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WP7 – Dissemination, Stakeholders and Public Opinion Engagement D7.4 – H2 Corner Setup

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Executive Summary

This public report is part of H2020-FCH-JU project “EVERYWH2ERE - Making Hydrogen affordable to sustainably operate Everywhere in European cities” and it was prepared within the framework of Work Package 7.

EVERYWH2ERE aims to demonstrate the reliability of using FC technologies in temporary power gensets replacing current state-of-the-art solutions mostly based on diesel engines, thus opening a niche but relevant market for FC technologies. During the whole project 8 PEMFC (4x25 kw and 4x100 kW) equipped containered “plug and play” gensets will be realized and tested through a pan-European demonstration campaign in a demonstration to market approach. The prototypes will be tested in construction sites, music festivals and urban public events all around Europe, demonstrating their flexibility and their enlarged lifetime. Demonstration results will be widely promoted and they will be helpful for the promotion of replicability studies (for the use of gensets in further end-user contexts) and for the definition of a commercial roadmap and suitable business model for the complete marketability of the gensets within 2025

This deliverable was prepared within the framework of Work Package 7: Dissemination, Stakeholders and Public Opinion Engagement, and contains the strategy, setup and deployment plan of the H2 Corner tools.

Everywh2ere project’s communication and dissemination activities will make use of different channels and tools in regard to target groups and contexts defined as part of the “Dissemination and Communication Plan” (D7.3). In addition to the public webpage, newsletters, press releases and publications, the H2 Corner tools will promote Everywh2ere during live dissemination events at music conferences, workshops, festivals and temporary events. Even if H2Corner will be setup mostly in this kind of events, the following report presents suggestion about how to exploit existing project communication tools also in fairs and scientific conferences

With the aim to maximise Everywh2ere’s outreach into the music and entertainment industry, the set of tools will be setup and coordinated by D1, produced and operated by the responsible local consortium partner for the respective event.

The H2 Corner tools will be mounted during events, where Everywh2ere partners are speaking or gensets will be demonstrated in order to promote FCH technologies through a simple, direct and participative approach. The info point will function as a first touchpoint for event experts, interested public and media





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Abbreviations and acronyms

FC	Fuel Cell
FCH	Fuel Cell and Hydrogen





1. Introduction

This public report is part of H2020-FCH-JU project “EVERYWH2ERE - Making Hydrogen affordable to sustainably operate Everywhere in European cities” and it was prepared within the framework of Work Package 7.

The main goal of EVERYWH2ERE is to demonstrate at TRL8 first of their kind easy to transport “plug and play” Fuel Cell (FC) gensets in festivals and urban level temporary power supply in different sectors (construction sites, music festival, temporary events, exhibition centres...). 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 regard the outreach into the music and event sector is a crucial part of the dissemination strategy, particularly in sectors like music festivals which is strongly committed to reduce of their environmental impact.

The H2 Corner can be considered as the effective toolkit for project communication and dissemination. The tools will deliver the following tasks:

- Showcase FCH technologies through a simple, direct and participative approach.
- Create first touchpoint for industry experts, interested public and media
- Disseminate Everywh2ere’s main messages according to D7.3
- Collect potential stakeholder group member’s and demosites’ contacts

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2. H2 Corner Tools

Everywh2ere's H2 Corner will consist of different tools to be able to deliver the described tasks. The compilation of the parts will be done based on the event's context and target groups. The setup of the overall H2 Corner toolkit will be coordinated by D1 and decided by the local consortium partners responsible for the deployment.

Key Messages

The H2 Corner tools will convey a selection of the Key Messages defined in D7.3 (Dissemination & Communication plan) which will be adapted to the context of the deployment. The messaging itself will change from Phase 1 (pre-Demo) to Phase 2 (Demo)

Key Message	Event Type	Phase
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.	Workshops, conferences, panels, public events, festivals	1 / 2
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.	Workshops, conferences, panels, public events, festivals	1/ 2
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.	Workshops, conferences, panels, public events, festivals	2
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.	Industry events	2
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.	Demosites – attendees of local events	2





H2 Corner Tools

With different deployment contexts in mind this table gives an overview on the tools to be used. The table will be used as part of a manual for Everywh2ere partners when setting up H2 Corners at different events. The tools are pictured in the Annex, as already used in Y1 dissemination events.

