

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 – “Dissemination, Stakeholders and Public Opinion Engagement”
D7.3 – “Dissemination & Communication Plan”

Due date of deliverable

31 July 2018

Actual submission date

31 July 2018

Deliverable version

1.0

Organisation name of lead contractor for this deliverable: FHA

Dissemination Level		
CO	Confidential	
PU	Public	X



Executive Summary

The communication, dissemination and awareness plan (CDAP) defines the communication tools to be developed and used towards a successful dissemination of the Project and its results. The project Grant Agreement, through the Description of Action, contained the draft of this plan as part of the measures to maximise the Project’s impact. The definition of a dissemination and communication plan for the suitable promotion of the project: identification of agreed dissemination measures/procedures/channels, dissemination events, stakeholders engagement and events is one of the key activity to guarantee a proper project promotion and the achievement of the expected impacts. The CDAP will be updated at M30 and M45 during the Project duration, followed by a final report on dissemination activities and materials by the end of the Project.

Table of Contents

Executive Summary	2
1. Introduction	3
2. Objectives and Communication Audit	5
3. Determination of Audiences	14
4. Main messages	18
5. Communication and Public Relations Actions	20
a. Communication Actions	20
b. Communication Channels and Tools	22
6. Criteria for the Evaluations of Results	28
7. Conclusions	30
A. Annex 1: FCH Stakeholders classification	31
B. Annex 2: Event Plan for Maximising Impact of Dissemination & Communication	32

Abbreviations and acronyms

FC	Fuel Cell
FCH JU	Fuel Cell Hydrogen Joint Undertaking
SWOT	Strengths, Weaknesses, Opportunities, Threats
T	Task
EC	European Commission
TRL	Technology Readiness Level
M	Month



1. Introduction

EVERYWH2ERE project (making Hydrogen Affordable to Sustainably Operate Everywhere in European Cities) has been funded under “FCH-02-10-2017: Transportable FC gensets for temporary power supply in urban applications” and it can be considered as a lighthouse project for industrial demonstration of FC niche application to unlock market potential of FC based technologies. In this sense temporary gensets have a huge potential as they are everyday technologies that can be easily recognized by common people in their cities. The EU market for temporary and transportable power is increasing due to the general improving economic outlook driving the growth in construction activities, and the increase of social and cultural events (festivals and markets) in urban areas. Diesel gensets are the current status quo in the targeted applications and the societal challenge to be addressed is the reduction of carbon emissions and noise pollution, while achieving higher energy efficiencies in the urban environment. This topic provides a potential ‘doorway’ to the much larger diesel genset replacement market by facilitating fuel cell deployment into “early markets” where diesel genset replacement is reachable due to increasing urban regulations on noise and harmful emissions. The current “clean” alternative to diesel gensets is to connect the temporary loads to the local distribution grid. However, due to capacity issues on the grid, this procedure-most often caused grid stability problems and/or it is impossible to find the right connection point to the grid.

The main goal of EVERYWH2ERE is to demonstrate at TRL8 first of their kind easy to transport “plug and play” Fuel Cell (FC) gensets at urban level for temporary power supply in different sectors (construction sites, music festival, temporary events, exhibition centres....). Leveraging EU excellent expertise in the field of automotive FC and telecom backup power solution, the EVERYWH2ERE project promotes 0 emission and 0 noise generators (KEY MESSAGE), showing through a wide EU demonstration campaign cost-effectiveness and logistically and technically viability of the proposed solutions, also through an active involvement of local authorities which will have the crucial role of promoting policies and authorization framework to support the use of FC gensets also overcoming technical and non-technical barriers and unlock investments for the deployment of the use of such systems across the EU as a potential ‘doorway’ for fuel cell deployment into “early markets”..

EVERYWH2ERE is a five-year “demonstration to market” project aiming to prove FC equipped gensets’ reliability via a robust and EU widespread demonstration campaign.



EVERYWH2ERE project will integrate already demonstrated robust PEMFC stacks and low weight intrinsically safe pressurized hydrogen technologies into easy to install, easy to transport FC based transportable gensets. 8 FC containered “plug and play “gensets (4×25 kW + 4×100 kW) to be tested in construction sites, music festivals and urban public events all around Europe.

The EVERYWH2ERE project is aligned with the different initiatives promoted by the European Union to reduce dependence on fossil fuels and promote the use of local and renewable energies.

2. Objectives and Communication Audit

The objective of Deliverable 7.3 is to describe the planning for dissemination, communication and awareness activities and tools to be carried out so that EVERYWH2ERE can achieve an adequate level of visibility and impact in Europe and abroad at the desired dissemination levels. The report describes through the sections the approach to dissemination, procedures, means and methodologies for internal communication between partners, reviewing also the procedure to present the project to a further audience outside the project consortium.

The document aims at defining the general communication tools that will be used to disseminate the project and also the method to follow by the Project partners to ensure the impact of the project through media and press releases and information distribution to stakeholders.

