

# Promotional dissemination pack

Deliverable No 7.5

Month 5 – May 2021



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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 1<sup>st</sup> January 2021, and will end on 31<sup>st</sup> December 2025. The consortium is formed by **30 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 (H<sub>2</sub>) ecosystem covering all the value chain, from the production to the distribution and consumption of, at least, 330 tonnes per year of green H<sub>2</sub>, traced through a Guarantee of Origin System. This hydrogen will be used in six different applications, as follows:

- The **H<sub>2</sub> pipeline and the injection point** of part of the H<sub>2</sub> 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 **H<sub>2</sub> vans** in the Alfill Logistics vehicle fleet as well as the search for rental car companies to incorporate H<sub>2</sub> vehicles in their **rental car fleets**.

The infrastructures which will be developed within the project are:

- The **green H<sub>2</sub> 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 H<sub>2</sub> produced in Lloseta's plant to the different applications.

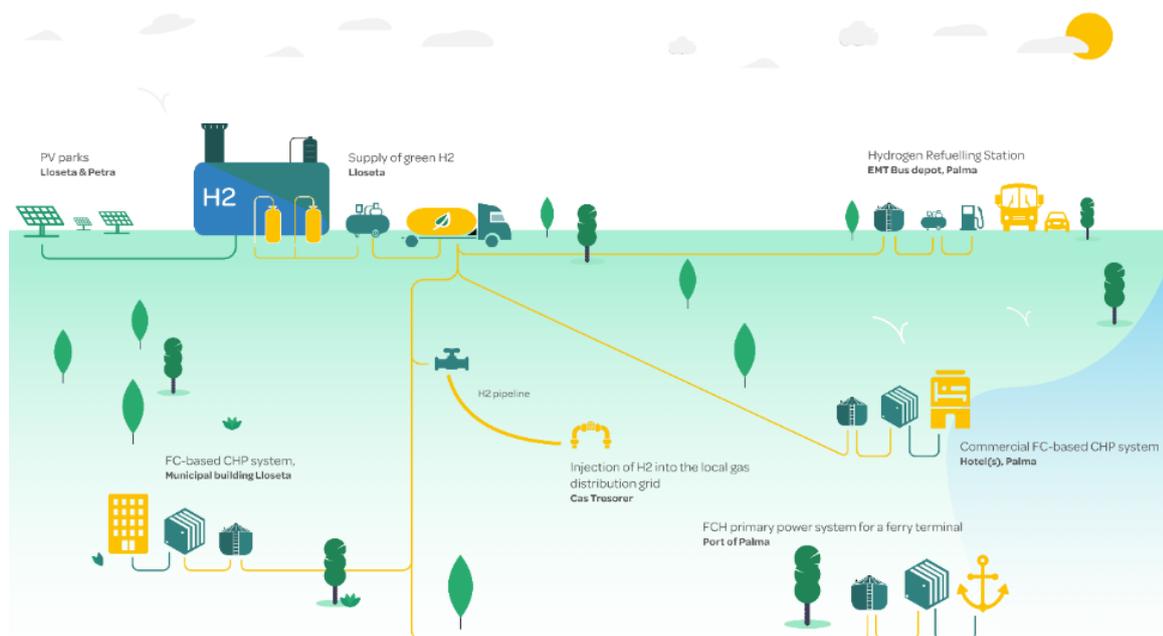
This initiative aims to reduce the CO<sub>2</sub> emissions of Mallorca up to 20,700 tonnes per year by the end of the project.

The project will also deliver a **roadmap towards 2050** that compiles a long-term vision for the **development of a widespread H<sub>2</sub> 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 H<sub>2</sub> 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 H<sub>2</sub>

production, interconnecting infrastructure and local H<sub>2</sub> 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 S.A.	ENAGAS	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 MAQUINARIA E INSTALACIONES S.L.	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	HYE	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	NUI GALWAY	IE	
22	THE EUROPEAN MARINE ENERGY CENTRE LIMITED	EMEC	UK	
23	GASNAM - ASOCIACION IBERICA DE GAS NATURAL 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 AIGAIUO AE	DAFNI	EL	
29	ASOCIACION CHILENA DE HIDROGENO	H2 CHILE	CL	
30	Association Marocaine pour l'Hydrogène et le Développement Durable	AHMYD	MA	

# Table of contents

Executive Summary .....	11
1. Dissemination Tools Overview .....	12
2 Communication Pack.....	13
<b>2.1 GREEN HYSLAND Logo.....</b>	<b>13</b>
<b>2.2 Graphic Guidelines.....</b>	<b>14</b>
<b>2.3 Templates.....</b>	<b>15</b>
2.3.1 Deliverables template .....	15
2.3.2 Press Releases .....	16
2.3.3 Events Agenda .....	17
2.3.4 Presentations template .....	18
2.3.5 Newsletters .....	20
2.3.6 Visuals for social media .....	20
<b>2.4 Visuals and illustrations .....</b>	<b>21</b>
2.4.1 Poster and Roll-up Display.....	21
2.4.2 Project leaflet .....	22
2.4.3 Project’s illustrations.....	23
<b>2.5 Infographics and schematic.....</b>	<b>25</b>
3. Icons.....	28
4. Website .....	29
<b>4.1 Website architecture .....</b>	<b>29</b>
<b>4.2 Website design and pages.....</b>	<b>30</b>
4.2.1 Homepage .....	30
4.2.2 About GREEN HYSLAND.....	32
4.2.3 Pilot sites .....	33
4.2.4 Replication.....	35
4.2.5 Who we are .....	36
4.2.6 FAQs.....	40
4.2.7 News & Events.....	41
4.2.8 H2 HYSLAND Hub.....	42
4.2.9 Library.....	43
4.2.10 Contact us.....	46

4.2.11 Privacy policy page .....	46
4.2.12 Spanish page.....	47
<b>Conclusion.....</b>	<b>50</b>

## List of Tables

Table 1: progress on GREENHYSLAND communication material .....	12
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## List of Figures

Figure 1: GREEN HYSLAND Official Logo.....	13
Figure 2: GREEN HYSLAND Logo's elements .....	14
Figure 3: GREEN HYSLAND Logo's concept.....	14
Figure 4: GREEN HYSLAND Logo - version with text on the right.....	14
Figure 5: GREEN HYSLAND colours and typography .....	15
Figure 6: GREEN HYSLAND Deliverable Template .....	16
Figure 7: GREEN HYSLAND Press Release Template.....	17
Figure 8: GREEN HYSLAND Agenda Template .....	17
Figure 9: GREEN HYSLAND Presentation Template.....	19
Figure 10: GREEN HYSLAND Newsletter Template.....	20
Figure 11: Customisable visuals for social media .....	21
Figure 12: GREEN HYSLAND Poster .....	22
Figure 13: GREEN HYSLAND Roll up .....	22
Figure 14: GREEN HYSLAND leaflet .....	23
Figure 15: GREEN HYSLAND electrolyser explanation .....	25
Figure 16: GREEN HYSLAND pilot map with black or blue icons .....	26
Figure 17: GREEN HYSLAND followers map.....	26
Figure 18: GREEN HYSLAND schematic concept .....	27
Figure 19: project icons .....	28
Figure 20: Planned structure of the project website .....	29
Figure 21: website homepage .....	31
Figure 22: page "About GREEN HYSLAND" – project description page.....	32
Figure 23: pilot sites pages .....	35
Figure 24: replication page.....	36
Figure 25: "Who we are" - consortium page.....	40
Figure 26: FAQs page.....	41
Figure 27: News & Events pages .....	41
Figure 28: H2 HYSLAND Hub pages .....	43
Figure 29: publications page .....	44
Figure 30: Press releases page .....	44
Figure 31: newsletter subscription page .....	45
Figure 32: communication material page .....	45
Figure 33: Contact page.....	46
Figure 34: Privacy policy page .....	47

Figure 35: informative page in Spanish ..... 49

## Executive Summary

This deliverable gives an overview of the initial communication material produced in order for GREEN HYSLAND project partners to launch communication and dissemination activities on the project. It presents the progress achieved in the establishment of the project's visual identity, in terms of the logo preparation and the design and development of the respective templates for the project's internal and external communication materials. These include the project's Word (deliverable, press release, agenda) and PowerPoint (presentation) templates, newsletter template, poster and roll up display, leaflet, social media visuals, infographics and icons. This is the initial list drawn up at the beginning of the project that might be amended based on the needs and opportunities arising over the course of the project.

A section of this deliverable also presents the initial website architecture and design. The project's website has been already set up and will be officially launched in Month 6, at the beginning of June 2021.

Screenshots from the above-mentioned material are included in the deliverable. The templates and website have been designed and developed by FEDARENE, in collaboration ENAGAS and by including input from all project partners.

All material is directly available to project partners in the GREEN HYSLAND Teams Channel, except for the newsletter and social media templates, hosted online in FEDARENE's newsletter and graphic design services (SendinBlue and Canva premium accounts). The project website is hosted on the WordPress platform.

## 1. Dissemination Tools Overview

This section presents the main dissemination tools that serve as a basis for the initial and GREEN HYSLAND dissemination among the identified target groups. The number of stakeholders, their diversity and the importance of this flagship project will certainly create many dissemination opportunities that should enrich this list with new materials.

The submission of this document comes 4 months after the project's start, and a significant amount of communication and dissemination tools have already been developed, as presented in Table 1.

Type	Progress
Logo	Finalised
Graphic charter	Finalised
Standard project presentation	Finalised
Word templates: Deliverables Press Releases Agendas	Finalised
Leaflet	Finalised
Poster and roll-up display	Finalised
Visuals for social media	2 customisable templates developed
Project icons	20 icons developed in the 6 GREEN HYSLAND colours + in black
Infographics	Pilot map, replication map, project concept schematic, concept illustration and educational infographics about H2
Website Design	Finalised
Website Architecture	Finalised

Table 1: progress on GREENHYSLAND communication material

## 2 Communication Pack

A set of standard dissemination tools has been created by FEDARENE ensuring consistency in the visual communication of GREEN HYSLAND. The following sections list them.

### 2.1 GREEN HYSLAND Logo

To ensure a common identity throughout the communication activities and create powerful communication through branding, a **GREEN HYSLAND corporate identity** has been developed including a **project logo** and a **graphical charter**. The charter will be used and disseminated to project partners as a brand manual explaining the do's and don'ts regarding the GREEN HYSLAND visual identity.

The graphic elements will provide the project with a clear, positive and dynamic image and will be easily adjustable to distinct types of communication materials and tools. The corporate identity and project logo will be rolled out on all communication tools and channels mentioned here below, and will be used by the partners in all communications. It will be used to produce branded icons and infographics to explaining the concept of the project and present its outputs in a visually appealing way.



Figure 1: GREEN HYSLAND Official Logo

#### Logo's elements

The concept design of the logo corresponds to the ecological characteristic of the project and its territory. The logo represents a leaf, a wave and the atomic symbol of hydrogen.



Figure 2: GREEN HYSLAND Logo's elements

### Concept of the logo

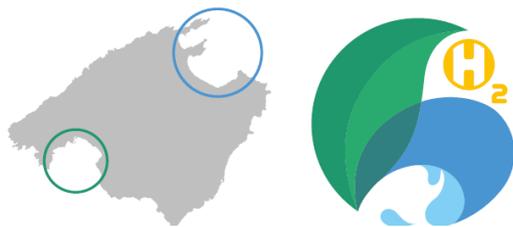


Figure 3: GREEN HYSLAND Logo's concept

The logo is designed in an ellipse to figure the organic aspect of the project. The layout of the logo is inspired by the shape of the Mallorca Island, especially its two bays, the one in the Southwest and the one in the Northeast.

