



POWER STORAGE IN D OCEAN

D8.1. POSEIDON Dissemination, communication and exploitation plan - Updated

Document Information	
Deliverable	D8.1. POSEIDON Dissemination and communication plan - Updated
Lead Beneficiary	CTN
Type:	PU - Public
Work Package	WP8 Final report on dissemination, communication and exploitation activities
Date	30/12/2025



Funded by the
European Union

This project is funded by European Climate, Infrastructure and Environment Executive Agency (CINEA), under the powers delegated by the European Commission under grant agreement Project: 101096457 – POSEIDON - HORIZON-CL5-2022-D5-01.

Dissemination level

Dissemination Level	
PU: Public	X
SEN: Sensitive, limited under the conditions of the Grant Agreement	

History

Version	Date	Reason	Revised by
1	17/05/2023	First draft	
2	09/06/2023	Final Version	
3	17/06/2023	Peer reviewed	
4	30/06/2023	Final version submitted	
5	30/12/2025	Update	

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1. INTRODUCTION

The overall goal of the project is to demonstrate the applicability of 3 innovative fast-response ESS in waterborne transport (Supercapacitors, Flywheels and SMES) addressing their on-board integration, cost-competitiveness, efficiency and safety, in relevant environments. The continuous monitoring and evaluation of the communication and dissemination activities success is key to ensure that the expected results are achieved both for the general and specific audience, respectively.

As the project has progressed from initial development to advanced demonstration and validation phases, communication, dissemination and exploitation activities have evolved accordingly. This updated Dissemination, Communication and Exploitation Plan (DCEP) is conceived as a stand-alone, late-stage strategic document, reflecting the maturity of POSEIDON results and the need to support their uptake by industry, policy makers, ports, classification societies and other key stakeholders.

The purpose of this DCEP is to:

- Present a coherent and realistic strategy for communicating POSEIDON outcomes to non-technical audiences.
- Ensure effective dissemination of validated results to specialised and professional communities.
- Support the exploitation and long-term use of project results beyond the project lifetime.

This document complements earlier planning deliverables by consolidating lessons learned, aligning actions with actual implementation practices, and reinforcing impact-oriented communication and dissemination logic.

2. DISSEMINATION, COMMUNICATION AND EXPLOITATION ACTIVITIES

The Dissemination, Communication and Exploitation plan ensures that the expected impacts of POSEIDON are achieved through well-coordinated dissemination, communication and exploitation activities. However, given the high level of privacy of the current stage of the project, the dissemination actions are on hold until the right time comes.

2.1. DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

The Communication, Dissemination and Exploitation Plan is currently under implementation, with the objective of ensuring that relevant target groups, end users, and the general public are appropriately informed about the project's activities and emerging outputs. Communication and dissemination actions are being carried out to raise awareness of the initiative among key stakeholders in the maritime and energy sectors, as well as at a broader European level.

The plan provides a structured framework that defines dissemination objectives, identifies target audiences, and outlines the tools, channels, and actions to be deployed.

However, in order to support partners in the development and implementation of the dissemination activities, the way they were displayed on the original document has been reviewed and adapted to better understand them.

This adjustment aims to ensure that the expected indicators remain realistic, measurable, and aligned with the project's maturity, while facilitating partner contributions and reducing potential barriers to participation in dissemination actions.

CTN continues to coordinate and implement communication and dissemination activities on behalf of the consortium. In parallel, and with a view to strengthening the exploitation dimension of the project, CTN has already initiated contact with the Horizon Europe BOOSTER service in order to receive targeted support for the design and consolidation of the project's exploitation strategy.

At the current stage of the project, partner involvement in dissemination activities is progressively increasing in line with the maturity of technical developments and the availability of results. While partner-led dissemination actions remain limited at this stage, their engagement is expected to intensify as the project advances and more consolidated outcomes become available for external communication.

