



# MinWaterCSP

Minimized water consumption  
in CSP plants

## **Deliverable 10.3:**

### **Dissemination actions – part 1**

### **WP 10, Tasks 10.4: Print and digital tools – part 1**

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## 0 Publishable Summary

WP10 Communication and Dissemination is a horizontal work packages, influenced by all technical actions and working hand in hand with the exploitation activities.

This deliverable report is describing in more detail the Communication and Dissemination of digital and print material that has been implemented in the first 13 months.

The objectives, to create a wide visibility and effective communication and dissemination of information are reached by implementing and distribution of several communication and dissemination tools. The target group comprises besides the legislative and academic audience those stakeholders who are essential to understand and assess the impact of the activities carried out in the technical work packages of the MinWaterCSP project for actual and future CSP plants.

These tools, described in more detail, are:

- Press-work,
- Scientific articles,
- Blogs and short articles as well as
- eNewsletters and
- presentation of progress in social media.

The distribution of news via these media is linked to the channels preferably used by the targeted audience.

The communication and dissemination activities are lead by Steinbeis-Europa-Zentrum | Steinbeis 2i GmbH.

The MinWaterCSP consortium consists of: Kelvion Holding GmbH [overall coordinator] (Germany), ENEXIO Management GmbH [technical coordinator] (Germany), Kelvion Thermal Solutions Pty Ltd. (South Africa), Fraunhofer ISE (Germany), Sapienza University of Rome (Italy), ECILIMP Termosolar SL (Spain), Stellenbosch University (South Africa), Notus Fan Engineering (South Africa), Laterizi Gambettola s.r.l. – SOLTIGUA (Italy), Institut de Recherche en Energie Solaire et Energies Nouvelles – IRESEN (Morocco), Steinbeis-Europa-Zentrum | Steinbeis 2i GmbH (Germany), WATERLEAU Group NV (Belgium).



## 1 Introduction

WP 10 is the platform to communicate about the progress and outcomes of the technical activities but also about the outcomes from WP11 related to defined exploitable results and exploitation actions. Therefore all partners have been involved in the all tasks of WP10 in the first 13 months.

This deliverable report is describing in more detail the Communication and Dissemination of digital and print tools that have been implemented in the first 13 months.

These tools are:

- Press-work,
- Scientific articles,
- Blogs and short articles as well as
- eNewsletters and
- Social media.

All activities have been performed as planned in the Annex I. No major deviations have occurred.

There will be regular updates of these activities in Del 10.6 (M25) and Del. 10.8 (M36)



## 2 Objectives and expected Impact

The printed and digital material for communication and dissemination implemented in M1-13 supported and continued the achievement of objectives of those actions described in Del. 10.2 (the website, the project leaflet and the roll-up-banners). They increase visibility of the project activities to CSP stakeholders and allow them easily to get in contact with the consortium.

Activities on printed and digital material will

- Enable the followers / interested stakeholders to learn from the MinWaterCSP approaches and ensure the know-how transfer to other stakeholders via per-review-exchange.
- Ensure an effective communication and dissemination of information
- Increase the community of interested plant operators, technical suppliers and utility providers to initiate further demonstration activities.

During the first 13 months of the project, over 16.600 stakeholders have been reached by the different media described in this deliverable report.



### 3 Printed and digital material for communication and dissemination

Regular information flow via different channels such as press-channels, online platforms, social media, partner channels is crucial to keep the contact to the strategic stakeholders or to create the contacts. All partners are involved in this WP and its activities.

PARTNER	ACTION
SEZ/S2i	Implementation of communication and dissemination tools
All partners	Providing input to different printed and digital material

**Table 1: Contributing Partners**

During the first 13 months of the project, over 16.600 stakeholders have been reached by the different media described in this deliverable report.

#### 3.1 Press-releases

In 2016 two press releases have been published and distributed at national, European and international level.

