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Deliverable D7.4  
Dissemination Material  
V0.3

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

*VORTEX*

H2020-SMEInst-2-2016-2017

Project Number: 726776

## Deliverable 7.4

### Dissemination Materials

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### Revision History

VERSION	DATE	AUTHOR / REVIEWER	NOTES
0.1	08/11/2016	Raúl Martín Yunta (WPL) & Laura Vay del Caño (PM)	First Draft ready for Review
0.2	28/11/2016	WPL, External Collaborator, PM	Second Draft ready for Review
0.3	30/11/2016	WPL and PM	Final Version

### Distribution List

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*Notations, abbreviations and acronyms*

C&D	Communication and Dissemination Team
E&D	Exploitation and Dissemination Activities
WPL	Work Package Leader
PM	Project Manager
DoA	Document of Action
M	Month
EC	European Commission
ESCOs	Energy Service Companies
ICT	Information & Communication Technologies



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## **SUMMARY**

This document list the exploitation and dissemination actions taken during the first semester of the Project. The document also gives a cumulative overview of the Project's exploitation and dissemination channels and tools used, the targeted groups and some statistics. The Communication activities developed successful reach a wide audience through oral communications at technical conferences, lectures at schools, publications at informative nature journals, specialized web sites, press releases and so on. E&C activities have reached 8 countries. The audiovisual and social media are being effective channels to reach the general public.



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## 1. INTRODUCTION

The dissemination and exploitation of the project's research activities and results are fundamental components of the VORTEX project. Dissemination will take place during the project implementation and after completion. A separate WP, WP7, has been established to coordinate the dissemination activities that are dedicated to inform, communicate and disseminate the outcomes of the Project and reach the intended audience. The Communication and Dissemination Team and the Project Manager, with the proactive collaboration of all members of the Project will promote the project's exploitation and dissemination actions.

The exploitation and dissemination activities eventually aim to:

- i. support the EC efforts to promote EU programmes,
- ii. to comply with the contractual obligations to disseminate and communicate the outcomes of the project funded, and
- iii. to make the results and deliverables of the Project available to the stakeholders and to the wider audience.

## 2. Exploitation and Dissemination Methodology

The methodology used to exploit and disseminate the outcomes of the Project during the first semester of the Project (Month 1-6) is that detailed in the Plan for Exploitation and Dissemination of the Results (PEDR) (*D7.1 table 1, Annex I*).

The following channels have been selected to effectively disseminate the results obtained during for this period, using the proper tools in each case to effectively target the intended stakeholders (**table 1**).

Additionally to this tools, VORTEX has a **Database Hubspot-managed** containing a wealth of information regarding stakeholders that have contacted our company. The database allows us to have an exhaustive control of the technical information released and it is a key element in the commercial and Business development strategy of the Project. The database account for **7264 contacts**, among them suppliers (technological, materials), potential partners for pilot testing, distributors, investors, students, researchers, potential clients, even enthusiastic individuals interested in the technology. These contacts come from different domains, as the private sector (wind energy stakeholders), the public sector (local and national authorities), the general public, the academy and so on. The Communication and Dissemination team keep updated the database adding systematically the contact details of all the persons that contact us including in the register the origin (company, organization, institution details), the type of collaboration and the potential agreements. The database actually grow in a base of 20 new contacts per week, but we foresee that this tendency will speed up once the device is ready-to-market.



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**Table 1.** List of channels and tools used during the first semester of the Project (M1-6).

Channels	Definition	Tools
Communication Activities	Oral and written materials to communicate the outcomes of the project in a language easy to read and understand. This also applies to the rather technical studies and infoguides.	Conferences, lectures, workshops, articles in press, interviews, training, Document of General Information.
Audiovisual Media	Audiovisual materials to reach specific target groups (particularly the general public), especially through local and regional media.	Promotional Videos, TV programs and Radio.
Social Media	Promote the project on Internet using different options including social networking, professional networking, etc.	Linked-in, YouTube, Twitter, Facebook, Instagram.
Branding	Strategies to get people to recognise the project. Visibility.	Logo, Promotional give-aways.
Website	A first source of information about the Project (objectives, progress and results, partnership) for interested audience outside the project. It is of great importance that contains the right information in a clear and accessible design and structure.	Project Website.
Activities organized jointly with other H2020 projects.		EC events, workshops, webinar.

