



# D6.1 Dissemination and Communication Plan

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RESURGAM

Robotic Survey, Repair & Agile Manufacture



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## Executive Summary

This deliverable report, D6.1 includes the initial Dissemination & Communication (DC) Strategy and Plan to be implemented during the RESURGAM project. It covers all the planned aspects regarding communication and dissemination and the associated target groups & stakeholders to be involved. Additionally, the communication measures to be put in place for each of the foreseen activities are also described, including the tools to be used and an indicative place and time to organise them.



## 1. Introduction

Dissemination and Communication activities are a fundamental point in RESURGAM project. The developed project outputs must be continuously disseminated during the duration of the project. These two activities groups are crucial to ensure the sustainability of project results over time. Such activities are considered a backbone for the project success and will help the long-term viability of the project outcomes.

This Deliverable is part of the **WP 6 – Dissemination, Communication and Exploitation of Results** which is led by EWF (with involvement of all partners). The WP includes several tasks, which are represented in the following figure.

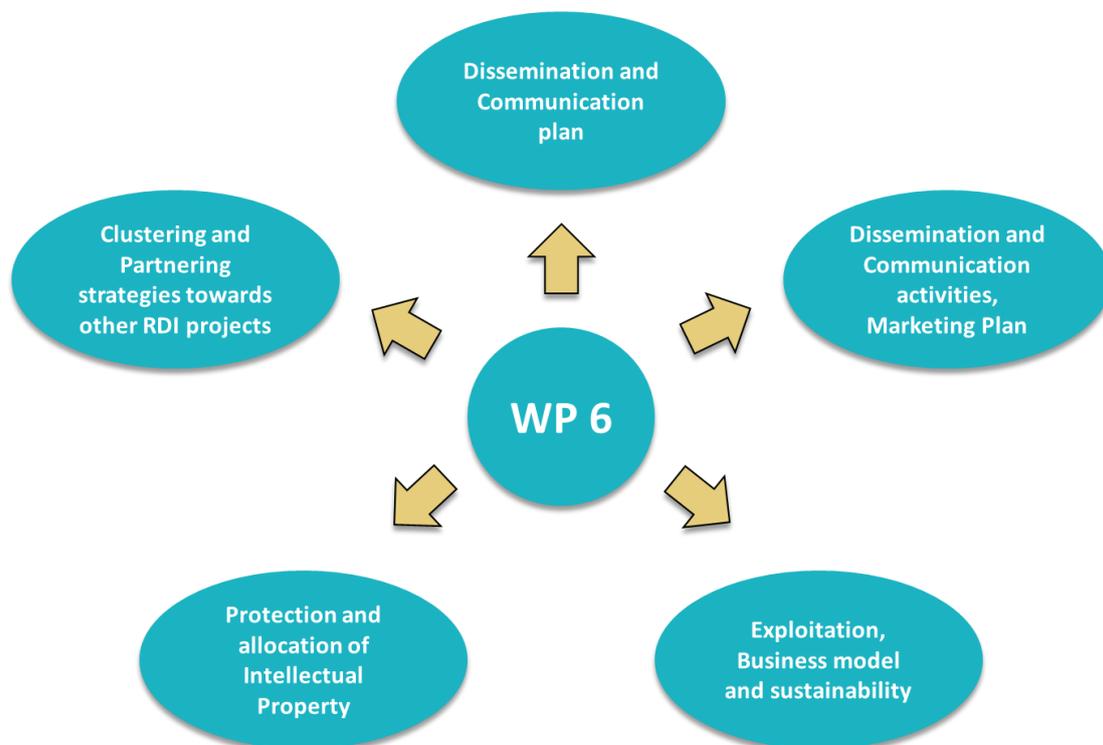


Figure 1 – WP6 Activities

Before going onwards with this document, it is important to clarify **two concepts: communication, and dissemination**. According to <sup>(1)</sup>:

*“**Communication** on projects – it is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”*

*The purpose of the communication activities is to make the research activities known to multiple audiences (in a way that they can be understood by non-specialists) and the activities must address the public policy perspective of EU research and innovation funding, by considering aspects such as (i) transnational cooperation in a European consortium (i.e. how working together has allowed to achieve*

<sup>1</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>



more than otherwise possible) or (ii) scientific excellence or (iii) contributing to competitiveness and to solving societal challenges.”

In summary, **communication’s** main aim is to:

- Reach out to society as a whole and in particular to some specific audiences
- Demonstrate how EU funding contributes to tackling societal challenges

*“Dissemination – The public disclosure of the results by any appropriate means, including by scientific publications in any medium.” (2)*

In summary, **dissemination** main aim is to:

- Transfer of knowledge and results to the ones that can best make use of it:
- Maximize the impact of research, enabling the value of results to be potentially wider than the original focus

Dissemination is an essential element of all good research practice, preventing results becoming sticky and effectively lost, strengthening and promoting the profile of the project. **Error! Reference source not found.**, below, shows how these two activities compare to each other.

