AQUAWIND

Innovative multi-use prototype combining offshore renewable energy and aquaculture in the Atlantic Basin

D7.6 Report on D&C activities Ver 2

WP7 Dissemination and Communication, RRI, Public engagement

Grant Agreement nº. 101077600

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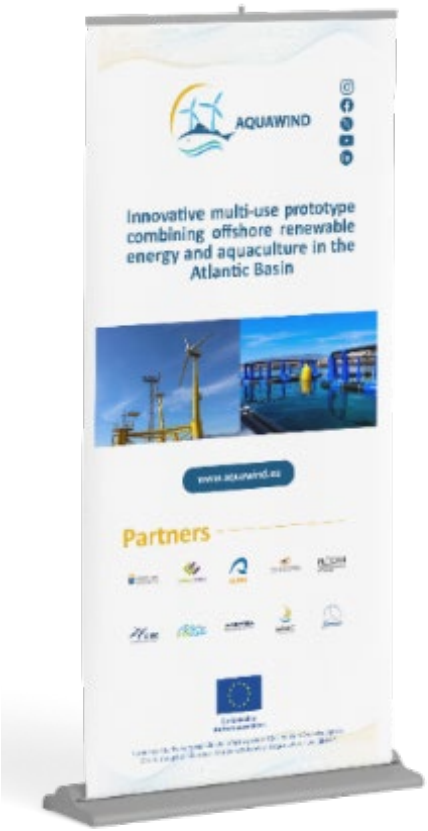
Figure 5. AquaWind's Roll-up

From the above version, **a new roll-up was created**. This version contains images of the wind energy and aquaculture prototype progress, maintaining a coherent branding in line with the updated project's visual identity.

Figure 6. AquaWind's Roll-up new version



Other templates

In addition, templates for banners, project documents, deliverables and Power Point presentations have been developed following the established visual identity.

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Figure 7. AquaWind's corporate templates

Among the updates to the project's promotional material is also the PowerPoint template, which has been redesigned with a more minimalist approach. This new design allows to create cleaner, tidier and more engaging presentations for the audience at our events. With these changes, the project aimed to improve the clarity and visual impact of the presentations, ensuring that communication is more effective and professional.

Figure 8. AquaWind's corporate templates new version

2.2 Website

The **AquaWind website** (https://aquawind.eu/) is a dynamic platform that undergoes continuous updates and enhancements to engage a broad audience of international and EU stakeholders. Serving as a comprehensive window, the website showcases various digital elements, news, and events associated with the project, establishing itself as a

primary tool for effectively communicating not just the message, but also the purpose of AquaWind to the public. The initial version of the website was created during the project's early stages, as documented in D7.1 of the Dissemination and Communication Plan submitted in M3. Since then, consistent efforts have been made to improve the website's design, structure, and activity tracking. As a result, it has evolved significantly, aligning with the evolving needs of its users, i.e., to increase accessibility and reading, the website has experimented adjustments to its design.

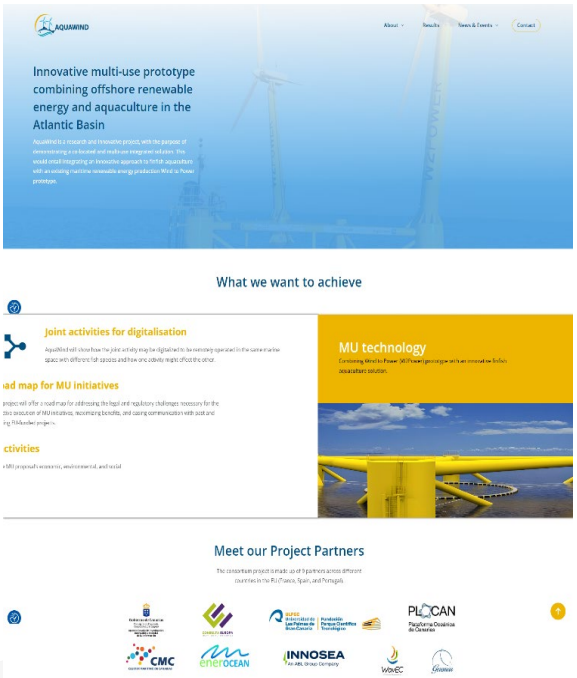
The sitemap has been updated to increase indexability and new events, previews, news and results have been added. A Google Analytics tag has been inserted on the website to measure visits under Global site tag: UA-254230170-1 (gtag.js).

The Cookies Policy has been put to the footer section in a prominent location. The website displays a pop-up window informing and requesting consent from visitors regarding their General Data Protection Regulation (GDPR) compliance options.

As an ever-evolving platform, this document will be regularly updated to accommodate the ongoing progress of the project and to address emerging needs and information that require sharing and dissemination.

Below, a preview of its refreshed design can be found.