The logo is the basis of the development of the graphical charter and all visuals created about the project. It is also available in a horizontal version with the text on the right:



Figure 4: GREEN HYSLAND Logo - version with text on the right

## 2.2 Graphic Guidelines

The colours of the graphical charter represent the colours of the islands landscape the shades of blue of the sea, the green of the landscape and the yellow of the sun. Colours and typography convey the idea of the island's environment, renewable energy and green projects.



OMNES regular    **OMNES semibold**  
 OMNES medium    **OMNES bold**

**GREEN HYSLAND**  
 TRACKING LETTERS 20  
 KERNING OPTICAL

	<b>BLUE</b> R: 74 • V: 150 • B: 210 C: 70 • M: 30 • J: 0 • N: 0 #4b96d2		<b>DARK GREEN</b> R: 30 • V: 153 • B: 108 C: 80 • M: 15 • J: 70 • N: 0 #1e996c
	<b>LIGHT BLUE</b> R: 131 • V: 208 • B: 245 C: 50 • M: 0 • J: 0 • N: 0 #63d0f5		<b>LIGHT GREEN</b> R: 43 • V: 173 • B: 112 C: 75 • M: 0 • J: 70 • N: 0 #2ba070
	<b>GREEN BLUE</b> R: 49 • V: 129 • B: 127 C: 78 • M: 29 • J: 47 • N: 13 #31817f		<b>YELLOW</b> R: 253 • V: 196 • B: 0 C: 0 • M: 25 • J: 95 • N: 0 #fdc400



Figure 5: GREEN HYSLAND colours and typography

## 2.3 Templates

The visual identity has been translated on **PowerPoint and Word templates** to be used by partners for presentations, events and documents submissions related to the project. Templates ensure a brand recognition and consistency on every document published by the consortium.

### 2.3.1 Deliverables template

The deliverables template includes: a cover page and a back cover, a Word style, some rules and a colour palette for graphics and visuals.

A dedicated style has been developed serving as formatting instructions for each document. It will help partners creating consistent and professional looking documents.



Figure 6: GREEN HYSLAND Deliverable Template

### 2.3.2 Press Releases

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 general public without scientific backgrounds, including interesting facts and other attractive content from the project.

A clean and simple template has been developed to be used by each partner.

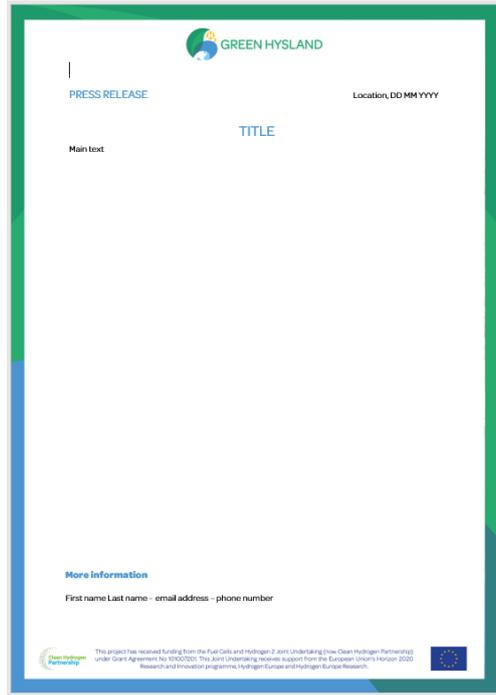


Figure 7: GREEN HYSLAND Press Release Template

### 2.3.3 Events Agenda

An agenda template has also been produced for when partners will organise GREEN HYSLAND dedicated events, workshops and webinars.

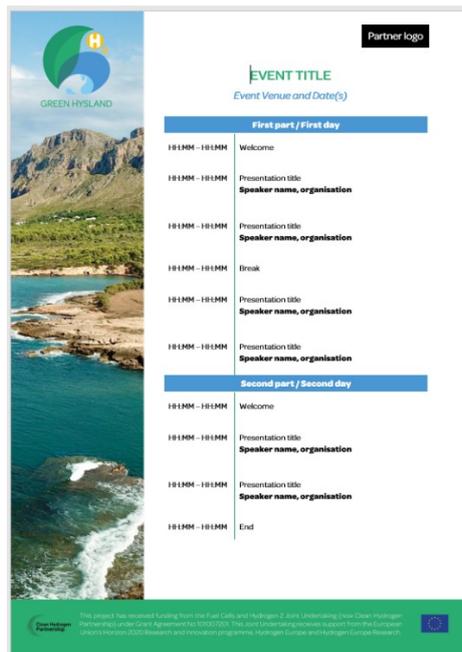


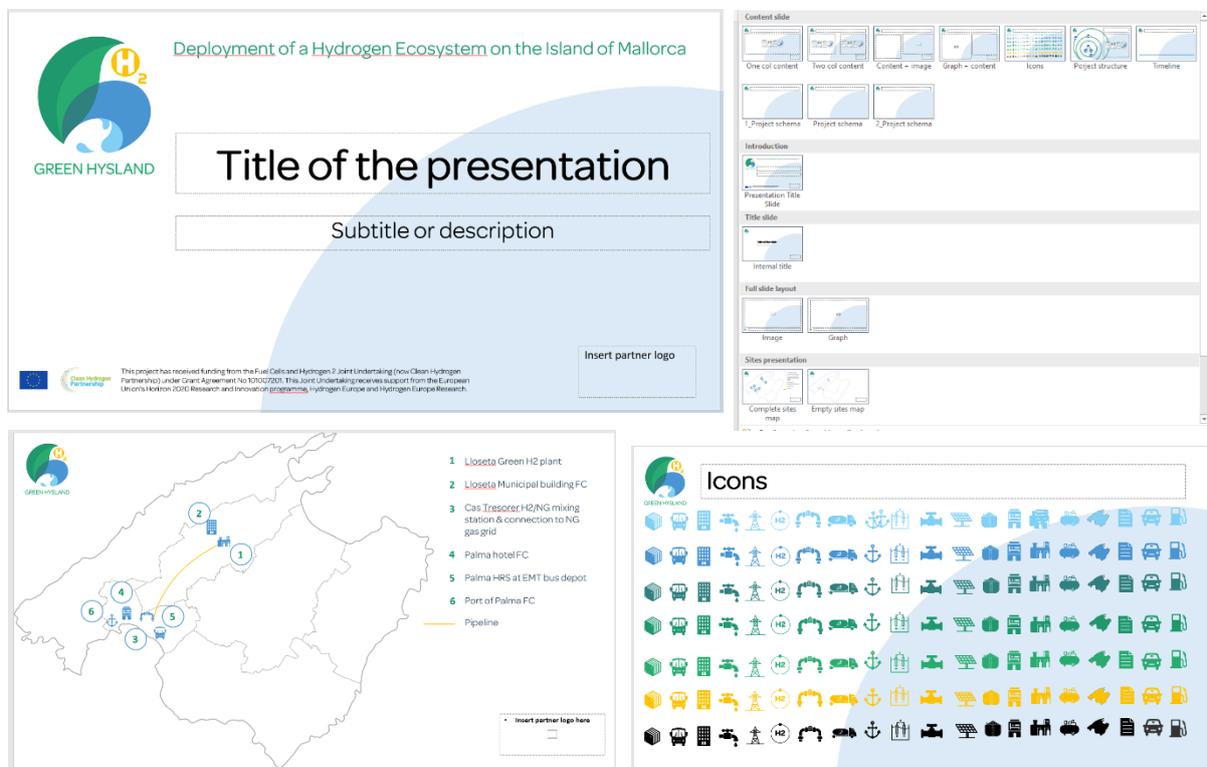
Figure 8: GREEN HYSLAND Agenda Template

### 2.3.4 Presentations template

A GREEN HYSLAND standard presentation template has been developed. It must be used for all internal and external presentations of the project. The template is fully customizable by projects partners, depending on their needs. It includes notably:

- A space for the logo of the presenting partner;
- 10 different types of content slides;
- The project pilot map (with and without legend) and followers map;
- The 20 icons of the project in 7 different colours so that partners can compose their own graphics and visuals when needed;
- An illustration of the project structure representing the 7 work packages;
- An adjustable timeline;
- An adjustable table;
- 21 types of graphics based on the GREEN HYSLAND visual identity;
- The project schematic, both as image and as customizable slide in which partner can modify icons, lines and colours themselves;
- The project's illustration as image.

Of course, the template is based on the GREEN HYSLAND identity and uses the project colours and font.



### Project Structure

• Cliquez pour ajouter du texte

### Timeline

### Table

Deliverable	Task	Milestone	Due date
Dxx	Txx	MS xx	M xx

• Insert partner logo here

### Progress

• Done - To do

• Insert partner logo here

#### Compartmentage

#### Rayons de soleil

#### Cascade

### Project schematic (customizable)

### Thank you for your attention and participation

Name Surname

name.surname@domain.tld

https://greenhysland.eu

Insert partner logo

This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (now Clean Hydrogen Partnership) under Grant Agreement No 101019720. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation Programme, Hydrogen Europe and Hydrogen Europe Research.

Figure 9: GREEN HYSLAND Presentation Template

### 2.3.5 Newsletters

A GREEN HYSLAND e-newsletter will be disseminated every 6 months containing updates from the pilots and key outputs. The newsletters will 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.

A common template has been generated to ease partners' work, hosted on FEDARENE's email provider service Sendinblue. Each newsletter will first be created in English by FEDARENE and sent to newsletter subscribers from Sendinblue. It will be also exported in HTML format so that partners can translate it in their own language and share it through their own email service.

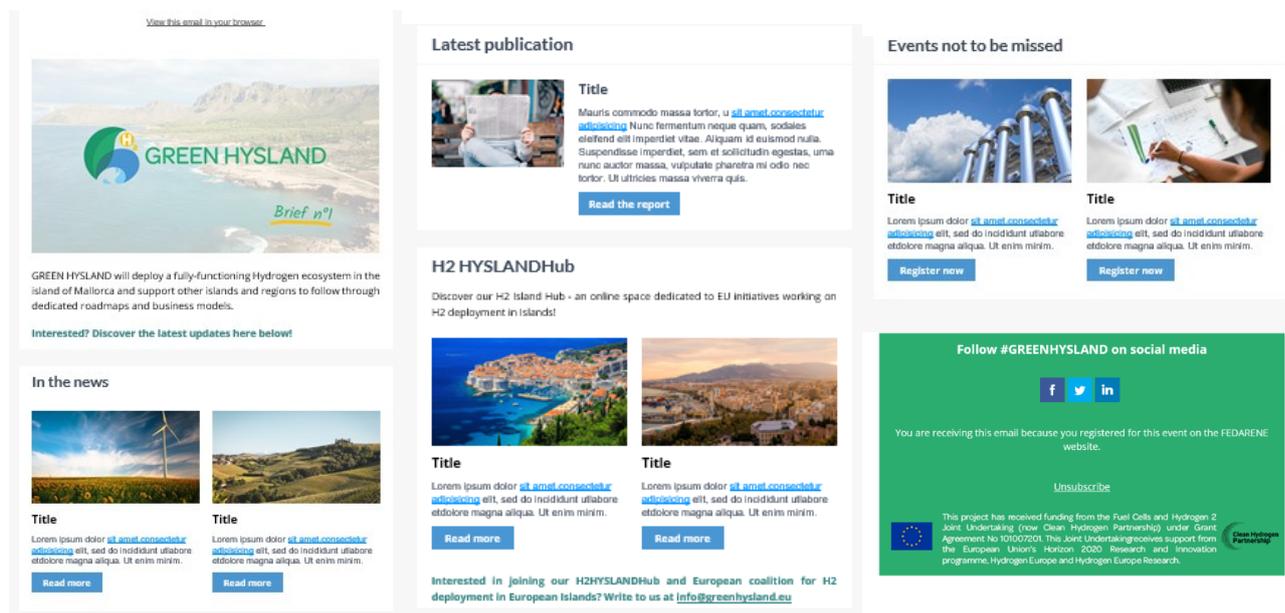


Figure 10: GREEN HYSLAND Newsletter Template

### 2.3.6 Visuals for social media

Catching attention in the social media feeds is challenging. To make this more likely to happen, catchy visuals or pictures need to be added in the post. Two examples of customisable visuals have been developed so that partners can easily adapt it to their needs and communicate about the project. These have been conceived first and foremost to promote GREEN HYSLAND events and workshops but can also be adapted for other needs (highlighting a special achievement/progress in the project timeline, a new publication, etc.). These visuals might also evolve during the project duration, or new ones might also be produced.

