TWEET-IE
Twin Wind tunnels for Energy & the EnvironmenT
INNOVATIONS - EXCELLENCE

D6.2 Dissemination and exploitation master plan

LEAD BENEFICIARY: POLIMI

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Deliverable 6.2

WP6

Dissemination, Communication and Exploitation

TWEET-IE / Twin Wind tunnels for Energy and the EnvironmenT - Innovations and Excellence

HORIZON-WIDERA-2021-ACCESS-03-01 / PR# 101079125

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History and Changes

Ver	Date	Description	Contributors
00	17/04/2023	Report	NTUA, POLIMI
01	25/04/2023	Report	NTUA, POLIMI

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Abstract

Deliverable D6.2 deals with the Dissemination, Exploitation and Communication plan of the project. The objective is to maximize research results' impact, contribute to the advancement of the state of the art, increase the research income through research proposals, engage with stakeholders, generate market demand for the WT facility at NTUA, raise awareness of how public money is spent, show the success of the collaboration. The deliverable is a live document and will be updated every 6 months.

1 Project Summary

TWEET-IE aims to upgrade the Wind Tunnel (WT) testing activities at the National Technical University of Athens (NTUA). The NTUA WT will be rendered on par with other world class facilities for hosting a variety of research applications in the field of external aerodynamics, primarily focusing on clean-tech, energy, and transport applications. The project is conceptually based on three distinct pillars: i) enhancing administration and management capacity, ii) upgrading technical competence and iii) improving visibility and profile of the facility.

2 Definitions

Within the present context, the following definitions are used.

Communication

Communication refers to the exchange of information, ideas, and results among project partners, stakeholders, and relevant audiences. This includes the dissemination of project progress, findings, and outcomes through various channels such as reports, presentations, workshops, conferences, and online platforms. Effective communication ensures that relevant information is shared in a timely and accurate manner, promotes collaboration and coordination among project partners, and helps to raise awareness and visibility of the project within the scientific community, industry, and society.

Dissemination

Dissemination refers to the planned and systematic distribution of project results to a wide range of target audiences. This includes sharing project findings, data, and knowledge through diverse channels such as scientific publications, technical reports, websites, social media, and other relevant

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communication tools. Dissemination aims to increase the visibility and impact of the project by reaching out to not just fellow scientists but also stakeholders, potential users, policymakers, and the wider public, and facilitating the uptake and application of project outcomes in relevant domains.

Exploitation

Exploitation refers to the utilization of project results for practical applications and commercialization opportunities. This involves identifying and pursuing strategies to leverage the project outcomes for economic, societal, or environmental benefits. Exploitation activities may include industry collaborations and other forms of knowledge transfer and commercialization. Exploitation aims to maximize the value and impact of the project outcomes, promote innovation and entrepreneurship, and contribute to the sustainable development and competitiveness of the relevant sectors.

3 Target Audiences and Communication Channels

The consortium has identified various stakeholder groups who have an interest in or will be impacted by the project. Specific communication, dissemination, and networking/clustering activities will be tailored to these target audiences, as outlined in the table below. It is noted that the identification and refinement of these audiences will be an ongoing process throughout the project's lifespan, taking into consideration the different activities and outcomes of the various work packages.

Target Group	Examples	Communication Channel
Industry in Greece and Abroad	• Wind Turbine Manufacturers • Architectural/Civil Engineering companies • Innovative SMEs • CFD developers	Webpage and social media; Newsletter; Specialised conferences; Industry events; dedicated workshops; specialised communication channels; Public deliverables
Scientific Community	• Aerodynamics, Wind Energy, Wind Engineering, Wind Tunnel testing communities • European Academy of Wind Energy • International Association for Wind Engineering	Journal publications, conference presentations, webpage, networking events; Public deliverables
Public administrations	Regulatory committees for • High-rise buildings • Renewable Energy Applications	Webpage and social media; Newsletter; Dedicated Events; Public deliverables
Mass media	• TV channels • Radio Stations • Newspapers • Webpages	Webpage and social media; Newsletter; Open Days; Public deliverables
Students	• Student Groups, such as Formula Student, EUROAVIA, International Small Wind Turbine Contest	Webpage and social media; Training sessions; Group Projects; Diploma Thesis; Doctorate projects; Public deliverables

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	• Visiting Students	
General Audience		Webpage and social media; Newsletter; Open Days; Public deliverables; Participation in Open Events such as European Research Day, Athens Science Festival etc

4 Communication Tools

The visual identity of the project is a critical component of the overall communication strategy. This aspect of the project creates the first impression on its target audience and is instrumental in creating a lasting impact. A well-designed visual identity communicates the project's core values and personality in a visually compelling way. This section of the report will provide an overview of the visual identity of the project, including the logo, colour palette, typography, and other design elements used to create a cohesive and memorable brand identity.