Language: English

DATE	TITLE	LINK
04.02.2016	H2020 Project to minimize the water consumption in CSP plants has started	<a href="http://www.minwatercsp.eu/wp-content/uploads/2016/07/2016-02-04_MinWaterCSP_press-release_Month2.pdf">http://www.minwatercsp.eu/wp-content/uploads/2016/07/2016-02-04_MinWaterCSP_press-release_Month2.pdf</a>
30.11.2016	CSP plant stakeholders meet H2020 Projects to minimize the water consumption in CSP plants at a joint workshop	<a href="http://www.minwatercsp.eu/wp-content/uploads/2016/12/2016-11-30_MinWaterCSP-WASCOP_press-release_joint-event_final_REV01.pdf">http://www.minwatercsp.eu/wp-content/uploads/2016/12/2016-11-30_MinWaterCSP-WASCOP_press-release_joint-event_final_REV01.pdf</a>

**Table 2: List of Press-Releases published in 2016**

#### 3.2 Scientific Articles

So far no scientific publications have been launched. Scientific articles are scheduled for the second half of the project period.





### 3.3 Blogs & Articles

Blogs and short articles have been published on the project website and/or on the MinWaterCSP social media accounts (Twitter and LinkedIn). This helps to link to the MinWaterCSP website and intends to increase the website visits but also keeps the website up to date.

During the course of the project each partner will contribute several times to this area by describing the progress of their activities, the project results and the benefit they gain out of their involvement.

Blogs are published ones per month. The first blog was published in May 2016, one month earlier than scheduled. Short articles are also published on the website but also by partners' media, magazines or internet portals.

<b>BLOGS 2016</b>			
<b>MONTH</b>	<b>TITLE</b>	<b>MEDIA / CHANNEL</b>	<b>LINK</b>
May	MinWaterCSP Research and Development Project with funding by the European Union	Website / Social Media	<a href="http://www.minwatercsp.eu/blog1-minwatercsp-research-and-development-project-with-funding-by-the-european-union/">http://www.minwatercsp.eu/blog1-minwatercsp-research-and-development-project-with-funding-by-the-european-union/</a>
June	The EU project MinWaterCSP – project meeting in Freiburg, Germany	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-2-by-kelvion-holding-gmbh/">http://www.minwatercsp.eu/blog-2-by-kelvion-holding-gmbh/</a>
July	Full scale test facility on the premises of Stellenbosch University in South Africa	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-3-full-scale-test-facility-at-stellenbosch-university/">http://www.minwatercsp.eu/blog-3-full-scale-test-facility-at-stellenbosch-university/</a>
August	MinWaterCSP presented in Horizon Magazine	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-4-minwatercsp-presented-in-horizon-magazine/">http://www.minwatercsp.eu/blog-4-minwatercsp-presented-in-horizon-magazine/</a>
August	Fresnel solar collectors' cleaning for maximum efficiency	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-fresnel-solar-collectors-cleaning/">http://www.minwatercsp.eu/blog-fresnel-solar-collectors-cleaning/</a>
September	New Cleaning Technologies improved!	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-6-new-cleaning-technologies-improved/">http://www.minwatercsp.eu/blog-6-new-cleaning-technologies-improved/</a>
November	DG Research and Innovation showcased at COP 22 the contribution of research and innovation on climate-related challenges; IRESEN represented MinWaterCSP	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-7-dg-research-and-innovation-showcased-at-cop-22-the-contribution-of-research-and-innovation-on-climate-related-challenges-iresen-represented-minwatercsp/">http://www.minwatercsp.eu/blog-7-dg-research-and-innovation-showcased-at-cop-22-the-contribution-of-research-and-innovation-on-climate-related-challenges-iresen-represented-minwatercsp/</a>
November	CSP plant stakeholders meet H2020 Projects to minimize the water consumption in CSP plants at a joint workshop	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-8-csp-plant-stakeholders-meet-minwatercsp-wascop-to-minimize-the-water-consumption-in-csp-plants-at-a-joint-workshop/">http://www.minwatercsp.eu/blog-8-csp-plant-stakeholders-meet-minwatercsp-wascop-to-minimize-the-water-consumption-in-csp-plants-at-a-joint-workshop/</a>
December	MinWaterCSP Newsletter, edition: December 2016	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-9-minwatercsp-newsletter-edition-december-2016/">http://www.minwatercsp.eu/blog-9-minwatercsp-newsletter-edition-december-2016/</a>
<b>BLOGS 2017</b>			
January	MinWaterCSP consortium met in Bochum at Kelvion Holding GmbH	Website / Social Media	<a href="http://www.minwatercsp.eu/blog-10-minwatercsp-meeting-in-bochum">http://www.minwatercsp.eu/blog-10-minwatercsp-meeting-in-bochum</a>

