Open Sea Operating Experience to Reduce Wave Energy Costs

Deliverable D8.1

Dedicated project website

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EXECUTIVE SUMMARY

The deliverable (D8.1) is a public document of the OPERA project, produced in the context of WP8, Task 8.2 Dissemination of project results. The objective of WP8 is to maximise the impact on the entire value chain for wave energy. Task 8.2 aims at proactively promoting the OPERA project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

A dedicated website for dissemination and communication purposes has been produced at the beginning of the project and will be updated throughout the project, including updated information about the project, news, events, and downloadable material. The website will be linked from and to the partners' web-site and relevant scientific communities.

The website is available online and can be accessed at www.opera-h2020.eu.

The communication strategy involving the website channel is delivered at the same time as the project website and will be later integrated in the first version of the plan for dissemination and communication (D8.2). It addresses:

- Purpose.
- Target audience.
- Dissemination and communication material.
- Social networking services.
- Schedule and impact tracking.

As it has been mentioned, different audiences are being considered and the information, while technical and complete, it has been streamlined and presented in a way that is accessible by wide range of stakeholders.

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ABBREVIATIONS AND ACRONYMS

Dx.x	Deliverable numbered, for example D8.2
Mx	Month, for example M12 refers to month 12
OWC	Oscillating Water Column (a type of device to harness wave energy)
WP	Work Package

1. INTRODUCTION

The deliverable (D8.1) is a public document of the OPERA project, produced in the context of WP8, Task 8.2 Dissemination of project results. The objective of WP8 is to maximise the impact on the entire value chain for wave energy. Task 8.2 aims at proactively promoting the OPERA project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

The dissemination and communication strategy encompasses a variety of oriented materials aimed at different target groups. These activities will be tailored to the different target groups involved in the project (including the general public) when it comes to contents as well as tools to be used. Dissemination and communication tools/activities include, but are not limited to, the following examples:

- Creation of a visual identity -comprising logo, font and colour palette- to be included in all graphical communication.
- Development of physical dissemination materials: leaflets, reports, catalogues, …
- Development of online materials: web site, social network group profiles
- Participation in dissemination events: conferences, seminars, exhibitions, meetings, information days and demonstrations.
- Press releases, radio and TV presence.

One of the main important selected channels for the dissemination and communication of the performed work, results and impact of the ongoing activities of the OPERA project is a project dedicated website. This dedicated website has been produced at the beginning of the project and will be updated throughout the whole life of the project, including updated information about the project, news, events, and downloadable material.

The web for the OPERA project has been designed considering the previously defined visual criteria identity. The website will be linked from and to the partners' website and relevant scientific communities. The website is also a threshold for social media links.

The OPERA website is available online and can be accessed at www.opera-h2020.eu.

The portal is expected to attract individual visitors as well as stakeholders with an interest in Ocean/Wave Energy and will constitute an important source of information for public authorities, relevant to their decision making. Academic and technical audience will also have the opportunity to benefit from the reports and research data published. The dedicated Publication section will allow readers to download all project dissemination documentation and practical information for expert and non-expert audiences. In addition, journalists will find information sources in the News and Events section, such as press releases.

The website will be subject to standard impact assessment practices through Google Analytics, counting unique visitors, repeater visitors, time spent by visitors and other key factors and following their development over time. Those indicators will be used to enforce changes when required, e.g. results expectations are not being met.

In addition to the selected channels for each target group, the Consortium and other interested and supporting stakeholders will use their own communication channels to ensure a wider dissemination and promotion of the OPERA project among their ranks and collaborative networks. OPERA will provide useful links to facilitate this dissemination.

2. STRUCTURE OF THE PROJECT WEBSITE

2.1 OVERVIEW

The project website has been set up under the address www.opera-h2020.eu. As Project Coordinator, TECNALIA is the responsible for the website hosting, website design, correct functioning and contents update. The domain will be kept registered for at least 2 years beyond the project's end date.

The website of the project has been developed in English, understanding that not only is it the official language of the project, but also the main communication language if the technology must reach a wide audience.

OPERA website has been designed to quickly address the key questions that external visitors to the website are expected to have:

- To highlight the importance of the project in relation to reduce the wave energy cost **(Why?)**
- To provide a description of the project: An introduction of the wave energy, the objectives of the project, the results that will be obtained... **(What?)**
- To present the consortium that will perform the work to achieve these objectives **(Who?)**
- To describe the work that will be performed **(How?)**
- To describe the relevant test facilities that will be used to perform this work **(How and Where?)**

OPERA website will also fulfil the following functionalities:

- To serve as a dissemination channel for the different communication materials that will be produced along the project
- To provide material for press & specialised media professionals and to collect the appearances of the project on these media.
- To provide information about the events related to Ocean/Wave Energy, especially those events in which OPERA participates.
- To serve as a connection channel to social media networks as Twitter, LinkedIn…
- To provide a contact for asking information, send comments, suggestions…

2.1.1 OPERA WEBSITE MAIN PAGE

For these purposes the OPERA website main page has the following structure:

- Home – (Why?)
- The Project (What?)
  - Project Description
  - Objectives
  - Exploitable results
- Consortium (Who?)

- Project Structure (How?)
  - It will include links to dedicated webpages for WP1 to WP9
- Test Facilities (How and Where?)
- Publications
  - Dissemination Material
  - Project Reports
  - Scientific Communications
  - Research Data
- News
- Events
- Contact Person

The navigation through these sections will be performed through a bar menu or through a lateral dot navigation bar.

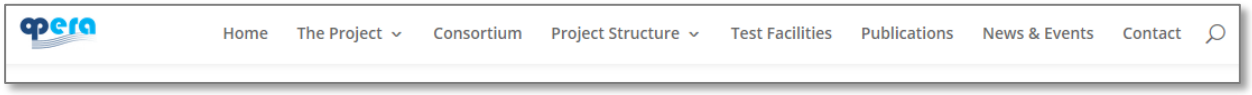

FIGURE 1. BAR MENU OF THE OPERA WEBSITE

2.1.2 OPERA WEBSITE WORKPACKAGES PAGES

Each of the Work Packages has a dedicated web page. The structure for these web pages is:

- Title of the Work Package
- Objective
- Brief description
- On going / To be performed Tasks
- Involved partners

Work Packages dedicated webpages are available also from the section “Structure of the project” at the main page through a schematic showing the structure of the project involving the different work packages (see section 2.5)

In the following subsections the different areas and their intended use are described.

2.2 HOME SECTION

This is the first view of the OPERA website for the user. It has been desinged to highlight the importance of the project in relation to reducing wave energy cost. For this purpose, the Home page of the OPERA website presents in figures, and in a dynamic way, overall project information, goals and sought impact. In order to make this section more appealing to visitors and to quickly identify the field of research, it has been included an ocean waves animation as background.

This part of the website will remain static throughout the project. The figure below shows this Home page.

FIGURE 2. HOME SECTION

As the entry point to the website, the Home section also includes links to the social network channels to be used in OPERA in order to maximise the impact of project dissemination.

