

D8.1 C&D and knowledge exchange plan

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List of Abbreviations

Abbreviation	Definition
CT	Communications Team
EU	European Union
FOW	Floating Offshore Wind
H2020	Horizon 2020
IPR	Intellectual Property Rights
KOs	Knowledge Outputs
ORE	Offshore Renewable Energy
OW	Offshore Wind
SG	Stakeholder Groups
WP	Work Package

1 Introduction

The purpose of this document, the Communication&Dissemination (C&D) and Knowledge Exchange plan, is to support INF⁴INiTY's WP8 activities by ensuring maximum visibility, accessibility, and impact of the project. It provides an overarching framework to achieve coordinated, engaging, multi-stakeholder knowledge exchange and dissemination of information.

The aim of the Dissemination Strategy is to support all WP8 activities by making the project's outcomes accessible and visible to the various target stakeholders. It will identify opportunities to communicate INF⁴INiTY's knowledge outputs (KOs) beyond the project consortium and, in turn, incorporate knowledge acquired through this sharing process. Knowledge exchange is a two-way process and recognizes that the project will not operate in complete isolation. It enables both commercial and non-commercial activities such as research collaborations, consultancy, licensing, and publications.

The aim of the Communications Strategy is to promote INF⁴INiTY through media, marketing, and digital communication efforts to ensure a high profile for the project and to foster broader knowledge exchange. It complements the overarching Dissemination and Knowledge Exchange Strategy by defining a media approach for stakeholder engagement.

This is a living document that will be updated throughout the project, with a final version to be delivered in Month 48.

1.1 Background

The importance and urgency of increasing the exploitation of renewable energy sources have been underscored by recent geopolitical events and their impact on energy security and pricing, within the broader context of global efforts to mitigate anthropogenic climate change.

Floating Offshore Wind (FOW) has significant potential to contribute to the European Commission's ambitious goal of achieving a climate-neutral energy transition. However, the expansion of FOW capacity required to meet the EU's SET Plan¹ targets pose challenges to the parallel objective of conserving and preserving marine biodiversity and ecosystems.

The INF⁴INiTY project aims to address this challenge by developing critical technologies for the offshore wind (OW) farms of the future, striking a balance between human needs (clean energy) and environmental and societal needs (reduced negative impacts). Specifically, INF⁴INiTY introduces two major technological innovations:

- An innovative, nature-inclusive design for gravity anchors and their associated scour protection system, and
- A novel primary artificial reef structure integrated with the floating structure of a FOW turbine.

To achieve this, INF⁴INiTY brings together world-class expertise in numerical modelling and experimental analysis with leading industrial technology development. Embedded in a holistic techno-environmental, multi-level, and multi-objective optimisation framework, INF⁴INiTY's technology development leads to truly innovative, economically viable, and sustainable solutions to the current techno-socio-environmental challenges of the FOW industry.

¹ https://energy.ec.europa.eu/topics/research-and-technology/strategic-energy-technology-plan_en

1.2 Objectives

The following objectives will be addressed by WP8 and in this document:

1. Ensure effective dissemination of the INF⁴INiTY project, its objectives, activities, and results.
2. Promote INF⁴INiTY's Knowledge Outputs (KOs) informing and educating all interested communities.
3. Inform progress and make INF⁴INiTY's outcomes available to the different target audiences.
4. Carry out stakeholder engagement, facilitating networking exchange, collaboration and open dialogue of key ocean energy stakeholders as well as knowledge transfer.
5. Collect feedback, receiving inputs and feedback from the various target groups.
6. Enhance the visibility and impact of the INF⁴INiTY project to different stakeholders and the wider public.
7. Promote knowledge sharing, greater public awareness, transparency and education.
8. Contribute to the implementation and shaping of national and European policies and systems related to ocean energy.
9. Extend the impact of the INF⁴INiTY project.
10. Promote INF⁴INiTY through media, marketing and digital communications activities to ensure a high profile for the project and support exchange of knowledge more widely.
11. Maximise the impact of project outputs.
12. Create consistent, transparent, and appropriate messaging within the communication of the project.
13. Identify relevant audiences and stakeholders to share disseminate knowledge and promote the work of the project.

2 Communications Team

A Communications Team (CT) (see members in Annex 5 Communications Team Members) was established to ensure that project updates from across the various WPs are shared internally and then promoted through INF⁴INiTY's media channels. These include digital platforms such as social media, the INF⁴INiTY website news section, and/or press releases.

The CT includes a main representative/contact person from each Partner and its respective WP within the INF⁴INiTY project.

The designated staff members will oversee activities within their organisations and contribute to their respective WPs, particularly in the following areas:

- Communication
- Dissemination
- Stakeholder identification and engagement
- Exploitation

All parties are also encouraged to identify opportunities for scientific publications, conferences, and presentations to promote the project. They should also aim to collect photos and videos throughout the duration of their WP activities, to document and illustrate the success of the project.

Aquatera Atlántico, as WP8 Leader, will coordinate the development of tasks and contributions from CT members. Every two months, the WP8 Leader will send out an email requesting WP updates and will follow up on relevant points of interest. Meetings will be organised as needed.

The Terms of Reference for the CT are included in Annex 6 Terms for INF⁴INiTY Communications Team.

The primary document for tracking all communication and dissemination activities is the Communications Tracker, which is stored in the project SharePoint.

The tracker includes the following aspects:

1. Communication and dissemination activities

Purpose: To log all communication and dissemination actions carried out across the consortium.

Instructions: If you have completed any activity related to communication or dissemination (e.g., social media posts, presentations, press releases), please enter the details in this tab.

2. Events planner

Purpose: To coordinate participation in upcoming events relevant to INF⁴INiTY.

Instructions: Review the list of upcoming events for 2025 (e.g., Wind Europe, OMAE, WESC, IOWTC).

If you are planning to attend a listed event, add your name in the "Participants" column.

If the event you are attending is not listed, add it to the table to ensure visibility and alignment.

3. Past events and trainings

Purpose: To capture all events or training activities in which INF⁴INiTY was represented.

Instructions: Review the entries and add any past events (conferences, workshops, trainings, etc.) where the project was presented or promoted.

