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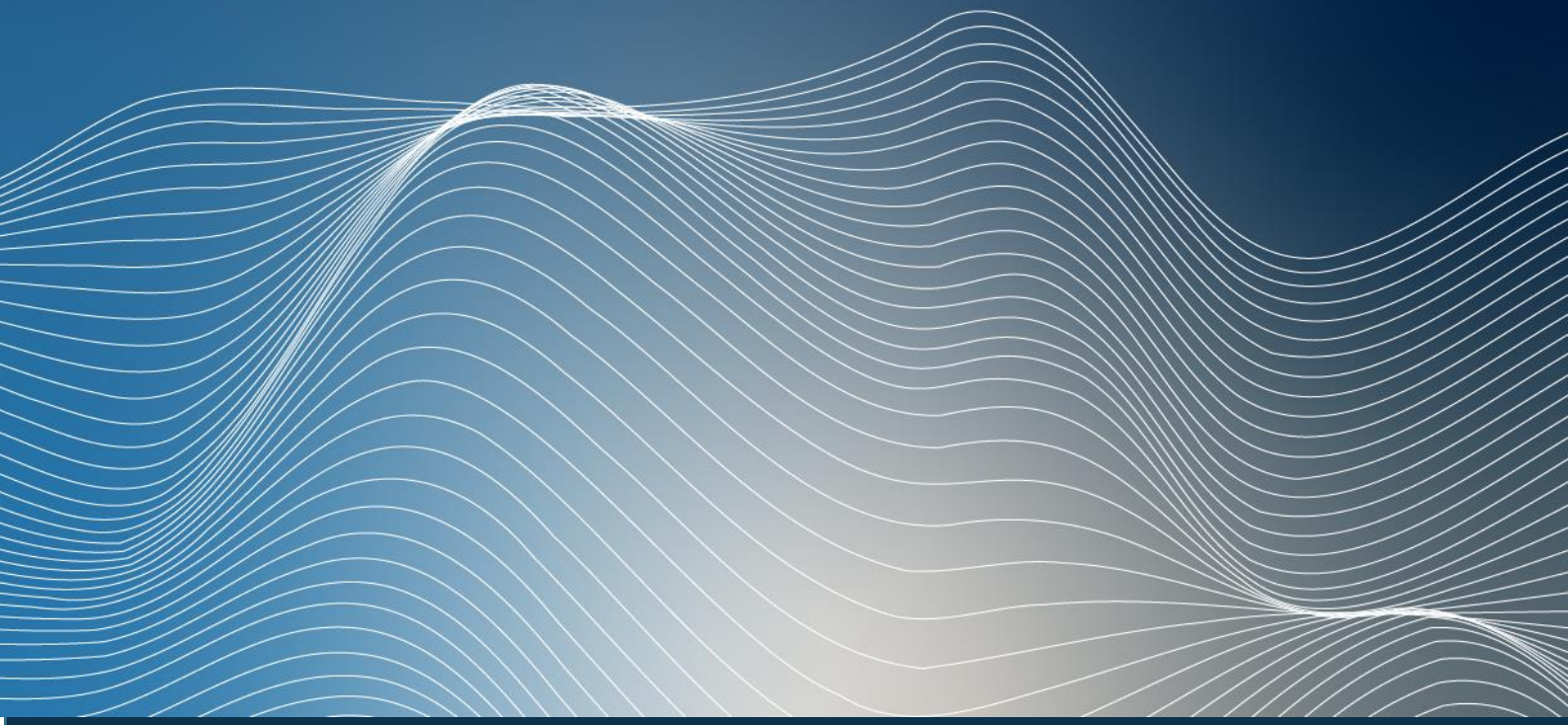
marpower

D5.5

Report on Communication, Dissemination and Exploitation Activities

February 2026



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List of abbreviations

ABBREVIATION	DESCRIPTION
AMB	Active Magnetic Bearing
AUT	Aurelia Technologies
C, D & E	Communication, Dissemination and Exploitation
DLR	German Aerospace Center (Deutsches Zentrum für Luft- und Raumfahrt)
DTU	Technical University of Denmark (Danmarks Tekniske Universitet)
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IACS	International Association of Classification Societies
IMO	International Maritime Organization
IPR	Intellectual Property Rights
LUT	LUT University (Lappeenrannan–Lahden teknillinen yliopisto LUT)
KPI	Key Performance Indicator
MECS	MARPOWER energy conversion system (project concept)
OEM	Original Equipment Manufacturer
POLIMI	Politecnico di Milano
TRL	Technology Readiness Level
UVIGO	University of Vigo (Universidade de Vigo)
WP	Work Package
X	Social Media Platform

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1. Executive Summary

This document constitutes Deliverable D5.5 – "Report on Communication, Dissemination and Exploitation Activities" of the MARPOWER project. It has been prepared within Work Package 5 – Communication, Dissemination and Exploitation, and provides a comprehensive overview of the results and impact achieved through the project's activities in these areas. The deliverable is intended for all audiences interested in the MARPOWER project and is classified as "public" at the dissemination level.

Work Package 5 is led by Zabala Innovation, which is responsible for coordinating and implementing the project's overall communication, dissemination, and exploitation strategy. The successful execution of this work package relies on the active collaboration of all partners, with RINA Consulting responsible for Task 5.4 – Exploitation.

Intellectual Property (IP) management and its associated activities are also included within Work Package 5, but are described in separate deliverables: D5.8 – "IP Strategy Plan", and its subsequent updates D5.9, D5.10, and D5.11.

To ensure that the strategy remains relevant and aligned with the project's evolution, this report will be updated in months 36 and 48, following the guidelines established in Deliverable D5.1 – Communication, Dissemination and Exploitation Plan.

The deliverable describes the activities undertaken and the materials developed to reach and engage the project's stakeholders and wider audiences. It also analyses Key Performance Indicators (KPIs) used to assess the effectiveness of the communication, dissemination, and exploitation actions, enabling continuous improvement and strategic adaptation. The Communication, Dissemination and Exploitation Strategy is regularly reviewed to maximise visibility and the overall impact of project results. The indicators and progress are systematically discussed during consortium meetings.

This report covers the progress achieved in Communication, Dissemination, and Exploitation Activities during the period from Month 1 (September 2024) to Month 18 (February 2026) of the MARPOWER project.

At this stage, after the first 18 months of the project, this deliverable details the first phase of MARPOWER's communication and dissemination activities. This includes the creation of the MARPOWER brand and visual identity, the launch of communication channels, the development of the initial promotional materials, and the participation in early dissemination events.

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2. Introduction

This document presents Deliverable D5.5 – "Report on Communication, Dissemination and Exploitation Activities" of the MARPOWER project, developed within Work Package 5 (WP5) – Communication, Dissemination and Exploitation. It summarises the progress achieved during the first 18 months of the project (September 2024 – February 2026), following the strategy defined in Deliverable D5.1 – "Communication, Dissemination and Exploitation Plan".

The purpose of this deliverable is to report on the implementation and outcomes of the communication, dissemination, and exploitation activities carried out during this initial phase, and to assess their alignment with the Key Performance Indicators (KPIs) established for WP5.

Information presented in this report has been compiled through contributions from consortium partners, under the coordination of Zabala Innovation, leader of Work Package 5. RINA Consulting is responsible for Task 5.4 – Exploitation, while Intellectual Property (IP) management is addressed separately in Deliverables D5.8, D5.9, D5.10, and D5.11.

The activities described in this document reflect the first stage of the project's communication and dissemination efforts, including the creation of the MARPOWER brand and visual identity, the launch of communication channels, the production of initial promotional materials, and early dissemination initiatives.

The structure of this deliverable follows the organisation of Work Package 5, as defined in the Grant Agreement, with each section corresponding to the specific tasks and objectives established therein.

3. Task 5.1: Communication plan, activities, and materials

Task 5.1 focuses on the development and implementation of the MARPOWER Communication Plan, which defines the strategy, tools, and actions required to ensure the project's visibility and engagement with its key audiences. The task plays a central role in positioning MARPOWER as a leading initiative for the decarbonisation of maritime transport using net-zero fuels.

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The Communication Plan promotes coordinated and coherent outreach across all consortium partners. It integrates online and offline activities within a unified framework aimed at establishing a community of interest around MARPOWER, enhancing visibility, and reinforcing the project's contribution to sustainable innovation in the maritime sector.

Task 5.1 was responsible for preparing Deliverable D5.1 – "Communication, Dissemination and Exploitation Plan", submitted in Month 6 (M6). This deliverable established the overall framework for communication, dissemination, and exploitation, defining objectives, target audiences, key messages, and tools. The activities presented in this report reflect the implementation and continued adaptation of that strategy in response to project progress and stakeholder engagement.

To achieve its objectives, the plan combines digital marketing, brand and identity development, media relations, and the production of communication materials to deliver project messages clearly and effectively. These activities target diverse audiences, including industry representatives, policymakers, researchers, and the wider public.

The plan aims to create a multiplier effect that broadens outreach and engagement while maintaining coherence with the project's Key Performance Indicators (KPIs).

Communication and Dissemination coordination and KPI monitoring

The Communication and Dissemination actions and processes are led by Zabala Innovation and managed in collaboration with LUT University, the project coordinator, together with the rest of the consortium through the Communication and Dissemination Team. This team was created at the start of the project and includes at least one representative from each partner organisation. Coordination within the team has been smooth and effective, with seven meetings held so far since Month 5.

These regular meetings are essential to foster collaboration among partners, to exchange information, and to ensure that communication and dissemination activities are implemented consistently across the consortium. The meetings also serve as a platform to monitor progress against Key Performance Indicators (KPIs), evaluate outcomes, and plan future actions.

To measure communication performance, analytics and monitoring tools have been embedded into the MARPOWER website, social media channels, and other communication platforms. These allow continuous assessment against the KPIs and ensure that communication objectives are being met.

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Partners regularly provide feedback and data on their communication efforts, supporting the evaluation of results and ongoing improvement of the overall strategy.

Several internal procedures are systematically applied to maintain quality and coherence across all communication outputs. These include the review and approval of articles and press releases, guidelines for interaction on social media, and procedures for participation in events or conferences. Specific instructions have also been defined on how to acknowledge the MARPOWER project and EU funding in scientific papers and other public materials.

Table 1. Communication KPIs and results by month 18

Name	KPI	Results by M18
Website Views Month 24	10000	5337
Website Views Month 48	20000	
Social Media Followers Month 30	800	335
Social Media Followers Month 48	1000	
Promotional materials: Flyer	1	1
Promotional materials: Brochure	1	0
Promotional materials: Poster	1	1
Promotional materials: Infographics	2	0
Promotional Materials Distribution Month 30	250	0
Promotional Materials Distribution Month 48	500	0
Newsletter - Subscribers	100	18
Newsletter - Number of issues	10	3
Videos Month 30	2	
Videos Month 48	4	
Video views YouTube	>2000	43
Video views social media	>2500	644
Press releases (2 per year)	8	2
Media relations impacts	50	55

Task 5.1 encompasses the following core components:

3.1. MARPOWER Brand and Communication Materials

The first step in MARPOWER's communication strategy was the creation of a memorable and engaging brand for the project, including the development of its logo and visual identity. This visual identity reflects the project's main goals, ensuring that MARPOWER is distinctive and recognisable while conveying its innovative and sustainable approach to maritime decarbonisation.

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A strong and coherent visual identity has been developed to reinforce the project's recognition and guarantee consistency across all communication channels and materials. To ensure uniform representation, these elements are applied to all tools and outputs, including external materials such as presentations, brochures, social media, and videos, as well as internal documents shared among consortium partners and stakeholders.

A detailed Brand and Identity Manual was created and shared with the consortium through the project's internal repository. This guide, also available on the website and explained in detail in Deliverable D5.1 – "Communication, Dissemination and Exploitation Plan", defines the correct use of the project's visual elements, including the logo, typography, colour palette, and templates, ensuring a unified and professional image across all materials.

3.1.1. MARPOWER Brand Overview

The MARPOWER name functions both as an acronym and as the project's branding identity, derived from *"Efficient Zero-Emissions Gas Turbine POWER System for MARitime Transport"*. The name MARPOWER must always appear in uppercase to ensure clarity and visual consistency. To avoid confusion with other brands, the term MARPOWER project is recommended in written materials.

3.1.1.1.Logo and Visual Identity

The MARPOWER logo embodies the core mission of the project: developing the next generation of energy conversion systems to sustainably power marine vessels. It symbolises technological innovation, efficiency, and the use of renewable, net-zero fuels. Several logo versions have been created to ensure flexibility across contexts such as colour, monochrome, and negative. High-quality versions are available in PNG, PDF, and SVG formats to facilitate proper use across print and digital applications.

Figure 1. MARPOWER logotype

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Figure 2. MARPOWER logo versions

3.1.1.2.Typography

Two typefaces have been selected to reflect MARPOWER's modern, technical, and maritime character.

- Museo Moderno for titles and headings, conveying a modern and structured appearance.
- Inter for paragraphs and continuous text, ensuring readability and a clean aesthetic

Both fonts are available through Google Fonts and have been provided to consortium partners via the project repository. When the official typefaces cannot be used, Arial is recommended as an alternative.

Figure 3. MARPOWER Typography

3.1.1.3.Colour Palette

The MARPOWER colour palette reflects the project's marine and sustainable identity. The primary colour is Deep Blue Sea, complemented by Sea Blue, Light Orange, and Off-White tones. These colours

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evoke the maritime environment while conveying innovation, energy, and clarity. Consortium partners are advised to follow these colour specifications to maintain a coherent and professional visual presence in all communication materials.

Figure 4. MARPOWER Colour palette

3.1.2. Templates

To facilitate consistent use of the MARPOWER visual identity among project partners, several blank templates were developed, distributed, and made available in the project repository during the first months of the project. These templates promote a unified image and simplify the preparation of materials by ensuring that all partners follow the same visual standards. The templates include:

- PowerPoint template – mainly used for private or public presentations, such as meetings, events, or conferences.
- Deliverable template – to ensure consistency in formal project documentation.
- Word templates – for internal and external communications, including press releases.
- Minutes template – for documenting consortium meetings.

