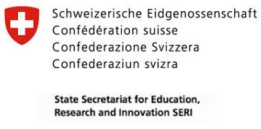
First Update
Dissemination and Awareness Plan
WP7 Dissemination & Exploitation

DELIVERABLE 7.3

GRANT AGREEMENT 736351

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

PUBLIC / CONFIDENTIAL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FCH
FUEL CELLS AND HYDROGEN JOINT UNDERTAKING

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.

Maite Imirizaldu Martínez [1], Jesús Simón[2]

[1] Name of 1st referenced beneficiary

[2] Author printed in bold is the contact person/corresponding author

DOCUMENT CHANGE CONTROL

Version Number	Date	Author(s)	Brief Description of changes
1.1	11/01/2017	Maite Imirizaldu, FHA	
1.2	24/01/2018	Maite Imirizaldu, FHa	
1.3	20/02/2018	Maite Imirizaldu, FHa	
1.4	7/03/2018	Maite Imirizaldu, FHa	
1.5	19/03/2018	Maite Imirizaldu, FHa	
1.6	25/07/2019	Mercedes Sanz, FHa	Final Public Deliverable

Table 1. Document Change Control

EXECUTIVE SUMMARY

The first update of the dissemination and awareness plan (CDAP) describes the actions, activities and opportunities for improvement on the communication tools and channels developed and used towards a successful dissemination of the Project and its results.

The project Grant Agreement, through the Description of Action, contained the draft of this plan as part of the measures to maximise the Project's impact. The CDAP described the dissemination goals, target audience and appropriate channels to provide a regular flow of information.

The CDAP will be updated three more times during the Project duration, followed by a final report on dissemination activities and materials by the end of the Project.

This first update covers the activities between the CDAP and February 2018.

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1. OBJECTIVES

The objective of Deliverable 7.3 is to update the information on the activities carried out during the first year of Demo4Grid to maximise the impact of the dissemination.

Dissemination and awareness have to be complementary to other project developments, having the common goal of maximising the impact. It is important to remark that, given that the intention is that the project results 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.

The objective of the Dissemination and Awareness Plan 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 DEMO4GRID (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 CDAP is aimed to ensure the impact of the project, 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 Description of Action of the Project. The document as first update of the CDAP includes a description of the activities carried out regarding to project communication methodology, target groups and communication tools defined to reach the selected audience.

3.1. Summary of methodology, groups and tools

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 project 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.

The message to be disseminated related to the project, activities and results is different depending on the target to be achieved

To policy makers and regulators, the message is oriented to explain the potential markets of hydrogen together with the benefits and needs of the electrolysers connected to the grid to enable a higher penetration of RE in the energy mix of the power grid. The potential benefits of MW AWE working to balance the grid or providing grid services have to be communicated to RE stakeholders, DSOs and TSOs, including new business models.

The results disclosed by the consortium regarding technology, framework and market, shall be shared in forums oriented to hydrogen stakeholders and technology providers, in order to pave the way to the deployment of hydrogen technologies. The participation in the communication events and activities promoted by the FCH 2 JU will be of key importance to reach these stakeholders

On the other hand, a more general message related to the introduction of RE and hydrogen, minimising the impact of the energy production and improving the impact on economy and social environment, has to be disseminated to the general public. The

additional goal at this point is to reduce the existing resistance to these new technologies and motivating early adopters.

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.

3.2. Update on the project communications tools

The project website (www.demo4grid.eu) aims to become the central place for the diffusion of all the information related to the project. The website has been designed to provide a general impression of the project's mission through the main page (Figure 3), by showing into three different paragraphs a brief description of its main topic, applications for the finished project and funding by the European commission.

Figure 3. Demo4Grid's website homepage

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 4. 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.

