

# WINDTWIN

*Towards a digital twin for forecasting of power production to wind energy demand*

01/06/2024 – 31/05/2027

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Project 101147377 — WINDTWIN

## ***D8.1: Communication Plan***

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# TABLE OF CONTENTS

**TABLE OF CONTENTS ..... 3**

**TABLE OF FIGURES..... 4**

**1. EXECUTIVE SUMMARY ..... 5**

**2. INTRODUCTION..... 6**

**2.1 PURPOSE AND SCOPE OF THE DELIVERABLE ..... 6**

**2.2 PROJECT SUMMARY..... 6**

**3. STRATEGY & METHODOLOGY ..... 8**

**3.1 OVERVIEW OF THE STRATEGY ..... 8**

**3.1.1 WHAT: KEY MESSAGE ..... 8**

**3.1.2 WHOM: THE AUDIENCE ..... 8**

**3.1.3 WHY: THE PURPOSE ..... 9**

**3.1.4 WHO: CONTRIBUTORS ..... 9**

**3.1.5 WHEN: TIMING ..... 9**

**3.1.6 HOW: THE METHOD / CHANNELS AND TOOLS ..... 9**

3.1.6.1 BRAND IDENTITY: LOGO & TEMPLATES ..... 10

3.1.6.2 PROJECT WEBSITE & POSITIONING ..... 10

3.1.6.3 MULTIMEDIA MATERIAL ..... 11

3.1.6.4 SOCIAL MEDIA CHANNELS ..... 11

3.1.6.5 COMMUNICATION MATERIAL ..... 12

3.1.6.6 ADVANCED BUSINESS/SUCCESS STORY BROCHURE ..... 12

3.1.6.7 JOINT EVENTS, WORKSHOPS, ROUND TABLES & NETWORKING ..... 12

3.1.6.8 PUBLIC RELATIONS WITH MEDIA ..... 13

3.1.6.9 CLUSTERING WITH OTHER PROJECTS AND INITIATIVES ..... 14

**4. CONCLUSIONS.....15**

**ANNEX I – PERFORMANCE INDICATOR LOG .....16**

**ANNEX II – EVENT PLANNING .....17**

**TABLE OF FIGURES**

Figure 1. European flag and funding statement..... 5  
Figure 2. WinDTwin Communication and Dissemination Strategy model ..... 8  
Figure 3. WinDTwin logo versions ..... 10

## 1. EXECUTIVE SUMMARY

Deliverable D8.1 Communication Plan is produced in the aim of Task 8.2 of work package 8 related to the communication of the WinDTwin project. This work package aims at optimizing the influence of the project's outcomes by effectively sharing and communicating them with pertinent audiences. To support this, a Strategic Communication and Dissemination Plan is produced.

The task leader will develop this Communication Plan to establish comprehensive guidelines for the Consortium regarding all project communication and dissemination activities.

The Plan will outline the communication goals, target audience, approaches (including content and channels), and timelines that WinDTwin partners will follow to optimize the dissemination of the project's ongoing results and ensure the visibility of project activities and outcomes. It will include all local, national, and European events that could be beneficial for communication and dissemination activities and will be updated throughout the project's duration to enhance its effectiveness.

**It is important to note that**, as stated in Article 17.2 of the Grant Agreement, "communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must **acknowledge EU support** and display the **European flag (emblem)** and **funding statement** (translated into local languages, where appropriate)".

"The EU flag and funding statement must be displayed in a way that is easily visible for the public and with sufficient prominence", as stated in the European Commission online manual.



**Figure 1. European flag and funding statement**

Additionally, as stated in Article 17.3 of the Grant Agreement "Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

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## 2. INTRODUCTION

### 2.1 PURPOSE AND SCOPE OF THE DELIVERABLE

WinDTwin's Communication Plan serves as a comprehensive guide to strategically and effectively disseminate specific information about the project to various audiences. Its objective is to inform and enable identified stakeholder groups to utilize and benefit from the project's outcomes, thereby maximizing its impact. The plan includes communication activities designed to engage a critical mass of stakeholders through targeted promotional measures.

