



Black sea fLoating Offshore Wind

Stakeholders' Workshop

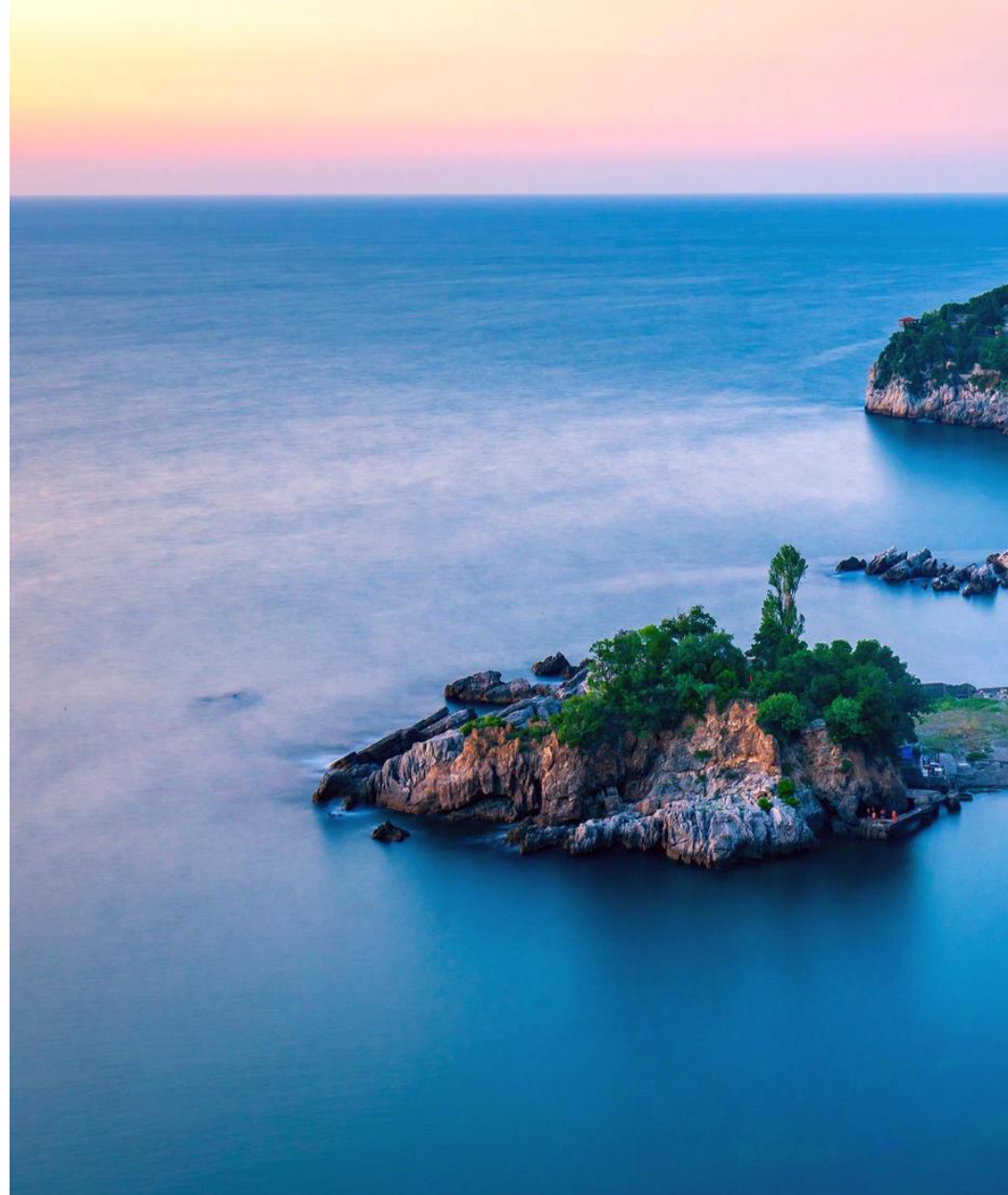
13/09/2023 – 14/09/2023

Constanta

WP8: Dissemination, Communication & Awareness Rising

BEIA

Cristian Beceanu



Outline



01 BEIA - Expertise

02 WP8 - Tasks and deliverables

03 Task 8.1 - Communication & Awareness raising activities

04 Task 8.2 - Implementation of communication activities

05 Task 8.3 - Dissemination of project results

06 Task 8.4 - EU Synergies & Other Sea Basins partnership - Clustering activities

BEIA is an R&D performing SME and it is one of the leading providers of ICT solutions and services in Romania for cloud communications and IoT telemetry

Areas of activity:

- service innovation (AI, blockchain, cloud, big data, quantum security, etc.), hardware (sensors, actuators, IIoT, IoMT, etc.)
- information technologies (data analytics, processing back end, interfaces, front end), integration (software/hardware)
- communication technologies (speech processing, chatbots, ASR/TTS, NLP/NLU, AI, sentiment analysis, emotional computing, contact centers, tele-systems)
- learning & training, standardization, communication / dissemination / marketing, business development, go-to-market, consultancy, project management.






