



MAterials solutions for cost Reduction and Extended service life  
on WIND off-shore facilities

Project acronym ([MAREWIND](#))

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Version	V1





## D7.5 MAREWIND Project Identity and website

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Version	Date (MM/DD/YYYY)	Created/Amended by	Changes
01	24/02/2021	PNO	



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## TABLE CONTENT

TABLES.....	4
FIGURES.....	4
TABLES .....	4
FIGURES .....	4
EXECUTIVE SUMMARY.....	5
1.INTRODUCTION .....	6
2. PROJECT IDENTITY .....	7
2.1. PROJECT LOGO.....	7
2.2. EU LOGO .....	9
2.3. STYLE GUIDE .....	9
2.4. TEMPLATES.....	11
3.WEBSITE CONTENT .....	13
3.1. HOME PAGE.....	14
3.2. ABOUT MAREWIND .....	15
3.3. WORKING PLAN .....	18
3.4. CONSORTIUM .....	17
3.5 RESULTS .....	18
3.6. NEWS & EVENTS .....	21
3.7. CONTACT .....	21
4. OTHER WEBSITE CONSIDERATIONS.....	22
4.1. BROWSER COMPTABILITY .....	22
4.2. COOKIE & PRIVACY POLICY .....	22
4.1. ADDITIONAL FEATURES .....	22
4.4. GOOGLE ANALYTICS.....	22
4.5. REPORTING .....	22
4. CONCLUSION .....	25



## TABLES

No tables entries found in the document.

## FIGURES

Figure 1. Official project logo.

Figure 2. Official project colours.

Figure 3. Official project type font.

Figure 4. Mandatory European Union's branding elements.

Figure 5. Pages of the MAREWIND's style guide.

Figure 6. MAREWIND power point template.

Figure 7. MAREWIND word document template.

Figure 8. MAREWIND website mock-ups.

Figure 9. MAREWIND navigating bar.

Figure 10. Screenshots of the ABOUT MAREWIND page.

Figure 11. Screenshots of the ABOUT MAREWIND page.

Figure 12. Screenshots of the CONSORTIUM page.

Figure 13. Screenshots of the WORKING PLAN page.

Figure 14. Screenshot of the RESULTS page.

Figure 15. A banner with additional features and policy statements.

Figure 16. Screenshots of the reporting questionnaire.



## EXECUTIVE SUMMARY

This document presents deliverable “D7.2 MAREWIND Project Identity and website” listed in the official Grant Agreement with No. 952960. Its purpose is to outline the very first steps and actions that MAREWIND consortium have taken with regards the communication and dissemination project activities: creating a project identity and building public website.

By creating a brand identity and building a content repository public online platform, MAREWIND consortium pave the way to a coherent and strategic communication and dissemination framework. The primary objectives of the creation of a project identity and public website are:

- Create a recognizable brand and identity that allows to build up the project awareness in a sustainable way.
- Built a content repository system to facilitate all project information, grow the visibility of the research and spread the word about project outcome and findings to all relevant stakeholders and the public.

The MAREWIND project identity consists of a logo and toolkit of generic templates. The public project website has been detailly presented by describing the context of the main pages that were developed to provide public information. In addition, we have presented additional features and analytical tools to improve the user’s experience.

This document includes all information, steps, processes and strategic rational that have been carried out when creating the MAREWIND visual identity and project website.

The project logo and toolkit has been distributed to the partners, while the website has been launched in the end of M3, February 2021. The website can be accessed via this link: [www.marewind.eu](http://www.marewind.eu) and will be continuously updated during the lifetime of the project.



## 1. INTRODUCTION

MAREWIND project will provide advanced durable materials and recyclable solutions which reduce materials use contributing to the European Union's climate goals. Advanced materials and nanotechnologies developed will contribute to accelerating clean energy to maintain Europe's lead position of this sector that is critical for the energy transition. Furthermore, MAREWIND solution will improve the offshore wind energy sector, extend the service life of the wind facilities, as well as boost economic growth and create new job opportunities across European communities.

The first and very key actions to establish a coherent communication, dissemination and exploitation strategic framework for MAREWIND project is to create a graphic identity and build a public website. The main objectives of these two activities are as follow:

- Create the project visual identity and publish the public dissemination materials via the project dedicated website.
- Designing and circulating of all templates for external communication by the partners ensuring that no patentable information is disclosed.
- Keep track of all project publications and public disclosures.
- Promote project related news updates and events (workshops, conferences, international fairs, etc.).
- Raise awareness about the project and the benefits generated by its objectives in various business sectors, and among policy makers, the scientific community, and the general public.
- Disseminate project results, findings and outcomes to ensure a market uptake of the project solutions.

The MAREWIND project identity will contribute to achieving these objectives by establishing a coherent and strong visual identity that is recognizable through and after the project end. The optimal goal is to make the project recognizable within this sector and other H2020 research and innovation projects. The public website will serve as the main channel for providing latest project information, including news, event updates, as well as a repository for all the project's public deliverables and scientific publications.

The MAREWIND website focuses on the description of the project content, objectives, and information on the involved partners to the public. It includes an open access and a restricted area. The website will facilitate the management of the project for the partners such as the collection, storage and distribution of information. The restricted part of the website will provide access to 'confidential' information and deliverables to facilitate the exchange of documents and information between the partners. The website can be found at this link: [www.marewind.eu](http://www.marewind.eu).



## 2. PROJECT IDENTITY

The very first step to build consistent and uniform communication is to create a project visual identity. It assures the project's communication follows a uniform style, format, and guidelines. Furthermore, the visual identity creates a recognizable appearance among relevant stakeholders and allows to build up the project awareness in a sustainable way.