To achieve this, communication campaigns will be designed and implemented throughout the project's duration. These campaigns will leverage a promotion mix that focuses on creating awareness and persuading the audience to engage. The aim is to efficiently build traction among the target audience and communicate the project's benefits to society.

This Plan, drafted at the beginning of the project, is coordinated by the lead partner of the Communication, Dissemination, and Exploitation Work Package – WavEC Offshore Renewables – with validation from the coordinator. The Communication Plan for WinDTwin will be regularly updated throughout the project's lifetime to align with its progress and enhance its effectiveness. Monitoring activities will be included to ensure that WinDTwin's communication efforts have been effective and have reached the various existing audiences.

All information and messages shared externally will adhere to the European Commission (EC) funding guidelines and will follow a methodology based on the following five dimensions:

- **WHAT:** The main project outcomes to be disseminated, communicated, and exploited;
- **WHO:** Identification of the target audiences to be informed and involved in the project's activities;
- **WHAT FOR:** Definition of the foreseen outcomes of the dissemination and communication activities and expected impact per type of stakeholder (KPIs);
- **HOW:** Types of Communication and Dissemination tools, activities, and channels tailored to the intended beneficiaries;
- **WHEN:** Timeline for implementation and action plans for the consortium for each type of activity.

### 2.2 PROJECT SUMMARY

The WinDTwin project aims to develop and validate an offshore wind farm digital twin (DT) for highly accurate predictions of power production and energy demand. This DT will provide users with tailored access to high-quality information, services, models, scenarios, forecasts, and visualizations, acting as a central hub for offshore wind decision-makers. The project seeks to revolutionize industry decision-making, improve micro-siting of wind turbines, and enhance the efficiency and reliability of wind power, both onshore and offshore.

To achieve its ambitious goals, WinDTwin brings together a unique consortium of 13 organizations from 7 different Member States, combining a wide range of expertise across the entire wind energy

development process. This includes the management of wind energy production, the development of industrial codes, numerical methods, and algorithms, ensuring the adoption of improved methodologies. By utilizing this diverse expertise, WinDTwin aims to significantly impact the wind energy sector and contribute to the reliability and security of the electricity system.

### 3. STRATEGY & METHODOLOGY

#### 3.1 OVERVIEW OF THE STRATEGY

The WinDTwin Strategic Communication Plan follows the 5Ws and 1H communication model, as illustrated in Figure 2. This model answers key questions: What are the main messages? Who are the intended audiences? What is the communication's purpose? Who are the contributors? How will the messages be disseminated? and When will these actions take place?

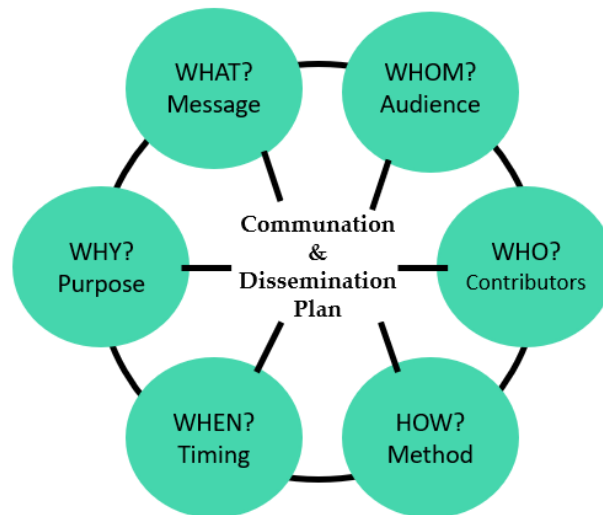


Figure 2. WinDTwin Communication and Dissemination Strategy model

##### 3.1.1 WHAT: KEY MESSAGE

The WinDTwin project may communicate various messages to its diverse audiences, as different groups may require tailored communication. This plan will outline the concise key message of the project to clarify our dissemination goals.

