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Project acronym: EVERYWH2ERE

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

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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”

D7.5 – “First Report on dissemination and communication activities”

Due date of deliverable

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1.0

Organisation name of lead contractor for this deliverable: FHA

Dissemination Level		
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PU	Public	X



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 779606. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe research.



Executive Summary

The communication, dissemination and awareness plan (CDAP, D7.3) 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 CDAP describes the dissemination goals, target audience and appropriate channels to provide a regular flow of information. The CDAP will be updated three times during the Project duration.

This report collects the communication and dissemination activities performed since the beginning of the project (February 2018), thus both updating the CDAP and tracking CD activities. Based on the key points remarked in the CDAP, and thanks to the effort of all the members of the EVERYWH2ERE project consortium, a strong effort has been made in this first period of the project progress in order to reach the maximum industrial actors, potential end-users and general public who can be interested in EVERYWH2ERE solutions.





Table of Contents

Executive Summary	2
1. Introduction	4
2. Description of the Dissemination & Communication activities	5
Project Website	5
Graphic printed material & H2 corner	9
EVENTS, WORK MEETINGS, TECHNICAL CONFERENCES, WORKSHOPS	12
PRESS.....	15
COOPERATION WITH PROJECTS AND INITIATIVES	16
SOCIAL MEDIA	16
3. Summary of external communication and public relations actions.....	24
4. Activities scheduled for next months	25

List of Figures

Figure 1: Main statistics of the website.....	7
Figure 2: Visitor map at world level and European level.....	8
Figure 3: Results about traffic, pages more visited, and engagement	9
Figure 4: Results about traffic, pages more visited, and engagement	9
Figure 2. Leaflet	10
Figure 3. Poster	10
Figure 4. Postcard.....	11
Figure 5. H2 corner with interactive H2 kit at Green Music BBQ.....	12
Figure 6. Total amount of followers.....	18
Figure 7. Red: users not following anymore / light blue: organic followers.....	18
Figure 8. Amount of people who have seen any of the posts once at least.	19
Figure 9. Reactions, comments, sharings,	19
Figure 10. Amount of users who have seen any content of the page (estimation).....	20
Figure 11. Traffic in mobile devices (orange) and computer (blue)	20
Figure 12. Main functions	21
Figure 13. Impressions	21
Figure 14. New followers.....	22
Figure 15. Snapshot of relevant twitters.....	23





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.

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

As key report of WP7 activities, this report describes the dissemination and communication activities performed since the beginning of the project are presented, therefore it covers the period from February 2018 to July 2020. Such activities followed guidelines presented in report D7.3 – “Dissemination & Communication Plan” launched in July 2018, where the objectives, audiences, messages, channels and communication tools to be used to disseminate the project are defined, as well as the methods to follow by the Project partners to ensure the highest impact of the project.





2. Description of the Dissemination & Communication activities

In this section, all the communication and dissemination activities are collected and presented classified by categories as listed in the report D7.3 – “Dissemination & Communication Plan”.

Project Website

The EVERYWH2ERE project website (<http://www.EVERYWH2ERE.eu/>) is one of the main communication tools of the project. Developed and managed by RINA-C and FHA, the website has been available since the month 3 (April 2018) of the project and it is described in detail in report D7.1 “Public Website and Social Media profile Setup”, and it has been continuously updated with the project results and the communication activities performed so far. Some of the most relevant modifications done are listed below:

- A subpage was added to accommodate the regions & cities interest group (as well as updated repeatedly with FAQ and member profiles)
- After the modification in the composition of the Consortium, the new partners were added to the EVERYWH2ERE TEAM section.

The section “Project News” is where any new related to the development of the project is posted. Table 1 shows the list of the 26 posts that have been posted since the website is operative, meaning a ratio of approximately 1 post per month. The posts give information of upcoming activities, offers evaluation of events where the project participates, or telling about project meetings:

POST	DATE	TITLE
1	June 18, 2018	EVERYWH2ERE MONTH 5 GENERAL ASSEMBLY – The First steps towards a successful collaboration
2	June 18, 2018	OFFICIAL EVERYWH2ERE PRESS RELEASE AND PRESENTATION
3	June 18, 2018	PROJECT Kick-Off Meeting
4	August 3, 2018	EVERYWH2ERE AT C/O POP CONVENTION & GREEN MUSIC AWARDS
5	October 12, 2018	EVERYWH2ERE PROJECT PARTICIPATES AT FCH JU CITY AND REGIONS INITIATIVE EVENT
6	October 17, 2018	EVERYWH2ERE AND RINA IN COLOGNE FOR THE EVERYWH2ERE PROJECT
7	October 17, 2018	CLIMATHON 2018 – EVERYWH2ERE PARTNERS FROM RINA TAKES PART IN THE GLOBAL MOVEMENT TO ENGAGE CITIES ON CLIMATE ACTIONS BY PROMOTING THE USE OF INNOVATIVE FC GENSETS
8	November 8, 2018	UPSCALING HYDROGEN GENSETS IN EUROPEAN CITIES
9	November 12, 2018	UPSCALING HYDROGEN GENSETS IN EUROPEAN CITIES
10	February 5, 2019	EVERYWH2ERE GA MEETING IN HUESCA
11	February 5, 2019	EVERYWH2ERE PROJECT AT EUROSONIC NOORDELAG FESTIVAL CONFERENCE OUR GREEN MUSIC
12	February 6, 2019	UPSCALING HYDROGEN GENSETS IN EUROPEAN CITIES – FECH JU’S REGIONS & CITIES INITIATIVE
13	March 28, 2019	8 TH GO GROUP WORKSHOP IN PRAGUE ON APRIL 1 & 2





