



KITEMILL



Dissemination and Communication Strategy RP-AWE-191231

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1 INTENTION

1.1 PURPOSE

This report describes the detailed strategy for dissemination and communication for the project.

1.2 SCOPE

It includes participation in conferences and meetings, presentations of key project results to the relevant communities, as well as publication of articles in relevant media.

This document has been prepared for the European Commission, however it reflects the views only of the authors, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.

1.3 DEFINITIONS

AWE – Project Acronym + the abbreviation of “Airborne Wind Energy”

1.4 REFERENCES

Grant agreement no 881193

Study on Challenges in the commercialization of Airborne Wind Energy systems by Ecorys

GP-QHSE-001 Procedure for control of documents

2 INTRODUCTION

2.1 KITEMILL IN BRIEF

Kitemill develops airborne wind energy turbines. This allows access to vast new energy resources, as airborne wind energy turbines can reach altitudes of several hundred meets where the wind is stronger and more consistent. Compared to conventional wind turbines, the turbines being developed by Kitemill will handle the same capacity as conventional wind turbines, with less than 10% of the material, enabling a potential 50 % reduction in cost of wind energy. Further, the technology developed by Kitemill offers solutions that can replace retired offshore wind turbines, serve as a hybrid solution together with a conventional wind turbine or be used as standalone system for both the off-grid-weak-grid application as well as for utility scale on-shore and offshore.

2.2 SCOPE AND OBJECTIVE OF THIS DELIVERY

October 2019 Kitemill started a project called AWE cofounded by the European Commission through the Horizon 2020 SME Instrument Kitemill plans to commercialize its technology through a minimum viable product (MPV) approach and stepwise upscaling of the kite turbines (30 kW/150 kW/500 kW).

Kitemill has secured a customer for the world's first demonstration park of five 30 kW units that will be built during this project at Lista (Norway). The overall success criterion for this project is to establish demonstration parks and accumulate operation hours on the kite system, as this is a key enabler for commercial introduction. The market opportunities are abundant; as an example, our kites can replace thousands of decommissioned conventional wind turbines offshore where the foundations are no longer certified to carry heavy loads. If successful, the business is easily scalable and the turnover may reach €97m by 2024, while at the same time mitigate greenhouse gas emissions at low investments.

The AWE project consists of 4 work packages where the last, project management has the establishment of the detailed Dissemination Exploration and Communication Plan as an activity and deliverables:

- WP1 Technical development
- WP2 Operational development
- WP3 Market development
- WP4 Project Management
 - Task 4.1 Project Management
 - Task 4.2 Quality Management incl. risk assessment
 - Task 4.3 IPR Management
 - Task 4.4 Dissemination, Exploitation and Communication**

3 PROJECT DISSEMINATION AND COMMUNICATION PLAN

3.1 GOAL AND STRATEGY

3.1.1 GOAL

In order to implement a new energy technology a broad support is necessary. Airborne Wind Energy gets increased awareness and is already counted among the most promising new energy technologies. In the present stage it is important for the sector, and Kitemill in particular, to align and execute policy recommendation.

Kitemill shall increase credibility and become the preferred:

- partner
- supplier
- investment
- employer

-for relevant parties.

The project progress and results shall be communicated to secure credibility to the project's stakeholders - Kitemill and the European Commission. The relevant public communication of Kitemill shall involve the EU funded project reference, when this is within Kitemill's control.

3.1.2 STRATEGY

In cooperation with Airborne Wind Europe and as a part of a work group which includes other AWE companies which also are members of Airborne Wind Europe, a recommended policy and communication strategy is under development. Kitemill has taken the lead in this progress and will in agreement with Airborne Wind Europe use the result in communication with stakeholders, media and relevant agencies, specifically the Norwegian and Danish markets which are addressed through this project. An early strategy choice has been that the industry needs pull policies to be enabled and that a joint effort from two or three EEA member states backed up by the commission is a relevant scenario. The experience from communication of policy recommendation will be shared with the Airborne Wind Energy sector through Airborne Wind Europe. Further synergies with other policy recommendation campaigns might be achieved and coordinated by other industry organisations.

Build credibility to the company and the organisation. The project will include a sharpening of Kitemill's general appearance. The message shall be improved, the information better organized and the visual appearance shall be strengthened.

Dissemination of conceptional choices, aiming to establish industrial standards, will be used as a tool to pave way for successful commercial exploitation.