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Figure 5. MARPOWER templates

Additionally, at the request of the project partners, an additional PowerPoint presentation was created in Month 8 (April 2025) based on the original template. It includes a set of general information about the project and serves as a supporting tool for partners to present MARPOWER at events and meetings with stakeholders.

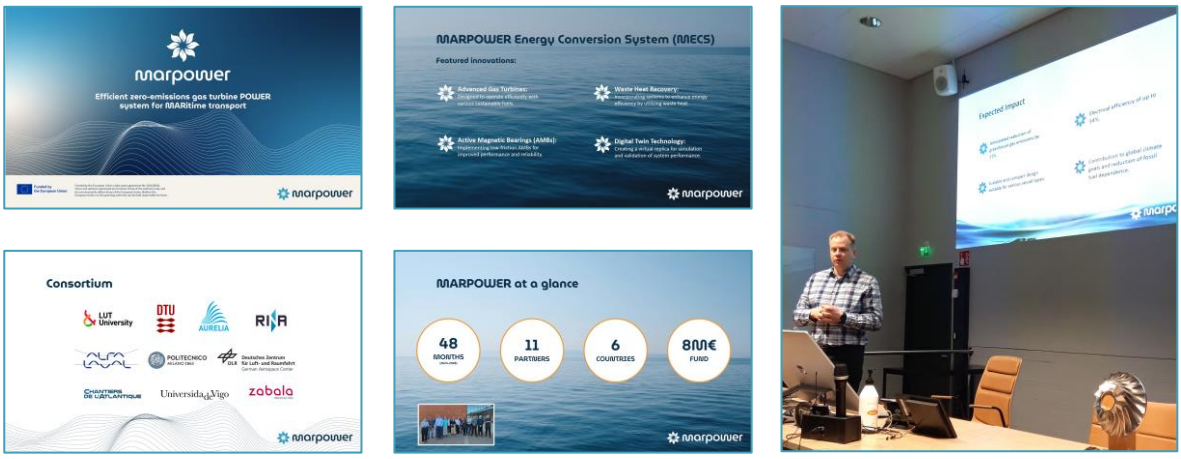

Figure 6. MARPOWER project PPT template and example of use

Furthermore, following a request from one of the partners in Month 9 (May 2025) for an upcoming event, a poster template was developed in PowerPoint.

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Figure 7. MARPOWER poster template and example of use

Special attention was given to the design of all these materials to ensure compliance with the European Commission's visibility guidelines, including the correct use of the European flag, logos, and funding acknowledgement.

3.1.3. Communication Materials

In addition to the visual identity and the project templates, several communication materials have been designed to support outreach activities and enhance the project's visibility. So far, a project flyer and a poster have been completed, both created to present MARPOWER's objectives and technologies in a clear, accessible, and visually appealing format. The poster has been produced in two layouts, horizontal and vertical, to allow flexible use across different events and exhibition formats. Both materials were approved by the consortium in December 2025. A total of 2,100 copies of the flyer were printed and distributed among all partners to facilitate its dissemination at events in which they participate. These materials have been produced in English, in line with the project's communication strategy.

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Figure 8. MARPOWER Flyer

Figure 9. MARPOWER Poster in horizontal and vertical layouts

Careful attention has been given to the acknowledgement of EU funding, including the proper display of the EU emblem and the reference to the Grant Agreement number, in full compliance with the Horizon Europe communication and visibility requirements.

In addition, a short video showing the testing of friction-free active magnetic bearings (AMBs) on a moving platform simulating ship motion was recorded by partner DTU and uploaded to the MARPOWER YouTube channel. The video is also embedded in the website article titled "Experiments on a moving platform propel MARPOWER's magnetic bearing innovation". This audiovisual content is not intended to replace any of the planned project videos foreseen in the communication strategy; however, its performance is being monitored and the number of views recorded as of February 2026 (43 views in YouTube, 633 in LinkedIn and 11 in X) will be taken into account within the relevant communication KPIs.

The project brochure is currently under development and will be finalised during the next reporting period. Additional materials such as project videos or infographics are planned for the upcoming stages of the project.

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3.2. Digital Marketing Strategy

The digital communication strategy is a key pillar of Task 5.1 and focuses on building MARPOWER's online presence and community. It is based on the principles of Inbound Marketing, which aim to attract and engage target audiences by providing valuable, relevant, and accessible content tailored to their specific interests.

The strategy seeks to create meaningful connections with stakeholders by addressing their expectations and highlighting the added value of the MARPOWER project for each audience segment. It complements other communication and dissemination actions, including printed materials, events, and outreach initiatives, thereby contributing to a comprehensive 360-degree communication approach.

The Digital Marketing Strategy outlined for MARPOWER includes the following key actions:

- Creating consistent and high-quality content aligned with stakeholder interests to attract and engage them.
- Building connections across all communication channels to guide the audience toward the MARPOWER website, which serves as the central hub for project information.
- Promoting synergies and collaboration among consortium partners by leveraging their social media presence and professional networks to amplify the project's visibility.

Further details of this digital marketing approach, including analytics and performance tracking, are presented in Deliverable D5.1 – "Communication, Dissemination and Exploitation Plan".

3.2.1. Project Website

The official MARPOWER website (https://marpowerproject.eu/) serves as the project's primary information hub and main digital interface with external audiences. It provides comprehensive information about the project's objectives, consortium partners, work packages, news, and results, ensuring open access for all stakeholders.

The website was developed during the first months of the project and launched in Month 4 (December 2024) following validation by the project coordinator. Its design, structure, static content and technical specifications were described in Deliverable D5.1 – "Communication, Dissemination and Exploitation Plan". The website is regularly updated with news, milestones, and results to ensure transparency and engagement throughout the project's duration. It also serves as a central repository for resources, materials, and announcements, and will continue to evolve as the project progresses.

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While some website sections like “The Project” or “The Team” have remained static, the “News and Events” section has been a key element in keeping the website dynamic since its launch. To attract and retain visitors, at least one article has been published each month, maintaining a steady flow of content and reinforcing stakeholder engagement. In total, 31 articles have been published during the first 18 months of the project (14 months since the website’s launch). These include updates on technical progress, introductions to consortium partners and their roles within the project, and announcements of events, followed by post-event articles summarising MARPOWER’s participation and highlighting key insights gained.

Some articles featuring technical content or project activities include:

- Project kick-off
- MARPOWER energy conversion system
- Impact of MARPOWER
- Main consortium roles
- Strategic meeting in Lappeenranta
- Digital Twin
- Case Studies
- Experiments on a moving platform

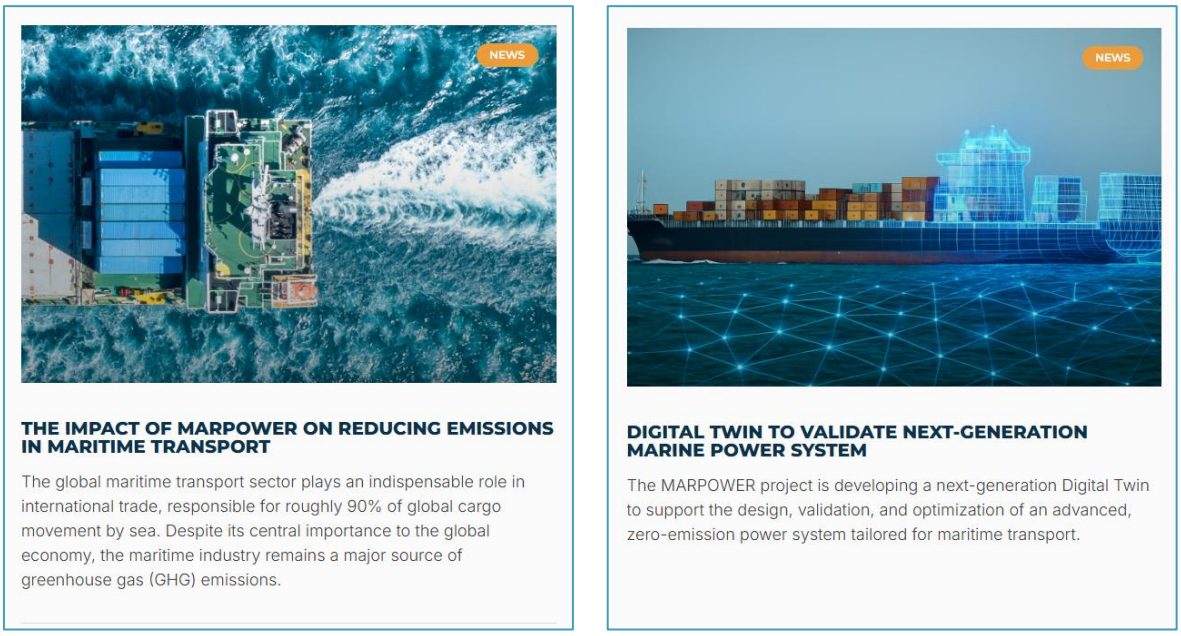

Figure 10. Examples of technical articles

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Event announcements were published under the tag “Events”, while articles describing the consortium’s participation in events introducing the project were tagged as “News”. These articles include:

- IEMDC announcement
- High Speed Day
- IEMDC participation
- CNIT
- VIRM announcement
- VIRM Participation
- International Engineering Festival (at Polimi)
- European Micro Gas Turbine Forum 2025

Figure 11. Example of event announcement vs participation

The campaign to introduce each project partner has been carried out through a series of dedicated articles highlighting the expertise and specific role of each organisation within MARPOWER. The initiative also aimed to present individual team members and their contributions to the project, although some partners opted not to include personal profiles.

So far, the campaign has featured, in order of publication, articles about the following partners:

- Chantiers de l’Atlantique
- Alfa Laval

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- University of Vigo
- RINA Consulting and RINA Services
- Zabala Innovation
- German Aerospace Center (DLR)
- Technical University of Denmark (DTU)
- Politecnico di Milano
- Aurelia Technologies

Figure 12. Examples of articles introducing project partners

Although no major technical results have been achieved during this first period, several articles have been produced to highlight other outcomes, including:

- Achievement of Milestone 1
- Master's thesis on Recuperator design
- Master's thesis on hydrogen-fuelled gas turbines
- Progress in year one

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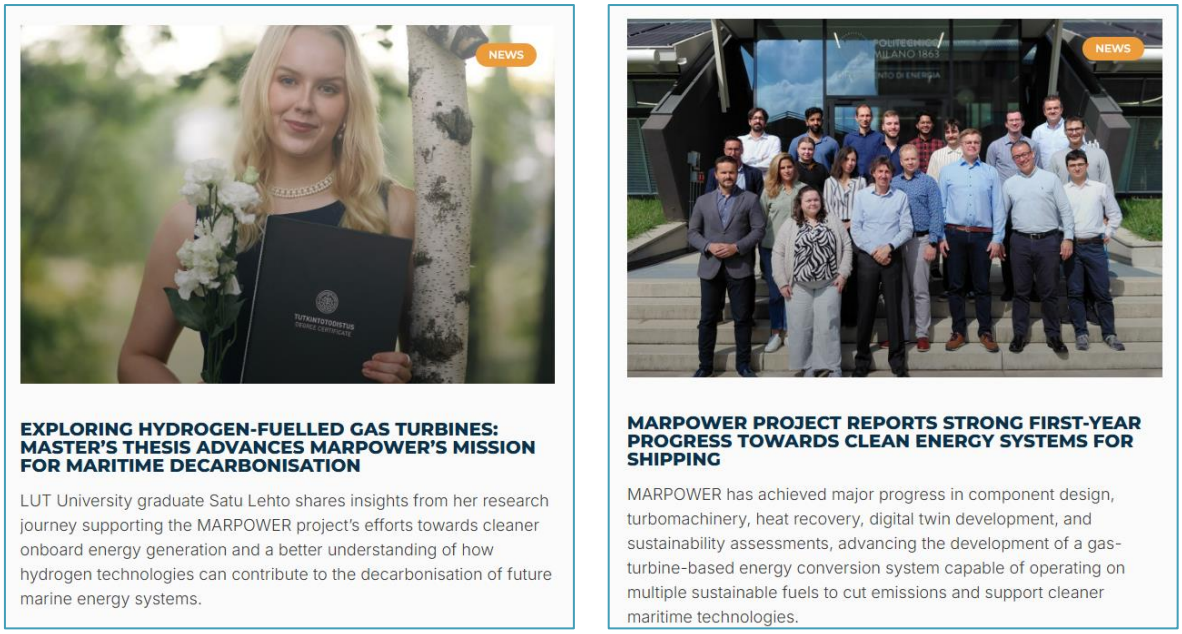

Figure 13. Examples of articles highlighting project outcomes

Other sections that have evolved since the launch of the project, although with less activity than "News and Events", are "Results" and "Media Corner". The "Results" section includes two master's theses and the public deliverable "D6.10 – Plan to Comply with Ethical Requirements", which have been uploaded and are now accessible to all users. The "Media Corner" contains links to the press releases issued to date, a high-resolution logo, the project's brand identity guidelines, and several project-related news items published by external media outlets.

3.2.1.1. Evolution of the website

Since the launch of the website in Month 4, it has recorded a total of 5,337 views from 615 users. The average engagement time per session is 59 seconds, which is positive, as a strong average engagement time is around 49 seconds according to several sources.

