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WINDSEC

Wind Energy Technology Platform Secretariat

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D3.1: Communication Plan

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PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

European Wind Energy Technology Platform (TPWind)



Communication Plan

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Prepared by the TPWind Secretariat

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1. Context

The wind energy sector has proposed and developed a European Technology Platform for Wind Energy, with the support and encouragement of the Member States, the wind industry, the European Parliament and the European Commission. The wind energy sector has produced its first visionary document: *Prioritising Wind Energy Research*, and the Technology Platform was launched in October 2006, following the establishment of its Steering Committee.

WindSec, the Platform Secretariat, will optimise the activities of the Technology Platform, and develop its infrastructure. WindSec will be the key driver, along with the active participation of its members, towards achievement of its objectives. These are to comprehensively model the market development and technology research needs and resources of the wind energy sector, with a view to cost reduction through economy of scale and new technology. The platform will reach out to stakeholders from private industry, Member States, EU institutions, financiers, research institutions, et al., for maximum representation, building intrasector sensitivity for greater collaboration and development of new synergies.

WindSec consists of the European Wind Energy Association (EWEA), representing industry, Garrad Hassan and Partners Ltd., Risø National Laboratory, and Member State Contributors: (National Energy Ministries and a TSO representative).

In brief, WindSec objectives are as follows:

1. Platform optimisation and infrastructure: organisational, functional and logistical support.
2. Scoping and visualisation of sector R&D needs: to be met through EU programmes, national programmes, and private industry collaboration.
3. A single, powerful voice for R&D Needs, and communication of these needs to stakeholders and resource holders.
4. Maximum Sector Sensitivity, and Collaboration within the sector and creation of critical mass.
5. Effective Action Plans. Optimise development of Market Development Strategy and Strategic Research Agenda.

2. Communication purpose

Internal Communication is supporting the implementation of points 1,2,5 of the WindSec objectives.

External Communication enables the achievement of points 3 and 4 of the above-cited WindSec objectives. Details of these objectives are:

Objective 3. A single, powerful voice for R&D Needs. WindSec will assist the Technology Platform to reach out to all key stakeholders throughout the wind energy sector, including EU Institutions, Member States / energy authorities, the wind energy industry, other energy sector stakeholders, R&D institutions and financiers. WindSec will communicate the findings of the platform to research actors across the EU and internationally, to ensure maximum positive collaboration, with the objective of raising wind energy R&D to high priority status in national and EU research programmes.

Objective 4. Maximal Sector Sensitivity. WindSec will drive better communication within the wind sector, building interaction between public and private organisations, encouraging the rapid uptake of research findings, and innovation; and externally, with other industry sectors and their technology platforms; exploring areas of technology transfer and resulting new markets. WindSec will assess and monitor ongoing and new research projects in wind energy to provide input to the discussions of the Steering Committee and Working Groups. Thus, it will serve as a “Docking Station” for ongoing European Commission funded and other EU and national initiatives and assist in the uptake of their findings, with a view to strengthening the European Research Area.

3. Communication objectives

Communication is a support to achieve the above-listed WindSec objectives. In this regard, a 3-steps approach has been designed. Such a progressive approach is adapted to the maturity of the Technology Platform.

Step 1: Make it known

The Technology Platform is new, and is a complex concept. The role of this first phase is to make the platform known and understood. The aim of this first phase is therefore to:

- disseminate the Platform’s objectives,
- disseminate the Platform’s main messages and values,
- make the structure known,
- create the platform’s identity, to associate the logo with the structure.

Time objective: beginning of the project (year 1).

Step 2: Make it recognized

- implement the Platform as a reference, a central point for the future development of the sector

Time objective: during the whole project duration

Step 3: Disseminate information

- disseminate deliverables, documents, advice for meetings

Time objective: on a regular basis and for specific events

4. Targets

The communication targets are a consequence of the objectives of the platform. The list is provided in section 2. Targets are:

- Internal : inside the working groups and between the working groups
- External:
 - o **Brussels networks:** EU Institutions, and Brussels decision-makers,
 - o **Member States /** energy authorities,
 - o **Stakeholders:** Wind energy industry, R&D institutions and financiers
 - o **Broader audience:** other energy sector stakeholders.

5. Communication tools

Audience	Internal	Stakeholders	Broader Audience	Member States	Brussels networks
Objective					
Linking the platform to a concept	Website, email	Website, TPWind newsletter, EWEA communication tools	EWEA communication tools	EWEA communication tools	EWEA communication tools
Building a reference					
Disseminate information	Website, email		Website, TPWind newsletter	Website, TPWind newsletter	Website, TPWind newsletter

Table 1: Table of relevant media regarding the target and communication objective.

Communication tools list is thus:

- EWEA Communication tools:
 - o Press releases (specialized periodicals, trade press, Brussels press, general press),
 - o Newsletter (Brussels Briefing - BB),
 - o EWEA magazine (Wind Directions).
- TPWind website,
- Emails,
- TPWind newsletter.

