



FORWARD2030

Communication Strategy

V1

November 2021

Positively predictable

Vision



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Document History

Revision	Date	Description	Originated by	Reviewed by	Approved by
V1	November 2021	Communication Strategy	CT	All partners	JM

Acronym	Description
FORWARD2030	Fast-tracking Offshore Renewable energy With Advanced Research to Deploy 2030MW of tidal energy before 2030
LCoE	Levelised Cost of Energy
PSG	Project Steering Group
SAG	Stakeholder Steering Group
TSE	Tidal stream energy
JS	Joint Secretariat
ERDF	European Regional Development Fund
SCOE	Societal Cost of Energy
CAPEX	Capital Expenditure
OPEX	Operational expenditure
GW	Gigawatt
MW	Megawatt
MWh	Megawatt hour
MV	Medium voltage

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1 Introduction

1.1 Project overview

The innovative Scottish technology developer, Orbital Marine Power (Orbital) is leading a pan-European consortium to deliver the €26.7m FORWARD2030 (**F**ast-tracking **O**ffshore **R**enewable energy **W**ith **A**dvanced **R**esearch to **D**eploy **2030**MW of tidal energy before **2030**) project, to accelerate the commercial deployment of floating tidal energy.

The FORWARD2030 project consortium has received €20.5m of grant support from the European Union's Horizon 2020 research and innovation programme to develop a multi-vector energy system for the future.

This system will combine:

- predictable floating tidal energy;
- wind generation;
- grid export;
- battery storage; and
- green hydrogen production.

The project will see the installation of the next iteration of the Orbital tidal stream turbine, integrated with a hydrogen production facility and battery storage at the European Marine Energy Centre (EMEC) in Orkney. Project partners will design options for integrating large scale tidal power into future net zero energy systems, whilst developing environmental monitoring and marine spatial planning tools for large floating tidal arrays.

During the project, Orbital will advance the company's pioneering floating tidal turbine design, with support from technical partner SKF, who will design and build an optimised fully integrated power train solution, designed for volume manufacture. The partners will deliver several technical innovations targeting increased rated power, enhanced turbine performance and array integration solutions. These innovations will reduce the cost of Orbital's sector-leading technology even further.

The next generation turbine will be deployed at EMEC's Fall of Warness tidal test site off Eday in Orkney, where the company has already installed the O2, the world's most powerful floating turbine, this summer. Once installed next to the O2, the new turbine will be part of the world's most powerful floating tidal array.

EMEC will host the demonstration, facilitate hydrogen production, deliver a comprehensive environmental monitoring programme, and develop a live environmental monitoring system and test programme.

LABORELEC will assess large scale integration of tidal energy to the European energy system, develop a smart energy management system and an operational forecasting tool.

The University of Edinburgh will deliver techno-economic analysis of tidal energy, and the MaREI Centre at University College Cork will be responsible for addressing marine spatial planning issues for wide scale uptake of tidal energy.

1.2 Project background

There is an estimated 10 gigawatt (GW) of predictable¹, high value tidal stream potential in European waters, with up to 100 GW of capacity globally. It is a largely unharnessed resource, with just 13 megawatt (MW) currently deployed².

Through pan European collaboration, the Horizon 2020 FloTEC project reduced the levelised cost of energy (LCOE) for the Orbital O2.1 by 25%.

1.3 Project aim

To advance the commercialisation and rollout of tidal stream energy, FORWARD2030 aims to deliver a breakthrough in tidal energy that will enable 2030 MW of tidal stream deployment by 2030, ensuring delivery of the Ocean Energy Europe's 2030 vision high growth scenario. FORWARD2030 also aims to accelerate cost reduction of tidal stream technology, reducing costs by a further 25% by 2024, one year ahead of the SET-Plan targets for ocean energy.

1.4 Project objectives

The project has five specific objectives:

1. Reducing Levelised Cost of Energy (LCOE) by 25%,
2. Enhancing environmental and societal acceptance,
3. Complete industrial design for volume manufacture rollout for 10 MW and 100+ MW projects,
4. Reducing life cycle carbon emissions by 33% from 18 gCO₂ eq/kWh to 12 gCO₂ eq/kWh,
5. Enhancing commercial returns and energy system integration (with battery storage and green hydrogen production).

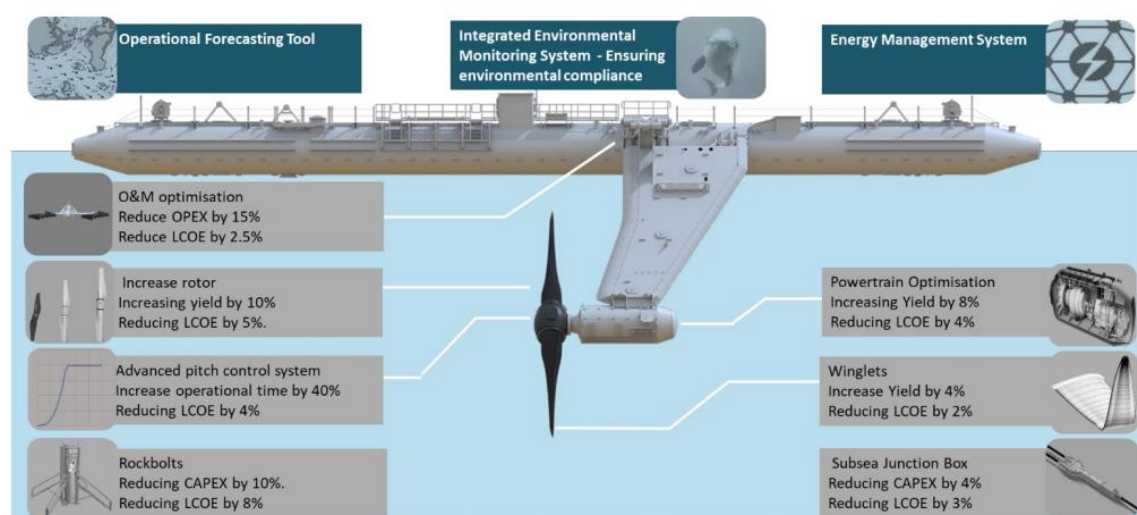


Figure 1 | Orbital O2.2 will encompass seven high priority cost reduction (grey) and three market uptake (blue) innovations