14	May 16, 2019	EVERYWH2ERE PROJECT WILL PARTICIPATE AT CANNES FILM FESTIVAL
15	June 8, 2019	EVERYWH2ERE PROJECT IN THE 2019 INTERNATIONAL WORKSHOP FOR GLOBAL SUSTAINABILITY “SPACE SUSTAINABILITY”
16	June 21, 2019	EVERYWH2ERE GA MEETING IN HELSNKI
17	September 23, 2019	HYDROGEN AS KEY TO OUR CLEAN FUTURE?
18	September 30, 2019	HYDROGEN SESSION AT REEPERBAHN FESTIVAL
19	October 7, 2019	EVERYWH2ERE AT THE INNOFEST SESSION AT AMSTERDAM DANCE EVENT
20	November 18, 2019	EVERYWH2ERE PROJECT IN THE FCH JU PROGRAMME REVIEW DAYS
21	January 30, 2020	EVERYWH2ERE PARTNERS MEET IN BERLIN TO ASSESS THE STATUS OF ACTIONS AND NEXT STEPS
22	February 21, 2020	DEBATING THE FILM INDUSTRY SUSTAINABILITY AT THE BERLINALE FILM FESTIVAL
23	April 2, 2020	EVERYWH2ERE TO DISCUSS REGIONS & CITIES PERSPECTIVE AT THE WORLD HYDROGEN CONGRESS
24	May 8, 2020	EVERYWH2ERE HOSTS A SERIES OF ONLINE EXCHANGES
25	June 4, 2020	EVERYWH2ERE FIRST GENSETS ARE FINISHED AND TRAVELLING FROM FINLAND TO ITALY
26	June 16, 2020	EVERYWH2ERE PARTNERS MEET FOR THE PROJECT’S GENERAL ASSEMBLY

Table 1: Posts in the EVERYWH2ERE website section "Project News"

The section “Project events” includes at this moment only 1 item related to the workshop “Upscaling Hydrogen Gensets in European Cities” organized in Brussels on 15 January 2019.

The statistics of the website (find below) give relevant insights about the users landing into the web, their origin, the device used and other data. This information will be analysed in detail in order to improve the way some target audiences are reached and to combine smartly with the rest of the tools described in the Dissemination & Communication Plan.

Average Daily Page Views

24.3

Average Daily Unique Visits

10.5

Average Daily First Time Visits

7.2

Average Daily Returning Visits

3.4



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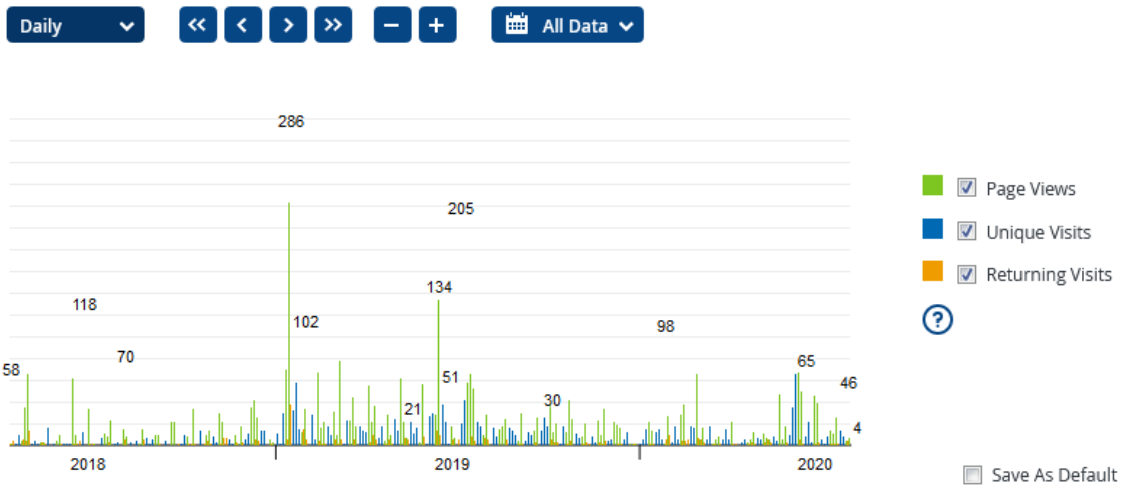


