

Demonstration and benchmarking of a floating wind turbine system for power generation in Atlantic deep waters

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Deliverable 8.10

Communication and audiovisual material

Deliverable N°8.10

Communication and audiovisual material

Responsible partner : Ideol

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Task leader : Ideol

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Brief Summary:

The deliverable contains the visual identity, the initial dissemination material developed for use by all Floatgen consortium partners in the frame of their dissemination activities (including changes in amendment number 1 and a list of material that will be developed throughout the year).

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1. EXECUTIVE SUMMARY

This present document summarizes a list of printed, online and audiovisual tools which will be developed throughout the year within the frame of the dissemination plan's deployment. This document makes also a review of visual identity and dissemination templates prepared during Year 1 and still valid.

2. ACRONYMS

FOWT : Floating Offshore Wind Turbine

3. VISUAL IDENTITY AND TEMPLATES

Visual identity and logos have not been changed or updated. The next pages include a brief summary of these elements.

3.1 THE LOGO

The logo in its basic form is in blue, but there are also the black and white, greyscale and inverted white versions of it available, to be used in case needed.





A tagline was also developed for the project. The tagline should appear alongside the FLOATGEN name wherever possible. It can be used as a subtitle in a different font or colour if appropriate.

FLOATGEN: Wind power going further offshore

The tagline aims to be catchy and at the same time communicate the main message of offshore turbines deeper in the sea. As the official title of the project is quite long, the tagline is encouraged to be used in all communication material and in the main pages of publications, with the official title in smaller fonts or less prominent.

3.2 THE WORD TEMPLATE



3.1 COVER PAGE AND MAIN PAGE FORMATS

3.3 THE POWERPOINT TEMPLATE

The PowerPoint template defines two types of slides, a title slide to come at the beginning and a main slide to be used throughout the rest of the presentation.



3.2 TITLE SLIDE FORMAT



3.3 MAIN SLIDE FORMAT

3.4 WRITTEN AND VISUAL IDENTITY GUIDELINES

A set of guidelines for the written and visual identity were produced during year 1 in order to ensure their consistent use by the entire consortium. The guidelines cover the written

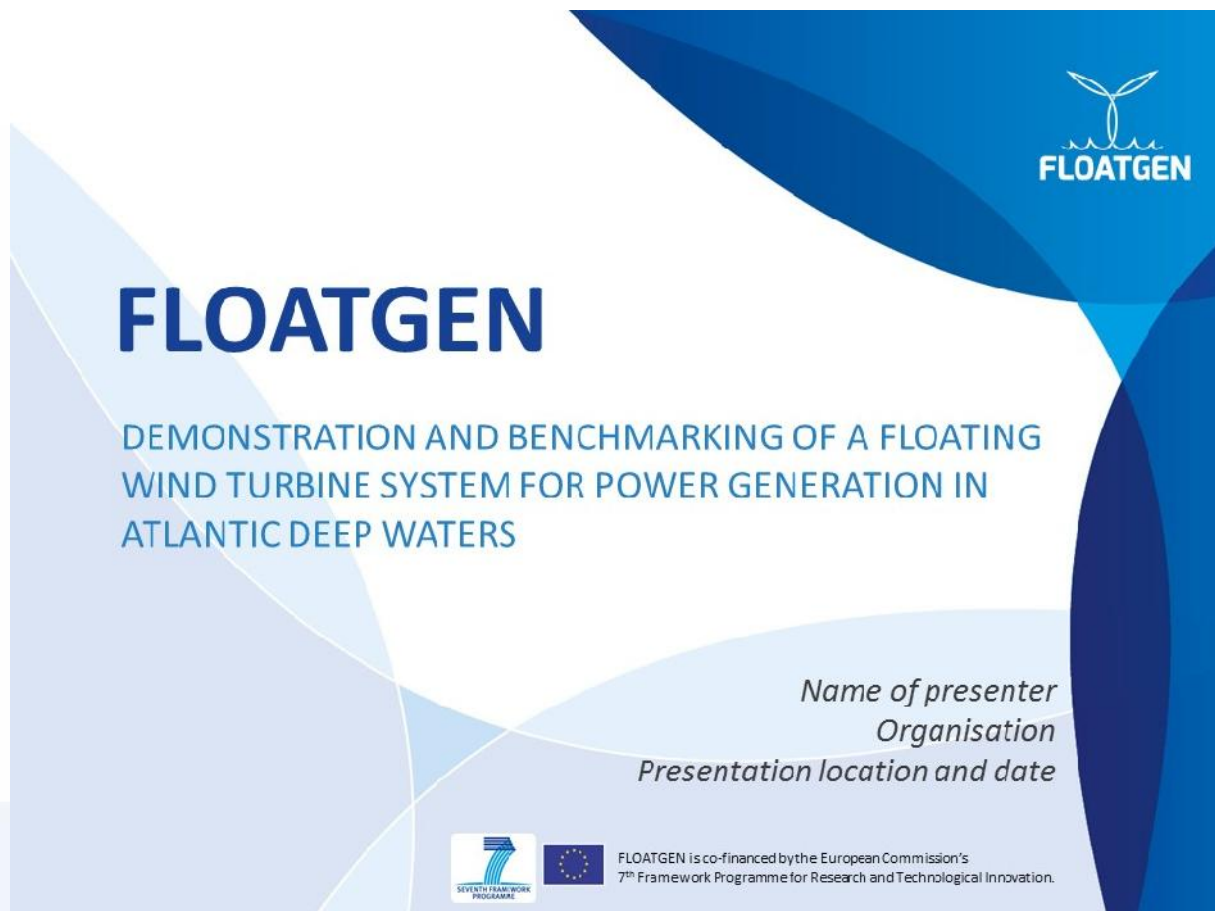
identity of the project, the visual identity and its applications. The guidelines have been produced in an e-version and distributed to the consortium as pdf. The document is an internal document for the consortium.

