



PEM ELECTROLYSERS FOR OPERATION WITH  
OFFGRID RENEWABLE INSTALLATIONS

## Update 1

### Dissemination and awareness plan

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#### Deliverable 7.3



GRANT AGREEMENT

700359





## D7.3 Update 1 Dissemination and awareness plan

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|--|---|
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### **Abstract summary**

This report presents the first update of the dissemination and awareness plan (DAP). 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.

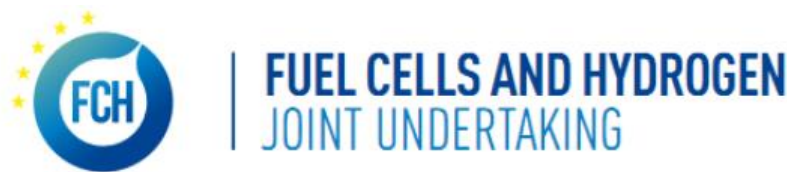
Within the H2020 framework, research into energy is a complex area covering a large number of fields, including hydrogen and hydrogen fuel cells. Fuel cells as an efficient technology for conversion, and hydrogen as a clean energy carrier, show a great potential to help Europe face its energy challenges. 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 Fuel Cells and Hydrogen Joint Undertaking (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).





Figure 3. Main Partners in the Kick Off meeting on June 2016

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.

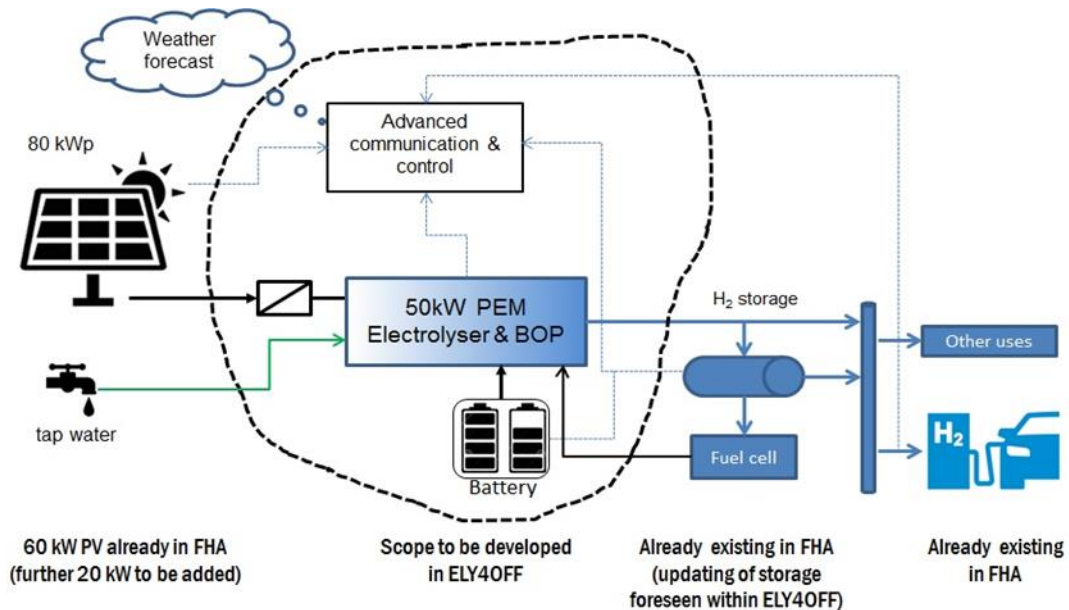


Figure 4. Basic Scheme of the Installation

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.



## **2. OBJECTIVES**

The main objective of the Deliverable 7.3 is the update of the information on the activities carried out during the first year of the ELY4OFF project.

The objectives for the Dissemination and communication plan for the ELY4OFF project can be summarized as it follows:

Disseminating hydrogen technology and electrolyzers 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 electrolyzers 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. DESCRIPTION

The DAP aims to guarantee that the project has an impact at every level. This report as first update includes a description of the communication activities carried out since the beginning of the ELY4OFF project, the target groups and the communication tools defined to reach the selected audience.