### 3. Monitoring and Reporting

The information and outcomes about the E&D activities carried out is systematically gathered by the PM through Information & Communication Technologies (ICT) and supporting materials, as control files and deliverables.

The PM keeps constantly the lines of communication open via ITC, mainly by email and phone with all the teams of the Project. The different teams are regularly asked to provide information on the E&D activities related to the project through customized control files (**table 2**).

Finally, the E&D activities will be discuss in regular meetings planned every 3 months (see **table 3**). So far, one C&D meeting was held on 30<sup>th</sup> August 2016 in Madrid, Spain. The outcomes of the meetings are registered in the control files and eventually will be included in the periodic reports due to the EC (deliverables and reports) and uploaded to the Participant Portal, Project continuous reporting section, Dissemination Activities: <https://ec.europa.eu/research/participants/grants-app/reporting/>.





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**Table 2.** *Exploitation and Dissemination control file template for the actions taken during the first semester of the Project.*

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

**Table 3.** *Exploitation and dissemination Meetings: Calendar.*

Date	Meeting	Objective	Participants
30 <sup>th</sup> August 2016	C&D Meeting	E&D activities review	C&D team
05 <sup>th</sup> 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
6 <sup>th</sup> Feb 2017	C&D Meeting	E&D activities review	C&D team
05 <sup>th</sup> 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
4 <sup>th</sup> Sept 2017	C&D Meeting	E&D activities review	C&D team
04 <sup>th</sup> 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
5 <sup>th</sup> Feb 2018	C&D Meeting	E&D activities review	C&D team
04 <sup>th</sup> 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

## 4. Exploitation & Dissemination Results

The C&D Team has developed an intensive activity during the first six months of the Project. A great number of actions have been taken in order to disseminate and communicate the Project and his outcomes using several channels and trying to reach a wide audience. The following table show all the actions taken detailing the channel and the tools used together with other useful information (**table 4b**). The first part of the table shows the activities developed before the start date of the Project (1<sup>st</sup> June 2016). The Project is a continuous learning and developing process and we consider important to include these activities as soon as they are directly related to one of the main tasks of the Project (WP2, T2.2) and was organized by a key collaborator to the Project (altair) one month before the formalized start date (**table 4a**).



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**Exploitation and Dissemination Actions taken**

*Table 4a. Early VORTEX's Exploitation and Dissemination actions (before Project start date).*

<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	Jornadas de Presentacion Hyperworks 14.0
<b>Place</b>	Madrid, Spain
<b>Date</b>	10 <sup>th</sup> May 2016
<b>Title of the talk</b>	<i>Vortex Bladeless. Aerogenerador sin Palas</i>
<b>Organizers</b>	Altair
<b>Participant</b>	David Yáñez
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	Jornadas de Presentacion Hyperworks 14.0
<b>Place</b>	Madrid, Spain
<b>Date</b>	10 <sup>th</sup> May 2016
<b>Title of the talk</b>	<i>Vortex Bladeless. Aplicación de las Herramientas Altair para desarrollo de Vortex Bladeless</i>
<b>Organizers</b>	Altair
<b>Participant</b>	Jose Viyeira
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	Jornadas de Presentacion Hyperworks 14.0
<b>Place</b>	Centro de Convenciones AIC (Automotive Intelligence Center) Bilbao, Spain
<b>Date</b>	18 <sup>th</sup> May 2016
<b>Title of the talk</b>	<i>Vortex Bladeless. Aerogenerador sin Palas</i>
<b>Organizers</b>	Altair
<b>Participant</b>	David Yáñez
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	Jornadas de Presentacion Hyperworks 14.0
<b>Place</b>	Centro de Convenciones AIC (Automotive Intelligence Center) Bilbao, Spain
<b>Date</b>	18 <sup>th</sup> May 2016
<b>Title of the talk</b>	<i>Aplicación de las Herramientas Altair para desarrollo de Vortex Bladeless</i>
<b>Organizers</b>	Altair



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<b>Participant</b>	Jose Viyeira
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	Data Center Summit Latino América
<b>Place</b>	Conference Hall, Hotel Wyndham Herradura, San José, Costa Rica
<b>Date</b>	30 <sup>th</sup> August 2016
<b>Title of the talk</b>	<i>Host Costa Rica: Una nueva estrategia para el país</i>
<b>Participant</b>	David Suriol

