

Updated comms & dissemination plan 2

Deliverable 7.3

December 2023



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¹ Dissemination level security: PU= public, CO=confidential.

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Preface

The aim of **GREEN HYSLAND** is to **deploy a Hydrogen ecosystem on the island of Mallorca**. The initiative is receiving **10 Million Euros of funding** from the European Commission through the **Clean Hydrogen Partnership**. It is a 5-year-project that started on the 1st January 2021, and will end on 31st December 2025. The consortium is formed by **32 partners from 11 countries**, 9 from the European Union, as well as Chile and Morocco. The project will deliver the **first hydrogen valley of the Mediterranean**, developing a fully functioning hydrogen (H₂) ecosystem covering all the value chain, from the production to the distribution and consumption of, at least 300 tons H₂/year of green H₂, traced through a Guarantee of Origin System. Green Hysland will reduce the CO₂ emissions of Mallorca up to 20,700 tonnes per year by the end of the project. This hydrogen will be used in six different applications, as follows:

- The **H₂ pipeline and the injection point** of part of the H₂ produced at the Lloseta plant into the island's natural gas network operated by Redexis.
- The **100 kWe fuel cell** that will supply electricity to the maritime station of the **Balearic Port**.
- The **50 kWe CHP** system to be located in the **Iberostar Bahía de Palma hotel (4*)**, which will cover part of the hotel's energy demand.
- The **25 kWe CHP** system to be located at the **Municipal Sports Centre in Lloseta**, which will cover part of the site's energy demand.
- The integration of **5 hydrogen buses to the EMT** city bus fleet of Palma de Mallorca.
- The integration of **H₂ vans** in the Alfill Logistics vehicle fleet as well as the search for rental car companies to incorporate H₂ vehicles in their **rental car fleets**.

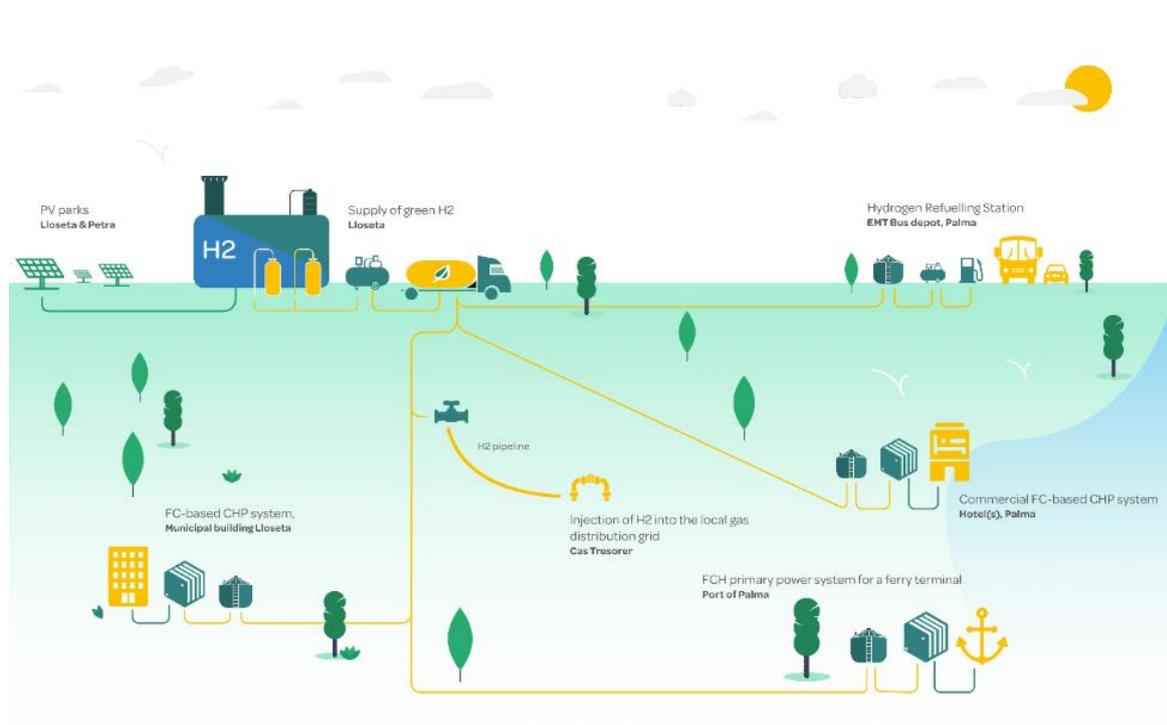
The infrastructures which will be developed within the project are:

- The **green H₂ production plant** located on CEMEX land in Lloseta.
- The deployment of a **Hydrogen Refuelling Station (HRS)** at the EMT facilities.
- The development of tube trailers which will transport the H₂ produced in Lloseta's plant to the different applications.

The project will also deliver a **roadmap towards 2050** that compiles a long-term vision for the **development of a widespread H₂ economy in Mallorca and the Balearic Region**, in line with the **environmental objectives set for 2050**. This long-term roadmap will be an evolution of the current regional roadmap for the deployment of renewable energies and the energy transition, and will involve local and regional stakeholders through public consultations.

In addition, GREEN HYSLAND contemplates the **development of replication experiences** in five other EU islands: Madeira (PT), Tenerife (ES), Aran (IE), Greek Islands and Ameland (NL) as well as Chile and Morocco. Within the project, the impact of deployment of H₂ technologies at regional level (Mallorca and Balearic islands) at technical, economic, energy, environmental, regulatory and socioeconomic levels will be analyzed. Additionally, detailed techno-economic studies for scaling-up renewable H₂ production, interconnecting infrastructure and local H₂ end-uses, both within the island of Mallorca and beyond, will be developed to facilitate and de-risk future sector investment.

The infrastructures for the hydrogen production and distribution, together with the end-users' pilot sites and the logistics required for the green hydrogen distribution will be developed as follows:



No	Participant Name	Short Name	Country Code	Logo
1	ENAGÁS RENOVABLE S.L.	EGR	ES	
2	ACCIONA ENERGIA S.A.	ACCIONA ENER	ES	
3	REDEXIS GAS S.A.	REDEXIS GAS SA	ES	
4	Empresa Municipal de Transportes Urbans de Palma de Mallorca S.A.	EMT-PALMA	ES	
5	CALVERA HYDROGEN S.A.	CALVERA	ES	
6	AJUNTAMENT DE LLOSETA	Lloseta Council	ES	
7	AUTORIDAD PORTUARIA DE BALEARES	PORTS BALEARS	ES	
8	CONSULTORIA TECNICA NAVAL VALENCIANA S.L.	COTENAVAL	ES	

9	BALEARIA EUROLINEAS MARITIMAS S.A.	BALEARIA	ES	
10	INSTITUTO BALEAR DE LA ENERGIA	IBE	ES	
11	UNIVERSITAT DE LES ILLES BALEARS	UIB	ES	
12	FUNDACION PARA EL DESARROLLO DE LAS NUEVAS TECNOLOGIAS DEL HIDROGENO EN ARAGON	FHa	ES	
13	CENTRO NACIONAL DE EXPERIMENTACION DE TECNOLOGIAS DE HIDROGENO Y PILAS DE COMBUSTIBLE CONSORCIO	CNH2	ES	
14	ASOCIACION ESPANOLA DEL HIDROGENO	AeH2	ES	
15	COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES	CEA	FR	
16	ENERCY BV	ENER	NL	
17	HYENERGY TRANSSTORE BV	HTS	NL	
18	STICHTING NEW ENERGY COALITION	NEW ENER.COALIT	NL	
19	HYCOLOGNE GMBH	HyCologne	DE	
20	FEDERATION EUROPEENNE DES AGENCES ET DES REGIONS POUR L'ENERGIE ET L'ENVIRONNEMENT	FEDARENE	BE	
21	NATIONAL UNIVERSITY OF IRELAND GALWAY	UGalway	IE	
22	THE EUROPEAN MARINE ENERGY CENTRE LIMITED	EMEC	UK	

23	GASNAM - ASOCIACION IBERICA DE GASNATURAL Y RENOVABLE PARA LA MOVILIDAD	GASNAM	ES	
24	UNIVERSIDAD DE LA LAGUNA	ULL	ES	
25	ENERGY CO-OPERATIVES IRELAND LIMITED	En.Coop.Ireland	IE	
26	AGENCIA REGIONAL DA ENERGIA E AMBIENTE DA REGIAO AUTONOMA DA MADEIRA	AREAM	PT	
27	GEMEENTE AMELAND	Gem.Ameland	NL	
28	DIKTYO AEIFORIKON NISON TOY AIGAIU AE	DAFNI	EL	
29	ASOCIACION CHILENA DE HIDROGENO	H2 CHILE	CL	
30	Association Marocaine pour l'Hydrogène et le Développement Durable	AHMYD	MA	
31	HYENERGY CONSULTANCY LTD	HYE	NL	
32	ENAGÁS S.A.	ENAGAS	ES	
33	Power to Green Hydrogen Mallorca S.L.	P2GH2M	ES	

Executive Summary

D7.3 – updated comms and dissemination plan offers an updated version of the Green Hysland Communication and Dissemination Strategy before the last version due in M60, and represents the strategy's 3rd revision after D7.1 and D7.2.

The plan then defines five main target groups: end-users, renewable and conventional sector, public authorities, the general public (including NGOs and non-profit organisations) and the scientific community. Each of these groups is broken down in several sub-groups.

A brief description of their concerns and how we are going to reach them is outlined in section 2.2 and 2.3. Section 2.3 sets the project narrative and key messages for each target group. Section 2.4 gives an overview of the dissemination tools and channels that project partners will use to reach the aforementioned target groups and implement the defined messages, to achieve the communication and strategic objectives of the project.

The C&D strategy uses a large panel of external communication tools: online materials, social media, cross-promotion, printable materials (online communication materials are always preferred), events and webinars, press relations etc.

An internal communication strategy is also established and constantly updated to make sure all partners actively contribute to communication and dissemination, but also to ensure they also subscribe to our project narrative. Training forms the third part of the strategy, which will help actively engage our target groups at local and regional level (Mallorca and Balearic Islands) through capacity-building.

The strategy aims to be in adequacy with similar already existing EU initiatives such as BIG HIT, HEAVENN, Hydrogen Territories Platform, etc. These projects are therefore included in the list of initiatives to be contacted for cross-promotion activities, in order to establish a European Coalition for H2 deployment in Islands.

Once we have gone over the objectives, target groups, messages and means, we outline the concrete rollout of C&D activities over the project duration and by matching the GREEN HYSLAND target groups with the relevant tools and channels.

Section 3 analyses the current C&D platforms used in the consortium and presents the project communication team. Section 4 and 5 remind project partners and readers that all C&D activities must follow the rules of FCH JU and EU funding, Intellectual Property Rights and must be based on a reflection regarding the type of action that we aim to perform (communication, dissemination or exploitation).

The monitoring and evaluation of communication activities are presented under section 6, together with the Key Performance Indicators of the strategy and a short risk analysis in case of non-compliance with the set targets.

Compared to D7.2, this shorter version presents a structure appendix including most of tables; specifications of internal communication procedures (new section 3.1); an emerging conclusions template to make results easier to disseminate within and outside the consortium.

1. Introduction

1.1. Project description

The Green Hysland project addresses the requirements of the call FCH-03-2-2020: H₂ Islands by deploying a fully-integrated and functioning hydrogen (H₂) ecosystem in the island of Mallorca, Spain. The project brings together all core elements of the H₂ value chain i.e. production, distribution infrastructure and end-use of green hydrogen across mobility, heat and power.

The overall approach of Green Hysland is based on the integration of 6 deployment sites in the island of Mallorca powered with green hydrogen producing and consuming at least 300 tons H₂/year on the island. The plant is connected to local photovoltaic (PV) plants and supplies the green hydrogen to the end users to be used on Fuel Cells and Hydrogen (FCH) end-user applications,

- 5 FC buses and 10 FC vehicles,
- 3 Combined Heat and Power (CHP) applications at commercial buildings, electricity supply at the port of Palma and a sports centre,
- Injection point of H₂ into the local gas grid. dedicated H₂ pipeline, distribution via road tube trailers and a HRS) for distributing H₂ across the island and integrating green H₂ supply with local end-users.

The scalability and EU replicability of this integrated H₂ ecosystem will be showcased via a long-term roadmap towards 2050, together with full replication studies. The aim is to expand the impact beyond the technology demonstrations, setting the basis for the first H₂ hub at scale in Southern Europe.

The project has already been declared to be a Strategic Project by the Balearic Regional Government, and has support from the Spanish Ministry of Industry, Trade and Tourism and the Spanish Ministry for Ecological Transition and Demographic Challenge, through IDAE (the Spanish Institute for Diversification and Saving of Energy).

1.2. Strategic objectives

Green Hysland is built around three main strategic objectives, namely:

1. Establishing an integrated H₂ ecosystem in the island of Mallorca, deploying H₂ across the entire value chain;
2. Delivering a roadmap towards 2050 that compiles a long-term vision for the development of a widespread H₂ economy in Mallorca and the Balearic Region, in line with the environmental objectives set for 2050;
3. Showcase the capacity of H₂ to decarbonize EU islands and beyond, maximizing the integration of renewable energy.

The C&D strategy will help Green Hysland project partners effectively and efficiently plan their promotion of the project and its outputs. It will allow to establish a clear connexion between the project's strategic objectives, communication objectives and Key Performance Indicators, while using creative and engaging means to do so.

