
TPWind: new communication strategy



European Wind Energy
Technology Platform

Introduction (I)

- q The 3rd GA represented a key opportunity to assess the overall performance of TPWind so far
- q During the Assembly, every WG was asked to evaluate the most important achievements and initiatives of the Platform and to provide it with relevant feedbacks
- q The first and most important result of this consultation was that TPWind members appear to be unanimously satisfied with the quality of the SRA/MDS
- q Further to that, members also agreed on the fact that the network established by TPWind is actually delivering results and that its Secretariat is developing valuable relationships with the EC and other relevant stakeholders
- q The impact of the Platform is therefore likely to increase in the future, especially now that the implementation phase has begun, that the 20% Directive has been approved and that investments in renewables are considered as a potential way out from the current economic crisis

Introduction (II)

- q However, a number of areas of improvement were identified as well, namely the following:
 - § TPWind should improve its communication: emails should be sent to members more regularly in order to update them on any relevant development. As a matter of fact, updating the website is not enough to keep members in the loop
 - § TPWind should send its newsletters on a regular basis and respect the relevant scheduling
 - § The website of the Platform should be improved. First of all, it should provide more technical information and data on the wind energy sector (including statistics, success stories, potential sources of funding and project management best practices). Secondly, it should become a working platform for TPWind members (to this purpose, an ad-hoc documents sharing tool should be added to the internal website)
 - § The external visibility of TPWind should be improved. For this reason, the Secretariat should organize or participate in more events and publish more articles on specialized media
 - § Cooperation between and within Working Groups should be improved. To this purpose, more time should be devoted to individual WG sessions during General Assemblies
 - § In general, TPWind should engage in more external cooperation activities, especially with other ETPs (SmartGrid and ESTEP in particular) and TSOs

Introduction (III)

- q The Secretariat is aware of the remarks of TPWind members and is currently identifying corrective actions, which will be included also in the action plan on the future of the Platform
- q Any remark or suggestion will therefore be taken into consideration in order to make sure that TPWind will be increasingly effective in meeting the needs of its members and of the wind energy sector
- q TPWind is already acting in order to tackle the identified areas of improvement
- q In order to do that, it is:
 - § Developing a new monthly newsletter, that will be issued for the first time in March
 - § Participating to a number of external events
 - § Developing new tools for its website
 - § Reviewing the structure of its General Assemblies
- q The following slides will provide a detailed overview of all these actions

Corrective action 1: new TPWind newsletter

- q As agreed during the last two ExCo meetings (ExCo meeting 26th – held on January 29th – and ExCo meeting 27th – held on February 27th), the Secretariat has developed a template for a new TPWind monthly newsletter
- q The newsletter will represent the most important initiative to improve the communication of the Platform towards its members
- q The first issue of the newsletter will be developed and sent to all TPWind members and observers towards the end of March / beginning of April
- q The newsletter will be sent in two versions: one with hyperlinks (for those who wish to concentrate only on the most relevant news) and one in PDF format (for those who prefer to print the entire newsletter)
- q The newsletter will be an interactive instrument open also to TPWind members. For this reason, it will be divided into different sections (as outlined in the next slides)

Structure of the newsletter – section I: news from Secretariat

- q In this section, the Secretariat will update TPWind members on its activities and will inform them on what the EU Institutions are doing to support the wind energy sector.
- q The following is a tentative list of the issues to be addressed by this section of the newsletter in the coming months:
 - § March: outcomes of EWEC2009 (with a focus on TPWind session), outcomes of the 6th Steering Committee Meeting (including elections of TPWind chairpersons), next steps of the MSMG, update on EWI, outcomes of EUSEW 2009 (and intervention of Christian), outcomes of Hamburg event (chaired by Nicolas), outcomes of Essential Innovations (and intervention of Filippo)
 - § April: presentation of 4th GA, presentation of the SRA/MDS implementation plan; update on WINDSEC (the second advance payment should be secured by April)
 - § May: outcomes of 4th GA, presentation of the main points of the action plan on the future of TPWind
 - § June: update on EWI, update on the €500 m package for offshore wind announced by the EC in January (EU economic recovery plan), outcomes of BWEA offshore conference (and interventions of Nicolas and Justin), outcomes of OWEMES2009 (and intervention of Filippo); EC communication on financing low carbon technologies
 - § July: update on SRA/MDS implementation plan (projects launched / in preparation), update on talks with EIB and EBRD, outcomes of 5th EACWE (and intervention of Filippo)

Structure of the newsletter – section II: news from members

- q This section will provide an update on what TPWind members are doing
- q Every month the ExCo or the Secretariat will select 2 to 4 short articles (max half page) developed by TPWind members and presenting their most recent achievements / events / plans / R&D efforts
- q Ad-hoc “calls” will be launched after the first issue of the newsletter to collect news from members

Structure of the newsletter – section III: events

- q This section will provide an overview of relevant conferences, seminars, workshops or training courses (and will include relevant websites / contact persons)
- q On top of that, TPWind members will have the opportunity to have their events included in this section of the newsletter

Structure of the newsletter – section IV: funds

- q In this section, an overview of the latest funding opportunities for wind energy operators will be provided (together with an indication of relevant deadlines and websites)
- q The starting point will be EU funds (which are easier to monitor): other opportunities will be added later on when the Secretariat will have completed a first review of all relevant funding schemes
- q The MSMG could help with national opportunities

Corrective action 2: participation to external events

- q TPWind is trying to participate to more external events in order to increase its visibility. More in details, the Platform has recently secured its participation to the following events:
 - § December 9th and 10th, 2008 – Winterwind (Norrköping, Sweden): presentation of Jos Beurskens
 - § February 11th and 12th, 2009 – WEPOS (Hamburg, Germany): session chaired by Nicolas Fichaux
 - § February 12th and 13th, 2009 – Essential Innovations (Den Helder, The Netherlands): presentation of Filippo Gagliardi
 - § March 5th, 2009 - Vindforsk workshop (Goteborg, Sweden): presentation of Lars Gertmar
 - § March 16th – 19th, 2009 – EWEC (Marseille, France): organization of a TPWind session
 - § March 25th – 26th, 2009 – Wind Power (Riga, Latvia): presentation of Nicolas Fichaux
 - § May 21st – 23rd, 2009 – OWEMES (Brindisi, Italy): presentation of Filippo Gagliardi
 - § July 19th – 23rd, 2009 – EACWE (Florence, Italy): presentation of Filippo Gagliardi (thanks to the invitation of Claudio Borri)

Corrective action 3: a new tool for the website

- q The Secretariat will develop, in the months to come, an online database of funding instruments relevant to wind energy operators
- q This tool will primarily take into consideration European and international sources of funding. National and regional funds will be added later on (possibly with the support of the MSMG)
- q This instrument will allow members to get a comprehensive overview of every available programme for the support of their business and R&D activities

Corrective action 4: a new structure of General Assemblies

- q In order to provide WGs with more time for internal meetings, the 4th GA (which will take place on May 13th and 14th in Brussels) will have a lighter structure:
 - § DAY 1: Working Group meetings
 - § DAY 2: Plenary Session
- q As for the next GAs, they will be shorter (just 1 day: Working Group meetings in the morning and Plenary Session in the afternoon)
- q Because of the different structure of the next GAs, TPWind chairpersons will be required to prepare their Working Group meetings in advance. However, this is expected to enhance the effectiveness of meetings

Thank you for your attention!



<http://www.windplatform.eu/>