Figure 1: Main statistics of the website

Visitor Map





Locations

Country State/Region City ISP

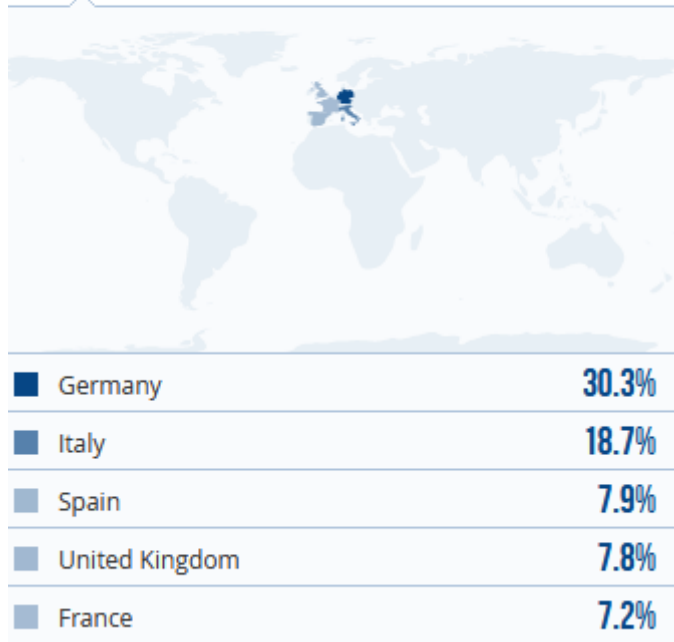
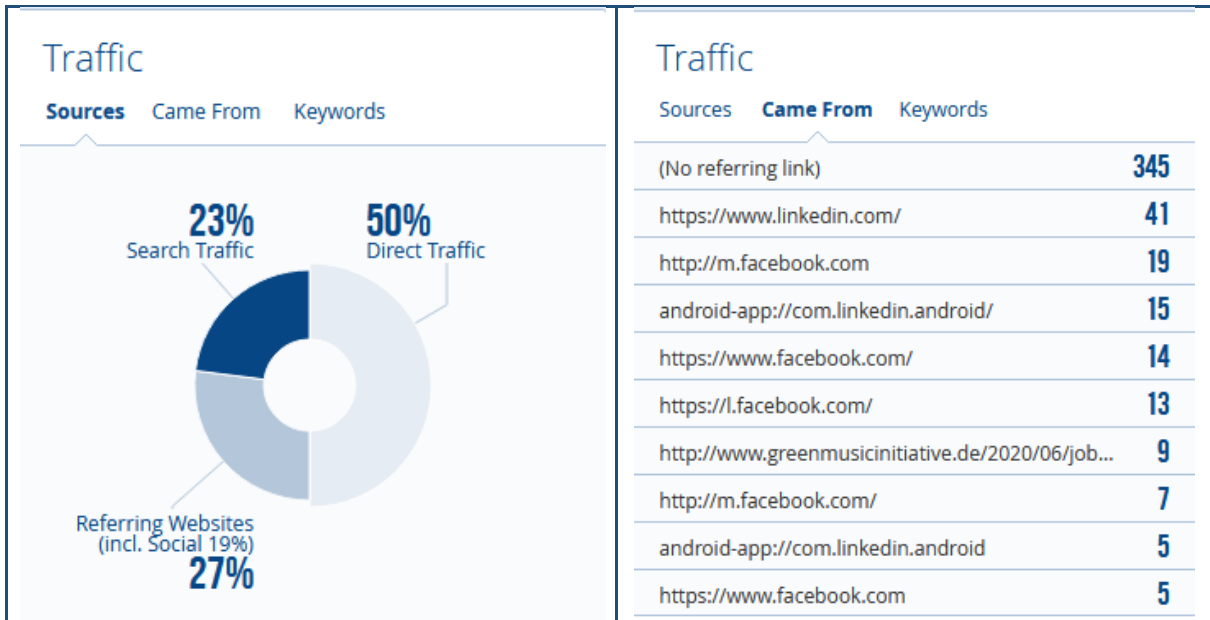


Figure 2: Visitor map at world level and European level





Pages		Engagement			
Popular	Entry	Exit	Returning Visits	Visit Lengths	Downloads
Home - Everywh2ere (http://www.everywh2er...	384		First Time Visitors		385
PROJECT BRIEF - Everywh2ere (http://www.eve...	108		1-5 Returning Visits		77
Gensets - Everywh2ere (http://www.everywh2er...	99		6-10 Returning Visits		5
PROJECT NEWS - Everywh2ere (http://www.ever...	97		10+ Returning Visits		6
Everywh2ere first gensets are finished and trav...	77				
REGIONS AND CITIES INTEREST GROUP - Every...	59				
EVERYWH2ERE TEAM - Everywh2ere (http://ww...	49				
Demonstration - Everywh2ere (http://www.ever...	48				