2. Communication and dissemination strategy

2.1. Communication objectives

The project's strategic objectives will be operationalized through a series of communication objectives:

1. Make **Mallorca an international showcase** for Fuel Cells and Hydrogen (FCH) integration at island scale;
2. **Advocate the benefits** and replicability of the Green Hysland concept as a suitable solution for the decarbonisation of European islands;
3. **Promote the 2050 roadmap and use it** to (a) attract more H₂ stakeholders to increase the scale of H₂ supply, infrastructure and end-use and (b) encourage other regions to draw inspiration from the roadmap;
4. **Demonstrate** to investors and end-users the **benefits of investing into local green H₂ ecosystems** to ensure the financial viability and operation of the Green Hysland concept beyond the end of the Fuel Cells and Hydrogen Joint Undertaking (FCH JU) funding;
5. **Disseminate the main results** of the project;
6. **Ensure social acceptance** from the local population in Mallorca, stimulating their interest and knowledge on green hydrogen and its advantages;
7. Increase public awareness and international visibility over FCH activities carried out in Europe;
8. **Demonstrate how** EU, national and regional **fundings contribute to tackling societal challenges**.

2.2. Target groups

Green Hysland aims to create a fully-integrated H₂ ecosystem in Mallorca. Therefore, the project's communication strategy will target all actors of the H₂ value chain at local (Mallorca), regional (Balearic Islands) and national level (Spain). As the project also aims to provide a blueprint for decarbonization of island economies and inspire other islands to replicate our concept, Green Hysland will also target stakeholders at EU and international level.

Five main target groups can be identified. These are broken down into sub-groups and more specific targets.

- **Group 1 – End-users:** Green Hysland will integrate green H₂ supply with six local end-users in different sectors – mobility, heat and power. The communication strategy will advertise these end-user applications to encourage others to follow their example. To target additional local end-users, we will disseminate positive testimonies from the end-users involved in the project. The end-users inside the partnership will also receive technical training to ensure the proper rollout of deployment activities (see section 2.4.3).
 - **Mobility** – commercial and public mobility services (car rental, buses, light & heavy transport), logistics companies: usually identified as a sector hard-to-decarbonize, Green Hysland will present FCH as a suitable option to decarbonize the sector.
 - **Tourism industry:** hotels etc. As the touristic sector was badly hit by the covid-19 pandemic, Green Hysland and FCH technology can offer them a new opportunity to develop their business by being recognised as eco-tourism, a sector in rapid expansion.
 - **Maritime mobility services:** ports and vessels. Similar situation as for mobility end-users (although Green Hysland will not produce green H₂ for ships, it will provide green energy to two maritime stations and promote the use of FCH technologies for the maritime sector.
 - **CHP and DH (District Heating) end users:** industrial, commercial, municipal buildings.

- **Group 2: Conventional and renewable energy sector:** we should encourage them to see clean hydrogen and the Green Hysland concept as an efficient solution to help accelerate the decarbonisation of energy systems while creating new market avenues for their businesses. More specifically, the target group includes:
 - **RES Private investors/Financial services:** Green Hysland will engage with the investment community to start a conversation with them on how to reduce barriers to FCH investments, improve market conditions and also to convince them of the long-term benefits of investing into local green H₂ ecosystems. Partners will also seek their feedback on the delivery of a sustainable business model for green H₂.
 - **RES producers and distributors** (DSO, TSO, etc.) are essential communication targets for a smooth operation of a H₂ ecosystem. Service providers from follower islands will be involved in communication activities and events to inform them on the value of the Green Hysland concept for their territory.

- **SMEs** can also become actors of a H₂ market, potentially by developing a niche for island stakeholders. Yet, most of them currently lack knowledge on the sector. Project partners will thus aim to close this gap by including them in workshops, events and other communication activities to enhance their role in the development of green H₂.
- **Group 3 – public authorities:** public authorities are another key target group of the Green Hysland communication strategy, especially in their capacity as potential replicators at EU level. Local and regional authorities and energy agencies are often pushing for ambitious measures to speed the energy transition of their territories. We will inform them about the 2050 Roadmap for the Balearic Islands, presenting it as an easy-to-replicate solution for their own regions. Inside this target group, we will address:
 - **Island authorities:** project communication activities will focus first and foremost on island authorities and communities, since Green Hysland is presented as a suitable solution for the decarbonisation of EU islands. Islands are often seen as lighthouses for Europe's clean energy transition, overcoming the challenges related to their insularity with innovation and sustainability. Therefore, FCH technologies in general and Green Hysland in particular can be seen as new opportunities for them to further decarbonise their islands and showcase their innovation potential.

Yet, authorities from the continent could also be interested in the project development and could want to replicate several aspects from it. Therefore, these authorities will also be targeted in Green Hysland communication activities, especially the following groups.

- **Policy makers at all levels** (local, regional, national and EU): they will be informed of our project activities and invited to Green Hysland workshops to discuss the role of clean hydrogen in decarbonisation and in the future energy mix of their territories, focusing on creating policies adapted to H₂ value chains. Policy makers will also be the main target for the dissemination of Green Hysland policy recommendations. They will be invited to a policy roundtable in Brussels in the last year of the project to discuss policy recommendations on regulatory barriers and opportunities for deployment of H₂ in EU Islands (sub-task 6.1.4).
- **Public authorities**, and more specifically technical staff of public authorities working on climate and energy plans. In Spain, the commitment of local, regional and national authorities is already active through the co-financing structure of the project. For other islands and public authorities outside of Mallorca, the potential of green H₂ has yet to be demonstrated to them through our communication activities. The example set by follower islands and through the roadmap (WP6) will form the basis for communication to this sub-group.
- **Energy agencies:** local and regional energy agencies are key partners for cities and regions. They are the ones who they often turn to for support in implementing projects, developing strategies, unlocking financing, and building partnerships. They will thus be informed of every step of the project cycle, and should be considered as precious allies to convince other island communities to replicate the Green Hysland

concept and roadmap on their territories, notably by developing cooperation with actors on the mainland.

- **Group 4 – the public:** Green Hysland’s communication will have to raise awareness and social acceptance on FCH applications with the general public, by addressing them both directly and indirectly:
 - **Civil society:** As Green Hysland is going to alter Mallorca’s energy infrastructure, it is important to make sure the local population is informed, understands and approves these changes. They will have to be informed about the safety and affordability of the technology. The creation of green jobs and the reskilling of industry workers in the island will also provide a strong argument for raising public acceptance.
 - **Tourists:** important for the economy of the island, they will also be direct users of local H2 buses, and indirect end users of the infrastructure fuelled by hydrogen (the Hotel and Ferry terminal).
 - **Non-profit organisations and NGOs:** European organisations will be contacted by communication leader FEDARENE to invite them to join a multilateral strategic partnership with highly followed EU initiatives and organisations. A non-exhaustive list of potential partners is presented below under section 2.4.1.8. Project partners will also reach out to local and national associations to ask for support in disseminating the project objectives and activities to their networks. Partners involved in association-networks will leverage of their participation in industrial, social and business associations to promote the projects and its results.

- **Group 5 – scientific community:** the scientific community represents the fifth target group of Green Hysland’s communication strategy. It is composed of academia actors (professors and students) and research institutions. We will share with them the findings from the pilots and the replication study to ensure visibility for the pilot project’s replicability. These dissemination activities will be coordinated and linked closely with the replication work carried out by FHa and all the follower partners in Task 6.2.

Communication towards each of these groups will be facilitated by project partners who are also part of them. This is one of the strengths of the Green Hysland consortium: all actors of the value chain and across sectors are involved in the partnership. Thanks to their respective networks and channels, the potential for communication outreach is enormous.

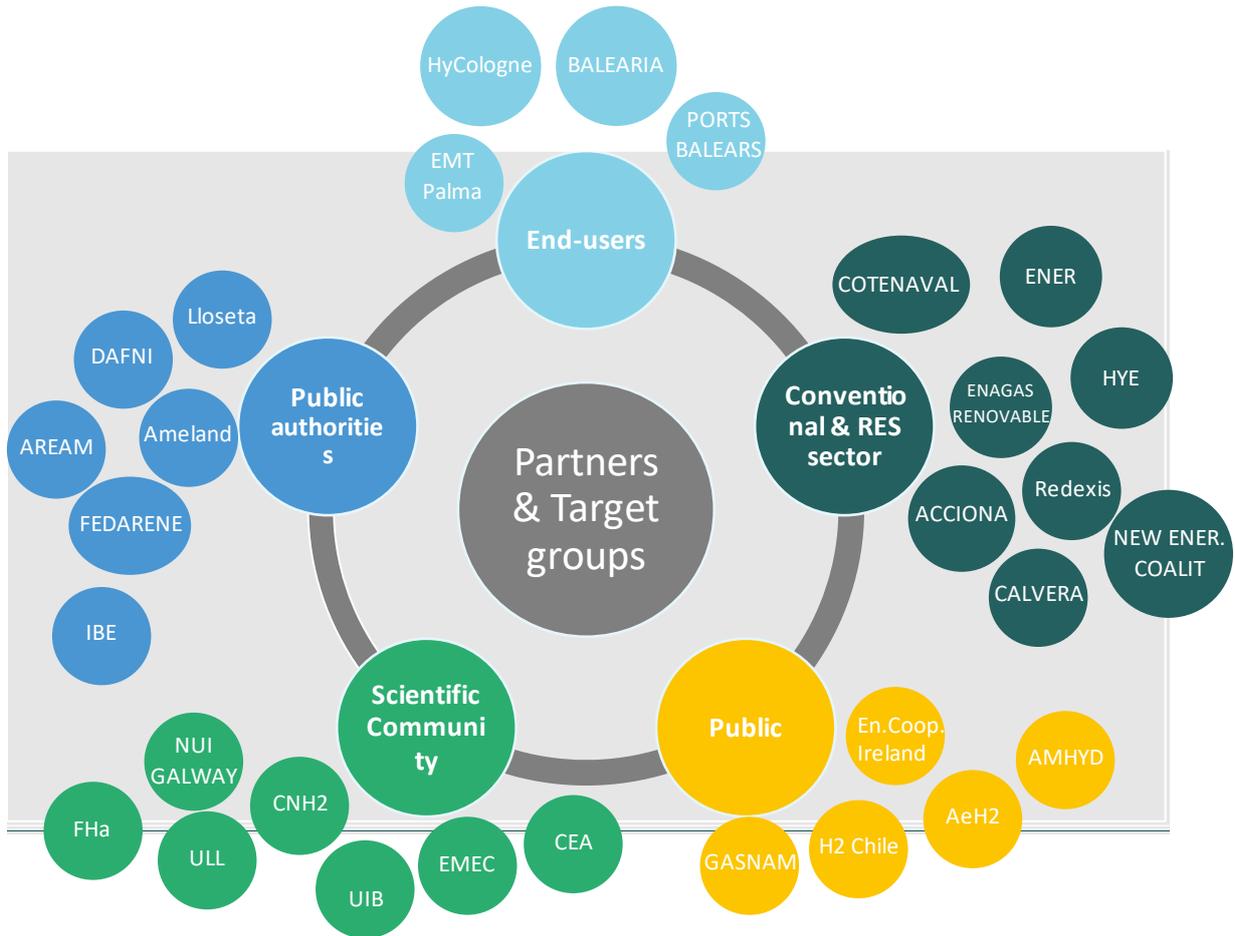


Figure 1: Identification of project partners in relation to target groups

The role of project partners in this communication strategy is further detailed in section 3, together with their respective experience and current communication channels used.

Similarly, communication towards local, regional and national targets in Mallorca, Balearic region and Spain will be managed by AeH₂ and GASNAM with support from ENAGAS and other Spanish partners, while EU communication will be led by FEDARENE together with non-Spanish partners and follower partners (ULL, En.Coop.Ireland, AREAM, Ameland, DAFNI, H₂ Chile, AHMYD).

Each follower territory is also national contact point in their Country. Enagas Renewable and FEDARENE will need to ensure that follower territories, as well as other project partners, are constantly informed about project's updates.

2.3. Key Messages

In order to effectively promote the project and disseminate its results, a narrative around Green Hysland has to be created. This C&D strategy will present clean H₂ and the Green Hysland concept as a comprehensive and suitable solution for the development of European islands and economies. To do so, we will address the expected concerns of our target groups while highlighting the benefits of FCH technologies and Green Hysland applications:

- No CO₂ emissions produced from green H₂ production;
- Increasing RES penetration and therefore reducing CO₂ emissions;
- Reducing Islands' energy dependency and use of fossil fuels;
- Potential to decarbonise hard to abate sectors such as mobility, industry and non-electrifiable sectors;
- Creation of local green jobs and new skills;
- Compatible with existing climate and energy plans/decarbonisation strategies;
- Accelerating the market uptake and advancing research and development of FCH technologies;

On 14th April 2021, FEDARENE organised an online workshop with Green Hysland project partners in order to build the project narrative and key messages. During this workshop, partners analysed each target group identified in section 2.2, their expected concerns related to the project and green hydrogen, and discussed what would be the appropriate message(s) in response to these concerns. As mentioned previously, Green Hysland partners are also representatives of the various target groups (end-users, public authorities, etc.) which facilitated the exercise greatly and allowed to produce messages that would resonate with the intended audience.

The results of this workshop are presented in table 2 here below. It contains an overview of the Green Hysland target groups, the messages conceived for each of them and the topic/objective behind each message.