4. Scientific publications

Purpose: To monitor the planning, development, and status of scientific outputs.

Instructions: Verify the status of current publications and update as needed (e.g., draft, submitted, published).

Add any new or upcoming publications.

Note: All publications must be uploaded to Zenodo and linked to the INF⁴INiTY repository.

5. Stakeholder engagement

Purpose: To document interactions and engagement efforts with stakeholders.

Instructions: Log all engagement activities with stakeholders, including meetings, calls, consultations, or collaborative efforts.

Include details such as stakeholder name, type (e.g., industry, policymaker), date of engagement, topic discussed, and follow-up actions.

This tab supports monitoring impact and tracking stakeholder involvement across WPs

3 Dissemination and Knowledge Exchange Strategy

The aim of the Dissemination and Knowledge Exchange Strategy is to support all of INF⁴INiTY's WP8 activities by ensuring maximum visibility, accessibility, and impact of the project. This involves making the project's outcomes clearly accessible and visible to the various target stakeholder groups (SG).

Knowledge dissemination is defined as a planned process of delivering information about the quality, relevance, and effectiveness of programme and initiative results to key actors. It is a continuous process, evolving as new information becomes available.

INF⁴INiTY will be considered successful if it effectively addresses the scope and specific challenges outlined in the call topic and enhances awareness of its knowledge outputs (KOs) at the European level. The consortium will focus on enabling long-term value creation from technology development. The expected impacts will be measured by the extent to which improved knowledge uptake benefits various marine and maritime stakeholders.

Therefore, in order to understand and maximise the project's impact, its objectives should be framed in terms of benefits to the end users and target groups.

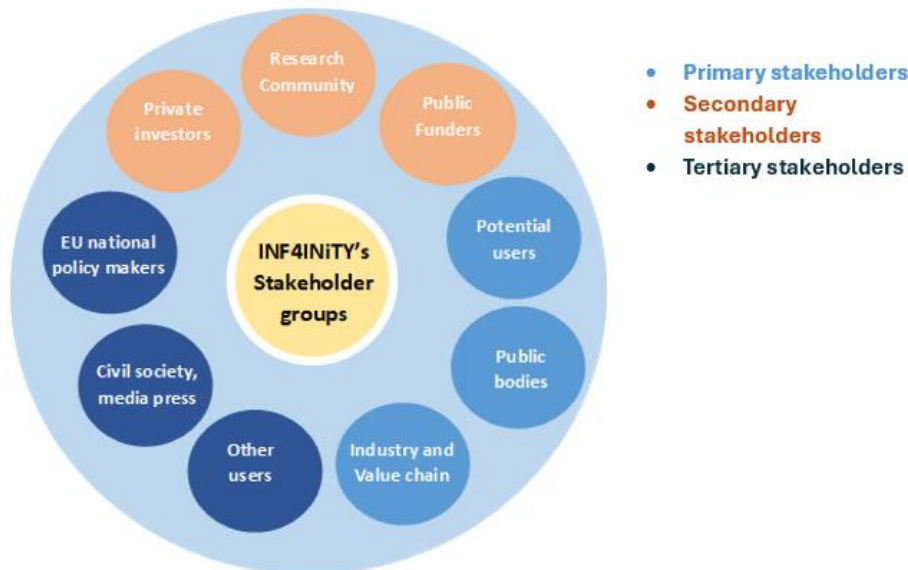
3.1 Stakeholders

3.1.1 Stakeholder groups

Involvement of a wide range of actors, such as national policy makers, research funding organizations, relevant research communities from academia and industry as well as user communities is a key pre-requisite for achieving impact in European Partnerships. Although, there is a specific deliverable on stakeholders' engagement as part of WP8 (D8.2) this section covers a baseline of the communication and dissemination activities.

There are many approaches to identifying and categorising stakeholders. The stakeholders have been classified into three groups: primary stakeholders, secondary stakeholders and tertiary stakeholders as showed below.

Figure 1 Main SG for the INF⁴INiTY Project



- **Primary stakeholders:** INF⁴INiTY's primary SG is composed of direct users of the main outputs from the INF⁴INiTY project, including:
 - **Potential users of the designs and models:** this group is made of potential users of the INF⁴INiTY designs with the aim of harmonising users' needs and existing gaps (i.e. technology developers).
 - **Public bodies:** this group includes public organizations as receivers of KOs (i.e. European Research Alliance (EERA), Joint Research Centre (JRC)).
 - **Industry and value chain:** industry representatives and value chain players related to offshore renewable energy (ORE) will be part of this group.
- **Secondary stakeholders:** this group has an interest in the added value generated by the INF⁴INiTY project. The secondary SG has three sub-categories:
 - **Research community:** the selected profiles will be of ORE doctoral students, university professors or researchers.
 - **Private investors:** this group will be formed of investors who have shown a direct interest in the INF⁴INiTY project and representatives of private investors who have invested in similar projects, as well as reference investment funds or investors related to green technologies in general and ORE in particular.
 - **Public funders:** this group comprises agents that provide economic resources (i.e. key representatives of regional, national or European public agencies directly involved in the financing of testing platforms, as well as entities that have financed the implementation of specific ocean technology tests or projects).

- **Tertiary stakeholders:** the third group is composed of those stakeholders that are indirectly influenced by the social, environmental, political or financial consequences that the INF⁴INiTY project may produce. These are policy makers, civil society, NGOs, the media and other influencers.
 - **Policy makers:** EU, national and regional policy makers that have the authority to develop regulations.
 - **Civil society & the media:** key representatives of local citizens, visitors, civil society organisations and the press.
 - **Other users:** other influencers that have shown interest in INF⁴INiTY activities and outputs, and that are circumscribed to the geographical area where INF⁴INiTY is active.

3.1.2 Stakeholder database

A stakeholder mapping exercise has been conducted to develop INF⁴INiTY's stakeholder database. As a first step, a stakeholder analysis was carried out with the objective of building a comprehensive database of stakeholders relevant to supporting all WP8 tasks and deliverables.

The database categorizes stakeholders based on their relationship with, or interest in, the INF⁴INiTY project.

It will be regularly updated, presented in a user-friendly format. The stakeholder database is stored in the project SharePoint and will comply with the procedures outlined in D9.2 Data Management Plan.