Tool	Included info	Objective / Task	Event Type	Target Group
Poster	Objective of the project, mission, consortium	To inform about Everywh2ere project	Workshops, conferences, panels, events, festivals	Experts, Stakeholders, interested public, media
Rollup	Objective of the project, mission, consortium	To inform about Everywh2ere project	Workshops, conferences, panels, events, festivals	Experts, Stakeholders, interested public, media
Leaflet / Flyer	Objective of the project, mission, consortium, pictures from demos	To inform about Everywh2ere project	Workshops, conferences, panels, events, festivals	Experts, Stakeholders, interested public, media
Postcard	Project mottos and invitation to join	Call to action: join us!	Workshops, conferences, panels – this tool will be used mostly in pre-demo phase	Experts, Stakeholders
Project Presentation (ppt)	Full description of project contents, details also about stakeholders group	Detailed informations	Workshops, conferences, panels	Experts, Stakeholders, media
Interactive H2 Kit	How hydrogen is produced, how hydrogen can produce power: basic element of	To promote FCH technologies through a simple, direct and	Workshops, conferences, panels, events, festivals	Experts, Stakeholders, interested public, media





	electrolysers and fuel cell	participative approach		
Demosite Survey	Request of information from demo owners about their habits in terms of local power demand and production, wishes and needs	To gather data from potential demosites	Workshops, conferences, panels – Potentially used in the first phase of the project to gather relevant insights	Experts, Stakeholders
Stakeholder Survey	Request of insights about FCH technologies and their exploitation in gensets' sector	To gather data from stakeholders	Workshops, conferences, panels – updated during project lifetime to collect relevant insights during the different phase of the project and its related objectives	Stakeholders





3. H2 Corner Deployment Strategy

In the WP7 description of work it was planned to deploy the H2 Corner info point in the context of demosite festivals and events. Based on industry experts and stakeholders feedback gathered in M1-M12 we propose to broaden the focus to industry events, workshops and conferences.

In the first phase of Everywh2ere project with no prototypes to be demonstrated, the outreach into the sector and to its stakeholders is crucial to maximise the project's uptake and impact in the later phases.

In this regard Everywh2ere will use its H2 Corner tools at stakeholder and expert focussed events like conferences, event association meetings, workshops, hearings or panels and others, where Everywh2ere is represented through its partners.

Phase 1 (Pre-Demo)

In the pre-Demo Phase the H2 Corner will be setup at conferences, workshops, industry events and expert meetings.

Phase 1 can be divided in two parts: Learning Phase (Y1) and Deployment Strategy Phase (>M13)

Learnings Phase 1 (M1 – M12 /Pre-Demo)

Depending on the context of the event and Everywh2ere's partners resources to oversee / host the H2 Corner, different H2 Corner dissemination modules make sense for future Phase 1 deployment:

Modul	Tools	Upside	Downside
Everywh2ere workshop / panel / session	Presentation, postcard, flyer, rollup,	Good uptake and interaction	Time intensive
H2 Corner Stand / booth at conferences (unaccompanied)	postcard, flyer, rollup	More general dissemination, first contact point	Less time intensive, additional workshops possible
H2 Corner stand / booth with interactive H2 kit at industry events	postcard, flyer, rollup, interactive kit	Good uptake and interaction, starting the conversation	Very time & resource intensive

To test the tools and get feedback, the H2 Corner was setup in M1 – M12 at (a) Green Music BBQ (industry event / August 2018) and c/o Pop (panel / workshop / August 2018) and (b) Eurosonic Festival Conference (conference / January 2019).

- (a) **H2 Corner at Green Music BBQ:**
 Music industry daytime event with 120 attendees from the fields of event production, festivals, technical providers and media.





Tools: Rollup, Flyer, Postcard, Presentation, Interactive H2 Kit, Demosite Survey
Team: 3 Everywh2ere partners starting conversations with interested experts. Informal approach considering the audience

In this event H2Corner has been tested in an informal way very similar to the approach that could be deployed in future demonstration events.



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Fig.1 H2 Corner with interactive H2 kit at Green Music BBQ

- (b) **H2 Corner / workshop session at Eurosonic Festival conference**
 Music industry conference with 5.500 attendees / 80 workshop participants
 Tools: Flyer, Postcard, Presentation
 Team: 1 Everywh2ere partners starting conversations with interested experts – connection with other music sustainability oriented initiatives.

In this event H2Corner has been tested in a still informal way (considering the audience) but via an approach that could be deployed in future conferences and scientific events.



Fig.2 Everywh2ere H2 Corner stand at Eurosonic Festival Conference

Deployment strategy Phase 1 (Pre Demo / >M13)

Based on the learnings described above, Everywh2ere H2 corner Phase 1 basic setup should consist of:

- Flyer, postcard, poster, leaflet (mandatory)
- Rollup (if possible)
- demosite survey / letters of engagement copies (if industry event)
- presentation on laptop (if stand / booth is attended all the time)
- workshop / session (if possible)
- interactive H2 kit (if stand / booth is attended all the time)



Possible H2 Corner tools deployment schedule (2019 dates):

Event	Date	Event Type	Country
Eurosonic Festival Conference	January	Conference, Award, Network Meetings	NL
Live Music Conference (London)	February	Conference, Award, Workshops	UK
By:Larm Oslo	March	Conference, Network Meetings	NO
Green Operations Europe (Prague)	April	Workshops	CZ
We Love Green (Paris)	May	Festival, conference, workshops	FR
C/o Pop	May	Festival, workshops, conferences, panels	DE
Medimax	June	Workshops, conferences, panels, events, festivals	IT
Sonar Festival	July	Workshops, conferences, panels, events, festivals	ES
Green Music BBQ	August	Networking event	DE
Reeperbahn Festival	September	Workshops, conferences, panels, events, festivals	DE
Amsterdam Dance Event	October	Workshops, conferences, panels, events, festivals	NL
Yourope Festival Conference	November	Workshops, conferences, panels	DE

Deployment Strategy Phase 2 (Demo)

With Everywh2ere having its first prototypes to demonstrate at festivals and events in the summer of 2020, the H2 corner deployment strategy will broaden its focus to activities at the Everywh2ere demositers where possible. In addition to the project's communication and





dissemination activities the H2 corner tools will maximise Everywh2ere's outreach into the world of young European festival goers, giving them the opportunity to experience innovative FCH technologies to power their festivals and events without emissions.

