eLY4OFF

PEM ELECTROLYSERS FOR OPERATION WITH OFFGRID RENEWABLE INSTALLATIONS

Update 2
Dissemination and awareness plan

Deliverable 7.4

GRANT AGREEMENT

700359

D7.4 Update 2 Dissemination and awareness plan

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Executive summary

This report presents the second update of the dissemination and awareness plan (DAP). It presents the communication activities update in the last year of development.

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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.

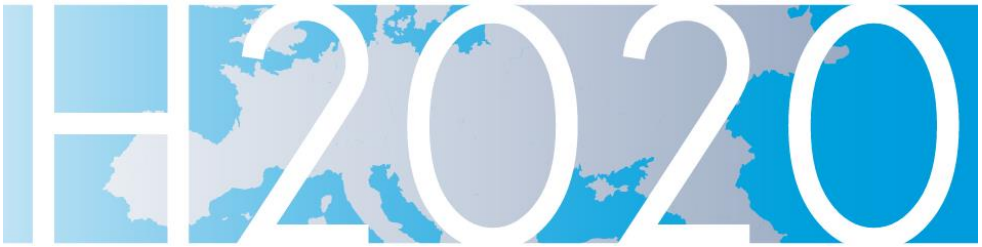


Figure 1. Logo H2020

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.

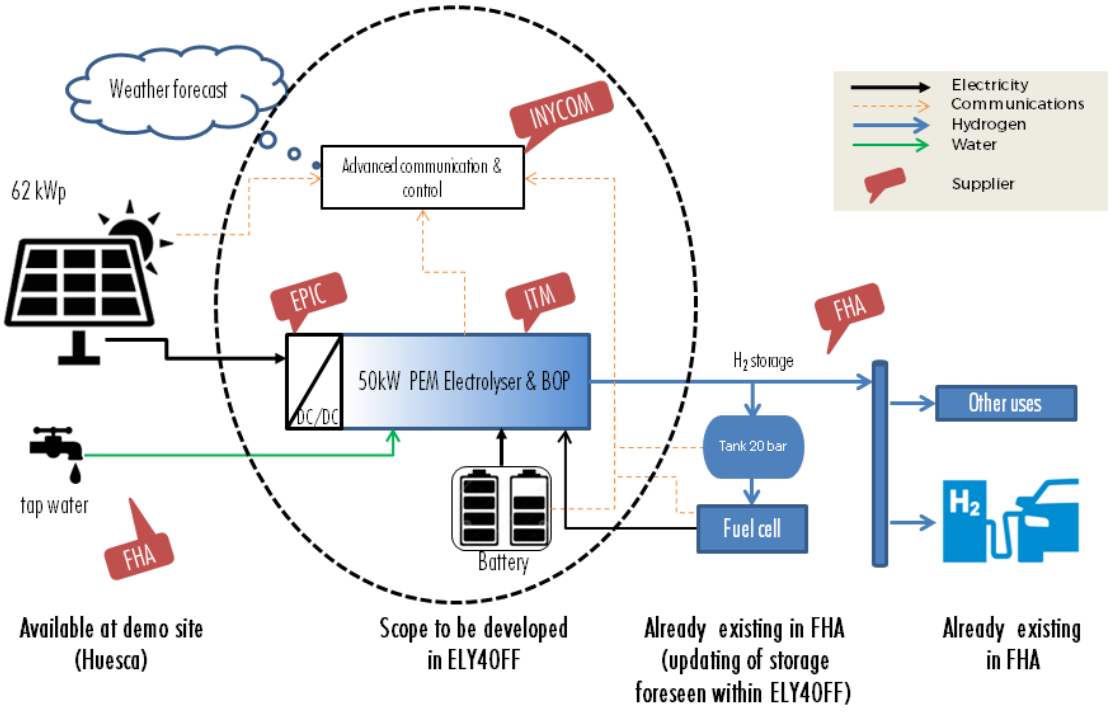


Figure 4. Basic Scheme of the Installation

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 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

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. DESCRIPTION

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.