Figure 3: Results about traffic, pages more visited, and engagement

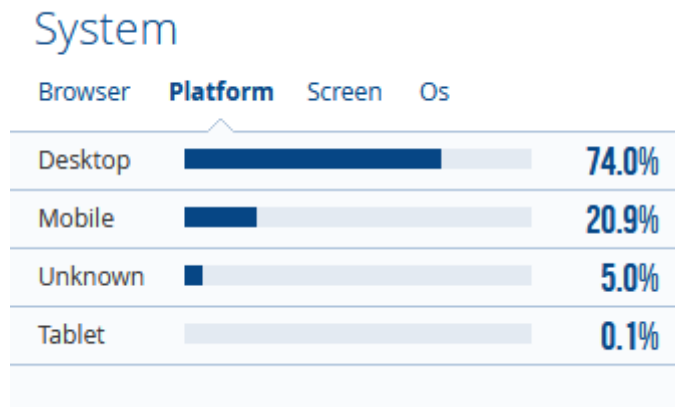


Figure 4: Platform used to access the website

Graphic printed material & H2 corner

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. Report (D7.2) “EVERYWH2ERE Leaflet and Poster” launched in May 2018 gives details about the design and the content of each material.

The materials have been updated by RINA-C to integrate FRIEM and THT logos once SHSA withdrew from the project.

In this moment FHA and RINA-C are working to update the contents of the flyer, poster and roll-up to integrate more update pictures and contents about project progress.





Figure 5. Leaflet

Figure 6. Poster



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Figure 7. Postcard



Figure 8. Postcard



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Additionally to the graphic material presented above, the partner did a great effort in developing what it is called the “H2 Corner”. This is a tool intended to help in promoting EVERYWH2ERE during live dissemination events at music conferences, workshops, festivals and temporary events. The “H2 Corner” tools will be mounted during events, where Everyh2ere 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. A detailed description of this concept can be found in report D7.4 – H2 Corner Setup. The H2 Corner setup has been mostly promoted by D1 in “music festivals oriented” events described in D7.6.



Figure 9. H2 corner with interactive H2 kit at Green Music BBQ

EVENTS, WORK MEETINGS, TECHNICAL CONFERENCES, WORKSHOPS

EVERYWH2ERE has been presented in the main forums of the sector, not only related to hydrogen sector but also in events oriented to European regions interested in the use of sustainable technologies and SMEs and companies that show interest in hydrogen technologies applied to portable gensets. Find below a list containing all the events, conferences and workshops where EVERYWH2ERE Project has participated and that were a fantastic opportunity for disseminating the project as well as reach to potential end-users and industrial actors.

Type of Event	TITLE	DATE	Partner	PLACE	TARGET
Conference	By:Larm Conference	March 15, 2018	VTT?	Oslo / NO	
Conference	Gensets meeting	April 12, 2018	FHA	Madrid	Presenting the EVERYWH2ERE project
Conference	Green Music BBQ and C/O POP convention	August 31, 2018	D1/RINA-C	Cologne / DE	Launching event to EU Music Festival stakeholders
Conference	GIZ Tech2D conference	September 15, 2018	D1	Frankfurt / DE	





Workshop	8th General Assembly of the Regions and Cities Initiative	October 9, 2018	ICLEI	Brussels	Dissemination of the Workshop "8th General Assembly of the Regions and Cities Initiative"
Workshop	Crewtech Movie Meeting	October 15, 2018	D1	Berlin / DE	Presenting the project to EU movie industry stakeholders
Networking	RCS Workshop (HYLAW)	October 25, 2018	ENVI	Milan	Share relevant feedback/knowledge about the regulation and permitting aspects
Workshop	Climathon 2018	October 26, 2018	RINA-C, ENVI	Turin	To engage people on climate action and provide cities with the opportunity to exploit EVERYWH2ERE innovative FC gensets
Conference	Stati Generali Idrogeno e Celle a Combustibile 2018 – H2IT	November 28, 2018	ENVI, RINA-C, GENP, LINDE	Milan	Presenttion of EVERYWH2ERE to Italian hydrogen stakeholders
Other	FHA Board meeting	December 12, 2018	FHA	Zaragoza	Presenting the EVERYWH2ERE project to the FHA board
Article	Upscaling hydrogen gensets in European cities	January 15, 2019	ICLEI,	Newsletter	Dissemination of the Workshop "Upscaling hydrogen gensets in European cities"
Organisation of a Workshop	Upscaling hydrogen gensets in European cities	January 15, 2019	ICLEI, RINA-C, FHA	Brussels	The workshop serves as an entry point for becoming part of the EVERYWH2ERE Cities Interest Group
Conference	Eurosonic Noorderslag festival conference	January 16, 2019	D1	Groningen	To engage stakeholders in conversations on hydrogen, get them as demosite partners and reach out to industry experts.
Conference	International Live Music Conference	March 15, 2019	D1	London / UK	





