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“New Concept of Affordable Wind Energy Generators without Blades - VORTEX”

VORTEX

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Notations, abbreviations and acronyms

PEDR	Plan of Exploitation and Dissemination of the Results
E&D	Exploitation and Dissemination Activities
C&D	Communication and Dissemination Team
WPL	Work Package Leader
DL	Deliverable Leader
PM	Project Manager
DoA	Document of Action
WP	Work Package
D	Deliverable
EC	European Commission
ESCOs	Energy Service Companies
ICT	Information & Communication Technologies
CFD	Computational Fluid Dynamics
DEMO	Demonstration Plant
SME	Small and Medium Enterprises

SUMMARY

This document describes the terms of use and dissemination of the results arising from the VORTEX Project in accordance with its interests. The document gives a cumulative overview of the Project's dissemination and communication activities (planned and undertaken), the purpose and scope of the PEDR, describes the process and roadmap elaborated to successfully meet the contractual requirements of the EC and finally, the monitoring and reporting strategy.



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1. INTRODUCTION

The objective of this document is to set out in detail the terms of use and dissemination of the results arising from the VORTEX project in accordance with its interests. Moreover, the final plan for the use and dissemination of foreground provides a complete picture of all dissemination and communication activities undertaken during the Project.

This document is an initial version of the Exploitation & Dissemination Plan for the Project. It will be updated regularly thereby updating the information contained herein and identified best practices. The success of the means to achieve the objectives outlined below will be reported in biannual dissemination reports of D.7.1 in Months 12, 18 and 24.

Purpose of the Plan for Exploitation & Dissemination of Results

A Plan for Exploitation & Dissemination of Results has been elaborated to enable and support the dissemination activities across various channels. They will be subject to a Exploitation and Dissemination Process and a Roadmap. The PEDR consists of two element: the web site and a Exploitation & Dissemination Strategy that integrates several methods and tools to enable and support the Plan across various channels (see *Exploitation & Dissemination Methods and Tools*).

Scope of the Plan for Exploitation & Dissemination of Results

As a technological project, VORTEX will initially deploy a disruptive technology for domestic applications. While domestic applications is the primary objective of VORTEX's Project and the stakeholders are very well defined (see *DI.1, figure 1*), its multiscale applications goes beyond this application, to commercial, industrial and utility applications. There is no doubt that a much broader public will benefit from this technology in the near future. For this reason, there is a strong interest in a wide-spread dissemination of the project's outcomes, to reach the identified stakeholders and other potential users and stakeholders. The identified stakeholders of VORTEX's Project along the development of the project it is detailed described in *Deliverable 1.1 Project Handbook*.

Objectives

The main objectives of PEDR are:

1. to promote Project main outcomes and demonstrate the benefits of the VORTEX technology.
2. to inform VORTEX stakeholders.
3. to attract the interest of potential partners and clients and create market demand.
4. to share the technological advances resulted from the Project with research communities.
5. to highlight the benefits of the SME Instrument.

The specific objectives of VORTEX's PEDR, described in the DoA, are:

O.4.1. Effective dissemination. Specific activities to target specific groups.

O.4.2 Identify more sectoral events, fairs and congresses to announce our product and obtain stand offers.

O.4.3 Engage current clients to visit the show-room plant during DEMO and give us feedback.



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O.4.4 Introduce VORTEX to ESCOs sector. High lobby already found, isolated houses and others potential consumers.

2. Exploitation & Dissemination Methods and tools

In order to achieve PEDR’s objectives, VORTEX Project will use several tools and channels. The different formats choose will allow us to custom reach all the targeted groups identified in the context of the Project.

Exploitation and Dissemination Process and Roadmap

Dissemination activities will take place at all relevant points during the Project and executed according to the PEDR. In order to create, maintain and successfully implement the PEDR channels and tools, a rational process has been defined (**table 1**). This process will be supervised by the C&D Team (*see D1.1, table 1*) and will follow a defined roadmap (**ANNEX I**) to successfully achieve PEDR’s objectives and meet the contractual requirements of the EC.

