



Coordination and Support Action SET4H2

Dissemination, Exploitation and Communication (DEC) Plan

D6.1


WP6 / T6.1 August 2024

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Executive summary

The deliverable D6.1 Dissemination, Exploitation and Communication (DEC) Plan is part of the work package WP6 Dissemination, Communication and Outreach, and a direct output from task T6.1 Dissemination, Exploitation, and Communication (DEC) Plan.

This deliverable aims to set up and implement a well-targeted and effective communication strategy in order to support the activities of the project. The deliverable reviews all communication and dissemination actions, key messages, target audiences and communication channels and tools that have been used throughout the project. It builds on the dissemination and communication activities (measures to maximise impact) as outlined in the project proposal.


The leaders of WP6 (EUREC and DLR) are responsible for the overall management and support of the activities defined under the present DEC Plan and will develop the main tools and materials to be used during the project with the support of other partners.

The foreseen communication activities aim to implement awareness, share news and updated information in the communication channels and provide communication materials to the partners to reach a wider audience. As the DEC Plan is subject to revision during the project, the present document will adjust to project progress, external forces and emerging communications means and trends.

The objectives of the deliverable are the following:

- To produce and promote information on SET4H2, its objectives and activities.
- To present the communication materials that have been developed since the start of the project.


All measures consider gender-sensitive communication which implies using a more inclusive language.

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List of abbreviations and acronyms

List of abbreviations

Abbreviation	Long form
CA	Consortium Agreement
CO	Confidential
D	Deliverable
DoA	Description of Action
EC	European Commission
ETIP	European Technology and Innovation Platform
EU	European Union
GA	Grant Agreement
HEU	Horizon Europe
IF	Innovation Fund
IWG	Implementation Working Group
KPI	Key Performance Indicator
PCO	Project Coordinator
PU	Public
QA	Quality Assurance
QAP	Quality Assurance Plan
RES	Renewable Energy Sources
R&I	Research and Innovation
SAB	Scientific Advisory Board
WT	Work Task
WP	Work Package

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Acronyms of CSA SET4H2 consortium partners

AEA: Österreichische Energieagentur - Austrian Energy Agency

BGH2A: Balgarska Asotsiatsia za Vodorod, Gorivni Kletki I Sahranenie na Energia (Bulgarian Hydrogen, Fuel Cell and Energy Storage Association)

EUREC: Association of European Renewable Energy Research Centers

DGEG: Direção-Geral de Energia e Geologia (Directorate General for Energy and Geology)

DLR: Deutsches Zentrum für Luft- und Raumfahrt e.V.


HER: Hydrogen Europe Research

MUR: Ministero dell'Università e della ricerca

UNIBO: Alma Mater Studiorum – Università di Bologna

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1. Goals of the Dissemination, Exploitation and Communication Plan


The Dissemination, Exploitation and Communication (DEC) Plan aims to define a strategy and actions to target specific audiences, develop key messages and tools to promote the project and its activities. The main goal is to ensure SET4H2 and its goals and objectives are known to all the stakeholders defined later in the document.

In order to reach this goal, the dissemination, exploitation and communication activities have the following purposes:

- Phase 1 in 2024: raise awareness on SET4H2 activities and project promoters.
- Phase 2 in 2025: promote the project, share lessons learnt and begin exploitation activities.
- Phase 3 in 2026: focus on dissemination and exploitation activities (publication of reports and deliverables as well as hosting events).

The DEC Plan describes the communication strategy to reach each stakeholder profile: the key messages, communication tools and channels, implementation and timing for each action.

DLR will track the communication and dissemination activities via a dissemination monitoring document shared with the consortium.

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2. Target audiences

Key audience groups have been identified to raise awareness on the project and develop targeted dissemination actions. The audiences are presented below.

2.1 IWG Hydrogen Countries

IWG Hydrogen countries – country delegates to IWG and their colleagues in ministries – will have a strong interest in the project. IWG members include the country delegates and civil servants in ministries and agencies, as well as representatives of the hydrogen industry and academia. The current members of IWG Hydrogen come from the following countries: Austria, Belgium, Bulgaria, Czechia, Germany, Spain, Finland, France, Greece, Hungary, Italy, Norway, Poland, Portugal, Romania, Sweden and Turkey. By open channels of communication between SET4H2 and these ministries regarding support for the hydrogen industry, IWG conclusions and recommendations can impact higher levels of government.

