MinWaterCSP

Minimized water consumption in CSP plants

Deliverable 10.6:
Dissemination actions: Print and digital tools - part 2
WP 10, Tasks 10.4: Printed and digital materials for communication and dissemination

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Author: Charlotte Schlicke; Steinbeis 2i GmbH

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0 Publishable Summary

WP10 Communication and Dissemination is a horizontal work package, influenced by all technical actions and being associated with the exploitation activities.

This deliverable report is describing in more detail the Communication and Dissemination of project related information via digital and print materials that have been implemented in the last 12 months.

An effective communication and dissemination of information and thus a large visibility of the project shall be reached by the implementation of several communication and dissemination tools. Besides the legislative and academic audience, the target group of dissemination and communication activities comprises besides the legislative and academic audience industrial stakeholders to whom the impact of the activities carried out in the technical work packages for actual and future CSP plants is highly relevant.

The tools and channels, that will be described in more detail, are:

- Press work
- Scientific articles
- Blogs and short articles
- eNewsletters
- Social media channels (Twitter, LinkedIn)

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

All partners of the MinWaterCSP consortium provide input for the communication and dissemination activities which are led by 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), ENEXIO Germany GmbH (Germany), Institut de Recherches en Energie Solaire et Energies Nouvelles – IRESEN (Morocco), Steinbeis 2i GmbH (Germany), WATERLEAU Group NV (Belgium).

1 Introduction

WP 10 provides a platform to communicate about the progress and outcomes of the technical activities but also about the outcomes of WP11 related to defined exploitable results and exploitation actions. Therefore, all partners have been involved in all tasks of WP10 in the last 12 months.

This deliverable report (D 10.6.) is describing in more detail the Communication and Dissemination of project activities via digital and print tools that have been implemented and realised in the last 12 months.

These tools and channels are:

- Press work
- Scientific articles
- Blogs and short articles
- eNewsletters
- Social media channels

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

There will be a regular update of these activities in Del. 10.8 (M36).

2 Objectives and expected Impact

The printed and digital materials communicating and disseminating project activities implemented in M1-25 help to achieve the objectives of the actions described in Del. 10.2 (submitted in M6) (such as website, project leaflet and roll-up banner) and updated in D10.3 (submitted in M13). They increase the visibility of the project activities among CSP stakeholders and allow them to get in contact with the consortium easily.

Activities related to print and digital materials will

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

This Deliverable Report D 10.6 is an update of the last 12 months activities that shows that diverse stakeholders have been reached by the different media.

3 Printed and digital materials for communication and dissemination

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

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

Table 1: Contributing Partners

During the last 12 months of the project, diverse stakeholders have been reached by the different media described in this deliverable report.

3.1 Press releases

In 2017, one press release in English was published and disseminated at national, European and international level.

DATE	TITLE	LINK
04.12.2017	Minimized water consumption in CSP plants - EU project MinWaterCSP is making good progress	http://www.minwatercsp.eu/wp-content/uploads/2017/12/2017-12-04_MinWaterCSP_press-release.pdf Pictures: http://www.minwatercsp.eu/wp-content/uploads/2017/12/2017-12-04_MinWaterCSP_press-release_pictures.zip

Table 2: Press release published in 2017

3.2 Scientific articles

So far, there are scientific publications that have been launched. More information on accepted and published scientific articles will be reported in the second half of the project period in the periodic reporting.

3.3 Blogs & Articles

Numerous blogs and short articles have been published on the project website and/or on the MinWaterCSP social media profiles (Twitter and LinkedIn). Posts on these social media channels allow to link to the MinWaterCSP website and thus to increase the website visits. In addition, thanks to the publication of the latest project information in blogs and articles, the website is kept up to date.

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

Blogs are published once per month. The first blog appeared in May 2016, one month earlier than scheduled. Short articles are not only published on the MinWaterCSP website but also in partners' media channels, magazines or on internet portals.

Until today (29.01.2018), 21 blogs have been published.

