# Dissemination and Awareness Plan

## WP7 Dissemination & Exploitation

DELIVERABLE 7.1

GRANT AGREEMENT 736351

STATUS: DRAFT / FINAL DRAFT / **FINAL**

**PUBLIC** / CONFIDENTIAL

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

State Secretariat for Education, Research and Innovation SERI

*This project has received funding from the Fuel Cells & Hydrogen 2 Joint Undertaking (FCH2 JU) of the European Commission under grand agreement No 736351 and the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 17.00002. FCH2 JU receives support from the European Union's Horizon 2020 research and innovation programme and Hydrogen Europe and N.ERGHY.*



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# DOCUMENT CHANGE CONTROL

| Version Number | Date | Author(s) | Brief Description of changes |
|---|---|---|---|
| 1.1 | 10/07/2017 | Maite Imirizaldu, FHA | |
| | | | |
| | | | |

Table 1. Document Change Control

# EXECUTIVE SUMMARY

The Dissemination and Awareness Plan (DAP) defines the communication tools to be developed and used towards a successful dissemination of the Project and its results. The Project Grant Agreement (GA), through the Description of Action (DoA), contained the draft of this plan as part of the measures to maximise the impact of the Project. The DAP describes the dissemination goals, target audience and appropriate channels to provide regular flow of information. The DAP will be updated yearly during the Project duration, followed by a final report on dissemination activities and materials by the end of the Project.

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# 1. OBJECTIVES

The objective of Deliverable 7.1 is to describe the planning for dissemination, communication and awareness activities and tools to be carried out so that Demo4Grid can achieve an adequate level of visibility and impact over the society, both from scientific and general public points of view.

The document aims to define the general communication tools and methods to follow by the partners of the Project to ensure a proper dissemination of the results towards the main stakeholders addressed in the project and all the interest actors involved (public and private).

The dissemination and awareness plan is an important set of tools that has to be complementary to other Project developments, having the common goal of maximising the impact. It is important to remark that the final goal of Demo4Grid project is to serve as a basis for future implementation of the concepts arising from it, so it must be ensured all the dedicated guidelines and recommendations reach the key stakeholders and Fuel Cell and Hydrogen (FCH) actors.

Moreover, given that the intention is that the results of the Project are also market oriented, an exploitation strategy and business plan will be also developed throughout the project. Therefore, the plan definition and the following updates have to be also dedicated to maximise the impact to the interested stakeholders according to the studies on assessment of market potential and the strategic plans for commercial exploitation of the results.

Then, it can be considered that the main objective of the plan hereby documented has to be to describe the schedule, audience, methods and tools to maximise the impact of the Project and its results.

# 2. INTRODUCTION

Demo4Grid project (Demonstration of 4MW Pressurized Alkaline Electrolyser for Grid Balancing Services) is part of the European Horizon 2020 program, The EU Framework Programme for Research and Innovation. Horizon 2020 is the biggest EU Research and Innovation programme ever done, with nearly €80 billion of funding available during 7 years (2014 to 2020).

Figure 1. Horizon 2020 logo.

By coupling research and innovation, Horizon 2020 emphasises on excellent science, industrial leadership and tackling societal challenges. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation.

H2020 covers a large number of areas in which energy is included as a priority. The European Union has established the objective of the major "decarbonization" of its energy system by 2050. To reach this goal, fuel cells and hydrogen technologies are aimed to play a key role due to its properties of energy carriers. It will be possible to generate large quantities of “green” hydrogen from the excess energy from renewable sources for subsequent use in transport (fuel cells to power vehicles), in energy applications (re-electrification, powering stationary fuel cells in cogeneration systems, back-up systems, and the injection of hydrogen into gas systems) and industrial applications (generation of hydrogen mainly for the chemical industry).

In order to accelerate the development of these technologies in the most efficient way, the European Union has joined forces with European industry and research institutes in a public-private partnership, the Fuel Cells and Hydrogen Joint Technology Initiative (JTI), who supports numerous projects such as Demo4Grid. This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (FCH 2 JU) under agreement No 736351.

Figure 2. FCH JU logo

The topic of the FCH 2 JU in which Demo4Grid project is framed is **FCH-02-7-2016 Demonstration of large-scale rapid response electrolysis to provide grid balancing services and to supply hydrogen markets**.

**The main aim of project Demo4Grid is the commercial setup and demonstration of a technical solution utilizing "above state of the art" Pressurized Alkaline Electrolyser (PAE) technology for providing grid balancing services in real operational and market conditions.** In order to validate existing significant differences in local market and grid requirements Demo4Grid has chosen to setup a demonstration site in Austria to demonstrate a business case for the operation of a large scale electrolyser adapted to specific local conditions that will be found throughout Europe. To achieve that, Demo4Grid will demonstrate at this demo site with particular needs for hydrogen as a means of harvesting RE production:

- a technical solution to meet all core requirements for providing grid balancing services with a large scale PAE in direct cooperation with grid operators,
- a market based solution to provide value added services and revenues for the operation strategy to achieve commercial success providing grid services and those profits obtained also from the hydrogen application.
- Aiming at the exploitation of the results after the project ends, Demo4Grid will assess the replicability and viability of various business cases Demo4Grid will be the decisive demonstration stage of previous FCH-JU projects related to the PAE addressed in this proposal.

The ELYGRID (FCHJU project GA number 278824) and the ELYNTEGRATION (FCHJU project GA number 671458) projects have provided promising results on the development of PAE to provide grid services operating under dynamic profiles, with the Demo4grid project these conclusions will be validated at real scale in an ambitious demonstrative project.