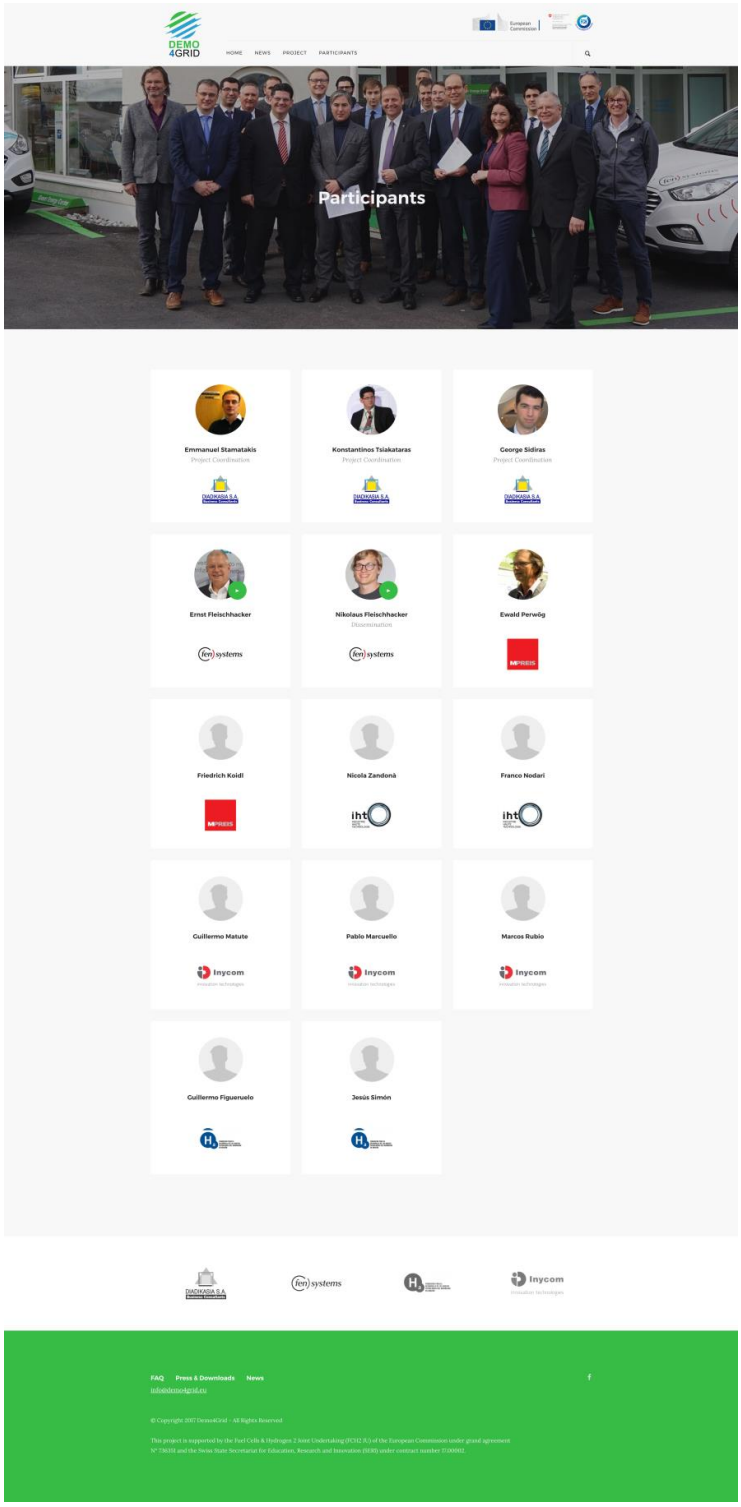

Figure 5. Demo4Grid Website: Participants

FAQ

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

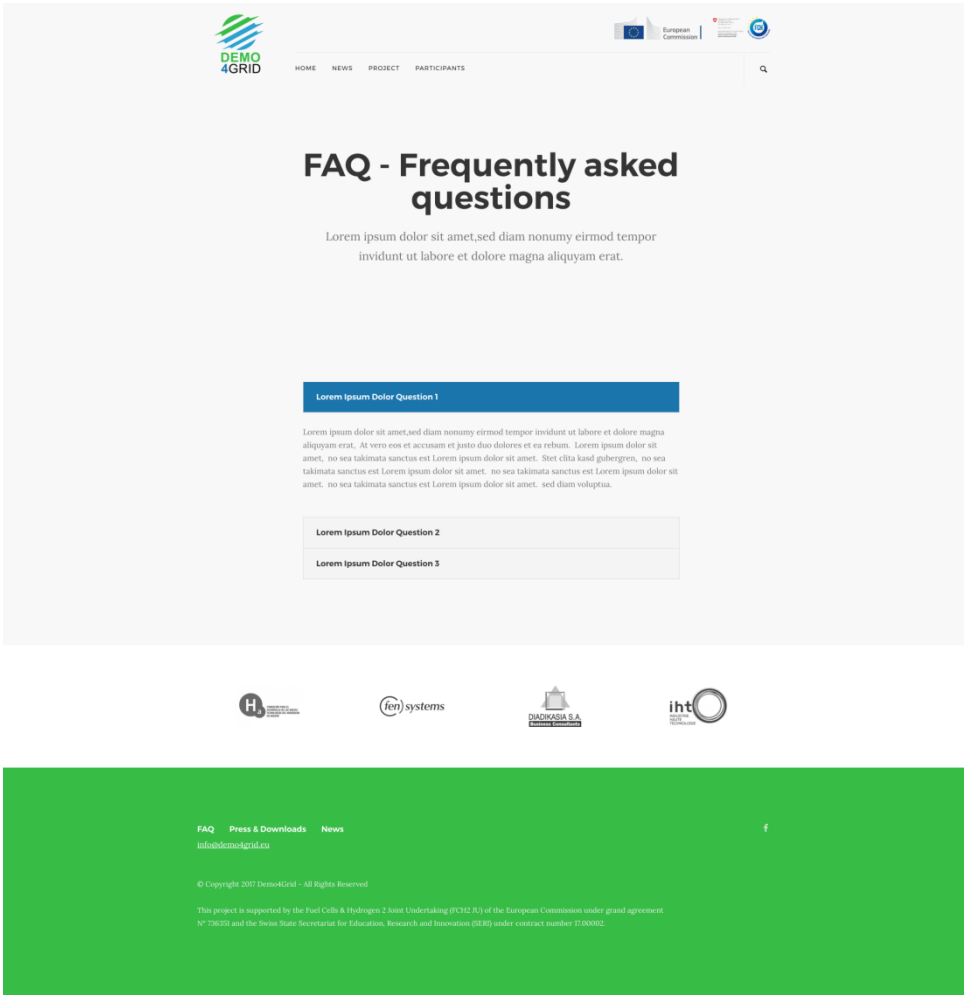

Figure 6. Demo4Grid Website: Frequently Asked Questions

Press & Downloads

This section has been very active serving as a 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.

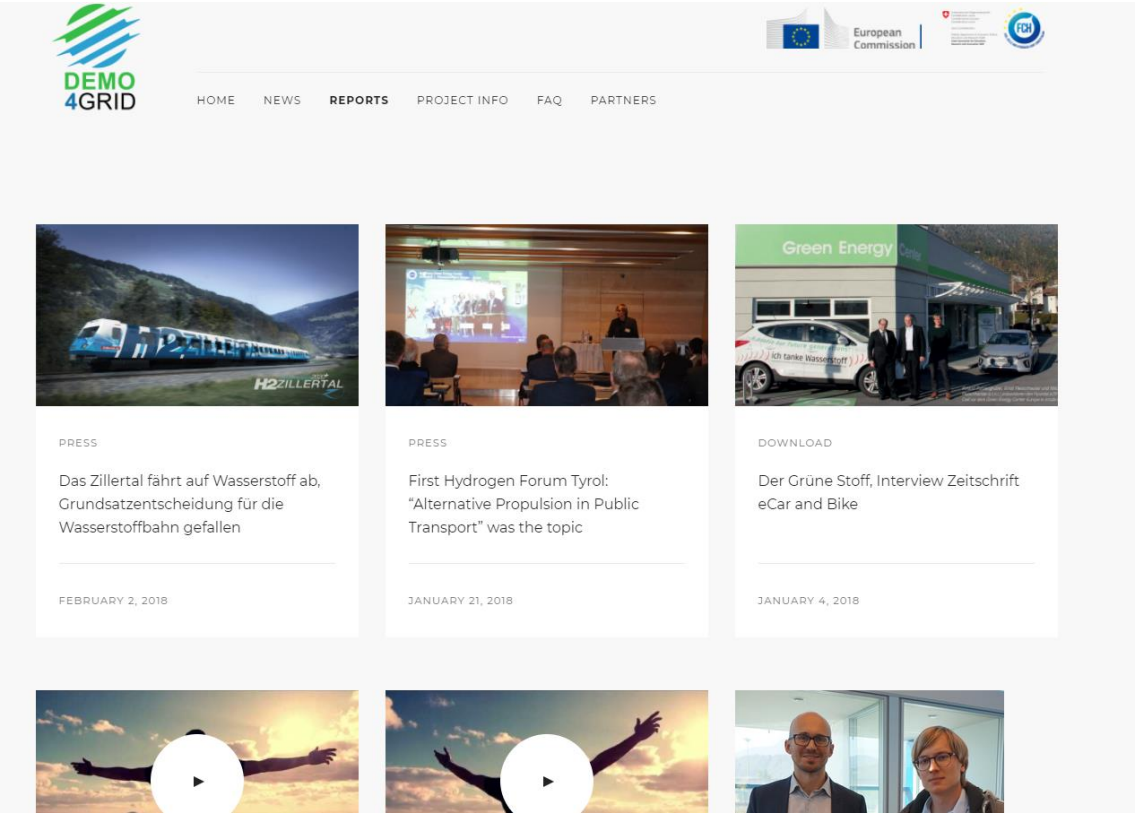

Figure 7. Demo4Grid Website: Press&Downloads

Demo4Grid's website was launched at the end of February 2016, so it has been online during 6 months when this deliverable was prepared. The information regarding traffic, access and user behaviour during the visits to the site has been analysed and it is presented in this section.

On the one hand, most of the users start the visit to the website in the "home" section, which is logical taking into account that most of the links in news and presentation send the user to the homepage. It also appoints to the use of search engine optimization systems (SEO) for the project webpage. Unfortunately, there are still a percentage of users or at least, more than desired, that does not continue navigating the site.