2.3 THE PROJECT SECTION

This area of the OPERA website is divided in three parts or subsections. Each one could be accessible through the pop-up submenus that appear when selecting “The project” at the Menu Bar. This part of the website will mainly remain static throughout the project.

2.3.1 PROJECT DESCRIPTION SUBSECTION

It defines the project framework and presents the overall concept highlighting the key messages of the OPERA project:

- **long term cost-reduction of over 50% for wave energy, through**
- **collect, analyse and share open-sea operating data and experience to validate and de-risk several industrial innovations for wave energy, taking them from a laboratory environment (TRL 3) to a marine environment (TRL 5)**

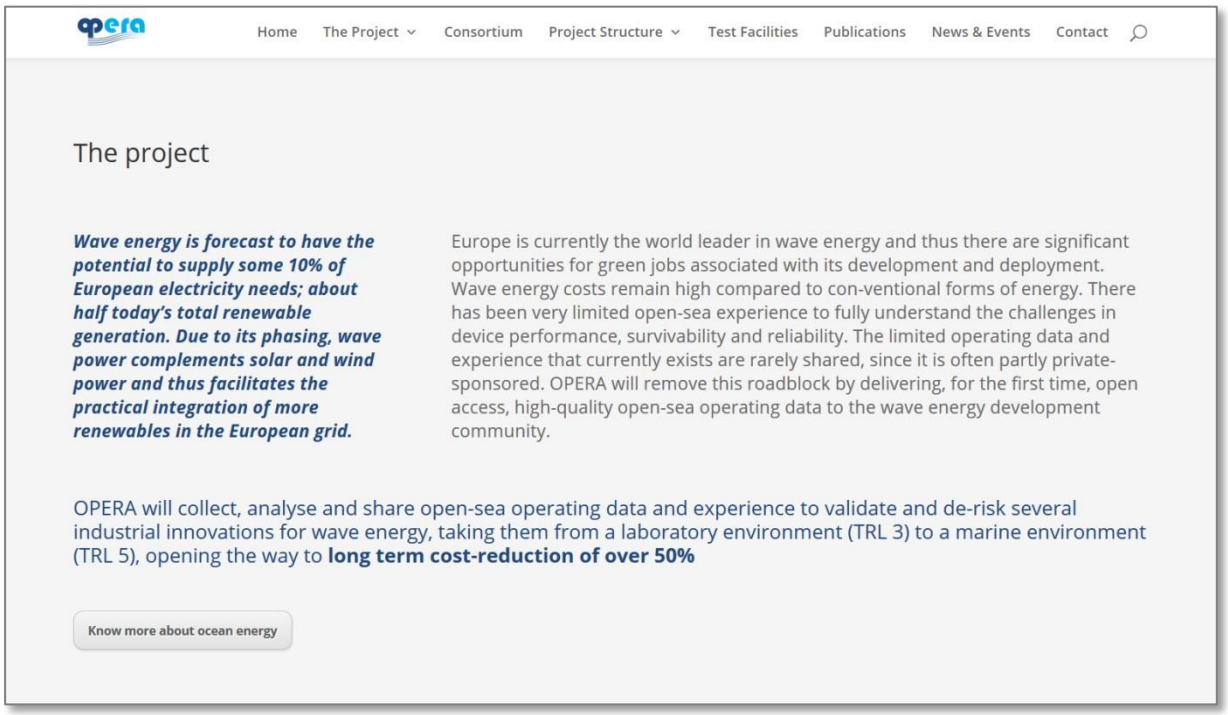

FIGURE 3. PROJECT DESCRIPTION SUBSECTION

Additionally, it includes a link to a video aimed at the general public which explains what ocean renewable energy is. It has been provided by EVE, one of the partners of the project.

2.3.2 PROJECT OBJECTIVES SUBSECTION

Here are presented the main objectives of the project. These objectives describe in more detail the overall objective (i.e. *long term cost-reduction of over 50% for wave energy*) described in the previous section.

