



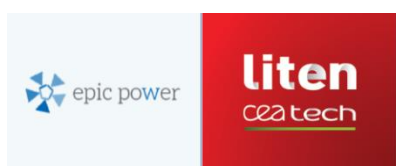
PEM ELECTROLYSERS FOR OPERATION WITH
OFFGRID RENEWABLE INSTALLATIONS

Dissemination and awareness plan

Deliverable 7.2



GRANT AGREEMENT
700359



D7.2 Dissemination and awareness plan

Grant agreement	Fuel Cells and Hydrogen 2 Joint Undertaking
Project no.	700359
Project full title	PEM ElectroLYsers FOR operation with OFFgrid renewable facilities
Project acronym	ELY4OFF
Deliverable no.	7.2
Title of deliverable	Dissemination and awareness plan
Contractual date of delivery	M7 (October 2016)
Actual date of delivery	M7 (October 2016)
Author(s)	Pedro Casero (FHA)
Participant(s)	
Work Package contributing to the deliverable (WPx)	WP7
Dissemination level (PU/CO/CI)	PU
Type (R/DEM/DEC/OTHER)	R
Total number of pages	15

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Abstract summary

This report presents a detailed dissemination, communication and awareness plan for the project. It develops the following topics: communication objectives, identification of stakeholders and target audiences, messages to disseminate and channels, public relations and communication actions, and criteria and tools for result assessment.

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1. GENERAL CONTEXT

Project ELY4OFF (*PEM ElectroLYsers FOR operation with OFFgrid renewable installations*) falls within the framework of the European programme Horizon 2020, the European Union's Framework Programme for Innovation and Research, with a budget of 80 billion euros for project funding between 2014-2020.



Figure 1. Logo H2020

Horizon 2020 integrates within its purview every single phase, ranging from knowledge generation to those activities closest to the market, such as basic research, technology development, demonstration projects, pilot manufacturing lines, social innovation, technology transfer, proof-of-concept, standardization, support to public pre-market purchases, venture capital and guarantee scheme. H2020 has 3 main objectives:

Achieving excellence in cutting-edge science, reinforcing UE position in the global scientific arena.

Developing technologies and their applications so as to improve European competitiveness.

Conducting research into major issues impacting European citizens.

H2020 encompasses a large number of areas, including energy. The EU set out, among one of its priority aims, a “decarbonisation” target of its energy system on a large scale by 2050, being persuaded that it is unsustainable to keep relying on a model based on fossil fuels, given both their scarcity and their impact on climate change. Within this context, research and innovation come to the fore to rise to the challenge of achieving energy security while assuring competitiveness for the European industries at competitive prices for European citizens and combating climate change. All this in line with the expressed commitments of cutting down green-house gases by 20% by 2020 and by 80-95% by 2050.

Within the H2020 framework, research into energy is a complex area covering a large number of fields, including hydrogen and hydrogen fuel cells. Fuel cells as an efficient technology for conversion, and hydrogen as a clean energy carrier, show a great potential to help Europe face its energy challenges. In addition, they are to play a major role in many sectors that are end-users of energy. In order to fast-track the development of these energies in the most efficient way, the European Union has joined forces with the European industry and research institutes in a public-private

partnership, the Fuel Cells and Hydrogen (FCH) Joint Technology Initiative (JTI). Likewise it supports numerous projects aligned to these objectives such as ELY4OFF.

The ELY4OFF project has, as its main objective, the design and manufacturing of a PEM (polymer electrolyte membrane) electrolyser that is robust, flexible, competitive and highly efficient. It is exclusively fuelled by means of photovoltaic power and is isolated from the power grid. It will be controlled automatically by means of cutting-edge technologies so that this highly dynamic renewable generating source can be optimally managed. The equipment's final design will be available thanks to the development, validation and demonstration of a 50 kW industrial prototype composed of a cylindrical stack able to produce pressurized hydrogen; balance of plant; power electronics; advanced communication and control systems, peripheral and final application of the hydrogen produced.

Funds for this project come from the *Fuel Cells and Hydrogen Joint Undertaking* (FCH 2 JU) under agreement No 700359. This *Joint Undertaking* gets support from the European Research and Innovation programme Horizon 2020, and from Hydrogen Europe and from N.ERGHY.

