



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006927.



Verification through Accelerated testing Leading to Improved wave energy Designs

VALID

Verification through Accelerated testing
Leading to Improved wave energy Designs



Your new platform

Deliverable 7.3

Communications plan

Version 1.0

2021-02-26

Lead participant: Aquatera

Dissemination level: PU



DOCUMENT STATUS

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Approval

Name	Organisation	Signature	Date

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Dissemination level

Short	Type	
PU	Public	X
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)	

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Executive Summary

As part of WP7, the Communications plan (Deliverable 7.3) aims to support the overarching Knowledge Exchange and Dissemination Strategy (Deliverable 7.1) by outlining a **media strategy** for stakeholder engagement.

In the communications strategy, a clear external structure is outlined through which to maximise knowledge exchange from the innovative VALID project. This includes target groups for media engagement and key messaging. VALID's communications tools (e.g., website, social media and press releases) ensure that project results have an obvious channel to travel from the Parties within a specific WP to the communications team to the end-user. VALID end-users will be identified within the Stakeholder Database as part of the Stakeholder Knowledge Exchange Plan (Deliverable 7.7).

This deliverable (D7.3) also outlines brand guidelines, identifies key terminology that will be used throughout the project and includes an Annex of documents to support VALID communications objectives.

Communications plans are expected to evolve along with the project. Once D7.3 is submitted, a 'live version' of the document will continue to be updated as necessary throughout the course of the three-year VALID project.



Project partner names

RISE	RISE Research Institutes of Sweden AB
TECNALIA	Fundacion Tecnalia Research and Innovation
CORPOWER OCEAN	Corpower Ocean AB
RINA-C	RINA Consulting S.p.A.
BiMEP	Biscay Marine Energy Platform SA
IDOM	IDOM Consulting, Engineering, Architecture, S.A.U.
AAU	Aalborg University
AVL	AVL List GMBH
Wavepiston	Wavepiston AS
TU Delft	Delft University of Technology
Aquatera	Aquatera Sustainability Ireland LTD
JFC	Julia F. Chozas, Consulting Engineer
Y4C	Yavin Four Consultants, Unipessoal LDA



Table of Contents

Executive Summary.....	3
Table of Contents	5
1 Introduction.....	7
1.1 Project background.....	7
1.2 Scope of communications plan.....	7
2 Communications Strategy	8
2.1 Key messages.....	8
2.2 Target Audience	8
3 Internal communications.....	10
3.1 Communications Team.....	10
4 Channels and tools.....	11
4.1 Website	11
4.1.1 Guidelines for website contributors	12
4.1.2 Site hosting and access	13
4.2 Press releases and promotional articles.....	13
4.2.1 Process for drafting and dissemination	14
4.2.2 Media promotion	14
4.2.3 Innovation News Network	15
4.2.4 Key impact indicators.....	15
4.3 Social media.....	15
4.3.1 Social media conventions	16
4.3.2 Partner and funder handles.....	17
4.4 Events	19
4.5 Other promotional tools	21
4.6 Reporting.....	22
5 Brand.....	23
5.1 Logo	23
5.1.1 VALID document typeface:	23
5.2 Required funder information	23
5.3 Banner.....	24
5.4 Image and video library	24
5.4.1 File naming	24
5.4.2 Copyright	24
5.5 Partner logos	25
6 Nomenclature	27



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Annex 1 Terms for Communications Team	28
Annex 2 Communications Activity Tracker	32
Annex 3 Media list	33
Annex 4 WP7 Action list	34
Annex 5 Innovation News Network guidelines.....	35



1 Introduction

1.1 Project background

The VALID project will develop a hybrid testing platform that encompasses several components and subsystems that form Wave Energy Converters (WECs) as test cases, with the final goal of delivering a novel methodology for accelerating WEC technology development.

The consortium approach builds upon a unique hybrid method that is highly adaptable (covering a wide range of technologies and input conditions), and that can minimise expenditure in both prototype development costs and real sea-testing, whilst promoting increases in the reliability and survivability of critical components.

The VALID project is organised in eight different work packages specifically designed to develop a Hybrid Testing Platform and communicate, disseminate and exploit project outputs

1.2 Scope of communications plan

The aim of the communications plan is to promote VALID through media, marketing and digital communications activity to **ensure a high profile for the project and support exchange of knowledge more widely**. This will ensure broad and wide dissemination and knowledge transfer of the outputs of the project, maximising the impact of those outputs.

This communications plan details media and marketing engagement activity, sets out the digital communication tools to be used for each area of the project, including audiences with targeted messages, means, language and ways of measuring communication efforts and impact. The plan sets targets, deliverables and a timeline of activity.

The communications plan consists of the following sections:

- Section 2 of this document details the VALID communications strategy and its support for D7.1 Knowledge Exchange and Dissemination Strategy.
- Section 3 references internal communications as stated in D8.3 Project Management Plan and sets out the creation and function of a Communications Team with participation across all Parties.
- Section 4 highlights the media channels VALID will use to communicate with stakeholders.
- Section 5 details brand guidance.
- Section 6 identifies key terms.
- A detailed annex lists all communication documents, including guidelines for the Communications Team and tracking methods (live documents should be edited in SharePoint.)



2 Communications Strategy

2.1 Key messages

To create consistent, transparent and appropriate messaging within the communication of the project, the key messages that will be delivered are listed below. It is likely that these key messages will evolve over the course of this project, as the work is completed, and the outputs are delivered. This section will be updated to reflect this.