#### 3.1 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 objective.

The Dissemination and Awareness Plan identifies six target groups that we had concreted in this update to ensure to reach them.

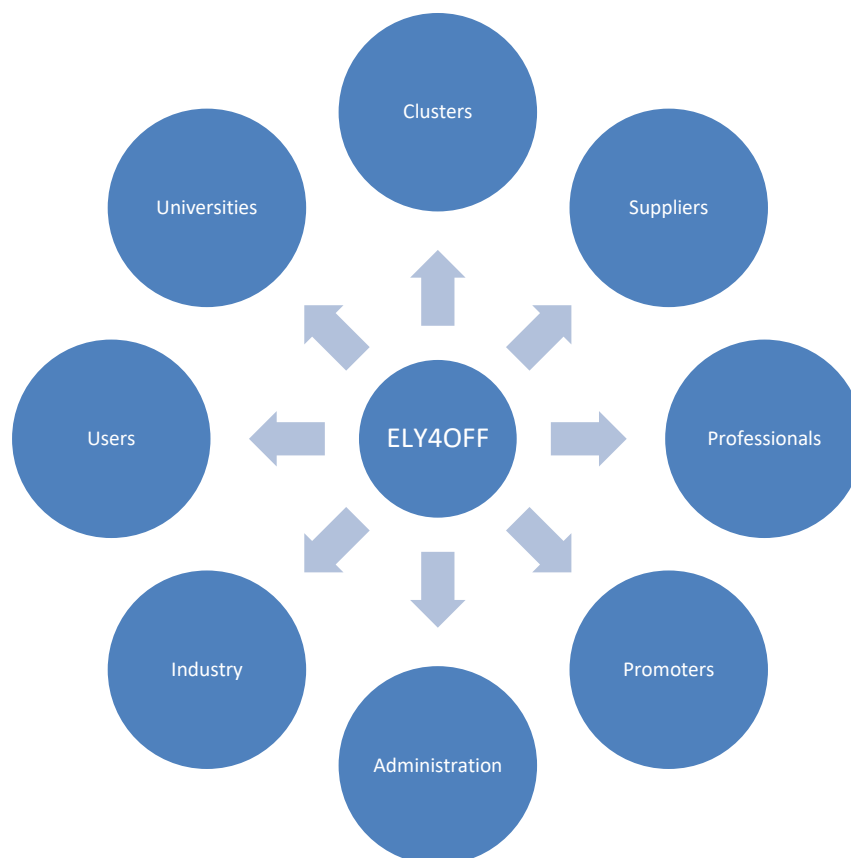


Figure 5. Stakeholders and target audiences

Clusters:



- POLIGHT (Italy, EnviPark)
- OREEC (Norway, Lillestrom Centre of Expertise).
- SHFCA (The Scottish Hydrogen and Fuel Cell Association )

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

- |   |   |
|---|---|
| • UCT Prague (University of Chemistry and Technology, Prague) – VŠCHT (Vysoká škola chemicko-technologická v Praze) | • University of Pavia                                   |
| • DTU – Danmarks Tekniske Universitet   | • University of Perugia                                 |
| • AAU – Aalborg University  | • University of Salerno                                 |
| • Aalto University (former TKK – Helsinki University of Technology)   | • University of Turin                                   |
| • University of Applied Sciences Gelsenkirchen Bocholt Recklinghausen   | • University of Tuscia                                  |
| • Politecnico di Torino   | • NTNU – Norwegian University of Science and Technology |
| • University of Genoa   | • University of Alicante                                |
| • University of Modena and Reggio Emilia (UNIMORE)  | • University of Jaume I                                 |
|   | • University of Zaragoza                                |
|   | • University of the Basque Country                      |
|   | • KTH –Royal Institute of Technology                    |
|   | • University of Birmingham                              |
|   | • Ulster University                                     |

**Administration:** The message to policy makers and regulators must be oriented to show the potential markets of hydrogen as the benefits and needs of these technologies casting away their fears, anxiety or reticence they might entertain and that might hold them back. As example of this target is de Aragon Government that has shown its support in the application and development of these technologies in Aragon.