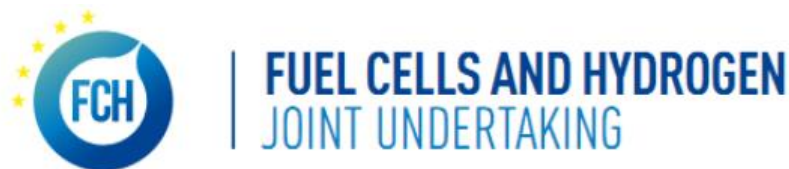


Figure 2. Logo FCH

ELY4OFF has a budget of 2,315,217 euros, financed in its entirety by the European Union.

The project will be carried out by a consortium composed of ITM Power –manufacturer of PEM electrolysers; research organizations – CEA from France, and the Foundation for the Development of new Hydrogen Technologies in Aragón, (Spain), which will be responsible for the development and integration of the facilities as well as the set-up of an appropriate business model and exploitation strategy, two Aragonese companies EPIC POWER – a SME in charge of the power electronics component and INYCOM–specialized in control and monitoring systems, (Spain).

The Foundation for the Development of the New Hydrogen Technologies in Aragón will be in charge of the Coordination for the project from the 1st April 2016 to 31st March 2019.

Validations and demonstration of results will take place in their facilities, which are to be adapted to comply with the project requirements in terms of solar power capacity and insulation from the power grid, so that results obtained may be representative.



Figure 3. Main partners in the kick-off meeting on June 2016

The kick-off meeting for the project was held last June 2016 in the facilities that the Foundation for the Development of New Hydrogen Technologies in Aragón has in Walqa's Technology Park in Huesca (Spain). The main objective of this meeting was to officially launch the project, with the presence of all participating partners, as well as set out the upcoming course of action for the following months.

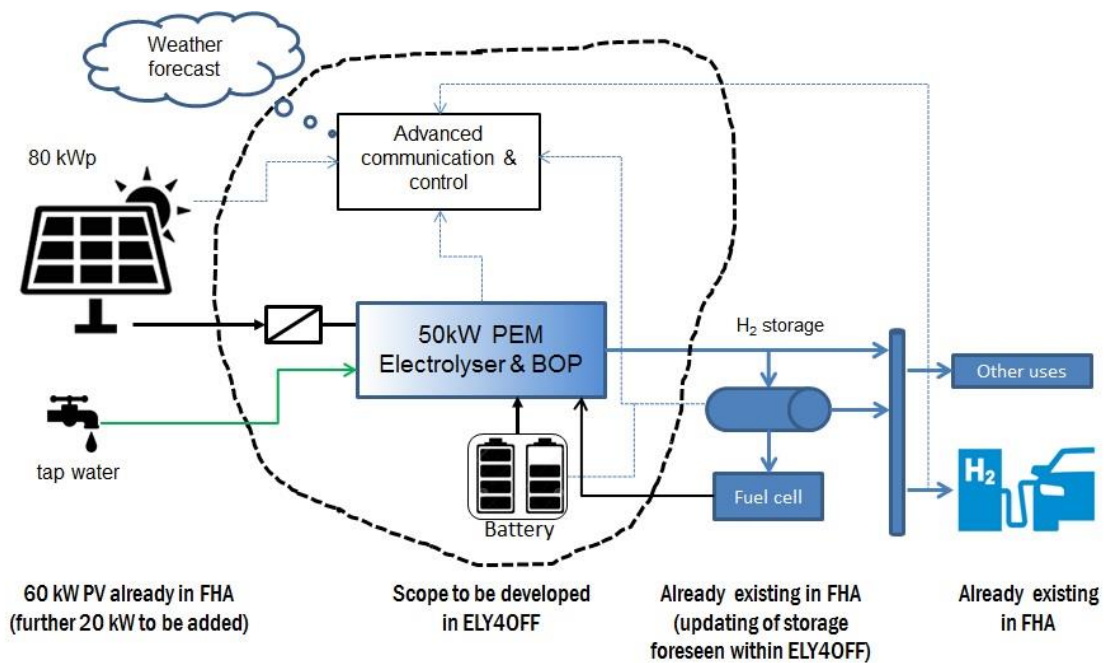


Figure 4. Basic scheme of the installation

2. COMMUNICATION OBJECTIVES

The basic objectives of this Communication Plan are the following:

Defining the requisite communication objectives so as to achieve the highest degree of information dissemination on the ELY4OFF project and those results attained during its implementation.

