



WINDUR

SMALL WIND TURBINES FOR URBAN ENVIRONMENTS

D7.3 Interim plan for the Use and Dissemination of the  
knowledge

## Document info

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## 1. Introduction: Purpose of the document

The purpose of this document is to **fully plan, manage and report all dissemination and communication activities, and align them with the strategy for the exploitation of results**. In this deliverable the key aspect will be the communication activities, while for next versions (D7.4 Final plan for the use and dissemination of the knowledge (m24) and D7.5 Dissemination kit (m24)) dissemination of scientific & technological knowledge as well as exploitation plans will gain all relevance.

In relation to communication activities, they have been designed with a double purpose:

- Raise awareness of the existence of the project and plans ahead, main objective of this period;
- Increase visibility of main results from the project, towards successful exploitation.

At this stage of the project, this document will be the tool for designing WINDUR's detailed communication strategy, and to set the mechanisms to monitor the impact achieved through dissemination activities.

## 2. General Communication Guidelines

### 2.1 Visual identity

Having a coherent and integrated communication strategy starts with the use of a permanent graphic chart, reflecting the identity of the project. Within this context:

#### 2.1.1 To be used in any kind of communication material:

- WINDUR's Logo:



- Logos and legal notices from EC's financial contribution:

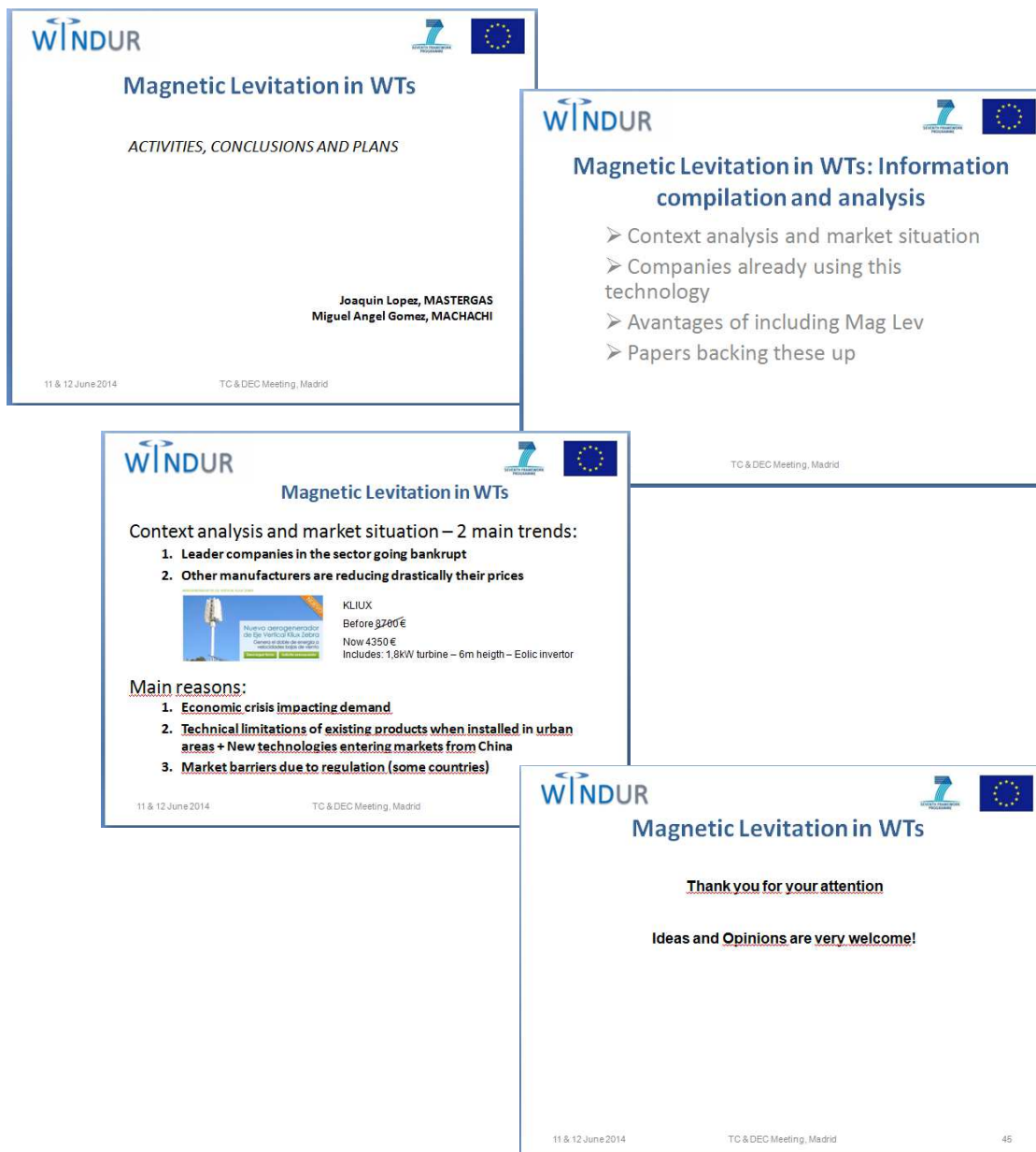


2.1.2 For official documents:

1. Official WINDUR header:



2. Official WINDUR Template for Power Points:



The slide templates are as follows:

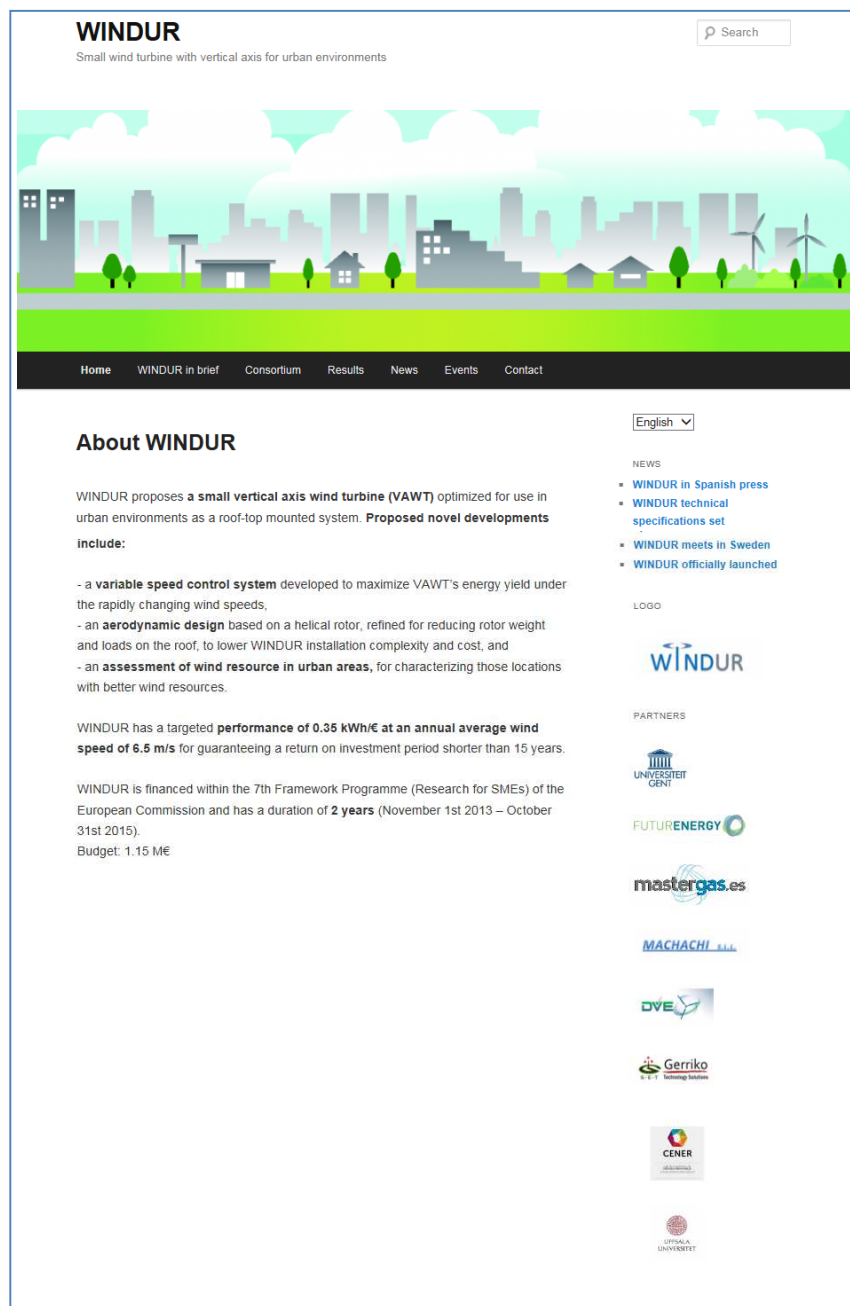
- Slide 1 (Top Left):**
  - Title: **Magnetic Levitation in WTs**
  - Subtitle: *ACTIVITIES, CONCLUSIONS AND PLANS*
  - Presenters: **Joaquin Lopez, MASTERGAS** and **Miguel Angel Gomez, MACHACHI**
  - Date: 11 & 12 June 2014
  - Event: TC & DEC Meeting, Madrid
- Slide 2 (Top Right):**
  - Title: **Magnetic Levitation in WTs: Information compilation and analysis**
  - Content:
    - Context analysis and market situation
    - Companies already using this technology
    - Advantages of including Mag Lev
    - Papers backing these up
  - Event: TC & DEC Meeting, Madrid
- Slide 3 (Bottom Left):**
  - Title: **Magnetic Levitation in WTs**
  - Content:
    - Context analysis and market situation – 2 main trends:
      - 1. Leader companies in the sector going bankrupt**
      - 2. Other manufacturers are reducing drastically their prices**
    - Product example: **KLILUX**
      - Before 3700€
      - Now 4350€
      - Includes: 1,8kW turbine – 6m height – Eolic inverter
    - Main reasons:**
      - 1. Economic crisis impacting demand**
      - 2. Technical limitations of existing products when installed in urban areas + New technologies entering markets from China**
      - 3. Market barriers due to regulation (some countries)**
  - Date: 11 & 12 June 2014
  - Event: TC & DEC Meeting, Madrid
- Slide 4 (Bottom Right):**
  - Title: **Magnetic Levitation in WTs**
  - Content:
    - Thank you for your attention**
    - Ideas and Opinions are very welcome!**
  - Date: 11 & 12 June 2014
  - Event: TC & DEC Meeting, Madrid
  - Page number: 45