The project visual identity consists of a project logo and a toolkit of other generic materials. The toolkit includes relevant working templates and a style guide. All materials are to be used for internal and external promotion and distribution of project results, deliverable reports, etc. They will assist the consortium in their efforts to spread the word about the project and its key objectives to all relevant target groups.

### 2.1. PROJECT LOGO

The very first step of MAREWIND communication and dissemination strategy is to develop a logo and establish the visual identity of the project. A distinguish and attractive visual identity ensures a coherent and striking brand that makes the project recognizable through and after its lifespan.

In the very beginning of the project, in M1, the leader of the WP7 for Dissemination and Exploitation of the Results PNO has developed 10 mock-ups of a project logo. The examples were presented to the consortium for evaluation. Following their review, a poll was organized to select the final project logo.

The majority of the partners in MAREWIND consortium selected a logo that represents a windmill in front of the wind; this graphic is positioned above or next to the project name. To ensure the logo can be applicable in variety of layouts, 2 designs of the logo have been created: in horizontal and vertical format (see figure 1).



Figure 1. Official project logo.

All logo elements are coloured in [bright blue \(#27baeb\)](#) and [dark blue \(#184f9e\)](#) (see figure 2).



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## 1.2 RGB and Hex color logo



*Figure 2. Official project colours.*

A project typeface has been also selected: CASTORO and/or ROBOTO (see figure 3).





## 1.10 Institutional font

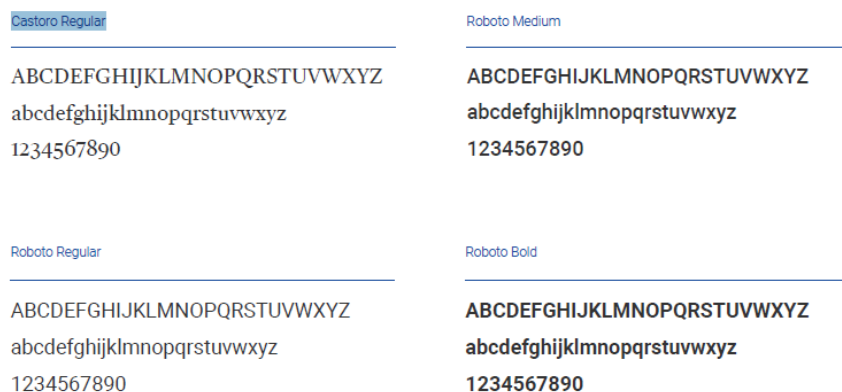


Figure 3. Official project type font.

The logo is available in pixel and vector format. It has been distributed to the consortium to ensure all project related materials will be in line with the establish branding. All logo formats will be also uploaded in the project repository platform once arranged by LUR.

## 2.2. EU LOGO

In addition, following the communication style guide of the European Union’s research and science programmes, all materials including scientific papers and publications produced during the project life are mandatory to feature the below elements: the official European Union’s logo and a disclaimer text with the grant agreement number (see Figure 4).



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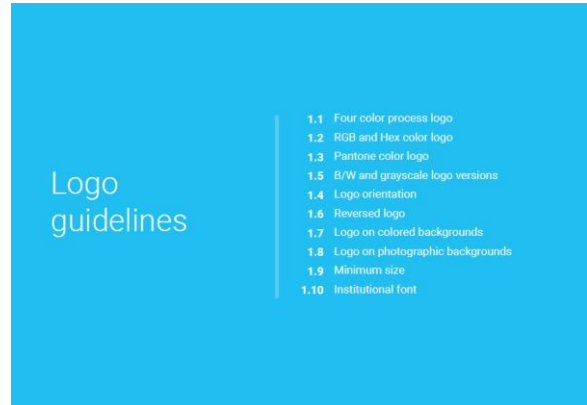
Figure 4. Mandatory European Union’s branding elements.

## 2.3. STYLE GUIDE

To ensure that the project visual identity will be kept from all involved participating parties during the lifespan of the MAREWIND project, a user-friendly style guide has been also created in January 2021, M2. It includes information about the project font, colours and provides clear guidelines how to position the logo with a background image. This tool will help the consortium or any external partner to create a coherent branding in line with the project corporate materials. Thus, it will ensure project consistency of all materials and documentation that is to be created.



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## 1.9 Minimum size



When reproducing the logo, in case of reduction respect the minimum width of 30 mm for the vertical orientation and 55 mm for the horizontal orientation.

## 1.8 Logo on photographic backgrounds



The logo can be reproduced on photographic backgrounds in its reversed version, paying attention to readability.

*Figure 5. Pages of the MAREWIND's style guide.*

The MAREWIND's style guide has been distributed to all partners as well. It will be also uploaded in the project repository platform once arranged by LUR.

### 2.4. TEMPLATES

As part of building a strong and recognizable brand, a set of project presentation templates are included into the visual project identity package. A power point presentation and a word document templates have been created based on the project brand elements and colours for internal and external purposes in M2, January 2021.

The project templates will be used for presenting the project outcomes in front of variety of audiences at events, workshops, conference, etc. and for internal use such as reporting on project progress and preparing an official project deliverable or press-release. A look and feel of the produced templates can be seen in the below images (figure 6 and 7).



## D7.5 MAREWIND Project Identity and website



Figure 6. MAREWIND's power point template.



Figure 7. MAREWIND's word document template.

The templates follow the branding guidelines and features the logo and all project colours. They have been shared with the partners and will be also uploaded in the private restricted area for consortium data gathering, once arranged by LUR.



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### 3.WEBSITE

The website is the crucial landing point for all communication and dissemination activities and thus, acts as an important anchor and content online repository. As such, building MAREWIND project website was the second main consortium’s priority of the communication and dissemination activities after the project identity. The public website aims at promoting the project internationally, communicating the achieved progress, and disseminating the results stemming from the project.

