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Orcelle Horizon

Wind as main propulsion

Deliverable D7.8 – Plan for dissemination and exploitation including communication activities (M36)

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Abstract

Deliverable abstract	

The Plan for dissemination and exploitation including communication activities (Deliverable D7.2) of the Orcelle Horizon project defines the project's dissemination needs. It contains all information necessary to fulfill communication, dissemination, and exploitation objectives.

The document describes the communication messages, channels, tools, and targeted results. It defines responsible partners and collaborators and provides guidelines about events, publications, press releases, and social media. It will also outline the dissemination management policy and methodology and the dissemination tools. Furthermore, it describes the preliminary Exploitation Plan, which will be further developed throughout the project.

The plan will be updated at intervals linked to the reporting schedule. In this version, D7.8, the plan is updated to reflect progress from the initial 36 months of the Orcelle Horizon project.

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1 Introduction

The EU-funded Orcelle Horizon (Orcelle) is a flagship innovation project preparing the ground for wind as the primary propulsion source in deep-sea shipping. The goal is to drastically reduce fuel consumption and emissions while maintaining operational flexibility and commercial viability. To achieve this, the project brings together advanced simulation tools, digital platforms, control systems, and vessel design with real-world operational experience from a wing system. A key achievement of Orcelle is the full-scale wind propulsion demonstrator on board Tirranna, a RoRo vessel in Wallenius Wilhelmsen's global fleet. The knowledge and data generated through this demonstration will feed into the ongoing development of Orcelle Wind, a multi-wing newbuild vessel.

To support this, the project also includes

- Weather routing and voyage planning system to optimize wind-assisted performance
- Simulation model validation based on real-world data from Tirranna
- Business case framework and exploitation strategy to scale the concept across vessel types

Beyond the retrofit and design work, Orcelle is developing conceptual wind-powered designs and operational strategies for other vessel types including tankers, bulkers, shortsea ships, ferries, and container vessels. These concepts will enable replication and scale-up, supporting a future in which wind propulsion plays a primary role across more than 80 percent of the global fleet.

The dissemination and exploitation activities will focus on the impact of the Orcelle project to push wind propulsion technologies to the market at a larger scale, and how the EU funding will realize solutions to reduce the shipping industries carbon footprint. Dissemination actions are actions to spread information about the results obtained in the project such as conclusions, recommendations, and objectives accomplished. It will also promote the use of the project results by relevant actors outside the project consortium. Communication actions are focused on utilizing messages and channels that attract the attention of potential stakeholders, linked projects, the industry, regulators, media, advisory groups, and the public in general.

The dissemination and exploitation activities of the Orcelle project will address six main targets:

- Monitoring technical developments within wind propulsion solutions and using synergies with external stakeholders to increase the project's impact.
- Fostering market uptake of wind propulsion and thus achieving future exploitation for realizing zero-emission operations at sea.
- Preparing the field for a wider application by following and influencing international rulemaking, regulations, standardization, and eventually, policy decision. This will transfer the successful results of the project to appropriate decision-makers in regulated local, regional, national, European, or international systems.
- Spreading knowledge to the academic community to strengthen the education of next-generation engineers and researchers.
- Raising awareness of the potential in the innovative technologies used, as an opportunity to combat climate change and local pollution. This also shows the impact of the EU funding for the general public, and how it aims to fulfill common-European goals.
- Commercializing the products and solutions developed for the international market.

With regards to the progress of the Orcelle work, our targets will have varying priority in two phases: In the early phase of the project, focus has been on information about planned activities for the project to create awareness of the project's existence and allow external parties and projects to cooperate. In the later stage, when validated results become available, information on available results and knowledge are spread to a wider academic, research, and industrial community to foster exploitation, education, and rule development. Both phases will be reflected in the timing of the dissemination activities. These targets and requirements call for a strategic and controlled approach toward dissemination activities. This will be implemented through the Communication Secretariat (see section 3.4).

This dissemination, exploitation and communication plan will show the activities to be performed along the lifecycle of the Orcelle project; stakeholders to be addressed, related activities, activities planned, responsibilities, KPIs, and resources.

All project partners will play a role in disseminating and communicating project results.