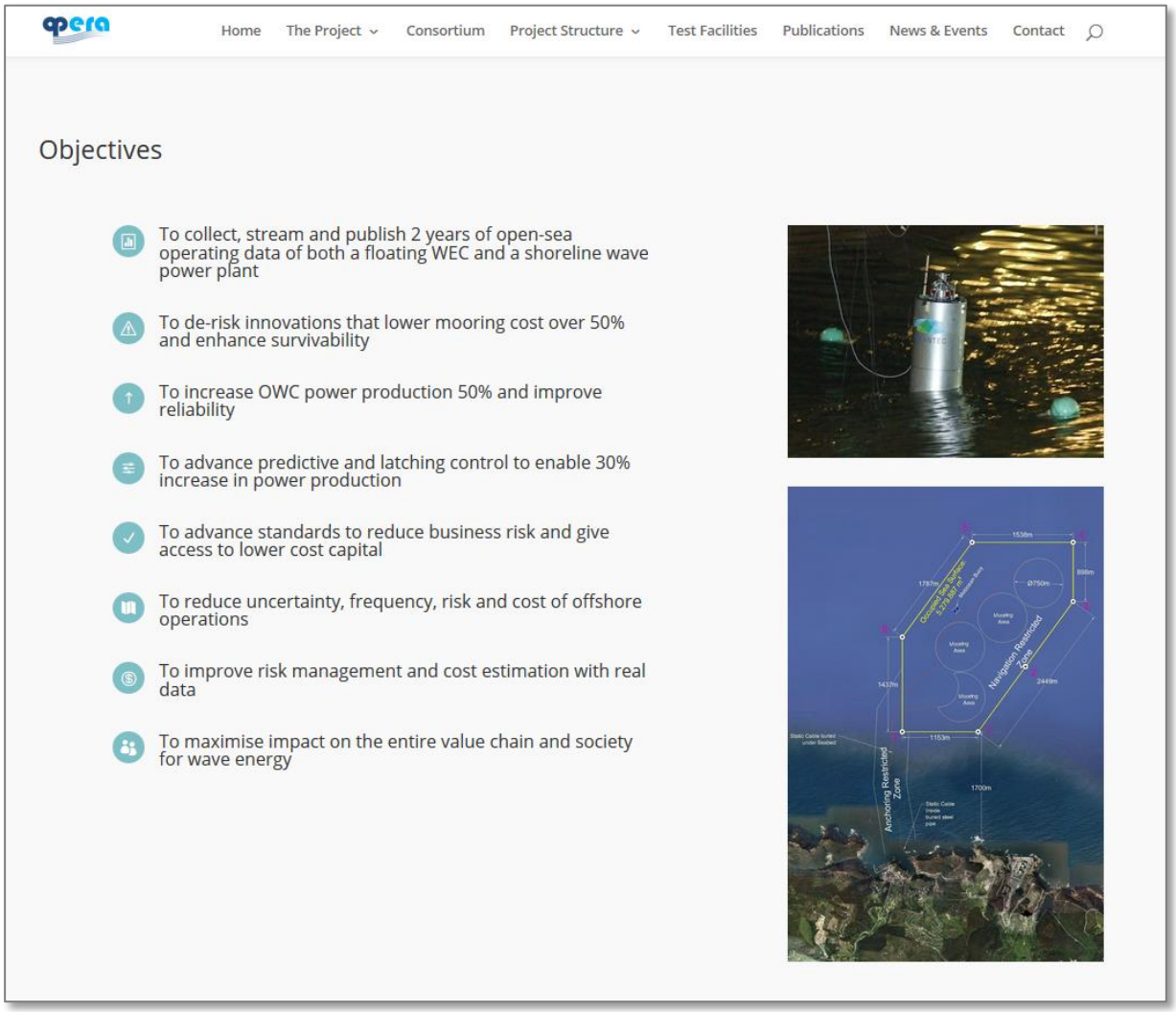

FIGURE 3. PROJECT OBJECTIVES SUBSECTION

2.3.3 PROJECT EXPLOITABLE RESULTS

The exploitable results are related to the individual project components that are the focus of the different Work Packages.

These exploitable results related to:

- Floating OWC Device
- Novel bi-radial turbine
- Advanced control algorithms
- Shared mooring systems
- Elastomeric mooring tether
- Project development services

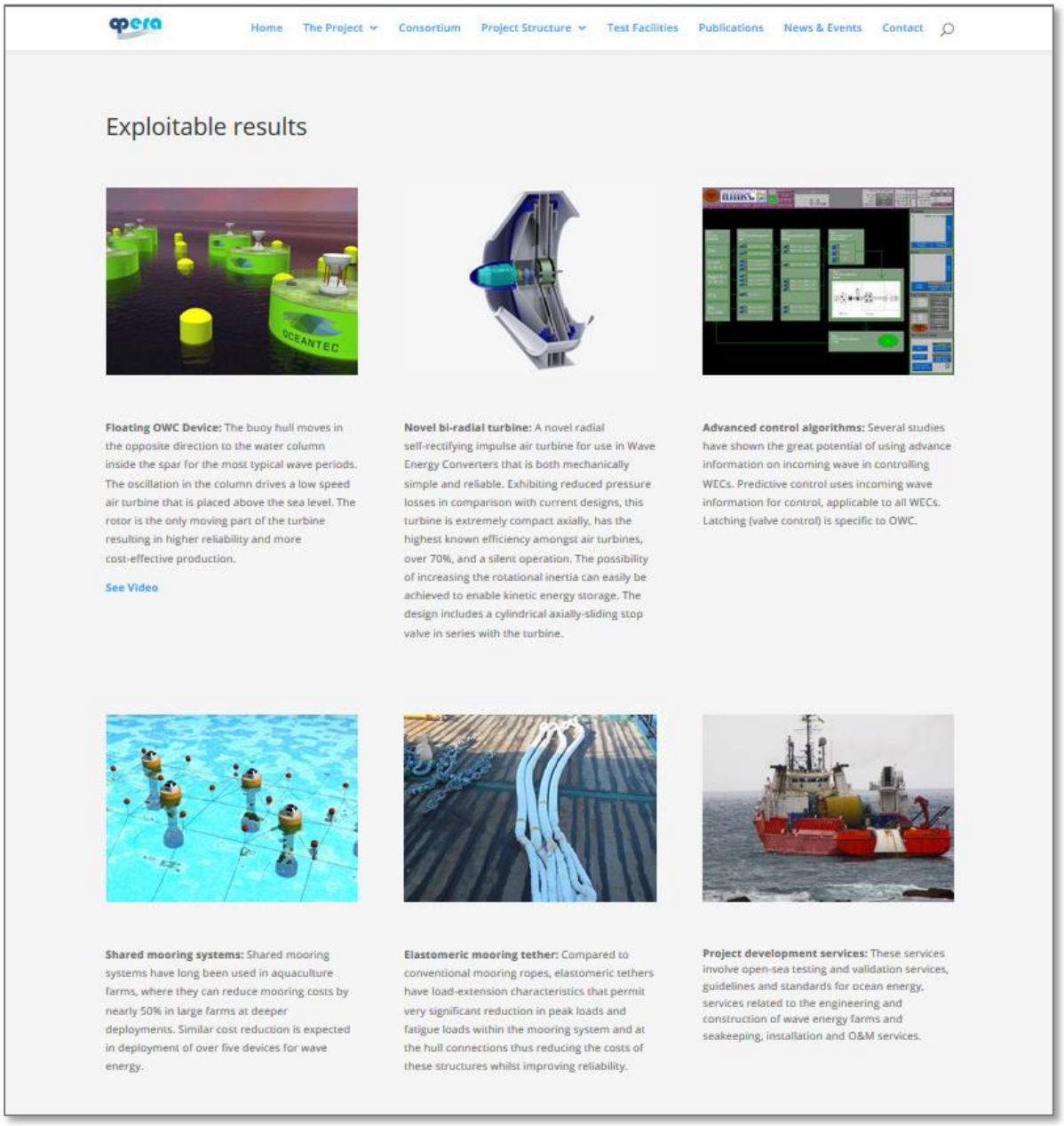

FIGURE 4. PROJECT EXPLOITABLE RESULTS SUBSECTION

Further information about these results will be added as the project progresses. It has been planned, if necessary, to devote a specific web page for each one of the results as more information about them is available.

2.4 CONSORTIUM

This section contains information about the partners involved in the OPERA project. Each of the partner's logo provides a link to the partner's homepage in order to provide the user with more information on the partner expertise and activities. This part of the website will also be static, except in the case of partner changes in the project.