Determining the stakeholders, protagonists, actors and target audiences for the project and for the promoting partners from a communication perspective.

Deciding on the most appropriate messages as geared towards the determined target audiences, and those channels and communication strategies used to disseminate those messages.

Setting out and coordinating a course of action for the main ELY4OFF dissemination actions as part of an action plan, allowing us to plan ahead, outline, and structure them.

Facilitating internal communication amongst project partners with a view to attaining the highest efficiency in the communication actions implemented either jointly or individually.

Setting out communication and conduct patterns to follow in the event of any contingency that might entail high levels of stress for the project: crisis.

Implementing management procedures for communication in social networks.

The communication objectives for the ELY4OFF project can be summarized as follows:

Disseminating hydrogen technology and electrolysers amongst its potential users so that they get acquainted with it, internalize their advantages and cast away any fears, anxiety or reticence they might entertain and that might hold them back.

Bringing closer together the aforementioned technology and stakeholders through actual demonstrative actions which include devices developed to that aim and whose functioning and characteristics may be ascertained on-site.

Getting across the message that the project proposes a suitable solution for off-grid power supply installations or those on grid connections in precarious conditions, either by reason of conditions of the grid and installation themselves or by reason of the consumption and supply needs to be met.

Providing specific examples showing benefits and advantages from this technology: mountain lodges and isolated farms to name but two.

Illustrating how decisive a contribution hydrogen, fuel cells and electrolysers can make so as to meet the decarbonisation challenge, a reduction in emissions and energy sustainability fixed as a priority target to be met in the coming years.

Disseminating existing European legislation on the topic with a view to giving an overview of those hurdles the industries within the project have to overcome when dealing with decision-making and legislative bodies. In addition, this dissemination will enable potential users of this technology to get acquainted with the relevant legislation applicable to their specific case.

Spotlighting other hydrogen uses not necessarily linked to power generation.

Forging relationships with other European and research projects with similar goals centred on a sustainable power supply in isolated locations or with a shortage of infrastructures.

3. IDENTIFICATION OF STAKEHOLDERS AND TARGET AUDIENCES

Stakeholders are, from a wider perspective, any group or individual person that may have an impact or be impacted by the attainment of an organization's objectives.

From a communicative perspective, we can regard as target audiences those groups of people with relevant and homogeneous traits on which to focus our communication actions in order to achieve a positive response as well as a simultaneous multiplying effect on third parties. As for the case of the ELY4OFF project, an effective management strategy for public affairs should include at least the following **direct target groups** (people we want to reach out to) and **indirect target groups** (people we want to reach out to so that they, in turn, may relay our message to those target audiences we want to reach):

EU Community Administrations, national, regional and local administrations, in particular those with a regulatory capacity with regards to energy policy, and specifically on hydrogen and fuel cells. Direct target group.

Staff from those companies and entities promoting the project. Indirect target group.

Companies and research centres that might benefit from technological developments originating from ELY4OFF project. Direct Target Group.

Off-grid installation owners and end-users, especially those residing or working in isolated areas: farms, shelters, small factories, tourism businesses, etc. Direct Target Group.

Technology providers and those manufacturing hydrogen systems and their components, fuel cells and electrolyzers. Indirect target group.

Clients, suppliers and STAKEHOLDERS of those companies and entities promoting the project. Indirect target group

Economic and social actors at a European, national, regional and local level. Indirect target group.

Clusters and sectoral organizations connected with hydrogen and new energy technologies. Indirect target group.

Mass media and those media professionals both generalists and specialists at an international, national, or regional level, on paper, radio, TV or the Internet. Direct target group.

Universities, vocational schools and technical and further education colleges, especially those whose syllabi include energy related research in general, or research into renewables, hydrogen and fuel cells. Indirect target group.

Research and Development and Innovation centres working on and conducting dissemination activities in the hydrogen and fuel cell fields. Indirect target group.

General Public: civil society organizations and individual citizens. Indirect target group.