1.1 Dissemination Strategy

By utilizing targeted dissemination methods, the project will increase awareness of wind propulsion opportunities and how its findings could contribute to achieving the long-term climate objectives established for the maritime shipping sector. It is crucial to share information on the project's outcomes, including its recommendations, conclusions, and achieved objectives. These dissemination efforts will also enhance the Orcelle project's work by facilitating effective knowledge sharing of research findings and best practices within the scientific community, promoting the use of the project's results by external stakeholders. The ultimate goal of the dissemination strategy is to strengthen the innovation capabilities of the consortium members and the maritime shipping sector beyond the project. Through these efforts, the project dissemination will contribute to building knowledge among various groups, including scientific and industrial communities, public authorities, and policymakers. Communication channels will be tailored to reach the relevant target groups in the maritime shipping industry, such as ship operators, owners, cargo owners, classification societies, industry, R&D institutions, and policymakers. Scientific articles and conference papers will be used to inform the scientific community, ensuring the project's contribution to the relevant fields of research. Additionally, the project's outcomes and recommendations will be shared with public authorities and policymakers, who are a critical target group for the initiative's results. The broader European public will be informed of the project's successes in promoting a greener and more sustainable future for the maritime shipping industry in Europe, supported by EU funding.

1.2 Communication Strategy

Throughout the project's duration, communication efforts will play a vital role in supporting Orcelle's dissemination and exploitation activities. The primary objective is to inform and engage with various stakeholders, including the maritime shipping industry, scientific community, regulators, and policymakers. In addition, the project seeks to collaborate with other relevant projects and initiatives that can add value and resources to its activities, providing key opportunities for promoting its work. The Orcelle project aims to reach a broad audience and contribute to the development of EU policies that foster international cooperation in research and innovation. Effective communication and interaction with policymakers will be critical in removing any barriers to the adoption and use of wind propulsion technologies and ensuring compliance with relevant standards. Orcelle's outreach efforts will extend beyond its immediate community, targeting diverse audiences. Furthermore, the project's public relations and communication

teams (the Communication Secretariat, led by MCT) will work closely with partners, strengthening the dissemination of results to different target groups.

1.3 Exploitation Strategy

It is crucial to disseminate key exploitable findings to the maritime shipping industry and encourage them to incorporate the technological innovations developed through the Orcelle project. Expanding the project's results to the wider industry value chain is critical to maintaining and strengthening European leadership in this rapidly maturing technology. To achieve this goal, exploitation activities will include facilitating technology transfer with other industry sectors, such as the green energy sector, and various scientific and technological fields to explore the project's outcomes and secure broader market potential. Several Orcelle project partners plan to exploit the results and create new business opportunities either independently or in collaboration. These activities will be coordinated through the Dissemination, Exploitation, and Communication work package within the Orcelle project.

1.4 The Partners' Responsibilities

Each work package (WP) will contribute with relevant material for communication and dissemination, but generally project communication and dissemination work will be led by MCT, leveraging a wide network of partners, co-operators within the industry, and among policy makers.

Each beneficiary must – as soon as possible – 'disseminate' results by disclosing them to the public by appropriate means (other than those protected by intellectual property rights as agreed with the consortia), including in scientific publications. Furthermore, all beneficiaries are responsible for collaborating in the different channels:

- provide a representative to the Communication Secretariat (see section 3.4)
- promoting the Orcelle Horizon project to relevant stakeholders
- contributing with content to newsletters, the website, and social media
- participating in relevant exhibitions and conferences
- engaging in the project's social media channels
- highlighting new scientific and technological results obtained to different stakeholders
- report planned and implemented dissemination and communication actions to the WP7 leader

All consortium partners will report the actions results of each dissemination activity to the WP7 leader immediately after they are presented.

2 Primary Target Groups

In this chapter, an overview of the primary target groups for the project is provided. Several key stakeholders are identified, who will be targeted through the various communication, exploitation, and dissemination activities outlined in this plan. The aim is to effectively engage and inform the selected audience throughout the project duration.

For the shipping industry, the International Maritime Organization (IMO) is the global standard-setting authority for safety, security and environmental performance. They create and maintain the regulatory framework for the industry and hence is a key stakeholder for all project partners and the development of wind technology for shipping. The project therefore aims for its communication and dissemination activities to reach IMO actors and outline the project objectives. It is also possible for partners to prepare submissions for IMO, that can be submitted by the EC subject to their approval.