The primary message of the WinDTwin project is as follows:

*The WinDTwin project aims to develop an offshore wind farm digital twin (DT) for accurate predictions of power production and energy demand. This DT will offer users tailored access to high-quality information, services, models, scenarios, forecasts, and visualizations, serving as a central hub for offshore wind decision-makers. The project seeks to revolutionize industry decision-making and improve the efficiency and reliability of wind power.*

##### 3.1.2 WHOM: THE AUDIENCE

WinDTwin project covers a wide range of audiences. The stakeholders can be divided as follows:

- A. Clusters and industry: European and national cluster organization, relevant regional clusters in Europe, industry organization at EU, national and regional level.
- B. WinDTwin stakeholders: Partners and relevant stakeholders in WinDTwin and other relevant EU projects.

- C. Research & Academia: Researchers and academics from universities, research org. and R&D industry departments.
- D. Policy Makers: at European, National and Regional level (Governments, Ministries, Agencies, etc.)
- E. Investor communities: Investor association/organization at regional, national and European level.
- F. General audience: Civil Society interested in the project.
- G. Media: Generalist, specialized magazines, free-lance journalist focused on Energy and Environment

### **3.1.3 WHY: THE PURPOSE**

The purpose of the WinDTwin project is to address the challenges and opportunities in the growing field of on- and offshore wind energy. It focuses on optimizing wind turbine micro-siting, enhancing farm interconnection efficiency, and mitigating negative interactions in wind farm clusters. By developing and validating an offshore wind farm digital twin (DT), WinDTwin aims to provide accurate predictions of power production and energy demand. This DT will serve as a centralized resource for high-quality information, aiding decision-makers in the offshore wind sector and driving innovation in industry practices

### **3.1.4 WHO: CONTRIBUTORS**

All WinDTwin partners will actively participate in communication and dissemination activities.

Each partner will:

- Identify pertinent information to share (e.g., events, publications, project developments, and other updates).
- Provide updates for the project website and social media channels.
- Represent WinDTwin at events and exhibitions as speakers or participants.

### **3.1.5 WHEN: TIMING**

An annexed table of performance indicators, including Key Performance Indicators (KPIs), has been created (see ANNEX I) to track the information generated and disseminated during the project's lifespan. All project activities will undergo regular monitoring and necessary adjustments.

### **3.1.6 HOW: THE METHOD / CHANNELS AND TOOLS**

To maximize the impact of the WinDTwin project, the consortium will actively utilize and promote its results during and after the project's duration. This will involve leveraging diverse communication channels and tools, such as the project website, social media platforms, press releases, videos/infographics, flyers, posters, roll-ups, and other multimedia materials. The Communication Plan is flexible and can incorporate additional tools and channels as the project progresses to meet the evolving needs and interests of stakeholders and partners. Furthermore, knowledge sharing will be facilitated through participation in conferences, events, publications, technical flyers, brochures, presentations, infographics, and webinars.

ANNEX I details the actions and KPIs for performance monitoring, while ANNEX II lists key national and international conferences, congresses, workshops, fairs, and other events where project partners can communicate activities and disseminate results.

### Register Log

The project will maintain a register log for partners to document their dissemination activities. This log will facilitate the coordination of information releases, including research updates, event participation, social media posts and other relevant communications.

The following sub-sections will describe the main communication and dissemination channels, with ANNEX I providing a comprehensive overview of all actions and KPIs.

#### 3.1.6.1 Brand identity: Logo & Templates

A recognizable visual identity will be established at the project's initial stage. This will include brand guidelines, colour and font codes, and logo variants required for all applicable online and offline channels and materials.

- ❖ **KPIs:** 1 logo (version with tag line and without tagline), 1 PowerPoint and 1 Word Template
- ❖ **Target:** All stakeholders
- ❖ **Date:** M3



Figure 3. WinDTwin logo versions

#### 3.1.6.2 Project Website & Positioning

The project website, accessible at [www.windtwinproject.eu](http://www.windtwinproject.eu), will serve as the primary communication tool. It will feature the latest news and events related to the project and will be linked to the individual webpages of consortium members.