# 3. DISSEMINATION AND AWARENESS PLAN DESCRIPTION

The DAP, included in Work Package 7 (WP7), is one of the first documents of the Project, aimed to ensure its impact, at every level and with different focus of interest of the Project results. Once the plan for communication, awareness and dissemination is developed, it will be periodically updated according to the Plan and the DoA of the Project. The document as first DAP aims to answer the 5W's questions: "What?", "When?", "How?", "Who?", and "Why?" It therefore includes a description of the Project communication methodology (a mythological answer to "HOW?"), target groups (answers to "WHO?" and "WHAT?"), a set of communication tools (a technical answer to "HOW?") and a list of possible activities (answer to "WHEN?").

## 3.1. Communication management methodology

The dissemination and communication of Demo4Grid to stakeholders and audiences outside the project is managed by the partners within the WP7 of the Project. Besides, all the external communication activities are monitored by the Work Package 7 Coordinator (FHa), to ensure that the communication activities and methodology are in compliance with the provisions of the agreements. As a general rule, the GA will apply, but some specific provisions are agreed in the Consortium Agreement (CA).

About the dissemination of own results, the partners are committed to inform the consortium about planned publications at least 45 days, (Article 29.1 Grant Agreement number 736351) to ensure that the results to be published are not in conflict with potential commercial exploitation activities, confidentiality and legitimate interests of the partners. In any case, the objection to any communication activity related to publication, has to be clearly justified and followed by necessary modifications to allow and not block, if possible, the publication and dissemination of results.

Besides, the Consortium is committed to cooperate in the submission, preliminary evaluation and publication of any dissertation or Master thesis related to the Project, subject to the provisions of the CA.

The tasks related to communication and dissemination in the Project involve all the members of the Consortium, so all the partners should work and contribute to dissemination tasks according to the agreements and the DoA. Nevertheless, FHA, as WP7 Coordinator, is the final element in charge of the dissemination, being invested in elaborating and contributing the dissemination plan, promoting the collaboration of all

the partners and finally monitoring and compiling the dissemination and communication activities of the Project. All partners have to inform FHa as WP7 leader about any communication or dissemination action expected in the framework of the program with at least two weeks advanced.

## 3.2. Target Groups

The following section includes the total amount of the target audiences that are expected to be influenced by the results of the development of the project. For each of them it has been specified a series of key messages that will have to be successfully addressed during the development of the project.

**Policy makers, regulators, public bodies**

The evaluation of potential markets, along with the analysis of the European standards and national regulations will be the main input for these organisms. In the same way, this will be accompanied by an analysis of the potential of water electrolysis to enable a successful introduction of RE resources at low costs.

**Technology providers, manufacturers, fuel cell and hydrogen stakeholders**

Once the consortium has approved which information and results are susceptible to be public regarding market potential and framework to successfully deploy electrolysers as grid service, they will be shared in selected forums with FCH stakeholders. Besides, sharing public information of the main achievements of the project would be one of the main ways to increase the exploitation impact of the project.

**Renewable energy stakeholders, distribution and transmission system operators**

For the main stakeholders on the renewable energy industrial sector, as well as TSOs and DSOs, the key messages to be transmitted involve the benefits that the MW HP AWE technology can introduce to new business models related to the RE sector. Additionally, demonstration tests' results will be shared among these groups in order to prove the feasibility of the connection of electrolysers to the grid, and performance specifications for grid-connected electrolysers will be validated with grid operators to ensure their adequacy.

**General public**

The communication efforts towards the general public will be focused in showing the benefits of RE introduction with hydrogen to reduce environmental impacts,

employment generation, increasing European competitiveness and reducing external dependency. The additional goal at this point is to reduce the existing resistance to these new technologies and motivating early adopters.

Results from additional tasks of the project, related to the assessment of the market potential and identification and analysis of business cases will serve as additional input to detect new target groups or stakeholders or to focus better the dissemination efforts to reach the target groups.

Furthermore, the information obtained through the continuous monitoring of the external projects will also serve as feedback to define specific stakeholders from the different groups.

The participation in the communication events and activities promoted by the FCH 2 JU will be of key importance to reach these stakeholders.

## 3.3. Communication tools

The following section describes the necessary tools to develop an efficient communication from Demo4Grid Consortium to reach the expected impact towards the target groups established above. These tools involve all the graphic material that will be used for the several congress and fairs that are planned to be attended (as well as for the workshop to be celebrated) and also the digital material, understood as the website and the communications performed through social networks.

### 3.3.1. Project Website

The Demo4Grid Website will be ready by November 2017. The Demo4Grid website has a clean home page with a few key facts to spark the interest of the visitor and six sections: project, participants, press & download, news, FAQ and contact. The website is accessible and has a responsive layout optimized for desktop, tablets and phones. On the following pages screenshots of the individual pages are included.

**Home page**

The logo and the navigation menu are located at the top. On the right site there are the logos of EU FCH JU and SFOE linking to their respective webpages.

At the top of the page there is the header section with an excerpt of the video explaining Demo4Grid and on the right side there is a short introduction as well as a link to the full video.

Next there's a key facts box providing further introduction to the project.

As on every page at the bottom, there are the participants' logos auto-sliding in random order with links to their corporate websites and the footer area below including the grant agreement as well as contact possibilities, the footer menu and social links.