Table 1 Dissemination vs. Communication (2)

COMMUNICATION	DISSEMINATION
About the project and results	About results only
<b>Multiple audiences</b> <i>Beyond the project’s own community (include the media and the public)</i>	<b>Audiences that may use the results</b> in their work <i>e.g.: peers (scientific or the project’s own community), industry and other commercial actors, professional organisations, policymakers</i>
<b>Inform and reach</b> out to society Show the benefits of research	<b>Enable use and uptake</b> of results

The present document focuses on a plan to tackle both Dissemination and Communication activities during the project duration. This report will highlight:

- Project target groups (who will receive the communication);
- How communications will be delivered;
- What information will be communicated;
- Who will communicate;
- Frequency of the communications

Furthermore, this plan will be updated annually to ensure project DC activities are totally aligned with project developments.

<sup>2</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8\\_result-dissemination-exploitation.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf)



## 2. Project Consortium

The project Consortium covers 13 partners from 9 Countries (BE, NL, UK, IE, TR, CY, ES, FR, PL). The following table encompasses all RESURGAM partners, who will be directly involved in DC activities.

Table 2 RESURGAM Consortium

Logo	Partner Name	Country	Role
	European Federation for Welding Joining and Cutting	BE	EFW will lead the overall project coordination (WP7), lead the development of RESURGAM training modules in WP2 and support development of the digital platform (WP2) and dissemination of project results (WP6).
	Technische Universiteit Delft	NL	TU Delft's Faculty of Mechanical, Maritime and Materials Engineering will support WPs 1-5, providing analysis of the welds produced using the developed FSW and UFSW systems.
	TWI Limited	UK	TWI (Inventor of FSW) will lead the further development of the FSW technology for welding of steel in both air and water in WP1 and provide FSW technology development and application/demonstration support in WPs 3-5
	University of Limerick	IR	UoL will work with FORTH, J4IC and ESI to develop the robot and inspection/monitoring/control system for the UFSW prototype in WP3. UoL will also support the demonstration of the UFSW robotic system in WP5 as well as the development of RESURGAM training modules (WP2) and dissemination of project outputs (WP6).
	University of Lancaster	UK	J4IC will lead development of the RESURGAM Industry 4.0 backbone and digital platform in WP2, support the integration of the Industry 4.0 solutions into the prototype UFSW robotic system and prototype FSW modular fabrication/maintenance capability and support the demonstration of the developed prototypes and digital platform.
	Element Six (UK) Limited	UK	Element 6 will provide insight on the materials development and synthesis team and equipment for Friction Stir Welding tool. Element 6 will work with FORTH, TWI and the Industry 4.0/Digital technology partners (UoL, J4IC, ESI) to develop the RESURGAM prototype UFSW robotic system for underwater inspection and repair in WP3. E6 will also support initial development of the FSW tools in WP1 as well as prototype demonstration and digital platform demonstration in WP5.
	Turkiye Gemi Insa Sanayicileri Birligi Dernegi	TR	TSA is involved in several project activities from all development WPs (1 to 5), namely: Support the remaining partners in Marinization of FSW for steel and remote underwater repair, support the development of RESURGAM digital platform, work together with remaining partners in



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Logo	Partner Name	Country	Role
			the development of a FSW head for steel with modular outfitting. TSA will work with ACLUNAGA to input into the technical applicability of the RESURGAM project and publicise the results to their members.
	Engitec Systems International Limited	CY	ESi Limited will be responsible for the development, integration and demo of the NDT underwater activities. ESI will work with J4IC, FORTH, ELM6 and TWI to develop the navigation, inspection, monitoring and control system for the prototype UFSW system in WPs 2 and 3. ESI will also support the prototype and digital platform demonstration in WP5.
	Aislamientos Termicos de Galicia SA	ES	AISTER together with ACLUNAGA and NED will guide the project's development, providing user requirements specifications and supporting the demonstration of the developed prototypes and digital platform. Besides that, AISTER will support the developments under WPs 4 and 5.
	Stirweld	FR	STIRWELD will work with TWI, AST, NED and CNG to develop a prototype FSW modular fabrication/maintenance capability in WP4. SWELD will also support initial development of the FSW tool for steel in WP1 as well as the prototype demonstration and digital platform demonstration in WP5
	Forth Engineering (Cumbria) Ltd	UK	FORTH Engineering will take the role of the Project Technical Manager and are responsible for the management of technical project activities, monitoring technical progress and coordinating activities between Work Package Leaders and a set of activities related to project risk management. Furthermore, FORTH will lead and participate in the developments under WPs 3 (Remote underwater repair) and 5 (Integration and Demonstration). Besides that, FORTH will be involved in the developments under WP1 and WP2 collaborating with the remaining involved partners.
	Asociacion Cluster del Naval Galego	ES	ACLUNAGA, together with NED and AISTER, will guide the project's development, providing user requirements specifications and supporting the demonstration of the developed prototypes and digital platform.
	NED-Project SP Z 00	PO	NED (Polish shipbuilder with specialist design and survey) together with ACLUNAGA and AISTIR will guide the project's development, providing user requirements specifications and supporting the demonstration of the developed prototypes and digital platform. NED will also provide support to the remaining partners in the development of the WPs 3 to 5.



### 3. Work Package Overview

This chapter aims at providing an overview of the Work Package, that this deliverable is inserted in, as a whole, instead of a specific task. This allows the dissemination and communication plan to suit the project marketing and exploitation. Towards ensuring the potential commercialization of project results a marketing plan will be developed by collaborative work of consortium partners.