Workshop	Green Operations Europe	April 15, 2019	D1, RINA-C	Prague / CZ	To discuss how we run our operations smarter and how we treat the environment and ourselves more responsible and more sustainable.
Conference	Cannes Film Festival	May 17, 2019	RINA-C	Cannes / FR	To promote the use of the FC gensets also in movie industry for future demonstration and market exploitation
Workshop	Space Sustainability	June 3, 2019	FHA	Madrid / ES	To examine several ways that sustainable approaches to infrastructure planning and refurbishment can contribute to the resilience of the space sector's critical ground infrastructure
Workshop	FCH JU - RCS barriers and challenges within the FCH technologies	June 25, 2019	ENVI	Brussels	Overview of any RCS gaps identified during the running of the on-going H2020 FCH JU funded projects
Conference	Reeperbahn Festival	September 19, 2019	D1	Hamburg / DE	To learn about visions, challenges and pitfalls on music festivals to a renewable future
Conference	Innofest session at Amsterdam Dance Event	October 18, 2019	D1	Amsterdam / NL	To give green entrepreneurs and inventors the chance to test their innovation at real, working festival sites
Workshop	FCH JU Programme Review Days	November 19, 2019	RINA-C, ENVI, FHA	Brussels / BE	To give an overview of the FCH JU funded projects and among them of EVERYWH2ERE results
Conference	Berlinale Film Festival	February 23, 2020	D1	Berlin / DE	To debate the industry's skills,





					tools and models for sustainability
Conference	World Hydrogen Rollouts Online Conference	June 30, 2020	ICLEI	Online	Presentation of EVERYWH2ERE interest group and "Hydrogen in European Cities and Regions"
Organisation of Online Meeting	EVERYWH2ERE Regions & Cities Interest Group	July 10, 2020	ICLEI, RINA-C	Online	To debate recent hydrogen-related policy developments with members of the Interest Group and to facilitate exchange

Table 2: Events and work meetings

ICLEI was going to attend and moderate a session during the World Hydrogen Congress to represent the local government perspective, particularly EVERYWH2ERE and our cities and regions interest group on 24 March. The event was postponed to 22-23 September due to COVID-19 and has now been converted into an online event.

ICLEI got in touch with FEDARENE IN Feb 2020 to publish a text on the interest group on Managenergy (<https://www.managenergy.com/node/841>)

Many technical bilateral meetings have been organized with events' organizers and stakeholders that have allowed an extensive dissemination of the project. More on this aspect can be found in report D7.6 – "First Stakeholders' and cities vision document".

PRESS

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

[\(http://www.EVERYWH2ERE.eu/2018/06/18/official-EVERYWH2ERE-press-release-and-presentation/\)](http://www.EVERYWH2ERE.eu/2018/06/18/official-EVERYWH2ERE-press-release-and-presentation/)

Interview with Jacob Bilabel (D1) was published in a small magazine (<https://enorm-magazin.de/umwelt/umweltschutz/green-music-initiative-feiert-die-energiewende.col.19>)

RINA-C presented an article about EVERYWH2ERE in its INNOVATION+ company magazine https://shared.rina.org/SCresources/Documents/innovation_2020.pdf

Other news appearing in different media:

<https://www.h2-view.com/story/EVERYWH2ERE-to-host-series-of-online-exchanges/>

<https://www.energias-renovables.com/panorama/arranca-un-proyecto-para-sustituir-los-generadores-20180223>





<https://www.energynews.es/generadores-electricos-hidrogeno/>

<https://www.datacenterdynamics.com/en/news/eu-starts-five-year-project-to-make-fuel-cell-gensets/>

<https://www.engineerlive.com/content/hydrogen-festival-power>

<https://www.gasworld.com/eu-approves-project-to-bring-hydrogen-fuel-cell-generators-to-europe/2014303.article>

<http://www.aragonhoy.net/index.php/mod.noticias/mem.detalle/area.1343/id.214115>

<https://www.datacenterdynamics.com/en/news/fuel-cell-system-pitched-to-replace-diesel-gensets/>

<https://www.interempresas.net/Energia/Articulos/216055-Grupos-electrogenos-de-respuesta-rapida-y-cada-vez-mas-versatiles.html>

COOPERATION WITH PROJECTS AND INITIATIVES

The opportunity to present the project in the FCH JU Programme Review Days in November 2019 was a great opportunity to make EVERYWH2ERE known to a broad audience.

EVERYWH2ERE has been in contact with the following projects and initiatives:

- HYLAW – collecting relevant information on the use of hydrogen as fuel for FC based gensets - <https://cordis.europa.eu/project/id/735977/it>
- H2PORTS – evaluating the possibility to use FC Gensets in Valenica port - <https://cordis.europa.eu/project/id/826339/it>
- Terres Monviso Eco, Alcotra 2014/2020 (<https://www.visitmove.it/>). Envipark is a subcontractor of Cuneo chamber of commerce and works to support the management of events promoted in the territory.+
- OPS MASTERPLAN project aims at drafting a masterplan to provide on-shore power to ships at berths of Spanish ports. The project includes three pilots and adoption of various measures to facilitate rolling-out of OPS - <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-transport/2015-eu-tm-0417-s>

SOCIAL MEDIA

The social media strategy followed by the project consortium aims to ensure the opportune, convenient and prompt dissemination of EVERYWH2ERE activities and has allowed a close interaction with the right audiences and profiles of interest. As stated in D7.1 “Public Website and Social Media profile Setup”, the following channels were established:

SOCIAL MEDIA	LINK
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Facebook	https://www.facebook.com/EVERYWH2ERE/
Twitter	https://twitter.com/EVERYWH2ERE
LinkedIn	https://www.linkedin.com/company/EVERYWH2ERE/
Youtube	https://www.youtube.com/channel/UC0hSCXsE16Y4JqB-QQXQakg

Table 3: EVERYWH2ERE Project Social Media

The goal of social media campaign was to present in few words all events (stakeholders, dissemination, institutional and project consortium ones) that EVERYWH2ERE organized/participated in and to provide to general audience updates about project status.