Other relevant organizations include e.g. the International Wind Ship Organization (IWSA), an NGO with observer status at IMO/MEPC, and the International Towing Tank Conference (ITTC), which has a specialist committee for Wind-Powered and Wind-Assisted Ships. Through collaboration and dialogue, our partners seek to work together with relevant organizations to reach common goals.

Furthermore, we actively coordinate with industry representatives and policymakers through workshops, meetings, and conference engagements to ensure effective collaboration and knowledge exchange. By aligning our communication with the interests and priorities of each target group, we maximize the impact of Orcelle Horizon and extend its benefits beyond the project's duration.

A list of the primary target groups is provided in Table 1.

Table 1: Primary target groups

Target audience	What	How	Responsible
General public	Spread awareness of the technology made available, and the benefits from our emission reduction through energy efficiency and renewable energy.	Social media, media, webpage, conference participation, trade publications, public meetings.	MCT, NTUA, all partners
Maritime sector (ship owners, yards, suppliers, operators, ship design & engineering companies etc.)	Help them understand the possibilities of wind propulsion, and the technology used for the project wing system, including simulation tools, weather routing etc. Foster uptake.	Trade fairs, webinars, conferences, trade media, newsletters, project website, meetings with shipyards, major ship owners and major solution providers	MCT, all partners
Policy makers & Public Authorities	Help understand the technology (including safety) and economic implications of wind power systems in order to contribute to incentive structures, procurement processes, regulations etc.	Direct contact with classification societies, IMO, EU, regional governments, national governments and international levels, invitations to workshops,	WalWil, MCT, DNV, AW, WM

		webinars, targeted reports.	
R&D institutes	Inform about R&D progress, receive feedback, foster knowledge expansion.	Publications in journals, conference proceedings, scientific articles.	NTUA, RISE, KTH, Ugent
Media	Show impact of funding, generate awareness and interest. Spread to other target groups.	Press releases, conferences, social media, website.	MCT
EU/CINEA	Inform about work and results, receive feedback and guidance if necessary.	Coordinator communication, periodic reporting and review meetings.	WalWil, MCT
Related projects and initiatives	Foster cooperation toward common goals, receive feedback on work, foster knowledge uptake.	Common workshops, conferences, seminars, webinars.	NTUA, MCT, WalWil

3 Key Messages, Channels and Tools

In this chapter, we identify the key messages of the Orcelle project, and define relevant channels and tools to be utilized for communication and dissemination. Effective communication plays a vital role in achieving project objectives and facilitating collaboration. We examine the specific needs of Orcelle, identify suitable communication channels, and list the tools employed to ensure seamless information sharing. By understanding these aspects, we establish a robust communication framework to optimize project success.

3.1 Dissemination Plan for Key Messages

Table 2 outlines a dissemination plan for several different key messages. The table will be updated throughout the project.

Table 2: Draft dissemination plan

Message	Partner	Dissemination content	Targeted groups	Dissemination plan
Possibility of cost-efficient low emission deep-sea transport	MCT lead, input from WalWil and others.	Media (incl social), direct contact workshops, trade shows, seminars.	Shipowners, policy makers, citizens, cargo owners.	Validated CAPEX and OPEX numbers for wind propulsion, that is widely spread across multiple channels.
Possibility of safe operations using wind as main propulsion	DNV lead on IMO submissions, MCT lead on media, input from others.	Engaging IMO and flag states, reports, publications, wide media coverage of working demonstrator.	IMO, flag administrations, policy makers, citizens, cargo owners, ship owners.	Approved and validated operational procedures demonstrated in full-scale operation. Documentation and dissemination of both safety measures and successful operation.
Help build trust in advanced simulation environment and methods	RISE (lead), supported by MCT, NTUA and others.	Scientific publications, reports, media, conferences.	Academic community, ship owners, ship designers.	Document the validation of advanced simulation methods for wind system through scientific publication and popularization of this message.
Possibility of energy efficiency	MCT, input from SG, WalWil and others	Media (incl. social media), direct contact workshops, trade shows, seminars.	Policy makers, citizens, ship owners, cargo owners.	Show the potential for less energy use through traditional wind propulsion, important to not strain and increase electricity prices.
Possibility of flexible logistics system	VOLVO, WalWil, supported by MCT.	Seminars, media, direct contact, workshops, trade shows.	Ports, cargo owners, ship owners.	Help value chain partners discuss how to develop cooperation models to handle flexible logistics systems, e.g., decreased predictability, when utilizing wind resources.