- VALID has a long-term vision for wave energy, where the coupling between a virtual reality and an in-house physical reality is possible.
- The VALID concept centres around accelerated hybrid testing, facilitating the next stage of wave energy development and addressing two key issues: cost and technology challenges.
- The systems used to create a hybrid testing platform are not new. They are already being used effectively in automotive, aerospace, offshore engineering and wind energy sectors. The novelty of VALID's approach is in applying these vetted concepts and procedures to create a new testing methodology for the wave energy sector.
- VALID aims to improve efficiency and quality of WEC development (reducing uncertainties in the design of WECs, reducing the problems associated to scale testing, reducing testing and development times, reducing high expenditures associated with real-sea testing.)
- VALID outcomes aim to benefit stakeholders (identified in D7.1) across the industry to facilitate the next stage of wave energy development.
- Original Equipment Manufacturers (OEMs) and component suppliers play a central role to the VALID project.
- VALID supports the European Commission's goal to achieve a carbon neutral economy, spearheaded by the Green Deal; strengthens the EU's industrial base and innovation capacity; creates new market opportunities and jobs.

2.2 Target Audience

A detailed stakeholder database will facilitate the communication with all the stakeholders involved in VALID by centralising their contact details and classifying them according to their interest and level of engagement with the project. Depending on their level of engagement, different communication mechanisms will be employed.

Stakeholder Groups (SG) include companies and organizations who will benefit or interact with the technology being developed in the VALID project, such as end users, developers, investors, communities, governments and policy makers.

While the **first three groups** in the list below will be targeted largely by dissemination efforts like specialised events, workshops, conferences and scientific publications (detailed in D7.1 Knowledge Exchange and Dissemination Strategy), communications tools like social media, the VALID website, press releases and newsletters will still play an important role in reaching these groups. These tools will also be the primary way to engage the general public.



Target groups:

- **Policy makers and public bodies:** European regional and local authorities; permitting regulatory bodies; marine planning; statutory advisory bodies; municipalities; standardisation bodies.
- **Academia:** researchers; degree-level students
- **Ocean energy sector:** Technology developers; supply and service chain; utilities; sector associations; scientific community
- **Funding bodies:** private investors; public investors
- **General public:** environmental NGOs; citizen organisations; degree-level students; individual citizens

The VALID project has designed strategic activities to communicate the value of the Knowledge Outputs generated through the project. For policy makers and public bodies, the ocean energy sector, and funding bodies, the COLUMBUS methodology¹ will be applied to collect and transfer Knowledge Outputs as detailed in D7.1. D7.3 Communications Plan will support these efforts where possible.

This methodology will also help communicate important messaging to the general public (e.g. in creating content for webinars, newsletters, and workshops.) Tools like social media and short website 'news' posts function to convey smaller, more immediate project updates and achievements, while also providing a two-way platform to interact directly with our audience. This will be the regular format in which we engage with the public and interact with similar European initiatives.

Communications channels are detailed in Section 4 of this plan.

¹ Columbus Project 2018, *Making Marine and Maritime Research Count*. Brussels: Columbus Project. URL: https://www.columbusproject.eu/3AC_COLUMBUS_Introduction.pdf (visited on 02/25/2021).



3 Internal communications

See Section 3 of [D8.3 Detailed Project Management Plan](#) for the project's overall internal communications structure.

Specific to WP7, a Communication Team (CT) has been formed to ensure that project updates from various WPs are shared across the team and then promoted via VALID media channels, for example contribution to the 'news' page of the project website. The CT will include a main contact person from every Party.

All Parties should also identify opportunities for scientific reports, conferences and presentations to promote the Project, and be conscious to take photos and video along the entire duration of the work packages, to gather evidence and imagery of the success of the Project.

3.1 Communications Team

A kick-off meeting for WP7 was held on 11/02/2021 and the CT representative from every Party was invited. The [Terms for Communications Team](#) were shared (see Annex 1) and responsibilities explained.

Each CT member will oversee the activities within their organizations related to:

- Communication
- Dissemination
- Stakeholders engagement
- Exploitation

Aquatera, as WP7 leaders, will be guiding the development of tasks and contributions from CT members. Every 2 months WP7 leader will send out an email requesting WP updates and we will follow up on relevant points of interest. Meetings will be held as requested.



4 Channels and tools

It is well acknowledged within the partnership that solutions will not be found by working within the sector alone, or behind international barriers. Successful ideas must be quickly shared for a maximum impact. Therefore, the communication with end-users and the general public is essential for the success of the project. The sections below provide further detail on how VALID communication activities will be carried out.

In the framework of VALID, five main dissemination channels will be used:

- Website. The project website will be the primary information source for VALID target groups.
- Press releases and promotional articles. Mainstream media will enable to reach a large audience and can give additional opportunities for the project promotion.
- Social media. Social media will complete the project's web dissemination mechanism and will give an interactive dimension to the communication.
- Events. Project partners will also actively be participating in external events and will organize technical workshops.
- Other promotional tools.

4.1 Website

A project website is established [<https://www.validhttp.eu/>] to provide an electronic point of contact for the Project and serve as an interactive brochure for the Project's activities (see Figure 1). It will host news, photographs, public deliverables, publications and reports related to the project, as well as information about the work being carried out by the project and what it intends to accomplish over its lifetime. Further to the project website, the information about the project and its developments will also be disseminated via the partner's websites and ocean energy platforms (e.g., EERA Ocean Energy Joint Programme, The EU Technology and Innovation Platform for Ocean Energy, Ocean Energy Systems Implementing Agreement, and KIC InnoEnergy.)