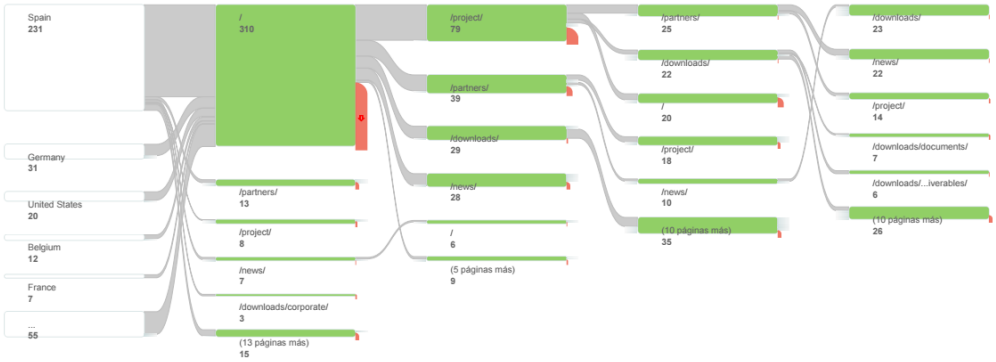

Figure 7. Demo4Grid's website user behaviour

The usual traffic once the visit is continued goes to the "project" section, where the objectives and goals of Demo4Grid are described. Another important amount of users selects instead of "project" the "partners" section to continue the navigation of the website. So, it is logical that most of the visits and users seem to be interested on the project and partners contributing to the development. On the other hand, the section "downloads" is also one of the preferred among the visitors of the webpage, so it appoints that the users are interested in consulting the project's results and documents.

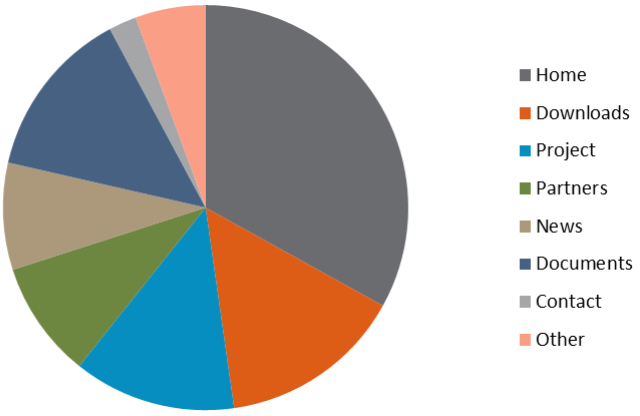

Figure 8. Demo4Grid's website: visits to sections

There are still some areas of improvement regarding the website. The content of the page has to be updated and the visitors redirected, in order to keep a high number of returning visitors to the website. The analytics show that more than half of the visits are from new visitors, so it seems adequate taking into account that the project is on its first year, but the objective is to increase not only the total visits to the website but also the number of users that return to obtain updated information of the project, which could be achieved also keeping the "news" and "downloads" sections active.

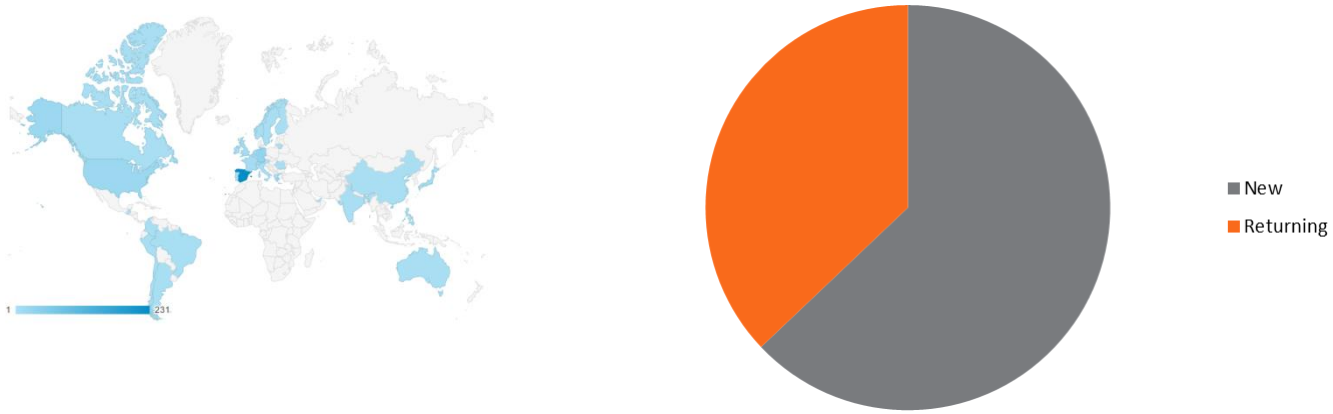

Figure 9. Demo4Grid's website new and returning users

Regarding the geographical data, there is clearly an opportunity for improvement. Most of the traffic to the website comes from Spain, which is mostly related to the extensive dissemination activity from the coordinator in Spanish media. On the other hand, one of the most active partners regarding communication is also from Spain.

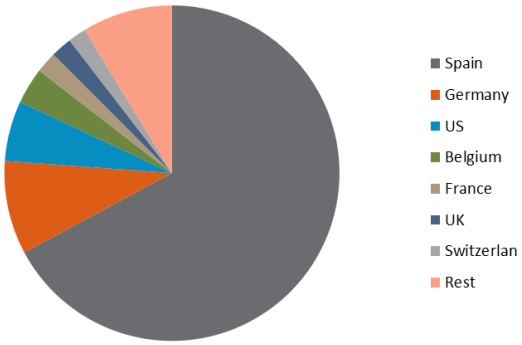

Figure 10. Demo4Grid's website: geographical information

Nevertheless, the visits from the website come from all around the world, so it clearly indicates the importance of maintaining active the website in order to maximise the impact of the project.

Therefore, there are three key activities to improve during the next months:

Improve the involvement of the partners disseminating in order to maximise the geographical impact, especially throughout Europe.

Improve and update the sections "news" and "downloads" of the website to keep the interest and increase the number of returning visitors.

Keep the dissemination of the website, referring in the documents and publications to Demo4Grid.eu but also promote using the corresponding links (not only homepage) to direct the traffic in the website