Both social media templates have been conceived by FEDARENE through its online Canva account. Partners will thus have to contact FEDARENE to produce GREEN HYSLAND social media visuals on an ad-hoc basis when needed.



Figure 11: Customisable visuals for social media

## 2.4 Visuals and illustrations

In addition to GREEN HYSLAND branded templates, FEDARENE has also produced a series of visuals to support partners in their communication and dissemination activities - in order to illustrate their articles, press releases, social media posts and events.

### 2.4.1 Poster and Roll-up Display

A GREEN HYSLAND poster and roll up display has been produced to be used during the project's physical events and workshops. It features the logo, the project's full name (GREEN HYSLAND – Deployment of a Hydrogen Ecosystem on the Island of Mallorca), the partners' logos and funding information, as well as the project pilot map and a picture of Mallorca.

Both will be made available on the project website. They can also be used as background during online events and webinars (either as virtual background or physical).

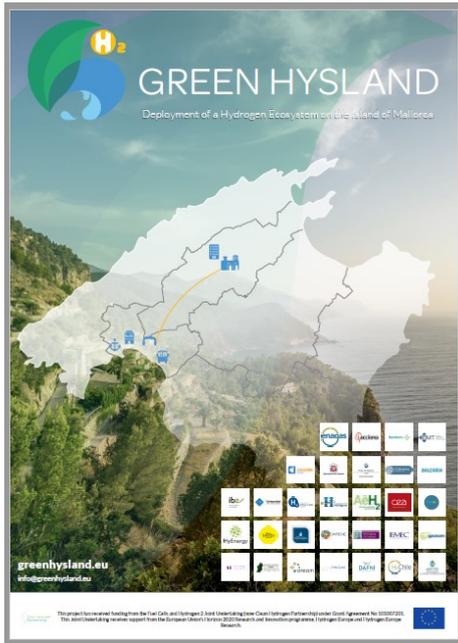


Figure 12: GREEN HYSLAND Poster



Figure 13: GREEN HYSLAND Roll up

## 2.4.2 Project leaflet

A promotional leaflet has been created, including a brief description of the project, its objectives and expected results and ultimate benefits. The format use is a trifold leaflet, which allows to have:

- One cover page with the project logo, name, tagline and website;
- One informative page on what is H2 and how it is used in the project;
- 3 inside pages explaining the project, its pilot sites, replication partners and potential for replication on other EU islands;
- One back cover with the website and social media platforms, EU funding acknowledgement, disclaimer.

The wording used is voluntarily 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 attended by project partners. Partners will thus carry these leaflets with them when they attend conferences and when they organise their own events, trying to stay mindful of the environment by selecting carefully where they leave the printed leaflets or who they give it to.

### What is H2 ?

Hydrogen is the simplest and most abundant element on earth. It is usually combined with other elements such as water, coal, biomass or natural gas. It is an energetic vector, able to store and deliver energy when needed.

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. The green hydrogen will be used in multiple applications on the island of Mallorca. It will play a key role in the decarbonization of all sectors, paving the way to reach a zero emission economy in Mallorca.

Follow us on social media  
#GREENHYSLAND

GREEN HYSLAND  
Deployment of a Hydrogen Ecosystem on the Island of Mallorca

greenhysland.eu

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

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GREEN HYSLAND will deploy a Hydrogen (H<sub>2</sub>) ecosystem in the island of Mallorca, turning the island into Europe's first green H<sub>2</sub> hub in Southern Europe. This will be achieved by producing and delivering green hydrogen from solar energy to cover the island's energy demand: transport, industry, energy sectors and generation of heat and power for commercial and public buildings. Green hydrogen will be injected into the island's gas network to decarbonize the gas supply.

The project will also deliver a **roadmap towards 2050** that compiles a long-term vision for the development of a widespread H<sub>2</sub> economy in Mallorca and the Balearic Region, in line with the environmental objectives set for 2050.

**Replication experiences** and business models are foreseen in five other EU islands (Madeira - PT, Tenerife - ES, Aran - IE, Greek Islands and Ameland - NL) and beyond (Chile and Morocco). These will provide Europe with a blueprint for decarbonization of island economies, showing how green H<sub>2</sub> can concretely contribute to the energy transition and the 2050 net zero targets.

The following Fuel Cells and Hydrogen (FCH) end-user applications will be delivered in Mallorca:

- 1 Green Hydrogen production using renewable energy (PV) in Lloseta;
- 2 Fuel Cells-based Combined Heat & Power (CHP) system at municipal building in Lloseta;
- 3 Injection of H<sub>2</sub> into the local gas distribution grid in Cas Tresorer;
- 4 Commercial FC-based CHP system in at least one hotel in the municipality of Palma;
- 5 Hydrogen Refuelling Station (HRS) at EMT bus depot in Palma to supply H<sub>2</sub> buses and light vehicles with green hydrogen;
- 6 FC-based CHP system for electricity and heat supply for a ferry terminal at the port of Palma;

### Paving the way for a zero emission society

Due to their isolation and lack of infrastructure, European islands often suffer from high energy dependency. In this context, hydrogen offers a compelling solution to harness the full power of locally produced renewable energy and increase self-sufficiency through energy storage.

GREEN HYSLAND offers a technological solution to accelerate the energy transition and help reshape a new society model. The development a H<sub>2</sub> ecosystem will create **green local jobs** and offer **reskilling** for industry workers, boosting the island's sustainable and economic development through innovation.

The project has full political and financial support through the Regional Government of the Balearic Islands and the National Government of Spain. Like in Mallorca, the GREEN HYSLAND concept can be replicated in other territories, being integrated and fully aligned with their existing climate and energy plan.

**Make your island a lighthouse of Europe's decarbonization with GREEN HYSLAND!**

Figure 14: GREEN HYSLAND leaflet

### 2.4.3 Project's illustrations

A series of illustrations has been already developed to be used on communication materials, social media, website, etc. These are supposed to explain the GREEN HYSLAND concept and H<sub>2</sub> production and distribution process in a visually appealing and easily comprehensible way.

