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Report on First Communication Material

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Name	Organisation
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Jan Kruse	SEN

Table of Contents

Table of Contents	3
List of Figures.....	3
Executive Summary	5
1. Introduction.....	6
2. Communication material	7
2.1. Project Logo and Visual Identity	7
2.1.1. Logo.....	7
2.1.2. Colour Code.....	9
2.1.3. Communication templates.....	9
2.2. Project Brochure and Poster	9
2.2.1. ReaLCoE Brochure	9
2.2.2. RealCoE Roll-Up Poster.....	10
3. Project Website and Social Media	11
3.1. Technical characteristics	12
3.2. Website Structure.....	13
3.2.1. Tab 1: The Project.....	16
3.2.2. Section 2: News & Events	19
3.2.3. Section 3: Publications	20
3.2.4. Section 4: Contact.....	22
3.3. Social Media	23
3.3.1. Twitter	23
3.3.2. LinkedIn	24
3.3.3. Researchgate.....	25
Appendix A ReaLCoE Logo and Guidebook	I
Appendix B ReaLCoE Templates	II
Appendix C ReaLCoE Brochure & Roll-Up	III




List of Figures

Figure 1: ReaLCoE Logo Application Guidelines	7
Figure 2: ReaLCoE Logos in standard format.....	8
Figure 3: ReaLCoE Logos in horizontal format	8
Figure 4: ReaLCoE Colour Guidelines.....	9
Figure 5: ReaLCoE Brochure Printouts	10
Figure 6: ReaLCoE Roll-Up Poster.....	11
Figure 7: ReaLCoE Website Front Page (Desktop, 16:9)	12
Figure 8: ReaLCoE website Frontpage (mobile)	13
Figure 9: ReaLCoE website Section (mobile)	13
Figure 10: Project Website Structure and Information Types	14
Figure 11: ReaLCoE Website Structure.....	15
Figure 12: Header of ReaLCoE website	15
Figure 13: Footer of ReaLCoE website.....	15

Figure 14: The Project page and Homepage of ReaLCoE project website	17
Figure 15: Project management structure.....	18
Figure 16: Consortium page of ReaLCoE website	19
Figure 17: Different views for the "Event Calendar" page	20
Figure 18: Communication Kit subsection and download links for ReaLCoE communication materials	21
Figure 19: Deliverables subsection of ReaLCoE Website.....	22
Figure 20: Contact form of ReaLCoE Website	22
Figure 21: ReaLCoE's Twitter account @ReaLCoE2020.....	24
Figure 22: ReaLCoE LinkedIn account.....	25

Executive Summary

This document summarizes all information regarding the first set of communication materials, developed during the first year of the ReaLCoE project, as outlined in Task 8.2. The development of the necessary dissemination and communication materials has started at the beginning of the project. During the first year of the dissemination activities within Task 8.2, the main progresses compiled in this report have been the following:





-  **Design and implementation of the ReaLCoE brand:** Logo, visual guidelines, unified styles have been designed - easily recognizable and in line with the main goals of the project, its partners and the offshore wind energy sector..
-  **Communication materials package:** A set of communication material has been developed, which can be used as assistance for the project communication during the participation and attendance at events, fairs and conferences. This comprises mainly brochures and roll-up posters, as well as templates for project presentations. All developed dissemination and communication materials are publicly available on ReaLCoE's website.
-  **Website & Social Media Channels:** A project website that can be used as information source, contact point and content management system has been set up. Contents and news are updated every month with topics focused in the main advantages of the project and project relevant events. Social media channels for Twitter, LinkedIn and ResearchGate have been created and are updated regularly. The ReaLCoE community around the Social Media is currently starting to grow.

BIBA is responsible for managing the dissemination activities within Task 8.2 and cooperates closely with the work package leader *8.2 Consulting* as well as the whole project consortium, to align all activities. One year after the launching of the ReaLCoE project, the main resources, tools and materials to perform effective dissemination and to achieve our objectives are finished. This lays the foundation for future activities, when the project is more mature and the first results can be shared with the public.

1. Introduction

ReaLCoE – “Next Generation 12+MW Rated, Robust, Reliable and Large Offshore Wind Energy Converters for Clean, Low Cost and Competitive Electricity” is a Research and Development (R&D) project backed by the EU through its Horizon 2020 programme. It is funded under the call topic Low Carbon Energy LCE-14-2017, which aims to develop cost-effective and reliable large-scale wind turbines and to improve thereto adhered requirements, as for instance matching logistic and installation procedures as well as improved operation and maintenance procedures. Main goal of ReaLCoE is therefore to accelerate the development of a high performance 12+MW offshore wind energy converter leading to a competitive, subsidy free and clean energy.

As part of work package 8, deliverable 8.2 focusses on the dissemination of the ReaLCoE project. The main objective of this deliverable “Report on First Communication Material” is to describe the achieved dissemination materials and tools to ensure that:

-  Various target groups are aware of the ReaLCoE project: create public awareness and generation of scientific interest;
-  industry and other experts in the field across Europe are consulted and interested stakeholders are informed about the ReaLCoE platform;
-  various target groups are aware of the activities and results of ReaLCoE project;
-  benefits of the produced results are promoted and exploitation of them are fostered in order to maximise the impacts of the project on all stakeholders.

The objectives of this part are to find and use appropriate means to disseminate ReaLCoE results to both scientific and industrial communities and to promote and disseminate ReaLCoE results during the entire project, both in terms of RTD results and of design community awareness. The promotion will be focused on informing the scientific and industrial users in the most progressive and advanced approaches and technologies of the potential possibilities and benefits from ReaLCoE.





Traditional channels such as publishing articles in scientific journals and visiting conferences will be utilized to share the ReaLCoE results, but also popular magazines are valuable multipliers, as well as significant dissemination platforms and community events. Through a suitable dissemination channel large, medium, and small companies can be addressed and to enrich their knowledge and practices. Valuable dissemination works have been performed from the very beginning of the project in order to ensure a smooth and gradual implementation of all the activities.

Backed by the first dissemination materials, presented in this report, the project will appear at various relevant events such as conferences, trade fairs and seminars. Also some Open Industrial Days will be organized towards the end of the project, in order to ensure the dissemination of project results to relevant industries. To boost these complementary activities, standard dissemination channels such as newsletters, papers on scientific and technical journals and conferences, the creation and management of a website and the respective forum in social media has to be set up.

The next chapters describe the progress made during months 1 to 12 of the project for communication material outlined in Task 8.2.

2. Communication material

Within Task 8.2 ReaLCoE's communication team has developed a set of communication materials that will be used for communication, engagement and exchange of the project outcomes with ReaLCoE's main stakeholders as well as other EU projects and the public. The material enables to most effectively exploit the generated knowledge and project outputs and provide a common narrative for the project. This set of traditional and well-established communication material include in particular:

-  Creation of a Visual identity for ReaLCoE
-  Preparation of a project brochure and posters
-  Development of a project website
-  Promotion of the project through social media channels, partner websites and communication channels

The created channels, tools and materials are designed to be complementary and mutually reinforcing. All possible audiences can be reached through tailored messages and channels, as e.g. face to face or digital communication actions.

2.1. Project Logo and Visual Identity

The ReaLCoE communication team has created a visual identity for the project including a project logo, colour guidelines as well as templates for popular communication formats (downloadable from: [ReaLCoE Website](#)). All guidelines relevant for the ReaLCoE's visual identity are documented in a corporate design guidebook (see Annex A).

2.1.1. Logo

Key element of ReaLCoE's communication strategy is the project logo. It is inspired by the shape of a great wind turbine, represented by its three rotor blades. Each blade is in the shape of a trapezoid and consists of small triangular shapes demonstrating the complexity and modularity of the new turbine as well as the underlying network of stakeholders and suppliers. A verbalization of the term ReaLCoE creates a visual link to the project acronym and concludes the design. A guideline for the usage of the logo has been prepared to guarantee a maximal impact of it (Figure 1).



Figure 1: ReaLCoE Logo Application Guidelines

Depending on its application and available space, different versions of the logo can be used, whereat two different shape formats with six colour versions are allowed: The standard format shows the verbalization directly below the symbol (see Figure 2).