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

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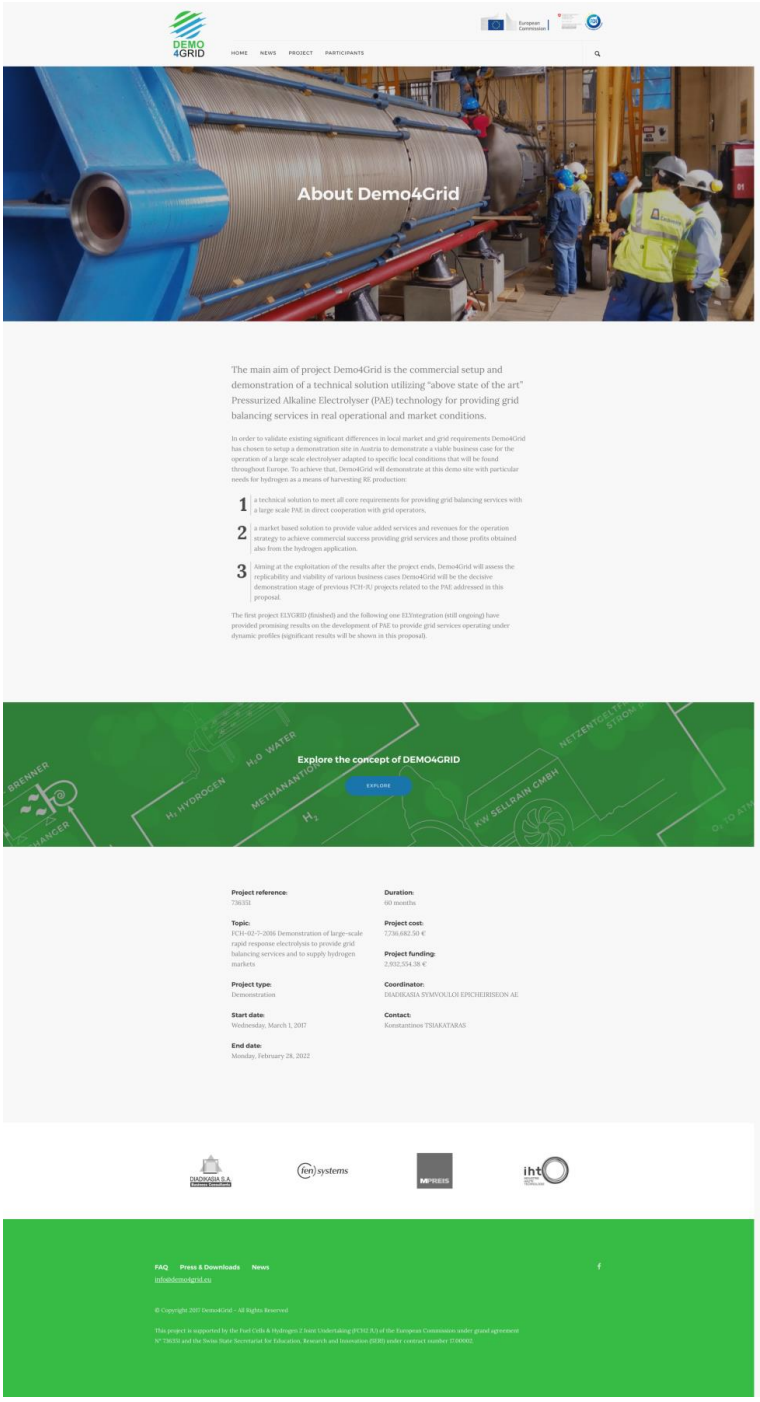

Figure 12. Demo4Grid Website: About the project

Participants

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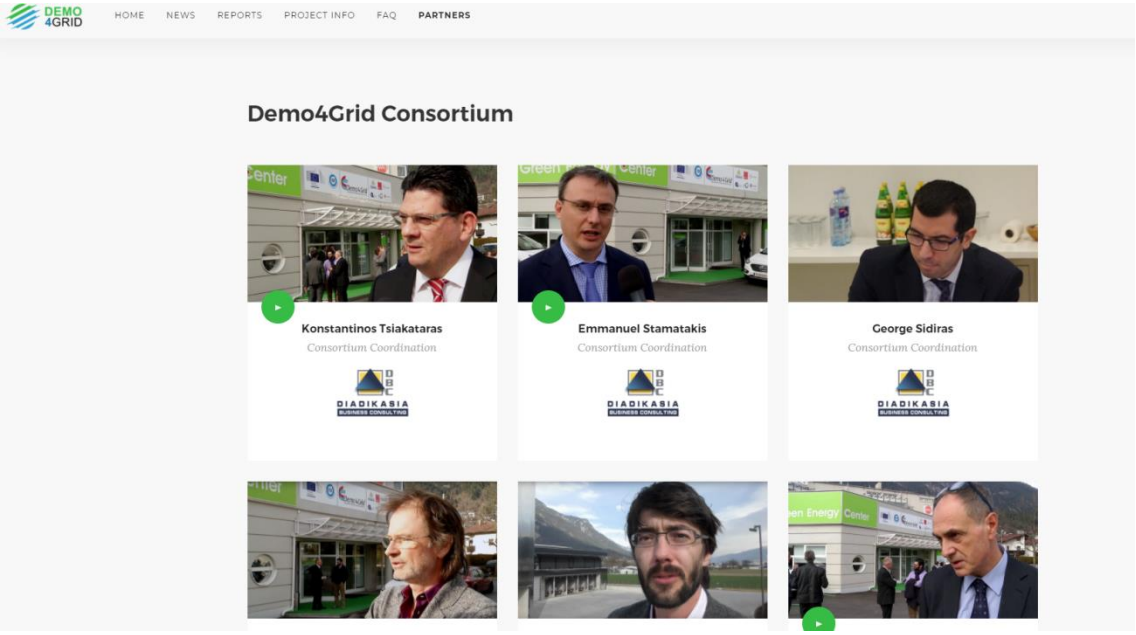


Figure 13. Demo4Grid Website: Partners

FAQ

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

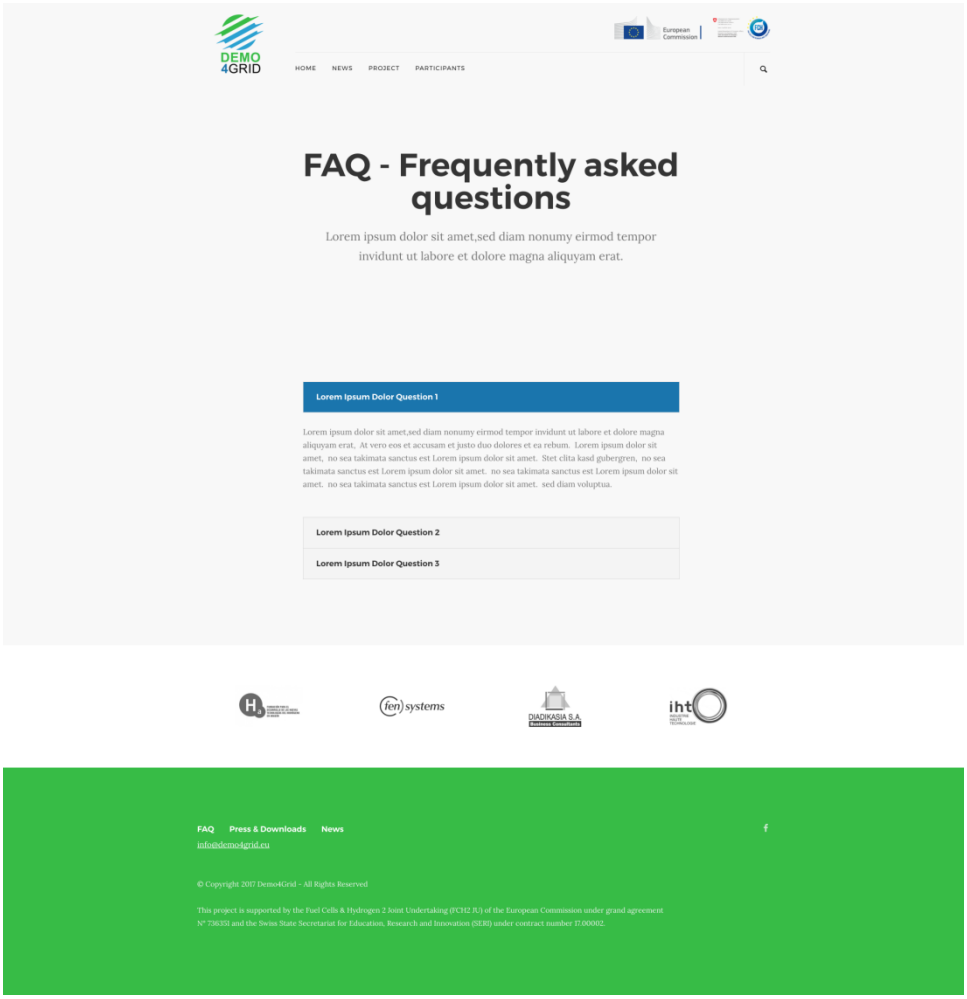


Figure 14. Demo4Grid Website: Frequently Asked Questions

Reports

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.

