



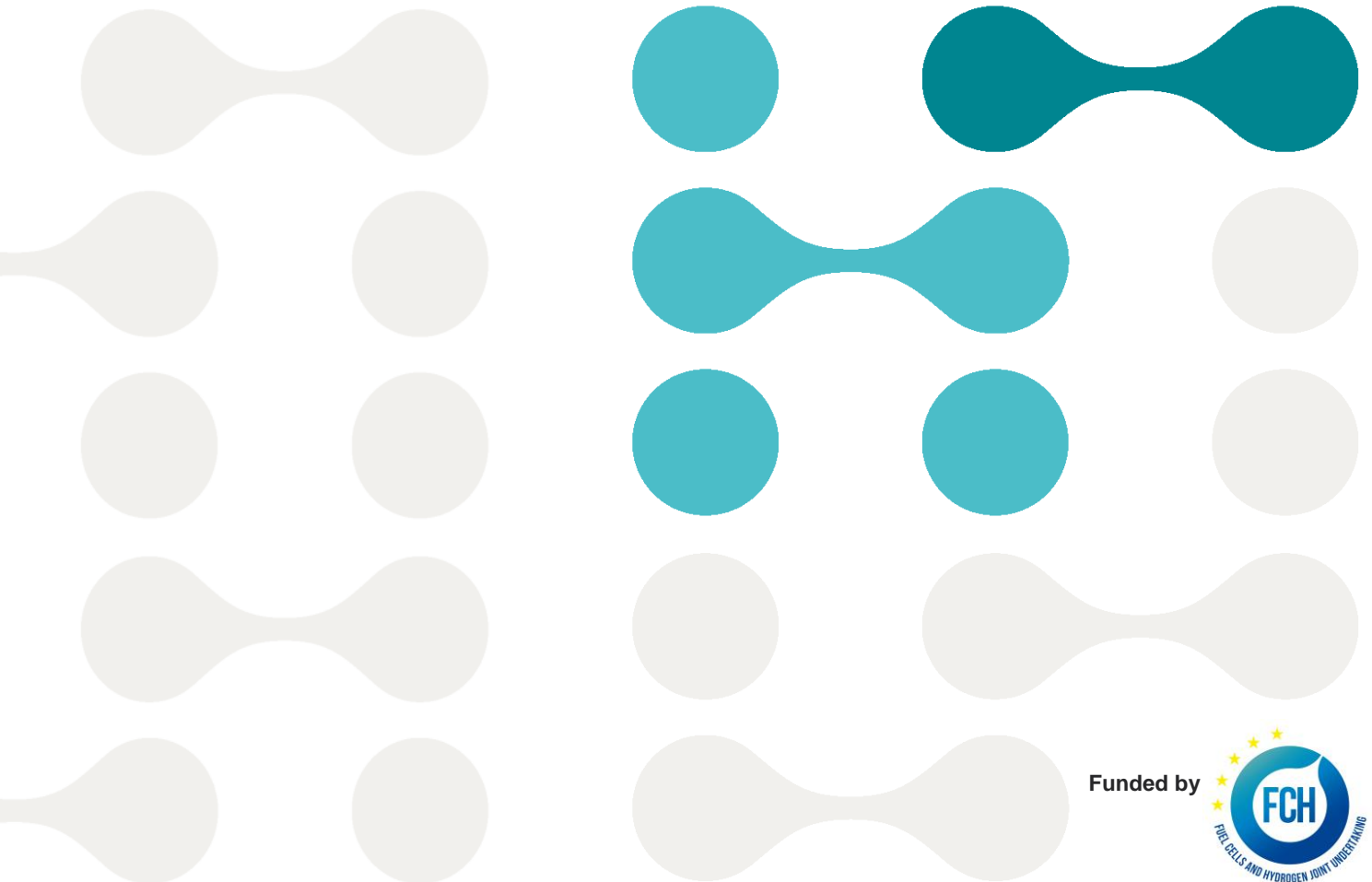
H2FUTURE

Green Hydrogen

Deliverable D10.1

Dissemination Master Plan

V1.0



Funded by



Document Information

Deliverable Title	Dissemination Master Plan
Number of the Deliverable	D10.1
Specific WP/Task	WP10.1
Distribution/Confidentiality	Public
Date of Delivery	31-03-2017
Status and Version	Draft Version 1.0
Number of Pages	18 pages
Person Responsible for Document	Eva Maria Plunger – VERBUND
Author(s)	Eva Maria Plunger – VERBUND
Reviewers	Klaus Scheffer – Siemens AG Thomas Bürgler - voestalpine



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 735503. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and Hydrogen Europe and N.ERGHY.

This report reflects only the author's view. The Joint Undertaking (FCH JU) is not responsible for any use that may be made of the information it contains.

Revision History

Version	Date	Author, Reviewer	Notes
0.1	09/03/2017	Eva Maria Plunger	First draft version
	14/03/2017	Rudolf Zauner, Karl Zach	
	20/03/2017	Klaus Scheffer	
	21/03/2017	Thomas Bürgler	
1.0	31/03/2017	Eva Maria Plunger	Submitted version

Executive Summary

The aim of this report is to describe the dissemination activities for the project. More specifically, the following topics are addressed in the dissemination master plan:

- To propose a dissemination policy for the knowledge and know-how generated by the project,
- To define the objectives of the dissemination actions, including dissemination actions with the industrial advisory board members,
- To identify the target audience for each objective,
- To list the communication channels that will be used,
- To summarize key factors of success for the specific dissemination actions, and
- To propose a methodology to assess the effectiveness of delivering information to the stakeholders addressed.

During implementation of the H2FUTURE project, the dissemination master plan will be updated regularly.

Table of Contents

Document Information.....	2
Revision History.....	3