During the second day of the 2-day kick-off meeting on 14 January, PNO has presented 2 mock-ups of the MAREWIND website: one in a very light blue colours and another one in dark blue palette (see figure 8).



Figure 8. MAREWIND website mock-ups.

After a vote, the MAREWIND consortium has selected the design in the dark-blue palette (the first example in the above figure 8). The MAREWIND website, with the following URL address <https://www.marewind.eu/>, has been launched in the very end of M3, February 2021.

The MAREWIND website has 7 main pages that are presented in more details in the following sub-chapters. Each page is easy to be seen from the navigating header bar.



Figure 9. MAREWIND navigating bar.

Furthermore, a direct link with the repository platform that is currently being arranged by LUR for consortium data storage of confidential documents, will be also linked to the website. This approach will allow for partners to easily and directly access both public and private project related documentations from one



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single platform.

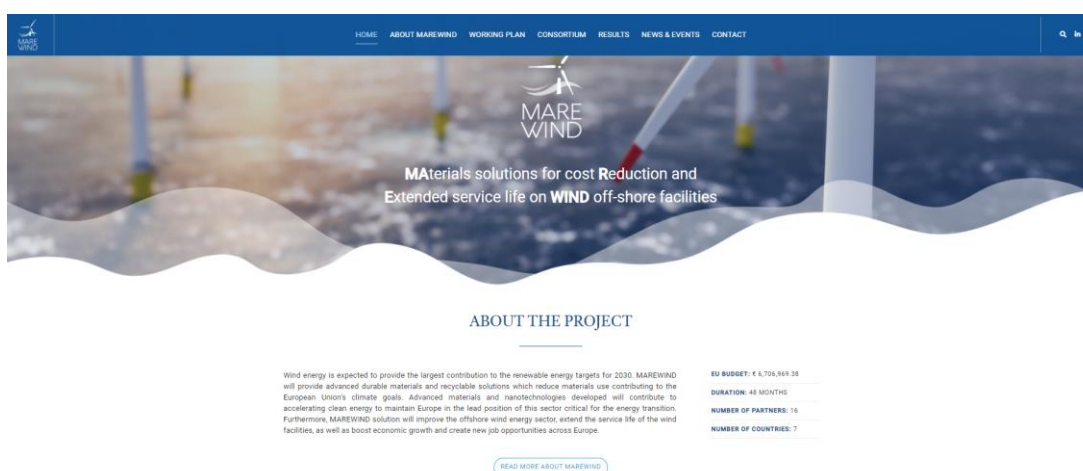
### 3.1. HOMEPAGE

The “HOMEPAGE” is the very first page that appears on the screen when a user land on it. Therefore, it is considered as the “heart” of the website with the highest traffic page for organic search visitors and other non-paid marketing channels. Thereby, it was an essential to design the homepage in a visually attractive way, as well as summarize the project scope of work in easy and understandable language that speaks to all target audiences.

By building a creative and interactive homepage, the users will be much more motivated to continue browsing in the website based on their strong first impression of that page. Other benefits of a well-design and structured home page can directly add to driving user journey into conversion funnels, as well as navigating them to easily find what they are looking for. Furthermore, it also reinforces trust and expertise and showcase new incentivise.

All the important MAREWIND information can be accessed by a user from the homepage and thus provide direct access to find out more information about:

- the project, scope of work and main its objectives,
- the expected project results and findings,
- the latest MAREWIND news and upcoming topic related events,
- latest published resources, reports, and communication materials,
- the partners of the consortium and their main tasks & responsibilities in the project,
- the newsletter subscription form and contact details.



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Figure 10. Screenshots of the HOMEPAGE.

