

Grant Agreement No.: 779606

Project acronym: EVERYWH2ERE

Project title: Making Hydrogen affordable to sustainably operate Everywhere in European cities

Call (part) identifier: H2020-JTI-FCH-2017-1

Thematic Priority: FHC-02-10-2017, Transportable FC gensets for temporary power supply in urban applications

Starting date of project: 1st February, 2018

Duration: 60 months

Project URL: www.everywh2ere.eu



WP7 – Exploitation, Dissemination, Communication, Stakeholders and Public Opinion Engagement
D7.2 – EVERYWH2ERE Leaflet and Poster

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1.0

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Dissemination Level		
CO	Confidential	
PU	Public	X

Executive Summary

The current deliverable (D7.2) is entitled “EVERYWH2ERE Leaflet and Poster” and is a public document of the EVERYWH2ERE project, produced in the context of WP7, Task 7.1 “Communication and Dissemination Activities”. The objective of WP7 is to maximise EVERYWH2ERE’s impact by connecting research and innovation activities to the public and professional audience.

Project printed dissemination materials (leaflet, poster, postcards, banners, roll-ups...) are fundamental tools that will be used and updated throughout the entire project duration to disseminate and communicate its outcomes and objectives. Although they include few technical information, they are organized in such a way so that it is easily accessed by a wide range of stakeholders and other interested parties in order to attract stakeholders to the project re-directing them to project website and social media to get more information.

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Abbreviations and acronyms

WP	Work Package
Dx	Deliverable number
M	Month
EU	European Union
RINA-C	Rina Consulting S.p.A.
FHA	Fundación para el Desarrollo de las Nuevas Tecnologías del Hidrógeno Aragón
D1	DELTA1 GUG (HAFTUNGSBESCHRANKT)

1. Introduction

This deliverable has been prepared within the framework of Work Package, “Exploitation, Dissemination, Communication, Stakeholders and Public Opinion Engagement”. It presents the structure and the purpose of the leaflet and the poster.

The following pages provide more details about the visual elements created for communication and promotion purposes, as well as how to use them consistently across all media and communications.

A clear visual identity is key to conveying a strong, consistent and unique image of the EVERYWH2ERE project, increasing the partners’ ability to communicate our mission, objectives and achievements. Such a visual identity connects all of the project’s partners together and makes the project more recognisable and understandable by the wider public.

Proper use of the EVERYWH2ERE logo, wordmark typefaces and colour palette contributes to creating a familiar look for the project on all means of communication, reinforcing its quality image at the same time.

EVERYWH2ERE printed dissemination materials are simple and useful dissemination tools and they will ensure the largest possible project impact and dissemination during events, conferences, workshops where the project will be presented. It is part of the bigger communication strategy that is carried out in the framework of WP7 under FHA Guidance.

The EVERYWH2ERE visual identity and external communication strategy is built upon the core concepts of the project:

- TRANSPORTABLE GENSETS
- ZERO EMISSION
- ZERO NOISE
- FUEL CELL
- HYDROGEN
- SUSTAINABLE ENERGY FOR TEMPORARY EVENTS
- SUSTAINABLE ENERGY FOR MUSIC FESTIVALS
- SUSTAINABLE ENERGY FOR CONSTRUCTION SITES
- DECARBONISATION
- URBAN PLANNING
- CITIES AND LOCAL COMMUNITIES
- LOW-CARBON ENERGY VECTORS

2. Project Logo

The logo is the cornerstone of the visual identity. It is the signature of our partnership and of the EVERYWH2ERE project as a whole. It must appear on all official communication and may not be modified in any way.

The project logo was prepared by RINA Consulting during the proposal phase and it has been formerly accepted by the Consortium which didn't ask for any modification of it after the project Kick Off. The logo has been already used in all project templates presented in D8.1.



Fig.1 – EVERYWH2ERE Official logo

The simplicity of this logo makes it adaptable to any kind of media, and flexible to be used well in all communication materials. It consists of a graphic part and a wordmark, which is the name of the project.

The graphic part (which surrounds the wordmark) is formed by hydrogen atoms, to suggest the central role of hydrogen in the project as innovative fuel for gensets and by some geo-localization pins that recalls urban interactive maps localizer to suggest that project gensets will be used everywhere in cities.

These pins contain symbols recalling the potential location of project demonstration (construction sites, music festivals, urban temporary events such as markets/fairs etc.) and the symbol of electric power.