Furthermore EVERYWH2ERE social media promoted/re-posted/re-tweeted relevant news and contents in the field of FC and hydrogen technologies, thus aiming to increase connection with sisters projects and engaging followers.

EVERYWH2ERE Social media campaign has been mostly promoted by RINA-C, D1 and FHA.

Currently there is an on-going video campaign (Facebook, Twitter, LinkedIn) where all the partners show in 1 minute who they are and their role in the project. The following videos have been published by now, and the rest of the partners will follow soon:

Order	Partner	Published date
1	MAHYTEC	June 16
2	ICLEI	June 23
3	GENPORT	June 30
4	FRIEM	July 9
5	RINA	July 16
6	THT	July 24

Table 4: Videos launched in the video campaign currently active

The assessment of the information provided by social networks analytics offers the following results.





Facebook



Figure 10. Total amount of followers



Figure 11. Red: users not following anymore / light blue: organic followers



Alcance de la publicación

Número de personas que han visto cualquiera de tus publicaciones una vez como mínimo. Este resultado es una estimación.



Figure 12. Amount of people who have seen any of the posts once at least.

Reacciones, comentarios, contenido compartido y más

Estas acciones te ayudarán a llegar a más personas.



Figure 13. Reactions, comments, sharings,

Alcance total

Número de personas que han visto cualquier contenido de tu página o sobre ella. Este resultado es una estimación.



Figure 14. Amount of users who have seen any content of the page (estimation)

LinkedIn

estadados de los visitantes

15 últimos 30 días 23/6/2020 - 23/7/2020

16%
Conversiones de página

43 ▼67%
Visitantes únicos

15 ▼54%
Clics en el botón personalizado

estadados de los visitantes | Intervalo de tiempo: 30 de jun. de 2019 - 29 de jun. de 2020 | Página: Todas las páginas | Indicador: Visualizaciones de página

Compartir los conjuntos del tráfico en ordenadores y dispositivos móviles

Desactivado

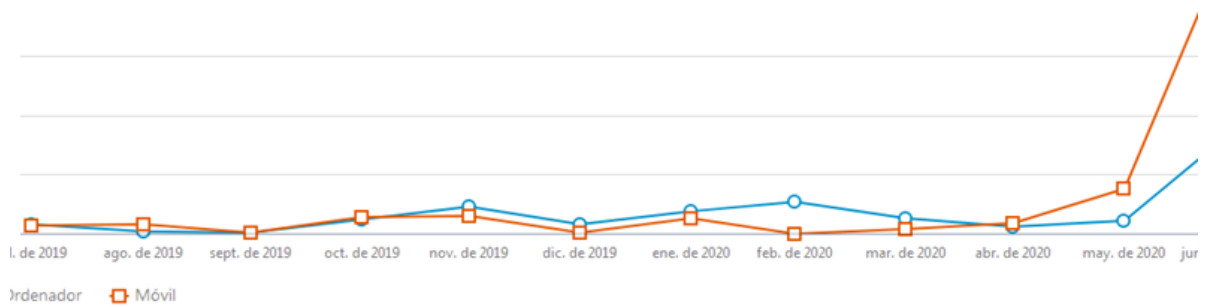


Figure 15. Traffic in mobile devices (orange) and computer (blue)



Características de los visitantes

Intervalo de tiempo: 30 de jun. de 2019 - 29 de jun. de 2020 Datos para: Función

Funciones principales

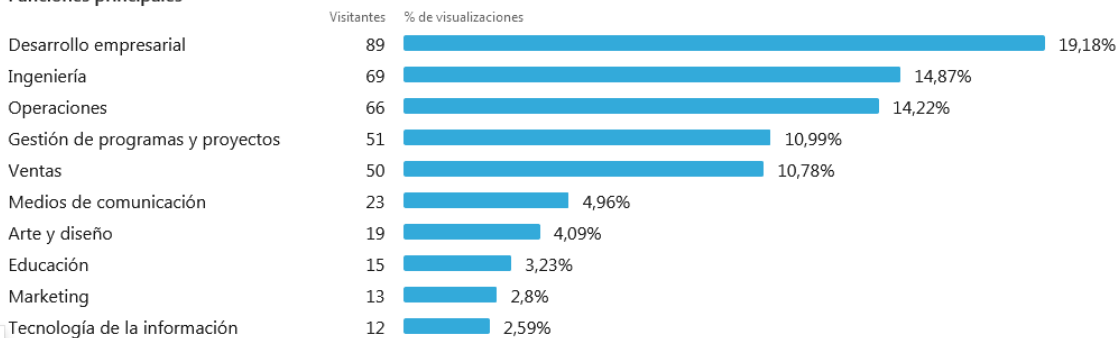


Figure 16. Main functions

Datos destacados de actualizaciones

Datos de los últimos 30 días 23/6/2020 - 1/7/2020

42 ▲ 75%
Reacciones

1 ● 0%
Comentarios

1 ▼ 75%
Elementos compartidos

Indicadores de actualizaciones

Intervalo de tiempo: 30 de jun. de 2019 - 29 de jun. de 2020 Indicador: Impresiones

