INNTERESTING

Deliverable 7.2: Dissemination Plan

WP7, Task 7.1

Date of document

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[1] PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 851245.

Document History

Project Acronym	INNTERESTING	
Project Title	Innovative Future-Proof Testing Methods for Reliable Critical Components in Wind Turbines	
Project Coordinator	Mireia Olave MOlave@ikerlan.es IKERLAN	
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DoA	TASK 7.1. DEFINITION OF COMMUNICATION & DISSEMINATION PLANS Both Plans will be available at the beginning of the project (D7.1 and D7.2). Both Plans will be subjected to regular (ongoing) review. They will outline the project's audiences, key messages and key channels. In addition, it is envisaged that at month 12 and 24 of the project, formal updates will be issued, in order to fine tune the objectives to new project results and take advantage of potential new communication tools which may appear over time. The plans will cover two different types of audiences: Communication. Plan will address the general audience, through activities such as the project website, press releases, social media or publishing of articles in mainstream press, with the goal of increasing social acceptance of wind energy. Dissemination Plan will address wind energy organisations , through activities such as the Stakeholder Working Group (described in next task) or participation in wind energy international events, with the goal of obtaining feedback for the correct development of INNTERESTING as well as interest in its potential results. In any case, the detailed activities that will take place in the project will be decided as part of the definition of the D&C Plan.	

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Date	Version	Author	Comment
03/03/2020	V0.1	BEC (Marcos Suarez)	First draft for internal comments
17/3/2020	V0.2	VITO (Sofie De Regel)	Internal review
18/3/2020	V0.3	IKERLAN (Mireia Olave)	Internal review
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26/3/2020	V1.0	BEC (Marcos Suárez)	Final version

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1 Introduction and Context

This document is a deliverable of the INNTERESTING project, funded by the European Commission (EC) under its Horizon 2020 Research and Innovation Programme (H2020). The project aims to accelerate wind energy technology development and to extend the lifetime of wind turbine components by developing innovative virtual and hybrid testing methods for prototype validation of pitch bearing and gearbox components.

This document is the second deliverable of Work Package (WP) 7 “Dissemination and exploitation activities” and intends to outline the dissemination strategy, target audience, channels and activities to be carried out along the project lifecycle to achieve its objectives.

The Dissemination Plan is, together with the Communication Plan, one of the core documents for WP7 activities. It is key for a good coordination of all the dissemination initiatives and for defining the messages about the project and its results that should be targeted to different audiences. Effective dissemination will enhance the visibility of the project results and encourage interested stakeholders to actively participate, thus achieving successful integration.

Specifically, this Dissemination Plan aims to:

- Outline the main objectives of the project dissemination strategy.
- Identify the target audiences for the dissemination objectives and actions.
- Define the tools and channels to be implemented and the activities required to reach targeted audiences.
- Measure the impact and effectiveness of INNTERESTING dissemination activity through identified KPIs and established target values.
- Establish how the dissemination activities will be managed and administrated.

1.1 Article 29 of the Grant Agreement

Article 29 of the INNTERESTING Grant Agreement with the European Commission covers activities related to dissemination of results, open access and visibility of EU Funding. Due to its relevance for the deployment of the Dissemination Plan, its text is shown in this chapter and should be considered when developing all dissemination activities. Especially relevant are the instructions regarding the acknowledgement of EU funding.

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ARTICLE 29 — DISSEMINATION — OPEN ACCESS — VISIBILITY OF EU FUNDING

29.1 Obligation to disseminate results

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

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This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the Agency before dissemination takes place.

29.2 Open access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) ensure open access to the deposited publication — via the repository — at the latest:

(i) on publication, if an electronic version is available for free via the publisher, or

(ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;

- the name of the action, acronym and grant number;

- the publication date, and length of embargo period if applicable, and

- a persistent identifier.