4.1 Visual Identity and Templates

The project logo consists of a modern font and an icon representing the nozzle of a wind tunnel. TWEET-IE's logo is inspired by the Twinning #HorizonEU philosophy and presents the evolution of symmetrical flow streamlines due to the "twin" activities that will take place in Wind Tunnels at different institutions. The use of two matching colours indicates the strong complementarity, collaboration, and synergy between the members of the consortium. This logo will be used in all communications (written deliverables, journal papers, presentations, invitations etc.) to ensure project recognition and visibility.

The project logo and symbol are available to all partners through the project's SharePoint platform. Specific guidelines on how to use the logo, as well as indications on its placement, font and colours have been described in templates for presentations, report documents, etc. The logo and screenshots of the provided templates are given below.

Figure 1. The project logo

Figure 2. Presentation Template 1

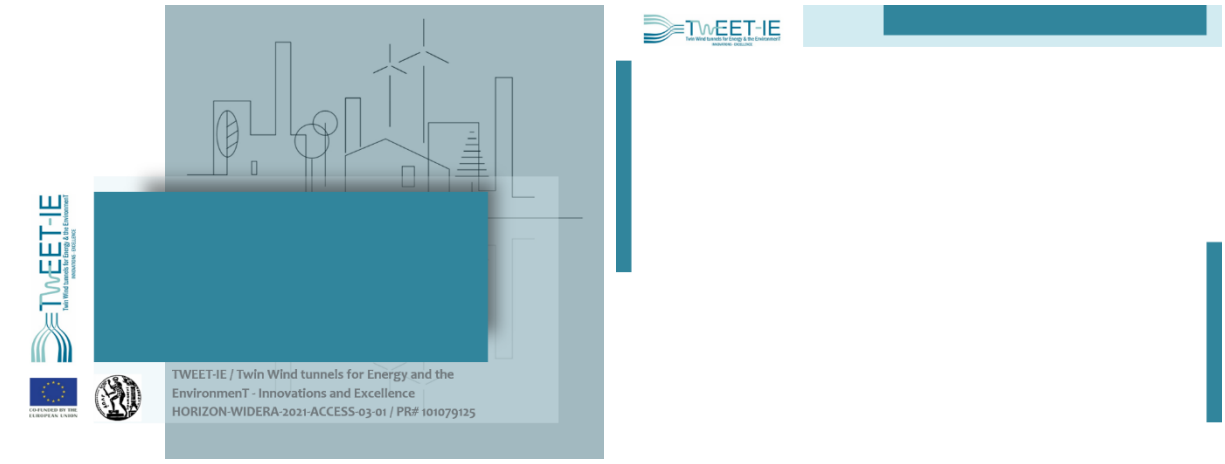

Figure 3. Presentation Template 2

Figure 4. Presentation Template 3

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Figure 5. Presentation Template 4