Executive Summary.....	4
Table of Contents.....	5
List of Figures.....	6
List of Tables.....	7
1 Introduction.....	8
1.1 The H2FUTURE Project.....	8
1.2 Scope of the Document.....	8
2 Dissemination Policy.....	9
3 Objectives of the Dissemination Actions.....	10
3.1 Communication Channels and Tools.....	10
3.1.1 Project Website.....	10
3.1.2 Media Events and Press Conferences.....	10
3.1.3 H2FUTURE Expert Events and Workshops.....	11
3.1.4 External Conferences and Expert Events.....	11
3.1.5 Publications and Posters.....	11
3.1.6 Project Video.....	11
3.1.7 Social Media.....	11
3.1.8 Other Material.....	12
3.1.9 Industrial Advisory Board.....	12
3.1.10 Communication within the Project: Intranet.....	12
3.2 Target Audiences.....	13
3.3 Project Identity.....	14
3.3.1 Logo.....	14
3.3.2 Project CI.....	14
3.3.3 Templates.....	15
3.3.4 Display of Support for the Action.....	15
3.4 Publicity Guidelines.....	16
4 Schedule of Dissemination Actions.....	17
5 Key Factors of Success and Evaluation.....	18

List of Figures

Figure 1 Organisational Structure Project Boards	12
Figure 2 Project Logo.....	14
Figure 3 Project Colours & Draft Website Design.....	14
Figure 4 Project SharePoint	15
Figure 5 Display of the Funding Body	15
Figure 6 Schedule of Communication Activities	17

List of Tables

Table 1 Channels / Tools and Target Audience	13
Table 2 KPIs per Channel / Tool	18

1 Introduction

1.1 The H2FUTURE Project

As part of the H2FUTURE project, a 6MW polymer electrolyte membrane (PEM) electrolyser will be installed at voestalpine site in Linz, Austria. After the pilot plant has been commissioned, the electrolyser is operated for a 26-month demonstration period, which is split into five pilot tests and quasi-commercial operation. The aim of the demonstration is to show that the PEM electrolyser is able to produce green hydrogen from renewable electricity while using timely power price opportunities and to provide grid services (i.e. ancillary services) in order to attract additional revenue.