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29.3 Open access to research data

Regarding the digital research data generated in the action ('data'), the beneficiaries must:

(a) deposit in a research data repository and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate — free of charge for any user — the following:

(i) the data, including associated metadata, needed to validate the results presented in scientific publications, as soon as possible;

(ii) not applicable;

(iii) other data, including associated metadata, as specified and within the deadlines laid down in the 'data management plan' (see Annex 1);

(b) provide information — via the repository — about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (and — where possible — provide the tools and instruments themselves).

This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

As an exception, the beneficiaries do not have to ensure open access to specific parts of their research data under Point (a)(i) and (iii), if the achievement of the action's main objective (as described in Annex 1) would be jeopardised by making those specific parts of the research data openly accessible. In this case, the data management plan must contain the reasons for not giving access.

29.4 Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 851245".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

29.5 Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

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29.6 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 43).

Such a breach may also lead to any of the other measures described in Chapter 6.

1.2 Connection to Communication Plan (D7.1)

This deliverable D7.2 describes the Dissemination Plan of the INNTERESTING project. On the other hand, deliverable D7.1 covers its Communication Plan.

Communication and Dissemination have different goals and targets:

- **Communication** is taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.
- **Dissemination** refers to sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. By sharing research results with the rest of the scientific community, INNTERESTING aims to contribute to the progress of science in general.

The main differences between both concepts are shown in the following figure extracted from the European Commission's presentation "Dissemination and Exploitation in Horizon 2020" as part of H2020 Coordinators' Day.

Figure 1 – Key differences between Communication and Dissemination

In any case, it is worth noting that although both plans have been differentiated, tools, channels and activities will sometimes overlap, having an impact in terms both of communication and

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dissemination. For example, the project website will be the main point of information about INNTERESTING for multiple audiences (i.e. communication) but also the way for scientists to access published papers connected to the project (i.e. dissemination).

In this sense, this Dissemination Plan includes activities mostly connected to specialist audiences (Scientific Outreach, Stakeholder Group, Newsletter, Events and Networking). On the other hand, the Communication Plan includes all marketing tools generated for the project (Identity, Website, Video, General Information Package) as well as activities mostly connected to non-specialist audiences (Articles in General Media, Social Media, Press Releases).

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2 Dissemination Strategy

2.1 Objectives

The main purpose of the INNTERESTING Dissemination Plan is to inform about the results of the projects and enable their use and uptake by potentially interested groups, with four complementary objectives, which are:

- Inform and increase the activity of the research community in the INNTERESTING topics, facilitating their access to the key scientific outputs of the project.
- Inform the industry community about the results of the project and its expected impact in the product development process and cost of energy, as a first step for the development of the exploitation plan.
- Inform the policy makers and certification entities about the relevance and approach of technologies developed in the project, in order to facilitate their adoption once they reach the adequate maturity level.
- Acknowledge the contribution of the European Commission to the project.

The main elements of the Dissemination Plan are summarised in the following figure and later described in the document, where the optimal and relevant interactions among these elements are defined.

Figure 2 – Elements of a Dissemination and Communication Strategy

Chapter 2 describes the objectives, content (key messages) and target audience of the Dissemination Strategy. Chapter 3 explains all the different tools and channels used to address the target groups. Chapter 4 covers both responsible partner and other participants in different activities, as well as a timeline.

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2.2 Key Messages

Key messages are the concepts about the project that target audiences should remember from the dissemination plan. Although dissemination activities focus on informing about the results of the project (which will be achieved along its duration and are still not available), a common set of context messages are key for having a coherent and efficient dissemination strategy.