Tasks/Deliverables		Task leader
T8.1 – Communication & Awareness raising activities	D8.1 – Communication, Dissemination, and Awareness Rising plan	BEIA
T8.2 - Implementation of communication activities	D8.2 – 1st Report on dissemination and communication activities D8.4 – 2nd Report on dissemination and communication activities D8.5 – 3rd Report on dissemination and communication activities	BEIA
T8.3 - Dissemination of project results	D8.6 – Final Report on dissemination and communication activities	BEIA
T8.4 - EU Synergies & Other Sea Basins partnership - Clustering activities	D8.3 – 1st Report on partnership activities D8.7 – 2nd Report on partnership activities D8.8 – 3rd Report on partnership activities D8.9 – Final Report on partnership activities	DURED



- A complete and detailed action plan for **Dissemination & Awareness raising together with appropriate communication activities** was created and sent to the PO.

This deliverable describes BLOW's Dissemination and Communication Plans, as defined in Task 8.1.

Task 8.1 define all the dissemination and communication (D&C) activities, as well as the tools that are used by the project partners to engage with the relevant stakeholders.




Black sea fLloating Offshore Wind (BLOW)


D8.1 Communication, Dissemination, and Awareness Rising Plan

Document Summary Information

Project Start Date	1 January 2023	Project Duration	60M
Project URL	https://blow-project.eu/		
Deliverable	D8.1 Communication, Dissemination, and Awareness Rising Plan		
Related Work Package	WP8	Related Task(s)	T8.1
Lead Beneficiary	BEIA		
Author(s)	Gabriela Bucur, Theodor Bratu, George Suci		
Type	R	Dissemination Level	PU
Contractual due date	30 June 2023	Actual submission date	30 June 2023

 UK Research and Innovation

This work was funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant number 10063692] as part of the Horizon Europe [HORIZON-CL5-2021-03-03] under grant agreement number [101084323]

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➤ Visual Identity

➤ Project Logo

A project logo has been designed to help the external audience easily identify BLOW project and to increase the BLOW project visibility by providing a corporate identity from the very beginning of the project.

➤ Project presentation

BLOW Power Point Presentation aims to establish a strong visual presentation of the project.



Black sea fLloating Offshore Wind

Name of Meeting

LOCATION, DD/MM/YYYY

WPXX: WP TITLE

Name/Logo of the WP Leader

Name of the presenter

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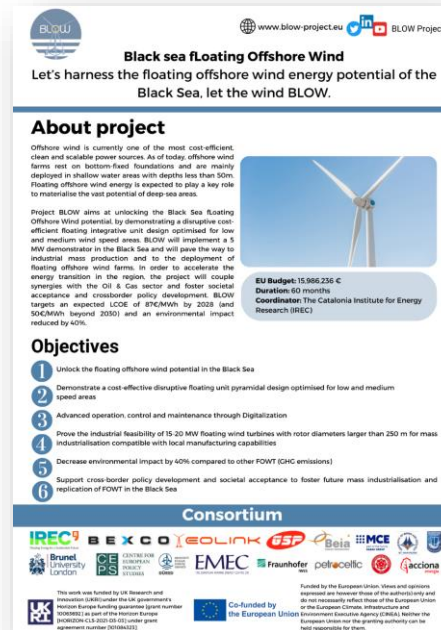
➤ Visual Identity

➤ Factsheet

The factsheet has been created as a one-page presentation of the project's major data, where project's key points are emphasized concisely.

➤ Website

The BLOW project website was launched March, 2023 (<https://blow-project.eu/>). The main objective of the website is to promote the project's public image and serve as a main online access point for the different target groups.