Subsequently, replicability of the experimental results on a larger scale in EU28 for the steel industry and other hydrogen-intensive industries is studied during the project. Finally, policy and regulatory recommendations are made in order to facilitate deployment in the steel and fertilizer industry, with low CO₂ hydrogen streams also being provided by electrolysing units using renewable electricity.

H2FUTURE is deployed by the following project partners: VERBUND, voestalpine, Siemens, APG, K1 MET and ECN.

1.2 Scope of the Document

The Dissemination and Communication Plan is the core document outlining the dissemination and communication activities of the project and builds on agreements as laid down in the contractual framework of the project. This plan is a prerequisite for effective coordination of all the initiatives and also to define the messages to be delivered to different audiences. Dissemination and communication activities aim to enhance the visibility of the project results and leverage discussions with different stakeholder groups.

2 Dissemination Policy

The H2FUTURE project partners strive to disseminate project findings, results and know-how generated by the project via dedicated communication tools and focusing on the target groups identified, in a strategic and effective manner. The dissemination master plan describes general principles, tools and target groups for the project dissemination activities as well as how to measure impact.

The H2FUTURE consortium (VERBUND, voestalpine, Siemens, K1-MET, APG, ECN) agreed on general processes for dissemination activities, target groups and contents in the contractual framework for the project. This ensures consistent communication of project results over the lifetime of the project.

The consortium partners will build on existing communication channels as well as dedicated tools and formats that are organised for the project. This ensures that a broad range of stakeholders are reached for replication, from industry, policy and regulatory bodies to other industry sectors.

The dissemination activities will be implemented in close cooperation and alignment with the funding body Fuel Cells and Hydrogen Joint Undertaking (FCH JU), in accordance with Article 38 (Promoting the Action – Visibility of Support) of the H2FUTURE Grant Agreement and “Communicating EU research and innovation guidance for project participants”¹ published by the European Commission/HORIZON2020.

¹ HORIZON2020: “Communicating EU research and innovation guidance for project participants”, Version 1.0, 25 September 2014. Source: http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

3 Objectives of the Dissemination Actions

A dedicated work package describes the dissemination of H2FUTURE project results, with the following objectives:

- Raise awareness and visibility
- Attract experts to the project
- Network with other projects
- Promote project activities
- Create market demand for the solution developed
- Exchange know-how and results
- Report to stakeholders on how funding is spent
- Prove to decision makers that investment in HORIZON2020 / FCH JU was beneficial
- Leverage follow-up projects
- Fulfil the legal obligation described in the Grant Agreement.²

The following chapters describe the dissemination activities planned in more detail.

3.1 Communication Channels and Tools

3.1.1 Project Website

A project website will be established to communicate project objectives, results and the project consortium. Furthermore, a download section will be available for project-related (public) reports. A news section will be regularly updated with project news (i.e. media events, communication activities, etc.).

Since the official kick-off event (7th February 2017), a (draft) project website has been available on the internet: <http://www.h2future-project.eu/>. By June 2017, this project website will be updated with additional sites with descriptions of the project and partners, a download area, news and contact details.

The partners will provide a link to the H2FUTURE website on their own company websites.

3.1.2 Media Events and Press Conferences

During the 4.5 year implementation phase of the project, media events such as press conferences will be organized to communicate H2FUTURE results at a high level (e.g. project kick-off, first-time operation of the electrolyser) to dedicated media.

The first press event was organized on 7th February 2017 to communicate the official start of the project and launch the project video and website. The kick-off event and project appeared over 66 times in the media (e.g. press articles, television).