With the view to synergise all the work to be performed regarding all work packages, a business plan will be developed in the end of the project's first year and actualized annually. In order to exploit the results without breaking any intellectual property rights the following activities will be performed:

- Patent search;
- Peer review of the knowledge or technology;
- Draft and file a robust patent application;
- Develop content and claims of the patent application;
- Periodic reviews of the patent application;
- File a full patent application and pursuit to grant of the patent;
- Review and approve of all dissemination materials, including scientific content.

Another important aspect to be referred is the impact this project aims to generate, while the present report aims to define the plan to meet those objectives.

#### 3.1. Driving Principles

The RESURGAM project will provide the consortium members specific knowledge, technology and products that will enable them to further differentiate and strengthen their competitive position relative to global competitors. The strategic competitive developments will be achieved in the following key areas:

- ❖ Direct economic business growth through exploitation of the technologies developed, enabling further investment in capital and resources; thereby expanding the companies' skill base, technology portfolio and production capacity.
- ❖ New knowledge in the application of the RESURGAM technology, products and services; thereby enabling value-added services and deeper integration within end-user R&D activities.
- ❖ Protection of IP and development of own innovative products; enabling expansion and further exploitation.
- ❖ Development of the activities towards higher value, sustainable and more profitable business growth.
- ❖ Build an innovation community in close collaboration with other RDI projects to boost the developments in the project associated sectors.

The activities under the Dissemination, Communication and Exploitation of Results WP will be performed by all Consortium partners and managed by EWF as WP leader. ACLUNAGA will provide insights to the activities within the WP within the role of Dissemination, Exploitation and Communication Manager.



### 3.2. Impact Generation Strategy

The RESURGAM project has committed to overcome the technical and commercial barriers of the current under water repair systems in the maritime sector, as its main objective passes through delivering improvements to the community through developments on Friction Stir Welding technology.

The project also focuses on the development of strategies that can be in line with the H2020 three pillars: the industrial leadership, the societal challenges and the excellent science. Strengthen industrial leadership in innovation includes major investment in key technologies, which in the present project is friction stir welding, as well as providing European business and companies with tools and innovative practices to contribute towards reinforcing Europe’s position as a world leading player in naval building and repair capabilities; the societal challenges reflect the priorities of the EU 2020 strategy, particularly through the application of cleaner and climate-conscious applied technologies to industry and the excellent science will support the EU’s position as a world leader in science, with an increase in funding to the European research council.

After project completion it is expected that the dissemination of its results (outcomes/ outputs) continues in order to keep the exploitation going, widening its impact. It will also be important to define the strategy in terms of what happens after the project, if it will be sustainable right after its end, or if future developments will be required. This strategy will be included in D6.3 Exploitation and Sustainability Plan.

A micro level impact is expected to be created in the end of the project in two different areas: customers sector (for the technologies developed) and new employees (to operate the machines developed).

Finally, and after the path described before, it will be possible to generate the Macro Impacts which are directly related to how the project results affects our society.

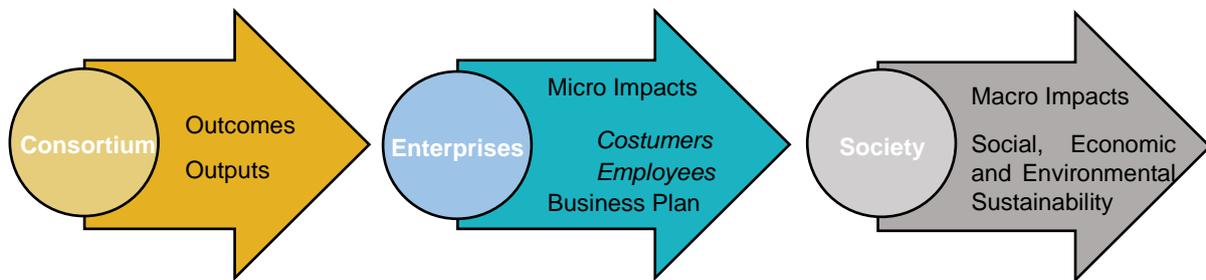


Figure 2 Project Impact flow<sup>3</sup>

The relations between the involved parts can be summarized in a scheme, as Figure 3 illustrates.

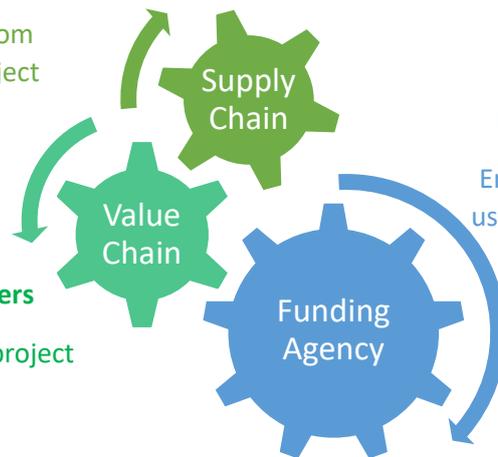
<sup>3</sup> “adapted from OpenHybrid H2020 Project D9.3 Dissemination and Marketing Plan”



### RESURGAM Partnership

Entities benefiting from the supply of the project results

**RESURGAM Users**  
Entities using the project results



**European Commission**

Entity benefiting from the usage of the project results

Figure 3 Relation between project involved parties<sup>4</sup>

The three main parts involved benefit differently from the project results.