These messages will be woven through all the dissemination activities and are aligned with those defined in the Communication Plan for a non-specialist audience:

- To achieve the ambitious renewable energy targets of the European Union, it is necessary to keep developing larger and more efficient turbines, as well as extending the life of current windfarms.
- INNTERESTING pursues the development of disruptive virtual hybrid testing methods for prototype validation of new wind energy components.
- INNTERESTING aims to cut in half the product development cycle of new wind components and to eliminate the need of large test-benches, thus remarkably reducing the environmental and economic impact of the product development phase.
- INNTERESTING is financed by the European Union´s H2020 Research and Innovation Program and gathers a consortium of eight partners from Spain, Belgium and Finland.

All INNTERESTING partners will have to take into account these messages in their participation in all dissemination activities.

2.3 Target Audience

Considering the project objectives and expected outcomes, the following target audiences and related goals have been identified:

Target group		Goal
Industrial Community	**Wind turbine manufacturing companies**	▪ Raise awareness about the project and its results. ▪ Present the technology developed available for exploitation in relevant sectors. ▪ Share experiences and mobilise sector interest by demonstrating the added value of INNTERESTING innovative technologies and methodologies. ▪ Introduce new developments to potential customers and prescribers.
	Component manufacturers	
	Test-bench owners	
	Engineering companies, and other end-users	
	Wind and energy platforms and associations	▪ Raise awareness about the project and its results. ▪ Serve as multipliers of all communication activities.
	Industrial community of other related sectors	▪ Attract attention from industries from other sectors (e.g. Oil&Gas, Automotive) to anticipate potential replication in further stages.
Research	**Research Community**: universities, R&D divisions companies, researchers and students	▪ Knowledge transfer: ensure scientific community is aware of project results, spread knowledge from which other scientists may benefit and build opportunities to contribute. ▪ Bring together the academic knowledge in the field

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	Clustering with other **H2020 projects** in related fields;	▪ Collaboration and synchronisation of activities: shared dissemination and awareness raising activities.
Other	**Policymakers and regulators**	▪ Influence in policy priorities. ▪ Promote the adoption of policy recommendations.
Other	**Standardisation and certification bodies**	▪ Build consensus and provide recommendations to the development of standards and regulation to accelerate adoption of INNTERESTING solutions.
Other	**Workers**	▪ Raise awareness, get involved and present the solution developed and advantages in terms of job quality.
General public	**Citizens in general; Civil society organisations; Environmental NGOs; Social NGOs**	▪ Engage citizens in the project to collect their views and experiences in the field. ▪ Build a community of social innovators in the energy sector. ▪ Raise awareness regarding the energy transition and the potential of local initiatives to transform the energy sector. ▪ Share the knowledge and results generated in the project.

Figure 3 – INNTERESTING target audiences

While all these audiences will be the target of communication activities, only those that could benefit from knowledge about the results of the project will be the focus of the dissemination activities.

As shown in the following figure, the dissemination activities planned for INNTERESTING address consider only the first three groups: Research, Industry and Other (which mainly includes policy makers and certification bodies).

	Target audiences			
Dissemination activitiy	Industrial Community	Research Community	Other Groups	General Public
Scientific outreach		✔		
Stakeholder group	✔		✔	
Newsletter	✔	✔	✔	
Events and networking	✔	✔	✔	
Liaison activities	✔		✔	

Figure 4 – Target audiences for each dissemination activity

These activities are explained in detail in the following chapter.

2.4 Collaboration with Other Projects and Initiatives

INNTERESTING will be in close contact with different project and initiatives that lead to effective collaboration by different means (e.g. synergies regarding wind energy technology development or life cycle analysis).