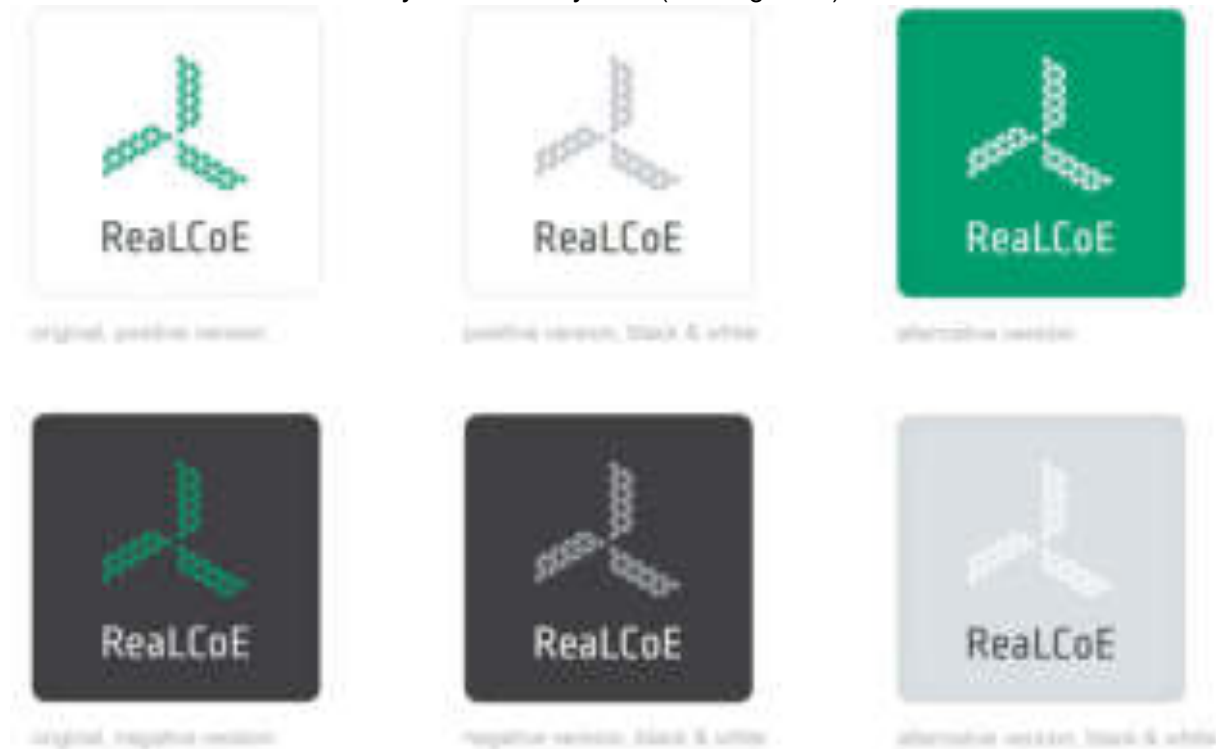


Figure 2: RealCoE Logos in standard format

A horizontal version, with the wording centred on the right side of the symbol may be used of vertical space in limited (see Figure 3).



Figure 3: RealCoE Logos in horizontal format

The conjunction of logo and verbalization create a light and symmetrical brand that inspires technology and innovation and instantly links communication material to the RealCoE project.

2.1.2. Colour Code




As can be seen from the different versions of the project logo, RealCoE specifies a clear colour guideline that has to be followed in all communication activities related to the RealCoE project. The colour guidelines specify the usable colours for all common colour models and indicate each respective usage (see Figure 4).



Figure 4: RealCoE Colour Guidelines

2.1.3. Communication templates

The following complementary templates have been developed to strengthen the visual impact and synthesized information of the project in different events and activities by creating a uniform project communication (see Annex B):

-  A Word template for generic project related documents, as e.g. communication of project results to stakeholders, white papers, internal communication
-  A Word template for project deliverables to the EC
-  A PowerPoint template for project related presentations at different events, as e.g. fairs and conferences.

2.2. Project Brochure and Poster

To support the face-to-face project dissemination at different events a RealCoE project brochure as well as a Roll-Up Poster have been designed (see Annex C). Both brochure and roll-up can directly be downloaded from the project website ([download here](#)).

2.2.1. RealCoE Brochure

The RealCoE brochure ([download here](#)) shows the basic features of RealCoE and its supporting project objectives, expected results and partnerships. The brochure is aimed at the general audience of the project, but in its design and characteristics (specialized publication) have been specially considered stakeholders, with a more technical profile. The brochure are available for each project partner and will be distributed in the events and networking activities in which RealCoE will be presented.



Figure 5: RealCoE Brochure Printouts

2.2.2. RealCoE Roll-Up Poster

The available poster ([download here](#)) has to be seen as a first serve and will be updated at a later stage of the project as more details and unclassified information on the new turbine and related project results are available. The initial version of the roll-up is derived from the project brochure and provides a general overview of the project. It is intended to support the project communication visually at events.



Figure 6: ReaLCoE Roll-Up Poster

3. Project Website and Social Media

ReaLCoE's website (<https://www.realcoe.eu/>) is the meeting place for all stakeholders interested in the project. The website presents general information about ReaLCoE and links to social media channels, newsletters and other dissemination activities.



Figure 7: RealCoE Website Front Page (Desktop, 16:9)

3.1. Technical characteristics

RealCoE uses WordPress as a backbone for its project website. WordPress is a free and open-source content management system based on PHP & MySQL. Due to its broad set of features, including a plugin architecture and a template system, WordPress is a very powerful and easy to learn blogging and website tool. Besides a host service for desktop browsers, WordPress also offers native applications and display functions for mobile devices, such as Android, iOS, Windows Phone or BlackBerry. Using HTML and CSS to resize, hide, shrink, enlarge or move the content, this allows to create full responsive website that is optimized for all screen sizes. For the created project website, WordPress offers several advantages:






-  WordPress comes with a broad set of themes, which allows to quickly changing the design of the website.
-  WordPress provides over 10.000 Plugins that help to add different kinds of functionalities, like social media sharing, SEO, photo slideshows, allowing to extend the functionality of the website without programming.
-  WordPress can easily and quickly be updated, which is very helpful for an active engagement with website visitors as well as search engines. Search engines prefer WordPress because they are updated more frequently, and the content is well structured – consequently Google now recommends WordPress for business sites.
-  WordPress allows to create a full responsive website that is optimized for all devices (desktops, tablets, mobiles). The incorporation of the state of the art techniques in design also creates an intuitive user experience.



Figure 8: RealCoE website Frontpage (mobile)






Figure 9: RealCoE website Section (mobile)

-  WordPress can easily and quickly be updated, which is very helpful for an active engagement with website visitors as well as search engines. Search engines prefer WordPress because they are updated more frequently, and the content is well structured – consequently Google now recommends WordPress for business sites.

3.2. Website Structure

Content and structure of the website are closely aligned with RealCoE's consortium members. It had to pass several iterative steps until it formed to its actual structure. To find the optimal configuration we first looked at the information that should be presented within the website. The different information types were clustered in three groups, namely:

-  Short term information: information that needs to be actively managed and frequently updated (e.g. social media postings, special events, press releases. etc.)
-  Medium term information: Information that needs to be managed but of non-volatile character (as e.g. Information on project results, details on the new turbine, planned project events, etc.)
-  Long term information: Standing information, which is valid over the whole project duration and is independent from active management (as e.g. project summary and objectives, management structure, background info, etc.)

This clustering served as a basis for a further division of the information into website sections and sub-sections (see Figure 10).

realcoe.eu	Content		Information		
	Content	Information	Project News	Project Results	Project Events
Project	Executive Summary (Shorting paper of "The Project")	Project Summary Project Objectives Project Results	1	1	1
	Management Board	Project Management Board Management Board Management Board	1	1	1
	Advisory Board	Advisory Board Advisory Board Advisory Board	1	1	1
	1st Forum	1st Forum 1st Forum 1st Forum	1	1	1
	2nd Forum	2nd Forum 2nd Forum 2nd Forum	1	1	1
News & Events	News (Shorting paper of "News & Events")	News News News	1	1	1
	Events	Events Events Events	1	1	1
	Press Release	Press Release Press Release Press Release	1	1	1
Publications	Publications	Publications Publications Publications	1	1	1
	Publications	Publications Publications Publications	1	1	1
Contact	Contact	Contact Contact Contact	1	1	1
	Contact	Contact Contact Contact	1	1	1
Footer	Footer	Footer Footer Footer	1	1	1
	Footer	Footer Footer Footer	1	1	1

Figure 10: Project Website Structure and Information Types

RealCoE's website can be used as an online tool to present and disseminate all the results and events under the framework of the project. The website will be regularly updated to provide the latest news, relevant results and breakthroughs.

The website is carefully designed to address the stakeholders in the most effective way, and it is the easiest way to ensure the visibility of the project for the EU as well as target audiences, consortium, stakeholders and the general public. The expected outcome using online communication strategies includes the sensitization of a large number of stakeholders for the LCoE reduction potentials and boosting the renewables industry across Europe and the networking with other similar projects. RealCoE's website is designed as an interactive tool for public information and communication among partners and stakeholders. It will be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, in order to maximize the results and share them with target audiences. The final structure can be modified during the lifetime of RealCoE to also include new needs and express the evolution of the project.