- ❖ Partnership: will benefit from the supply of the project results (either by selling machines, services or royalties from a possible patent protection of the technology developed);
- ❖ Users: will benefit from all the advantages that the technologies to be developed will provide, increased productivity and reduction of time, cost and work floor space of ship maintenance and repair operations;
- ❖ European Commission: will benefit, at a societal level with contributions from the project such as economic growth coming from the usage of the technology developed and also the creation of new jobs for new qualified profiles.

<sup>4</sup> “adapted from OpenHybrid H2020 Project D9.3 Dissemination and Marketing Plan”



### 3.3. Measures to Maximise Impact

Some measures are defined to maximise the project impact. There are three focal points the project will be focusing on, which also entitles the work package this deliverable is inserted on: Dissemination, Communication and Exploitation of results. These three areas are of such importance during the project duration and after, starting by the basics, which is communication.

**Communication** is the baseline that allows the project to be disseminated and exploited, and its mechanisms have started to be settled right at the beginning, in the kick-off meeting. EWF, as work package leader, gave to understand the importance of this means for the project to the whole consortium, passing the idea that communication is more than just reporting and should be done by all consortium, as each partner involved can reach a different audience. In conclusion communication should demonstrate the way in which research and innovation are contributing to the European Union.

It is also important to be aware of the audience RESURGAM aims to achieve, as the materials to disseminate the project are developed accordingly. For sure that in a welding conference the project is disseminated in one way, using one type of poster (for example), but in a university's event, as the target changes, so the materials used should.

Moving to **dissemination**, which is the step that comes after the communication. Some materials are under development towards achieving this end, as for materials will be developed during the entire course of the project (please check section 4.2 to have an overview of DC tools foreseen). One example is the development of the project Website ([www.resurgamproject.eu](http://www.resurgamproject.eu)) which is continuously updated.

The **exploitation** of results will be based on Exploitation Plan, which structure was previously identified at a proposal stage and is summarized below.

**Years 1-3 (2021-2023) RESURGAM project implementation:** This phase will cover the development of the RESURGAM technology components to TRL6. Alongside the technology development, we will also focus on protecting the exploitable outcomes (foreground IPR) of the project; policy and strategy development and awareness building activities to ensure achievement of the target RESURGAM membership community.

**Years 1-7 (2024-2027) TRL6 – TRL9 and commercialisation:** During this phase, consortium partners will spin out a company named 'RESURGAM Ltd' to further seek public/private investment, further develop RESURGAM outputs to TRL9 and commercialise RESURGAM the RESURGAM FSW-based products and the associated digital platform.



## 4. RESURGAM Dissemination and Communication

Create and implement communication tools with defined audiences and target groups identified in a stakeholder analysis is an important step towards raising project’s awareness. The main aim of communication and dissemination activities is to inform and convince stakeholders in establishing RESURGAM as credible and trusted source of innovation for the maritime, welding and related sectors.

### 4.1. Dissemination and Communication Strategies and Measures

RESURGAM will develop new innovative results that can revolutionize the maritime and welding sectors, through improvements in repair and maintenance processes. The project will develop the following main results:

*Table 3 RESURGAM Project Results*

Project Results	Partners Involved
FSW system for modular fabrication, modification and retrofitting;	STIRWELD, AISTER, NED
UFSW robotic system for in-water/underwater repair and maintenance;	FORTH, TWI, UoL
Digital infrastructure	All Partners

RESURGAM Dissemination and Communication strategy and measures will focus on these 3 main results and are based on raising awareness of RESURGAM’s outputs and processes, and to encourage a broad uptake of these by the shipbuilding and maintenance industry, which will require:

- ❖ Highlighting the advantages of RESURGAM’s outputs and processes over current industry technology/practices;
- ❖ Getting the market and workforce ready (in terms of skills and regulations required) to deploy and harness the benefits of RESURGAM effectively.

Towards achieving these ends two distinct audiences of the project were identified:

- (1) Academic/scientific community;
- (2) Shipbuilding and maintenance stakeholders.

Dissemination to the first audience will be done via the use of case studies, scientific publications, and presentations to the academic/scientific community at relevant events. Training modules developed during the project will be used for teaching students at academic partner organisations. The second audience will be targeted via the use of magazine articles, videos/animations, journals, press conferences and press releases.

Thus, the project target groups were identified at an initial stage and are illustrated as follows:

*Table 4 RESURGAM target groups*

Group	Description and stakeholders
Group 1 Shipbuilders, shipyards and maintenance stakeholders	These are the companies that build and maintain ships (eg in FRANCE: Constructions Mecaniques de Normandie, Iguana Yachts, Jeanneau, GERMANY: Lurssen, Blohm+Voss, ThyssenKrupp Marine Systems, Meyer Werft, Nobiskrug, Neptun Werft, Volkswerft, NETHERLANDS: Barkmeijer shipyards, Royal IHC, Damen Group, Amels Holland B.V., Heesen Yachts, Royal Huisman, ICON Yachts, Oceanco, Feadship, GREECE: Basileiades, Elefsis shipyards, Hellenic shipyards Co., AUSTRIA-HUNGARY: Stabilimento Tecnico