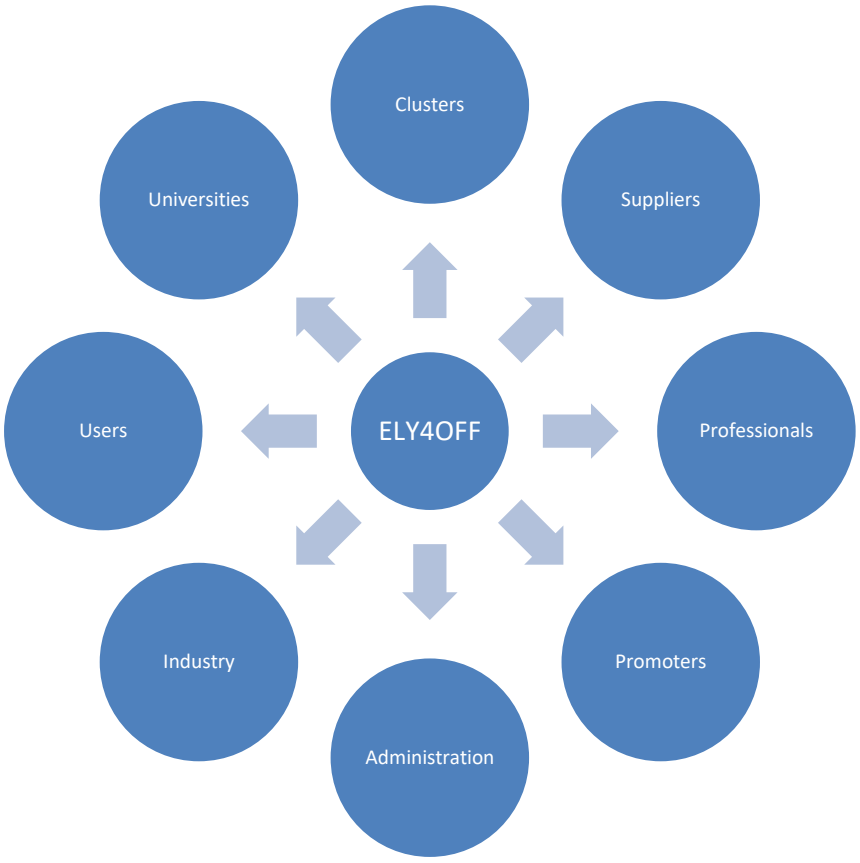


Figure 5. Stakeholders and target audiences

Clusters:

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

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)
- DTU – Danmarks Tekniske Universitet
- AAU – Aalborg University
- Aalto University (former TKK – Helsinki University of Technology)
- University of Applied Sciences Gelsenkirchen Bocholt Recklinghausen
- Politecnico di Torino
- University of Genoa
- University of Modena and Reggio Emilia (UNIMORE)
- University of Pavia
- University of Perugia
- University of Salerno
- University of Turin
- University of Tuscia
- NTNU – Norwegian University of Science and Technology
- University of Alicante
- 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
- Advanced Power Associates Corp.
- Airsquared
- ARIEMA
- BURKET
- CNH2
- Domel
- DP POINT

- Electrónica Cerler
- Enagás
- Gardnerdenver
- Heliocentris
- HIDRONER S.L.
- H2B2
- LAPESA GRUPO EMPRESARIAL
- LUXFER
- Nedstack
- Onda
- PAVESA
- Schunk Ibérica, S.A.
- SMA
- Swagelok Ibérica
- Tubiflex
- VENTUS CIENCIA EXPERIMENTAL
- ZHAN ELECTRONICS
- Zoilo Ríos

Dissemination plan regarding stakeholders will start during the third year, under a studied planification:

- Contact with the main companies regarding hydrogen storage and electrolysis manufacturing.
- Synergies between other projects based on green mobility, such as the Hy2pir. A new float of HRS will be built during the following years, and Ely4off can have its niche in there.
- Contact with renewables manufacturing
- Use the popularity of ITM Power, which is a reference in the HRS commissioning to contact a huge amount of companies interested in green hydrogen production.

