



**Smart Transformer for Enhanced Efficiency and
Sustainability in MAritime Transportation**

Deliverable D8.2 Plan for Dissemination, Exploitation and Communication

Maritime CleanTech

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Abstract

Deliverable abstract	
<p>The deliverable D.8.2, Plan for Dissemination, Exploitation and Communication of the STEESMAT Project, defines the project's dissemination and communication needs. It provides guidelines for the review of project results towards internal exploitation by project partners, or dissemination for third party exploitation. It will also give an overview of the STEESMAT project dissemination and exploitation strategy and the status of these efforts. It is a living document, updated throughout the project's lifetime.</p> <p>The document describes the communication actions, target groups, and channels. It defines responsible partners and collaborators and provides guidelines about events, publications, press releases, and social media.</p> <p>The PDEC contains three sections:</p> <ul style="list-style-type: none">• Section one – A public section describing the project communication strategy, goals and outcomes to the public via the webpage, media releases and interaction on social media, using a broad language for general understanding for general society and stakeholders.• Section two – A public section covering dissemination of project results and outcomes by targeting identified key groups via conferences, fairs, workshops, scientific and technical publications, and interactions on SoMe. This section will also present performance compared to D&C KPIs• Section three – Status of innovation management and exploitation plan: A confidential section on the status of innovation management, exploitable results, and related planned activities. Results for knowledge sharing and for status of IPR protection processes due to commercial potential, and plans for the commercial exploitation of the project results <p>The PDEC will be evaluated and updated throughout the project period.</p> <p>All project partners will play a role in the dissemination and communication of project results.</p>	

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(Note: Section 6 is internal to the project consortium.)

1 Introduction

The STEESMAT project aims to accelerate the decarbonisation of large vessels through the development and demonstration of a new onboard smart DC grid architecture. This innovative system is based on medium voltage direct current (MVDC) distribution and solid-state transformer (SST) technology, combined with a secondary LVDC hub and a smart energy and emission management system (EEMS). The complete solution will be tested both at the Energy House on-land facilities and onboard the RV NorthStar research vessel.

Through significantly improved energy efficiency, simplified system architecture, and seamless integration of batteries and fuel cells, STEESMAT enables a reduction of GHG emissions and fuel consumption by more than 20%. The project is designed not only to demonstrate the technical feasibility of the system, but also to ensure that it can be commercialised and adopted across multiple shipping segments including cruise ships, container vessels, and LNG carriers.

As a Horizon Europe Innovation Action, STEESMAT has a strong focus on exploitation and market impact. For the project results to contribute meaningfully to the climate-neutral transformation of the maritime sector, they must be taken up by stakeholders such as shipowners, designers, shipyards, port authorities, regulators, and technology providers.

Therefore, activities related to dissemination, exploitation, and communication are essential to maximise the project's societal, environmental, and commercial impact. These activities are divided into two main categories:

- **Dissemination and exploitation activities** are targeted at stakeholders within the maritime industry and supporting frameworks such as classification societies and regulatory bodies. The aim is to encourage uptake and use of the project's results by those who can implement and benefit from them.
- **Communication activities** are designed to raise awareness of the project among the wider public and promote broader interest in sustainable technologies for waterborne transport. These activities also highlight the role of European research and innovation in driving the green transition.

The main objectives of the PDEC strategy are to:

- Create interest among shipowners and operators in the economic and operational benefits of STEESMAT.
- Promote the adoption of STEESMAT technologies through structured engagement with key actors in ship design, retrofit and construction.
- Ensure that findings from the project inform future standards and policy frameworks via dialogue with regulatory bodies and class societies.
- Facilitate knowledge sharing with the research community and academia to support education and innovation capacity.
- Raise public awareness of the climate and operational benefits of smart electrification solutions in shipping.

2 Objectives of Deliverable

The PDEC's objective is to outline a dynamic strategy for partners to plan and execute communication and dissemination activities. The partners will continuously support dissemination efforts to facilitate exploitation of all results.

Early dissemination planning is essential to increase impact and collaboration opportunities and ensure project outputs are fully exploited. This approach also promotes the sharing of knowledge with interested organisations, the reuse of excellent elements, informing decision-makers, and highlighting the project's societal benefits.