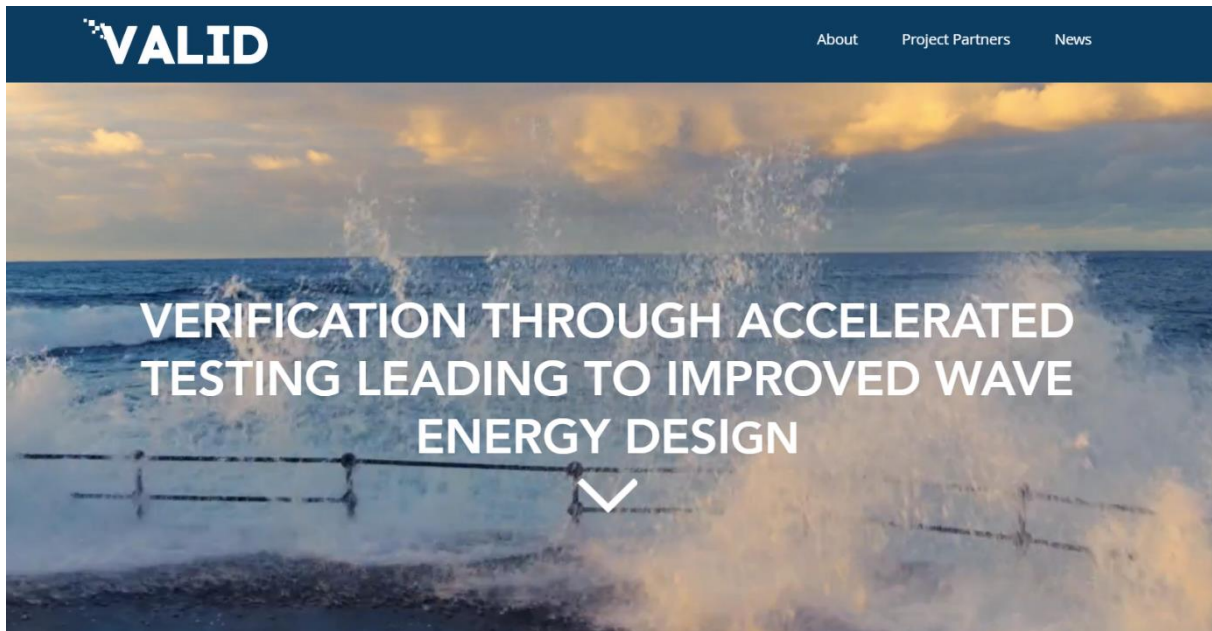


Figure 1: VALID homepage.

The website will be regularly updated throughout the duration of the project by WP7 leader. To help with this, we will occasionally request that a project partners' CT member draft a 'blog post' for the website.

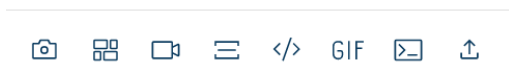
4.1.1 Guidelines for website contributors

A CT member will **only** draft a news update at the direction of WP7 leads (though all partners should feel welcome to contribute ideas for news posts at any time.) When asked to contribute, the CT member will be given a topic and guidance on what the article should highlight. They can then access the back end of the project website and draft their post. Photos or video should be included wherever possible.

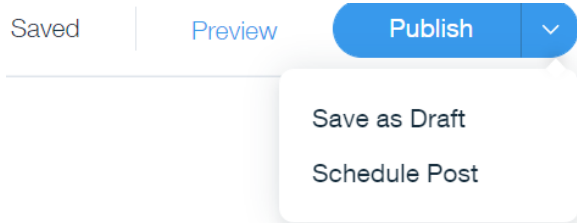
Articles will remain 'In draft' until an editor reviews and publishes the post. They will then share the post with all project partners to disseminate across their networks.

4.1.1.1 Instructions to draft a blog post

1. [Click here to access the blog](#)
2. Click 'Create new post' in upper-right corner
3. Add a title to reflect your project update (editors can amend)
4. Write the body of your article (or copy and paste from a Word document)
5. Add any photos or video by clicking the applicable icon below the text box and uploading from your computer



6. Your draft will save automatically as you type. When your draft is finished, **DO NOT CLICK PUBLISH**. Instead, click the drop-down arrow next to 'Publish' in the upper right corner and select 'Save as Draft'. Then email the editor to let them know your post is ready for review.



4.1.2 Site hosting and access

The VALID website is hosted by Wix.com and the website dashboard can be found at:

<https://manage.wix.com/dashboard/e2a32736-00df-4c66-951f-bdf7319d4df1/home>

Site permissions are as follows:

- Owner: Pierre Ingmarsson
- Website Designer: Johannes Huffmeier
- Website Managers: Taylor St. John, Natalia Rojas, Jennifer Fox, Natalie Williams Portal
- Blog Writers: CT members

4.2 Press releases and promotional articles

News of the VALID project will be disseminated on regular basis. Press releases will be issued to appropriate media outlets to ensure that stakeholders are aware of the project, its objectives and its outcomes. D7.3 Communications Plan intends to ensure that there is publicity and media coverage at local, regional and European levels. The CT has several existing channels and networks for disseminating news (e.g. LinkedIn groups, platforms like Ocean Energy Europe, and relevant EC projects and initiatives like IMPACT²), which will ensure a broad awareness of the project across the spectrum of relevant European stakeholders. CT members are encouraged to publish articles and press releases at regional, national and international level, making use of their own communication networks and channels.

Press releases will be issued throughout the three-year project, and proposed topics and a timeline are included in Table 1.

² CORDIS 2020, *Innovative Methods for wave energy Pathways Acceleration through novel Criteria and Test rigs*, CORDIS, URL: <https://cordis.europa.eu/project/id/101007071> (visited on 02/25/2021).



Table 1: Suggested press releases.

Date	Update/ Deliverable/ Milestone	Press release	Status
05/01/2021	VALID launch	5M€ awarded for development of a Hybrid Testing Platform for Ocean Energy	Shared
Month 9	M2	Preliminary architecture of the VALID Hybrid Testing Platform (VHTP)	Pending
Month 15	D3.2/5.2	Design and manufacturing report for the physical test rigs	Pending
Month 24	D1.4	Report on uncertainties in testing methodologies	
Month 30	M4	Final architecture of the VALID Hybrid Testing Platform (VHTP) and Test results from accelerated testing completed	
Month 35/36	D6.2; 6.6; 6.7	Guidelines for standardisation of ocean energy accelerated testing procedures; Reports on recommendations for critical component testing at low TRLs; affordability of dry testing procedures and modelling approaches	
Month 36	M5	Results, Analysis, validation and final reporting	

4.2.1 Process for drafting and dissemination

The press release will be drafted by WP7 leader and approved by members of the CT. Following approval, the WP7 lead will disseminate the press release by:

- Publishing on the news section of the website (see Section 4.1)
- Sharing as a PDF email attachment to all Parties, with the link to the news page as well; whereupon members will be asked to disseminate across their networks, including where applicable their own social media, website and email networks (in adherence with data protection guidelines)
- Sending to the full media list (see Annex 3)
- Sharing the news page link on VALID social media platforms
- Following up with journalists 1-2 days following initial release

4.2.2 Media promotion

A VALID media list (see Annex 3) has been created, with input from several partner organisations, to use for the duration of the project. All VALID press releases will be emailed to the list of journalists, which covers: **energy industry publications**, **European press**, and **international press**. The live [media list](#) is saved in the VALID SharePoint and partner organisations are welcome to add to this throughout the project.