### 3.2. ABOUT MAREWIND

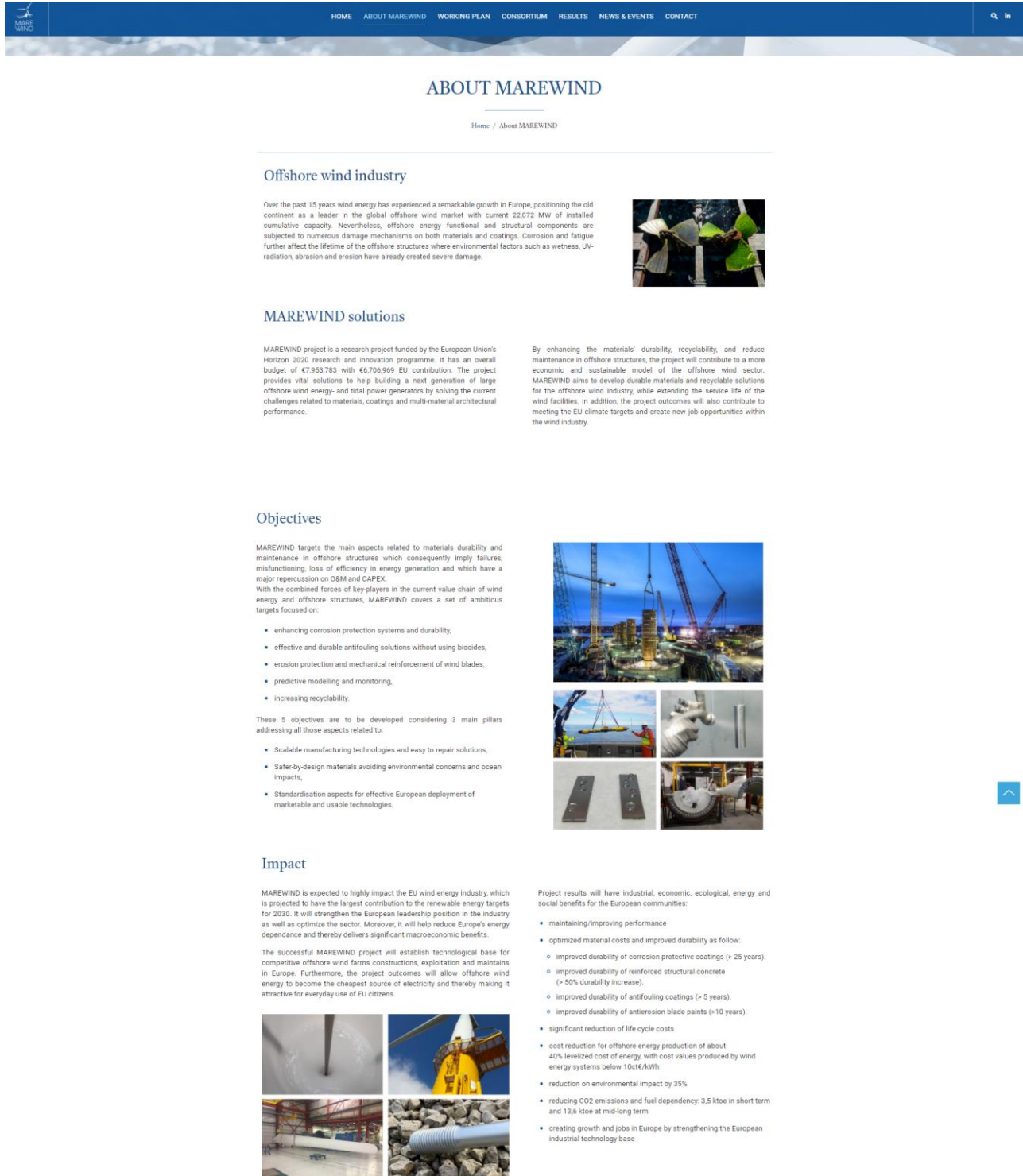
The “About MAREWIND” page presents an executive summary of the project overview. It describes the project scope of work and the key objectives while also shedding light on the impact and the contribution of the project. This page is divided in 3 main sections:

- Offshore wind context and MAREWIND solutions - provides a summary on the importance of the project and the main issue that is trying to tackle.
- MAREWIND specific objectives - outlines the aims of the projects and direct goals that are aimed to be achieved during the project duration.
- Expected project benefits and direct impact - give quantitative targets to measure the contribution of the project.





## D7.5 MAREWIND Project Identity and website



The screenshot shows the 'ABOUT MAREWIND' page of the project website. The page has a blue header with navigation links: HOME, ABOUT MAREWIND, WORKING PLAN, CONSORTIUM, RESULTS, NEWS & EVENTS, CONTACT. Below the header is a search bar and a social media icon. The main content area is titled 'ABOUT MAREWIND' and includes a breadcrumb trail 'Home / About MAREWIND'. The page is divided into several sections: 'Offshore wind industry', 'MAREWIND solutions', 'Objectives', and 'Impact'. Each section contains text and images. The 'Offshore wind industry' section features a photo of workers in safety gear. The 'MAREWIND solutions' section includes a photo of a construction site at night. The 'Objectives' section lists five key goals. The 'Impact' section lists various benefits and includes a grid of four images showing materials and construction processes. A small blue arrow icon is visible in the bottom right corner of the page.

**ABOUT MAREWIND**

Home / About MAREWIND

**Offshore wind industry**

Over the past 15 years wind energy has experienced a remarkable growth in Europe, positioning the old continent as a leader in the global offshore wind market with current 22,072 MW of installed cumulative capacity. Nevertheless, offshore energy functional and structural components are subjected to numerous damage mechanisms on both materials and coatings. Corrosion and fatigue further affect the lifetime of the offshore structures where environmental factors such as wetness, UV-radiation, abrasion and erosion have already created severe damage.

**MAREWIND solutions**

MAREWIND project is a research project funded by the European Union's Horizon 2020 research and innovation programme. It has an overall budget of 47,953,783 with 46,706,949 EU contribution. The project provides vital solutions to help building a next generation of large offshore wind energy- and tidal power generators by solving the current challenges related to materials, coatings and multi-material architectural performance.

By enhancing the materials' durability, recyclability, and reduce maintenance in offshore structures, the project will contribute to a more economic and sustainable model of the offshore wind sector. MAREWIND aims to develop durable materials and recyclable solutions for the offshore wind industry, while extending the service life of the wind facilities. In addition, the project outcomes will also contribute to meeting the EU climate targets and create new job opportunities within the wind industry.

**Objectives**

MAREWIND targets the main aspects related to materials durability and maintenance in offshore structures which consequently imply failures, malfunctioning, loss of efficiency in energy generation and which have a major repercussion on O&M and CAPEX. With the combined forces of key-players in the current value chain of wind energy and offshore structures, MAREWIND covers a set of ambitious targets focused on:

- enhancing corrosion protection systems and durability,
- effective and durable antifouling solutions without using biocides,
- erosion protection and mechanical reinforcement of wind blades,
- predictive modelling and monitoring,
- increasing recyclability.

These 5 objectives are to be developed considering 3 main pillars addressing all those aspects related to:

- Scalable manufacturing technologies and easy to repair solutions,
- Safer-by-design materials avoiding environmental concerns and ocean impacts,
- Standardisation aspects for effective European deployment of marketable and usable technologies.

**Impact**

MAREWIND is expected to highly impact the EU wind energy industry, which is projected to have the largest contribution to the renewable energy targets for 2030. It will strengthen the European leadership position in the industry as well as optimize the sector. Moreover, it will help reduce Europe's energy dependence and thereby delivers significant macroeconomic benefits.