Figure 9. Website's preview



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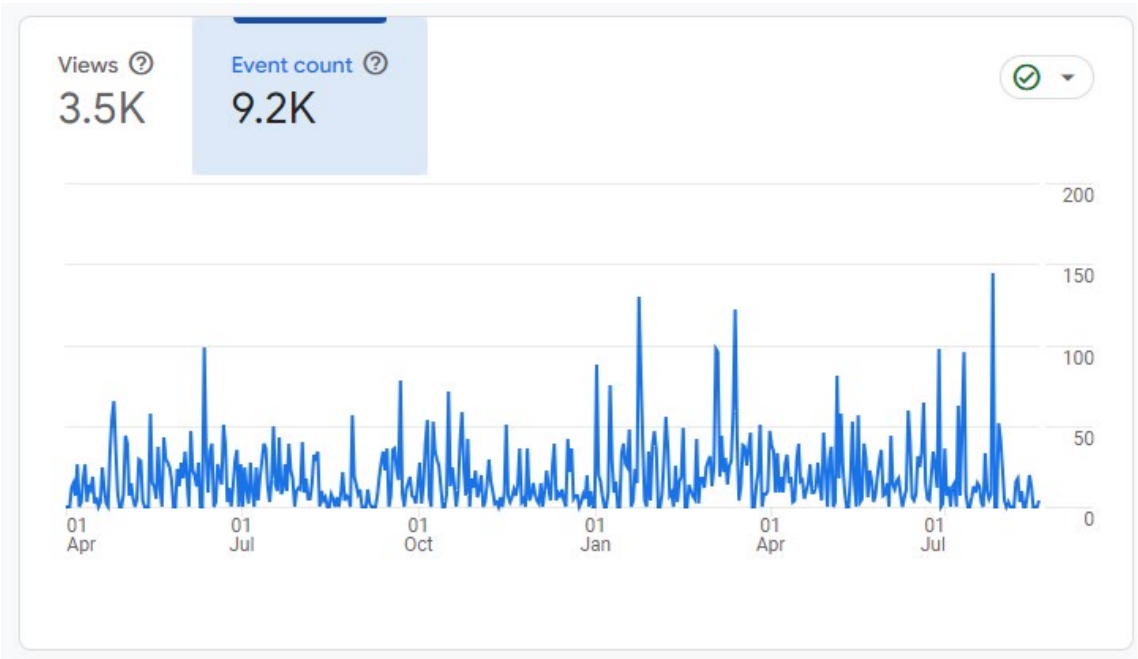
Website insights

The following insights show the overall data in terms of statistics and interactions with the project's website since its launch at the earliest stage of the project[2]:

[2] Data analytics as of 23rd August 2023.

Figure 10. Cumulative website's analytics (2022-2024)



Overall, since its start, the project recorded over **9.200 visits** to its website. Most of these visits come from Google searches, although it also received traffic through the official CINEA website, as well as from LinkedIn and the project's newsletter.

Visitor countries

Figure 11. World's ranking of visitors

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Analysis of the top visitor countries reveal that AquaWind predominantly garners visits from Spanish and French audience since the website's launch, followed by Belgium, China, and The Netherlands.

Website articles

The AquaWind project has made every effort to inform and involve stakeholders by publishing several articles on its website.

The aim of these articles is to provide up-to-date news and updates related to the project or the European Commission, as well as to inform about upcoming events in which AquaWind is involved. For easier access, a table with a list of articles and related links is shown below. This comprehensive approach ensures that stakeholders are fully informed and can easily access the information they are looking for.

Table 4 below presents a list of articles written by the WP7 leader and published on the website. In addition, Table 5 presents articles on AquaWind published by the project partners on their own websites.

Table 4. List of AquaWind's website articles

	Date	Title	Link
Year 1 (M1-12)	14/10/2022	Gran Canaria leads the pioneering AquaWind project to merge wind power and aquaculture	https://aquawind.eu/2022/10/14/gran-canaria-leads-the-pioneering-aquawind-project-to-merge-wind-power-and-aquaculture/
	28/10/2022	Offshore wind power and fishing sector conference in the Canary Islands	https://aquawind.eu/2022/10/28/offshore-wind-power-and-fishing-sector-conference-in-the-canary-islands/
	18/11/2022	The AquaWind project will be present at the XVIII Spanish National Congress of Aquaculture	https://aquawind.eu/2022/11/18/the-aquawind-project-will-be-present-at-the-xviii-spanish-national-congress-of-aquaculture/
	24/11/2022	AquaWind surprises at the Cádiz National Aquaculture Congress	https://aquawind.eu/2022/11/24/aquawind-surprises-at-the-cadiz-national-aquaculture-congress/
	13/12/2022	Spain will receive €1.12 billion from the EMFAF 2021-2027	https://aquawind.eu/2022/12/13/spain-will-receive-e1-12-billion-from-the-emfaf-2021-2027/
	21/02/2023	Latest EU policy measures for more sustainable fisheries,	https://aquawind.eu/2023/02/21/latest-eu-policy-measures-for-more-sustainable-fisheries-aquaculture-and-marine-ecosystems/

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		aquaculture and marine ecosystems	
	28/03/2023	AquaFuture Spain receives the AquaWind project during its first day	https://aquawind.eu/2023/03/28/aquafuture-spain-receives-the-aquawind-project-during-its-first-day/
	28/04/2023	European Maritime Day 2023	https://aquawind.eu/2023/04/28/european-maritime-day-2023/
	24/05/2024	An historic achievement: Treaty of the High Seas is adopted	https://aquawind.eu/2023/05/24/an-historic-achievement-treaty-of-the-high-seas-is-adopted/
	31/05/2023	The EU Blue Economy Report 2023	https://aquawind.eu/2023/05/30/the-eu-blue-economy-report-2023/
	1/06/23	AquaWind meets its sister project FLORA	https://aquawind.eu/2023/06/01/aquawind-meets-its-sister-project-flora/
	28/06/2023	First public results of AquaWind	https://aquawind.eu/2023/06/28/first-public-results-of-aquawind/
	13/07/2023	AquaWind at FIMAR 2023	https://aquawind.eu/2023/07/13/aquawind-at-fimar-2023/
	2/08/2023	Sustainable fishing in the EU: state of play and orientations for 2024	https://aquawind.eu/2023/08/02/sustainable-fishing-in-the-eu-state-of-play-and-orientations-for-2024/
	8/08/2023	EC Launches Consultation for Energy Transition Partnership in EU Fisheries and Aquaculture Sector	https://aquawind.eu/2023/08/08/ec-launches-consultation-for-energy-transition-partnership-in-eu-fisheries-and-aquaculture-sector/
	16/08/2023	EU's Progress Towards UN Sustainable Development Goals: A Mixed Bag for "Life Below Water"	https://aquawind.eu/2023/08/16/eus-progress-towards-un-sustainable-development-goals-a-mixed-bag-for-life-below-water/
	23/08/2023	Commissioner Sinkevičius Calls for Action to Improve Baltic Sea Environment	https://aquawind.eu/2023/08/23/commissioner-sinkevicius-calls-for-action-to-improve-baltic-sea-environment/
Year 2 (M13-24)	30/08/2023	United and ultfarms Joint Webinar	https://aquawind.eu/2023/08/30/united-and-ultfarms-joint-webinar/
	12/09/2023	Exploring Breakthroughs: Progress on the Multi-use Platform	https://aquawind.eu/2023/09/12/exploring-breakthroughs-progress-on-the-multi-use-platform/