¹ Market Study On Ocean Energy, A Report to Directorate-General for Maritime Affairs and Fisheries, 2018

² https://www.irena.org/-/media/Files/IRENA/Agency/Webinars/2020/May/Oceans-powering-the-energy-transition_Presentation_IRENA-Insights.pdf?la=en&hash=073FAC1332B6C9F048BD1046EE156997B9955EBF

1.5 Reducing LCOE

Objective 1 is focused on fast-tracking innovation to support the development of a technically and commercially viable tidal energy solution by rapidly reducing LCOE. This will be achieved by developing, deploying, and independently verifying the performance of the O2.2. This will be the world's most advanced tidal turbine, encompassing seven high priority cost reduction innovations, to reduce capital expenditure (CAPEX), reduce operating expenses (OPEX), increase efficiency and increase availability (figure 1).

1.6 Overcoming regulatory and commercial barriers

Objectives 2, 3, 4 and 5 are focused on the regulatory and commercial barriers that must be overcome to achieve the project vision of installing 2030 MW of tidal energy by 2030. It will be achieved by developing three market uptake innovations:

- an integrated environmental monitoring system,
- an energy management system, and
- an operational forecasting tool.

Four market rollout initiatives will be completed:

- a supply chain plan for large scale roll out,
- Societal Cost of Energy (SCOE) assessment tool,
- marine spatial planning recommendations report to encompass floating tidal, and
- a life cycle carbon reduction assessment.

1.7 Demonstration and energy system integration

FORWARD2030 will verify performance of the O2.4 and associated innovations at EMEC's Fall of Warness site in Orkney. Using a pre-consented real-world demonstration facility will reduce project delivery risk. To help maximise impact of the FORWARD2030 results, EMEC will provide the project with additional infrastructure that the O2.4 can integrate with (figure 2):

- EMEC's existing subsea electrical cables and Orbital's 2 MW floating tidal turbine, the O2, will enable assessment of tidal turbine array interactions to identify yield variation at future array sites.
- Linking tidal energy with 1 MW+ of electrolysis will demonstrate how predictable generation from tidal energy helps green hydrogen production efficiency.
- Integration with Orkney's 3.2 MW active network management grid connection and Eday's 0.9 MW onshore community wind turbine will enable the project to generate data to help understand the integration of tidal and wind energy to increase future roll out.
- EMEC's 1.8 MWh vanadium flow cell battery will mean the project can build upon and prove provision of energy storage for grid services as an additional revenue stream.

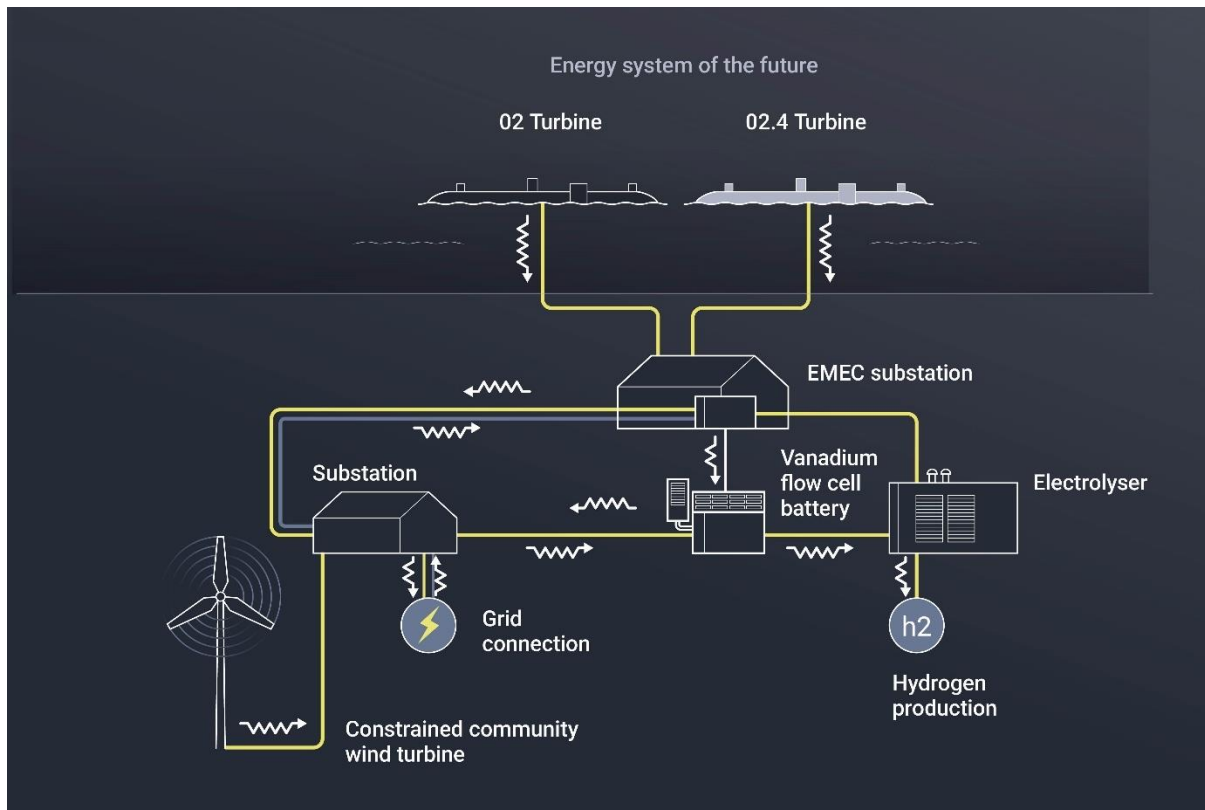


Figure 2 | Infrastructure to be integrated in FORWARD2030.

