DIGIWIND

D6.1

Plan for communication, dissemination, and Exploitation of results (PCDER)

June 2024

D6.1 – Plan for Communication, Dissemination, and Exploitation of Results (PCDER)

Dissemination Level	PU-Public
Title of Deliverable	R-Report
Work package number	WP6
Task number	T6.1
Due date	30/06/2024
Submission date	29/06/2024
Deliverable lead	F6S
Version	0.5
Authors	Laura Cyrne, Andreia Santos, Iwa Stefanik (F6S)
Reviewers	Fiona Huijie Zeng Skovhøj (DTU)
Abstract	The DigiWind Dissemination and Communication Plan and Strategy outlines a comprehensive approach to engaging stakeholders, ensuring the project's objectives and achievements are widely recognized and understood. By leveraging diverse channels and tailored messaging, the plan aims to maximize the impact and reach of DigiWind's innovations.
Keywords	Communication; Dissemination, Exploitation

DigiWind

Grant Agreement: 101122836
Project name: Digital Masters of Wind and Energy Systems
Call: DIGITAL-2022-SKILLS-03
Topic: DIGITAL-2022-SKILLS-03-SPECIALISED-EDU
Granting authority: European Health and Digital Executive Agency
Start Date of Project: January 2024
Duration: 48 months

Co-funded by the European Union

Document Revision History			
Date	**Version**	**Author/Contributor/ Reviewer**	**Summary of Main Changes**
26/04/2024	0.1	Laura Cyrne (F6S)	First draft generated
05/06/2024	0.2	Andreia Santos and Iwa Stefanik (F6S)	Contributions
12/06/2024	0.3	Andreia Santos	Draft shared with the consortium for feedback
20/06/2024	0.4	Fiona Huijie Zeng Skovhøj (DTU)	Comments
24/06/2024	0.5	Andreia Santos (F6S)	Final adjustments

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DIGIWIND Consortium			
#	Participant Organisation Name	Short Name	Country
1	Danmarks Tekniske Universitet	DTU	DK
2	Technische Universiteit Delft	TUD	NL
3	Norges Teknisk-Naturvitenskapelige Universitet	NTNU	NO
4	Technological University of the Shannon: Midlands Midwest	TUS	IE
5	Politechnika Gdańska	PG	PL
6	Universitetet I Oslo	CCSE	NO
7	F6S Network Ireland Limited	F6S	IE
8	WHIFFLE BV	WHIF	NL
9	Cadpeople A/S	CADP	DK
10	Irish Manufacturing Research Company Limited By Guarantee	IMR	IE

Executive summary

The DigiWind Dissemination and Communication Plan and Strategy outlines a comprehensive approach to engaging stakeholders, ensuring the project's objectives and achievements are widely recognized and understood. By leveraging diverse channels and tailored messaging, the plan aims to maximize the impact and reach of DigiWind's innovations. Regular reviews and updates will ensure the plan remains adaptive to new opportunities and evolving project dynamics.

The Exploitation Strategy aims to create a sustainable exit plan for effectively utilizing the project's tangible and intangible results during and beyond its lifetime. The DigiWind exploitation strategy is crucial for fostering the use of project outcomes in specialized educational programs in wind and energy systems. Key objectives include sharing knowledge with target audiences, identifying and maximising Key Exploitable Results (KERs), and implementing tools and activities to explore project outcomes.

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Definitions, Acronyms and Abbreviations

Acronym/ Abbreviation	Title
AI	Artificial Intelligence
CA	Consortium Agreement
CoE	Center of Excellence
DCP	Dissemination and Communication Plan
DEP	Digital Europe Programme
ECTS	The European Credit Transfer and Accumulation System
EERs	Expected Exploitable Results
EWEM	European Wind Energy Master
GA	Grantt Agreement
HEI	Higher Education Institution
HPC	High-Performance Computing
HPC	High-Performance Computing
IRP	Intellectual Property Rights
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
LLL	Lifelong Learning
M.Sc.	Master of Science
SEPs	Specialised Education Programmes
SME	Small and medium-sized enterprises (SMEs)
STEM	Science, Technology, Engineering and Math

1. Introduction

1.1. Project Information

DigiWind Project is an innovative project co-funded by the European Union under the Digital Europe Programme (DEP). Its primary goal is to foster Europe's digital and green transition by equipping Science, Technology, Engineering, and Math (STEM) professionals with advanced digital skills tailored to the renewable energy sector. This initiative is crucial for future-proofing careers in an evolving industry.

The DigiWind Project will offer interdisciplinary Specialised Education Programmes (SEP) designed to impart expertise in pioneering technologies such as High-Performance Computing (HPC), Artificial Intelligence (AI), Cybersecurity, and other emerging digital fields. By aligning with DEP's objectives, the project ensures that these skills are directly applicable to current industry demands and future innovations.

The project stands out for its commitment to excellence through dynamic cooperation and strategic partnerships, aiming to revolutionise education in the renewable energy sector. It significantly expands geographic reach and promotes gender inclusivity and diversity among learners and educators. This is achieved via a solid modular system that includes three distinct learning pathways: Master of Science (M.Sc.) degrees, self-paced online Master's programs, and Lifelong Learning Modules.

The overarching objective of DigiWind is to develop interdisciplinary programmes that enhance digital skills in wind and energy systems engineering. This initiative aims to deliver highly skilled candidates and industry professionals capable of driving forward the digitalisation of the renewable energy sector. By doing so, DigiWind addresses the current skills gap in this field and supports core European policy goals related to the green and digital transition.

The project consortium is composed of five world-leading Higher Education Institutions in wind and energy systems, a research and excellence centre specialising in integrating computing into science education, two SMEs at the intersection of digital technologies and renewable energy, a large enterprise focusing on digital skills and education using augmented and virtual reality, and an experienced SME representing a global community for impactful communication, dissemination, and exploitation. Together, these partners leverage their expertise to ensure the success and wide-reaching impact of the DigiWind Project.

1.2 Objectives

The main objective of the DigiWind Project is to develop interdisciplinary programmes that target the acquisition of advanced digital skills in wind and energy systems engineering. The ambition is to educate and certify over 900 masters

students and 10000 industry professionals over the four-year project cycle. This initiative aims to equip STEM professionals with the expertise needed to drive the digitalisation of the renewable energy sector, thereby addressing the current skills gap and supporting core European policy goals related to the green and digital transition.

The DigiWind Project has 8 specific objectives to accomplish until the end of 2028:

SO1: Upskilling the wind and energy systems sector with advanced digital competences

SO2: Attracting qualified teaching staff and students to Specialised Education Programmes

SO3: Delivering interoperable digital learning solutions, equipment, and infrastructure

SO4: Establishing structural and sustainable partnerships

SO5: Further assessment of unmet needs of competences in the wind and energy systems sector and the integration of digital skills in higher education

SO6: Promoting computational thinking and digital mindsets

SO7: Promoting diversity in Specialised Education Programmes

SO8: Scaling up the education of digital experts in wind and energy systems

2. Dissemination and Communication Plan

The DigiWind Dissemination and Communication Plan (DCP) is a cornerstone of the project's strategy to raise awareness and publicly disclose its results across Europe and internationally. Dissemination and communication activities, while separate processes, often complement and overlap with each other, targeting similar audiences and utilizing common channels. Recognizing this, the DCP integrates both dissemination and communication strategies to maximize outreach and impact.

The primary goal of these activities is to enhance awareness of DigiWind's initiatives and promote the adoption of its innovative solutions. To achieve this, the DCP outlines a structured approach to engaging stakeholders, including industry professionals, policymakers, and the general public. By capitalizing on the existing communication channels and reputations of consortium members, DigiWind aims to foster new and unforeseen interactions with potential end-users, ensuring that the project's outcomes are widely recognized and utilized. Through a combination of targeted messaging, strategic outreach, and continuous engagement, the DCP is designed to support the long-term sustainability and success of the DigiWind project.

2.1. Objectives of Dissemination and Communication

DigiWind's dissemination and communication efforts are deeply rooted in the project's objectives and associated KPIs. To ensure alignment with these objectives and KPIs, particularly those related to stakeholder engagement and exploitation activities, the Dissemination and Communication Plan (DCP) aims to promote the DigiWind project and its achievements. The goal is to engage a broad audience, including potential future customers, by addressing key points relevant to them. Specific dissemination and communication objectives (DCO) have been defined to influence behaviour, shape opinions, and raise awareness among targeted groups:

- **DCO1:** Increase awareness of the DigiWind project's goals, progress, and achievements among industry professionals, policymakers, and the general public to foster a supportive environment for its initiatives.
- **DCO2:** Actively engage with key stakeholders, including industry leaders, academic institutions, and potential learners, to gather feedback, encourage participation, and build a community around DigiWind's objectives.
- **DCO3:** Disseminate the project's findings, innovations, and successes through various channels, such as scientific publications, conferences, and social media, to ensure wide visibility and recognition.
- **DCO4:** Shape opinions and influence behaviour by providing valuable insights and recommendations to policymakers, educators, and industry professionals, driving the adoption of DigiWind's solutions and best practices.
- **DCO5:** Encourage collaboration and knowledge exchange among project partners and external stakeholders to maximize the impact of DigiWind's work and foster new partnerships and opportunities for future projects.

These objectives follow a strategic framework: understanding the purpose of the dissemination and communication actions **(Why)**; defining the message and content to be disseminated and communicated **(What)**; identifying the target audience **(to Whom)**; selecting the method of dissemination and communication **(How)**; and determining the timing of the activities **(When)**. Dissemination and communication activities are horizontal, focusing on spreading the results of the DigiWind project to a wide range of current and potential audiences. The practical experience and insights gained from the project will be relevant to numerous stakeholders within the European Commission and beyond, providing value across various sectors and internationally. Effective communication channels between project partners and the broader community are crucial for the project's success.

2.2 Methodology and Approach

The DCP is crafted through close collaboration among all consortium members. The aim is to create a multiplier effect by engaging relevant stakeholders, thereby reaching potential end-users of DigiWind outputs, such as solutions and new knowledge. The core principles guiding DigiWind's DCP are simplicity and consistency in interactions, tailored to the right person, at the right time, in the right environment. A clear understanding of user requirements and the typical characteristics of target stakeholders is vital to both the Dissemination and Communication strategies. This ensures that the dissemination and communication channels are suitable for the target audiences and that the types of messages delivered are appropriate.

2.2.1 Key Activities and Dependencies

The approach to communication, dissemination, community building, and engagement begins with outlining key activities and dependencies to enhance the effectiveness of the DCP. The strategy for dissemination and communication will be classified into three levels based on the type of action:

- **Dissemination for Awareness:** This level targets the general public and stakeholders who should be aware of DigiWind's work but do not require in-depth knowledge of the project. The objective here is to raise general awareness about the project and its significance.
- **Dissemination for Understanding:** This targets specific audiences, such as universities, research institutes, corporations, and small- and medium-sized enterprises (SMEs), who may benefit from DigiWind results but are not directly involved in the project. The goal is to provide these groups with a deeper understanding of DigiWind's innovations and methodologies.
- **Dissemination for Action:** This level aims to effect a change in practice through the adoption of DigiWind technologies and methods. The specific audience includes stakeholders within the wind and energy systems sectors, policymakers, and institutions capable of implementing and advocating for DigiWind solutions.

To foster meaningful and productive interactions with different target audiences, the following general principles are adopted:

- Building confidence and trust within the ecosystem is essential. DigiWind aims to gain respect and recognition by leveraging sector-specific expertise and experience to promote its offerings to target audiences.
- Boosting interactions and fostering closer links with targeted audiences. through personalized messages delivered across various channels. This approach ensures relevance and engagement with the identified ecosystem stakeholders.

Special attention is given to addressing gender issues and language accessibility, adhering to established standards of gender and generation inclusiveness. This involves using gender-neutral language and avoiding stereotypes in dissemination and communication materials; ensuring diverse representation in images and content across the project's website and other communication channels; and avoiding overly technical language and terminology where possible to make DigiWind results accessible to a wider audience.

3. Dissemination and Communication Procedures

3.1. DigiWind Communication Strategy

The communication strategy for the DigiWind Project is meticulously crafted to enhance awareness and visibility among a broad audience, encompassing various stakeholders. This strategy not only promotes the project's achievements but also transforms scientific and technological results into media resources, ensuring a far-reaching impact beyond the project's immediate community.

As written in the Grant Agreement 101122836, the strategy begins with **identifying Target Groups and Stakeholders,** setting concrete and measurable objectives for each group to ensure effective communication. An innovative communication strategy with a multiplier effect is currently being implemented, featuring a realistic plan to achieve the communication objectives. Various channels and tools have been established to ensure the involvement of targeted audiences. The impact of the communication strategy will be continuously monitored to apply corrective actions as needed, ensuring ongoing effectiveness and relevance.

3.1.1 Partner Contributions and Dissemination

Beyond the consortium-led communication activities, DigiWind partners will use their own channels (websites, social media, newsletters, Learning Management Systems, etc.) to share project content and reach the general public. Partners will communicate achievements, results, and findings in a way that non-specialists can understand, using illustrations, videos, and presentations. The Digital Skills Advisory Board, including entities like Nvidia, DNV, Siemens Gamesa Renewable Energy, WindEurope, and Rambøll, will also be engaged to disseminate relevant information and outputs to their extensive professional networks.

3.1.2 Ensuring Effective Communication

To maintain high engagement and competitiveness, DigiWind will use responsive email designs for better engagement, leveraging Mailchimp for designing and distributing targeted email campaigns with enhanced reading experiences. Dynamic customization and personalization will ensure content relevance. All collected data will be stored in compliance with GDPR, ensuring privacy and security.

By implementing this comprehensive communication strategy, DigiWind aims to build awareness, foster engagement, and ensure the long-term sustainability and impact of its initiatives in transforming the renewable energy sector through advanced digital skills.

The communication strategy for the DigiWind Project is designed to effectively disseminate and exploit its pioneering initiatives in advancing digital skills within the renewable energy sector. This strategy aims to maximize the project's impact and reach by leveraging the strengths of its diverse consortium.

Central to the strategy is a robust framework that ensures clear, consistent, and targeted messaging to a wide range of stakeholders, including potential learners, industry professionals, policymakers, and the general public. Key elements of the strategy include an impactful communication (utilising various channels to convey the project's objectives, progress, and successes, ensuring high visibility and engagement, including digital platforms, social media, webinars, and industry conferences); inclusive outreach (prioritizing geographic reach, gender inclusivity, and overall diversity to engage a broad audience of learners and educators, with tailored messaging that will address the different needs and interests of all demographic groups); strategic partnerships (using the consortium's extensive networks and expertise to amplify the project's message and foster collaboration, including partnerships with academic institutions, industry leaders, and policy influencers); dynamic dissemination (regularly updating stakeholders on the project's advancements through newsletters, press releases, and publications - these updates will highlight the benefits of the specialized education programmes (SEPs) and the innovative learning pathways offered); and exploitation of results (ensuring that the project's outcomes are not only communicated but also utilised effectively by stakeholders, which involves creating resources and tools that can be adopted by other institutions and industry players to further the digital and green transformation).

By implementing this comprehensive communication strategy, DigiWind aims to build awareness, foster engagement, and ensure the long-term sustainability and impact of its initiatives in transforming the renewable energy sector through advanced digital skills.

3.1.3 DigiWind Channels and Tools

DigiWind will develop and utilise a variety of communication tools and channels, including online, offline, and interactive (face-to-face) methods, to facilitate efficient and effective interaction with various stakeholders. Some resources will be broadly applicable, while others will be tailored to specific target groups. By taking the opportunity of using the extensive knowledge and diverse engagement of DigiWind partners with their audiences, the project will focus on employing distinctive communication channels that partners successfully use in their regular interactions with different groups and audiences.

It was previously agreed that the DigiWind project will produce:

- **a poster and a 1-page flyer**, during the first year and updated at the end of the project to maintain a consistent visual identity across all communications. Launched by M3, the project website will provide comprehensive information about the project's concept, progress, events, results, public reports, student recruitment, and available courses. It will include a dedicated space for relevant stakeholders and alumni, aiming for 2,000 unique website visitors per year. An immersive 3D virtual campus will be developed, accessible via standard digital devices or VR/AR headsets. This will enhance social connections among learners and provide access to specialized education at M.Sc. and Master levels, as well as lifelong learning modules.
- **3 key promotional videos** to present the project's objectives, showcase results achieved by learners, and highlight the outcomes of various DigiWind initiatives. Biannual newsletters will keep stakeholders informed, with contributions from all partners to ensure comprehensive and high-quality content. A dedicated media pack will be created to facilitate journalists' access to project information, including visuals, infographics, quotes, data, videos, and pictures. Interviews and feature articles will be published on the project website, partners' websites, EC communication channels, and selected media. Success stories will be shared via the web, social media, and newsletters. The project will maintain a strong presence on LinkedIn, Zenodo, and YouTube, aiming for over 1,000 followers and 200 original posts to connect with professionals, policymakers, and the scientific community. Partners will present their work and the benefits of DigiWind at various events, targeting the wind energy and power systems industry, training organizations, and regulators. The goal is to participate in 3-4 events per year, totalling more than 10 by the project's completion.