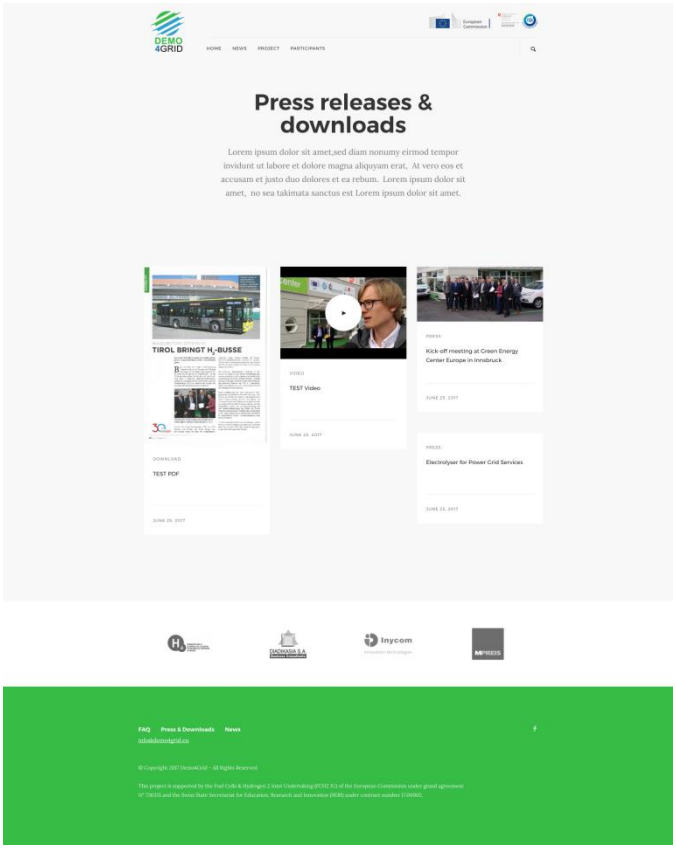


Figure 15. Demo4Grid Website: Reports

Contact

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

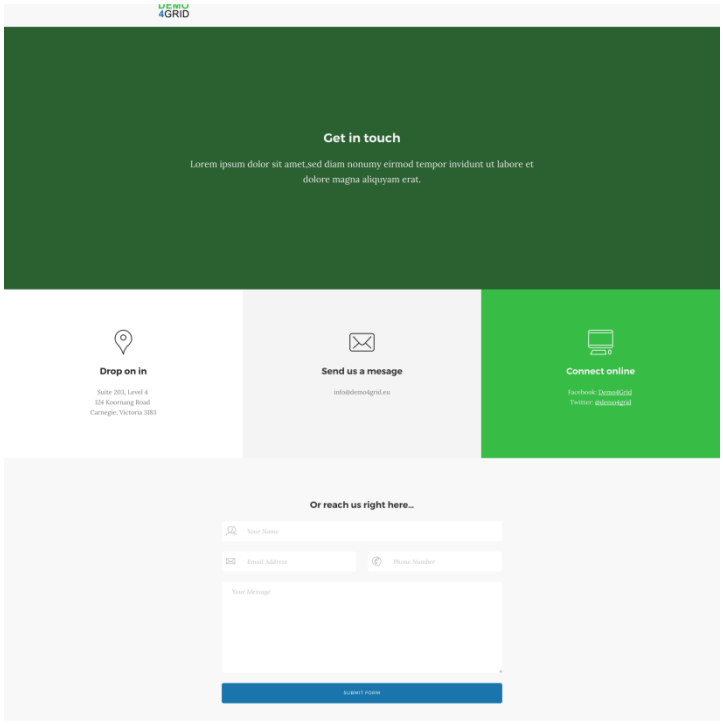


Figure 16. Demo4Grid Website: Contact page

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.

3.4. 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 bussines linkedin page has been created for the project. As next steps the consortium will try to update the information more often to

get more visits. linking it to the other members of their teams. A project (https://www.linkedin.com/company-beta/11184684/)

- **Twitter:** 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.

3.5. Communication activities

3.5.1. Identification of ongoing projects for Project coordination

Possible paths of collaboration in public workshops and seminar will be explored by the Consortium when it is considered suitable and of interest for the project and the partners. Although, the assessment of the collaboration will be studied case by case taking into account the goals of the project and partners involved, following there is a preliminary list of ongoing European projects that could be assessed.

For instance, a first contact with the elyntegration project has been established, attending to the proposed elyntegration workshops and following the progress of the project in order to search for synergies. Nevertheless it is considered that the timing of both projects will not be perfect, as elyntegration is at the end of the duration, to prepare common activities. But the results of the project will be very interesting also to be shared or distributed to Demo4Grid stakeholders, to make them aware on guarantees of origin and new potential business models.

3.5.2. Publications

Scientific papers

There are not scientific papers to be reported.

Magazines and newspapers

At least 10 articles have to be published in magazines (general/technical/specific). It has been included in ANNEX 4. a list of potential media where to publish information about the project and results, following the message and press kit as indicated in the previous section.

Press releases

During the development of the project, it is planned to produce a number of press releases, covering the most important milestones, as well as events being attended by Demo4Grid partners. The project coordinator will be the partner in charge of the main dissemination of the press notes. The first press release of the project was related to the kick off meeting and there was a second note referring to the website (ANNEX 3.).

3.5.3. Identification of Conference, Events and Fairs

In the following table, an update of the potential activities and conferences aimed to be presented by the project's partners.