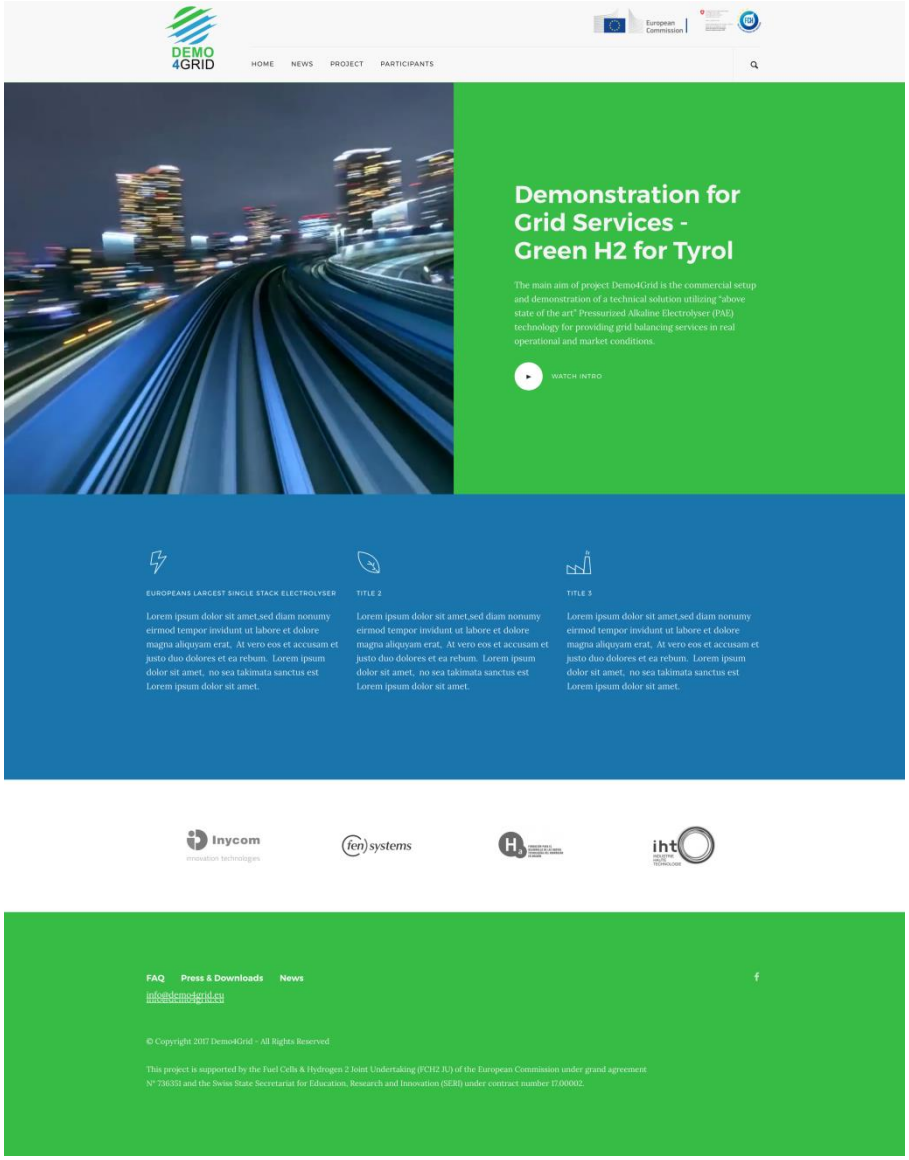


Figure 3. Demo4Grid Website: Hompage

### News

The news section is actually a Facebook and Twitter Feed Grabber, that displays all relevant posts about the project.

### Project

A short description of the objectives of the project, partners involved and their contribution are presented in this section. There is also an interactive diagram, which explains the principles of the project.

### Participants

On this page the participants of the project as well as the companies that they're representing are shown. On the presence of an interview there's a play button shown in the bottom right corner of the image which links to the video.

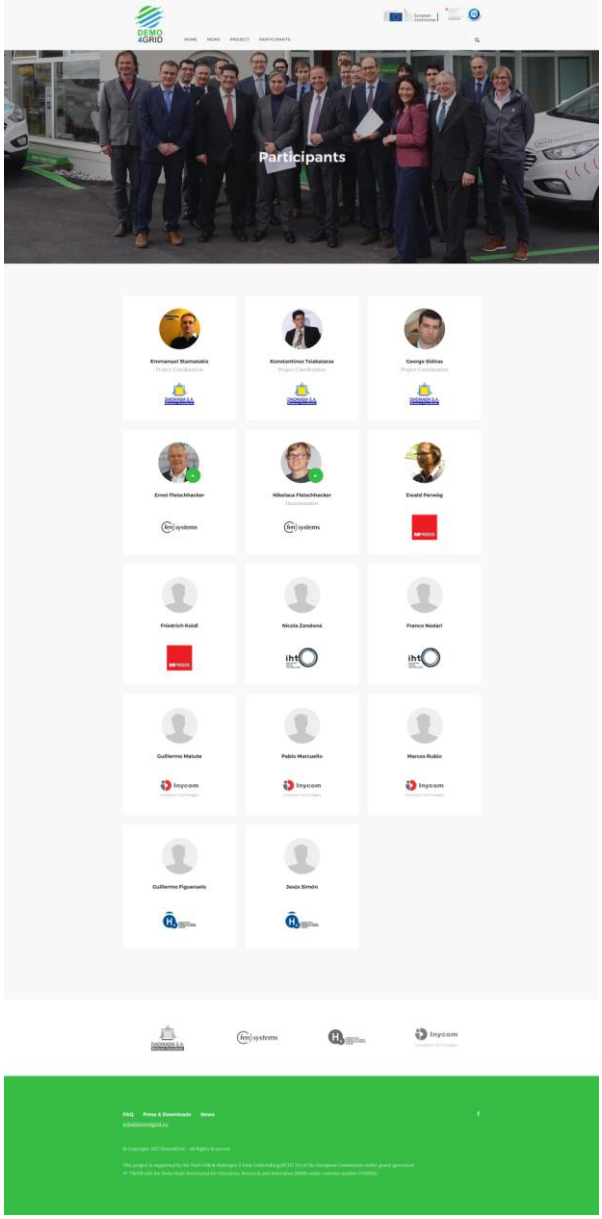


Figure 4. Demo4Grid Website: Participants

### FAQ

This section will be the repository of all questions that are frequently asked about the project.