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15/09/2023	AquaWind featured on EU CINEA newsletter	https://aquawind.eu/2023/09/15/aquawind-featured-on-eu-cinea-newsletter/
22/09/2023	Navalia Meeting 2023: Setting Sail Towards Innovation and Collaboration	https://aquawind.eu/2023/09/22/navalia-meeting-2023-setting-sail-towards-innovation-and-collaboration/
5/10/2023	2023 Barometer of Blue Economy Activity in the Canary Islands by Cetecima	https://aquawind.eu/2023/10/05/2023-barometer-of-blue-economy-activity-in-the-canary-islands-by-cetecima/
24/10/2023	AquaWind stakeholder survey launched!	https://aquawind.eu/2023/10/24/aquawind-stakeholder-survey-launched/
15/11/2023	AquaWind at Offshore Wind Congress, Strengthening Spain´s Technological Hub	https://aquawind.eu/2023/11/15/aquawind-at-offshore-wind-congress-strengthening-spains-technological-hub/
30/11/2023	AquaWind Project´s Engaging Participation in World Aquaculture Day Professional sessions	https://aquawind.eu/2023/11/30/aquawind-projects-engaging-participation-in-world-aquaculture-day-professional-sessions/
5/12/2023	Recently our project teams from ULPGC, ACIISI-GOBCAN, and ENEROCEAN met at the Las Palmas harbour for a technical inspection of the W2Power prototype	https://aquawind.eu/2023/12/05/tecently-our-project-teams-from-ulpgc-aciisi-gobcan-and-enerocean-met-at-the-las-palmas-harbour-for-a-technical-inspection-of-the-w2power-prototype/
18/12/2023	AquaWind Project Showcases Innovations at Canarian Blue Economy Event	https://aquawind.eu/2023/12/18/aquawind-project-showcases-innovations-at-canarian-blue-economy-event/
9/01/2024	WindEurope´s Annual Event 2024 is Set to Ignite Bilbao with Insights, Innovation, and Unrivalled Networking	https://aquawind.eu/2024/01/09/windeuropes-annual-event-2024-is-set-to-ignite-bilbao-with-insights-innovation-and-unrivalled-networking/
15/01/2024	Aquaculture protype updates: ULPGC is working on the set-up of cooper alloy nets for the aquaculture cage.	https://aquawind.eu/2024/01/15/revolutionising-aquaculture-ulpgc-introduces-innovative-metal-alloy-nets-with-plocan-ceo-collaboration/
22/01/2024	Energy Transition Partnership	https://aquawind.eu/2024/01/22/energy-transition-partnership/
29/01/2024	Last Chance! Survey Extended Until 29th February	https://aquawind.eu/2024/01/29/extending-exploration-aquawind-project-lengthens-survey-period-by-one-month-to-enhance-stakeholder-engagement-and-insight-gathering/

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1/02/2024	Strategic Distribution of Venture Capital in Global Aquaculture	https://aquawind.eu/2024/02/01/strategic-distribution-of-venture-capital-in-global-aquaculture/
2/02/2024	Successful Technology Breakfast in Fuerteventura: Boosting Development through the RIS3 Strategy	https://aquawind.eu/2024/02/02/successful-technology-breakfast-in-fuerteventura-boosting-development-through-the-ris3-strategy/
5/02/2024	Aquaculture Innovations: Ten Aquaculture Startups Join the Inaugural Bright Tides Regenerative Agriculture Accelerator	https://aquawind.eu/2024/02/05/aquaculture-innovations-ten-aquaculture-startups-join-the-inaugural-bright-tides-regenerative-agriculture-accelerator/
23/02/2024	AquaWind Project Among Diverse Initiatives Showcased at European Oceans Days	https://aquawind.eu/2024/02/23/aquawind-project-among-diverse-initiatives-showcased-at-european-ocean-days/
28/02/2024	The first half of the AquaWind Project was successfully completed	https://aquawind.eu/2024/02/28/the-first-half-of-the-aquawind-project-was-successfully-completed/
1/03/2024	New developments: we have already installed the aquaculture cage in water	https://aquawind.eu/2024/03/01/new-developments-we-have-already-installed-the-aquaculture-cage-in-water/
11/03/2024	At the European Ocean Days, AquaWind presents a visionary approach to integrating aquaculture and renewable energy	https://aquawind.eu/2024/03/11/at-the-european-ocean-days-aquawind-presents-a-visionary-approach-to-integrating-aquaculture-and-renewable-energy/
14/03/2024	AquaWind: Progress and collaboration at the Mid-Project Meeting	https://aquawind.eu/2024/03/14/aquawind-progress-and-collaboration-at-the-mid-project-meeting/
21/03/2024	BEST students visit the Taliarte dock facilities to explore the AquaWind project	https://aquawind.eu/2024/03/21/best-students-visit-the-taliarte-dock-facilities-to-explore-the-aquawind-project/
1/04/2024	AquaWind at WindEurope 2024	https://aquawind.eu/2024/04/01/aquawind-at-windeurope-2024/
16/04/2024	Brussels becomes the global epicenter of the circular economy this week!	https://aquawind.eu/2024/04/16/brussels-becomes-the-global-epicentre-of-the-circular-economy-this-week/
19/04/2024	The 2024 Hannover Messe is well underway!	https://aquawind.eu/2024/04/19/the-2024-hannover-messe-is-well-underway/