This integration will enable the project to understand and forecast how large commercial tidal (and offshore wind) energy projects will integrate in the energy system of the future.

This multi-faceted real-world demonstration will accelerate the identification of enhanced revenue opportunities for tidal stream technology, from grid services and green hydrogen production, ensuring relevance to an increased diversity of end users.

Furthermore, in the context of the high (>80%) levels of renewable energy grid penetration being required in the energy system of the future, demonstrating that tidal stream energy can support grid stability and integrate with wider offshore renewable expansion (notably offshore wind), will increase the value of tidal energy; stimulating onward investment to achieve the 2030 MW deployment target by 2030.

1.8 A just transition

In order for the energy transition to be successful there must be societal acceptance of new technologies and understanding of their impacts, which can be positive and negative. This societal acceptance can be achieved by a just transition, ensuring those most impacted by such projects realise the benefits in terms of employment and new industrial opportunities.

A just transition requires that there is no significant detrimental impacts on marine or coastal life, or the environment more generally and that potential use of space conflicts are addressed and opportunities for synergies identified.

To address these barriers the project will complete initiatives to embed optimised local economic benefits in array volume delivery plans, reduce life cycle carbon emissions of tidal energy projects, address societal impacts, and aid marine spatial planning facilitating the large-scale sustainable roll-out of tidal stream energy in Europe.

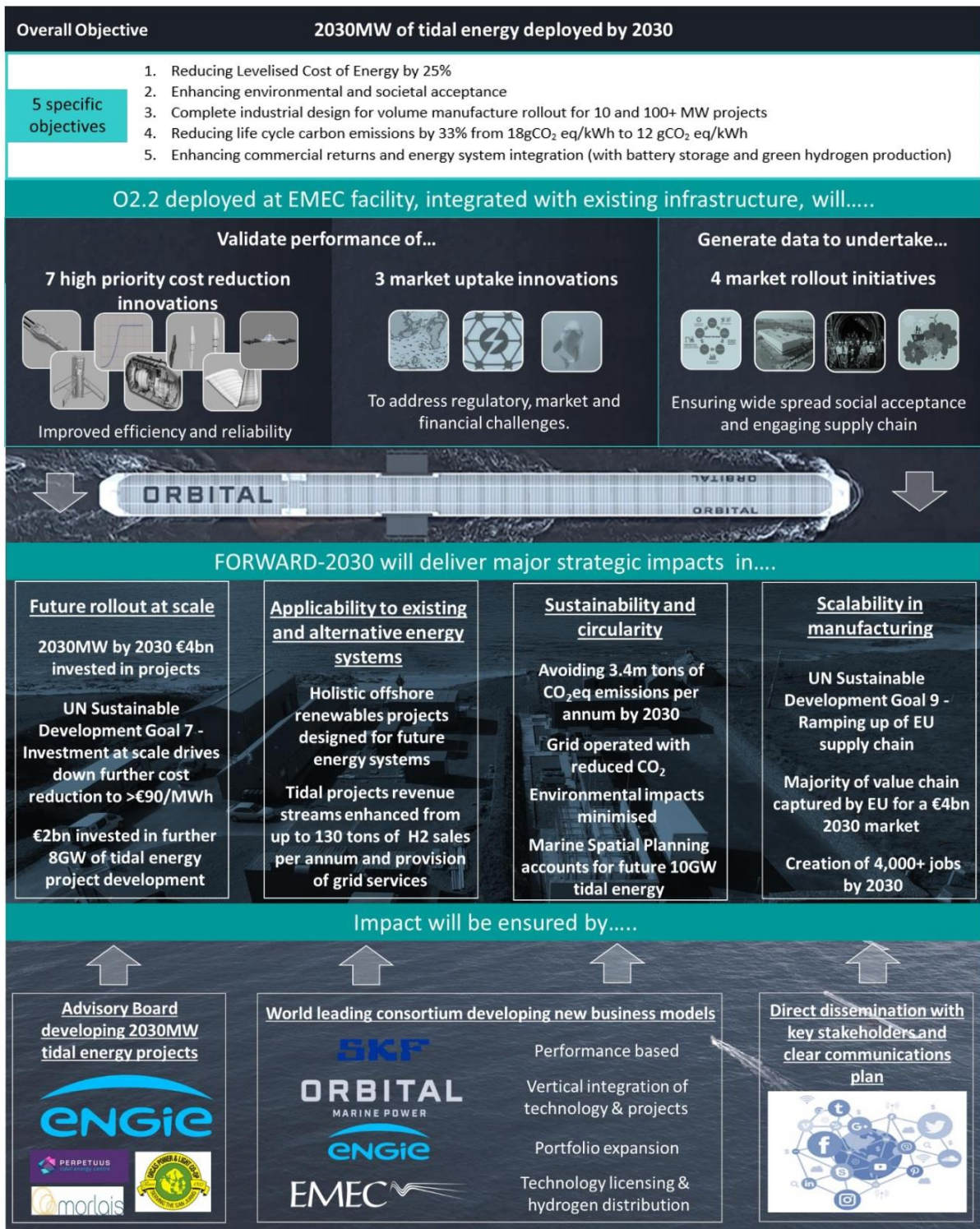


Figure 3 | Project vision, objectives, impact and measure to maximise the impact of FORWARD2030