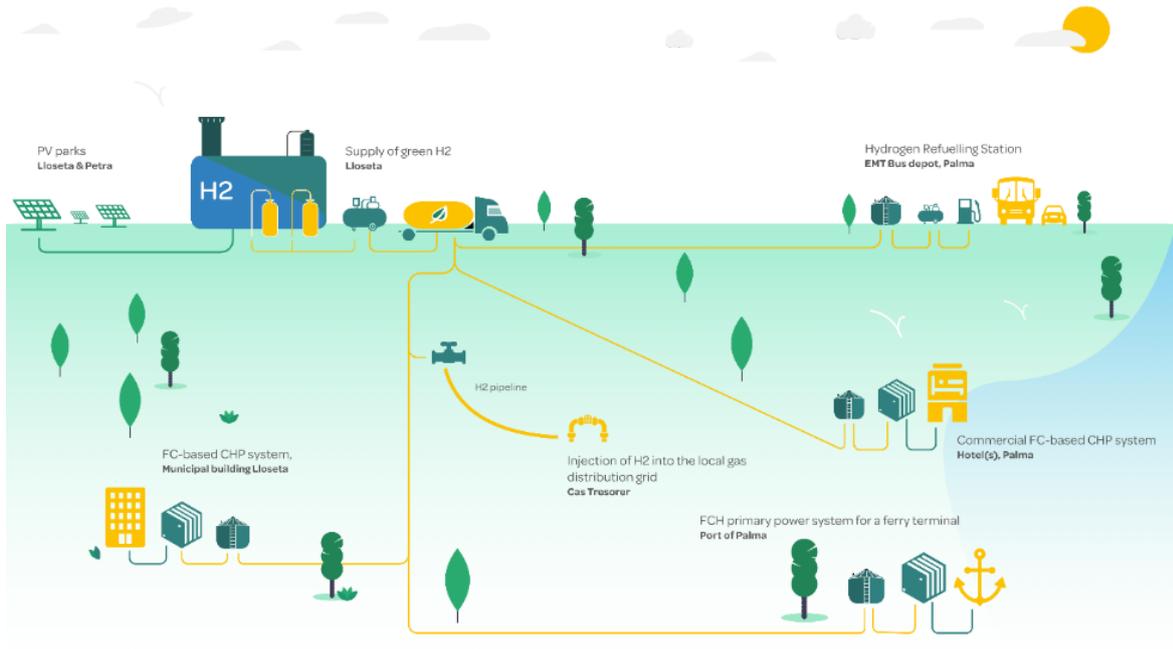


Figure 15: GREEN HYSLAND project illustrations

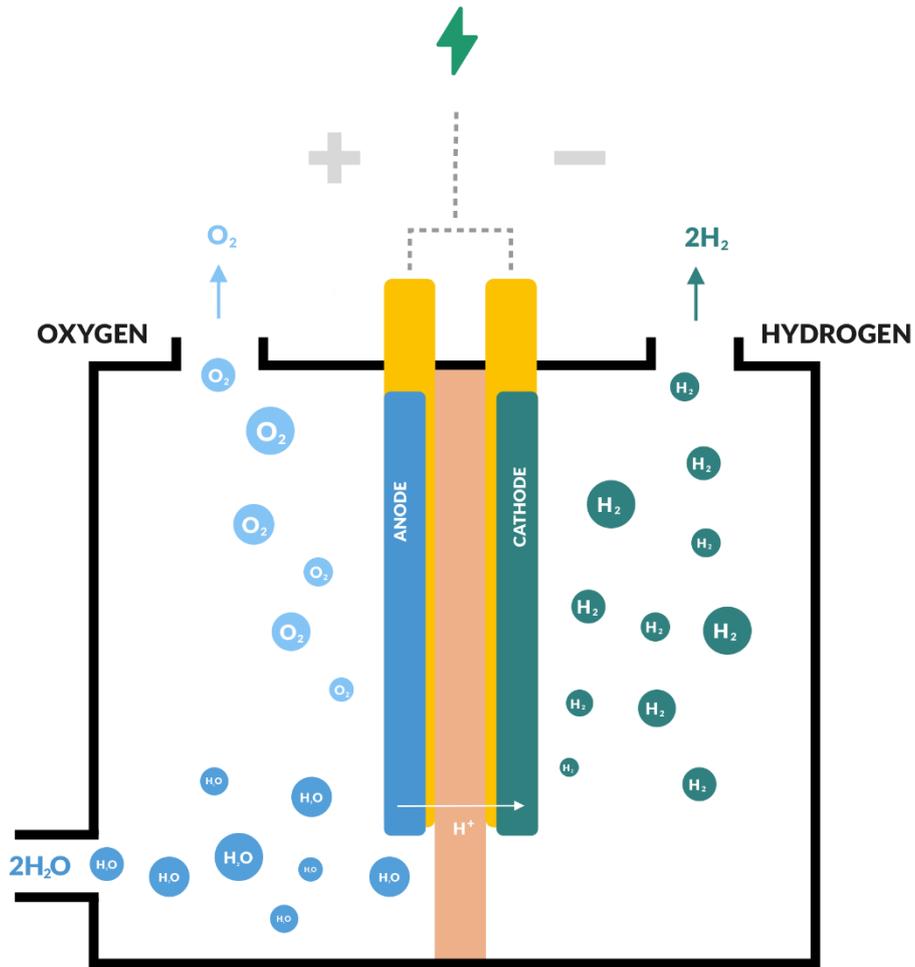
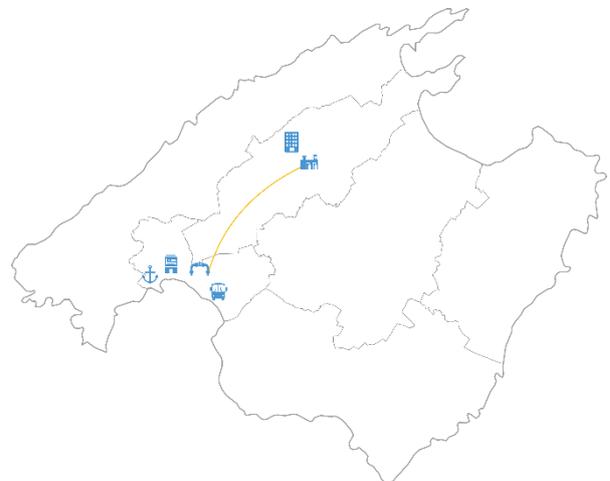


Figure 15: GREEN HYSLAND electrolyser explanation

## 2.5 Infographics and schematic

2 Infographics and one schematic image have been developed to explain the project in a clear and visual way, using the project corporate identity:

- 1) One graphical map of Mallorca including the 6 demonstration sites and the pipeline connecting them



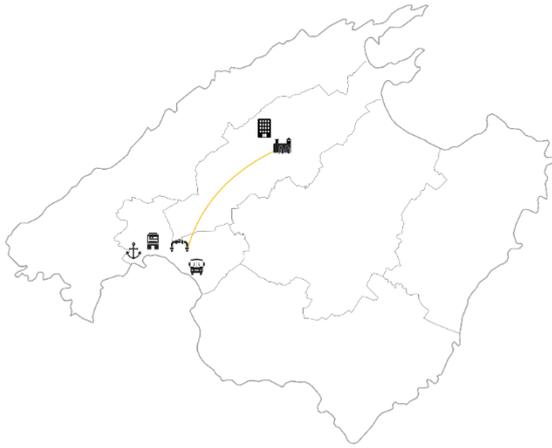


Figure 16: GREEN HYSLAND pilot map with black or blue icons

- 2) One schematic map representing the replication dimension of the project, including the 7 follower territories involved (Ameland, Aran, Greek Islands, Madeira, Tenerife, Chiloé and Morocco).



Figure 17: GREEN HYSLAND followers map

- 3) One schematic explaining the GREEN HYSLAND concept in detail – to be used for technical audiences and inside the consortium:

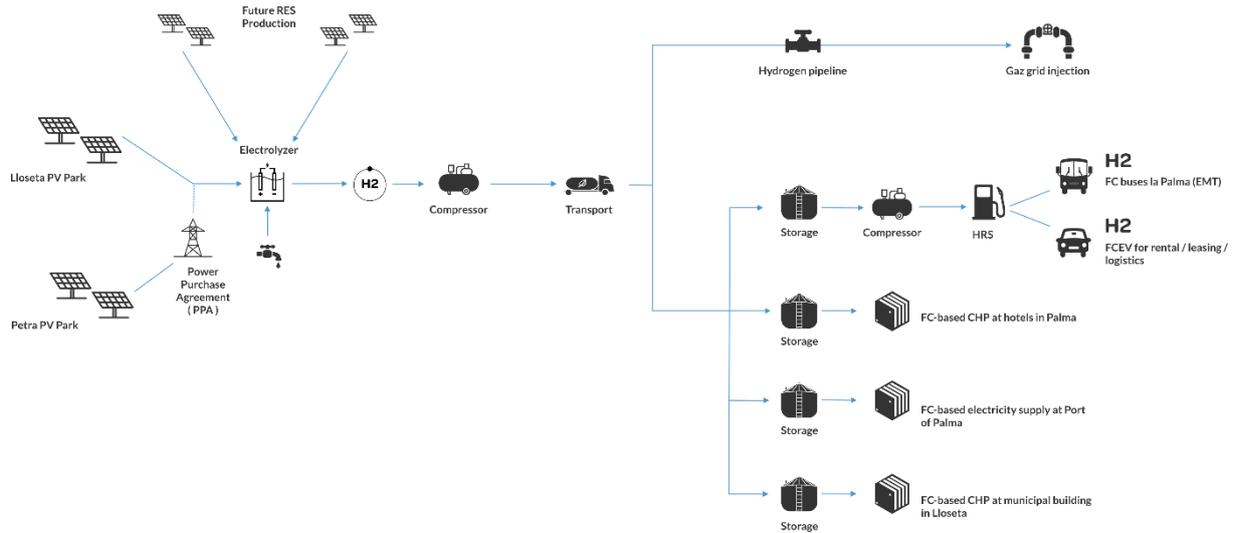


Figure 18: GREEN HYSLAND schematic concept

As a reminder, the project schematic has also been included in the presentation template in fully customizable mode, meaning partners will be able to change colours, replace or move icons, lines, arrows and text directly in ppt, and export it in image or PDF if necessary.

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.

### 3. Icons

20 GREEN HYSLAND icons have developed to enable partners to visually explain the project in their presentations and documents, available in the 6 project colours and in black. These icons mostly represent hydrogen technologies (compressor, electrolyser, energy tower, fuel cell, H2 plant, hydrogen, mixing station, refuelling station, photovoltaic panel, truck for hydrogen transport, water) and applications used in the pilot (building, bus, car, hotel, pipeline, port, storage). In addition, one island and one document icons have been developed, to visually represent the role of islands in the project, and the project management dimension.

The icons are available directly in the GREEN HYSLAND Teams Channel (WP7 > Communication Pack) and in a slide of the presentation template described under section 2.3.4.

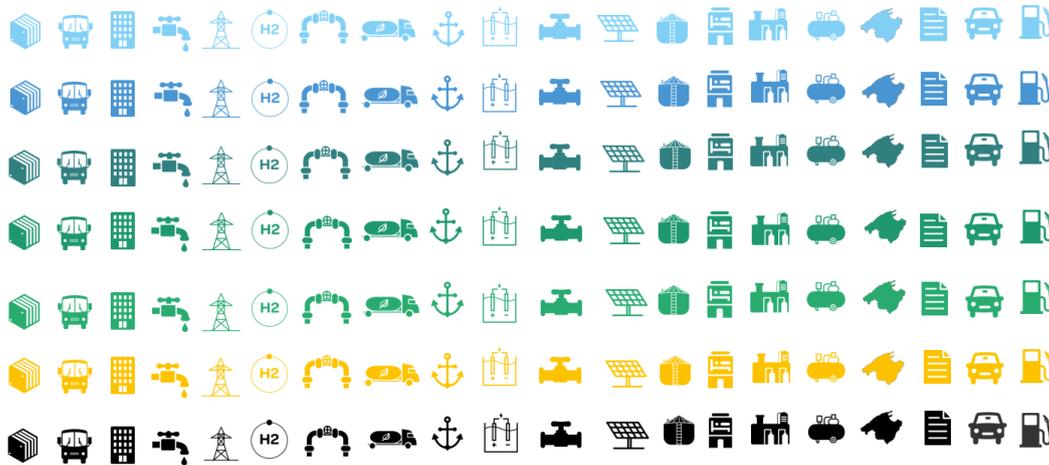


Figure 19: project icons

## 4. Website

The project website <https://greenhysland.eu/> will be the main communication point that will centralise all relevant information on the project. It is available first and foremost in English to engage with the EU and international community, but also includes an information page in Spanish for Spanish stakeholders.

The GREEN HYSLAND website will be a user-friendly information hub, containing regularly updated content, particularly when key milestones are reached. The information provided informs visitors about 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. It will also include all the communication material produced during the project.

### 4.1 Website architecture

The structure of the website, materialised through a top menu visible on all pages, can be summarised as follow:

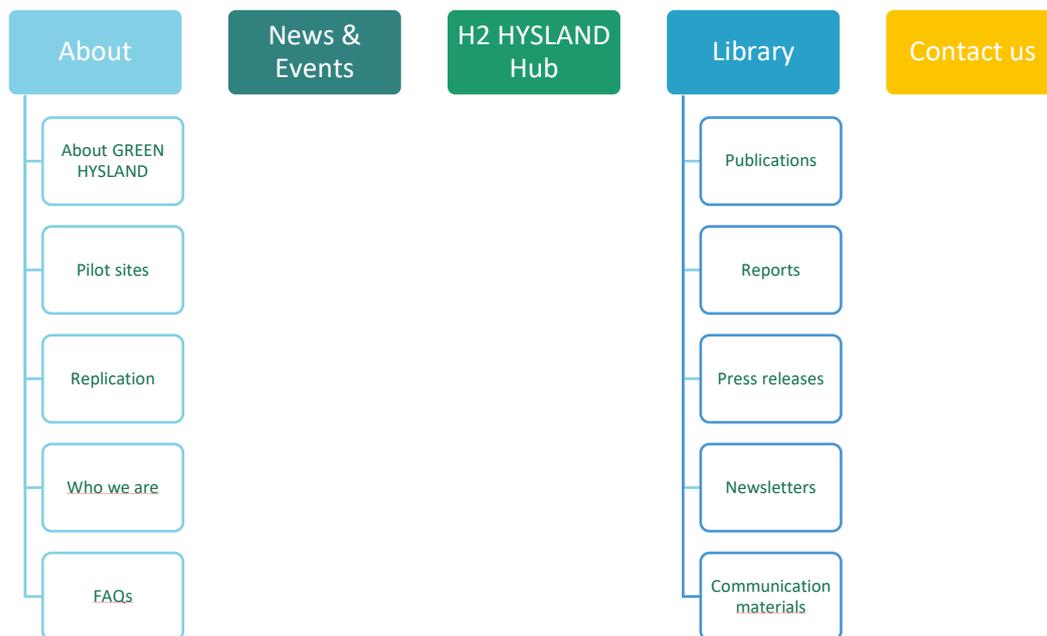


Figure 20: Planned structure of the project website

## 4.2 Website design and pages

### 4.2.1 Homepage

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 articles will 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 be 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. This webpage is also highlighted through a big call to action on the homepage, next to the replication/roadmap button.