The successful MAREWIND project will establish technological base for competitive offshore wind farms constructions, exploitation and maintains in Europe. Furthermore, the project outcomes will allow offshore wind energy to become the cheapest source of electricity and thereby making it attractive for everyday use of EU citizens.

Project results will have industrial, economic, ecological, energy and social benefits for the European communities:

- maintaining/improving performance
- optimized material costs and improved durability as follow:
  - improved durability of corrosion protective coatings (> 25 years),
  - improved durability of reinforced structural concrete (> 50% durability increase),
  - improved durability of antifouling coatings (> 5 years),
  - improved durability of antierosion blade paints (>10 years).
- significant reduction of life cycle costs
- cost reduction for offshore energy production of about 40% levelized cost of energy, with cost values produced by wind energy systems below 10ct€/kWh
- reduction on environmental impact by 35%
- reducing CO2 emissions and fuel dependency: 3,5 ktoe in short term and 13,6 ktoe at mid-long term
- creating growth and jobs in Europe by strengthening the European industrial technology base

Figure 11. Screenshots of the ABOUT MAREWIND page.



### 3.3. WORKING PLAN

The “WORKING PLAN” guides the user through the technicalities of the project and shows how the work in MAREWIND project will be distributed within the consortium partners. It presents in highlights the working packages and the connection between them. A text description of each work package and work package leader is presented. The explanations are complemented by a project overview figure that visualise the work plan and the role of each partner in it.

The above approach will help each user that lands on the website to navigate easier through the complexity of the research and innovation projects. Furthermore, it will offer a detailed overview of what is the role of each partner, their main contributions and expertise in the current working plan (see figure 12).



#### WP1: Definition of requirements

Lead by TECNAN, this work package aims to define the requirements and characteristics of new materials, including testing procedures. It will outline and quantify improvements and final properties targeted related to cost, as well as defines sensors types, configuration, full-field techniques requirements. Furthermore, a roadmap for all demonstration sites implementations with identified conditions and required equipment for each predefined demonstration sites.

#### WP2: Fabrication and testing elements individually

LUR will lead WP2 that is designed for formulation, application and optimization at lab-scale coatings for anticorrosion on metallic materials, antifouling for metallic and plastic materials and anti-erosion/superhydrophobic paints for leading edge protection. This WP will also oversee the synthesis and selection of new concrete materials and testing/aging at lab scale. Furthermore, during this phase new composite laminates for wind blades, optimization and testing properties at coupon level will be produced.

#### WP3: SHM tools and predictive modelling for preventive maintenance of wind energy

IDE will lead WP3 that focus on developing and applying full-field measuring techniques of wind blade working conditions: hardware, measurements and algorithms. WP3 will also carry out implementation and assessment of FBGs/DFOs technologies for composite and concrete representative laboratory components. It will also develop models based on experimental and artificial intelligent algorithms which provides predictions of corrosion rate and protection of coatings in offshore structures at different environmental conditions.

#### WP4: Technologies validation and manufacturing

Main objectives of WP4, led by CETMA, will be:

- Validation of selected materials and integration to be tested at relevant environment.
- Optimization of fabrication and application procedures of materials selected.
- Production of prototypes validated according to manufacturer quality checks.
- Implementing circular use of blade materials at prototype level.
- Obtention of results for final definition of scenarios to be tested in WP5.
- Identification of standard gaps.



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## D7.5 MAREWIND Project Identity and website

### WP5: Technologies Demonstration in relevant environment

INEGI will oversee the following objectives:

- Build and implement demonstrative prototypes.
- Demonstrate the performance improvement of the validated materials and production processes in WP5 in variety of environments
- Monitor and report the obtained data, as well as assess technical improvements and cost reductions.

### WP6: Technical Validation of results LCC, LCCA & SLCA

In WP6 RINA will carry out study on environmental feasibility including life cycle assessment (LCA). It will perform economic validation: Life Cycle Cost Analysis (LCC) and economic feasibility. Furthermore, Social Life Cycle Assessment (SLCA) on health, safety and risk evaluation will be also completed.

### WP7: Dissemination & Exploitation of Results

PNO will lead WP7 which main aim is to match the project results with market opportunities and make the project's work widely known. It will promote the project results to variety of stakeholders and ensure uptake of MAREWIND technologies and products by the industry and policy makers. It will also develop an Exploitation and Business plan and assess standardization methodologies to bring project technologies and products into the market.