4.2.3 Innovation News Network

Innovation News Network is a platform that runs news and promotional articles. VALID has purchased two promotional articles, to be written by WP7 leader for **issues 6 and 10 of *The Innovation Platform***. These will be submitted by WP7 leader on the following dates:

- Issue 6: 10 March, 2021
- Issue 10: 16 February, 2022

Full Innovation News Network submission guidelines can be found in Annex 5.

A banner was also purchased as part of the package on behalf of VALID and is visible on the Green Energy page of the site: <https://www.innovationnewsnetwork.com/green-energy/>.

The impact of this will be monitored qualitatively by the WP7 leads and a decision will be made as to whether this will be repeated at a later stage in the project as additional deliverables and outputs are completed. This will be discussed and agreed with the Project Manager as appropriate.

4.2.4 Key impact indicators

Table 2: Press release/promotional article indicators.

Measurement	Objectives	Contingency plan
Press releases	8	Gather alternative suggested press release topics from CT (see Table 1 for initial list.)
Media coverage (press release only)	4 per press release	Follow-up with media list; Expand journalist contact beyond media list; ask CT to share with their Parties' media contacts
Media coverage (with interviews)	3	Reach out to individual journalists on media list; seek new activities for VALID to engage in (e.g. webinars or workshops); promote more project updates
Promotional articles submitted	2	Already scheduled to be submitted to INN

4.3 Social media

The Project intends to create its own social media accounts. Each platform offers an opportunity to reach a different audience, and it is important to choose only those platforms that would best serve the VALID project and our stakeholder engagement plans.

WP7 leader propose **LinkedIn**, **Twitter** and **Youtube** accounts, under the name/handle **@VALIDhtp**. These accounts will be established by **21 March 2021**.



Table 3: Social media indicators.

Measurement	Objective	Contingency plan
No. of contact update per month (VALID platforms and across partner network)	500	Partners will foster VALID within their social media and take advantage of partners' LinkedIn large groups (RIS, RIN, TEC)
No. of visits to posts	> 200	Repost actions using the profiles and groups of VALID partners.
No. of shares on posts	> 100	Encourage visitors to share experience and knowledge

4.3.1 Social media conventions

Project partners are encouraged to share VALID promotional material on their own channels, and once the social media platforms are established, to share the project's posts as well.

Social media hashtags for VALID:

- #VALID
- #VALIDhtp
- #hybridtesting
- #hybridtestingplatform
- #modelling
- #WECs
- #waveenergy
- #oceanenergy
- #H2020
- #INEA



4.3.2 Partner and funder handles

Table 4: Partner and funder social media handles.

Organisation	Facebook	LinkedIn	Twitter	Youtube	Website
RISE	@RISEResearchInstitut esofSwedenAB	https://www.linkedin.com/company/risere-research-institutes-of-sweden/	@RISEsweden	-	https://www.ri.se/en
Aquatera	@AquateraLtd	https://www.linkedin.com/company/8131579/admin/	@AquateraLtd	Aquatera Ltd	https://www.aquatera.co.uk/
TECNALIA	@Tecnalia	https://www.linkedin.com/company/tecnalia-research-&-innovation/	@tecnalia	TECNALIA	https://www.tecnalia.com/
CORPOWER OCEAN	@CorPower	https://www.linkedin.com/company/corpower-ocean-ab/	-	-	https://www.corpowerocean.com
RINA-C	-	https://www.linkedin.com/company/rina/	@RINA1861	-	https://www.rina.org/
BiMEP	-	https://www.linkedin.com/in/bimep-biscay-marine-energy-platform-50463112b/	@bimep_s_a	-	https://www.bimep.com
IDOM	@IdomGroup	https://www.linkedin.com/company/idom/	@IdomGroup	-	https://www.idom.com/
AAU	@InternationalOfficeAalborgUniversity	-	-	Aalborg University	https://www.en.aau.dk/
AVL	@AVL.List	https://www.linkedin.com/company/avl/	@AVL_List	AVL	https://www.avl.com/
Wavepiston	-	https://www.linkedin.com/company/wavepiston/?trk=top_nav_home	-	-	https://www.wavepiston.dk/
TU Delft	@TUDelft	https://www.linkedin.com/school/tu-delft-civil-engineering-geosciences/	@tudelft	TU Delft	https://www.tudelft.nl/en/ceg/about-faculty/departments/hydraulic-engineering/secti



					ons/offshore-engineering/
JFC	-	https://www.linkedin.com/in/julia-fernandez-chozas-6b9019b/	-	-	www.juliafchozas.com
Y4C	-	-	-	-	www.yavinfourconsultants.com



4.4 Events

Relevant industry events, including workshops and conferences (virtual or in-person) will be paramount to disseminating the outcomes of VALID throughout the three-year project. This is detailed in-depth as part of D7.1 Knowledge Exchange and Dissemination Strategy, including the calendar of potential events listed below in Table 6 (source: <https://tethys.pnnl.gov/events>). The objectives in Table 5 are subject to changes due to Covid-19.

Table 5: Event indicators.