GREEN HYSLAND About News & Events H2 Hysland Hub Library Contact us

**Green Hysland**  
Deployment of a H2 Ecosystem on the Island of Mallorca

Discover the project sites



### Green Hysland x H2Ports Webinar: Decarbonising the Maritime Sector

On the 5th of October 2022, our second webinar took place, co-organised with H2Ports. Watch the recording and download the slides to learn all about the programmes and best practices to decarbonise ports, ferries and other maritime applications in your region.

[Read more](#)

Harness the full power of renewable energy with the GREEN HYSLAND concept and roadmap

[Join us](#)

**H<sub>2</sub> HYSLANDhub**

Discover our H2 Hysland Hub - an online space dedicated to EU initiatives working on H2 deployment in Islands!

[Discover the H2 Hysland Hub](#)

## Latest news



**HTP4 webinar Commissioning & Operations**

You are invited to join the fourth HTP webinar on Tuesday 4th October from 14:00-15:15 BST (15:00-16:15 CET) on Hydrogen Valley project Commissioning, Training & Operations.



**Register now for the GTI e-Convention 2022**

The GTI eConvention promotes private-public partnerships and cover all the 17 SDGs of the 2030 United Nations Agenda with a specific focus on the needs of islands communities.



**European Islands pioneering the Green Transition and the sustainable use of natural resources**

Join our EURegionsWeek online session co-organised with FEDARENE, the CPMR Islands Commission, the Balearic Islands Government and DAFNI Network!

## Latest publication



### Clean energy for EU island secretariat – The Technology Solutions Booklet

The Clean energy for EU islands secretariat has now published a Technology solutions booklet that provides an overview of energy technologies that are currently commercially available for islands to advance in their clean energy transition.

Discover



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. The content of this website reflects only the authors' view and the JU is not responsible for any use that may be made of the information it contains.



Our privacy policy  
© 2022 Green Hysland - Made in 

As we can see here above, the footer of the website contains the project EU funding acknowledgement (*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.*) and the disclaimer (*The content of this website reflects only the authors' view and the JU is not responsible for any use that may be made of the information it contains.*). The bottom of the page also links to the privacy policy page (see below). This footer is included below each webpage.

At the top of each webpage is the logo, menu, social media links, search bar and CH JU + EU logos.

## 4.2.2 About GREEN HYSLAND

This page contains the general description of the project and its objectives. The description text is supported by the project illustration displayed (see section 2.4.3 Project illustrations).

### About Green Hysland

GREEN HYSLAND aims to deploy a **fully-functioning Hydrogen (H<sub>2</sub>) ecosystem** in the island of **Mallorca**, Spain, turning the island into Europe's first H<sub>2</sub> hub in Southern Europe. This will be achieved by producing green hydrogen from solar energy and delivering it to the end users, such as the island's tourism, transport, industry and energy sectors, including gas grid injection for green heat and power local end-use.

The project will also deliver a **roadmap towards 2050** that compiles a **long-term vision** for the development of a widespread H<sub>2</sub> economy in **Mallorca and the Balearic Region**, in line with the environmental objectives set for 2050. Indeed, hydrogen will help to increase the penetration of renewable energy in the Balearic energy system, demonstrating sector coupling and sectorial integration, and moving towards full decarbonization of the economy.

Finally, the GREEN HYSLAND demonstrations will provide Europe with a **blueprint for decarbonization of island economies**, and an operational example of the contribution of H<sub>2</sub> towards the energy transition and the 2050 net zero targets. The development of replication experiences and business models are foreseen in five other EU islands (Madeira – PT, Tenerife – ES, Aran – IE, Greek Islands and Ameland – NL) and beyond (Chile and Morocco).

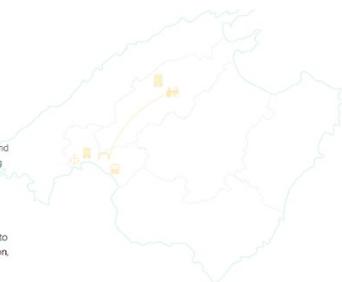
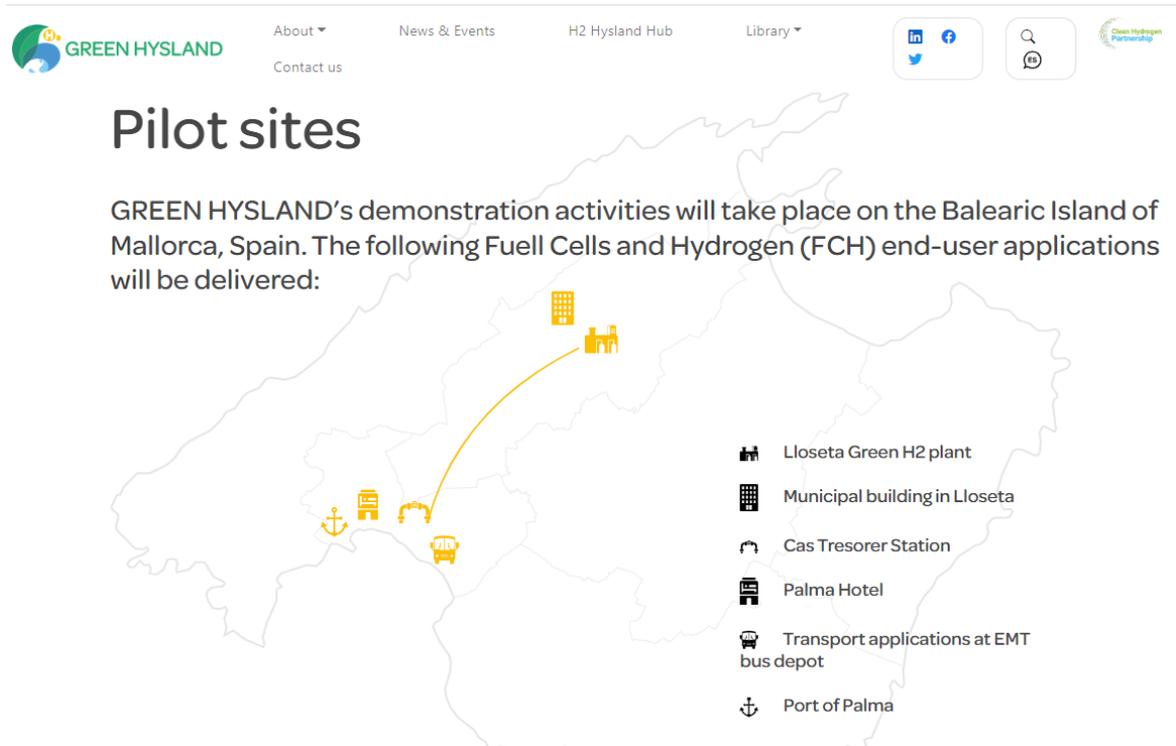


Figure 22: page "About GREEN HYSLAND" – project description page

### 4.2.3 Pilot sites

Although already represented on the homepage of the project website, the 6 pilot sites also have a dedicated webpage, where visitors will be able to click on the site that interest them to access its description. Each pilot site page has been conceived in an original, visually appealing design, while remaining clear and concise. These will be updated throughout the project. Below each pilot site page, visitors will find related news linked to this peculiar pilot site.



**Pilot sites**

GREEN HYSLAND's demonstration activities will take place on the Balearic Island of Mallorca, Spain. The following Fuel Cells and Hydrogen (FCH) end-user applications will be delivered:

- Lloseta Green H2 plant
- Municipal building in Lloseta
- Cas Tresorer Station
- Palma Hotel
- Transport applications at EMT bus depot
- Port of Palma



About

News & Events

H2 Hysland Hub

Library

Contact us



# Pilot site 1: Lloseta Green H2 plant



Located in Lloseta, at a cement plant site owned by CEMEX, the site integrates hydrogen (H<sub>2</sub>) production through electrolysis, supplied by solar energy produced by two photovoltaic (PV) plants of new construction. The electrolyser chosen is PEM (Proton-Exchange Membrane) technology, as its environmental impact is drastically reduced when compared to an alkaline electrolyser, which requires a chemical solution of KOH. The electrolyser was received and installed at plant on December 2021, and the first green H<sub>2</sub> molecules have been produced already at the plant.

The strategic location of the site will allow direct large-scale H<sub>2</sub> supply and local end-use for the 5 other sites of the project. The distribution infrastructure consists of a virtual pipeline (tube trailers) to deliver green H<sub>2</sub> to all sites; plus a dedicated H<sub>2</sub> pipeline to deliver H<sub>2</sub> through the gas grid injection point at Cas Tresorer (deployment site 3).



## Pilot site 2: Municipal building in Lloseta

In its second year (2022-2023), H2H will develop a Combined Heat & Power (CHP) and H2 based system to supply heat & power for a public application at a municipal building in the municipality of Lloseta (municipal building of Lloseta) and in the Municipality of Lloseta (municipal building of Lloseta).

Discover the other Green Hysland project sites



## Pilot site 3: Cas Tresorer Station

The location of a gas grid injection and storage station located at the Cas Tresorer gas station on the island of Mallorca. The main aim is to inject H<sub>2</sub> into the local gas distribution system.

Initially, the objective is to inject a mix of 20% H<sub>2</sub> into the local distribution network via a 400 mm diameter pipeline to be used for the island of Mallorca.

The site will be integrated with production capacity and distribution infrastructure from Site 1, with distribution capacity of 100 tonnes per day.

Discover the other Green Hysland project sites



## Pilot site 4: Palma Hotel

The aim of this project is to produce green hydrogen for the island of Mallorca. The main aim is to inject H<sub>2</sub> into the local gas distribution system.

Discover the other Green Hysland project sites



## Pilot site 5: Transport applications at EMT bus depot

Site 5 includes the deployment of the GREEN HYSLAND mobility applications, more specifically:

- A first application on 5 H<sub>2</sub>-powered buses owned by the municipal bus company EMT;
- A second application on 10 FC-powered vehicles for local public logistics/leasing/car rental company use;
- The deployment of a hydrogen refueling station (HRS) at the EMT bus depot in Palma, to cover both mobility applications demand;
- The distribution infrastructure composed by a virtual pipeline infrastructure (including H<sub>2</sub> trailers and associated H<sub>2</sub> supply facility). All these applications will take place in Palma. The EMT bus depot is located next to Palma airport.

This site will be integrated with production capacity and distribution infrastructure from Site 1, with distribution/supply of H<sub>2</sub> via tube trailers.



## Pilot Site 6: Port of Palma

The sixth site of the GREEN HYSLAND pilot is in the Port of Palma, where a 100kW Combined Heat & Power (CHP) Fuel Cell (FC)-based system will be deployed to supply heat and power for a ferry terminal. The distribution infrastructure will be composed by individual mobile storage modules.

This site will be integrated with production capacity and distribution infrastructure from Site 1, with distribution/supply of H<sub>2</sub> via trailers.