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2/05/2024	European Commission recommendations to encourage the development of aquaculture in the European Union	https://aquawind.eu/2024/05/02/european-commission-recommendations-to-encourage-the-development-of-aquaculture-in-the-european-union/
13/05/2024	AquaWind joins the Canary Islands Science and Innovation Ministries 2024	https://aquawind.eu/2024/05/13/aquawind-joins-the-miniferias-de-ciencia-y-innovacion-de-canarias-en-2024/
15/05/2024	The European Maritime, Fisheries and Aquaculture Fund celebrates a decade of supporting sustainability and innovation	https://aquawind.eu/2024/05/15/the-european-maritime-fisheries-and-aquaculture-fund-celebrates-a-decade-of-supporting-sustainability-and-innovation/
20/05/2024	AquaWind consortium partners prepare for safe and healthy operations in pilot demonstrator	https://aquawind.eu/2024/05/20/aquawind-consortium-partners-prepare-for-safe-and-healthy-operations-in-pilot-demonstrator/
22/05/2024	AquaWind project organizes a webinar on Multipurpose Ocean Platform Demonstrator Pilots	https://aquawind.eu/2024/05/22/the-aquawind-project-organises-a-webinar-on-multipurpose-ocean-platform-demonstrator-pilots/
24/05/2024	AquaWind will participate in the XIX National Aquaculture Congress (XIX-CNA)	https://aquawind.eu/2024/05/24/aquawind-will-participate-in-the-xix-national-aquaculture-congress-xix-cna/
28/05/2024	AquaWind will be present at Fimar 2024	https://aquawind.eu/2024/05/28/aquawind-will-be-present-at-fimar-2024/
11/06/2024	AquaWind Drives the Blue Economy at FIMAR 2024	https://aquawind.eu/2024/05/28/aquawind-will-be-present-at-fimar-2024/
19/06/2024	Technological Breakfast in El Hierro on 14 June 2024: Socioeconomic Potential through the RIS3 Strategy	https://aquawind.eu/2024/06/19/technological-breakfast-in-el-hierro-on-14-june-2024-socioeconomic-potential-through-the-ris3-strategy/
20/06/2024	AquaWind at the XIX National Congress of Aquaculture	https://aquawind.eu/2024/06/20/aquawind-at-the-xix-national-congress-of-aquaculture/
21/06/2024	Successful webinar FLORA and AquaWind on June 20th	https://aquawind.eu/2024/06/21/successful-webinar-flora-and-aquawind-on-june-20th/
25/06/2024	Presentation of the AquaWind Project in Rome	https://aquawind.eu/2024/06/25/presentation-of-the-aquawind-project-in-rome/

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	18/07/2024	Innovation and Sustainability Drive Growth in the EU Blue Economy	https://aquawind.eu/2024/07/18/innovation-and-sustainability-drive-growth-in-the-eu-blue-economy/
	26/07/2024	Technology Breakfast in La Gomera on 24 July 2024: Development Opportunities through the RIS3 Strategy	https://aquawind.eu/2024/07/26/technology-breakfast-in-la-gomera-on-24-july-2024-development-opportunities-through-the-ris3-strategy/

Table 5. List of AquaWind articles published on project partners' websites

	Date	Partner	Title	Link
Year 1 (M1-12)	7/10/2022	ULPGC	ARRANCA EL PROYECTO EUROPEO AQUAWIND	https://www.fpct.ulpgc.es/en/noticias/item/703-arranca-el-proyecto-europeo-aquawind.html
	10/10/2022	CMC	KICK OFF Meeting Proyecto AquaWind	https://www.clustermc.es/kick-off-meeting-proyecto-aquawind/
	11/10/2022	PLOCAN	Lanzamiento del proyecto europeo AquaWind de energía eólica y acuicultura offshore que coordina la ACIISI	https://www.plocan.eu/lanzamiento-del-proyecto-europeo-aquawind-de-energia-eolica-y-acuicultura-offshore-que-coordina-la-aciisi/
	11/10/2022	CE	Gran Canaria leads the pioneering AquaWind project to merge wind power and aquaculture	https://consulta-europa.com/gran-canaria-leads-the-pioneering-aquawind-project-to-merge-wind-power-and-aquaculture/
	14/10/2022	CMC	Encuentro de la eólica marina con el sector pesquero en Canarias	https://www.clustermc.es/encuentro-de-la-eolica-marina-con-el-sector-pesquero-en-canarias/
	25/10/2022	ULPGC	La Vicerrectora de Investigación Marisol Izquierdo acude a la Jornada de Energía Eólica Marina	https://www.ulpgc.es/noticia/2022/10/25/vicerrectora-investigacion-marisol-izquierdo-acude-jornada-energia-eolica-marina
	27/10/2022	CMC	La eólica marina y el sector pesquero apuestan por la convivencia	https://www.clustermc.es/la-eolica-marina-offshore-y-el-sector-pesquero-apuestan-por-la-convivencia/