Some of the initiatives that have been identified to match this profile are:

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- COREWIND (http://corewind.eu/, 2019-2023): The COREWIND project aims to achieve significant cost reductions and enhance performance of floating wind technology through the research and optimization of mooring and anchoring systems and dynamic cables.
- I4OFFSHORE (https://i4offshore-project.eu/, 2018-2023): The project will demonstrate and test new offshore wind power technologies, leading to solutions which will make consumers' electricity bills both lower and more environmentally-friendly compared to fossil fuel sources such as oil or coal or other renewable energy sources such as solar or hydro power. This will be done by testing a complete installation of a future version of a full-scale Siemens Gamesa offshore turbine. A new 1,000-ton bucket foundation, a steel jacket, a concrete transition piece and a new cable connection will prove that the technology is reliable, and that production, transport, and installation can be done more cost effectively than today.
- ROMEO (https://www.romeoproject.eu/, 2017-2022): ROMEO (Reliable O&M decision tools and strategies for high LCOE reduction on Offshore wind) seeks to reduce offshore O&M costs through the development of advanced monitoring systems and strategies, aiming to move from corrective and calendar based maintenance to a condition based maintenance, through analysing the real behaviour of the main components of wind turbines.
- SETWIND (https://setwind.eu/, 2019-2022): The SETWIND project supports the implementation of the SET-Plan Implementation Plan for Offshore Wind. It will update and work with the Implementation Plan to maintain it as a dynamic reference point for offshore wind energy research and innovation; it will monitor and report on progress towards the Implementation Plan targets of 1,090 million € to be invested in R&I in the offshore sector until 2030; it will strengthen policy coordination in European offshore wind energy R&I policy by supporting the work of the SET-Plan Implementation Group for Offshore Wind; and it will facilitate a breakthrough in the coordination across borders of nationally funded R&I projects.
- WATEREYE (https://watereye-project.eu/, 2020-2022): The WATEREYE consortium will be designing an integrated solution that will allow wind farm operators to accurately predict future maintenance needs, thereby reducing operating and maintenance costs and increasing the amount of energy produced annually by offshore wind turbines.
- WINWIND (https://winwind-project.eu/, 2017-2020): The overall objective of WINWIND is to enhance the socially inclusive and environmentally sound market uptake of wind energy by increasing its social acceptance in 'wind energy scarce regions'. The specific objectives are screening, analysing, discussing, replicating, testing & disseminating feasible solutions for increasing social acceptance and thereby the uptake of wind energy.

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3 Dissemination tools, channels and activities

Focused dissemination activities have been planned and will be carried out through different tools and channels to maximize the project impact on the identified target audiences. All the activities related to dissemination and communication will be reported in deliverable D7.4 on an annual basis (M12, M24 and M36).

As mentioned before, this chapter describes activities mostly connected to specialist audiences (Scientific Outreach, Stakeholder Group, Newsletter, Events and Networking). A similar chapter in the Communication Plan includes all marketing tools generated for the project (Identity, Website, Video, General Information Package) as well as activities mostly connected to non-specialist audiences (Articles in General Media, Social Media, Press Releases).

Key dissemination activities will be informed to INEA so that it may use its channels to increase the reach of the project.

Whenever possible, papers, presentations and other dissemination material will be published in a repository at the INNTERESTING project website.

3.1 Scientific Outreach

Scientific Outreach includes all dissemination activities that are focused on the scientific community or in the research units of the industrial community. Three different activities are considered: scientific papers, participation in scientific conferences & workshops, and collaboration with PhD Thesis.

3.1.1 Scientific papers

In order to share the project progress with the scientific community and other interested stakeholders, the consortium will produce articles and other contributions for the technical literature, dedicated journals and magazines. Such contributions will be mostly written by academic and technology partners, through peer-reviewed journals and magazines and also through papers presented at conferences and other events.

As per Article 29 of the INNTERESTING Grant Agreement ‘each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its result‘.

INNTERESTING intends to adopt an open knowledge management and protection strategy. As far as publications are concerned, this strategy will focus on making all ‘grey’ publications open to public access without restrictions on portals, such as Academia.edu, etc., and providing open access to scientific articles by either the ‘green‘ or ‘gold‘ open access routes (see https://recolecta.fecyt.es/the-two-routes-to-open-access?language=en):

- 'Green' Open Access (also called self-archiving)
    - The authors archive (self-archiving or by a third person), in an open repository, the final version of the article or the final manuscript peer reviewed.
    - It can be deposited before, during or after the publication. Usually it is archived after an embargo period set by the publishers who review and publish the article in journals.