The following channels and tools will be used to reach and interact with them:

- joint and networking activities,
- social media,
- newsletter and
- website.

2.2 EU Member States


Member States will have a significant interest in the project's work – both on an EU level and an industry level. The project's work on implementing support for innovation in the hydrogen industry among Member States and SET-Plan countries will allow for closer coordination of resources and synergies across the energy system to benefit the whole EU. Member States, therefore, will have an interest to follow the project's progress and utilize this potential for involvement as much as possible.

The following channels and tools will be used to reach and interact with them:

- letters of introduction to support the projects' approaches to public authorities,
- mailing.

2.3 European hydrogen research and innovation community

R&I organisations, innovators and the research community will likely follow the success of the selected projects, especially the technologies, as the SET4H2 project will improve coordination and opportunities for exchange among the European hydrogen R&I community. Some organisations in the hydrogen research community include the Clean Hydrogen Partnership, European Clean Hydrogen Alliance, Hydrogen Europe, EERA, HyENet, Energy and Managing Authorities (EMA) Network, JRC, CETP knowledge hub, Clean Steel Partnership, Process4Planet Partnership, Clean Aviation, Waterborne Transport, and ETIP-SNET.

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The following channels will be used to reach this audience:

- website,
- digital newsletter,
- participation in events,
- webinars.

2.4 EU policy experts

EU policy experts will be interested in the project's work and communication with the greater hydrogen community. The improved coordination and opportunities for exchange among stakeholders working with Hydrogen will boost cooperation, reduce the risk of overlaps, and speed up the developments in the sector. The work should interest civil servants within relevant EU institutions responsible for developing and implementing hydrogen-related policies, including DG ENER, DG RTD, DG CLIMA, DG GROW, and others directorate-generals and executive agencies.

The following tools and channels will be used to reach them:

- events,
- social media,
- newsletter and mailing,
- press releases and
- policy papers.

2.5 CETP Communities, ETIPs, and IWGs dealing with hydrogen technologies


Beyond solely IWG Hydrogen countries, the greater European Strategic Energy Technology Plan (SET Plan) bodies including European Technology and Innovation Platforms (ETIPs) and Implementation Working Groups (IWGs), which represent various aspects of the energy sector, will be involved in project communication. IWG Hydrogen requires specific collaboration and communication with the other IWGs since hydrogen plays a role in many of the key actions. All must be made aware of IWG Hydrogen's updates as well as targets and progress towards them.

The following channels will be used to reach this audience:

- joint activities,
- social media,
- newsletters,
- press releases,
- policy papers and
- the website.

2.6 General public

The project will be of interest to European citizens interested in the renewable energy sector. This audience also includes local actors and authorities, representatives of local associations and cooperatives.

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The following channels will be used to reach this audience:

- website,
- social media,
- digital newsletter,
- press releases.

3. Key messages

The messages form part of the written identity of the project. SET4H2 uses them in the tools and communication channels. The objective of this section is to draft clear messages to reach as many targeted audiences as possible. These messages may evolve during the life of the project and will adapt to concrete materials and promotional actions.


3.1 Objective of the project

SET4H2 is focused on the support and uptake of research and innovation on hydrogen technology through the IWG Hydrogen mission, as part of the SET Plan. It is centred around building a more comprehensive European strategy for hydrogen initiatives and therefore obtaining greater progress in implementation of hydrogen technology. SET4H2 is additionally focused on creating greater synergies between hydrogen and other renewable energy technologies – particularly those under the SET Plan. SET4H2 will implement an integrated, systematic and interdisciplinary approach to address research needs in the hydrogen sector and enhance cooperation across Member States.