Group	Description and stakeholders
	Triestino, BULGARIA: Odessos shiprepair yard, CROATIA: Brodogradiliste, Brodosplit, Uljanik, DENMARK: Odense Steel shipyard, ESTONIA: Baltic Workboats shipard, BLRT Grupp, FINLAND: Aker Arctic, Andree and Rosenqvist, STX Finland, Crichton (Turku shipyard), Meyer Turku, Perno Shipyard, ITALY: Azimut, Baglietto, FB Design, Ferretti Group, Cantiere Navale Visentini, Cantiere navale di Ancona, Cantiere navale di Palermo, NORWAY: Kleven Verft, Moss Verft, Ulstein Group, POLAND: NED, Stocznia Gdansk, Stocznia Szczecinska Nowa, PORTUGAL: ENVC shipyard, ROMANIA: Samen Shipyards Galati, Mangaia shipyard, Constanta shipyard, SPAIN:, Navantia, SWEDEN: Dockstavarvet, Kockums naval solutions, Oskarshamn shipyard, UNITED KINGDOM: Ferguson Marine Engineering, Cammell Laird, Manor Marine
Group 2 Shipowners	Private Individuals or Families, for example in GREECE: The Angelicoussis Group (Greece's biggest shipowner in terms of tonnage), Thenamaris, and Dynacom, etc. Corporatized Family Companies e.g. Costamare, Danos and Tsakos (all major Greek shipowners), etc. Large Corporations e.g. Shell, BP, Maersk, Stena, etc. Public or Semi-public enterprises
Group 3 Classification Societies	EUROWELD, International Association of Classification Societies whose members include DNV GL, ClassNK, American Bureau of Shipping, Lloyd's Register, Bureau Veritas, etc
Group 4 Technology developers and suppliers	FORTH, E6, STIRWELD, TWI, ABB, IBM, ESI, Kemppe, Polysoude, Fronius, etc
Group 5 Terminal Operators	EUROGATE, APM Terminals based in Netherlands, PSA International, etc.
Group 6 Shipbrokers	Waterworks Offshore Services, Damen Maritime Broker, Westshore Shipbrokers, Grieg Shipbrokers, North Sea Hagland Shipbrokers, Oslo shipbrokers, etc.
Group 7 Charterers	These are the controllers of cargoes and they are generally liaise with shipbrokers or shipowners to move cargo around in the most cost-effective and timely manner, e.g. Winning International Group LTD, ES Group LTD, Amsbach Marine PTE LTD, ASC Liner Services PTE LTD, Baltic Far East Shipping PTE LTD, Batamfast PTE LTD, etc.
Group 8 Ship Managers	V. Group, Anglo Eastern, Schulte Group, OSM Maritime Group, Thome, Wilhelmsen, Wallem, Synergy, etc.
Group 9 Ship Agents	Associated Steamship Agents, S.A., GAC Ship Agency etc.
Group 10 Freight Forwarders	European Freight Ltd, FirstEuropean, Espace, KG Logistics, Magnum Northern Ltd, WCS, etc
Group 11 Governments/ Regulators	National EU Governments, EC, International Maritime Organization (IMO), etc.
Group 12 Other	Academia and general public



An important feature of the RESURGAM Dissemination and Communication strategy is the project Communication Style, which is highlighted hereinafter. The communications to be carried out will use a close, careful, precise and direct style. Simplicity will be sought to facilitate understanding. In communications directly targeted at priority audiences, and taking into account the locations of the territories, the English language will be used. Communication through social media will be managed in English or in the native language of each partner and website content will be provided in the official language of the project: English.

In order to comply with the principle of Equal Opportunities, the Communication Plan will take into account all the measures to be adopted for the use of non-sexist and non-discriminatory language, as well as the non-use of stereotypes in images and communication channels.

Furthermore, the RESURGAM Dissemination and Communication strategy is grounded in two main pillars:

- ❖ Online stakeholders' engagement;
- ❖ Collaboration with national or European Networks, Initiatives and Hubs.

There will be developed DC tools to support the activities in each of the identified pillars. Hereinafter, both pillars are explained in detail.

*Table 5 Online Stakeholders' engagement*

### Online stakeholders' engagement

RESURGAM online strategy will aim to reach the maximum number of stakeholders. The online DC activities will target all project stakeholders from groups 1 to 12. This strategy can be categorized in four different topics:

#### **Project website** ([www.resurgamproject.eu](http://www.resurgamproject.eu))

A robust web application with high consideration on web design was developed. This web application that highlights the project objectives, its impact on the community and provides information on RESURGAM Consortium. There is also a news section with the latest project achievements to be continuously update during the project duration. Besides that, all project public results and dissemination materials will be available on the website in a dedicated documents section.

The RESURGAM project website will be the centrepiece of the online DC activities and will be referenced whenever possible. The KPIs defined for the project website are 6000 visits and 120 downloads per public deliverable one year after the project's end.

#### **Search Engine Optimization (SEO)**

SEO is the practice of increasing the quantity and quality of traffic to the project website through organic search engine results and is a crucial focal point in RESURGAM online stakeholders' engagement strategy. Which in simple terms means increasing the visibility and ranking of the website in online search engine tools (such as google). The SEO strategy will be developed during the project duration towards achieving the highest results possible for RESURGAM website.