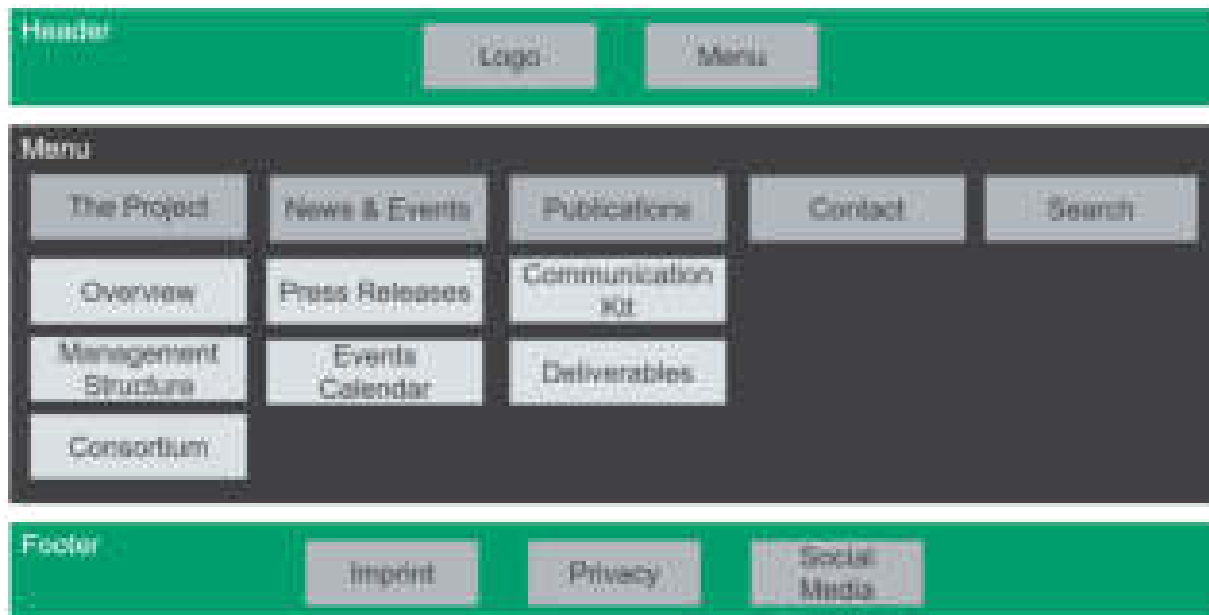


Figure 11: RealCoE Website Structure
As can be seen in

Figure 11, the preliminary website structure consists of four sections, which are divided into 2-3 sub-sections each. All sections show the RealCoE logo and a menu bar for a quick orientation in the header (see Figure 12).



Figure 12: Header of RealCoE website

In addition, the imprint and privacy declarations are uniformly attached to the footer area, together with a reference to the European Commission and its support through the Horizon2020 Programme and a shortcut to RealCoE's social media channels (see Figure 13).

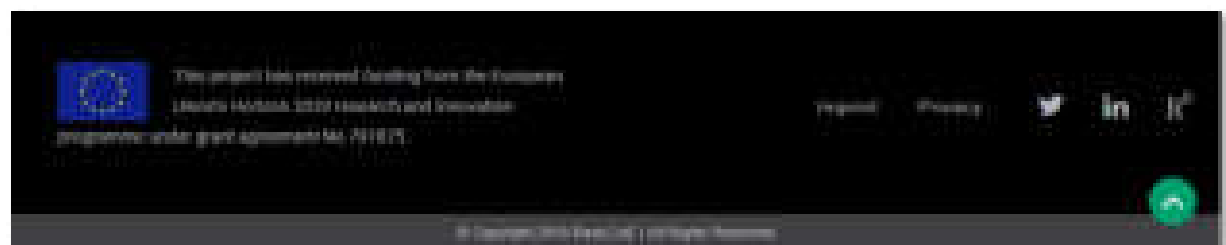






Figure 13: Footer of RealCoE website

The sections will be presented in the following chapters.

3.2.1. Tab 1: The Project

The first tab comprises of three pages:

- a) **The Project:** This section serves as the homepage and first point of contact for website visitors. It presents the project at a glance, describes its functional and technological objectives and shows the latest website posts and tweets. To boost the information uptake, this section includes infographics and photos that provide data and relevant information about ReaLCoE:

-  What is the ReaLCoE project?
-  What does the ReaLCoE project do?
-  ReaLCoEs objectives
-  Latest news

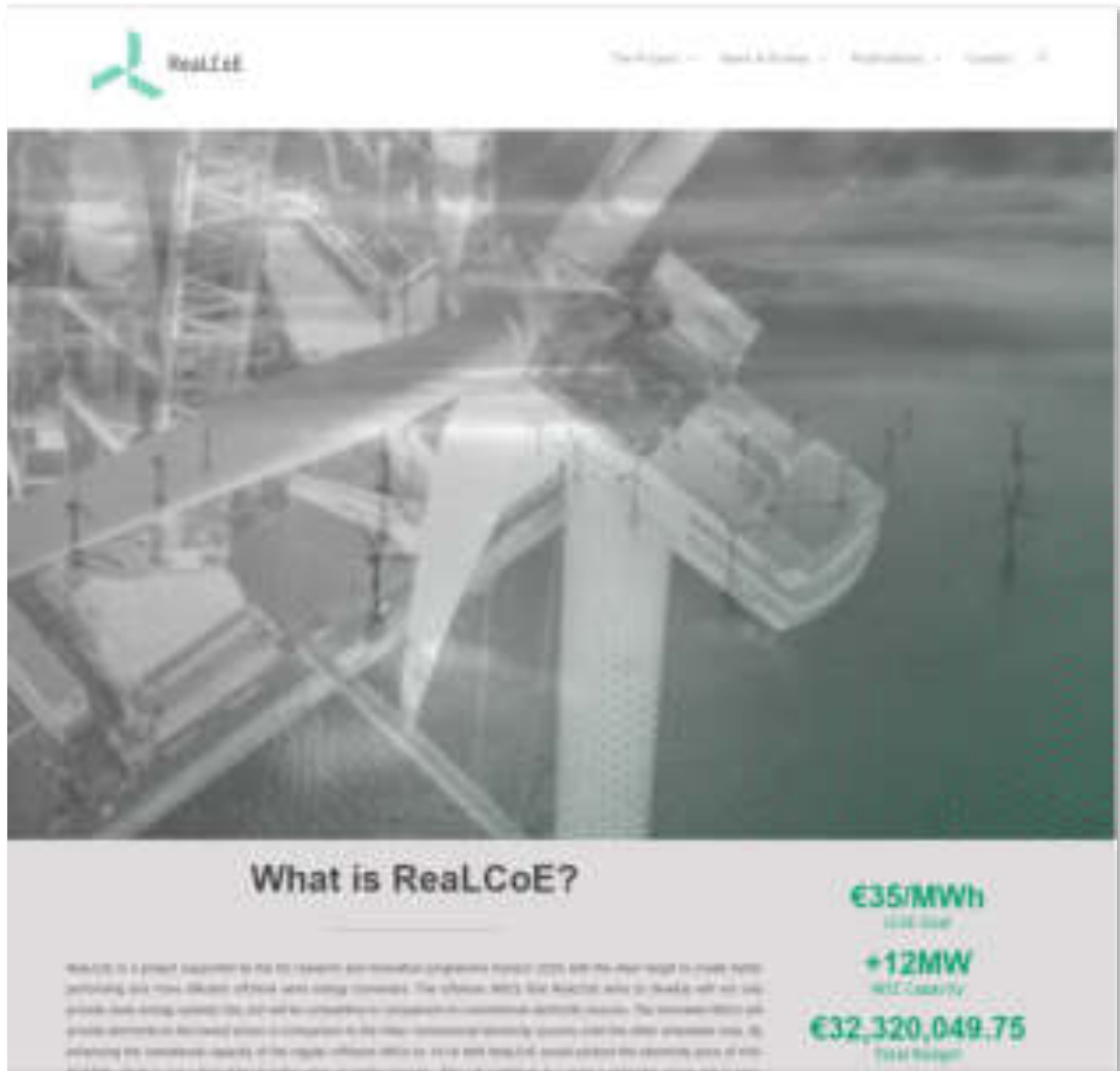


Figure 14: The Project page and Homepage of RealCoE project website

- b) **Management Structure:** This page includes a short summary of the administrative perspective of the project, namely the project management institutions and the partitioning of the work. A list of the work packages including the naming of their titles, leaders and objectives gives a first overview of the integration of each project partner in the project. An infogram provides information about the project management institutions in a user friendly way (see Figure 15).