The dissemination and awareness plan is an important set of tools that has to be complementary to the outcomes resulting of the project developments, having the common goal of maximising the impact. It is important to remark that, given that the intention is that the project results are also market oriented, an exploitation strategy and business plan will be also developed throughout the project. Therefore, the plan definition and the following updates have to be also dedicated to maximise the impact to the interested stakeholders according to the studies on assessment of market potential and the strategic plans for commercial exploitation of the results. For this, in this document it is foreseen:

- Define the communication objectives of the EVERYWH2ERE project to achieve maximum diffusion and the results obtained during its development.
- Delimit the protagonists, actors and public interest of the project and the partners that promote it from the point of view of communication.
- Determine the most appropriate messages for each of the defined audiences and the main channels and communication strategies to disseminate them.
- Establish and coordinate the main dissemination actions of the EVERYWH2ERE project in a plan that allows planning and structuring them.
- Propose actions that facilitate internal communication between project partners in order to achieve maximum effectiveness.
- Pose communication guidelines and behaviour to be followed in contingencies that may subject the project to high levels of stress: crisis.
- Establish communication management procedures in social networks, websites, printed materials etc..

From the point of view of its communication, a situation analysis of the EVERYWH2ERE initiative can be carried out as a preliminary audit through the SWOT methodology, which allows delimiting factors internal to the project-weaknesses and strengths- and external-threats and opportunities- what must be considered. Subsequently, through the CAME methodology, action will be proposed to correct the weaknesses, face the threats, maintain the strengths and exploit the opportunities.

STRENGTHS

N.	Strengths	Maintain strengths
1	<p>Wide experience of the partners involved in the communication activities and stakeholders engagement:</p> <ul style="list-style-type: none"> - FHA and ENVI in H2 and energy sector, and at local and national level - D1 as promoter of music festivals and particularly devoted to green events - ICLEI, great expertise in cities and stakeholders involvement - RINA-C, a big company with great experience in H2020 	<p>Apply the successful experiences developed by the partners in their communication strategy adapting them to the EVERYWH2ERE project.</p>
2	<p>During the project 8 physical units will be created, giving easy, abundant and very frequent material to disseminate to any kind of target audience, especially to general public.</p>	<p>Take advantage of the different phases of construction, commissioning and operation of the units, and incorporate them into the communication and dissemination actions.</p>
3	<p>Area of dissemination. There will be many places around Europe</p>	<p>We must encourage users and event organizers where the demonstrations are held to promote that</p>

N.	Strengths	Maintain strengths
	<p>where the project will be demonstrated: Germany, Italy and Spain at least. This will allow reaching a huge amount of people, one of the main objectives of any dissemination plan.</p>	<p>their event will be more environmentally conscious thanks to the EVERYWH2ERE project and that in all or most of the commercial communications and marketing actions that they make, it is reflected that This is thanks to the EVERYWH2ERE project. It would be interesting, although complicated due to lack of budget, that in all the locations where a hydrogen-based generator is installed, a H2CORNER would be established to inform about the action being carried out. You also have to keep in mind what type of event is and the assistant public.</p>
4	<p>Mouth to mouth dissemination. Once the demonstration project is on-going, this project could easily be spread to many different target audiences through the various social media controlled by the demo-site promoters, especially Music festivals. In this way, the users of the project will become one additional tool of the dissemination plan.</p>	<p>We will strengthen this by collaborating with the entities organizing the event in the dissemination in social media of the event in question; remembering that this time the event will be more sustainable. We can also provide a content media schedule with messages ready to facilitate the dissemination of the project.</p>
5	<p>During the project, a visual tool will be developed showing dynamically the places where the units are being testing and the environmental impact in real time.</p>	<p>It is a material very easy to share through the different channels identified. Put especial emphasis in social media during the events.</p>

WEAKNESSES

N.	Weakness	Correcting measures
1	Project based on the construction of prototypes that will not materialize for a while (year 2 and beyond) and with a lot of internal work that is difficult to disseminate	The messages, contents, materials and activities have to evolve in parallel to the project. During initial phases, a credible and truthful story has to be elaborated, building a favourable state of opinion to the project until physical units can be shown.
2	Long duration of the project.	To adapt the amount and the frequency of activities as function of the stage of development of the project.
3	Until year 3 music festivals & other events will not “see” the units	Special care has to be taken with potential demo-sites, giving them an adequate feedback of the development of the project in order to maintain their interest
4	Participation of partners from 6 countries, with different policies, communication objectives and corporate cultures, in some cases without experience in the management of communication of hydrogen projects. Moreover, some of the partners in charge of involving demo-sites or stakeholders (Acciona, D1, ICLEI) do not have any background on H2	Establish and maintain the appropriate channels of internal communication between project partners so that their joint or isolated actions contribute to reinforce and achieve the project's objectives. Partners more experienced in H2 technologies should support any necessity of other partners.
5	Heterogeneity of the background and position of the contact persons of the demo-sites. Responsible of construction sites have technical background and the approach cannot be the same as a promoter of a Music	To remind partners to be aware of this fact when approaching new potential demo-sites

N.	Weakness	Correcting measures
	Festival or city temporary event, with null technical knowledge.	
6	Great extent of the target audiences to be considered and the need to maintain coherence in the contents generated and the uniformity in the messages that are transmitted, which must work well in the languages of every partner and English.	Joint characterization of the public of interest and its management, in a group of shared work and whose actions are in permanent revision.
7	Unawareness of H2 technologies by anyone who has to be contacted: festival promoters, local authorities, technicians of temporary events, general public, managers and workers at construction sites.	To elaborate brochures adequate for each type. Maybe with 2 kind of brochures (one more technical than the other) can be enough.
8	Lack of clarity in boundary conditions that a potential demo-site has to fulfil to be selected. During the first year partners are searching for potential demo-sites telling them about the project and trying to involve them for demo period, but without guarantees about its final selection.	The time the project has until it can do the demonstrations should serve to establish not specific events but features that the event should have as it is done in an isolated place, diesel consumption by their generators etc. For this, a standardized questionnaire will be carried out to send the responsible persons of the organizations of these events and to be able to carry out a previous classification. Allowing us to categorize the demo sites quantitatively and qualitatively.