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- Usually the commercial publisher's version is immediately available upon payment, during the embargo period, through subscriptions or fees for view / downloads.
- Both versions have the same content (peer reviewed) but may have a different format.
- This model is promoted by the majority of open access community formed by researchers and librarians.

- 'Gold' Open Access (also known as Open Access publishing or author pays publishing):
  - The publication is immediately made available in Open Access by the scientific publisher. Research articles are accessible since they are published.
  - The publication costs are covered by the authors (the university or research centre to which the researcher/author is affiliated, or to the funding agency which has financed the research).
  - This model is usually the one promoted by the community of scientific publishing.
  - Some journals, called hybrid journals, subscriptions and publications offer Open Access to certain articles.

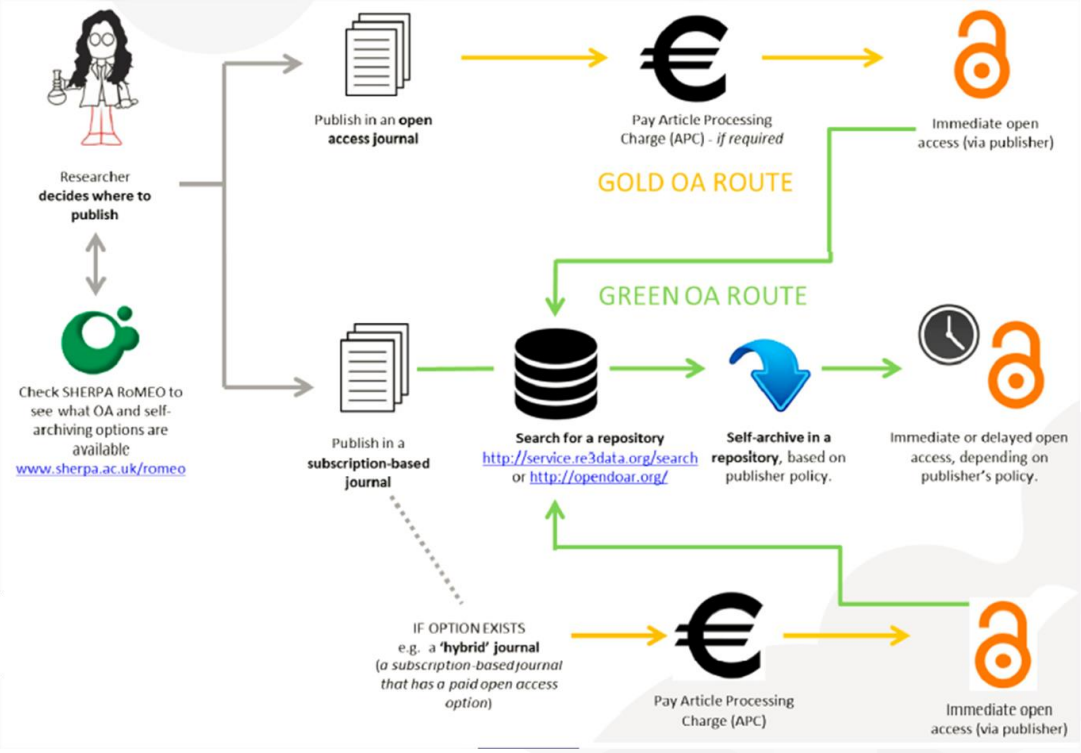

Figure 5 – H2020 Open Access mandate

Every partner planning to publish an article for a journal or on a peer-reviewed conference should ensure in advance that the selected journal/conference allows to assure compliance with the EC rules on open access. After this verification, the partner should follow the following steps:

- Contact Dissemination Manager (Basque Energy Cluster, as WP7 leader) and notify its plans for publishing an article about the project.