TARGET GROUPS & SUB-GROUPS	TOPIC/OBJECTIVE	MAIN MESSAGES
MESSAGES RELEVANT TO ALL OR MOST TARGET GROUPS	General project description	<i>Green Hysland will deploy a fully-functioning green Hydrogen (H₂) ecosystem in the island of Mallorca, paving the way for a zero-emission society and turning the island into Europe's first green H₂ hub in Southern Europe. Hydrogen will provide the island with clean energy from the sun without releasing harmful emissions or harming the climate.</i>
	Lack of knowledge on hydrogen	<p><i>Hydrogen is the simplest and most abundant element in the universe. On earth conditions it's in the gas phase - the lightest gas. It's usually found combined with other elements (forming part of water, coal, biomass or natural gas). Since it's an energy vector it can store and deliver energy under demand.</i></p> <p><i>In Green Hysland, clean hydrogen will be produced by using renewable energy sources via electrolysis - the process of using electricity to split water into hydrogen and oxygen. Through this process, Green Hysland will thus supply zero emission energy to the inhabitants and visitors of Mallorca, providing an effective solution for promoting the decarbonisation of all sectors, including non-electrifiable ones (mobility, industry and services).</i></p> <p><i>Hydrogen is a clean fuel that, when consumed in a fuel cell, produces only water, electricity, and heat.</i></p>
	Safety	<p><i>Green hydrogen is today a developed and proven technology, with already many successful applications across the world.</i></p> <p><i>Thanks to its energy storage capacity, green or renewable hydrogen can guarantee the stability and security of energy supply.</i></p> <p><i>Green Hysland includes a comprehensive training programme on hydrogen technology use which will ensure that all actors involved in the pilot implementation have the required skills and take all necessary safety precautions.</i></p>
	EU Climate & Energy goals	<p><i>By producing green hydrogen, Green Hysland will increase the penetration of renewable energy sources into the electricity grid and global energy mix, allowing to harness the full power of renewable energy.</i></p> <p><i>Green Hysland will accelerate the uptake of sustainable energy foreseen in the European Green Deal by making the economy more sustainable and helping to decarbonize "hard to abate" sectors such as mobility, heat, chemical and heavy industry applications.</i></p> <p><i>Green Hysland will use the CertifHy system to guarantee that the hydrogen produced in the project is from a renewable source. The project will additionally develop a platform (called GreenH2Chain[®]) aimed at guaranteeing the traceability of the green hydrogen produced by the project, as well as the renewable origin of the energy used to generate it. Based on blockchain technology, it allows the verification and visualization of the entire hydrogen value chain: from the production of 100% renewable electricity in the PV plants for its supply to the</i></p>

		<i>electrolyser, to the consumption of hydrogen by all the sites in the project; all this in realtime, from anywhere in the world and in a transparent way.</i>
	Alignment with existing plans and policies (mostly for Spanish stakeholders)	<p><i>Green Hysland has been declared a Strategic Project by the Balearic Regional Government and has support from the Spanish Government through IDAE.</i></p> <p><i>The project has full political and financial support e.g. through the Regional Government of the Balearic Islands and the National Government of Spain.</i></p> <p><i>The roadmaps, business cases and strategies that are developed in the project are fully aligned with and adopted into the Mallorca Island roadmaps at regional level.</i></p>
END-USERS <ul style="list-style-type: none"> • <i>Mobility - commercial and public mobility services, logistics companies</i> • <i>Tourism industry</i> • <i>Maritime mobility services</i> • <i>CHP & DH* end users: industrial, commercial, municipal buildings.</i> * District Heating	Greening their image and enlarging their customer base	<i>Green Hysland and renewable hydrogen offer an efficient solution to decarbonize and further develop your business by greening your image towards customers.</i>
	Energy Costs	<i>H₂ will allow the full use of the RES potential of the island. It will also reduce energy costs for end-users by avoiding waste of renewable energy sources.</i>
Mobility End-Users	Convenience and comfort (customers)	<i>Green Hysland will bring Mallorca's sun into local vehicles and buses, using locally produced renewable energy, offering a noiseless and zero emission transport solution.</i>

	Efficiency (operators)	<i>Through its storage capabilities, green H₂ can provide a continuity and security of supply for FCH vehicles.</i>
	Decarbonization of the sector	<i>FCH technologies used in Green Hysland offer an efficient solution to decarbonize the transport sector.</i>
	Safety	<i>Thanks to the Green Hysland training programme, technical professionals on the island will be able to implement the technology directly and efficiently.</i>
Tourism End-Users	Lack of knowledge on FCH technologies from the sector	See general messages above
	Recognition of green practices (for operators)	<i>Using renewable hydrogen for touristic applications (tourist vehicles, hotels etc.) will grant you status of green touristic operator and enable you to ask for green label certification.</i>
	Development (for operators)	<i>Green Hysland can help you to be recognized as eco-tourism, a sector in rapid expansion.</i>
	Innovation (for operators)	<i>Using the Green Hysland innovative approach and FCH technology will attract scientists and students to your destination.</i>
	Sustainability and climate (for customers/tourists)	<i>Hotel(s) supported by Green Hysland are powered by locally produced renewable energy. The energy consumed by the hotel(s) is produced directly on the island.</i>
Maritime End-Users	Decarbonization of the sector	<i>FCH technologies provide an efficient solution to decarbonize heavy maritime transport and ships and ensure their conformity with EU regulations.</i>

CHP & DH End-Users	Sustainability	<i>The energy consumed by this/these building(s) is produced directly on the island and comes from the island's sun (and/or wind).</i>
	Opportunity for growth	<i>Green Hysland can help you develop cooperation with municipalities in order to implement sustainable CHP & DHC systems in municipal buildings.</i>
	Safety	See general messages above
Technical managers of industries and hotel chains, local energy companies in Mallorca and Balearic Islands	Training and knowledge opportunities	<i>Get access to the Green Hysland training programme and learn more about its concept and FCH technologies.</i>
CONVENTIONAL & RES SECTOR <ul style="list-style-type: none"> • <i>RES Private investors/Financial services</i> • <i>RES producers and distributors</i> • <i>SMEs</i> 	Greening their image and enlarging their customer base	<i>Green Hysland and renewable hydrogen offer an efficient solution to decarbonize and further develop your business by greening your image towards customers. FCH technologies provide zero emission energy and industrial applications.</i>
	Profitability / productivity	<i>H₂ allows to store renewable energy and will increase operating hours in the long run, making it a smart investment for the future.</i>
	Guarantees of Origin (GOs)	Green Hysland will ensure that the hydrogen production is of renewable nature through Guarantees of Origin.
RES Private investors/Financial services	Lifting current barriers (taxes and fees, small ROI, etc.)	<i>Green Hysland will help improve market conditions for future investments in green hydrogen and fuel cell technologies by working on new financial instruments, simplification of administrative rules and tax systems (addressed by the project's business plan). Green Hysland will be a reference project for the future market uptake of FCH technologies notably through the reduction of administrative procedures (addressed by the project's business plan). Join the discussion and help us improve the energy system.</i>

RES producers and distributors	GOs	<p><i>Guarantees of Origin (GO) from Green Hysland will allow your company to be publicly displayed and recognized as clean energy producer/distributor.</i></p> <p><i>The project also considers the development of GreenH2chain®, a platform aimed at guaranteeing the traceability of the green hydrogen produced by the project, as well as the renewable origin of the energy used to generate it. Likewise, GreenH2chain® will provide information corresponding to the carbon dioxide (CO₂) emissions avoided into the atmosphere by the project, due to the use of renewable electricity in the production of green hydrogen.</i></p>
	Efficiency, productivity and profitability	<p><i>FCH technologies used in Green Hysland will allow you to produce and inject renewable energy during longer hours and to work with new sectors usually hard to decarbonize.</i></p>
	RES penetration	<p><i>Through green H₂ production and storage, Green Hysland will harness the full power of renewable energy and increase RES penetration.</i></p>
SMEs	Lack of knowledge	<p><i>Green Hysland offers a technological solution to accelerate the energy transition and help reshape a new society model. They can guarantee secure, clean and efficient end-user energy solutions, while also decarbonizing industry and transport demand.</i></p>
	Business opportunities	<p><i>FCH technologies bring new opportunities for the renewable energy sector and the industry, but also for islands' energy systems. SMEs can take an active part in this transition and include these opportunities in their business models.</i></p>
PUBLIC AUTHORITIES <ul style="list-style-type: none"> • <i>Island authorities</i> • <i>Policy-makers</i> • <i>Technical staff of public authorities</i> • <i>Energy Agencies</i> 	Decarbonization strategies	<p><i>Green H₂ can play a key role in local, regional and islands' decarbonization strategies and accelerate their transition.</i></p> <p><i>In the short term, green H₂ can be combined with natural gas to quickly reduce CO₂ emissions. In the long term, it can provide an economically viable system through renewable energy production and storage, decarbonizing hard to abate sectors such as mobility and create green jobs.</i></p> <p><i>The Green Hysland concept and roadmap can be integrated and fully aligned with existing climate and energy plans.</i></p> <p><i>Make your island a lighthouse of Europe's decarbonization with Green Hysland.</i></p>

	RES penetration and production	<i>H₂ can be used to produce renewable electricity and gas, thus increasing RES penetration in the energy market.</i>
Island authorities	Isolation, seasonality issues and energy dependency	<i>Green Hysland technologies and concept can solve islands' energy issues related to seasonality and isolation by providing energy storage, thus decreasing dependency on the mainland and developing self-sufficiency.</i>
	Local skills and jobs	<i>By building a fully integrated H₂ ecosystem, Green Hysland will create green jobs in the island and offer reskilling for industry workers.</i>
	Tourism	<i>FCH can revitalize your island's tourism sector by helping to develop eco-tourism and attract scientists, students and citizens interested in sustainability and innovation.</i>
Policy-makers	Barriers for implementation; lack of incentives	<i>Green Hysland is a flagship project that will create incentives for new FCH developments in the energy market.</i> <i>It will start the discussion on how to reduce burdensome administrative procedures and how to improve policies related to H₂ value chains (addressed by policy recommendations). Join the discussion and help us improve the energy system.</i> <i>Green Hysland will set the path for more and bigger FCH projects in the future.</i>
	GOs	See above - RES producers and distributors
	Few short-term results / decarbonization	<i>If we are committed to decarbonizing our cities, regions and islands, we need to start thinking long term (see long term benefits in public authorities above).</i>
Public authorities (technical staff)	Lack of knowledge and lengthy administrative process	See arguments above (general messages + policy-makers)
Energy Agencies	Replication, exchange of best practices	<i>Green Hysland's concept and roadmap can be replicated to other islands and territories. You will be supported in this regard by solid socio-economic, environmental and technical studies.</i>

	Cooperation	<i>Implementing FCH technologies will allow you to connect with other agencies and actors from the mainland to achieve a bigger impact towards national and higher-level authorities to accelerate the transition.</i>
GENERAL PUBLIC <ul style="list-style-type: none"> • <i>Citizens</i> • <i>Non-profit organisations</i> 	Lack of knowledge on H ₂ – needed for social acceptance	See general messages above
	Affordability and price	<i>By increasing the quantity and stability of renewable energy supply, H₂ will decrease energy waste and energy costs.</i>
	Job creation	<i>Green Hysland will create local green jobs in the island and offer reskilling for industry workers.</i>
	Climate	<i>Clean hydrogen has the power to decarbonize EU islands. Mallorca is becoming greener thanks to Green Hysland.</i>
Citizens	Direct usage for citizens	<i>You will be able to benefit directly from FCH technologies and the Green Hysland concept in several ways:</i> <ul style="list-style-type: none"> • <i>By using FCH buses, cars and ferries (zero noise and emission form of mobility!);</i> • <i>By staying in an eco-hotel using local, green energy;</i> • <i>By visiting an FCH-powered public building;</i> • <i>By seeing your island thrive thanks to its new green energy supply and H₂ ecosystem.</i>
Non-profit organisations	Building EU cooperation	<i>Let's decarbonize European islands together through sustainable H₂ technologies, sharing visibility for our actions (cross-promotion).</i>
	Informing citizens	<i>Help your network/members/constituency understand the challenges and benefits of FCH technologies.</i>
SCIENTIFIC COMMUNITY <ul style="list-style-type: none"> • <i>Academia, universities</i> 	Training opportunities	<i>Get access to the Green Hysland training programme and learn how more about its concept and FCH technologies.</i>
	Knowledge transfer	<i>The Green Hysland pilot applications in Mallorca will be made available to the international scientific community in order to widen knowledge on this field and improve the technology.</i>

<ul style="list-style-type: none"> • <i>Research institutes</i> • <i>Professors, students, researchers</i> 	Optimization of processes through R&D	<p><i>Green Hysland will set the path for future projects by improving FCH technologies and related processes for decarbonization purposes.</i></p> <p><i>Green Hysland is built on previous work and FCH projects. Its operational experience will generate new R&D challenges to address, allowing the scientific community to make progress on these issues.</i></p>
	Technology Readiness Level (TRL)	<p><i>Green Hysland will use a combination of products at relatively high TRLs to advance the application of H₂ technologies in island communities towards commercialization. All technologies to be deployed or integrated within the project are 'close to market' with TRL ≥ 6. The aim is to increase the technology's TRL.</i></p>

Table 1: Target groups, topic and messages

In addition to the overview of target groups and messages listed here above, one should remember that **communication of the project will vary depending if the target is at local (Mallorca), regional (Balearic Islands), national (Spain) or EU/international level**. As an instance, the fact that Green Hysland will make Mallorca an example for Europe's decarbonisation and an international showcase for FCH integration at island scale is a compelling message for all local, regional and national target groups, irrespective of their distinctions. However, for the international community, project partners will need to focus on the replication dimension of the project.

2.4. Dissemination Tools and Channels

Now that our communication objectives, target groups and narrative have been identified, it is time to define the tools and channels that will be used to convey our messages to our audiences. The following pages will first outline all the platforms that will be invested by Green Hysland. In the next section, we will establish a strategy that will connect each tool with the relevant target groups.

2.4.1. External Tools and Channels

2.4.1.1. Visual identity

The Green Hysland 's visual identity follows the guidelines set in D7.5 “**Promotional dissemination pack**”. Information include the Green Hysland’s corporate identity (project logo and graphical charter), infographics, PowerPoint and Word templates.

2.4.1.2. Website

The project website <https://greenhysland.eu/> is the main communication point that centralise all relevant information on the project. It is available in English and includes an information page in Spanish.