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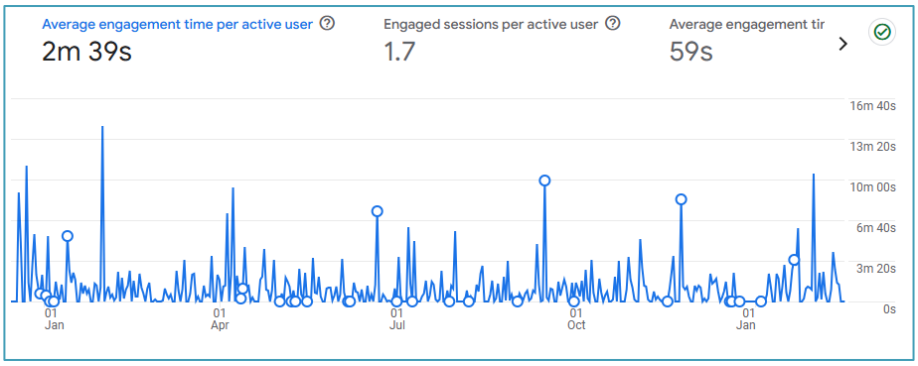

Figure 14. Website engagement overview

Regarding the most visited pages, data show that most users access the project's core pages, starting with the home page (34.5% of the overall views). The "News and Events" section ranks second (9.5%), followed by the other main sections: "The Team" (9.1%), "The Project" (7.4%), and "Media Corner" (7.2%). The most visited news item is the article about the project kick-off (114 views), followed by those introducing partners Alfa Laval (64 views) and Chantiers de l'Atlantique (63 views).

3.2.1.2.Link Building

The MARPOWER web portal includes direct links to the project's social media channels and newsletter. Using these platforms in combination strengthens the internal digital ecosystem of the project, increases its digital footprint, and helps maximise overall online visibility.

Figure 15. Links to social media profiles and newsletter on the website's footer

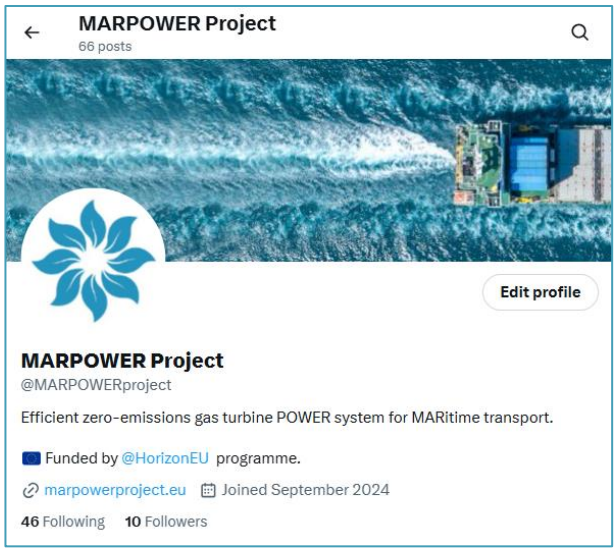

Figure 16. Example of link to project website from social media profile (X)

Beyond internal interlinking, link-building activities constitute an important component of MARPOWER's broader digital visibility strategy. Particular emphasis has been placed on generating external backlinks from partner websites and related platforms to the official MARPOWER website. These backlinks strengthen the website's domain authority, improve search engine positioning and contribute to increasing referral traffic.

Several consortium partners have created dedicated mini-sites or project pages within their institutional websites that include direct references and hyperlinks to the MARPOWER portal. These permanent project descriptions reinforce the project's credibility and ensure that stakeholders accessing partner platforms can easily navigate to the official MARPOWER website for further information. Examples of such partner mini-sites include:

- Zabala Innovation (Spain site): https://www.zabala.es/proyectos/marpower/
- Zabala Innovation (Europe site): https://www.zabala.eu/projects/marpower/
- Zabala Innovation (France site): https://www.zabala.fr/projets/marpower/
- Zabala Innovation (Portugal site): https://www.zabala.pt/projetos/marpower/
- RINA: https://www.rina.org/en/media/casestudies/marpower
- Aurelia Technologies: https://aureliatechnology.com/case-studies/

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- DLR (German site): https://www.dlr.de/de/vt/forschung-transfer/projekte/marpower
- DLR (English site): https://www.dlr.de/en/vt/research-transfer/projects/marpower-enhancing-marine-power-generation-systems

In addition to structured project pages, several partners have also published news articles announcing their participation in MARPOWER or reporting on project-related activities. These publications include direct links to the project website and further contribute to search engine optimisation and online visibility. Examples of such partner news publications include:

- Aurelia Technologies: "Aurelia Turbines to develop a zero-emission large gas turbine for maritime transport"
- Politecnico di Milano: "Start of the European MARPOWER project for the decarbonisation of maritime transport"
- Aurelia Technologies: "MARPOWER project achieved Milestone 1 led by Aurelia Turbines"
- Politecnico di Milano: "Department of Energy hosts the annual meeting of the European MARPOWER project"
- Zabala Innovation: "MARPOWER advances next-generation clean power solutions for the maritime sector"

The presence of these external references plays a significant role in supporting the referral traffic identified in the traffic acquisition analysis. Together with direct and organic channels, these backlinks help expand MARPOWER's digital reach across academic, industrial and regulatory networks.

At the same time, the MARPOWER website promotes outbound linking in a structured and transparent manner. The section "The Team" includes direct links to the websites of all consortium partners, reinforcing the interconnected nature of the consortium and supporting cross-visibility among participating organisations. Relevant news articles also include links to partner websites or conference websites, contributing to a coherent and integrated digital communication ecosystem.

This bidirectional linking strategy strengthens MARPOWER's online presence and will continue to be reinforced throughout the project's duration.

3.2.1.3. Traffic and user acquisition

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Website analytics provide an overview of how users access the MARPOWER website and how traffic is generated across different channels. Regarding traffic acquisition, direct access represents the largest share (32 %), indicating that a significant number of users reach the website by directly entering the URL or through bookmarked links. Organic search accounts for 25.3%, confirming the relevance of search engines in directing users to the project website. Referral traffic accounts for 22.4%, reflecting visits originating from external websites, including partner platforms and project-related links, while organic social traffic represents 20%, showing the contribution of social media activity to overall visibility. A very small proportion of traffic remains unassigned (0.2%).

In terms of user acquisition, referrals play an even more prominent role, representing 42.8% of new users. This highlights the importance of external links, partner websites and related platforms in attracting first-time visitors. Direct access follows with 34%, while organic search (13.7%) and organic social (9.4%) also contribute to bringing new users to the website. Overall, these figures indicate a balanced acquisition profile, with a strong contribution from direct and referral channels, supported by social media and search engine visibility.

3.2.2. Social Media Channels

The MARPOWER project's social media accounts were created to enhance the project's visibility and increase the impact of its results. They are primarily used to share updates published on the website, promote specific actions and events, and disseminate information related to the maritime and energy sectors that may be of interest to followers, such as conferences, publications, or policy developments.

The project is active on LinkedIn and X. Both channels went online shortly after the project's kick-off in Month 2 and are updated regularly. By the end of the first reporting period, the project has achieved a relevant number of followers:

- LinkedIn: 324 followers
- X: 11 followers

The hashtag #MARPOWER_EU was established as the project's main tag to support all communication actions and ensure consistent visibility across platforms. It is used in most publications to present the project, highlight key messages, and communicate progress in an engaging and accessible way.

A dedicated YouTube channel has been created to host audiovisual content produced within the project. A first short video, showing tests carried out on a moving platform, has already been published and is used to complement website articles and social media dissemination. This channel will host all future

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MARPOWER videos, including the planned introductory project video and other technical or dissemination-related audiovisual materials.

More details about the strategy and the creation of the profiles can be found in Deliverable D5.1 – "Communication, Dissemination and Exploitation Plan".

3.2.2.1.Activity on LinkedIn

The MARPOWER LinkedIn page serves as the project's main professional communication channel, establishing a reputable and credible image at an international level. As a business-oriented platform, LinkedIn provides access to a professional audience, many of whom work in areas such as engineering, research, education and business development.

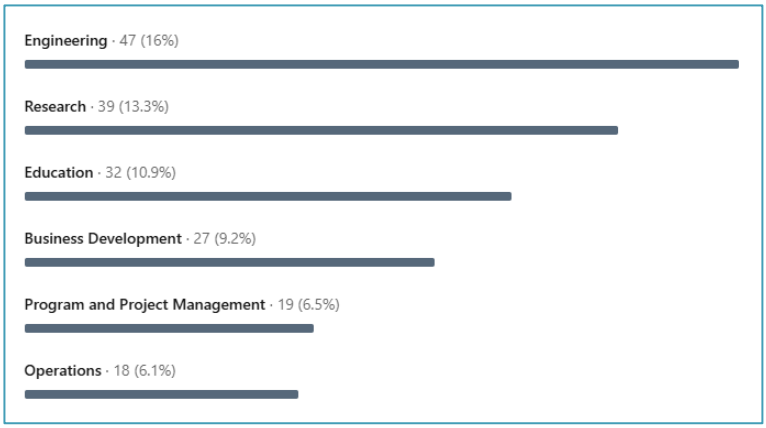

Figure 17. Main professional roles of MARPOWER LinkedIn followers

In terms of industry representation, many followers are professionals from industrial machinery and engines manufacturing, maritime transportation and shipbuilding sectors, reflecting the project's technological focus and relevance to these fields.

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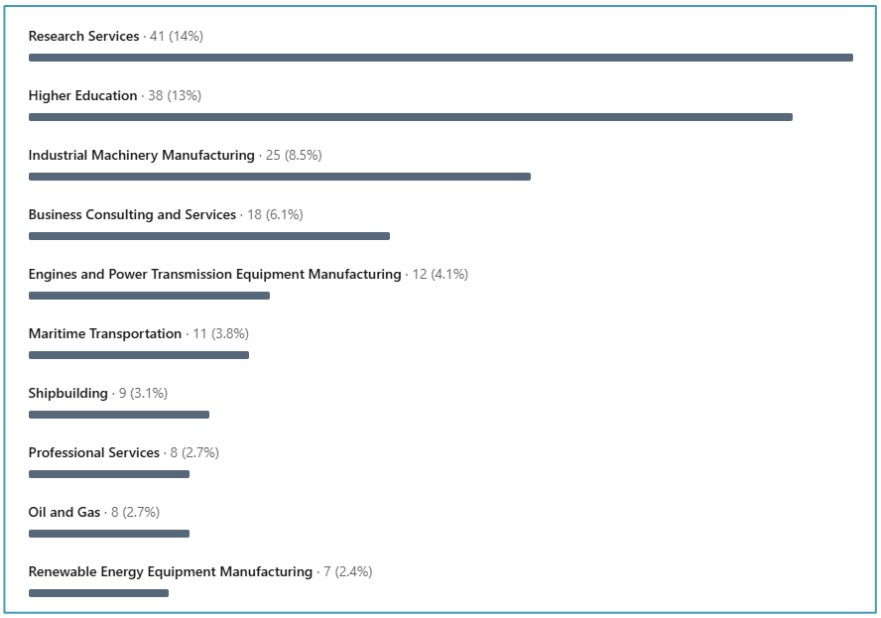

Figure 18. Main industries of MARPOWER LinkedIn followers

The audience primarily comes from Spain, Finland, Denmark, Italy, Germany, and France, which also reflect the geographical distribution of the consortium partners. Greece, home to approximately 20% of the world's shipowners, is also among the main audience locations:

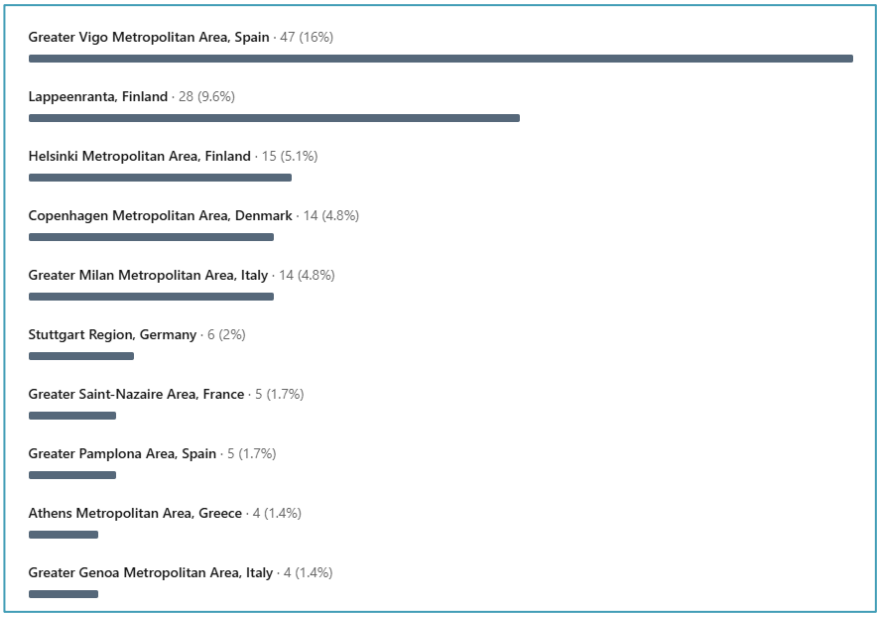

Figure 19. Geographic distribution of MARPOWER LinkedIn followers

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As of Month 18, the MARPOWER LinkedIn page has gathered 324 followers and published 60 posts. Follower growth has been steady, supported by the continuous publication of content on the platform, with an average of 3.5 posts per month.

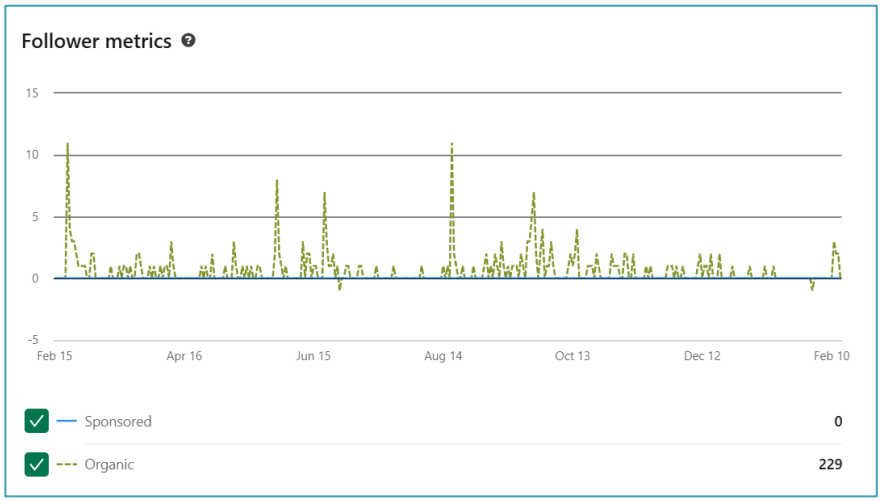

Figure 20. Evolution of LinkedIn follower metrics during the last 12 months

According to different sources, a good engagement rate on this platform typically ranges between 2% and 6%. MARPOWER's current engagement rate stands at 9.5%, which is a strong indicator of audience interest and interaction. This rate is calculated as (clicks + likes + comments + shares) ÷ impressions.