3 Primary Target Groups

The dissemination activities will be planned to reach the relevant target groups in the maritime shipping industry (ship operators and owners), cargo owners, classification societies, industry, R&D institutes, and policymakers through efficient communication measures.

The other significant target group, the scientific community, will mainly be reached through scientific relevant articles and conference papers to secure contributions to scientific literature and state-of-the-art in relevant research fields. In addition, the recommendations and results are disseminated to public authorities and policymakers who are a significant target group for the project results. The European Public will be informed about the progress towards a greener and more sustainable future in the European maritime shipping industry.

Table 1 – Key Target Groups table

Key target group	Engagement	Objectives	
Maritime technology suppliers	Engine/components manufacturers, shipyards, repair yards, ship designers	Formal Commitment Inform/Consult, Collaborate Commercial agreements	Knowledge transfer – Increase visibility & uptake. Build strong relationships – Mobilize KOLs with capacity to influence potential Partners, Clients & end-users
Maritime shipping industry	Ship owners (cargo shipping, LN carrier, cruise business), ship operators	Formal commitment Inform – Commercial agreements	Solution adapted to industry needs. Rapid response to demand. Build strong relationships. Mobilize KOLs to influence partners, clients, end - users
Policy makers and regulators	EC, IMO, classification societies (e.g. DNV, ABS)	Formal Commitment Inform – Consult – Collaborate	Provide evidence & technical advice for policy development on shipborne DC microgrids
Research community	Research scientists; R&D institutes, universities	Formal Commitment Inform/Consult/Collaborate	Knowledge transfer – Increase visibility & update
Public partners and EU	Member states, EU, maritime clusters, IMO, regulatory authorities	Collaborative Innovation Inform – Consult – Collaborate	Provide evidence & technical advice for policy development. Raise awareness, benefits dissemination
Citizens	Ordinary citizens, the general public	Inform commitment Inform - Disseminate	Raise awareness and provide dissemination of the benefits.

4 Key Messages, Channels and Tools

4.1 Communication and Dissemination: Key Performance Indicators

Table 2 – Key Performance Indicators for STEESMAT communication and dissemination

Dissemination tools	Key target group(s)	Aim	Performance indicators	+/- Tolerance
Project Website	All key target groups	Raising awareness of the STEESMAT project, raise interest in users	No. visits: 4,000	20%
Social Media	All key target groups	Maximise the visibility of project partners and results, disseminate news, events and deliverables, monitor the feedback	No. of publications: 100 No of followers: 1,500	20%
Newsletter	Policy makers and regulators; Maritime shipping industry; Research community; Maritime technology suppliers	Disseminate project news including deliverables, events participation, or publications	No. of newsletters: 2/year, No. of subscribers: 120/year	25%
Press releases	Waterborne transport industry; Research community, Technology suppliers	Raising awareness of STEESMAT project, Disseminate project results	No. of press releases: 6	25%
Industrial events	Waterborne transport industry; Technology suppliers, policy makers and authorities,	Engage stakeholder groups, disseminate project outcomes, commercialise project results, establish cooperation actions	Participation in EU events: 6 Participation in global events: 3 Participation in trade shows: 3	25%
Workshops	Waterborne transport industry; Technology suppliers, policy makers and authorities, general public	Engage stakeholder groups, disseminate project outcomes, commercialise project results, establish cooperation actions	No. of workshops: 3 No of participants: 50/workshop	25%
Scientific articles	Research community	Advance academic state of the art, knowledge sharing, raise awareness of STEESMAT project	No. of scientific publications: 7	33%
Scientific conferences	Research community	Raising awareness of project, advance state of the art	3 participations with 3 oral presentations	20%

Concluding seminar	All key target groups	Provide expert feedback, promote project outcomes	No. of attendees: 50	15%
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5 Project Communication and Dissemination Actions

How different tools and channels will be put into action. Utilizing social media, events, papers, conferences, presentations, scientific reports, we aim to engage diverse stakeholders. Through active social media presence, we will share updates and informative content. Participation in industry events and conferences will facilitate knowledge exchange and partnerships. Scientific papers will disseminate our research outcomes, and presentations will engage policymakers. This comprehensive approach ensures widespread awareness, collaboration, and adoption of sustainable shipping practices, shaping a greener future for the maritime industry

5.1 Visual identity

A specific project logo has been developed to visually represent the project. The project logo is an integral part of the brand as it is and will be included in all project's promotional materials both print and online.