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- Check the journal's policy on open access on www.sherpa.ac.uk/romeo/, http://doaj.org/ or a similar website (e.g. journal website).
- In case open access is allowed, the partner can proceed with the publication, giving notice at least 45 days in-advance to the consortium, together with sufficient information on the results it will disseminate.

European Commission funding must be acknowledged in all scientific papers (see chapter 1.1. of this document, that includes the instructions in the article 29 of the Grant Agreement). Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

Further information about 'Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020' may be found in the following link: https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

INNTERESTING partners will produce at least 11 open access articles – prior approval of the consortium members – about the project and its results for publication in international journals. Examples of journals that could be interesting for the dissemination of the project results are:

- Engineering Fracture Mechanics
- Fatigue and Fracture of Engineering Materials and Structures
- IEEE Transactions on Industrial Electronics
- International Journal of Adhesion and Adhesives
- International Journal of Fatigue
- Journal of Materials Engineering and Performance
- Materials and Manufacturing Processes
- Mechanical Systems and Signal Processing

The R&D partners (IKERLAN, VTT, KUL and VITO) are specially interested and have already published in these journals.

3.1.2 Participation in scientific conferences & workshops

Participation in conferences and exhibitions related to wind energy, digitalization, bearings, gearboxes, life extension or testing and validation of components will be strongly encouraged within INNTERESTING consortium in order to increase the project visibility towards a specialist audience.

INNTERESTING will write technical papers and related presentation material for high level events. INNTERESTING partners will participate in at least 16 third-party workshops and conferences at national and European levels to involve stakeholders and disseminate project results to foster cooperation, spread best practices, etc.

Examples of events that are aligned with the project approach are:

- 75 Jubilee LCA forum 'Life Cycle Thinking = Lower Footprint?'
- Conference for Wind Power Drives

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- European Conference of Tribology ECOTRIB 2021
- Flanders Make Scientific Conferences
- Hannover Messe
- International Conference on Engineering Structural Integrity
- International Conference on Life Cycle Management
- ISMA2020 and ISMA2022 conferences
- Nordic Symposium on Tribology NORDTRIB 2022
- Sustainable Innovation
- Use of LCA as development tool for emerging technologies
- Wind and Drivetrain Conference 202X
- Wind Europe Offshore Summit
- Wind Turbine Bearings International Conference
- WindEurope Conference
- World Tribology Congress 2021

European Commission funding must be acknowledged whenever possible (see chapter 1.1. of this document, that includes the instructions in the article 29 of the Grant Agreement). Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

3.1.3 Collaboration with PhD Thesis

INNTERESTING partners will also pursue the dissemination of its results by collaborating with PhD and MSc students in the development of their thesis. In this sense, at least 12 PhD or MSc students are expected to benefit from collaborating with the INNTERESTING project and its researchers.

3.2 Stakeholder Group

The Stakeholder Working Group aims to involve and engage relevant entities with different profiles to provide their support and advise on relevant technical, economic and sustainability objectives and priorities within the project. On one side, technical requirements and inputs from end users, test-sites or certification bodies will help align the tasks and expected results with the current situation of the sector. On the other hand, it is also key for the project to involve entities that can provide inputs regarding environmental, socioeconomic and sustainability concerns. This way the design tools and even the methodology can be enhanced to deal with those concerns better.

The Stakeholder Working Group will have at least one annual meeting for the duration of the project. In the first one, planned for M5, stakeholders will contribute within a co-creation session to contribute to the definition of the technical, social and environmental requirements of future wind turbines (2030-2050) and for the design tools and methodology to be developed.

To improve the input gathered from experts in the Stakeholder Working Group, the first meeting will be divided into two different subgroups:

- Technical subgroup, with a limited number of participants by invitation (6 to 10), which would be experts in the project topics (validation, bearings, gearboxes, life extension,

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etc.) of wind turbine manufacturers, windfarm developers, wind testing site or certification entities. Flight and hotels for technical experts will be reimbursed from the project budget.