The Green Hysland website is a user-friendly information hub, containing regularly updated content, particularly when key milestones are reached. The information details the project’s methodology, key activities and deliverables, contact details, news and events, FAQs regarding H₂ and island applications, links to social media channels (through #GreenHysland), as well as synergies with broader European and International initiatives. The project website also includes all the communication material produced during the project.

The homepage of the website displays an attractive picture of Mallorca and the map including the different FCH applications of the pilot. Below the navigation menu and this visual illustration, the most recent news and events articles can be found. In addition to the most recent news and events, the homepage also highlights three important aspects of the project:

- 1) The Mallorca pilot: in the header of the website, through the pilot map and call to action “Discover the pilot sites” right below the project title;
- 2) Replication and roadmap: right below the first highlighted news, visitors can click on a green call to action button that says “Harness the full power of renewable energy with the Green Hysland concept and roadmap” which redirects to the replication page. This button is addressed first and foremost to the international community who would like to replicate the pilot on their territories;
- 3) H₂ Hysland Hub: as Green Hysland aims to become a hub for H₂ and FCH applications, a special webpage has been created to give a space to similar projects and EU initiatives who will join the Green Hysland EU coalition for H₂ deployment in EU Islands (see section 2.4.1.8). This webpage is also highlighted through a big call to action on the homepage, next to the replication/roadmap button. This page will also make reference to the [Hydrogen Territories Platform](#).

The other pages of the website are presented as follow:

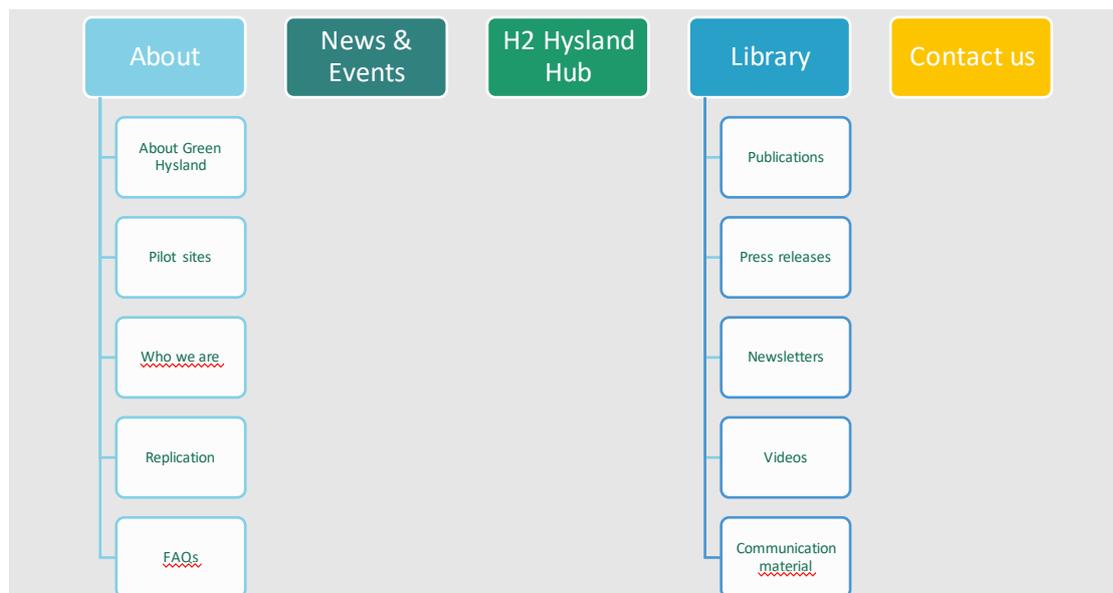


Figure 2: Structure of the project website

A detailed description of the website, its features and content is available in deliverable D7.5 - Promotional dissemination pack.

2.4.1.3. Printable materials

In M4 and M5, a series of printable materials have been developed to support partners in their communication during onsite events. These printable materials are available online through the project website and will be printed and produced only in small amounts.

Leaflet

A promotional leaflet was created, including a brief description of the project, its objectives and expected results and ultimate benefits. The leaflet is currently available in English but could be translated in Spanish at a later stage, for promotion during physical events at Spanish/Chilean events. The wording used is simple in order to be understandable by all our target groups including the general public (who could participate in some energy related conference and exhibitions also attended by project partners). Partners will therefore carry these leaflets with them when they attend conferences and when they organise their own events. In order to stay mindful of the environmental costs of printed leaflets, they will avoid distributing them to all participants or leaving large quantities on tables. Instead, they will place some in one strategic location so interested parties can take them and will retrieve the left ones for the next events. They will also keep some with them to hand over to people they are discussing the project with.

Roll up

A Green Hysland roll up has been produced to display during the project's events and workshops. It features the logo, the project's full name (Green Hysland – Deployment of a Hydrogen Ecosystem on the Island of Mallorca), a very short description of the project, some attractive graphic elements and the partners' logos. If available, the roll up could also be used as webcam background during online events and webinars. Still focusing on limiting printed materials and environmental costs of communications, partners located in the same region will first discuss together to see if it is possible to share one roll up between their organisations.

Posters

Compared to roll ups, posters are less costly and easier to carry to and display at event locations. The roll-up design has thus been slightly adapted to a poster format, and have be made available online through the project website.

2.4.1.4. Online materials

Regular communication, including progress of the pilot, Green Hysland news and events etc. happens mostly online, through a variety of tools and platforms.

Newsletters and mailings

A Green Hysland e-newsletter is being disseminated every 6 months containing updates from the pilots and key outputs. The newsletters has to be translated by the partners in their own languages and disseminated to their target groups through their own mailing systems and/or social media and/or websites. The newsletters are also available on the Green Hysland website in a dedicated section.

As leader for communication on the Mallorca Pilot at national level, GASNAM will develop 2 yearly Green Hysland newsletters tailored for Spanish target groups.

Project partners are also encouraged to use their own organisation's newsletter to inform their stakeholders about the updates and outputs of the project.

Finally, the generic email address info@greenhysland.eu has been created and is displayed on the project website and leaflet. This email address is managed by WP7 leader FEDARENE, and will allow to receive some bottom-up feedback and information from Green Hysland target groups. Indeed, interested parties will be encouraged to use this email address if they have any question about the project and its activities, and if they are interested in replicating the project concept on their territory.

Requests of partnership and invitations received at info@greenhysland.eu will be sorted by FEDARENE, and forwarded to specific partner whenever relevant. Partners will need to inform the Project Coordinator, and considered relevant, the Communication Work Package Leader (FEDARENE), about requests. The definition and monitoring of requests may be internally specified following the Communication internal procedures (Section 3.1).

Infographics

Some infographics have been developed to explain the deployment of the pilot in a clear and visual way, using the project corporate identity. Four main infographics are foreseen:

- 1) One graphical map of Mallorca including the 6 demonstration sites and the pipeline connecting them;
- 2) Another graphical map including the follower territories;
- 3) One schematic image explaining the Green Hysland concept (mostly for technical target groups);
- 4) One illustration explaining the Green Hysland concept in less technical and more visually appealing way, for less technical-oriented target groups, better suited for social media, etc.

These four graphic images are showcased on the project website and disseminated through social media and in partners' presentations (included in the branded Green Hysland PowerPoint template). They can potentially be used as well in project videos, leaflets, newsletters, press releases, etc.

Given the power and flexibility offered by these graphic images, communication leader FEDARENE will keep this option in mind as the project moves forward, and will discuss with partners to see if others could be produced in the future.

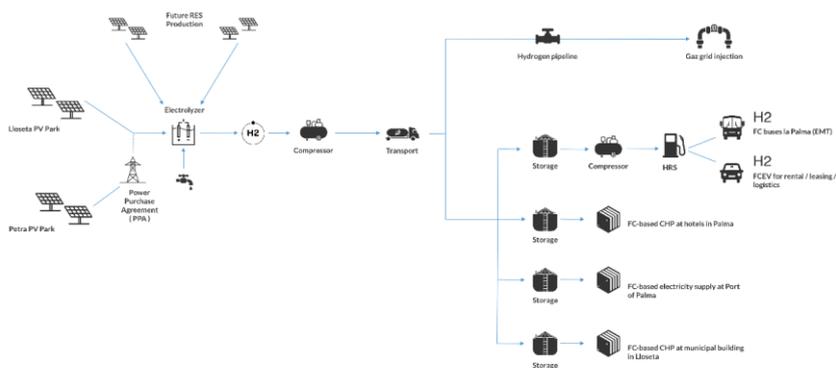


Figure 3: schematic image of the Green Hysland

Online visuals

In addition to infographics, project partners will produce a series of Green Hysland branded online visuals throughout the project to illustrate their articles, press releases, social media posts and events. The graphic charter of the project (see 2.4.1.1) will allow all partners to produce their own images while making sure they respect the visual codes and guidelines inherent to the Green Hysland identity. FEDARENE has already produced an online image that can be easily adapted to any event or webinar that has to be promoted on social media when partners need it.



Figure 4: Green Hysland promotional image template

2.4.1.5. Social media

Social media will have a very important role as communication channel. The already highly followed social media accounts of the partners and their affiliated networks (over 2,5 million followers – see in detail in section 3) is used for the continuous dissemination on the project's activities.

In practice, project partners are invited to communicate about the project on the social media they are already active on, and on which they have a community of followers. Each social media platform brings different benefits to the project's communication:

- Twitter is usually the preferred platform for EU and international stakeholders, to engage them on project activities, discussions and trends;
- LinkedIn has a more specific focus on industry and professionals, and will allow us to generate engagement on activities, networking events, awareness of participation in conferences, fairs, openings, etc.;
- Facebook is less used for professional purposes but can still increase general awareness, engage the local community and general public.

It is therefore up to the partners to select their platform(s) of choice to disseminate our messages, keeping in mind that messages and tone of voice have to be adapted depending on the media and the audience targeted. Partners also have to choose between using their organisation's professional accounts and their own personal accounts, if they wish to and are comfortable doing it. A combination of both professional and personal accounts is of course the most desirable option in order to increase outreach and multiply communication sources.

To ensure an effective and consistent community management between project partners, they have to follow some guidelines:

- **General guidelines – for all social media**
 - **Use #GreenHysland in all your social media posts.** This will allow to create a general discussion thread and an online community around the project. Equally important: this is what allows FEDARENE to monitor social media performance and produce statistics for reporting.
 - Always try to **attach an image to your social media posts.** You will have more chances to attract the eye of users.
 - When possible, **include a link to the Green Hysland website** or to a specific webpage (news article, event webpage, etc.) to encourage people to learn more about the project and/or undertake an action (register to an event, to the project newsletter, etc.). Users who have to perform a task will become actively engaged in the communication and will usually remember more about the project.
 - Community management through social media is usually a two-way-street: you have to **post your own content**, but you should **also share the content posted by others.** This will allow you to grow your community and generate more interest for your own posts.

- **X guidelines**

- Compared to Facebook and LinkedIn, Twitter is more focused on short and instant/live communication. While you might keep Facebook and LinkedIn posts on Green Hysland for key milestones of the project, on Twitter, all news, even small, can be shared. As an instance, you can use Twitter to live-tweet during your Green Hysland / H₂ events, making several posts at the same event to create a discussion on the event/topic.
- In addition to #GreenHysland, try to add other relevant hashtags in your tweets. This way, people who follow some topics on Twitter might come across your post and identify Green Hysland as an interesting project. Examples of relevant hashtags are: #Energy, #EnergyTransition, #Hydrogen, #CleanHydrogen, #GreenHydrogen, #ZeroEmissions, #CleanEnergy, #fuelcells, #h2, #renewables, #Islands, #CleanEnergy4EUislands, #EUislands, #HydrogenValleys...
- Tag relevant Twitter accounts in your images and posts: you can tag up to 10 accounts in a picture, and these will be more likely to see your tweets and retweet them than others. Relevant accounts to tag on Twitter include the funding institutions and official supporters (@fch_ju, @HorizonEU, @goib, @IDAEnergia, @Energy4Europe), other project partners (@enagasrenovable, @fedarene, @ACCIONA, @ACCIONA_EN, @EMT_Palma, @CALVERA_SL, @AjLloseta, @PortsdeBalears, @Balearia, @goib, @UIBuniversitat, @HidrogenoAragon, @cnh2_es, @AeH2_ENG, @CEA_Officiel, @HYEConsultancy, @newenergyco, @nuigalway, @ResearchatNUIG, @EMEC_Ltd, @Gasnam_, @ULL, @ecoopsireland, @AmelandGemeente, @DafniNetwork, @h2_chile, @Chem_light, @CEMEXespana) and other similar organisations, EU projects and initiatives (@H2Europe, @H2_Research, @HEAVEN_FCH, @h2_view, @CPMR_ISLANDS, @nesoi_energy, @IslandsInnovate, @GTIslands, etc.)... Feel free to tag other people that you think would be interested in the project, such as municipalities of your region, similar projects, etc.

- **LinkedIn guidelines**

- Like on Twitter, you can use hashtags (#) and tag LinkedIn accounts in your posts to attract a bigger audience.
- In order to develop further Green Hysland's online community and its EU coalition on H₂ islands, FEDARENE has created a Green Hysland LinkedIn group. If not done yet, all partners should join the group, invite their contacts to join as well, and regularly share content on the group. Posts will be mostly updates of partners' work within the project, but also relevant news and events on FCH technologies and similar projects and initiatives. This will allow to reinforce the role of Green Hysland as a communication hub on H₂ deployment in (EU) islands.
- Even if project partners are active on the LinkedIn group, they should still communicate on Green Hysland through their own LinkedIn private profiles and company pages, to increase the impact of our community management activities. Also, LinkedIn profiles offer additional benefits: you can draft longer articles, and the reach is potentially wider since all the profile's connexions will be able to see the

posts/articles, while only people who have joined the group will see the posts published in the Green Hysland LinkedIn group.