Event Date	Organiser	Event	Location	Events Comments
4-5 April 2018		Hyvolution	Paris, France	http://www.hyvolution-event.com/en
23-27 April 2017	Tobias Renz	Hydrogen + Fuel Cells + Batteries, within Hannover Messe 2018	Hannover, Germany	www.h2fc-fair.com/
25-26 April 2017	ESReDA	54st ESReDA Seminar	Nantes, France	https://www.esreda.org/event/54th-esreda-seminar/
30 April – 2 May 2018	CIRP	25th Conference on Life Cycle Engineering	Copenhagen	http://www.lce2018.dk/
2-3 May 2018	Reed Exhibitions	All-Energy 2018	Glasgow	Very popular, 7,500+ delegates attended in 2017. www.all-energy.co.uk/
15 May 2018	3PPP	Low Carbon Scotland 2018	Dynamic Earth, Edinburgh	http://www.low-carbonscotland.scot/
16 May 2018	BIG HIT	Shapinsay visit and Hydrogen Territories Platform launch	Kirkwall, Orkney Islands	https://www.bighit.eu/
4-8 June 2018	EU	EU Sustainable Energy Week	All EU locations possible	http://www.eusew.eu/
17-22 June 2018	WHEC 2018	World Hydrogen Energy Conference	Rio De Janerio, Brazil	www.whec2018.com/
3-6 July 2018	EFCF	European SOFC & SOE Forum	Lucerne	www.efcf.com
24-27 July 2018	HYPOTHESIS XIII		Singapore	www.hypothesis.ws
6-12 Sept 2018	OISF	Orkney International Science Festival	Kirkwall	Discussion ongoing with Howie Firth about talks and participation
12-13 Sept	CENEX	LCV 2018	Millbrook, UK	www.cenex-lcv.co.uk

2018				
26-27 Sept 2018	IET	RPG™ 2018: The 7th International Conference on Renewable Power Generation	DTU, Lyngby, Copenhagen, Denmark	www.theiet.org/rpg
19-21 Oct 2018		Arctic Circle Assembly	Reykjavík, Iceland.	http://www.arcticcircle.org/assemblies/2018/proposals
30-31 Oct 2018		Ocean Energy Europe Conference & Exhibition	Edinburgh International Convention Centre	https://www.oceanenergy-europe.eu/event/ocean-energy-europe-2018/
14 Nov 2018	FCH-JU	11th Stakeholder Forum	Brussels	www.fch.europa.eu
15-16 Nov 2018	FCH-JU	Programme Review Days	Brussels	www.fch.europa.eu
2-5 July 2019	EFCF	Low temp FC, electrolysers & H2 processing forum	Lucerne	www.efcf.com/2019
2-5 July 2019	WHEC 2020	World Hydrogen Energy Conference	Iceland	
2-5 July 2019	BIG HIT	Final project meeting / conference	Malta	Hold during EU Sustainable Energy Week?
2-5 July 2019	WHEC 2022	World Hydrogen Energy Conference	Copenhagen	

Table 2. Identification of Conference, Events and Fairs

Regarding the activities carried out from M1 to M12, the project has also been presented in other events and workshops not included in the original plan. For example, Demo4Grid was presented in the context of the workshop held by Elyntegration project regarding the H2 applications and end users: challenges, barriers and lessons learned. On the other hand, the Programme Review Days and

Stakeholders forum organized by the FCH2JU will be considered also as part of the plan for communication, for the potential to reach hydrogen stakeholders and launch networking activities with other ongoing projects.

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.

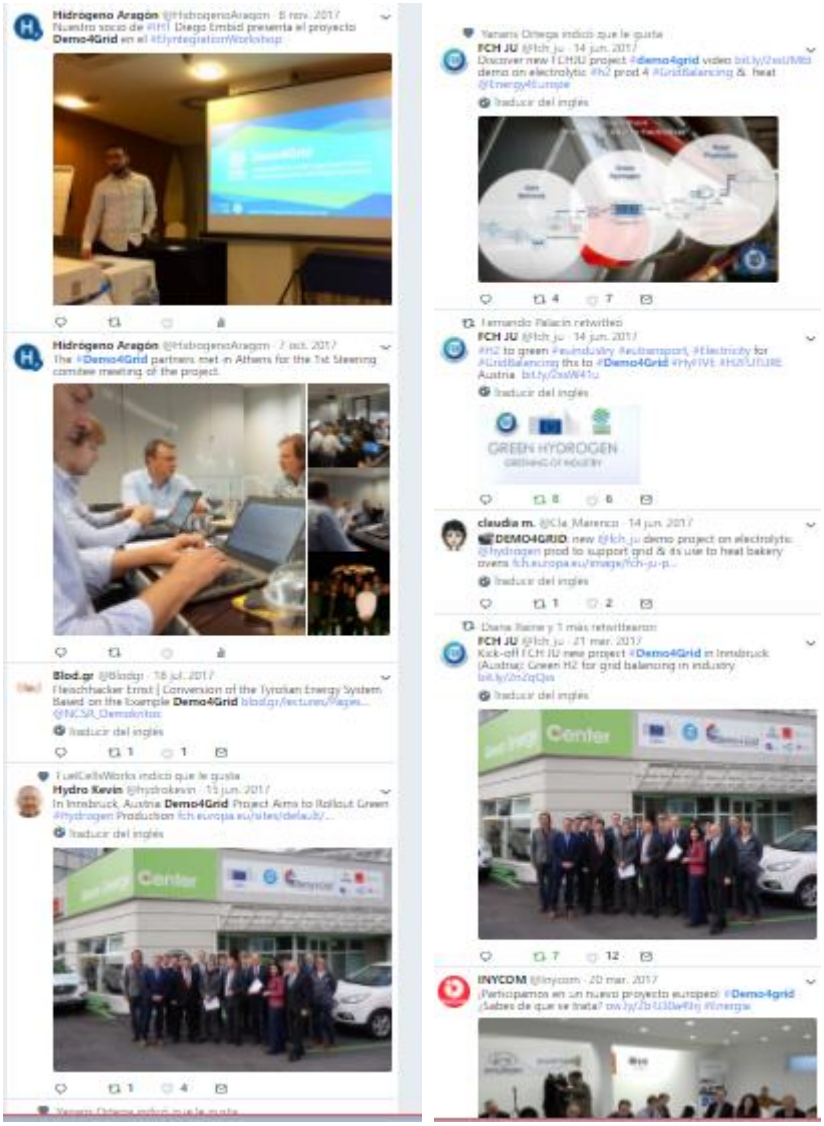
A set of graphic materials has been prepared to unify the corporate image of any work performed under Demo4Grid and to help the diffusion of the project and its presence in fairs, congress, etc. These include the logo, a poster, a leaflet and a press kit, between other materials. Overall, they serve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

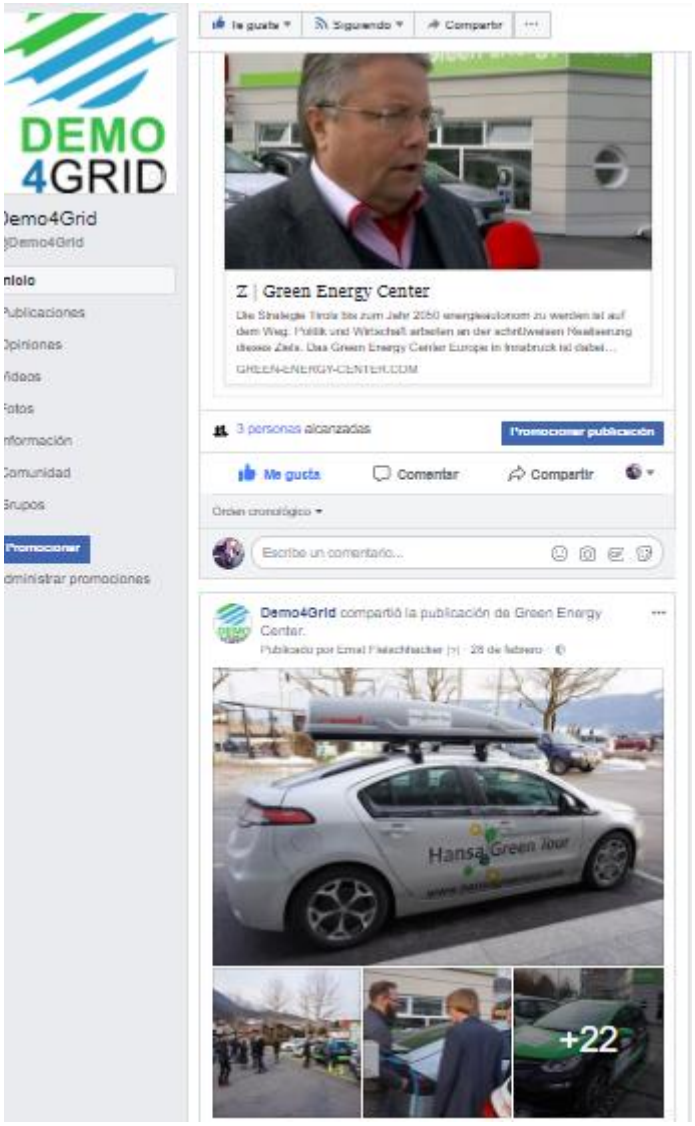
The main opportunities to improve awareness are also identified as follows:

1. Improve involvement of partners to increase awareness in Europe
2. Send press kits to specific, technical and general magazines
3. Reach the conferences and fairs during the next years to increase impact
4. Identify synergies for workshops and networking

5. ANNEX

5.1. ANNEX 1: SOCIAL NETWORKS





5.2. ANNEX 2: PICTURES

5.3. ANNEX 3. PRESS, MEDIA AND PARTNERS' SITES

Partners' websites

20/03/2017 / POSTEADO EN SIN CATEGORÍA / POR FUNDACIÓN HIDRÓGENO

ARAGÓN COLABORA EN UN PROYECTO PIONERO PARA CONVERTIR EL TIROL EN UNA REGIÓN ENERGÉTICAMENTE AUTÓNOMA

LAS ENTIDADES IMPLICADAS EN EL PROYECTO "DEMO4GRID", COMO LA FUNDACIÓN DEL HIDRÓGENO EN ARAGÓN Y LA EMPRESA ARAGONESA INYCOM, SE HAN REUNIDO EN INNSBRUCK PARA DAR LUZ VERDE A LA INICIATIVA.

EL COSTE DEL PROYECTO "DEMO4GRID" ES DE 7,7 MILLONES DE EUROS Y EL INICIO DE LA PRODUCCIÓN DEL HIDRÓGENO ESTÁ PREVISTO PARA 2019.

La región europea de El Tirol (Austria) quiere ser una zona energéticamente autónoma para el año 2050. Para ello, va a desarrollarse el plan Demo4Grid, que recoge los prometedores resultados obtenidos en los proyectos ElyGrid y Elyntegration, ambos coordinados por la Fundación para el Desarrollo de Nuevas Tecnologías del Hidrógeno en Aragón (FHA) y orientados hacia la utilización de electrolizadores para ofrecer servicio de balance de red a infraestructuras eléctricas. El coste de Demo4Grid es de unos 7,7 millones de euros, de los cuales la Unión Europea aporta 2,9 millones de euros y el resto corre a cargo de los socios del consorcio del proyecto: DIADIKASIA S.A.

Noticia

04/07/2016

Inycom acoge en sus instalaciones la reunión de seguimiento del proyecto ELYntegration

Inycom ha celebrado en sus oficinas una reunión con todos los colaboradores involucrados en el proyecto ELYntegration con el objetivo de revisar el avance hecho hasta la fecha por cada uno de los socios y definir las líneas de trabajo a seguir durante los próximos meses.

Kick off meeting press release

DGA

Apoyo aragonés a un Tirol «energéticamente autónomo»

El Tirol (Austria) quiere ser una región energéticamente autónoma para el año 2050. Para ello, va a desarrollarse el plan Demo4Grid, que recoge los resultados obtenidos en los proyectos ElyGrid y ElyIntegration, ambos coordinados por la Fundación para el Desarrollo de Nuevas Tecnologías del Hidrógeno en Aragón (FHA) y orientados hacia la utilización de electrolizadores para ofrecer servicio de balance de red a infraestructuras eléctricas, según informó ayer el Ejecutivo aragonés.

Europas größter Elektrolyseur zur Regelung des Stromnetzes und Erzeugung von grünem Wasserstoff für MPREIS - BILD

Start des EU-Projektes „Demo4Grid“ (Demonstration for Grid Services) im Green Energy Center Europe

Innsbruck (OTS) - Tirol will bis zum Jahr 2050 energieautonom sein. Diese Vision bedeutet, dass das Energiesystem in einem Zeitraum von (nur) 400 Monaten umgebaut werden muss. Dazu müssen Brücken von der fossilen Welt der Öl-, Kohle- und Gasanwendungen zur grünen Welt der Nutzung von regionalen Ressourcen aus Sonne Wind, Wasser gebaut werden. Wasserstoff spielt dabei als „Brückenenergieträger“ eine zentrale Rolle. Er kann faktisch überall – wo er gebraucht wird – aus Wasser und Ökostrom (Strom aus Wasserkraft und Photovoltaik) hergestellt, gespeichert und sehr vielseitig zum Umbau der Wärme- und Mobilitätssysteme eingesetzt werden.

Zwei Tiroler Unternehmen, MPREIS (MPREIS Warenvertriebs GmbH) und FEN-SYSTEMS (FEN Sustain Systems GmbH), sind Partner eines internationalen Konsortiums des von der Europäischen Union finanzierten Projekts „Demo4Grid“, das von der FCH JU (Fuel Cells and Hydrogen – Joint Undertaking) abgewickelt wird. In den nächsten 5 Jahren wird in Nachbarschaft der Bäckerei Therese Mölk in Völs Europas größter Single-Stack-Alkali-Druck-Elektrolyseur zur Regelung des Stromnetzes und Erzeugung von grünem Wasserstoff errichtet. Die weiteren Konsortialpartner sind DIAD (Diadikasia Business Consultants S.A.) aus Griechenland, IHT (Industrie Haute Technologie S.A.) aus der Schweiz und FHA (Fundación Hidrógeno Aragón) und INYCOM (Instrumentación y Componentes S.A.) aus Spanien.

Das Projekt wird durch die Möglichkeit der Stromspeicherung mit Wasserstoff die Stromnetze entlasten und dabei CO2-freie Energie für den Mobilitäts- und Wärmemarkt produzieren. In Zeiten, wo durch Laufwasserkraft-, Photovoltaik- und Windkraftwerke zu viel Strom ins Netz eingespeist wird, kann dieser mittels der Elektrolyse-Anlage in grünen Wasserstoff umgewandelt und zur weiteren Verwendung in

La Fundación Hidrógeno aplica sus proyectos en Austria

Suma sus resultados a un plan para que El Tirol sea autónomo energéticamente

HUESCA.- La región europea de El Tirol (Austria) quiere ser una zona energéticamente autónoma para el año 2050. Para ello, va a desarrollarse el plan Demo4Grid, que recoge los prometedores resultados obtenidos en los proyectos ElyGrid y Elyntegration, ambos coordinados por la Fundación para el Desarrollo de Nuevas Tecnologías del Hidrógeno en Aragón (FHA), con sede en el Parque Tecnológico Walqa, y orientados hacia la utilización de electrolizadores para ofrecer servicio de balance de red a infraestructuras eléctricas. El coste del plan austriaco es de unos 7,7 millones de euros, de los cuales la Unión Europa aporta 2,9 millones de euros y el resto corre a cargo de los socios del consorcio del proyecto, entre ellos la Fundación y la empresa aragonesa Inycom.