Measurement	Objective	Contingency plan
Attended conferences with presentations or posters	8	Find alternative events, contact organisers for which several consortium experts are members of the international committee and/or chairman or reviewer of sessions.
Oral communications at congresses and events	14	
Attend industrial events	7	5 industrial fairs or exhibitions of interest to VALID to be identified.

Table 6: Calendar of suggested events.

Type	Event	Date	VALID represented
Webinar	MONITOR & Tiger Webinar: Modelling reliability for tidal turbines	24/02/21	
Webinar	IEA-OES Webinar: Evaluation and Guidance Framework for Ocean Energy Technology	24/02/21	
Conference	11th Scottish Highland Renewable Energy Conference	25/02/21	
Webinar	OERA Webinar Series: The Pathway Program: Defining approved environmental monitoring for ocean energy projects	22/04/21	
Conference	2021 Waterpower Week in Washington	28/04/21	
Conference	8th International Conference on Ocean Energy (ICOE 2021)	28/04/21	
Conference	International Coastal Symposium (ICS2021)	3/05/21	
Conference	European Maritime Day 2021	20/05/21	
Conference	2021 Gordon Conference on Coastal Ocean Dynamics	6/06/21	
Conference	CLEANPOWER 2021 Conference and Exhibition	7/06/21	
Conference	International Conference on Ocean, Offshore & Arctic Engineering	21/06/21	
Conference	Seenergy 2021	8/07/21	



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Conference	8th PRIMaRE Conference	29/06/21	
Conference	Offshore Technology Conference (OTC) 2021	16/08/21	
Conference	All-Energy 2021	18/08/21	
Conference	Business Network for Offshore Wind 2021 International Partnering Forum (IPF) Together	24/08/21	
Conference	European Wave and Tidal Energy Conference	5/9/2021	
Conference	9th International Conference on Sustainable Development (ICSD) 2021	8/09/21	
Conference	Oceanology International (OI) Middle East 2021	20/09/21	
Conference	OCEANS 2021	20/09/21	
Conference	ACP Resource & Project Energy Assessment Virtual Summit 2021	27/09/21	
Conference	Offshore WINDPOWER 2021 Conference & Exhibition,	13/10/21	
Conference	Offshore Energy Exhibition & Conference (OEEC) 2021	26/10/21	
Conference	Marine Renewables Canada 2021 Annual Conference	24/11/21	
Conference	CLEANPOWER 2022 Conference & Exhibition	16/05/22	
Conference	CLEANPOWER 2023 Conference & Exhibition	22/05/23	



4.5 Other promotional tools

Other promotional tools to be considered and developed throughout the three-year project include:

- VALID flyer
- Newsletters
 - quarterly to ensure continued engagement of stakeholders; invite relevant contributions from academics
 - industry and other ocean energy projects on developments that will further VALID knowledge exchange opportunities
- Webinars
 - one-hour webinars to cover technical developments and demonstrated applications for a non-specialist audience, including students
 - Suggested topics (to be confirmed through Task 7.5, Deliverable 7.7): accelerated hybrid testing, the VALID Hybrid Test Platform, implementation of user case studies, new testing procedures
 - Similar structure to webinars given through ETIPOcean without any participant restrictions. A possible collaboration with DTOceanPlus (through TEC) and ETIPOcean (through RIS) will be explored

Table 7: Other promotional tools indicators.

Measurement	Objective	Contingency plan
Flyers distributed	>150	Ask for permission to distribute leaflets during additional events.
Workshops and webinars organised	4	Two project workshops are organised at the beginning and at the end of the project. 2 webinars are proposed in the intervening months.
Registered people at each workshop	>30	5 industrial fairs or exhibitions of interest to VALID to be identified.



Table 8: Calendar of proposed workshops and webinars.

Date	Topic	Lead partner	Target audience	Status
TBD, year 1	VALID initial workshop: Animated demonstration of hybrid testing platform	AVL	University-level engineering students	pending
TBD, year 2	Webinar	-	-	-
TBD, year 2	Webinar	-	-	-
TBD, year 3	VALID final workshop	-	-	-

4.6 Reporting

In order to track the effectiveness of the channels listed above and assess the overall progress of VALID communications efforts, the following reporting system has been implemented and will be maintained by WP7 leader:

A monthly report will be compiled using analytics from *Wix.com* and social media. The report will highlight:

- Website traffic overtime (including page hits and dwell time)
- Website traffic by location
- Website referral source by category (e.g., social media vs direct)
- Website referral source by site
- LinkedIn and Twitter indicators (e.g. followers, shares on posts)
- A summary from WP7 lead with insight from the above analytics identifying which communications efforts are working well and any adjustments that need to be made

This monthly report will be shared to the CT team and saved on the [VALID SharePoint](#).

Press coverage will be recorded via the Communications Activity Tracker (see Annex 2). This document is also used by WP7 leader and CT members to record efforts to disseminate VALID communications work.



5 Brand

5.1 Logo

A logo, as per Figure 2, has been developed for the Project and should be used on all project specific publications. The VALID logo will be available for download in different shapes and formats from the Project's SharePoint site. To maintain consistency in branding, the logo should not be stretched, cropped, or altered in shape or colour. An inverted and monochrome version is also available on the Project's SharePoint site.



Figure 2: VALID logo.

Partner logos may also be used on project reporting templates, with the VALID logo used as the umbrella brand.

5.1.1 VALID document typeface:

All pieces of communication, including reports, presentations and press releases, should use Arial typeface.

5.2 Required funder information

Acknowledgement of support from H2020 should be noted in all external communications:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101006927.”



5.3 Banner

The VALID banner is shown in Figure 3.



Figure 3: VALID banner.

5.4 Image and video library

Imagery will be an integral part of demonstrating the cutting-edge development of a hybrid testing platform. Photos and video are an essential component of communicating the project's progress and will be required for regular press releases, media coverage and on the VALID website.