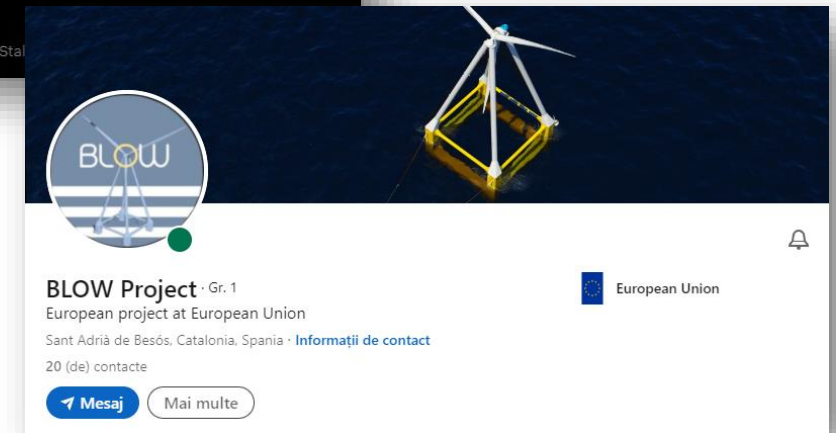
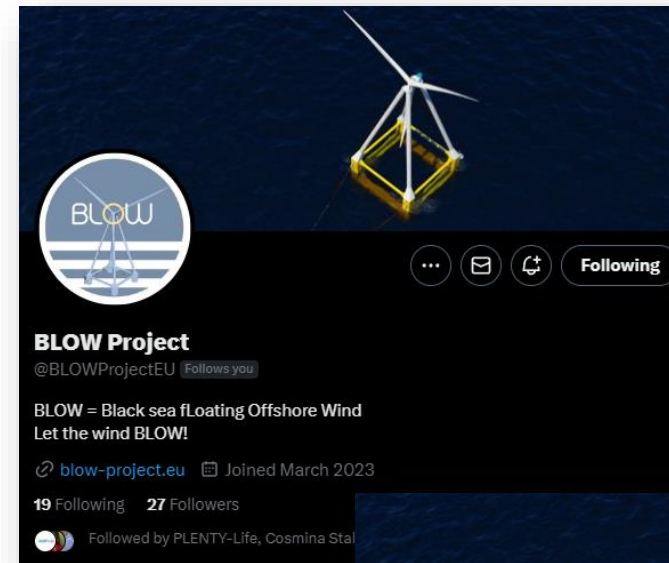
➤ Social Media

➤ Twitter, LinkedIn

The social media channels are specifically used to communicate and disseminate project progress and results in a way that is not overly technical and can be easily understood by non-specialists and the public audience.

➤ YouTube

On the YouTube channel, all the video materials will be posted and will be available for everyone.

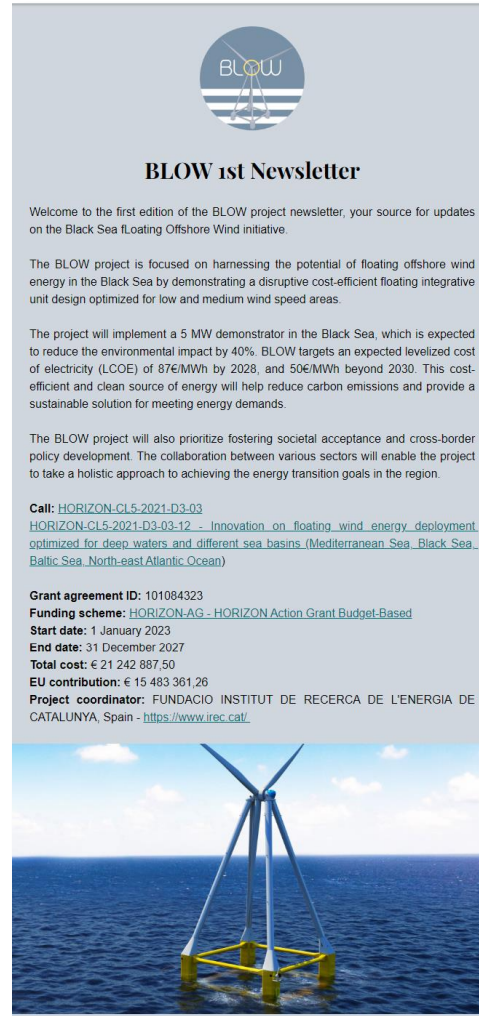




- **Three reports on dissemination and communication activities** will be created during the duration of the project. This deliverable describes BLOW's Implementation of communication activities, as defined in Task 8.2.
- In Task 8.2, several **communication campaigns** will be developed and implemented to ensure broad awareness of the project outcomes to the public.
- During every communication campaign, a **communication workshop** (seminar and webinar) will be organised to the larger public. The first workshop is organized by Constanta Maritime University.