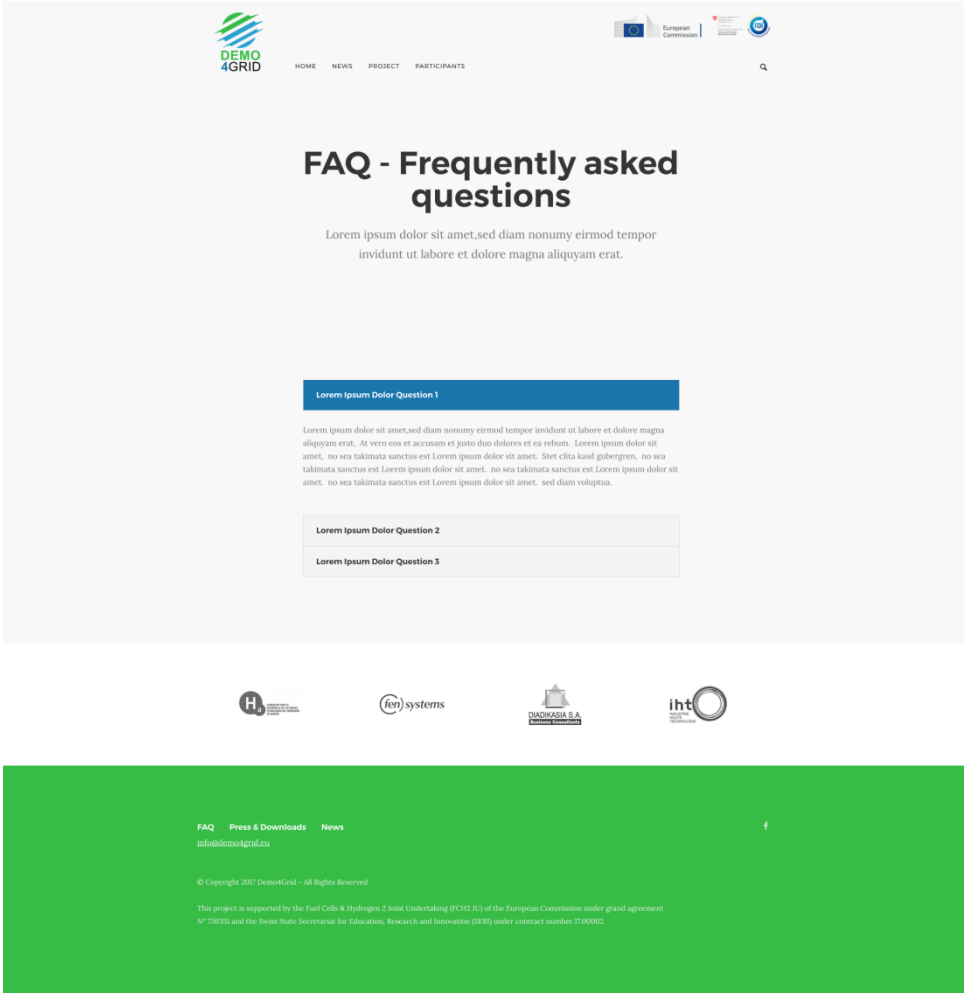


Figure 5. Demo4Grid Website: Frequently Asked Questions

**Press & Downloads**

This section will be the repository of all the public reports, presentations or any other material as well as press releases, events, milestones, etc. during the development of the project.

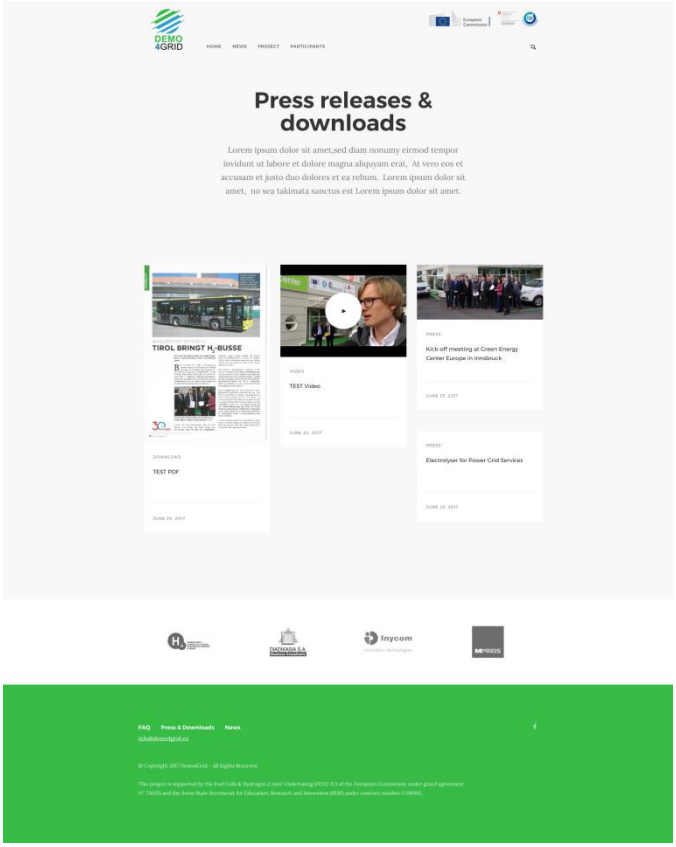


Figure 6. Demo4Grid Website: Press releases & Downloads

**Contact**

There is a basic form allowing any visitor of the web to contact Demo4Grid for whatever reason.