La reunión del lanzamiento del proyecto europeo Demo4grid en Innsbruck.

La reunión del lanzamiento del proyecto Demo4Grid tuvo lugar la semana pasada en la ciudad austriaca de Innsbruck. En ella se dio luz verde al inicio de la construcción de una planta de electrólisis de presión alcalina de 4 megawatios, para los próximos 5 años, que será instalada en las ubicaciones de la cadena MPREIS en Völs, en la región de El Tirol.

7,7

El coste de Demo4Grid es de 7,7 millones de euros, 2,9 aportados por la Unión Europea.

Lograr que esta zona de Austria sea energéticamente autónoma implica adaptar todo el sistema de producción en un período de solamente 400 meses, transformando y reconvirtiendo los suministros de energía fósil del petróleo, carbón y gas en energía solar, eólica y de agua. En el proyecto Demo4Grid, el hidrógeno desempeña un papel fundamental como "vector energético", al ser producido a partir de energía hidroeléctrica y/o fotovoltaica. Además, la energía eléctrica almacenada en forma de hidrógeno podrá ser utilizada para mejorar medioambientalmente el sistema de movilidad y de calefacción.

Almacenamiento

El objetivo principal del proyecto es realizar una experiencia en un entorno real de la planta de electrolisis, que está instalada en la ciudad de Völs, cerca de Innsbruck. De esta manera serán posibles sobreproducciones de electricidad a partir de fuentes renovables intermitentes como la energía eólica o solar, esta energía será almacenada en forma de hidrógeno por la planta para posteriormente ser transformado de nuevo en electricidad en los momento propicios consiguiendo una mayor optimización de las infraestructuras de energías renovables y reduciendo emisiones de CO2 en aplicaciones demandantes como la movilidad y/o la calefacción. ● D. A.

Aragón implanta en Austria sus innovaciones energéticas

EVA SERENO (ZARAGOZA) | 20/03/2017 - 18:17 | 0 Comentarios

Tweet | Compartir 7 | G+ | Share

Más noticias sobre: AUSTRIA ARAGON ENERGÍA EÓLICA PETROLEO GRECIA

La Fundación del Hidrógeno en Aragón y la empresa Inycom lideran el proyecto Demo4Grid, dotado con siete millones de euros, para que la región de El Tirol sea autónoma energéticamente y pueda producir hidrógeno en 2019.

El plan Demo4Grid recoge los resultados obtenidos en los proyectos ElyGrid y ElyIntegration coordinados por la Fundación para el Desarrollo de Nuevas Tecnologías del Hidrógeno en Aragón (FHA) y que están orientados hacia la utilización de electrolizadores para ofrecer servicio de balance de red a infraestructuras eléctricas.

La reunión de lanzamiento del proyecto ya ha permitido tomar las primeras medidas como la construcción de una planta de electrólisis de presión alcalina de 4 megawatios, para los próximos 5 años, que será instalada en las ubicaciones de la cadena de alimentación MPREIS en Völs, en la región de El Tirol.

El objetivo es que esta región sea una zona autónoma desde el punto de vista energético por lo que su sistema de energía debe ser adaptado en 400 meses. Un proceso que implica transformar y reconvertir los suministros de energía fósil del petróleo, carbón y gas en energía solar, eólica y agua.

En este proyecto, el hidrógeno tendrá un papel fundamental como vector energético, ya que será introducido a partir de energía hidroeléctrica o fotovoltaica.

Además, la energía eléctrica almacenada en forma de hidrógeno podrá ser utilizada para mejorar medioambientalmente el sistema de movilidad y de calefacción.

General: Appearance of ELYNTEGRATION in press releases

ARAGÓN, REFERENTE EN LA TECNOLOGÍA DEL HIDRÓGENO

▸ Aragón forma parte de un consorcio internacional para desarrollar un proyecto que persigue convertir la región austríaca de El Tirol en una zona geográfica autónoma a nivel de energía en el horizonte del año 2050. Según informó la DGA, el plan recoge los «prometedores» resultados obtenidos en dos proyectos coordinados por la Fundación para el Desarrollo de las Nuevas Tecnologías del Hidrógeno en Aragón.

5.4. ANNEX 4. MAGAZINES, WEBS

Magazine	Public target	Focus, (message to send)
http://www.tecnicaindustrial.es/	SP	Engineers, (technology)
http://www.empresason.com	SP	Innovation, SME, (Business Models)
http://futurenviro.es/	SP EN	Environment, smartcities (technology, business models)
http://futurenergyweb.es/	SP EN	**Renewable energy,** (Business Models)
www.renewableenergymagazine.com (REM)	EN	Renewable energy (Business Models)
http://www.ciudadsostenible.eu/	SP	IT, Smart cities, energy (technology, business models)
http://www.evwind.es/	bilingual news website ES	Wind Energy, RE (Business Models)
http://www.innovaspain.com/	SP	Innovation, (technology)
http://www.elmundoecologico.es/	SP	Batteries, environment (technology)
http://www.energetica21.com/	SP	Efficiency and energy production (technology, business models)
http://tdworld.com/	EN	transmission, distribution, electric power industry (business models)
http://www.powermag.com	EN	Energy, energy production, coal, gas, renewables (technology, business models)
http://www.electricity-today.com/	EN (US)	TSO, DSOs high-voltage T&D consulting engineers (technology, business models)
http://www.intelligent-power-today.com/	EN	smart electrical power technology driving industrial, commercial, and institutional power systems (technology, business models)
https://www.energyworldmag.com/	EU (south east) EN/GR	Oil, gas, electricity, renewables South east europe and east med (technology, business models)
http://elperiodicodelaenergia.com/	ES	Innovation, energies (technology, business

		models)
http://www.aragoninvestiga.org/	Aragón, ES	Innovation (technology)
http://www.heraldo.es/suplementos/tercer-milenio/portada/	Aragón, ES	Innovation (technology)
http://www.publish-industry.net/en/products/energy-2-0/ http://www.industr.com/Energy20-Magazin/de_DE	EN DE	Markets, energy, strategies, technologies (technology, business models)
http://www.energate.de/unternehmen/ueber-uns/ http://www.energate.de/e21digital/ http://www.emw-online.com/home/	DE	Energie- und Wirtschaftsunternehmen (technology, business models)
http://www.hydrogeit.de/	DE	Hydrogen news (technology, H2 stakeholders)
http://www.rechargenews.com/news/	EN	Energy, electricity production, renewables, gas, oil (business models)
http://www.cleanenergy-project.de/	DE	Energy, innovation (technology, business models)
http://www.ingenieur.de/UmweltMagazin http://www.ingenieur.de/BWK	DE	Environment, energy (technology, business models)

Table 4. List of specific, general magazines : target, focus and messages to send

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