OPPORTUNITIES

N.	Opportunities	Exploit the opportunities
1	The project will showcase functional hydrogen gensets in the streets and at working sites. A successful demonstration will support the business of the industrial partners directly linked to hydrogen.	A matter to focus on during last stages of the project. Give especial relevance to this aspect in the dissemination activities.
2	Good reputation and values associated with the beneficiaries and associate partners participating in their respective fields of activity	Exploit this fact when promoting dissemination and awareness actions, incorporating their positive values into the communication strategy.
3	Growing interest among consumers for energy-efficient and environmentally-friendly electricity production devices. Fossil fuels (especially diesel) are being demonized and regulations are becoming more restrictive. EVERYWH2ERE can prove that exist non-pollution alternatives to gensets. Air emissions regulation may be an ally opening new possibilities for H2 gensets in the market	To monitor the updates in this kind of regulatory aspects and take advantage by launching a press release or similar, and incorporating it in the general brochures of the project and in the website.
4	Hydrogen starts to be visible for citizens and general public in Europe, mainly due to the opening of HRS (Hydrogen Refuelling Stations) across Europe, especially in Germany (not so visible in Spain and Italy). EVERY2H2ERE takes advantage of	Exploit this fact when promoting dissemination and awareness actions, incorporating their positive values into the communication strategy. To this end, the participation of project partners in events, fairs, etc. with a more general public will be encourages. Take advantage of marketing campaigns such as the Hydrogen Week to hold Open Door Days at the partners'

N.	Opportunities	Exploit the opportunities
	this facilitating achieving a favourable state of opinion.	facilities, with workshops and other activities so that the public in general becomes more aware of the existence of technologies based on h2 and its close applications.
5	Clear, direct and recognizable alignment of the project to the European, national and regional energy sustainability objectives and strategies. This may facilitate the establishment of collaborations with other European projects or initiatives in which EVERYWH2ERE can provide a solution to the necessity of temporary energy supply.	
6	It is quite probable that other niche markets suitable for H2 gensets are detected during the development of the project, taking advantage of lack of noise and pollution.	Take advantage of the probable detection of other suitable market niches for the H2 generator sets and frame them in the reports as lessons learned and future of this market. Encourage that this information has been possible thanks to the realization of tests of prototypes in real situations.

THREATS

N.	Threats	Face the threats
1	Unawareness of Hydrogen technology by potential promoters of demo-sites (both construction, festivals or urban) and end users.	Partners approaching them should have the right material to support the beneficial aspects of H2.
2	The budget available in the project for demo activities is quite scarce, which can become a barrier to convince promoters to incorporate H2 gensets in their events during the demo period.	To elaborate contract proposition to demos. Suggestion: same contract as diesel, only gas, gas and diesel, for free.
3	Delays in the fabrication of the prototypes, which can impact their use in certain demo-sites already agreed (usually once per year). Explanation to demo-sites will be required.	The dissemination leader should be aware of this kind of issues to be prepared in case negative news appear in media.
4	Demo-site already selected that finally cannot be selected for any unexpected issues that may arise during fabrication or testing, or due to logistic. Explanation to demo-sites	The dissemination leader should be aware of this kind of issues to be prepared in case negative news appear in media.
8	Reluctance to accept the units of an already selected demo-site.	For this purpose, through the event classification questionnaire the project will have substitute events with the same categories and specifications as the demo site that may stop wanting to participate in the project and may have others as a wildcard.
5	Expectations unfulfilled. Everywh2ere may pose expectations in the promoters that do not correspond to reality and during demonstration they get disappointed by the operation.	Try to give a realistic view during the initial contacts of what can do and cannot do the units. It is essential that a coherent and transversal message is used for all the partners contacting with demo-sites

N.	Threats	Face the threats
6	Issues with the permits for operating the units in the demo-sites. Very dependent on countries, regions and even at local level. It can impact the whole demo-site campaign	It is more a project management issue, but from the point of view of dissemination, special care has to be put on any activity linked somehow with these matters.
7	Minor or major accidents. In case any kind of problem happens, a crisis may arise.	To prepare a manual of actions in case of a crisis happen
8	Appearance of other competitor alternatives either technological (based on electrochemical batteries) or H ₂ based (combustion, or fuel-cell based)	A technological surveillance has to be established in the project, in order to be prepared during public dissemination activities

3. Determination of Audiences

Stakeholders or interest groups are, from a broad perspective, any group or individual that may affect or be affected by the achievement of the project's objectives. For an adequate development of the same, it is possible to determine the following groups and interest, of which some fundamental criteria are exposed in terms of their management:

Target audience	Influence	Objective	Message Content	Possible tools
Community, national and regional administration	High	Inform Sensitize	General information about the project: beneficiaries, phases, results and achievements Benefits derived from the cooperation developed	Project events Explanatory meetings Send of materials Transfer of socio-economic and environmental benefits of the action
Beneficiaries and partners of the project	High	Accompany Support Sensitize	Communicate the results and the progress of the project Coordinate communication Cooperation in the dissemination and distribution of tasks	Internal communication Participation in acts of other partners and groups Joint meetings with other entities Project work meetings and networking among partners Participation in events, fairs and congresses
SMEs and large	Medium	Inform Attract	General information about the project	Sending information

Target audience	Influence	Objective	Message Content	Possible tools
companies (See Annex1)			Results and business opportunities	Meetings Demonstrative acts Technical sessions
Research and educational centers	Medium	Inform	General information about the project Technological developments	Sending information Technical sessions Project presentations
Event organizers	High	Inform Involve	Business opportunities and business transformation Cost effectiveness Security and simplicity of operations Dissemination	Training Generation of contents Sending materials for your exhibition Demonstration events Actions with media and interest groups H2CORNER
Gensets Companies	High	Inform Involve	Business opportunities and business transformation Cost effectiveness Security and simplicity of operations Dissemination	Training Generation of contents Sending materials for your exhibition Demonstration events Actions with media and interest groups H2CORNER
Clusters and sectoral organizations	Medium	Inform	General project information	Sending information



Target audience	Influence	Objective	Message Content	Possible tools
related to hydrogen				Meetings with associations and other representative projects
General and specialized media	High	Inform	General information of the project and evolution Construction of prototypes Cooperation Technological developments Associated investments Energy sustainability	Sending information periodic meetings. Participation in events Offer of contents (written and audiovisual) that are generated with the project Provision of qualified EVERYWH2ERE spokespersons Participation in radio, TV and special written or online programs Driving experiences Transfer of socio-economic and environmental benefits of the action
Citizens where demonstrations are held and	High	Inform Sensitize	General project information	General information

Target audience	Influence	Objective	Message Content	Possible tools
general citizenship			<p>Achievements derived from cooperation</p> <p>Energy sustainability, environmental benefits</p> <p>Operation of the facilities</p> <p>Familiarization with technology and its use</p>	<p>Demonstration events</p> <p>H2CORNER</p>
Promoters of other related initiatives	Medium	<p>Inform</p> <p>Collaborate</p>	<p>General project information</p> <p>Opportunities for cooperation</p>	<p>Meetings</p> <p>Participation in events</p> <p>Forums of the sector</p> <p>Search for collaborations and support in diffusion</p>
Economic and social agents at European level	Low	Inform	<p>General project information</p> <p>Business and employment opportunities</p> <p>Environmental benefits and sustainability</p>	<p>Explanatory meetings</p> <p>Participation in the events that are organized</p> <p>Collaboration for dissemination in sectorial organizations</p>

4. Main messages

Below are some proposed messages for dissemination to the indicated audiences or others in the communication tasks that are carried out around the EVERYWH2ERE project. This selection may be modified and completed in the different updates of this document that are carried out:

The EVERYWH2ERE project contributes to sustainable development at a European level through a cooperative initiative in the design and development of portable hydrogen-based generator sets, alternative to the current diesel groups, which are capable of meeting the electricity supply needs in those temporary events in which the access to the electrical network is complicated.

This message intends to present the general aim of the project using keywords like: sustainable, H₂-based generators, alternative to diesel, temporary events.

The EVERYWH2ERE project improves the quality of life of citizens, by making gensets based on hydrogen accessible, free of emissions and whose characteristics of use are analogous to conventional systems used for current generators.

This message states that H₂ is not yet accessible to citizens, and the project will bring them closer, and that is good for citizens as it is a free emissions technology.

The EVERYWH2ERE project unlocks the potential use of FC in gensets market, which are often used in construction sites and music festivals/temporary events: two sector where the attention to sustainability is increasing more and more.

This message highlights why gensets could be an entry point for FC to a large utilization of hydrogen technologies.

The EVERYWH2ERE project contributes decisively to environmental and energy sustainability and to achieving the decarbonisation objectives of the European Union economy, even in a niche sector.

It is very generic message stating the alignment with decarbonisation objectives of EU. It is short and can be used easily throughout the whole duration of the project.

An agile authorization and legalization of equipment and regulations will enable a faster deployment of hydrogen generators, which will replace the current ones that emit greenhouse gases and contribute to the profitability of the equipment. .

A message oriented to regulation bodies and authorities. The project will deal with these issues and lessons learned will give invaluable insights.

The application of hydrogen technology to portable gensets and its supply, generation and distribution opens a wide range of possible business and technical developments in the construction, maintenance and operation of this type of facility.

Message oriented to potential stakeholders, giving the vision of the impact in the industrial market if the project is successful.

The fuel cell generators, such as those that are part of the EVERYWH2ERE project, are safe, zero emission electric generators that have equivalent performance to conventional ones and a remarkable economy of use.

A message that provides a bit more technical words (fuel cell) probably unknown to the general public, and highlighting safety.

The results of EVERYWH2ERE go beyond the duration of the project and it is planned to establish mechanisms so that the cooperation experiences developed and the achievements obtained last over time.