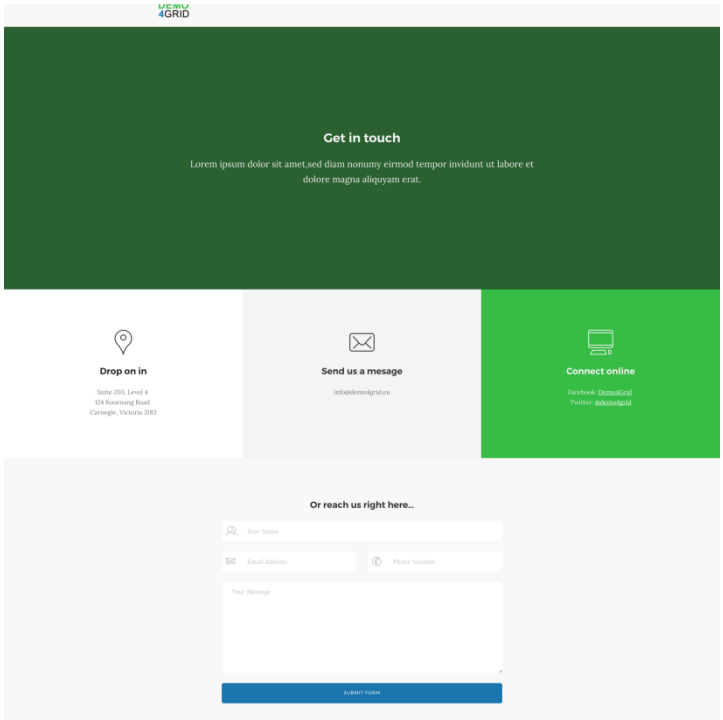


Figure 7. Demo4Grid Website: Contact page

## 3.3.2. Graphic material

The visual identity and graphic material of the Project will be developed according to the identity manual of the Project. Both the logo and corporative colours have been selected in line with the H2020 visual guidelines.

Although the press releases are still necessary in some cases, the Demo4Grid Project wants to bet on another way to generate content and to relate to the media that can give a more modern and dynamic air to its image.

The visual content is very effective when it comes to transmitting messages and more, in case the work of raising awareness and education is so important.

To do so, it's been made an introductory video that serves as a presentation of the project and at the end of the project will be developed another corporate video that explains the results and milestones of the project. Also the design of infographics and video-infographics are contemplated in this section.

**Corporative colours and fonts**

The corporative colours of Demo4Grid are green [R 72 / G 199 / B 73] blue [R 0 / G 160 / B 211 and R 93 / G96 / B 149] and black [R26/ G23 / B27](**Error! Reference source not found.**). The font that has been selected for corporative graphic material is Arial Narrow for corporative graphic material and Arial for the documents.

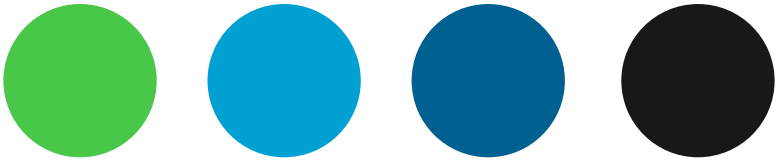

Figure 8. Demo4Grid Corporative Colours

**Logo**

The chosen logo establishes the basic lines for the visual appearance of the documents of the Project. It has been simultaneously developed a Corporate Identity Manual, where it is defined how the logo must be used within Demo4Grid official documents (such as reports, letters, cards, etc.). This Corporate Identity Manual will be distributed among the partners of the Project.

The logo is composed by five parallel lines that makes a sphere with the corporative colours, followed by the name of the Project “Demo4Grid” (

Figure ). Both the chosen colours and the circle aim to represent the FCH technology integrated with the environment. The circular designs are intended to transmit a feeling of dynamism and to be associated with a fuel cell as with the parallel lines.

Figure 9. Demo4Grid Vertical Logo

Figure 10. Demo4Grid Horizontal Logo

**Press kit**

In order to help partners in the elaboration of their press releases, a press kit will be developed and distributed among them. By means of this press kit, it will be possible to homogenize all the communication and dissemination activities made into the same style and procedures, thus promoting the desired project image.

**Video**

A initial video has been created to explain the objectives of the project.

A final explanatory video with the main results, showcases, messages and impacts of Demo4Grid will be released during the final stage of the Project. This video will be shared through press release and it will be posted at the Project main website. The purpose of the video will be to serve as the global final message of the Project, and to provide a general view of the work performed.