*Table 4b. VORTEX's Exploitation and Dissemination actions (Month 1 -6).*

<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Participation to an Event other than a Conference or a Workshop, Lecture
<b>Name of the Media</b>	4 <sup>th</sup> graders kids at Allendale Columbia School
<b>Place</b>	Allendale Columbia School, Rochester, NY
<b>Date</b>	8 <sup>th</sup> June 2016
<b>Title of the talk</b>	"Renewables: Vortex Bladeless"
<b>Organizers</b>	Allendale Columbia School, Rochester, NY
<b>Speaker</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Participation to an Event other than a Conference or a Workshop, Lecture
<b>Name of the Media</b>	Group of Interest related to RES
<b>Place</b>	Allendale Columbia School, Rochester, NY
<b>Date</b>	8 <sup>th</sup> June 2016
<b>Title of the talk</b>	"Renewables: Vortex Bladeless"
<b>Organizers</b>	Allendale Columbia School
<b>Speaker</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Participation to an Event other than a Conference or a Workshop, Round table
<b>Name of the Media</b>	007 Ideas. Summit Madrid-Dublin
<b>Place</b>	Madrid, Spain
<b>Date</b>	13 <sup>th</sup> September 2016
<b>Title of the talk</b>	Enterprisers, Study case: VORTEX
<b>Organizers</b>	007 Ideas. Summit Madrid-Dublin
<b>Participant</b>	David Suriol



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<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	Leverage crowd funding and simulation driven innovation
<b>Place</b>	Design Museum, Essen, Germany
<b>Date</b>	20 <sup>th</sup> - 21 <sup>st</sup> September 2016
<b>Title of the talk</b>	How to used crowdfunding in an innovative business
<b>Organizers</b>	Solid Thinking Converge Europe
<b>Participant</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference
<b>Name of the Media</b>	CONVERGE, SANAA-GEBÄUDE
<b>Place</b>	Red Dot Museum, Essen, Germany.
<b>Date</b>	20 <sup>th</sup> - 21 <sup>st</sup> September 2016
<b>Title of the talk</b>	“EXPLORING THE INTERSECTION OF DESIGN & TECHNOLOGY “
<b>Organizers</b>	Altair
<b>Participant</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Conference, Master Class 3
<b>Name of the Media</b>	CONVERGE, SANAA-GEBÄUDE
<b>Place</b>	Red Dot Museum, Essen, Germany.
<b>Date</b>	21 <sup>st</sup> September 2016
<b>Title of the talk</b>	"SEEKING FOR VORTEX INDUCED VIBRATIONS WITH ALTAIR"
<b>Organizers</b>	Altair
<b>Participant</b>	Jose Viyeira
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Participation to an Event other than a Conference or a Workshop, Seminar
<b>Name of the Media</b>	IE
<b>Place</b>	Madrid, Spain
<b>Date</b>	5 <sup>th</sup> October 2016
<b>Title of the talk</b>	Vortex Bladeless. A new technology in the wind energy industry is arriving.
<b>Organizers</b>	IE Business School
<b>Participant</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Participation in activities organized jointly with other H2020 projects



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<b>Name of the Media</b>	SME Instrument Innovators Summit
<b>Place</b>	Brussels, Belgium
<b>Date</b>	10 <sup>th</sup> - 11 <sup>th</sup> October 2016
<b>Organizers</b>	European Commission
<b>Assistant</b>	Laura Vay
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Participation in activities organized jointly with other H2020 projects
<b>Name of the Media</b>	SME Instrument Innovators Summit
<b>Place</b>	Brussels, Belgium
<b>Date</b>	10 <sup>th</sup> -11 <sup>th</sup> October 2016
<b>Organizers</b>	European Commission
<b>Assistant</b>	Raúl Martín Yunta
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Trade Fair
<b>Name of the Media</b>	Renewable Energy Industrial Fair “REIF-exhibition”
<b>Place</b>	Fukushima, Japan
<b>Date</b>	19 <sup>th</sup> - 20 <sup>th</sup> October 2016
<b>Stand</b>	New technologies in the Kitashiba stand
<b>Organizers</b>	Fukushima Prefecture, Fukushima Center for Industrial Promotion
<b>Assistant</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Workshop
<b>Name of the Media</b>	Sectoral meetings
<b>Place</b>	Ávila, Spain
<b>Date</b>	25 <sup>th</sup> October 2016
<b>Title of the talk</b>	<i>"Emprendimiento y molinos sin palas"</i>
<b>Organizers</b>	Chamber of Commerce of Castile and León
<b>Participant</b>	David Yáñez
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Training
<b>Name of the Media</b>	Webinar: SME Instrument - Overseas Trade Fairs Programme
<b>Date</b>	26 <sup>th</sup> October 2016, 11:00 AM - 12:00 PM CEST
<b>Organizers</b>	European Commission
<b>Assistant</b>	Laura Vay



