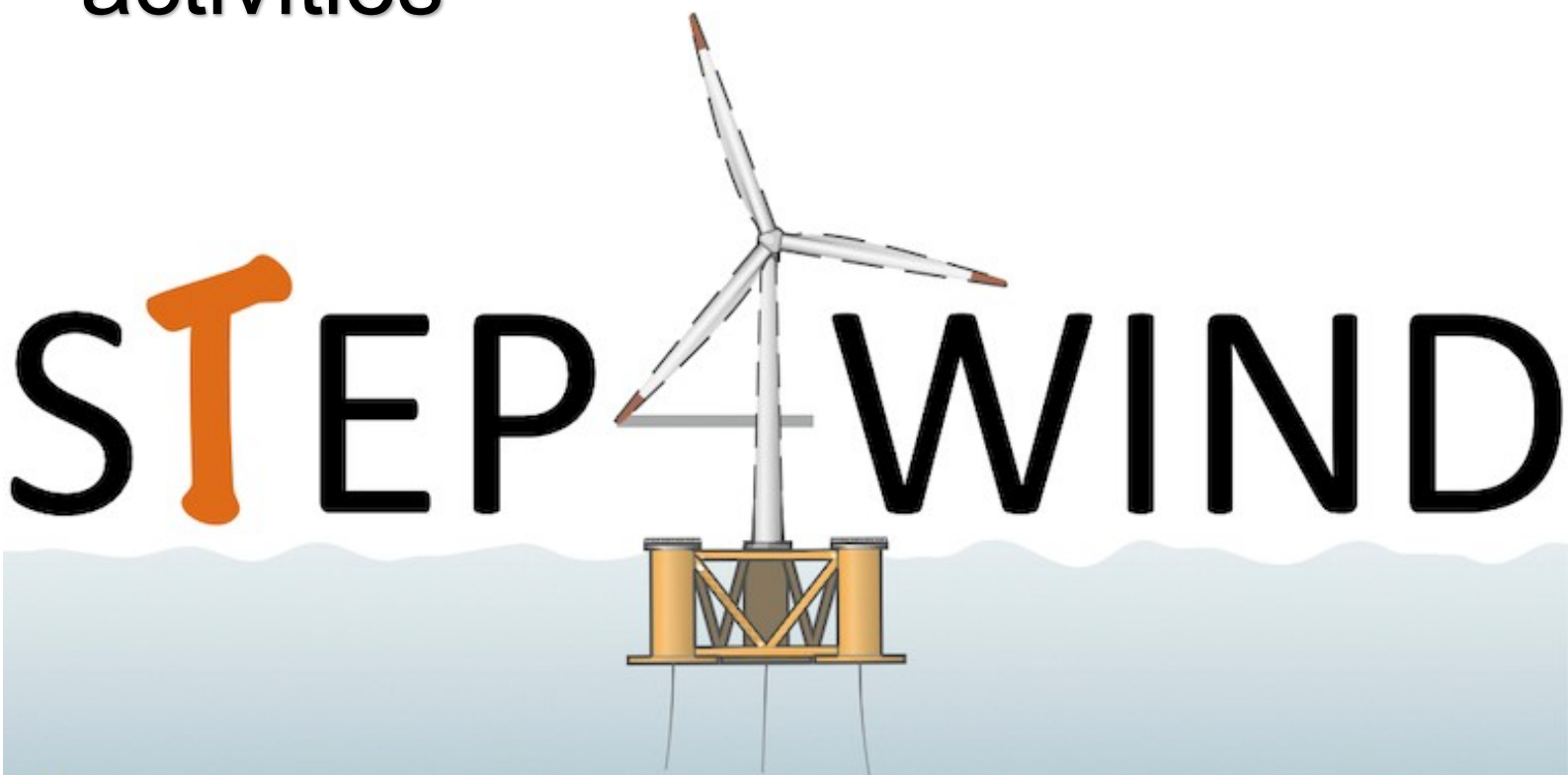


# D5.3 Report on the outreach activities



**T**raining network in floating wind energy

## Document History

Revision Nr	Description	Author	Review	Date
1	First draft	Axelle Viré	Jude Ugwu	15 June 2022
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# 1. Introduction

This document describes the outreach activities that have taken place so far in the project and have involved some of the STEP4WIND researchers. Outreach activities are a specific category of dissemination activities. They target a much broader audience than scientific dissemination. As such, outreach activities aim at raising awareness of the project to a large public audience and potentially attract students or professionals to this field. The report is structured as follows. First, the different instruments and target groups are identified. Second, a summary of the outreach activities is presented. Finally, a plan for activities in the second half of the project is further outlined.