Possibility of clean/green supply chains	MCT, supported by consortium.	Media, seminars, trade shows/exhibitions, publications, workshops, webinars.	Citizens, policy makers cargo owners, ports, ship owners, hydrogen value chains.	Disseminate the impact of a + 50 % reduction and how it impacts zero emission solutions such as alternative fuels (making zero emission more cost efficient).

3.2 Draft Plan for Communication Activities

Table 3 outlines the drafted plan for communication activities. This includes relevant channels, content and target groups. Included is also the Key Performance Indicator's (KPI) to be obtained, along with the indicative activity schedule.

Table 3: Draft plan for communication activities

Channel	Disseminated content	Targeted groups	KPI	Schedule and month
Project website, LinkedIn account and partner's channels	Project progress news, events, progress/status updates, results, deliverables, contact information etc.	Ship operators and owners, cargo owners, scientific community, policy makers, interest groups, public.	40.000 website hits from 50 countries. 100 posts, 3000 followers.	Bi-weekly or following project milestones. KPI met by Month 60.
Workshops, seminars and events (including webinars)	Results, policy recommendations, standardization, education, interaction with other relevant projects.	Stakeholders (defined per event). Both shipping and scientific communities, class societies, R&D institutes, and policy makers. Workshops hosted linked to major events (e.g., SMM Hamburg, Nor-Shipping).	At least 10 events with a combined total of 500 participants.	Half-yearly (10 in 5 years).
Conferences, trade shows and exhibitions	Project concepts, results, and tech updates.	Industry, researchers, policy makers & interest groups in relevant events e.g., Nor-Shipping, Posidonia	10 participations.	Half-yearly (10 in 5 years).
Publications and papers	New methods and approaches, new data sets, new theoretical findings.	Research community, including R&D based industry and policy. E.g., Ocean Engineering, Journal of Fluids and Structures, Structural Optimization, Marine Structures and others.	+ 45 scientific publications (including conference proceedings).	Continuous work, KPI met by month 60.
Reports, submissions	Policy, standardization, regulatory inputs.	IMO, flag states, ship owners, maritime shipping	10+ reports with recommendations.	Half-yearly (10 in 5 years).

and presentations		industry, maritime R&D community.		
Media coverage	Project concepts, results, and projections for green shipping in the future.	Citizens, policy makers, R&D community, maritime industry. Utilize existing connections to maritime media e.g., TradeWinds.	300 media stories, from 20 countries.	Continuous work. KPI met by month 48.

3.3 Communication Tools and Channels

Table 4 summarizes the project's dedicated channels, tools, and lead responsible partners. A further description of usage including guidelines is presented in Chapter 4: Project Communication and Dissemination Actions.

Table 4: Project communication channels and tools

Tool/Channel	Lead responsible
Logo and visual profile	MCT
Website	MCT
Social media	MCT
Press releases	MCT
Premade stories	MCT
Photos & videos	MCT
Printed materials	MCT
Project events	MCT
Workshops and conferences	MCT, NTUA
Conference presentations	MCT
Scientific papers, journal articles, reports	NTUA
Stakeholder engagement	NTUA
Newsletter	MCT

3.4 The Communication Secretariat

The Orcelle Communication Secretariat (CS) has been assigned the responsibility of implementing the project's Communication, Dissemination & Exploitation plan. The CS will undertake various activities, including the dissemination of project information and results, organizing meetings and workshops, and developing targeted communication initiatives for stakeholders such as EU projects, policy makers, industry players relevant to project outcomes, and the wider public.

Led by MCT, the Secretariat will leverage an extensive network of industry collaborators and policy makers. It comprises representatives from each beneficiary involved in the project. Each CS participant will be accountable for identifying potential communication actions stemming from their organization's activities or the project as a whole.