Datos conjuntos de contenido patrocinado y general

Desactivado

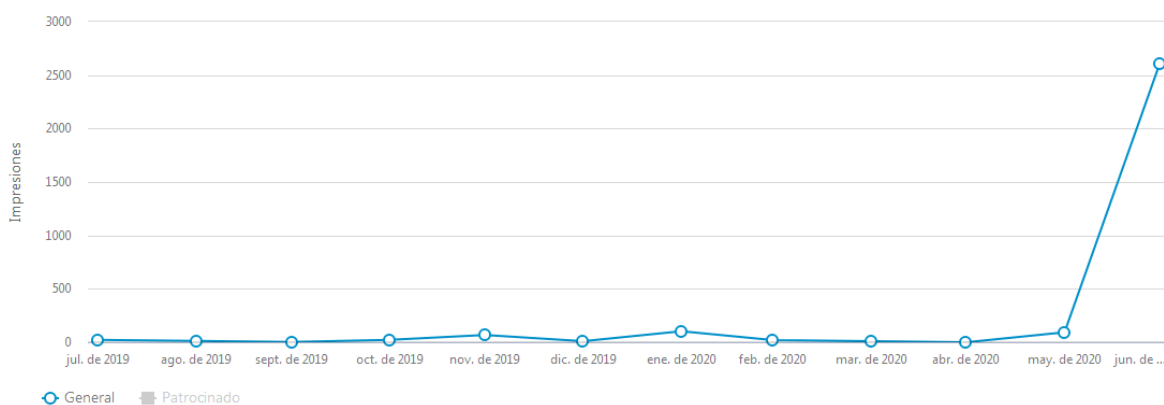


Figure 17. Impressions



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Datos destacados de seguidores ©

127
Total de seguidores

15 ▼72%
Nuevos seguidores en los últimos 30 días (23 de jun. de 2020 - 23 de jul. de 2020)

Datos de seguidores © Intervalo de tiempo: 30 de jun. de 2019 - 29 de jun. de 2020 ▼

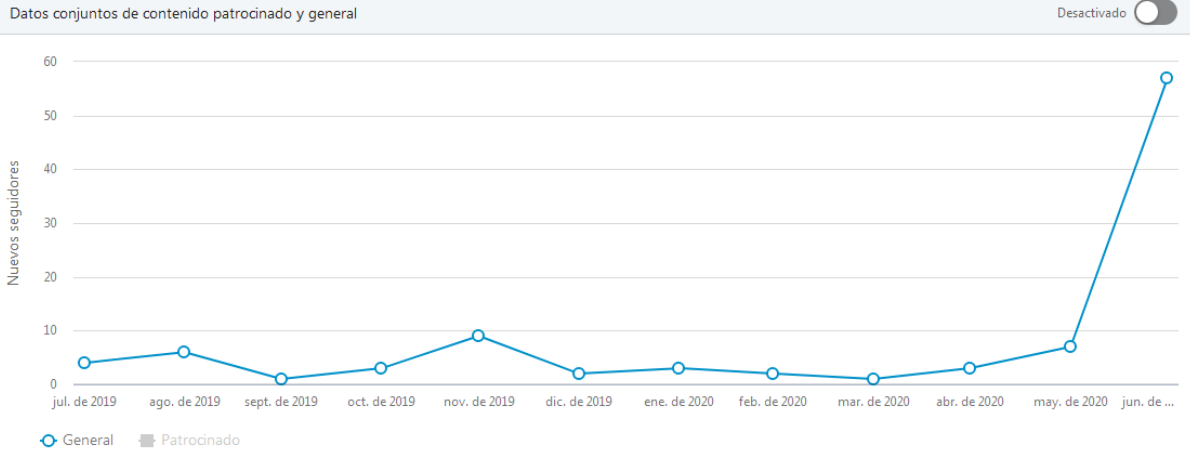


Figure 18. New followers

Twitter

Find below some example of the most relevant publications launched through this channel.