² Adapted from “Communicating HORIZON2020 projects”, source: <http://ec.europa.eu/inea/sites/inea/files/print2.pdf>

3.1.3 H2FUTURE Expert Events and Workshops

The project consortium will organize expert workshops and smaller round table discussions for selected stakeholders (energy and environmental policy makers, the power industry and electricity sector, regulatory bodies).

The timing of these workshops has already been described in the description of work package 10; depending on the content and target group, these workshops will be held at the electrolyser site (including plant visits), in Vienna or in Brussels.

3.1.4 External Conferences and Expert Events

To approach the steel industry stakeholders, existing memberships in industrial groupings will be used to discuss and share the know-how generated in the project. The consortium aims to actively participate in conferences and fairs dedicated to the steel industry as well as reach the R&D community via seminars and lectures at universities.

An initial insight into the project will be given at the “European Steel in 2051” expert conference held in Brussels in March 2017.

In addition, other stakeholders (i.e. energy and others) will be approached via expert conferences, keynote speeches and presentations.

3.1.5 Publications and Posters

Project findings will be shared via publications and posters, wherever suitable alongside expert conferences.

An initial abstract has been submitted to the World Hydrogen Technology Convention 2017, which will be held in Prague in July.

Further on, abstracts were submitted to the European Fuel Cell Forum 2017, which will be held in Lucerne, Switzerland, in July and to the International Conference on Electrolysis 2017, which will be held in Copenhagen, Denmark, in June 2017.

The consortium agreed to regularly screen expert conferences regarding participation.

3.1.6 Project Video

For the official kick-off event on 7th February 2017, a project video was produced to communicate the project and its main goals as well as the consortium to a wider public. The video focuses on the project processes that will be implemented.

The video is available on the project website <http://www.h2future-project.eu/> and on YouTube <https://www.youtube.com/watch?v=FY7wZlzl2CU&t=4s>

3.1.7 Social Media

The consortium partners will actively use social media channels to share project news, as was already done during the project kick-off event on 7th February 2017, where all partners involved shared the messages of the event via their social media channels (#h2future). This will also be done for future press events organized by the project.

3.1.8 Other Material

Communication material such as roll-ups, press kits and the general project outline are produced to communicate the project, the consortium and the funding body.

3.1.9 Industrial Advisory Board

The consortium will set up an industrial project advisory board that will be invited to discuss project progress and results on a regular basis. The consortium partners will jointly decide on the composition of the project advisory board at the General Assembly meeting.

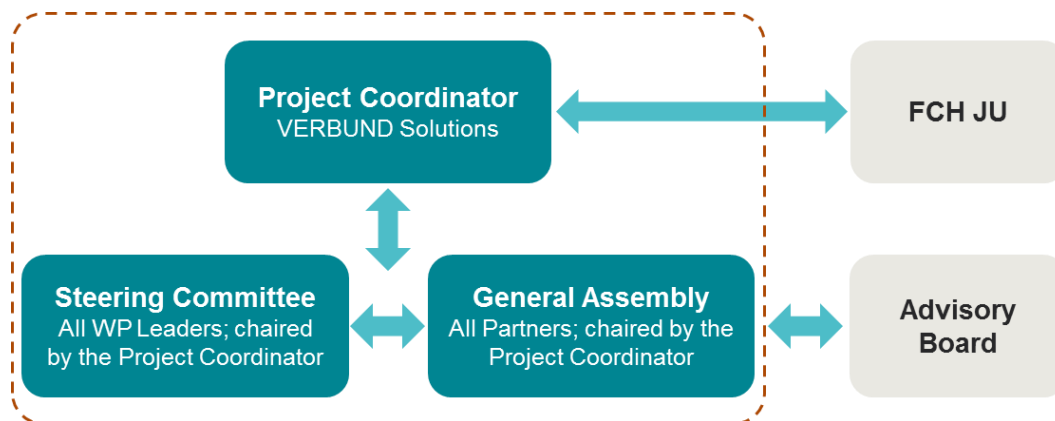


Figure 1 Organisational Structure Project Boards

3.1.10 Communication within the Project: Intranet

The coordinator has set up a project SharePoint to facilitate communication in the consortium between the project partners. The exchange platform provides project-related information on meetings, deadlines, documents and templates and is to be used to share project documents between the partners. Access to the exchange platform is restricted to project partners.