It is simpler way to say that the project will end in TRL 8 and that the intention is to keep running after ending the project

5. Communication and Public Relations

Actions

This section contains a proposal for internal, external, crisis and public relations communication actions. The beginning of the actions is proposed as of July 2018.

a. Communication Actions

Internal Communication Actions

Joint planning with partners and development of the actions included in the initial version of the Dissemination and Awareness Plan (DAP) of the EVERYWH2ERE project and in its three planned updates (1/9/2019, 1/5/2021, 1/ 1/2023), as well as a careful consideration of all the activities developed in the summary execution report at the end of the project, which will serve as a reference for the launch of new initiatives and implementation phases of EVERYWH2ERE.

Creation of an **internal communication network** between the project partners, determining the responsible person or persons in each organization and establishing the channels and channels so that the contact is constant. It has been established a NextCloud repository for the project so the partners can shared documents, information, etc. About the project.

In the project repository a dissemination and communication tracking tool has been uploaded to track under FHA leadership all dissemination events where the project has been presented.

Update with the collaboration of all partners of the **contact databases** to send information about the EVERYWH2ERE project.

Making a **calendar with the communication milestones** that each member has in their own organization to disseminate EVERYWH2ERE and avoid overlaps. Continuous update.

Creation of **complete and up-to-date databases with journalists** from regional, national and international, generalist and specialized media.

Sharing among all the partners of the available **communication material** that can be used to disseminate the project: photographs, videos, documentation, graphics ...

Determination of collective spokesperson and spokespersons in each of the participating organizations to report on the progress of the project.

External communication and public relations actions

Preparation of a **press kit** on the EVERYWH2ERE project that collects the main information about the project and about the participating partners, as well as graphic material for use in publications and the Internet. It must be on the web and be downloadable.

Periodic preparation of **press releases** that record the milestones and progress of the project, as far as possible with audio, photo and video file treatment to accompany them. Among them, those corresponding to the following milestones:

- Formal start of the construction of the equipment. A statement in each case.
- First tests with fuel cell generators.
- Official opening of the demonstration phase with each of the teams. A statement in each case.
- Project work meetings and conferences, press releases and publications and magazines collecting what was discussed in these meetings.
- Presentation of the EVERYWH2ERE project at the FCH JU.
- Specific work meetings to transfer project experiences to interested entities.
- Conducting a joint event to celebrate the opening of the demo sites when the entire network is operational.
- Real experiences of hydrogen fuel cell generators in the events that are part of the project.
- Launch at the end of the project an explanatory video with the main results, demonstrations, messages and impacts obtained during the development of the same.
- Launching of two videos explaining both the operation of the hydrogen fuel cell generators and their transport as well as the construction process of them.
- Preparation of a question and answer document (FAQ) about the project.



b. Communication Channels and Tools

The following are the communication channels that EVERYWH2ERE will use to disseminate the knowledge, progress and results of the project:

EVERYWH2ERE website

With a simple and already operational approach, it will be one of the main communication tools of the project. It will publish their progress, news, events and useful content. It will be maintained with contributions from all partners, who will have a link in their respective web pages to EVERYWH2ERE to disseminate it and ensure its visibility.

The EVERYWH2ERE website www.everywh2ere.eu will have two main roles:

- Dissemination of information about the EVERYWH2ERE Project: This will contain information for different audiences, news and events listings, as well as a repository for project reports and other background information such as guidelines, methods, evaluation criteria or questionnaires. The website will be added to regularly to encourage return visits. The website will create links with other related projects in order to improve search ranking results, to help promote the project and engage with the wider community.
- Dissemination of information to allow the project to be replicated: Content will form a toolkit of information and resources to facilitate the replication and exploitation of the project. This includes technical reports and case studies that explain how EVERYWH2ERE is structured, EVERYWH2ERE achievements and the lessons learned, so others can benefit from EVERYWH2ERE experience.

The overall responsibility of updating and operating the website (designed and realized under RINA-C responsibility) will be the one of FHA and all partners will be asked to validate the website specifications and to contribute to its content development.

Planned dissemination actions beyond the completion of the EVERYWH2ERE project are that the EVERYWH2ERE website platform will be maintained for at least 1 year after the completion of the project, to serve as a reference for future EU replications of EVERYWH2ERE concept.

The public deliverables are envisaged to be maintained for 1 years after the finalisation of EVERYWH2ERE project. Its maintenance will be responsibility of RINA-C and FHA.

EVERYWH2ERE Graphic Material

The EVERYWH2ERE project logo has been developed with input from all partners to create a distinct brand:



EVERYWH2ERE Project Logo

The EVERYWH2ERE logo will be used on all EVERYWH2ERE communications (presentations, leaflets, posters, video, etc).

The EVERYWH2ERE project logo, the FCH2JU logo and the EC logo must be present in all publications, presentations and equipment funded by the project:



The EVERYWH2ERE project logo, the FCH2JU logo and the EU emblem are to be displayed on equipment as well as all dissemination material realized and funded by the project, this is a requirement from the project funders. There are no specific stipulations on logo size, EVERYWH2ERE will take a common sense approach to make these sufficiently prominent and ensure the project funders are properly recognised for the significant support they have provided.