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Joanna Sampson @JoSamps92 · 6 mar. 2018
 #EU approves **EVERYWH2ERE** project which aims to replace diesel generators with #hydrogen-powered, zero emission solution bit.ly/2FjSMjY #IndustrialGas #gasworld

EU approves project to bring hydrogen fuel cell generators to Europe
 The European Union (EU) has launched a five-year project that aims to replace diesel generators widely used for backup and temporary power ...
 gasworld.com

Everywh2ere @Everywh2ere · 10 abr. 2018
 Our Project Coordinator is explaining our project in this short clip. #hydrogen #zeroemission #climatechanges Cc @EU_H2020 @RINA1861 @fch_ju @The_Linde_Group @ACCIONA @HidrogenoAragon @CH2ange @EUsciencInnov

0:42 213 visualizaciones

Environment Park @EnvironmentPark · 26 oct. 2018
 Also @Everywh2ere is pitching at #MSClimathon. Let's make our events greener! @ClimateKICItaly @ClimateKIC @GlobalClimathon @TSInnovation

EU Events @EU_events · 14 ene. 2019
 >> HIGHLIGHTS OF THE WEEK by EU Events <<
 With: @EU_Commission Commission, @YPPFBussels and @Everywh2ere
 For all other #EUevents: eu-events.eu
 Have a nice week!
 #EU #EuropeanUnion #BXL #Brussels #Bruxelles

>> For all other events, please check on the website's calendar

Everywh2ere @Everywh2ere · 15 ene. 2019
 Panel Discussion is starting now!
 Join it: Mr. Alecandru Floristean from @H2Europe, Mr. Vincente Franco from @EU_Commission, Mr Philip Mortensen from @oslocity88 and Mr. Javier Navarro Espada from Region of Aragon

Tú y 9 más

Everywh2ere @Everywh2ere · 19 nov. 2019
 How can our project bring #hydrogen and #zeroemission in European cities Let's check #PDR2019 at #energy session! #fuelcell application pannel
 #CleanHydrogen #fch_ju

Tú y 8 más

Figure 19. Snapshot of relevant twitters

NEWSLETTER



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 779606. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe research.



There is no specific newsletter developed within the project. Following the suggestions from Project Officer during Kick-off Meeting, the project has been included in existing active newsletter from partners like ICLEI and ENVIPARK.

3. Summary of external communication and public relations actions

In the report D7.3 – “Dissemination & Communication Plan” it is presented a list of disseminating actions aiming at tracking the milestones and the progress of the project. Find below this list of actions and the current status:

Concept	Progress status
Formal start of the construction of the equipment. A statement in each case.	Done
First tests with fuel cell generators.	To be done
Official opening of the demonstration phase with each of the teams. A statement in each case.	To be done
Project work meetings and conferences, press releases and publications and magazines collecting what was discussed in these meetings.	Done & on-going
Presentation of the EVERYWH2ERE project at the FCH JU.	Done
Specific work meetings to transfer project experiences to interested entities.	Done & on-going
Conducting a joint event to celebrate the opening of the demo sites when the entire network is operational.	To be done
Real experiences of hydrogen fuel cell generators in the events that are part of the project	To be done
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.	To be done
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	To be done
Preparation of a question and answer document (FAQ) about the project	Done & on-going

Table 5. Progress status of a selected group of disseminating actions (see



4. Conclusion and next steps

In this report Dissemination and Communication activities performed in M1-M30 have been presented, obviously referring to what planned in D7.3.

The whole consortium has been deeply engaged in project promotion under FHA and RINA-C coordination, even if it is relevant to highlight that due to COVID-19 situation, recent D&C activities strongly slowed down.

Coinciding with the last General Assembly of June 2020, a specific meeting of the Dissemination and Communication Committee was organized. FHA coordinated the meeting to discuss how the pandemic has affected the dissemination activities of EVERYWHERE, and also to conduct a brainstorming session for new dissemination ideas for next activities for the following months.

Regarding the pandemic effect on dissemination activities and mitigations measures taken:

- As most of the festivals have been cancelled, most of the foreseen tests will not take place during the summer:
 - SPAIN: two demos (Muestra de cine de Ascaso & Festival Petits Camaleons) are still on. Consortium should evaluate actions to be taken.
 - ITALY. All the demos have been contacted and the events are suspended. Ongoing evaluations with events organizers in September/October and winter period
 - GERMANY: All the demos have been contacted and the events are suspended. Ongoing evaluations with events organizers in September/October and winter period
 - Suggestions for mitigation measures: contact local demo-sites, and do not halt the search of new demo-site
- Some impact on the update of the website (no updates during March), although in general no major impact (from April again the average was 1 post per month at least). Suggestions to keep publishing at least one post per month: partners to keep on sending information about the developments from their side, like pictures, a few lines, videos, everything is welcomed!
- An Editorial Plan for social media was developed during February 2020. However, the situation during March 2020 made it impossible to stick to the plan, so it is needed to adapt this plan and reschedule the posts from M29 onwards in order to ensure at least one post per week. Mitigation measures: video campaign request – at least 13 social media publications will be made out of them.
- A press release about the demo meant to take place into the Wacken Open Air was being drafted but couldn't be finished nor sent due to COVID19. Mitigation measures: Take the opportunity to re-write this PR next year, take other chances to communicate our activity to the media.

Activities for next months:

- Update of the graphic material (flyers, posters) – RINA-C
- Update of the public general presentation – RINA-C
- Website update and improvement – RINA-C/FHA
- Be more active in social media – All partners
- Revision of the editorial plan - FHA
- Launch a contest for artists to “draw up” the next prototypes, even giving names to the gensets – FHA/D1
- Keep looking for web/physical events dissemination opportunities to present the progress of the project HYDROGEN WORKSHOP in October, EcoMondo, CLIMATHON

