X-shaped Radical Offshore Wind Turbine for Overall Cost of Energy Reduction

D9.3

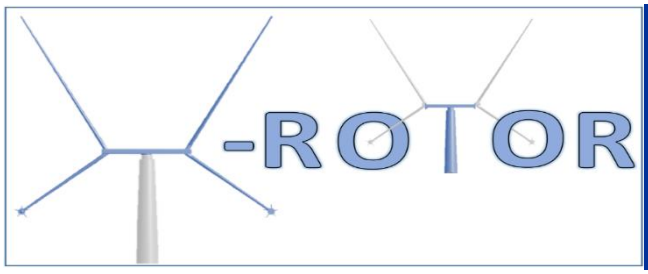
General communications material development

https://xrotor-project.eu

@XROTORProject

December 2021

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101007135



X-SHAPED RADICAL OFFSHORE WIND TURBINE FOR OVERALL COST OF ENERGY REDUCTION

Project acronym: **XROTOR**
Grant agreement number: 101007135
Start date: 01st January 2021
Duration: 3 years

WP9 Communication, Dissemination
T9.4 – Communication and dissemination materials
D9.3 General comms. material development

Lead Beneficiary: University of Strathclyde
Delivery date: 31st December 2021

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DOCUMENT INFORMATION

Version	Date	Description	Prepared by	Reviewed by	Approved by
1	21/12/2021	Final version	Dunphy and Carroll	W. Leithead	W. Leithead (Project Coordinator)

The XROTOR Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101007135. For more information on the project, its partners, and contributors please see https://XROTOR-project.eu.

Executive Summary

Deliverable Description: This deliverable will comprise of a report on all communication plans and materials to be developed for the X-Rotor project. The deliverable will be considered successful once delivered to the project coordinator and/or the executive management group.

Responsible: University of Strathclyde

Outcome Summary: A report has been created detailing all communication plans and materials to be developed for the XROTOR project. The report is closely aligned with the project deliverable 9.2 on project dissemination. Both reports cover the communication and dissemination plans for the XROTOR project. This communication plan report, deliverable 9.3, has been presented to and signed off by the Project Coordinator. Based on the reasons outlined above, Deliverable 9.3 is successfully completed.

Table of Contents

1 Introduction

This report details all communication plans and materials to be developed for the X-Rotor project. The report is closely aligned with the project deliverable 9.2, which details the project dissemination plans. Combined, both reports cover the communication and dissemination plans for the XROTOR project.

The following document provides and overview of the project website, the project communication tools and the project communication activities.

2 Website

2.1 Preliminary website

The project website went live on 31 March 2021 on the following URL: https://xrotor-project.eu. As detailed in D9.1 this was intended as soft launch, with an initial basic layout and design. The idea behind this was that it would be used a means of 'testing' the web site, seeing which features and design elements were preferred by partners and facilitating an eventual redesign of components of the site. Figure 1 shows this initial design, which while quite functional was not as ascetically pleasing as would be expected from a modern web site.