Figure 15: Project management structure

- c) **Consortium:** The sub section “Consortium” includes short introductions for each participating ReaLCoE project partner, including background info about the project partner as well as a short description of their respective project involvement. As can be seen in Figure 16 each partner is represented by a small text box and his or her corporate logo.

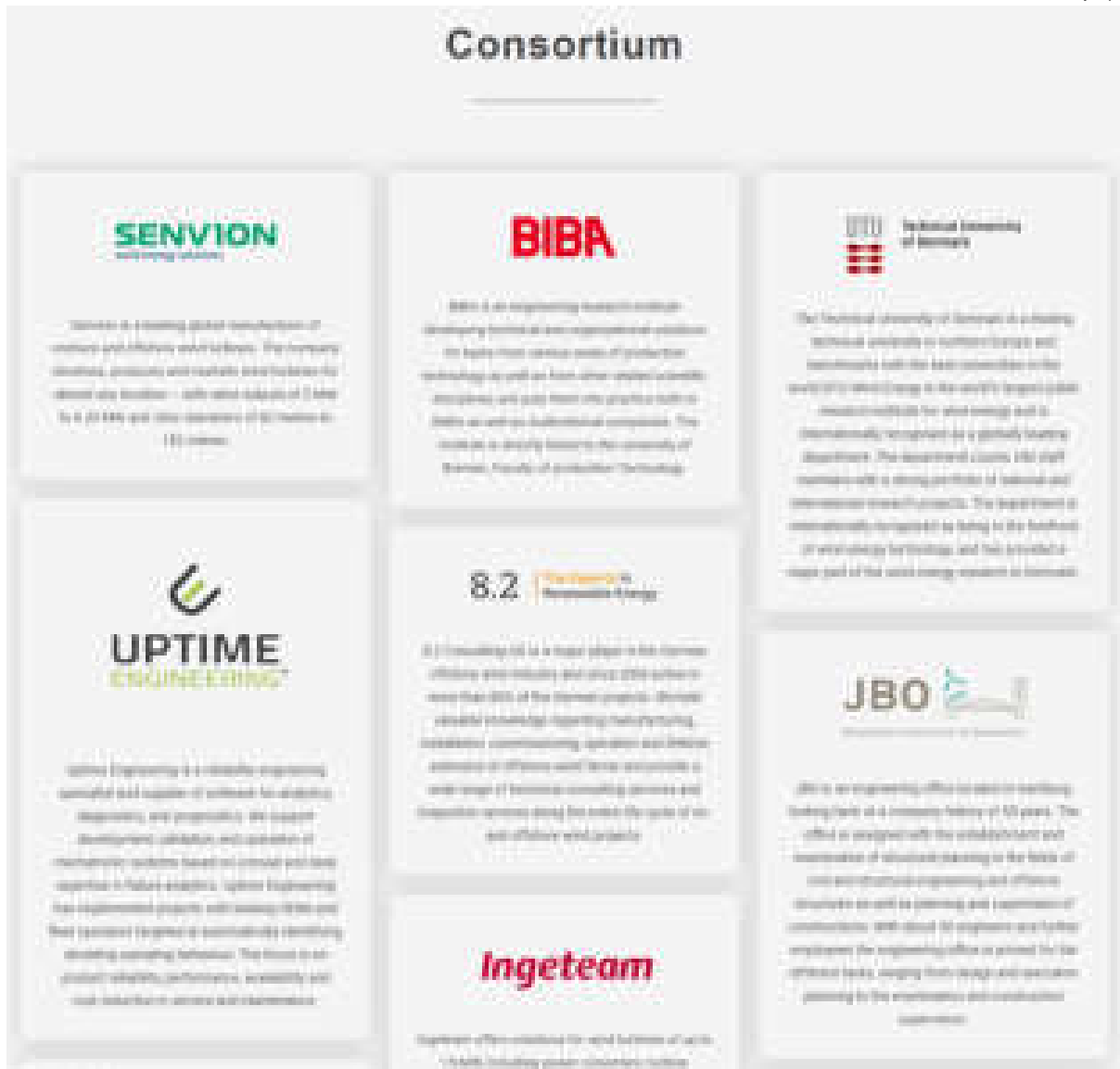


Figure 16: Consortium page of ReaLCoE website

3.2.2. Section 2: News & Events

The “News & Events” Section is subdivided into two pages:

- Press Releases:** Just as the naming implies, the “Press Releases” subsection contains recent posts, tweets and press releases from the ReaLCoE project. The page shows a news feed, which lists the posts chronologically. Through this section, ReaLCoE can explain the actions, progress and results of the project and the participation in events, thus contributing to the scientific dissemination and innovation related to the offshore wind energy sector. Its periodic update, at least once a month, will allow generating contents of interest for the ReaLCoE community, sharing them in the different channels of dissemination and communication, attracting visits to the web and having a good positioning in the Google web search.
- Events Calendar:** This Subsection is dedicated to conferences, symposiums and workshops in which ReaLCoE and its partners take part or that are organized within the project (see Figure 17). Depending on the preference of the website visitor, the

events viewed both as a list and as a calendar. For each event, various information about the type, location and dates of the event, the attendances from the consortium members as well as the topic areas and practical information are displayed. The events can also be filtered by date and exported to different calendar applications in .ics-format.



Figure 17: Different views for the "Event Calendar" page

3.2.3. Section 3: Publications

This section includes two pages:

- Communication Kit:** This subsection provides the opportunity for project partners or interested stakeholders and press to download all available and non-confidential communication materials, including the ReaLCoE brochure, the roll-up poster, the logos and the Logo Guidelines (see Figure 18). This way, the project website can serve as a content management system, where all publicly available data sets are available for direct download, guaranteeing that the project can always be professionally and uniformly represented.

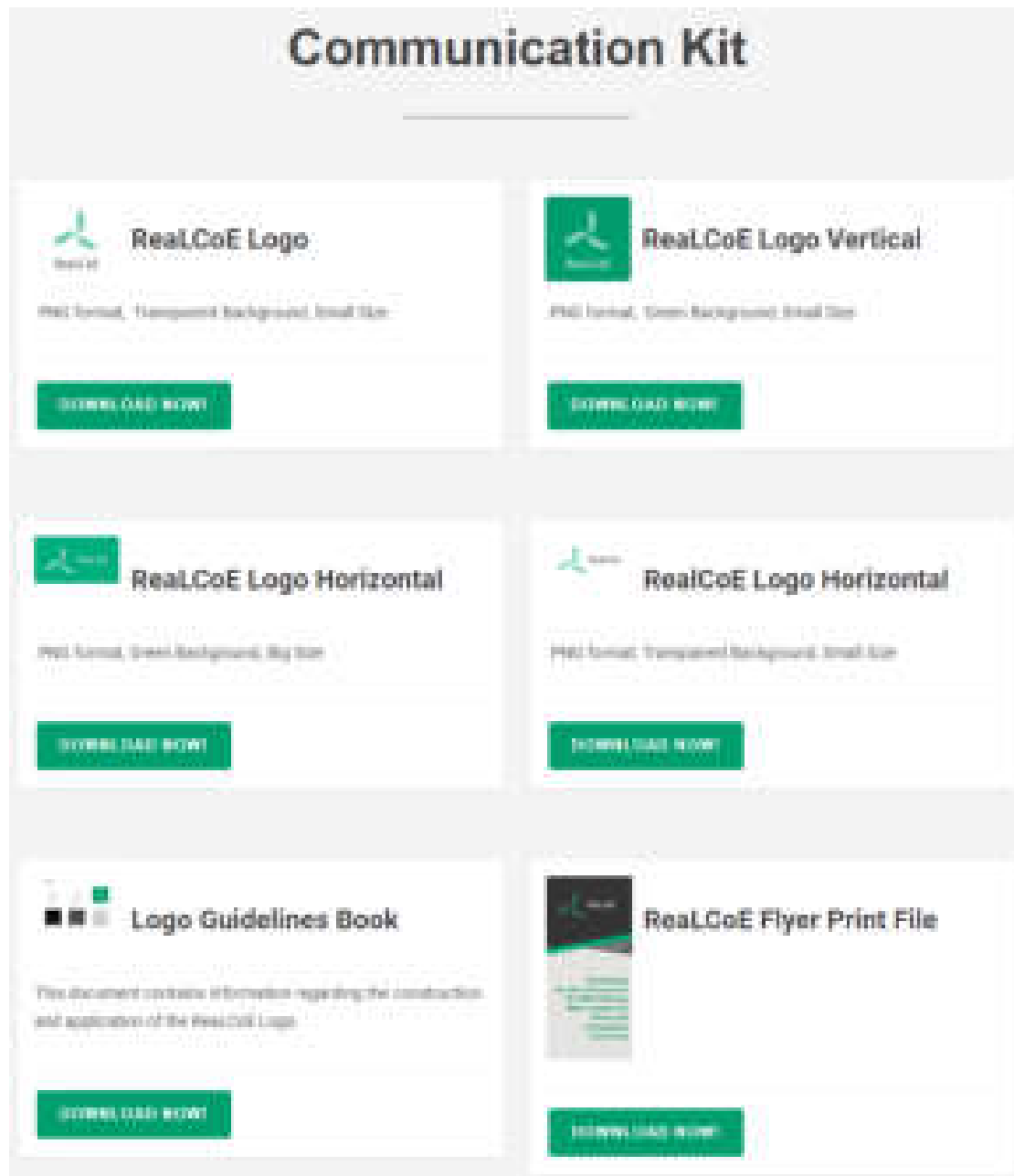


Figure 18: Communication Kit subsection and download links for RealCoE communication materials