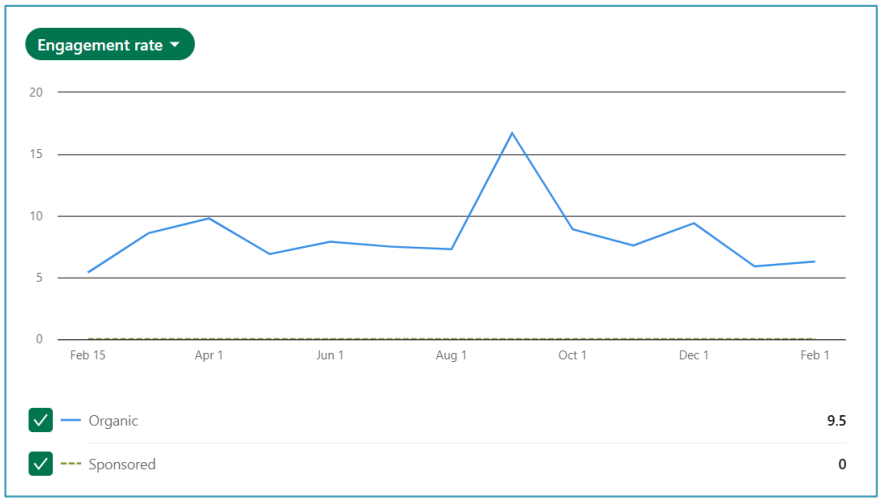

Figure 21. Evolution of LinkedIn engagement rate during the last 12 months

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The number of impressions, defined as the number of times MARPOWER posts have appeared on users' screens, was particularly high during the Year 1 General Assembly in September 2025. This peak was followed a few weeks later by another communication milestone: the publication of the press release highlighting the project's progress during its first year.

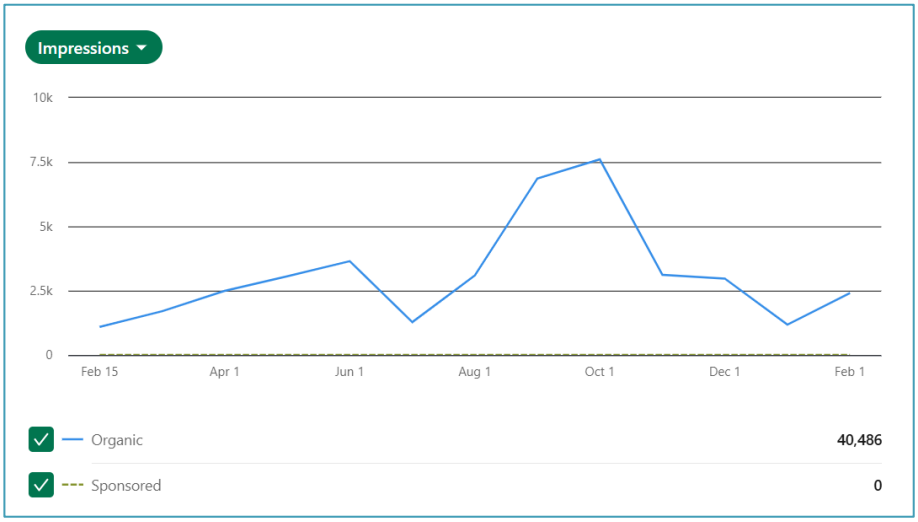

Figure 22. Evolution of the number of impressions in LinkedIn in the last 12 months

3.2.2.2.Activity on X (formerly Twitter)

As on LinkedIn, the actions carried out on X by @MARPOWERproject aimed to build a network of followers, communicate project milestones and news, announce upcoming events, and maintain visibility within relevant professional communities.

During the first 18 months of the project, the account published a total of 78 posts, averaging approximately one post per week. However, the channel has achieved only 11 followers, indicating limited audience growth compared to other social media platforms. The content strategy followed on X was aligned with that implemented on LinkedIn, replicating similar announcements and updates. Despite this consistent approach, engagement levels have remained low.

This limited performance may be linked to the overall level of activity observed on X within the maritime and energy sectors. Several consortium partners either do not actively use the platform or have reduced their activity. For example, Zabala Innovation has discontinued its activity on X, while Chantiers de l'Atlantique has not established an active presence. In addition, as of February 2026, LUT University,

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DTU, DLR and Alfa Laval have not published content on X for more than one year. This reduced ecosystem activity may have influenced the visibility and impact of MARPOWER's account on the platform.

Given the modest results achieved so far and the comparatively stronger performance observed on LinkedIn, the consortium is currently assessing whether to discontinue activity on X and concentrate resources on LinkedIn, where audience engagement and growth have been more substantial.

3.2.3. Newsletter Service

The MARPOWER project issues a quarterly newsletter, launched in Month 9 (May 2025), to maintain regular communication with stakeholders and the wider public. During the initial months, efforts focused on generating a sufficient volume of content and building a subscriber base. The newsletter includes updates on project activities, events attended by consortium partners, and other relevant information about the project's research.

The newsletter is distributed to subscribers who register through the form available on the project website. All data collection and processing fully comply with the General Data Protection Regulation (GDPR). To encourage subscriptions, the newsletter is promoted through the project's LinkedIn and X channels. As of February 2026, the subscriber list currently includes 18 contacts.

All newsletters published to date are also available through the MARPOWER website, ensuring open access to the project's communications and progress updates.

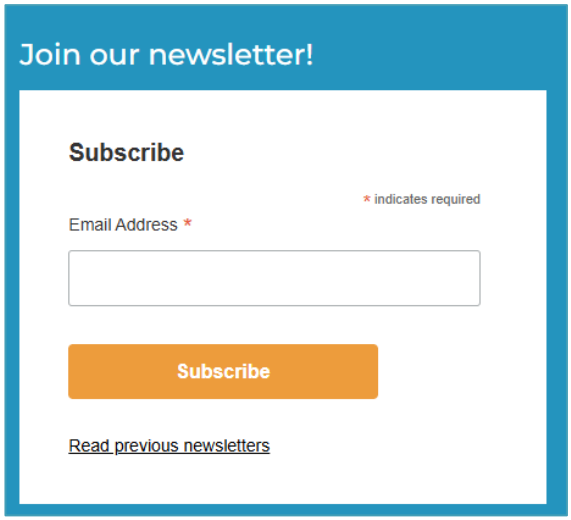

Figure 23. MARPOWER newsletter call to action on the website

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The first newsletter was released in May 2025, followed by the second in October 2025, and the third in February 2026:

- Newsletter #1: MARPOWER Project Newsletter – May 2025
- Newsletter #2: MARPOWER Project Newsletter – October 2025
- Newsletter #3: MARPOWER Project Newsletter – February 2026

The newsletters have achieved promising engagement rates, with open rates ranging between 57% and 75% and click rates between 21% and 25%, demonstrating growing interest from the project's audience.

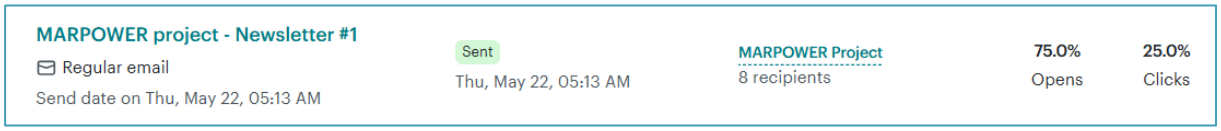

Figure 24. Newsletter #1 performance metrics

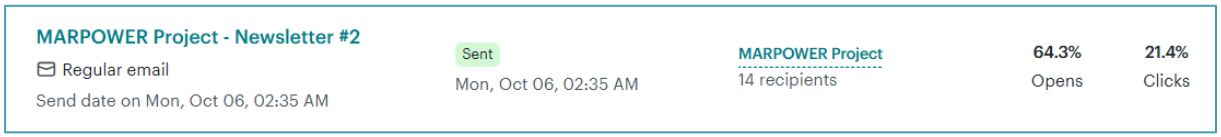

Figure 25. Newsletter #2 performance metrics

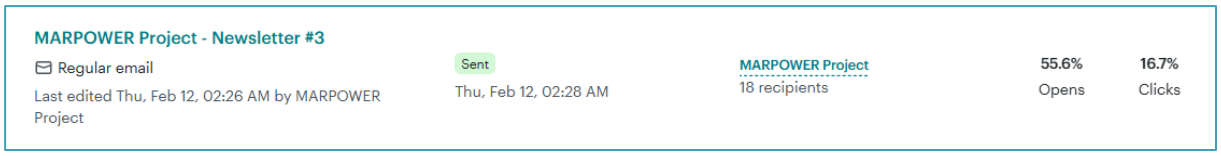

Figure 26. Newsletter #3 performance metrics

3.3. Media Relations and Public Visibility

The MARPOWER project has been promoted through media at both European and national levels. This activity has been coordinated through the publication of press releases, distributed directly to relevant media outlets and sector-specific platforms. Press releases are first drafted by Zabala Innovation, as

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leader of Work Package 5 – Communication, Dissemination and Exploitation, and then reviewed by the project coordinator (LUT University) and the Communication and Dissemination Team. Once approved, the press releases are shared with the partners' communication departments, who are encouraged to disseminate them further through their respective media contacts. All published press releases are also available on the MARPOWER website in the "Media Corner" section.

As of February 2026, two press releases have been issued by the project

- Kick-off Press Release: "The MARPOWER project kicks off seeking to decarbonize maritime transport using net-zero fuels"
- Progress after year one Press Release: "MARPOWER project reports strong first-year progress towards clean energy systems for shipping"

As of Month 18, the project has achieved a total of 74 media impacts so far, including mentions on the CORDIS website, publications by project partners, and other external sources, 55 of which come from media outlets as a result of the press releases issued by the project. This figure already represents the achievement of one of the project's KPIs, which set a target of at least 50 media impacts. All are detailed in Annex I – Press Clippings. Some of these media mentions are also accessible on the MARPOWER website under the "In the Media" area of the "Media Corner" section.

Among the media outlets with the greatest reach are those that covered the project through Zabala Innovation's communication network, which secured visibility in leading European and national publications such as Offshore Energy, Ship Management International, Marine Link, Energías Renovables and Cleaner Seas. These outlets have significant international audiences within the maritime and energy innovation sectors, contributing to the broad dissemination of MARPOWER's objectives and achievements.

As can be seen in the graph below, most of the media impact was achieved around the time the two press releases were issued.

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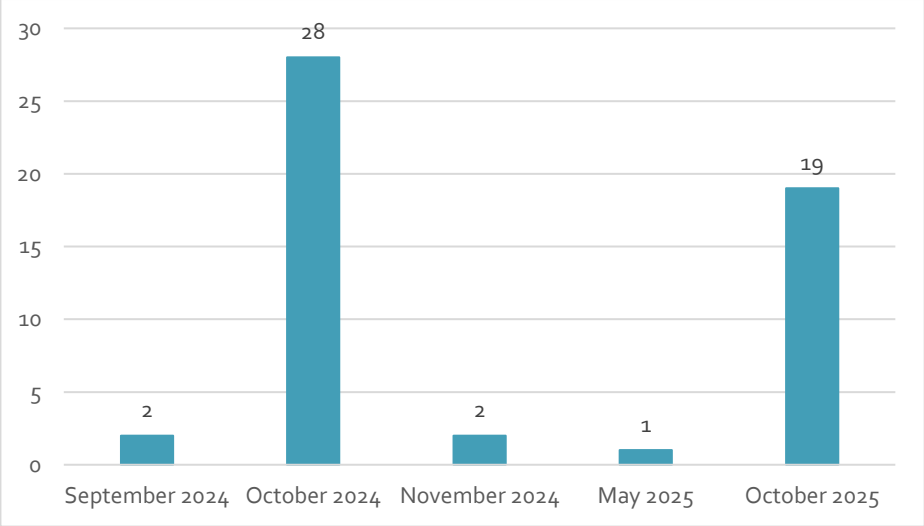

Figure 27. Media outlet impacts by month

The number and geographical distribution of media outlet impacts are shown below. In general, Spanish media have provided the most extensive coverage, reflecting Zabala Innovation's leadership of the Communication Task and its established network of influence. Although many of the articles were published in national outlets, most were online and therefore reached an international audience.

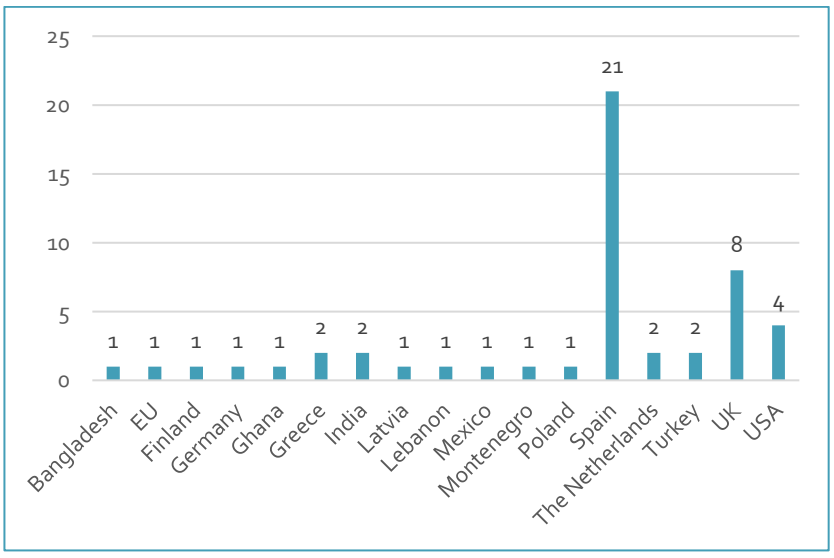

Figure 28. Geographic distribution of MARPOWER media coverage

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4. Task 5.2: Dissemination strategy and activities

Task 5.2 focuses on the design and implementation of the MARPOWER Dissemination Strategy, aimed at ensuring that the project's results reach their target audiences effectively and generate meaningful impact across scientific, industrial, and policy domains. Dissemination activities are conceived as a key instrument for sharing knowledge, fostering collaboration, and supporting the exploitation of project results during and beyond the project's lifetime.

