role of Contract-for-Difference schemes in increasing the investment attractiveness of floating wind projects.

Moderated by Flaminia Rocca from APRE, the session was introduced by Ahmed Djeddi (University of York) and Davide Airoldi (RSE S.p.A.), who presented the main results of the MARINEWIND project. The discussion emphasised the importance of education and workforce reinvestment to facilitate the transition of traditional sectors toward offshore renewable opportunities, underlining the need for coherent maritime spatial planning and policy coordination at national and European levels.

Figure 11 – Panel 2 "Maritime Spatial Planning as a Solution to Harmonise Stakeholder Needs" of the final event

The conference concluded with a networking lunch and guided visit to the FLOWIC facilities, where participants explored ongoing testing and demonstration activities. More than a closing milestone, the event celebrated the people and partnerships that shaped MARINEWIND's journey, reaffirming the project's contribution to fostering innovation, cooperation, and knowledge exchange in Europe's offshore renewable energy sector.

Figure 12 – Guided tour of the final event

3.9 MARINEWIND Booklet

To consolidate the project's findings, the MARINEWIND consortium developed a Booklet of Recommendations, bringing together insights gathered from the five MARINEWIND Labs and wider European experience. The publication outlines a set of priority actions designed to accelerate the market uptake of Floating Offshore Wind Technologies (FOWTs), bridging technological, environmental, and socio-economic dimensions. It reflects the collaborative work carried out by project partners and stakeholders, offering a practical reference for policymakers, industry actors, and regional authorities engaged in the energy transition.

The booklet highlights five key areas for action: Promote **technological innovation** & **upgrade infrastructure** (ports, grid, logistics); Build a resilient **EU-based supply and value chain** to reduce dependencies on non-EU suppliers and strengthen competitiveness; Ensure **inclusive and transparent planning**, integrating environmental protection, stakeholder voices and streamlined permitting processes; Increase **social acceptance** with community-focused initiatives and local benefits; And adopt supportive **policy & financial tools**, from non-price auction criteria to investment incentives and training programs. Together, these recommendations provide a roadmap to unlock the full potential of floating offshore wind in Europe, ensuring that its growth contributes to competitiveness, sustainability, and shared benefits across coastal communities.

The booklet is available for download. It has been translated in the five languages of the Labs.

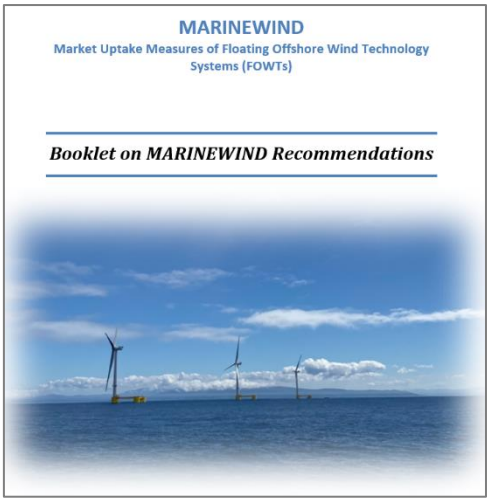

Figure 13 – MARINEWIND Booklet

3.10 MARINEWIND Infographics and banners

During this reporting period, five infographics were produced under the title *"MARINEWIND – Country Insights and Actions"*, summarising the main findings and recommended actions from each of the five national Labs (Portugal, Spain, Italy, Greece, and the United Kingdom). Each infographic focused on key themes — policy, social acceptance, environmental impact, finance, and technology — providing a concise overview of the challenges and potential measures to advance floating offshore wind development in each country.

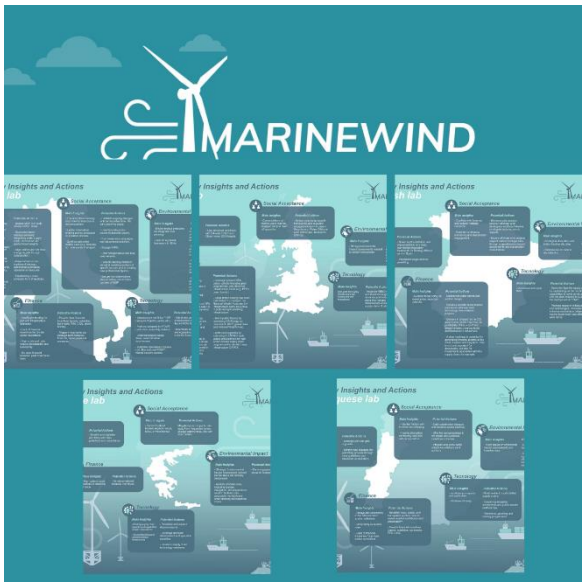

Figure 14 – MARINEWIND Infographics

A series of promotional banners (18 in total in the final reporting period) were also designed and disseminated through social media, mainly to promote the international webinars and the Final Conference, contributing to the project's visibility and stakeholder engagement.

Figure 15 – MARINEWIND Banners examples

4 MONITORING

The communication and dissemination activities implemented during the third and final period (M25–M36) of the MARINEWIND project demonstrate a coherent and impactful strategy, ensuring that project results reached a broad and diverse audience. Through an effective mix of online and offline tools — including the website, social media, promotional materials, multimedia outputs, and targeted events — MARINEWIND significantly increased its visibility and engagement across the renewable energy community.

The series of webinars, the EU Policy Roundtable, and the Final Conference successfully translated research findings into policy-relevant discussions, highlighting MARINEWIND's contribution to advancing Floating Offshore Wind in Europe. The publication of the *Booklet of Recommendations* consolidated the project's insights into a lasting reference for policymakers, industry stakeholders, and regional authorities.

As the project concludes, the dissemination of final press materials and articles will further reinforce MARINEWIND's legacy, ensuring continued awareness of its outcomes and policy relevance. The collective commitment of the consortium partners has positioned MARINEWIND as a valuable contributor to Europe's clean energy transition, fostering collaboration, innovation, and long-term impact in the offshore renewable energy sector.

5 CONCLUSIONS

The communication and dissemination activities carried out by the MARINEWIND project during the third period (M25-M36) 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; M36	Completed: 33 000 (event count, new metric), 42 countries
Social Media	#2 channels (LinkedIn and Twitter/X)	>5 social media campaigns, > 1,000 followers, > 500 posts	All Stakeholders	M6 M36	Completed; 719 followers, >100 posts (39 in the final Reporting period)
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 +1 roll-up + 1 poster
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	M36	5 Infographics completed; booklet completed; >18 promotional banners/cards in the final reporting period.
Multimedia Material	#1 promotional video, #2 video teasers		All Stakeholders	M36	#2 videos completed
Conferences & Events and publication	>6 speeches at events and conferences (live and online), >6 Articles in newspapers,	>6 Press releases to more than 10,000 contacts, #1 Final event to present MARINEWIND outcomes to the European Commission and other relevant stakeholders	All Stakeholders	M12-36, Final	5 PR completed > 10,000 contacts.

	magazines, television, or radio, >6 Press releases, #1 Final event	attended by at least 80 participants for the Quintuple Helix.		event M36	>6 speeches completed; 3 articles completed;
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	M36	Completed + 1
Stakeholders database	#1 database	>1,000 contacts	Partners' Networks, EU and National Projects and Initiatives, Events Participants Lists & Stakeholders Engaged	M36	Completed >832 contacts in the database.
Clustering with other projects and initiatives	>10 projects connected to MARINEWIND		EU and National Projects and Initiatives	M36	48 local and European project and initiatives connected to MARINEWIND.