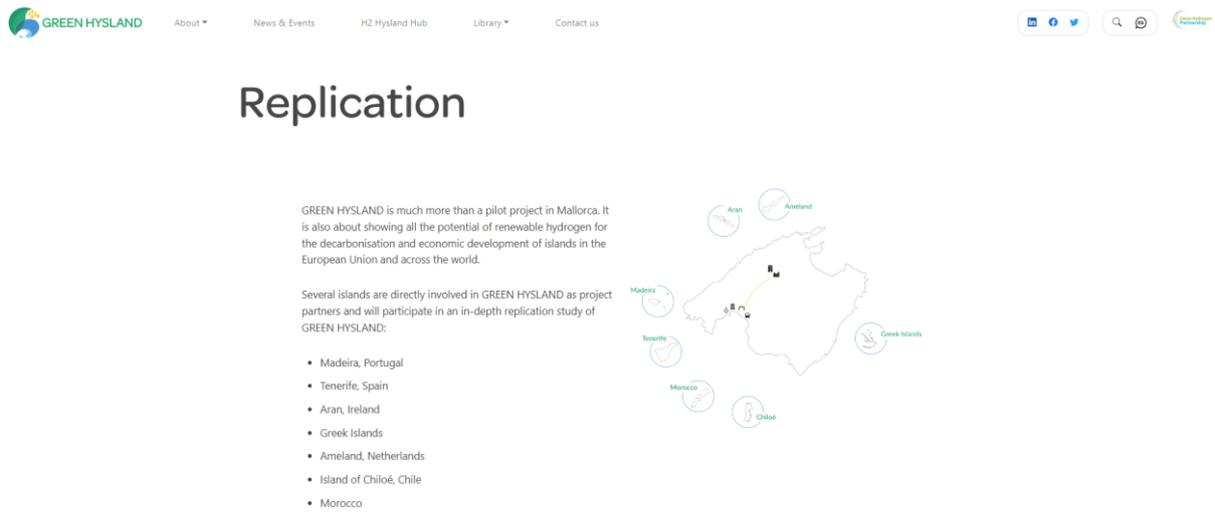
Discover the other Green Hysland project sites



Figure 23: pilot sites pages

### 4.2.4 Replication

As explained here above, this webpage is mostly addressed to the international island community who would like to replicate the Mallorca pilot on their islands. It describes the follower partners involved in the project, but also why and how other regions and islands could use the insights from the project for their territories. This page is also likely to evolve when project partners will progress in WP5 and 6, adding elements from the studies they will conduct and the roadmap that will be developed.



#### Why should you be interested in the GREEN HYSLAND concept

1. It offers a safe way to decarbonise your energy supply and all related sectors in the short term
2. It can decrease fuel dependency from the mainland and reduce electricity costs
3. You will be able to promote your island as a sustainable tourism destination
4. It brings new employment and reskilling opportunities for islanders, boosting reindustrialization
5. A H2 ecosystem represents a new economical vector for your island, developing its growth for the population;
6. It can easily be integrated and fully aligned with existing climate and energy plans. This will be shown by the GREEN HYSLAND 2050 roadmap that will compile 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.

#### How can you use the GREEN HYSLAND concept in your island/city/region?

1. By registering to our newsletter to be informed of the latest progress of the project and to be invited to our upcoming events and webinars;
2. By contacting [info@greenhysland.eu](mailto:info@greenhysland.eu) and inform us how you would like to replicate the concept. We will then be able to give you further guidance and engage in further dialogue to guide you in the replication process.

Figure 24: replication page

### 4.2.5 Who we are

This page includes a presentation of the 30 consortium partners: their name, logo, short description and website.

# Who we are

To meet the project goals, a balanced and multi-disciplinary consortium has been configured, covering the whole value chain in the project and coming from industry (large and small), public bodies, research and academia and community organizations.



## ENAGÁS

Enagás is an independent TSO and has a clear and dedicated commitment to the energy transition. New energy solutions allow Enagás to transition towards a more sustainable model, which includes: the development of renewable gases and their integration into existing gas infrastructures; the promotion of new gas uses in sectors such as transport, especially maritime transport; and energy efficiency as a vessel for optimising resources and reducing contaminating emissions.



## ACCIONA

ACCIONA is a global operator in renewable energies which produces emission-free clean energy for near seven million homes across the planet, helping to make progress towards a more sustainable energy system.



## Redexis

Redexis is an integrated energy infrastructure company that is active in the development and operation of networks for the transmission and distribution of natural gas, liquefied petroleum gas, renewable gas and hydrogen.



## EMT Palma

EMT Palma is the main passenger transport operator in the metropolitan area of Palma, carrying more than 43 million passengers per year. It is a 100% public owned company whose only stockholder is the City Council of Palma. Thanks to a fleet of 175 buses and over 675 employees, EMT Palma delivers a high-quality service to both residents and tourists visiting Palma.



## CALVERA

CALVERA is one of the most experienced companies in Europe in the storage and transport of high-pressure hydrogen. Since 40 years, CALVERA provides turnkey solutions including engineering, design, manufacture, approval and commissioning, for all leading gas and new H2 energy companies.



## Lloseta

Lloseta is a small municipality of about 6,000 citizens in the district of Raiguer on Mallorca, one of the Balearic Islands in Spain.



## Autoridad Portuaria de Baleares

The Port Authority of the Balearic Islands is responsible for running the following ports: Palma, Alcúdia, Maó, Eivissa and La Savina. These five ports are located on four of the Balearic archipelago's islands (Mallorca, Menorca, Ibiza and Formentera), and they are also the main ports for passengers and goods.



## COTENAVAL

COTENAVAL was founded on January 2008, with the aim of providing advice and consultancy services in technical areas of the Maritime sector. Their projects are focused on four key areas: Advice and Consultancy, Design, Control and Project Management and Assistance to Fleet Operations.



## BALEARIA

BALEARIA is the leading line for passenger and freight transport on Balearic Islands crossings, while also linking Ceuta, Melilla and the Canaries to the Spanish mainland. At the international level it provides services in Morocco, Algeria and the Caribbean. The company is a global pioneer in the use of natural gas. Balearia is committed to placing technology at the service of customers on board its smart ships, as well as the use of big data to improve efficiency.



#### Institut Balear de l'Energia

The **Institut Balear de l'Energia** is the energy public company of the Government of the Balearic Islands that is tasked with executing energy transition projects. The Institute also provides general support to the policy making process of the Government on climate and energy.



#### Universitat de les Illes Balears

The **University of Balearic Islands** (Universitat de les Illes Balears), established in 1978, is the only Higher Education institution in the Balearic archipelago. It currently employs a 1.388 teachers and researchers, with about 14.000 enrolled students. According Times Higher Education World University Rankings 2020 UIB is between the 101 and the 150 best universities in less than fifty years around the world, and ranks third among Spanish universities.



#### Aragon Hydrogen Foundation

The **Foundation for the Development of New Hydrogen Technologies in Aragon (FHa)** is a private non-profit organization promoted by the Regional Government, other public bodies and private companies.



#### Centro Nacional del Hidrógeno

The **Spanish National Hydrogen Centre (CNH2)** is a Research and Development Centre, devoted to scientific and technology research in all fields related to hydrogen and fuel cells technologies. The Centre has been created as a Consortium between Spanish Ministry of Science and Innovation and Castilla-La Mancha Government.



#### Asociación Española del Hidrogeno

The **Spanish Hydrogen Association (AeH2)** promotes the development and implementation of hydrogen technologies and solutions in Spain since its foundation in 2002. Its main goal is to bring the benefits of this energy vector to the Spanish society by strengthening the hydrogen industrial network.



#### Commissariat à l'Energie Atomique et aux Energies Alternatives

**Commissariat à l'Energie Atomique et aux Energies Alternatives (CEA)** is a French governmental research-and-technology organization with activities in Energy, Information Technology, Healthcare, Defense and Security.



#### Energy

Co-designer of GREEN HYSLAND, **Energy** is an international engineering consultancy specialised in the Clean Energy Transition through the development and deployment of Green Hydrogen Hubs.



#### HyEnergy Consultancy Limited

**HyEnergy Consultancy Limited (HYE)** is an experienced consultancy specialising in uniting the hydrogen and energy communities by supporting the delivery of new, clean technical solutions for a sustainable future.



#### New Energy Coalition

**New Energy Coalition** connects knowledge and networks in order to provide a substantial contribution to the energy transition – nationally and internationally. We strive to operate as a broad coalition of knowledge institutions, policy makers and market parties to make the world more sustainable. We know energy transition!



#### HyCologne

**HyCologne** networks 40 municipalities, companies and research facilities to develop future-oriented hydrogen-projects in the greater Cologne area. Already 11 years ago HyCologne took the initiative to use by-product hydrogen from the regional chemical industry for powering public fuel cell buses in the Rhineland Region. That laid the foundation for one of the biggest hydrogen bus fleets in Europe today. In the HyCologne network, HyCologne GmbH takes over the current project business.



#### FEDARENE

**FEDARENE**, the European Federation of Agencies and Regions for Energy and the Environment is the primary European network of regional organisations which implement, co-ordinate and facilitate energy and environment policies.



#### National University of Ireland Galway

Established in 1845, **NUI Galway** is a research-led university in the West of Ireland and is ranked in the top 1-2% universities worldwide. Comprised of an international student body of over of 17,000, with over 1,000 studying at MSc/PhD levels, NUI Galway has over 2,500 staff members.



#### European Marine Energy Centre

Established in 2003, **EMEC** is the world's leading facility for testing wave and tidal energy converters in real sea conditions. The organisation has expanded activities into new sectors including green hydrogen. Using Orkney's renewable energy to produce green hydrogen, EMEC is a partner in a growing number of innovative energy systems and hydrogen demonstration projects, driving the development of the local hydrogen economy, and working alongside stakeholders to decarbonise power, heat and transport.



#### Gasnam

The Iberian natural, hydrogen and renewable gas association for mobility – **Gasnam** – is an association that promotes the use of natural gas, biomethane and hydrogen in road and sea transport. It counts 130 members from multiple sectors from Portugal and Spain.



#### University of La Laguna / Tenerife

The **University of La Laguna**, located in the Canaries, has more than 200 years of history open to the world. With over 23,000 students, more than 1,800 lecturers and 800 ancillary staff, the ULL offers a wide catalogue of high-quality degrees and research programmes ranging from all the humanities to the exact sciences.



#### Energy Co-Operatives Ireland Limited

**Energy Co-Operatives Ireland Limited (ECI)** is a co-operative renewable energy consultancy promoting community access to the benefits of renewable energy.



#### AREAM

**AREAM** is the regional energy and environment agency of the Autonomous Region of Madeira, Portugal. Its main purposes are the promotion of energy efficiency, use of renewable energy resources and protection of the environment, namely by supporting local and regional authorities, energy suppliers and end-users, as well as developing research activities, studies and projects in these areas.



#### Ameland

**Ameland municipality** is the public municipal council of Ameland, one of the West Frisian Islands, off the North coast of the Netherlands, with a population of circa. 3,700 as of 2019.


**DAFNI**

**Network of Sustainable Greek Islands (DAFNI)** is a non-profit organization established in 2006 that brings together the majority of Greek island local and regional authorities and seeks to create opportunities and support initiatives towards their sustainable development.


**Chilean Hydrogen Association**

The **Chilean Hydrogen Association (H2 Chile)** is a non-profit industry association. Its objective is to accelerate the energy transition by promoting hydrogen and its use as an energy vector in industrial, commercial, residential and mobility applications. It intends to position Chile as one of the leading countries in the production and export of green hydrogen. The members come from the private, public, and academic sectors with close to fifty professionals and 34+ world leading companies. With the current associates, H2 Chile can cover the entire green hydrogen value chain.


**AMHYD**

The Moroccan Hydrogen Association (*Association Marocaine pour l'Hydrogène et le Développement Durable – AHMYD*) is an association which brings together Moroccan actors of hydrogen and fuel cells: companies, laboratories and research institutes, competitiveness clusters, local authorities and associations. The aim is to create a national green hydrogen ecosystem for production, storage and local use.