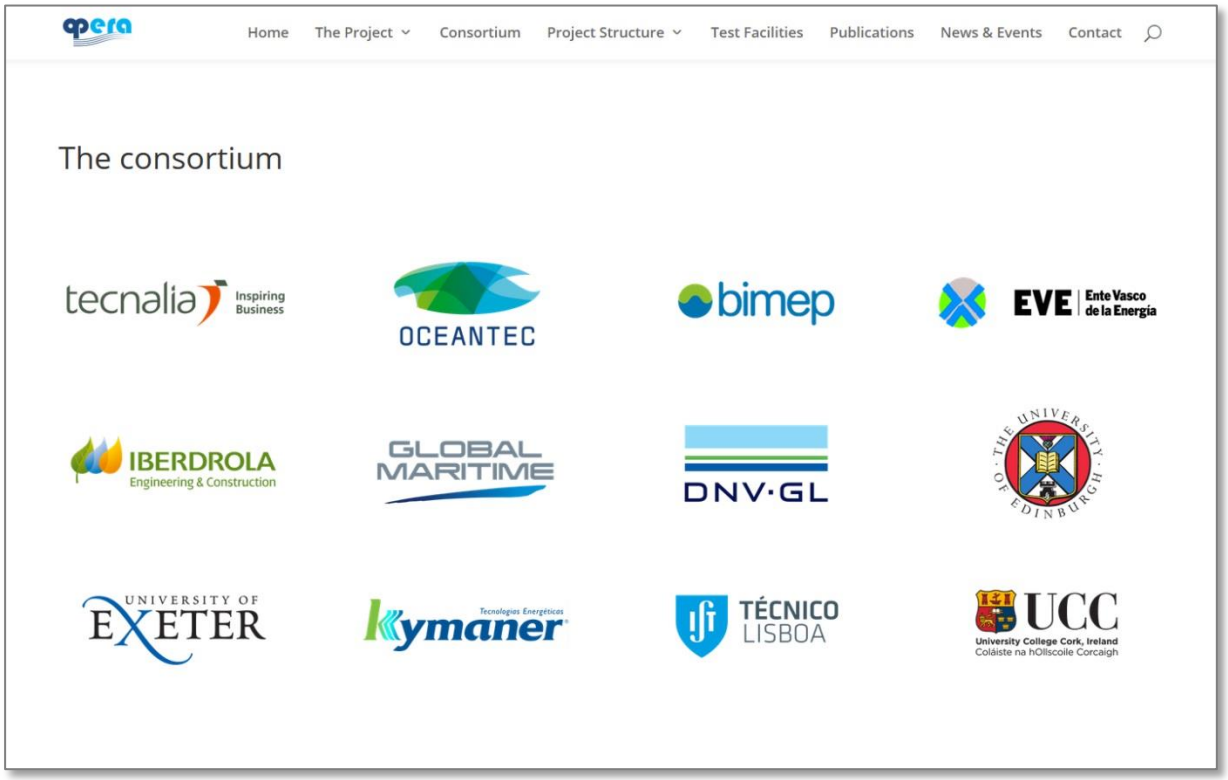

FIGURE 5. CONSORTIUM SECTION

2.5 PROJECT STRUCTURE

This section presents in a schematic way the structure of project work plan. The schematic presents the different Work Packages that configure the project and the relationship among them providing a holistic vision of the OPERA project.

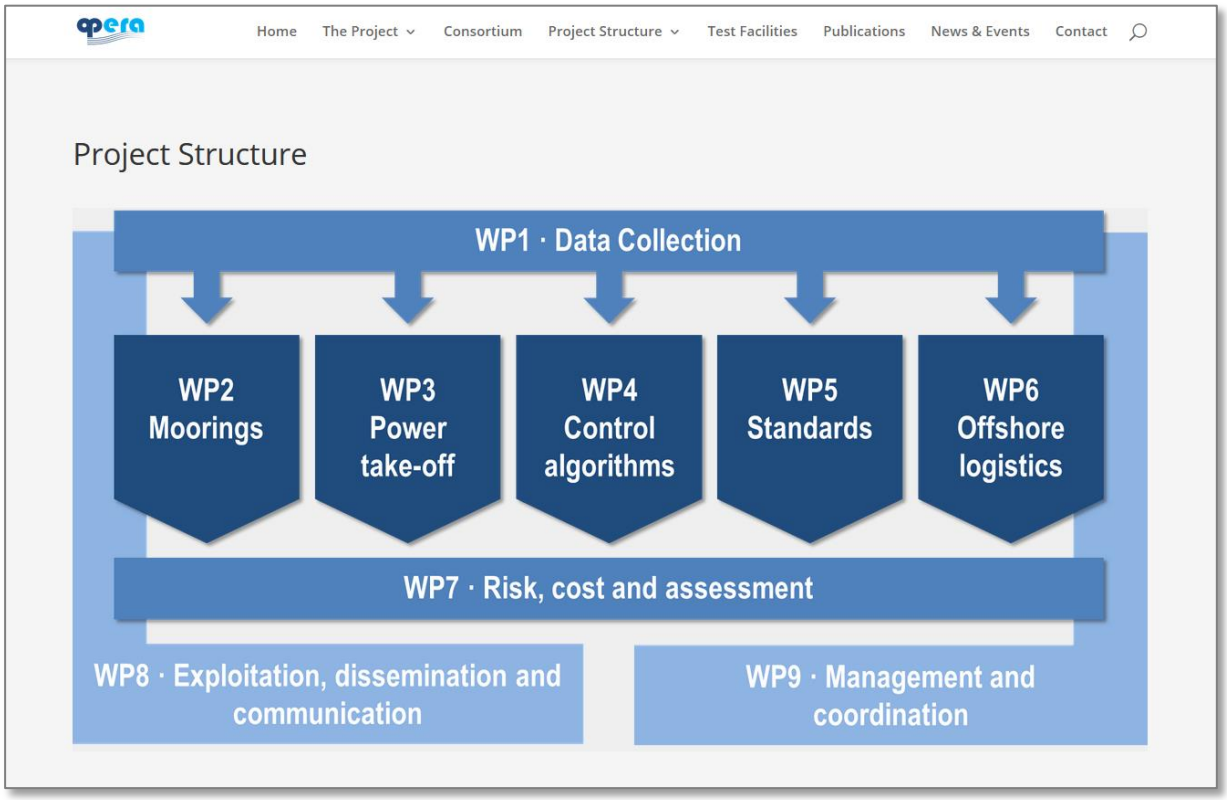

FIGURE 6. PROJECT STRUCTURE SECTION

Clicking on each of the Work Packages will take the user to a new web page is available (one for each WP) in which the Work Package is described in more detail (see section 2.10).

2.6 TEST FACILITIES

An important instrument to achieve the project goals are the laboratory, shoreline and offshore testing facilities. They also are a key element to validate and de-risk the project innovations. Laboratory tests are preparatory activities for subsequent tasks. Field tests at Mutriku shoreline wave power plant will involve the biradial turbine and advanced control algorithms. Field tests at bimep open-sea test facility will establish the benchmark to assess the impact of the four innovations (i.e. biradial turbine, advanced control, shared mooring and elastomeric tether).

This section presents a brief description of these facilities and the tests that will be performed in any of these facilities.