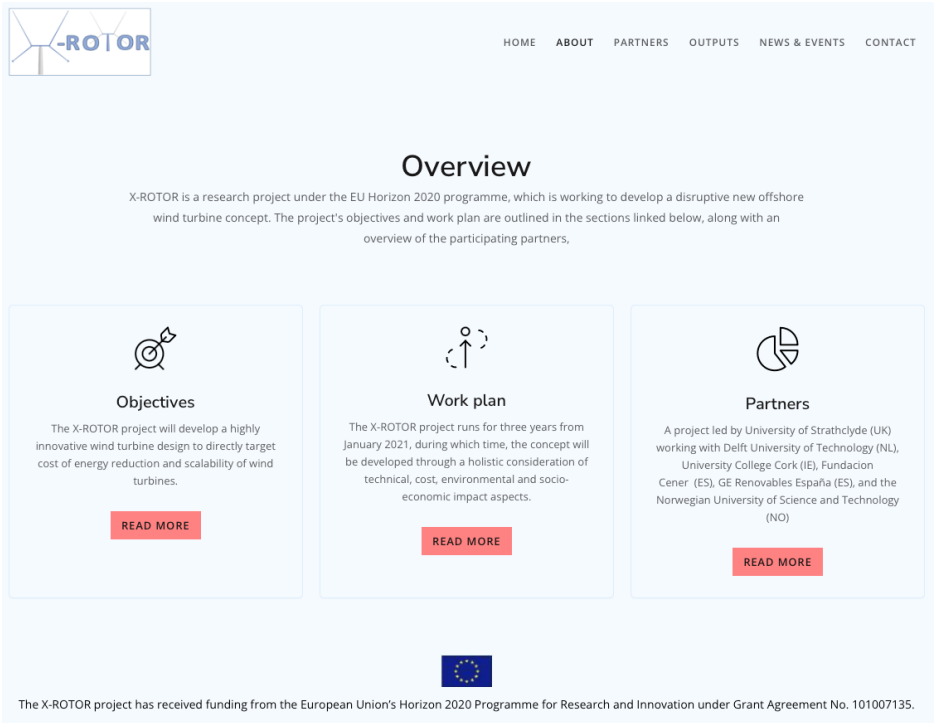

Figure 1: Example of a webpage from the initial website design

2.2 Redesign and relaunch

In the second part of the year work began on a complete redesign of the project website. A

detailed design specification was prepared, taking onboard the lessons from the soft launch and feedback from partners. Key elements of this specification include:

- Responsive website design;
- Mobile first approach, but cater for desktop, mobile & tablet devices;
- Degrade 'gracefully' in older browsers;
- Journey mapping used to optimise UX design;
- Compliant with all relevant data protection and any other relevant legal requirements
- Compliant with Double-A standard of the Web Accessibility Initiative (WAI) Web Content Accessibility Guidelines 2.1;
- Pages optimised for loading speed.

Figure 2 below illustrates the outcome of this design process – the new design is far more visual, incorporating more images and videos; it is more adaptable, able to grow as the project progresses and represents the project better. The new design is due to launch in early 2022 in conjunction with a social media mini-campaign publicising the project's activities and emerging results.

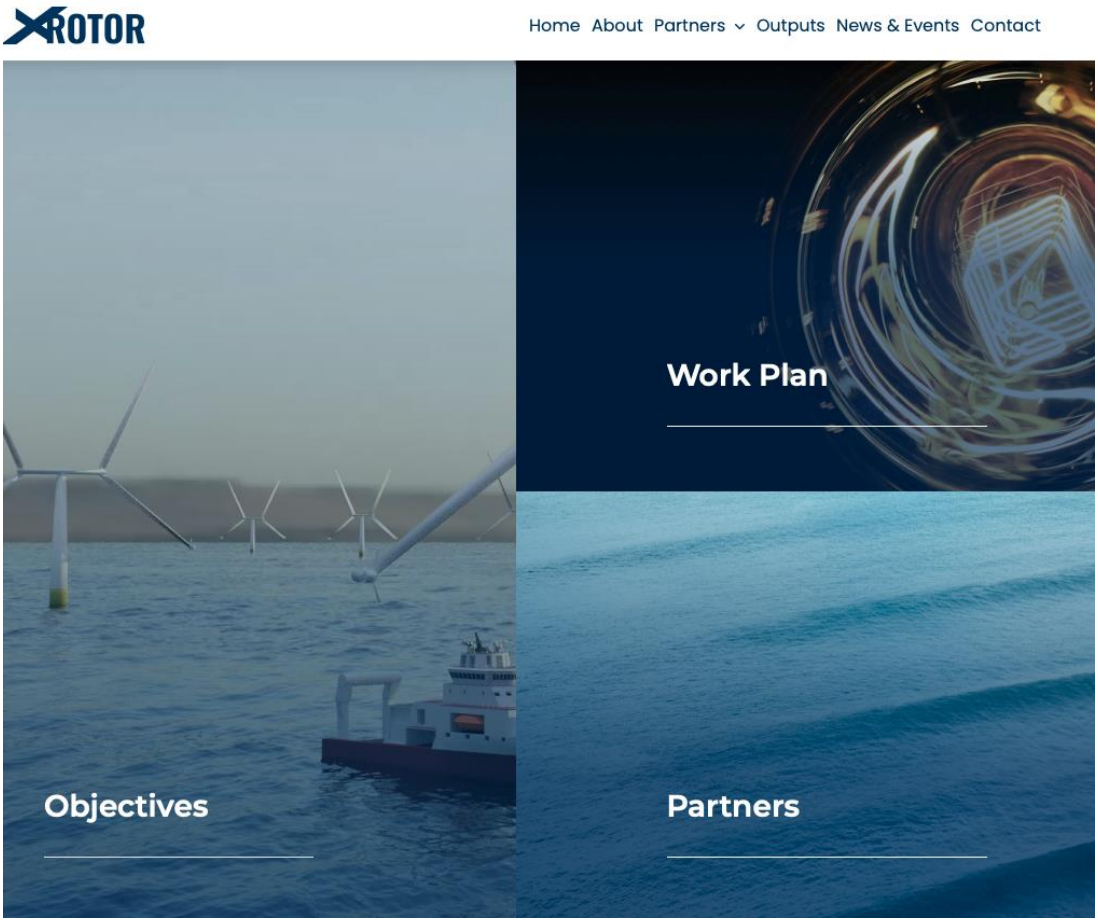

Figure 2: Example of a web page from the redesigned web site (to be launched in early 2022)