Regularly scheduled meetings, typically on a quarterly basis or as deemed necessary, will be held by the CS to discuss new developments, with the possibility of additional meetings being arranged at specific

project stages. By effectively executing these responsibilities, the CS aims to facilitate robust communication and engagement throughout the Orcelle Horizon project.

4 Project Communication and Dissemination Actions

Chapter 4 elaborates on how the different tools and channels will be put into action. Utilizing social media platforms, events, papers, conferences, presentations, and scientific reports, we aim to engage diverse stakeholders. Through active social media presence, we will share updates and informative content. Participation in industry events and conferences will facilitate knowledge exchange and partnerships. Scientific papers will disseminate our research outcomes, and presentations will engage policymakers. This comprehensive approach ensures widespread awareness, collaboration, and adoption of sustainable shipping practices, shaping a greener future for the maritime industry.

4.1 Website

The project website plays a vital role in establishing a shared comprehension of the project's goals and outcomes while generating widespread awareness. Serving as a central platform, it provides easy access to project progress and relevant documentation. The project website will be linked to the websites of the project partners, and it will embed access and content from social networks. By leveraging these connections, the Orcelle Horizon website ensures comprehensive and up-to-date information dissemination, facilitating a deeper engagement with the project.

Link to the project website: www.orcelle.eu

4.2 Social media

In M1, a dedicated project account was established on LinkedIn. This account serves as a valuable channel for sharing news from the project, its partners activities, milestones and developments. Additionally, it features custom-made social media content, including videos and infographics. By utilizing this platform, we aim to effectively communicate project updates and engage with a wider audience.

To explore the project's LinkedIn account, please visit:
https://www.linkedin.com/company/orcellehorizon/

4.2.1 Social Media Guidelines

All partners are encouraged to actively participate in social media activities and sharing content from the project on platforms like Facebook, Twitter, and LinkedIn. This collaborative approach ensures a wider reach and engagement with the target audience.

Partners are encouraged to use their respective company accounts to share relevant partner updates and milestones, in addition to interacting with the dedicated project LinkedIn account. This includes sharing of, commenting on, and replying to potential questions from the public, on Orcelle Horizon posts. When utilizing company accounts and referring to the project or project related activities, partners must tag the project account, preferably with reference to the EU funding, e.g: ".. the EU funded @Orcelle Horizon project".

The primary objective is to effectively communicate with citizens and various stakeholder groups about Orcelle and its potential. Furthermore, social networks will be utilized to gather feedback and extract valuable information from key stakeholders.

4.3 Media and Press Releases

During the project period, at least four formal announcements to national and international news media will be created and distributed, covering the start and end of the project, and highlighting significant achievements. The purpose is to inform, influence, engage, and to promote Orcelle Horizon to selected stakeholders of the project.

The consortium will strive to achieve broad coverage in selected national and international press and media throughout the project period. Media will be monitored by MCT.

4.3.1 Media Guidelines

WP7 leader, MCT, will have the responsibility of supervising the contact with international press and media whereas the partners will distribute the press releases to their local and selected medias. As a general rule, all questions from media concerning general project information shall be directed to the Project Coordinator and/or the WP7 leader.

4.4 Premade Stories

To maximize the effectiveness of media channels, this subtask focuses on crafting targeted stories for each specific target group and distribution channel. These stories will revolve around significant project milestones and activities, ensuring relevance and engagement. Distribution channels will encompass newsletters, social media platforms, the project website, and direct engagement with journalists in maritime newspapers and magazines. By tailoring the stories and utilizing various channels, we aim to optimize communication and effectively disseminate key project updates to the desired audiences.

4.5 Brochures/Printed Material

A flyer presenting the project in printed form was developed in M5, to be handed out at conferences, fairs and events. An electronic version will be made available for all partners at SharePoint and updated when necessary. Partners may contact MCT for specific needs.

4.6 General Project Presentation

A general presentation for the project will be made available for all partners in the project workspace. WP7 leader will be responsible for updating the slide set according to the progress of the project.

4.7 Events

The project aim is to host at least 10 events, digital or physical, with a total of 500 participants combined. For the important exchange of ideas and results with related initiatives and projects, the project will facilitate at least one common workshop with relevant external initiatives and projects.

The selection of conferences will be made in terms of impact potential or evidence of the presence of relevant experts and stakeholders. In terms of exhibitions and trade shows, the project aims for a minimum of ten participations.