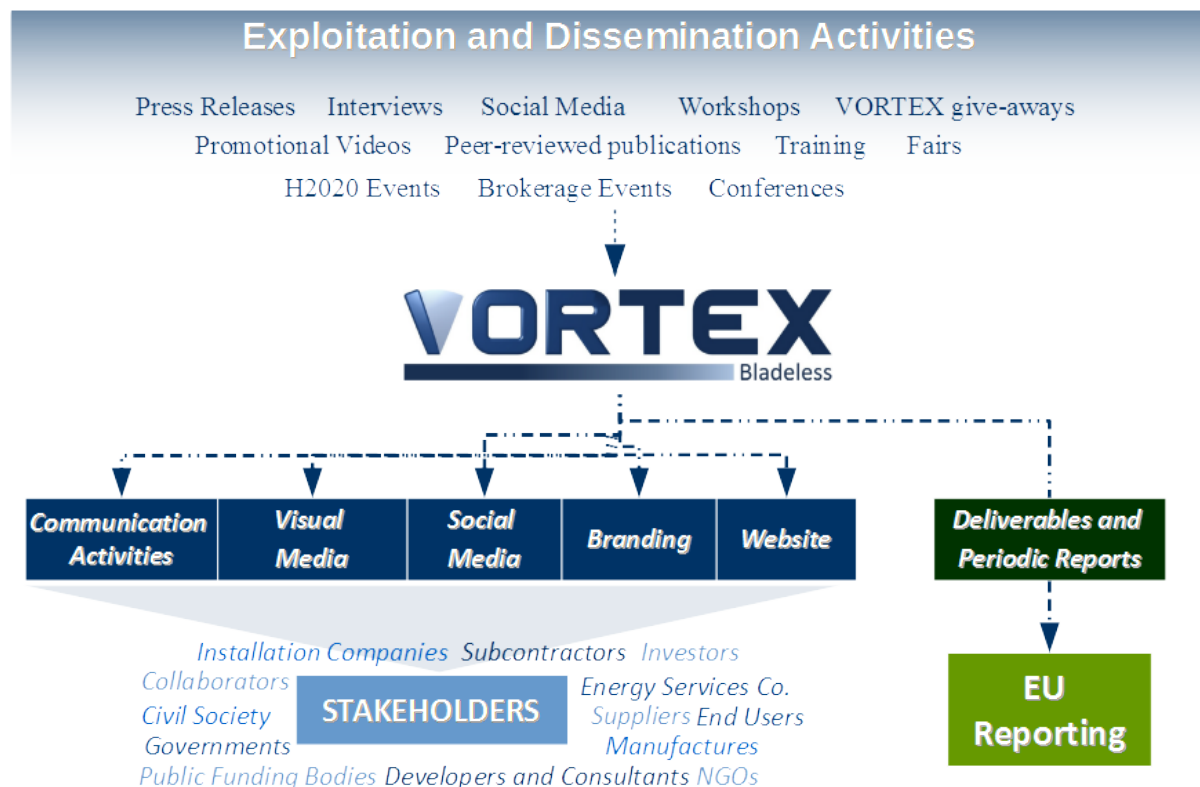


Figure 1. Overview of VORTEX’s Exploitation and Dissemination process.

Exploitation and Dissemination Activities

The following Channels and Tools have been selected to address the PEDR:

- **E&D activities Calendar.** A calendar has be established including all the actions planned during



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the lifespan of the Project.