New stakeholders will be added to the project database through website subscription. The WP8 team will ensure that the internal stakeholder database is continuously updated and maintained in this location.

3.1.3 Stakeholder engagement

Stakeholder engagement will provide opportunities to align INF⁴INiTY's business practices with societal and industrial needs and expectations. Successful stakeholder engagement requires a commitment to actively engage with stakeholders, listen to them, build a relationship with them and then respond to their concerns in a mutually beneficial way.

There are many ways of discovering and bringing stakeholder perspectives into the organisation in order to achieve alignment with them, and there are many ways to respond to those views. Each stakeholder profile will require a different strategy to build long-term involvement and trust in the INF⁴INiTY project.

The stakeholder engagement activities involve time, resources and commitment, and all of these need to be carefully planned in advance. Based on the profiles and their priority, as will be identified in the stakeholder database, the Stakeholder Engagement Plan (D8.2) will develop a specific strategy, which will consider the necessary resources, steps and tools to reach each of these profiles.

3.2 Anticipated results

An important exercise for the Knowledge Exchange and Dissemination Strategy is to match project outputs with relevant stakeholders.

The main KO's that are expected to come from the INF⁴INiTY project and key to generate impact in society are listed in Table 1.

The process for exploitation of results includes a direct route through the INF⁴INiTY framework, within the project lifetime, and an indirect route beyond the framework and extending past the completion date of the project.

Knowledge Output (KO): A unit of knowledge or key learning generated by or through INF⁴INiTY. They are not limited to de-novo or pioneering discoveries but may also include new methodologies, processes, adaptations, insights, alternative applications or prior know-how and knowledge.

Table 1 Main, planned knowledge outputs for the INF⁴INiTY project

KOs	Dissemination month	Stakeholder group
NID catalogue for FOW applications	Month 12 to end project +2 years	All stakeholders
Integrated NIDs for GICON's SOF	Month 12 to end project +3 years	All stakeholders
Benchmark data sets	Month 25 to 48	Primary and secondary stakeholders
Advanced open-source numerical solvers and codes	Month 36 to end project +2 years	Primary and secondary stakeholders
Techno environomic decision-making framework	Month 36 to end project +2 years	All stakeholders
Floating platform and anchoring incl. scour protection new designs	Month 12 to end project +2 years	Primary and secondary stakeholders
Marine spatial use reduction by FOW	Month 36 to end project +2 years	All stakeholders

The identification of KOs will be developed throughout the INF⁴INiTY project. Potential results of INF⁴INiTY will continue to be matched with potential users as the project progresses.

3.3 Dissemination Methodology

The specific aims of INF⁴INiTY's dissemination methodology are to promote knowledge sharing, increase public awareness, ensure transparency, and support education. WP8 not only focuses on where and when information should be disseminated, but also on what should be communicated and how it should be presented — all in close coordination with the Communications Plan.

Engagement with diverse SG is essential to maximise the project's impact and to increase the number of commercial opportunities arising from it.

This work will include establishing links with other EU-funded projects to facilitate interaction and knowledge exchange across initiatives. Stakeholder activities and objectives will be detailed in D8.2 – Stakeholder Engagement Plan, which will ensure a strategic and structured approach to all stakeholder engagement efforts.

Given that a core objective of INF⁴INiTY is for its new designs to be implemented and adopted by the FOW sector and related stakeholders, experts from both academia and industry will be actively

involved throughout the project. These experts will contribute by discussing specific results and exchanging ideas and opportunities. In particular, they will provide valuable, experience-based, and commercially oriented insights to support the future integration of INF⁴INiTY outputs into the market.

3.3.1 Target audiences

The most effective way to allocate target groups for knowledge exchange and dissemination is to understand the services that INF⁴INiTY can provide to end users.

As outlined in Section 3.1.2, a detailed stakeholder database will support the identification of those stakeholders most interested in the INF⁴INiTY project. Depending on their level of engagement, different dissemination mechanisms will be applied.

SG include companies and organisations that will benefit from, or interact with, the outputs developed through the INF⁴INiTY project. These include end users, developers, investors, communities, governments, and policy makers.

Target sectors for knowledge exchange and dissemination correspond to those represented in the SG (see Section 3.1.1). The planned activities for engaging each sector are outlined below.

3.3.2 Dissemination Mechanisms

INF⁴INiTY will adopt a multi-stranded approach for dissemination to ensure the consortium's efforts are effective. The vehicles to be used for this purpose are described in the table below.

Table 2 Key routes for INF⁴INiTY dissemination

Mechanism	Target Audience	Objective
Workshops	Primary and secondary SG	Used from WP1 to WP7 initially to raise awareness of the projects and primarily to gather information for: - Technical and strategic profiling of existing designs/models useful for the INF⁴INiTY project - Profiles of existing and future end users of INF⁴INiTY's outcomes - Validation of KOs Specific inputs provided for the development of methodologies, components, standards, etc.
Face-to-face meetings		
Phone/online calls		
Webinars	All the SG	Dissemination and training (Task 8.3)
Stakeholders database	All the SG	Facilitate information exchange within the ORE community, regarding key achievements of the INF ⁴ INiTY project
Social media	All the SG	Promote the value and impact of the INF ⁴ INiTY project
Website	All the SG	Make public the value and impact of INF ⁴ INiTY activities and outputs

Scientific publications	Scientific community; industry and technology audiences	Ensure the INF ⁴ INiTY project is contributing to advancing state-of-the-art technology, which is communicated to peers within the ORE community
Conferences	Technical audiences within research and industry categories and from across all types of offshore/marine renewable sectors	Promote INF ⁴ INiTY activities and achievements (strategic and scientific) and raise awareness of benefits to potential end users/beneficiaries. Reach a large and informed audience, including many early stage & international researchers.
Press releases	General public, investors, special, interest groups and industry/trade communities; policy and governance groups, EC	Ensure the experiences of INF ⁴ INiTY's partners and those who engage with the project are effectively and consistently disseminated to relevant audiences
Partners, local communication	Local, regional & national audiences	Ensure key KO from the INF ⁴ INiTY's KOs and deliverables reach tertiary stakeholders' groups such as schools, local media, etc.