## 2. Instruments, target groups, and objectives

The outreach activities in STEP4WIND have mainly focussed on the following instruments and target groups. They all share common goals: raise awareness about the project and the field of floating wind energy, attract talents to this field, and raise the profile of the STEP4WIND researchers.

Instruments	Target groups
Social media	Wide public worldwide
Website	Wide public worldwide
Newspapers and magazines	Wide public in the Netherlands and worldwide
TU Delft’s magazine	TU Delft community and Alumni, wide public worldwide
E-newsletters	Wide technical community worldwide
Demo days	Wide public with a focus on children and parents
Science centres	School children and teachers
University challenge	University students and lecturers

## 3. Summary of outreach activities

The following activities have been undertaken in the first half of the project.

### Social media and website

News and updates about the project are regularly shared on our social media accounts (Twitter @step4wind; LinkedIn STEP4WIND) and our website (step4wind.eu). The ESRs are active in managing the LinkedIn account. This aims at raising awareness about our activities, raising the profiles of our ESRs, and attracting more people to this field. It is worth noting that one of our ESRs was also featured as MSCA Fellow of the Week on MSCA’s Twitter account.

### E-newsletters

Two editions of our e-newsletter have been shared widely amongst our technical networks. This is useful to raise awareness about our activities and the profiles of our ESRs.

### **Lay-person articles**

- Home of Innovation (2020). The project website was featured in a TU Delft layperson magazine on offshore renewable energy. The project coordinator was also interviewed to talk about floating offshore wind.
- New Energy Europe (April 2021). The project coordinator was interviewed by New Energy for Europe and highlighted the key role of floating offshore wind in the years to come, in particular for green hydrogen production at sea. The video is openly available at:  
<https://www.youtube.com/watch?v=OP0P5PuPLII>
- Innovation Magazine (Aug 2021). The project was featured in a special report by the Innovation Platform magazine. The article is openly available:  
<https://www.innovationnewsnetwork.com/step4wind-advancing-floating-offshore-wind-energy/13983/>
- Kijk (May 2021). The project coordinator was interviewed by the popular Dutch tech magazine KIIJK about GE's announcement of a new floating wind turbine concept. She highlighted the challenges faced by floating offshore wind turbines and the role of STEP4WIND. The article (in Dutch) is available online: <https://www.kijkmagazine.nl/tech/ge-drijvende-windturbine/>
- PV Magazine (April 2022). The research of Omar Ibrahim (ESR10) was highlighted in this layperson magazine and is available online: <https://www.pv-magazine.com/2022/04/07/renewable-offshore-floating-hydrogen-production/>
- The Floating Renewables Lab, set up by the project coordinator, and which relates to the activities in STEP4WIND were highlighted in several magazines and newspapers. This raised awareness about floating wind energy and hybrid testing which is the topic of research of one STEP4WIND ESR. For example:
  - o Wind Power NL (April 2022), <https://windpower.nl.com/2022/04/21/tu-delft-launches-lab-facility-to-boost-floating-wind-turbines-research/>
  - o EngineersOnline (April 2022), <https://www.engineersonline.nl/nieuws/id35450-tu-delft-intensieveert-onderzoek-drijvende-windturbines.html>
  - o Link magazine (April 2022), <https://linkmagazine.nl/tu-delft-intensieveert-onderzoek-drijvende-windturbines/?v=796834e7a283>
  - o Cobouw (April 2022), <https://www.cobouw.nl/304602/onvermijdelijk-gaan-offshore-windparken-drijven-en-dobberen>

- SWZ Maritime (May 2022), <https://swzmaritime.nl/news/2022/05/04/tu-delft-launches-floating-renewables-lab-to-boost-floating-offshore-wind/>
- De Telegraaf (May 2022, paywall), <https://www.telegraaf.nl/lifestyle/1559417590/delftse-geleerde-legt-windmolens-voor-anker>

### **Demo days and collaborations with outreach experts**

Since 2021, the STEP4WIND coordinator and some of the beneficiaries collaborate with OffshoreWind4Kids (<https://www.offshorewind4kids.com>) to run demo days at the beach in their respective countries. The goal is to introduce floating wind energy to children and their families. Additionally, some of the STEP4WIND beneficiaries and partners participated in the OffshoreWind4Kids University Challenge with their students, which helped trained university students to this field. Finally, the project coordinator is working with the Science Centre in Delft to disseminate offshore wind to school children and teachers.

## **4. Plans and conclusions**

We plan to continue these outreach activities in the second half of the project. In particular, we expect more OffshoreWind4Kids demo days to be organized at least in the Netherlands (TU Delft) and Ireland (GDG), new public dissemination about the project, and events for schools in collaboration with science centres. Additionally, we expect to release open training materials on floating wind.