3 Communication tools

3.1 Briefing Statement

To assist in explaining the X-ROTOR project to prospective interested stakeholders, an agreed overview of the project will be used by partners

Wind power can make a significant contribution to Europe's electricity needs and in so doing contribute to achieving the EU's goal of climate neutrality. The EU proposes to increase offshore wind capacity significantly over the coming years - from its current level of 12 GW to 60 GW by 2030 and 300 GW by 2050.

However, the cost of energy from offshore wind is higher than onshore installations due to more challenging construction and maintenance conditions. X-ROTOR a research project funded under the EU Horizon 2020 programme (grant # 101007135) aims to directly address cost of energy reduction and scalability, through the developing a disruptive new offshore wind turbine concept.

The X-ROTOR project runs for three years from January 2021, during which time the consortium will work to increase the technology readiness level of the X-ROTOR concept, to determine its economic, social and environmental impacts and to confirm its potential for a levelised costs of energy (LCOE) reduction.

The X-ROTOR project is led by University of Strathclyde (UK), working with Delft University of Technology (NL), University College Cork (IE), Fundacion Cener (ES), GE Renovables España (ES), and the Norwegian University of Science and Technology (NO). Further information can be found on https://xrotor-project.eu

Text box 1: Briefing statement introducing the X-ROTOR project

3.2 Project and EU Logos

In so far as possible, and as relevant X-ROTOR use a common brand and its visual identity will be communicated through use of its logo as shown below. In the initial months of the project, a slightly revised version of the logo used during the application stage was used for the project. In conjunction with the ongoing redesign of the project website, an updated logo was prepared as shown in Figure 3 below. High-resolution versions of the logo have been made available to all partners through the project SharePoint facility.

Figure 3: Updated logo for project

In some circumstances a logo without the project name may be more appropriate, such a verion is shown as the Figure 4 below.

Figure 4: Updated logo for project (without project title)

Furthermore, a copy of the EU logo and the text to be used in all communication to acknowledge the funding of the project by the H2020 programme, as shown in figure 2 below, is also included in the Project SharePoint facility.

The XROTOR Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101007135.

Figure 5: EU Logo and funding acknowledgement

3.3 Press release guidelines

Press releases from the X-ROTOR project will ordinarily be released by the project co-ordinator who will work with the Communications and Dissemination WP leader to ensure efficient and effective promotion of the project and especially develop awareness of project activities as they take place. It is also expected that project partners will disseminate the project locally within their own countries the style guide detailed below in Text box 2 below is provided as an aid in the preparation of any such local press releases.

1. The Headline

The headline should be catchy and to the point – do not try to tell the full story in the headline.

2. The First Paragraph

The first paragraph should summarise the story and further paragraphs should elaborate - if the opening paragraph doesn't generate interest, journalists will not read further!

3. Further Paragraphs

The 'middle' of a press release should pull out the most interesting aspects of story. To make it relevant to the reader, linking it to local community or connecting it to a current news story may help. Keep the language non-technical and ensure it is suitable for the general public – get non-technical colleagues to read press release to see if it makes sense.

4. Quotes

To make the story interesting it is vital that a quote from a local partner spokesperson be include. This should be short but also as relevant as possible. Additional quotes from the coordinator or the local stakeholders for example, may add to the release – such quotes should be cleared through University of Strathclyde first.

5. Closing Paragraph

The closing paragraph should be used to promote the project website https://xrotor-project.eu (and if considered appropriate in the context of the story the project twitter account @XRotorProject)

6. End

Mark the end of the release with the word –ends– in the centre of the page

-ends-

7. Contact for Further Information

Contact details should be added to the end of the release. Include a name, phone number, email address, website link and if possible, a mobile number of the local partner contact.

Text box 2: Style sheet for press releases

3.4 Presentation template

A template for presentation slides has been designed to standardise communication while also ensuring that all presentations from the project include key items (logos, funding acknowledgement, web address *etc*.). An example slide based on this template are included below.