### WP8: Project Management

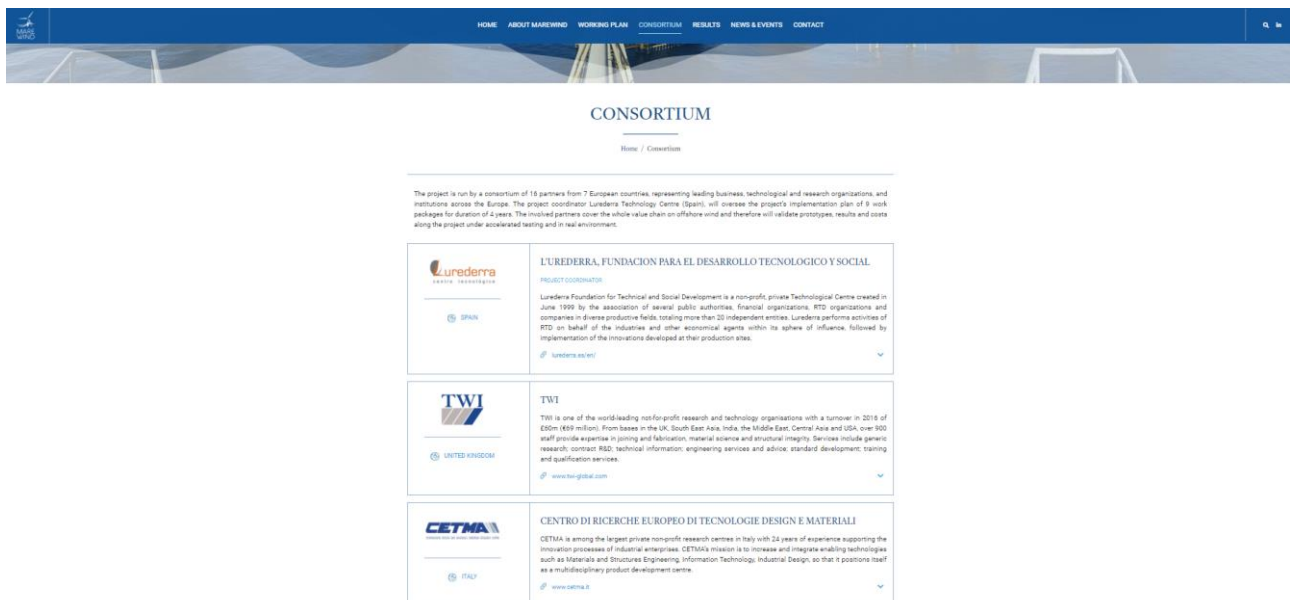
LUREDERA as leader of WP8 will supervise the overall coordination, administrative, financial and contractual management of MAREWIND project. As a coordinator of the project, LUR will also act as a coordinator ensuring smooth collaboration and processes within the consortium and project work plan.

Figure 13. Screenshots of the WORKING PLAN page.

## 3.4. CONSORTIUM














The “CONSORTIUM” page presents a summary of the partners participating in the project and lists their details. That includes their organisational logo, a description of their entity, as well as their role in the project, a link to their website and the country where they are based in. Moreover, if visitor is interested in a particular partner, the user has the option to directly visit their website through the hyperlinks created.

This section provides a comprehensive summary of the capabilities and professional expertise of the partners to carry out the assigned work.




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## D7.5 MAREWIND Project Identity and website

 PORTUGAL	<b>INEGI</b> The Institute of Science and Innovation in Mechanical and Industrial Engineering (INEGI) from the University of Porto (Portugal) is an industry-oriented Research and Technology Organization. INEGI is an interface institution between University and industry, oriented to the activities of Research and Development, Innovation and Technology Transfer. With 35 years of experience, the organization relies on 3 pillars of activity: research, innovation and consulting. <a href="http://www.inegi.pt">www.inegi.pt</a>
 SPAIN	<b>IDENER</b> IDENER Research & Development is the R&D division of the company IDENER, controlling the research activities of the company. IDENER investigates in the multidisciplinary field of Computational Science and its application to the optimization of systems and processes in key areas: Industrial Technologies (ICTs), Biotechnology, Secure, Clean and Efficient Energy, and Resource and Raw Materials Efficiency. With the purpose to improve the performance and cost-effectiveness of complex systems, IDENER integrates concepts from four interrelated and complementary areas: Mathematical Modelling and Simulation; Multidisciplinary Design Optimization; Control Engineering; and Software Engineering. <a href="http://www.idener.es">www.idener.es</a>
 PORTUGAL	<b>LABORATORIO IBERICO INTERNACIONAL DE NANOTECNOLOGIA</b> The International Iberian Nanotechnology Laboratory is the first, and so far, the only, fully international research organization in Europe in the field of nanoscience and nanotechnology. IRL is an international inter-governmental organization with the mission to perform cutting-edge research and development in interdisciplinary nanotechnology and to function as an innovation integrator in multiple application domains. <a href="http://www.irl.it">www.irl.it</a>
 SPAIN	<b>TECNAN</b> TECNAN was created in 2007 with the aim of producing and commercializing simple and complex high-performance technologies for multisectorial applications at industrial scale. This business-oriented project has resulted in the emergence of TECNAN as one of the most competitive suppliers of these new materials throughout Europe. The flexibility of the production techniques employed by TECNAN enables a broad-range preparation of new materials according to the requirements of its clients. <b>Machining and Reprocessing</b> TECNAN will act as key company interested in the industrial production and commercialization of the new autocorrosion and antifouling coating range. <a href="http://www.tecnan-international.es/en/">www.tecnan-international.es/en/</a>
 IRELAND	<b>EIRECOMPOSITES TEORANTA</b> EireComposites is an accredited composite manufacturing and testing company with long term manufacturing contracts with leading aerospace OEMs and Tier 1 suppliers. Besides aerospace, EireComposites is involved in lightweight, high performance fibre-reinforced composite materials in the renewable energy, marine and automotive sectors. <a href="http://www.eirecomposites.com">www.eirecomposites.com</a>
 SPAIN	<b>NAVARRA DE TÉCNICAS DE SOLDADURA Y FIJACIÓN S.L.</b> TSF started its commercial path in 1996 with its chief activity focused on the marketing of auto parts, fastening elements for wind-power etc. TSF has achieved a broad market that exports 88% of its production to the main European industries. TSF is focused on fastening elements and they are specialised in high precision CNC Machining and Technical Medical Construction Equipment Assembly, dedicated to the manufacture and marketing in addition to engineering, calculation and integral logistics of fasteners. <a href="http://www.tsfh.com">www.tsfh.com</a>
 SPAIN	<b>ACCIONA</b> ACCIONA Construcción is a leading European construction company designing, constructing and managing buildings and civil infrastructure under sustainability principles. It has an international presence in more than 30 countries and its total turnover in 2015 was about 2.170 million €, employing 9.412 people. <a href="https://www.acciona.com/soluciones/">https://www.acciona.com/soluciones/</a>
 FRANCE	<b>NAVAL ENERGIES</b> Naval Energies is a leader in Marine Renewable Energy, with design, manufacturing, deployment and maintenance of systems or subsystems in the marine renewable energy domain through the creation of value all along the chain. Naval Energies has a strong know-how in industrialisation and provides optimized solutions regarding fabrication and deployment and offers an industrial response to local energy policies with the deployment of strategic partnerships. <a href="http://www.naval-energies.com/en">www.naval-energies.com/en</a>
 FRANCE	<b>ELECTRICITE DE FRANCE</b> The EDF Group is one of the world's leading electricity companies. Present in over 30 countries, it is particularly well established in Europe, where it supplies with power near 59 million customers. In 2019, EDF produced 558 TWh of electricity with a turnover of €71.3 billion. Its business and that of its subsidiaries covers all electricity-based activities from generation to retail, including power transmission and distribution, trading, and services. <a href="http://www.edf.fr">www.edf.fr</a>
 SPAIN	<b>KOSHKIL</b> KOSHKIL SYSTEMS has 10 years of experience in providing service and support to the wind energy market. The services KOSHKIL provides, among others, are: technical training for maintenance technicians, technical consultancy/ support for windmill technicians & operators, commissioning and maintenance of windmills, wind turbine parts repair, in-house development of diagnosis and repair equipment used to repair parts. <a href="http://www.koshkil.es">www.koshkil.es</a>
 ITALY	<b>RINA CONSULTING SPA</b> RINA is a global corporation that provides services across the Energy, Marine, Certification, Transport & Infrastructure and Industry sectors through a global network of 200 offices in 70 countries. Through its 3.800 talented professionals, RINA provides a wide range of high-quality tailored solutions aiming to back up the market operators across the entire life cycle of their projects. <a href="http://www.rina.org">www.rina.org</a>
 BELGIUM	<b>PNO INNOVATION</b> PNO Innovation is specialized in Innovation Management and funding providing support services to private and public organizations in innovation processes, Technology Transfer, IT solutions and funding for research, development and innovation. <a href="http://www.pnoconsultants.com/be/">www.pnoconsultants.com/be/</a>
 BELGIUM	<b>EUROPEAN FEDERATION FOR WELDING JOINING AND CUTTING</b> EFW is a European organisation established as an international nonprofit association that acts as a representative of manufacturing community in Europe, providing the exchange of scientific and technical information and contributing to the removal of technical barriers. EFW was created in 1992 by all the welding institutes of the European Community with the aim of updating and harmonisation training and education in the field of welding technology. <a href="http://www.efw.be">www.efw.be</a>