With that said, we begin by presenting in detail the strategic communication plan prepared for the DigiWind project, as well as everything that has already been done and released to the public since the beginning of the project, up to M6.

3.1.3.1 DigiWind Visual Identity

Having a visual identity is crucial for the DigiWind Project as it provides a consistent and recognizable image that reinforces the project's objectives and values. A strong visual identity aids in building brand recognition, fostering trust, and creating a professional image across all communication materials and channels.

The visual identity will be used for several key purposes:

1) ***Brand recognition:*** a distinctive visual identity helps stakeholders easily identify DigiWind, making it stand out in the crowded landscape of digital and renewable energy initiatives.
2) ***Consistency***: ensures that all communication materials, whether digital or print, maintain a uniform look and feel, which strengthens the project's overall message and presence.
3) ***Professionalism***: a cohesive visual identity conveys professionalism and reliability, which can attract and retain the interest of stakeholders, including potential partners, learners, and industry professionals.

4) ***Engagement***: engaging visuals can capture the attention of the target audience more effectively, making it easier to communicate complex ideas and information.
5) ***Trust and credibility***: consistent and well-designed visuals enhance the credibility of the project, making stakeholders more likely to engage with and support DigiWind.

DigiWind's visual identity is used in various applications, including:

- ***Website and Social Media:*** creating a cohesive online presence that is visually appealing and easily recognizable.
- ***Marketing materials***: such as brochures, flyers, leaflets, roll-ups or posters, to promote the project and its initiatives.
- ***Educational content***: Including presentations, course materials, and online modules, to ensure a professional and uniform appearance.
- ***Events and conferences***: to create branded materials like banners, stands, and handouts that reinforce the project's identity.
- ***Official documents***: Such as reports, deliverables, newsletters, and press releases, to maintain consistency and professionalism in all written communications.

Overall, a strong visual identity is essential for the successful communication and dissemination of the DigiWind Project's goals and achievements.

- DigiWind Brand Book, Logo, Font and Colours

The development of a visual identity and a project logo ensures project outputs are consistent and easily recognisable. The Project Coordinator (DTU) provided the first version of the DigiWind Logo, which was agreed to be kept. F6S had the logo vectorised and presented a Brand Book (Figure 1), with brand guidelines, with a clear DigiWind Logo (Figure 2), Font (Figure 3) and a Colour Pantone (Figure 4).

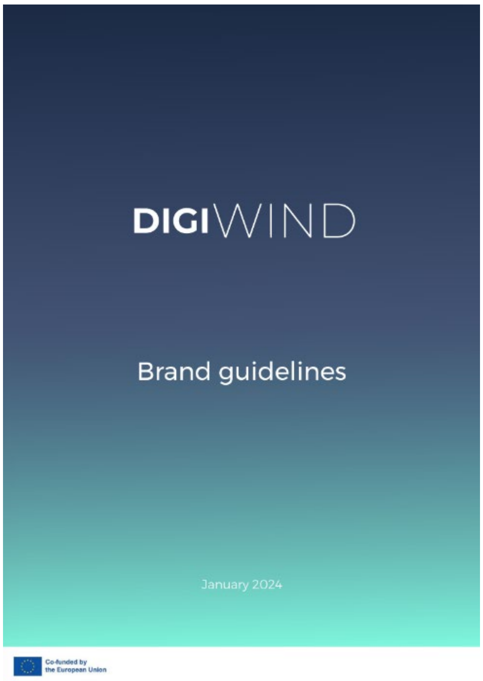

Figure 1: DigiWind Brand Book

Figure 2: DigiWind Logo

Figure 3: DigiWind Font

Figure 4: DigiWind Colour Pantone

The Colour Pantone selected, with primary and secondary colours, was inspired by the original logo and the elements around the DigiWind ecosystem. They represent

DigiWind as a brand and should be represented in all communications to ensure that the project materials reflect a cohesive DigiWind image or visual story.

- EU Funding Acknowledgment Information

Across all outputs of the DigiWind Project, and following the logo, a text concerning the source of the project's funding will be provided along with the European flag, as shown in Figure 5.

Co-funded by the European Union

Figure 5: EU Funding Acknowledgment

In addition, any dissemination of results must indicate that:

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- Document Templates

To support the effective and cohesive execution of the DigiWind Project, a collection of standardized templates has been developed and made available to all consortium partners, trough the official shared project repository. These templates are essential tools designed to ensure consistency, professionalism, and efficiency in all project-related communications and documentation. These templates include a Word Template (Figure 6) designed for general document creation, such as reports or meeting minutes; a Deliverable Template (Figure 7), specifically tailored for project deliverables; and a Presentation Template (Figure 8), crafted for use in meetings, workshops, and conferences.

Figure 6: DigiWind Word Template

Figure 7: DigiWind Deliverable Template

Figure 8: DigiWind Presentation Template

- Promotional Materials: Visuals and Graphics

The DigiWind Project has developed an extensive range of visual and graphic materials to support both printed and digital communications.

These materials are essential for promoting the project's identity, engaging stakeholders, and ensuring a cohesive visual presence across various platforms.

The comprehensive suite includes:

Badges (Figure 9): Personalized badges for consortium members to use at events and conferences, enhancing professional networking and brand recognition.

Figure 9: DigiWind Badges

Business Cards (Figure 10): Standardized business cards that reflect DigiWind's visual identity, ensuring a professional and consistent representation during professional exchanges.

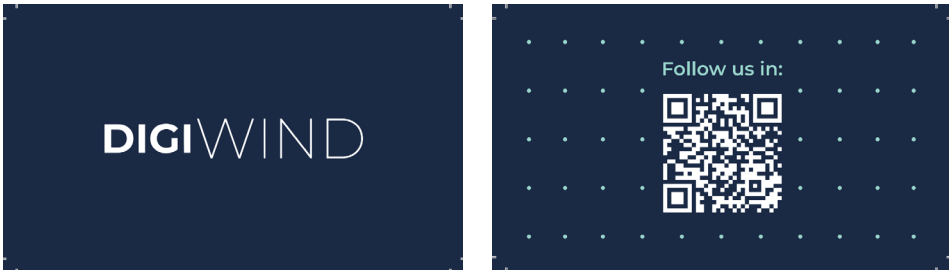


Figure 10: Business cards

Flyers (Figure 11) and Leaflets (Figure 12): Informative and visually appealing materials for distribution at events and public engagements

Figure 11: Flyers

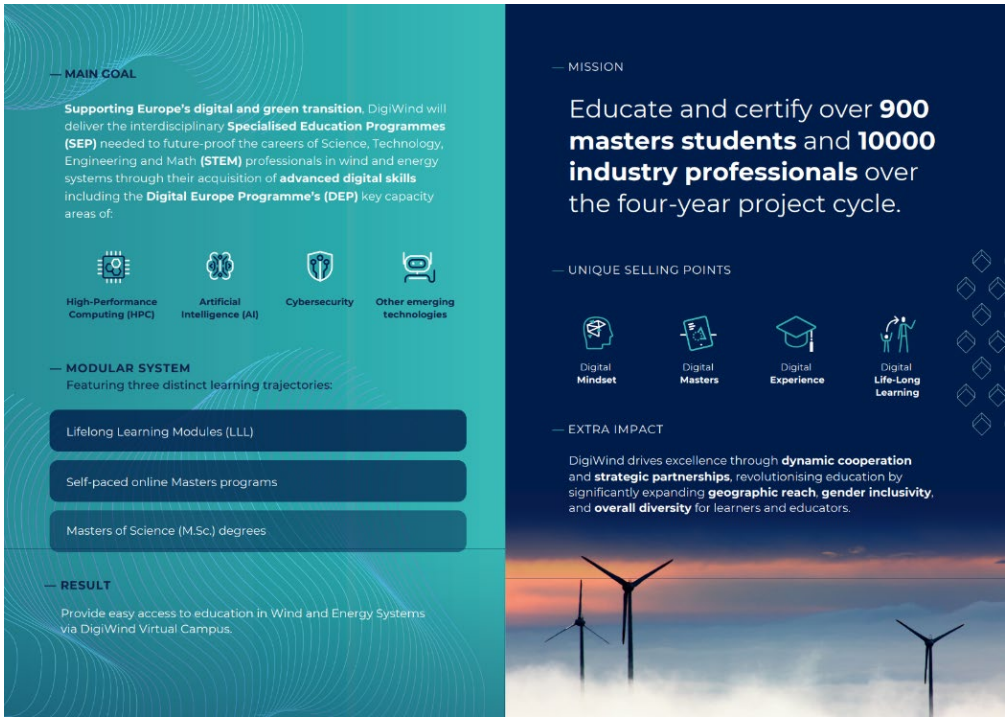


Figure 12: Leaflets

Postcards (Figure 13): Engaging and memorable postcards for promoting the project and maintaining connections with stakeholders

Figure 13: Postcard

Posters (Figure 14) and Roll-ups (Figure 15): Large-format visuals for use at conferences, workshops, and events, designed to attract attention and effectively communicate the project's goals and achievements.

Figure 14: Posters

Figure 15: Roll-ups

Table IDs (Figure 16): Branded table identifiers for use at meetings and events, ensuring a professional and organised appearance.

Figure 16: Table IDs

One pagers (Figure 17): Concise, single-page documents that provide a quick overview of the project, ideal for introductory meetings and briefings.

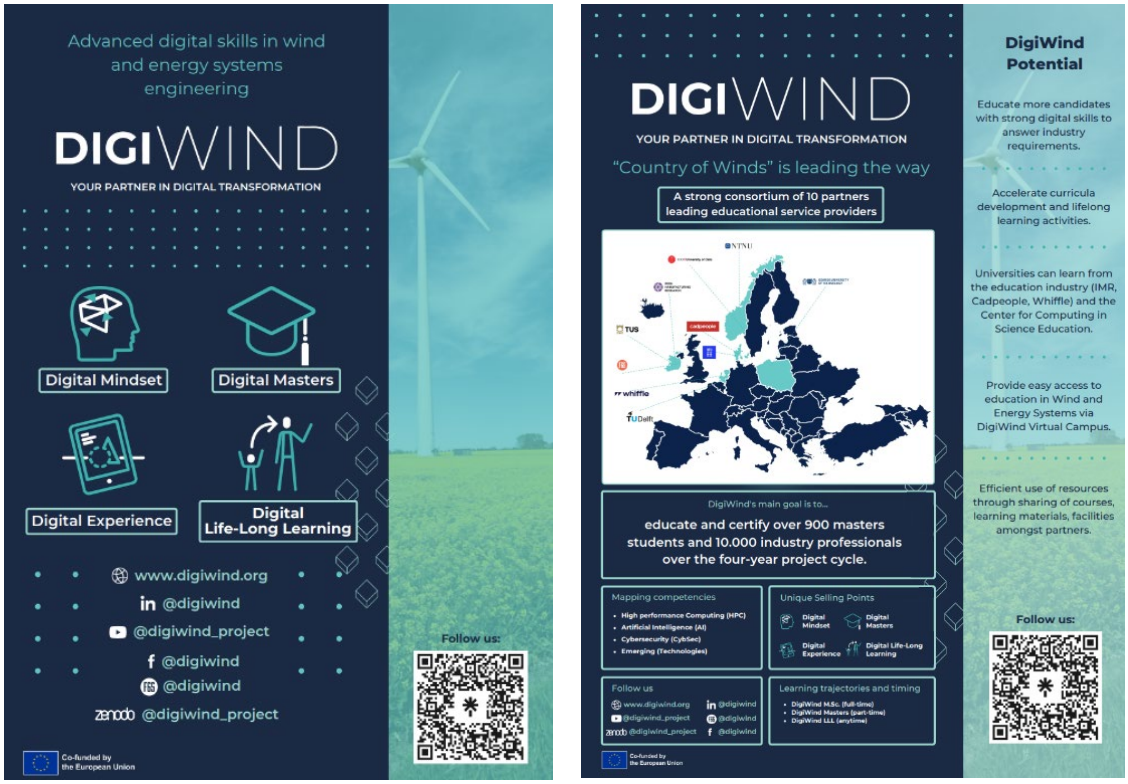


Figure 17: Onepagers

Zoom Backgrounds (Figure 18): Customized virtual backgrounds for online meetings, ensuring a professional and consistent appearance during digital interactions.

Figure 18: Zoom background

Social Media Visuals (Figure 19): Tailored graphics for different social media platforms, including Facebook, Instagram, LinkedIn to maintain a consistent and engaging online presence.

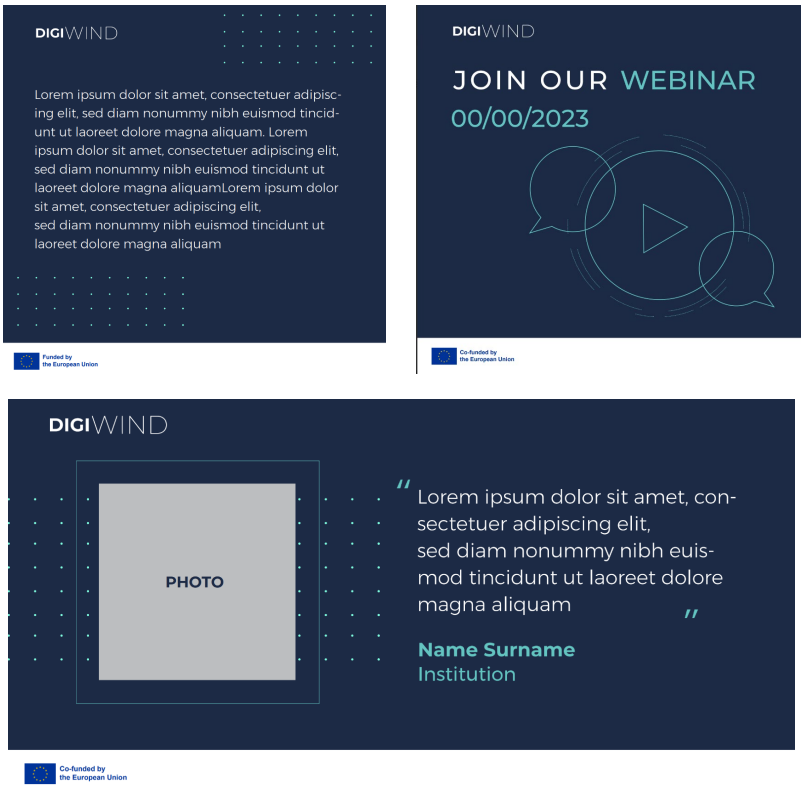


Figure 19: Social Media Visuals

Covers (Figure 20): for different social media platforms and for DigiWind's newsletter

Figure 20: Covers

These materials are designed to enhance the visibility and impact of the DigiWind Project, ensuring that all communications are professional, cohesive, and aligned with the project's visual identity. By providing a diverse group of visual tools, DigiWind enables effective outreach and engagement across multiple channels, helping to drive the project's mission and objectives forward.

3.1.3.2 DigiWind Online Presence

3.1.3.2.1 DigiWind Website

The official DigiWind website - https://digiwind.org/ (Figure 21) is a critical component of its communication and outreach strategy, serving as the central hub for information, resources, and engagement. It plays a vital role in achieving the project's objectives, with the future integration of the DigiWind Virtual Campus adding an additional layer of functionality and value.

