



Cost- effective PROton Exchange Membrane waTer Electrolyser for Efficient and Sustainable Power-to-H2 Technology

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Executive Summary

The Dissemination and Communication Plan report describes the communication strategies, dissemination methods and procedures outlined according the Grant Agreement (GA) and Consortium Agreement (CA). In particular, this report discusses general and individual approaches of the partners to regularly release information about the project. A dissemination database has been created for a classification of the stakeholders.

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1 Introduction

This document aims to give a first general account about the communication and dissemination actions of the project, as well as to identify the project dissemination objectives, targets, strategies and tools. The communication and dissemination activities are fundamental for the success of the project and need to be carefully described and planned in advance.

This document may be updated according to the dissemination needs arising throughout the project. This plan also describes the role of the partners within regard to their planned activities for the dissemination of the project results. It will serve as a guideline for the partners in relation to the dissemination actions toward the stakeholders within and outside the project. It provides indications on the modalities and timing for the implementation of dissemination and communication activities.

The aim of the dissemination task is to develop and update regularly a communication, dissemination and awareness plan in order to maximise the potential impact of the project results. The plan is first released at M6 but it will be updated and deployed during the project life cycle. The plan is prepared according to the EU Commission Guidelines for Communicating EU Research and it is structured in a way that the activities relevant for a particular target group are clearly identified. The main aspects are the specific dissemination activities and tools to reach the expected impact, like the *project website*, *conferences*, *workshops*, *publications*, the *identification and classification of the stakeholders* to be targeted with a characterization of their needs and concerns, and the *communication strategies to the wider public and stakeholders* (media, trade associations, wider public) that are not specifically targeted for the dissemination activities reported above.

Dissemination procedures are planned according the GA (Grant Agreement) and the CA (Consortium Agreement) and scheduled accordingly in terms of complementarities of the dissemination and training activities among the partners.

2 Dissemination targets

The dissemination deliverables will represent the milestones to monitor the progress of dissemination activities. The specific target regard the release of project web site, a specific number of conferences and flyers/ news letters a list of events and publications to be addressed by the project, a number of different press releases and publications in social media linked to the most important achievements of the project.

The specific objectives of the dissemination task include general progress announcements (public information), organisation of 3 workshops with participation of industrial representatives from different European countries to provide an access to potential end-users; final project announcement and other general results (public information), publication of articles in national and international professional magazines and papers, at least 10, with gold or green open access eventually using the online repository of CNR (see below).

3 Communication Strategy and Activity

The aim of the Dissemination strategy is to promote the project and the project results to the widest possible audience and achieve the largest possible impact. Communication channels are based on the use of different activities that will be carried out during the entire duration of the project.

Table 7.2-1: List of communication activities envisaged to disseminate PROMET-H2 results

Activity	Description
Visual identity	The exclusive logo was selected by the Consortium, similar approach was used for the templates and different materials. These were first developed by FHA, agreed and delivered to partners to harmonise project documents.
Website	The web-site is the main communication tool for the project (links to related projects, associations and partners websites). All the dissemination materials and public information of the project will be published in the website.
Publications	Publication in the scientific literature, dedicated journals and magazines is addressed (section 4). Additionally, associations will also receive the selected public information (e.g. Hydrogen Europe). Patents will be published in international databases, public deliverables will be available in the website. Newsletters will be published for the public on a 6-monthly basis (Prepared by FHA and approved by DLR).
Conference, events and fairs	PROMET-H2 will be presented in relevant international forums (e.g. WHEC, EHEC) and events related with the scope of PROMET-H2, such as conferences, exhibition fairs (e.g. Hannover Fair H2FC), etc. Contacts with target groups will also take form of workshops. PROMET-H2 will organize 3 open workshops.
Press media	Press media will be the main tool to reach mainly general public. The activities foreseen are: <ul style="list-style-type: none"> • Emission of press releases • Inviting media to the main events celebrated during the project • A press kit will be developed to help partners in the elaboration of their press releases (FHA).