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	28/10/2022	CMC	Canarias lidera el proyecto AquaWind para fusionar energía eólica y acuicultura	https://www.clustermc.es/canarias-lidera-el-proyecto-aquawind-para-fusionar-energia-eolica-y-acuicultura/
	24/11/2022	ULPGC - FPCT, CMC	AquaWind sorprende en el Congreso Nacional de Acuicultura de Cádiz	https://www.ecoaqua.eu/es/blog/aquawind-sorprende-en-el-congreso-nacional-de-acuicultura-de-cadiz-a3542.html; https://www.fpct.ulpgc.es/es/noticias/item/717-aquawind-sorprende-en-el-congreso-nacional-de-acuicultura-de-cadiz.html; https://www.clustermc.es/aquawind-sorprende-en-el-congreso-nacional-de-acuicultura-de-cadiz/
	25/11/2022	ULPGC	Presentado el proyecto AquaWind en el Congreso Nacional de Acuicultura de Cádiz	https://www.ulpgc.es/noticia/2022/11/25/presentado-proyecto-aquawind-congreso-nacional-acuicultura-cadiz
	25/11/2022	CE	AquaWind surprises at the Cádiz National Aquaculture Congress	https://consulta-europa.com/aquawind-surprises-at-the-cadiz-national-aquaculture-congress/
	31/03/2023	CMC	El Proyecto AquaWind presente en Aquafuture Spain	https://www.clustermc.es/el-proyecto-aquawind-presente-en-aquafuture-spain/
	31/03/2023	CE	Consulta Europa attends AquaFuture Spain event with AquaWind project	https://consulta-europa.com/consulta-europa-attends-aquafuture-spain-event-with-aquawind-project/
	01/06/2023	PLOCAN	Collaboration of the European projects AquaWind and FLORA that will be tested in PLOCAN	https://plocan.eu/en/collaboration-of-the-european-projects-aquawind-and-flora-that-will-be-tested-in-plocan
	01/06/2023	ULPGC	PROYECTOS EUROPEOS AQUAWIND Y FLORA EXPLORAN SINERGIAS EN EVENTO CONJUNTO EN GRAN CANARIA	https://www.fpct.ulpgc.es/en/noticias/item/780-proyectos-europeos-aquawind-y-flora-exploran-sinergias-en-evento-conjunto-en-gran-canaria.html

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	02/06/2023	CE	AquaWind project explores synergies with FLORA in a joint event in Gran Canaria	https://consulta-europa.com/aquawind-project-explores-synergies-in-a-joint-event-in-gran-canaria/
	08/06/2023	CMC	Los proyectos europeos AquaWind y FLORA exploran sinergias en evento conjunto en Gran Canaria	https://www.clustermc.es/los-proyectos-europeos-aquawind-y-flora-exploran-sinergias-en-evento-conjunto-en-gran-canaria/
	19/06/2023	CMC	CMC y FEDEPORT dan a conocer las profesiones azules en FIMAR 2023	https://www.clustermc.es/cmc-y-fedeport-dan-a-conocer-las-profesiones-azules-en-fimar-2023/
	03/07/2023	CE	First public results of AquaWind project	https://consulta-europa.com/first-public-results-of-aquawind-project/
Year 2 (M13-24)	09/2023	GOBCAN-ACIISI	AquaWind project	https://www.gobiernodecanarias.org/conocimiento/temas/investigacion/proyectosh2020/
	09/2023	WavEC	AquaWind project	https://www.wavec.org/en/research-development/projects/aquawind
	17/10/2023	CMC	2º Boletín del proyecto AquaWind	https://mailchi.mp/clustermc/noticias-de-inters-17073236?e=[UNIQID]
	13/12/2023	GOBCAN-ACIISI	Canarias avanza en su estrategia de especialización inteligente	https://www3.gobiernodecanarias.org/noticias/canarias-avanza-en-su-estrategia-de-especializacion-inteligente/
	26/02/2024	CMC	¡Últimos días! Participa en la encuesta del proyecto AquaWind	https://www.clustermc.es/ultimos-dias-participa-en-la-encuesta-del-proyecto-aquawind/
	08/03/2024	ULPGC	Proyecto AquaWind: Recently our project teams from ULPGC, ACIISI - GOBCAN, and ENEROCEAN met at the Las Palmas harbour for a	https://otc.ulpgc.es/proyecto-aquawind-recently-our-project-teams-from-ulpgc-aciisi-gobcan-and-enerocean-met-at-the-las-