Table 3: List of Blogs published in 2016 / 2017





SHORT ARTICLES 2016			
MONTH	TITLE	MEDIA / CHANNEL	LINK
July	Stellenbosch University Research 2015	Digital paper   Transform	<a href="http://www.myvirtualpaper.com/doc/stellenbosch-University/research-2015/2016062001/#2">http://www.myvirtualpaper.com/doc/stellenbosch-University/research-2015/2016062001/#2</a>
August	Quenching the thirst of concentrated solar power	Online Magazine   Horizon Magazine	<a href="http://horizon-magazine.eu/article/quenching-thirst-concentrated-solar-power_en.html">http://horizon-magazine.eu/article/quenching-thirst-concentrated-solar-power_en.html</a>
December	Dos proyectos para reducir el uso del agua en la termosolar, ejemplos en la COP22	Online platform   PROTERMO SOLAR	<a href="http://www.protermosolar.com/dos-proyectos-para-reducir-el-uso-del-agua-en-la-termosolar-ejemplos-en-la-cop22/">http://www.protermosolar.com/dos-proyectos-para-reducir-el-uso-del-agua-en-la-termosolar-ejemplos-en-la-cop22/;</a> <a href="http://us10.campaign-archive2.com/?u=1298d3bcd23d75d1ccc206bdb&amp;id=cc4a428eef&amp;e=c7dba44324">http://us10.campaign-archive2.com/?u=1298d3bcd23d75d1ccc206bdb&amp;id=cc4a428eef&amp;e=c7dba44324</a>
December	Water Management Program on best concept and design for sustainable water utilization – study tours to collect input and to exchange with partners	MinWaterCSP Website / Social Media	<a href="http://www.minwatercsp.eu/article-water-management-program-on-best-concept-and-design-for-sustainable-water-utilization-study-tours-to-collect-input-and-to-exchange-with-partners/">http://www.minwatercsp.eu/article-water-management-program-on-best-concept-and-design-for-sustainable-water-utilization-study-tours-to-collect-input-and-to-exchange-with-partners/</a>

Table 4: List of Short Articles published in 2016

### 3.4 eNewsletter

In 2016 two eNewsletter were published as planned in Annex I. During the second half of 2016 the consortium agreed to increase the frequency in 2017 and 2018 to 3 editions per year.

The structure of the eNewsletter has been described in Del 10.1 (M3).

The eNewsletter presented the scope and approach of the project, linked to the website to the demo-site-area, technology descriptions and News/Events/Media area.

The first eNewsletter has been distributed via the partners' distribution channels as pdf-file as there were no subscribers identified yet. The second edition was published as well as html-version also to the direct subscribers of the eNewsletter. But the partners keep also contact to their stakeholders. In further steps they have been published via the social media channels or the project as well.

The following special topics have been realized in the first two editions:

EDITION # / DATE	SPECIAL TOPIC	LINK
1 / 2016-08	The MinWaterCSP Project at a glance	<a href="http://www.minwatercsp.eu/wp-content/uploads/2016/08/2016-08_MinWaterCSP_newsletter_august.pdf">http://www.minwatercsp.eu/wp-content/uploads/2016/08/2016-08_MinWaterCSP_newsletter_august.pdf</a>
2 / 2016-12	Large diameter axial flow fans for the power and petrochemical industries	<a href="http://www.minwatercsp.eu/wp-content/uploads/2016/12/2016-12_MinWaterCSP_newsletter_december.pdf">http://www.minwatercsp.eu/wp-content/uploads/2016/12/2016-12_MinWaterCSP_newsletter_december.pdf</a>

Table 5: List of eNewsletters published in 2016



## Statistics on the eNewsletter subscribers: (status 31.01.2017)

In January 2017 the eNewsletter counted 49 subscribers:

- 33 externals [out of which 3 Academia, 8 Research Organisations, 3 Power Plants, 4 Power Utilities, 9 Technology Suppliers, 6 General Public/Others]
- 16 project partner contacts

## 3.5 Social Media

### 3.5.1 Twitter

The Twitter account was created in March 2016 and was used to publish the MinWaterCSP blogs and short articles. Furthermore news from specific followers was re-tweeted, such as from ESTELA, INEA or Tweets from project partners. Some screen-shots below show the current status of the Tweets done so far and the status of the Follower. The Twitter account is accessible from the website and is communicated in the eNewsletters and press-releases.