- A **newsletter** about the project's progress and plans will be sent every 6 months to stakeholders and companies interested.
- The first newsletter was sent in August, with the second one following in December.
- Subscribe to our newsletter to be up to date with our project on the project's website: <https://blow-project.eu/> or by scanning the QR from the right.



- Multiple **consortium meetings** will be organized during the duration of the project.
- First General Assembly meeting was organized in Barcelona on the 28th and 29th June 2023.



- On scientific dissemination, the project partners will be actively involved in generating scientific content and maximising dissemination and communication opportunities.

Past events

3SI Three Seas Initiative Business Forum - 6-7 September 2023



Future events

SIREN – Simpozionul Român al Energiei – 11 – 13 September 2023



WRW2023 – 15 September 2023



14th Limassol Economic Forum - 6 October 2023 (Limassol, Cyprus)

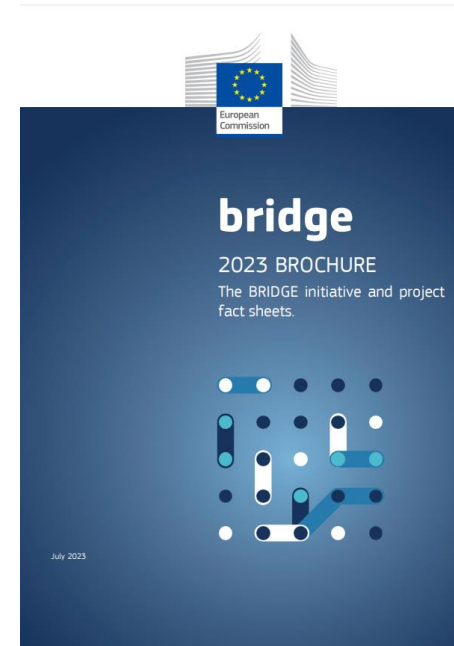
2nd East Med & Southeast Europe - 12 October 2023 (Brussels, Belgium)

Task 8.4 - EU Synergies & Other Sea Basins partnership - Clustering activities



➤ The objective of the Task 8.4 is to increase the **synergies and collaborations** with ongoing and future EU R&I projects on floating offshore wind and partnerships around the Black Sea.

➤ The BLOW Project was featured in the **BRIDGE Brochure**. BRIDGE is the cooperation between Horizon 2020 and Horizon Europe projects in the fields of smart grid, energy storage, islands, and digitalization.



BRIDGE BROCHURE 2023

HORIZON-CL5-2021-D3-03-12: Innovation on floating wind energy deployment optimized for deep waters and different sea basins (Mediterranean Sea, Black Sea, Baltic Sea, North-east Atlantic Ocean)

[Back to projects' list](#)

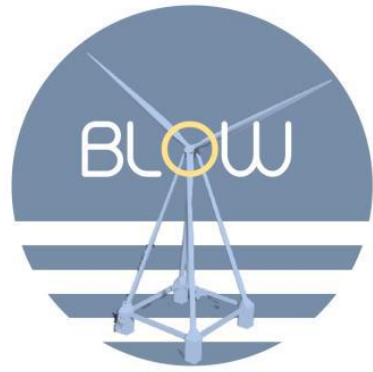
BLOW
Black sea fLooing Offshore Wind

Let's harness the floating offshore wind energy potential of the Black Sea, let the wind BLOW. Offshore wind is currently one of the most cost-efficient, clean and scalable power sources. As of today, offshore wind farms rest on bottom-fixed foundations and are mainly deployed in shallow water areas with depths less than 50m. Floating offshore wind energy is expected to play a key role to materialise the vast potential of deep-sea areas. Project BLOW aims at unlocking the Black Sea fLooing Offshore Wind potential, by demonstrating a disruptive cost-efficient floating integrative unit design optimised for low and medium wind speed areas. BLOW will implement a 5 MW demonstrator in the Black Sea and will pave the way to industrial mass production and to the deployment of floating offshore wind farms. In order to accelerate the energy transition in the region, the project will couple synergies with the Oil & Gas sector and foster societal acceptance and cross-border policy development. BLOW targets an expected LCDE of 87€/MWh by 2028 (and 50€/MWh beyond 2030) and an environmental impact reduced by 40%.