- **Facebook & Instagram guidelines**

- Works well with milestone news and events
- Use stories to advertise event participation
- On Instagram profiles, focus on visual content through attractive pictures and short videos and add relevant hashtags to the visuals' descriptions.

2.4.1.6. Videos

At least two short videos (around 2' each) should be developed throughout the project. [The first one](#) was produced and released in M6. This first video presented the project, its goals and expected impact through four testimonies (from ENAGAS, H₂ Chile, AREAM and the Vice-President of the Balearic Islands government) and some attractive animated graphic design and shots from Mallorca and other EU islands. A detailed description of the video can be found in D7.6 First project video.

The second video (due in M48) will specifically focus on showcasing the progress of the pilot and prospect of replication in the follower islands. It will use the same style and mix of contents, including as well some video shots made during some project activities and events.

If sufficient resources and contents are available and if project partners see the value, a last video could be produced towards the end of the project to showcase the results and share the vision for a mass deployment of H₂ in Europe's islands.

FEDARENE's YouTube Channel is being used to upload the project videos and monitor their performance. Project partners with high number of YouTube followers will also be invited to upload the project videos on their channels to further enlarge their reach.

2.4.1.7. Events

Online and physical events (webinars, conferences, workshops, events and fairs) are key communication channels for stakeholder engagement, both at national and EU level. While printable and online communication tools listed and reviewed above often provide push/vertical communication from project partners to target groups with very small room for interaction and feedback (except on social media), events give the possibility to (e-)meet with participants, answer their questions and dig deeper in the information provided. It also enables to target different audiences and adjust the format and content accordingly. The Green Hysland event strategy is based on two pillars: external events and Green Hysland own events.

Presentations at external events

Project partners, like all stakeholders of the field, usually attend several events and webinars per year related to sustainable energy, hydrogen and islands decarbonisation. Therefore, they will make use of these opportunities to promote Green Hysland as frequently as possible. This can be done through formal project presentations or, when event programmes are already finalised, through informal networking with participants and distribution of the project leaflet. Throughout the project, partners will have to present the pilot deployment in at least one EU level event (three for FEDARENE). Additionally, follower partners will give at least two presentations at national events. A WP7 monitoring table has been conceived that will allow to monitor partners compliance with these requirements and ensure participation in key events. Targeted events include Virtual Island Summit, Smart Islands Fora, Clean Energy Secretariat events, NESOI events, European Hydrogen Energy Conference, European Hydrogen Forum, EUSEW, EU Regions Week, etc.

Table in the [Annex 2](#) gives an overview of events and webinars in which project partners aim to feature Green Hysland.

Organisation of Green Hysland events

Several Green Hysland events will complement our event strategy and give more in depth information about the project and its progress. These will be tracked and reported on in the WP7 monitoring table as well (see Annex 1). Throughout the project and across the consortium, **a minimum of 30 Green Hysland events are foreseen** (excluding bilateral meetings):

- FEDARENE will hold **one EU level webinar per year** targeted to the FEDARENE Islands college members (target group 3 - island public authorities and energy agencies) to boost the uptake of H₂ technologies in EU islands. The webinars will be held, in collaboration with well-known EU platforms and players allowing enablers (e.g., industrial stakeholders, SMEs, universities) to learn about the implementation in the pilots & replication regions and present recent EU level developments (policy & programmes) on H₂. When these will be developed, presentations during webinars will include technical materials developed under Task 7.3.
- Transferability Roadshow: FEDARENE with support from all partners will organise **1 EU workshop/year** in **islands not covered by the consortium** thus maximising project outreach. Green Hysland experts will be invited to present their progress and key learnings. Synergies with other EU initiatives and events will be sought, as well as engagement with the H₂ Territories Platform and the outcomes from Task 6.2.2. All target groups could be involved in the roadshow, with a special focus on Local & national stakeholders (target group 3).
- One **policy roundtable** will be organised in Brussels in the last year of the project to present policy recommendations (sub-task 6.1.4) to EU policy-makers (target group 3 - European Commission & European Parliament). It will include an experts exchange session with other regions and EU islands. Following this roundtable, FEDARENE will produce short written conclusions to be sent to participants of the roundtable and disseminate more broadly on the project website, newsletter and social media.

- As planned under Sub Task 7.1.3, partners representing follower islands will organise a minimum of two plenary meetings, one at local / regional level and one at national level including respective stakeholders (e.g., Ministry of Energy, Regulator, DSO, TSO etc. – target group 2 and 3).
- Still under Sub Task 7.1.3, at the Spanish level, the Spanish National H₂ Association (AeH₂) will organise **one national event** per year (all target groups at national level).
- In the framework of the exploitation plan (T7.2), GASNAM will **organise two workshops**, one for road transport and one for maritime transport stakeholders (target group 1). Both will focus on developing concrete future H₂ commercial opportunities inspired by the results of the techno-economic studies and the deployment of the H₂ ecosystem in Mallorca. These workshops will be organised in the context of a survey conceived to gauge the interest and awareness of H₂ uses among GASNAM (target group 1 and 2) and FEDARENE members (target group 3). These workshops will be followed up with Europe-wide bilateral H₂ Development Technical Assistance meetings undertaken by ENAG, NEC, ENER and HYE.
- Green Hysland project partners in general and communication leader FEDARENE in particular will remain open to additional event opportunities. The EU Coalition for H₂ deployment in Islands to be created under Sub Task 7.1.4.1 is expected to bring such opportunities for joint events.

2.4.1.8. Cross-promotion

FEDARENE is using its long experience in cross-promotion to launch and sustain a multilateral strategic partnership with highly followed EU initiatives and organisations working on hydrogen and the decarbonisation of islands, with the support of ENAG, ACC, NEC, ENER and HYE (Sub Task 7.1.4.1. EU coalition for H₂ deployment in Islands).

This collaborative group will help promoting island decarbonisation through sustainable H₂ technologies. It will ensure cross-promotion between its members, exchange of knowledge between their communities and joint visibility through multiple actions: invitations of speakers at each other's events, online content cross-publication, access to each other's services within the preestablished procedures of each initiative. This activity will include development of a permanent exchange and link with EU Clean Energy Island initiative + Islands Commission of CPMR, and will be closely aligned with Task 6.2.2.

Table in the [Annex 3](#) gives an overview of initiatives and organisations to create synergies with (non-exhaustive). This list will be updated regularly throughout the project.

These initiatives were all contacted by FEDARENE during the first year of the project and those responding positively to our proposition for collaboration and cross-promotion were included on the project website, in the "H₂ Island Hub" section. New requests will be sent to those who have not replied yet.

2.4.1.9. Press relations and publications

Press and internet media will be channels to announce main events, openings, and information to make the general public aware of the project activities.

Press releases will be circulated when important results or deliverables have been achieved (at least 5 per partner during the project duration). These press releases will be aimed at the general public without scientific background, including interesting facts and other attractive content from the project.

Additionally, all partners will be encouraged to develop a Green Hysland project page on their organisation's website. This will be mandatory for follower partners. In its role of communication leader towards Spanish stakeholders, GASNAM will make an extra effort in dissemination and Press Relations in relevant Spanish media.

[Annex 5](#) gives a preliminary overview of non-scientific websites and magazines in which project partners aim to feature Green Hysland.

2.4.1.10. Scientific publications

Green Hysland partners with an academic background (primarily UIB, CNH2, NUI Galway and ULL) will publicise the outputs of the project in scientific publications and peer-reviewed international journals, thus targeting the scientific community (Green Hysland target group 5).

Following the Grant Agreement, partners will ensure open access (free of charge online access for any user) to all peer-reviewed publications and other types of scientific publications. As stated in the Grant Agreement and in the Green Hysland Data Management Plan (D1.11), partners will use primarily OPENAIRE to ensure the “Green Mode Open Access”.

NUI Galway is planning to use a different system, as the Irish government has an agreement to cover open access publishing fees of international peer-reviewed journals, and will therefore use this method instead. In addition, NUI Galway will contact RTE (Ireland's National Public Service Media) to create a video stream of their research in their website.

Partners will also follow guidelines from the Grant Agreement concerning the bibliographic metadata and digital research data. The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “Fuel Cells and Hydrogen 2 Joint Undertaking (now called Clean Hydrogen Partnership”, “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.

Before publishing, partners must inform the consortium during one of the project meetings about their intention to release a scientific publication, in order to make sure this does not conflict with the protective measures related to ownership of the technologies and processes mentioned. Before sending a draft, the partner will also share this draft with the involved partners to ensure that there are no conflicts between the information published and the background or exploitability of results.

The selection of potential journals where the article is going to be submitted is responsibility of the corresponding author, and a down selected list will be also monitored by the Project Steering Committee in order to assure that the embargo periods in the target journals do not exceed 6 months. If the article may be published in a journal with wider embargo periods, then the partners signing it shall cover the Gold Access costs to the publication. The impact of this kind of access on the budget will be also added to the discussion to assure that the final decision does not conflict with other activities and tasks which are responsibility of the authoring partners.

[Annex 6](#) shows a preliminary list of scientific publications targeted by the project.

2.4.2. Internal Tools and Channels

2.4.2.1. Teams Green Hysland Channel

To share project documents, coordinator Enagas Renovable has developed a Channel within its Microsoft Teams account. This platform is very important to efficiently implement the C&D strategy, as it hosts all communication materials - the project logo, brandbook, templates, roll up, poster, leaflet, etc. Therefore, all partners should make sure they are able to access this Channel from the start of the project and before engaging in any communication activity.

The Green Hysland Teams Channel is also hosting the WP7 Monitoring Table available in Annex 1, so that **partners are able to simultaneously add and update their communication efforts**. This type of open access platform allows WP7 leader FEDARENE and project coordinator Enagas Renovable to monitor the WP7 progress almost “in real time”.

2.4.2.2. Meetings and emails

In order to ensure the internal communication between project partners and discuss work on C&D, in addition to the Teams Channel, regular meetings are organised and emails exchanged - as for the other Work Packages. A detailed description of the processes used for coordination and communication between partners will be included in D1.1 – Quality Management Plan.

Concerning meetings, Green Hysland C&D strategy will be discussed during:

- Regular Meetings between FEDARENE and Enagas Renovable;
- Meetings between FEDARENE and communication subcontractor(s) (and potentially Enagas Renovable);
- Meetings between WP Leaders;
- Steering Committee Meetings;
- Monthly meetings between the FCH JU officer and Enagas Renovable;
- Project General Assemblies.

An informative session on WP7 requirements also took place on the 21st of September 2021, hosted by FEDARENE in order to further explain to partners how to communicate properly and comply with this C&D strategy.

2.4.2.3. Project partners as target groups

As mentioned before, project partners are also representatives of the respective target groups. This means they are also the first targets of the Green Hysland communication and dissemination strategy, and that the communication team will need to ensure their own organisations are fully informed about the project's advancements, outputs and messages.

Additionally, some project partners are new to the field of green H₂. The communication team will thus dedicate time to these partners to provide them with the necessary information and test the Green Hysland messages on them.

Similarly, partners unaware of island specificities will get to learn about their characteristics and innovation potential. In that sense, the Green Hysland consortium will be the start of the “H₂ Island Hub” and EU coalition for H₂ deployment in islands: a place where stakeholders of the green H₂ field and islanders meet to share their respective knowledge and advance the decarbonisation of islands.

2.4.2.4. Emerging conclusions template

Following the 2022 Project review, an emerging conclusions template was created to organise information about results to allow their practical dissemination within and outside the consortium.

Work Package	<i>[Insert Work Package and Title]</i>
Task	<i>[Insert Task Number and Title]</i>
Partner (Task Leader)	<i>[Insert Partner Organization Name]</i>
Date	<i>[Insert Date]</i>
Summary Work Package	
Objective of Task	
Key Findings	<i>Use bullet points or concise paragraphs to highlight significant results, achievements, discoveries [min.1 per sub-task]</i>
Challenges and Lessons Learned	- <i>TO DOs and NOT TO DOs [2-5 bullet points]</i>
Recommendations	<i>Provide actionable recommendations based on your findings, indicating also the [name of the stakeholder] addressed:</i> <ul style="list-style-type: none"> - <i>Suggestions for adjustments in other Work Packages/Tasks</i> - <i>Potential replication opportunities,</i> - <i>Modifications to the project plan</i>
Next steps	<i>Specify what additional research, testing, or analysis may be required.</i> <i>AND</i> <i>Outline the next steps or follow-up actions that are planned or needed to sustain or scale up the project impacts</i>
Picture representing the Task	<i>If applicable</i>

2.4.3. Training

Education, training and capacity building are considered of key importance at communication level, to raise awareness of the main aspects of Green Hysland, and its role towards the development of a H₂ based economy in Mallorca and the Balearic Region. During the development and roll-out of the planned activities of the project, CNH₂ and FHa, with support from UIB and the rest of local partners, will develop specific needs on technical training and educational knowledge respectively. The compilation, preparation and organization of training activities will be conducted under Task 7.3 / D 7.12.

The general educational training and free training courses developed by FHa and UIB will be especially useful to raise awareness on Green Hysland and FCH technologies among end-users, local companies, public authorities, and academia at local and regional level (Mallorca & Balearic Islands).

2.5. Communication and Dissemination Planning

Having listed in the previous sections target groups, tools and channels, this section presents the planning of the communication and dissemination strategy in relation to Green Hysland audiences, the general timeline of the project and with set deliverables and milestones.

The cyclical nature of this communication strategy, with a series of tasks and outputs to be repeated every 6 or 12 months, will allow for a constant communication flow on Green Hysland. It will also help partners to remain diligent in their communication efforts.

As it is too early to define the specific timeline of some specific communication activities such as the EU webinars and workshops, this table will be updated in the last version of this document (D7.4) due in M60.