- **Communication Activities:** Specific actions (oral or written communications) for target groups:
 - *Oral Communications:* Exhibitions; Interviews; Pitch events at technological, academic and educational forums; Communication Campaigns; Brokerage Events; Workshops and Conferences (as FUNSEAM-Barcelona, ESES (IV Congress of energy service)-Barcelona), Training, Trade fairs (Genera-Madrid, Smart City Expo-Barcelona); An academic conference for researchers and energy companies to present and discuss the results of the project; Organisation of workshops and international symposiums; At least six events of —scientific education (workshops, lectures or meetings) will be organised in six target market with local distributors; Targeted communication activities involving on-site visits of university students and relevant discussion; Finally, two hands-on workshops with the Vortex will be delivered to top end-users.
 - *Written Communications:* Several written materials with different formats (scientific publications, technical documents, informative materials, etc.) will be prepared and distribute using the most suitable channels according to the receiver group (leaflets, peer-reviewed publication, non-scientific and non-peer-reviewed publication (Energética XXI, Be Energy, Energética Internacional, etc.), press releases, flyers, interviews for specialized magazines, etc.).
- **Audiovisual Media:** Promotional videos, TV, Radio, etc.
- **Social Media:**
 - *Twitter* will be used as a means of interact with interested parties in wind and renewable energy and to disseminate new outcomes to the general public.
 - *Facebook:* the corporative Facebook page will be used to communicate the Project outcomes to a wider public and potential end-users.
 - *LinkedIn:* We envisage this to be our most powerful social media tool. The LinkedIn professional network site will be our means of networking with wind and renewable energy insiders, experts and investors as well. Extra efforts: LinkedIn Adwords and blogs/articles for publication on its Pulse News Feed.
 - *Instagram* will be used as a means of distributed Vortex visual materials, as CFD simulations, Vortex performance videos, etc. This media will attract the interest of the wide general public.
- **Participation in activities organized jointly with other H2020 projects.**
- **Branding:**
 - *Logo.* According to the DoA (WP7), an attractive logo have been designed. The concepts were developed by the management team.
 - *Promotional give-aways.* VORTEX's Thumbnails.
- **Website.** For the corporative website, the information to be highlighted, its presentation and its spatial organization were carefully decided by the E&D Team. According to the EC requirements, and providing instructions to GoNext (Digital Market Agency), this information has been integrated to the corporative web page (see *Deliverable 7.3*).



3. Monitoring and Reporting

The exploitation and dissemination activities carried out by VORTEX are continuously gathered by the C&D Team through regular meetings (E&D meetings), control files (E&D control file template, **table 1**) and Information & Communication Technologies (ICT) (emails, phone, project management tools: e.g. Trello).

The control files have been elaborated to register all the exploitation and dissemination activities. The files include the following information:

Table 1. Exploitation and Dissemination control file template.

Channel	<Communication Activity, Audiovisual Media, etc.>
Tool	<Conference, workshop, articles, etc.>
Name of the Media	<Name of the channel: Newspaper, magazine, conference, etc.>
Place	<City, country>
Date	<dd/mm/yyyy>
Title of the talk	<Title of the interview, article, talk, etc.>
Organizers	<Institution, company, platform, etc.>
Assistant/Participant	<Name of the VORTEX participant>

The E&D meetings will be held every three months and synchronized, whenever possible, with the *Follow up* meetings of the Project (**table 2**). One meeting have been held so far on 30th August 2016 in Madrid, Spain. The outcomes of the meetings were registered in the control files and eventually will be included in the periodic reports due to the EC (deliverables and reports).

Table 2. Calendar of the E&D meetings.

Date	Meeting	Objective	Participants
30 th Aug 2016	E&D Meeting	E&D activities review	C&D team
05 th Dec 2016	Project Follow up Meeting 1	<i>Project status, deliverables review and expenditure tracking for the first semester.</i>	WPLs, team members and PM
06 th Feb 2017	E&D Meeting	E&D activities review	C&D team
05 th June 2017	Project Follow up Meeting 2	<i>Project status, deliverables review and expenditure tracking for the second semester.</i>	WPLs, team members and PM
04 th Sept 2017	E&D Meeting	E&D activities review	C&D team