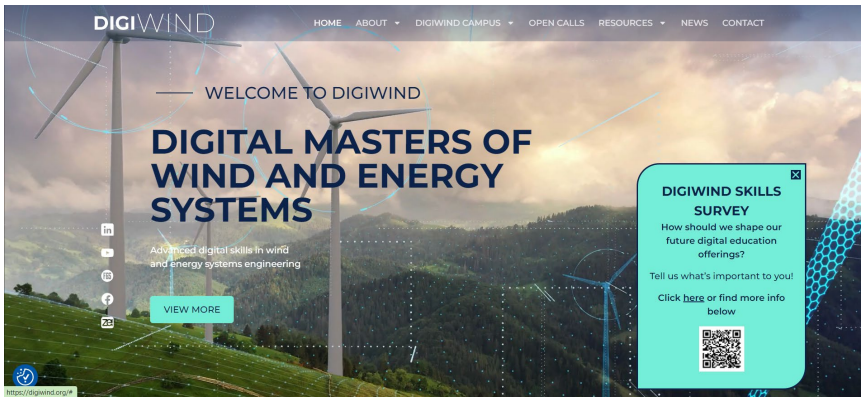


Figure 21: DigiWind Website

The importance of the official DigiWind website includes:

1. **Central Information Source:** The website acts as the primary repository for all project-related information, including objectives, progress updates, deliverables, and news. This ensures that stakeholders have easy access to accurate and up-to-date information about the project.
2. **Stakeholder Engagement:** By providing a platform for interaction, the website allows stakeholders, including industry professionals, academia, policymakers, and the general public, to engage with the project. Features such as newsletters, articles, and contact forms facilitate ongoing communication and feedback.
3. **Resource Distribution:** The website offers a convenient location for distributing educational and promotional materials, such as reports, whitepapers, brochures, and multimedia content. This makes it easy for users to access and download relevant resources.
4. **Visibility and Awareness**: An official website enhances the visibility of the DigiWind Project on a global scale. It helps to raise awareness about the project's goals, activities, and achievements, attracting interest from potential partners, participants, and supporters.
5. **Professional Image:** A well-designed website reflects the professionalism and credibility of the DigiWind Project. It reinforces the project's brand identity and builds trust with stakeholders by showcasing a consistent and polished visual presence.
6. **Event Promotion:** The website can be used to promote events, such as webinars, workshops, and conferences, providing details on registration, agendas, and speakers. This helps to maximize participation and engagement from the target audience.
7. **Educational Outreach:** The website serves as an educational platform, offering specialized content and learning modules to support the development of advanced digital skills in the renewable energy sector. This aligns with DigiWind's mission to future-proof careers in STEM fields.
8. **Project Updates:** Regular updates on project milestones, achievements, and upcoming activities are published on the website, keeping all stakeholders informed and engaged with the project's progress.
9. **DigiWind Virtual Campus:** In the future, the DigiWind website will also provide a gateway to the DigiWind Virtual Campus, an online platform currently under development. This virtual campus will offer a comprehensive suite of educational tools and resources, enhancing the learning experience and providing direct access to specialized education programmes.

In summary, the official DigiWind website is a vital tool for communication, engagement, and resource dissemination. It plays a crucial role in enhancing the project's visibility, promoting its activities, and ensuring that all stakeholders are well-informed and connected to the project's ongoing efforts. The future integration with the DigiWind Virtual Campus will further expand the website's capabilities, making it an indispensable resource for digital and renewable energy education. Given the nature and progress of the activities during the project lifetime and related

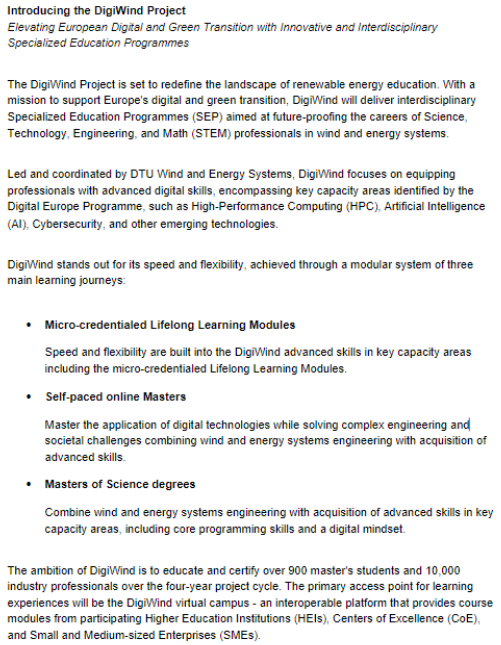
information, the DigiWind website is to be continuously updated and populated with relevant content.

3.1.3.2.2 DigiWind Consortium Members' Websites

DigiWind consortium members control their own websites to improve the visibility and awareness of the DigiWind project. Each partner promotes the project within their network of stakeholders, highlighting their specific role and contributions. Some partners have even created dedicated pages for the DigiWind project on their own websites, providing detailed information and updates.

From the onset, several partners have actively published news about DigiWind and continue to post regular updates, keeping their audiences informed about the project's progress. Meanwhile, other partners plan to use their websites and official channels more selectively, opting to share information once the project reaches more definitive and developed stages.

To support these efforts, an article template (Figure 22) and a post template (Figure 23) have been developed for project partners. These templates can be adapted for use on their websites and social media platforms, ensuring consistent and professional communication across the consortium. This coordinated approach helps maintain a unified message and enhances the overall impact of the DigiWind project across various audiences and channels.



Introducing the DigiWind Project

Elevating European Digital and Green Transition with Innovative and Interdisciplinary Specialized Education Programmes

The DigiWind Project is set to redefine the landscape of renewable energy education. With a mission to support Europe's digital and green transition, DigiWind will deliver interdisciplinary Specialized Education Programmes (SEP) aimed at future-proofing the careers of Science, Technology, Engineering, and Math (STEM) professionals in wind and energy systems.

Led and coordinated by DTU Wind and Energy Systems, DigiWind focuses on equipping professionals with advanced digital skills, encompassing key capacity areas identified by the Digital Europe Programme, such as High-Performance Computing (HPC), Artificial Intelligence (AI), Cybersecurity, and other emerging technologies.

DigiWind stands out for its speed and flexibility, achieved through a modular system of three main learning journeys:

- **Micro-credentialed Lifelong Learning Modules**

  Speed and flexibility are built into the DigiWind advanced skills in key capacity areas including the micro-credentialed Lifelong Learning Modules.

- **Self-paced online Masters**

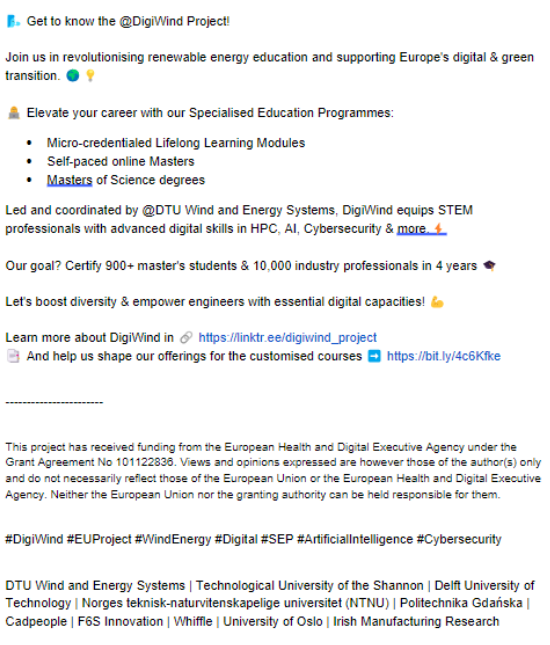
  Master the application of digital technologies while solving complex engineering and societal challenges combining wind and energy systems engineering with acquisition of advanced skills.

- **Masters of Science degrees**

  Combine wind and energy systems engineering with acquisition of advanced skills in key capacity areas, including core programming skills and a digital mindset.

The ambition of DigiWind is to educate and certify over 900 master's students and 10,000 industry professionals over the four-year project cycle. The primary access point for learning experiences will be the DigiWind virtual campus - an interoperable platform that provides course modules from participating Higher Education Institutions (HEIs), Centers of Excellence (CoE), and Small and Medium-sized Enterprises (SMEs).

Figure 22: Article Template



Get to know the @DigiWind Project!

Join us in revolutionising renewable energy education and supporting Europe's digital & green transition.

Elevate your career with our Specialised Education Programmes:

- Micro-credentialed Lifelong Learning Modules
- Self-paced online Masters
- Masters of Science degrees

Led and coordinated by @DTU Wind and Energy Systems, DigiWind equips STEM professionals with advanced digital skills in HPC, AI, Cybersecurity & more.

Our goal? Certify 900+ master's students & 10,000 industry professionals in 4 years

Let's boost diversity & empower engineers with essential digital capacities!

Learn more about DigiWind in https://linktr.ee/digiwind_project
And help us shape our offerings for the customised courses https://bit.ly/4c6Kfke

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This project has received funding from the European Health and Digital Executive Agency under the Grant Agreement No 101122836. 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 Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

#DigiWind #EUProject #WindEnergy #Digital #SEP #ArtificialIntelligence #Cybersecurity

DTU Wind and Energy Systems | Technological University of the Shannon | Delft University of Technology | Norges teknisk-naturvitenskapelige universitet (NTNU) | Politechnika Gdańska | Cadpeople | F6S Innovation | Whiffle | University of Oslo | Irish Manufacturing Research

Figure 23: Post Template

3.1.3.2.3 DigiWind Social Media Channels Mix

The DigiWind Project recognizes the importance of maintaining a strong online presence across various social media channels to effectively communicate its

objectives, engage with stakeholders, and maximize visibility. The project has carefully selected a mix of social media platforms, including LinkedIn, Facebook, and YouTube, to reach diverse audiences and achieve specific communication goals.

3.1.3.2.3.1 Content Types

For DigiWind's social media platforms, a diverse range of content types should be developed to effectively communicate the project's scope, objectives, achievements, and impact. Each type of content serves a specific purpose in attracting, engaging, and maintaining the interest of the audience. Here are the types of content that should be and are being developed for DigiWind's social media platforms:

- **Educational Content about Project Scope and Objectives:** Attract and inform stakeholders about the project's goals, activities, and significance. Educate the audience about the importance of digital skills in the renewable energy sector and the role of DigiWind in addressing current challenges.
- **Partners' Presentations and Testimonials:** Engage stakeholders by providing insights into the expertise and contributions of project partners. Showcase the diversity and strengths of the consortium and build credibility through partner endorsements and testimonials.
- **Blog Posts, Articles, Success Stories, Case Studies:** Maintain audience interest by offering in-depth analysis, insights, and real-life examples related to the project. Share success stories (KPI: 3) and case studies (via web, social media and newsletter) to illustrate the impact of DigiWind on individuals, organizations, and the renewable energy sector.
- **Interviews and Showcase of Results and Key Findings:** Engage stakeholders by providing exclusive interviews and feature articles (KPI: 5) with project leaders, experts, and beneficiaries. Highlight the platform growth, the community and the third-parties solutions/pilots published on the project website, partners websites, distributed on EC communication channels and to selected media, demonstrating key findings, project outcomes, progress and generate excitement about the project's achievements.
- **Email Marketing, Social Ads, and Retargeting Initiatives:** Attract and retain audience attention through targeted messaging and personalized content. Drive traffic to the DigiWind website, encourage sign-ups for newsletters or webinars, and promote specific project initiatives or events.
- **Events, Demonstrations, Workshops, Conferences:** Engage and connect with stakeholders through interactive and participatory events. Provide opportunities for knowledge exchange, networking, and collaboration. Showcase project results, demonstrate innovative technologies, and facilitate discussions on relevant topics.

Overall, the development of these diverse types of content for DigiWind's social media platforms aims to create a compelling and multifaceted narrative around the project. By combining informative, engaging, and interactive content, DigiWind can

effectively attract, engage, and maintain the interest of its audience, ultimately driving awareness, fostering collaboration, and advancing the goals of the project.

3.1.3.2.3.2 LinkedIn Page

The DigiWind Project's LinkedIn page – https://www.linkedin.com/company/digiwind/ (Figure 24) is a key platform for disseminating information, engaging stakeholders, and showcasing project progress in renewable energy and digital skills. LinkedIn is a platform that:

- Connects DigiWind with industry experts, academics, policymakers, and potential partners, facilitating collaboration and relationship-building.
- Enhances the project's visibility among professionals, establishing it as a credible authority in renewable energy and digital skills.
- Shares project scope, objectives, progress, and achievements through articles, blog posts, case studies, and success stories.
- Enables meaningful engagement through comments, likes, shares, and direct messaging, fostering a community of informed stakeholders.
- Highlights the expertise and contributions of consortium members through presentations, interviews, and testimonials.
- Promotes webinars, workshops, conferences, and demonstrations, maximizing attendance and participation.
- Distributes diverse content, including educational articles, research findings, videos, and infographics, to attract and engage a broad audience.
- Helps us to attract STEM professionals and students for educational programmes and career opportunities, by posting, for example, program details and the courses we are developing.

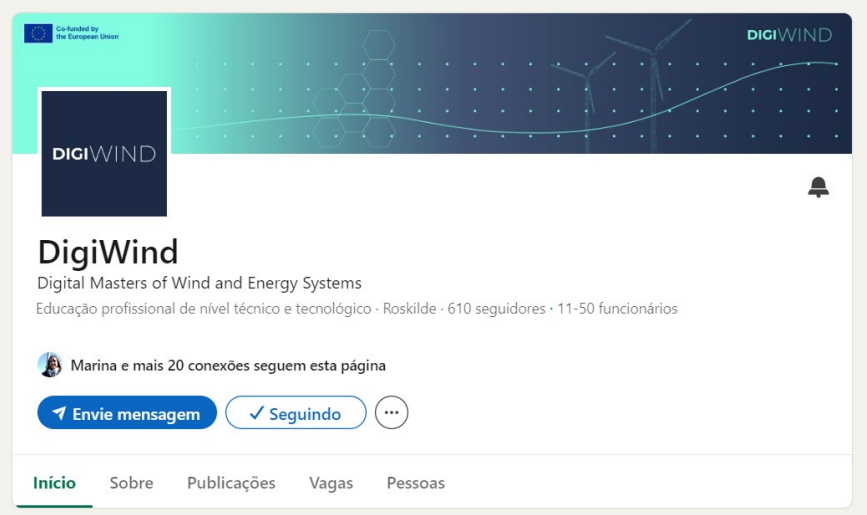


Figure 24: DigiWind's LinkedIn Page

The DigiWind LinkedIn page is essential for enhancing visibility, credibility, and engagement, supporting the project's mission to advance digital skills in the renewable energy sector.

Frequency of posts: create original content with a primary focus on the DigiWind project twice to three times per week throughout the project, increasing in

frequency during critical phases (such as events dissemination and results sharing). LinkedIn will be sustained by content created by F6S and content provided by the partners.

3.1.3.2.3.3 Facebook Page

The DigiWind Project's Facebook page – https://www.facebook.com/profile.php?id=61556691890618 (Figure 25) is a vital platform for reaching a broad and diverse audience, engaging stakeholders, and sharing updates on project advancements in renewable energy and digital skills. Apart from what LinkedIn also has to offer, Facebook has some additional benefits:

- Accessibility and Inclusivity: Facebook's widespread use makes it accessible to a global audience, promoting inclusivity and ensuring that information reaches a wide range of stakeholders regardless of geographical location.
- Cost-Effective Advertising: Facebook's advertising tools reach targeted audiences efficiently, ensuring that key messages and updates are seen by relevant user groups.
- Real-Time Updates: Provides a platform for timely updates and instant communication, keeping stakeholders informed of the latest developments and opportunities within the project.
- Increased Participation: Engages a broader audience through interactive content and community-driven discussions, encouraging more people to participate in project activities and events.

Frequency of posts: once to twice per week throughout the project, increasing in frequency during critical phases. Facebook will be sustained by content created by F6S and content provided by the partners.

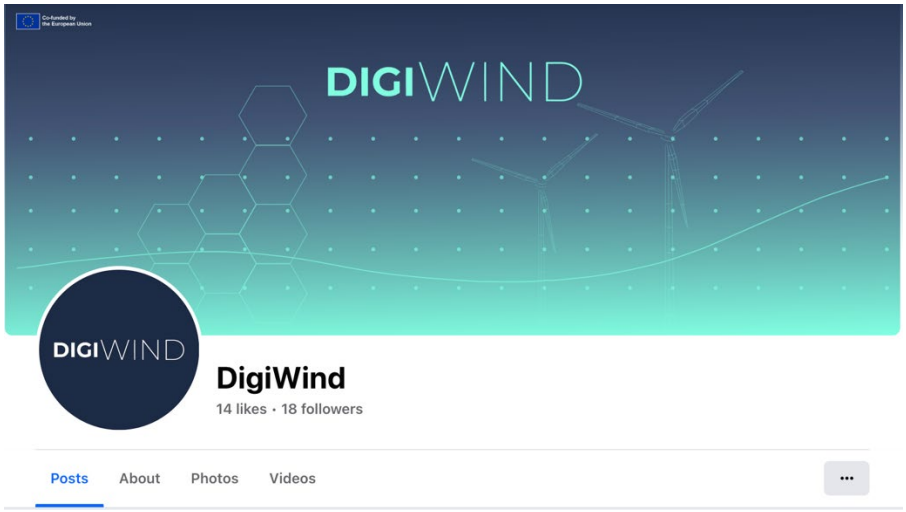


Figure 25: DigiWind's Facebook Page

3.1.3.2.3.4 You Tube Account

The DigiWind Project's YouTube channel – https://www.youtube.com/@digiwind_project (Figure 26) is a vital platform for sharing video content that visually communicates the project's activities, progress, and impact in renewable energy and digital skills. The key benefits for the creation of a DigiWind YouTube Channel are:

- Dynamic content presentation, that attract and engage viewers through compelling visual content.
- Global reach, expanding the project's reach and impact internationally.
- Educational resource, informing stakeholders about renewable energy and digital skills.
- Showcasing project progress and achievements, maintaining stakeholder's interest and support by highlighting the project's achievements.
- Build an engaged and interactive audience.
- Accessibility and convenience, ensuring that content is accessible to a wide range of stakeholders.
- Promotional opportunities, enhancing the dissemination of information and promotional activities.
- Visual Demonstrations and Tutorials, providing practical knowledge and skills training.