3.3.3 Primary stakeholder dissemination

Dissemination to the primary SG, including potential users of the INF⁴INiTY designs, public bodies, industry representatives, and actors across the value chain, will take place throughout the duration of the project. The primary objectives are to raise awareness of the project's goals, activities, and outcomes, and to gather valuable feedback and data to inform the work packages (WPs).

This SG plays a key role in shaping the relevance, applicability, and impact of INF⁴INiTY's results. Their insights will directly support the co-development and refinement of project outputs, ensuring they meet real-world needs and can be effectively implemented in the FOW sector and related industries.

INF⁴INiTY's deliverables will be disseminated to these stakeholders using the channels and mechanisms listed in Table 2. These include targeted communications such as newsletters, webinars, technical workshops, social media updates, press releases, conference presentations, and the project website. Additional engagement tools such as surveys and interviews may also be used to encourage active participation and knowledge exchange.

A continuous dialogue with this group will be maintained to foster mutual learning and to promote early uptake of the project's innovations.

3.3.4 Secondary stakeholder dissemination

The secondary SG includes the research community, public funding bodies, and private investors. The primary objective of engaging this group is to verify and validate findings and evidence generated by INF⁴INiTY's outputs, as well as to request targeted input for specific WPs. This group also plays a key role in facilitating information exchange within the ORE community, particularly regarding

opportunities for collaboration, investment, and innovation. Furthermore, dissemination efforts aim to highlight the broader value and impact of the INF⁴INiTY project.

The CT should ensure that INF⁴INiTY's contributions to advancing state-of-the-art technologies are effectively shared with peers in the ORE research and innovation ecosystem. Academic dissemination will primarily take place through conventional channels, including peer-reviewed journal publications, conference papers, and expert presentations at relevant scientific events.

Efforts will also be made to align dissemination activities with strategic research agendas and policy priorities, reinforcing INF⁴INiTY's position as a leading initiative in the development of sustainable, nature-inclusive OW technologies.

3.3.5 Tertiary stakeholder dissemination

This group comprises policy makers, civil society representatives, the media, and other relevant users. The primary aim of dissemination activities targeting this audience is to promote INF⁴INiTY's strategic and scientific achievements, while raising awareness of the benefits for potential end users and broader beneficiaries. Additionally, efforts seek to reach a wide audience, including early-stage and international students.

Another key objective is to present the rationale and evidence base underpinning INF⁴INiTY's innovative technical procedures, thereby supporting ORE policy development.

The offshore energy events listed in Table 5 have been identified as important channels for engaging all the SG.

3.4 Expected impact of dissemination activities

Impact is the effect that the activities carried out through the INF⁴INiTY project, and its results have on people, practices, organisations and systems. Dissemination of results can help to maximise the effect of the activities being developed so that they will impact on the immediate participants and partners for years to come. Benefits to other stakeholders should also be considered in order to make a bigger difference and get the most from the INF⁴INiTY project.

To measure the impact of the INF⁴INiTY project, a number of indicators are defined to evaluate achievements and generate recommendations for future improvements (see Table 3).

The indicators will be used to measure progress towards objectives specified in section 1.2, and would be both quantitative relating to numbers and percentages, as well as qualitative, relating to the quality of the participation and experience.

Table 3 Indicators for INF⁴INiTY dissemination monitoring and evaluation

Indicator number	Indicator	Project objectives (section 1.2)	Method of measurement	Expected results			
				Year 1	Year 2	Year 3	Year 4
1	INF ⁴ INiTY's website	1,2,3,4,6 and 7	Number of visits	150	200	250	300
			Duration of visits	3 mins	3 mins	3 mins	3 mins



Indicator number	Indicator	Project objectives (section 1.2)	Method of measurement	Expected results			
				Year 1	Year 2	Year 3	Year 4
			No. downloads per month	5	10	15	20
			No. of referrals from external web pages	5 (excluding consortium partners)	10 (excluding consortium partners)	15 (excluding consortium partners)	20 (excluding consortium partners)
2	Publications	2,6,7,8 and 9	No. of submitted scientific papers	1	2	2	3
			No. of articles in ocean energy magazines	0	0	1	1
3	Research data	7,8 and 9	No. of open access research data set categories	-	1	1	1
4	Attendance at events	2,3,4,5,6, 8 and 9	No. of attended conferences with presentations or posters	1	1	1	1
			No. of oral communication at congresses and events	1	1	1	1
			No. of attended industrial events and/or fairs	1	1	1	1
			No. of flyers or other material distributed at events (QR codes, printed, videos etc.)	2	3	4	4

Indicator number	Indicator	Project objectives (section 1.2)	Method of measurement	Expected results			
				Year 1	Year 2	Year 3	Year 4
5	Organisation of events	All	No. of work-shops organised	1	1	1	1
			No. of webinars organised	-	-	1	1
			Registered people	-	-	40	40
6	Social media	1,2,3, and 9	No. of visits to posts	50	100	120	150
			No. of shares on posts	15	20	25	30
7	Press release	1,2,3,6,7, 8 and 9	No. of press releases	2	2	3	3
8	Development of links with key organisations such as OEE, similar EU funded projects	2,4,5 and 9	No. of organisation involved in the project related to ocean energy	5	7	7	8
9	Development of links with other EU funded projects	2,4,5 and 9	No. of OE projects contacted	2	2	2	
10	Stakeholder database	4 and 5	No. of stakeholders	50	100	150	200

For monitoring the progress of the expected results, a table has been created (see section 7). This table will be updated every six months. To create the widest impact, INF⁴INiTY will adopt the following best practices:

- High-quality journals with short review periods, fast online publication and those indexed by widely accessed research databases (ISI Web of Knowledge, IEEE Explore) are preferred (for example Science, American Scientist, PNAS, Oceanography, Journal of Geophysical Research-Oceans,

Progress in Oceanography, Physical Review Letters, IEEE Transactions on Image Processing, Bioinspiration & Biomimetic, Applied Optics, Journal of Light wave Technology, Measurement Science and Technology, IEEE Sensors Journal, Sensors and Actuators, etc.)