Project partners support dissemination activities by providing technical input when requested and by keeping CTN informed of relevant project progress, ensuring the accuracy and consistency of external communications. As the project enters more advanced phases, partner contributions to dissemination and exploitation activities are expected to grow, enabling broader outreach to research, scientific, industrial stakeholders, and the general public regarding POSEIDON's innovative approaches and technologies.

2.1.1. TARGET AUDIENCE

In order to maximise the impact of dissemination activities, the project has identified a set of key target audiences, for which specific dissemination objectives have been defined. As reported in previous deliverables, these target groups remain unchanged and continue to be fully relevant to the objectives and scope of the POSEIDON project.

The primary audiences include the naval and maritime industry (shipyards, shipping companies and shipowners), governance and regulatory bodies (port and regional authorities, classification societies), citizens (including passengers, tourists, and residents of port cities), and the scientific community (technological, scientific, and environmental researchers).

Dissemination activities are designed to address the specific interests of each audience group. For industry stakeholders, communication focuses on the integration, operational benefits, and economic and environmental advantages of energy storage systems for maritime applications.

Governance bodies and classification societies are targeted with information related to emission reduction, regulatory compliance, and the alignment of technological innovation with evolving standards.

Citizen-focused dissemination highlights the societal benefits of cleaner shipping and ports, including improved air quality and port-city relations.

Scientific audiences are addressed through the dissemination of knowledge related to the development, performance, and environmental impact of advanced energy storage technologies.

For each target group, tailored messages and appropriate communication channels have been defined to ensure effective outreach. Should the needs or expectations of any audience evolve during the project lifetime, dissemination messages and approaches will be adjusted accordingly to ensure continued alignment with the project's dissemination objectives.

2.1.2. KEY PERFORMANCE INDICATORS

As mentioned previously, given the highly technical nature of the project and the limited experience of some partners in communication and dissemination activities, a decision was taken to facilitate their involvement by adapting the way the communication and dissemination KPIs and actions were displayed in the first version of the CEDP.

In order to ensure an appropriate adaptation of these KPIs, several brainstorming sessions were organised with the POSEIDON team at CTN. These discussions resulted in the development of a table that more clearly explains and displays which dissemination actions are required, how and when they will be implemented, and which partners are responsible for their execution.

[POSEIDON-kPIs-updated.xlsx](#)

2.1.3. Dissemination activities

At the current stage of the project, the publication of results is not yet possible.

In the near future, the dissemination actions foreseen in the table above will be implemented.

2.1.4. Communication activities

During the reporting period, communication activities have primarily focused on raising awareness among the general public about the objectives and scope of the POSEIDON project. These actions have been mainly implemented through social media campaigns, with a particular emphasis on LinkedIn. Clear and accessible language has been used in order to address non-specialised audiences and to mitigate the highly technical nature of the project.

In parallel, a series of articles have been published on the project website to support citizen awareness objectives. The project has also been represented at events related to POSEIDON's thematic areas, contributing to visibility and stakeholder engagement.

Considering the current stage of the project, a structured calendar of communication actions is being prepared to progressively disseminate results whose content can be considered public. In this next phase, communication activities will adopt a more corporate and formal tone, targeting media outlets, the general public, and key stakeholders.

Furthermore, in order to actively engage international authorities and relevant stakeholders, POSEIDON foresees the organisation of a Final Conference addressed to public authorities, marine regulatory bodies, private entities, industry, academia, and other relevant stakeholders.

2.1.5. Exploitation OF RESULTS

In order to support the effective exploitation of the POSEIDON project results, assistance from the Horizon Europe BOOSTER service has been requested.

The request has been accepted, and an initial coordination meeting has already been held. During this meeting, it was agreed that, at the current stage of the project, the identification of Key Exploitable Results (KERs) cannot yet be carried out with sufficient accuracy. As a result, this aspect of the exploitation strategy remains pending and will be further developed as the project reaches more advanced stages.