A use of specific SEO tools will be put to practice during the project duration. Some of possible tools were already identified and include the following: ubbersuggest (keyword research), semrush (keyword research), screamingfrog (technical research), ahrefs (keyword research, backlinks, competitor analysis), google analytics (analysis), google search console (analysis).

A preliminary keyword identification was conducted, and the following search keywords were identified: Ship repair, Shipbuilding, Ship maintenance, Marine Equipment, Friction Stir Welding (FSW), Underwater Friction Stir Welding, Artificial Intelligence (AI), Robotic repair.

Furthermore, initial activities to improve project website SEO have already been put to practice with Consortium partners creating backlinks to RESURGAM website in their own websites.

Finally, and also to improve the website traffic and SEO, will be developed a section on the project website dedicated to the technologies used. In this way the project is more likely to appear in search engines results for the identified keywords (which some although having a good SEO rating do not appear to have relevant information on the subject).

During the project duration will be performed an SEO analysis on regular basis and the outcomes of those analysis will be implemented.

## Social Media

In the present digital era, it is vital to disseminate and communicate the project through social media channels. To this end Consortium partners will take full use of their own social media pages to create posts on a regular basis every time there is an output to be disseminated.

A crucial step to ensure proper social media dissemination is to centralize the information disseminated and communicated via this tool in common social media pages. Thus, project partners developed project social media pages on Facebook (<https://www.facebook.com/resurgamproject>) and LinkedIn (<https://www.linkedin.com/company/resurgam-project/>). Besides that, some keywords and hashtags were identified to increase project visibility in social media pages (including Twitter).

*Table 6 Social media Keywords and Hashtags*

Keywords	Hashtags
RESURGAM Project	#RESURGAM
Horizonte 2020	#H2020
Naval Industry	#shipbuilding
Shipbuilding	#naval industry
Innovation	#FSW
Underwater Friction Stir Welding	#FrictionStirWelding
Robotic UFSW	#Europeanproject

The KPIs defined for social media are 600 likes on Facebook page; 15 Linked-in posts and 30 Twitter tweets per year

Additional tools to support the project social media DC were identified: General – [Buzzsumo](#); Facebook – Facebook audience insight; LinkedIn – LinkedIn audience insight



## Online Publications

A vital topic of online stakeholders' engagement is the development of online publications. These publications can either be Press Releases, Newsletters or News Articles.

Press Releases – an initial press was produced (please check annex 2). During the course of the project several other press releases will be developed every time a project milestone is reached (milestones 1 to 6). The following table illustrates the plan for the development of press releases:

*Table 7 Project Press Releases*

Press Release	Milestone	Partner
PR 1	Project Start	EWf
PR 2	M6 - Assessment of scope for modular builds	ACLUNAGA
PR 3	M3 - Initial FSW Machine Specifications	TWI
PR 4	M4 - Validation of RESURGAM Digital Platform Functional Design	J4IC
PR 5	M1 - FSW weld property assessment to validate application suitability	TWI
PR 6	M2 - Prototype systems available for site testing	J4IC
PR 7	M5 - FSW Repair Capability	FORTH

Newsletters – Project electronic newsletters will be developed throughout the project. These newsletters will focus on highlighting project latest achievements and raising awareness amongst all project stakeholders. ACLUNAGA as Dissemination, Exploitation and Communication Manager will take the role of developing the newsletters, with support from specific partners upon necessity. The newsletters will be developed on a regular basis, starting in July 2021 and every 6 months.

News Articles – A news section was developed in the project website, which will be updated every month and upon necessity. These will include project-specific items, but also relevant industry and sector news that can be of interest to the consortium and to the wider network of project stakeholders.

## Internal Communications

Partners identified some tools to facilitate internal project communications. E-mail is widely used for communication activities within the Consortium and for scheduling online meetings. Partners will take full advantage of existing tools, such as Microsoft TEAMS, Zoom, Cisco Webex, G-Meetings, Discord.

Besides that, partners are taking full advantage of a data sharing platform. In the beginning of the project, Partners developed a SharePoint page, where every project participant can access the documents developed in the project. This tool is significantly important for the project, as it allows common access to all project developments.

<https://ewfeurope.sharepoint.com/sites/RESURGAM>



*Table 8 Collaboration with National and European Networks*

**Collaboration with National or European Networks, Initiatives and Hubs**

To make use of Consortium partners network (e.g., EFFRA, ManuFuture) to win related associations as multipliers for wide-spread information, awareness-rising and promotion of the new technology, its environmental and economic benefits and upcoming training offers (for this specific case, collaboration with specific European initiatives in the maritime and welding sectors is foreseen), demo events and for the influence of legislation within and beyond Europe.

A necessary measure to impact large audiences within the project target groups is to ensure stakeholders relation via association networks. Consortium partners participate in large networks, both in the maritime and welding sectors. During the course of the project partners will engage these networks by continuously presenting project outputs and gathering participants for the RESURGAM Innovation Community.

On an initial stage, the following networks were identified by project partners as of most relevance for the project.