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		technical inspection of the W2Power prototype	palmas-harbour-for-a-technical-inspection-of-the-w2power-prototype/
13/03/2024	GOBCAN-ACIISI	La primera plataforma multiuso de eólica flotante y acuicultura ya está lista para su botadura	https://www3.gobiernodecanarias.org/noticias/la-primera-plataforma-multiuso-de-eolica-flotante-y-acuicultura-ya-esta-lista-para-su-botadura/
13/03/2024	CMC	La plataforma multiuso de eólica flotante y acuicultura del proyecto AquaWind ya está preparada para su botadura	https://www.clustermc.es/el-cluster-maritimo-de-canarias-en-su-compromiso-con-la-innovacion-y-la-seguridad-del-sector-te-ofrece-el-curso-computacion-y-seguridad-en-la-nube-2/
14/03/2024	CE	La primera plataforma polivalente para energía eólica marina flotante y acuicultura de la cuenca atlántica está lista para su lanzamiento	https://consulta-europa.com/es/la-primera-plataforma-polivalente-para-energia-eolica-marina-flotante-y-acuicultura-de-la-cuenca-atlantica-esta-lista-para-su-lanzamiento/
15/03/2024	PLOCAN	AquaWind: Progreso y Colaboración en la reunión anual de proyecto	https://plocan.eu/aquawind-progreso-y-colaboracion-en-la-reunion-anual-de-proyecto
20/03/2024	GOBCAN-ACIISI	Estudiantes de carreras tecnológicas conocen de primera mano el proyecto AquaWind coordinado por ACIISI	https://www3.gobiernodecanarias.org/noticias/estudiantes-de-carreras-tecnologicas-conocen-de-primera-mano-el-proyecto-aquawind-coordinado-por-aciisi/
26/03/2024	CMC	El CMC destaca el potencial de Canarias para la eólica marina en WindEurope 2024	https://www.clustermc.es/el-cmc-destaca-el-potencial-de-canarias-para-la-eolica-marina-en-windeurope-2024/

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	10/05/2024	GOBCAN-ACIISI	Estudiantes y familias viajan con las Miniferias a los ecosistemas marinos de Canarias	https://www3.gobiernodecanarias.org/noticias/estudiantes-y-familias-viajan-con-las-miniferias-a-los-ecosistemas-marinos-de-canarias/
	03/06/2024	CMC	El CMC participa en el European Maritime Day de Svendborg, Dinamarca	https://www.clustermc.es/el-cmc-involucrado-en-el-european-maritime-day/
	19/06/2024	CMC	AquaWind presente en el XIX Congreso Nacional de Acuicultura	AquaWind presente en el XIX Congreso Nacional de Acuicultura – Cluster Marino Marítimo de Canarias (clustermc.es)

Last but not least, it can be highlighted that the AquaWind project has been featured on the CINEA website:

Table 6. AquaWind articles published on CINEA website.

Date	Title	Link
11/07/2023	AQUAWIND - Innovative multi-use prototype combining offshore renewable energy and aquaculture in the Atlantic Basin	https://cinea.ec.europa.eu/featured-projects/aquawind-innovative-multi-use-prototype-combining-offshore-renewable-energy-and-aquaculture-atlantic_en
24/07/2023	Promoting the sustainable blue economy: EMFAF Flagship call 2021 projects – a year on	https://cinea.ec.europa.eu/news-events/news/promoting-sustainable-blue-economy-emfaf-flagship-call-2021-projects-year-2023-07-24_en
27/07/2024	AquaWind project - Offshore platform to produce electricity and food	https://blue-economy-observatory.ec.europa.eu/news/aquawind-project-offshore-platform-produce-electricity-and-food-2023-07-27_en

2.3 Social media

For communication purposes a set of social media accounts has been established, each targeting different audiences. These accounts are regularly updated providing valuable

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information on project results, partner updates, organised events, interviews, and other relevant project-related activities. The social media channels serve as dynamic platforms for sharing up-to-date information, engaging with stakeholders, and promoting awareness about the project. The AquaWind project ensures widespread communication of project updates and facilitates active participation and interaction with interested individuals and organisations.

The following table shows a general view about the performance on each channel from October 2022 (M2) until August 2024 (M24):

Table 7. Social media channels

Channels	Link	N° posts	Followers	N° posts	Followers
in	AquaWind Project https://www.linkedin.com/in/aquawind-project-9b321b247/	52	272	132	937
	@aquawindproject https://www.instagram.com/aquawindproject/	23	462	76	562
	AquaWind Project https://www.facebook.com/aquawind.eu	49	80	119	113
	@AquawindP https://twitter.com/AquawindP	62	135	160	237
		Year 1 (M2-12)		Year 2 (M13-24)	

Social Media Insights

LinkedIn

The LinkedIn account has demonstrated excellent content performance in the first year of the project, garnering a **remarkable 16,107 impressions**. This high number of impressions showcased the effectiveness of AquaWind's content strategy in capturing attention, generating interest and fostering meaningful engagement with the project's