Project dissemination shall be done as a minimum according to the requirement of the project. Specific planned actions are stated in this plan. Additional, opportunity to communicate results shall be identified and actively targeted to meet and be organized according to this communication and dissemination plan.

3.2 SUBJECT OF COMMUNICATION/DISSEMINATION

The AWE project:

- goal
- addressed and achieved impact
- public reports
- achievements / results intended for dissemination

Kitemill as company:

- technical publishable results
- operational performance

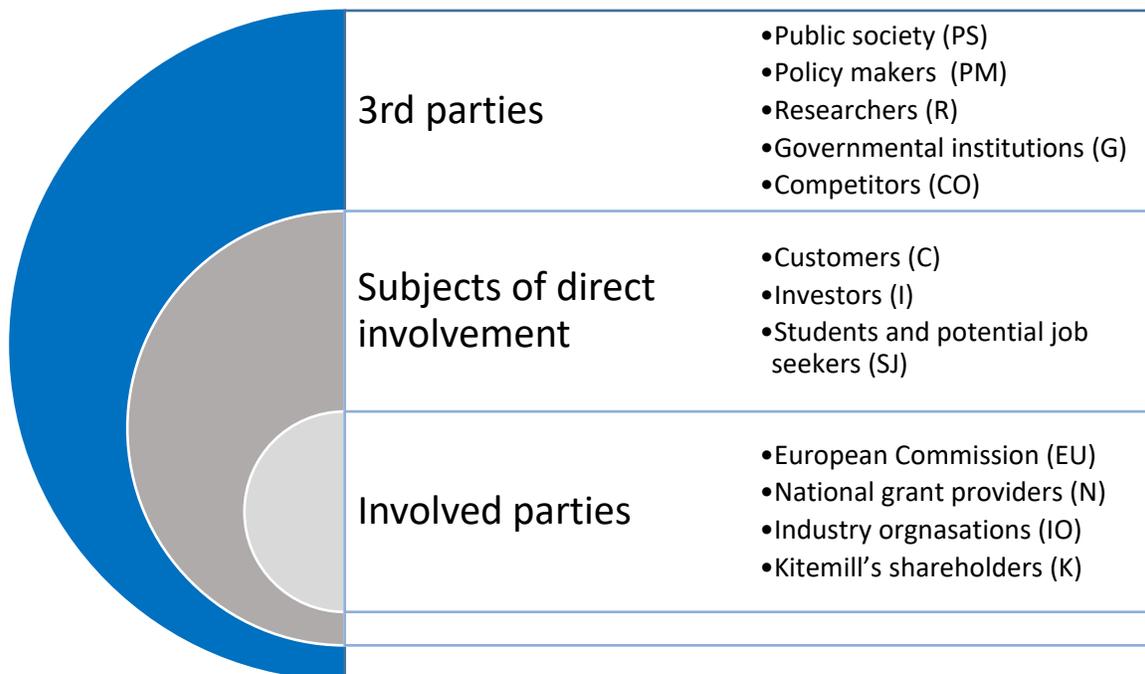
- commercial publishable results
- market information
- product information
- technology roadmap

Airborne Wind Energy as an emerging energy technology

- its benefit
- potential impact
- recommended policy actions to enable the technology in the energy mix

3.3 TARGET AUDIENCE

Stakeholders Kitemill wish to reach with this communication:



Public society is important as voters and public acceptance is important for policy makers, AWE give access to a new energy resource and as more land will be feasible for wind energy utilization, land owners will benefit of information about potential new value creation at their land, neighbours will be more positive to the technology if it is an overall positive support in the public society, etc.

Policy makers establish policies necessary to implement the technology (technology introduction of new energy production technologies is historically only achieved by strong political will and determination).

Researchers supports the policy makers, build credibility to the technology, ensure public knowledge, including the airborne wind energy in future outlooks and conducting further research based on disseminated data.

Governmental Institutions - need information to pave way for technology introduction, supports policy makers, provide necessary regulation, etc. This also includes national grant providers not involved yet, in all Kitemill's target markets.

Competitors – targeted to align the message to the above mentioned target audience and to encourage cooperation with Kitemill as an preferred partner. Competitors is also the target audience for updates on technical achievement aiming to establish industrial standards based on Kitemill's conceptual choices.

Customers – information allow customer to include the product in their plans and to position Kitemill as their preferred supplier.