- b) Deliverables: As can be seen in Figure 19, the subsection “Deliverables” lists all publicly available deliverables. Optionally, individual fold-out content boxes with brief summaries can provide more information to each deliverable and give the opportunity to also download the deliverable directly from the website.



Figure 19: Deliverables subsection of ReaLCoE Website

3.2.4. Section 4: Contact





This section provides the e-mail to contact with the ReaLCoE project. It is a meeting point for stakeholders, other projects interested in networking and the general public, to be able to contact the project. A user-friendly contact form provides the opportunity to easily get in contact with different perspectives of the project, as e.g. the overall project coordination, the press contact or the different contact points of the work packages.



Figure 20: Contact form of ReaLCoE Website

3.3. Social Media

The creation of a 'ReaLCoE community' will increase the visibility and impact of the results attained in the project. In fact, viral marketing strategies linked with the website will be implemented based on Twitter and LinkedIn social media tools. Additionally, videos and multimedia will be developed and shared in Youtube/Vimeo channels, communicating easily accessible project results for attracting the interest of stakeholders and the public. In order for ReaLCoE's social networks to be active and contain information of interest to the public and stakeholders, it is important to take into account certain aspects:






-  Use of the hashtag of the project: #ReaLCoE2020
-  Creation of audiovisual material for dissemination in social networks
-  Monitoring ReaLCoE accounts on Twitter and LinkedIn
-  Participation in the conversation on Twitter and LinkedIn

3.3.1. Twitter

Twitter has hundreds of millions of users sending more than 500 million tweets every day, so it offers a great opportunity for ReaLCoE to reach an international audience of current and potential stakeholders.

ReaLCoE uses Twitter to establish meaningful connections with an active and relevant audience via instantly sharing information and connecting with people and businesses across the globe. These connections can produce beneficial opportunities for the project across the network stakeholders.

The actions to be carried out on Twitter are:

-  Creating a network of followers
-  Announcing future events
-  Keeping in touch with partners
-  Creating events with #s
-  Making relation with EU initiatives

A Twitter account ([@ReaLCoE2020](https://twitter.com/ReaLCoE2020)) has been established, where these actions will be performed (see Figure 21). All the events related to the sector and all the events in which the partners participate will be monitored, with the aim of encouraging interaction, increasing engagement and increasing the community on Twitter.



Figure 21: RealCoE's Twitter account @ReaLCoE2020

3.3.2. LinkedIn

LinkedIn is currently the main business network in the world and has more than 500 million users in more than 200 countries. RealCoE's company page helps LinkedIn members to get to know the project. Company pages are also a great way to showcase experience in the industry. RealCoE's company page is the perfect place to portrait future project results, increase awareness and educate stakeholders about RealCoE.

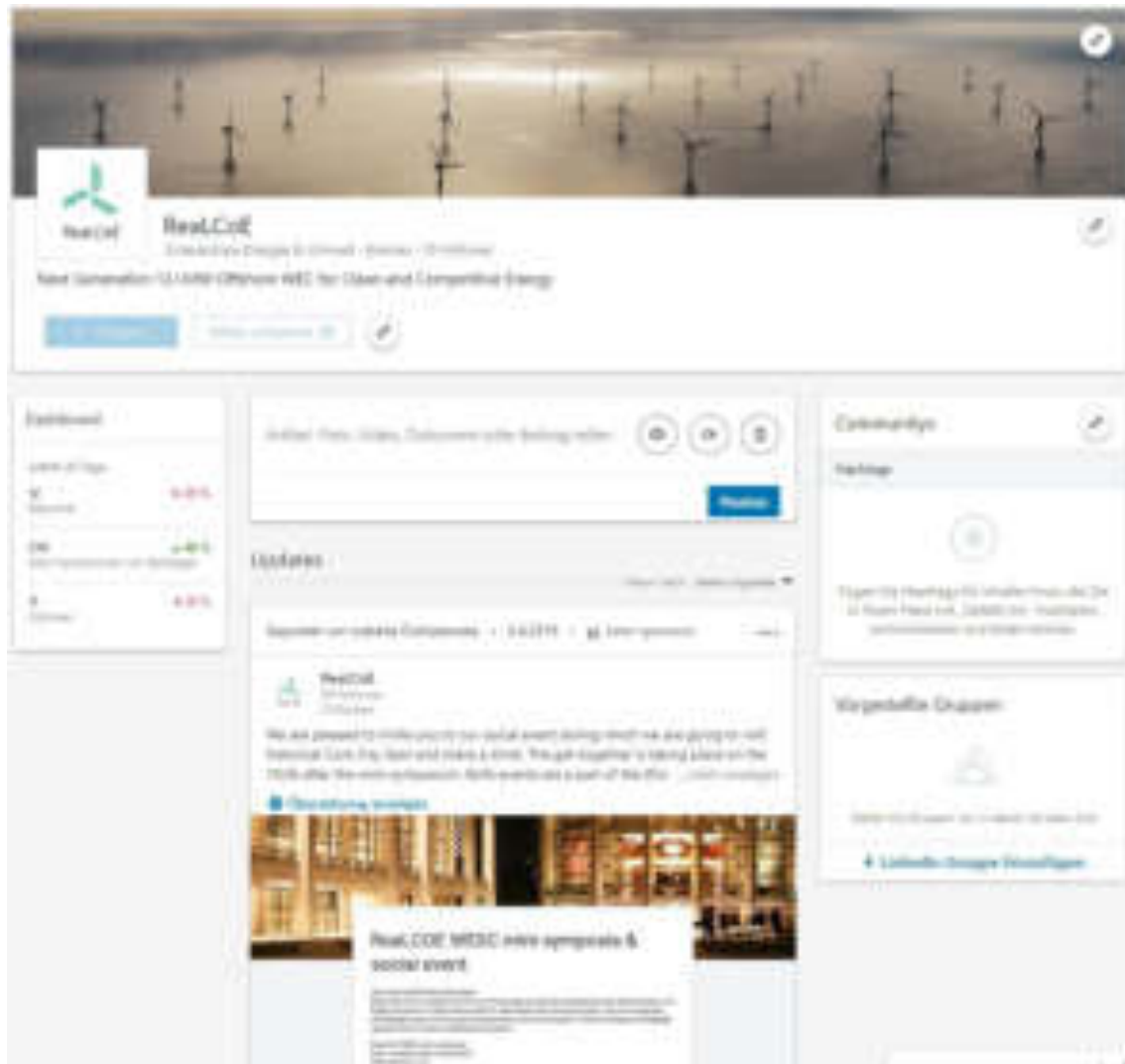


Figure 22: RealCoE LinkedIn account

3.3.3. Researchgate

Researchgate is the largest social network in terms of active users for scientists and researchers. It can be used in all scientific disciplines to share scientific papers, ask and answer questions and find possible collaborations on specific topics. RealCoE has created a ResearchGate project page ([RealCoE ResearchGate](#)) for interlinking with interested researchers and centrally interlinking scientific papers, which have been elaborated in the course of the RealCoE project.