The light blue and blue green (project official colours) of the heading of the name and of the whole logo of the project recall a sense of freedom and cleanliness that is the main goal of the use of zero emission – zero noise EVERYWH2ERE gensets

The EVERYWH2ERE logo has been designed and maintained by RINA-C having as its main objectives the following:

- To synthetically **describe the potential use of the gensets everywhere in cities** (“map pins”)
- To synthetically **describe potential demossites** (the contents of “map pins”)
- To highlight the **use of hydrogen** (highlighted by the atoms presence and different color of H₂)

3. EVERYWH2ERE Leaflet

This is the first design for a project Leaflet.

As the project has only recently started, this leaflet was created with a three-fold objective:

1. To publicize the existence of the project itself;
2. To convey the project's objectives and scope in a clear and visually appealing way;
3. To encourage European local authorities and other potential end-users to contact the project coordinators and get involved in the project as potential demonstrators.

In light of this, the marketing and graphic design teams of RINA-C have worked closely with Project coordinator and with FHA, WP7 leader, to outline a solid market positioning of the project and define the key elements of the leaflet.

As a consequence, we have created a rectangular leaflet that can be folded and is composed of 4 pages.

The cover page provides fundamental information about the project:

- Project's logo, acronym and long title;
- Reference to EU funding, FCH JU support and Grant Agreement number, as required by the Art.38 of the Grant Agreement;
- Project main concepts/keywords via "hashtags": #zeronoise, #zeroemission, #hydrogencities, #fuelcell

Graphic elements on the cover page already accompany the reader into the realm of hydrogen technologies and temporary generation for events thanks to a blue background of a music festival.

The second page introduces the mission and the challenges that the project aims to tackle (also thanks to a captivating and simple visual abstract of project mission) focusing since the beginning on the "Demonstration to market" mission of the project presenting relevant role of demonstration sites. At this point, the crucial role of EVERYWH2ERE demonstration campaign is presented, also towards a wider analysis of the impacts and the replicability of EVERYWH2ERE project. Demonstration sites categories already involved in the project are presented thanks to three pictures related to music festivals, construction sites and temporary events.

In the third page 25 kW and 100 kW gensets are briefly described highlighting project objectives in their design related to facility of installation/transport, low cost of the Balance of Plant components, enhanced performances, leverage of consortium partners' expertise in the application of Fuel Cells for the automotive sector.

25 kW and 100 kW gensets are briefly described with their own challenges/peculiarities in two dedicated columns.

The last part of third page calls for action, as it completely assumes an end-user's perspective activating a direct conversation with the reader to mobilise him/her. With two final question it is made clear that the project will "actively involve" stakeholders interested in the project not only to keep them informed to project outcomes ("Are you interested in EVERYWH2ERE project?") but also to engage further demonstration sites and European cities in the project ("Would you like to host one of EVERYWH2ERE gensets?").

In order to fully mobilise end-users, this page ends with the contacts (e-mail address, website and social media accounts) that an interested stakeholder should use to learn more about the project.

The fourth, closing page proudly shows the logos of the EVERYWH2ERE Consortium; given the wide expertise of our partners, we are confident this will prove readers that the gensets to be realized and the

D7.2 – EVERYWH2ERE Leaflet and Poster

objectives to be achieved in the project and introduced by the leaflet will be developed of outstanding quality, and that the project as a whole is characterised by high professionalism.

Project main contacts (website – social – QR Code for a direct connection via smartphone), EC and FCH JU Logos and reference to Grant Agreement funding and number are present at the end of the fourth page again.

This leaflet will be printed for all partners’ use at conferences, events and workshops where EVERYWH2ERE will be presented, starting from Y1 EU City oriented launching event. According to the project’s further developments and needs, the design may be updated by RINA Consulting into a second version, to advance new promotional campaigns and including updated project outcomes.

The leaflet design follows.



Fig.2 – EVERYWH2ERE Leaflet – Page 1-4

MISSION

Temporary diesel gensets are used everywhere in our cities (flats, markets, construction sites, temporary events and concerts...) and Non-road diesel engines account for 5-10% of fine-particle pollution in urban environment. Fuel cell (FC) can easily replace these technologies promoting 0 noise, 0 emission temporary generation. The main objective of EVERYWH2ERE project is to demonstrate at TRL8 easy to transport "plug and play" FC gensets. Demonstration results will be capitalized for replication, business model, environmental and logistic analysis.

Amsterdam, ADF, Ruiters

DEMONSTRATORS

The prototypes (4x25 kW and 4x100 kW) will be tested in construction sites, music festivals and urban public events all around EU. These events will be important showcases to promote FC potential to a large audience in order to increase their social acceptance and public awareness. An active involvement of public authorities and industrial stakeholders can foster the spreading of FC gensets opening a potential market doorway towards viable EU cities and Hydrogen economy.