- High-quality peer-reviewed conference publications indexed by research databases (such as ISI Web of Proceedings, Inspec, IEEE Explore, etc.) and those with fast online publication are preferred.
- Participation in or even organisation of special sessions and workshops will be carried out, in conjunction with established conferences on the subject of ocean energy.
- Publications not protected by copyright laws will also be disseminated by the project website.
- Source code, simulation results and other materials not protected by intellectual property rights (IPR) will be disseminated through the project website to encourage transparency and promote collaboration.

3.4.1 Contingency Plan

The contingency measures for the indicators listed in the table above, designed to support the monitoring of dissemination activities and their impact, are detailed below:

- **Indicator 1:** INF⁴INiTY partners should encourage downloads by optimizing their networks, website layout, and content presentation. Promotion of the website should leverage the communication tools and channels outlined in D8.1.
- **Indicator 2:** Maintain active follow-up with the media list, expand journalist contacts beyond the current list, and ask the CT to share media contacts from their respective partners. Reach out individually to journalists, seek new engagement opportunities for INF⁴INiTY (e.g., webinars, workshops), and promote more frequent project updates.
- **Indicator 3:** Encourage INF⁴INiTY partners to ensure data transparency in all dissemination activities.
- **Indicator 4:** Identify alternative events beyond those listed in Table 5. Contact organisers where consortium experts serve as international committee members, session chairs, or reviewers. Identify industrial fairs and exhibitions relevant to INF⁴INiTY's interests.
- **Indicator 5:** Organize four project workshops by the end of the project and propose two webinars during the intervening period. Seek permission to distribute flyers at other relevant events.
- **Indicator 6:** Partners should actively promote INF⁴INiTY on their social media platforms, leverage large LinkedIn groups associated with partners, repost content through INF⁴INiTY partners' profiles and groups, and encourage visitors to share their experiences and knowledge.
- **Indicator 7:** Follow the press release schedule established in D8.1. Collect alternative press release topics suggested by the CT and engage with local media at organised events.
- **Indicator 8:** Reach out to existing contacts within the stakeholder dataset; if contacts are not already included, identify and target general contact points.
- **Indicator 9:** Engage with project coordinators from similar EU-funded initiatives to foster collaboration and knowledge exchange.
- **Indicator 10:** INF⁴INiTY partners should actively foster stakeholder creation and engagement to build a vibrant and interactive project community.

3.5 Intellectual Property Strategy

The generic guidelines for IPR management have been specified in the Grant Agreement as well as the Consortium Agreement. Both documents include sections on the use of background and (jointly owned) results as well as access rights.

Further developments on an intellectual property and knowledge management strategy for the project are being developed by task T9.4 at the time of submission of this deliverable. It will be executed during the whole project duration.

4 Communications Plan

The aim of the communications strategy is to promote INF⁴INiTY through media, marketing and digital communications activity to ensure a high profile for the project and support exchange of knowledge more widely. This will ensure broad and wide dissemination and knowledge transfer of the outputs of the project, maximising the impact of those outputs.

This communications plan details media and marketing engagement activity, sets out the digital communication tools to be used for each area of the project, including audiences with targeted messages, means, language and ways of measuring communication efforts and impact.

4.1 Key messages

The purpose of media-focused communications is to promote a wider understanding of the project by distilling complex scientific and technological principles for the layperson to understand. With this in mind, key messages, with simple concepts easily conveyed and free of jargon, will be delivered. The messages for the project are listed as below, with the idea that these may evolve over the course of this project, as the work is completed and the outputs are delivered.

- The INF⁴INiTY project has a long term vision for ORE, where coupling technological advances with mitigating a negative impact on nature is possible.
- The INF⁴INiTY concept centers around implementing integrated designs for future floating OW turbines, providing solutions for the technological, sociological, environmental and economic challenges of our times.
- INF⁴INiTY delivers two major technology innovations: 1. An innovative nature inclusive design for gravity anchors and their associated scour protection system and 2. An innovative primary artificial reef structure combined with the floating structure of a floating OW turbine.
- INF⁴INiTY outcomes aim to benefit stakeholders (identified in 3.1.2) across the industry to facilitate the next stages of OW energy development.

4.2 Target Audience

A detailed stakeholder database will facilitate the communication with INF⁴INiTY's stakeholders, by centralizing their contact details and classifying them according to their interest and level of engagement with the project. Depending on their level of engagement, different communication mechanisms will be employed.

Stakeholder database includes companies and organizations who will benefit or interact with the technology being developed in the INF⁴INiTY project, such as end users, developers, investors, communities, governments and policy makers.

While the first two groups in the list below will be targeted largely by dissemination efforts like specialised events, workshops, conferences and scientific publications (detailed in section 3), communication tools like social media, the INF⁴INiTY website, press releases and newsletters will still play an important role in reaching these groups. These tools will also be the primary way to engage the general public. The key target groups are:

Policy makers and public bodies: European regional and local authorities; permitting regulatory bodies; marine planning; statutory advisory bodies; municipalities; standardisation bodies.

OW energy sector: Technology developers; supply and service chain; utilities; sector associations; scientific community.

General public: environmental NGOs; citizen organisations; degree-level students; individual citizens

The INF⁴INiTY project has designed strategic activities to communicate the value of the KOs generated through the project, and to communicate important messaging to the general public (e.g. creating content for webinars, newsletters, and workshops). Tools like social media and short website ‘news’ posts function to convey smaller, more immediate project updates and achievements, while also providing a two-way platform to interact directly with our audience, will be used. This will be the regular format in which we engage with the public and interact with similar European initiatives.

Communications channels are detailed in section 4.3 of this plan.

4.3 Channels and tools

It is well acknowledged within the partnership that solutions will not be found by working within the sector alone, or behind international barriers. Successful ideas must be quickly shared for a maximum impact. Therefore, the communication with end-users and the general public is essential for the success of the project. The sections below provide further detail on how INF⁴INiTY communication activities will be carried out.

4.3.1 Press releases

News of the INF⁴INiTY project will be disseminated on regular basis. Press releases will be issued to appropriate media outlets to ensure that stakeholders (see section 1.3) are aware of the project, its objectives, and its outcomes. Press releases will be shared in the form of articles, or media stories, shared with media & press channels; and as news posts in the INF⁴INiTY website.