Events and work meetings.

Presentation of EVERYWH2ERE in the main forums of the sector. Among them, with other European regions interested in the use of this equipment in public activities (smart cities), with SMEs and companies that show interest in hydrogen technologies applied to portable gensets

Press

Main channel to reach the general public. Articles and press releases are included in local, regional and national newspapers, as well as a press kit that will help the informants who will publish content about EVERYWH2ERE.

Press releases to announce important achievements will be coordinated with and delivered through the Steering Committee. The objective will be to get steady and significant coverage of EVERYWH2ERE in national and international press and media throughout the duration of the project. EVERYWH2ERE will run a press day at a project launch event, using multi-media webcast or similar to widen impact. Issue regular newsworthy updates from all partners throughout the EVERYWH2ERE project (aim minimum one per partner per year).

A press release has been redacted by RINA-C within M2 and already circulated to FCH JU and partners and available on project website.

Printed material.

With the basic information, objectives and expected results of the project, they will be on the web to be downloaded and will serve to support the presentations that take place in fairs and congresses, as well as in the work meetings that are organized.

EVERYWH2ERE will produce literature (eg flyers) for local dissemination to help inform the community groups and networks of the attributes and benefits of FCH technologies, with the aim of raise their awareness and levels of knowledge so that any negative preconceptions can be dispelled.

As example of pro-active written communication with local stakeholders to outline EVERYWH2ERE and advised all local residents of the proposals to install hydrogen gensets in different events.

Further activities in this area will help address any potential areas of concern which may be raised by local stakeholders – individuals or community groups – on any aspects of the EVERYWH2ERE project delivery or ongoing activities.

Project posters and flyers have been already realized by RINA-C within M4, uploaded on the project website and distributed to the whole consortium during M5 General Assembly.

Cooperation with projects and initiatives.

Since EVERYWH2ERE is a project of the FCH2JU and also is aligned with the different existing national initiatives in Europe in relation to hydrogen mobility, working meetings will be organized with these entities and with relevant projects that are already underway in the EU as HyLaw and HySea.

Social Media

Publication of project news on the LinkedIn network from the accounts of project partners and dissemination of results on social media.

After a careful analysis, the following social media mix has been identified as the most efficient to reach our target audiences:

- LinkedIn: 50% of B2B buyers use LinkedIn when making purchasing decisions¹, so LinkedIn is the ideal channel to reach SMEs and large companies, genset companies and sectoral organizations related to hydrogen
- Facebook: Facebook has 2 billion monthly active users (88% of those 18-29, 84% of those 30-49, 72% for those 50-64, 62% for those 65+;² source: <https://sproutsocial.com/insights/facebook-stats-for-marketers/>). It is therefore the best social media to promote events or engage a specific local community and it will be used to engage the general public
- Twitter: Twitter is a conversation-based social media and 47% of marketers agrees that Twitter is the best social media channel for customer engagement³. It is therefore an useful social media to create debates and online conversations around the project and to engage Economic and social agents at European level
- YouTube: the YouTube channels will be used to share EVERYWH2ERE videos as the number of online video platform viewers were around 1.47 billion in 2017.

The social media strategy will ensure the correct dissemination of EVERYWH2ERE information and a coherent action with the general communication strategy, disseminating key

¹ Fontein Dara, The Ultimate List of LinkedIn Statistics That Matter to Your Business (2016), retrieved from <https://blog.hootsuite.com/linkedin-statistics-business/>

² Osman Maddy, 28 Powerful Facebook Stats Your Brand Can't Ignore in 2018 (2018), retrieved from <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

³ York Alex, 61 Social Media Statistics to Bookmark for 2018 (2018), retrieved from <https://sproutsocial.com/insights/social-media-statistics/>



messages, as well as interacting with audiences and profiles of interest. In addition, specific social media pages will be created for the project and, consequently, an editorial plan will be developed to make sure that all EVERYWH2ERE social media channels are regularly up-to-date with new, useful and valuable contents for the target audiences.

Real cases in the demo sites.

Technical sessions, use and maintenance events of the fuel cell generators will be carried out in each of the demonstrations in which they are put into operation, in addition to these facilities may contain explanatory materials. These events will also show the operation of the hydrogen supply stations and the production of clean hydrogen.

Demosite visit in ACCIONA construction sites will be promoted, but the main dissemination activities will be promoted through the **H2CORNER (D7.4)**, in music festival and temporary events. The info point, which will be setup by D1 or the respective local project partner, will be mounted during events where the EVERYWH2ERE gensets will be used in order to promote FCH technologies through a simple, direct and participative approach.

Email Newsletters

Visitors to the EVERYWH2ERE website will be offered the opportunity to sign up for a regular email newsletter which will give regular updates, develop EVERYWH2ERE profile, and achieve wider stakeholder recognition. It will use examples from EVERYWH2ERE activities, interviews with project ‘champions’, quotes from end users and will highlight EVERYWH2ERE success and linked opportunities. This will also be distributed via a database of stakeholders and interested parties.

At this purpose a newsletter will be distributed at least **once a year**. This is an electronic means to distribute project findings, news, and related events, workshops, seminars etc. and thus used to inform the interested audience with key findings and topics of project. The contents of the newsletter will be based on the continuous progress of the project and will be prepared by RINA-C/FHA with partners contributions. WP leader (FHA) will edit and distribute the newsletter, which will be sent out electronically to key stakeholders.