**Promoters:** Natural or legal person, public or private that, individually or collectively, decides, promotes, programs and finances a building work for itself or for its subsequent disposal, delivery or assignment to third parties under any title. These public administrations, as the European Union, usually promote civil works or investigations through programs (LIFE, FCH Ju, Poctefa, etc.)

**Professionals/suppliers:**

- |                                   |                      |
|-----------------------------------|----------------------|
| ○ Abengoa                         | ○ Domel              |
| ○ Advanced Power Associates Corp. | ○ DP POINT           |
| ○ Airsquared                      | ○ Electrónica Cerler |
| ○ ARIEMA                          | ○ Enagás             |
| ○ BURKET                          | ○ Gardnerdenver      |
| ○ CNH2                            | ○ Heliocentris       |



- HIDRONER S.L.
- LAPESA GRUPO EMPRESARIAL
- LUXFER
- Nedstack
- Onda
- PAVESA
- Schunk Ibérica, S.A.
- SMA
- Swagelok Ibérica
- Tubiflex
- VENTUS CIENCIA EXPERIMENTAL
- ZHAN ELECTRONICS
- Zoilo Ríos

## 3.2 COMMUNICATION TOOLS UPDATE

### 3.2.1 PROJECT WEBSITE

The project website ([www.ely4off.eu](http://www.ely4off.eu)) aims to become the central place for the diffusion of all the information related to the project.

The website of the project has a long home page, and five sections: project, partners, downloads, press, and contact. In the following pages screenshots of these sections are included.

#### **Home page**

The logo and the navigation menu are located at the top.

There is a slider showing periodically some pictures provided by the partners, like the photovoltaic panels to be used during demonstration, and others showing PEM electrolyser stack fabrication similar to what will be developed within ELY4OFF. As the project makes progress, the pictures will be updated with more representative ones.

Then it can be found an illustrative diagram of the scope of the project, as well as 4 key messages defining the main characteristics.

The most recent news are shown afterwards. A short text appears when the mouse crosses the image.

The logos of EU and FCH JU (and links to their respective web pages) and the Grant Agreement identification are located next.

Finally, the partners' logos and links to their corporative websites are at the bottom.

We have added some relevant links as hpem2gas and adel-energy.

#### **Project**

A short description of the objectives of the project, partners involved and their contribution are presented in this section.







The usual traffic once the visit is continued goes to the "partners" section, where the user can find the links to the partners webpages and a brief description of them and their role in this project. Another important amount of users selects instead of "partner" the "project" 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.