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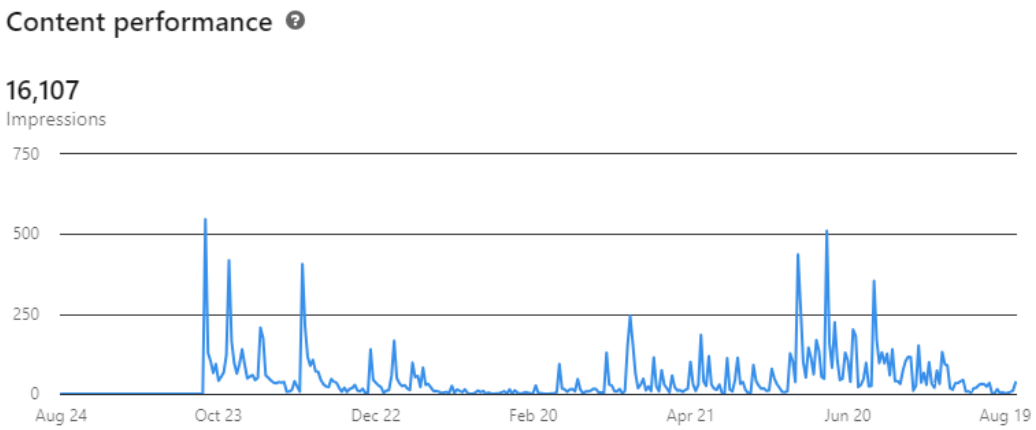
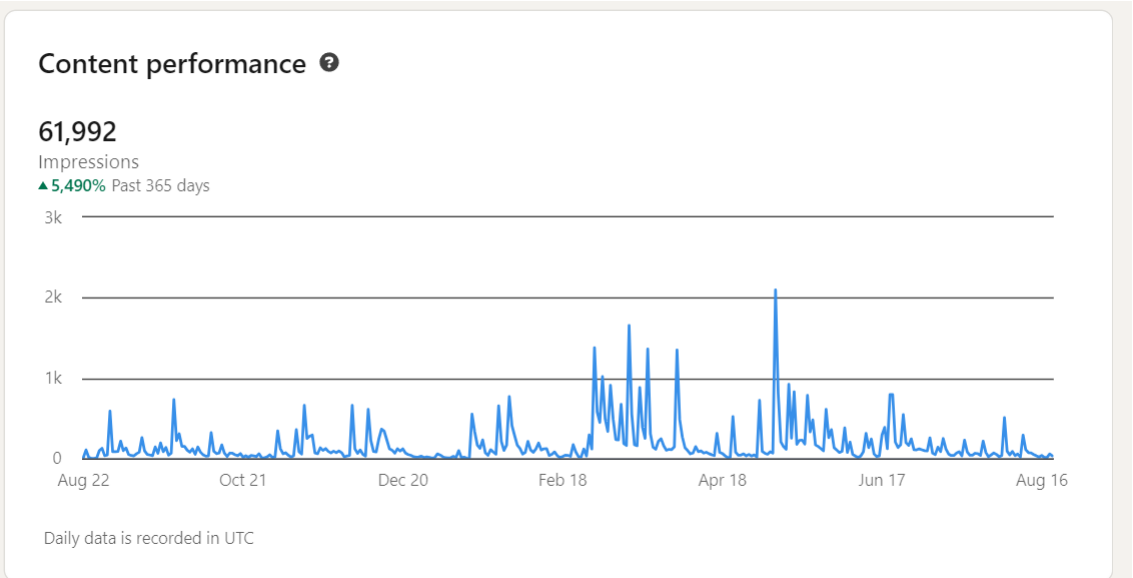
target audience. Through its LinkedIn presence, AquaWind has been able to establish an initial strong digital footprint, starting to cultivate valuable connections within the industry and the research community.

Figure 12. Content performance – Year 1



In the second year of the project, a further significant increase in the number of impressions was attained, **reaching a total of 61,992**. This increase reflects the success of AquaWind's content strategy, which is designed to attract audience attention, generate interest and encourage real engagement with our target audience. The number of impressions gained demonstrates how our communication strategies have impacted users, ensuring that our message is seen by a wide range of people and increasing the impact of the project in the communities we aim to reach.

Figure 13. Content performance – Year 2



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Facebook

In Year 1, Aquawind's Facebook account experienced good engagement with a following of 80 individuals and a reach of over **13,700 impressions**. This demonstrated the growing interest and visibility of the project among Facebook users. The account has effectively utilised this platform to disseminate project updates, share relevant content, and engage with stakeholders and the wider online community.

Figure 14. Facebook Growth – Year 1

During the second year, AquaWind's Facebook account has progressively grown, reaching a total of 116 followers and more than **5,700 impressions** compared to last year, achieving **over 20,200 impressions in total since the beginning of the project.**

Figure 15. Facebook Performance – Year 2

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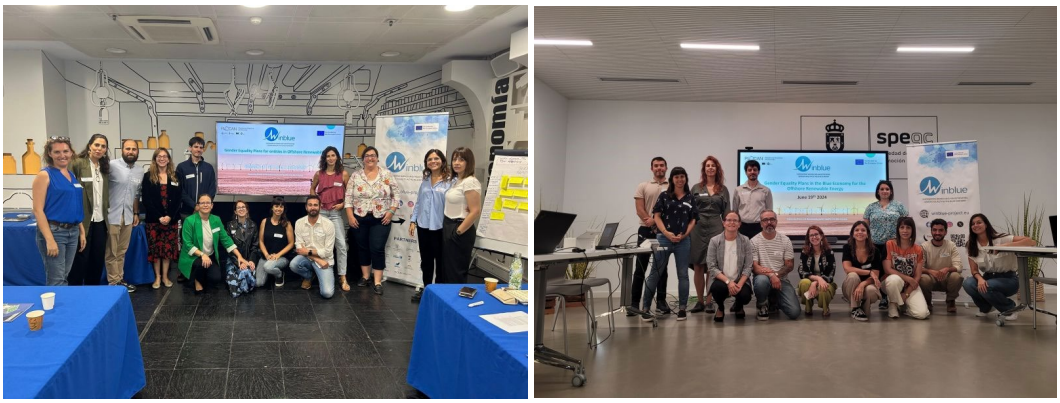
WINBLUE Project

On June 7 and 19, 2024 the EMFAF WINBLUE project held two workshops with a specific focus on the offshore renewable energy sector, with the objective of identifying best practices, barriers, and possible solutions for the implementation of gender equality plans in the blue economy. Hosted in Las Palmas de Gran Canaria, these events brought together quadruple helix representatives to reflect on gender and diversity challenges and opportunities in the field of offshore energy. AquaWind participated in these workshops sharing views and inputs for the development of a template of Gender Equality Plan, which could be used in future by companies and other stakeholders from the sector.