1.9 Project partners

FORWARD2030 has assembled a knowledgeable, relevant, and dedicated partnership. The partnership consist of seven partners from five countries:

- Orbital Marine Power (the world’s most advanced floating tidal stream technology developer)
- SKF (major global OEM with over 100 years’ experience in rotating machinery)
- LABORELEC (research institution of ENGIE, the third largest electrical utility in the world)
- University of Edinburgh and University College Cork (globally renowned experts in techno and socioeconomic analysis and marine spatial planning), and
- the European Marine Energy Centre (EMEC) - (world leading marine energy demonstration centre and internationally accredited test laboratory).

Acronym	Partner	Country base	Role
Orbital	Orbital Marine Power	UK	<ul style="list-style-type: none"> • Project coordinator • Lead technology developer
EMEC	European Marine Energy Centre	UK	<ul style="list-style-type: none"> • Test and demonstration site: The O2.2 will be deployed at EMEC’s Fall of Warness tidal test site off Eday in Orkney, where the O2.1 is currently being demonstrated. Once installed next to the O2, the new turbine will be part of the world’s most powerful floating tidal array. • Facilitate hydrogen production • Comprehensive environmental monitoring programme • Develop live environmental monitoring system and test programme • Communications and Dissemination lead
SKF	SKF GMBH and SKF SVERIGE AB	Germany & Sweden	<ul style="list-style-type: none"> • Design and build optimised fully integrated power train solution, designed for volume manufacture. • Technical innovations targeting increased rated power, enhanced turbine performance and array integration solutions. • LCOE reduction.
ENGIE LABORELEC	ENGIE LABORELEC	Belgium	<ul style="list-style-type: none"> • assess large scale integration of tidal energy to the European energy system • develop a smart energy management system and an operational forecasting tool. • Developing hydrogen production / battery storage integrated with tidal stream energy to support enhanced revenue streams and ‘grid friendly’ electricity with large scale replicability across Europe.
UCC	University College Cork	Ireland	<ul style="list-style-type: none"> • Responsible for addressing marine spatial planning issues for wide scale uptake of tidal energy.
UoE	The University of Edinburgh	UK	<ul style="list-style-type: none"> • Deliver techno-economic analysis of tidal energy.

Table 1 | Project partners roles

1.10 Advisory Board

Two project developers and two utilities have committed to join the project Advisory Board. Between the Advisory Board and Consortium members 2030 MW of tidal energy sites have already been identified and are under various stages of development. Additional relevant organisations will be invited to join the Advisory Board as the project progresses.

2 Communications Strategy

The Communications Strategy sets out the objectives, target audience and key messages for FORWARD2030 communications, followed by brand guidelines, and an overview of the communications activities that will be delivered throughout the project.

The Strategy document has been written to act as a communications handbook to be used by all project partners.

While EMEC will coordinate FORWARD2030 communications activities, all partners are expected to familiarise themselves with the strategy, feed into it, and support its delivery.

2.1 Communications objectives

The communication objectives are:

- **High project profile:** ensure FORWARD2030 has a high profile in the ocean energy industry and across the net zero agenda.
- **Wide reaching awareness:** ensure that key stakeholders in the industry are aware of the FORWARD2030 project.
- **Knowledge sharing:** Share non-confidential project results with the aim of optimising their value, reinforcing their impact, and facilitating future development of the opportunities arising from the project.
- **Engage with key stakeholders:** Proactively disseminating results by engaging end users to ensure the project's innovations align with their needs and requirements.
- **Increase confidence and investment in tidal energy:** Communicate the outcomes of the project (particularly around industry cost reduction, reduction of commercial uncertainties, and general commercialisation progress) to prospective financiers and insurers.

The communication objectives have been further spilt into three categories:

- Targeted direct impacts on rollout of offshore renewable energy
- Targeted direct environmental impacts
- Targeted direct social and economic impacts

Targeted direct impacts on offshore renewable energy rollout

The below table outlines the project's communication objectives to support targeted direct impacts on offshore renewable energy rollout.

Offshore renewable energy rollout impact objective	Communication objectives to achieve impact	Key messaging
Increase revenue and policy support for tidal stream energy in Europe and internationally.	Verified technoeconomic project results to national and European policy makers, local and national politicians, and the public in conjunction with wider sector lobbying and communication initiatives.	"Impressive cost reduction in tidal stream energy in four year timeframe of project in single unit iteration."
Increased insurance availability and reduce cost of finance.	Generating unit performance to insurance community, finance institutions, standards and certification bodies utilities and project developers.	"Tidal stream energy can continue to make significant cost reductions and be a significant part of Europe's energy mix."
More informed marine spatial planning towards accelerated rollout	Disseminate findings to policy-makers and consenting authorities. and the messaging should	"Floating tidal devices can co-exist with certain other marine uses i.e. it doesn't require sole occupation of marine space."
Environmental impact uncertainty reduced, and mitigation options increased	Supply chain opportunities for European offshore servicing and relevant manufacturing suppliers	"A validated commercially compatible and competitive technology exists for exploiting tidal stream energy at scale." "A viable environmental monitoring system exists to inform and mitigate potential environmental impacts."
Increased private sector investment	Environmental results and environmental monitoring system performance to offshore regulators, statutory environmental and environmental science bodies nationally and internationally and the public.	"Tidal energy is maturing. The deployable market for tidal stream energy is significant."
Increase supply chain engagement and investments	Energy system results to national energy networks associations, including distribution and transmission operators' organisations and energy regulators and the public	"Floating tidal stream energy a bankable asset with a recognisable and quantifiable risk profile analogous with mature generating sectors"
Increased awareness with policymakers and grid operators of value of tidal stream energy to grid network.	Energy systems results to policy makers.	"Floating tidal stream energy presents green employment opportunities, can become costs competitive and will have no