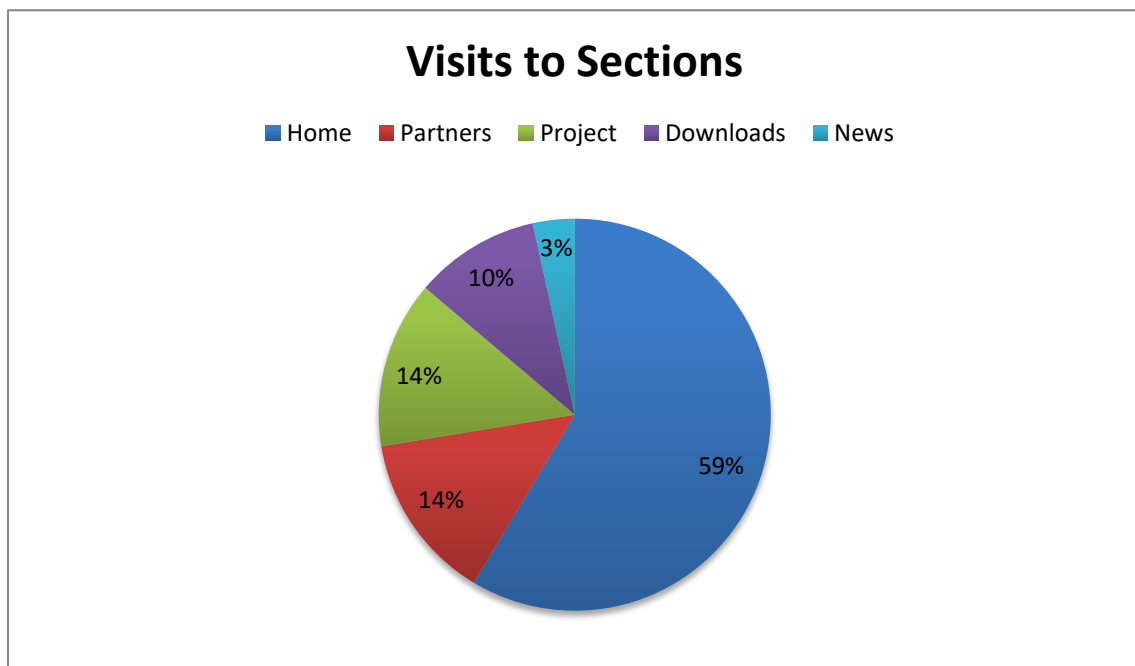


Figure 7. ELY4OFF's website: visits to sections

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.



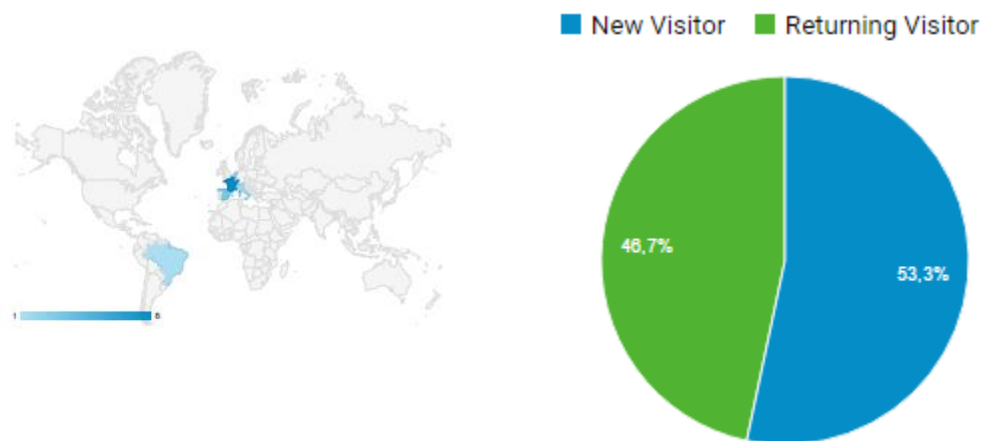


Figure 8. ELY4OFF's website new and returning users

Regarding the geographical data, there is clearly an opportunity for improvement. Most of the traffic to the website comes from France.

