



Reversible solid oxide Electrolyzer and Fuel cell for
optimized Local Energy miX

Dissemination Action Plan Deliverable D7.2

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Contents

Abstract.....	3
Introduction	3
1. Initial Dissemination Action Plan (DAP)	3
1.1 Dissemination Strategy and Activities	4
1.2 Dissemination Tools	4
2. Scientific Publication Plan	5
2.1 Scientific publications	5
2.2 Conferences and other public events	6
3. Dissemination monitoring.....	8
4. Conclusion.....	10

Abstract

This deliverable D7.2, the initial Dissemination Action Plan, defines an optimised dissemination strategy for the project, and in particular the objectives, activities, target audience, existing communication tools of the consortium partners (e.g. websites, social media channels) and existing professional networks useful to communicate and reach out efficiently. An updated version will be provided in project month 18 as deliverable D7.3.

Introduction

The main objectives of the dissemination activities of the REFLEX project (WP7) are to reach the key relevant communities and ensure high impact of the project results at the European level. This is achieved by promoting exchange within the research community, the private industrial sector and institutional stakeholders.

1. Initial Dissemination Action Plan (DAP)

This initial Dissemination Action Plan aims at defining an optimised dissemination strategy, and in particular the objectives, activities, target audience, existing communication tools of the consortium partners (e.g. websites, social media channels) and existing professional networks useful to communicate and reach out efficiently.

A dissemination strategy is set to serve the objectives of the REFLEX partnership, which is to bring to the fuel cell and hydrogen industry innovative solutions and advanced methodologies whose implementation would have a valuable impact on the broad value chain, from fundamental research through market introduction. REFLEX dissemination strategy will involve all the partners and will target a large part of the Fuel cells and hydrogen community including scientists and industrials, in particular members of the International Advisory Board.

This dissemination strategy will be mainly used by the partners as a guide to plan dissemination activities. It shows some general clues that will need to be adapted throughout the project, in response to changing needs.

The improved knowledge and results obtained during REFLEX will be publicized via one workshop with the International Advisory Board, scientific journal papers, conferences and a final dissemination event on the demonstration site at ENVIPARK. Moreover, this strategy will also include clustering activities with ongoing projects/initiatives so as to foster common accepted solutions:

- Clustering with projects among other ongoing H2020 or FCH2-JU projects (e.g. ECO, BALANCE) or other global initiatives, such as the EERA (European Energy research Alliance) working on H2 and FC, in which several partners of the project are involved (CEA, VTT, DTU), as well as the RCS (regulation codes and standards) working group dealing with rSOC testing methods (IEC TC105, working group 13, in which the coordinator participates);
- Presentation of REFLEX results at various events: of course, at specialized events in the field of H2 and FC (for example review days organised by the FCH2-JU, several Workshops, DOE or Japanese events), but also events with a much wider audience focusing on energy storage and smart cities (BePositive, Pollutec, SmartEnergyExpo, Innovative Cities, IRES...)

1.1 Dissemination Strategy and Activities

Dissemination activities will be aimed at promoting a fruitful exchange within the research community, the private industrial sector and institutional stakeholders. In order to harmonise the external communication with a unique identity for the project in all channels of communication, the following tasks have been set up at the beginning of the project and will be periodically updated:

- Definition of the project's graphic identity, including a logo and a colour code,
- Setting-up and update of the project public website
- Creation of a project leaflet

These products have already been reported in Deliverable D7.1 "Communication Toolkit" and therefore are only briefly summarized in the following section 1.2.

Dissemination should be tailored to different stakeholders. The REFLEX partners will adapt their contents, using different language register (more or less formal, complex, or specialized, for example) and different means of communication (website, newsletters, press, printed resources like leaflet and posters, scientific publications etc.) depending on the defined targets.

The presence of key leaders and pioneers in materials, electrochemistry, modelling, process, system, and their integration in the consortium will facilitate the dissemination of knowledge. The consortium will disseminate non-confidential results to the Research, Industrial and Public communities.