The consortium of SET4H2 has experience both in the field of hydrogen and in the context of coordination within the SET Plan. The Consortium consists of key players of the European Agenda Process involving BGH2A MUR, DLR-PT, UniBO, HER and AEA who were responsible for the working groups on Production, Transport & Infrastructure and Market Stimulation as well as the SRIA as a whole. The members are well connected with a network as representatives in the SET Plan Steering Group and other IWGs (e.g. Bioenergy, CSP-STE, CCUS, PV, Wind, HVDC), as well as contributors to the Clean Energy Transition Partnership and Cluster 5, Climate Energy and Mobility, of Horizon Europe.

3.2 Tasks of SET4H2

- Assist IWG Hydrogen in producing the first Implementation Plan (IP) for Hydrogen within SET Plan (including an analysis of the ERA pilot on green hydrogen SRIA and the identification of IWG actions to take place)
- Advocate for government policies that incentivise the use of hydrogen as well as better linkages between national hydrogen policies
- Ensure continuous coordination with other SET Plan IWGs
- Map and communicate regarding hydrogen activities and recent developments

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- Facilitate mutual coordination of national and regional hydrogen R&I programmes.
- Advance structured exchanges and coordination among different actors engaged in hydrogen (EU, national, regional level) to address the high level of complexity
- Enhance cooperation and synergies among Member States and SET-Plan countries to better position Europe in the global market and sustain the key European industries' competitiveness.
- Support the identification of optimal funding instruments and frameworks for cross-border R&I collaboration
- Develop positive impacts on the next integrated SET Plan, Horizon Europe work programme, national/regional hydrogen strategies as well as National Energy and Climate Plans (NECP) to accelerate the hydrogen economy and strengthen ERA as a whole
- Widen the circle beyond the known hydrogen community to include stakeholders that cover the entire value chain representing interests of research
- Strengthen Europe in international arenas in which energy and climate issues are discussed


3.3 Description of SET4H2

The aim of SET4H2 is to provide organisational, logistic and secretarial support to the newly formed Implementation Working Group on hydrogen under the revamped SET Plan. This includes refining the IWG's mission and identity, finalising the Implementation Plan and exploiting synergies with the activities of other SET Plan stakeholders and relevant European and international hydrogen initiatives. The new IWG can build on the results already achieved in the ERA pilot initiative "Agenda Process on Green Hydrogen", a comprehensive pan-European strategy-building process involving 30 European countries, and thus can achieve faster progress in implementing the Strategic Research and Innovation Agenda. The CSA supports the IWG in applying an integrated, systematic and interdisciplinary approach to address research needs, while considering the different starting conditions of European countries in the energy transition.


3.4 Expected outcomes

During the course of the project, SET4H2 will:

- Create greater coordination and cooperation among Member States with respect to hydrogen technology.
- Contribute to REPowerEU by supporting hydrogen technologies, thereby boosting industrial decarbonisation and energy security.
- Expand the hydrogen community to include stakeholders that have not yet been active.
- Increase awareness of hydrogen use cases at different levels through Best Practice examples.

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- Utilise new collaboration methods and channels successfully to support a larger, more inclusive, better-networked community across the Member States and SET Plan countries.
- Create awareness to increase the budget for R&I on hydrogen (e.g. through innovative design by pooling public budgets of MS) as well as funding to be used more efficient and targeted through synergies.
- Increase private investment (leveraged by public investment and regulatory measures), leading to enhanced contributions to the implementation of the European Hydrogen Strategy in MS and SET Plan Countries as well as closer alignment of national strategies.
- Foster increased efficiency and speed of decision-making in public administration regarding funding and investments in hydrogen.

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4. Communication tools, channels & KPIs

A communication package has been developed and will be improved throughout the project. You can find below the list of communication materials that have been and will be produced by the end of the project. An updated DEC Plan can be submitted to include communication tools and channels which have not yet been finalised, including the social media profiles, printed materials and the project website.

4.1 Visual identity and templates

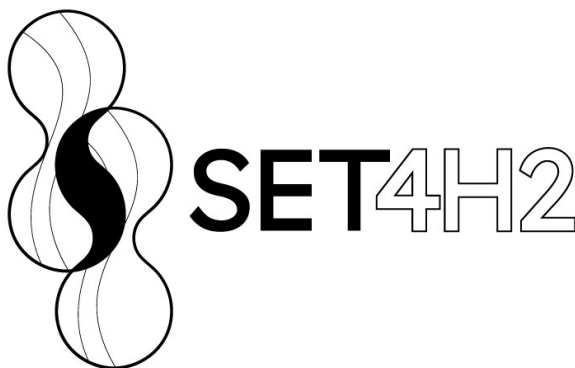
A logo and visual identity have been developed.