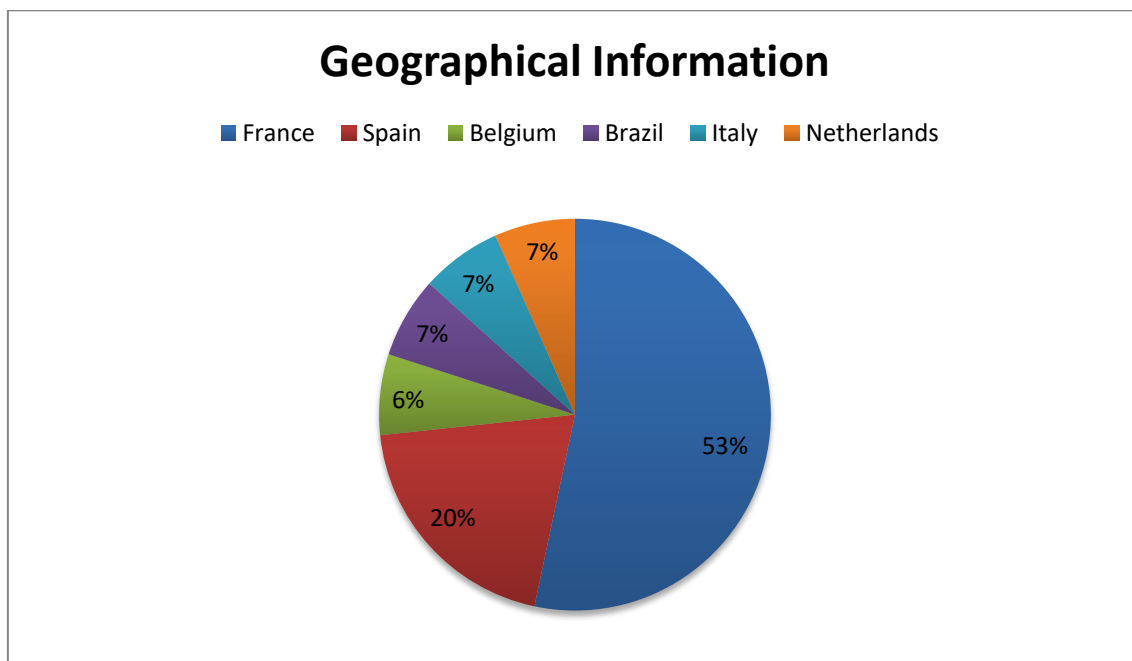


Figure 9. ELY4OFF's website: geographical information

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 maximize 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 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 ely4off.eu but also promote the corresponding links (not only homepage) to direct the traffic in the website.

### 3.2.2 GRAPHIC MATERIALS

Different graphic materials were developed for the project and have been used during the first year, including the logotype, selection of fonts, templates for documents and slide. The graphic material is available also for everyone in the section “downloads/corporate” of the webpage. It will be also updated during the project.

In order to help partners in the elaboration of their press releases and communications to magazines, a press kit has been developed and will be distributed among them. The press kit is also available in the webpage, including photos, general description of the project and the concepts related to it (Q&A document). By this it will be possible not only to homogenize all the communications made into the same style, thus promoting the chosen project image, but also to catch the general and specific magazines interest to communicate the project.

### 3.2.3 SOCIAL MEDIA

For this project we have seen that would be useless the creation of social media accounts as Facebook or Twitter. For LinkedIn as we do not have an ELY4OFF email address we are not able to build a business profile. Instead we have developed a public discussion group so everybody that can be interested can join it. (<https://www.linkedin.com/groups/8599272>)

Regarding this, it is expected to improve and increase the communications coming from every partner, also related to the dissemination of the webpage. It is encouraged that the project partners share every two months some data from the project activities in their social networks, LinkedIn group or so to invite their followers/contacts to consult the project activities, news and website.

### 3.2.4 INTERNAL COMMUNICATION TOOLS

Joint planning with partners; and development of those actions included within the ELY4OFF Communication and Dissemination Plan and within its updates, 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 Mid-Term evaluation report due on the 18<sup>th</sup> month (OCTOBER 2017).

As there is not a big number of partners in the ELY4OFF projects we will continue working through email as it the easiest way to communicate and



### 3.3 COMMUNICATION ACTIVITIES UPDATE

#### 3.3.1 PUBLICATIONS

The criteria established on the Dissemination and Awareness Plan was to have for the projects life was at least: 10 publications in generalist media, and 4 publications in scientific media.

In this first year we have not publish any scientific papers.

We have published two articles in the ELY4OFF webpage, one about the project Kick Off Meeting and another as an introduction to the project.

INYCOM has published three articles about the project in their web news section.

FHa has published one article about the project in their web news section.