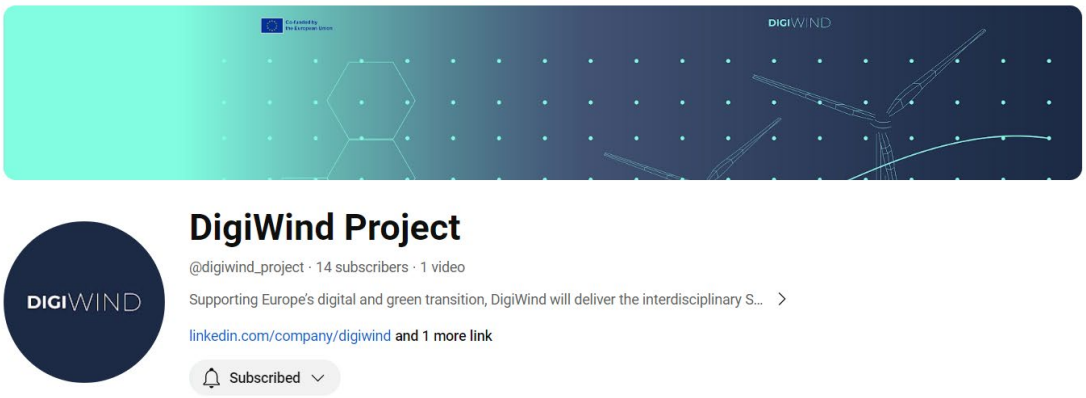


Figure 26: DigiWind's Youtube Channel

3.1.3.2.3.5 Other Channels

DigiWind has a variety of communication channels beyond social media to ensure comprehensive outreach and engagement with its stakeholders. These channels include open access repository (Zenodo), meetings, presentations, and relevant European Commission (EC) channels such as newsrooms and blogs, that help to align DigiWind's communications with broader European Union initiatives and policies, increasing the project's visibility and credibility.

The project's use of these kind of different channels ensures a comprehensive and multifaceted communication strategy. These channels collectively enhance the

project's visibility, foster engagement, and support the dissemination of key information to a wide and diverse audience.

3.1.3.2.3.6 DigiWind Newsletter

The DigiWind Project's newsletter is an essential communication tool designed to keep stakeholders informed and engaged with the project's progress, achievements, and relevant industry updates. Scheduled for release every six months (M6, M12, M18, M24, M30, M36, M42 and M48) until the project's conclusion in December 2028, the newsletter will provide timely and comprehensive updates on key moments and milestones.

Each issue of the newsletter will align with significant project phases, events, or activities to ensure relevance and timeliness. It will feature highlights from the project's progress, including the conclusion of phases and notable events, as well as the latest updates from the renewable energy sector and related fields. Contributions from all DigiWind partners will provide insights and enrich the newsletter's content quality, fostering collaboration.

The newsletter is designed to be visually appealing and engaging, maximizing reach and ensuring high open rates and low bounce rates. It will be created using Mailchimp (managed by F6S) to ensure a seamless reading experience across devices. Visitors can easily subscribe via a button on the website footer, requiring only a name and email address. All collected data will be stored securely and in compliance with GDPR, with no third-party access. Each issue will include an unsubscribe link, allowing recipients to opt-out easily.

The newsletter will be distributed directly to subscribers' inboxes and shared across DigiWind's social networks to extend its reach. It will also be archived on the project's website, making it accessible to anyone at any time. To enhance engagement, the content will be personalized and dynamically customized. DigiWind partners will be encouraged to distribute the newsletters within their own networks for broader dissemination.

The DigiWind newsletter is crucial for keeping stakeholders informed and involved in the project's developments and achievements. It fosters a sense of community and collaboration among project partners and stakeholders, provides a platform for sharing insights, industry news, and best practices, and enhances the project's visibility and reach through regular, targeted communication. Feedback from partners will ensure continuous improvement in content quality and relevance.

3.2 Network and Liaison with other Initiatives

During the project, close links with other projects will be established, mainly joint participation, open dialog, exchange of experts, cross promotion of the project's initiatives and achievements. The collaboration with other projects will be co-designed by WP6.

In fact, already a 1st joint event representation in M5 happened at the Lisbon Energy Summit (May 2024). As part of the F6S Innovation booth, DigiWind joined forces with several other innovative energy efficiency projects, including TWAIN, i-STENTORE, HEDGE-IoT, EXIGENCE, WeForming, 6G-PATH, SNUG EU, and INFERNO (Figure 27). This collaboration highlighted the collective efforts of these projects in driving forward the energy transition.

As a result of the collaboration DigiWind will be promoted on the other projects' websites (https://twainproject.eu/synergies/) (Figure 28).

Figure 27: DigiWind 1st Joint collaboration with 7 EU-funded projects at the Lisbon Summit Energy 2024

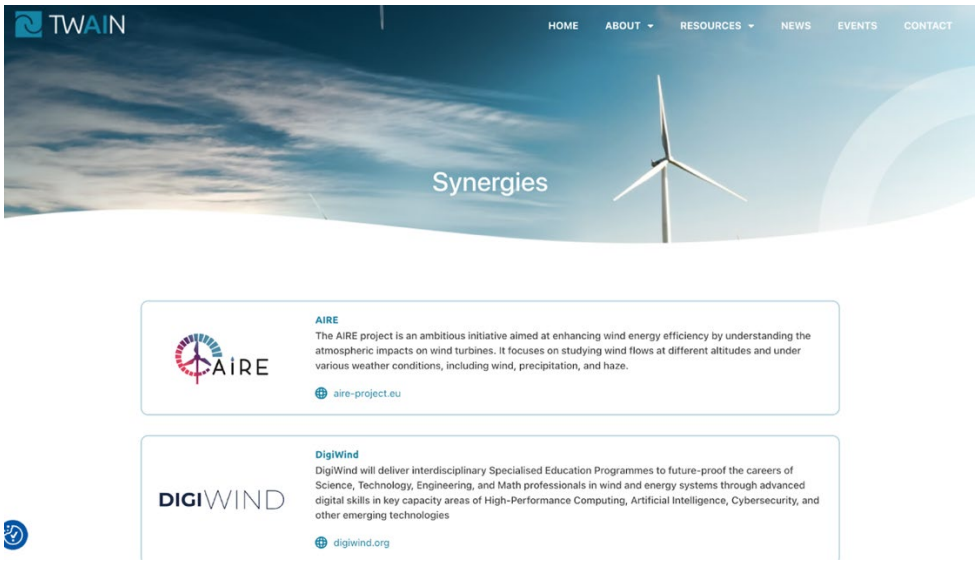


Figure 28: DigiWind listed on a synergy channel of the sister project TWAIN

The WP6 built a database of relevant synergy channels that will grow organically throughout the project's lifecycle with inputs from the whole Consortium (Figure 29).

Synergy channel: Relevant projects, organisations,	Link
Digital Skills & Jobs Platform	https://digital-skills-jobs.europa.eu/en
Twain Project	https://twainproject.eu/
WeForming Project	https://weforming.eu/
i-STENTORE Project	https://istentore.eu/
SNUG Project	https://snugproject.eu/
CORTEX2 Project	https://cortex2.eu/
XR2Learn Project	https://xr2learn.eu/
XR4ed Project	https://xr4ed.eu/
Inter Opera Project	https://interopera.eu/
Setip Wind Project	https://setipwind.eu/
Core Wind Project	https://corewind.eu/
Etip Wind Project	https://etipwind.eu/
Ready4dc Project	https://www.ready4dc.eu/
Nordic 5 Tech alliance	http://www.nordicfivetech.org/
ENHANCE	https://www.cwm.pw.edu.pl/ENHANCE
EAWE - European Academy of Wind Energy	https://www.eawe.eu/
WindEurope	https://windeurope.org/
Green Power Denmark	https://greenpowerdenmark.dk/about-green-power-denmark
Norwegian Offshore Wind	https://www.norwegianoffshorewind.no/
Netherlands Wind Energy Association	https://www.nwea.nl/
International Wind Industry Training - Berlin university of Applied Science	https://www.srh-berlin.de/en/short-courses/training-wind-energy/
T-shore	https://t-shore.eu/
Wind Energy Ireland	https://windenergyireland.com/
Digital Skills	https://digital-skills-jobs.europa.eu/en
Global Wind Organisation	https://www.globalwindsafety.org/
Global: WindEXCHANGE - USA	https://windexchange.energy.gov/
Global: Global Wind Service	https://globalwindservice.com/
The European Master in Renewable Energy	https://master.eurec.be/about/who-are-we/
EUREC - The Association of European Renewable Energy Research Center	https://eurec.be/
Partnering universieties in Wind energy	https://master.eurec.be/universities/

Resume | KPIs Tracking | Dissemination Activities | Communications Activities | Synergies with EU Communities | Scientific Academic Publication | Events | Part

Figure 29: DigiWind Synergy channel database

3.3 DigiWind Dissemination Strategy

The dissemination strategy of DigiWind sets forward a roadmap aimed at amplifying the project's impact and ensuring the lasting relevance of its outcomes. It begins with a meticulous mapping of stakeholders who are fostering an ecosystem favourable to project development.

This strategy incorporates an implementation plan meticulously detailing key performance indicators (KPIs) for monitoring purposes. It coordinates dissemination activities extending beyond the project's duration, ensuring that the achieved results resonate throughout the medium term and contribute substantially to the addressed impacts.

DigiWind's ambition for permanent impact is highlighted by an integrated approach to dissemination, exploitation, and communication. This plan unfolds across three distinct stages (Table 1).

Table 1: DigiWind Dissemination Activities Phases

Dissemination Activities	
Phase	**Focus**
Phase 1 (M1 – M6)	D&C activities and identification of development outputs. Efforts on setting up and expanding the ecosystem, including organizing a co-creation workshop to collect industry expectations and insights. This stage is crucial for laying a solid foundation for the project's subsequent phases.
Phase 2 (M6 – M42)	Student recruitment and the implementation of courses and their outcomes. Period of active engagement and dissemination, where the project will host over 100 events. The dissemination of project outputs will be amplified through the European Digital Innovation Hub network, industry conferences, publications, and peer-to-peer interactions. This stage also involves designing exploitation routes for commercialisable results, with customized business plans developed for each. Communication efforts will be heightened through the project's website, newsletters, media channels, and social media.
Phase 3 (M42 – M48)	Envisioning and executing actions to maximize DigiWind's impact beyond the project's formal end. This includes finalizing dissemination activities, producing additional promotional materials like videos, and ensuring that the results are communicated effectively through press releases and articles. The goal is to ensure the sustainability and long-term impact of the project's outcomes, preparing for continued engagement and utilization of the developed resources and tools in the renewable energy sector.

DigiWind's dissemination actions are tailored to support each work package (WP), aligning closely with its objectives and requirements. From ensuring consistent branding and tone of voice in WP1, to facilitating access to key stakeholders in WP2, creating awareness of courses and modules in WP3 & WP4, and supporting student recruitment and promoting educational toolkits in WP5, communication efforts are synchronized with project milestones and objectives.

With a consortium displaying a wealth of knowledge and a robust network, DigiWind is poised to leverage collective expertise for requirements analysis, the integration of digital skills and pedagogical expertise, and the dissemination of project results. This joint knowledge bank serves as the foundation for driving the project's objectives forward and maximizing its societal impact.

3.3.1 Dissemination Activities

Ensuring dynamic interaction with targeted audiences is vital for DigiWind to achieve long-term impact and market uptake of its project outcomes. With the strong positioning of its partners within initiatives, clusters, and platforms, alongside their active participation in conferences, events, and scientific content publication,

DigiWind aims to reach and influence diverse target groups effectively. Each partner will focus on attracting specific Target Groups, with F6S, as WP6 leader, providing support and coordination while leveraging its extensive industrial network to amplify the project's impact.

Throughout the project, partners are tasked with planning and executing their dissemination activities, with regular reporting on achievements compared to planned activities. The main dissemination activities of the project are outlined in the following subchapters.

3.3.1.1 Industry Conferences and Events

Participation in industry conferences and events is a keystone of DigiWind's dissemination strategy, aimed at maximizing the project's visibility and impact within the renewable energy sector. According to the Grant Agreement 101122836, the DigiWind consortium will engage actively in conferences, industry-oriented events, and educational conferences. This participation is closely linked with the publication and presentation of scientific papers and articles, as well as the promotion of course offerings available on the DigiWind Virtual Campus. The project aims to participate in over 20 such events by its completion. Furthermore, DigiWind partners will present their work and highlight the project's benefits in 3-4 events per year, with a target of over 10 events by the end of the project.

The primary list of events can be seen in Table 2 (that gathers a set of conferences and events which were already defined in the GA, as well, as some other events partners identified):

Table 2: DigiWind Primary List of Events

Conference Identification	Description
PowerGen International Dallas, Texas February 11-13, 2025	POWERGEN International® stands as the premier networking and business hub for power generation professionals and solution providers. Bringing together power producers, utilities, EPCs, consultants, OEMs, and large-scale energy users, it serves as a platform to explore innovative solutions amid the shift towards cleaner and more sustainable energy sources. POWERGEN fosters a progressive environment for our core audience, supporting their evolution, while also attracting new energy professionals embracing the clean energy movement towards Destination 2050.
EAWE	EAWE organizes its own events for that the members can apply as a host. Our Torque conference is taking place every even year and our Wind Energy Science Conference (WESC) every odd year. Torque focuses mainly on technical science and WESC is the broader event that covers all aspects in wind energy. During the conferences EAWE has established an award ceremony and hands over several awards to honor great achievements within the wind energy research. On a more educational level EAWE organizes an annual PHD Seminar which as well is hosted by applying members.
ICERE Da Nang, Vietnam 21- 23 February, 2025	As a leader in the global trend of scientific and technological innovation, the conference organization is creating an increasingly open environment for scientific and technological innovation, expanding the depth and

	breadth of academic cooperation, and building an innovation community. These efforts have made new contributions to advancing globalization and building a community with a shared future for mankind. The conference aims to facilitate the exchange of the latest and advanced information among scientists and engineers in a wide range of fields such as "environment" and "renewable energy". In particular, the Forum aims to promote exchanges and cooperation between basic researchers and those engaged in the development of practical technologies in related fields such as environment and renewable energy.
TORQUE Not defined for 2025 Florence, Italy 29 – 31 May, 2024	The biennial scientific conference The Science of Making Torque from Wind had successfully established itself since 2004 as Europe's leading scientific wind energy conference, taking place every even year. Experts from academia and industry are discussing latest results and developments in fundamental and applied wind energy research.
WESC Nantes, France 25-27 September, 2025	*The Wind Energy Science Conference (WESC) is a biennial conference taking place every odd year, starting 2017. The purpose of the conference is to gather leading scientists and researchers in the field of wind energy to present their latest findings in oral presentations and several parallel sessions, covering all scientific topics in wind energy.*
EERA DeepWind conference Trondheim, Norway 15 – 17 January 2025	EERA DeepWind is an international event aiming to present the best ongoing research and innovation related to deep sea offshore wind farms, both bottom-fixed and floating. The conference has been developing every year since 2004, and is established as an important venue on deep sea offshore wind R&D organized by SINTEF, NTNU and EERA JP wind.
Wind Europe Annual Event Copenhagen, Denmark 8-10 April 2025	WindEurope's annual on- and offshore wind energy event is a three-day conference and exhibition. Usually welcomes around 12,000+ attendees to look at the shape of European wind energy. There are dozens of conference sessions, hundreds of speakers, and 500+ exhibitors from the whole value chain looking to showcase their innovations and seal new deals. They have social events across the event for people to reach out to new colleagues and educational sessions showing all the ins and outs of wind energy.
SEFI annual conference Lausanne, Switzerland 2-5 September 2024	The 52nd Annual Conference of the European Society for Engineering Education (SEFI) is Europe's premier academic meeting for sharing and discussing research and teaching practices in Engineering Education. It is a unique opportunity to exchange research and educational innovations, and to meet colleagues from across Europe and the globe. Develop your knowledge and your pedagogical approaches for teaching engineers sustainability, diversity, ethics and technical content through the SEFI Annual Conference's workshops, research papers, symposia, keynotes and panel discussions. EPFL is proud to host the 52nd Annual SEFI conference, and we look forward to welcoming researchers, teachers, students, educational leaders, professional organisations and industry leaders to our campus on the shores of Lac Léman (Lake Geneva) in Switzerland.
EDULearn Palma de Mallorca, Spain 1 – 3 July 2024	Journal of Education and Learning (EduLearn) (ISSN: 2089-9823; e-ISSN: 2302-9277) is a multi-disciplinary, peer-reviewed, open-access international journal that has been established for the dissemination of state-of-the-art knowledge in the fields of education, teaching, development, instruction, educational projects and innovations, learning methodologies, and new technologies in education and learning. EduLearn welcomes research articles from academics, educators, teachers, trainers, and other practitioners on all aspects of education and learning from around the world to publish high-quality papers.
Coursera Conference Las Vegas, NV 16 – 18 September 2024	Connect is the meeting of minds and ideas to address the most vital educational and skill training issues facing the world today. Rooted in a joint mission to transform lives through learning, Connect is an annual opportunity that brings together Coursera's community of university, business, and government leaders to present, debate, and create in a spirit of collaboration and progress. Across powerful keynotes, engaging workshops, thoughtful discussions, and groundbreaking product announcements, participants gain and share actionable insights, strengthen bonds, and explore inventive new strategies for today's most critical pathways.