The Communications Plan intends to ensure that there is promotional and media coverage at local, regional, and European levels. CT members are encouraged to publish articles and press releases at regional, national, and international level, making use of their own communication networks and channels.

Press releases will be issued throughout the four-year project, and proposed months for publishing are included in Table 4 Schedule of suggested press releases.

Table 4 Schedule of suggested press releases

Date	Update/Deliverable/Milestone	Press release
January 2024	INF ⁴ INiTY launch	Project launch
September 2024	Press release 1	Launch first press release
March 2025	Press release 2	Second newsletter
November 2025	Press release 3	Third newsletter
March 2026	Press release 4	Fourth newsletter
November 2026	Press release 5	Fifth newsletter
March 2027	Press release 5	Sixth newsletter
November 2027	Press release 5	Seventh newsletter

4.3.2 Process for press releases drafting and dissemination

The press releases will be drafted by WP8 lead (Aquaterra Atlántico) and circulated around the CT for approval. Following approval, the WP8 lead will disseminate the press release by:

1. Publishing the article or media story in the news section of the INF⁴INiTY website.
2. Sharing a copy of the article with all Parties via email, with a link to the INF⁴INiTY website news page; whereupon partners will be asked to disseminate across their own networks (including, where applicable, their own social media platforms and websites).
3. Sharing the INF⁴INiTY website news page link on INF⁴INiTY's social media platforms.

The main media list for the newsletter is the members of the stakeholder's database.

4.3.3 Website

A project website was created to provide an electronic point of contact for the INF⁴INiTY project and serve as an interactive brochure for the project's activities. It will host:

- News (in the form of press release articles, as mentioned above, as well as shorter 'blog posts' or news stories)
- Imagery and Videos
- Publications and reports related to the project.
- Information about the work being carried out by the project and what it intends to accomplish over its lifetime.
- A link to subscribe to the project (subscribers will form part of the stakeholder's database for the project, and will be recipients of any newsletters)

Further to the project website, the information about the project and its developments will also be disseminated via the partner's websites.

The aim is to update the INF⁴INiTY website to highlight regular progress on the project. To help with this, project partners' CT members will occasionally be requested to draft a 'blog post', or news story, for the website.

The finalized website can be found at <https://inf4inity.com/>.

4.3.4 Guidelines for website contributors

Access to the website's dashboard (backend of the website) will be restricted to WP8 lead and the Project Coordinator. Should any other person be granted access to the website backend, this will be done at the discretion of the Project Coordinator, and WP8 lead.

4.3.5 Social Media

The INF⁴INiTY project created its own social media accounts, including a LinkedIn platform and a YouTube channel. Each platform offers an opportunity to reach a different audience, where only those platforms which were deemed to best serve the INF⁴INiTY project and stakeholder engagement plans, were considered in the decision-making process and rationale for the selected platforms.

Below are the INF⁴INiTY handles and links for each of these platforms:

LinkedIn INF4INITY

<https://www.linkedin.com/company/inf4inity/>

YouTube @INF4INITY_FOW

https://www.youtube.com/channel/UCMwnROlws0_flp-FlqvECzw

4.3.6 Guidelines for Social Media

WP8 Lead will manage the social media platforms, having access to the login details for each of the platforms listed above, as well as the Project Coordinator. Should any other person be granted access to the Social Media platforms, this will be done at the discretion of the Project Coordinator, and WP8 leads.

WP8 Lead will primarily lead on the creation and sharing of content for social media platforms, including written posts, imagery and video.

Project Partners are encouraged to share content posted on the INF4INITY social media platforms, via their organisations' social media platforms as well as their own, where appropriate.

Relevant hashtags include:

#INF4INITY

#IntegrateddesignsforORE

#OffshoreWind

4.3.7 Events

Relevant industry events, including workshops and conferences (virtual or in-person) will be paramount to disseminating the outcomes of INF4INITY throughout the three-year project. Potential events for INF4INITY to have a presence in are listed below:

Table 5 Calendar of suggested events

Type	Event	Location	Date
List of events in project Share-Point			

The table above will be updated each year with key events.

4.4 Other promotional tools

Other promotional tools to be considered and developed throughout the three-year project include:

- **Flyers/printed materials**

INF⁴INiTY should develop throughout the duration of the project, some printed materials, which would form part of printed promotional materials (for project dissemination at events and exhibitions, for example). These can also be shared digitally as images.

➤ **Webinars**

INF⁴INiTY should endeavor to host webinars throughout the duration of the project, which would cover technical developments and project updates, both for a technical audience, and a non-specialist audience (including students).

INF⁴INiTY should seek to collaborate with similar projects for the delivery of these such webinars.

Table 7 Calendar of proposed webinars

Date	Topic	Lead partner	Target audience
28th May 2025 13:00-14:00 CET	Numerical simulations for wind turbine aerodynamics	DTU - Wind and Energy Systems	Industry, business partners; Innovators; EU institutions; National Authorities; Regional Authorities; Local Authorities; Civil Society; Citizens; Research Communities; Specific end user communities; International Orgs/NGOs; Investors
30 th September 2025	Efficient DLCs for FOWTs of the Future	Mondragon Goi Eskola Politeknikoa	Industry, business partners; Innovators; EU institutions; National Authorities; Regional Authorities; Local Authorities; Civil Society; Citizens; Research Communities; Specific end user communities; International Orgs/NGOs; Investors
May 2026	Minimalistic techno-economic model for OW farms	DTU - Wind and Energy Systems	Industry, business partners; Innovators; EU institutions; National Authorities; Regional Authorities; Local Authorities; Civil Society; Citizens; Research Communities; Specific end user communities; International Orgs/NGOs; Investors

September 2026	Liquefaction software	WIKKI	Industry, business partners; Innovators; EU institutions; National Authorities; Regional Authorities; Local Authorities; Civil Society; Citizens; Research Communities; Specific end user communities; International Orgs/NGOs; Investors
May 2027	Scour protection at gravity anchors of FOWT"	BM SUMER Consultancy & Research	Industry, business partners; Innovators; EU institutions; National Authorities; Regional Authorities; Local Authorities; Civil Society; Citizens; Research Communities; Specific end user communities; International Orgs/NGOs; Investors
September 2027	INF4INiTY outcomes (webinar)	Various organizations	Industry, business partners; Innovators; EU institutions; National Authorities; Regional Authorities; Local Authorities; Civil Society; Citizens; Research Communities; Specific end user communities; International Orgs/NGOs; Investors

4.5 Brand

4.5.1 Logos

A logo, as per Figure 2 has been developed for the Project and should be used for all project-specific publications. The INF⁴INiTY logo will be [available for downloading](#) in different shapes and formats, from the project SharePoint; to maintain consistency in branding, the logo should not be stretched, cropped, or altered in shape or color. An inverted and monochrome version will also be available.