GENSETS

To increase robustness and handling, the FC system and the H₂ storage will be installed in container solution. All gensets will be equipped with a remote monitoring system to track their position and performances. Automotive components will be used wherever possible in order to improve the system (both 25 kW and 100 kW) reliability and to reduce the BOP cost.

The 25 kW genset will be based on the PCS S2 FC Stack, in order to increase power output of the PCS stack, but reducing the CAPEX of the system. VTT is proposing an ejector solution to be applied to the 25 kW EVERYWH2ERE genset.

The 100 kW genset will be based on the PCS S3 FC Stack providing a very high power density and efficiency (>52%). The durability was predicted at least 5000 hours (for automotive application) and it will be capable to start up to -20°C.

Are you interested in EVERYWH2ERE project?
 Would you like to host one of EVERYWH2ERE GENSETS?
 CONTACT US: info@everywh2ere.eu - www.everywh2ere.eu

@everywh2ere

@everywh2ere

@everywh2ere

Everywh2ere Project

Fig.3 – EVERYWH2ERE Leaflet – Page 2-3



4. EVERYWH2ERE Poster

This is the first design for a project poster.

As mentioned for the project leaflet, this poster design also has three main objectives:

1. To publicise the existence of the project itself;
2. To convey the project's objectives and scope in a clear and visually appealing way;
3. To encourage European local authorities and other potential end-users to contact the project coordinators and get involved in the project potentially as demonstrators.

In light of this, the marketing and graphic design teams of RINA-C have worked closely with Project coordinator and with FHA, WP7 leader to define an effective graphic and text for a project poster.

As a consequence, we have created a rectangular, A1 poster.

The poster follows the same reading logic as the leaflet, though using a different order:

- Project logo, acronym and long title, surrounded by Project main concepts/keywords via “hashtags”: #zero noise, #zero emission, #hydrogen cities, #fuel cell
- Three boxes describing project mission, the gensets to be realized and the role of demonstrators
- Contacts;
- Reference to EU/FCH JU funding and to grant agreement number;
- Partnership logos

The same graphic elements are used as in the leaflet, with the similar blue background that recalls project demonstration in festival and cities

This poster will also be printed for all partners' use at conferences, events and workshops where EVERYWH2ERE will be presented, and more specifically during the Y1 launching event for cities to be organized and 2018 FCH JU Programme Review Days. According to the project's further developments and needs, the design may be updated by RINA-C/FHA into future versions, to advance new promotional campaigns.

The poster design follows.



#fuelcells
#zeronoise

EVERYWH2ERE

#zeroemission
#hydrogencities

Making Hydrogen Affordable to Sustainably Operate Everywhere in European Cities

MISSION

Temporary diesel gensets are used everywhere in our cities (markets, construction sites, temporary events and concerts...) and Non-road diesel engines account for 5-10% of fine-particle pollution in urban environment. Fuel cell can easily replace these technologies promoting zero noise, zero emission temporary generation. The main objective of EVERYWH2ERE project is to demonstrate at TRL8 easy to transport "plug and play" Fuel Cell (FC) gensets at urban level in order to identify and overcome technical and non-technical barriers for their widespread. Demonstration results will be capitalized towards the redaction of three replicability studies, the definition of a commercial roadmap for the complete marketability of the gensets within 2025, a detailed logistic and environmental analysis. Local authorities will be involved in the project since its beginning (as well as industrial stakeholders) to promote through policies and dedicated regulatory framework the spreading of FC gensets.

GENSET

The project is building on expertise from 12 partners coming from 7 EU countries and it will integrate already demonstrated robust proton-exchange membrane fuel cells (PMEFC) stacks and low weight, intrinsically safe pressurised hydrogen technologies into easy to install, easy to transport fuel cell-based transportable containerized gensets (4x25 kW and 4x100 kW).

The EVERYWH2ERE project aims to make European cities the living laboratory to demonstrate FC technologies not only for automotive and domestic contexts, but also for niche application where FC could become the turnkey technology thanks to their zero noise and zero emission generation.

DEMONSTRATORS

The prototypes will be tested in construction sites, music festivals and urban public events all around Europe, demonstrating their flexibility and their enlarged lifetime.

These kind of events can become an important showcase to promote the FCH potential to a large audience in order to increase their social acceptance and public awareness.

An active involvement in this process of public authorities and industrial stakeholders can foster the spreading of FC gensets opening a potential market doorway for FC deployment towards a unique and viable European Hydrogen economy.

@everywh2ere

everywh2ere

everywh2ere

Everywh2ere Project

PROJECT PARTNERS

www.everywh2ere.eu

This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement 775606. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe Research.