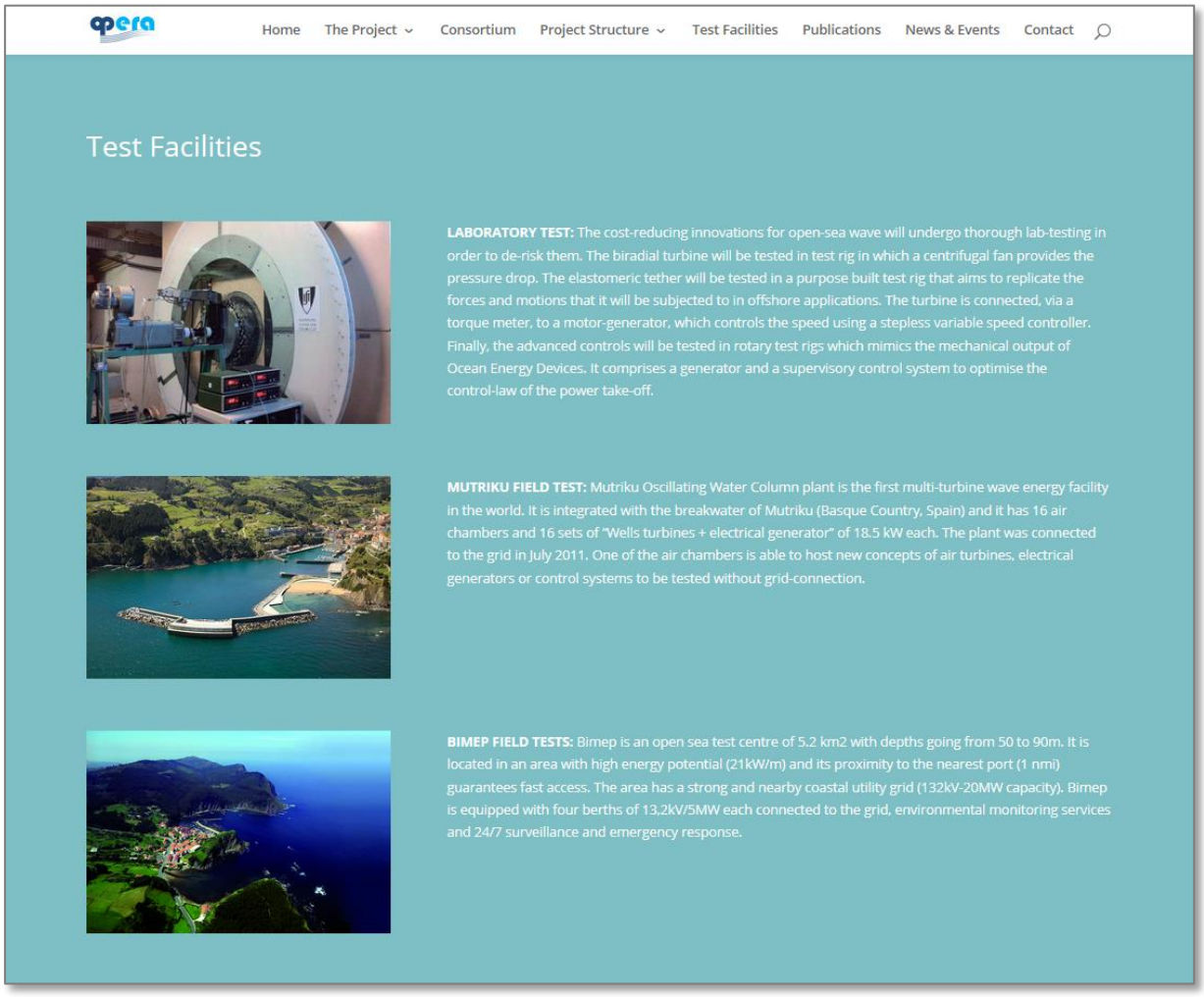

FIGURE 7. TEST FACILITIES SECTION

Further information about these facilities and the performed testing will be added as the project progresses. It has been planned, if necessary, to create a specific web page for each one of these facilities as more information about them is available.

2.7 PUBLICATIONS

This section of the project website presents different outcomes of the OPERA project. They will be updated as new public results are produced. Different publications categories can be accessed and downloaded here:

- Dissemination material: leaflet of the project, posters, presentations…
- Project reports
- Scientific communications
- Research data