The website will be structured into the following pages:

- Home (Brief overview of the project, partner logos, news and events, social media links, privacy and cookies policy, and funding information)
- Activities (Details about the various work packages of the project)
- Publications (Access to deliverables, papers, reports, and other non-confidential project information)
- Partners (Brief information about the partners, their logos, and links to their websites)

- News & Events (Updates on project activities, events, and other relevant information)
- Contacts (Contact form for those who wish to reach out to the Consortium)
- WinDTwin tools access and manuals repository (An open-source dissemination framework for the developed tools and a repository for the manual and related documents will be hosted on the project's website)

The website will be integrated with Google Analytics to monitor visitor numbers, visit duration, browsing locations, devices used, and other valuable data. WinDTwin will comply with the General Data Protection Regulation (GDPR) (EU) 2016/679 and implement a Cookies Policy on its website.

- ❖ **KPIs:** Visits: 2000 (18M); 4000 (M36)
- ❖ **Target:** All stakeholders
- ❖ **Date:** M3

### 3.1.6.3 Multimedia Material

A WinDTwin promotional video plus additional short videos clips for the website, social media and events will be produced. These will provide a clear and visual overview of the project's results and achievements.

- ❖ **KPIs:** 500 views (M36)
- ❖ **Target:** All stakeholders
- ❖ **Date:** M24

### 3.1.6.4 Social Media Channels

Social networking channels will be crucial for the project to reach a wider audience and receive immediate feedback on its activities. They will also drive traffic to the website, where more detailed information is available. WinDTwin is utilizing LinkedIn and X for this purpose.

## CHANNELS

The following social media channels of the project are available:

### LINKEDIN

<https://www.linkedin.com/company/windtwin/>

### X

[@WINDTWINproject](https://x.com/WINDTWINproject)

The Consortium will take an active role in disseminating project news through its own channels, ensuring that WinDTwin reaches the widest possible audience. If partners wish to post on social media about the project, they do not need to inform the coordinator or communication team leader. However, you are kindly advised to tag the project social media platforms and website to increase engagement.

## HASHTAGS

The following hashtags shall be used to increase posts' visibility: #WinDTwin #WindEnergy #Innovation #DigitalTwin #RenewableEnergy

The following hashtag and tags from the Funding agency and Partners can be used:

MANDATORY		LINKEDIN	X/
Mandatory when possible	<b>EU support</b>	<a href="#">@CINEA - European Climate, Infrastructure and Environment Executive Agency</a>	<a href="#">@cleanenergy_eu</a>   <a href="#">@cinea_eu</a>   <a href="#">@HorizonEU</a>
	<b>Partners</b>	<a href="#">@Barcelona Supercomputing Center</a>   <a href="#">@Fraunhofer IEE</a>   <a href="#">@WavEC - Offshore Renewables</a>   <a href="#">@EPRI in Europe</a>   <a href="#">@SOLUTE</a>   <a href="#">@University of Kassel</a>   <a href="#">@Iberdrola</a>   <a href="#">@SINTEF Ocean</a>   <a href="#">@+ATLANTIC</a>   <a href="#">@Open Cascade, part of Capgemini</a>   <a href="#">@EDP</a>   <a href="#">@Marine Energy Test Centre (METCentre)</a>   <a href="#">@Laborelec</a>	<a href="#">@BSC_CNS</a>   <a href="#">@fraunhofer_iee</a>   <a href="#">@WavECOfficial</a>   <a href="#">@EPRI_innovation</a>   <a href="#">@uni_kassel</a>   <a href="#">@Iberdrola</a>   <a href="#">@SINTEF</a>   <a href="#">@colabatlantic</a>   <a href="#">@open_cascade</a>   <a href="#">@EdpRenewables</a>   <a href="#">@WindOffshore</a>

Social media communication will be monitored to increase its effectiveness.