*Table 9 Project target Networks*

Network	Partner(s) in liaison
<a href="#">EFFRA</a>	TWI / EWF
<a href="#">euRobotics</a>	UoL
<a href="#">eFactory</a>	TWI
<a href="#">ManuFuture</a>	TWI / EWF
<a href="#">MIDIH</a>	TWI
EU Initiatives ( <a href="#">Blue Growth</a> , <a href="#">DT-ICT</a> )	ACLUNAGA / TSA
<a href="#">Connected Everything</a>	J4IC
<a href="#">Warwick DST-CDT</a>	E6
<a href="#">Waterborne Technology Platform</a>	ESI



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## 4.2. Dissemination & Communication Tools

The standard dissemination and communication tools planned are presented in Table 10 including the identification of the stakeholders to be involved/reached for each individual activity.

Table 10 Dissemination and Communication Tools

DC TOOL	CURRENT ACIVITY STATUS	ACTIVITY DESCRIPTION	PARTNER RESPONSIBLE	PERFORMANCE INDICATORS	STAKEHOLDERS GROUPS <sup>1</sup>
<b>Project website</b>	<a href="https://www.resurgamproject.eu/">https://www.resurgamproject.eu/</a> Press corner	Periodic updates (every two months or upon necessity) Project related technologies section	EWf, All  All	6000 visits and 120 downloads per public deliverable one year after the project’s end	1 to 12
<b>Branding</b>	Logo created	Investigate the necessity to create a trademark associated to RESURGAM	EWf, All	N.A.	1 to 12
<b>Standard presentation material</b> – Project Flyers – Common PPT presentation – Scientific posters – Promotional roll up	N.A.	Flyer #1 – 30.07.2021 Flyer #2 – 30.07.2022 Flyer #3 – 30.07.2023 Common PPT presentation – 30.04.2021 Scientific Poster – 30.07.2021 Promotional Rollup – 30.07.2021	EWf EWf EWf EWf ACLUNAGA EWf	3 flyers developed, 1 project PPT presentation, 1 scientific poster and 1 Rollup	1 to 12
<b>Press Releases (PR)</b>	Initial PR published	Please reference to Table 7, with the scheduling of publications Possibility to conduct exclusive interviews Ongoing observation of the media landscape and joint media activities Focus on trade magazines addressing the maritime and welding sectors	All	7 project Press Releases	1 to 10 and 12
<b>Newsletters</b>	N.A.	Newsletter #1 – 31.07.2021 Newsletter #2 – 31.01.2022 Newsletter #3 – 31.07.2022 Newsletter #4 – 31.01.2023	ACLUNAGA, All	6 project Newsletters, 300 registered mails	1 to 12



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DC TOOL	CURRENT ACIVITY STATUS	ACTIVITY DESCRIPTION	PARTNER RESPONSIBLE	PERFORMANCE INDICATORS	STAKEHOLDERS GROUPS <sup>1</sup>
		Newsletter #5 – 31.07.2023 Newsletter #6 – 31.01.2024 Development of a newsletters mailing list Focus on trade magazines addressing the maritime and welding sectors			
<b>Scientific Publications</b>	N.A.	1 article and publication in Scientific Journals (RTO/Uni)	RTO/Uni	6 publications and 6 citations in three years	12
<b>Videos</b>	N.A.	YouTube video on project objectives – 31.01.2022 YouTube video on project outputs – 31.01.2023	EFW, All	300 views per video in 12 months from release	1 to 12
<b>Social Media (SM) accounts</b> – LinkedIn – Facebook	Account set up Account set up	All partners to include ref. to RESURGAM in the corporate accounts To be updated with regular posts (every two months) Centralization of posts in project SM pages Social posts on project related technologies (associated to project website specific section) to widely inform project stakeholders – 30.04.2021	EFW, All	600 likes on facebook page, 15 Linked-in posts and 30 Twitter tweets per year	1 to 12
<b>Handbook</b>	N.A.	Best practice Handbook – 30.01.2024	ACLUNAGA	60 downloads in one year after the project's end	11 and 12
<b>Media Appearances</b> (television, radio or print)	N.A.	1 media appearance (30.01.2023)	All	N.A.	1 to 12
<b>RESURGAM Innovation Community</b>	Relevant Research and Educational projects identified	Mutual collaboration agreements Invite Projects identified to join the community Industry representative groups to join Network with pool of contacts/experts Collaboration with National and European Networks, Initiatives or Hubs	EFW, All	N.A.	1 to 12



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DC TOOL	CURRENT ACIVITY STATUS	ACTIVITY DESCRIPTION	PARTNER RESPONSIBLE	PERFORMANCE INDICATORS	STAKEHOLDERS GROUPS <sup>1</sup>
		Establish partnerships with sector online magazines for results dissemination			
<b>Infographics (IG)</b>	N.A.	Develop a plan for the IG release for dissemination of project outputs	EFW, ACLUNAGA	N.A.	1 to 12
<b>Events Live Communication</b>	N.A.	Plan for attendance of fairs and relevant conferences to promote the project with oral and poster presentations, workshops, annual meetings and exhibition booths National Events presentation Webinars presentations Common Workshop organized by Consortium (TSA) Scientific Conferences participation Final Event – 31.01.2024	All	10 National Events/ Webinars presentations, 1 common Partners Workshop, 13 Scientific Conferences participation, 1 final event	1 to 11 and 12

<sup>1</sup> please reference to section 4.1 of this report



All the activities highlighted above will be reported annually in D6.2 Report on Dissemination/ Communication activities & marketing plan.