In close cooperation with Everywh2ere's demosite partners, H2 Corner tools will be deployed on festivals and temporary events all over Europe where the 25kw and 100kw gensets will be demonstrated.

In addition to the tested tools of the Phase 1 / Pre-Demo, H2 Corner tools will make use of the opportunities to showcase Everywh2ere messaging on site. With the target group of interested public / festival goers in mind, the H2 Corner tools will add more interactive parts to their measures. With every festival and event being different, these additional approaches will be developed on a deal by deal basis in close cooperation with the demosite partners.

Everywh2ere will aim to:

- Become part of the event's communication measures (website, newsletter, onsite)
- Become part of the event's workshop / panel / education programme (onsite & offsite)
- Set up H2 Corner onsite at the event (infield, camping, backstage where possible)
- Become part of the event's activation programme (volunteers)
- Become part of the event's gamification activities

Best Practise Examples & Possible Festival where to host gensets' demonstration



Fig.3 Festival Think Tank at We Love Green Paris (FR)



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Fig.4 Take a Stand at Lollapalooza Berlin (D)



Fig.5 Lowlands Climate University (NL)

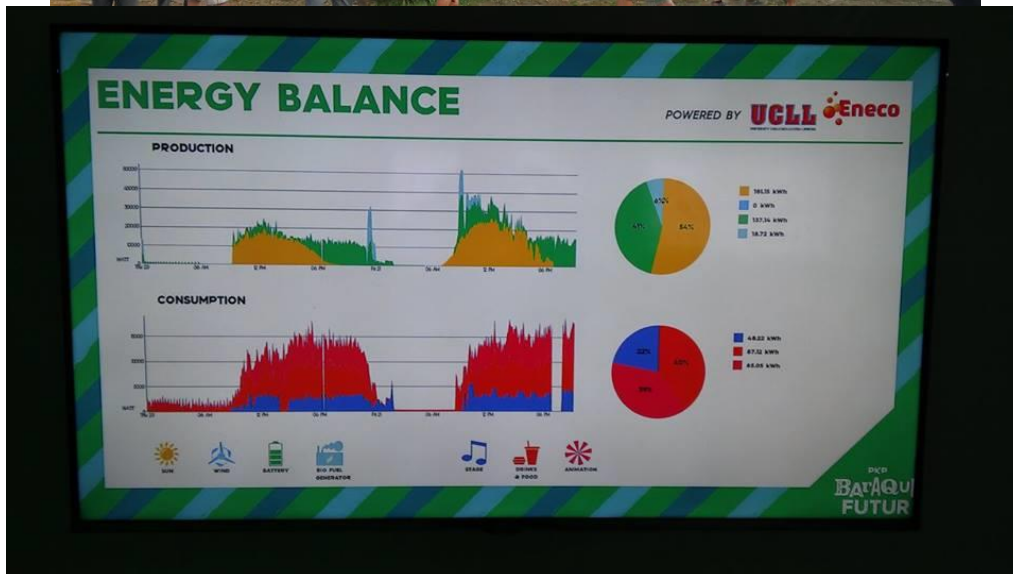


Fig.6 Pukkelpop Energy Floor (BE)



4. Conclusion

H2 Corner tools and activities consist of different measures and will be deployed in two phases. In the first phase (Pre-Demo) with no demosites the activities will mostly be focused on conferences, workshops, industry meetings and at partner's events.

In the second phase with actual demosites, H2 Corner tools will be showcased along with the gensets by Everywhere and its partners onsite at the events. In addition to the mandatory basic tools like flyer, poster, rollup etc. the use of an interactive H2 kit will be promoted where possible to engage in a fun and playful way with young European festival goers. The gensets itself will become a crucial part of the communication.

Additional H2 Corner tools and activations catering for the special needs of the respective event will be developed in close cooperation with the demo site partners to guarantee maximum uptake and outreach. Every messaging will be on line with the agreed key messages of D7.3 (Dissemination & Communication Plan). To use budget in a most efficient way, Everywh2ere will make use of already existing platforms, channels, measures and activities from our demo site partners wherever possible.

Pictures and report about H2 Corner updates will be included in D7.5, D7.8 and D7.11.





A. Annexes

H2 Corner tools



Everywh2ere Rollup, Flyer & Postcard



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