While remote working limits our ability to visually document their work, we ask all project partners to consider ways in which they can capture the progress within their own WPs, including recording live demonstrations and testing.

When taking photos and video, it is important to ensure no safety hazards are in the photo, proper PPE is worn, proper social distancing is maintained, and the photo does not compromise project or partner IP.

When a partner has a photo or video to contribute to the project, they should save a copy of the photo/video within [Image Library](#) in SharePoint.

Prior to use across communications channels, a CT member will secure approval of the photo/video.

5.4.1 File naming

General file naming structures for VALID can be found in D8.3 Detailed PM plan.

All photos and videos should be saved as *yyyymmdd Title (Photo credit)*, for example: *20210120 VALID meeting (Credit: Taylor St John, courtesy of Aquatera)*

5.4.2 Copyright

The EC encourages that copyright is retained and that a suitable license is granted to the publisher. Six available Creative Common (CC) licenses under copyright law are

suggested to ensure open access, see Table 9. For communication purposes, a link of the license chosen should be provided.

Table 9: Creative Commons (CC) licenses ³

Graphical element	CC license type
	CC BY Credit must be given to the creator.
	CC BY-SA Credit must be given to the creator. Adaptations must be shared under the same terms as the original.
	CC BY-NC Credit must be given to the creator. Only non-commercial uses of the work are permitted.
	CC BY-NC-SA Credit must be given to the creator. Only non-commercial uses of the work are permitted. Adaptations must be shared under the same terms as the original.
	CC BY-ND Credit must be given to the creator. No derivatives or adaptations of the work are permitted.
	CC BY-NC-ND Credit must be given to the creator. Only non-commercial uses of the work are permitted. No derivatives or adaptations of the work are permitted.

5.5 Partner logos

Individual partner logos have been incorporated into Figure 4, which will be used as a footer for documents such as press releases. If a partner updates their logo, they should notify the communications team to update across all documentation along with on the 'Project partners' section of the [VALID website](https://www.valid-project.eu/).

³Creative Commons, URL: <https://creativecommons.org/about/ccllicenses/> (visited on 02/26/2021).



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VALID



Figure 4: VALID Partner logos.



6 Nomenclature

Abbreviations

CT	Communications Team
EC	European Commission
EU	European Union
H2020	Horizon 2020
WP	Work Package
PC	Project Coordinator
PM	Project Management
PMT	Project Management Team
PSC	Project Steering Committee
WPL	Work Package Leaders
SG	Stakeholder Groups
IPR	Intellectual Property Rights
CC	Creative Commons



Annex 1 Terms for Communications Team

A Communication Team (CT) will be formed to ensure that project updates from various WPs are shared across the team and then promoted via VALID media channels, including the 'news' section of the VALID website. The CT will include a main contact person from every Party. The CT will include a main contact person from every Party. A list of VALID CT members can be found on the [VALID SharePoint](#).

All Parties should also identify opportunities for scientific reports, conferences and presentations to promote the Project, and be conscious to take photos and video along the entire duration of the work packages, to gather evidence and imagery of the success of the Project. The CT will also participate in the stakeholder's identification and engagement activities.

CT MEMBER GUIDELINES

The CT includes a main contact person from every Party of the VALID project. The assigned staff will oversee leading the activities within their organizations related to:

- Communication
- Dissemination
- Stakeholders engagement
- Exploitation

Aquatera, as WP7 leaders, will be guiding the development of tasks and contributions from CT members. Every 2 months WP7 leaders will send out an email requesting WP updates and we will follow up on relevant points of interest. Meetings will be held as requested.

How will the CT contribute?

Communications activities

Communications activities include all media-related efforts. We expect CT members to support WP7 leads in our efforts to communicate project progress and milestones achieved, and you can find guidelines for actions to follow on each activity in the charts below.

What do we communicate?

VALID milestones, project progress, surveys, and more. Each of these is an opportunity to share what we learn as the project grows, via the actions detailed below.

<p>ACTIVITY</p> <p>Press release, promotional article, website news post</p> <p>MEMBER ACTION</p> <ul style="list-style-type: none"> ➤ Share across your Party's network (via web, social media, and/or email) ➤ Record your effort in Comms activity spreadsheet ➤ Feel free to follow-up with journalists in your own networks/country



<ul style="list-style-type: none"> ➤ Take part in media interviews if requested by CT leads
<p>ACTIVITY</p> <p>Social media posts</p> <p>MEMBER ACTION</p> <ul style="list-style-type: none"> ➤ Share posts by VALID when relevant across your platforms
<p>ACTIVITY</p> <p>Event, webinar, project demonstration, milestone achieved...any highlight!</p> <p>MEMBER ACTION</p> <ul style="list-style-type: none"> ➤ DOCUMENT WITH PHOTOS AND VIDEOS ➤ Save to image library in SharePoint <p>Anything you can capture is an asset to documenting the scope of the three-year VALID project and will be used in scientific reports, conferences, presentations, and news articles.</p>

Dissemination activities

Dissemination means sharing VALID’s Knowledge Outputs (KO) with potential users - peers in the ocean energy field, industry, other commercial players and policymakers.

- Stakeholders identification
 - Support building the stakeholders database for communications and engagement

VALID Stakeholder Database - GUIDELINES

All CT are expected to add relevant contacts and information to the [VALID Stakeholder Database](#). Suggestions can be sent to the WP7 leader Aquatera who will keep control of the MASTER database.