We should also note that some communication activities are not included in the table as they are supposed to take place frequently across the consortium, but with no specific deadline. These include:

- Community management on social media;
- Presentations at EU events;
- Public relations and dissemination of press releases;
- Dissemination of scientific articles;
- Cross-promotion activities inside the EU coalition for H₂ deployment in Islands.

The next pages thus outline which C&D tools are recommended for each target audience, how and when the audience will be reached.

C&D Tools matched with target groups

	End-Users				RES & Conv. Sector				Public authorities				Public				Scientific Community			
	Local	Regional	National	EU	L	R	N	EU	L	R	N	EU	L	R	N	EU	L	R	N	EU
Project Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Printable materials																				
Leaflet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Roll-up	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Posters	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Online materials																				
Newsletters	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Infographics	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Online visuals	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media																				
Twitter	✓							✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook & Instagram									✓	✓	✓	✓	✓	✓	✓	✓				
Video																				
Video 1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Video 2			✓	✓			✓	✓			✓				✓				✓	✓
Events																				
Presentations at events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
EU Webinars				✓								✓				✓				
EU workshops				✓								✓				✓				
Policy roundtable												✓								
Cross-promotion																				
EU coalition																				✓
Press relations and publications																				
PR, project webpages, etc.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Scientific publications																			✓	✓
Training																				
Material & free classes	✓	✓			✓	✓			✓	✓									✓	✓

Table 1: Overview of the tools available and the audience targeted

Timeline

	YEAR 1				YEAR 2				YEAR 3				YEAR 4				YEAR 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4												
Planning																				
1 st version & updates C&D strategy	x			x							x									x
1 st version & final exploitation plan							x													x
Exploitation surveys (GASNAM & FED)				x*													TBD			
Project website																				
website & communication pack ready	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
EU coalition																				
Launch EU coalition	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Social media																				
Launch social media communication	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Videos																				
1 st video	x																			
2 nd video																x				
Newsletters																				
Newsletters	x		x		x		x		x		x		x		x		x		x	
Events & Webinars																				
EU Webinars			x				x				x	x					1 - TBD			
EU Workshops				x			x			x		x				1 - TBD				
Policy roundtable																1 - TBD				
Training																				
Compilation technical training material																				x
Compilation Educational training material																				x
Free training courses															x		x			
Monitoring																				
Quantitative & qualitative monitoring of the project's outreach	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Table 2: Timeline C&D strategy

2.5.3. WP7 Deliverables and milestones

Month	Action	Task	Deliverable	Milestones	Partner responsible
March 21 (M3) <i>Postponed to M4</i>	Drafting first version of communication & dissemination plan	Sub Task 7.1.1 Development of communication and dissemination strategy	D7.1 Communication and dissemination plan	MS 48	FEDARENE
April 21 (M4) <i>Postponed to M5</i>	Project website and communication pack ready (visual identity, leaflet, templates etc.)	Sub Task 7.1.2 Visual identity and branding	D7.5 Promotional dissemination pack	MS 50	FEDARENE with input from all partners
June 21 (M6)	Production and dissemination of 1 st project video	Sub Task 7.1.4.2 EU level transfer of knowledge	D7.6 Promotional Project videos 1	/	FEDARENE with input from partners
Dec 21 (M12)	1 st update communication plan	Sub Task 7.1.1 Development of communication and dissemination strategy	D7.2 Updated comms & dissemination plan 1	/	FEDARENE
Dec 21 (M12) <i>Postponed to M21</i>	Drafting first version of exploitation plan	Task 7.2 - Exploitation of results and development of Exploitation Plan	D7.7 1st version of project exploitation plan	MS 49	FEDARENE with support from ENAG, NEC, ENER, GASNAM and HYE
Dec 22 (M24)	Quantitative & qualitative monitoring of the project's outreach	Sub Task 7.1.1 Development of communication and dissemination strategy	/	/	FEDARENE based on partners input from WP7 monitoring table
Dec 23 (M36)	2 nd update communication plan	Sub Task 7.1.1 Development of communication and dissemination strategy	D7.3 Updated comms & dissemination plan 2	/	FEDARENE
Dec 24 (M48)	Production and dissemination of 2 nd project video	Sub Task 7.1.4.2 EU level transfer of knowledge	D7.11 Promotional Project videos 2	/	FEDARENE with input from partners
Oct 25 (M58) <i>Postponed from M36 to M58</i>	Organisation of policy roundtable in Brussels based on D6.6	Sub Task 7.1.4.2 EU level transfer of knowledge	/	MS 51	FEDARENE

Dec 25 (M60)	3 rd update communication plan	Sub Task 7.1.1 Development of communication and dissemination strategy	D7.4 Updated comms & dissemination plan 3	/	FEDARENE
Dec 25 (M60)	Final version exploitation plan	Task 7.2 - Exploitation of results and development of Exploitation Plan	D7.8 PEDR – final results	/	FEDARENE with support from ENAG, NEC, ENER, GASNAM and HYE
Dec 25 (M60)	Compilation, preparation and organization of technical training for partners and end-users	Sub Task 7.3.1 Technical training	D7.9 Conclusions from technical training	/	CHN2
Dec 25 (M60)	Compilation, preparation and organization of educational activities	Sub Task 7.3.2 General Educational Training	D7.10 Conclusion from educational activities	/	FHa
Dec 25 (M60)	Development of material for technical training and educational knowledge	Task 7.3 – Education and training	D7.12 Technical & general education material training	/	FHa
By Dec 25 (M60) <i>Postponed from M48 to M60</i>	Transferability roadshow Completed (EU Islands workshops)	Sub Task 7.1.4.2 EU level transfer of knowledge	/	MS 52	FEDARENE

Table 3: WP7 Deliverables and Milestones

3. Responsibilities

This communication strategy is coordinated by WP7 leader FEDARENE, who has appointed its Project Officer Christian Galletta (christian.galletta@fedarene.org) as main contact point for the project.

In addition, the strategy largely builds on the existing communication channels and expertise of project partners.

On its 3rd General Assembly on 16th November 2023, the Green Hysland consortium has agreed to nominate at least one referent person for the monitoring table. As a consequence, FEDARENE has started the process to establish the Green Hysland communication team, to make sure important news and milestones are disseminated properly. This list is regularly updated and is available to partners anytime in the Green Hysland Teams Channel¹.

3.1 Internal Communication Procedures

To keep the deliverable D7.3 a “living document” that can be improved and fed in until its final update in M60 (D7.4), communication processes and tools (e.g. the monitoring table in [Annex 1](#)) will be revised and improved continuously, and effectively shared under the form of guidelines in different formats (e.g. PPT presentations) to all partners.

Final procedures will be described and added to D7.4 by M60, to crystallize the communication processes developed within the consortium.

Table in [Annex 4](#) gives an overview of the platforms that Green Hysland partners are using, showing the considerable potential reach of this C&D strategy.

4. Acknowledgements

Project partners have to respect rules related to Intellectual Property and FCH JU funding and make sure to include the correct acknowledgments/disclaimer on all communication materials and outputs.

4.1. Intellectual Property Rights

The Green Hysland communication and dissemination strategy and subsequent actions follow the rules on Intellectual Property Rights as set in section 8.2 of the Consortium Agreement (p.22-23).

4.2. Disclaimer

Any communication activity related to the action must indicate that it reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.

Example: “This newsletter reflects only the author’s view and the JU is not responsible for any use that may be made of the information it contains.”

4.3. Funding acknowledgement

Any communication activity related to the project (including in electronic form, via social media, etc.) and major results funded by the FCH JU grant must:

- a. display the JU logo and
- b. display the EU emblem and
- c. include the following text: “This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (now Clean Hydrogen Partnership) under Grant Agreement No 101007201. This Joint Undertaking receives support from the European Union’s Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research.”



Figure 5: Correct Clean Hydrogen Partnership funding acknowledgement

The Funding acknowledgement is available in the Green Hysland Teams Channel as a downloadable image so that partners can include it easily in all their Green Hysland outputs.

5. Communication, dissemination and exploitation

This communication plan covers both the project’s communication and dissemination strategy and offers a general framework for promotion of the project. In parallel, a dedicated exploitation plan has to be produced, detailing our strategy for the exploitation of project’s results by key target groups, based on tasks T5.4, T6.1 and on results obtained in WP4. The exploitation plan will be built to be consistent and complementary with this communication & dissemination plan. Monitoring of communication outputs will be monitored every 6 months against the key indicators set in this plan in section 6 – Monitoring and Evaluation, and against indicators from the PEDR.

Given the inherent linkages between the three dimensions of project communication (communication, dissemination and exploitation) and between the two plans (communication & dissemination plan vs exploitation plan), project partners should always keep in mind the differences between each pillar and choose the communication channels and materials accordingly. The figure 6 below summarises the relationship and distinctions between communication, dissemination and exploitation and will help the project’s communication team take appropriate decisions.

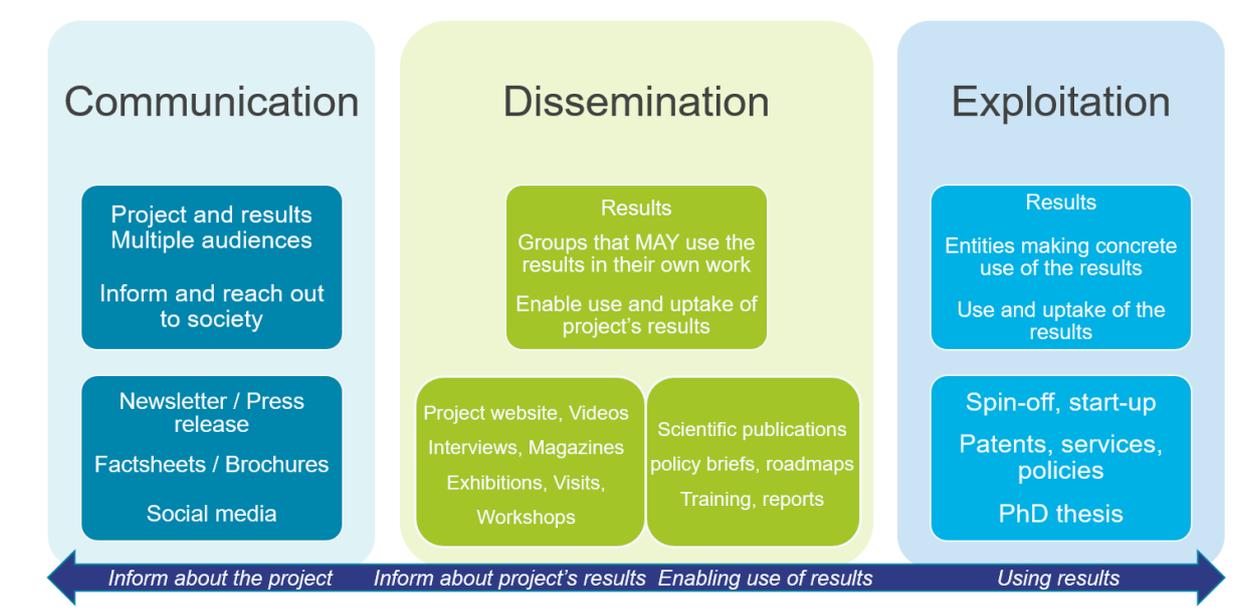


Figure 7: Relationship between communication, dissemination and exploitation

Since the tasks on which the exploitation plan will be based (listed here above) have not started yet at the end of the project first year, and in order to give partners more time to think about their potential key exploitable results, D7.7 - 1st version of project exploitation plan has been postponed from M12 to M21.

6. Monitoring and Evaluation

6.1. Key Performance Indicators

In order to measure to which extent the communication activities set out in this plan are carried out by project partners, and more importantly, to measure their impact, a detailed set of indicators is presented here below.

TOOLS AND CHANNELS	KEY PERFORMANCE INDICATORS
Website	
Website visitors	At least 2,000 visitors per year – 10,000 total
Pageviews	At least 5,000 pageviews per year – 50,000 total
Printable materials	
Leaflet	300 distributed throughout the project
Online materials	
Newsletters	2000 recipients/viewers per newsletter – 20,000 in total
Social media	
Twitter	At least 400 mentions of #GreenHysland by the project end
LinkedIn	At least 150 members in the project group by project end
All	At least 5 posts per partner per year on the platform of their choice – 750 posts in total
Videos	
Video 1 & 2	At least 150 views per video
Events	
Presentations at events	At least 1 EU level presentation per partner, 3 for FEDARENE + 2 national presentations per follower partner ➔ at least 44 presentations total
Organisation of Green Hysland Events	At least 30 Green Hysland events by the project end
Participants at project events	At least 30 participants per event – 900 total participants
EU Webinars	5 webinars with at least 50 participants for each
EU Workshops	5 workshops with at least 50 participants for each

Cross-promotion	
EU coalition	At least 10 initiatives involved by the end of year 1 – 20 by the project end
EU coalition	At least 2 joint events/webinars by the project end
EU coalition	Green Hysland featured on 10 websites by the project end
Press relations and publications	
Press releases	At least 5 per partner – 150 total
Press releases	Mentioned in at least 30 press releases published by external stakeholders by the project end
Training	
Trainees	At least 150 persons trained by the project end
Target groups	
Potential investors	At least 30 reached across all communication platforms
Potential replicators	At least 50 reached across all communication platforms
Bottom-up feedback and requests	
Requests for observer status	At least 50 by the project end
Pilot site visits	At least 1,000 people by the project end
Other requests for more information + follow-up	At least 100 by the project end

Table 4: Key Performance Indicators

6.2. Risk analysis and mitigation measures

The regular update of the WP7 monitoring table allows to verify at all times if project partners are on track to fill their promotion obligations. If not filled automatically by partners, WP7 leader FEDARENE reminds them by email that they should connect to the Green Hysland Teams Channel to do so.