4. STANDARD DISSEMINATION MATERIAL

4.1 MATERIAL TO UPDATE

4.1.1 POWERPOINT PRESENTATION

The standard PowerPoint presentation has been updated first during Year 1. It must be updated again in order to reflect the last changes of the project (entrance/departure of partners, changes of schedule...).



The FLOATGEN project



2 MW wind turbine to be fitted on the concrete floating foundation featuring the Damping Pool® system designed by Ideol

- The FLOATGEN project aims to deliver a **floating wind turbine system for deep waters** using state of art EU technologies
- **Industry-led European initiative with partial public support**

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Moving to deep waters

- 2013 – 2015 :
 - Adaptation of the 2MW wind turbine
 - Design of the concrete ring-shaped surface-floating platform by Ideol & SWE at University of Stuttgart
- 2016 : Construction of the floatingsystem by Bouygues Travaux Publics
- Winter 2016-2017 : Installation at SEM-REV, Ecole Centrale de Nantes' test site, located 12 nautical miles from the city of Le Croisic on the French Atlantic Coast
- 2017-2018 : Monitoring and testing of the operating systems in real open sea conditions (Ideol & RSK Environnement Ltd)
- 2018 : Benchmarking of comparable floating solutions (Fraunhofer IWES)

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European partnership

Partner	Country
Ideol (coordinator)	France
Stuttgart Wind Energy (SWE), University of Stuttgart	Germany
Fraunhofer IWES	Germany
RSK Environnement Ltd	UK
Ecole Centrale de Nantes	France
Bouygues Travaux Publics	France
Zabala Innovation Consulting	Spain

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Potential impact

- Proving the technical, economic and environmental feasibility of EU technology floating systems in deep waters
- Bringing wind energy applications closer to market in diverse European deep offshore areas
- Assessing the expected global generation cost per MWh in a 15-year perspective

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FLOATGEN at work

• FLOATGEN will

- Demonstrate an innovative solution of multi-MW offshore wind turbine combined with a floating structure performing at deep waters over 40 m depth
- Define and validate appropriate methods and processes for the construction, installation, operation and access of the floating system
- Assess and validate its environmental impact
- Validate performance and cost of operation and maintenance
- Model a pathway for the reduction of energy cost from floating offshore WT system until cost values are comparable with fixed offshore wind structures and develop a roadmap
- Ensure replicability in other deep offshore locations and transfer knowledge through benchmarking activities.

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Contact details

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4.1.2 WEBSITE

As mentioned in Deliverable 8.2 Dissemination plan, the official website remains and will remain a point of reference of the project. Originally, the website had two areas: a public area, where information is accessible by all, and the private members' area. However, the private area has not been activated.

The website presents the project and the consortium in detail. The project tab contains all the technical information relating to the project, such as the concept idea and information on the work that each one of the partners will be doing in the demonstration activities. A lot of the information stems from the substantial research work that was done during the proposal writing phase. The content is not fully inputted yet as we are in the design phase, but it is envisioned for demonstration activities to be widely reported and documented. **The website will be updated as often as necessary.**

In addition to that, a technical intervention has to be ordered because the current version doesn't correspond to all standards in terms of **responsive design**. However, within the internet world, the part of connections coming from a mobile phone or a digital tablet is growing year after year. Floatgen.eu must be more responsive to those web surfers using these kind of facilities.

4.1.3 GENERIC FLYERS

As a first step a flyer was developed during the 12 first months of the project. However, this flyer (whose content is similar to the standard powerpoint presentation), can't be used anymore, due to important changes in the project.

First of all, this flyer has to be totally updated and printed in 500 copies at least. It will be handled during dedicated events on-site as well as by the partners themselves. Of course, this flyer will be available for downloading on the website.

A flyer summarizing the main erection stages (with photos) will then be produced and handled during the inauguration day.

By the end of the project, others flyers may be produced (to be defined in the next deliverable).

Within the frame of events, other types of print material would also be produced (and following the visual identity guideline, of course), such as invitations, programs....

4.2 MATERIAL TO CREATE

4.2.1 PHOTO & VIDEO

Audiovisual material is a core part of the dissemination plan because it will considerably help to show – and therefore to bring a proof of the project' advancement.

First of all, a **presentation video** has to be ordered as soon as possible; this kind of general video (of 2 to 3 minutes) is a compulsory basis to introduce the project. Displaying the project main goals, its potential impacts, its partners etc, it will mainly serve during the phase when the floater will be under construction but not enough photogenic. This video will essentially gather existing images from partners.

At the end of the erection phase, this **presentation video will be enriched by construction' and installation' images (time lapse).**

Indeed, a **picture box** will be positioned somewhere in the work site and will capture images (at intervals to be defined) from the very beginning to the launch of the floater afloat.

Other photo and video reports are also forecasted in order to focus on a precise aspect of the project : the arrival of the barge and the wind turbine on Saint-Nazaire harbour, the workers, the construction methods...

Photo reports will finally be ordered whenever events will take place.

4.2.2 ON-SITE MATERIAL

Besides all the material directly related to events (badges, invitations, program, backdrop...), several tools can be forecasted on-site :

- **Dedicated roll-ups** : their size and number have to be defined, but they will introduce the project, its schedule, its potential impact, its partners... There will be used for on-site events (launch event, floater's baptism, inauguration...) as well as other offshore events in Europe
- **Windflags** will be ordered to facilitate the project's identification on Saint-Nazaire harbour
- **Stickers or boards** can also be installed over hoardings in the immediate vicinity of the work site

Last but not least, **a marking of the project logo onto the wind turbine nacelle** will be scheduled.