### 3.3.3. Social and professional networks

The use of social media and social and professional networks will be also a key communication tool to disseminate information about the Project, events and Project results. Partners will use their own accounts in the social/professional networks to contribute to the Project dissemination and to create open debates and detect future industrial investors from other cities in Europe. The main social networks considered

for the dissemination of the Project communications and recommendations on how to use each of them according to their unique characteristics are detailed below:

- **LinkedIn:** A template of the Project will be created and shared with all the partners. Each participant on the Project of every partner will be able to post said template, under the 'Project' section available on their profiles, linking it to the other members of their teams. A project page has been created as "business page". It will allow to publish every new and advances of the project. (https://www.linkedin.com/company-beta/11184684/)
- **Twitter:** The partners will echo the Project events and press releases through a brief message or tweetable fact in the account holder language and also in English, redirecting to the main press release, linking to the new or event published in the Project website. The tweet must have the hashtag #Demo4Grid, so we will be able to count the impact.
- **Facebook:** A Facebook Page has been created for the project. Same use as the LinkedIn account. Every partner will be able to post said template, under the 'Project' section available on their profiles, linking it to the other members of their teams.
- (https://www.facebook.com/Demo4Grid/?sw_fnr_id=926174830&fnr_t=0)
- **YouTube:** A project channel will be created. This will be useful to make a better diffusion of the promotional videos made during the development of the Project (like the final video regarding the results obtained) as well as of any appearances of the partners on television.

### 3.3.4. Promotional material

The Promotional Material consists of dissemination leaflets and other material such as stationery, banners to be used during events and official events. As for the brochures, it is a tab that contains a brief presentation for potentially interested agents. It will be coordinated by the Action Leader who will receive the opinions and suggestions of the other partners.

In general, the brochures will include, at least: project logo, FCH-JU logo, SERI logo, partner logos and an overview of the project. It will also highlight the importance of the topics covered; Results and expected impacts of the project or activity; Detail of activities designed

We will develop a press kit in other to help partners in the elaboration of their press releases. The press kit will be developed in English and every partner is responsible for its translation to other languages if it will be needed. Thanks to this it will be possible to homogenize all the communications made into the same style, thus promoting the project image.

## 3.4. Communication activities

### 3.4.1. Identification of ongoing projects for Project coordination

Following there is a list of ongoing European projects that are related to Demo4Grid in different ways, along with their expected duration and official description, which could be considered among others to explore possible paths of collaboration in public workshops and seminars. In any case, it is not defined yet the way of how the Consortium could collaborate with some other projects.

**H2FUTURE (2017-2021)**

A 26 month demonstration of a 6MW electrolysis power plant installed at the VOESTALPINE LINZ production site (Austria). After the pilot plant has been commissioned, the electrolyser will be prequalified with the support of APG, the Austrian transmission operator, in order to provide grid-balancing services such as primary, secondary or tertiary reserves while utilising the commercial pools of VERBUND. The demonstration is split into five pilot tests and quasi-commercial operation to show that the PEM electrolyser is able both to use timely power price opportunities (in order to provide affordable hydrogen for current uses of the steel making processes) and to attract additional revenues from grid services, which improves the hydrogen price attractiveness from a two-carrier utility such as VERBUND. Replicability of the experimental results on larger scales in EU28 for the steel industry (with input from TSOs in Italy, Spain and the Netherlands) is studied under the coordination of ECN. This involves a technical, economic and environmental assessment of the experimental results using the CertifHY tools. The roll-out of each result is provided by ECN in conjunction with policy and regulatory recommendations to accelerate deployment in the steel and fertilizer industry, with low CO2 hydrogen streams also being provided by electrolysing units using renewable electricity. The plausibility of this roadmap is reinforced at the start of the demonstration by creating an exploitation company involving the core industrial partners, which starts commercial operation of the Linz pilot plant immediately after the demonstration. Dissemination targeting the European stakeholders of the electricity, steel and fertilizer value chain

actively supports the preparation of the practical implementation of the results in the 10 years after the end of the demonstration.

**HYBALANCE (2015-2020)**

Power-to-Gas (PtG) is an innovative energy concept which will help to incorporate flexibility into future energy systems, increasingly characterised by the use of fluctuating renewable electricity. One PtG option, dubbed Power-to Hydrogen (PtH2) is to produce hydrogen from water electrolysis applying cheap renewable electricity in times of surplus and providing it for re-electrification in times of electricity shortages or to other hydrogen end-users, whatever promises the best business opportunities. It has been shown by recent studies that these can be best exploited, if PtH2 simultaneously supplies hydrogen to more than one end-use sector. The combination of electricity and mobility sectors has been earmarked as being specifically relevant, promising high utilization of the electrolysers and hence possible revenues.

It is the purpose of the HyBalance project to demonstrate the concept of multi-sectoral hydrogen end-use in the renewable energy friendly environment of wind-rich Denmark at Megawatt scale with a PtH2 plant. A group of partners representing all steps along the renewable electricity to hydrogen to end-use value chain have convened to develop a PtH2 demonstration plant. This plant will be designed for combined operation providing both grid balancing services and hydrogen for industry and as a fuel for transport in the community of Hobro in the Danish province of Nordjylland. The plant will be used to demonstrate its feasibility to identifying potential revenue streams from PtH2 under today's and future constraints (regulatory environment, state-of-art of key technologies), simultaneously applying most recent developments for hydrogen distribution and storage.

**ELYNTEGRATION (2015-2018)**

The strategic goal of the ELYntegration Project is the design and engineering of a robust, flexible, efficient and costcompetitive single stack Multimegawatt High Pressure Alkaline Water Electrolysis (MW HP AWE) of 4,5 T H2/day capable to provide cutting-edge operational capabilities under highly dynamic power supplies expected in the frame of generation/ transmission/ distribution scenarios integrating high renewable energies shares. The final design of the MW HP AWE will be achieved on the basis of the development, validation and demonstration of a HP AWE industrial prototype of 250 kW (250 HP AWE) (TRL 7) comprising:- cylindrical stack consisting of industrial size elementary cells (1,600 mm cell diameter)- balance of plant - power electronics-advanced communication & control system In the early phase of the development

process, great attention will be brought to the identification of enduser's needs and relevant/critical operational requirements.The target behaviour of the industrial prototype will be thoroughly demonstrated in an operational environment reflecting different on-grid integration schemes using power facilities already available to the Consortium (notably, 635 kW wind and 100 kW photovoltaic power plants).As previously mentioned, the successful demonstration of the industrial prototype will be paving the way towards the implementation and the commercial deployment of the 4.5 T H2/day HP AWE technology in the frame of large scale demonstration projects which shall be the next step after the conclusion of ELYntegration.