4.8 Newsletter

A LinkedIn newsletter was launched in M15. The aim of the newsletter publications is to keep stakeholders updated on progress within the Orcelle Horizon project. Each Executive Board meeting will be followed by a newsletter edition where the WP7 lead summarizes key updates and findings eligible for public announcement.

As a general rule, the WP7 leader must be informed about all external project presentations.

4.8.1 Indicative List of Workshops, Seminars and Events

Table 5: Indicative list of workshops, seminars and events

When	What	Type	Where
M13	Joint workshop with EU project OPTIWISE	Workshop	Hybrid
M21	Joint workshop with EU project WHISPER	Workshop	Hamburg, Germany
M28	Joint TechUpdate webinar with EU project STEESMAT	Webinar	Online
M60	Final seminar on project findings and results	Seminar	TBA

4.8.2 Indicative list of Conferences, Trade-shows and Exhibitions

Table 6: Indicative list of exhibitions, conferences and trade-shows

When	What	Event	Where
M6	Project representatives present at the Maritime CleanTech stand, and a dedicated project event organized	Nor-Shipping 2023	Oslo, Norway
M12	Presentations by WalWil and Volvo at the high level annual conference	Chasing Zero 2024	Oslo, Norway
M21	Exhibition, workshop	SMM 2024	Hamburg, Germany
M30	Stand and conference presentation	Nor-Shipping 2025	Oslo, Norway
M45	Exhibition (TBD)	SMM 2026	Hamburg, Germany
M54	Stand and conference presentation (TBD)	Nor-Shipping 2027	Oslo, Norway

4.9 Scientific Papers and Journal Articles

At least 45 scientific papers and publications will be submitted. Copies of, or links to, all publications will be accessible on the project website.

Scientists ensure that electronic copies of peer-reviewed scientific publications become freely available to anyone as soon as possible and in all cases no later than six months after publication.

4.10 Open Access

As a general rule, we will strive to use Open Access Journals for publishing articles. A comprehensive list of these journals is provided by the Directory of Open Access Journals http://www.doaj.org. Authors will avoid signing any copyright agreements with publishers that do not allow them to fulfil the EC Open Access requirement.

4.11 Reports and Other Documents

Reports and other type of documents on specific topics will be posted on the project website to enable accessibility to a wider audience. This will be coordinated by MCT in cooperation with publishing partners.

4.12 Internal communications

The project will secure well-structured and clear information flows between partners. WalWil has established a shared project workspace in SharePoint, which will work as a key tool for internal communication and document sharing. In the workspace all project internal information, such as documents, presentations and minutes will be uploaded.

In addition to shared workspace, the project will use e-mail in communication between the project participants. A contact list for all participants is available at SharePoint and will be continuously updated.

5 Exploitation & IPR Approaches

Climate change and its mitigation is forcing the shipping industry to face a complete overhaul in the next decades. This is a challenge, but it is also a chance for Europe to position itself as a leader when it comes to low- and zero-emission shipping solutions. In Orcelle Horizon all partners will work to enable a large-scale shift towards wind as the main propulsion on a very high percentage of vessels worldwide.

The development and implementation of wind-powered and wind-assisted vessels can create a huge societal and economic boost for the EU. Through Orcelle Horizon, a novel, innovative and safe solution to reduce emissions from shipping and international trade is introduced. Thus, the project will support Europe in reaching a leading position in the low-emission shipping future and facilitate a European supply chain for vessels powered by wind. The project will have a long-lasting economic impact as it will attract even more investment into the field.

In order to maintain and strengthen Europe's global leadership in this rapidly maturing technology, it is imperative to disseminate the key exploitable results to the entire maritime shipping industry and encourage the adoption of related technological innovations. The project's outcomes hold significant importance for the wider maritime shipping industry and its entire value chain.

Exploitation activities are planned to encompass the facilitation of technology transfer in the maritime industry, as well as fields for science, education and other green energy industry actors. This approach will enable the project's findings and outcomes to be effectively utilized and maximize the potential for broader market penetration for wind technologies.

Among our project partners, several companies have expressed their intentions to independently and collaboratively exploit the project results and capitalize on the opportunities to generate new business.