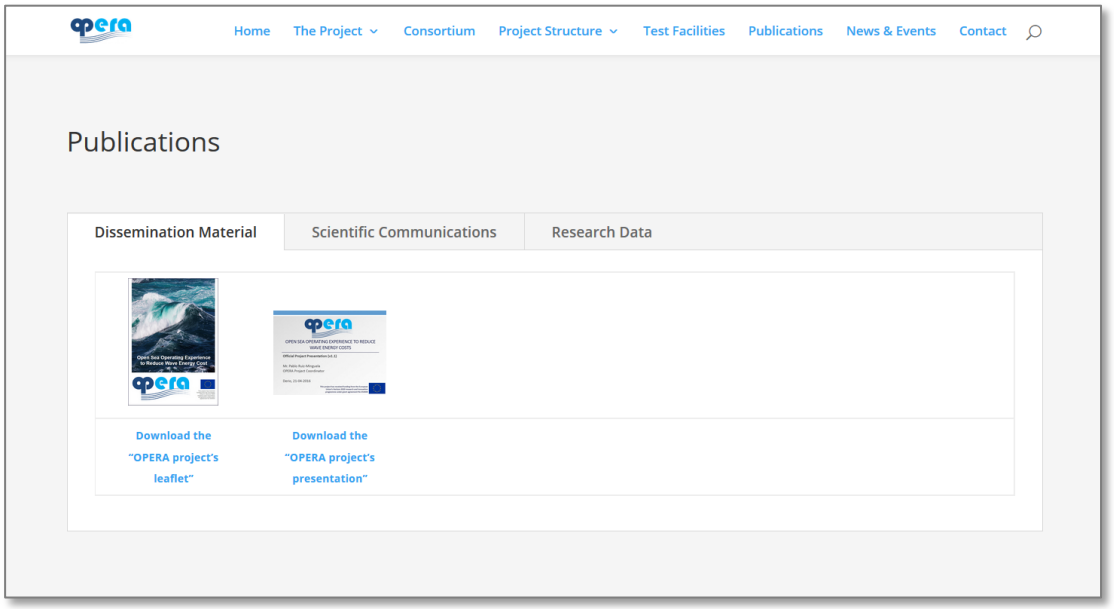

FIGURE 8. PUBLICATIONS SECTION

2.8 NEWS & EVENTS

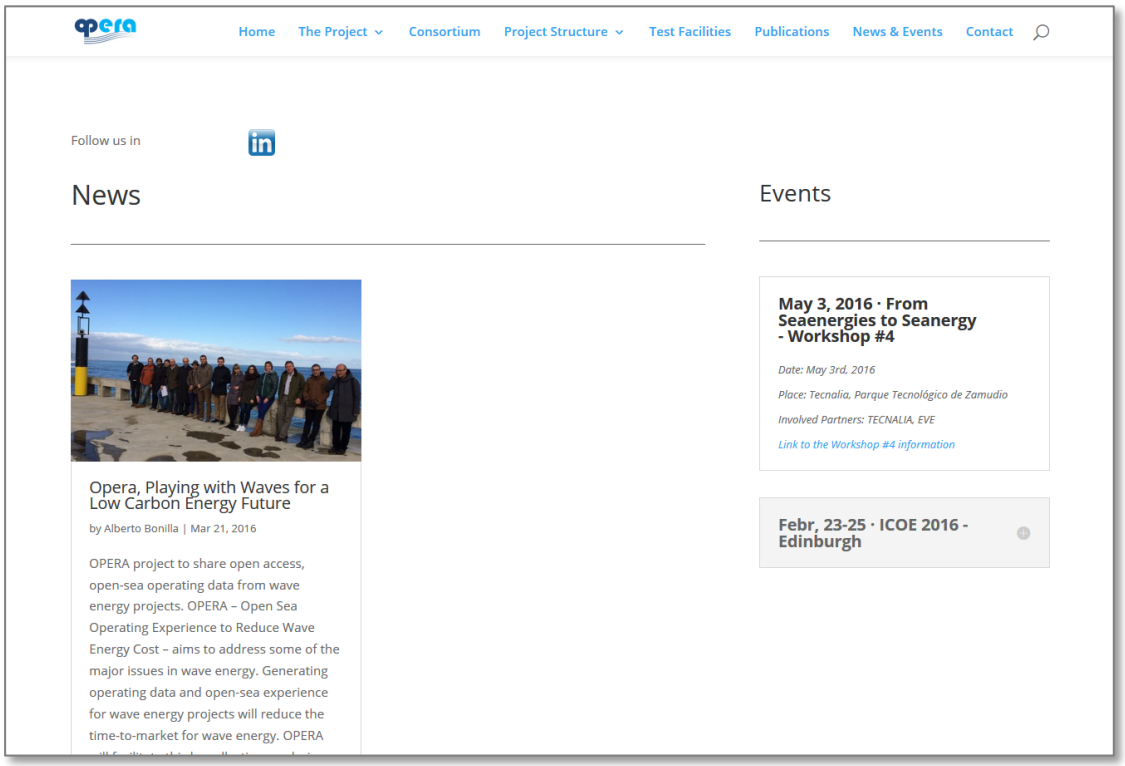

FIGURE 9. NEWS & EVENTS SECTION

2.8.1 SUBSECTION NEWS

News

Opera, Playing with Waves for a Low Carbon Energy Future

by Alberto Bonilla | Mar 21, 2016

OPERA project to share open access, open-sea operating data from wave energy projects. OPERA – Open Sea Operating Experience to Reduce Wave Energy Cost – aims to address some of the major issues in wave energy. Generating operating data and open-sea experience for wave energy projects will reduce the time-to-market for wave energy. OPERA will facilitate this by collecting, analysing and sharing open access, open-sea operating data from projects such as OCEANTEC floating OWC (Oscillating Water Column) among others, reducing the risks and costs that hamper investment in wave energy projects.

read more

This subsection provides material for press and specialised media professionals and will collect the appearances of the project on these media. Each of the news or press releases has here an extract (see lefthand side figure) that involves a link for the full piece of news.

This subsection will also be subject of frequent updates throughout the project lifetime. At the time of writing this deliverable, the news presented the press release generated after the kick-off meeting and a reference to the ICOE2016 where the project was represented at the exhibition area.

Likewise the Home page, this section includes also links to the social network channels to be used in OPERA, in order to maximise the impact of project dissemination.

FIGURE 10. FULL NEWS EXAMPLE

2.8.2 SUBSECTION EVENTS

This subsection will provide information about the events related to Ocean/Wave Energy, especially those events in which OPERA participates.

Each of the events will include its title, date, place and a brief description. A link to the event will be also provided and links to any download material will be also included.

At present, this section includes a reference to the ICOE2016 where the project was represented at the exhibition area and a reference to the Workshop #4 - From Seaenergies to Seanergy that will be taken place at TECNALIA the 3rd May.

2.9 CONTACT

The last section of the main page of the website provides contact information. Web users can ask for information, send comments and/or suggestions.

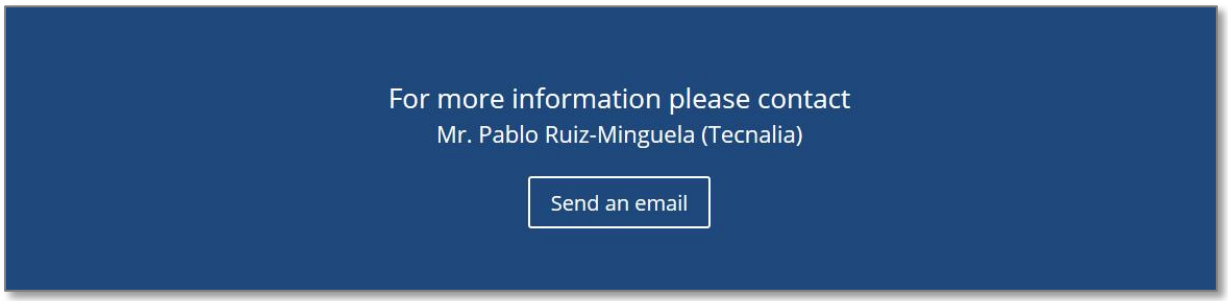

FIGURE 11. CONTACT SECTION

2.10 WORK PACKAGES WEB PAGES

As it has been explained above, Work Packages have a dedicated web page with the same structure:

- Title of the WP
- Main objective of the WP
- Overall description
- Tasks: the description of the task unfolds and collapses to facilitate reading.
- Involved partners in this WP. Links to the partner's homepage are also provided.

Next figures show an example for WP 3: Power take-off reliability and performance; validation of new turbine.