Investors – to find the right investors is challenging and dissemination aimed at investors is an important success factor to fund the technology implementation and further growth.

Students and potential job seekers – are targeted to meet present and future need of competent labour. Though Kitemill is an desirable employer for many, broader awareness amongst job seekers makes it easier to source the exact right competence at the right time. It is also beneficial to encourage students to take the education which is needed in Kitemill.

European Commission – is targeted to communicate that support has been granted to the right cause. Further the EU is an important regulator of trade agreements which provides support as well as barriers for technology introduction. Especially we hope to accomplish coordinated joint effort between member states and the coordination should be done by EU.

National grant providers – needs information about the technology to be open for and to grant necessary future support, or to receive confirmation of previous grants being successful.

Industry organization – need information to align the communication strategies and to include airborne wind energy in future scenarios.

Kitemill's shareholders – information confirming that Kitemill is a good investment and to encourage for further involvement.

3.4 TIMING OF COMMUNICATION/DISSEMINATION

The work plan will define timing of communication during and after the project period.

Communication about policy recommendation started in the Airborne Wind Energy conference in 2017 by a poster presentation by the Hårklau; AWE project manager and CEO of Kitemill. The present policy has been published on Kitemill's web pages and are picked up by several parties, among those the workgroup led by Ecorys when conducting the [Study on Challenges in the commercialization of Airborne Wind Energy systems](#) published in 2018¹. The policy recommendation will be a continuous activity though and after the project.

¹ Prepared for the European Commission – Directorate for Research and Innovation

The project has actively been communicated since before the project start and based on its importance for Kitemill, stakeholders and industry has widely been communicated in conferences, web pages and in media. As for the communication during the project period:

Initial phase: -1 to month 8 focus on abstract and policy recommendation

Intermediate phase: 8 to 16 month – Progress reporting and focus on project execution

Final phase: 16 to 24 months – Presenting results and focus on further exploitation

3.5 COMMUNICATION/DISSEMINATION TOOLS AND CHANNELS

News media, reports and studies, scientific journals, speeches, exhibitions, web page, social media, plus more specific communications through general communication methods as formal letters, e-mails, attending in public hearings, etc.

Kitemill:

Web page: www.kitemill.com

Twitter: <https://twitter.com/kitemill?lang=en>

LinkedIn: <https://www.linkedin.com/company/1995400/admin/>

Facebook: <https://www.facebook.com/kitemill/>

EU Cordis: https://cordis.europa.eu/project/id/881193?WT.mc_id=RSS-Feed&WT.rss_f=project&WT.rss_a=225349&WT.rss_ev=a

Innovation Norway, The Explorer: <https://www.theexplorer.no/solutions/kitemill--taking-wind-energy-to-new-heights/>

4 DISSEMINATION MANAGEMENT

4.1 DISTRIBUTION OF RESPONSIBILITY

With references to ARTICLE 28 — EXPLOITATION OF RESULTS points 28.1 Obligation to exploit the results; Kitemill will already through the project period ensure exploration of the result by initiated and follow through commercial projects by work packages 2 and 3.

Hårklau as the Project Manager will also act as the Communication and Dissemination Manager in this project.

4.2 DISSEMINATION POLICY AND RULES

All project related dissemination shall be done according to Kitemill management system and according to rules stated in the grant agreement.

According to the internal rules the dissemination shall be handled according to Kitemill management system, in specific the procedure for document control.

According to grant agreement Article 29 “Dissemination of Results” regulate dissemination in the project.

In the project there are two deliverables which are subjected to public report (PU). Further Kitemill is in to meet the grant agreement requirements a set of document templates will be established in the project file system.

5 WORK PLAN

This section describes the actions of the dissemination and communication plan, some of the activities has already been carried out.

5.1 DESIGN OF KITEMILL’S LOGO AND VISUAL IDENTITY

Target audience: all

The communication by Kitemill shall be performed according to Kitemill’s design manual. Document shall be made by Kitemill’s document template and power point presentations by Kitemill’s power point template. The templates will be adopted to the project and be made available thought the project file folders.

Due month 3.

5.2 UPDATE OF KITEMILL’S WEBSITE

Target audience: all

Kitemill web page will carry the EU logo and general statement of project support. It will also link to the CORDIS webpage.

The report being launched for public use will be published through Kitemill’s web page as soon as approved.