From 2023	Project total cost	EU contribution	Website
To 2027	21.243 ME	15.483 ME	https://blow-project.eu/

HORIZON-CL5-2021-D3-03-12: Innovation on floating wind energy deployment optimized for deep waters and different sea basins (Mediterranean Sea, Black Sea, Baltic Sea, North-east Atlantic Ocean)

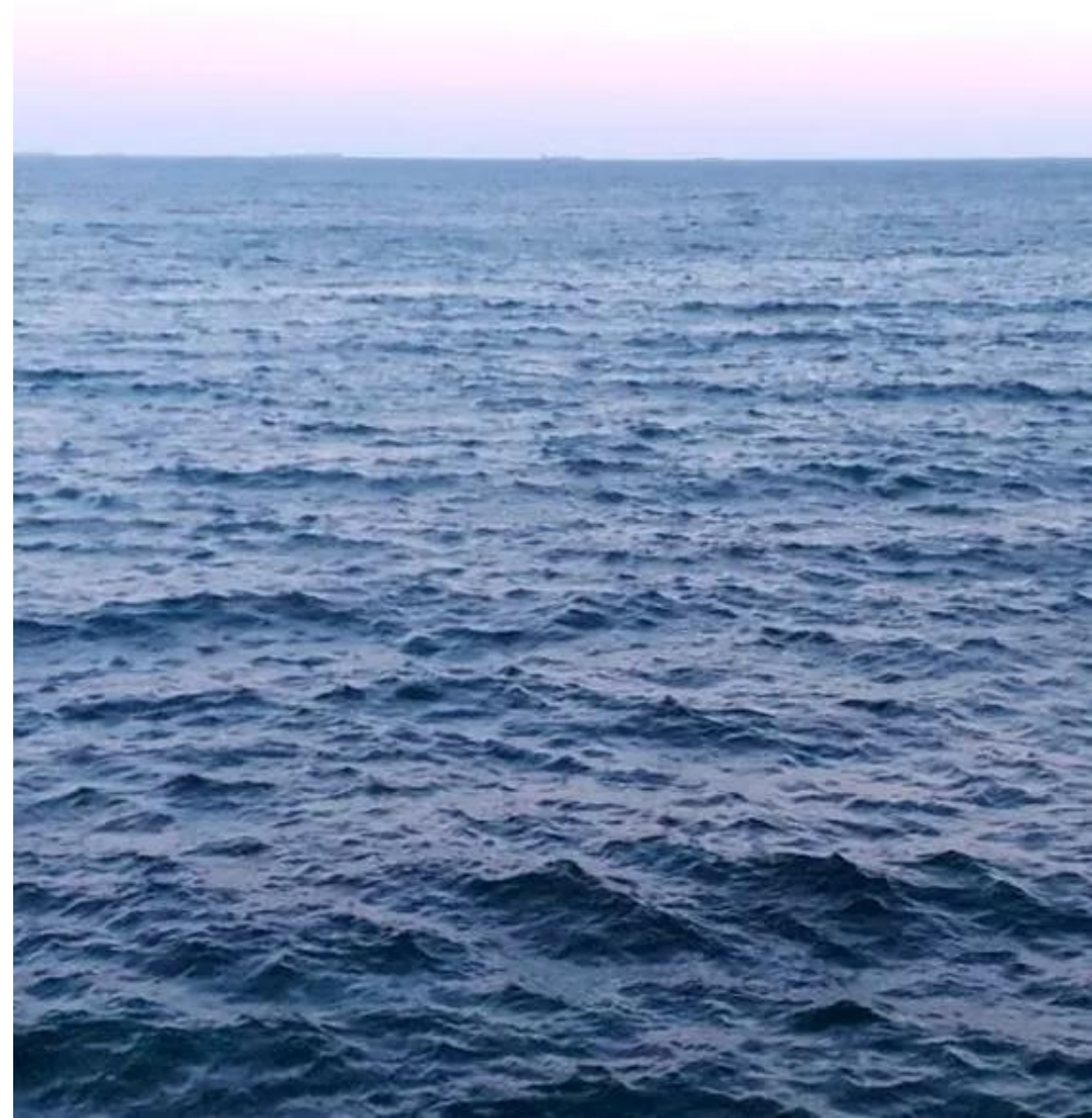
- [BLOW Black sea fLooing Offshore Wind](#)
- [INFINITE INnovative offshore wind techNologies in deep waTErs](#)
- [NEXTFLOAT Next Generation Integrated Floating Wind Optimized for Deep Waters](#)
- [WHEEL Wind Hybrid Evolution for Low-Carbon Solutions](#)



Thank you for your attention!

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