During the last year there have been other contacts, being the main the following ones:

1) Swagelok: great contacts between the company. Mechanical devices such as the valves and tubing for the integration of the electrolyser and the hydrogen vessel have been acquired with the company. In addition, a private meeting with a experience commercial has been taken place, in which both sides have shared synergies.
2) Vueltah: different companies have assist to the conferences in which hydrogen and electrolysis have been one of the main characters.
3) Indirect contacs: EHEC and Iberconappice. Together they gather main companies in Spain inside the hydrogen world. Ely4off has been preented in both of them.

3.2 COMMUNICATION TOOLS UPDATE

3.2.1 PROJECT WEBSITE

The project website (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.

ELY4OFF's website was launched at the end of October 2016, so it has been online during 18 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.

In the following image we can see a map that represents the behavior of the users from the moment they enter until they leave the ELY4OFF website: why they have accessed, why they have continued browsing and why they have left the web.

In 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 large percentage of users or at least, more than desired, that does not continue navigating the site.

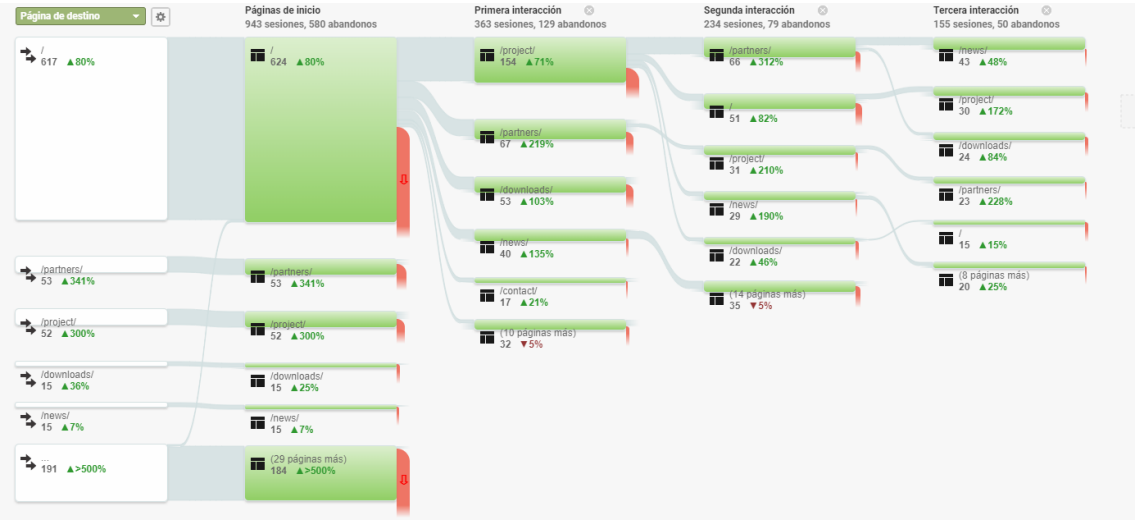


Figure 6. ELY4OFF's website user behaviour

Most users start to navigate on the home page, however many others start directly through the "the project" section and 11.5% of users come to the ELY4OFF website through the "download" page in particular from the deliverable public 6.3 First Version of new business model for electrolyser in off-grid installations.

The usual traffic once they have visit the homepage the users visit the to the"project" 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.

In the last 12 months the website of the ELY4OFF project has visited a total of 661 users, which represents an increase in visits of 161.3% according to the google analytics. This increase in visits may be due to the increase in the updates published on the web in this last period.

One of the points to improve is the time of the session of the users. In the last year, the average duration per session is 2 minutes and 34 seconds, which, despite not being a bad number, is 12.5% lower than in the previous year. To improve this we will propose in the next year will be the use of internal links to complete the information of the posts making the user stay on the web. We will also try to use more images and videos since this type of content usually has more visits than those that do not include them.