Figure 5. Stakeholders and target audiences

4. MAIN MESSAGES TO DISSEMINATE AND CHANNELS

This section includes several proposals of messages and communication actions related to the ELY4OFF project aimed at stakeholders and other target groups for their dissemination. This section is subject to modification and refinement through the different actions presented in this document that may be implemented.

The main objective of the ELY4OFF project is to design and build a robust, flexible, highly efficient and cost-competitive PEM electrolyser, which is off-grid and power-fed exclusively through photovoltaic generation.



Figure 6. Kick-off meeting presentation

The project, financed in its entirety by the European Union, is inscribed within the objective of decarbonising the EU's energy system by 2050 as set forth by the EU, ending the predominance of fossil fuels while supporting an energy model based on renewables. *(General public, Government bodies)*.

The nature of the ELY4OFF project is not theoretical as research includes hardware manufacturing as well as its technical and economic viability with a business model for that purpose. *(Specialized target audience, technicians and mass media)*.

The joint use of electrolysers and fuel cells means a great step forward towards power generation from renewables, as it provides a solution for the impossibility of energy storage from renewable sources. Through the use of these devices, supply and demand can be met. Hydrogen, produced from water and stored, enables electricity generation whenever needed. *(General public, generalist media, manufacturers, authorities)*.

ELY4OFF is a step forward in the field of clean energies, distributed generation and self-consumption. *(General public, individual citizens and civil society organisations)*

Hydrogen technologies are fully viable for power supply and generation in isolated areas, with zero environmental impact and completely safe to use. *(Users and owners of installations, general public, regulatory bodies, competent public administrative bodies in charge of permits and licencing for installations)*.



Figure 7. Off grid mountain installations

This technology provides industries with huge business development opportunities related to components, electrolysers and hydrogen fuel cells manufacturing. *(Related industries, whether directly or indirectly, economic and social actors, sectoral organizations, mass media).*

Both Administration and law-makers must work alongside industry and research bodies in this area, so as to achieve a harmonious development in the industry and make the creation of a new specialized niche for European companies possible. *(Administrations at EU, national, regional and local levels, especially those with regulatory powers for hydrogen and energy)*

The staff from those companies promoting the project and those from the companies that can benefit from it must get acquainted with hydrogen technologies, whether these fall within or outside their field of activity, since these technologies are spreading rapidly and are a good opportunity, job creation included. *(Current and prospective staff from companies whether involved or not in the project and those audiences related to them)*

Training plans and syllabi that approach hydrogen from every perspective, so that companies and research centres can hire staff with the right qualifications. *(Administration, Education authorities, university, vocational training centres and schools, and general public)*

5. PR AND COMMUNICATION ACTIONS

This section provides a proposal for a number of actions such as internal, external, crisis and public relations. The actions are planned to be implemented from October 2016 onwards.

5.1 Internal communication actions

Joint planning with partners; and development of those actions included within the ELY4OFF Communication and Dissemination Plan and within its updates in March

2017 and March 2018, with an emphasis on the analysis and valuation of those communication actions agreed and implemented in the preceding period.

Building up of an internal communication network for project partners, defining those responsible from within each organization while setting up channels and format for a fluid exchange. It must be up and running before the first update of the Communication and Dissemination Plan (March 2017).

The updating, in collaboration with all partners, of the contact database so as to submit information about the ELY4OFF project. Ongoing task.

Building up of a calendar with communication landmarks for each partner within their own organisation so that they can disseminate ELY4OFF without any overlapping. First draft for first update (March 2017) and ongoing updates.

5.2 External Communication Actions

Building comprehensive and updated databases which include journalists working for regional, national and international mass media, both generalists and specialized.

Pooling and sharing amongst all partners of all available communication material to disseminate the project: pictures, videos, documents, visuals and charts and so on.

Deciding on a joint spokesperson for the group and spokespeople for each partner so as to inform and report on project progress.

Production of a press kit on the ELY4OFF project with all key information about the project and graphic support for use in publications and on the Internet. It must be available on the web and downloadable.

Drafting of a FAQ document on the project.

Regular preparation of press releases about the project, with landmarks and progress made, supporting audio, image and video formats. Project launch, progress, events, and final results.

Brochure for the project and posters for their use in project presentations and events.

Calendar for the presentation of the project and its results throughout the project's lifespan and preparation: messages, scenario, target audience, etc. Drawing from the joint communication actions and those already planned by each partner, and once shared, a **final calendar for actions, messages, and communication channels for the ELY4OFF project** will be drawn. It will be modifiable as required and decided by partners.