SET4H2 Colour Logo in colour




SET4H2 Colour Logo with dark background



SET4H2 Black and White Logo V2



SET4H2 Black and White Logo V1

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Colours chart:



All communication materials must acknowledge the EU support and display the European flag and funding statement:



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Templates:


Word document templates:



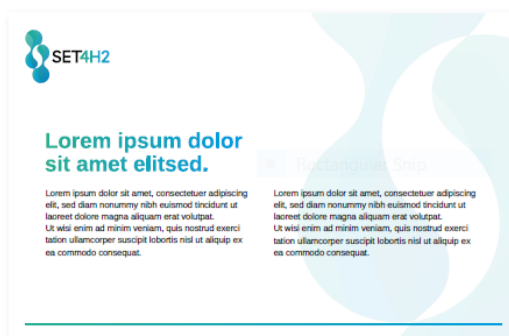
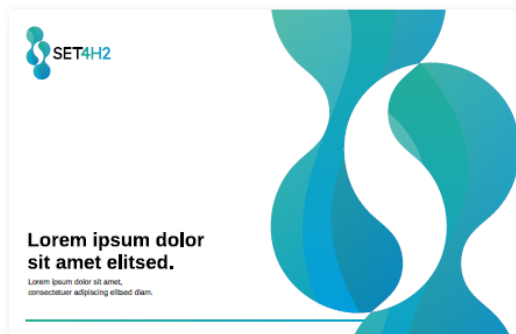






 SET4H2	Document:	Dissemination, Exploitation and Communication Plan		
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PowerPoint templates:



Backgrounds:



Background V1




Background V2



Background V3



Background V4

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4.2 Project website

The SET4H2 website is being developed and will be accessible online by October 2024. Initially, the website will inform about the scope and objectives of the project. It will be progressively populated with contents covering, among others, outputs, articles, IWG Hydrogen events and relevant news from external sources. The website will also make available finished documents and deliverables for download and will link to the project's social media channels. The website will be also linked with the IWG Hydrogen website/page curated by the SET Plan information system (SETIS), as well as consortium partner websites. More information on the website will be available on Milestone 6.1 Website.

4.3 Social media

Social media will raise awareness of new content on the IWG Hydrogen website and republish information relevant to IWG Hydrogen. LinkedIn will be used for long posts and reaching a professional audience, while Twitter/X will be for brief and/or urgent posts. The Twitter/X page and LinkedIn page will be created at the beginning of September and there will be regular posts starting from that time. Posts will also be linked to the project website, as soon as it is public.

The following hashtags will be used when posting on SET4H2 social media channels: #SET4H2 #SET4Hydrogen #hydrogen #Innovation #renewableenergy.

4.4 Digital newsletter

A digital newsletter will be sent every six months to promote the project's activities and the project promoters. A subscription form will be accessible on the website so that visitors can receive the newsletter directly by email.

4.5 Communication materials

A roll-up and leaflets using the established visual identity will be created and printed and utilized for the SET Plan conference in November 2024. These materials will be used in all in-person future events.

4.6 Promotion during events

The project will be promoted during specific events. Project promoters are invited to participate to two events per year at their own initiative. Below is a tentative list of events where partners could participate. This list will be updated regularly:


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Table 1: List of events with CSA SET4H2 participation

Name of the event	Location	Dates
ERA Conference	Brussels	September 2024
CETP TRI3 Knowledge Sharing Workshop	Berlin	September 2024
SET Plan Conference	Budapest	November 2024
EUREC College of Members	Kortrijk	December 2024
EUSEW 2025	Brussels	2025

4.7 Link-building

The consortium of the SET4H2 project will contribute to the visibility of the project through their own websites and additionally support the communication and dissemination activities. These actions will have a positive impact on the positioning of the SET4H2 website on browsers.