| Title  | Media                  | Date       | Link  |
|--|------------------------|------------|---|
| Inycom visita la Oficina de Aragón en Bruselas para potenciar alianzas y proyectos europeos                      | Actualidad INYCOM      | 27/05/2016 | <a href="http://www.inycom.es/actualidad/noticias/722-inycom-visita-la-oficina-de-aragon-en-bruselas-para-potenciar-alianzas-y-proyectos-europeos">http://www.inycom.es/actualidad/noticias/722-inycom-visita-la-oficina-de-aragon-en-bruselas-para-potenciar-alianzas-y-proyectos-europeos</a>                   |
| Echa a andar el proyecto ELY4OFF para hacer un electrolizador aislado de la red                                  | El periódico de Aragón | 02/07/2016 | <a href="http://www.elperiodicodearagon.com/noticias/aragon/echa-andar-proyecto-ely4off-hacer-electrolizador-aislado-red_1123418.html">http://www.elperiodicodearagon.com/noticias/aragon/echa-andar-proyecto-ely4off-hacer-electrolizador-aislado-red_1123418.html</a>   |
| El proyecto europeo ELY4OFF empieza con una reunión en la Fundación Hidrógeno de Aragón                          | 20 minutos             | 02/07/2016 | <a href="http://www.20minutos.es/noticia/2788015/0/proyecto-europeo-ely4off-empieza-con-reunion-fundacion-hidrogeno-aragon/#xtor=AD-15&amp;xts=467263">http://www.20minutos.es/noticia/2788015/0/proyecto-europeo-ely4off-empieza-con-reunion-fundacion-hidrogeno-aragon/#xtor=AD-15&amp;xts=467263</a>           |
| Primera reunión proyecto ELY4OFF   | Heraldo de Aragón      | 02/07/2016 | Clipping Paper  |
| El proyecto europeo Ely4off se reúne en la Fundación Hidrógeno de Aragón   | Europa Press           | 02/07/2016 | <a href="http://www.aragondigital.es/movil/noticia.asp?notid=146381&amp;secid=6">http://www.aragondigital.es/movil/noticia.asp?notid=146381&amp;secid=6</a>   |
| Solar fotovoltaica para el electrizador europeo ELY4OFF  | Energías Renovables    | 04/07/2016 | <a href="http://www.energias-renovables.com/articulo/solar-fotovoltaica-para-el-electrizador-europeo-ely4off-20160704">http://www.energias-renovables.com/articulo/solar-fotovoltaica-para-el-electrizador-europeo-ely4off-20160704</a>   |
| El proyecto europeo ELY4OFF celebra su kick off meeting en las instalaciones de la Fundación Hidrógeno de Aragón | Actualidad INYCOM      | 04/07/2016 | <a href="http://www.inycom.es/actualidad-i-d/744-el-proyecto-europeo-ely4off-celebra-su-kick-off-meeting-en-las-instalaciones-de-la-fundacion-hidrogeno-de">http://www.inycom.es/actualidad-i-d/744-el-proyecto-europeo-ely4off-celebra-su-kick-off-meeting-en-las-instalaciones-de-la-fundacion-hidrogeno-de</a> |



|  |                        |            |   |
|--|------------------------|------------|---|
|  |                        |            | aragon  |
| <b>La Fundación del Hidrógeno coordina proyectos europeos de más de 17 millones de euros</b>                               | el Economista          | 16/08/2016 | <a href="http://www.eleconomista.es/aragon/noticias/7769012/08/16/La-Fundacion-del-Hidrogeno-coordina-proyectos-europeos-de-mas-de-17-millones-de-euros.html">http://www.eleconomista.es/aragon/noticias/7769012/08/16/La-Fundacion-del-Hidrogeno-coordina-proyectos-europeos-de-mas-de-17-millones-de-euros.html</a> |
| <b>¿Cómo aprovechar la energía solar o la de las mareas para fabricar hidrógeno limpio?</b>                                | Energías Renovables    | 26/08/2016 | <a href="http://www.energias-renovables.com/articulo/como-aprovechar-la-energia-solar-o-20160826">http://www.energias-renovables.com/articulo/como-aprovechar-la-energia-solar-o-20160826</a>   |
| <b>Inycom presente en la misión comercial entre empresas y clústers de hidrógeno Aragón-Escocia en Walqa</b>               | Actualidad INYCOM      | 17/02/2017 | <a href="http://www.inycom.es/actualidad-i-d/852-inycom-presente-la-mision-comercial-entre-empresas-y-clusters-de-hidrogeno-aragon-escocia-en-walqa">http://www.inycom.es/actualidad-i-d/852-inycom-presente-la-mision-comercial-entre-empresas-y-clusters-de-hidrogeno-aragon-escocia-en-walqa</a>                   |
| <b>El proyecto europeo ELY4OFF celebra su kick off meeting en las instalaciones de la Fundación Hidrógeno de Aragón</b>    | ELY4OFF Web            | 17/09/2016 | <a href="http://ely4off.eu/el-proyecto-europeo-ely4off-celebra-su-kick-off-meeting-en-las-instalaciones-de-la-fundacion-hidrogeno-de-aragon/">http://ely4off.eu/el-proyecto-europeo-ely4off-celebra-su-kick-off-meeting-en-las-instalaciones-de-la-fundacion-hidrogeno-de-aragon/</a>                                 |
| <b>DISCOVER FCH JU PROJECT ELY4OFF: DEVELOPMENT OF ELECTROLYSERS FOR OFF-GRID RENEWABLE ENERGY INSTALLATIONS</b>           | ELY4OFF WEB            | 27/09/2016 | <a href="http://ely4off.eu/discover-fch-ju-project-ely4off-development-of-electrolysers-for-off-grid-renewable-energy-installations/">http://ely4off.eu/discover-fch-ju-project-ely4off-development-of-electrolysers-for-off-grid-renewable-energy-installations/</a>   |
| <b>ELY4OFF echa a andar en la Fundación del Hidrógeno</b>  | Diario del Alto Aragón | 03/07/2016 | Paper Clipping  |
| <b>La Fundación del Hidrógeno inicia su nuevo proyecto</b>   | Heraldo de Aragón      | 03/07/2016 | Paper Clipping  |
| <b>Primera Reunión del Proyecto ELY4OFF</b>  | Heraldo de Aragón      | 03/07/2016 | Paper Clipping  |
| <b>EL PROYECTO EUROPEO ELY4OFF CELEBRA SU REUNIÓN DE COMIENZO EN LAS INSTALACIONES DE LA FUNDACIÓN HIDRÓGENO DE ARAGÓN</b> | FHa WEB                | 02/07/2016 | <a href="http://hidrogenoaragon.org/es/comienzo-proyecto-europeo-ely4off/">http://hidrogenoaragon.org/es/comienzo-proyecto-europeo-ely4off/</a>   |