The consortium agreed to have only one yearly newsletter as it will promote project outcomes via ICLEI and GreenMusicInitiative/D1 newsletter as specifically suggested by project PO during the KOM.



Technical & Academic Conferences

European technical conferences and academic events will present opportunities to share EVERYWH2ERE achievements with experts in the technical field, but also with potential wider stakeholders and investors. This will utilise presentations, posters, and papers.

Conferences with most relevance to EVERYWH2ERE will be identified in a forward event planner (see Appendix 2) that enables suitable events to be identified, possible partner speakers to be identified and abstracts submitted.

Using posters at events such as the FCH JU Annual Stakeholder Forum may also be appropriate during the early stages of the EVERYWH2ERE project, while work is in progress and also to engage people, gauge their reactions, and get one-to-one industry and stakeholder feedback on wider dissemination opportunities.

Ongoing Participation in forums after the demos will be planned, so that EVERYWH2ERE partners can share the results obtained after the project at conferences, fairs and events related to the project targets.

Workshops

EVERYWH2ERE will use opportunities to deliver workshops at events to gather feedback from participants or from experts on particular issues. Demonstration and hosted visits to the demosites also be considered in the project to get feedback from stakeholders on project activity and to help with local acceptance.

A preliminary planning of the workshops is done within the first 3 month of the project. Moreover, a close cooperation will be established with relevant National and International projects ensuring networking activities and knowledge sharing.

6. Criteria for the Evaluations of Results

In order to have accurate information at all times and especially before each update of the DAP on how the contemplated communication actions are being developed and how they are valued, it is proposed:

Annual survey of anonymous satisfaction survey to the partners of the EVERYWH2ERE project to know their assessment of the communication actions that are being developed.

Systematized collection of feelings and opinions of the partners in each joint act that is organized.

Coverage tracking and press clipping after each action with media.

Monitoring of the number and typology of the internal and external communication actions undertaken: press releases, calls, managed interviews, information requests and their origins...

In order to track this, a table with all measurable indicators has been created and shared with all partners through the NextCloud platform.

The partners should be responsible for sharing and adding in the excel table all the news that comes out in the press (with links included), presentations that make the project, and all communications that are made.

These indicators will be completed in the different updates and among the actions will be, at least, the following:

- Initial version of the Awareness, Communication and Dissemination Plan of the EVERYWH2ERE project and its updates.
- EVERYWH2ERE summary execution report that reflects all the activities carried out.
- Press releases. At least 5 press releases, corresponding the most important at the beginning of construction of Fuel Cell gensets and its first trial.
- Work meetings and conferences, with at least 5 publications in journals (it is worth to highlight that due to budget limit only VTT has budget for an OA publication).
- At least two specific work meetings to transfer experiences to interested entities (thanks to ICLEI support involving City Stakeholders' group).
- At least, an event to celebrate the opening of the demosités
- At least 8 demonstration events of use and maintenance of hydrogen fuel cell generators for the general public in the events, concerts and fairs that are part of the project, which will also explain the operation of the facilities and the generation of clean hydrogen.



- Three explanatory videos: main results of the project, operation of Fuel Cell Gensets and Fuel Cell Gensets construction process ((it is worth to highlight that due to budget limit no partners have budget for professional video realization so videos will be realized in an amateur way)
- Maintenance and updating of the website with the collaboration of all project partners.
- Development of news boards describing the project on the EVERYWH2ERE website, in the partners' websites and in their physical locations (screens or panels).
- Publication of information about the project on social networks with the collaboration of all partners in its dissemination through their respective profiles.
- Preparation of quarterly reports of social networks, monitoring the increase of followers and fans in each social network, mentions and comments, interactions and quality of the same

This Dissemination and Communication Plan will be periodically (M30, M45, M60) updated throughout the project to ensure that activities planned have a suitable spread of messages and audiences project awareness and maximise the chances of replication.

The role of each partner is described in D8.2, and is included here for clarity:

Partner	Specific Contribution
RINA-C	Setup of social media, website, leaflet/poster. Current official/institutional dissemination via FCH-JU events. Tracking of dissemination. Identification of Joint activities with other FCH JU sisters project. Setup and updates of the public presentation.
FHA	Elaboration of the Dissemination and Communication Plan. Update and operate the website and the social media. Contribution to the content of the newsletters, its edition and distribution. Elaboration of a tracking tool of all the dissemination and communication activities done during the Project by all the partners. Tracking of dissemination activities together with RINA-C Support to RINA-C in the production of leaflets and posters. Joint activities with other FCH JU sisters project.
D1	Dissemination in music festival event event sector. Setup of the H2 Corner and (if possible) presence and promotion in music festivals where the gensets will be demonstrated.
ICLEI	Dissemination in city oriented events. Organization of the Y1 launching events to attract city interest
ENVI	Dissemination in Italian events also to attract potential demosites events Organization of workshops in collaboration with Politecnico di Torino. Identification of Joint activities with other FCH JU sisters project.
VTT	Dissemination to local universities. OA publication redaction. Identification of Joint activities with other FCH JU sisters projects.
All Other Partners	Constant dissemination through their own channels/fairs/magazines etc.