	<ul style="list-style-type: none"> • Press appearances will be gathered by CNR for the elaboration of a final report
Radio and TV interviews	Radio and TV interviews will be released, in particular, in conjunction with demonstration events and workshops. Once released, they will be available in the PROMET-H2 social and professional networking accounts.
Flyers & Poster	Graphic materials will be developed to promote the project at selected events providing general information and preliminary results, addressing both technical and non-technical public. Two versions of this material will be released (1) Flyers and (2) dissemination poster.
Related Projects cooperation	Identification of the projects funded in recent years as well also during the whole project lifecycle, in order to find synergies and collaboration opportunities. As well as general knowledge sharing, it will help ensure that related projects have shared dissemination messages to prevent incoherent and uncoordinated dissemination, which risks confusing and irritating key stakeholders. AL, DLR, CNR, FHA and other project partners are present in Hydrogen Europe and Hydrogen Europe Research working groups. This will facilitate to interact with relevant and linked initiatives around the FCH 2 JU community, strengthening links between this JU and NMBP
Social and Professional Networking	The partners will evaluate new routes for dissemination using social and professional networks, such as LinkedIn, Twitter, Facebook, or Youtube, to create open debates and detect future industrial investors from other cities in Europe.
Showcases and visits to the pilot plant	Showcase programs will be defined for the pilot plant in the project. The visits will be published on the website and organized after the start of validation activities. At least one public visit will be organized every three months to showcase the installations and progress reached in the project, attracting not only the scientific community, but other stakeholders.

4 Dissemination methods and procedures

Dissemination of the results generated by PROMET-H2 shall require the approval of the partners (GA Article 29) with the obligation to protect results (GA Article 27), the confidentiality obligations (GA Article 36), the security obligations (GA Article 37) or the obligations to protect personal data (GA Article 39).

4.1 Results Dissemination

All partner that intend to disseminate their results obtained in PROMET-H2 must give in advance notice to the other beneficiaries - **unless agreed otherwise** - at least **45** days, together with sufficient information on the results it will disseminate:

- Abstract of the proposed presentation (indicate conference name, date);
- or Complete presentation material, in the case of a conference presentation that the partners have already agreed;
- or Manuscript of the proposed publication (indicate journal name);
- or Other documents describing the results that are proposed to disseminate.

Any other beneficiary may raise observation within - unless agreed otherwise - **30** days after receiving the notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary does not intend to protect its results, it may - under certain conditions (see Article 26.4.1 of GA) - need to formally notify the Commission before dissemination takes place.

4.2 Open access to scientific publications

According to GA article 29.2, all publication of articles in national and international professional magazines and papers, will be published with gold or green open access. In general, all publications will be provided with either the gold open access or green open access using the online institutional repositories (e.g. CNR Solar).

1) Open access publishing: Deposit the edited etc. published article. This is only possible without infringing copyright in the case of "open-access journals" or when **Gold Access** has been purchased in the case of a standard publisher (Elsevier, RSC etc.) (Gold Access costs approximately 3000 Euro). This is an eligible cost for the project (reimbursed at 100% under "Other Costs").

Or:

2) Self-archiving - in an institutional repository – "**Green access**": This is possible without infringing copyright in the case of papers published in "open-access journals" and of final accepted peer-reviewed manuscripts after a period of "embargo". If publishers' policies do not allow compliance with the grant agreement, the authors shall specifically request authorisation to self-archive prior to the end of the usual embargo period;

The repository must be institutional, not commercial.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

1. As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
2. Ensure open access to the deposited publication — via the repository — at the latest:
 - On publication, if an electronic version is available for free via the publisher, or
 - Within six months of publication (or within 12 months in special cases).
3. Ensure open access to the bibliographic metadata that identify the deposited publication. The bibliographic metadata must be in a standard format and must include the following:
 - The terms "European Union (EU)" and "Horizon 2020";
 - The name of the action, acronym and grant number; the publication date, and length of embargo period if applicable, and a persistent identifier.