The logo represents the foundational structure of the turbines, with a wave running through the icon and the project title representing the sea (below and above the surface). The 'i' in INF⁴INiTY has a three-blade turbine to represent an OW turbine.

Figure 2 INF⁴INiTY logo

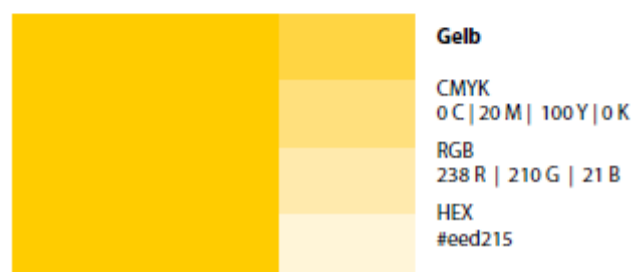
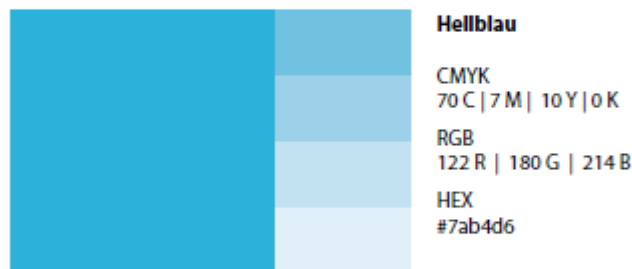
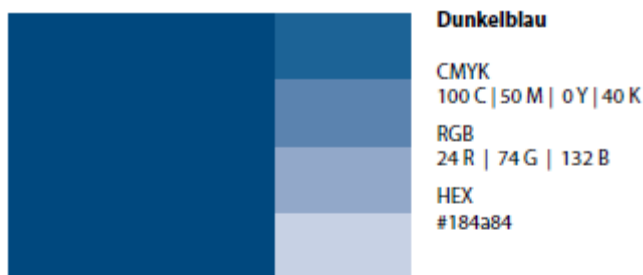


4.5.2 Branding

Any publications or content within the Project should remain consistent with project branding, which includes, aside from the logo, fonts and colours.

The Branding Font used for the INF⁴INiTY project is: Calibri (Body)

The Branding Colours are the following:



4.5.3 Required funder information.

The INF⁴INiTY project is funded by the European Union (EU), and as such, any and all external publications and communications must contain the logo in Figure 3 below, as well as the following statement:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”

Figure 3 Funded by the European Union and EU Emblem



4.5.4 Banner

INF⁴INiTY's banner (Figure 4) should be included in any official documents or publications, including all Word Documents and PowerPoint Presentations. The Banner may also be used for printed promotional materials. Any and all alterations will be made only at the discretion of the Project Coordinator and WP8 Lead. Should any partner wish to alter the banner, approval from the people mentioned here must be secured.

Figure 4 INF⁴INiTY Banner



4.5.5 Image and video library

Imagery will be an essential component of communicating the project's progress and will be required for regular press releases, media coverage and on the INF⁴INiTY website.

While remote working limits our ability to visually document their work, we ask all project partners to consider ways in which they can capture the progress within their own WPs. When taking photos and video, it's important to ensure no safety hazards are in the photo, and the photo does not compromise Project or Partner Intellectual Property.

When a Partner has a photo or video to add, they should inform WP8 lead, and either send the imagery as email attachments (or whichever appropriate method for larger files, videos, etc.), or upload them to the Image Library [in](#) the project SharePoint.

4.5.6 File Naming

All INF⁴INiTY imagery should be named according to the following guidelines:

All photos and/or videos should be saved as YYYY_MM_DD_Title_(Photo Credit)_Number of series of posts.

For example:

2024_01_30_Kick Off Meeting_(Credit: Christian Windt)_01

2024_01_30_Kick Off Meeting_(Credit: Christian Windt)_02

And so on.

4.5.7 Partner logos

Individual Partner logos are included below. If a partner updates their logo, they should notify WP8 lead and the CT to update across all documentation, publications and the '[Project Partners' section](#) of the INF⁴INITY website.

Figure 5 Partner's logos



IBW PAN



WIKKI



*Ghent
University*



*Politecnico di
Torino
University*



**Politecnico
di Torino**

*Mondragon
University*

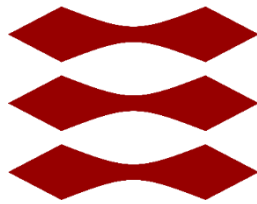


**Mondragon
Unibertsitatea**

**Goi Eskola Politeknikoa
Faculty of Engineering**

*Danmarks
Technische
University*

DTU



*Technische
Universität
Braunschweig*



SINTEF Logo



NIRAS



*Aquatera
Atlántico*



5 Annex 1 Records of KOP

Table 6 KOP activity

Target user	Knowledge transfer activities	Date	Impact
[CONFIDENTIAL]	[CONFIDENTIAL]	[CONFIDENTIAL]	[CONFIDENTIAL]