Energy Transition Summit Amsterdam, Netherlands 19-20 March 2025	Future of Utilities: Energy Transition Summit brought together senior leaders from incumbents, innovators, policy makers and investors to advance the transition towards a renewable energy ecosystem. It's the energy conference for decision-makers committed to accelerating Europe's energy transition.
Wind Finland Offshore Kaapelitehdas, Helsinki 21 May 2025	Wind Finland consists of three annual events. With over 1300 yearly visitors from over 14 countries, these gatherings provide opportunities to network with industry professionals and stay up-to-date on Finland's wind energy developments. Each event includes a seminar day followed by cocktails and an Evening Event featuring dinner and networking, making for a comprehensive day of engagement and learning in the wind power sector. Wind Finland and Wind Finland Offshore are in English, while the Oulu event is in Finnish.
RE-Source 2024 Amsterdam, Netherlands 24 – 25 October 2024	In 2023, we saw record numbers of GWs of renewable energy signed in the power purchase agreement (PPA) market. In 2024, more sectors than ever are looking to embark on their journey with RE-Source. We look forward to building on this exciting success with you in 2024. Global elections and an accelerated energy transition are also set to dominate this year. RE-Source 2024 will therefore present a packed conference programme to advance your energy strategy, as well as bring back the B2B energy buyer-supplier matched meetings which have been so successful in past editions.
EoLIS – WindEurope's End-of-Life Issues & Strategies Seminar Gothenburg, Sweden 4-5 December 2024	EoLIS – WindEurope's End-of-Life Issues & Strategies Seminar – is our annual get-together looking at the challenges and opportunities we face when it comes to our aging turbines. Wind energy innovation is more than a question of bigger models and greater yield – but delivering circular turbines which last longer, require less maintenance, and can be repurposed beyond their service life. Decarbonisation is a long-term process – and large-scale planning for Europe's turbine fleet is essential as well. This year, EoLIS is heading to Sweden's second city, for a two-day roundup of the latest in the turbine end-of-life and circularity debate. It's a chance to meet experts in turbine design and sustainability, and to meet technical wind energy newcomers and veterans from all over Europe.

The significance of participating in industry-oriented events cannot be overstated. These events provide a unique platform for DigiWind to showcase its advancements, gather insights, and foster collaborations with key stakeholders. They facilitate direct interaction with industry professionals, policymakers, and potential learners, helping to ensure that the project's outcomes are well-aligned with industry needs and trends. Additionally, presenting at these events enhances the credibility and visibility of DigiWind, attracting interest and support from a broader audience. By disseminating scientific findings and demonstrating practical applications, DigiWind can effectively contribute to the ongoing dialogue about digital transformation in renewable energy, driving adoption and integration of advanced digital skills across the sector.

That said, the DigiWind project partners have been present at some events since the beginning. See Table 3 for the events that DigiWind has been through:

Table 3: DigiWind List of Events attended (M1 – M6)

Conference Identification	Website Article
EduOffshore Wind 2024	https://digiwind.org/eduoffshore_wind_2024/
5th Windpower Data and Digital Innovation Forum	https://digiwind.org/windpower_data_forum_berlin/
WindEurope 2024	https://www.linkedin.com/posts/digiwind_windeurope2024-activity-7174399941686030336-UsSz?utm_source=share&utm_medium=member_desktop
FarU Business Convention	https://digiwind.org/digiwind-project-highlighted-at-faru-business-convention-in-poland/
Lisbon Energy Summit 2024	https://digiwind.org/digiwinds-presence-at-the-lisbon-energy-summit-2024/

3.3.1.2 Project Organised Events

DigiWind's dissemination strategy includes a robust plan for organizing project-specific events, designed to engage stakeholders, foster collaboration, and showcase the project's progress and results. According to the Grant Agreement, DigiWind will kick off its activities with a co-creation workshop within the first six months to collect industry expectations and insights. This initial engagement will set the foundation for a series of ongoing events throughout the project's lifecycle.

DigiWind will co-organize yearly workshops in collaboration with other wind energy, power systems, and business/education-related EC-funded projects. These workshops aim to align project planning, build synergies, and facilitate knowledge sharing and experience exchange. Additionally, **DigiWind will host 20 enrollment events with selected learners** to promote its specialized education programmes and attract participants.

The DigiWind Virtual Campus will be a hub of activity, with **60 events planned to provide immersive learning experiences** and facilitate interaction among participants. Furthermore, the project will organize **5 major events** to present and demonstrate its main results, ensuring that stakeholders are kept informed of the project's achievements and potential applications. By the end of the project, **over 100** such **events** will have been conducted, significantly amplifying the project's reach and impact.

These project-organized events are crucial for several reasons. They provide a platform for direct engagement with various stakeholders, allowing for the exchange of ideas and feedback that can refine and improve project outcomes. The events also serve as a showcase for DigiWind's innovative approaches and results, demonstrating the practical applications and benefits of the project's advancements in digital skills within the renewable energy sector.

3.3.1.3 Publication in Scientific Journals

The consortium is committed to contributing to the academic and scientific community through publications in technical and scientific journals. The consortium will deliver over 10 publications by the project's completion, ensuring a wide-reaching impact. These publications will cover a range of topics, including advancements in digital technologies, engineering education, and innovations within the renewable energy sector.

Publishing in reputable journals is crucial for several reasons. It allows DigiWind to share its findings and methodologies with the broader scientific community, fostering academic discourse and enabling other researchers to build upon its work. Additionally, these publications help validate the project's scientific rigor and innovation, increasing its credibility and visibility. By disseminating knowledge through well-regarded journals, DigiWind ensures that its contributions to digital and green transformations are recognized and utilized by researchers, educators, and industry professionals worldwide.

Here are some entities already identified in the Grant Agreement, for which the DigiWind project should collaborate:

- Wind Energy Journal
- EAWE Wind Energy Science
- ERSS
- IEEE Transactions on Communication on Sustainable Energy/Power Systems

3.3.1.4 DigiWind Project Videos

DigiWind will produce a series of promotional videos to effectively communicate its objectives, progress, and achievements. The first short video (1-3 minutes) will introduce the project’s objectives, vision, and upcoming courses/modules, providing an engaging overview for potential learners and stakeholders. The second video will highlight the results achieved by the learners, showcasing success stories and the impact of the education programs. The third video will present the outcomes of various DigiWind initiatives, demonstrating the project’s overall achievements and contributions to the digital and green transformation.

These promotional videos are crucial for the project as they provide a dynamic and accessible way to reach a broad audience. They help to visually and succinctly convey complex information, making it easier for stakeholders to understand the project's value and impact. Additionally, videos are highly shareable on social media and other digital platforms, increasing the project's visibility and engagement. Through these videos, DigiWind aims to inspire and attract potential learners, partners, and supporters, thereby enhancing its reach and effectiveness. These 3 promotional videos will be used in the dissemination channels (e.g., social media, website) and dissemination activities (e.g., project events, conferences) and will target all the identified stakeholders.

3.3.1.5 Research/Zenodo Gate

DigiWind has selected Zenodo – (Figure 30) as its open access repository to ensure broad dissemination and accessibility of its public deliverables. While the grant agreement initially identified ResearchGate for connecting with professionals, policymakers, and the scientific community, F6S, the partner responsible for Communication, Dissemination, and Exploitation tasks (WP7), identified Zenodo as a preferable platform.

Zenodo offers a robust and reliable platform for storing and sharing research outputs, providing easy access to all public deliverables of the DigiWind project. By using Zenodo, DigiWind ensures that its research findings and project results are openly available to a wide audience, enhancing transparency and fostering collaboration within the scientific community. This approach aligns with the project's commitment to open science and maximizes the impact and reach of its outputs.

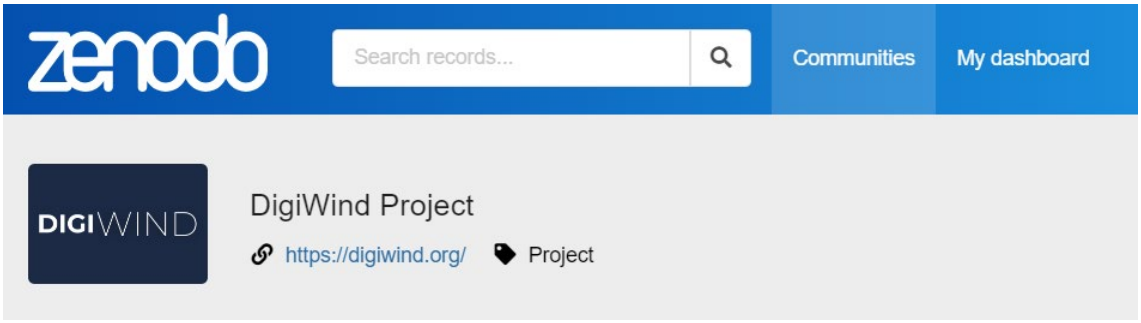


Figure 30: DigiWind Zenodo Community

3.3.1.6 Press Releases

Press releases play a crucial role in DigiWind's dissemination strategy, helping to increase visibility and awareness of the project among a broad audience. A press release was already developed in M1 (Figure 31) to announce the project launch and kick-off meeting, setting the stage for future communications.

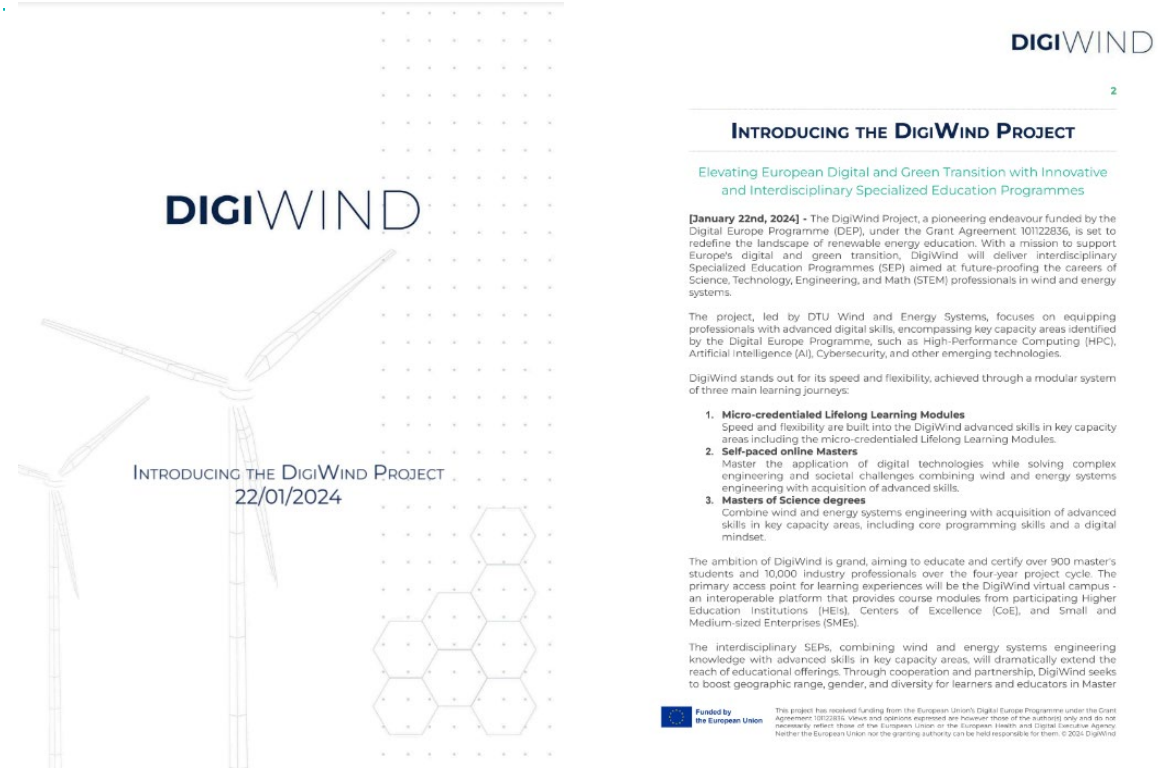


Figure 31: DigiWind's 1st Press-Release

Throughout the project, additional press releases (2 per year) will be issued to highlight significant developments and milestones, ensuring timely updates to stakeholders and the public. These press releases will be crafted to capture the interest of media outlets, industry professionals, and the general public, thus amplifying the project's reach and impact. By keeping the audience informed and engaged, press releases support DigiWind's goal of fostering a dynamic interaction with its stakeholders and promoting the project's achievements on a wide scale.

3.3.1.7 Websites Articles

Partner collaboration on website articles is essential for the DigiWind dissemination strategy. These articles, shared on the project's social media channels, significantly increase the visibility and reach of DigiWind. By adhering to a pre-defined order and schedule (Figure 32), all partners ensure a steady flow of engaging content that keeps the community informed and interested.

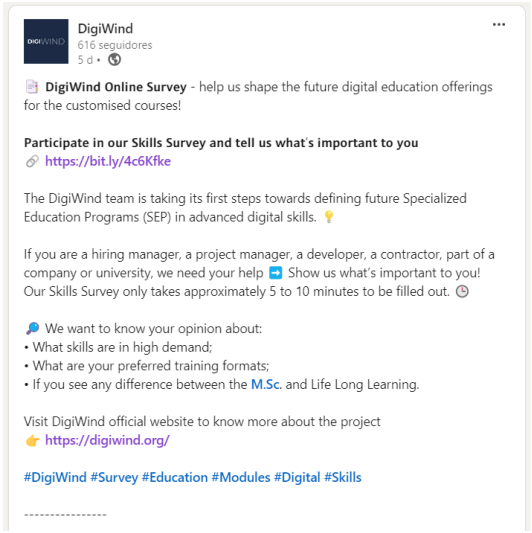
Partners' Articles			
This is a pre-defined order and dates that all partners should follow to deliver their articles. Articles DO NOT need to be on project results. Can be on project-related subjects and topics that might interest the community. Can also be in some paper or article you already have produced about these topics.			
Partner	**Deadline to deliver the Article**	**Article Title**	**Delivered/Published?**
DTU	31 March 2024	Meet our Partner	Yes / Yes
TUD	02 May 2024	Meet our Partner	Yes / Yes
NTNU	07 June 2024	Meet our Partner	Yes / No
TUS	15 June 2024	Meet our Partner	No / No
PG	30 June 2024	Meet our Partner	
CCSE	15 July 2024	Meet our Partner	
F6S	31 July 2024	Meet our Partner	
WHIF	15-aug-24	Meet our Partner	
CADP	31-aug-24	Meet our Partner	

Figure 32: DigiWind Partners' Articles Schedule

These articles do not need to focus solely on project results; they can cover related subjects and topics that resonate with the community. This flexibility allows partners to share their unique insights and expertise, enriching the content and attracting a broader audience. Regular contributions from all partners foster a dynamic and diverse dialogue, reinforcing DigiWind's presence and impact within the renewable energy sector.

DigiWind Skills survey

The DigiWind Skills Survey, launched in M2 by the Project Coordinator DTU, aims to identify and bridge the competency gaps between higher education offerings and industry needs, especially in advanced digital skills. This survey supports the development of new Life Long Learning (Professional Education) Modules and university degree programmes at the Master's and M.Sc. levels. All partners are responsible for disseminating the survey within their networks, and F6S still manages its promotion through DigiWind's channels, including bi-weekly social media posts (examples below) and a website pop-up (as seen in Figure 33). Integrating this survey into the dissemination strategy ensures broad engagement and valuable feedback from industry stakeholders, improving the relevance and impact of DigiWind's educational initiatives.