When adding new information, please save the document with a new version number and date, for example: VALID Stakeholder Database_v8 (25.02.2021)

- Knowledge outputs (KO) identification and analysis



VALID’S KNOWLEDGE OUTPUTS – Methodology

1. Collection
 - ✓ All collected Knowledge Outputs (KOs) identified and validated by the CT

KO analysis and transfer TEMPLATE (link once created)

2. Analysis
 - ✓ The identification of each actor;
 - ✓ What activity might be performed to pass the knowledge to this actor
 - ✓ Impact



- ✓ How each user should apply the KO for it to travel down

3. Transfer

- ✓ Message and activities to ensure that WP7 pass VALID's KOs to the Target User

Video Columbus methodology: <https://www.columbusproject.eu/columbus-media/media-center/1719-columbus-videos>

- Opportunities for knowledge exchange
 - CT to support the identification of suitable events (conferences, webinars and workshops)
 - Minutes from events to be shared with CT [and saved here](#)
- Open access
 - CT to make sure that any peer-reviewed journal article they publish is openly accessible (details in D7.1)
 - Contribute to dissemination through the channels identified in D7.3
 - Record their efforts in our [Communications activity tracker](#)

Stakeholder Knowledge Exchange

- Stakeholders identification
 - Contribute to the stakeholders database built from M3 onwards
- Ocean Energy EU Funded Project Working Group
 - Identify and engage with Ocean Energy funded projects for knowledge exchange
- Stakeholders engagement
 - Engagement with stakeholders as per D7.1 and D7.7

Website Contributions

We aim to update our website to highlight regular progress on the VALID project. To help with this, we will occasionally request that a project partners' CT member draft a 'blog post' for the website.

Adding news posts

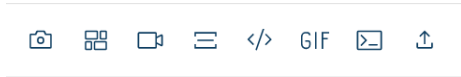
A CT member will **only** draft a news update at the direction of WP7 leads (though all partners should feel welcome to contribute ideas for news posts at any time.) If asked to contribute, the CT member will be given a topic and guidance on what the article should highlight. **Articles will remain 'In draft' until an editor reviews and publishes the post.**

GUIDELINES FOR DRAFTING A NEWS POST

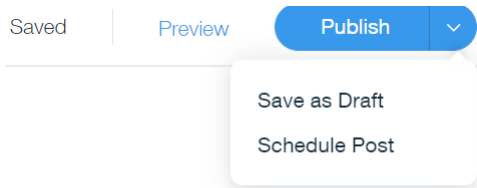
1. [Access the blog here](#)
2. Click 'Create new post' in upper-right corner
3. Add a title to reflect your project update



4. Write the body of your article (or draft in Word, then copy/paste)
5. Add photos or video by clicking the applicable icon below the text box and uploading from your computer



6. Your draft will save automatically as you type. When your draft is finished, DO NOT CLICK PUBLISH. Instead, click the drop-down arrow next to 'Publish' in the upper right corner and select 'Save as Draft'. Then email the editor to let them know your post is ready for review.





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Annex 2 Communications Activity Tracker

*Live document can be viewed and edited on the [VALID SharePoint](#).

Comms work	VALID activity						
	Date	Website	Sent to media list	Social media	Sent to partners (via CT)	News coverage	Notes
Launch press release	05/01/2021	276 views	Yes	N/A	Yes	<ul style="list-style-type: none"> • Renewable Energy Magazine • ReNews.biz • Off Grid Energy Independence • Energy Watch (Wavepiston) • Offshore-energy.biz (Wavepiston) • Energy Supply (DK) (Wavepiston) • Cleantech Watch (DK) (Wavepiston) • Helsingør Dagblad (DK) (Wavepiston) • Energias Renovables 	
WP1 Survey	19/02/2021	91 views (as of 24/02)	Energy pubs only	N/A	Yes	<ul style="list-style-type: none"> • Maritime Energy.biz 	

Partner activity - highlights												
RISE	Tecnalia	CorPower	RINA	BIMEP	IDOM	Aalborg University	AVL	Wavepiston	TU Delft	Aquatera	JFC	Y4C
Shared to Ocean Energy Europe; published on Ocean Energy Sweden LinkedIn: https://www.linkedin.com/feed/update/urn:li:activity:6757899977734844416/	Shared via JRL-ORE, a Knowledge Hub in Offshore Renewable Energies promoted by the University of the Basque Country, the Basque Centre for Applied Mathematics and TECNALIA; published on website in four languages: https://www.tecnalia.com/posts/tecnalia-marineenergy_news-survey-online-on-wave-energy-converters-activity-6769553872995266560-A387 ; posted in the		VALID Case study published on RINA website in Italian and English: www.rina.org/en/media/casestudies/valid posted on Twitter: https://twitter.com/RINA1861/status/135219447924411874 Reposted on LinkedIn: https://www.linkedin.com	Shared the press release through LinkedIn with 988 views and has been shared 2 times				Article published across own media network (see news) LinkedIn: 1,209 organic impressions / engagement rate of 7.11 / 44 click-throughs. Seedrs crowdfunding platform – shared press release as part of investment fundraising		LinkedIn: 553 organic impressions / 11 click-throughs to press release; Published as news piece on Aquatera.co.uk		
	LinkedIn: https://www.linkedin.com/posts/tecnalia-marineenergy_news-survey-online-on-wave-energy-converters-activity-6769553872995266560-A387 ; posted in the									Shared on LinkedIn: 81 impressions, 3.7% engagement rate; 1.2% click-through rate; Emailed to all Aquatera Staff; AQT staff shared to relevant contacts; shared on Twitter		



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Annex 3 Media list

*Live document can be viewed and edited on the [VALID SharePoint](#).