### 3.4.2. Publications

**Scientific papers**

The target set for this project is to publish a minimum of 4 publications in scientific journals including OpenAIRE during the time of its development. For all participants on the Horizon 2020 program, it is necessary to meet a number of requirements related to the diffusion of any result of the Project. These include ensuring open access to all peer-reviewed scientific publications, and trying to provide open access to other types of publications, such as monographs, books, reports, etc.

For this reason, in the case of any participant that wants to publish a paper under a scientific journal, the procedure to follow will be as explained below:

- The corresponding authors will be in charge of the selection of the scientific journal to publish their work. This journal will necessarily have to offer an Open Access option for the publication of selected articles.
- The publication of the work will preferably be made under a 'Green Open Access' policy, which will allow any user to access the work after the embargo period of the journal has ended. Embargo periods are different depending on the journals, but this period won't be able to exceed 6 months for any publication. It is the responsibility of the author to find a journal that fulfils these characteristics.
- In the case of an article being published in a journal with longer embargo periods, the partners involved shall cover the 'Gold Open Access' fee to the publication.

**Magazines**

It is expected the publication of at least 6 publications in regular magazines, newspaper, webzines, etc. informing about the development of the Project and the milestones achieved.

**Press releases**

It is planned to produce a number of different press releases linked to the most important milestones of the Project, such as, but not precluding: launching of the Project, general progress announce by Midterm Review meeting, dissemination of the different workshops organized and final Project announce and general results. The Project coordinator will be the partner in charge of the main dissemination of the press note, including any event being attended by the partners of the Project.

### 3.4.3. Identification of Conference, Events and Fairs

| Event Date | Demo4Grid Opportunity | Organiser | Event | Location | Events Comments |
|---|---|---|---|---|---|
| 14-17 August 2017 | | ICCE | International Conference on Clean Energy | Aberdeen, UK | |
| 6-7 September | | CENEX | LCV 2017 | Millbrook, UK | |
| 10-13 September | | H2FC Fair USA | Hydrogen + Fuel Cells North America at SOLARPOWER International | Las Vegas, USA | |
| 19 Sept 2017 | | IMechE | Hydrogen conference | London | |
| 22 Sept 2017 | | | Hydrogen for Clean Transport | Brussels | Conference |
| 17-20 October 2017 | | APPICE | IBERCONAPPICE 2017 (Latin-American congress on Hydrogen and Fuel Cell) | Huesca, Spain | |
| 7-9 Nov 2017 | | FCHEA | FCH Technical Seminar | Long Beach, California | Well attended & highly |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | respected seminar event |
| 15 Nov 2017 | | FCH-JU | Regions & Cities General Assembly | Brussels | |
| 23-24 Nov 2017 | | FCH-JU | Program Days &? | Brussels | |
| 24-25 Jan 2018 | NH & ET speaking | Acieu Conf | Hydrogen & Fuel Cells Energy Summit | Brussels | Select high-level audience and key policy contacts |
| 14-17 March | | Spanish Hydrogen Association | EUROPEAN HYDROGEN ENERGY CONFERENCE | Málaga, Spain | |
| June 2022 (tbc) | | WHEC 2022 | World Hydrogen Energy Conference | Copenhagen | |

Table 2. Identification of Conference, Events and Fairs

**World Hydrogen Energy Conference, WHEC - Biennial-** Being considered the world's most well-known conference in the field of hydrogen energy and fuel cells applications of the International Association for Hydrogen Energy (IAHE), WHEC (World Hydrogen Energy Conference) was first held in Miami, Florida in 1976. Since then, it has been held every two years at different locations around the world, corresponding the next edition to Rio de Janeiro in 2018.

WHEC 2018 will be an opportunity to share and exchange scientific information among participants, exhibitors and sponsors who are global leaders in businesses, governments, and scientific communities.

**Group Exhibit Hydrogen + Fuel Cells + Batteries Hannover Messe (DE) - Yearly -** The Group Exhibit Hydrogen + Fuel Cells + Batteries is Europe's largest and most important H2+FC+BAT exhibition dating back to 1995. It will take place in the Energy trade fair of HANNOVER MESSE setting the participants at the centre of the world's largest event for industrial technology.

Through more than 150 exhibitors from 25 countries (e.g.: International corporations, SMEs and research institutions), it showcases the full spectrum of

hydrogen and fuel cell-related technology and batteries, becoming the primary location for finding top manufacturers, distributors, consultants, developers and suppliers.

**World Hydrogen Technology Convention, WHTC - Biennial-** The 7th World Hydrogen Technologies Convention (WHTC), a leading technical and commercial event for the global hydrogen energy and fuel cell community.

**Iberconappice (ES) –Biennial-** Under the name of Iberoamerican Congress on Hydrogen and Fuel Cells (Iberconappice), the Spanish Fuel Cells Association organizes a series of conferences with the aim of facilitating dissemination of the progress made in Hydrogen and Fuel Cell technology from different areas (e.g. university, research centres, technology centres, companies and governments). It will be held in Huesca, Spain from the 17th to 20th of October.

Despite its original national character, it has been an increase in the participation at international level, providing the opportunity to establish valuable partnerships beyond Spain and its borders.