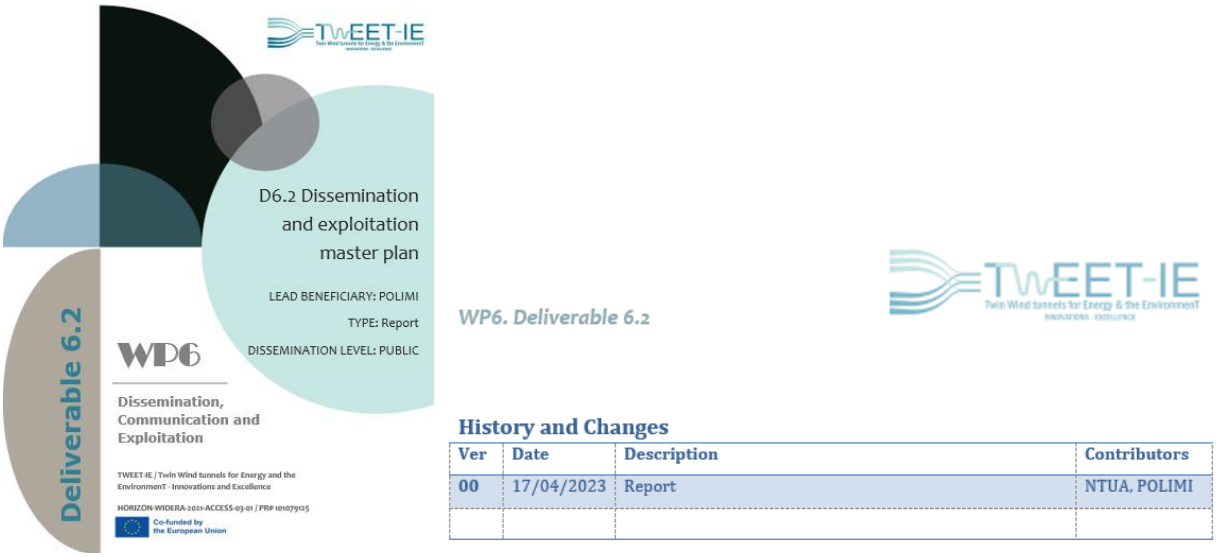

Figure 6. Example of report title page (left) and (header) of a Report document

4.2 Website and Newsletter

Having a website and newsletter is essential for the project to reach its target audience effectively. A website acts as a virtual storefront and a centralized platform for sharing information about the project developments. A website's design and functionality are crucial in creating a positive user experience that keeps visitors engaged and encourages them to explore further. By having a website, the project can establish its online presence and make it easier for any interested stakeholders to communicate with the consortium.

In addition to a website, having a newsletter is also essential for reaching a target audience. Newsletters allow for a direct communication with subscribers, sharing important news and updates. They also provide a platform for building relationships with the target audience by offering relevant and valuable content that educates and entertains. Newsletters are also an effective way to drive traffic to a website

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and increase engagement with the target audience. The project aims to consistently deliver high-quality content through an annual report, in order to be established as a trusted source of information and build loyalty with the audience. The project Website (http://tweet-ie.eu/) was Deliverable 6.1 and was online in time, in M3. Figure 7 below present screenshots from the project website.