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Figure 12. Screenshots of the CONSORTIUM page.

### 3.5 RESULTS

The “RESULTS” page will provide visitors direct access to the following materials:

- Newsletter: all project bulletins will be stored in this section.
- Press-release: all distributed press-releases will be gathered.
- Promotional materials: brochure, roll-up, videos, and other corporate materials will be uploaded in this section.
- Reports: public deliverables such as reports on technical progress and research outcomes will be uploaded in this section.
- Scientific publications: all peer-reviewed publications will be stored here and easily be accessed from any user that has interest.
- Reporting: This link will redirect MAREWIND partners only to a communication and dissemination questionnaire. Partners are asked to fill out this questionnaire to keep track of all communication and dissemination activities of the project. This page has restricted access and will be available only to assigned people from the consortium to ensure protection of the data and accurateness of the reporting.

This page will be updated during the project duration when the life cycle of the project evolves.

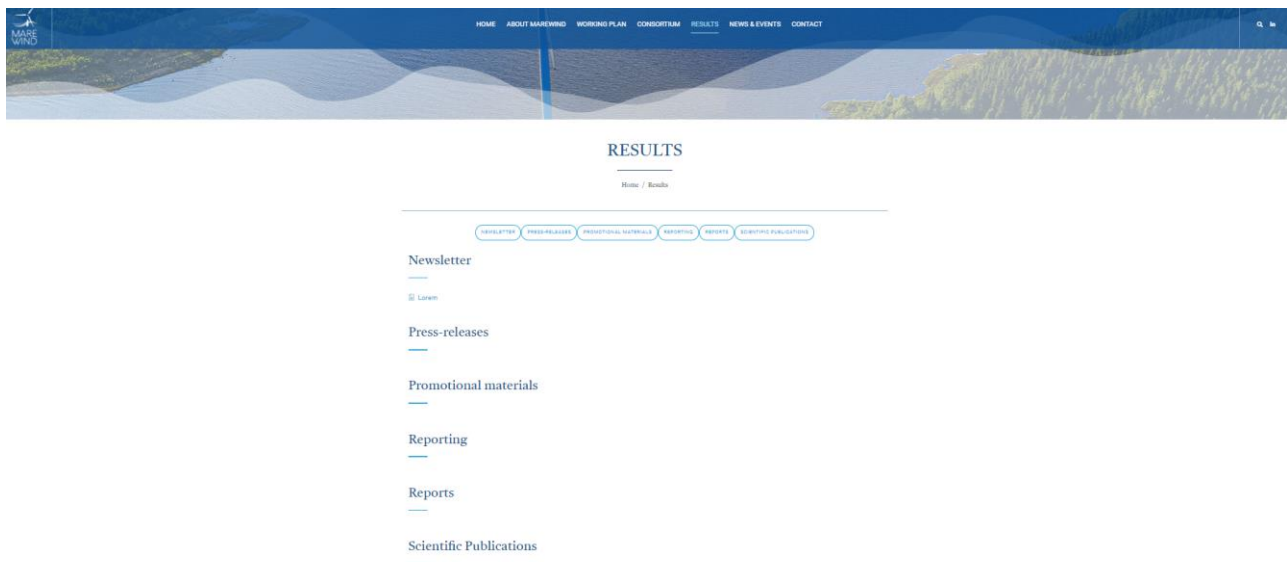


Figure 14. Screenshot of the RESULTS page.