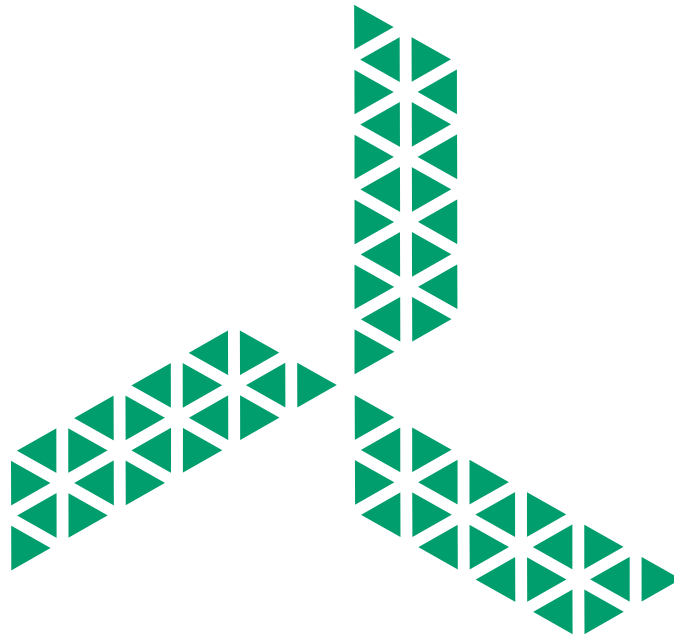
Appendix A ReaLCoE Logo and Guidebook



ReaLCoE

Logo Guidebook

Logo **Primary Form**



ReaLCoE

Logo variations



original, positive version



positive version, black & white



alternative version



original, negative version



negative version, black & white

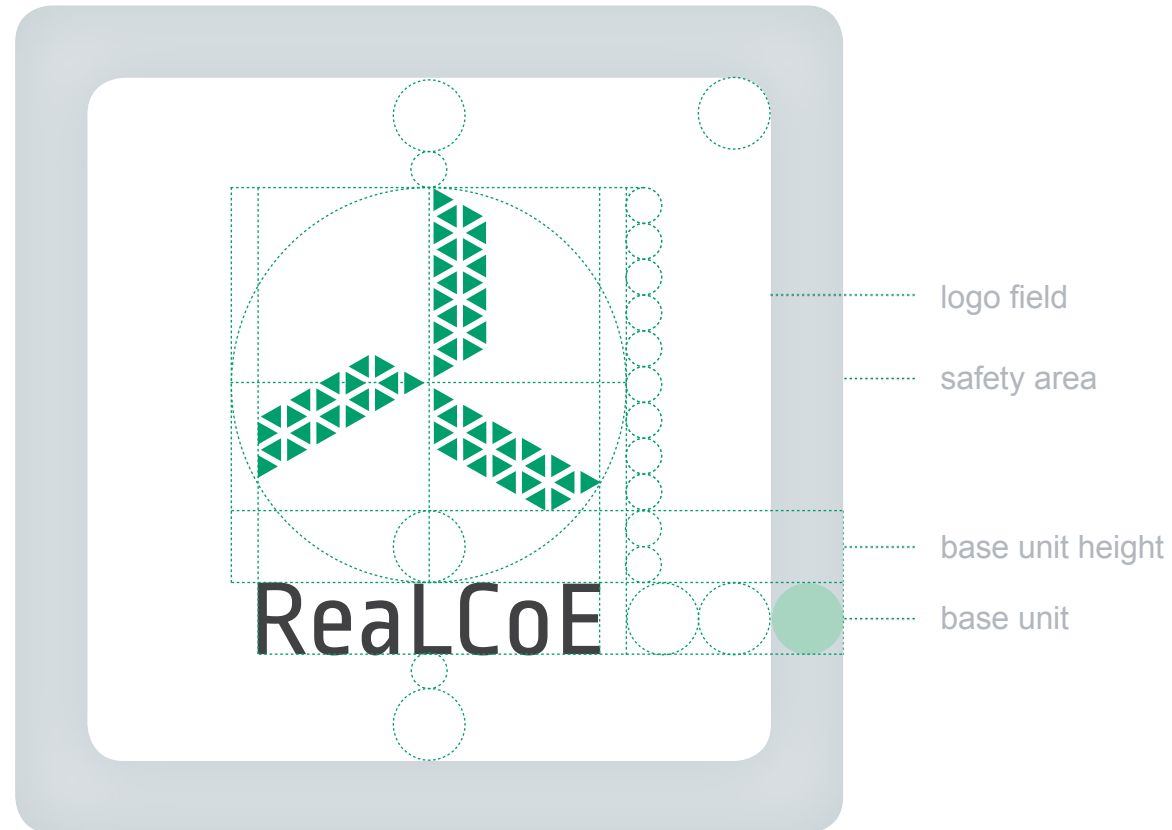


alternative version, black & white

Logo construction

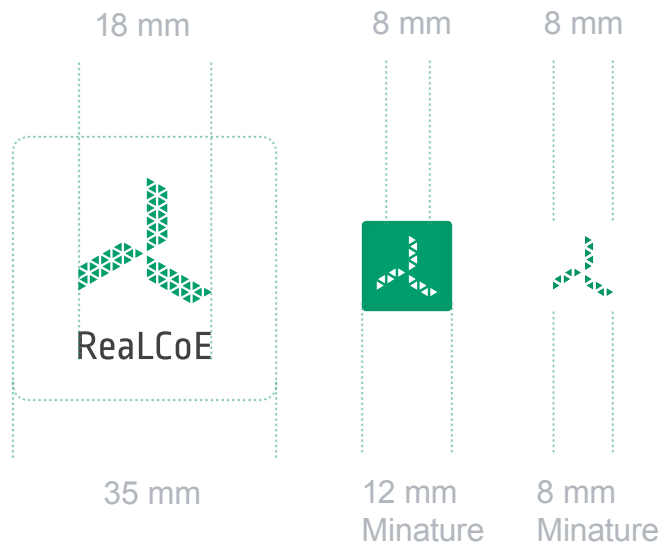
In order to create maximum impact, protected zone has been established around the logo. Within this zone no other element is allowed. This measurement is based on the height and with width of the “base unit”.

Font used:
Ropa Sans Regular.

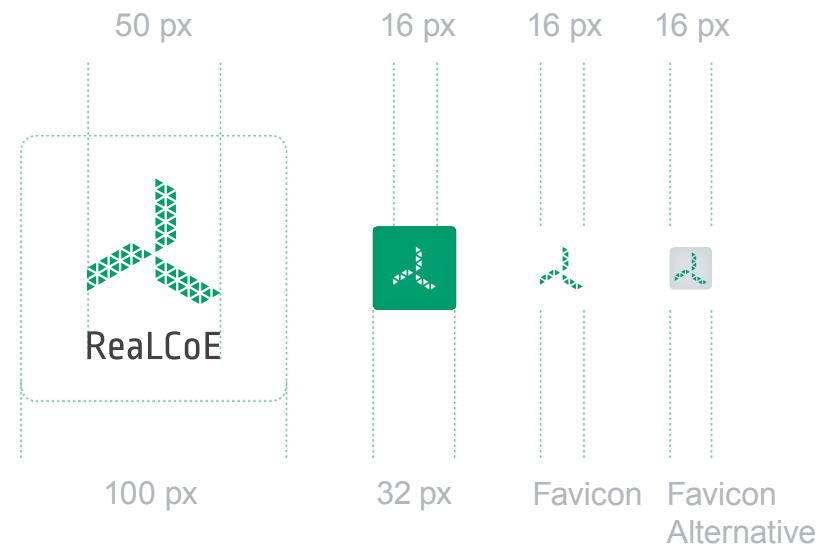


Minimal **size**

Print



Web



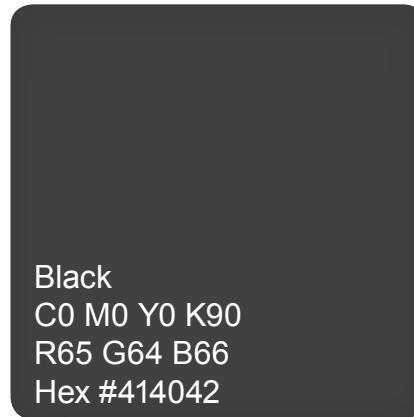
Remove the typographic element if not visible.
Do not scale logo below 18mm/50px – use the
designed favicon / minature.