Figure 25: "Who we are" - consortium page

#### 4.2.6 FAQs

Very important for the general public and the target groups that are not familiar with hydrogen technologies, but also for audiences who would like to replicate the pilot project, the FAQs page will include all the frequently asked questions about the project: what is hydrogen? Why Mallorca? Will there be applications outside Mallorca? How is Green Hysland funded? What is the FCH JU? These are the initial questions currently displayed on the website.

This drop-down list allows visitors to click on the question they are interested in to read the answer, so they do not have to scroll down to spot the relevant questions for them.

This page will be updated throughout the project, according to partners' interactions with target groups and potential additional questions they may raise.

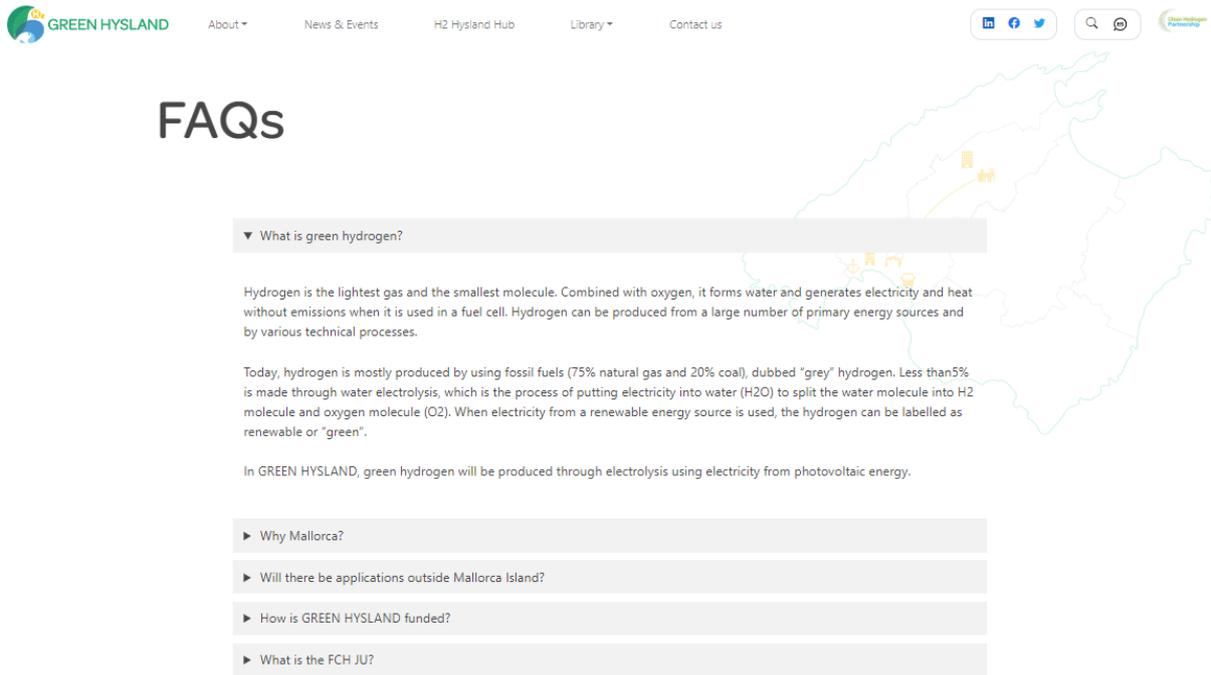


Figure 26: FAQs page

### 4.2.7 News & Events

This page compiles all the news and events announcements posted on the GREEN HYSLAND website. The 4 most recent ones are visible on the homepage. These types of posts can be linked to pilot sites to be displayed at the bottom of the corresponding pilot site, or to EU coalition partners to be displayed at the bottom of the corresponding partner (see H2 HYSLAND Hub here below).

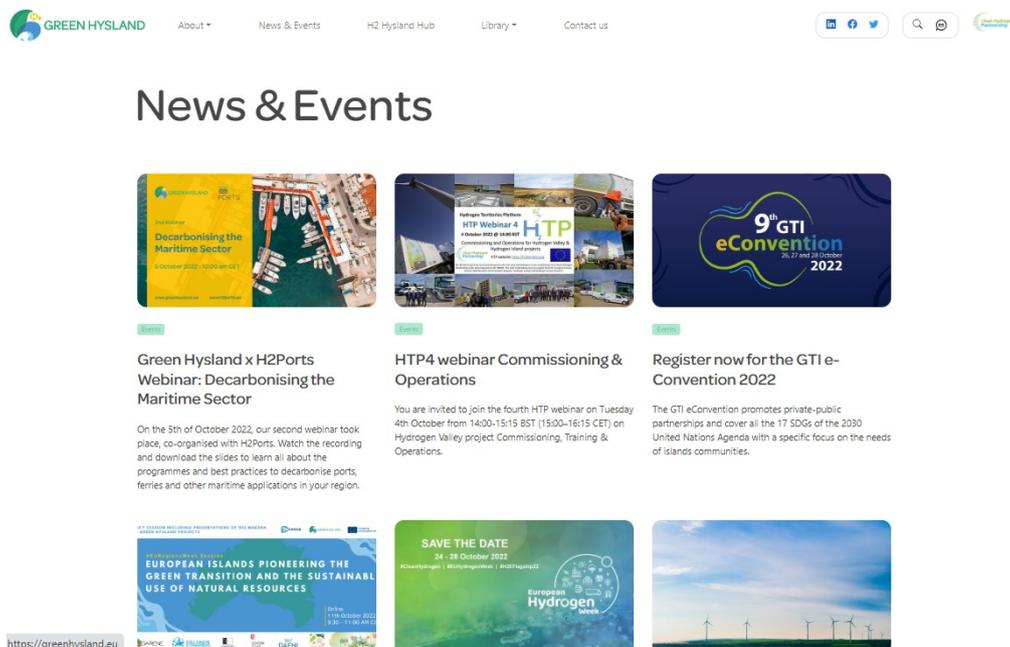


Figure 27: News & Events pages

#### 4.2.8 H2 HYSLAND Hub

The H2 HYSLAND Hub is accessible either through the big call to action button in the middle of the homepage, or through the navigation menu at the top of the site. It includes all the initiatives and organisations that have already joined the GREEN HYSLAND coalition for H2 deployment in Islands foreseen in the Grant Agreement under Sub Task 7.1.4.1. and under section 2.4.1.8 Cross-promotion of the communication & dissemination plan (D7.1). Each new initiative/organisation that joins the EU Coalition in the future will be directly added to this page.

Once we click on a specific box representing one organisation/initiative, we arrive on the webpage of this organisation/initiative. It includes: the logo/image, name, description, contact, social media and website. At the bottom of these pages will be the news/events articles and publications related to this organisation/initiative.

The H2 HYSLAND Hub will ensure that GREEN HYSLAND becomes a major interactive platform for H2 deployment and Islands' decarbonisation, generating lots of content from different stakeholders, resulting in high traffic on the site. It will create synergies and cross-promotion between members of the Coalition.

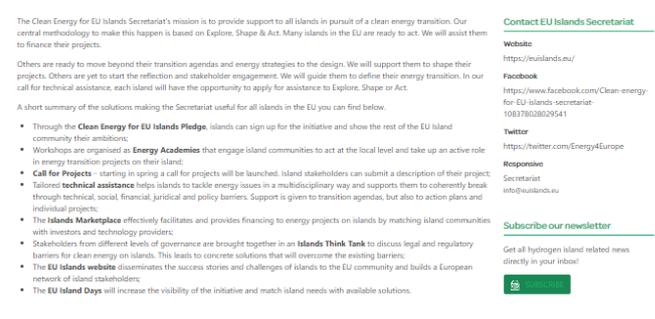
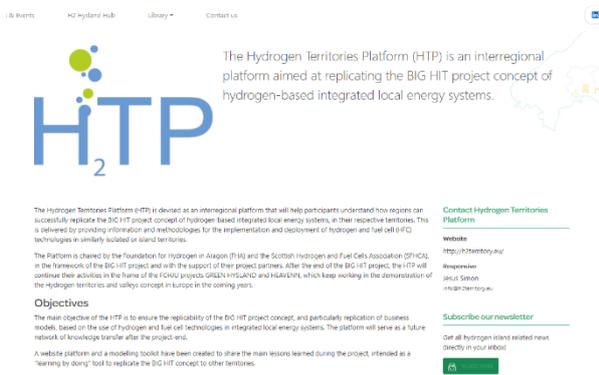
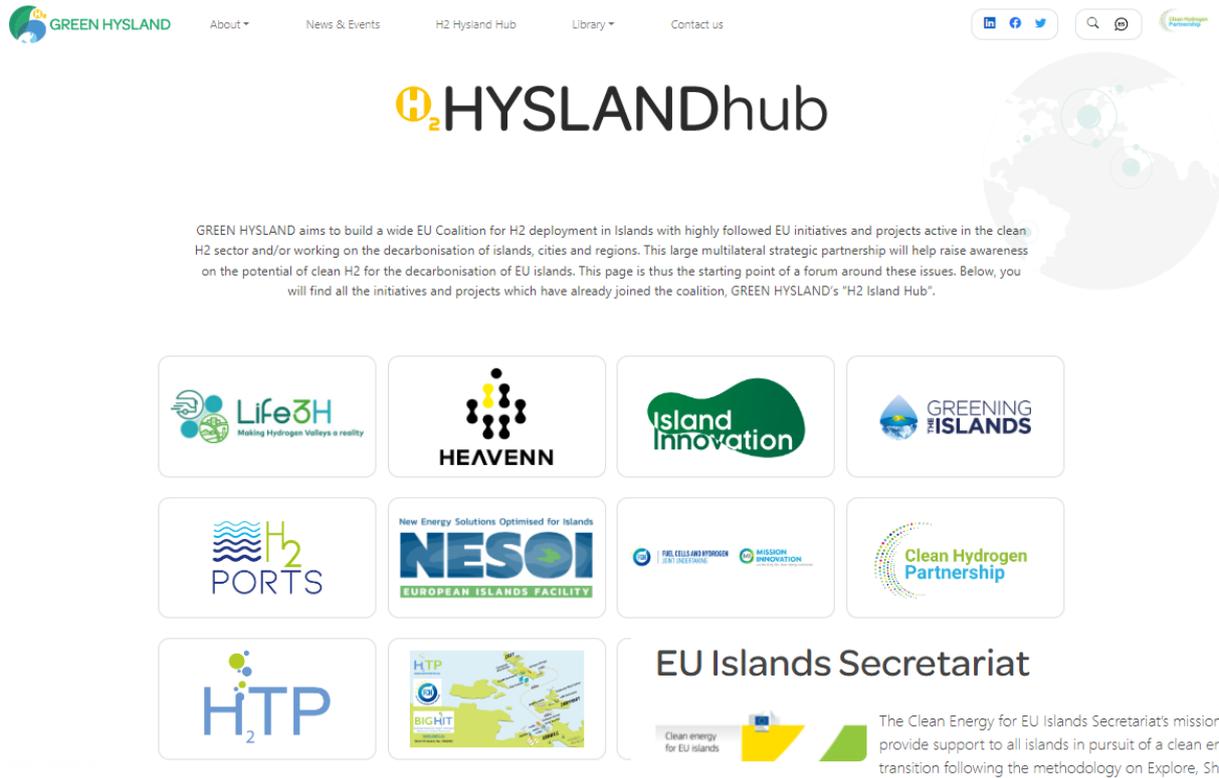


Figure 28: H2 HYSLAND Hub pages

### 4.2.9 Library

The library section of the GREEN HYSLAND website is divided into 4 different pages, which will evolve throughout the project:

- 1) **Publications:** about the project or about members of the H2 HYSLAND Hub / GREEN HYSLAND EU Coalition - they will all be found on this page. The most recent one will also be available on the homepage.