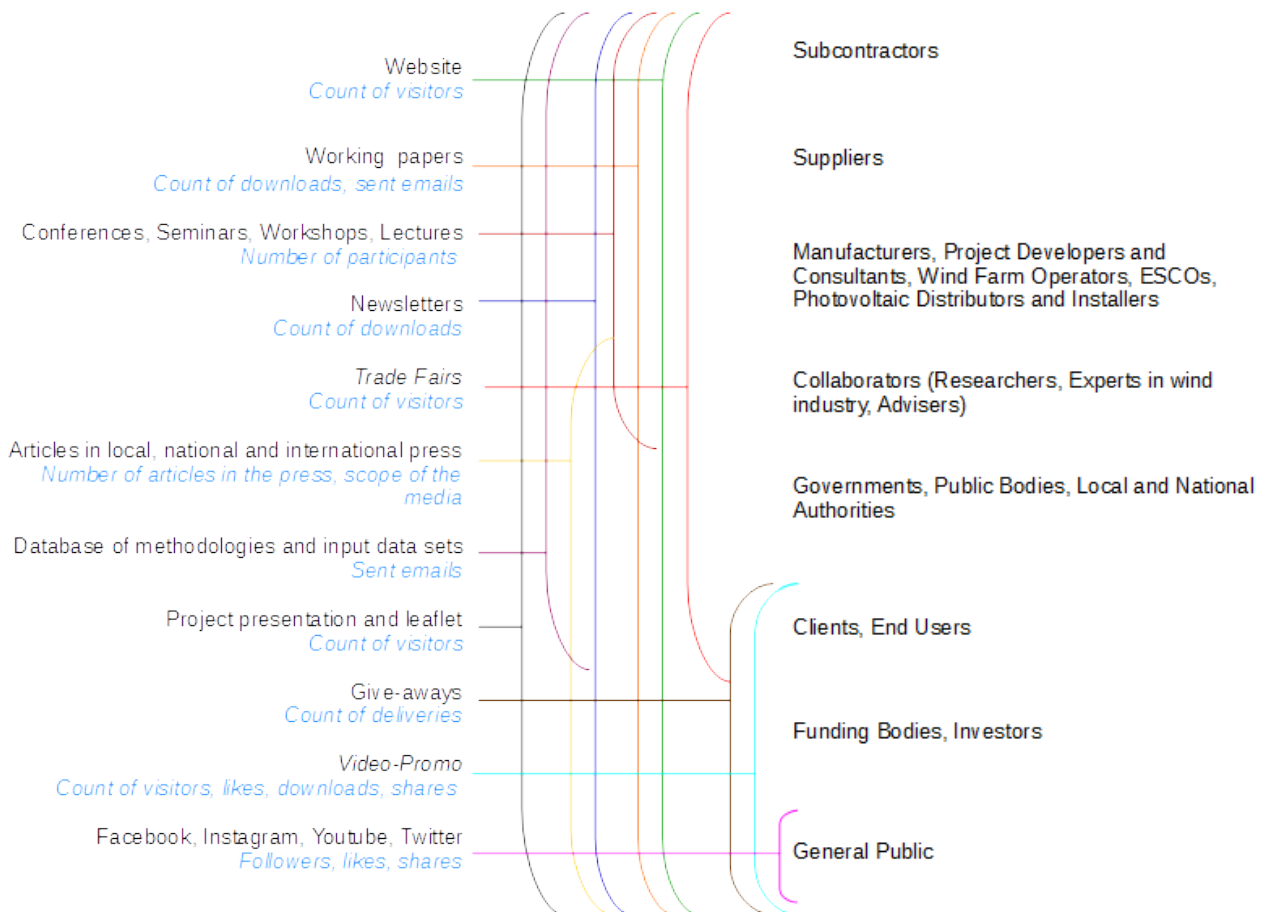


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04 th Dec 2017	Project Follow up Meeting 3	<i>Project status, deliverables review and expenditure tracking for the third semester.</i>	WPLs, team members and PM
05 th Feb 2018	E&D Meeting	E&D activities review	C&D team
04 th June 2018	Project Follow up Meeting 4	<i>Project status, deliverables review and expenditure tracking for the forth semester.</i>	WPLs, team members and PM

Additionally, the C&D Team will carry out an evaluation of the activities developed and their impact in order to measure the success of the actions taken during the first semester of the Project. (table 3).

Table 3. Tools and measurements of success of the C&D activities (M1-6).





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4. Conclusions

This deliverable contains the action plan for using and disseminating the VORTEX Project outcomes. It defines the dissemination tools, channels, processes (that enable an effective dissemination and communication outcomes) and also defines the dissemination roadmap according to WP7 objectives. This document will be updated regularly.

ANNEX I. Exploitation and Dissemination Roadmap.

Communication and Dissemination activities	2016							2017												2018				
	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
PEDR Elaboration and update																								
Reporting of communication activities to EC																								
Dissemination & Communication actions																								
Corporate image of the project																								
Establish a Website																								
Specialized Journals																								
Fairs																								
Congress, Conferences																								
Social Media																								
Academic Conference, Workshops, etc.																								
Organisation of international symposiums																								
Scientific Education events																								
Visit to the DEMO																								