BLOGS 2017		
MONTH	**TITLE**	**LINK**
2017-01	MinWaterCSP consortium met in Bochum at Kelvion Holding GmbH	http://www.minwatercsp.eu/blog-10-minwatercsp-meeting-in-bochum
2017-02	Mobile device for soiling and cleanliness measurements at solar thermal power plants, developed at Fraunhofer ISE	http://www.minwatercsp.eu/blog-11-mobile-device-for-soiling_cleanliness_measurements-at-csp/
2017-03	MinWaterCSP project results for business opportunities – Methodology on exploitation by partner Steinbeis 2i GmbH	http://www.minwatercsp.eu/blog-12-minwatercsp-project-results-for-business-opportunities_exploitation-methodology/
2017-04	Online survey for CSP Plant operators and owners linked to water management	http://www.minwatercsp.eu/blog-13-online-survey-for-csp-plant-operators_owners/
2017-05	Noise reduction strategies to the design of a new-generation of axial fan for air-cooled condensers	http://www.minwatercsp.eu/blog-14-noise-reduction-strategies_design-of-axial-fan_air-cooled-condenser/
2017-06	The MinWaterCSP coordination team visits the IRESEN Demonstration site in Morocco where the deluge cooling fouling test rig has been installed	http://www.minwatercsp.eu/blog-15-site-visit_iresen-demo-site-with-installed-foulding-test-rig/
2017-07	MinWaterCSP Consortium meets as University of Sapienza in Rome	http://www.minwatercsp.eu/blog-16-minwatercsp-consortium-meets-as-univeristy-of-sapienza-in-rome/
2017-09	Joint activities of Low Energy Carbon Projects funded under Horizon 2020	http://www.minwatercsp.eu/blog-15-joint-activities-of-h2020-lce-projects/

2017-10	Making energy cheaper – euronews article and video about MinWaterCSP solutions	http://www.minwatercsp.eu/blog-18-making-energy-cheaper_article-and-video/
2017-11	Studying the Fouling effect on the test demo at Green Energy Park, Benguerir, Morocco under MinWaterCSP project	http://www.minwatercsp.eu/blog-19-studying-the-fouling-effect-on-test-demo-benguerir-ma/
2017-12	MinWaterCSP is making good progress in reducing water consumption in CSP plants	http://www.minwatercsp.eu/blog-20-minwatercsp-is-making-good-progress/
2017-12	Water analysis and treatment for water savings in CSP	http://www.minwatercsp.eu/blog-21-water-analysis-and-treatment-for-water-savings-in-csp/

Table 3: List of blogs published in 2017

SHORT ARTICLES 2017			
MONTH	**TITLE**	**MEDIA / CHANNEL**	**LINK**
2017-07	New Energy update: CSP research groups cut water use by 70% in desert efficiency drive	Online magazine	http://www.minwatercsp.eu/article_new-energy-update/
2017-10	**Euronews article:** Sunny Morocco seems like the ideal place to produce solar power **and TV emission:** Making green energy cheaper	**euronews TV channel and media store**	**Link to introduction clip:** http://www.euronews.com/2017/10/09/takeaway-what-s-wrong-with-solar-power-plants **Link to article and video:** http://www.euronews.com/2017/10/09/making-green-energy-cheaper
2017-12	Transfer Magazin: Reduzierung des Wasserverbrauchs in konzentrierten Solarthermieanlagen	Print & online Magazine (German), online in English language will follow (page 50)	http://www.minwatercsp.eu/article-minwatercsp-reduzierung-des-wasserverbrauchs-in-konzentrierten-solarthermieanlagen/ https://www.steinbeis.de/fileadmin/content/Publikationen/transfermagazin/Beitraege_2017/042017/191525-2017-04.pdf

Table 4: List of short articles published in 2017

3.4 eNewsletters

3.4.1 MinWaterCSP Newsletter

In 2017, three editions of the eNewsletter were published – one more than planned in Annex I.

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

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

The editions were distributed as html versions but are also available on the website as pdf files. In addition, they have been announced and distributed on the social media channels.

