



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

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D7.3 Update 1 of Dissemination and Communication Plan

WP7 - Communication, dissemination & exploitation

WP7 Leader: CNR

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Document Change Control

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1	24-03-21	Stefania Siracusano (CNR)	Document creation
2	26-03-21	Maria Luisa Martínez Orduna (FHA)	Document revision
3	29-03-21	Stefania Siracusano (CNR)	Final version

Executive Summary

The 1st update of Dissemination and Communication Plan report describes the communication strategies applied in this first year, the dissemination tools and procedures outlined according to the Grant Agreement (GA) and Consortium Agreement (CA). In particular, this report is an update of the dissemination activities carried out during the first year of the project. The dissemination protocol has been reported in D7.2 and it has been applied during the first year of PROMET-H2.

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1 Introduction

The aim of the Dissemination plan is to communicate the project and the project results to the widest possible audience and to achieve a large impact. Communication channels are based on the use of different tools and activities that will be carried out during the entire duration of the project. These aspects together with the dissemination protocol have been reported in D7.2. Internal dissemination rules have been applied during the first year of PROMET-H2.

The present document aims to provide an update of the 1st year project dissemination activities.

2 Main Key Performance Indicator (KPI) objectives for the dissemination in PROMET H2

A list of main KPI targets regarding the PROMET H2 project dissemination are reported below:

KPI	2021	2022	2023	Total	Source
Nº of visits to the Promet website	300	400	500	>1200	web analytics provider
Nº of videos	1		1	2	Promet Records
Nº of video views	200	350	350	>900	YouTube Analytics
Nº of new subscriptions to the Promet Newsletter	50	50	50	>150	Mailing list Mailchimp
Nº of Press Release	1	1	1	3	Promet Records
Nº of leaflets/flyers distributed online	-	1	1	2	Nº of leaflets distributed
Nº of events or other public engagement activities organised by Promet	-	1	2	3	Promet Records
Nº of attendees/audience reached in events or other public engagement activities organised by Promet.	-	50	100	>150	Event monitoring
Nº of events or other public engagement activities where Promet partners participate	-	1	2	3	Promet Records
Nº of attendees/audience reached in events or other public engagement activities where Promet partners participate	-	50	100	>150	Event monitoring

3 Dissemination: status at month 12

An overview of the dissemination activities is presented below. Detailed discussion about the project website and project templates have been provided in D7.1. The dissemination plan and tools have been discussed in D7.2. These have been submitted at the M4 and M6 of the project, respectively.

3.1 Deliverables

A list of public deliverables submitted during this first year of project are reported below:

Deliverable N.	Deliverable Title	Lead beneficiary	Type	Due data (in months)
D1.1	Report on development of electrocatalysts: references, performance and initial risk assessment	CENMAT	REPORT	6
D2.2	1st annual report on MEA performance assessment	FZJ	REPORT	12
D3.2	1st document of available testing protocols for electrolysers: Additional needs and needs for PROMETH2 case	DLR	REPORT	8
D7.1	Project website including visual identity and project templates	FHA	REPORT	4
D7.2	Dissemination and Communication Plan	CNR	REPORT	6
D7.3	Update 1 of Dissemination and Communication Plan	CNR	REPORT	12

3.2 Conference presentations

Due to pandemic situation and related delays on project activities, the postponing of several international meetings, the number of conferences attended by the consortium partners was quite limited during Year 1. Thus, so far only the following presentation at conference has been performed:

Event name	Dates	Venue	Presentation Title	Authors	Partners
10 th EASN Virtual International Conference on “Innovation in Aviation & Space to the Satisfaction of the European Citizens”	September 2-4, 2020	Virtual Edition	Recycling of Critical Raw Materials from Hydrogen Chemical Storage Stacks (PEMWE), Membrane Electrode Assemblies (MEA) and Electrocatalysts	Anastasia Moschovi, Eirini Zagoraiou, Ekaterini Polyzou, Iakovos Yakoumis	MON

3.3 Publications

The following article has been published with regard to project-related results:

“Recycling of Critical Raw Materials from Hydrogen Chemical Storage Stacks (PEMWE), Membrane Electrode Assemblies (MEA) and Electrocatalysts”

Anastasia Maria Moschovi, Eirini Zagoraiou, Ekaterini Polyzou and Iakovos Yakoumis, 2021 IOP Conf. Ser.: Mater. Sci. Eng. 1024 012008

(<https://iopscience.iop.org/article/10.1088/1757-899X/1024/1/012008>)

3.4 Project website

The website is designed and it is maintained and constantly updated.

The project website aims to:

- act as contact point for third interested parties;
- provide a brief project summary and project information;
- provide company profiles of each of project Partners and a link to its web sites;
- inform the public on the on-going and ended research activities;
- inform the public on the most relevant project-results;
- host the publications of the project for the general public (flyers and technical publications);
- provide links to other research activities and connected projects



A basic website was launched at the starting of the project. The results can be viewed at www.prometh2.eu and the details are described in D7.1. Concerning the website, it is possible to trace the activities in detail. The traffic from the last year March 2020- March 2021 is shown below:

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	383 % of Total: 100.00% (383)	383 % of Total: 100.00% (383)	617 % of Total: 100.00% (617)	54.94% Avg for View: 54.94% (0.00%)	2.94 Avg for View: 2.94 (0.00%)	00:02:53 Avg for View: 00:02:53 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Direct	236 (60.51%)	236 (61.62%)	381 (61.75%)	55.64%	3.31	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Organic Search	76 (19.49%)	71 (18.54%)	129 (20.91%)	43.41%	2.91	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Social	44 (11.28%)	44 (11.49%)	57 (9.24%)	71.93%	1.65	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (Other)	33 (8.46%)	31 (8.09%)	49 (7.94%)	59.18%	1.71	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Referral	1 (0.26%)	1 (0.26%)	1 (0.16%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

And a comparison between periods is provided: statistics for first quarter of 2020 vs. 2021 are reported below:

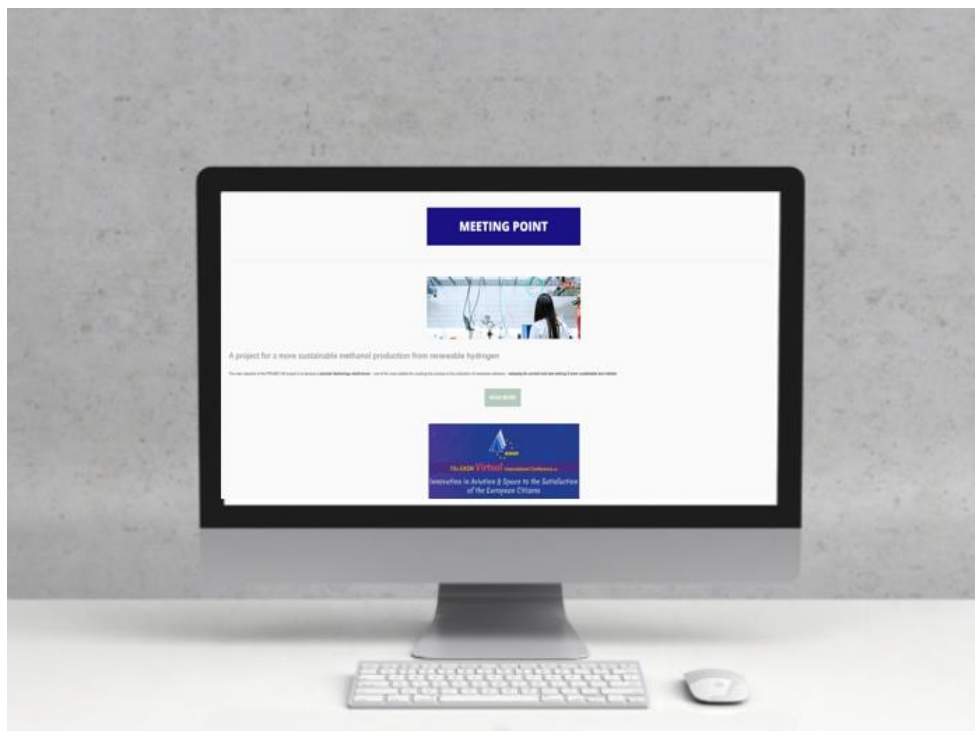
Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	100.00% 127 vs 0	100.00% 127 vs 0	100.00% 193 vs 0	100.00% 55.90% vs 0.00%	100.00% 2.23 vs 0.00	100.00% 00:01:59 vs 00:00:00	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Direct									
Jan 1, 2021 - Mar 18, 2021	73 (57.50%)	70 (55.12%)	94 (48.21%)	56.38%	2.09	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2020 - Mar 31, 2020	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	=%	=%	=%	=%	=%	=%	0.00%	0.00%	0.00%
2. Organic Search									
Jan 1, 2021 - Mar 18, 2021	47 (34.64%)	41 (32.38%)	78 (40.00%)	51.28%	2.56	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2020 - Mar 31, 2020	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	=%	=%	=%	=%	=%	=%	0.00%	0.00%	0.00%
3. Social									
Jan 1, 2021 - Mar 18, 2021	17 (13.37%)	16 (12.60%)	22 (11.28%)	68.18%	1.73	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2020 - Mar 31, 2020	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	=%	=%	=%	=%	=%	=%	0.00%	0.00%	0.00%
4. (Other)									
Jan 1, 2021 - Mar 18, 2021	1 (0.77%)	0 (0.00%)	1 (0.51%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2020 - Mar 31, 2020	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	=%	0.00%	=%	=%	=%	0.00%	0.00%	0.00%	0.00%

4 Dissemination: next 6 month

The planned activities for the next period are discussed in the following:

4.1 Newsletter and video

To increase the impact of the project results and to accelerate the implementation of these results, a short project video and the first project newsletter will be prepared in the next months. The newsletter will be organised by two blocks of content: NEWS and UPCOMING EVENTS. Video and newsletter will be available on the public website.



4.2 Next Conference presentation

Two international conference presentations are planned for the next period.

NEXT CONFERENCES					
Event name	Dates	Venue	Presentation Title	Authors	Partners
EFCF2021	29 June - 2 July, 2021	Lucerne, Switzerland	Study of a novel high-pressure PEM water electrolyser based on hydraulic cell compression	Ulrich Rost, Florian Wirkert, Jeffrey Roth, Michael Brodmann	PROPULS
240 th ECS-fall Meeting	October 10-14, 2021	Orlando, Florida	-	Meital Shviro	FZJ

5 Conclusions

The D7.3 deals with an update of the 1st year results for the Dissemination and Communication Plan. This report discusses the activities performed during the first year of PROMET-H2 project. The website is continuously updated to reflect the current status of project development. A total of three conferences and one article have been planned/performed.

6 Acknowledgement



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