The dissemination strategy defined under Deliverable D5.1 – "Communication, Dissemination, and Exploitation Plan" establishes the framework for all dissemination actions. It ensures that activities are tailored to specific audiences and aligned with the overall Communication, Dissemination, and Exploitation (C, D & E) Strategy. Dissemination actions are designed to maximise the project's visibility, stimulate dialogue among stakeholders, and strengthen MARPOWER's contribution to the decarbonisation of maritime transport.

The task encompasses a wide range of activities, including scientific publications, participation in European and international events, organisation of project-specific workshops and webinars, and engagement with other EU initiatives. These activities are implemented in close collaboration with other partners and work packages to ensure a coherent and impactful dissemination approach.

To assess the impact of the Dissemination efforts, specific activities and their associated key performance indicators (KPIs) have been systematically tracked and analysed.

Table 2. Dissemination KPIs and results by month 18

Name	KPI	Results by M18
Organisation of MARPOWER project events (including Kickoff)	10	3
Participation in EU events & workshops	14	3
Scientific Conferences Presentations & Posters	15	4
International Reference Journals	18	2
Attendance to Industry Fairs	4	1
Meetings with potential investors, testers, and clients	10	1
Joint activities organised with other projects	3	
Presentations in WG (Working Groups)	3	
Feedback to policy measures: White Paper	1	
Feedback to policy measures: Position Paper	1	
Feedback to policy measures: Workshop for policy makers	1	

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4.1. Scientific Publications and Open Access

It is expected that the MARPOWER project will generate valuable research results to be disseminated through internationally recognised scientific conferences and peer-reviewed journals. Papers detailing the project's findings will be published by academic and research partners during the later stages of the project, in accordance with the project's dissemination and open access policies.

Before the scientific dissemination of results began, several internal procedures were established within the MARPOWER framework to facilitate and promote this activity:

1. Firstly, a list of relevant high-impact journals and magazines in the fields of energy, industry, and engineering was compiled, along with defined procedures to ensure compliance with open access requirements. Among the journals identified as suitable for the dissemination of MARPOWER research results are IEEE Transactions on Magnetics, IEEE Transactions on Industry Applications, IEEE Access, Energies (MDPI), IEEE Transactions on Industrial Electronics, IEEE Transactions on Energy Conversion, IET Electric Power Applications, Applied Energy, Fuel, Energy & Fuels, Energy, Energy Conversion and Management, Applied Thermal Engineering, ASME Journal of Engineering for Gas Turbines and Power, ASME Journal of Heat Transfer, ASME Journal of Turbomachinery, Journal of Vibration and Control, IEEE/ASME Transactions on Mechatronics, and Combustion Science and Technology. These publications represent the most highly regarded outlets in the relevant scientific domains and will help ensure maximum visibility and academic impact for the project's results.

2. Internal review and approval procedure: An internal process was defined for the review and approval of scientific articles, ensuring the participation of all consortium partners before publication. This procedure guarantees scientific accuracy, compliance with confidentiality requirements, and proper acknowledgment of the MARPOWER project and EU funding.

All scientific publications will be made available in the "Results" section of the MARPOWER website. Furthermore, a MARPOWER Zenodo Community has been created, and all partners are encouraged to upload their publications there to ensure compliance with the Horizon Europe open science requirements.

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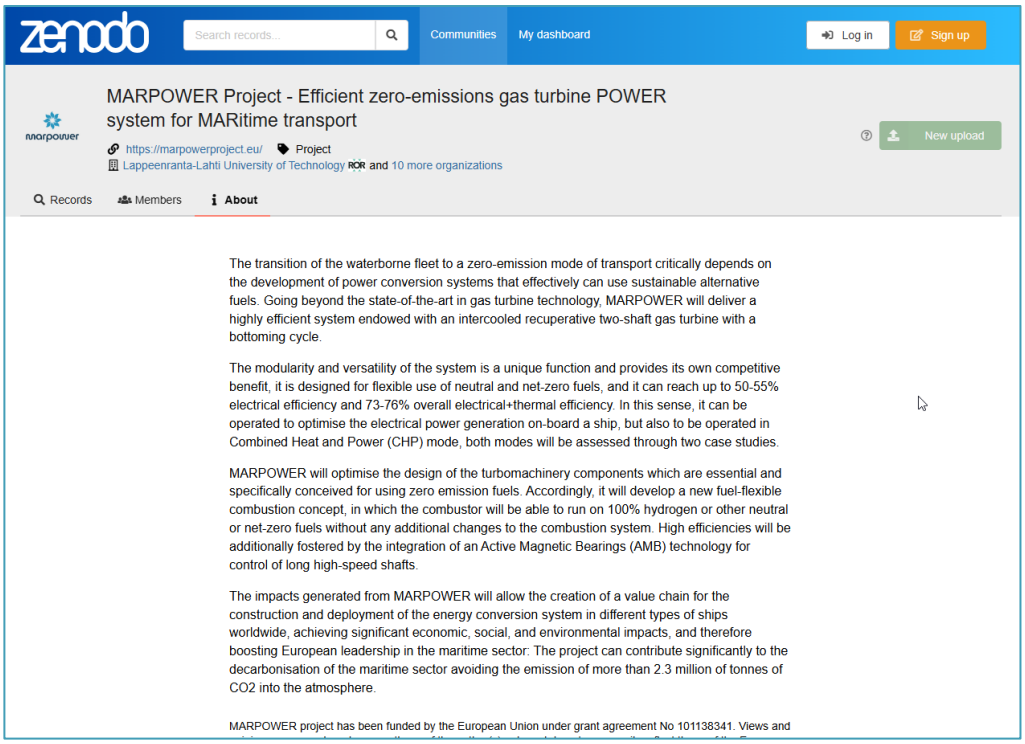

Figure 29. MARPOWER Community in Zenodo

To support partners in depositing their scientific outputs in the MARPOWER Zenodo Community, a dedicated instruction document was prepared, shared with the entire consortium, and made available in the project repository. The document provides clear, step-by-step guidance on how to upload publications, complete the required metadata, select visibility settings, and submit records for review by the MARPOWER curators. This ensures that all scientific papers and project results can be uploaded correctly and in full compliance with Horizon Europe open science requirements.

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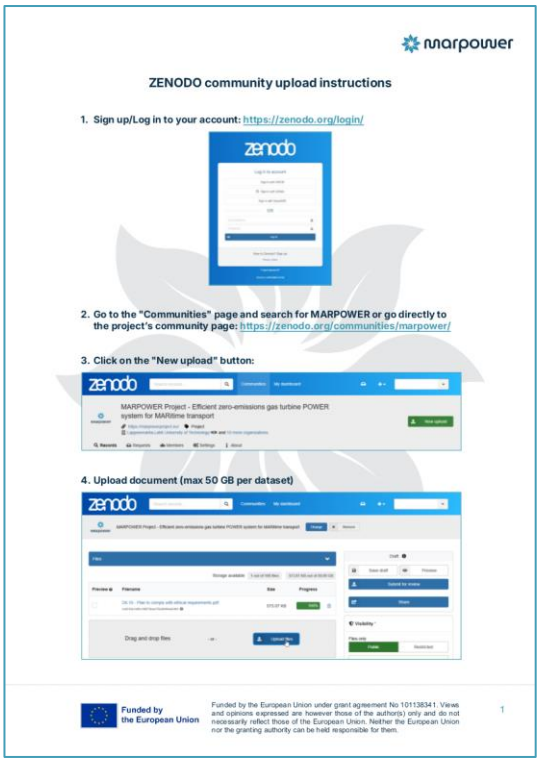

Figure 30. Cover page of the MARPOWER Zenodo Community upload instructions

As the project has progressed, MARPOWER has already published its first conference papers, both available on IEEE Xplore as part of the IEEE International Conference on Electric Machines and Drives (IEMDC):

- *"Multidisciplinary Design Approach for On-board High-speed Energy Conversion Machinery"*
- *"Axial Active Magnetic Bearing with Laminated Stators and Slit Rotor Disc Used in On-board Machinery"*

In addition, as part of the project's academic outcomes, three master's theses have been completed and published:

- *"Optimisation of Recuperator Dimensions and Study of Favourable Fin and Tube Geometry"* by Mia Suomalainen (Alfa Laval)
- "*Coupled thermomechanical finite element analysis for a turbomachinery rotor*" by Adnan Rizvi, (student in LUT University's Master's Programme in Mechanical Engineering).

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- *"Evolving Energy Systems in Maritime Transport: A Parameter Analysis for Hydrogen-fuelled Combined Cycle Gas Turbine – MARPOWER Project"* by Satu Lehto (LUT University graduate)

Except for Adnan Rizvi's thesis, which will not be publicly accessible for a period of two years due to the inclusion of sensitive technical information relevant to the MARPOWER project, all other publications are available in the "Results" section of the project website.

4.2. Participation in EU Events, Conferences, and Trade Fairs

To support partners in their participation in external conferences, workshops, and industry events, a dedicated document titled "Guidelines for Acknowledging MARPOWER and EU Funding" was prepared. This document ensures that all partners present the project in a consistent and compliant manner by providing clear instructions on the correct use of the MARPOWER logo, the EU emblem, and the mandatory funding acknowledgement, as well as specific guidance for posters, scientific papers, and presentations. The guidelines were distributed to the entire consortium and are available in the project repository.

marpower

Quidelines for Acknowledging MARPOWER and EU Funding

Scientific Papers / Conference Papers

ALWAYS add in the "ACKNOWLEDGEMENTS" section:

- "This work was supported by funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101138341 (MARPOWER - Efficient zero-emissions gas turbine POWER system for MARitime transport)."

If MARPOWER funds are used to pay for the paper/publication, add in the "FUNDING" section:

- "This article was funded by the European Commission through the MARPOWER project (grant agreement No 101138341)."

OR

- "This article was partially funded by the European Commission through the MARPOWER project (grant agreement No 101138341)."

OR

- "Open Access funding provided by MARPOWER project (grant agreement No 101138341)" through [name of partner institution]."

Posters

ALWAYS include:

- The MARPOWER logo (available in the repository) in a visible location.
- The EU logo with the wording "Funding by the European Union" (versions available in the repository):

Funded by the European Union	
CORRECT	NOT CORRECT

- The text: "MARPOWER Project is funded by the European Union under grant agreement No 101138341. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

The last two may be placed in a less visible location (for example, a corner) and smaller font size, but should be readable.

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Figure 31. Guidelines for Acknowledging MARPOWER and EU Funding

Throughout the first 18 months of MARPOWER, partners have participated in a range of events including scientific conferences, specialised seminars, industry fairs, open house activities and the project's own kick-off meeting, which is also counted within the dissemination KPIs. These engagements have allowed the consortium to introduce the project in different technical and professional contexts, increasing its visibility within the maritime and energy communities.

Although the size of the audiences varied from one event to another, the consortium has recorded that the MARPOWER project has been presented to approximately 1,960 people. This includes occasions where the project was presented formally through posters, presentations or demonstrations, as well as instances where it was introduced informally during exchanges with stakeholders. Taken together, these activities reflect steady progress in raising awareness of MARPOWER during its early phase and in establishing connections that will support future dissemination and exploitation efforts.

Among the events attended during this period, several stand out due to their relevance or the level of engagement achieved. The International Engineering Festival organised by Politecnico di Milano received more than 160 visitors and offered a valuable opportunity to present MARPOWER to a broad public audience through demonstrations and laboratory activities. Scientific and technical dissemination was reinforced through participation in high-level conferences such as the IEEE International Electric Machines and Drives Conference (IEMDC), which brought together around 600 attendees and enabled MARPOWER partners to present two posters on early research developments. The HiECSs Winter Seminar at Aalto University, attended by approximately 100 participants, and the VIRM conference in London, focused on rotating machinery, provided further opportunities to communicate the project to specialised academic and industrial communities. Many of these participations have resulted in news items published on the MARPOWER website, helping to extend their visibility beyond the event itself.

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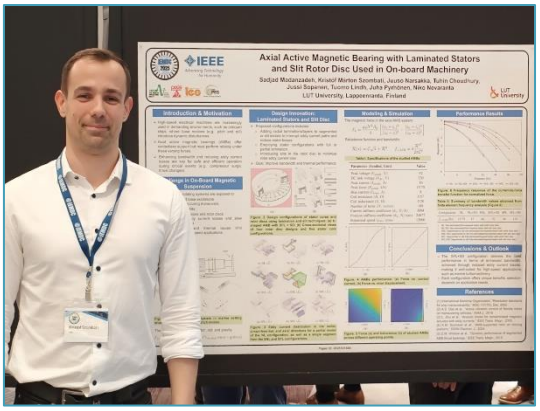

International Electric Machines and Drives Conference (IEMDC) 2025

Vibrations in Rotating Machinery (VIRM) conference 2025

Polimi's International Engineering Festival

European Micro Gas Turbine Forum 2025

Figure 32. Some events where MARPOWER has been presented

Together, these activities complement the broader dissemination strategy by balancing outreach to technical, industrial and general audiences, and by reinforcing the project's presence within relevant networks.