The following special topics have been presented in the three editions:

EDITION # / DATE	SPECIAL TOPIC	LINK
#3 / 2017-05	Axial flow fan development - Matimba Reference Fan installation	http://www.minwatercsp.eu/wp-content/uploads/2017/05/2017-05_MinWaterCSP_newsletter_may.pdf
#4 / 2017-10	Water Management Concepts for CSP plants	http://www.minwatercsp.eu/wp-content/uploads/2017/09/2017-09_MinWaterCSP_newsletter_september.pdf
#5 / 2017-12	Water consumption reduction for mirror cleaning operations	http://www.minwatercsp.eu/wp-content/uploads/2017/05/2017-05_MinWaterCSP_newsletter_may.pdf

Table 5: List of MinWaterCSP eNewsletters published in 2017

Statistics on the eNewsletter subscribers:
By 19th January 2018, the eNewsletter counted 122 subscribers:

Technology Suppliers	34
Research Organisations	24
Power Utilities	9
Academia	17
General public/others	27
Power Plants	10
NGOs	1
TOTAL	**122**

3.4.2 Joint CSP Newsletter

In 2017, **MinWaterCSP and the LCE projects: MOSAIC, WASCOP and CAPTure** agreed to publish a joint newsletter twice a year additionally to their own project newsletters.

Joint action with other LCE projects		
Issue 1: 2017-06	H2020 Projects Bulletin on Concentrated Solar Power	http://mailchi.mp/6a0438bc6471/h2020-projects-bulletin-on-concentrated-solar-power-issue-june-2017
Issue 2: 2017-11	H2020 Projects Bulletin on Concentrated Solar Power	http://mailchi.mp/7cdb6166306f/h2020-projects-bulletin-on-concentrated-solar-power-issue-june-413547

Table 6: List of joint eNewsletters published in 2017

3.5 Social Media

3.5.1 Twitter

A MinWaterCSP Twitter profile was created in March 2016 and was used to promote the MinWaterCSP blogs and short articles published on the project website. Furthermore, news from specific followers such as ESTELA, INEA or project partners were retweeted. The screen shot below shows the current status of the tweets that have been published so far and the status of the followers and the profiles MinWaterCSP is following. The twitter profile is accessible via a link from the project website and is communicated in the eNewsletters and press releases.

Link to MinWaterCSP twitter profile: https://twitter.com/MinWaterCSP

Status 19.01.2018:
82 Followers,
MinWaterCSP is following 184 organisations and networks.

3.5.2 LinkedIn

3.5.2.1 MinWaterCSP LinkedIn profile

A MinWaterCSP LinkedIn profile was only created in the second half of 2016 as S2i 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 published information about the project under individual partner profiles.

MinWaterCSP has joined several LinkedIn groups such as those of ORC-PLUS, the Enterprise Europe Network, H2020 and Green Energy. Requests for membership in the CSP Group South Africa and Spain are pending.

The profile has been used so far to promote the MinWaterCSP blogs, short articles and eNewsletters.

Link to the MinWaterCSP company profile on LinkedIn:
https://www.linkedin.com/company/minwatercsp?trk=biz-companies-cym

Follower status 17.01.2018:
66 followers

3.5.2.2 Joint CSP LinkedIn Group (''H2020 CSP Group")

In 2017, the CSP projects MOSAIC, WASCOP, CAPTure and MinWaterCSP agreed to perform joint dissemination and communication activities in order to promote technical news, implementation achievements, results, events and publications.

The created LinkedIn Group is called H2020 CSP Group – link:
https://www.linkedin.com/groups/13519618

Member status 17.01.2018:
25 members

4 Gantt chart and Deliverable for WP10

MinWaterCSP Gantt chart		Project year / month																							
		Year 1												Year 2											Y3
WP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
10	**Communication & Dissemination**																									
10.1	**Corporate identity**			D10.1																						
10.2	**MinWaterCSP Website**			D10.1			D10.2												D10.5							
10.3	**Stakeholder identification**			D10.1																						
10.4	**Printed & digital communication**			D10.1			D10.2							D10.3												
	project leaflet						D10.2												D10.5							
	press releases													D10.3												**D10.6**
	Publications													D10.3												**D10.6**
	Master PPT																									
	eNewsletter													D10.3												**D10.6**
	Roll-up Banner						D10.2																			
	Blogs / Articles													D10.3												**D10.6**
	Social Media													D10.3												**D10.6**
10.5	**Events**			D10.1										D10.4												D10.7

Table 7: MinWaterCSP gantt chart and Deliverable Report overview for WP10