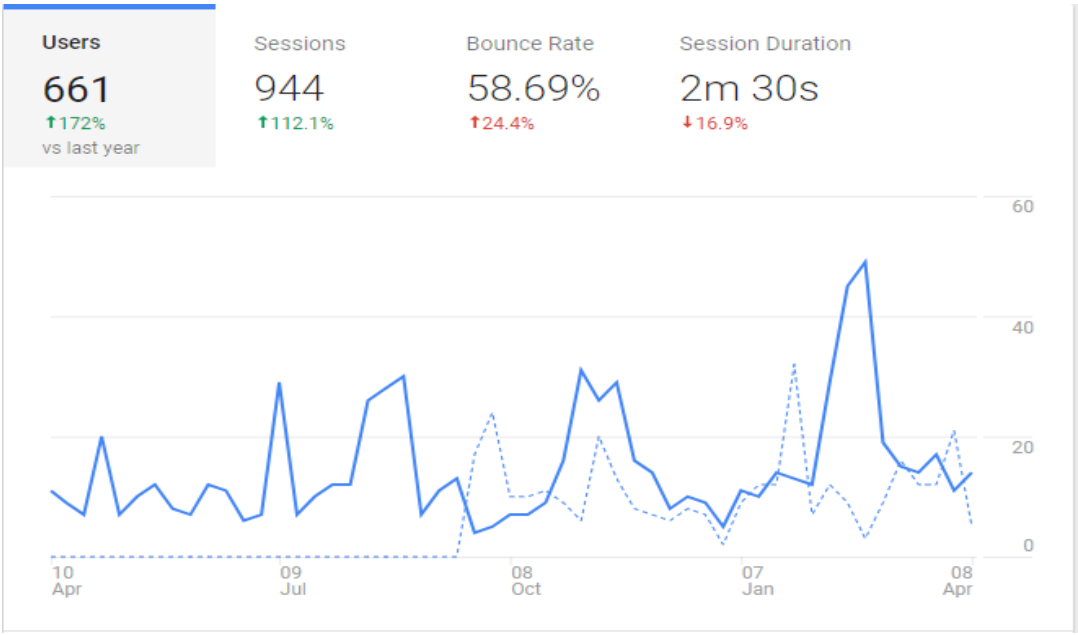
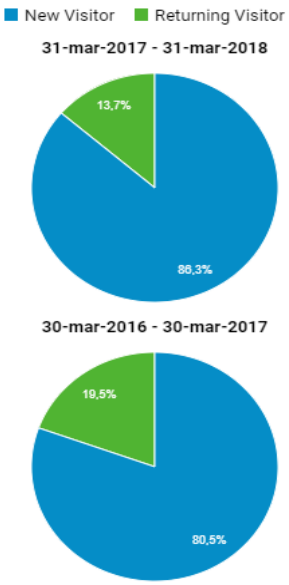


Figure 7. General statistics of the ELY4OFF website

86.7% of the sessions were made by users who visited our website for the first time and that 13.7% of the sessions were made by users who already knew us beforehand.



When analyzing the report "New vs. recurring visitors" we must take into account other particularities such as a new user can be really recurrent. This is caused by the dependence of Google Analytics on Cookies. Cookies are associated with each browser and device, so two different browsers, although used by the same person for Google Analytics, always represent two different users.

Figure 8. Audience Overview

As for the acquisition of users, that is, the analysis of how users arrive at the ELY4OFF website. Thanks to this data we can determine which are the different main channels that generate more traffic on the website. There
are different main channels:

- Direct: is the direct traffic that visits the web page, that is, when users type the main URL. In the case of the ELY4OFF it is of 54.7% which indicates that the partners are doing a good job of dissemination through presentations, distribution of triptychs, etc. where they share the address of the website at all times.
- Organic search: is the traffic that accesses the web through search engines. 31.7% of users have written some of the keywords in a search engine by finding the project website. This means that the job of positioning in search engines that has been done is giving results in comparison with the previous period, this does not mean that they do not have to continue making improvements in this area.
- Referral: it is the traffic that visits the web page through links in other webs.This assumes that the project is not having enough impact in other specialized media, especially in the web field since only 10.3%, ie 76 users They have reached our website through an external link. As an improvement proposal to increase this figure will be the direct delivery of new content on the ELY4OFF website to a distribution list or the creation of a project newsletter.
- Social: are the users who come to the web through social networks. This figure, the lowest of all indicates that the project partners have to improve the promotion of the project in their own social networks.

