

Open-Source OTEC Plant

Communication strategy

Rev.00 - July 2022

OBJECTIVES OF OPEN-SOURCE OTEC PLANT PROJECT

The Principal Objective

To adapt to climate change, the global energy demand must come from renewable energy sources, eliminating fossil fuel dependency. The OTEC plant has the potential to meet the global energy demands disrupting the dependence on fossil fuels. This project aims to develop a set of technical specifications for the construction and operation of an offshore OTEC Plant.

The Secondary Objective

Centuries of evolution have shown that humans thrive as a community. As a community, we can adapt and overcome any challenges that are in our way. The secondary objective of this project is to create a community of people who want to contribute to the solutions to the energy and climate crises.

The Tertiary Objective

The OTEC Plant idea has been in R&D across the globe since 1969. To rapidly advance the development of this technology a healthy competition is required. A start-up may spend a lot of time on R&D of the OTEC Plant before construction and operation begin. By providing a package containing technical specifications, the companies may reduce their R&D time, cut costs, and move to pilot projects faster. A tertiary objective of this project is to make it easy for start-ups and companies to kick-start the OTEC Plant projects by providing valuable technical information.

COMMUNICATION MISSION STATEMENT

It is expected that not every person who will be interested in the project or engage in it will remain until the end. Not every person will have the patience, energy and everlasting need to act. The mission of communication is to reach the few people, ready to do whatever it takes, by reaching the masses.

Calls to action

Spread the word – Like and Share the content to spread the message about the project.

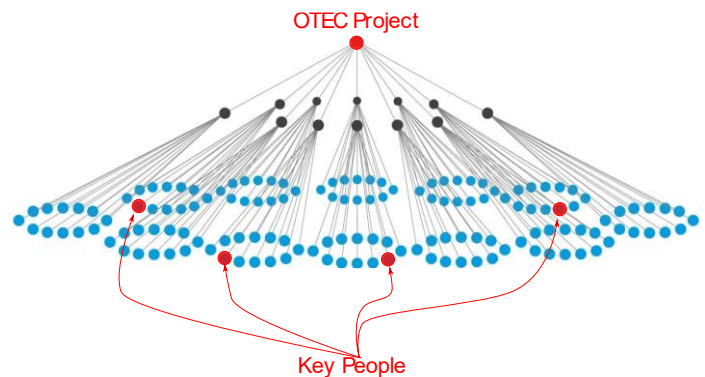
Participate – Join the project and participate in your field of study.

Share your expertise – Engage with questions and share your experience and knowledge.

Subscribe – Follow the social media outlets of the project to keep track of the progress.

Communication Content

- Project's philosophy and objectives
- Call to join the technical community
- Call to help a technological growth
- Educate about OTEC Plant's current state of art
- Educate about other OTEC Plant projects, old and new



To reach the few by reaching to many.