- Sustainability subgroup, which would be open for participation with the goal of having around 20 representatives from wind energy associations, policy makers and regulators, civil society organisations, environmental and social NGOs, or citizens in general.

This way, general aspects of the project will be introduced and discussed together with both subgroups but specific topics regarding technical or sustainability aspects will be dealt with separately.

3.3 Newsletter

A biannual electronic Newsletter according to the project style will be issued to provide information on project progress and results, as well as on stakeholder activity.

The first issue, foreseen in M6, will give visibility to the project by providing an overview of the objectives, presenting the partners involved and outlining the expected results. The second issue, at the end of the first project year (M12), will focus on reporting the activities carried out during the second semester.

The third and fourth issues, to be released during the second project year (M18 and M24), will focus on the preliminary results emerging from the research activity and the progress on stakeholder engagement.

Finally, the fifth and sixth issues, foreseen at the last project year (M30 and M36), will highlight the project achievements and the main results from the activity.

The newsletter will be released on the project website and social media in order to improve the project visibility and will also be emailed to consortium partners that will distribute it, when available, to their own contact groups. Some examples are:

- VTT: IEA Technology Collaboration Programme for wind energy (IEA TCP Wind) member countries (22 countries representing 85% of installed wind capacity)
- VITO: Monthly external VITO e-letter (called VITO-PULSE, both in English and Dutch), which is sent to 4,700 internal and external contacts, such as companies, governments, citizens etc.; Energyville internal e-letter (called TamTam), sent to 538 contacts, and external newsletter, sent to about 2000 contacts.
- IKERLAN: Via their official twitter account.
- KU LEUVEN: Via social media on twitter (~300 members), LinkedIn (~300 members) and Facebook (~1,200 members).
- BEC: Wind Energy contact list (~200 contacts in Basque organizations connected to wind energy).

In total, the newsletter is expected to reach over 8,000 people, of which approximately 1,000 are specialist contacts involved in the development of wind energy.

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3.4 Events and networking

3.4.1 Presence in international trade fairs

The INNTERESTING project and its result will be disseminated annually at least in two of the most relevant wind energy international trade fairs. Particularly, it will always be present in the most relevant annual European event, which are:

- Wind Energy Hamburg 2020
- WindEurope Copenhagen 2021
- Wind Energy Hamburg 2022

Annually, INNTERESTING consortium will always consider an additional relevant event, either at European or international level. Some examples are:

- Offshore Energy Exhibition & Conference Amsterdam (Europe)
- Global Offshore Wind London (Europe)
- International Partnering Forum (USA)
- China Wind Energy Exhibition (Asia)

The project will always at least be present in the stand of the Basque Energy Cluster by means of brochure, roll-up, infographic in the stand wall or showing the video on a TV screen (depending on the stand design). Besides that, INNTERESTING will try to maximize its role in the event by participating in the official conference (if selected), in the innovation hub (if available) or taking advantage of presentation opportunities in the exhibition area (if available).

All presentations used in international events will be published in a repository in the project website.

3.4.2 Final project conference

A final conference will be organized at the end of project to communicate and explain the project results and to promote them towards wind energy stakeholders, policy makers, standardization bodies and other public entities at national and EU levels.

The goal will be attracting at least 80 participants. In order to maximize attendance and impact, the event will be probably organized in Brussels and, if possible, in cooperation with another H2020 project with similar target audiences.

3.5 Liaison activities

Cooperation foreseen with the projects and initiatives identified in 2.4 will be based on a discussion and exchange of information between INNTERESTING representatives and members from the different consortia. The synergies among the projects should not be only found on the basis of strict commonalities identifiable at various levels within the group of INNTERESTING activities, but also by looking at the differences in terms of targets, goals, emphasis, efforts and approach that external projects may put or have on specific aspects.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 851245.