6. Newsletter

The TPWind Newsletter shall be on the Website and sent through a mailing list. The mailing list shall include the above mentioned targets.

The content of the newsletter shall be adapted to:

- Target A: broader audience,
- Target B: stakeholders,
- Target C: member states,
- Target D: Brussels networks.

It shall thus comprise:

- Target A: a chapter on platform's activities, deliverables and main events,
- Target B: a chapter on Working Group activities,
- Targets C&D: a chapter on the Mirror Group and Finance Working Group activities.
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7. Link with platform's activities

The agenda (Tables 2-a and 2-b) of platform's meetings and activities describes the main events governing the activities of the Technology Platform. The timeframe of the main deliverables is constrained by major wind energy events (EWEC conference, European Offshore Wind conference - EOW). These events will be used for promoting the outcomes of the Technology Platform.

On this basis, Table 3 provides a draft calendar of the Communication actions to be performed, related to these main events of the Platform.

2007												
	January	February	March	April	May	June	July	August	September	October	November	December
Comments	XX	XX	XX		EWEC (7-10)	Comment 1				Comment 2	Comment 3	EOW (4-6)
Secretariat				SEC1							SEC2	
Tech. & Market WG											WG1	
Financing Group												
Mirror Group									MsMG 1			MsMG 2 (EOW)
Steering Committee			SC1		SC2 (EWEC)							SC3 (EOW)
Annual General											AG1	
Public Workshops					WS1 (EWEC)							

2008												
	January	February	March	April	May	June	July	August	September	October	November	December
Comments		Comment 4	EWEC (31-4)						Comment 4			EOW (?)
Secretariat		SEC3							SEC4			
Tech. & Market WG		WG2							WG3			
Financing Group												
Mirror Group												MsMG 3 (EOW)
Steering Committee			SC4 (EWEC)									SC5 (EOW)
Annual General		AG2							AG3			
Public Workshops			WS2 (EWEC)									

2009												
	January	February	March	April	May	June	July	August	September	October	November	December
Comments		Comment 4			EWEC (?)				Comment 4			EOW (?)
Secretariat		SEC5							SEC6			
Tech. & Market WG		WG4							WG5			
Financing Group												
Mirror Group												MsMG 4 (EOW)
Steering Committee					SC6 (EWEC)							SC7 (EOW)
Annual General		AG4							AG5			
Public Workshops					WS3 (EWEC)							

Table 2-a: Time schedule of the Platform's activities

2010												
	January	February	March	April	May	June	July	August	September	October	November	December
Comments		Comment 4		<i>EC contract ended</i>								
Secretariat		SEC7										
Tech. & Market WG		WG6										
Financing Group												
Mirror Group												
Steering Committee		SC8										
Annual General		AG6										
Public Workshops												

September	Progress reports	SRA & MDS updates	Newsletters
March	Annual Reports	SRA & MDS	

Acronyms	
AG	General Assembly
MsMG	Member States Mirror Group
SC	Steering Committee
SEC	Secretariat
WG	Working Group
WS	WorkShop

Comment 1	Calls for WG launched and under process / Communication Plan approved
Comment 2	WebPortal operational
Comment 3	Sessions are late in 2007 to have time to finish the recruitment process for WG properly
Comment 4	These sessions are preparation of the 6-month / annual report - beginning of the month

Table 3-b: Time schedule of the Platform's activities

		Main events	Website	EWEA medias	Specialized periodicals	Emails	Specialized papers	Brussels-EU papers	Newsletter
2007	May	Steering Committee at EWEC	update (done)	BB (done)					
	September	6-months progress report	update	Wind Direction		TPWindNewsletter			TPWindNewsletter
	September	Mirror Group Meeting	update	BB					
	November	General Assembly	update	Wind Direction					
	December	Mirror Group Meeting	update	BB					
2008	February	General Assembly	update	Wind Direction					
	March-April	Annual Report	update	Wind Direction	Press release	TPWindNewsletter	Press release	Press release	TPWindNewsletter
	March-Apr.	Steering Committee at EWEC	update	BB					
	September	18-months progress report	update	Wind Direction		TPWindNewsletter			TPWindNewsletter
	September	General Assembly	update	Wind Direction					
December	Mirror Group Meeting	update	BB						
2009	February	General Assembly	update	Wind Direction					
	March-Apr.	Annual Report	update	Wind Direction	Press release	TPWindNewsletter	Press release	Press release	TPWindNewsletter
	May (?)	Steering Committee at EWEC	update	BB					
	September	30-months progress report	update	Wind Direction		TPWindNewsletter			TPWindNewsletter
	September	General Assembly	update	Wind Direction					
December	Mirror Group Meeting	update	BB						
2010	February	General Assembly	update	Wind Direction					

Table 4: Timetable of communication activities, regarding the main activities of the Technology Platform.