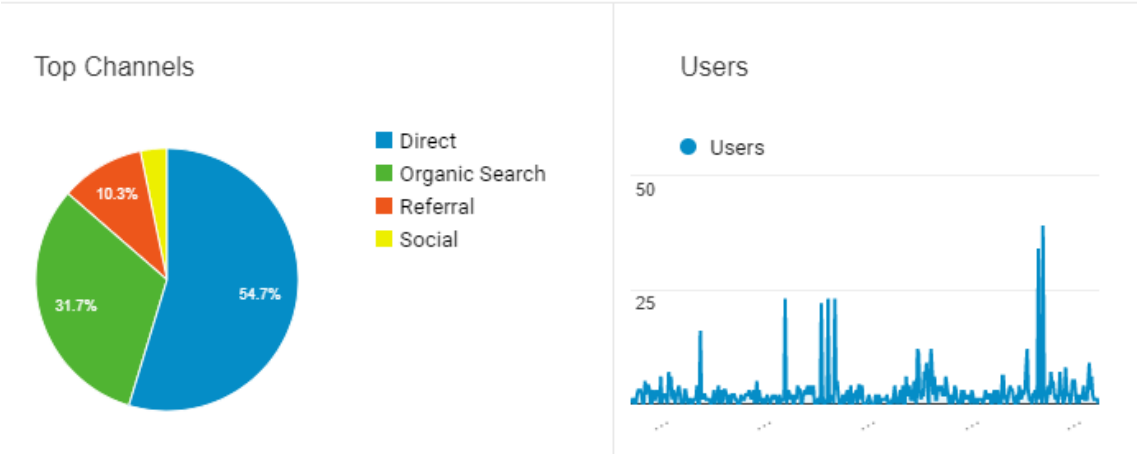


Figure 9. Users Acquisition Overview

The following graphic shows the visualizations of each specific page of the ELY4OFF project website. The first six figures are nothing out of the ordinary since they are the main pages of the project website. The remarkable thing is that the deliverable of

the business development plan has had quite a few visits compared to the rest of the downloadable and news section. Therefore, this indicates that our users are interested in obtaining more information of this style in front of others.

Page	Pageviews	Pageviews	Contribution to total: Pageviews
	2,430 % of Total: 100.00% (2,430)	2,430 % of Total: 100.00% (2,430)	
1. /	917	37.74%	
2. /project/	349	14.36%	
3. /partners/	282	11.60%	
4. /news/	206	8.48%	
5. /downloads/	204	8.40%	
6. /contact/	94	3.87%	
7. /ely4off-first-business-development-plan/	36	1.48%	
8. /meeting-integration-different-components/	33	1.36%	
9. /el-proyecto-europeo-ely4off-celebra-su-kick-off-meeting-en-las-instalaciones-de-la-fundacion-hidrogeno-de-aragon/	32	1.32%	
10. /discover-fch-ju-project-ely4off-development-of-electrolysers-for-off-grid-renewable-energy-installations/	26	1.07%	

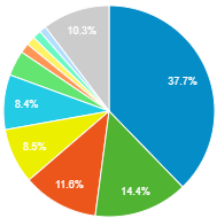


Figure 10. ELY4OFF's website: visits to sections

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.