Expected newsworthy landmarks

- Progress after the first year of implementation: design of the diverse system components to an advanced stage and manufacturing schedule determined.
Second project meeting (M18, March-April 2017)

- Mid-term evaluation report to submit to the Commission and third project meeting (M18, October 2017).
- Project monitoring post and notification, focused on work done (January 2018)
- Manufacturing of components finalized and delivery made to FHA facilities for their integration in the final demo assembly (M25, March-April 2018)
- Launch of the demonstration system has been made. Beginning of demonstration tests. (M28, July 2018).

End of project

- (M36, March - April de 2019). Notification of final results.

Social network strategy assuring the correct dissemination of ELY4OFF project information and an action that is consistent with the general communication strategy, disseminating key messages as well as interacting with relevant target audiences.

This strategy will be mainly based on social networks, particularly Facebook, Twitter and LinkedIn. Each and every partner's profile will be used, as they have many followers with an interest in the topic at stake; likewise, their prospective associates may be tapped into in order to divulge the project and relay each message in a format suitable to the specific type of user according to each social network.

On LinkedIn, information will be provided for an audience with a technical and professional profile; on Twitter, content will be more focused on topical information and current issues; and on Facebook, information will be focused on dissemination for a general audience.

Setting-up a dissemination plan cross-referencing those profiles of partners in the project in order to share information on partners' profiles and consequently obtain a higher outreach for the information generated by the project; and wrapping up the action procedure. This will be developed in more detail in its first update (March 2017).

Project ELY4OFF Website maintenance, currently operational in accordance with the project's development and implementation plan.

Defining which communication policy to follow once the project's lifespan is over (31-03-2019).

5.3 Public Relations actions

Public events organised within the ELY4OFF project.

Identification of projects and initiatives that may be related to ELY4OFF with a view to engaging synergies and develop collaboration, particularly between organizations involved in the field of hydrogen and renewables such as promoting partner N.ERGY or any other within FCH 2 JU scope.

Conducting networking events where partners may establish ties amongst each other or with other organizations external to ELY4OFF.

Listing of events related to hydrogen and renewable energy external to the ELY4OFF project where partners are to participate and where the initiative's objectives may be disseminated.

5.4 Crisis communication actions

Drafting of a brief crisis plan for Project ELY4OFF incorporating the main types of crises which may impact the project and its partners as well as a description of a general action procedure plan.

6. CRITERIA AND TOOLS FOR RESULTS ASSESSMENT

Conducting an anonymous annual satisfaction survey for ELY4OFF project partners so that they can express their views and provide a valuation on the communication actions being implemented (see the template in the next page).

Systematized collection of partners' feelings and opinions on each joint event organized.

Coverage follow-up and press clippings after each communication action with the media.

Monitoring of the number and typology of internal and external communication actions conducted: press releases, phone calls, managed interviews, information requests and their origin, etc. These indicators will be completed on an ongoing basis. Actions will include, but will not be limited to, the following:

Press releases: launching of the project, the project itself (intermediate stage revision), workshops and meetings held and final results achieved.

At least 14 publications in mass media, 10 in generalist media and 4 in scientific media.

Action on the occasion of the opening of the demonstration site of the Foundation for the Development of New Hydrogen Technologies in Aragón.

A final explanatory video with main results, demonstration cases, messages and project impact.

Drafting of quarterly reports on social networks, monitoring the rise in the number of followers and fans on each social network, mentions and comments, interaction and their quality.

ELY4OFF Project communication assessment form

N°	ITEM	ALWAYS	ALMOST ALWAYS	HARDLY EVER	NEVER
1	Have your communication needs been catered for?				
2	Have your suggestions been taken into account?				
3	Has the project coordinator demonstrated enough interest in communication?				
4	Have you received all the requisite information regarding communication?				
5	Has communication for the project been adequate?				
6	Has communication for the project met your expectations?				
8	Have the number of press releases been sufficient?				
9	Do you approve of the selection of communication actions for this project?				
10	Has dialogue and exchange among project partners been fluid and adequate?				
11	Please, write down any other suggestions, improvements, actions to undertake, etc. you wish to mention if not available in this survey				