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Table 3. Events organised and attended by the MARPOWER team

Type of Event	Engagement	Date	Location	Name of event	Description/Comment	No. Attendees
Consortium Meeting	Organization	09-10 Sept 2024	Lappeenranta, Finland	MARPOWER project Kickoff Meeting		
Conference / Industry Fair	Attendance	18-22 Nov 2024	Brussels, Belgium	European Hydrogen Week	Briefly introduced the project to a few stakeholders through informal conversations	4
Seminar	Participation	14 January 2025	Espoo, Finland	HiECSs Centre of Excellence Winter Seminar (Aalto University)	HiECSs (High-Speed Electromechanical Energy-Conversion Systems) is a joint research and development effort aimed at achieving high material and energy efficiency in electromechanical systems. Funded by the Research Council of Finland, the project brings together leading researchers to tackle challenges in sustainable energy conversion. During the "HiECSs Winter Seminar," Juha Pyrhönen, one of the principal investigators of the project, introduced MARPOWER as part of the initiative's ongoing advancements. There were about 100 participants from LUT, Aalto, TUNI, VTT and CSC plus important industry members.	100
Workshop	Participation	25 March 2025	Lappeenranta, Finland	LUT INERCOM seminar	INERCOM, which stands for Integrated Energy Conversion Machinery, is a research platform at LUT University dedicated to advancing energy conversion technologies to facilitate the transition to a carbon-neutral world. Jussi Sopanen (LUT) introduced the MARPOWER in this platform during this seminar.	20
Other	Participation	9 May 2025	Lappeenranta, Finland	LUT University High Speed Day 2025	Toni Hartikainen (Aurelia) presented the MARPOWER project at the 49th edition of High Speed Day, an event organized by LUT dedicated to fostering collaboration and innovation in high-speed electromechanical systems.	30
Conference	Poster	18-21 May 2025	Houston, USA	International Electric Machines and Drives Conference (IEMDC)	Kristof Szombati (LUT) presented the study "Axial Active Magnetic Bearing with Laminated Stators and Slit Rotor Disc Used in On-Board Machinery", highlighting challenges related to eddy current losses in conventional axial magnetic bearings and introducing a configuration aimed at improving thermal management and dynamic response for maritime applications.	600

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Conference	Poster	May 18-21, 2025	Houston, USA	International Electric Machines and Drives Conference (IEMDC)	Kristof Szombati (LUT) presented the Poster “Multidisciplinary Design Approach for On-Board High-Speed Energy Conversion Machinery”, outlining an integrated methodology that accounts for electromagnetic, structural, dynamic, and operational interdependencies early in the design cycle.	600
Conference	Participation	June 4-6, 2025	Zaragoza, Spain	14th National and 5th International Conference in Engineering Thermodynamics	Jacobo Porteiro and David Patiño (UVIGO) presented the poster titled “Efficient zero-emissions gas turbine POWER system for MARitime transport”, which served as a general introduction to the MARPOWER project and to the role of the University of Vigo in its development.	225
Conference	Participation	16-18 Sept, 2025	London, UK	Vibrations in Rotating Machinery - VIRM 13	Junior researcher Kristóf Szombati (LUT University) presented “Dynamics of a magnetically-levitated vertical rotor under touchdown bearing contacts induced by platform motions – An experimental investigation”. The study, conducted with LUT and DTU, highlighted advances in Active Magnetic Bearings for rotating machinery on moving platforms.	70
Open House	Organization	20 Sept 2025	Milan, Italy	POLIMI's International Engineering Festival (Festival Internazionale dell' Ingegneria)	Giacomo Persico (Polimi) presented the MARPOWER project at the International Engineering Festival held at Politecnico di Milano from 19 to 21 September 2025. He led the laboratory experience “The Transition Hits the Turbo”, welcoming over 160 visitors to explore research on turbomachinery, simulation models, and sustainable energy. Through his presentation and a poster, he showcased MARPOWER’s advances.	160
Industry Fair & Meeting with Stakeholder	Participation	18-23 Sept, 2025	Genoa, Italy	Meeting with Assarmatori at 65º Salone Nautico	Giorgia Abbate (RINA-S) attended the Salone Nautico in Genoa on 19 September 2025. She introduced the MARPOWER project to Assarmatori, an Italian shipowners’ association that represents a large part of the merchant fleet registered in Italy and several major shipping operators with regular services in the country. During a panel discussion, the focus was on the new IMO and European regulations regarding CO_2 emissions, which naturally led to a conversation about alternative fuels. While there was evident skepticism toward hydrogen, Giorgia took the opportunity to briefly present MARPOWER and highlight the use of turbines in the marine industry. Her counterpart in the discussion was the Responsible for Naval Technologies, Safety, and Environment at Assarmatori.	1

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Symposium	Participation	15 - 16 Oct 2025	Brussels, Belgium	European Micro Gas Turbine Forum (EMGTF)	Tony Hynes, from Aurelia Technologies, introduced the MARPOWER project during his talk "H_2-Ready Micro Gas Turbines for Market Deployment: Aurelia's Roadmap & Progress". During his presentation, attended by around 30 participants, he outlined Aurelia's advances in gas turbine technology and highlighted the company's contribution to MARPOWER.	30
Open House	Organization	22 October 2025	Houston, USA	Open House event	Aurelia Turbines held an Open Day in Katy, Texas, near Houston, USA, attracting approximately 120 visitors, including suppliers, advisors, distributors, and potential customers. The event took place informally, with no formal presentations, encouraging open discussions and networking. There was notable interest in the MARPOWER project, particularly from international visitors from Australia, Canada, and Brazil/Paraguay.	120

4.3. Public Deliverables

As of month 18, one public deliverable has been approved and published: "D6.10 – Plan to Comply with Ethical Requirements", led by LUT University.

The document has been made publicly available through the "Results" section of the MARPOWER website, in accordance with the project's open access and visibility obligations.

Given the nature of this deliverable, which focuses on ethical compliance and does not contain technical results or research findings, its publication was not accompanied by a dedicated news article or social media post. However, a direct link to the deliverable was included in the first MARPOWER newsletter to ensure transparency and accessibility for stakeholders.

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Figure 33. Public deliverable link included in the first MARPOWER newsletter

Future public deliverables containing technical or scientific results are expected to receive more extensive communication coverage, including website articles and promotion through digital channels.

4.4. Project Events and Stakeholder Engagement

No specific stakeholder engagement events, workshops, or webinars have been organised during the first 18 months of the MARPOWER project. This is in line with the initial dissemination schedule, which prioritises the establishment of the project's communication foundations, including the website, social media channels, and core materials, before launching dedicated engagement activities. Preparatory work has been carried out to define the objectives and target audiences for future project events. These will focus on sharing progress, collecting feedback from the maritime and energy sectors, and facilitating collaboration with external stakeholders.

The organisation of webinars, workshops, and other interactive dissemination activities is foreseen for the upcoming reporting period (Months 19–36), coinciding with the generation of initial technical results and milestones that will provide substantial content for discussion and presentation. A final public event will also be organised towards the end of the project to present key outcomes, promote the uptake of results, and ensure broad dissemination among industry, policy, and research communities.

4.5. Synergies with EU Initiatives

Activities aimed at establishing synergies with other EU-funded projects have started during this first reporting period, although no concrete communication outcomes have been achieved yet. As part of

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these efforts, the Communication and Dissemination Team has contacted several initiatives working on topics related to maritime decarbonisation, alternative fuels, and high-efficiency energy systems. These include APOLO, SAFeCRAFT, GAMMA, ZEAS, Retrofit55 and Fleetfor55.

Among these, APOLO is the only sister project from the same call. An online meeting was held between both coordination teams to explore potential areas of collaboration, including the possibility of organising joint events involving several projects that share similar themes and stakeholder communities. While no specific actions have been confirmed at this stage, APOLO is a highly active project in terms of event organisation, and MARPOWER remains interested in developing cooperation. In addition, further interactions are known to exist at technical levels beyond communication and dissemination.

Regarding the other projects contacted, communication efforts were primarily carried out through partners who share institutional links or networks with those consortia. Responses have been limited so far. Only ZEAS replied positively, expressing openness to future collaboration, although discussions could not progress as the project was temporarily placed on hold at the time of contact.

These preliminary steps have laid the foundation for future interactions, and efforts to establish meaningful cooperation with relevant EU initiatives will continue during the next period.

5. Task 5.4: Exploitation

Task 5.4 was active between M1 and M6 and between M17 and M18.

The task started with the creation of a list of MARPOWER's Key Exploitable Results (KERs) at M2. Starting with the information collected in the Grant Agreement, RINA-C prepared a preliminary list of KERs.

The list was then shared with all the consortium with two objectives:

- Review if the list was complete, or if any KER had to be removed or added.
- Collect key information regarding each KER, such as the description of the KER, the initial and final TRL, the R&D needed to scale the TRL 9, the preliminary exploitation strategy, the target markets and the IP protection strategy.

The review of the KERs list was completed at M3. The outcome is reported in Table 4. The list will be continuously updated during the project, when necessary.

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Table 4: Key Exploitable Results list

KER #	KER Name	Short KER description	KER Leader(s)	Involved Partners	Initial TRL	Final TRL	Exploitation perspective	Target group	IP protection
1	Robust rotating components design for a 2 shaft-concept for Green Fuels	Turbomachinery design for two spool gas turbine including mechanical design for HP-prototype.	POLIMI, AUT	LUT	3	5	Commercialisation Use of the results to obtain new funding	Gas turbine manufacturers Decentralized power generation clients Marine industry	Patent Copyright (for the software)
2	Fuel-flexible combustion system prototype for GT	Fuel-flexible combustor design which is tested in the A400 gas turbine and can be used for the MARPOWER system	DLR	AUT	3	5	Integration into existing products Knowledge transfer to industry	GT manufacturers GT service providers	Patent
3	A compact high-efficiency high-speed generator prototype for on-ship power generation	A direct-liquid-cooled (DLC), AMB-supported high-speed generator	LUT	AUT	4	6	Patent exploitation Further research	Electric machine manufacturers OEM manufacturers	Patent
4	A three-bearing AMB system prototype for use in marinized high-speed systems	A three-active-magnet-bearing configuration to allow full suspension of long high-speed shafts	DTU, LUT	AUT	4	5/6	Patent exploitation Further research	High-speed rotating shaft OEMs	Patent
5	A reliable and robust model-based control design for fully marinized AMBs	A multi-physics-model based controller for AMB-suspended rotors mounted on a moving platform	DTU, LUT	AUT	4	5	Patent exploitation Further research	AMB companies Mechatronics engineers in the industry	Patent
6	A recuperator prototype to optimize efficiency conversion	A 5MW recuperator to be able to be operated in demanding operational factors and to optimize the efficiency conversion of MARPOWER system	ALFA	UVIGO	3	5	Further research Knowledge transfer to industry	Decentralized power generation clients in marine industry	Trade secret

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8	MARPOWER Turbine Control system	Aurelia's existing IRG2 control methodology is used to control MARPOWER system	AUT	UVIGO	8	8	Commercialisation	Decentralized power generation clients Marine industry	Aurelia's existing & granted patent
9	MARPOWER gas turbine system (MECS) validated for maritime transport	The MECS Is an energy conversion system which integrates advanced technologies. The MECS aims to significantly improve efficiency and sustainability in ship propulsion and onboard energy systems.		All	3	5	Commercialisation Licensing	Decentralized power generation clients in marine industry	Patent

At M4, RINA-C presented to partners the Characterization Table, a Word checklist whose goal is to shape and describe the Key Exploitable Results and their relevant markets in terms of alternative solutions, competitors, value proposition, and applicable business models. The aim of the table is to explore the needs or barriers that results are going to solve or overcome, to define who the customers and relevant segments, and who the competitors and their competitive solutions are. Its final goal is to offer a comprehensive and detailed overview of each Key Exploitable Result. RINA-C sent the template to be completed to KER Leaders.

Up to M18, RINA-C received the completed documents for 6 out of 8 KERs. The two missing questionnaires are currently under completion and will be delivered in the following months. In the following table, the characterization table for KER 2 is reported as an example. The outcomes of all the exploitation activities will be reported in detail at M48 in *D5.12 "Sector Analysis & Exploitation Roadmap"*.