By proactively engaging the industry, fostering technology transfer, and leveraging strategic partnerships, we aim to drive the successful exploitation of project results and reinforce Europe's leadership position in this fast-evolving technology.

A preliminary Report on Exploitation Approaches and results will be provided in M30 (Deliverable 7.4), followed by a Final Report in M60 (Deliverable 7.12).

5.1 Exploitation Plan for Expected Results

Table 7: Draft Exploitation plan

Expected result	Exploitation partner	Target users	Exploitation plan
Validated wind systems	AW	Ship owners	AW will utilize the validated wind system to manufacture (with partners) and sell wing systems to other shipowners (and additional systems to WalWil). This will build on results from the full consortia, especially WM and universities KTH and RISE.

Ship designs and services for wing systems	WM	Ship owners	Leading ship designer WM will utilize its experience to deliver designs for newbuilds and retrofit to the relevant market segments.
Wind routing systems	SG	Ship owners	SG will utilize its experience in developing services to route wind powered ships to sell this service to later wind company, building on their position as market leader in route advice supporting 12,000 ships.
Low carbon deep-sea shipping	WalWil, VOLVO	Cargo owners	The project will show substantial (+ 50 %) emissions savings, with a path to 100 %. Low emission deep-sea shipping services will be sold by WalWil to cargo owners.
Flexible logistics systems	WalWil, VOLVO	Cargo owners, ports, ship owners	The project develops methods that will handle the unpredictability and slower speeds resulting from wind propulsion. These methods will be utilized both by the port, cargo owner and shipowner, gradually influencing the wider logistics network.
Simulations	RISE and KTH	Ship owners, Ship designers, solution providers	RISE and KTH cooperate to provide simulation tools, and integrations with condition monitoring. They will use these simulation capabilities to perform assessment and R&D services to the shipping industry.
Rule services	DNV	Shipowners and solution providers	DNV will through the project improve its methods on rule services to wind powered ships, and also have a strong reference case.

5.2 Management and Protection of IP

The general strategy for management and protection of intellectual property (IP) in this project is directed by the Consortium Agreement (CA). The following principles are included in the CA, in the spirit of Horizon Europe:

Ownership and protection of results:

- Results shall be the property of the partner carrying out the work leading to the results.
- Where several partners have jointly carried out work generating the results and where their respective share of the work is indivisible, they shall have joint ownership of such results. The partners concerned shall agree in writing the allocation, terms of exercising ownership and protection of the joint results.

- Where a partner transfers ownership of results, it shall take steps to get the approval of other partners and to transfer to the assignee obligations regarding the results (e.g., granting of access rights and dissemination).
- Where results are capable of industrial or commercial application, its owner shall provide for its adequate and effective protection, in conformity with relevant legal provisions, and having due regard to the legitimate interests of the partners concerned.

Access rights:

- For implementation: Partners shall enjoy access rights to the results and to background, which is identified in the CA for the project, if those are needed to carry out their own work in the project. For implementing the project access rights to both results and background shall be granted on a royalty-free basis.
- For exploitation: Partners shall enjoy access rights to the results and to the identified background if those results or background are needed for the exploitation of their own results. In that case access rights to results and background for exploitation shall be granted on fair and reasonable conditions.

An IPR officer will be nominated among the partners to supervise and guide the project's actions towards effective exploitation of project results. Invention potential and patent landscape will be continuously followed under the guidance of the IPR officer as part of the innovation management. Exploitation of results and IPR management will be discussed amongst the consortium in e.g., WP meetings and dedicated internal workshops following the methodology from the ECs innovation radar.

6 Acknowledgement procedures

All recipients of EU funds have the legal obligation to explicitly acknowledge that their action has received EU funding. This requirement is to ensure visibility and transparency. This requirement is specified under Article 17 of the grant agreement.

The obligation requires all beneficiaries, managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on all communication materials. An important element with this regard is the European Union emblem and the funding statement, which must be displayed prominently on all printed and digital products, websites, social media channels and other communication products:

Figure 1: EU Emblem and funding statement, horizontal

Figure 2: EU Emblem and funding statement, vertical

Further information and EU emblem files can be found at the European Research Executive Agency webpage: Communicating about your EU-funded project (europa.eu)

The following statement should be included on the project web page as well as in publications, reports, and other written documents from the project:
“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”