7. Conclusions

The present document constitutes the main guide to be followed for any communication activity related to the EVERYWH2ERE 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 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 as well as the content promoted in EVERYWH2ERE social Networks.

A set of graphic materials has been prepared to unify the corporate image of any work performed under EVERYWH2ERE and to help the diffusion of the Project and its presence in fairs, congress, etc. These include the logo 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.

At the same time, a search between other European projects has resulted in the need of a selection of ongoing projects approaching any of the main topics addressed by EVERYWH2ERE, in a more or less detailed level. Collaborations with some of the participants of these projects might ensue in the near future.

The report also includes an extensive list of many congresses and fairs to be celebrated in Europe during the time of execution of the Project that will serve as scenarios for the showcasing of the Project, as well as very good networking opportunities.

Finally, the list of planned workshops is introduced. These workshops are planned to be carried out close to the ending of the Project, targeting both the general public and more specific audiences that will have more interest in the Project results.

A. Annex 1: FCH Stakeholders classification

1. Production of hydrogen	1.1 Centralised production of hydrogen
	1.2 Localised production of hydrogen
2a. Stationary storage	2a. Gas, liquid, metal hydrides
2b. Long-term storage	2b. Salt caverns, aquifer, porous rock
3. Transport and distribution of hydrogen	3.1 Road transport; Cylinders and tube trailers
	3.2 H ₂ pipelines
4. Hydrogen as a fuel and refueling career for Mobility	4.1 Fuel Origin
	4.2 Fuel Quality
	4.3 Fuel Measurement
	4.4 HRS and Hydrogen delivered to stations
5. Vehicles	5.1 Cars, taxis, buses, trolleybuses, trucks
	5.2 Motorcycles (and bikes) and quadricycles
	5.3 Material handling
	5.4 Boat/Ships
	5.5 Trains
	5.6 Aviation (?)
6. PtH ₂ and electricity grid issues	6. Connection of the E-grid to the electrolyser.
7. Gas grid issues	7.1 Injection of Hydrogen at transmission level
	7.2 Injection of Hydrogen at distribution level
	7.3 Methanisation and injection of SNG at transmission / distribution level
8. Stationary power	8.1 Residential stationary FC (micro-CHP)
	8.2 Commercial FC (>5kW up to several hundreds of kW)
	8.3 Industrial large scale FC (1MW and above)
	8.4 FC back-up power
9. Introduction of green hydrogen in industry	9.1 Industrial Feedstock
	9.2 Industrial Fuel

B. Annex 2: Event Plan for Maximising Impact of Dissemination & Communication

A table of forthcoming events/activities has been developed as part of EVERYWH2ERE dissemination plans. This format concentrates on events over the next 12 months, but includes key dates out to the end of EVERYWH2ERE project and for 12-18 months afterwards.

With the increasing level of activity in hydrogen and fuel cells for clean transport, energy storage, and clean embedded generation this planner will be an essential tool to keep on top of all relevant events, to avoid potential diary conflicts, and to identify availability of the most suitable EVERYWH2ERE partners for participation in dissemination and exploitation activities. Most of these events will be listed on the EVERYWH2ERE website, which will help to further raise awareness of the EVERYWH2ERE project and its outcomes.

Event Date	Organiser	Event	Location
30-31 August 2018	C/O POP – D1	C/O POP Music organizer annual conference and summit	Cologne, Germany
18 September 2018	Hylaw	First National Workshop	Madrid, Spain
17-20 Sept 2018		Global Power and Energy Exhibition	Barcelona, Spain
26-27 Sept 2018	IET	RPG™ 2018: The 7th International Conference on Renewable Power Generation	DTU, Lyngby, Copenhagen, Denmark
3-4 October 2018	Maritime Association Sogn & Fjordane	3rd International conference on marine renewable energy and marine hydrogen	Floro, Norway
9-10 Oct 2018	NýOrka / Icelandic New Energy	HFC Nordic 2018	Iceland

10 Oct 2018	Edinburgh Napier	4th TRI EV Event	Craiglockhart, Edinburgh
16-18 Oct 2018	Cogiton	Power 2 Gas Conference	Copenhagen, Denmark
8-6 Nov		European Utility Week	Vienna
6 – 7 November 2018		Smart City & Smart Grid	Porte de Versailles (FR)
14 Nov 2018	FCH-JU	11th Stakeholder Forum	Brussels
15-16 Nov 2018	FCH-JU	Programme Review Days	Brussels
6 Dec 2018	HyLaw	General Assembly	Brussels
23-24 Jan 2019	ACI	Hydrogen & Fuel Cells Energy Summit	Madrid/Zaragosa (tbc)
11-15 March 2019	University of Ulster	Progress in Hydrogen Safety	Belfast, Northern Ireland
19 March 2018	Climate Change Solutions	15th International Hydrogen and Fuel Cell Conference	NEC, Birmingham
June 2019 (tbc)	European Commission	EUSEW 2019	Brussels
2-5 July 2019	EFCF	Low temp FC, electrolysers & H2 processing forum	Lucerne
June 2020 (tbc)	WHEC 2020	World Hydrogen Energy Conference	Iceland
June 2022 (tbc)	WHEC 2022	World Hydrogen Energy Conference	Copenhagen