Colour guidelines



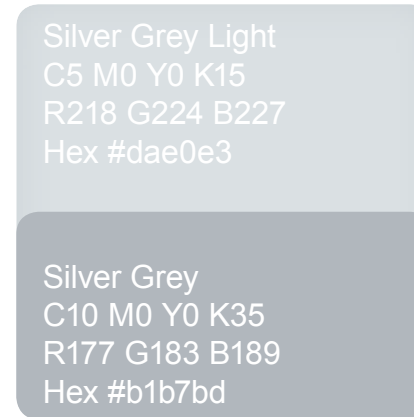
Desired usage:

Details, alternatively
background



Desired usage:

Typeface,
Background in the
negative version



Desired usage:

Backgrounds,
subtitles



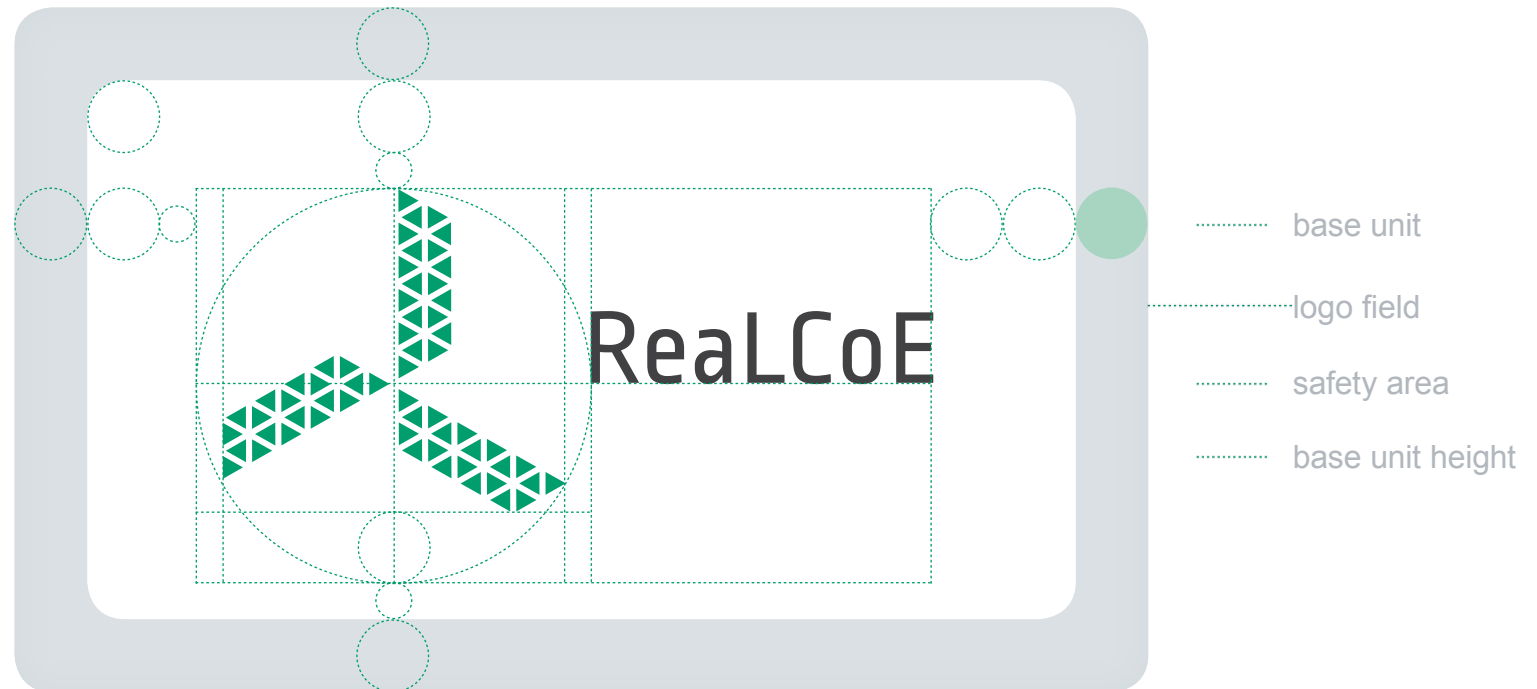
Desired usage:

Background

Logo construction **horizontal version**

In order to create maximum impact, protected zone has been established around the logo. Within this zone no other element is allowed. This measurement is based on the height and with width of the “base unit”.

Font used:
Ropa Sans Regular.



Logo variations **horizontal version**



original, positive version



positive version, black & white



alternative version



original, negative version



alternative version, black & white



negative version, black & white

Appendix B ReaLCoE Templates




This is the main title, consectetur adipiscing elit. Suspendisse eu pellentesque augue

This is a Heading_1 without numeration

This is a Heading_2 without numeration. Non rutrum quis, euismod eu magna

This is Heading_3 without numeration curabitur tellus lacus

This is ReaLCoE standard text font. Maecenas id malesuada ex. Quisque ac massa quis urna scelerisque maximus. Etiam nulla quam, vulputate eget lectus et, blandit accumsan turpis. esto es un texto en negrita, euismod ut diam vel, tristique semper est. Suspendisse potenti. Suspendisse fermentum nibh neque, sed volutpat odio fermentum vitae. Maecenas dignissim rhoncus mi in lobortis. Suspendisse viverra laoreet sem dictum iaculis.

-  These are summary points. Et hendrerit magna.
-  In luctus lectus in ipsum ultrices feugiat. Suspendisse rutrum, justo quis interdum varius, justo odio dapibus est, nec feugiat velit massa sed lorem.
-  Donec auctor varius neque eu pulvinar. Sed nec finibus velit. Donec eget nunc sit amet nisi finibus eleifend.

1. This is a Heading_1 with numeration

1.1. This is Heading_2 with numeration

1.1.1. This is Heading_3 with numeration

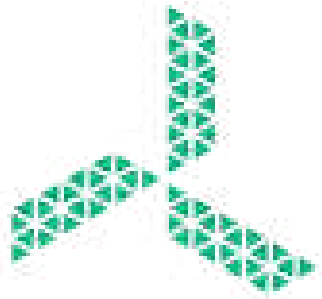
Suspendisse fermentum nibh neque, sed volutpat odio fermentum vitae.

This is a comment. At elementum nullam at nisl sit amet nulla hendrerit placerat. Suspendisse potenti. Nam bibendum quis tellus at tempus. Nullam eu volutpat elit eusimod.

Table 1: This is a ReaLCoE-table

	Column 1	Column 2
Row 1	Content1-1	Content1-2

Appendix A This is an Appendix heading



ReaLCoE

ReaLCoE Presentation

A template for all your ReaLCoE presentations



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 791875.

Agenda



1. Topic A
2. Topic B

Topic A

Lots of information on topic A

Topic A



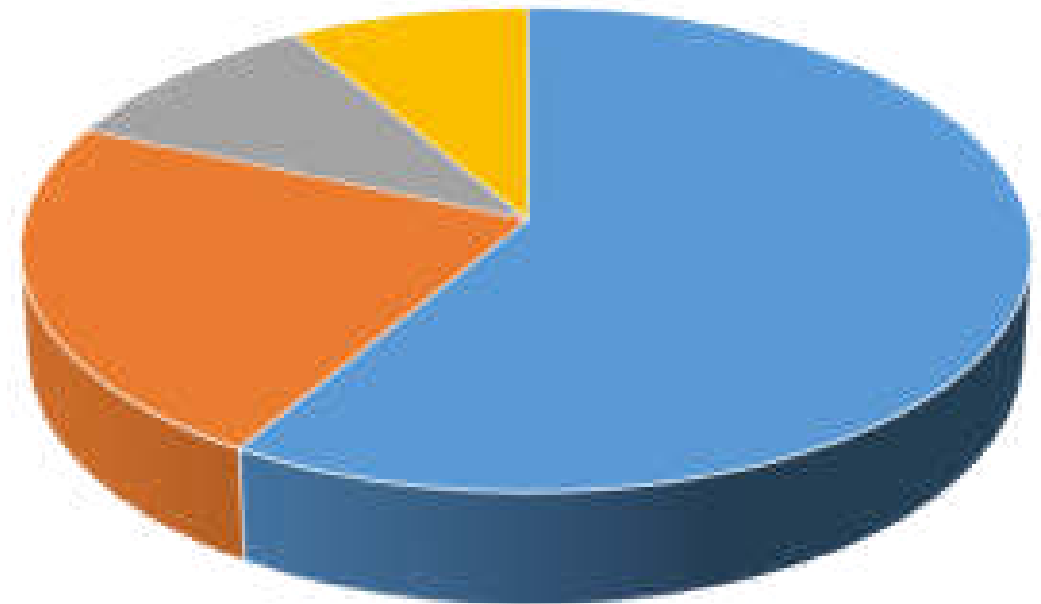
- Work
- Work
- Work

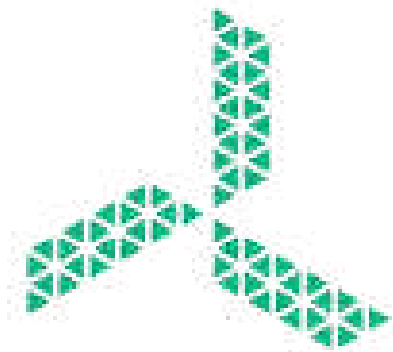
Topic B

Even more information on topic B

Topic B

- Fun
- Fun
- Fun





ReaLCoE

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Appendix C ReaLCoE Brochure & Roll-Up



ReaLCoE.eu



ReaLCoE



ReaLCoE2020



ReaLCoE

Project Consortium

The ReaLCoE project consortium, led by Senvion, involves 15 partners, representing Europe's most active markets in offshore wind energy, ranging from multinational industry stakeholders through innovative SMEs to Universities and research institutes.