Offshore renewable energy rollout impact objective	Communication objectives to achieve impact	Key messaging
		unacceptable impact on fauna and flora.”
Tidal stream projects are designed with respect to grid service and green hydrogen potential enhancing potential revenue streams.	Energy systems results to renewable energy project developers, hydrogen production developers.	<p>“Tidal stream energy can continue to make significant cost reductions and be a significant part of Europe’s energy mix.”</p> <p>“Tidal stream energy is high value, has strong advantages for supporting grid stability and Power-to-x generation.”</p>

Table 2 | Communication Objectives to support targeted direct impacts on offshore renewable energy

Targeted direct impacts on environmental impacts

Environmental impacts objectives	Communication objectives to achieve impacts	Key messaging
Tidal stream developments have an optimised carbon footprint from the outset.	Lifecycle embodied carbon achieved to national, European, and international environmental science, policy makers and national energy regulators	“Tidal stream energy is valuable form of enabling lower carbon emissions through low carbon energy generation.”
Tidal stream energy supports higher grid utilisation.	Results on increased grid system utilisation to policy makers, energy system regulators and designers, distribution, and transmission network operators	“Tidal stream energy is valuable form of enabling lower carbon emissions by supporting high levels of renewables penetration and grid network utilisation.”
Tidal stream energy designs increasingly incorporate green hydrogen production	Technoeconomic results on tidal stream to green hydrogen to policy makers, hydrogen production developers	“Tidal stream energy is valuable form of enabling lower carbon emissions through low carbon energy generation to produce green hydrogen & displace fossil fuels.”

Table 3 | Communication objectives to support targeted direct impacts on Environmental Impacts

Targeted social and economic impacts

Social and economic impacts objectives	Communication objectives to achieve impacts	Key messaging
Supply chain capacity of European manufacturing, component and service	Communicate volume supply results of European Manufacturing to suppliers,	“A significant new generating sector that SME enterprises can engage in.

Social and economic impacts objectives	Communication objectives to achieve impacts	Key messaging
providers enhanced, and competitive advantage extended through delivery of O2.1 tidal turbine.	suppliers' organisations, and other industry representatives.	Diversification opportunities for offshore fabricators and suppliers."
European suppliers develop competitive advantage towards volume deliver, understand the requirements, and how to deliver competitive services and costs	Communication volume supply results to local suppliers' situation in Europeans tidal resource regions.	"Tidal energy creates local economic benefits its peripheral coastal communities"
Local suppliers are encouraged to deliver services and increased their capacity for volume delivery. SMEs are encouraged to deliver services and increased their capacity for volume delivery.	Communication volume supply results to policy makers	"Tidal energy can help Europe build back greener after COVID-19.

Table 4 | Communication Objectives to support targeted Social and Economic Impacts

2.2 Target audience

Target stakeholders reached through this work package will include the general public, offshore regulators, member state policy makers, energy utilities, financiers, insurance providers, the supply chain and specialised renewables press.

The below table outlines which communications tools and approaches will be used to reach the various target audiences; the key communications tools are detailed further.

Stakeholder group	Relevance to achieving project impacts	Communication tools/approaches will be used.	Reason for communication tool/approach selection.
Public	Societal acceptance	Media –Awards - Public Outreach	Need to ensure message is widespread.
Offshore regulators	Environmental compliance for future projects.	Direct meetings - Partnership working	Very specific technical discussions required to influence these stakeholders. It is also important that any policy developed supports the whole industry
Member state policy makers	Policy makers that have the power to create market mechanisms to support tidal energy.	Direct meetings - Conference and events -Partnership working -Media	Very specific technical discussions required to influence these stakeholders. It is also important that any policy developed supports the whole industry
Energy utilities	Owners and operators of future tidal energy projects.	Direct meetings - Conference and events –Media - Awards	Ideal to have direct meetings, but these may be hard to come by at first. Other tools/approaches will be used to secure direct meetings.
Financiers	Future tidal energy roll out will need investment in both tidal energy technology and projects.	Direct meetings - Conference and events –Media - Awards	Ideal to have direct meetings, but these may be hard to come by at first. Other tools/approaches will be used to secure direct meetings.

Stakeholder group	Relevance to achieving project impacts	Communication tools/approaches will be used.	Reason for communication tool/approach selection.
Insurance providers	Provision of insurance, to help secure investment and help projects get built.	Direct meetings - Conference and events –Media - Awards	Ideal to have direct meetings, but these may be hard to come by at first. Other tools/approaches will be used to secure direct meetings.
Supply chain	Need to invest in tooling and facilities to help drive down future tidal energy costs.	Direct meetings - Conference and events –Media - Awards	Ideal to have direct meetings, but these may be hard to come by at first. Other tools/approaches will be used to secure direct meetings.

Table 5 | Target audiences

2.3 Key messages

Public outreach and communication activities

It is important that the tidal stream industry continues to maintain high levels of public support. This will ease consenting challenges, ensure that the public is generally happy as taxpayers to support any revenue mechanisms to develop the sector and could also enhance the potential for the public to support the commercialisation of the sector through direct investment in technology development companies.