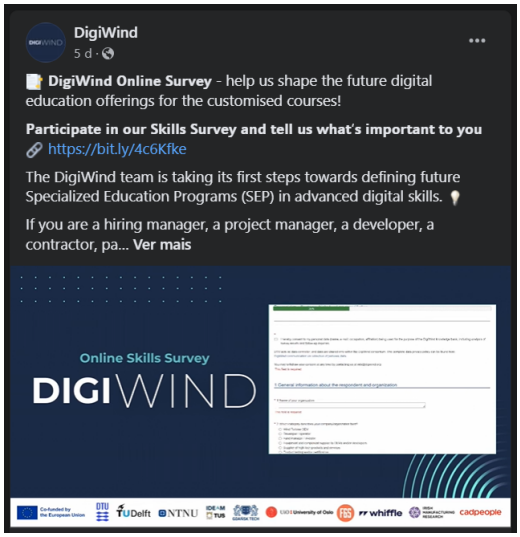


Figure 33: DigiWind Skills Survey Website Pop-up

4. Monitoring of Communities and Dissemination Activities

For monitoring all DigiWind Communication and Dissemination efforts, tools and strategies to identify Key Performance Indicators (KPIs), Timeline, Performance Measurement, and Reporting are defined herein.

4.1. Communication and Dissemination Key Performance Indicators (KPIs)

The monitoring of communication and dissemination activities will be done based on KPIs, as defined in the Grant Agreement (GA). For this purpose, target KPIs and means of verification were defined for each communication and dissemination activity and are presented in

Table 4: DigiWind Communication and Dissemination KPIs

Type	Statement	KPIs
Project website	2000 unique visitors per year	8000
Newsletter	Semestral - 2 per year	8
Social media followers	1000+ followers	1000
Social media posts	200+ original post (LinkedIn, Facebook)	200
Promotional videos	Details in DigiWind Project Videos	3
Semestral e-Newsletter	2 per year	8
Visual and content identity - Poster	Details in Figure 14: Posters	2
Visual and content identity - 1-page flyer	Details in Figure 17: Onepagers	2
Online communication - Interviews	Interviews and feature articles featuring the platform growth, the community and the third-parties solutions/pilots published on the project website, partners websites, distributed on EC communication channels and to selected media	5
Online communication - Success stories	Success stories: shared via web, social media and e-newsletter	3
Events	Partners will present their work and DigiWind benefits - 3-4 events/ year (>10 by project completion)	12
Project Events	Details in Project Organised Events	100

Scientific/ International Journals/ conferences publications	Details in section Publication in Scientific Journals	10
Industry Conferences	Details in section 3.3.1.2 Industry Conferences and Events	20

4.2 Timeline of Communication and Dissemination Activities

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although a large number of communication actions will take place during the initial stage of the project in order to raise awareness about DigiWind, the most significant dissemination activities will take place as intermediate and final research and innovation results are available.

Table 5 represents indicative frequency and tentative dates for DigiWind Communicaion and Dissemination activities. The frequency and content will be regularly monitored to allow for adjustments and modifications according to the project's progress.

Table 5: Timeline Communication and Dissemination Activities

Key Performance Indicators	2024												2025												2026												2027											
Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Project Visual identity	■																																														
Project website			■	■	■																																											
Social media channels set up			■	■	■																																										
Social media channels updates			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Newsletter						■						■							■						■						■						■						■					■
Press Release	■					■						■						■						■						■						■						■					■
Promotional videos						■																			■																		■					
Visual and content identity – Poster (*)			■		■																																										
Visual and content identity - 1-page flyer(*)			■		■																																										

(*) to be developed new versions throughout the project lifecycle

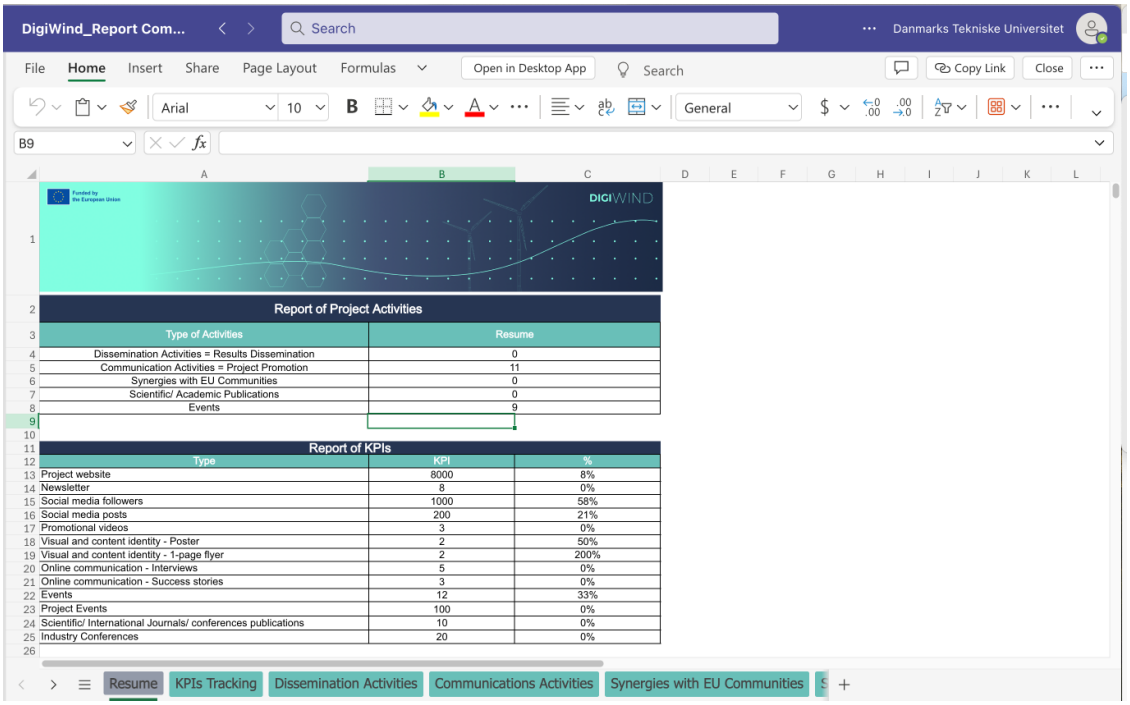
4.3 Performance Measurement

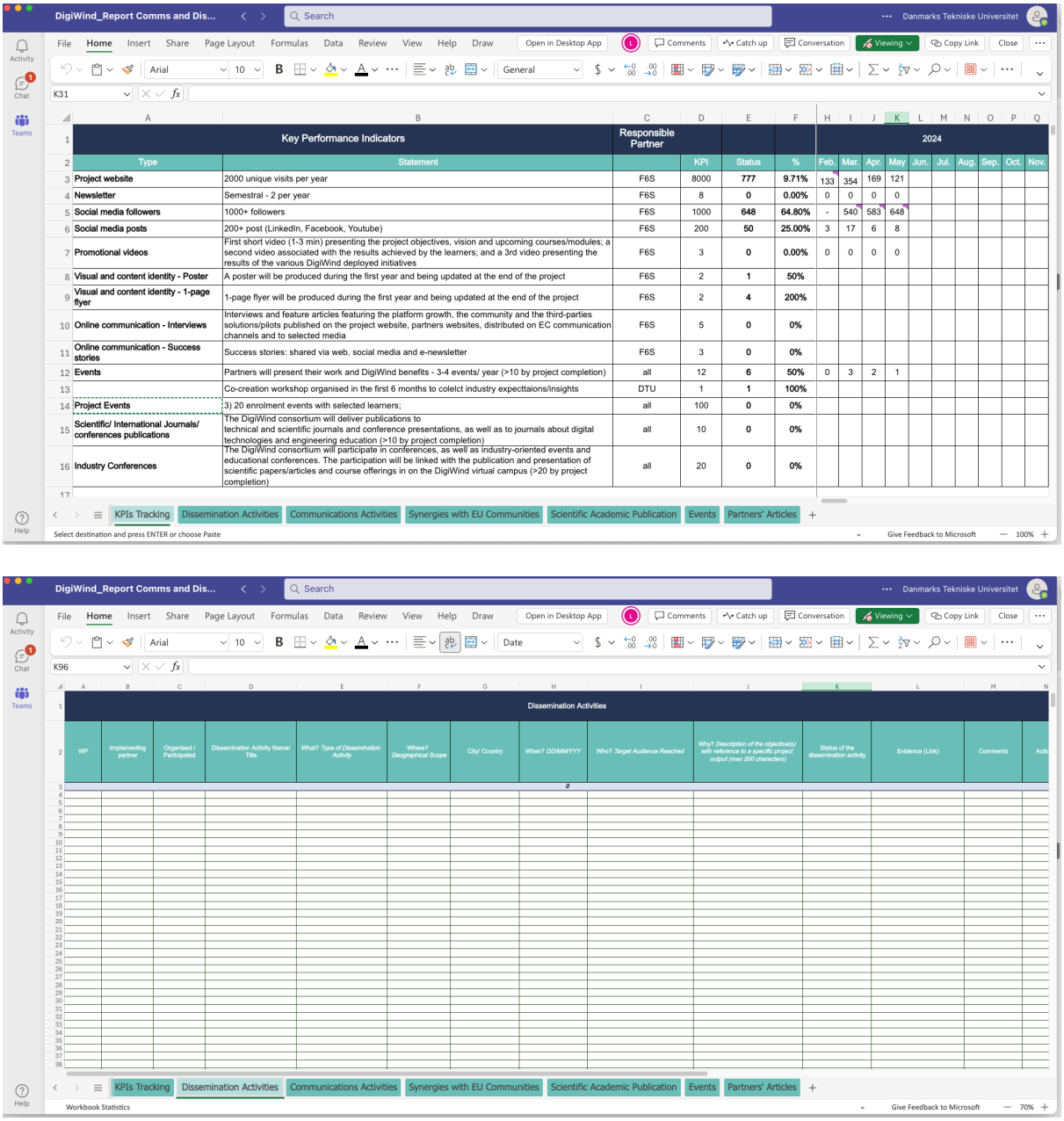
Performance measurement of communication and dissemination activities will be done based on KPIs and by the number of successful collaborations extending beyond the project, as long as they have been a result of any dissemination activity.

To measure the key indicators mentioned below, the following evaluation elements will be used:

- **Google Analytics (or Matomo) –** to track and report the project website traffic;

- **Social Media Metrics –** to track the engagement on LinkedIn,, Facebook and YouTube;
- **Communication and Dissemination reporting table –** Partners are required to report monthly on the communication and dissemination activities they have implemented. This should be done using the Reporting Dashboard available in the project's Shared Folder (Figure 34). To ensure timely updates, F6F, the lead partner for the Communication and Dissemination Strategy, will send email reminders to all partners.





Key Performance Indicators		Responsible Partner				2024									
Type	Statement		KPI	Status	%	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
Project website	2000 unique visits per year	F6S	8000	777	9.71%	133	354	169	121						
Newsletter	Semestral - 2 per year	F6S	8	0	0.00%	0	0	0	0						
Social media followers	1000+ followers	F6S	1000	648	64.80%	-	540	583	648						
Social media posts	200+ post (LinkedIn, Facebook, Youtube)	F6S	200	50	25.00%	3	17	6	8						
Promotional videos	First short video (1-3 min) presenting the project objectives, vision and upcoming courses/modules; a second video associated with the results achieved by the learners; and a 3rd video presenting the results of the various DigiWind deployed initiatives	F6S	3	0	0.00%	0	0	0	0						
Visual and content identity - Poster	A poster will be produced during the first year and being updated at the end of the project	F6S	2	1	50%										
Visual and content identity - 1-page flyer	1-page flyer will be produced during the first year and being updated at the end of the project	F6S	2	4	200%										
Online communication - Interviews	Interviews and feature articles featuring the platform growth, the community and the third-parties solutions/pilots published on the project website, partners websites, distributed on EC communication channels and to selected media	F6S	5	0	0%										
Online communication - Success stories	Success stories: shared via web, social media and e-newsletter	F6S	3	0	0%										
Events	Partners will present their work and DigiWind benefits - 3-4 events/ year (>10 by project completion)	all	12	6	50%	0	3	2	1						
	Co-creation workshop organised in the first 6 months to colelct industry expecttaions/insights	DTU	1	1	100%										
Project Events	3) 20 enrolment events with selected learners;	all	100	0	0%										
Scientific/ International Journals/ conferences publications	The DigiWind consortium will deliver publications to technical and scientific journals and conference presentations, as well as to journals about digital technologies and engineering education (>10 by project completion)	all	10	0	0%										
Industry Conferences	The DigiWind consortium will participate in conferences, as well as industry-oriented events and educational conferences. The participation will be linked with the publication and presentation of scientific papers/articles and course offerings in on the DigiWind virtual campus (>20 by project completion)	all	20	0	0%										

Dissemination Activities													
WP	Implementing partner	Organised / Participated	Dissemination Activity Name/ Title	What? *Type of Dissemination Activity*	Where? *Geographical Scope*	City/ Country	When? *DD/MM/YYY*	Who? *Target Audience Reached*	Why? *Description of the objective(s) with reference to a specific project output (max 200 characters)*	Status of the dissemination activity	Evidence (Link)	Comments	Actic
							0						

Figure 34: DigiWind Communication and Dissemination Report

4.4 How Partners can support DigiWind Communication and Dissemination Activities

All project partners are accountable for actively participating in and contributing to the project's communication and dissemination activities. This can be accomplished through various means:

- **Follow** DigiWind Channels with the partner's organisation and personal profiles;
- **Engage** with DigiWind publications: Like, Share, Comment;
- **Subscribe** to receive the project Newsletter;

- **Promote** the project directly on the partner's organisation communication channels (Website and social media). We recommend tagging/mentioning all the official project social media channels then the F6S team will prompt share the content on the project channels;
- **Propose** content to be added on the DigiWind channels

A comprehensive Communication and Dissemination Guidelines for DigiWind Project Partners was designed to streamline the efforts within the DIGIWIND project, maximise the impact and effectively engage with our target audience (Annex 1).

5. Stakeholders Networks

The advancement of wind energy technology and its increasing significance in the global energy landscape necessitates robust educational frameworks. This plan outlines the stakeholder engagement strategy for developing and distributing wind energy education courses for university students and non-students seeking career transitions into the wind industry across Europe. The strategy is designed to identify, analyse, map, and engage key stakeholders to ensure effective collaboration and successful implementation of educational initiatives.

5.1. Target Groups, Key Messages and Activities

The preliminary set of Target Groups has been defined in the GA. It is illustrated in the table below.

Table 6: DigiWind Target Groups - primary analysis from the GA

Target Group	Type of information
M.Sc. and master students & industry professionals Interested in the acquisition of knowledge, skills and competences in key capacity areas such as HPC, AI, CyberSec, and other emerging technologies.	• Access to an interdisciplinary programme targeting the acquisition of advanced digital skills in wind and energy systems engineering. • Access to self-standing LLL modules. • Be the pioneers and access new job opportunities.
Wind energy & power systems industry/ companies Private entities & corporations, industry associations & networks working in the domain of wind energy & power systems, that value work-force competencies & skills	• Access to talented and specialised students and industry professionals • Share industry technology challenges and use-cases • Understand the influence of emerging technologies in the future of the industry/ sector.
Training organisations & regulators Private & public education and professional schools'; industry training departments; and educational regulators; all with strong interest in testing, validating and adopting new education modules relevant to their students/ professionals.	• Be involved and informed about new education/training methodologies and operating procedures • Understand the value/ impact of specialised education • Exchange best-practices

Detailed analysis of the project Target Groups concentrated on the eight Specific Objectives (SO) introduced in 1.2. Consequently, the key Target Groups, messages and activities have been proposed for each of the SO in the table below.