3.2 Target Audiences

The following table outlines the target audiences that will be addressed with the communication channels and tools described in chapter 3.1.

Channel / Tool	Target Audience
Project Website	General public, other FCH JU / HORIZON2020 projects, expert community
Media Events / Press Conferences	Press and Media, General Public
H2FUTURE Expert Events / Workshops	Expert conference participants, other FCH JU / HORIZON2020 projects, R&D community, Advisory Board members, EU-experts
External Conferences & Expert Events	Expert conference participants, other FCH JU / HORIZON2020 projects, R&D community
Publications & Posters	Expert community, other FCH JU / HORIZON2020 projects
Project Video	General public, expert community at conferences, fairs, events
Social Media	General public
Industrial Advisory Board	Pre-defined group of board members
Intranet	Project team members

Table 1 Channels / Tools and Target Audience

3.3 Project Identity

The following chapters describe the identity designed for the H2FUTURE project.

3.3.1 Logo

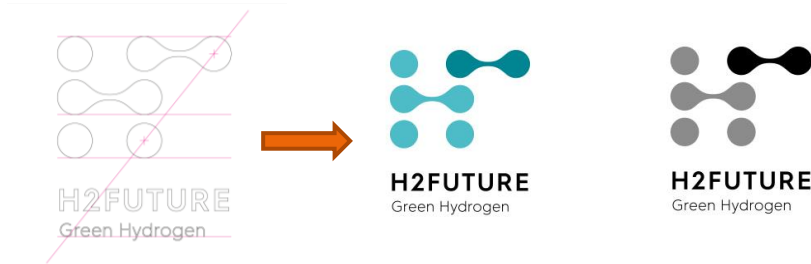


Figure 2 Project Logo

Design and final version of the H2FUTURE logo. The H2FUTURE style guide describes how to use the logo and what to avoid when using the project logo.

3.3.2 Project CI

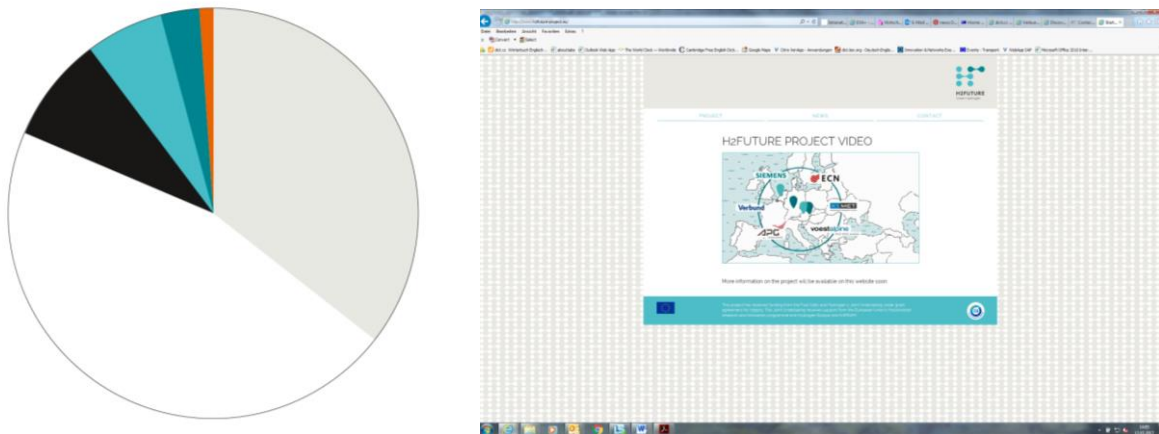


Figure 3 Project Colours & Draft Website Design

Project colours and suggested weighting. The H2FUTURE style guide describes how to use colours and fonts as well as examples such as a roll-up or website design (draft website).