5.1.1 STEESMAT Logo



Figure 1 – STEESMAT logo: main and negative

5.1.2 STEESMAT icon



Figure 2 – STEESMAT icon: main, black and negative

5.1.3 STEESMAT Templates

Document templates have been produced by MCT for internal use by the consortium which include:

- Deliverable template
- Meeting agenda
- Meeting minutes
- PowerPoint presentation

5.2 Online Presence

The STEESMAT website (<https://steesmat.eu/>) went online on April 1st, 2025, fulfilling deliverable D8.1 and a document was produced detailing the rationale and technical aspects of the website which has been submitted to the European Commission as a form of additional verification.

STEESMAT Deliverable 8.2 – PDEC

As the project develops, the website will undergo frequent updates with continuous contribution from the partners. The latest developments will be shared through newsletters, press releases, research outputs, and deliverables, all available on the project website. These updates aim to generate interest and engage with diverse sectors of society.

The website contains links to the social account platform on LinkedIn. All public deliverables generated for the project will be accessible to all visitors and easy to download.

5.3 Social Media

To maximise the impact of its communication efforts, the STEESMAT project prioritises LinkedIn as its primary social media platform. LinkedIn offers access to a highly relevant professional audience and serves as an effective channel for engaging stakeholders across the maritime, energy, and research sectors. In light of changing trends in social media usage and reduced relevance of X (formerly Twitter) for professional outreach, the consortium has decided not to use X, focusing instead on a platform that better aligns with the project's communication objectives and stakeholder engagement strategy.

A dedicated STEESMAT LinkedIn account was established in Month 1. This account serves as a key channel for sharing news from the project, highlighting partner activities, milestones, and technical developments. It also features tailored content such as videos, infographics, and event updates to ensure consistent and engaging communication.

Explore the project's LinkedIn presence at:
<https://www.linkedin.com/company/steesmat/>

In addition to regular LinkedIn posts, STEESMAT will use LinkedIn's newsletter feature to reach key stakeholders in maritime and energy. The format enables direct updates, deeper insights, and better visibility over time—ideal for sharing project milestones, results, and news with a targeted, professional audience. <https://www.linkedin.com/build-relation/newsletter-follow?entityUrn=7340336306926907393>

5.3.1 Social Media Guidelines

All partners are encouraged to actively participate in social media activities and sharing content from the project on platforms like Facebook, Twitter, and LinkedIn. This collaborative approach ensures a wider reach and engagement with the target audience.

Partners are encouraged to use their respective company accounts to share relevant partner updates and milestones, in addition to interacting with the dedicated project LinkedIn account. This includes sharing, commenting on, and replying to potential questions from the public, on STEESMAT posts. When utilizing company accounts and referring to the project or project related activities, partners must tag the project account, preferably with reference to the EU funding, e.g: "... the EU funded @STEESMAT project".

The primary objective is to effectively communicate with citizens and various stakeholder groups about STEESMAT and its potential. Furthermore, social networks will be utilized to gather feedback and extract valuable information from key stakeholders.

5.4 Press Releases and Media-oriented Communications

We will publish several press releases, and at least one article in e.g. European publications such as "Horizon, the EU Research and Innovation Magazine", referring to the key results of the project, and the wider implication of the innovation carried out during STEESMAT.

Industrial events and workshops: We will participate and present the STEESMAT project in third party industrial events such as Nor-Shipping 2025, IPF, Posidonia, Electric and Hybrid Expo, and SMM 2026. In addition, three workshops will be organised with attendance of value chain actors, potential customer to present project advances and themes concerning DC microgrids, electrification, hybridization and relevance to specific segments, including the key targeted market sectors.