Region	Organisation	Contact name	Contact email	Notes	Contributed by	
Orkney	The Orcadian			https://www.orcadian	AQT	
	BBC Radio Orkney		radio.orkney@bbc.co.uk		AQT	
Scotland	STV News		stvnews@stv.tv		AQT	
	Herald Scotland	Kristy Dorsey (Business correspondent)	kristy.dorsey@newsquest.co.uk		AQT	
	The Scotsman	Scott Reid (Business editor)	scott.reid@ipimedia.co.uk		AQT	
		Emma Newlands (Business reporter)	emma.newlands@ipimedia.co.uk		AQT	
UK	The Guardian	Ian Sample (Science desk)	ian.sample@theguardian.com		Wavepiston	
		Alan Evans (Environment desk)	alan.evans@theguardian.com		Wavepiston	
		Natalie Hanman (Environment desk)	natalie.hanman@theguardian.com		Wavepiston	
	BBC	Roger Harrabin (Senior Environmental analyst)	roger.harrabin@bbc.co.uk		AQT	
Telegraph	Rachel Millard (Energy correspondent)	rachel.millard@telegraph.co.uk		AQT		
Europe	Euronews	General		https://www.euronews	AQT	
		Joanna Gill (Deputy bureau chief Brussels)	joanna.gill@euronews.com		AQT	
	Bloomberg EU	William Mathis (Climate and energy reporter)	wmathis2@bloomberg.net		AQT	
	Euractiv	General			https://www.euractiv	AQT
		Kira Taylor (energy and environment)	kira.taylor@euractiv.com		AQT	
	EU Observer	General		contact@euobserver.com		AQT
		Elena Sánchez Nicolás (journalist)	esn@euobserver.com		AQT	
EU Reporter		editor@eureporter.co		AQT		
International	Reuters			https://reuters.zendes	Wavepiston	
	Bloomberg		newsalert@bloomberg.net		Wavepiston	
	CNBC		cnbctips@nbcuni.com		Wavepiston	
	MSNBC		tips@nbcuni.com		Wavepiston	
	DPA International		info@dpa.com		Wavepiston	
	New York Times	Brad Plumer (climate reporter - technology)	brad.plumer@nytimes.com		AQT	
	Washington Post	Steven Mufson (Business of climate change reporter)	Steven.mufson@washpost.com		AQT	
HuffPost	Alexander C. Kaufman (Senior reporter, Business)	alexander.kaufman@huffpost.com		https://grist.org/energy	AQT	
Energy News	Renewable Energy Magazine (UK)		information@renewableenergymagazine.com		Wavepiston	
	Recharge News (UK)		editorial@rechargenews.com		Wavepiston	
	ReNews.Biz (UK)	General		news@renews.biz		Wavepiston
		Tim Probert		Tim@renews.biz		Wavepiston
	Offshore-energy.biz	General			https://www.offshore-energy	Wavepiston/Tecnalia
	Global Maritime Magazine	Anela Biogradlija	anb@navingo.com		Wavepiston	
	Energy Voice	Paul Fisher	pfisher@axiomcomms.com		Wavepiston	
	Renewable Energy World		editor@energyvoice.com		Wavepiston	
	Renewable Energy World		rew-pr@pennwell.com		Wavepiston	
	Marine Link	Greg Trauthwein (Marine tech reporter)	trauthwein@marinelink.com		Wavepiston	
	Clean Technica				https://cleantechnica.com	Wavepiston
	AltEnergy Stocks		tom@altenergystocks.com		Wavepiston	
	Seeking Alpha		editorial-issues@seekingalpha.com		Wavepiston	
	Seeking Alpha		contributors@seekingalpha.com		Wavepiston	
	GreenBiz		editor@greenbiz.com		Wavepiston	
	TechCrunch		tips@techcrunch.com		Wavepiston	
	Inside Climate News				https://insideclimatenews	Wavepiston
Ocean Energy Resources	Han Heilig	han@ocean-energyresources.com		Wavepiston		
Renewables Now		editorial@renewablesnow.com		Tecnalia		
Renew Economy (AUS)		editor@reneweconomy.com.au		Wavepiston		



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Annex 4 WP7 Action list

*Live document can be viewed and edited on the [VALID SharePoint](#).

Actionlist WP7 Comms and Dissemination		Project Name: VALID		Completed 100%					
		Projectnumber: 101006927		In progress 0%					
		Start date: 2020-12-01		Planning 0%					
		End date: 2023-11-30		Overdue 0%					
Category	Issue	Decision / Action	Solution	Resp.	Start date	Deadline	Days left	Status	
Meetings	feedback required on WP7 systems	share plans with communications team for WP7	Host WP7 Kick-off meeting	Taylor / Natalia		2021-02-11		Completed	
Communications	indicators from D7.3 need to be initiated	create a plan to cover next several months	Start by launching social media	Taylor / Natalia	2021-03-12	2021-03-21	23		
Communications	require analytics from website for Dec, Jan, Feb	complete backlog of reporting using system detailed in D7.3	Create monthly report for Dec, Jan and Feb	Taylor	2021-02-26	2021-03-12	14		
Dissemination	dissemination vs communications efforts clearly defined	Dissemination efforts should be outlined	D7.1 will clearly outline dissemination plans	Natalia/Helen	2021-02-15	2021-03-08	10		



Annex 5 Innovation News Network guidelines

From: Natalie Jones, Head of Production at Innovation News Network

Please find within this email the guidelines for the publication articles in issues 6 and 10 of *The Innovation Platform*.

As your dedicated Production Coordinator, I will be responsible for your article and your main point of contact. The guidelines below will explain what is required, but please do not hesitate to contact me should you require any further information.

For examples of previous articles, please view the latest issue of the publication here:
<https://www.innovationnewsnetwork.com/the-innovation-platform/>

First Draft, Images & Logo: You will need to supply us with your first draft of between **600 – 1,400 words** and **2** supporting images. Please also send a high-quality version of the organisation's logo.

Please note: The recommended word count is a combined total of headline, standfirst, body copy, image captions, references and attributions. Please find attached a help-sheet for detailed information on word count and image specification.

Approval: Once we have received your content, it is passed to our Editorial and Design departments, then a PDF proof is sent to you for approval or minor amendments.

Following sign off: We may publish your article on our website as a news story. If this is the case, we reserve the right to change the layout and content. This is to enhance the Search Engine Optimisation.

Your Deadline:

To ensure we give you the best possible service, please supply your draft by the following deadlines:

Issue 6: 10th March 2021

Issue 10: 16th Feb 2022

This will give you time to review our Editorial amendments and make any changes you wish before we prepare to finalise.