ReaLCoE

ReaLCoE

- 11 EXPERIENCED
INDUSTRY PLAYERS
- 3 INNOVATIVE
SMEs
- 4 TOP-NOTCH
R&D PARTNERS

SENVION

Fraunhofer
FWS

ECN · TNO

Jan De Nul

Ingeteam

DTU
Technical University
of Denmark

wood.

DNV-GL

BIBA

8.2 | The Scottish
Government

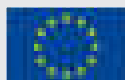
EnBW

JBO

ABB

UPTIME

Developing
the Next Generation
12+ MW Offshore
Wind Turbine for
Clean and
Competitive
Electricity



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ReaLCoE's Vision

ReaLCoE's vision is to unleash the full potential of offshore wind energy to be in direct competition with conventional energy sources in electricity markets worldwide by optimising and innovating in every link of the offshore wind value chain: from initial turbine design to equipment handling in the port, from testing to financing installation and providing electricity to final customers.

Project Overview

ReaLCoE stands for the development of Next Generation 12+ MW Rated, Robust, Reliable and Large Offshore Wind Energy Converters (WEC) for Clean, Low Cost and Competitive Electricity.

ReaLCoE is a pan-European R&D project funded by the European Commission within the Horizon 2020 program. The project was launched in May 2018 and will be led for the course of three and a half years by Senvion, a leading manufacturer and pioneer in offshore wind energy. The ReaLCoE consortium integrates 15 most experienced stakeholders along the complete value chain of the offshore wind energy sector.

Over the course of the project the consortium will develop, install, demonstrate, operate and test a technology platform for the first prototype of a double-digit rated capacity turbine in a realistic offshore environment. This modular designed wind turbine will be easily customizable for different markets and client requirements. This new turbine design will increase WECs' operational lifetime and lower service and maintenance requirements through more robust and interchangeable components.

Moreover, the project investigates business models to optimize investment and lower financial risks. To identify efficiencies and increase transparency at all levels along the value chain, ReaLCoE also proposes digitalization at every stage of the process.

The successful prototype operation is succeeded by the installation of a pre-series array in a real offshore environment, which will validate the concept and pave the way for modular generations of wind turbines with superior rated capacities.

ReaLCoE contributes to secure Europe's front runner position in the offshore wind energy industry generating growth and jobs through healthy competition in the global offshore wind turbine market.



DEMONSTRATION OF 12+ MW WEC



TESTING & CERTIFICATION

OPERATIONS & MAINTENANCE



LOGISTICS & INSTALLATION

GRID CONNECTION

DIGITIZATION



Specific Objectives and Implementation

The consortium expects to demonstrate individual cost reduction potentials for each individual cost block of an offshore wind farm to achieve an overall LCoE (Levelized Cost of Energy) reduction of up to 40-50%.

Under this guiding principle ReaLCoE has committed itself to implement a set of objectives on different levels.

FUNCTIONAL INNOVATION

- + Modular testing and certification
- + Modular design
- + New maintenance strategies
- + Longevity
- + Holistic approach and integrated WEC design
- + New installation strategy
- + Digitalizing the sector

TECHNOLOGICAL INNOVATION

- + 12+MW WEC
- + Floating foundation
- + Virtual reality training
- + Power transmission
- + System Services
- + Damping
- + Digital twin





ReaLCoE

ReaLCoE's Vision

Developing the next generation 12+MW offshore wind turbine for competitive and clean electricity.

The consortium expects to demonstrate individual cost reduction potentials for each individual cost block of an offshore wind farm to achieve an overall LCoE (Levelized Cost of Energy) reduction of up to 40-50%.

Under this guiding principle ReaLCoE has committed itself to implement a set of objectives on different levels.

ReaLCoE's vision is to unleash the full potential of offshore wind energy to be in direct competition with conventional energy sources in electricity markets worldwide by optimising and innovating in every link of the offshore wind value

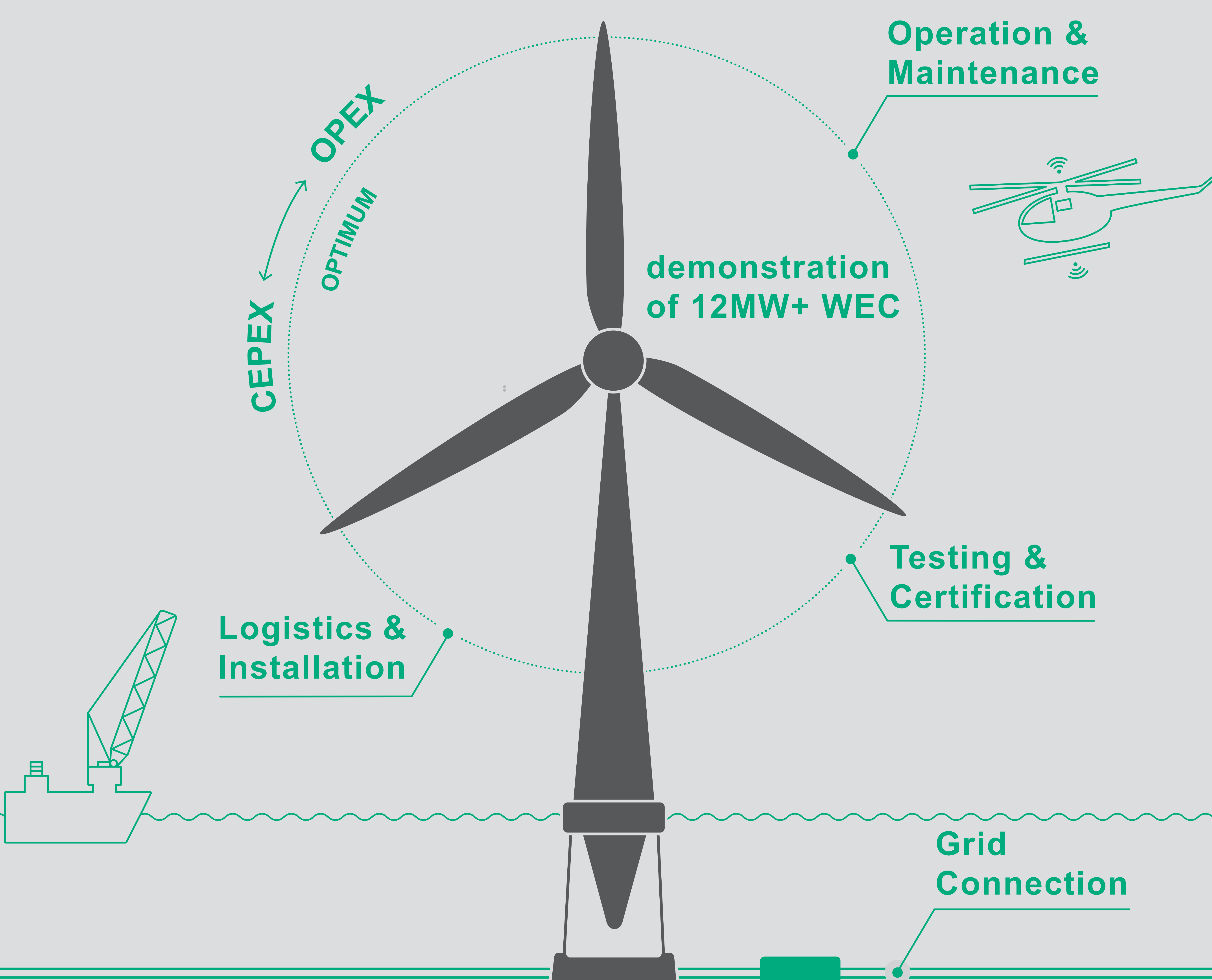
chain: from initial turbine design to equipment handling in the port, from testing to financing installation and providing electricity to final customers.

Functional innovation

- + Modular testing and certification
- + Modular design
- + New maintenance strategies
- + Holistic approach and integrated WEC design
- + New installation strategy
- + Digitalizing the sector
- + Longevity

Technological innovation

- + 12+MW WEC
- + Floating foundation
- + Virtual reality training
- + Power transmission
- + System Services
- + Digital twin
- + Damping



Project Consortium

The RealCoE project consortium led by Senvion, involves 15 partners, representing Europe's most active markets in offshore wind energy, ranging from multinational industry stakeholders through innovative SME's to Universities and research institutes.

- +11 experienced industry players
- +3 innovative SME's
- +4 top-knotch R&D partners