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

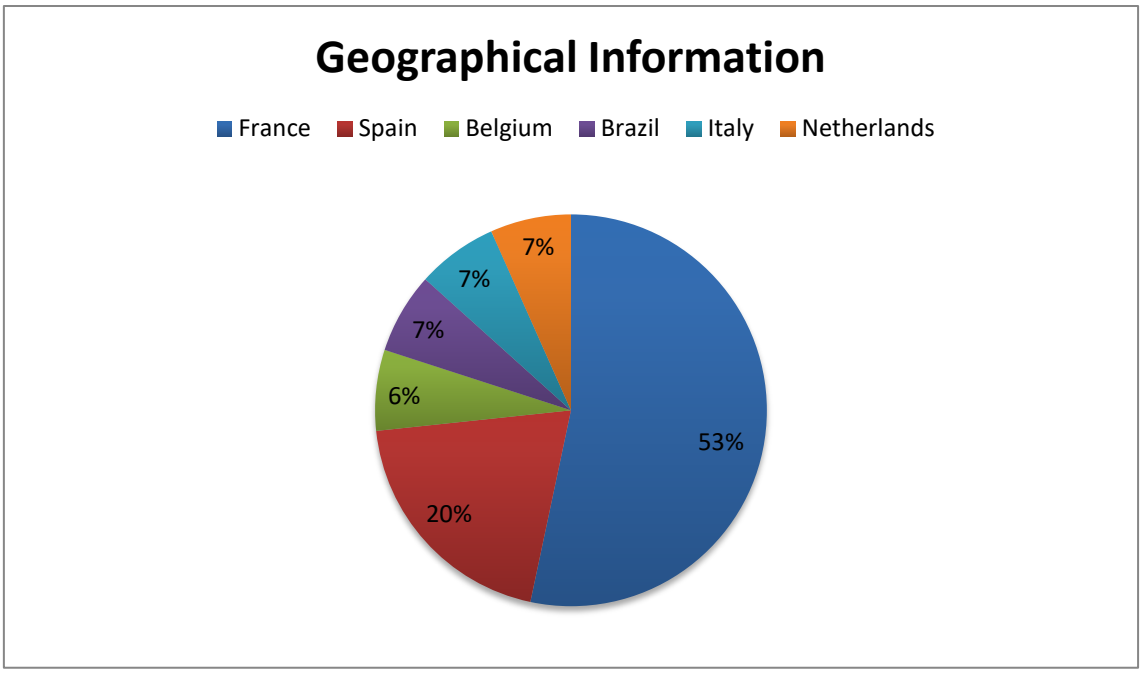


Figure 11. ELY4OFF's website: geographical information

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 second 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

Due to the increased participation of the project partners in events where the ELY4OFF project can be disseminated, an informative triptych has been developed to facilitate the dissemination of 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 18th 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.

We have not published any scientific paper about the project yet but we are working on a publication in Science Direct Magazine.

We have published five articles in the ELY4OFF webpage and another one will be posted in the next month.

The partners have been FHa has published one article about the project in their web news section.

The partners have been working intensively on activities of dissemination of the project such as the presentation of abstracts and presentations at national and European conferences as well as participation in other types of events that have allowed the presentation of the objectives and work carried out in the project up to the date.

In the following table you can see a list of all communication and dissemination activities carried out so far.

Dissemiantion method	Title	Location	Form	Date	Partner
Workshop	-	-	Workshop	Cooming soon	FHA
Congress	PEM Electrolysers for Operation with Off-grid Renewable Installations (ELY4OFF)	WHEC 2018	Abstract	Cooming soon	FHA
Congress	Innovative back-up System for a 50 kW off-grid electrolyser directly linked to PV (A)	ISENEC 2018	Abstract	Cooming soon	FHA
Scientific media	SCIENCE DIRECT	SCIENCE DIRECT	Newspaper	Cooming soon	FHA
Congress	Use of hydrogen in off-grid installations. A techno-economic assessment.	EHEC 2018	Abstract	15-03-18	INYCOM
Flyer	FLYER	EHEC 2018	FLYER	15-03-18	FHA
Workshop	VUELTAH	Walqa	Workshop	26-02-18	FHA
Press media	Bruselas elogia cinco proyectos de la FHA	El periódico de Aragón	Newspaper	27-11-17	FHA
Press media	La CE alaba cinco proyectos	Diario del	Newspaper	27-11-	FHA