The key dissemination stakeholders of REFLEX project are listed below:

- Scientists, Education communities;
- Industrials and SME's;
- Public funding bodies.

Scientists, Education communities

All results not covered by IPR will be presented at international conferences and in journal papers. All methodological and applied research results and new findings will be disseminated through university courses, post- graduated program activities and dedicated summer schools (Joint European Summer School (JESS) on Fuel Cell, Electrolyser and Battery Technology).

Industrials and SMEs

Several industrials/SMEs are part of REFLEX, covering the whole value chain with cells (Elcogen), power electronics (GPTech), rSOC system (Sylfen), end-user (Envipark and Engie). All together or separately, they can valorize the improvements done in their products or new products developed thanks to the REFLEX project, or they can demonstrate the benefit of such products for new or early markets. Participating in various fairs/shows or events, they can use this dissemination channel to present REFLEX achievements and boost their competitiveness.

Public bodies

Regarding the need for funding, the partners shall disseminate and communicate towards public bodies to show the value of Project results.

1.2 Dissemination Tools

The dissemination activities will be performed through planned and standardised promotional materials. External communication will use several ways:

1. A project graphic identity
2. The website
3. Public events

4. Scientific publications
5. Flyer/poster
6. Periodic newsletters
7. Instagram or twitter account

The project graphic identity is much more than a logo, it is a coordinate way to present the project so that any product (website, deliverable, newsletters) reflects its mission, vision and values. As a first step, the project logo was released, as described in Deliverable D7.1 “Communication Toolkit”:



As part of the project brand a visual identity was designed and based on the REFLEX logo, templates were created for PowerPoint presentations and project reports. The partners will use the visual identity for homogeneous dissemination using the templates.

The design of the project website enables user-friendly access to the project results. The website will be updated every 6 months. Inputs to the website will be discussed at the periodic meetings.

A leaflet/flyer was also designed and handed out at one fair so far, and it was sent to International Advisory Board members. This will be updated as the project proceeds and distributed at various conferences and other events in the future.

These dissemination tools have all been described in Deliverable D7.1 “Communication Toolkit”.

2. Scientific Publication Plan

2.1 Scientific publications

Significant results obtained from REFLEX Project will be published in relevant journals according to the conditions set out in the Grant agreement and in the Consortium agreement.

The objectives of scientific publications are as follows:

- Circulate the project results and therefore the ideas;
- Disseminate to the most outstanding research community the project results;
- Get feedback from peers.

The following table lists potential publications that could be relevant for the project (this is not an exhaustive list). This table will be used to follow up the publications related to the project.

Description : title of the Event, title of the journal etc...	Address	Dates (year and Day/month if known) and Place	Main R&D topics covered	Comments
Journal of Power Sources	http://www.journals.elsevier.com/journal-of-power-sources/	2018/2019/2020	All aspects of the science, technology and applications of sources of electrochemical power: the science and applications of primary and secondary batteries, fuel cells, supercapacitors and photo-electrochemical cells.	concerning experimental activity, modelling and demonstration
Applied Energy	http://www.journals.elsevier.com/applied-energy/	2018/2019/2020	Analysis and optimization of energy processes, mitigation of environmental pollutants, and sustainable energy systems. Innovative technologies and systems of both fossil and renewable energy to the economic industrial and domestic use of energy with no or minor impact on the environment.	concerning experimental activity and modelling
International Hydrogen energy	http://www.journals.elsevier.com/international-journal-of-hydrogen-energy/	2018/2019/2020	The International Journal of Hydrogen Energy aims to provide a central vehicle for the exchange and dissemination of new ideas, technology developments and research results in the field of Hydrogen Energy between scientists and engineers throughout the world	concerning experimental activity and modelling
Fuel cell bulletin	http://www.journals.elsevier.com/fuel-cells-bulletin	2018/2019/2020	Fuel Cells Bulletin is the leading source of technical and business news for the fuel cells sector. From its international perspective it distils the important information you need to take advantage of the growing opportunities in fuel cells.	concerning experimental activity and modelling

Table 1. Science and engineering journals that are relevant for publication of REFLEX results.