The following key messages will be of key importance to the public:

- **Marine renewables sectoral growth:** Tidal stream energy can support high value local jobs and provide economic growth.
- **Tidal stream energy can be cost effective with high predictability.**
- **Ocean energy could be significant contributor to European energy mix:** Europe has the potential to generate ~100 GW by 2050, approx. 10% of its total electricity demand . Tidal turbines could generate 11% of the UK's power, based on installing 11.5 gigawatt's worth of energy in the strongest tidal streams.
- **Impact on climate change:** Tidal stream energy has huge potential to contribute to tackling climate emergency.
- **Tidal stream energy can be developed with low environmental impact to the receiving environment. on local ecology.**
- **Tidal stream energy can coexist with commercial and recreational interests.**

3 Brand Guidelines

3.1 FORWARD2030 branding

A project logo is being designed for FORWARD2030. Guidance on how the logo should be used will be incorporated into the next iteration of the communications strategy.

Logo colour variations

There will be three colour variations of the FORWARD2030 logo to accommodate different layouts and production specifications:

- full colour;
- monotone (greyscale);
- reversed out of background.

Where possible the colour version of the chosen logo should always be used.

Colour Scheme

A colour scheme for FORWARD2030 project will be developed and guidance will also be issued.

3.2 Horizon 2020 brand guidelines

Horizon 2020 acknowledgement

As per the grant agreement, any publicity, including at a conferences or any type of information or promotional material, must display the European emblem below and no other form of European emblem or logo.

When displayed together with another logo, the EU emblem must have appropriate prominence. When using the project and programme logo it should not be distorted in any way, e.g. colour changed, stretched.



Figure 4 | EU emblem

The following acknowledgement of European funding must be made as shown:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037125."

FORWARD2030 reports

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

See 5.14 for more details on reporting.

Programme font

For the body of texts in documents and communication materials use Roboto.

4 Communications Action Plan

A live Communications Action Plan sits alongside the Communications Strategy to track communications opportunities and activities throughout the project.

The Communication Action Plan will be managed by EMEC, with all partners ensuring EMEC are kept up to date with developments and opportunities to promote the project. EMEC will work with all partners to identify communication opportunities and maximise project exposure.

The Communication Action Plan is saved on the FORWARD2030 Sharepoint.

5 Communications Tool and Activities

The key communications tools that will be utilised throughout the FORWARD2030 project are outlined in the sections below.

All project partners have a responsibility to support and actively participate in dissemination and communication activities throughout the lifecycle of the project.

Project partners should:

- **Inform EMEC of individual contributions to dissemination efforts for reporting purposes.**
- **Adhere to Horizon 2020 branding requirements and FORWARD2030 branding guidelines**
- **Provide input into the Communications Action Plan:** identify opportunities for promoting the project (press releases, reports, events, journals, video, etc.) and inform EMEC in advance.
- **Actively progress communications actions:** submit abstracts to scientific journals, speak at conferences, meet with key stakeholders, suggest updates to the project webpage, write blogs regarding specific work packages etc.
- **Consider photography and videography opportunities:** If a professional photographer/ videographer is required, EMEC should be informed as soon as possible so that arrangements can be made as necessary. If taking video in-house, footage is recommended to be filmed horizontally (in landscape view).
- **Prepare reports:** appropriate for public distribution using the set FORWARD2030 report template.

5.1 Brand application

The FORWARD-2030 / EU emblem will be applied across relevant material to ensure project is highly visible on a local level.

5.2 Communication – media channels

The project will communicate its message through a variety of communication channels, as listed below:

1. **Conferences and events:** see plan
2. **Published reports:** The project outcomes and results will be communicated for the benefit of the ocean energy industry, through published reports (when not IP). The reports will not contain any confidential information across the partnership.
3. **Dedicated webpage:** Communicate project updates, events, public reports, social media, amongst others.
4. **Associated websites and social media:** FORWARD2030 will be also promoted through the project partner websites. There will be a dedicated FORWARD2030 landing page on the Orbital website, which will be linked to social media posts.

5. **Written media:** Press releases / Scientific Journals.
6. **Video media:** Project documentary and mission video / video blog posts.
7. **Conference material:** A4 leaflet / pop-up banner / project poster / presentation materials.
8. **PR:** Direct communication with influential journalists and high-level influencers.

5.3 Conferences and events

Direct marketing and stakeholder engagement will be undertaken by all project partners throughout the course of the project through face-to-face communication at various events. Project events may include conferences, seminars, webinars, workshops, meetings, networking lunches etc. Attending external events is also an effective way of raising awareness of FORWARD2030. This approach will allow project partners to target a diverse range of stakeholders.

These events will be tracked in the live Communications Action Plan.

Conference and event promotional materials will be developed that can be taken to events throughout the project lifetime.

End-of project conference

An end-of-project conference will be organised which will gather all relevant stakeholders to provide a high profile, official conclusion to FORWARD2030 to ensure the results of the project are disseminated effectively.

Conferences

A schedule of conferences that the consortium will consider engaging with has been created and this will be continuously assessed as opportunities arise and the project progresses.

Presentations and exhibition presence will be delivered at international conferences, which may include out-of-area travel requirements in order to attend key conferences. Additionally project partners will secure speaking slots at major conferences. A conference tracker has been set up and will be updated as the project progresses and conference attendance is confirmed. Examples of conferences that have been identified as key platforms for communication as detailed below.