3.3.3 Templates

PowerPoint and Word templates (for presentations, reports, minutes of meetings, etc.) are available for the project partners on the project SharePoint.

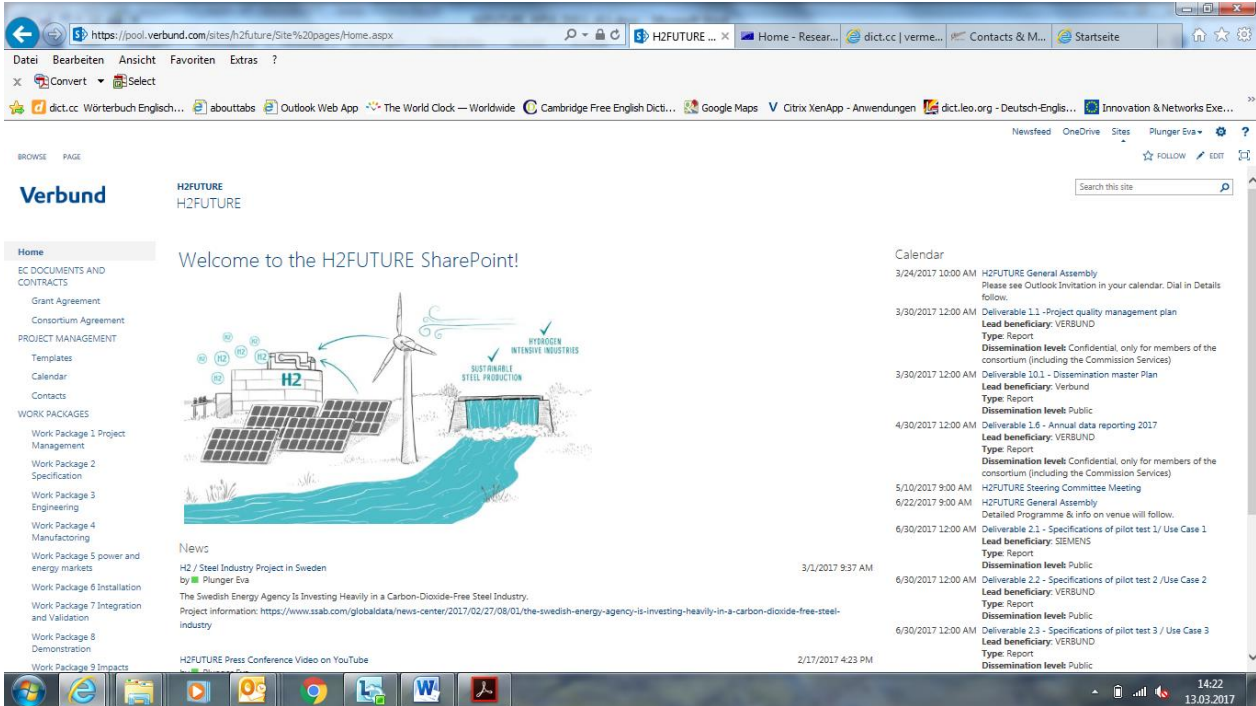


Figure 4 Project SharePoint

3.3.4 Display of Support for the Action

As described in Article 38 of the Grant Agreement (Promoting the Action – Visibility of Support), the partners will display the funding body on all communication material produced:



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 735503. This Joint Undertaking receives support from the European Union's Horizon2020 research and innovation programme and Hydrogen Europe and N.ERGHY.



Figure 5 Display of the Funding Body

3.4 Publicity Guidelines

Article 38 of the Grant Agreement (Promoting the Action – Visibility of Support) describes in detail how to display EC funding of the project.