	aragoneses de hidrógeno	Alto Aragón		17	
Press media	La CE destaca 5 proyectos de la FHA en un foro del sector	Diario de Teruel	Newspaper	27-11-17	FHA
Press media	Europa pone como modelo cinco proyectos de la FHA	Aragon Digital	Newspaper Online	26-11-17	FHA
Press media	Ely4Off works out its first Business Development Plan with the support of the European Commission	ELY4OFF WEB	Website	20-11-17	FHA
Press media	Ely4Off is presented in Iberconappice 2017, the congress that brings together the main technological advances of hydrogen and fuel cells	ELY4OFF WEB	Website	14-11-17	FHA
Press media	IBERCONNAPICE	ELY4OFF WEB	Website	13-11-17	FHA
Press media	Key meeting to design the integration of the different components in the ELYOFF system	ELY4OFF WEB	Website	09-11-17	FHA
Press media	A new photovoltaic field has been built in the Foundation of Hydrogen in Aragon	ELY4OFF WEB	Website	09-11-17	FHA
Workshop	Semana de la ingenieria	CPS	Workshop	07-11-17	FHA
Press media	FINALIZADO EL MONTAJE DE UNA INSTALACIÓN FOTOVOLTAICA AISLADA EN LA FUNDACIÓN HIDRÓGENO ARAGÓN	FHA WEB	Website	27-10-17	FHA
Congress	Sistema Híbrido de Almacenamiento (H_2 y baterías) para instalación aislada	Iberconnapice	Abstract	16-10-17	FHA
Press media	ELY4OFF: COMIENZAN LOS TRABAJOS DE ACONDICIONAMIENTO DEL TERRENO	FHA WEB	Website	16-09-17	FHA
Press media	ELY4OFF Project celebrates its first follow-up meeting	ELY4OFF WEB	Website	20-06-17	FHA
Roll Up	Roll Up	Roll Up	Roll Up	01-06-17	FHA
Press media	Inycom presente en la misión comercial entre empresas y clústers de hidrógeno Aragón-Escocia en Walqa	INYCOM Website	Website	17-02-17	FHA
Press media	Walqa avanza en el proyecto europeo	Actualidad de las empresas	Newspaper Online	15-02-17	FHA
Press media	Press Kit	FHA WEB	Website	06-02-	FHA

				17	
Press media	Walqa demuestra las ventajas de una red eléctrica más eficiente	El periódico de Aragón	Newspaper	22-01-17	FHA
Press media	Walqa avanza en el proyecto europeo	Aragon Digital	Newspaper Online	21-01-17	FHA
Congress	Demonstration of a 50 kW off-grid PEM electrolyzer (Project ELY4OFF)	EUROPEAN FUEL CELL FORUM 2017 Lucerne	Abstract	01-01-17	ITM
Congress	Demonstration of a 50 kW off-grid PEM electrolyzer (Project ELY4OFF)	WHTC 2017 Conference	Abstract	01-01-17	INYCOM
Press media	DISCOVER FCH JU PROJECT ELY4OFF: DEVELOPMENT OF ELECTROLYSERS FOR OFF-GRID RENEWABLE ENERGY INSTALLATIONS	ELY4OFF WEB	Website	27-09-16	FHA
Press media	El proyecto europeo ELY4OFF celebra su kick off meeting en las instalaciones de la Fundación Hidrógeno de Aragón	ELY4OFF WEB	Website	17-09-16	FHA
Press media	¿Cómo aprovechar la energía solar o la de las mareas para fabricar hidrógeno limpio?	Energías Renovables	Newspaper Online	26-08-16	FHA
Press media	La Fundación del Hidrógeno coordina proyectos europeos de más de 17 millones de euros	El Economista	Newspaper Online	16-08-16	FHA
Press media	La Fundación del Hidrógeno inicia su proyecto Europeo	Heraldo de Aragón	Newspaper	05-07-16	FHA
Press media	Solar fotovoltaica para el electrizador europeo ELY4OFF	Energías Renovables	Newspaper Online	04-07-16	FHA
Press media	El proyecto europeo ELY4OFF celebra su kick off meeting en las instalaciones de la Fundación Hidrógeno de Aragón	INYCOM Website	Website	04-07-16	INYCOM
Press media	Ely4Off echa a andar en la Fundación del Hidrógeno	Diario del Alto Aragón	Newspaper	03-07-16	FHA
Press media	Primera reunión del proyecto ELy4Off	Heraldo de Aragón	Newspaper	03-07-16	FHA
Press media	El proyecto europeo Ely4Off empieza con una reunión en la FHA	Europa press	Newspaper Online	02-07-16	FHA
Press media	Echa a andar proyecto E4O para hacer un electrolizador aislado de la red	ABC	Newspaper Online	02-07-16	FHA
Press media	Echa a andar proyecto E4O	El Periódico	Newspaper	02-07-	FHA