2.2 Conferences and other public events

Public events represent a great opportunity for REFLEX visibility and to convey the project contents to EU and international fuel cell and hydrogen communities. The objectives to participate to public events are as follows:

- Disseminate the latest results towards fuel cells groups;
- Meet relevant industry players;
- Collect all comments and suggestions concerning the results and eventually the suggested solutions proposed;
- Network face-to-face with some of the leading names in the field;
- Seek international partners and form new alliances;
- Raise REFLEX profile within the scientific community;
- Communicate REFLEX message to a highly qualified scientific community;
- Demonstrate REFLEX results;
- Increase REFLEX awareness and visibility;
- Enhance relationships with existing customers and meet new ones;
- Elevate REFLEX profile in the Global fuel cell and hydrogen research and development community.

The following table lists potential conferences or public events that could be relevant for the project. This table will be used and updated to follow up the events related to the project.

Description : title of the Event, title of the journal etc...	Address	Dates (year and Day/month if known) and Place	Participation
FC EXPO 2019, 15th International Hydrogen & Fuel Cell Expo (within World Smart Energy Week 2019)	http://www.fcexpo.jp/en	Every year/Tokyo Japan	To be confirmed for the following years
NOW GmbH: Hydrogen and Fuel Cell Technology Supplier Marketplace	http://www.now-gmbh.de/en/aktuelles/veranstaltungen	Every year, Germany	To be confirmed for the following years
14th International Hydrogen & Fuel Cell Conference: The Commercialisation of Hydrogen & Fuel Cell Technology	http://www.climate-change-solutions.co.uk	March 2019, UK	To be confirmed for the following years
Materials Research Society Spring Meeting & Exhibit, including Symposia on Mechanics of Energy Storage and Conversion, Grid-Scale Energy Storage, and Hydrogen and Fuel Cell Technologies for Transportation	http://www.mrs.org/spring2017	2020 (USA)	
21st International Conference on Fuel Cells Science and Technology	https://waset.org/conference/2019/01/new-york/ICFCST	January 2019 (USA)	To be confirmed for the following years
Advanced Energy Conference, AEC 2020	http://www.aertc.orgk	2020 (USA)	To be confirmed
23rd World Hydrogen Energy Conference, WHEC 2020	https://www.copenhagencvb.com/world-hydrogen-energy-conference-whec-2020-gdk966982	June 2020, Denmark	
SOFC - XV	https://community.electrochem.org/eweb/DynamicPage.aspx?webcode=EventInfo&Reg_evt_key=c704c26d-9a28-4784-be96-c96cf6668d0f	September 2019, Japan	
15th European SOFC & SOE Forum (with Conference, Exhibition & Tutorial): SOFC & SOE, including Reactors and Separators based on Solid Oxide Membranes	http://www.efcf.com	July 2020 Lucerne/ Switzerland	
Hannover fair	http://www.hannovermesse.de/home#	April every year Hannover Germany	
FDFC209	https://fdfc2019.sciencesconf.org/resource/page/id/1	February 2019, Nantes, France	
European Hydrogen Energy Conference (EHEC)	http://www.ehec.info/	2019	To be confirmed
European Fuel Cell Technology & Applications "Piero Lunghi" Conference (EFC)	http://www.europeanfuelcell.it/	Every year in December in Italy	

