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VORTEX

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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 30th 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.*

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.>
Participant	<Name of the VORTEX participant>

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

Date	Meeting	Objective	Participants
30 th August 2016	C&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
6 th Feb 2017	C&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
4 th Sept 2017	C&D Meeting	E&D activities review	C&D team
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
5 th Feb 2018	C&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

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 (1st 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).

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



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

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

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



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



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



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



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



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



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



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

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:

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



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Channel	Social Media
Name of the Media	Facebook
Followers	6008
Likes	844221
Channel	Social Media
Name of the Media	Twitter (@VortexBladeless)
Tweets	763
Followers	2169
Likes	415
Channel	Social Media
Name of the Media	Instagram (@VortexBladeless)
Publications	30
Followers	705
Likes	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.