6 Annex 2 Event records

Table 7 Event tracking and feedback

Event	Initials	Date	Summary	Follow up actions
Updated each year				

7 Annex 3 Monitoring and evaluation

Table 8 Monitoring INF4INiTY's impact

Indicator number	Indicator	Project objectives (section 1.2)	Method of measurement	Expected results				Progress			
				Year 1	Year 2	Year 3	Year 4	Year 1	Year 2	Year 3	Year 4
1	INF4INiTY's website	1,2,3,4,6 and 7	Number of visits	150	200	250	300				
			Duration of visits	3 mins	3 mins	3 mins	3 mins				
			No. Downloads per month	5	10	15	20				
			No. of referrals from external web pages	5 (excluding consortium partners)	10 (excluding consortium partners)	15 (excluding consortium partners)	20 (excluding consortium partners)				
2	Publications	2,6,7,8 and 9	No. of submitted scientific papers	1	2	2	3				
			No. of articles in ocean energy magazines	0	0	1	1				
3	Research data	7,8 and 9	No. of open access research data set categories		1	1	1				
4	Attendance at events	2,3,4,5,6,8 and 9	No. of attended conferences with presentations or posters	1	1	1	1				
			No. of oral communication at congresses and events	1	1	1	1				
			No. of attended industrial events and/or fairs	1	1	1	1				
			No. of flyers or other material	2	3	4	4				



Indicator number	Indicator	Project objectives (section 1.2)	Method of measurement	Expected results				Progress			
				Year 1	Year 2	Year 3	Year 4	Year 1	Year 2	Year 3	Year 4
			distributed at events (QR codes, printed, videos etc.)								
5	Organisation of events	All	No. of workshops organised	1	1	1	1				
			Registered people	-	-	40	40				
			No. of webinars organised	-	-	1	1				
			Registered people	-	-	40	40				
6	Social media	1,2,3, and 9	No. of visits to posts	50	100	120	150				
			No. of shares on posts	15	20	25	30				
			<i>Followers</i>								
			<i>Reactions</i>								
7	Press release	1,2,3,6,7,8 and 9	No. of press releases	2	2	3	3				
8	Development of links with key organisations such as OEE, similar EU funded projects	2,4,5 and 9	No. of organisation involved in the project related to ocean energy	5	7	7	8				
9	Development of links with other EU funded projects	2,4,5 and 9	No. of OE projects contacted	2	2	2					



Indicator number	Indicator	Project objectives (section 1.2)	Method of measurement	Expected results				Progress			
				Year 1	Year 2	Year 3	Year 4	Year 1	Year 2	Year 3	Year 4
10	Stakeholder database	4 and 5	No. of stakeholders	50	100	150	200				



8 Annex 5 Communications Team Members

Table 7 CT Team Members

Partner Organisation	Representative	Contact
[CONFIDENTIAL]	[CONFIDENTIAL]	[CONFIDENTIAL]



9 Annex 6 Terms for INF⁴INiTY Communications Team

A Communications Team (CT) will be formed to ensure that project updates from across the various Work Packages (WP) are shared with the team and then promoted via INF⁴INiTY media channels – including digital media such as social media channels, the INF⁴INiTY website news section, and/or press releases.

CT MEMBER GUIDELINES

The CT includes a main representative/contact person from every Partner and its respective WP in the INF⁴INiTY project.

The assigned staff will oversee activities within their organisations, and work on their WPs for the project, related to:

- Communication
- Dissemination
- Stakeholders' identification and engagement
- Exploitation

INF⁴INiTY media channels include digital media such as social media channels, the INF⁴INiTY website news section; and/or press releases.

Additionally, all partners should seek to identify promotion opportunities through scientific reports, conferences, events, and presentations.

All Partners should remember to take photographs and video throughout the duration of work in their respective WP, to have evidence and imagery of progress of the Project at each of its different stages.

Aquatera, as WP 8 Leaders, will guide the development of tasks and contributions from CT members.

Every 2 months, WP8 leaders will send out an email to the CT to request WP updated for communication and promotion. Relevant points of interest will be followed up on, and meetings will be held as required.

Communications activities

Communications Activities include all media-related efforts. CT members are expected to support WP8 leads in their efforts to communicate project progress and achieve milestones.

What do we communicate?

- INF4INiTY project milestones
- Project progress and updates
- Surveys
- Events (virtual and in person)
- Interviews/podcast features

In the form of:

- Press releases
- Promotional articles
- Website news posts
- Social media posts

Processes + guidelines:

Press releases/Promotional articles	Website news posts	Social Media posts
✓ Notify the CT ✓ Notify WP8 lead in order for them to share this across INF⁴INiTY media channels. ✓ Share across your Organisation's media network (website, social media, and/or email). ✓ Feel free to follow-up with journalists in your own networks/country. ✓ Take part in media interviews if requested/offered.	If you have a project update/some news you could share in a longer news post: ✓ Send WP8 lead an email with the drafted news post – in order for them to post on the INF⁴INiTY website. ✓ Remember to include images! ✓ Feel free to share these on your own websites and/or social media channels. WP8 Lead will be in contact with the CT regularly to request news ('blog'-type) posts on WP progress: ✓ WP8 Lead will provide the CT member with a topic and guidance on what the article should highlight. ✓ CT member should then send a draft news post via email within 2 weeks maximum since request. ✓ WP8 Lead will then post the news post on the INF⁴INiTY website.	If you share a post on your social media channels related to the INF⁴INiTY project: ✓ Remember to mention/tag the INF⁴INiTY social media channels. ✓ If possible, notify the CT and WP8 before posting If a post is shared on the INF⁴INiTY social media channels: ✓ Share or repost across your organisations' and/or your own social media channels

Dissemination activities

Dissemination activities refer to the sharing of INF⁴INiTY's Knowledge Outputs (KO) with potential users – peers in the sector or industry, and/or other commercial players and policymakers.

What will this involve?

- Stakeholders' identification
- Support building the stakeholders database for communications and engagement.
- Knowledge Outputs (KO) identification and analysis

Processes + guidelines:

Stakeholders Engagement

All members of the CT are expected to actively support stakeholder engagement activities by:

- ✓ Encouraging new stakeholders to subscribe to the project via the INF4INiTY website.
- ✓ Keeping records of all communications with stakeholders using the Communications Tracker.

Important contacts/links. WP8 contact:

Natalia.rojas@aquatera.co.uk

INF4INiTY social media channels:

[LinkedIn](#)

[YouTube](#)

The primary document for members to track all communication and dissemination activities is the Communications Tracker, which is stored in the project SharePoint. All partners are encouraged to update this document regularly with relevant details to ensure accurate and consistent monitoring of activities across the project.