- ❖ **KPIs:** 200 followers/100 members
- ❖ **Target:** All stakeholders
- ❖ **Date:** M3

### 3.1.6.5 Communication material

WinDTwin intends to create a range of communication materials, including one project flyers/leaflet, and one roll-up/poster, to attract the interest of attendees at events and exhibitions or to distribute at stakeholder meetings. These materials will be available in electronic format and can be printed as required.

- ❖ **KPIs:** 1 flyer, 1 roll-ups
- ❖ **Target:** All stakeholders
- ❖ **Date:** M12

### 3.1.6.6 Advanced Business/Success story Brochure

WinDTwin will develop a comprehensive brochure that compiles key information on the project's success stories, results, and developed templates, including factsheets and specifications. This brochure will serve as a valuable resource, showcasing the project's achievements and providing detailed insights into its methodologies and outcomes.

- ❖ **KPIs:** 1 Advanced Business/Success story Brochure
- ❖ **Target:** All except General audience
- ❖ **Date:** M30

### 3.1.6.7 Joint events, workshops, round tables & networking

Consortium partners will showcase the project's results at pertinent external events aligned with their specific competencies and expertise. A draft list of upcoming events is provided in ANNEX II, which

includes prominent scientific conferences, symposia, and committee meetings aimed at enhancing the visibility of Digital Twin technology in the offshore wind community. These events include the European Turbulence Conference, Torque, Wind Energy Science Conference, Wake Conference, DLES, ETMM, ECCOMAS, EERA Deepwind Conference, among others.

Two stakeholder workshops will be implemented locally in pilot countries (Portugal and Germany) during Months 12 and 34. These workshops aim to stimulate interactions among scientists, fostering collaborations with universities and partnerships with local stakeholders. They will also catalyze local capacity building through diverse training initiatives targeting various end-users.

Additionally, regular annual training sessions and workshops will be conducted throughout Months 18 to 36. These sessions will focus on developing the necessary capabilities among future end-users to utilize the Digital Twin effectively, encompassing technical, managerial, and business skills.

An open-source dissemination framework for the developed tools and a repository for the Digital Twin related documents will be hosted or linked on the project's website.

Finally, towards the project's conclusion, a final event will be organized to present the project's main outputs to the European Commission and other relevant stakeholders.

The project will disseminate its findings through publication in respected, high-impact journals such as Q. J. Roy. Meteorol. Soc., J. of Atmospheric Sciences, J. of Fluid Mechanics, J. of Geophysical Research-Atmospheres, Wind Energy, and J. Computational Physics, alongside utilizing open-access options wherever feasible.

- ❖ **KPI's:** 50 participants on the event/25 participants on the workshops
- ❖ **Target:** All stakeholders except general audience
- ❖ **Date:** Workshops: M12 and M34, Training: starting M18, Final event: M34

#### 3.1.6.8 Public Relations with Media

In addition to these events, the project's progress and outcomes will be communicated through at least six press releases, which will be available in the news section of the project website. These press releases will coincide with key project milestones, complemented by interviews and articles in specialized magazines, as well as press conferences to further promote the project's achievements.

If any partner wishes to publish a Press release about the project, please inform the coordinator of the project or the Communication Team leader. Please check the executive summary of this Deliverable for reference about the use of EU funding.

- ❖ **KPI's:** 3 Press Releases
- ❖ **Target:** All stakeholders
- ❖ **Date:** M1-M36

### 3.1.6.9 Clustering with other projects and initiatives

To enhance the impact of the WinDTwin project, the consortium aims to identify and network with similar initiatives and projects. This approach will facilitate knowledge exchange and foster synergies with other relevant organizations in the field.

To maximize dissemination activities, project partners will join specific Working Groups from the BRIDGE initiative, aligned with the needs and scope of WinDTwin. Partners are expected to participate in BRIDGE activities and events. These events are regularly scheduled to promote cooperation among various European-funded projects.