Table 5: KER 2 - Characterization Table

Name of the KER: Fuel-flexible combustion system prototype for GT **Involved partners: DLR, AUT** **KER Leader(s): DLR** **TRL at the beginning of the project: TRL 3**	
Problem /need	**Is this:** • ☒A technical need - Increased fuel flexibility, hydrogen capability
	Geographical level: • ☒Global
	Does the need come from: • ☒Business/industrial customers
Description	**What is the nature of the KER?**

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	• ☒Significantly improved product
	Please provide a description of the KER. Fuel-flexible combustor design which is tested in the A400 gas turbine and can be used for the MARPOWER system.
	What is the level of innovation? • ☒Obviously innovative and easily appreciated advantages to customers
Alternative solution	**Probably, there's already one (or several) solution (similar or alternative) to the problem available in the market, but:** • ☒It doesn't solve the full problem • ☒It is difficult to implement
	Can you make a list of 3/4 products (or services) already available in the market that are trying to solve the same need as this KER? If possible, please provide a link to a reference website for further information. A. FlameSheet Combust - Link: https://www.psm.com/news-press-release-archive/ansaldo-thomassen-hydrogen B. Kawasaki Combustor - Link: https://www.kawasaki-gasturbine.de/en/products/turbine-generator-sets/hydrogen-technology **Can you find a main drawback or a limitation for each of the alternative solutions you provided?** A. Low Combustion Pressure, Lower Combustor Inlet Temperature, complex, expensive B. Low Combustion Pressure, Lower Combustor Inlet Temperature complex
	Has your company (or someone in the consortium) already developed a solution for the identified need before this project started? • ☒Yes **Can we say that this solution is the starting point of the current project development activities?** • ☒Yes **If "Yes" then please specify the product or service already developed ("the starting point").** Small scale demonstrator for 100kW micro gas turbine successful
	Let's compare the KER with what we already had in the consortium. What are the main advancements respect to the "starting point" (the initial solution available in the consortium)? If possible, please give numerical figures that can quantify advancements. • ☒Increased lifetime and or robustness • ☒Improved flexibility for diverse applications • ☒Improved technical performances (please specify) • ☒New features • ☒Improved environmental impact
	Let's make some comparison with the benchmark. What are the main advancements respect to the alternative solutions (A, B, C, D) you have previously identified? If possible, please give numerical figures that can quantify advancements. **Alternative solution A** • ☒Decreased production (manufacturing) costs • ☒Improved flexibility for diverse applications • ☒Improved technical performances (please specify) • ☒New features **Alternative solution B** • ☒Improved flexibility for diverse applications • ☒Improved technical performances (please specify) • ☒New features
"Market" – *Early Adopters*	**Who are the potential early customers for this KER? Please make sure they reflect your choices in the Need/Problem section (e.g. type of customer, geography)** • ☒Private Small or medium enterprises • ☒Private Large enterprises • ☒Research and academic bodies **Please name a few potential customers:** 1. Gas turbine manufacturers 2. Propulsion system manufacturers
	Who are the potential final users? • ☒Industry: ○ ☒One specific technical profile

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	• ☒Research and academic bodies ○ ☒One specific department/team **For the private company/companies, will this innovation be used by mainly current or new customers?** • ☒Current customers
Value proposition – Customer profile	**What are the activities (Customer jobs) the customer usually performs, where our KER would be needed?** 1. Adjustment of fuel supply to market or availability **What are the pains the customer encounters while doing the previous activities?** 1. Change of parts, other mechanical work necessary 2. No suitable solution available at all 3. Challenge of meeting emissions requirements **What are the gains the customer aims at, while doing the previous activities?** 1. Wants to react to market 2. Wants to use renewable energy carriers **Does this innovation have a potential to address climate mitigation or climate adaptation?** • ☒ Mitigation potential
Value proposition	**CUSTOMER JOBS:** **Please confirm in which customer activity/process the KER can be integrated and how much it is relevant (refer to the activities identified in the previous section):** • Activity 1: How much is the KER crucial to perform the activity? • ☒Core, but needs to work in synergy with other components/processes **CUSTOMER PAINS:** **What are the pains – among those previously listed – the KER can help reducing or avoiding (refer to the pains identified in the previous section)?** 1. Mechanical adjustment work. **How?** Not longer needed due to flexibility **CUSTOMER GAINS:** **What are the gains – among those previously listed – the KER can help achieving (refer to the gains identified in the previous section)?** 1. Use of green energy carriers. **How?** Suitable clean combustion system
"Market" – *Target market*	**What is the primary target market?** • ☒Energy production/distribution/consumption • ☒Other - Transport (marine, heavy landbased transport) **Please specify the most relevant sub-sector(s) of the KER, within the selected market:** Propulsion systems for marine applications Electricity and heat generation in CHP or small-scale power plants **The market targeted by this innovation is**: • ☒ Emerging: There is a growing demand and few offerings are available **Market dynamics: is the market…?** • ☒ Growing **Are there other markets for this innovation that the innovators are not yet targeting?** • ☒ Yes **Market competition: How strong is competition in the target market?** • ☒ Established competition but none with a proposition like the one under investigation
"Market" - Competitors	**Please make a list of the competitors working in the same field (e.g. the manufacturers / providers of the alternative solutions previously mentioned + others)** ☐ Large enterprises: 1. Thomassen Energy 2. Kawasaki ☐ Research bodies /academic bodies: 1. ETH Zurich 2. TU Berlin.

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<table>
<tr><td>Go to Market – Business model</td><td>What are the relevant Business models and how much are they applicable. For definition and examples of business models, please refer to the last pages of this document.
<table>
<tr><th>Business Model</th><th>Not applicable</th><th>Scarcely applicable</th><th>Applicable</th><th>Very well applicable</th></tr>
<tr><td>Bundling model</td><td></td><td></td><td></td><td>X
(with GT)</td></tr>
<tr><td>Distribution model</td><td></td><td></td><td></td><td>X</td></tr>
<tr><td>Manufacturer model</td><td></td><td></td><td></td><td>X</td></tr>
</table></td></tr>
<tr><td>Go to Market - Timing</td><td>Please make an initial high-level description of the actions to be performed after the end of the project, to make the solution ready to market - TRL9 (ATTENTION! The detailed list of actions will be managed in the Exploitation Checklist):
☐ Within 6 months after the project:
1. Check specific legal requirements
☐ Within 12 months after the project:
1. Optimization of manufacturing costs/processes
☐ Within 24 months after the project:
1. Durability studies
2. Full scale demonstration in relevant environment</td></tr>
<tr><td>Go to Market – IPR Background</td><td>Please check if there is any type of Intellectual property already secured (before the project started) and that helped the development of the solution. For definition and examples of IP instruments, please refer to the last pages of this document.
<table>
<tr><th>Type</th><th>Owner</th></tr>
<tr><td>Patent</td><td>DLR (combustor design aspects)</td></tr>
<tr><td>Trade secret</td><td></td></tr>
<tr><td>Copyright</td><td></td></tr>
<tr><td>Trademark</td><td></td></tr>
</table></td></tr>
<tr><td>Go to Market – IPR Foreground</td><td>Please check if the developed solution (within the end of the project) could be protected with one (or more) type of Intellectual property:
<table>
<tr><th>Type</th><th>Owners</th></tr>
<tr><td>Patent</td><td>DLR (combustor design aspects)</td></tr>
<tr><td>Trade secret</td><td></td></tr>
<tr><td>Copyright</td><td></td></tr>
<tr><td>Trademark</td><td></td></tr>
</table></td></tr>
</table>

At M18, a characterization workshop was organized by RINA-C to discuss several aspects regarding Task 5.4 with the entire consortium. It was aimed at reviewing the actual KERs list (and eventually identifying new ones) and reviewing the results of the Characterization tables collected. The workshop was the occasion to collect a first picture of the exploitation intentions of the partners.

Another goal of the workshop was to explain to the Consortium the exploitation methodology adopted for Task 5.4 through an interactive presentation. Some screenshots of the workshop are reported.

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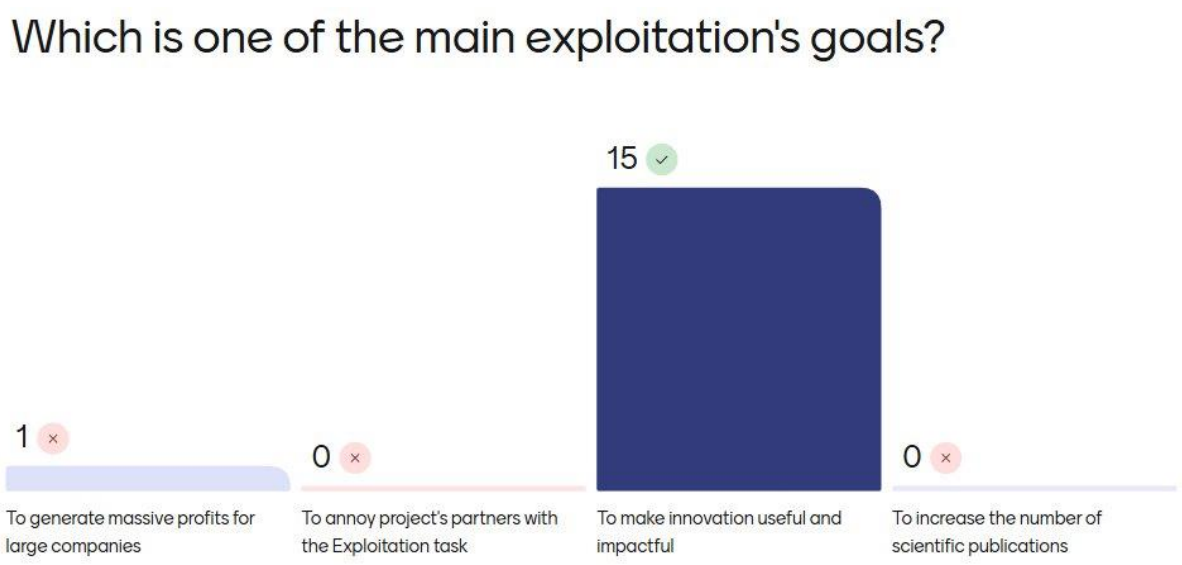

Figure 34: Characterization workshop - Exploitation goals

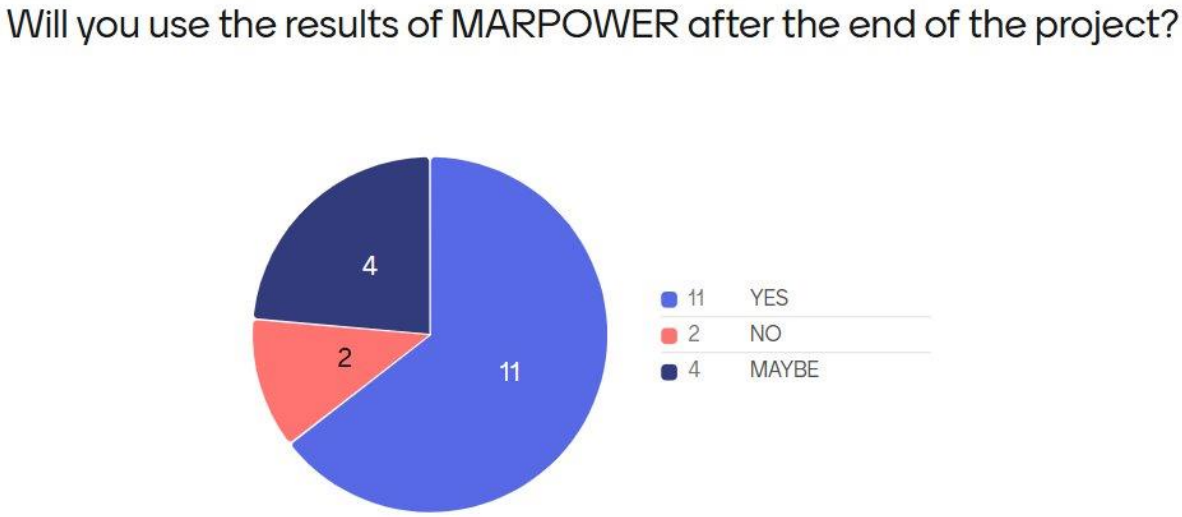

Figure 35: Usage of results after the end of the Project

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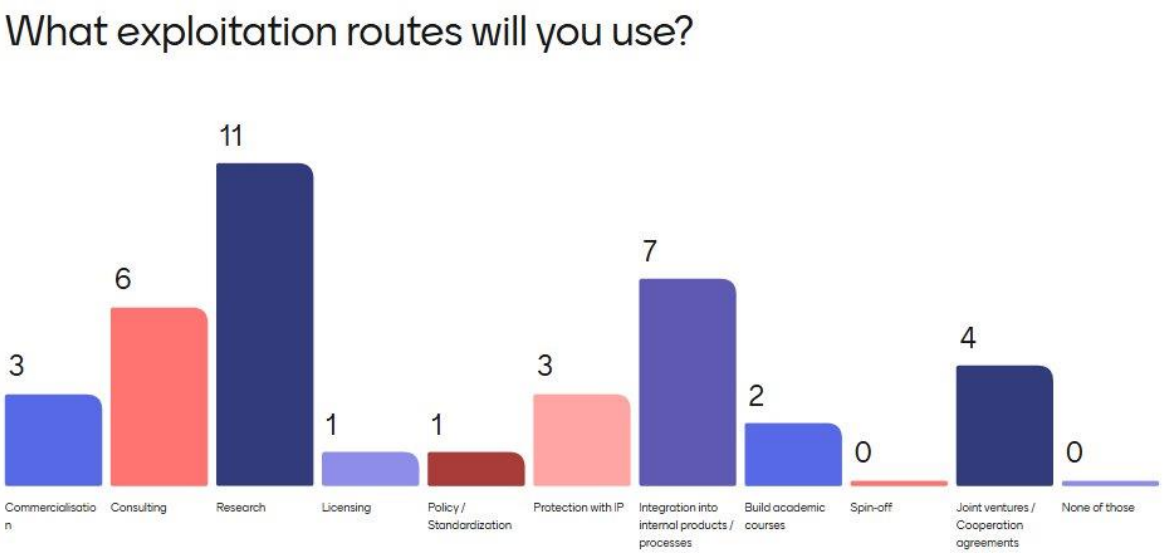

Figure 36: Exploitation routes to be used

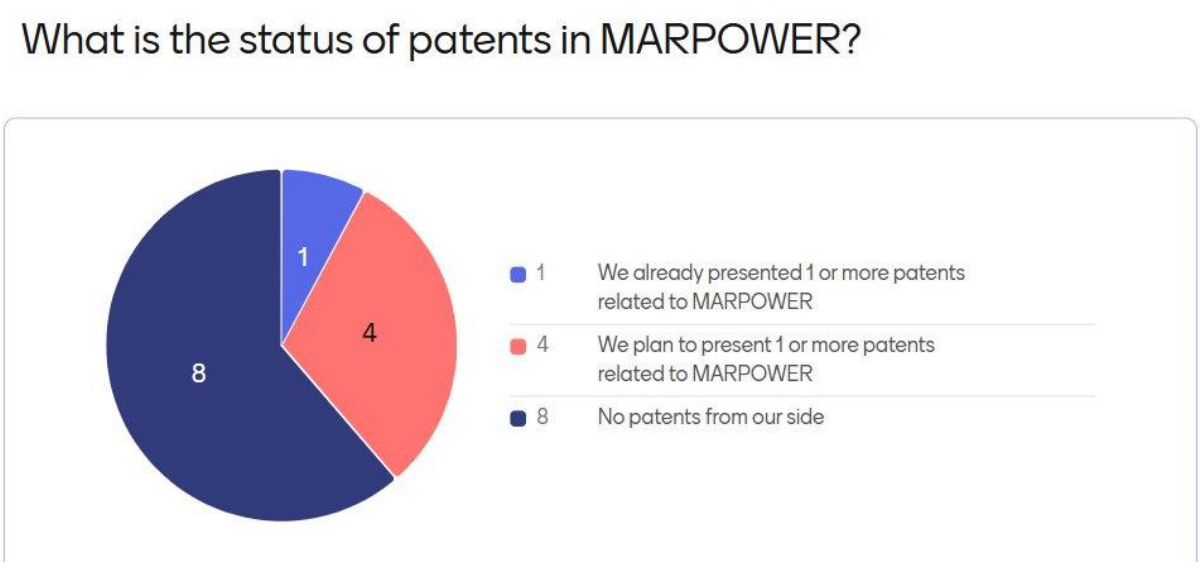

Figure 37: Patenting in MARPOWER

During the period under review, no deviations were identified or deemed necessary, either from the planned methodology or from what has been declared so far in the Grant Agreement and in D5.1 – "C, D & E Plan" submitted at M6.