5.4.1 Media Guidelines

WP8 leader, MCT, will have the responsibility of supervising the contact with international press and media whereas the partners will distribute the press releases to their local and selected medias. As a general rule, all questions from media concerning general project information shall be directed to the Project Coordinator and/or WP8 leader.

5.5 Brochures/Printed Material

A flyer presenting the project in printed form was developed in M5, to be handed out at conferences, fairs and events. An electronic version will be made available for all partners at SharePoint and updated when necessary. Partners may contact MCT for specific needs.

5.6 General Presentation

A general presentation for the project will be made available in the project workspace in Microsoft Teams by M8. WP8 leader (MCT) will be responsible for updating the slide seg according to the progress of the project.

5.7 Events

As a rule, the WP8 leader must be informed about all external project presentations.

5.7.1 Indicative List of Workshops, Seminars and Events

Table 3 – List of Workshops, Seminars and Events

When	What	Type	Where
M4	Present project and themes concerning DC microgrids, electrification, hybridization and relevance to specific segments	TechUpdate: Leaner & Greener Operations at Sea	Online
M9	Present project advances and themes concerning DC microgrids, electrification, hybridization and relevance to specific segments	Maritime Week, Workshop – Energy efficiency	Haugesund, Norway
TBA	Present project advances and themes concerning DC microgrids, electrification, hybridization and relevance to specific segments	Workshop	TBA
TBA	Present project advances and themes concerning DC microgrids, electrification, hybridization and relevance to specific segments	Workshop	TBA
M48	Final seminar on project findings and results	Seminar	TBA

5.7.2 Indicative List of Conferences, Tradeshows and Exhibitions

Table 4 – List of Conferences, Tradeshows and Exhibitions

When	What	Type	Where
M3	Project representatives present at the Danfoss stand, and a dedicated project event organized	Vaasa Energy Week	Vaasa, Finland
M4	Project representatives present and a dedicated project presentation	Energy House Day	Stord, Norway
M6	Project representatives present at the Maritime CleanTech stand, and a dedicated project event organized	Nor-Shipping	Oslo, Norway
M21	Exhibition	SMM 2026	Hamburg, Germany
TBA	Exhibition	Electric & Hybrid marine Expo Europe	Amsterdam, Netherlands
M30	Project representatives present at the Maritime CleanTech stand, and a dedicated project event organized	Nor-Shipping	Oslo, Norway

5.8 Scientific Articles

All scientific results from the STEESMAT project will be published in gold- or green-open access journals with high impact factor (e.g. IEEE, Nano-Micro Letters, PRX Quantum). The project partners will also participate in third-party academic events, for example, Energy Conversion Conference and Expo (ECCE), Applied Power Electronics Conference (APEC), Power Conversion Intelligent Motion Expo & Conference (PCIM), and eGrid. These scientific outputs will also be used to assist IMO, the European Commission, and classification agencies in preparing future regulations and rules.

At least 7 scientific articles and publications will be submitted. Copies of, or links to, all publications will be accessible on the project website.

(Note: Section 6 is internal to the project consortium.)

7 Acknowledgement procedures

All recipients of EU funds have the legal obligation to explicitly acknowledge that their action has received EU funding. This requirement is to ensure visibility and transparency. This requirement is specified under Article 17 of the Grant Agreement.

The obligation requires all beneficiaries, managing authorities and implementing partners of EU funding to acknowledge the support from the European Union on all communication materials. An important element with this regard is the European Union emblem and the funding statement, which must be displayed prominently on all printed and digital products, websites, social media channels and other communication products (see appendix A).

The following disclaimer should be included on the project web page as well as in publications,

reports, and other written documents from the project:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

Appendix A – Acknowledgement

EU Emblem and funding statement

The European Union emblem and the funding statement must be displayed prominently on all printed and digital products, websites, social media channels and other communication products:



Figure 3 – EU Emblem and funding statement, horizontal and vertical

Further information and EU emblem files can be found at the European Research Executive Agency webpage: [Communicating about your EU-funded project \(europa.eu\)](http://Communicating about your EU-funded project (europa.eu))