Fig.4 – EVERYWH2ERE Poster

5. EVERYWH2ERE Postcard

In order to recall the “city oriented” nature of the project and to facilitate the engagement and call for actions by potential stakeholders and demonstration hosting institutions, a postcard has been realized to simplify as much as possible the promotion of the project, activate stakeholders’ engagement and promote project website/social media etc.

The size of the postcard is a standard envelope/postcard format (10x15 cm).

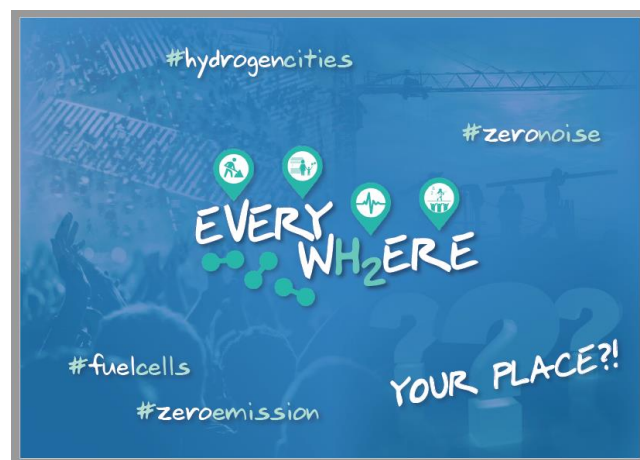
In the front page of this rectangular postcard, project logo is presented in the centre of the structure of the postcard together with “project keywords”. The logo is drawn on a blue surrounding background evocating via images music festivals, construction sites and temporary events in three of four quarters of the postcards.

In the fourth quarter a series of question mark is presented with the captivating question: “Your place?”

In the back of the postcard a call of action to the receive of the postcard is addressed like “the main message of the postcards”. Project contacts and references are presented in the “address area” of the EVERYWH2ERE postcards while reference to EC/FCH JU funding and support and to the Grant Agreement number is presented on the top of the rectangle.

The main goal of the postcard is to easily attract the interest of the reader and re-direct him to project website and social media for further information.

The postcard design follows.



D7.2 – EVERYWH2ERE Leaflet and Poster

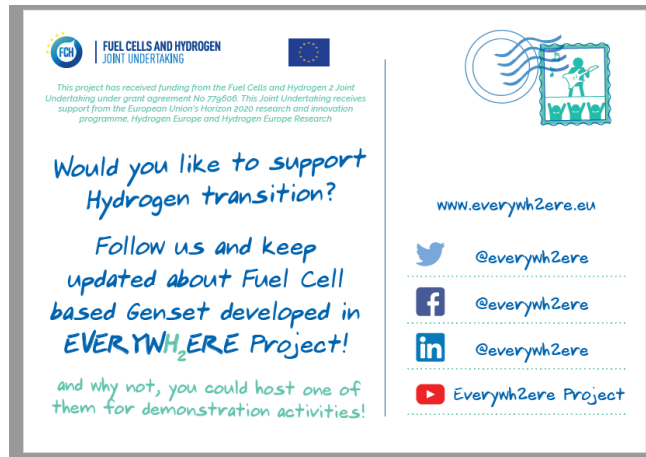


Fig.5 – EVERYWH2ERE Postcard

6. Conclusion and Future Plans

In this deliverable EVERYWH2ERE printed dissemination material is presented.

RINA-C, under FHA supervision as WP7 leader, drafted a leaflet, a poster and a postcard that will act in this first launching phase of the project as relevant dissemination and communication material during events, conferences, workshops etc. where EVERYWH2ERE Consortium delegate will attend.

The main goal of this material is currently to capture readers' interest and stimulate its will to get more information about the project via project website and social media. Furthermore this kind of material aims to activate action from the stakeholders particularly for what it concerns request of information about hosting the demonstration campaign.

With all these measures, including a graphically appealing, easy text formats and well-structured contents, RINA-C, FHA and the other Consortium partners have laid the ground for an appealing dissemination campaign that attracts many visitors and will redirect to the main communication channels (website/social media).

The structure of the printed material is similar and effectively connected to the main concepts that the project would like to promote.

RINA-C will further update the contents of leaflet and posters according to progress updates and status and also under the guidelines received by FHA (as WP7 leader) and D1 (H2Corner developer).

Only by keeping the material updated and addressing audience to an up-to-date website, it is possible to ensure a maximum outreach potential for the project communication and dissemination.

RINA-C has set up monitoring tools to continuously control where flyers and posters will be presented (Dissemination tracking tool). This tool will be constantly tracked and updated by FHA.