International Renewable Energy Storage Conference (IRES)	http://www.energy-storage-online.com	Every year in spring	
Smart Energy Conversion and Storage	http://forum.hydrogen.edu.pl/	2019	To be confirmed
Progress in Fuel Cell Systems - Bruges workshop	http://www.birmingham.ac.uk/research/activity/bruges/index.aspx	Every year in May, Belgium	
Conference on Carbon Dioxide as Feedstock for Fuels, Chemistry and Polymers	http://co2-chemistry.eu/programme	Is held every year, Germany	
EU Green Week	https://www.eugreenweek.eu/	Every year, May-June.	The subject changes every year. To check the subject of discussion in 2019.
Process system engineering conference: ESCAPE	http://efce.info/ESCAPE_28-p-20000955.html	Every year in June	
Process system engineering conference: CHISA / PRES	http://www.chisa.cz/	To be checked, normally summer	

Table 2. List of events and conferences that are expected to be relevant for disseminating REFLEX results.

For the conferences finally selected in the provisional list above, or any other identified as meaningful for the project, at least 1 paper per conference is targeted.

3. Dissemination monitoring

The following table lists the initial targets given for objectives at the beginning of the project. It also provides an estimate for the 1st reporting period.

Target groups	Indicators for measuring the effectiveness of the approach	Min target value	Planned for before M18	Feedbacks expected
Research community <i>Hydrogen and Fuel Cell researchers and industries</i>	Publications at international conferences (M12 onwards)	10	2	-Disseminate the latest results towards Hydrogen and fuel cells actors -Designing new collaborative research proposals. -MoUs ¹ concluded between research and industrial partners.
	Publications in international journals (M12 onwards)	7	2	
	Participation with presentation of results at international events with industry	3	1	
	Workshop with Industrial Advisory Board	1	0	
General public <i>Public and Private</i>	Non-scientific publications (articles, press releases)	10	5	-Attract attention and to generate interests for an optimal exploitation of the project's results.
	Participation in national events promoting new solutions for energy storage ad local energy in eco-buildings and districts			
	Flyers/Poster: Distributed at Conferences, workshops, exhibitions	1000	300	

¹ Memoranda of Understanding

	Project Website: Number of Visits All public deliverables will be made available: Number of deliverables downloads	3000 200	1000 50	
Customers <i>Local authorities, Companies Real Estate managers, Buildings industry (architects, engineering companies, building companies); Suppliers of Renewable Power storage solutions & smart grid equipment</i>	Customer request for other projects deployment	50	7	-Discussions at our booth on industrial fairs (mainly Hannover Fair) -Request for specific features
	Interest of industrial customers on Technology Exploitation via license models	10	4	
Standards and regulation bodies	Standardisation groups REFLEX will interact with: working group dealing with SOFC/SOEC testing methods (IEC TC105, Working Group 13, where CEA participates)	1	1	-Promoting the REFLEX results and making sure that they can be integrated and contribute in future standards
	Participation in EU commission's consultation and other worldwide regulatory in the field of interest	1	0	
Education <i>Students (PhD Master students)</i>	Integration of modules with project results in regular courses; Contributions to one relevant Summer School: e.g. European Summer School (JESS) on Fuel Cell, Electrolyser and Battery Technology, co-organised by DTU or within the EuroTech University Alliance (DTU/EPFL/TU-Eindhoven/TU-Munich).	1	0	-Education of future technology users
Final dissemination event	Presentation and Inauguration of the demonstrator when installed on the site a large panel of invitees will be addressed, including EU representatives, several companies involved in the field of hydrogen and fuel cells, local authorities from several European regions, policy makers, hydrogen associations active in Europe, etc. Subsequent guided visits of the demo unit could be arranged.	1	0	- Better knowledge of the potential of the technology
Visits of the Demo Unit	During the last year of the project, visits of the REFLEX Demo Unit will be organised by the project partners	6	0	Education & raising awareness of potential customers.

Table 3. REFLEX Dissemination targets

4. Conclusion

This deliverable D7.2 corresponds to the initial Dissemination Action Plan, including the Scientific Publication Plan. An updated version will be provided for the intermediate report (D7.3).