Table 1. ELY4OFF News Releases Table



### 3.3.2 IDENTIFICATION OF CONFERENCES, EVENTS AND FAIRS

We have identified some of the potential activities and conference to disseminate the project.

| Event   | Date / Place                                  | Goal   |
|---|---|--|
| <b>Group Exhibit Hydrogen + Fuel Cells + Batteries Hannover Messe</b>   | April 2017                                    | Reach H <sub>2</sub> stakeholders.                                 |
| <b>International Conference on the European Energy Market, EEM</b>  | June 2017                                     | New business models, DSOs<br>TSOs RE stakeholders                  |
| <b>6th European PEFC &amp; Electrolyser Forum 2017</b>  | 4 – 7 July 2017<br>Lucerne                    | Presentation of the project.<br>Reach H <sub>2</sub> stakeholders  |
| <b>The 7<sup>th</sup> World Hydrogen Technology Convention</b>  | 9-12 July 2017<br>Prague                      | Presentation of the project.<br>Reach H <sub>2</sub> stakeholders. |
| <b>International Renewable Energy and Environment Conference, IREEC</b>   | July 2017                                     | New business models, DSOs<br>TSOs RE stakeholders                  |
| <b>Iberconappice</b>  | <b>17-20 Oct 2017</b><br><b>Huesca, Spain</b> | Presentation of the Project.<br>Reach H <sub>2</sub> stakeholders. |
| <b>World of energy solutions -</b>  | October 2017<br>Stuttgart                     | New business models, DSOs<br>TSOs RE stakeholders                  |
| <b>EUROPEAN HYDROGEN ENERGY CONFERENCE 2018</b>   | 14-16 Mar 2018<br>Costa del Sol<br>(Spain)    | Presentation of the project.<br>Reach H <sub>2</sub> stakeholders. |
| <b>InnoGrid2020+ - International Conference on Smart Grids, Green Communications and IT Energy-aware Technologies</b> | March 2018                                    | New business models, DSOs<br>TSOs RE stakeholders                  |
| <b>World Hydrogen Energy Conference, WHEC - Biennial-</b>   | Brasil 2018                                   | Reach H <sub>2</sub> stakeholders                                  |

*Table 2. Identification of Conferences, Events and Fairs*