	Topic	Publish:
W1	Kitemill’s web page will carry the EU logo and general statement of project support referring to the project number. It will also link to the CORDIS webpage.	Month 1
W2	Detailed dissemination and communication strategy – published on Kitemill’s webpage	Month 4
W3	A public report of permission work for the first customer – published on Kitemill’s webpage	Month 13

W4	A public report about the permission work in Denmark – published on Kitemill’s webpage	Month 25
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5.3 SOCIAL NETWORKS

Target audience: All

Goal – one update on cross minimum two platforms every quarter referring to the AWE project.

No	Topic	Publish:
SN1	Addressing public report on dissemination and communication strategy	Month 4
SN2	Progress update	Month 7
SN3	Progress update	Month 10
SN4	Addressing public report on permit work for the first customer	Month 13
SN5	Progress update/results	Month 16
SN6	Progress update/results	Month 19
SN7	Progress update/results	Month 22
SN8	Addressing the completion of the project and the public report about the permission work in Denmark	Month 25

5.4 SCIENTIFIC JOURNALS

It’s not in the scope of the project to file scientific journals, however in some circumstances where dissemination is planned Kitemill will consider scientific journals internally or through sub suppliers/partners. It is expected that the project activities will be mentioned in scientific journals during the project period, an example of this is: Future emerging technologies in the wind power sector: A European perspective, which was published October 2019 on Elsevier².

5.5 PRESENTATION AT NATIONAL AND INTERNATIONAL CONFERENCES

The presentations are approximately 90% based on invite, 5% on organization/co-organization and 5% on application.

During the first three months the following presentation has been completed, committed or planned:

Event	Target audience	Type	Date
AWEC 2019 - Glasgow	C, PM, G, R, CO, I, SJ, N, EU	2 Posters and 3 oral presentation	15.10.2019 – 16.10.2019

² <https://www.sciencedirect.com/science/article/pii/S1364032119304782>

Aceller8 - Bergen	G, I	Oral Presentation	22.10.2019
Slush2019 - Helsinki	G, I	Oral Presentation	19.11.2019
Tekna - Kristiansand	SJ	Oral Presentation	12.12.2019
Floating & Airborne wind event, Ostend BE	PM, R	Oral Presentation	05.02.2020
Wind Energy Hamburg - Hamburg	C, PM, G, I, R, C, CO, SJ, EU	Exhibition/oral presentation	22.09.2020
AWEC 2021	C, PM, IR, R, C, CO, I, SJ, EU	Poster, oral presentation	15.10.2021

Target audience: Public society (PS), Policy makers, (PM), Researchers (R), Governmental institutions (G) Competitors (CO), Customers (C), Investors (I), Students and potential job seekers (SJ), European Commission (EU), National grant providers (N), Industry organisations (IO) and Kitemill's shareholders (KS)

5.6 ORGANIZATION OF AND PARTICIPATION AT EXHIBITIONS AND FAIRS

Events that are completed or planned during the project period:

Date	Event	Target	Type
13.10.2019	AWEC 2019 - Glasgow	PM, R, C, CO, I, SJ	Display equipment, session chair, member of the technical committee
22.10.2019	Aceller8 - Bergen	PS, PM, IR, R, C, CO, I, SJ	Display equipment
17.03.2019	NORWEA – annual meeting, Oslo	G, I, R, IO	Display equipment
22.09.2020	Wind Energy Hamburg - Hamburg	C, PM, G, R, C, CO, I, SJ, EU	Display equipment
15.10.2021	AWEC 2021	C, PM, G, R, C, CO, I, SJ	Display equipment

Target audience: Public society (PS), Policy makers, (PM), Researchers (R), Governmental institutions (G) Competitors (CO), Customers (C), Investors (I), Students and potential job seekers (SJ), European Commission (EU), National grant providers (N), Industry organisations (IO) and Kitemill's shareholders (KS)

5.7 PRESS MEDIA

As a result of the project grant several news articles has been launched. The news has mainly been picked up at local and regional media in the locations where Kitemill is present.

Goal: during the project period Kitemill aims for minimum:

- One occurrence on international energy related news media
- Two occurrences on national news media (Norway and/or Denmark)
- In average one occurrence every 6 month in local/regional media.

5.8 LEARNING RESOURCES AND TRAINING ACTIVITIES

As a part of the project development of a training program for operators of kite turbine will be completed as a part of WP 1. Kitemill do not commit to additional external learning and training activities during the project period. However, Kitemill has, and will continue during the project period, to help students and is likely to accept internships.