3. Official WINDUR template for deliverables. This document should be used as template for all other deliverables of the project.

All documents should also mention the different web accesses related to the project, and consider the introduction of a contact email address or phone number.


## 2.2 Further communication material

1. WINDUR Portal ([www.windur-project.eu](http://www.windur-project.eu)):



The screenshot shows the WINDUR project website. At the top, the WINDUR logo is displayed with the tagline "Small wind turbine with vertical axis for urban environments". A search bar is located in the top right corner. Below the header is a large banner image depicting a city skyline with wind turbines. A navigation menu is visible below the banner, including links for Home, WINDUR in brief, Consortium, Results, News, Events, and Contact. The main content area features an "About WINDUR" section with a language dropdown set to "English". The "About WINDUR" section describes the project's goal of developing a small vertical axis wind turbine (VAWT) for urban environments, highlighting novel developments such as a variable speed control system, an aerodynamic design, and an assessment of wind resources in urban areas. It also states the targeted performance of 0.35 kWh/€ at an annual average wind speed of 6.5 m/s and mentions the project's funding by the European Commission under the 7th Framework Programme. To the right of the "About WINDUR" section, there is a "NEWS" section with a list of recent updates, a "LOGO" section with the WINDUR logo, and a "PARTNERS" section listing the project's partners: Universiteit Gent, FutureEnergy, Mastergas.es, Machachi s.l.l., DVE, Gerriko, CENER, and UPV/EHU.

2. WINDUR Factsheet ([http://cordis.europa.eu/projects/rcn/110766\\_en.html](http://cordis.europa.eu/projects/rcn/110766_en.html)):



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**WINDUR**

**Small Wind Turbine for Urban Environments**

From 2013-11-01 to 2015-10-31 | [WINDUR website](#)

As SMEs in the supply chain of small Wind Turbines (WTs), we have identified an excellent opportunity in the urban submarket. The Small Wind market mainly corresponds to turbines installed in rural and isolated areas. Nevertheless, Urban is by far the largest potential market, as 80% of European population lives in cities and the EU Directive 2010/31/EU on Energy Performance of Buildings requires ...