4.2.1 Institutional Repository and European Commission repository

CNR SOLAR (Scientific Open-access Literature Archive and Repository) is a database of scientific publications, created at CONSIGLIO NAZIONALE DELLE RICERCHE in 2006 (<http://eprints.bice.rm.cnr.it/>). This aims at creating a CNR archive of science and research products, making use of the legal deposit of publications in digital format. As part of the mission entrusted to the Central Library of the CNR (Law April 15, 2004, No. 106, Decree of the President of the Republic May 3, 2006, No.252, Decree of the President of the Council of Ministers 7 October 1987, No. 475), this repository is intended to constitute the Italian archive of scientific publishing production and to create national bibliographic services for information and access to documents subject to legal deposit.

The CNR Central Library through the Legal Deposit guarantees: the collection, enhancement and conservation of documents of scientific interest; the production and dissemination of national

bibliographic services; consultation and availability of the same documents, in compliance with the rules on copyright and related rights. The legal deposit in SOLAR is made through:

1. self-archiving by the author / authors, who must ensure the actual conditions of use and dissemination of the version of the work deposited, previously agreed with the publisher and / or producer body;
2. specific agreements between the Central Library of the CNR and the publisher and / or the institution producing the publications. In this case, the deposit can be made by the Central Library itself or by the publisher / producer body.

The documents filed in SOLAR can be open access to full text or limited access, that is to say that the metadata are still accessible, while for the full text of the works one should contact the Central Library of the CNR.

The procedure to deposit of a document in CNR SOLAR, is provided in the Information page on CNR Solar which also contains the forms relating to the declaration of originality of the work.

In particular, for unpublished or not yet validated works at the editorial/institutional level (preprint, working paper, Project report, etc.), it must be completed, by the depositor, the declaration of originality and authenticity of the work being deposited Legal, to allow it to be deposited. This declaration, completed in all its parts, must be sent, together with the copy of a valid identity document, to the following fax number: + 39 06 4993 3858 or as an alternative to + 39 06 4993 3647 or in PDF format to the address: solar@cnr.it.

Work needs to be provided in an open standard format compatible with digital preservation processes (PDF-pdf/A, Jpeg, OpenDocument format-ODF, XML, etc.)

The procedure of a legal deposit is completed by issuing to the author (s) or the publisher/entity producer a certification for:

- Identification of the work in bibliographical terms;
- Possibility of reuse of data contained in SOLAR by other data bases of management, statistic, etc.;
- Date of filing;
- Measures implemented for the preservation of work;
- Valorisation of work in terms of impact also as a result of the participation of the CNR in national and international initiatives in the promotion, enhancement and dissemination of research results.

OpenAIRE: <https://www.openaire.eu/en>

OpenAIRE aims to support the implementation of Open Access in Europe. It provides the means to promote and realize the widespread adoption of the Open Access Policy, as set out by the ERC Scientific Council Guidelines for Open Access and the Open Access pilot launched by the European Commission.

OpenAIRE, a three-year project, will establish the infrastructure for researchers to support them in complying with the EC OA pilot and the ERC Guidelines on Open Access. It will provide an extensive European Helpdesk System, based on a distributed network of national and regional liaison offices in 27 countries, to ensure localized help to researchers within their own context. It will build an OpenAIRE portal and e-Infrastructure for the repository networks and explore scientific data management services together with 5 disciplinary communities. It will also provide a repository facility for researchers who do not have access to an institutional or discipline-specific repository

Conclusion

1. We can deposit the submitted version of our papers on a non-commercial repository – no publisher restriction.
2. We can replace the submitted version by the author accepted final version after the period of embargo.
3. We can secure a permanent access to the published version of the paper by paying the "Gold Access fee" or by publishing in "open access" journals.