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<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Round table
<b>Name of the Media</b>	Innovators Expert Panel
<b>Place</b>	Madrid, Spain
<b>Date</b>	11 <sup>th</sup> November 2016
<b>Title of the talk</b>	Technological Innovation: Vortex
<b>Organizers</b>	European Business School
<b>Participant</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Training, Master Students
<b>Name of Student</b>	Kosuke Nagamine
<b>Date</b>	October-May 2016
<b>Subject</b>	“Go-to market strategy “
<b>Organizer</b>	MBA Candidate, Class of 2017, IESE Business School
<b>Supervisor</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Training, Master students
<b>Name of Student</b>	Carlo Bouroncle
<b>Date</b>	October-May 2016
<b>Subject</b>	“Go-to market strategy “
<b>Organizer</b>	MBA Candidate, Class of 2017, IESE Business School
<b>Supervisor</b>	David Suriol
<b>Channel</b>	<b>Oral Communication</b>
<b>Tool</b>	Seminar
<b>Name of the Media</b>	Seminar of the Italian Chamber of Commerce and Industry at Best Western Hotel
<b>Place</b>	Madrid, Spain
<b>Date</b>	28/11/2016
<b>Subject</b>	Surviving the storm: Strategy, tactics and success stories in crisis period
<b>Organizers</b>	Italian Chamber of Commerce and Industry



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<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Project Factsheet (Popularised Publication)
<b>Media used</b>	Internal Email distribution list
<b>Document Name</b>	VORTEX General Document Info
<b>Content</b>	Technical specifications of VORTEX technology
<b>Targeted Group</b>	Industry, Manufactures, ESCOs, Scientific and business partners, etc.
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Digital Journal (Species Protection))
<b>Name of the Media</b>	EpriJournal
<b>Title of the article</b>	From Flying Wind Turbines to Robotic Birds of Prey
<b>Link</b>	<a href="http://eprijournal.com/from-flying-wind-turbines-to-robotic-birds-of-prey/">http://eprijournal.com/from-flying-wind-turbines-to-robotic-birds-of-prey/</a>
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Digital Magazine
<b>Name of the Media</b>	Twenergy
<b>Date</b>	9 <sup>th</sup> June 2016
<b>Title of the article</b>	<i>VORTEX BLADELESS: EL AEROGENERADOR SIN ASPAS</i>
<b>Interviewee</b>	David Suriol, David Yáñez and Raúl Martín
<b>Link</b>	<a href="https://twenergy.com/a/vortex-bladeless-el-aerogenerador-sin-aspas-2218">https://twenergy.com/a/vortex-bladeless-el-aerogenerador-sin-aspas-2218</a>
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Digital Magazine
<b>Name of the Media</b>	Ecoinventos, green technology
<b>Date</b>	21 <sup>th</sup> June 2016
<b>Title of the article</b>	<i>VORTEX BLADELESS: EL AEROGENERADOR SIN ASPAS</i>
<b>Interviewee</b>	David Suriol, David Yáñez and Raúl Martín
<b>Link</b>	<a href="http://ecoinventos.com/proyecto-vortex/">http://ecoinventos.com/proyecto-vortex/</a>
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Newspaper
<b>Name of the Media</b>	La Vanguardia
<b>Country</b>	Spain
<b>Date</b>	29 <sup>th</sup> July 2016
<b>Title of the article</b>	<i>Estos molinos de viento pueden evitar la muerte de 18 millones de aves en España</i>
<b>Contributors</b>	David Suriol, David Yáñez and Raúl Martín
<b>Link</b>	<a href="https://goo.gl/E3neHS">https://goo.gl/E3neHS</a>
<b>Channel</b>	<b>Written Communication</b>