According to Article 38, the beneficiaries are obliged to promote the action (i.e. the project) “to multiple audiences (including media and public) in a strategic and effective manner”. For communication events with a major media impact, in particular, the beneficiaries must inform the Joint Undertaking (JU). For example, the project kick-off press conference was organised by the project in close cooperation with FCH JU; Executive Director Bart Biebuyck was one of the keynote speakers at the press conference; texts, pictures and communication material were aligned in advance and exchanged between beneficiaries and the JU.

Furthermore, the information on support of the action must be made clearly visible on all communication materials and/or actions (see chapter 3.3.4). Any communication activity must indicate that it reflects only the author’s view and that the JU is not responsible for any use that may be made of the information it contains.

The beneficiaries will actively support the JU’s communication activities by providing material such as documents, summaries, public deliverables and other material including pictures, audio-visual material, etc.

4 Schedule of Dissemination Actions

The following figure illustrates the project lifetime and dissemination actions planned. This schedule will be updated regularly, in alignment with the project consortium as well as – for communication events with a major media impact – with the JU (see chapter 3.4).

Task	WORKPACKAGE DESCRIPTIONS	Leader	YEAR 2017												YEAR 2018												YEAR 2019												YEAR 2020												YEAR 2021											
			01.01.2017	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54						
WP10	Dissemination of the Project Results	Verbund	[Shaded area]																																																											
T10.1	Dissemination master plan	Verbund	[Shaded area]																																																											
T10.2	Intranet	Verbund	[Shaded area]																																																											
T10.3	Project web site	Verbund	[Shaded area]																																																											
T10.4	Actions to reach energy and environmental policy makers at national and European levels	Verbund	[Shaded area]																								[Shaded area]																																			
T10.5	Dissemination activities to reach the steel industry community in EU28 and beyond	voestalpine	[Shaded area]																																																											
T10.6	Dissemination activities to reach the power industry and the electricity sector in EU28 and beyond	Siemens	[Shaded area]																																																											
T10.7	Dissemination activities to reach regulatory bodies at national and European level	Verbund	[Shaded area]																																																											

Figure 6 Schedule of Communication Activities

A number of events will be scheduled after the commissioning of the electrolyser, including workshops on site visits, in the third year of the project:

- Energy and environmental policy makers at national and European levels will be addressed via workshops after the commissioning of the electrolyser (from project year three onwards)
- The steel industry community in EU28 and beyond will be reached via dedicated expert groups, seminars, lectures and site visits
- The power industry and electricity sector in EU28 and beyond will be addressed via workshops from year three onwards (after commissioning), and
- Regulatory bodies at national and European level will be targeted via ACER (and CEER); two workshops will be organised.

In addition to the workshops scheduled in the project plan, communication activities will be organised in alignment with external conference schedules. Media and press events will accompany major project events such as the commissioning of the electrolyser. The dissemination schedule will be updated on a regular basis in alignment with the beneficiaries and the JU.

5 Key Factors of Success and Evaluation

The beneficiaries will evaluate the success of their communication activities. A number of KPIs are therefore listed here in order to evaluate and potentially adapt communication measures during the lifetime of the project. The KPIs are listed in the table below.

Channel / Tool	KPI / How to measure success
Project Website	No. of users accessing the web page
Media Events / Press Conferences	No. of press/media articles
H2FUTURE Expert Events / Workshops	No. of participants / no. of high-level speakers
External Conferences & Expert Events	No. of conferences at which H2FUTURE was presented
Publications & Posters	No. of publications & posters accepted at expert conferences
Project Video	No. of visitors to website and YouTube
Social Media	No. of social media news items published
Industrial Advisory Board	No. of meetings organised
Intranet	SharePoint is actively used by each project team member

Table 2 KPIs per Channel / Tool

An evaluation of KPIs for each communication activity will be presented and discussed at selected Steering Committee and at the General Assembly meetings.