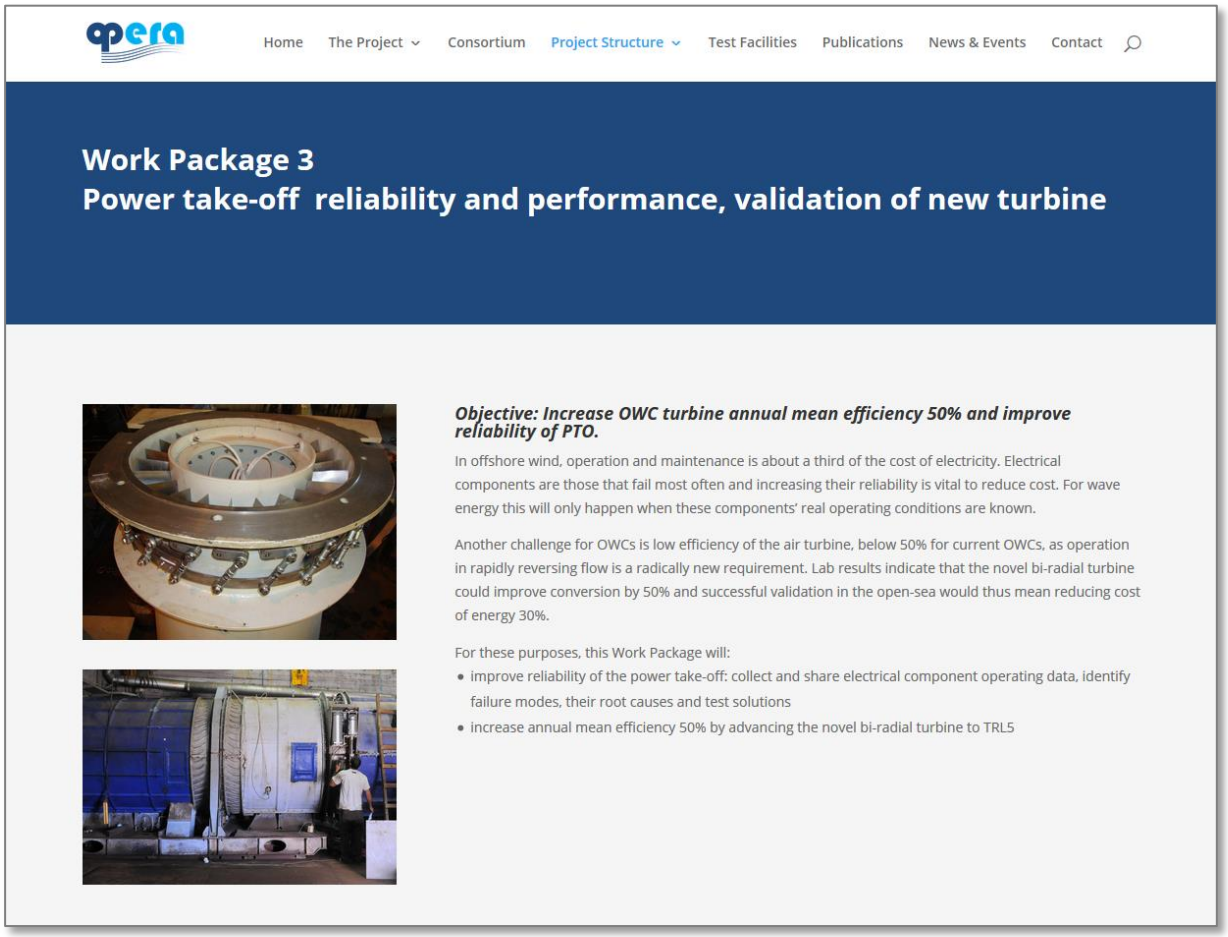

FIGURE 12. WEB PAGE FOR WORK PACKAGE 3 (1/3): TITLE, OBJECTIVE, OVERALL DESCRIPTION

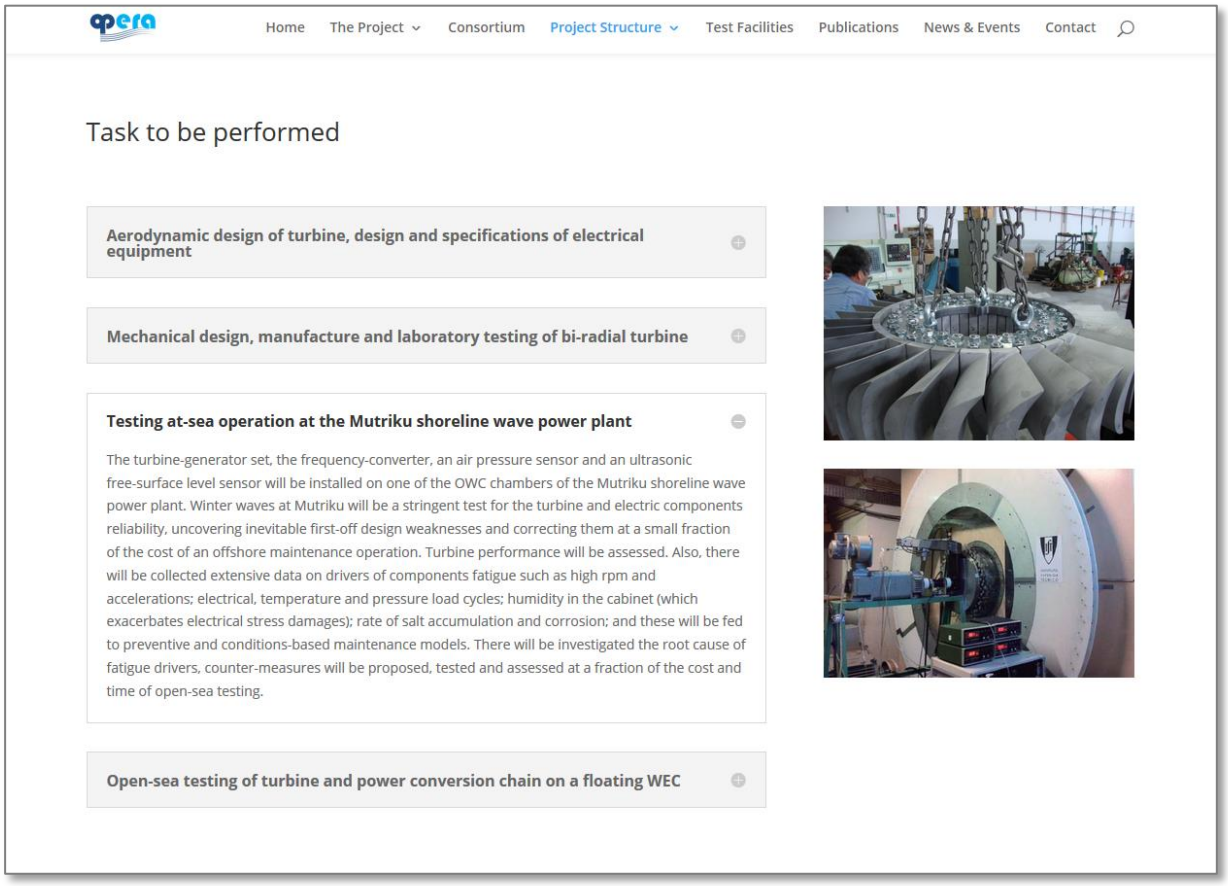

FIGURE 13. WEB PAGE FOR WORK PACKAGE 3 (2/3): TASKS. THIRD TASK IS UNFOLDED AND THE REST ARE COLLAPSED.

FIGURE 14. PARTNERS INVOLVED IN WP3.

3. COMMUNICATION STRATEGY INVOLVING THE PROJECT WEBSITE

3.1 PURPOSE

The website (www.opera-h2020-eu) will be the primary information source for several OPERA project target groups. As a primary communication tool, the website address will feature in all project's communication material.

The purpose of the website will be to proactively promote the project and its final results by providing targeted information to various audiences within and beyond the project own community. The specific goals of this dissemination and communication channel are:

- To raise awareness about the objectives of the project, its results, its benefits, use and applicability.
- To share open sea operating experience (data and knowledge) with ocean energy stakeholders.
- To seek the support of the authorities, lobbies, policy makers and the general public.
- To build understanding and facilitate adoption of project results.
- To assure that all interested parties are involved, participate and are informed about the status of the project.

3.2 TARGET AUDIENCE

The website is addressed to the three main target groups of the OPERA project as shown in the following table.

TABLE 1. OPERA TARGET GROUPS

TARGET GROUPS	SUBGROUPS	
Policy makers & public bodies	• European authorities • Regional & local authorities • Permitting bodies • Marine planning	• Regulators • Municipalities • Standardisation bodies
Ocean energy stakeholders	• Technology developers • Supply & service chain • Utilities and promoters	• Sector associations • Scientific community • Other professionals
General public	• Environmental NGOs • Citizen organisations • Students	• Women • Children • Individual citizens

The website will be provided with different targeted information to match the particular interests and needs of each target group and subgroup.