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<b>Tool</b>	Digital Magazine
<b>Magazine</b>	Genova Repubblica
<b>Country</b>	Italy
<b>Date</b>	26 <sup>th</sup> September 2016
<b>Title of the article</b>	<i>Giovani architetti genovesi finiscono sul "Guardian"</i>
<b>Contributors</b>	David Suriol, David Yáñez and Raúl Martín
<b>Link</b>	<a href="https://goo.gl/B3Z6Po">https://goo.gl/B3Z6Po</a>
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Newspaper
<b>Name of the media</b>	Diario de Sevilla
<b>Country</b>	Spain
<b>Date</b>	26 <sup>th</sup> September 2016
<b>Title of the article</b>	<i>La doble cara de las renovables</i>
<b>Contributors</b>	David Suriol, David Yáñez and Raúl Martín
<b>Link</b>	<a href="https://goo.gl/cYRrFE">https://goo.gl/cYRrFE</a>
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Magazine
<b>Name of the Media</b>	PRACE Digest, Review from PRACE
<b>Country/Region</b>	Europe
<b>Date</b>	7 <sup>th</sup> October 2016
<b>Title of the article</b>	Vortex Bladeless: changing the direction of wind power
<b>Organizers</b>	PRACE (Partnership for Advanced Computing in Europe)
<b>Interviewee</b>	Jose Viyeira
<b>Channel</b>	<b>Written Communication</b>
<b>Tool</b>	Others, Competition
<b>Type of Action</b>	Art and Engineering Competition
<b>Name of the Event</b>	GLASGOW AND THE ART OF CLEAN ENERGY
<b>Project</b>	Wind Forest – a public art project comprised of 100 stem-like structures
<b>Place</b>	Glasgow
<b>Date</b>	9 <sup>th</sup> November 2016
<b>Organizers</b>	Land Art Generation Initiative and Glasgow City Council
<b>Link</b>	<a href="http://goo.gl/Av88Jm">goo.gl/Av88Jm</a>





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<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Website, Renewable Energy promotion
<b>Name of the Media</b>	Energia Limpia XXI
<b>Country/Region</b>	Nicaragua
<b>Title of the article</b>	<i>Eólica sin hélices, sin ruido y sin matar aves hecho en España</i>
<b>Link</b>	<a href="https://energialimpiaparatodos.com/">https://energialimpiaparatodos.com/</a>
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Radio
<b>Name of the Media</b>	Hispanic Local Radio station
<b>Place</b>	Rochester, NY.
<b>Date</b>	8 <sup>th</sup> June 2016
<b>Interviewee</b>	David Suriol
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Pitch Event
<b>Name of the Media</b>	Ted Talk, Valladolid
<b>Place</b>	Valladolid, Spain
<b>Date</b>	24 <sup>th</sup> September 2016
<b>Title of the talk</b>	<i>El futuro de la energía</i>
<b>Organizers</b>	Ted <sup>x</sup> independent organized
<b>Speaker</b>	David Yáñez
<b>Link</b>	<a href="http://tedxvalladolid.com/david-yanez-villarreal/">http://tedxvalladolid.com/david-yanez-villarreal/</a>
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	TV Program, Entrepreneurs
<b>Name of the Media</b>	Fábrica de Ideas
<b>TV Channel</b>	TV2, Spanish National Channel
<b>Country</b>	Spain
<b>Interviewee</b>	David Yáñez
<b>Link</b>	<a href="http://www.rtve.es/alacarta/videos/fabrica-de-ideas/fdi-invierte-vortex/3808094/">http://www.rtve.es/alacarta/videos/fabrica-de-ideas/fdi-invierte-vortex/3808094/</a>
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Video
<b>Name of the Media</b>	You tube
<b>Action</b>	Video presented to Altair Partner
<b>Group Targeted</b>	Computational Simulations stakeholders, public
<b>Views</b>	173