If one or several specific partners from the consortium are failing to meet their C&D obligations, FEDARENE will arrange meetings with the concerned partners and ENAGAS Renovable to discuss potential solutions and how to improve communication work related to the project.

Should some of the listed KPIs not be achieved, FEDARENE and project partners will make sure to conduct extra activities and overachieve other targets to compensate these failings. As an instance, if only 4 workshops are organised during the project duration, at least one extra webinar (6 in total) will take place.

If a measure set out in this communication and dissemination strategy contradicts the workplan included in the Green Hysland Grant Agreement, the workplan will take precedent.

7. Conclusion

In conclusion, this document has set and reviewed the strategy for an effective communication and dissemination of Green Hysland activities and outputs, which will be updated again in M60.

The project's C&D strategy is based on five main target groups (end-users, RES and conventional sector, public authorities, general public and scientific community) who have been analysed in detail to define the most appropriate messages, means and messengers to reach them (i.e which project partner(s)). Indeed, the Green Hysland consortium is composed of a large variety of organisations that are all part of the different target groups identified. The C&D strategy will thus use their connexions and knowledge of target groups to maximize the impact of communication activities.

The C&D strategy presents clean H₂ and the Green Hysland concept as a suitable solution for islands' decarbonisation and development. To achieve this, it is first necessary to:

- 1) raise awareness on FCH technologies by providing clear information to all target groups;
- 2) address current barriers for implementation and development and start a discussion on how to reduce them;
- 3) address the concerns of our target groups (safety, price, comfort, sustainability, etc.) while highlighting the benefits of FCH technologies and Green Hysland applications.

The large and diverse consortium is key in the C&D strategy to:

- first test messages on project partners and adapt them if necessary (through internal communication);
- ensure a general understanding of and adherence to green H₂ deployment in islands within the partnership (internal communication);
- use the partners' existing communication channels and followers for a wide outreach (i.e. benefit from the big e-reputation of some project partners on social media, etc.) (external communication).

A Green Hysland communication team has been set up to implement all of the aforementioned. All members of this team have to carefully read this document in order to conduct a coherent and effective promotion of the project throughout the consortium.

External communication to stakeholders and target groups is conducted through a variety of online (website, social media, infographics, webinars) and offline tools (events, printed materials). A focus is placed on cross-promotion with EU initiatives working on H₂ and islands' decarbonisation, which has allowed to establish an EU coalition on H₂ deployment in Islands.

The set KPIs and WP7 monitoring table guides all partners to achieve the objectives of this plan, make sure they are all on track, and react quickly if adjustments are needed.

Appendix

Annex 1 – WP7 Monitoring Table

The WP7 monitoring table is the main tool used to gather data and measure them against the key performance indicators set. It is meant to be regularly updated by all partners and will thus be filled and change over time.

The version available in the Annex is the status of the table on 19th December 2023. However, the tool will constantly be improved as described in section [3.1 Internal Communication Guidelines](#), with the final version to be included in D7.4 by M60.

Two tables below show an example of two excel sheets used to monitor social media communication and newsletter dissemination.

To date, partners are in the process of reviewing the monitoring of their communication actions for the Periodic Report 3, hence only partial data are available below.

Social media posts 2023 KPI = 5 posts per partner per year!

Partner	N° Twitter post	Twitter impression	Twitter engagement	N° LinkedIn posts	LinkedIn impression	LinkedIn engagement	N° Facebook posts	People reached on Facebook	Facebook engagement	N° YouTube Videos	YouTube Views	N° Instagram posts	Instagram impression	Instagram engagement
ENAGAS Renewable	-	-	-	17	32813	1042	-	-	-	-	-	-	-	-
ACCIONA ENER	4	0	122	4	-	369	-	-	-	-	-	1	1903	123
REDEXIS SA	10	1971	140	16	65127	1962						3	454	27
EMT-PALMA CALVERA				4	14865	394								
Lloseta Council														
PORTS BALEARIS	2	230	54	3	510	87	2	309	54					
COTENAVAL														
Balearia														
IBE														
UIB	3	3280	52	1	719	24								
FHa	5	1176	36	8	5932	114	5	520	9	0	0	0	0	0
CNH2	2	232	4	2	3560	48	2	473	14			2	744	61
AeH2	3	658	32	6	12614	213								
CEA				1	1043	12								
ENER				3	2279	66								
HYE	5	714	33	7	4344	126	0	0	0	0	0	0	0	0
NEW ENER.COLIT				3	1422	14								
HyCologne				10	4487	138								
FEDARENE	21	6878	90	16	19100	79	16	433	39					
NUI GALWAY														
EMEC	2	486	7	1	646	5								
GASNAM	7	2371	86	7	7461	163	7	190	5					
ULL														
En.Coop.Ireland														
AREAM														
Gem.Ameland														
DAFNI	64	17996	656	109	176922	4856	32	1925	121	0	0	6	3101	211

Project newsletters 2023 (1 every 6 months)

	Partner	ENAGÁS RENOVABLE	ACCIONA ENER	REDEXIS SA	EMT-PALMA	CALVERA	Lloseta Council	PORTS BALEARIS	COTEN AVAL	Balearia	IBE	UIB	FHa	CNH2	AeH2	CEA
NEWSLETTER 5 27 June 2023	Sent on	28/06/23	29/06/23	29/06/23		28/06/23		01/12/23	29/06/23			29/06/23	03/07/23	03/07/23	27/06/23	06/07/23
	N° recipients	844	210	1,009		3808			499			62748	1023	2654	2840	11706
	Target groups / type of contacts	Shared by LinkedIn	Internal Directors Acciona + Twitter	Shared by Twitter and LinkedIn		Shared by LinkedIn		Shared on FB, LinkedIn and Twitter	Shared by LinkedIn			Shared by Twitter and LinkedIn to followers.	Shared by our news	Shared by Twitter, Instagram and LinkedIn.	Members and subscribers to the AeH2 newsletter. Shared by LinkedIn	
NEWSLETTER 6 5 December 2023	Sent on															07/12/23
	N° recipients															1116
	Target groups / Type of contacts															Members and subscribers to the AeH2 newsletter. Shared by LinkedIn

ENER	HYE	NEW ENER.COLI T	HyCologne	FEDARENE	NUI GALWAY	EMEC	GASNAM	ULL	En.Coop.Ireland	AREAM	Gem.Ameland	DAFNI	H2 CHILE	AHMYD	P2GH2M	TOTAL
07/07/23	28/06/23	04/07/23	03/07/23	29/06/23								24/7/2023	27/07/23			
56	22	470	50	513								938	495			89885
Shared by LinkedIn	Shared on Twitter	Shared by LinkedIn	shared with members	Shared with members								Shared by LinkedIn	Industry representatives along the whole renewable hydrogen			
				18/12/23				09/07/23				08/12/23	06/12/23			
				524				16,500				274	495			18909
				Shared with members				Shared by LinkedIn, X and Facebook				Shared by LinkedIn	Industry representatives along the whole renewable hydrogen			

Annex 2 – Overview of targeted external events

Table below is linked to section [2.4.1.7. Events](#) and gives an overview of events and webinars in which project partners aim to feature Green Hysland.

Type	Name	Scope	Target	Website	Date
Conference	World Sustainable Energy Days	Worldwide	Sustainable Energy stakeholders	wsed.at	End of February / Beginning of March (Usually)
Summit & Exhibition	World Hydrogen Summit	Worldwide	H ₂ stakeholders	https://www.world-hydrogen-summit.com/	March
Conference	EU Sustainable Energy Week (EUSEW)	EU	Sustainable Energy stakeholders	http://eusew.eu/	June (Usually)
Conference	International Conference for Hydrogen Safety (ICHS)	Worldwide	H ₂ stakeholders	https://hysafe.info/	September
Conference	Virtual Island Summit	Worldwide	stakeholders	https://virtualislandsummit.com/	September / October
Conference	EU Week of Regions and Cities	EU	Regions and Cities	https://europa.eu/regions-and-cities/	October
Network, conference & website	Renewable Heating & Cooling Platform	EU	HVAC & Renewable energy stakeholders	https://www.rhc-platform.org/	October

Type	Name	Scope	Target	Website	Date
Conference	Sustainable Places	EU	Sustainable energy, climate & research	https://www.sustainableplaces.eu/	October
Conference	Clean Energy for EU Islands Forum	EU	Island stakeholders	https://euislands.eu/	October
Conference	Conference of the Parties (COP)	Worldwide	Climate stakeholders	https://unfccc.int/process/bodies/supreme-bodies/conference-of-the-parties-cop	In 2022: November (depends each year)
Conference & Expo	Hydrogen Technology Conference & Expo	Worldwide	H ₂ stakeholders	https://www.hydrogen-worldexpo.com/	October/November
Conference	European Hydrogen Forum	EU	H ₂ stakeholders	https://www.fch.europa.eu/european-hydrogen-week	November
Conference	European Hydrogen Energy Conference (EHEC)	EU	H ₂ stakeholders	http://www.ehec.info/	Yealy
Conference	World Hydrogen Energy Conference (WHEC)	Worldwide	H ₂ stakeholders	https://whecistanbul.org/	Yearly
Conference	H ₂ Forum	Worldwide	H ₂ stakeholders	https://www.h2-forum.eu/	1st edition in 2021
Summit	Hydrogen Transition Summit	Worldwide	H ₂ stakeholders	https://events.climateaction.org/transition-summits/hydrogen/	1st edition in February 2021

Type	Name	Scope	Target	Website	Date
Summit	European Islands Summit on Climate Change	EU	Island Stakeholders	https://soclimpact.net/soclimpact-projects/	1 st edition in March 2021
Webinar	NESOI Webinars (European Islands Facility)	EU	Island Stakeholders	https://www.nesoi.eu/events	Regularly

Table 5: overview of external events and webinars targeted by the project

Annex 3 – Organisations to create synergies with

Annex 3 shows the list of initiatives and organisations to create synergies with (non-exhaustive), as described in [Section 2.4.1.8 Cross promotion](#):

Type	Name	Scope	Target	Website	Joined the Coalition
EU project	BIG HIT (2016- 2021)	EU	H ₂ stakeholders	http://www.bighit.eu (Funding: FCH JU)	Yes
EU Project	HEAVENN (2020-2026)	EU	H ₂ stakeholders	https://www.h2v.eu/hydrogen-valleys (Funding: FCH JU)	Yes
EU Project	JIVE 2 (2017-2023)	EU	H ₂ stakeholders	https://www.fuelcellbuses.eu (Funding: FCH JU)	Yes
EU Project	SEAFUEL	EU	H ₂ stakeholders	http://www.seafuel.eu (Funding: Interreg Atlantic Area)	Yes
EU Project	Green Crane	EU	H ₂ stakeholders	https://www.h2v.eu/hydrogen-valleys/green-crane-western-route	Yes
EU Project	H2PORTS (2019-2022)	EU	H ₂ stakeholders	https://h2ports.eu (Funding: Horizon 2020)	Yes
EU Project	Project from CH2P's PDA Estonian islands,(EE)	EU	Islands project	https://www.clean-hydrogen.europa.eu/media/news/15-european-regions-will-receive-project-development-assistance-2023-01-15_en https://www.h2regions.eu/	No
EU Project	Project from CH2P's PDA	EU	Islands project	Same as above	No

Type	Name	Scope	Target	Website	Joined the Coalition
	Madeira (PT)				
EU Project	Project from CH2P's PDA Valentia Island (ES)	EU	Islands project	Same as above	No
EU Project	Project from CH2P's PDA La Reunion (FR)	EU	Islands project	Same as above	No
EU Project	Crete Aegean H2 Valley (GR)	EU	Islands project	https://cordis.europa.eu/project/id/101112169	No
EU Initiative	H2 Valleys Smart Specialisation partnership	EU	H ₂ stakeholders	https://www.h2v.eu/ (Funding: FCH JU)	Yes
EU Initiative	Clean Hydrogen Partnership	EU	H ₂ stakeholders	https://www.clean-hydrogen.europa.eu/	Yes
EU organisation	Hydrogen Europe	EU	H ₂ stakeholders	https://hydrogeneurope.eu/	No
EU Initiative	Hydrogen for Climate Action	EU	H ₂ stakeholders	https://www.hydrogen4climateaction.eu/	No
EU Initiative	Hydrogen Territories Platform	EU	H ₂ stakeholders	http://h2territory.eu/	Yes

Type	Name	Scope	Target	Website	Joined the Coalition
EU Initiative	New Energy Solutions Optimised for Islands (NESOI)	EU	Islands	https://www.nesoi.eu/	Yes
EU Initiative	Clean Energy for EU Islands Secretariat	EU	Islands	https://euislands.eu/	Yes
EU organisation	Island Innovation	EU	Islands	https://islandinnovation.co/	Yes
EU network	CPMR Islands Commission	EU	Islands	https://cpmr-islands.org/	Yes
EU network	FEDARENE Island College	EU	Islands	https://www.fedarene.org/working-groups/islands-rural-communities	Yes
EU network	Network of the Insular Chambers of Commerce and Industry of the EU (INSULEUR)	EU	Islands	https://www.insuleur.org/	No
International network	Greening the Islands	World	Islands	http://www.greeningtheislands.net/	Yes

Table 6: list of initiatives and organisations to create synergies with

Annex 4 – Partners’ social media platforms

Table below from section [3.1 Communication internal procedure](#), gives an overview of the platforms Green Hysland partners are using, showing the considerable potential reach of this C&D strategy.

all partners combined, this consortium has more than 430,000 Followers on Twitter, 1 million on LinkedIn and 1 million as well on Facebook. Therefore, if all partners disseminate a news through their social media when communication leader FEDARENE asks them to, this shall result in major impact, and effective connection with target groups.