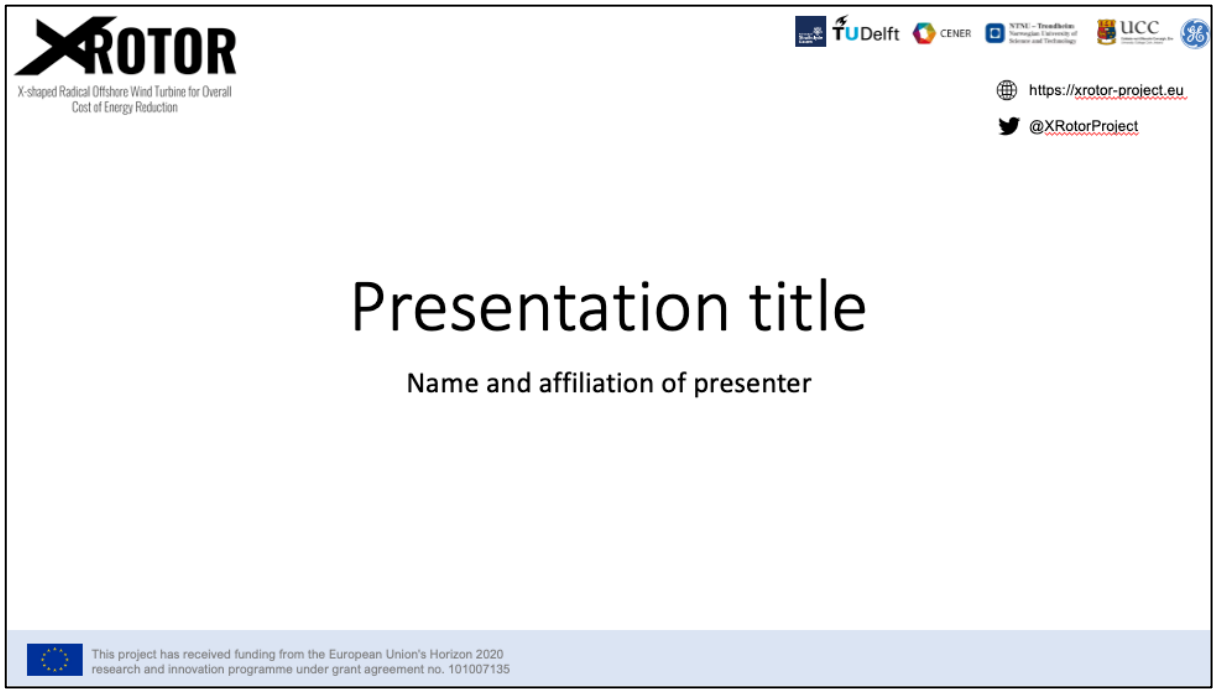

Figure 6: Project presentation template – title slide

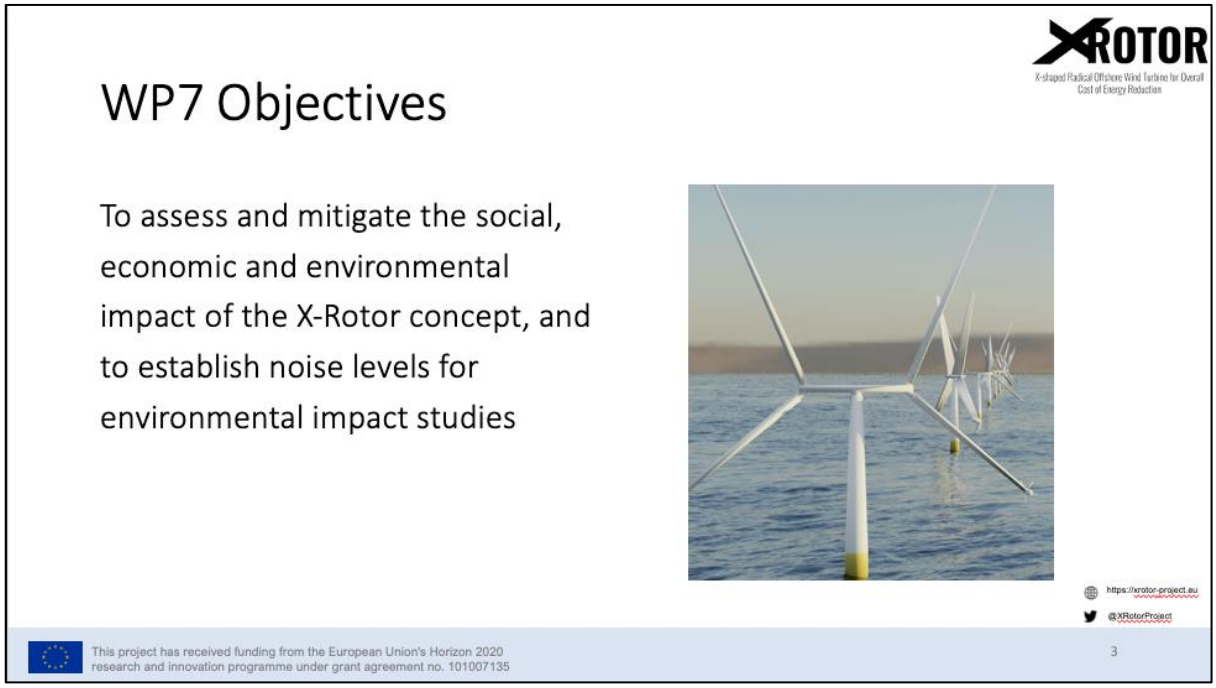

Figure 7: Project presentation template – example slide

3.5 Project poster design

Given the relatively early stage of the project and more significantly the travel and inter-personal restrictions arising from the Covid-19 pandemic, there has not been an opportunity for in person meetings or project event – this has meant that the conventional project roll-up banner and poster have not thus far been required. However, as we move in 2022 and such events are expected a banner design will be produced for use at project events. The banner design will include: a 'text bite' for the project, contact details, project logo; webpage address; images to represents the project theme; EU logo and funding acknowledgement, *etc*. Figure 8 below illustrates an indicative design.

Figure 8: Example of a roll-up banner design

4 Communication activities

4.1 Project website

Online accounts for the dissemination and resharing of content and events via a network of partners' contacts and interested third parties.

Actions: Create accounts and content for the main social networks.

Status: In progress.

Completed: Initial website designed and developed

Site redesigned and updated.

Next activities: Relaunch of website coupled with social media mini-campaign.

Development of new content as project progresses.

4.2 Social networks

Online accounts for the dissemination and resharing of content and events via a network of partners' contacts and interested third parties.

Actions: Create accounts and content for the main social networks.

Status: In progress.

Completed: Twitter account created and connected it to the project website for immediate publication of new content.

Social media mini-campaign prepared (in line with the social media strategy detailed in D9.1) and ready for implementation.

Next activities: Roll out social media mini-campaign in conjunction with relaunch of project website in early 2022.

Update social network when new content is available.

4.3 Digital newsletter

Newsletter comprising project-related news items and research updates sent through e-mail list to interested parties.

Actions: Develop subscriber list, prepare newsletter for distribution.

Status: In progress.

Completed: Newsletter management system confirmed (mailchimp).