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<b>URL</b>	<a href="http://goo.gl/IUyehL">goo.gl/IUyehL</a>
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Video
<b>Name of the Media</b>	You tube
<b>Action</b>	Video presented to Toshiba partner
<b>Group Targeted</b>	Commercial and Industrial stakeholders, private
<b>URL</b>	<a href="http://goo.gl/wUZ3zG">goo.gl/wUZ3zG</a>
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Video
<b>Name of the Media</b>	You tube
<b>Action</b>	Video presented to the EC PO at SME Instrument Innovators Summit, Brussels
<b>Group Targeted</b>	EC Project Officer
<b>URL</b>	<a href="http://goo.gl/xLB5NU">goo.gl/xLB5NU</a>
<b>Channel</b>	<b>Audiovisual Media</b>
<b>Tool</b>	Video
<b>Name of the Media</b>	You tube
<b>Action</b>	Video presented by Swell USA LLC, <i>Requetepeque</i> Project
<b>Group Targeted</b>	General Public Peru.
<b>Date</b>	Published 17th October 2016
<b>Views</b>	47
<b>URL</b>	<a href="https://youtu.be/6LdxCJfqVX4">https://youtu.be/6LdxCJfqVX4</a>

### *Social Media*

The Project outcomes also are being disseminate in the social media of the company (Vortex Bladeless). The following tables show the statistics of the different media, giving an idea of the scope of the impact of the information distribute through these channels:

<b>Channel</b>	<b>Social Media</b>
<b>Name of the Media</b>	Linked In
<b>Number of Actions</b>	1261 followers
<b>Audience by sector</b>	11,4% Renewables & Environment; 6,9% Oil & Energy; 6,2% ITC; 5,3% Mechanical & Industrial; 4,7% Electrical Manufactures.
<b>Audience by Field</b>	16,7% Engineers; 8,9% Sales; 8,7% entrepreneurs; 6,8 Business Development; 6,5% Research.
<b>Profile Visits</b>	3187



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<b>Channel</b>	<b>Social Media</b>
<b>Name of the Media</b>	Facebook
<b>Followers</b>	6008
<b>Likes</b>	844221
<b>Channel</b>	<b>Social Media</b>
<b>Name of the Media</b>	Twitter ( <a href="#">@VortexBladeless</a> )
<b>Tweets</b>	763
<b>Followers</b>	2169
<b>Likes</b>	415
<b>Channel</b>	<b>Social Media</b>
<b>Name of the Media</b>	Instagram ( <a href="#">@VortexBladeless</a> )
<b>Publications</b>	30
<b>Followers</b>	705
<b>Likes</b>	1047



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## 5. CONCLUSIONS

### Impact of the Exploitation and Dissemination Activities

The following table assess the impact of the dissemination and communication actions taken in order to quantify the scope of the actions taken (**table 5**).

*Table 5. Exploitation and Dissemination Channels, actions taken and its impact.*

Exploitation and Dissemination Actions	Actions Taken	Impact
Communication Activities	30	The Communication activities developed successful reach a wide audience through oral communications at technical conferences, lectures at schools, publications at informative nature journals, specialized web sites, press releases and so on. E&C activities have reached 8 countries, among them Costa Rica, Nicaragua, Belgium, Germany, United Kingdom, Italy and Japan.
Audiovisual Media	7	Youtube: audience targeted: EC; potential industrial partners; Project partners; general public (47 views) TV Program on the Spanish National TV Channel. Interview in the Local Radio Station of Rochester, NY Pitch Event at TedXtalk Valladolid, the popular talks with:
Social Media	4	VORTEX Project outcomes are being disseminated through the corporate social media taking advantage of the high popularity of these networkings: Linked In: 1261 followers Instagram: 1047 likes Facebook: 844221 likes, 6008 followers Twitter: 2169
Branding	2	Give-away Vortex thumbnails: 6
Activities organized jointly with other H2020 projects.	3	Number of assistants to the SME INSTRUMENT INNOVATORS SUMMIT: Participants: 321; Meetings: 321; Sessions: 28.

The number of dissemination and communication actions taken during this first period (M1-6) has been quite high and promising taking into account that the project is in its early stages. The project has already sparked much interest among renewable energy sector, potential partners, general public over the world. We can conclude that the D&C strategy followed has been successful to date. Nevertheless, the C&D Team expects to greatly increase these actions and the audience targeted as the project progresses.