Policy makers & public bodies range from European, regional and local authorities to permitting bodies, marine planning institutions, regulators and standardisation bodies.

For this collective, the website will raise awareness of the project, its results, its benefits, their use and applicability as well as seek his support.

Ocean energy stakeholders span across the entire value chain of the sector, focusing on technology developers, supply and services companies, utilities and promoters, sector associations, the scientific community and other type of professionals. They need to be equipped with the right skills, knowledge and understanding of the results in order to achieve real change.

The website will be the focal point to share open sea operating experience with ocean energy stakeholders. It will provide links to technical descriptions, technical results, scientific publications and open access research data. It will also help to build understanding and facilitate adoption of project results and collect periodic feedback to focus on the innovation needs of the sector.

General public involves all non-specialists stakeholders with particular interests/needs such as environmental NGOs, citizen organisations, students, women, children and individual citizens.

The website communication will ensure that general public knows what ocean energy is. The research activities are made known to the society at large in such a way that they can be understood by non-specialists.

The website will also contribute to address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- Transnational cooperation in a European consortium (i.e. how working together has allowed achieving more than otherwise possible).
- Scientific excellence.
- Contributing to competitiveness and to solving societal challenges.
- Impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc.).
- Better use of results and spill-over to policy-makers, industry and the scientific community.

3.3 MAIN MESSAGES

OPERA will collect, analyse and share open-sea operating data and experience to validate and de-risk several industrial innovations for wave energy, taking them from a laboratory environment (TRL 3) to a marine environment (TRL 5), opening the way to **long term cost-reduction of over 50%**

3.4 WEBSITE AS A CHANNEL OF DISSEMINATION AND COMMUNICATION MATERIAL

As it was explained above the website will be one of the main channels and tools for dissemination and communication. For this reason it will be a repository for a wide type of information and communication material.

The next table presents the different types of communication material that are taken in consideration for the website at present.

TABLE 2. COMMUNICATION MATERIAL

Dissemination material	Project reports	Communications	Research data	News & events
Project Leaflet	Public deliverables and summaries	Scientific papers	Research datasets	News and press releases
Standard project presentation		Articles in ocean energy magazines		Posts and feedback (linked)
Interviews in local radio station/TV		Oral presentations and posters		Events in wich OPERA will participate
Other dissem. material				

3.4.1 PROMOTION AND SCIENTIFIC MATERIAL

Promotion materials will be produced to support the dissemination activities. OPERA website will be one of the most important channels for the dissemination of this promotion material. Among these materials will be:

- Brochures and leaflets, posters, roll-ups…
- Technical reports
- Scientific communications and research data
- Videos
- Etc.

Production and distribution of traditional promotional materials is faced with some important constraints, due to their relatively high environmental impact and cost/return ratio. The format will therefore be mostly digital, with only a small quantity of materials distributed by physical means:

- Brochures, leaflets, etc. will be mainly distributed as digital documents in PDF format. Printed materials will be minimized, produced in recycled paper and distributed only locally in order to restrict their carbon foot print.
- Videos will only be distributed through website and other online channels, such as YouTube or Vimeo.

Scientific communications and reseach data will also be archived in open access repositories such as OpenAIRE.

The website will include a section of Publications in wich all the communication material will be available. This material will contribute to enhance the descriptions in the website.

3.4.2 PRESS & SPECIALISED MEDIA

Radio, television, newspapers, specialist and technical publications and Internet shall be conceived as additional venues for the promotion of the project objectives and results. Regular press notes will be released and sent to regional/national/European media and will be available in media section of the website. Press conferences shall be held to present key milestones of the project and beneficiary will arrange for radio interviews and television broadcasts.

Media representatives from radio, television and press will also be invited to attend the relevant events in which OPERA participates. A press release about the project with illustrative pictures, images, photos taken by the project members will be distributed to media representatives. This information will also be sent to other media interested but unable to attend, and uploaded in News and Events Section of the webpage.

3.4.3 PARTICIPATION IN RELEVANT DISSEMINATION EVENTS

Along the lifecycle of the project relevant events (e.g. conferences, seminars, exhibitions, meetings and information days) will be identified. The organisers will be contacted asking for the participation on the event.

The participation of the OPERA consortium in the events will be carefully publicised, providing stakeholders with enough time to include the attendance in their agendas, using the web, social media, mailing and publications to disseminate the event. Before its celebration, information about the event will be posted in the website. In addition, the

media will receive information about the conference, focused on selling the benefits of attending the event.

Promotional material about the project will be also provided. Depending of the relevance of the event – type of participation, a press conference will be celebrated after the event to assure a high impact and wider dissemination after the event. For relevant events media representatives from radio, television and press will receive information about the participation of OPERA in the event.

3.5 WEBSITE AND SOCIAL NETWORKING SERVICES

OPERA will have an online presence through social networking services, more specifically Twitter and Facebook, where the project will have actively managed account and page, respectively.

The OPERA URL address will also be promoted in other relevant webs platforms and ocean energy initiatives such as:

- EERA-Ocean: EERA Ocean Energy Joint Programme
- OEF: Ocean Energy Forum
- TP-Ocean: The European Technology and Innovation Platform fro Ocean Energy
- OES: Ocean Energy Systems Implementing Agreement

Online communication strategies based on social media, will allow a better reach to specific audiences, shifting them from passive observers into active participants. The traffic generated by them will also be an important asset to enhance the visibility of the portal in major search engines. Complementary to standard impact assessment practices through the above mentioned Google Analytics, other important indicators will be blog and wiki contributions, number of “likes” in Facebook, followers in Twitter, group members in LinkedIn, etc.

OPERA website will promote these communication strategies by means of direct links to these social media channels.

3.6 SCHEDULE AND IMPACT TRACKING

The web page will be regularly updated. Moreover, the effectiveness of web page will be periodically analysed by means of the Google Analytics tool. This will allow reports to be run on the website, giving a very clear picture of information such as:

- Users count visiting the website and visit time
- Languages and locations of visitors
- Devices used for browsing the website

Adequate indicators to measure the impact of the dissemination carried out through the website channel have been defined. Next table presents the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled a contingency plan is considered.

TABLE 3. IMPACT OF DISSEMINATION (WEBSITE)

Indicator	Objective	Contingency plan
No. of monthly visits	300	Promoting the web site in social media (e.g. Linked-in groups) and e-mail (e.g. Newsletter to target groups)
Duration of visits	2 min	Re-organize the web site to make it easier to find relevant items. Upload more attractive content
No. of downloads per month	20	Partners will foster downloads within their networks
No. of references from external web pages	10 (excluding partners)	Contact ocean energy associations (e.g. OEA) and strategic initiatives (e.g. OES, OEF) to promote the site