



## STandUP for Wind - Strategy on development of industrial contacts

STandUP for Wind conducts research with the goal to facilitate utilization of wind power in Sweden. In order to make this research useful, it is important that it is conducted in close collaboration with the industry. This collaboration helps to ensure that the research relates to topics important to the industry so that the research findings can quickly be applied by the latter.

With this in mind, seminars with representatives from the industry are to be provided by STandUP for Wind. Currently, three seminars a year are planned where leading wind energy companies will be invited to participate. These seminars will be tailor-made to suit the respective company and will aim at bridging gaps between industrial approaches and current research as well as providing networks for further cooperation between the academy and industry. The subjects of the seminars will be decided from discussions with representatives from each respective company and suitable researchers from STandUP for Wind.

Consequently, the research at STandUP for Wind will better take into account current industrial challenges, and it will make it possible for industrial representatives to increase their knowledge as well as to establish collaboration projects between the academy and the industry. In such projects, valuable input from the industry will feed the research, and findings from the research will provide feedback to the industry and help develop solutions to current challenges facing the establishment of wind energy in Sweden.

The strategy is thereby to fulfill the following continuous and long term goals:

- Ensuring that long and short time research is conducted in areas important for wind utilization in Sweden but also internationally.
- Holding continuous contact between the industry and academia to ensure continuous feedback and input from the industry.
- Providing the industry with the latest research results and knowledge in a format that ensures that input can be used on an everyday basis.
- Increase the industry's level of awareness to research results and thereby increase the maturity in the field.

It is expected that a direct contact between STandUP for Wind, a leading-edge research center in wind energy, and leading wind energy companies through the suggested seminars will improve wind energy technology and its deployment in the future, both in Sweden and internationally.

In addition to the above-mentioned seminars, close contact with the industry is developed through thesis work collaboration performed by students in different education programs within the centre. The thesis collaboration has developed into long lasting relations with the industry, often to work together on advancing research on state-of-the art problems in wind energy.