Partner	Website	Twitter	Fllwrs	LinkedIN	Fllwrs	Youtube	Fllwrs	Facebook	Fllwrs	Instagram	Fllwrs
ENAGÁS RENOVBABLE S.L.	https://enagasrenovable.es/		-	https://www.linkedin.com/company/enag%C3%A1s-renovable/	5392	Enagás Renovable - YouTube	2	-	-	-	-
ACCIONA ENER	https://www.accionacom/	https://twitter.com/ACCIONAENER	219931	https://www.linkedin.com/company/accionanaccedaener	613694	https://www.youtube.com/channel/UCVLaJedX43G0E1BRVx7Q7dQ	106000	https://es-es.facebook.com/ACCIONA/ https://www.facebook.com/search/top?q=accionana%20%20english	808473	https://www.instagram.com/accionacom/?hl=es	161967
REDEXIS GAS SA	https://www.redexisgas.es/	https://twitter.com/redexisgas	65	https://www.linkedin.com/company/redexis?originalSubdomain=es	7569	https://www.youtube.com/channel/UChwDDAWp8rGwoWFFX2JJ5Gg	5	https://www.facebook.com/Redexis-servicios-240497016749400/	199	-	-

Partner	Website	Twitter	Fllwrs	LinkedIN	Fllwrs	Youtube	Fllwrs	Facebook	Fllwrs	Instagram	Fllwrs
EMT-PALMA	http://www.emtpalma.cat/es/inicio	https://twitter.com/EMT_Palma	4415	https://es.linkedin.com/company/emt---palma	110	https://www.youtube.com/channel/UC9mdRrCizCASUocm6ZHopHA	395	https://www.facebook.com/EMTPalma	7147	-	-
CALVERA	https://www.calvera.es/	https://twitter.com/CALVERA_SL	158	https://www.linkedin.com/company/calvera/	1148	-	-	-	-	-	-
Lloseta Council	https://ajlloseta.net/es	https://twitter.com/ajlloseta	1642	-	-	-	-	https://www.facebook.com/ajuntament.lloseta/?rf=162593324437013	4415	-	-
PORTS BALEARS	https://www.portsdebalears.com/index.php	https://twitter.com/PortsdeBalears	7030	https://www.linkedin.com/company/portsdebalears/?originalSubdomain=es	563	https://www.youtube.com/user/portsdebalears	190	https://es-es.facebook.com/PortsdeBalears/	3487	https://www.instagram.com/portsdebalears/?hl=es	1472
COTENAVAL	https://www.cotenaaval.es/	-	-	https://www.linkedin.com/company/cotenaaval/	26	-	-	-	-	-	-
Balearia	https://www.balearia.com/es	https://twitter.com/Balearia	13789	https://www.linkedin.com/company/balearia/	19160	https://www.youtube.com/channel/UCsP349nfKDzITZNZkMrqh-g	2860	https://www.facebook.com/baleariaferry	86549	https://www.instagram.com/baleariaferry/	32019

Partner	Website	Twitter	Fllwrs	LinkedIN	Fllwrs	Youtube	Fllwrs	Facebook	Fllwrs	Instagram	Fllwrs
IBE	http://www.aib.es/govern/index.do?lang=ca	https://twitter.com/goib	66200	-	-	https://www.youtube.com/channel/UCWq6paV7LGHW7YdR0kYLx_w		https://www.facebook.com/Go vernIllesBalears	54393	https://www.instagram.com/goib/	27400
UIB	https://www.uib.es/es/	https://twitter.com/UIBuniversitat	18800	https://www.linkedin.com/school/universitat-de-les-illes-balears/	33454	https://www.youtube.com/channel/UCfQS9T2CsZf08Q2XnC7LBYA	11400	https://www.facebook.com/UniversitatUIB/	10437	https://www.instagram.com/uibuniversitat/	7250
FHa	https://hidrogenoaragon.org/es/	https://twitter.com/HidrogenoAragon	1805	https://www.linkedin.com/company/707936/admin/	3850	https://www.youtube.com/channel/UCzb2GkPaqFAaNWVPZSmq4pg	169	https://www.facebook.com/fundacionhidrogenoaragon	2742	-	-
CNH2	www.cnh2.es	https://twitter.com/cnh2_es	1454	https://www.linkedin.com/in/cnh2-centro-nacional-del-hidr%C3%B3geno-16464211b/	4100	https://www.youtube.com/channel/UCgOV37adulUofL7pPEVQ7ZA		https://www.facebook.com/CNH2es/	840	https://www.instagram.com/cnh2_spain/?hl=es	816
AeH2	https://www.aeh2.org/	https://twitter.com/AeH2_ENG	2630	https://www.linkedin.com/in/aeh2spain/	3230	-	-	-	-	-	-
CEA	https://www.cea.fr/	https://twitter.com/CEA_Oficiel	20800	https://www.linkedin.com/company/cea/	136381	https://www.youtube.com/user/CEAscien ces	56800	https://www.facebook.com/cea.pageofficelle	2208	https://www.instagram.com/cea_officiel/?hl=en	4087

Partner	Website	Twitter	Fllwrs	LinkedIN	Fllwrs	Youtube	Fllwrs	Facebook	Fllwrs	Instagram	Fllwrs
ENER	https://www.energy.nl	-	-	https://www.linkedin.com/company/energy	40	https://www.youtube.com/channel/UCRk8Ex40mTj8Rt986zjkGyw	-	-	-	-	-
HYE	http://hy-energy.co.uk/	https://twitter.com/HYECOconsultancy	88	https://www.linkedin.com/company/hy-energy-consultancy-limited/about/	44	-	-	https://www.facebook.com/HyEnergyConsultancy	4	-	-
NEW ENER.COLIT	https://www.newenergycoalition.org	https://twitter.com/newenergyco	941	https://www.linkedin.com/company/new-energy-coalition/	3592	https://www.youtube.com/channel/UCe-R2WoA0sbmMl_zwSq-w4Q	115	https://www.facebook.com/newenergycoalition/	210	https://www.instagram.com/new_energy_coalition/?hl=en	121
HyCologne	https://www.hycologne.de/	https://twitter.com/hycologne	31	https://www.linkedin.com/company/hycologne	357	-	-	https://www.facebook.com/Hycolognede-109458667129704	30	-	-
FEDARENE	http://www.fedarene.org/	https://twitter.com/Fedarene	2988	https://www.linkedin.com/company/17970909/	2356	https://www.youtube.com/channel/UCyQ0SjklNlzru3wO9HybWw	37	https://www.facebook.com/FEDARENE/	434	-	-

Partner	Website	Twitter	Fllwrs	LinkedIN	Fllwrs	Youtube	Fllwrs	Facebook	Fllwrs	Instagram	Fllwrs
NUI GALWAY	http://www.nuigalway.ie	https://twitter.com/nuigalway	50200	https://www.linkedin.com/school/nuigalway/mycompany/	92679	https://www.youtube.com/channel/UC3LMnr0z1C-YR5O2AQemUKg	364000	https://www.facebook.com/nuigalway	76000	https://www.instagram.com/nuigalway/	18400
EMEC	http://www.emec.org.uk/	https://twitter.com/EMEC_Ltd	5032	https://www.linkedin.com/company/european-marine-energy-centre	6824	https://www.youtube.com/channel/UCIzXB0p2nYADliQo-7CrYeA	188	https://www.facebook.com/EuropeanMarineEnergyCentre	1837	-	-
GASNAM	https://gasnam.es/	https://twitter.com/Gasnam	2493	https://www.linkedin.com/company/gasnam/	6783	-	-	https://www.facebook.com/gasnamiberia	463	-	-
ULL	https://www.ull.es/	https://twitter.com/ULL	51800	https://www.linkedin.com/school/universidad-de-la-laguna/	52491	https://www.youtube.com/channel/UCpS3kzmAp8D3Qi434B6rgqw	3360	https://www.facebook.com/universidaddelalaguna	38916	https://www.instagram.com/universidaddelalaguna/?hl=es	8076
En.Coop.Ireland	https://energycoops.ie	https://twitter.com/ecoop	246	-	-	-	-	https://www.facebook.com/EnergyCoopsIreland/	411	-	-

Partner	Website	Twitter	Flwrs	LinkedIn	Flwrs	Youtube	Flwrs	Facebook	Flwrs	Instagram	Flwrs
		sireland									
AREAM	https://aream.pt	-	-	-	-	https://www.youtube.com/channel/UCPsNWsg1UOxddRiTzaONgQ	45	https://www.facebook.com/aream.pt	1555	https://www.instagram.com/aream.pt/	126
Gem.Ameland	https://www.ameland.nl/	https://twitter.com/AmelandGemeente	3253	https://www.linkedin.com/company/gemeente-ameland/	3175	https://www.youtube.com/channel/UCVtUXTopsi2OCQtKOH50Nmw	48	https://www.facebook.com/gemeente.ameland/	2957	https://www.instagram.com/ameland/	43
DAFNI	https://dafni.network.gr/en/	https://twitter.com/DafniNetwork	212	https://www.linkedin.com/company/dafni-network/	400	https://www.youtube.com/channel/UCY95LkykKsjW5SAB2Itrlg	14	https://www.facebook.com/DafniNetwork/	3408	-	-
H2 CHILE	https://www.h2chile.cl/	https://twitter.com/H2_chile	1065	https://www.linkedin.com/company/h2chile/	9885	https://www.youtube.com/channel/UCL3MuR4CiRhTtW_ymcn5cg	4	-	-	https://www.instagram.com/h2_chile/	789

Partner	Website	Twitter	Fllwrs	LinkedIN	Fllwrs	Youtube	Fllwrs	Facebook	Fllwrs	Instagram	Fllwrs
AHMYD	-	-	-	https://www.linkedin.com/in/amhyd-maroc-7b9ab2180/	263	-	-	https://www.facebook.com/AMHYDMARO C/	535	-	-
P2GH2M	Under construction	-	-	-	-	-	-	-	-	-	-

Table 7: partners' social media platforms and outreach

¹ The table is not shared in this public deliverable since it contains personal data from project partners.

Annex 5 –Websites and magazines publications

The table below gives a preliminary overview of non-scientific websites and magazines in which project partners aim to feature Green Hysland, as explained in [section 2.4.1.9. Press relations and publications.](#)

Type	Name	Scope	Target	Website	Publication frequency
Website & Magazine	FuturEnergy	Worldwide	Energy and energy efficiency	https://futureenergy.co.uk/	Website, magazine 10 issues/year
Website	Renewable Energy Magazine	Worldwide	RES stakeholders	https://www.renewableenergymagazine.com/	Website – daily news
e-Journal	H ₂ international	Worldwide	H ₂ and FC stakeholders	https://www.h2-international.com/	Monthly online edition
Website & Magazine	H ₂ View	Worldwide	H ₂ stakeholders	https://www.h2-view.com/	Website with daily news + monthly printed magazine
Online Magazine	Horizon Magazine	EU	H2020 research	https://horizon-magazine.eu/	Website – daily news
Website & Magazine	European Energy Information	EU	Energy & Transport stakeholders	http://www.europeanenergyinnovation.eu/	4 printed magazines / year
Network, conference & website	Renewable Heating & Cooling Platform	EU	HVAC & Renewable energy professionals,	https://www.rhc-platform.org/	Yearly conference / Website

Type	Name	Scope	Target	Website	Publication frequency
			industry and academia		
Website & Magazine	Energías Renovables	Spain	Clean energy stakeholders	https://www.energias-renovables.com/	Monthly printed magazine + website with daily news
Website & Magazine	Solar News	Spain	Solar Energy stakeholders	https://www.solarnews.es/	Magazine 6 issues/year + Website
Website, Newsletter & Magazine	Retema	Spain	Technical Journal of the Environment in Spain on the environmental industry.	https://www.retema.es/	Website, magazine 6 issues/year. 8 newsletters per month.
Website	Eseficiencia	Spain	Energy Efficiency	https://www.eseficiencia.es/	Website – daily news
Website	Energía Diario	Spain	Energy	https://elperiodicodelaenergia.com/	Website – daily news

Table 8: preliminary overview of magazines and websites targeted by the project

All Green Hysland publications should be included and monitored in the WP7 monitoring table (see Annex 1).

Annex 6 – Scientific publications

The table below shows a preliminary list of scientific publications targeted by the project, as described in [section 2.4.1.10 scientific publications](#).

Type	Name	Scope	Target	Website	Publication frequency
Scientific Journal	Energy	Worldwide	Energy research	https://www.journals.elsevier.com/energy	Monthly issue
Scientific Journal	Applied Energy	Worldwide	Applications of energy research	https://www.journals.elsevier.com/applied-energy	Monthly issue
Scientific Journal	Energy Policy	Worldwide	international agencies, governments, public and private entities, communities and NGOs	https://www.sciencedirect.com/journal/energy-policy	Monthly issue
Online fully open access journal	Energy Reports	Worldwide	Energy Research	https://www.sciencedirect.com/journal/energy-reports	Monthly issue
open access (OA), all-electronic archival journal	IEEE Access®	Worldwide	Research and development	https://ieeexplore.ieee.org/xpl/aboutJournal.jsp	One Volume per Year

Type	Name	Scope	Target	Website	Publication frequency
Scientific Journal	Journal of Cleaner Production	Worldwide	Cleaner Production, Environmental, and Sustainability research and practice	https://www.journals.elsevier.com/journal-of-cleaner-production	Weekly editions
Scientific Journal	International Journal of Sustainable Energy	Worldwide	Sustainable energy sources	https://www.tandfonline.com/toc/gsol20/current	Monthly issue
Scientific Journal	International Journal of Hydrogen Energy	Worldwide	H ₂ stakeholders	https://www.journals.elsevier.com/international-journal-of-hydrogen-energy	Weekly editions

Table 9: preliminary overview of scientific publications targeted by the project