The following liaison activities have been identified in order to foster communication and mutual exchange of information among the partners and maximize the impact of their dissemination activities as well:

- Identification of partners and relevant stakeholders involved in INNTERESTING and other reference projects at the same time. Appointment of contact persons. As an example, LAULAGUN is also a partner at the ROMEO project.
- Invitation to participate in webinars or face-to-face meetings where topics of common interest may be dealt with.
- Joint participation at events (e.g. conferences and exhibitions).
- Invitation to take part in INNTERESTING activities (e.g. workshops).
- Joint publications.

These liaison activities will be initiated in an ad-hoc basis but are relevant for maximizing the reach and dissemination impact of both INNTERESTING and the collaborating projects.

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4 Dissemination Scoreboard

All dissemination activities will be monitored either with Key Performance Indicators or with Milestones, as shown in the following figures.

Key milestones	Date
Project Identity (logo, guidelines and templates) *	M2
Standard presentation *	M3
Launch of website *	M4
First brochure *	M4
First stakeholder group meeting	M5
A1 poster *	M6
Introductory video *	M9
Second brochure (updated with new results) *	M15
Motion graphics video *	M18
Third brochure (updated with new results) *	M26
Final project conference	M36

** For further information see D7.1 Communication Plan*

Figure 6 – Communication & Dissemination milestones

		Target value			
Dissemination activitiy	KPI	Y1	Y2	Y3	Total
Scientific outreach	Scientific papers	0	4	7	11
	Participation in conferences	2	8	6	16
	Collaboration with PhD & MSc thesis	6	4	2	12
Stakeholder group	Number of stakeholders involved	20	20	20	60
Newsletter	Number of newsletters issued	2	2	2	6
	Number of contacts receiving issues	6.000	6.000	6.000	6.000
Events & networking	Presence in international trade fairs	2	2	2	6
	Participants in final conference	-	-	80	80
Liaison activities	Links with associations	4	4	4	12
	Joint activities	1	1	1	3

Figure 7 – Dissemination monitoring scoreboard

Basque Energy Cluster, as Work Package Leader, will be responsible for monitoring the impact of the dissemination strategy in order to apply corrective actions whenever necessary and identify opportunities that can maximize the impact and visibility of the project.

In each Steering Committee (every 6 months), BEC will inform the rest of the partners about the results and design measures to improve the performance when targets are not achieved.

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5 Dissemination Management

Dissemination activities will be managed by the Dissemination Manager (Basque Energy Cluster), who will work in close coordination with the Project Coordinator.

As a general rule, every dissemination activity planned by any partner in relation to the project or its contribution to it shall be notified in advance to BEC, in order to keep track of the actions, provide and update the necessary material and ensure coherence with the dissemination objectives. Once the activity has been carried out, the partner shall briefly report on the result to the Dissemination Manager

When a partner intends to disseminate results that may affect other partners or involve knowledge generated in collaboration or by other partners, it must give advance notice to these other partners at least 45 days, together with sufficient information on the results it will disseminate. Other partners may object within 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

While BEC will be responsible for coordinating all dissemination activities, partners will need to actively contribute to some of them, either supplying BEC with updated information about project developments or directly carrying out the activity. The following table summarizes the expected role of the partners in each communication activity.

Dissemination activitiy	Role of other partners
4.1 Scientific outreach	Partners to inform BEC about papers publication, participation in workshops & conferences or thesis connected to INNTERESTING
4.2 Stakeholder group	Partners to participate in annual meetings when necessary
4.3 Newsletter	Partners to contribute in articles and to distribute to own contact groups
4.4 Events and networking	Partners to actively participate when necessary
4.5 Liaison activities	Partners to actively participate when necessary

Figure 8 – Role of partners in communication activities

To facilitate these tasks, a list with a marketing contact per partner was completed in the beginning of the project.

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