**Going Green – CARE INNOVATION -Biennial-** The Going Green – CARE INNOVATION 2018 conference and exhibition on Electronics and the Environment will take place in Schoenbrunn Palace Conference Centre Vienna (Austria) from 26 to 29 of November 2018. This Symposium is the main platform for presenting the up-to-date progress on sustainable development and the development of eco-efficient electronic and automotive products.

The conference will provide a platform to discuss the latest progress on: Resource Efficiency and Circular Economy; Beyond Legal Compliance and Global Harmonization; Sustainable Products and Services and Leading Edge Technologies; Corporate Social Responsibility and Management; and Energy-efficiency and Climate Change.

All companies in the electronics, automotive, solar and PV, chemical and recycling industry, power suppliers, electricity generators and distributors, contract manufacturers, material and component suppliers, service and logistic companies, collective systems, academia, consulting and public authorities (local, regional, international) are invited to attend and contribute.

**World Congress and Expo on Recycling –Yearly-** The 4th edition of World Congress and Expo on Recycling will take place during July 27-29, 2017 in Rome. It will be based on the theme “Recycle today for a better tomorrow” which extensively covers all aspects on scientific and technical advances in the field of recycling and its allied areas from the integration of instruments, methodologies and technologies to

their use environmental engineering and other sciences. The event will target thorough recycling associations recycling associations, industries and researchers; business entrepreneurs; environmental academia's; ecologists; training institutes; chemical engineers; environmental engineers; and waste management associations

## 3.5. Internal Communication Actions

The Internal Communication Plan for the project will serve as a tool to define communication needs among project members and to evaluate the effectiveness of ways currently used to optimize them and incorporate improvement actions.

We intend to formally structure communication channels by evaluating the degree of communication existing in the project.

Advantage:

- Improve management and efficiency.
- Improve relations between different levels.
- Improve communication, motivation and promote participation in a way that we transmit a positive image to the outside, improving the external image of the Demo4Grid project.

## 3.6. Workshops

At the beginning of the project development, a number of four workshops are planned to be carried out. The target groups and audience for each of them will be defined taking into account the progress and timeline of the project. The workshops are scheduled for the months 27, 41, 48 and 60 of the timeline of the project, and the planned content of them is showed below:

- M27: general workshop directed to all public targets, and especially to the Tyrol community, region in which the demonstration project is located. It will be based on a launch event showing the final deployment of the FCH technologies in the project and the beginning of the project operation.
- M41: General workshop directed to the scientific/technical community in the framework of the FCH2-JU. The goal will be to explain the progress, main results and try to analyse the outputs of the technical project progress.
- M48: Technical workshop directed exclusively to end-user/customers (TSO/DSO, utilities, grid operators, etc). Workshop for alignment with stakeholders to ensure replication (RE generators, large consumers, chemical industry, utilities…) and

policy makers. The goal will be to explain the progress, main results and try to attract them for the last months of the project which are crucial for the success of the exploitation and future commercialization. This workshop could be also complemented by bilateral meetings with potential end-user/customers in case it is found difficult to organize a workshop with the main stakeholders and customers (agenda issues, confidentiality, etc)

- M60: final workshop to close the project. It could be co-organized together other FCH2-JU projects, conferences, events, etc. Workshop directed to the whole community and partners interested to explain the main results.

| | OBJECTIVE | DATE | | PLACE |
|---|---|---|---|---|
| **1st Workshop** | Launch Event | Month 27 | April 2019 | Innsbruck |
| **2nd Workshop** | General workshop for the scientific/technical community and the FCH2 JU | Month 41 | June 2020 "Sustainable Energy Week" | To be confirmed |
| **3rd Workshop** | Workshop for alignment with stakeholders to ensure replication (RE generators, large consumers, chemical industry, utilities…) and policy makers | Month 48 | February 2021 | To be confirmed |
| **4th Workshop** | Final Workshop | Month 60 | February 2022 | Innsbruck |

Table 3. Demo4Grid Workshops propositions

# 4. CONCLUSIONS

The present document constitutes the main guide to be followed for any communication activity related to the Demo4Grid project. It contains all the necessary information in relation to the target groups, how to reach them and which are the necessary tools to perform these tasks, as well as a selection of potential partners within Europe and conferences, congress and fairs that are suitable for the dissemination of the results of the Project.

The main target groups identified are the public regulator bodies, the hydrogen technology providers and manufacturers, the renewable energy stakeholders, DSOs, TSOs and of course the general public too. The ways of reaching these audiences are different for each of them, but in any case, the website of the project is meant to be the central point of information related to the project, as it will contain all the public documents generated during the project, as well as a 'News' section to gather all the important updates on the project. During the time of execution of the project, the partners will have to make use of their institutional accounts in social networks (Twitter, Facebook, LinkedIn, etc.) to promote the work performed in the project.

A set of graphic materials has been prepared to unify the corporate image of any work performed under Demo4Grid and to help the diffusion of the Project and its presence in fairs, congress, etc. These include the logo and a press kit, between other materials. Overall, they serve as the main support material to introduce the Project to both technical and non-technical audiences.

At the same time, a search between other European projects has resulted in a selection of ongoing projects approaching any of the main topics addressed by Demo4Grid, in a more or less detailed level. Collaborations with some of the participants of these projects might ensue in the near future.

The report also includes an extensive list of many congresses and fairs to be celebrated in Europe during the time of execution of the Project that will serve as scenarios for the showcasing of the Project, as well as very good networking opportunities.

Finally, the list of planned workshops is introduced. These workshops are planned to be carried out close to the ending of the Project, targeting both the general public and more specific audiences that will have more interest in the Project results.

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