Table 7: DigiWind Target Groups - Key Message and Activity per Specific Objective

SO1: Upskilling the wind and energy systems sector with advanced digital competences (WPs 2-4)		
Target Groups	**Key Messages**	**Key Activities**
Wind Energy Companies	Enhance efficiency and innovation with advanced digital skills.	Workshops, training programs, and seminars on High-Performance Computing (HPC), AI, and cybersecurity.
Current Professionals	Stay ahead in your career with cutting-edge digital skills	Online courses, certifications, and hands-on projects in emerging technologies
Training Providers	Equip your training programs with the latest digital competencies	Collaborations with universities, updating course materials, and industry certifications
Industry Leaders	Lead the sector with a digitally skilled workforce	Sponsorship of digital training initiatives, participation in industry conferences, and internal upskilling programs
SO2: Attracting qualified teaching staff and students to Specialised Education Programme (WP2, WP5)		
Target Groups	**Key Messages**	**Key Activities**
University Faculty	Join a leading-edge program to shape the future of wind energy education	Recruitment campaigns, competitive salaries, and professional development opportunities
Students	Build a promising career with specialised digital and engineering skills	Open days, scholarships, and career fairs
High School Graduates	Pursue a future-proof career in wind energy and digital technologies	Outreach programmes in schools, informational webinars, and campus tours

International Scholars	Be part of a globally recognized programmes	International recruitment fairs, collaboration with overseas institutions, and global scholarship programmes
SO3: Delivering interoperable digital learning solutions, equipment, and infrastructure (WP2, WP5)		
Target Groups	**Key Messages**	**Key Activities**
Educational Institutions	Invest in state-of-the-art digital learning environments	Partnerships with tech companies, grants for digital infrastructure and implementation of advanced learning systems
Tech Companies	Collaborate to create cutting-edge digital education tools	Contribution to co-development/validating interoperable learning solutions, and provision of modern digital equipment
EdTech Startup	Collaborate to create cutting-edge digital education tools	Hackathons, incubator programs, and partnerships with educational institutions
Government Funding Agencies	Support the development of digital learning infrastructure	Grant programs, public-private partnerships, and funding for educational technology initiatives
SO4: Establishing structural and sustainable partnerships (WP5, WP6)		
Target Groups	**Key Messages**	**Key Activities**
Industry Associations	Build long-term collaborations for a sustainable wind energy sector	MoUs, strategic alliances, and joint research initiatives
Research Institutions	Engage in collaborative research for mutual benefits	Joint research projects, co-authored publications, and academic conferences
Government Bodies	Support policy frameworks to foster sustainable partnerships	Policy advocacy, funding programs, and regulatory support

Non-Profit Organisations	Partner to advance wind energy education and sustainability	Collaborative projects, joint grant applications, and shared resources
SO5: Further assessment of unmet needs of competences in the wind and energy systems sector and the integration of digital skills in higher education (WP5, WP6)		
Target Groups	**Key Messages**	**Key Activities**
Research Institutions	Identify and address skill gaps in the wind energy sector	Surveys, research studies, and industry consultations
Higher Education Authorities	Integrate advanced digital skills into higher education curricula	Curriculum development workshops, accreditation processes, and educational conferences
Accreditation Bodies	Ensure programs meet industry standards and evolving needs	Regular reviews, feedback sessions, and alignment with industry requirements
Employers in Wind Energy Sector	Communicate the skills needed for future hires	Industry panels, employer surveys, and internship feedback
SO6: Promoting computational thinking and digital mindsets (WP2, WP3, WP4)		
Target Groups	**Key Messages**	**Key Activities**
Media and Educational Publishers	Promote the importance of digital skills in modern education	Articles, media campaigns, and educational content
SO7: Promoting diversity in Specialised Education Programmes (WP6)		
Target Groups	**Key Messages**	**Key Activities**
Underrepresented Groups	Inclusive opportunities in STEM education for all	Diversity scholarships, mentorship programs, and targeted outreach campaigns

Educational Institutions	Foster a diverse and inclusive learning environment	Diversity training for staff, inclusive curriculum development, and partnerships with diversity-focused organisations
Women in STEM	Empower women to pursue careers in wind energy and digital technologies	Women in STEM conferences, mentorship programs, and support networks
Disability Advocacy Groups	Ensure accessible education for students with disabilities	Accessibility audits, adaptive technologies, and inclusive teaching practices
SO8: Scaling up the education of digital experts in wind and energy systems (WP2, WP5, WP6)		
Target Groups	**Key Messages**	**Key Activities**
Professional Associations	Scale up professional development in digital skills	Continuing education programmes, webinars, and industry conferences
Training Providers	Expand your offerings to include advanced digital skills training	Course development support, certification programmes, and funding for training initiatives
HR Departments in Energy Companies	Invest in the ongoing education of your workforce	Employee training programmes, partnerships with educational institutions, and support for continued learning

DigiWind contributes directly to several EU policy objectives, policies, and strategies touching on education and training, digital technologies, innovation, and renewable energy systems. The expected outcomes of the project activities will enlarge the impact on the long-term policy objectives in the wind energy sector. Table 8 illustrates Target Groups in the policy sector with key messages and activities to explore in WP6.

Table 8: DigiWind Target Groups in policy sector - Key messages and Activities

Impact: Contribution to long-term policy objectives in wind energy sector		
Target Groups	**Key Messages**	**Key Activities**
Policy Makers	Develop policies that support the long-term growth of the wind energy sector	Policy forums, white papers, and collaborative policy-making sessions
Environmental NGOs	Advocate for sustainable energy policies	Awareness campaigns, policy advocacy, and collaborative initiatives with policy makers
International Energy Organizations	Align with global energy standards and goals	Participation in international conferences, alignment with international regulations, and global partnerships
Research and Policy Institutes	Provide data-driven insights to support policy development	Research publications, policy briefs, and expert panels

5.2 Mapping and Engagement

The stakeholder mapping is the foundation to design a stakeholder network that will maximise the project's dissemination and communication. The stakeholder network will be progressively developed during the project's lifecycle, and it will accumulate stakeholders interested in diverse DigiWind activities.

An initial database will be created starting from contacts from Project Consortium partners' network. All the project beneficiaries will be encouraged to adapt an agile stakeholder's engagement strategy focusing on three key steps: 1) initiate individual interactions during communication and networking efforts; 2) meet, discuss, and collect feedback relevant for the expected key exploitable results; 3) arrange collaboration to sustain the stakeholder's interest and impact in the ecosystem.

In a consequence each partner will be committed to communicate the project through their own website, newsletters, social media pages, etc.

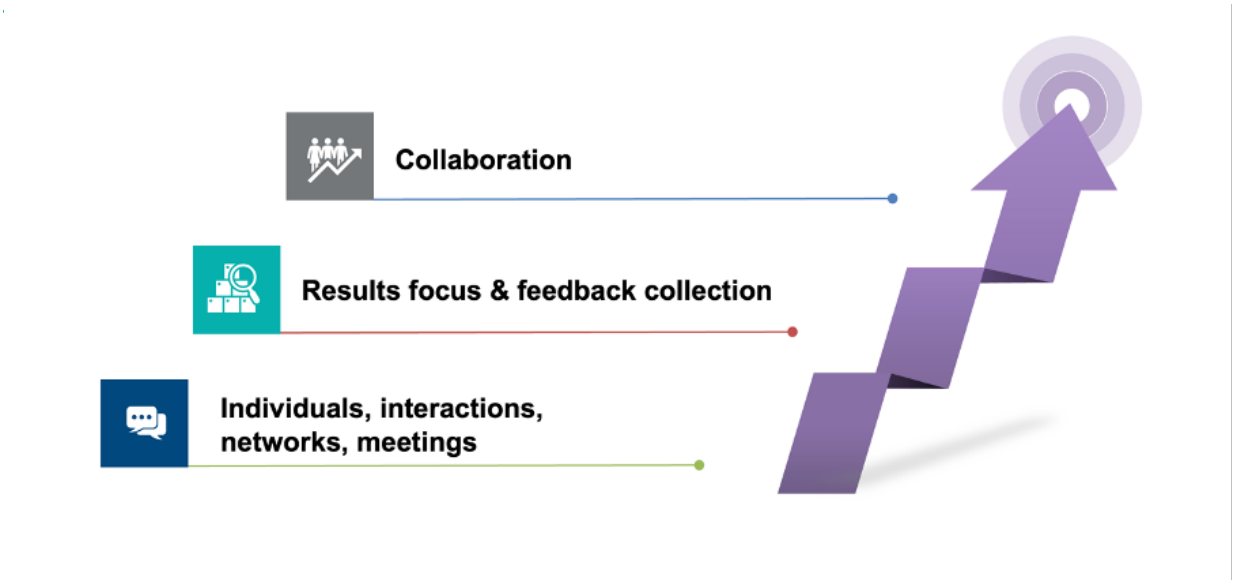


Figure 35: : Agile Engagement Strategy with Stakeholders

To complement the joint efforts from all the project partners, WP6 will focus on pinpointing targeted stakeholders by adopting the 4 steps stakeholders' methodology:

1. Identification: Identify all potential stakeholders including non-traditional learners.
2. Analysis: Evaluate their interests, influence, and potential impact.
3. Mapping: Create visual representations of stakeholder relationships.
4. Engagement Planning: Develop specific engagement strategies for diverse groups

The 4-step methodology was conducted for a preliminary stakeholder's analysis.

Step 1: Identification

1. Primary Stakeholders: Students, university faculty, educational institutions, non-students seeking career changes, vocational training centres.
2. Secondary Stakeholders: Wind energy companies, government bodies, employment agencies, and professional associations.
3. Tertiary Stakeholders: Local communities, NGOs, and industry experts

Step 2: Analysis

Table 9: Stakeholders' Analysis - Interest, Influence, Impact

#	Stakeholder Group	Interest Level	Influence Level	Potential Impact
1	Students	High	Medium	Direct beneficiaries of education
2	Non-Students/Career Changers	High	Medium	Main beneficiaries of career change, news skills obtainers
3	University Faculty	High	High	Key to course development
4	Educational Institutions	High	High	Provide resources and support
5	Industry Experts	High	Medium	Provide mentorship and expertise
6	Wind Energy Companies	High	High	Offer real-world insights and knowledge on the skills on demand
7	Government Bodies	Medium	High	Policy and funding support
8	NGOs and Environmental groups	Medium	Medium	Promote sustainability
9	Local Communities	Medium	Low	Affected by local projects
10	General Public	Medium	Low	Impacted by local industry growth

Step 3: Mapping

The stakeholder mapping visually represents the relationships, interest levels, and influence levels among the stakeholders. This helps in prioritising engagement strategies and identifying key partners. The Figure below includes examples of the representatives of each of the stakeholders' groups.

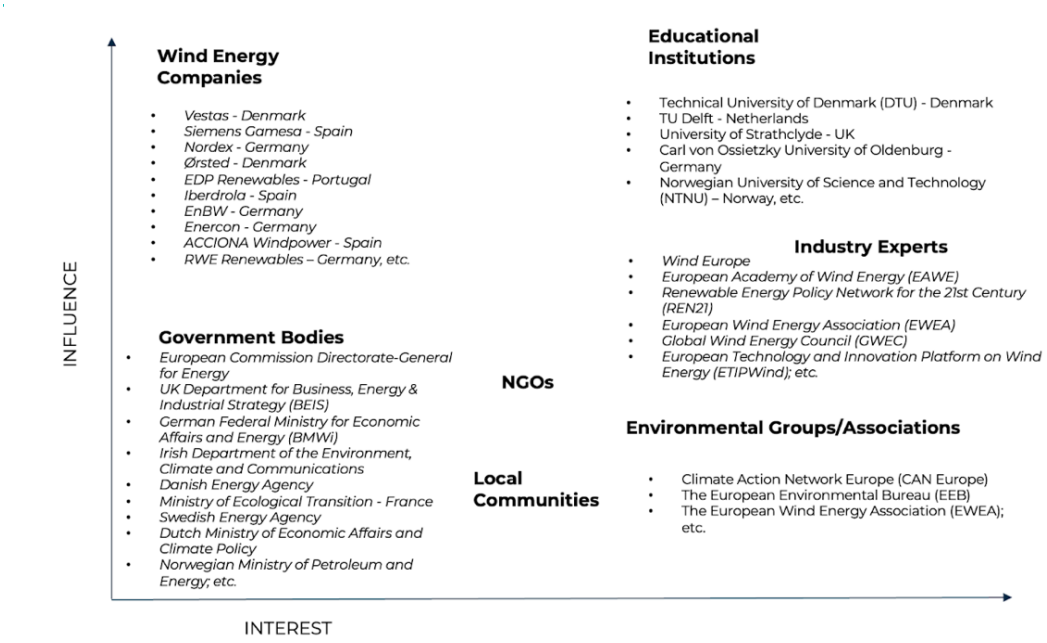


Figure 36: DigiWind Stakeholders Mapping

Step 4: Engagement Planning

Table 10: A. Engagement Strategies for Students

Stakeholder Group	Engagement Form
Students	Surveys, focus groups, feedback sessions to gather input on course content and structure.
University Faculty	Workshops, collaborative meetings, curriculum design participation to ensure academic relevance.
Educational Institutions	Strategic partnerships, policy discussions, funding support to facilitate resource allocation and institutional backing.
Wind Energy Companies	Advisory boards, internships, guest lectures, research collaborations to provide real-world insights and practical experience.
Government Bodies	Policy advocacy, funding, accreditation to secure necessary approvals and financial support.
NGOs	Awareness campaigns, guest lectures, collaborative projects to promote sustainability and environmental education.

Industry Experts	Consultations, guest lectures, curriculum advisory roles to ensure industry relevance and up-to-date knowledge.
Local Communities	Community outreach, informational sessions to involve and inform residents about educational initiatives.
Environmental Groups	Collaboration on sustainability topics, guest lectures to highlight the environmental impact and importance of wind energy.
General Public	Public seminars, informational campaigns to raise awareness and foster societal support for renewable energy education.

Table 11: B. Engagement Strategies for Career Changers/Industry Workers

Stakeholder Group	Engagement Form
Non-Students/Career Changers	Online forums, career counselling, flexible learning programmes to accommodate diverse learning needs.
Vocational Training Centers	Partnerships, curriculum development, certification programmes to provide practical training and recognized credentials.
Online Learning Platforms	Collaboration on course delivery, digital marketing to reach a broader audience and ensure accessibility.
Wind Energy Companies	Job fairs, apprenticeships, corporate training programs to connect learners with employment opportunities and hands-on experience.
Government Bodies	Funding, policy support, accreditation to facilitate programme development and ensure quality standards.
Employment Agencies	Job placement services, career workshops to assist learners in finding suitable employment in the wind energy sector.

Professional Associations	Networking events, continuing education credits to provide professional development and industry connections.
Local Communities	Community outreach, informational sessions to inform and involve local residents in wind energy

6. DigiWind Exploitation Strategy

The exploitation strategy is designed to create a sustainable exit plan that allows the tangible and intangible results to be exploited effectively during and beyond the project's lifetime.

The DigiWind exploitation strategy will be primary developed under Task 6.1 "Overall Plan for Communication, Dissemination, and Exploitation" and further supported by Task 6.2 "Dissemination and Exploitation of the results" and finally executed in Task 6.3 "Sustaining the Specialised Education Programmes and partnerships" and will be crucial to foster concrete use of the project results for specialised educational programmes in wind and energy systems.

6.1 Exploitation Objectives

The main objectives of this initial Exploitation strategy are:

1. To ensure knowledge and results are efficiently shared with the target audiences, supporting the sustainability of the project from an early phase.
2. To identify Key Exploitable Results (KERs) and define a set of measures to maximise their value, knowledge transfer and translation of outcomes into impact at different levels.
3. To define and implement tools and activities to explore project results and outcomes.

6.2 Strategic Approach

The DigiWind exploitation strategy follows a structured, multi-stage approach to ensure that the project results are effectively utilised, maximising their impact. The methodology consists of three main stages:

- In the **first stage**, all results with potential for commercialisation will be identified, and such potential will be evaluated, thus confirming or discarding their business opportunity.
- In the **second stage**, exploitation routes for the projects results with potential for commercialisation will be designed with customised business plans developed for each.
- The **third stage** will envision the specific actions to be executed after the project lifetime to maximise DigiWind impact.

6.2.1 Key Exploitable Results (KER)

DigiWind project aims to develop interdisciplinary programmes targeting the acquisition of advanced digital skills in wind and energy systems engineering and this represents the main KERs of the project. Utilising co-developed teaching methods, infrastructure, and a state-of-the-art virtual campus, each of the Higher

Education Institutions (HEIs) in DigiWind will develop new Specialised Education Programme (SEP) - M.Sc. study programmes and a Self-paced Master program - focusing on key capacity areas, or systematically enhance their current SEPs with new components focussing on advanced digital skills. In addition, all the HEIs (DTU, TUD, NTNU, TUS, PG, CCSE), jointly with three of the private entities in the consortium (WHIF, IMR, CADP), will also deliver self-standing Lifelong Learning (LLL) modules.

Being the work packages with stronger technological and educational components, WP2-WP5 will play a crucial role in supporting these activities by providing the knowledge foundation and the identification and development of potential KERs.

Expected Exploitable Results (EERs) have been preliminarily identified at the proposal stage and are included in the GA of the project. DigiWind aims to deliver 16 interdisciplinary SEPs and 50 self-standing Lifelong Learning (LLL) modules combining wind and energy systems engineering with acquisition of advanced skills in key capacity areas, including core programming skills and a digital mindset.