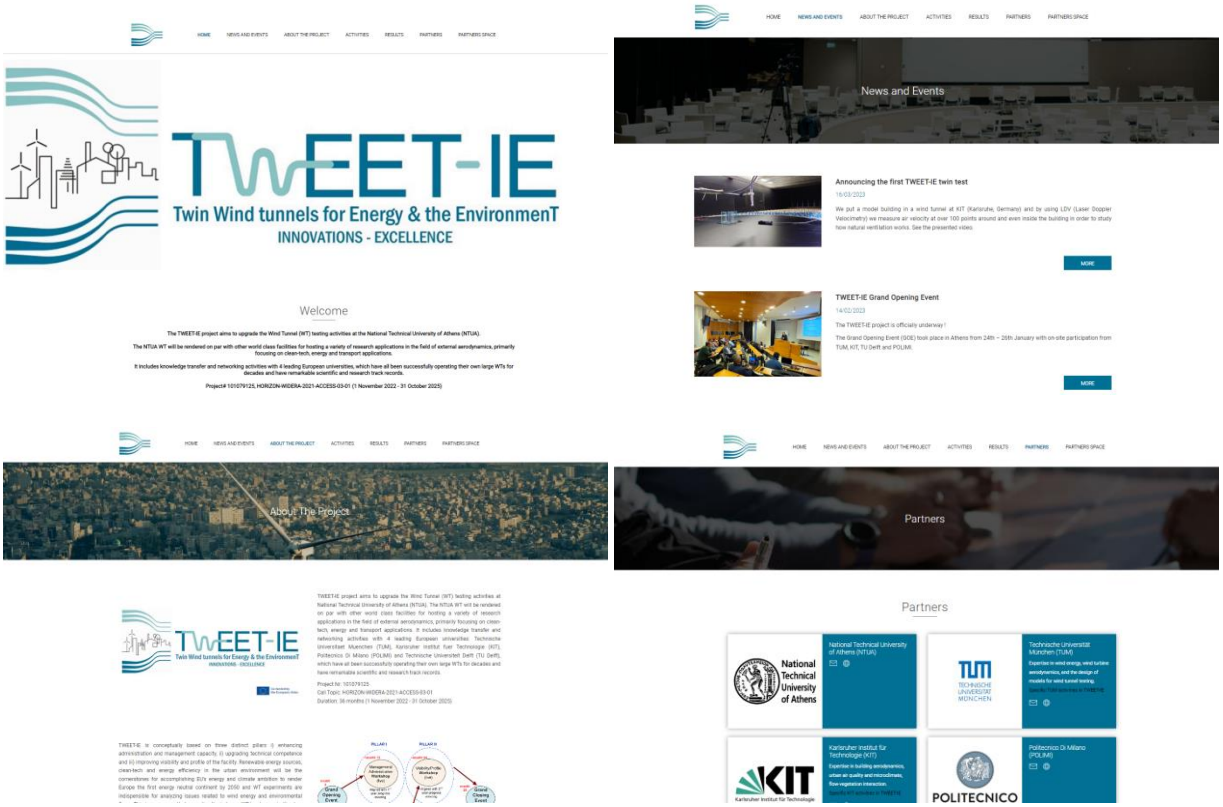

Figure 7. Screenshots from the project website http://tweet-ie.eu/

4.3 Social Media

Social media platforms are essential communication tools for sharing progress and research findings with both experts and the general public. LinkedIn is an excellent platform for sharing updates and articles related to the project, building a network of collaborators and experts in the field, and highlighting career milestones. LinkedIn is also a great platform for sharing publications, presentations, and other accomplishments related to the research project.

Twitter offers researchers an informal and fast-paced platform to share updates on research progress and findings in real-time, engage in discussions with other researchers, and promote the project to a wider audience. The use of suitable hashtags will facilitate categorization and promotion of research-related tweets, making it easier for interested individuals to find and engage with the project and the members of the consortium.

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Facebook is another valuable platform the project will use to communicate progress and results to a wider audience, including the general public, policymakers, and stakeholders. Project findings, updates, images, and videos will be shared through the platform and followers will be engaged through comments and messages.

Finally, YouTube provides researchers with a powerful visual platform to showcase the project research progress and findings in a way that is engaging and easily digestible to the public. By creating informative and visually appealing videos, we intend to increase the reach of our research and promote the project findings to a wider audience.

The following profiles have already been created and will be populated throughout the duration of the project.

- https://www.facebook.com/TweetieProject
- https://twitter.com/TweetieProject
- www.linkedin.com/company/tweet-ie/
- https://www.youtube.com/@tweet-ie_project

4.4 Scientific Publications and Conferences

Peer reviewed publications of the technical achievements of the technical side of the project are planned. All members of the consortium aim to publish at internationally renowned Journals, such as Wind Energy Science, Experiments in Fluids, etc. Targeted events for public presentations include major conferences, e.g. WindEurope and EERA (industrial focus), the bi-annual The Science of Making Torque from Wind (TORQUE) and Wind Energy Science Conference (WESC) of the European Academy of Wind Energy (EAWE), the ICWE conference of the International Association for Wind Engineering (IAWE) and the tri-annual International Building Physics Conference (IBPC) of the International Association of Building Physics (IABP). Presentations and publications are produced by all partners, but coordination, supervision, monitoring, and stimulation is part of WP6 with links with Tasks 5.2 &5.3 with presentations to industry and dedicated research networks.

For scientific publications, the consortium will respect and follow the Guidelines on Open Access to Scientific Publications & research Data in Horizon Europe. Gold access will be the preferred option for all publications and green access (or self-archiving) will only be opted for when gold access is not possible.

All publications deriving from the technical part of this project will include the following acknowledgement text:

This project has received funding from the European Union's Horizon research and innovation programme under Grant Agreement Number: 101079125, Call Topic: HORIZON-WIDERA-2021-ACCESS-03-01

4.4.1 Access to scientific data

In addition to the administrative tasks, through WP3 the project will collect relevant research data, that will be managed according to the Data Management Plan (D6.3). All publicly shared data will be

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identified by a Digital Object Identifier (DOI) provided by the repository service (ZENODO) and care will be taken to make them Findable, Accessible, Interoperable and Reusable (FAIR). Data will be shared in accordance with recognized standards used in the research field, to maximize the opportunities for data linkage and interoperability. Sufficient metadata will be provided to enable the datasets to be used by others.

5 Planned Dissemination Actions

A number of specific targeted actions have been planned for the duration of the project, as listed below.