The list of links below represents SET4H2 on the partners' websites:

- EUREC: <https://eurec.be/project/set4h2/>
- DLR: <https://projekttraeger.dlr.de/en/references/green-hydrogen-together-future>


Once the SET4H2 website is active, all consortium partners will add a link on their respective organisation site to the SET4H2 website.

4.8 Key Performance Indicators (KPIs)

The SET4H2 partners plan to reach the following KPIs:

Table 2: List of Key Performance indicators

Channels	Targets
Project website	Total number of visits by the end of the project: 8,000
Newsletters (sent every six months)	At least 30% open rate
Participation in events	Two events per year at Project Promoters' initiative
Social media (Twitter/X, LinkedIn)	Total number of followers by the end of the project: 500
Press releases	At least two per year (linked to relevant news)
Organisation of two online webinars/conferences per year	Total number of participants: 50 per year

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5. Planning of dissemination and communication activities

A timeline has been developed to present the project's activities and will be updated on a regular basis.

5.1 Timeline 2024 (first year of the project)


Table 3: Tasks 2024

2024	Tasks
July	Creation of visual identity
August	Submission of D6.1 DEC Plan
September	Creation of roll-up and leaflet Set up social media profiles ERA Conference CETP TRI3 Knowledge Sharing Workshop
October	Submission of MS6.1 Website Begin regular publishing on social media accounts (at least 2 publications per month)
November	SET Plan Conference Updating website and social media with project activities (monthly)
December	EUREC College of Members Meeting Dissemination of the newsletter Updating website and social media with project activities

5.2 Timeline 2025 (second year of the project)

Table 4: Tasks 2025


2025	Tasks
January	Updating website and social media with project activities (monthly)
February	Brainstorm web conference for the year
April	First web conference
June	Dissemination of the newsletter EUSEW 2025 EUREC College of Members Meeting
November	Second web conference SET Plan Conference
December	Dissemination of the newsletter EUREC College of Members Meeting

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5.3 Timeline 2026 (last year of the project)

Table 5: Tasks 2026

2026	Tasks
January	Updating website and social media with project activities (monthly)
February	Promotion of project results: press release, video, social media posts
April	Dissemination of the last newsletter Submission of D6.2 Results of Dissemination and Communication activities End of the project

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6. Intellectual Property & Knowledge Management

It is important to plan for transfer of ownership and responsibility of the means of disseminating IWG Hydrogen material. Transfers of the intellectual property to a new manager may occur at the end of SET4H2 (“manager” can be a new consortium offering a SET4H2 like service or a member IWG Hydrogen selected per the ToR to manage D&C):


- contact database → fully and exclusively to new manager for email addresses appearing to relate to an identifiable person.
- visual identity and branding → fully and exclusively to new manager
- website → fully and exclusively to new manager
- social media accounts (if created) → control fully and exclusively to new manager

Three scenarios are considered regarding the handover of control of the above intellectual property:

1. follow-on funding for a SET4H2-like project that begins just as this one would end
2. follow-on funding but with an interruption
3. no follow-on funding and a need to brief an IWG Hydrogen member(s) how to disseminate, exploit and communicate their work

To cover for scenario 2 and 3, the DEC Plan will foresee the buying of website hosting space and domain name rental for two years after the end of this contract and the login details will be passed to the new webmaster if there is one.

Essential information will be mirrored on the European Commission’s IWG Hydrogen webpage: https://setis.ec.europa.eu/implementing-actions_en (this information will be identified in the last revision of the DEC Plan before project close).

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7. Conclusions

The current version of the DECP gives an overview of the general planning of activities programmed for the life of the project. EUREC has integrated the components of a solid dissemination and communication strategy (target audiences, key messages, tools and planning).

EUREC will coordinate the implementation of the DECP and will inform the partners about possible changes and improvements. The present document will always try to adapt to the project needs and evolutions. In this sense, the list of actions might vary from the original planning. EUREC has also included KPIs to track the results of the communication and dissemination activities.

EUREC and DLR will also prepare two deliverables and one milestone in Word Package 6:

- D6.1 Dissemination, Exploitation and Communication Plan (M4)
- MS6.1 Website (M6)
- D6.2 Results of Dissemination and Communication activities (M24)