Initial newsletter content prepared.

Next activities: Identify potential items of interest and create content for newsletters continuously.

Distribute newsletter periodically.

4.4 Media communications

Overview of project and information on key project results to be disseminated to news outlets and general public.

Actions: Prepare and distribute at least three media communications.

Status: To be started.

Next activities: Identify news outlets; develop and distribute media communications.

4.5 Presentation at industrial shows and academic conferences

Represent the X-ROTOR project through participating in relevance international industrial shows and academic conferences.

Actions: Participation by partners in relevance international industrial shows and academic conferences representing X-ROTOR.

Status: In progress.

Completed: Initial events of interest identified.

Next activities: Collect event suggestions from partners and prioritise participation

Coordinate partner participation in events.

4.6 Scientific publications

Disseminate details of research activities and emerging results to the scientific and technical community.

Actions: Develop publications arising from work within project and submit for peer review to relevant academic journals.

Status: To be started.

Next activities: Identify project activities and outcomes which could be suitable for publication.

4.7 Networking

Network with similar and complementary project and with a view to furthering research activities.

Actions: Connect with complementary Horizon 2020 / Horizon Europe and other related projects.

Status: In progress.

Next activities: Identification of projects and initiatives

5 Conclusion

To determine if this deliverable has been successfully completed, the deliverable description must be examined.

The deliverable description states: “This deliverable will comprise of a report on all communication plans and materials to be developed for the X-Rotor project. The deliverable will be considered successful once delivered to the project coordinator and/or the executive management group.”

Dissecting that description, a report on all communication plans and materials to be developed for the X-Rotor project has been created.

This report has been presented to and signed off by the Project Coordinator.

In conclusion, deliverable 9.3 has been successfully completed.