Additionally, upon invitation by CINEA, the WinDTwin project will contribute to common information and dissemination activities. This will enhance the visibility of Horizon Europe-supported actions and events, promoting greater collaboration between different European-funded initiatives.

- ❖ **KPI's:** >5 projects connected to WinDTwin
- ❖ **Target:** All stakeholders except general audience
- ❖ **Date:** M12-36

## 4. CONCLUSIONS

Task 8.2 of Work Package 8 in the WinDTwin project is dedicated to enhancing communication efforts. To achieve this, the project team has developed the WinDTwin Strategic Communication and Dissemination Plan.

The primary objective of this plan is to provide WinDTwin partners with guidelines for performing communication and dissemination activities. It details the key messages to be conveyed, as well as the tools and channels to be used to reach the identified audiences.

The guidelines outlined in the plan will be monitored throughout the project's duration, with adjustments made as needed to ensure the most effective communication of the project's progress and outcomes. This comprehensive approach will help ensure that all communication efforts are consistent, effective, and aligned with the project's objectives. It will also enable the team to promptly identify and address any gaps in communication.

In summary, the WinDTwin Communication Plan is an essential document that guides the communication of the project's progress and outcomes. The plan will be continually tracked and adjusted to ensure the use of the best possible communication methods throughout the project's lifetime.

## ANNEX I – PERFORMANCE INDICATOR LOG

ACTIVITY	KPI	TARGET	DATE
Brand identity: Logo & Templates	1 logo (version with tag line and without tagline), 1 PowerPoint and 1 Word Template	All stakeholders	M3
Project Website & Positioning	Set-up 2000, 4000 visits	All stakeholders	M3 setup M18, M36
Multimedia Material	Launch 500 views	All stakeholders	M24 M36
Social Media Channels	Set-up 350, 700 followers	All stakeholders	M3 M18, M36
Communication material	1 flyer, 1 roll-up	All stakeholders	M12
Advanced Business/Success story Brochure	1 Advanced Business/Success story Brochure	All stakeholders except general audience	M30
Joint events, workshops, round tables & networking	50 participants on the events/25 participants on the workshops	All stakeholders except general audience	Workshops: M12 and M34, Training: starting M18, Final event: M34
Public Relations with Media	3 Press Releases	All stakeholders	M1-M36
Clustering with other projects and initiatives	>5 projects connected to WinDTwin	All stakeholders except general audience	M12-M36

## ANNEX II – EVENT PLANNING

EVENT NAME	DATE	VENUE
<a href="#">European Turbulence Conference 2024</a>	16–20 September 2024	Aachen, Germany
<a href="#">Science Meets Industry conference</a>	05.11.2024	Bergen, Norway
<a href="#">APS-DFD meeting 2024</a>	24-26 November 2024	Salt Lake City, UT, USA
<a href="#">AGU meeting 2024</a>	09-13 December 2024	Washington DC, USA
<a href="#">AMS symposium on Boundary Layers and Turbulence 2025</a>	12-16 January 2025	New Orleans, LA, USA & Online
<a href="#">EERA Deepwind Conference 2025</a>	15-17 January 2025	Trondheim, Norway
<a href="#">EGU meeting 2025</a>	27 April–2 May 2025	Vienna, Austria & Online
<a href="#">Wake Conference</a>	10-12 June 2025	Island of Gotland, Sweden
<a href="#">Wind Energy Science Conference 2025</a>	25-27 June 2025	Nantes, France
<a href="#">ECCOMAS MSF 2025</a>	25-27 June 2025	Split, Croatia
<a href="#">IEEE PowerTech 2025</a>	29 June – 3 July 2025	Kiel, Germany
<a href="#">ETMM15 2025</a>	TBD	TBD
<a href="#">DLES15</a>	2026	Delft, The Netherlands
Torque 2026	TBD	TBD
<a href="#">European Union Sustainable Energy Week</a>	TBD	TBD

This event plan will be updated throughout the project as new events are announced.