### **3.6. NEWS & EVENTS**

The “NEWS & EVENTS” page will provide the latest news and events about the project (e.g. consortium meetings, conferences, etc.). Currently, there is no project news or events items, but it will be updated in the future when the life cycle of the project evolves.

### **3.7. CONTACT**

The “CONTACT” page gives a possibility for any user to contact the MAREWIND consortium to receive further information about the project or make a specific enquire. The email addresses of the project coordinator’s team LUR have been added.



## 4. OTHER WEBSITE CONSIDERATIONS

Apart from the website structure and content organisation, additional steps have been also taken to ensure the public website complies with the technical and legal framework. An analytical tool has been enforced to ensure a proper monitoring of the website traffic. Additional features to improve the user experience and consortium reporting were also considered.

### 4.1. BROWSER COMPTABILITY

The website is compatible with the common web browsers on all common operating systems. That includes various versions of Internet Explorer, Edge, Firefox, and Chrome browsers, as well as Safari.

The public website has been also designed having into account the user's device preferences. Nowadays, more and more people use their smartphones when they are on the Internet. Therefore, the platform layout has been also adjusted to be opened in any kind of screen, including mobile or tablet display mode.

### 4.2. COOKIE & PRIVACY POLICY

To comply with the legal framework and GDPR legislations, a cookie and privacy policy statements have been provided. The information can be accessed from the very bottom of the website.

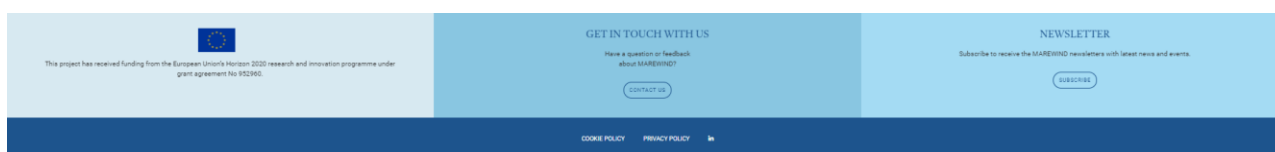


Figure 15. A banner with additional features and policy statements.

### 4.5. ADDITIONAL FEATURES

Additional features to improve and optimize the user's experience have been also integrated into the website:

- A newsletter form has been added to invite users to subscribe to the project bulletin that will distribute the latest MAREWIND results and news.
- The project social media channel has been also linked and thus, encourage users to find out more about our work through the networking platforms. Currently, we have linked only the project [LinkedIn profile](#), but the project YouTube channel will be integrated as well.

### 4.4. GOOGLE ANALYTICS

To comprehend in-depth detail the website data, including traffic, visitors and their preferences, a *Google Analytics* tool has been considered for website monitoring and analysis. The tool will provide the consortium with valuable insights that can help to adjust and re-shape the content strategy. The reports will give a clear input on the website performance and traffic. The consortium has selected the following Key performance indicators



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## D7.5 MAREWIND Project Identity and website

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(KPIs) to focus on:

- How many have visited the website (new, returning, etc.),
- Number of page sessions,
- Average time a user spends on MAREWIND website,
- Most viewed pages,
- The geographic location of visitors.

### 4.5. REPORTING

As part of the periodic reporting to the European Commission, MAREWIND consortium is obliged to collect all results of the public awareness, communication and dissemination activities that will be carried out with regards this project. Therefore, the consortium incorporated an online questionnaire page that will be filled by each partner and provided a detailed overview of the activities they have performed. The page will be private and only consortium members will have access to it.

The tool has been designed to report on both communication and dissemination activities and the peer-reviewed publications in high profile journals (see figure 16).

#### **PARTNER NAME \***

Indicate on behalf of which partner you are reporting the activity.

#### **COMMUNICATION ACTION \***

Select what type of activity you are reporting on. Choose "other" for any activity performed on your corporate communication channels (i.e. your website/newsletter), excluding social media.

#### **COMMUNICATION CHANNEL**

Clarify what communication channel you have used for the activity you are reporting on, if any. For example, write Twitter if you have chosen Social media as a Communication action in the above question.

#### **TITLE OF THE ACTIVITY \***

Clarify the title of your activity. For example, the title of an event, social media post, press-release, article, etc.

#### **ACTION DESCRIPTION \***

Write a short description of the activity you are reporting on.



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## SCIENTIFIC PUBLICATION

HAVE A SCIENTIFIC PUBLICATION TO SUBMIT? \*

yes

TYPE OF SCIENTIFIC PUBLICATION \*

TITLE OF THE SCIENTIFIC PUBLICATION \*

DOI \*

ISSN OR ESSN \*

AUTHORS \*

TITLE OF THE JOURNAL/PROCEEDINGS/BOOKS SERIES/BOOK OR EQUIVALENT \*

NUMBER, DATE OR FREQUENCY OF THE JOURNAL/PROCEEDINGS/BOOK \*

PUBLISHER \*

PLACE OF PUBLICATION \*

Figure 16. Screenshots of the reporting questionnaire.







#### 4. CONCLUSION

The MAREWIND website is running since end of February 2021, M3. Its content will be regularly updated based on the ongoing project work. The partners will be highly encouraged to provide regular updates and inputs of their work to create interesting news items and events updated for the relevant stakeholders.