**Project details**

<p><b>Project reference:</b> 605067</p> <p><b>Status:</b> Execution</p> <p><b>Total cost:</b> EUR 1 494 681</p> <p><b>EU contribution:</b> EUR 1 158 000</p>	<p><b>Programme acronym:</b> FP7-SME</p> <p><b>Subprogramme area:</b> SME-2013-1</p> <p><b>Contract type:</b> Research for SMEs</p>
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**Participants**

UPPSALA UNIVERSITET	SVERIGE <a href="#">+</a>
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DVE TECHNOLOGIES APS	DANMARK <a href="#">+</a>
FUTUREENERGY LTD	UNITED KINGDOM <a href="#">+</a>
MASTERGAS GLOBAL ENERGY SLU	ESPAÑA <a href="#">+</a>
MACHACHI SLL	ESPAÑA <a href="#">+</a>
ETULOS SOLUTE SL	ESPAÑA <a href="#">+</a>
GERRIKO S-E-T TECHNOLOGY SOLUTIONS LTD	ÉIRE/IRELAND <a href="#">+</a>

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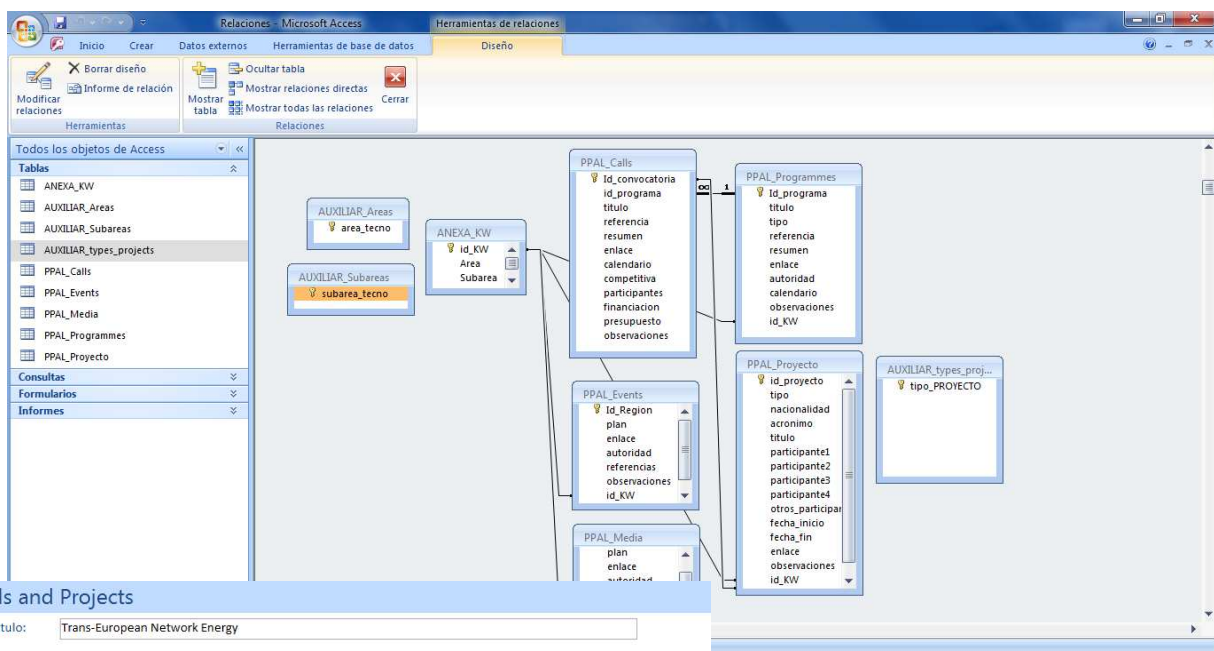
### 3. Communication strategy

#### 3.1 Common calendar and timelines

A common calendar with activities, responsible, deadlines and outcomes, complemented with all relevant events in relation to WINDUR, is considered key to the definition of a good communication strategy. It is also essential to prepare any communication material in advance in order to integrate it into a broader framework, and to take advantage of events towards the dissemination of WINDUR’s activities and outcomes and in order to help increasing the visibility of our projects’ results.

This calendar should also include the events attended by the partners and where WINDUR will be promoted, in order to have an overview of the audiences that have been / will be reached (geographical area, industry sectors, business or activity profile) and to adapt the strategy accordingly.

Implemented as an internal database managed by the WINDUR Consortium.



#### Calls and Projects

Titulo:   
 Referencia:   
 Enlace:   
 Fecha de cierre:   
 Presupuesto:

Resumen:  
TEN-E aims to increase and speed up the implementation and construction of energy connections between countries through incentives for private investors. To achieve this, the programme highlights missing links in the transmission infrastructure and lists them according to their impact or cross-border trade, inter-regional exchanges and maturity. The projects need to be supported by the Member State involved.