Action	Target	When	Classification
Blind Test Campaign	Scientific Community (EAWE)	2023-2025	Dissemination
Summer Schools	Students / Scientific Community	2024 onwards yearly	Exploitation
Industrial orientation Schools	Industry	2024-2025	Communication
Technical Workshop	Scientific Community, Industry	2025	Communication
Closing and Opening Events	Scientific Community, Industry	2023, 2025	Communication
European Research Day and Athens Science Festival	General Audience	2024, 2025	Communication

5.1 Blind Test Campaign

In collaboration with the Wake and Wind Farm Aerodynamics (WC) of the European Academy of Wind Energy (EAWE), a blind test campaign has been planned. The campaign will be based on the twin tests planned within the project. The main idea is that collaborators from around the world will benchmark their numerical tools against the two of the wind tunnel measurements of the Twin Tests performed in WP3. A preliminary meeting with EAWE WC has taken place and the following steps have been decided:

- The blind test campaign will be announced to the global wind energy community during the Wake Conference in June 2023 in Sweden.
- The blind test will also be announced through the EAWE web page to increase visibility and raise interest
- An official launch will be performed through an online Seminar Series organized by EAWE WC
- The blind test will also be communicated to IEA Task 47 of the International Energy Agency
- The final results will be communicated through Journal publications and oral presentations at major Wind Energy conferences, such as TORQUE 2024, WESC 2025, Wake Conference 2025

The following Universities are Core Members of the Wake and Wind Farm Aerodynamics committee:

- École Centrale de Nantes, France

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- TUM, Germany
- UCLouvain, Belgium
- KU Leuven, Belgium
- Carl von Ossietzky University Oldenburg, ForWind, Germany
- DTU, Denmark
- Middle East Technical University, Turkey
- North China Electric Power University, China

5.2 Summer School

The project has planned two summer schools, taking place in Summer 2024 and Summer 2025. The plan is for this to be an annual event for researchers from around the globe with an interest in Wind Energy and Environmental flows.

The consortium has already worked on the preparation of the School, whose theme will be *Wind Tunnel testing with focus Wind Energy and Urban flows.* It will include lectures on Wind Tunnel testing, Atmospheric Flows, Urban Flows, Building Aerodynamics, Wind Turbine Aerodynamics, WT model design/manufacturing, Measurement techniques, Data processing, Lab tours, hands on experience of Wind Tunnel testing, a coursework based on Wind Tunnel data from the Twin Tests and a visit to a Wind Farm.

All partners have agreed to contribute by providing their expertise, lectures, and data.

The consortium will work in partnership with industrial stakeholders who will be actively involved in the schools, by providing equipment and expertise.

5.3 Industrial Orientation Schools

Two industrial orientation technical schools (1-2 day events) will be organized parallel to the NTUA stage of the TWTs, with an industry specific focus (WP5). These will be in the form of demonstration activities and presentations towards advanced students and industrial stakeholders, from the wind energy and wind engineering industries.

5.4 Technical Workshop

A dedicated virtual plenary Training Workshop on WT measurements will take place (M30, WP4) with emphasis on unification of best practices in wind engineering WT measurements. All partners will contribute to the workshops which will be targeting industrial audiences to showcase the competences of the WT at NTUA.

5.5 Opening and Closing Events

The Grand Opening Event took place successfully in Month 3 of the project with the participation of all partners. This included contributions from researchers and administrative staff on Cutting-edge measurement techniques, Large-scale facility management and Visibility/Communication topics, i.e., the three pillars of the project. The research component of the event was open to the industry and all PhD students from NTUA. The minutes are available on the project website.

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An in-person Grand Closing Event (GCE) will also take place in Athens, to communicate the achievements of the project to industrial and academic audiences. External experts invited to increase public awareness of project outcomes. Proceedings of the GCE will also be made publicly available on the project web page.

5.6 European Research Day and Athens Science Festival

NTUA will showcase the results of the Twin Tests and the progress of the Wind Tunnel facility during the European Research Day and through the yearly Athens Science Festival. The objective is to reach larger audiences, interest prospective students into joining engineering and NTUA, to provide clarity about how public funding is contributing to education and research and to give back to the society.

Participating in prestigious events like the European Research Day and Athens Science Festival can enhance the WT facility's visibility and reputation. It will allow NTUA to showcase the research capabilities, expertise, and innovative projects, which can contribute to building a positive reputation and attracting talented researchers, faculty, and students.

These events provide a platform for the consortium to disseminate research findings and promote scientific knowledge to a wider audience, including the general public, policymakers, and industry stakeholders. It helps in raising awareness about the importance of research and its societal impact and encourages public engagement in science and research-related activities.

Participation in these events can also offer professional development opportunities for faculty, researchers, and students. Participation in the Athens Science Festival can contribute to promoting science, technology, engineering, and mathematics (STEM) education in Greece. It can inspire young students to pursue STEM careers, create awareness about the importance of scientific research, and foster a culture of innovation and curiosity among the youth.

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