Conference	Location	Type of Attendees	Primary Reason
Ocean Energy Europe	Europe	Ocean energy industry, European Commission, New entrants	Inform those involved in policy, consenting, research and supply chain.
EU Sustainable Energy Week	Brussels	Academics, Ocean energy industry, EU Policymakers, Finance and insurance community	Inform finance and insurance community of advances in tidal energy
International Conference on Ocean Energy	International	Academics, Ocean energy industry, EU Policymakers, Finance and insurance community	Potential to disseminate knowledge to global audience, support development of industry in Canada, Japan etc.
WindEurope	Europe	Wind energy industry	Reach EU policy makers, utilise and supply chain – emphasising the link between wind and tidal energy.
SEANERGY	France	Academics, Ocean energy industry	To engage with French project developers seeking tidal energy technology
RenewableUK	UK	UK renewable energy industry, public bodies	Engage with UK policy makers to support UK revenue support mechanism and European utilise.
All-Energy	Scotland	Public, Ocean energy industry, other energy industries representatives	Wider renewables conference. Potential to reach financiers, supply chain not already involved in industry
Marine Renewables Canada Conference	Canada	Academics, Ocean Energy Industry	Engage with project developers in Canada.
UN Climate Change Conference - COP27 & 28	Global	Representatives of Parties to the Convention and Observer States, members of the press and media	Engage with policy makers around the world. Raise the profile of tidal energy with the press.

Conference	Location	Type of Attendees	Primary Reason
International conference on electricity distribution	Europe	Electricity distribution community, energy industries, academics	Explain the concept to grid and electricity distribution community
European Association for Storage of Energy	Brussels	Utilities, DSOs, TSOs, technology suppliers, research institutes	Potential to disseminate knowledge to energy storage industrial actors
International Flow Battery Forum (IFBF)	Europe	End-users, suppliers, and academics involved in flow battery activities.	Exchange with redox flow energy storage community
Environmental Interactions of Marine Renewables (EIMR)	Scotland	The conference series explores the interactions of marine renewable energy technologies with the environment.	Extend engagement beyond energy stakeholders
International Council for the Exploration of the Sea (ICES)	Global	Marine science experts	Engage with intergovernmental marine science organisation, meeting societal needs for impartial evidence on the state and sustainable use of our seas and oceans.
MARE People and the sea	Europe	Social scientists involved with topics of coast and sea	Engage with marine social scientists

Table 6 | Conference Programme

5.4 PR

The PR plan will be developed and tracked in the Communications Action Planner, tracking upcoming publicity opportunities as well as recording past campaigns.

Public engagement will be strongly focused on both conventional media and social media. Regular updates from the project in terms of design releases, images from the construction phases and project performance milestones will be communicated via social media platforms in the form of videos and imagery. The consortium will actively work to develop newspaper articles, press releases and secure national and international radio, television, and online media coverage, leveraging the newsworthy milestones associated with the project.

5.5 Press releases

Throughout the project, press releases will be issued in coordination with EMEC to ensure consistency in messaging, quality control and for reporting purposes. Project partners should keep EMEC and other partners aware of all PR opportunities that may arise.

Press releases will be published on the Orbital website and all project partners are encouraged to share via their own online channels and add to their own websites where appropriate.

For general press releases, EMEC's established press distribution list will be used (this comprises over 400 media contacts spanning engineering and environment publications, local, national and international publications, including TV and radio stations).

Project partners should inform EMEC if there are specific media contacts to be added to the media list.

5.6 E-newsletter

Interested stakeholders will be able to register their interest in the project on the FORWARD2030 webpage on the Orbital website by signing up to the Orbital mailing list, the details will be safely stored and managed by Orbital.

Where appropriate project partners will include information about FORWARD2030 in their existing and established e-newsletters.

5.7 Webpage

A FORWARD2030 project specific domain name www.orbitalmarine.com/FORWARD2030 and project page on the Orbital website will be created, with links to the Horizon 2020 website.

The FORWARD2030 website will be the central platform for communicating the project's key messages and reports.

The website will contain high-level information about the project and will be updated throughout the project. The site will host news, photographs, publications and reports related to the project (see table 7), as well as information about the work being carried out by the project and what it intends to accomplish over its lifetime. Stakeholders will be able to register interest in the project via the website by signing up to the newsletter.

Further to the project website, the information about the project will also be disseminated via the partner's websites; this is the responsibility of each partner.

Partner websites

On each project partners' website, a short description of the project is needed, including:

- Project description, including aims and results,
- Reference to the Horizon 2020 as funding source, along with EU logo,
- Link to FORWARD2030 website.
- Partners will be encouraged to share news and key milestone on their websites.

5.8 Social media

Existing project partner's Twitter accounts will be used to disseminate approved project content e.g. press releases, videos, photos. Project partners should follow each other on their respective accounts and should 'tag' funders and partners (priority given to funder if space is limited).

Where relevant social media hashtags should include #FORWARD2030. Other hashtags to consider include: #tidalenergy #climatechange #cleanenergy #renewableenergy

Note: partners are encouraged to promote the project however please take care in sharing new photos/news on social media if an official FORWARD2030 press release is planned regarding activity as this can result in news outlets reporting on the story without access to the approved and most up-to-date project messaging.

Social media accounts

Partner	Website	LinkedIn	Twitter	YouTube	Facebook
Horizon2020	https://ec.europa.eu/programmes/horizon2020/en		EUcommissi on		EuropeanCommission
Orbital Marine Power	orbitalmarine.com/	Orbital Marine Power Ltd	Orbitalmarine	OrbitalmarinePow er	Orbital Marine Power Ltd
European Marine Energy Centre	emec.org.uk	EMEC:Europe an Marine Energy Centre	EMEC_Ltd	EuropeanMarineE nergy Centre	European Marine Energy Centre (EMEC)
SKF GMBH SKF SVERIGE	skf.com skf.com/group/industries/ocean-energy	SKF Group	SKFgroup	SKFGroup	SKF Group
AB ENGIE LABORELEC	engie.com/en	ENGIE	ENGIEgroup	ENGIE	ENGIE
UCC	www.ucc.ie www.marei.ie	University College Cork MaREI	UCC MaREICentre MaREICentre	Universitycollegec ork MaREI	UCCIreland MaREIcentre
UoE	www.ed.ac.uk	The University of Edinburgh	EdinburghUni	UniversityOfEdinb urgh	The University of Edinburgh

5.9 Awards

As the project progresses to its final stages and commences deliveries on tangible results the consortium will seek nomination for a range of national and international engineering, energy, and sustainability awards to raise the profile of the project. (e.g. Green Energy awards, British Renewable awards, Vi Maris award, EU Sustainable Energy awards).