Figure 28. - Workshop on Gender Equality in the Blue Economy: Application of gender equality plan models in the offshore renewable energy sector



2.10 Open-access

AquaWind is dedicated to upholding the principles and practices of Open Science and Open Access throughout the entire duration of the project, from its initiation to its completion. This commitment entails depositing public data generated by AquaWind into reputable open-access repositories, in accordance with the guidelines set forth by EMFAF as well as by the Horizon Europe (HE) programme on open access and utilising open licenses.

Placed on AquaWind's website, a “Results” section guarantees that all approved public deliverables by the EU are published and accessible for stakeholders throughout the project's lifespan. This section serves as a valuable resource for stakeholders to stay updated on the progress, findings, and outcomes of the AquaWind project. The section also includes produced dissemination material ready to be downloaded, as well as gives promotion to the developed project videos.

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In addition, the project is making use of Zenodo platform to share its findings, data and other outputs. Zenodo is a digital repository that offers researchers, scientists, and scholars a platform to openly share and preserve their research outputs, including datasets, software, images, videos, deliverables, and other publications. Operated by CERN and supported by funding from the European Commission, Zenodo guarantees its long-term sustainability and preservation.

A **Zenodo Community for AquaWind** has been created and approved public deliverables have been uploaded to the platform. This community is used for the dissemination of other open-access and non-confidential data and publications that will be produced by the consortium in the next two years of the project. CE, the WP7 Leader, oversees keeping the platform updated.

3. Monitoring and evaluation of dissemination activities

Within the framework of WP7, task 7.5 deals with the monitoring and evaluation of D&C activities. These are being monitored to ensure they are properly implemented and support the maximisation of the project's expected impacts. Monitoring of the activities allows to assess if the actions planned are carried out properly and on time and to measure their effectiveness. Based on monitoring results, the project D&C Plan might be thus reformulated to improve the communication and dissemination outreach.

To monitor the project, partners are periodically requested to provide information on the activities carried out (for instance organisation of events, publications of news/press releases, etc., presentations at conferences) while CE is in charge of monitoring and reporting on the use of the website, social media, and on the events whose organisation is under CE's responsibility. Based on the reports submitted from the partners, CE can formulate recommendations for the future dissemination and communication activities.

A continuous monitoring of the dissemination activities made by project partners is carried outwithin WP7 tasks. An internal file shared among partners keeps records of the press releases, articles, and events, gathering the information based on:

- The partner who carried out the activity.
- The date which the activity took place in.
- Activity outreach.
- Publication source.
- URL link to the activity results or proof.
- Targeted audience.
- In case of an event, the type of event, location, and general information.

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Indicators' monitoring

In conjunction with the monitoring, an evaluation of the effectiveness of the activities will be performed periodically mainly using a set of target indicators of success set in the Grant Agreement and reported in the table below. The continuous monitoring will allow CE to assess the evolution and impacts of the dissemination and communication activities and evaluate any corrections or preventive measures to increase the reach-out of WP7 activities.

Table 12. Monitoring and evaluation indicators' progress at M24

Indicator	Target as per GA	Indicator progress at M12	Indicator progress at M24	Level of completion*
Participation in national/EU events	6	7	15	250%
Organisation of international conference	1 *(with 80 attendants)*	0	0	0% *(to be organised at project end)*
Production of newsletter	6	1	3	50%
Newsletter subscribers	148	155	243	164%
Nº of interviews	9 *(3/year)*	3	3	66%
Nº of press releases	9	36	62	688%
Website visits per month	227	~152	247	108%
Nº of peer reviewed publications	3	0	0	0%
Total followers (LinkedIn, Twitter, Facebook, Instagram, YouTube)	1000	926	1849	184%
Nº of videos produced	3	1	2	66%
Nº of webinars/events	4 (2 for civil society organisations; 2 for policy makers)	1 (face-to-face event for civil society & fishery communities)	1 for fisheries communities; 5 for quadruple helix stakeholders (policy makers, academia, industry, society); 2 with sister project (FLORA); 1 scientific community; 1 university students	250%

* *Not started yet*
* *Ongoing / on track*
* *Already achieved or even overpassed*

Overall, the monitoring of the indicators set out in the GA indicates progress in the dissemination and communication actions for AquaWind, and the European and local communities have responded positively. As shown in the table above, several indicators

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are in progress due to the fact that there is still one year left to complete the project. The project has not only reached its targets, but also exceeded them on some indicators, such as attendance at events, number of press releases and number of supporters. This demonstrates both the consortium's efforts and the high level of interest in the project so far. However, peer-reviewed publications have not yet started.

Conclusions

This report provided a summary of the dissemination and communication (D&C) activities carried out during the first 24 months of the AquaWind project. The WP7 leader, together with all project partners, has worked on the development and launch of communication and dissemination tools, as well as the implementation of activities associated with them, in accordance with the strategy outlined in the AquaWind Dissemination and Communication Plan (D7.1).

Each communication and dissemination initiative has been created to achieve a specific objective and targets specific project stakeholders. A variety of communication tools, including brochures, roll-ups and customised templates, have been used to present a consistent message and a coherent visual identity to the target audience.

Stakeholders have been kept informed of project progress through the project website, events, social media channels and newsletters. Press releases have also contributed to the media coverage and visibility of AquaWind.

In addition, partnerships and collaborations with related initiatives and projects have been grown to promote AquaWind and increase stakeholder engagement.

Last but not least, dissemination and communication activities are progressing according to plan, and the final phase of WP7 activities will focus on optimising the results achieved so far. The promotion of more technical activities related to the soon-to-be-completed AquaWind prototype will be part of this approach.

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AQUAWIND

Innovative multi-use prototype combining offshore renewable energy and aquaculture in the Atlantic Basin

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