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6. Conclusion

This report has presented the Communication, Dissemination and Exploitation activities carried out during the first 18 months of the MARPOWER project. The actions implemented under Work Package 5 have focused on establishing the project's communication framework, increasing visibility, initiating dissemination activities and preparing the ground for future exploitation.

During this period, MARPOWER has strengthened its online presence through regular website updates and social media activity, achieved significant media coverage with a limited number of press releases, participated in a wide range of scientific, industrial and public events, and initiated scientific dissemination through conference contributions and early publications. At the same time, several dissemination and exploitation activities remain at an early stage, which is consistent with the maturity of the technical work and the overall project timeline.

Overall, the activities reported demonstrate a coherent and structured implementation of the Communication, Dissemination and Exploitation strategy. Continuous monitoring through KPIs and regular coordination within the consortium have supported alignment with project objectives and Horizon Europe requirements, while allowing for minor adjustments in the use of communication tools based on experience gained.

The analysis of the activities described in this report has informed the update of the Communication, Dissemination and Exploitation Plan, resulting in Deliverable D5.2 – "Communication, Dissemination and Exploitation Plan (Update I)", which reflects the conclusions drawn from the implementation of WP5 activities during this period.

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7. Annexes

7.1. Media Impacts

Table 6. Media impacts (including media outlets)

Date	Media Outlet	Country	Headline of the News/Article	Media Type	Link
01 September 2024	CORDIS	EU	Efficient zero-emissions gas turbine POWER system for MARitime transport	CORDIS	Link
01 September 2024	Waterborne	EU	Efficient zero-emissions gas turbine POWER system for MARitime transport	Maritime Association	Link
04 September 2024	Aurelia Technologies	Finland	Aurelia Turbines to develop a zero-emission large gas turbine for maritime transport	Partner website	Link
05 September 2024	Navigator Magazine	Finland	Aurelia Turbines kehittää päästöttömän kaasuturbiinin meriliikenteeseen	Media Outlet / Online	Link
10 October 2024	Energética	Spain	Un proyecto europeo busca descarbonizar el transporte marítimo con combustibles cero emisiones	Media Outlet / Online	Link
10 October 2024	Energías Renovables	Spain	MarPower, el proyecto que quiere descarbonizar el transporte marítimo con combustibles cero ceodós	Media Outlet / Online	Link
10 October 2024	Naucher	Spain	Arranca el proyecto 'Marpower' para descarbonizar el transporte marítimos con combustibles de cero emisiones	Media Outlet / Online	Link
10 October 2024	Interempresas	Spain	Arranca el proyecto MARPOWER para descarbonizar el transporte marítimo con combustibles de cero emisiones	Media Outlet / Online	Link
10 October 2024	Europa Azul	Spain	El proyecto MARPOWER trata de descarbonizar el transporte marítimo	Media Outlet / Online	Link
10 October 2024	Bunkerspot	UK	EUROPE: European project aims to accelerate maritime decarbonisation using net-zero fuels	Media Outlet / Online	Link
10 October 2024	Ship.Energy	UK	European project aims to accelerate maritime decarbonisation using net-zero fuels	Media Outlet / Online	Link
10 October 2024	Nearshoring News	Mexico	Proyecto MarPower: descarbonización del transporte marítimo mediante combustibles sostenibles	Media Outlet / Online	Link
11 October 2024	Offshore Energy	The Netherlands	New EU-funded project launched to replace fossil fuels in maritime transport	Media Outlet / Online	Link
11 October 2024	Ship Management International	UK	Launch of European MARPOWER project to decarbonise maritime transport using net-zero fuels	Media Outlet / Online	Link
11 October 2024	Maritime Informed	UK	Reducing CO2 emissions with MARPOWER's maritime initiative	Media Outlet / Online	Link
11 October 2024	sdgtalks.ai	USA	MarPower, el proyecto que quiere descarbonizar el transporte marítimo con combustibles cero ceodós	Media Outlet / Online	Link

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11 October 2024	Biznesalert.pl	Poland	Unia sfinansuje projekt, który ma zastąpić paliwa kopalne w transporcie morskim	Media Outlet / Online	Link
11 October 2024	Crew Mirror	USA	EU-Funded MARPOWER Project Aims to Decarbonize Maritime Transport	Media Outlet / Online	Link
12 October 2024	El Periódico de la Energía	Spain	Arranca Marpower, el proyecto europeo para descarbonizar el transporte marítimo con combustibles de cero emisiones	Media Outlet / Online	Link
12 October 2024	El Estrecho Digital	Spain	La UE financia el proyecto MARPOWER para la descarbonización del transporte marítimo	Media Outlet / Online	Link
12 October 2024	Infomarine On Line	Greece	New EU-funded project launched to replace fossil fuels in maritime transport	Media Outlet / Online	Link
13 October 2024	Modern Ghana	Ghana	Transforming Maritime Transport: The MARPOWER Project's Ambitious Journey Towards Decarbonization	Media Outlet / Online	Link
13 October 2024	Maritime Technology Review	-	MARPOWER Initiative Launches to Transform Shipping with Sustainable Fuels	Media Outlet / Online	Link
14 October 2024	Pomorstvo	Montenegro	Pokretanje MARPOWER projekta za dekarbonizaciju pomorskog transporta	Media Outlet / Online	Link
16 October 2024	Hidrógeno Verde	Spain	MARPOWER, un proyecto para reemplazar los combustibles fósiles en el sector marítimo	Media Outlet / Online	Link
17 October 2024	Riviera Maritime	UK	EU-funded initiative targets fuel-flexible energy conversions for gas turbines	Media Outlet / Online	Link
17 October 2024	ANAVE - Spanish Shipowners' Association	Spain	La universidad de Vigo participa en un proyecto para descarbonizar el transporte marítimo	Maritime Association	Link
17 October 2024	Masmar	Spain	La universidad de Vigo participa en un proyecto para descarbonizar el transporte marítimo	Media Outlet / Online	Link
17 October 2024	Quieronavegar.app	Spain	El proyecto Marpower, liderado por la Universidad Politécnica de Lappeenranta (Finlandia), busca desarrollar un sistema de conversión de energía basado en turbinas de gas para la generación eléctrica en el sector marítimo.	Media Outlet / Online	Link
22 October 2024	Infopuertos	Spain	La universidad de Vigo participa en un proyecto para descarbonizar el transporte marítimo	Media Outlet / Online	Link
22 October 2024	Actualidad Marítima y Portuaria	Spain	La universidad de Vigo participa en un proyecto para descarbonizar el transporte marítimo	Media Outlet / Online	Link
22 October 2024	Seaview Corporate	Panama	La universidad de Vigo participa en un proyecto para descarbonizar el transporte marítimo	Company	Link
26 October 2024	Cleaner Seas	UK	The MARPOWER project kicks off seeking to decarbonize maritime transport using net-zero fuels	Media Outlet / Online	Link
01 November 2024	ANAVE - Spanish Shipowners' Association	Spain	La universidad de Vigo participa en un proyecto para descarbonizar el transporte marítimo	Maritime Association / Print bulletin	Link
05 November 2024	Zabala Innovation (Spain)	Spain	MARPOWER - Sistema de energía eficiente con turbina de gas para el transporte marítimo	Partner website	Link
05 November 2024	Zabala Innovation (Europe site)	EU	MARPOWER - Efficient zero-emissions gas turbine power system for maritime transport	Partner website	Link

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05 November 2024	Zabala Innovation (France)	France	MARPOWER - Système efficace de production d'électricité par turbine à gaz sans émissions pour le transport maritime	Partner website	Link
05 November 2024	Zabala Innovation (Portugal)	Portugal	MARPOWER - Sistema de energia eficiente com turbina a gás para o transporte marítimo	Partner website	Link
12 November 2024	Politecnico di Milano	Italy	RICERCA>AI via il progetto europeo MARPOWER per la decarbonizzazione del trasporto marittimo	Partner website	Link
12 November 2024	Politecnico di Milano	Italy	Start of the European MARPOWER project for the decarbonisation of maritime transport	Partner website	Link
24 November 2024	The KRF Center For Bangladesh and Global Affairs	Bangladesh	Transforming Maritime Transport: The MARPOWER project's Ambitious Journey Towards Decarbonization	Media Outlet / Online	Link
1 December 2024	RINA	Italy	MARPOWER project - Revolutionizing maritime decarbonization: Innovative energy conversion systems using renewable net-zero fuels	Partner website	Link
1 January 2025	Aurelia Technologies	Finland	Real Results From Real-World Deployments - MARPOWER	Partner website	Link
18 March 2025	Aurelia Technologies	Finland	MARPOWER project achieved Milestone 1 led by Aurelia Turbines	Partner website	Link
18 March 2025	First Imagine!	UK	MARPOWER project achieved Milestone 1 led by Aurelia Turbines	Parent company of project partner	Link
May-June 2025	Infomarine	Spain	MARPOWER, energía limpia y flexible para transporte marítimo	Media Outlet / Print	Link
August 2025	DLR	Germany	MarPower (German)	Partner website	Link
August 2025	DLR	Germany	MarPower (English)	Partner website	Link
10 October 2025	Politecnico di Milano	Italy	Department of Energy hosts the annual meeting of the European MARPOWER project	Partner website	Link
11 October 2025	Politecnico di Milano	Italy	Il Dipartimento di Energia ospita il meeting annuale del progetto europeo MARPOWER	Partner website	Link
29 October 2025	Ruta Pesquera	Spain	El proyecto MARPOWER avanza hacia un transporte marítimo más limpio	Media Outlet / Online	Link
29 October 2025	Binnenschifffahrt	Germany	EU-Projekt entwickelt Multi-Fuel-Turbinen	Media Outlet / Online	Link
29 October 2025	Marine Link	USA	MARPOWER Project Reports First-Year Progress Towards Clean Energy for Shipping	Media Outlet / Online	Link
29 October 2025	Naucher	Spain	El proyecto Marpower avanza durante su primer año hacia un transporte marítimo más limpio	Media Outlet / Online	Link
29 October 2025	Interempresas	Spain	El proyecto MARPOWER avanza hacia buques de cero emisiones en su primer año de desarrollo	Media Outlet / Online	Link
29 October 2025	Energías Renovables	Spain	Marpower, el proyecto UE que quiere que el transporte marítimo use amoníaco verde en vez de fuelóleo pesado	Media Outlet / Online	Link
29 October 2025	Actualidad Marítima y Portuaria	Spain	El proyecto MARPOWER avanza durante su primer año hacia un transporte marítimo más limpio	Media Outlet / Online	Link
29 October 2025	Europa Azul	Spain	MARPOWER acelera hacia la generación de energía sin emisiones: un año de avances en turbinas de gas para hidrógeno y combustibles alternativos	Media Outlet / Online	Link

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30 October 2025	Vessel Performance	USA	MARPOWER Advances Clean Energy for Shipping	Media Outlet / Online	Link
30 October 2025	Zabala Innovation (Euorpe)	EU	MARPOWER advances next-generation clean power solutions for the maritime sector	Partner website	Link
30 October 2025	Zabala Innovation (Spain)	Spain	El proyecto MARPOWER avanza durante su primer año hacia un transporte marítimo más limpio	Partner website	Link
30 October 2025	Hellenic Shipping News	Greece	MARPOWER project reports strong first-year progress towards clean energy systems for shipping	Media Outlet / Online	Link
30 October 2025	Future Fuels	India	MARPOWER Project Reports Significant First-Year Progress in Advancing Clean Energy Systems for Shipping	Media Outlet / Online	Link
30 October 2025	Robban Assafina	Lebanon	MARPOWER project reports strong first-year progress towards clean energy systems for shipping	Media Outlet / Online	Link
30 October 2025	Gazete Makina	Turkey	MARPOWER Projesi: Deniz Taşımacılığında Temiz Enerji Sistemleri İçin Önemli Adımlar	Media Outlet / Online	Link
30 October 2025	Gazete Makina	Turkey	MARPOWER Project: Significant Steps Towards Clean Energy Systems for Maritime Transport	Media Outlet / Online	Link
31 October 2025	SWZ Maritime	The Netherlands	MARPOWER on the road to alternative fuel-powered gas turbine	Media Outlet / Online	Link
31 October 2025	Nautical Voice	India	MARPOWER Project Advances Clean Shipping Technologies	Media Outlet / Online	Link
31 October 2025	Cleaner Seas	UK	MARPOWER project reports strong first-year progress towards clean energy systems for shipping	Media Outlet / Online	Link
31 October 2025	Sea News	UK	MARPOWER Project Makes Progress in Cleaner Maritime Tech	Media Outlet / Online	Link
31 October 2025	WIT News	Latvia	MARPOWER advances next-generation clean power solutions for the maritime sector	Media Outlet / Online	Link
3 November 2025	Seatec	Finland	MARPOWER project reports strong first-year progress towards clean energy systems for shipping	Media Outlet / Online	Link
Nov-Dec 2025	Infomarine	Spain	El proyecto MARPOWER avanza durante su primer año hacia un transporte marítimo más limpio	Media Outlet / Print	Link
01 December 2025	Energías Renovables	Spain	Marpower, el proyecto UE que quiere que el transporte marítimo use amoníaco verde...	Media Outlet / Print	Link

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