Observaciones:  
NO PROJECT TITLES AVAILABLE! There is a PDF list of projects, only with reference number (no matching CORDIS reference number) and 1 sentence of description of the project. No other info available (no title, no consortium, etc). The pdf file is in the shared folder (Dropbox-Recursos Compartidos-Tema-Biblioteca RTDI-Programas-H2020-Retos sociales-Energia Sostenible-Info TEN\_E).

Condiciones de financiación y tamaños medios:  
The Community provides 20-30% contribution, which just in exceptional cases rise up to 50%. EU financial aid granted may not exceed 50% of the eligible costs for studies and 10%

#### Ejemplos de proyectos

Número de pub	Tipo de proyecto	País de origen	Acronimo	Título co
29	Europeo - FP7 - Energy	GRECIA	SMART-NRG	Industry-academia partnership for the design a
30	Europeo - FP7 - Energy	REINO UNIDO	REAL-SMART	Using real-time measurements for monitoring
31	Europeo - FP7 - Energy	BÉLGICA	METEORES SER	Turning wind energy meteorology into system
32	Europeo - FP7 - Energy	GRECIA	DECADE	Development of efficient and robust controller
33	Europeo - FP7 - Energy	FRANCIA	CEI-EGE	Chinas Electricity Industry: Efficiency, growth a
*	(Nuevo)			



Particular importance is given to the identification of relevant calls and running projects to which communication can be better targeted, particularly in relation to the future dissemination of knowledge generated as a result of WINDUR's R&D activities.

### 3.2 Flow of information

Communication should always be tailored to specific target audiences. This can be done through a two-step process:

1. Start from the communication material provided by the person in charge of the communication;
2. (when possible) adapt the content / translate it into national language(s) so it is accessible to non-English speakers.

### 3.3 Mailing list and network mapping

It is essential that each partner undertakes a national “network mapping” including various sections (industry, media, research institutes, innovation agencies) and creates appropriate contact lists to promote the project in his/her country.

Indeed, different massive channels specific to the objectives of the WINDUR project should be identified by each partner and at European and international levels, and included in the joint dissemination calendar (see 3.1).

### 3.4 On-line communication

The WINDUR Portal is the official website for the project.

Regarding social media, **LinkedIn** has been considered as the most appropriate tool to communicate about WINDUR. It will allow us to spread messages in relevant groups, as well as to gain traffic and members to the project's Portal.

Regarding Wikipedia, relevant contents will be selected (i.e. Small Wind Turbine - [http://en.wikipedia.org/wiki/Small wind turbine](http://en.wikipedia.org/wiki/Small_wind_turbine)) and WINDUR Portal will be promoted as related links.

These points will be addressed and take shape in the coming months.

## 4. Promotion of WINDUR

Communication about the project as a single entity is centralized within D7.2 “Highlights for the 1st reporting period” (also submitted in month 9 (July 2014)).

### 4.1 Objective

Raise awareness about the project: what it consists of, what it delivers, which benefits it offers to other projects, contact and links to more information.

### 4.2 Audience

**First level:** Energy equipment installers for domestic use, in urban areas.

**Second level:** end-users, citizens.

**In parallel:** Research institutes & universities and research intensive enterprises, about the knowledge/products they can get from WINDUR.

**Third level:** Media.

Audience levels will be revised in future versions of this Plan.

### 4.3 Channels

WINDUR Portal (and linkages to other repositories)

Thematic workshops targeting an H2020-related audience

Presence at different events and websites (including Wikipedia and LinkedIn, and links from other projects' websites)

Project leaflet(s)

Newsletters (including EC's on-line communications)

Press releases / articles / other media (depending on the costs)

European, national and local information networks

Ads/banners (depending on the costs)

Project factsheet

Channels will be revised in future versions of this Plan.

## **5. Main activities planned for the future**

### **5.1 In the coming 6 months**

- Increasing and updating the joint dissemination calendar.
- When needed, translating communication contents to national languages.
- Launching the strategy in relation to social networks and Wikipedia.
- Defining process and result indicators to monitor dissemination / communication activities, for analyzing the impact of certain activities.

### **5.2 Beyond (within the next reporting period)**

- Discuss and design the exploitation plan around project's results. Particular focus will be given to IPR management and pre-commercial activities.
- Increasing and updating the joint dissemination calendar.
- Extract all knowledge to disseminate in the final plan for the use and dissemination of the knowledge.