5.10 Crisis communications

The project's reputation, alongside the reputation of the partners and funders, will have a significant impact on the success of the project. Should a 'negative' event or crisis occur, it is vital that a timely and effective crisis communications response is put in place.

It is important that the consortium controls the story and doesn't leave the media in a void of information. During a crisis, it is better to remain open and honest, providing timely updates on activities.

In the case of an emergency or crisis situation occurring, EMEC's Crisis Communications Plan will be implemented. This covers potential crisis scenarios, suggested messaging and holding statements, and stakeholder communications checklist.

EMEC's comms team should be informed of any potential issues at an early stage so that messaging can be developed.

5.11 Promotional materials

A suite of promotional materials will be developed as and when necessary throughout the life of the FORWARD2030 project to aid dissemination.

This may include some or all of the following as necessary to the stage of project life cycle, key messages, and target audience:

- **Project videos:** High quality videos will be produced. This will include interviews and footage of technology fabrication and installation. Videos will include project documentary, mission video, video blog posts.
- **Illustrations and infographics:** Possibility to create graphics to highlight technology and testing.
- **Leaflets / brochures:** Leaflets and exhibition materials will be professionally produced by EMEC with inputs from other partners. These will be targeted towards the project's stakeholders, for use particularly at external events and conferences.
- **Exhibition materials:** e.g. pop-ups, posters as required.
- **Presentation materials:** The FORWARD2030 branded PowerPoint template will be used at all events, and for any FORWARD2030 specific presentations.
- **Report template:** A FORWARD2030 branded report template will be developed.
- **Word template:** A FORWARD2030 branded word document will be developed.

5.12 Videos and photography

The power of photography and video cannot be overstated. Photos and video footage will be captured throughout the life of the project and will be distributed around relevant project partners for review and sign off prior to being distributed publicly. To mitigate any negative PR, all photography/videography should be checked for IP and H&S related issues (e.g. PPE should be worn at all times, etc.).

5.13 Copyright

Under law, the photographer has the copyright ownership of any images they have taken, with the following exceptions:

- The photographer is an employee of the company the photos are taken for, or is an employee of the company instructed to take the photos. The employee will be acting on behalf of their employer, and the company the photographer works for will have ownership of the copyright.
- There is an agreement that assigns copyright to another party.

In all other cases, the photographer will retain the copyright. If the photographer has been paid for their work, the payment will cover the photographer's time. The copyright to the photos will remain with the photographer, and therefore any reproduction without permission would be an infringement of copyright.

FORWARD2030 photography (e.g. paid for by the FORWARD2030 project): All photographs are copyright by the photographer unless they have explicitly agreed to relinquish their right. When commissioning photography, it will be required that images can be used freely and that there are no restrictions to their use.

Photos will be credited as follows: 'Credit or ©: Colin Keldie, courtesy of FORWARD2030'.

Images provided by project partners: When sharing images for use in the FORWARD2030 project, partners should clearly name each images as follows:

yyyymmdd Title (Photo credit)

e.g. 20210808 Orbital O2.2 demonstration (Credit: Colin Keldie, courtesy of Orbital).

5.14 Published reports and scientific publications

The project outcomes and results will be disseminated for the benefit of the ocean energy industry, through published reports. The reports will not contain any confidential information across the partnership.

All reports produced as part of the FORWARD2030 project should be presented using the FORWARD2030 report template. The project outcomes and results will be disseminated and communicated for the benefit of the sector through published reports on the FORWARD2030 website (where appropriate).

FORWARD2030 will share information efficiently using existing repositories.

To engage the R&D community and disseminate the project results, where appropriate, articles will be submitted into scientific publications/journals and abstracts submitted to relevant technical conferences.

The reports will be conditioned for any confidential information and IP.

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

List of reports and documents that will be publicly published and promoted:

Deliverable	Report	Due date (in months)
6.2	Recommendations report for the optimisation of tidal to hydrogen systems	36
9.2	Environmental hardware performance report	40
9.3	Environmental monitoring report	40
10.2	Environmental life cycle assessment	40
10.3	Socio-economic assessment	40
10.5	Marine spatial planning – evidence report	48
11.1	Communications and dissemination plan	3
11.2	Promotional materials; brochures, articles, presentations, website and mission video	6
11.3	Project documentary video	42
11.4	End of project dissemination event	48

Table 7 | Reports to be published

6 Monitoring and evaluation

The communications strategy will be reviewed throughout the lifetime of the project.

Monitoring and evaluation methods will include tracking website traffic, social media activity, conference attendance, presentations, scientific papers, press activity, visits and stakeholder engagement (e.g. meetings and other interactions with members of the target audiences).

Throughout the project, analysis of this information will enable us to monitor the success of dissemination activities and establish whether planned schedules need to be adjusted or other types of activities are necessary.

Table 8 | Communication budget

7 Communications deliverables

Deliverable	Output	Delivery date
D11.1	Communication & Dissemination Plan	M3 - Nov 2021
D11.2	Promotional material; brochures, articles, presentations, website and mission video	M6 - Feb 2022
D11.3	Project documentary video	M46
D11.4	End of project dissemination event	M48

Table 9 | Communication deliverables



FORWARD2030

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