All partners will report the activities conducted on a regular basis every 6 months and this will be managed by EWF. (please check annex 1 Dissemination tracking document).

Furthermore, there will be continuous reports from the Dissemination, Exploitation and Communication Manager (ACLUNAGA) starting on month 6 and happening every 6 months.

In order to manage the performance of the Dissemination and Communication activities several indicators were identified. These indicators will be continuously measured to ensure a continuous growth of RESURGAM project visibility.

Physical realization indicators:

- Number of press releases generated;
- Number of newsletters created;
- Number of advertising inserts and banners created;
- Number of posters created;
- Number of brochures created;
- Number of information and dissemination days;
- Number of publications on social networks.

Impact and results indicators:

- Number of appearances in online and offline media (print media, web pages, electronic newsletters, specialized magazines, etc.);
- Number of visits on social networks;
- Number of friends on Facebook;
- Number of followers on LinkedIn;
- Number of web downloads;
- Comments, retweets and "likes".

### 4.3. RESURGAM project Message

RESURGAM is a project involving several entities with different profiles and fields of action, which is why the homogeneity of the messages and the unity of the communication strategy play a fundamental role in guaranteeing its success.

In order to develop the message, the starting point is the importance of contextualising the project so that the message becomes more relevant, notorious and effective. The campaign is aimed at publicising and highlighting the actions to be carried out within the framework of the RESURGAM Project, while at the same time emphasising the project objective of developing a FSW system for modular fabrication, an UFSW robotic system and a Digital infrastructure.

Considering the communication parameters already defined for the present Strategy, i.e. objectives, audience and areas of action, the next step to be taken in the preparation of the RESURGAM Communication Plan is to design a message that connects with the target audience.

In this sense, in the process of designing the RESURGAM "message", it is essential to understand the value it represents for the target audience.



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#### 4.3.1. CLAIM

With the intention of assuming a message that reflects the actions to be carried out in the project and that considers the values and positioning of RESURGAM, the following phrase is proposed:

“Progress in the naval sector through advanced welding technologies under the framework of industry 4.0”

This message may appear in association with the logo in the communication actions to be carried out.

As a second message to be developed in designs and communications, work will be done to highlight the scope of the project. Specifically, the following sub-message will be used:

“Underwater Friction Stir Welding in the shipbuilding and ship repair sector”

Both these messages will be used in project Dissemination and Communication activities with the aim of raising stakeholders interest in the project.



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## 5. Conclusion

This report includes the initial plan for Dissemination and Communication of the project. It is important to highlight that, as the project evolves this plan will be updated accordingly with the latest outcomes and intentions regarding dissemination and communication.

There are several considerations, listed below, that will need to be included in future iterations of this report, that, at the moment, are not yet fully defined:

- Strategy for the development of RESURGAM Innovation Community;
- Clustering and partnering strategies with other EU funded projects (Task 6.5);
- SEO strategy for project websites update;
- Strategy for a systematic participation in events, fairs and workshops.





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## Annex 2 – Initial Project Press Release

Please access the document online at: <https://www.resurgamproject.eu/dissemination-material.html>

**"I SHALL RISE AGAIN" ROBOTIC SURVEY, REPAIR & AGILE MANUFACTURE**

Conventional welding requires highly skilled workers. Is dangerous and low productivity





Will introduce high productivity Friction Stir Welding of steel to European shipyards.



Friction Stir Welding is mechanised, low-distortion, safer welding solution, applicable to (modular) fabrication and underwater repair

Repair of ship hull damage requires very expensive manual divers or dry docking





**RESURGAM (robotic survey, repair & agile manufacture) proposes to leverage recent ground-breaking developments in Friction Stir Welding (FSW). Launched on February 1<sup>st</sup> 2021, this multi-disciplinary consortium representing European shipbuilding and maintenance stakeholders ([ACLUNAGA](#), [NED-Project](#), [AISTER](#), [GISBIR](#), [EWF](#)), research organisations with specialist expertise in the relevant fields ([TWI](#), [University of Limerick](#), [University of Lancaster](#), [Joining 4 Innovation Centre \(J4IC\)](#), [TU Delft](#)) and specialist industrial SMEs able to provide rapid development of prototype hardware ([Forth Engineering](#), [STIRWELD](#), [ESI](#), [E6](#))**

For 36 months, across 9 countries (Belgium; Netherlands; United Kingdom; Ireland; Turkey; Cyprus; Spain; France and Poland) the project will be able to increase competitiveness and growth within the European market, particularly in international sectors, reinforcing and growing European employment and the necessary skills development for the successful uptake of innovative production processes and technologies. Many of the challenges faced by small- and medium-sized EU shipyards can be addressed by improving their productivity when fabricating new, high-technology vessels, increasing their access to the specialist repair and maintenance market.

A recent breakthrough in the tooling material research available for FSW now shows potential to enable this process for welding of steel structures with consistency. Traditionally, it has only been possible to use FSW in aluminium, so the advances in the field represent a huge opportunity to improve the productivity of European shipyards.

RESURGAM will combine FSW with the new tool material to deliver:

- The introduction of low cost friction stir welding systems for steel that can be retrofitted to their existing Computer Numerical Control (CNC) machines;



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