<https://twitter.com/MinWaterCSP>



Figure 1: MinWaterCSP Twitter account

**Follower (status 30.01.2016 – 17 Follower)**



### 3.5.2 LinkedIn

The MinWaterCSP LinkedIn account was created in the second half of 2016 as SEZ faced some administrative obstacles in the opening of an account. As no “project account” was accepted by the system the decision was made to create a “company” account.

Before that each partner has created a project under individual partner accounts

MinWaterCSP has joined several LinkedIn groups such as ORC-PLUS, Enterprise Europe Network, H2020, Green Energy. Applications for the CSP Group South Africa and Spain are pending. As soon as a joint group for all LCE projects has been created, MinWaterCSP will also join and contribute.

The account has been used so far to distribute the MinWaterCSP blogs and short articles and eNewsletter.

<https://www.linkedin.com/company/minwatercsp?trk=biz-companies-cym>

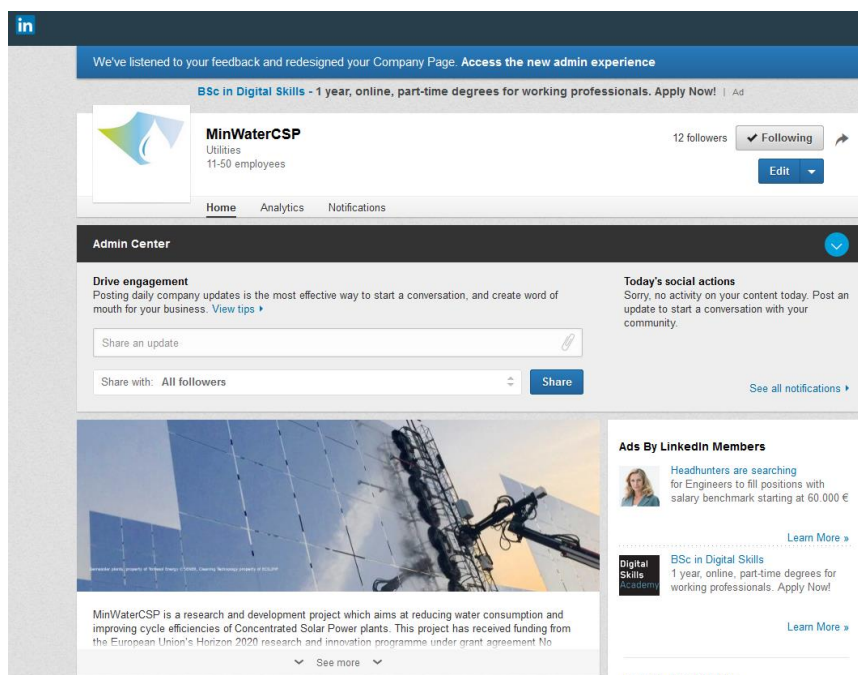


Figure 2: MinWaterCSP LinkedIn account



### 4 Gantt chart and Deliverable

MinWaterCSP Gantt chart		Project year / month												
WP		Year 1												Year 2
		1	2	3	4	5	6	7	8	9	10	11	12	13
<b>10</b>	<b>Communication &amp; Dissemination</b>													
<b>10.1</b>	<b>Corporate identity</b>			D10.1										
<b>10.2</b>	<b>MinWaterCSP Website</b>			D10.1			D10.2							
<b>10.3</b>	<b>Stakeholder identification</b>			D10.1										
<b>10.4</b>	<b>Printed &amp; digital communication</b>			D10.1			D10.2							D10.3
	<i>project leaflet</i>						D10.2							
	<i>press releases</i>													D10.3
	<i>Publications</i>													D10.3
	<i>Master PPT</i>													
	<i>eNewsletter</i>													D10.3
	<i>Roll-up Banner</i>						D10.2							
	<i>Blogs / Articles</i>													D10.3
<b>10.5</b>	<b>Events</b>			D10.1										D10.4

Figure 3: MinWaterCSP Gantt chart and Deliverable Report overview