	para hacer un electrolizador aislado de la red	de Aragón	Online	16	
Press media	El proyecto europeo ELY4OFF celebra su reunión de comienzo en las instalaciones de la Fundación Hidrógeno de Aragón	Aragón_hoy	Newspaper Online	02-07-16	FHA
Press media	El proyecto europeo ELY4OFF celebra su reunión de comienzo en las instalaciones de la Fundación Hidrógeno de Aragón	20 minutos	Newspaper Online	02-07-16	FHA
Press media	El proyecto europeo Ely4off se reúne en la Fundación Hidrógeno de Aragón	Aragon Digital	Newspaper Online	02-07-16	FHA
Press media	ELY4OFF echa a andar en la Fundación del Hidrógeno	Diario del Alto Aragón	Newspaper Online	02-07-16	FHA
Press media	EL PROYECTO EUROPEO ELY4OFF CELEBRA SU REUNIÓN DE COMIENZO EN LAS INSTALACIONES DE LA FUNDACIÓN HIDRÓGENO DE ARAGÓN	FHA WEB	Website	02-07-16	FHA
Press media	Inycom visita la Oficina de Aragón en Bruselas para potenciar alianzas y proyectos europeos	INYCOM Website	Website	27-05-16	INYCOM

Table 1. ELY4OFF News Releases Table

3.3.2 IDENTIFICATION OF CONFERENCES, EVENTS AND FAIRS

As planning until the next update we have identified a series of events, events, congresses, etc. that we think may be interesting for the dissemination of the project.

Event Date	Organiser	Event	Location	Event Comments
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/
4-5 May 2018 (tbc)	PSI Events	Greenfleet Scotland	Edinburgh	Provisional, date to be confirmed
15-may-18	3PPP	Low Carbon Scotland 2018	Dynamic Earth, Edinburgh	http://www.low-carbonscotland.scot/
Late May 2018	APSE Scotland	Fleet, Waste and Grounds seminar	Aviemore	APSE = Association for Public Service Excellence
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
17 -18 July	ISENEC	Integration of sustainable energy	Nurnberg, Germany	https://www.isenec.org/
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 2018	CENEX	LCV 2018	Millbrook, UK	www.cenex-lcv.co.uk
26-sep-18	SHFCA	10th Annual Conference	Dundee	www.shfca.org.uk
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	Edinburgh Internationa	https://www.oceanenergy-europe.eu/event/ocean-energy-

		Conference & Exhibition	l Convention Centre	europe-2018/
14-nov-18	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
June 2020 (tbc)	WHEC 2020	World Hydrogen Energy Conference	Iceland	
June 2021 (tbc)	BIG HIT	Final project meeting / conference	Malta	Hold during EU Sustainable Energy Week?
June 2022 (tbc)	WHEC 2022	World Hydrogen Energy Conference	Copenhage n	

Table 2. Identification of Conferences, Events and Fairs

4. CONCLUSION

The present document constitutes the main guide to be followed for any communication activity related to the ELY4OFF 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 ELY4OFF 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