4.3 PROMET-H2 Dissemination Rules

4.3.1 Publication Details

An electronic copy of published version shall be immediately provided to the Coordinator so it can be uploaded in the participant portal in SyGMA - Publications sections (continuous reporting) and thus made available to the EC.

4.3.2 Publication on PROMET-H2 website

The abstract and publication reference shall be posted on the PROMET-H2 public website, and an electronic version of the complete publication shall be uploaded to the PROMET-H2 internally shared project workspace.

4.4 Information for Results dissemination

According to GA article 29.2, unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- display the EU emblem and
- include the following text:

“The authors thank the European Commission for the financial support through the PROMETH2 project. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 862253.”

5 Dissemination Database

A dissemination database was created for PROMET-H2 . The structure of the dissemination database has been created by FHA. All partners will provide a dissemination list (their clients, collaborators). It will be possible improve the list by the PROMET-H2 (via the ‘subscribe’ option). Contacts and information will be update to the dissemination database during the entire project lifetime.

In the database, the following information will be collected (whenever possible) for each contact:

- Full name
- Email address
- Name of organisation
- Type of organisation (research, local authority, Energy Company, EU Commission, Legislation/standardization, etc.)
- Name of the European project(s) if any

Table 7.2-2 Scheme of dissemination database

Contact database for dissemination						
Name	Email	Organisation	Industrial	Academic	Other	Name of the European project(s) if any

The dissemination database will be saved in the project restricted area (no public access to the data) and it will be managed in compliance with the General Data Protection Regulation (GDPR). This database will be used as a tool to promote project activities to relevant target groups as well as establishing links with other H2020 projects, researchers and industries in the sector of related to hydrogen, electrolysis, fuel cells or electrochemical energy storage for information sharing, mutual benefits and added value.

Project partner FHA will collect contact details of stakeholders and other interested parties in a Database for Dissemination. E-newsletters with project updates will be sent to these addresses.

Project partners providing contact information for the Dissemination Database are responsible for ensuring that these contacts are correct and that contacts have agreed to receive information about the PROMET-H2 project. In addition, interested parties can [sign up](#) for the PROMET-H2 newsletter via the project website.

6 Disclaimer excluding Commission responsibility

Any dissemination of results should indicate that it reflects only the authors' view and that the Commission is not responsible for any use that may be made of the information it contains.

7 Acknowledgement aspects

Acknowledgement of EU funding is mandatory in all dissemination and communication activities. Beneficiaries of the EU's Horizon 2020 research and innovation programme have the obligation to explicitly acknowledge that their action has received EU funding. This must be done in all communication, dissemination and IPR activities as well as on all equipment, infrastructure and major results funded by the grant.



The EU emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence.

The following sentence must be included in all dissemination activities:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the PROMET-H2 grant agreement No 862253.

8 Conclusions

The D7.2 Dissemination and Communication Plan report discusses the communication strategies, dissemination methods and procedures use in the PROMET-H2 project. These have been organised according the indications of the Grant Agreement (GA) and Consortium Agreement (CA). In combination with this deliverable, an internal dissemination database has been created for the classification of the stakeholders.

The aim of the dissemination task is to develop and update regularly a communication, dissemination and awareness plan in order to maximise the potential impact of the project results. This document is released at M6 but it will be updated regularly according to the dissemination activities carried out throughout the project. This plan serves as a guideline for the partners in relation to the dissemination actions toward the stakeholders within and outside the project. It provides indications on the modalities and timing for the implementation of dissemination and communication activities.

The main aspects that have been dealt in this deliverable (the first deliverable of the dissemination plan series) are regarding the plan for the dissemination specific activities and tools to reach the expected impact, in particular the project website, conferences, workshops, publications. Moreover, the identification and classification of the stakeholders has been targeted according to a particular table/template with a characterization of their needs and concerns. Finally, the approach for the communication strategies to the wider public and stakeholders (media, trade associations, wider public) is preliminarily planned.

9 Acknowledgement



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