Table 12: Summary of Expected Exploitable Results (EER)

Implementing Partner	Specialised Educational Programme (SEP)		Lifelong Learning (LLL) modules
	New SEP	Enhanced SEP	New
DTU	-	3 + 1 EWEM[1]	10
TUD	-	3 + 1 EWEM	10
NTNU	1	2 + 1 EWEM	4
TUS	2		8
PG	2		12
CCSE	-		-
F6S	-		-
WHIF	-		3
IMR	-		-
CADP	**-**		**3**
Total	**5**	**11**	**50**

F6S will coordinate a questionnaire within consortium partners to identify all potential KERs that will be further detailed and monitored throughout the project lifetime with the aim of broadening the perspectives on potential exploitation measures and routes. With that, tangible as well as intangible, commercially and non-commercially exploitable results will be covered.

At a later stage, KERs will be chosen from a list of EERs by evaluating their innovation, potential for exploitation, and impact and will be integrated into the overall exploitation strategy outlined in D6.3 "Exploitation and Business Plan."

[1] EWEM- European Wind Energy Master

6.2.2 Exploitation Routes and Pathways

The exploitation strategy will encompass three primary areas with several envisioned routes and pathways for exploitation (Table 13).

Table 13: DigiWind Exploitation Routes and Pathways

Primary areas	Exploitation routes and pathways
Commercial Exploitation	- DigiWind will offer M.Sc. degrees, online Masters programmes, and Lifelong Learning Modules – DigiWind Campus; - Engagement with industry to foster the exploitation project results towards promoting the educational programmes; - Educational content developed under DigiWind will be licensed to educational institutions and industry partners; - DigiWind may also explore potential innovative teaching methods or digital tools;
Non-Commercial Exploitation	- DigiWind's research and outcomes will inform EU, national and international policies on digital education in wind and energy systems.
Academic and Research Exploitation	- Identification of joint Research & Development collaboration opportunities; - Development of links and synergies with other relevant projects; - Research findings will be published in technical and high-impact scientific journals; - DigiWind will be presented at major industry and educational conferences, and we will organise co-creation workshops to build synergies, share knowledge/experience and disseminate results.

6.3 Individual Partner Exploitation Plans

All project partners are required to use their best efforts in developing exploitation activities to enhance the mid- and long-term impact of project outcomes, up to four years after the conclusion of the action. This encompasses both direct exploitation or indirect exploitation by another entity, through transfer or licensing.

DigiWind partners hold a strong interest in ensuring the continuity of the project's activities and impacts among its final beneficiaries, with a aim to positively targeting their own competitiveness and growth. Within this context, each individual project partner has specific plans to exploit the outcomes within their internal activities and networks.

Each of DigiWind's five Higher Education Institutions (HEIs) will develop new M.Sc. study programmes and a Self-paced Master program or enhanced versions of

existing programmes in wind energy and systems engineering. In addition, all the HEIs (DTU, TUD, NTNU, TUS, PG, CCSE), jointly with three of the private entities in the consortium (WHIF, IMR, CADP), will create self-standing Lifelong Learning (LLL) modules.

Exploitation plans for HEIs will include integrating the DigiWind curriculum into existing programmes, developing new courses and disseminating research results in scientific journals and conferences. On the other hand, the exploitation plans for private partners may involve offering training programs based on the DigiWind curriculum and incorporating the SEPs into corporate training. F6S will be the partner responsible for updating the project website with all the exploitable results, mantaining the domain active for five years after the project' conclusion, thereby ensuring the proper exploitation of the results beyond the project's lifetime. Furthermore, F6S will contribute to develop a survey on each of the individual exploitation plans, which will be integrated into the overall exploitation strategy outlined in D6.3 "Exploitation and Business Plan."

6.4 Alignment with EU Policies and Priorities

DigiWind's exploitation strategy is directly aligned to several EU policy objectives, policies, and strategies touching on education and training, digital technologies, innovation, and renewable energy systems. DigiWind supports the main operational priorities of the Digital Education Action Plan 2021-2027 including fostering the development of a high performing digital education ecosystem and enhancing digital skills and competences for the digital transformation. Additionally, DigiWind is fully aligned with the Recovery and Resilience Facilities of all Member State partners supporting the green and digital transition. This alignment not only enhances the project's impact but also positions DigiWind as a critical contributor to Europe's Digital and green transition.

6.5 Potential Barriers for Exploitation and Mitigation Strategies

Several potential barriers related with exploitation of project results have been identified, along with corresponding mitigation strategies (Table 14). These are detailed in Deliverable 1.2 "Risk Management Plan" that include an Initial Risk Log and will be updated throughout the project lifetime.

Table 14: List of potential Exploitation Barries and Mitigation Strategy

Title	Description	Mitigation Strategy
Large differences in partner national regulations	Governmental and HEI rules and regulations differ between the partner HEIs and hinders collaboration.	DigiWind will rely on frameworks established for existing joint education programmes (e.g., EWEM, EuroTeQ, Nordic Five Tech). SEPs will be made flexible enough to comply with different rules and regulations at the HEIs (e.g., regarding credits, use of online teaching and exams, pricing structures).
Stakeholders reluctant to DigiWind participation and offerings	Stakeholders from the wind energy industry are reluctant to co-develop and buy LLL offerings from DigiWind.	Large companies in the wind energy industry are linked to the project from the proposal phase via support letters (Annex 9 DigiWind Proposal). Additionally, WPs 4 and 6 will actively market bespoke training services to wind and energy systems industry partners to co-develop targeted ADS training throughout the project cycle.
Low student enrolment	A low number of students enrol in DigiWind M.Sc. programmes and courses.	DigiWind SEPs will be promoted using resources from the project e.g., via social media where the spend on advertising can be regulated according to the lead generation. A framework will be established for Learner mobility amongst the partners and scholarships offered to recruit students from non-EU countries (T5.2). All HEIs in DigiWind also have extensive recruitment systems to ensure high enrolment. Specific communication tools will be developed to raise awareness and engage all the identified targets groups.
Business model not sustainable	A sustainable business model for long-term engagement of digital experts from the private sector cannot be found.	DigiWind SEPs will be designed to run without real-time involvement of experts from private entities (e.g., using recorded lectures and demos).

6.6 Strategy for Intellectual Property Management

The management of Intellectual Property Rights (IPR) is a fundamental factor in the successful exploitation and impact maximisation of the project's results, as well as to the successful implementation of collaborations beyond the project. The concrete outputs that will be subject to knowledge and IPR management include details of access rights, licensing, potential patents, result ownership, result transfer, non-disclosure rules, and Open Access/Open Science requirements.

The DigiWind consortium has considered the handling of IPR through the Consortium Agreement (CA) that defines rules for protecting Intellectual Property. In addition, strategies for IPR management will be designed within the scope of Task 1.2 “Risk, Data and Innovation Management” and further refined in Deliverable 1.4 “Innovation Management Plan”.

6.7 Exploitation Monitoring

DigiWind exploitation strategy aims to guarantee that the project outcomes are exploited during and after its lifetime. Therefore, this strategy needs to be adapted to the different stages of the project and consider that as the project develops and the results are delivered, there will be a higher focus on results and exploitation activities.

Furthermore, the final iteration of the plan, D6.3 Exploitation and Business Plan (M18 and M30) will provide more detailed information about DigiWind exploitation strategy and the actions that will be implemented during and after the project’s lifetime.

Table 15 provides an overview of the next steps/actions that will be implemented during next couple of months

Table 15: Next Steps on Project's Exploitation Plan

Actions	Description
Brainstorming of the exploitation and sustainability strategy	During the project lifetime, project partners will discuss internally DigiWind exploitation strategy. F6S (as WP6 Leader) will support/guide the internal discussions about exploitation and will collect all the inputs from the discussions.
Identification of KER	Carry out a questionnaire within consortium partners to identify all potential KERs.
Definition of further KPIs	DigiWind will discuss the KPIs defined in the proposal to successfully measure the effectiveness of the exploitation of the project results.
Enlargement of the exploitation actions	The enlargement of the exploitation actions will be discussed internally during the Consortium Meetings.
Use of dissemination and communication tools	Dissemination and communication tools (especially the project website, newsletters, and social media) will be continuously used to disseminate and exploit DigiWind results and outcomes.

7. Conclusion

This deliverable (D6.1) introduces the DigiWind Plan for Dissemination, Communication, and Exploitation, providing a comprehensive and dynamic framework to ensure the broad acceptance and sustainability of the DigiWind project. The document outlines the strategic approach, activities, and tools that will be employed to engage with a diverse range of stakeholders throughout the project's duration. The timing of various activities is meticulously planned to maximize impact and relevance.

Recognizing the evolving nature of dissemination and communication needs, the Consortium recommends periodic reviews and updates of this document to incorporate the latest opportunities and ensure the content remains current. As the project progresses, continuous evaluation and iteration of the strategies will be necessary, especially in response to emerging events and dissemination opportunities that may not yet be identified.

In the upcoming months, partners will focus on identifying and elaborating on the Key Exploitable Results (KERs) and developing strategic business plans linked to each KER. This iterative and adaptive approach will ensure that the DigiWind project remains responsive and effective in achieving its goals of widespread dissemination, impactful communication, and successful exploitation of its results.

Appendix

Communication and dissemination guidelines for DigiWind project partners

DIGIWIND

COMMUNICATION AND DISSEMINATION GUIDELINES FOR DIGIWIND PROJECT PARTNERS

Table of Contents

1. Introduction

These comprehensive guidelines are designed to streamline our communication and dissemination efforts within the DIGIWIND project. Our primary objectives are:

i. Ensure consistent project branding and visual identity across all partner communications to reinforce project recognition.

ii. Ensure the efficient dissemination of project-related activities.

iii. Specify the communication channels used for the communication of DigiWind project.

iv. Establish mechanisms for all partners to report communication and dissemination activities.

v. Enhance project visibility, maintain consistency in messaging across all channels.

By adhering to these guidelines, we can maximise the impact of our collective efforts and effectively engage with our target audience.

1. Obligation to Use Project Logo and Visual Identity and EU Acknowledgement

DigiWind logo has two versions (Figure 1) and is available on the shared folder for both printing and digital purposes.

The Brand Guidelines available provides the specifications and guidelines when using the logo.

Figure 1. DigiWind logo white (Find the logo in high resolution here)

All project partners are required to use the DigiWind project logo and visuals to communicate or promote any activities, services, products, or events associated with the project. Additionally, partners must include the EU acknowledgment in compliance with EU funding guidelines (Figure 2).

Figure 2. Co-funded by the EU logo (Find the logo in high resolution here)

Acknowledgment:

"This project has received funding from the European Health and Digital Executive Agency under the Grant Agreement No 101122836. 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 Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

2. DigiWind Communication Channels

Website: https://digiwind.org/

LinkedIn: https://www.linkedin.com/company/digiwind/

Facebook: https://www.facebook.com/profile.php?id=61556691890618

YouTube: https://www.youtube.com/@digiwind_project

Zenodo: https://zenodo.org/communities/digiwind_project/records?q=&l=list&p=1&s=10&sort=newest

F6S Platform for Open Calls: https://www.f6s.com/digiwind/about

Linktree: https://linktr.ee/digiwind_project

Newsletter subscription: http://eepurl.com/iKFnc2

All project partners are accountable for actively participating in and contributing to the project's dissemination activities. This can be accomplished through various means:

i. **Follow** DigiWind Channels with the partner's organisation and personal profiles. Click here or Scan the QR Code (Figure 3).

ii. **Engage** with DigiWind publications: Like, Share, Comment.

iii. **Subscribe** to receive the project Newsletter (click here).

iv. **Promote** the project directly on the partner's organisation communication channels (Website and social media) - find here an article and social media post tailored for this purpose. We recommend tagging/mentioning all the official project social media channels then the F6S team will prompt share the content across the project channels.

v. **Propose** content to be added on the DigiWind channels.

Figure 3. Co-funded by the EU logo (Find the logo in high resolution here)

3. DigiWind Dissemination Materials

A PowerPoint document presenting the DigiWind project has been developed, including an overview of the project and its objectives, and is available for download here.

Additionally, a range of promotional and supplementary materials containing general project information is currently in development, including:

i. Badges (link)
ii. Business Card (link)
iii. Flyer A5 (link)
iv. Leaflet A5 (link)
v. Postcard A6 (link)
vi. Poster A3 (link)
vii. Roll up (link)
viii. Table ID (link)

To tailor these materials to specific events and activities, please send a request to comms_digiwind@f6s.com at least one month in advance, specifying your requirements, using the provided template document (refer to the Templates section below).

4. Templates to be Used

Partners have access to use the following Templates documents:

i. **Deliverable Template:** Partners are required to use the provided deliverable template for all project-related deliverables/reports and documents to maintain consistency and professionalism. The template is available in both Word and Latex formats for your convenience.

ii. **Basic Word Template:** A general Word template is available for partners to use for written communication, internal reports, meeting minutes, ensuring a unified appearance across all project-related documents. The template is available in both Word and Latex formats for your convenience.

iii. **PPT Presentation Template:** Partners should utilise the provided PowerPoint presentation template for all project-related presentations to ensure branding alignment. The template is available here.

iv. **Website and Social Media update Input Template**

v. **Blog Article Template**

vi. **Newsletter input Template**

vii. **Personalised Promotional Materials Request Template**

5. Partners' Requests

a. Dissemination of Events (Promoted by the Project and External Events to be attended by project partners)

Partners are encouraged to disseminate events related to the DIGIWIND project in three steps:

i. Before the Event: Partners must request dissemination of the event via email to comms_digiwind@f6s.com at least 15 days in advance to promote and engage a wider audience.

ii. During the Event: Partners should send information to the F6S team to highlight their participation in the event, including photos.

iii. After the Event: Partners are encouraged to promote the results and outcomes of the event, including photos.

Events can include conferences, courses, trainings, and opportunities either promoted by the project or attended by project partners. Use the specific template developed for this purpose.

b. Development of Personalised Promotional Materials

Partners seeking personalised promotional materials to enhance the visibility of the project in external events and activities are required to submit their request via email to comms_digiwind@f6s.com at least one month in advance, using the provided template document. This request should include details regarding the desired materials, such as brochures, flyers, posters, or roll-ups based on the general materials developed but tailored to specific events or initiatives.

Upon receipt of the request, the Design Team will develop a preliminary draft based on the information provided in the template document. Partners will then be able to review the draft and provide feedback for any necessary updates or adjustments. Please note that **only two requests for updates and adjustments will be accepted** before final validation and delivery of the personalised promotional materials. The deadline to send this final request is 1 one week prior to the event.

c. Dissemination of the Main Developments and Achievements on DigiWind website and Social media channels

Partners must request dissemination of main developments and achievements via email to comms_digiwind@f6s.com at least 1 month in advance. A template is provided for this purpose to ensure consistency in messaging.

6. Development of Blog Articles

Each partner will be invited by the Comms Team to develop a blog article related to their activities within the project or topics aligned with the project's focus areas, including Europe's digital and green transformation, Specialised Education Programmes (SEPs), STEM professionals in renewable energy, High-Performance Computing (HPC), Artificial Intelligence (AI), Cybersecurity, and other emerging technologies. Please find the blog calendar here and use the template document provided to submit the blog article.

It is recommended that blog articles adhere to the following structure:

a. Title

Create a catchy and descriptive title that reflects the essence of the article. Incorporate keywords related to wind energy, STEM, emerging technologies, or project activities.

b. Introduction

Start with an engaging introduction that sets the stage for the article's content and draws readers in.

c. Content Development

Choose a specific theme or topic related to wind energy, STEM, or emerging technologies to focus the article.

Share insights, case studies, or success stories from the DIGIWIND project or other relevant initiatives, demonstrating real-world applications and impacts.

d. Conclusion

Summarise the key points discussed in the article.

e. Editing and Formatting

Ensure the article is concise, clear, and well-organised, avoiding jargon or overly technical language.

Use subheadings, bullet points, or numbered lists to improve readability and structure.

f. Length and Optimisation

Aim for a total length of less than 5000 characters with spaces to maintain reader engagement and readability.

The partners

7. Contribution for the Development of the Project Newsletter

The Communications team will share a specific template and request contributions from all partners. Partners will have 2 weeks to provide their contributions, which may include updates, participation in events, success stories, or other relevant information.

8. Report of Communication and Dissemination Activities

We have crafted a report to collect all the communication and dissemination activities, in addition to Identified synergies with EU Communities, Scientific Academic Publications, Events and the Partners Articles agenda. Partners are required to update the communication and dissemination activities report monthly – F6S will send monthly reminders. Please, find the document here.