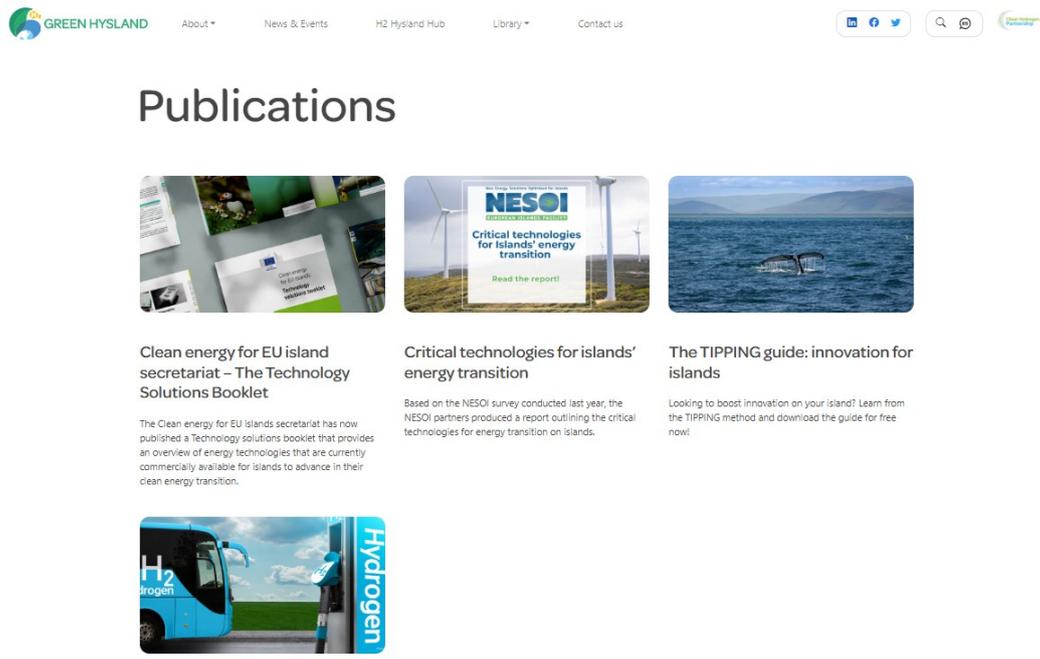


Figure 30: publications page

- 2) **Project reports:** for public project deliverables. Since no Green Hysland report aimed for public release has been released yet, the page is not yet available on the website.
- 3) **Press releases:** this page compiles press releases issues by GREEN HYSLAND project partners or external organisations talking about the project.

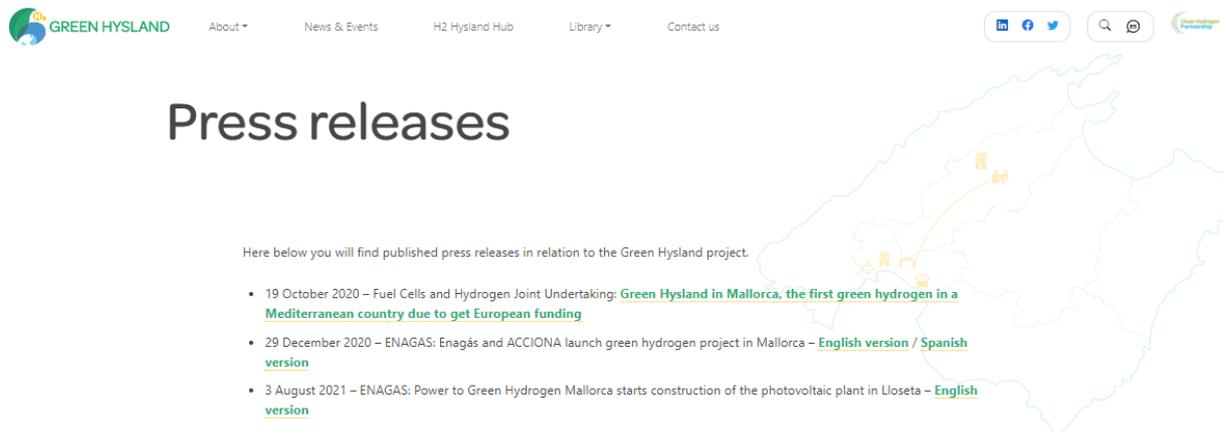


Figure 29: Press releases page

- 4) **Newsletters:** a GREEN HYSLAND newsletter will be sent every six months and will be made available through this webpage. Since the first newsletter will be sent in June, this page is currently empty but redirects to the newsletter form in order to subscribe.

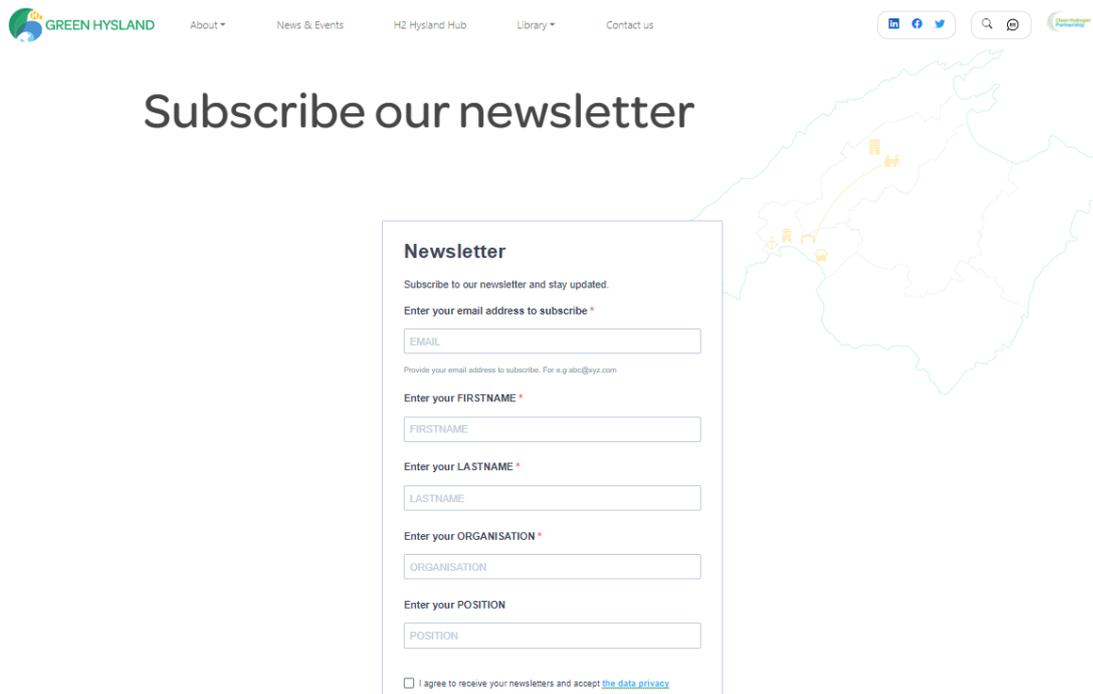


Figure 30: newsletter subscription page

- 5) **Communication material:** this page compiles the project logo and brandbook, leaflet, poster and roll up display, schematic and illustration. Cross-promotion external partners / EU Coalition members will be directed towards this page to encourage them to communicate about GREEN HYSLAND and support their messages with visual content.

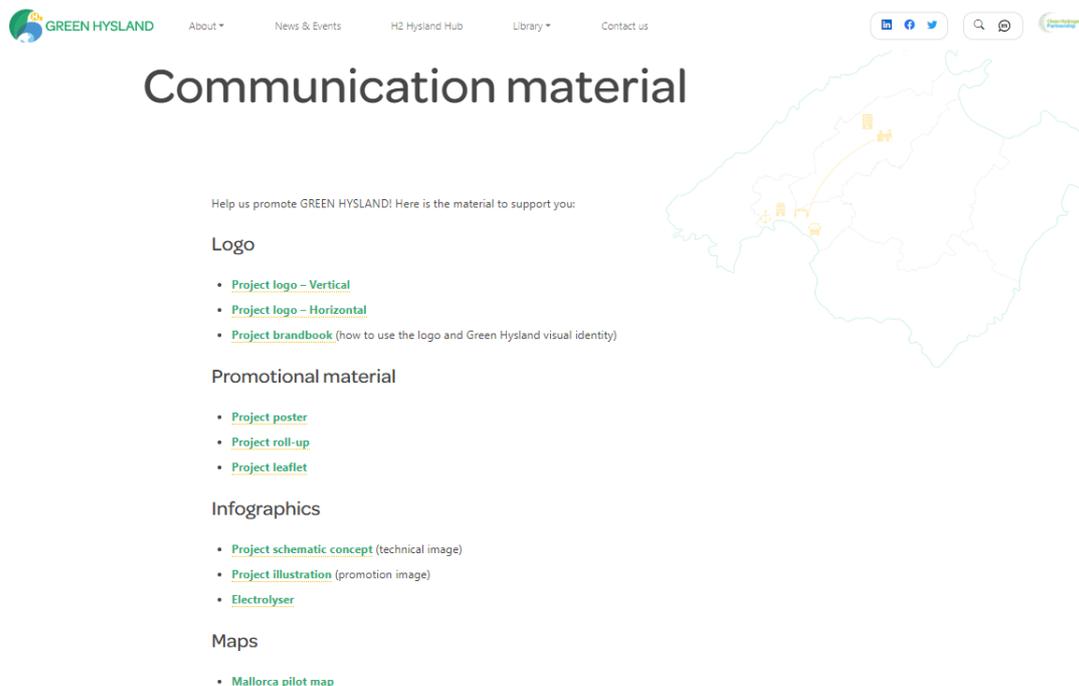


Figure 31: communication material page

## 4.2.10 Contact us

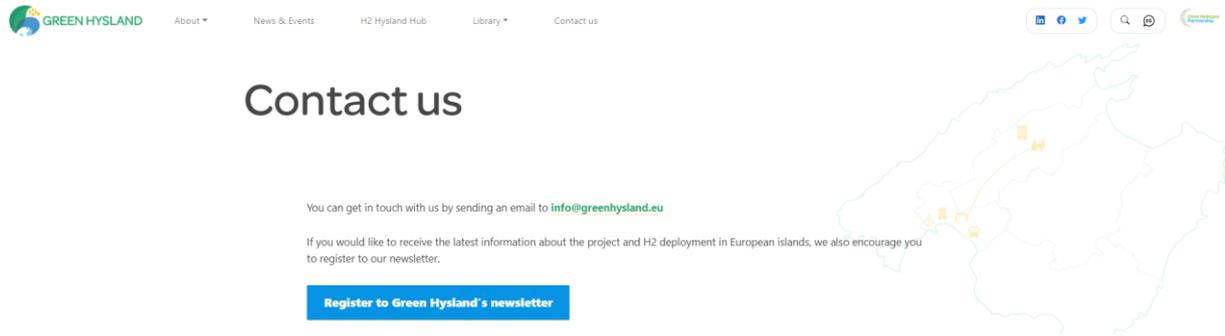
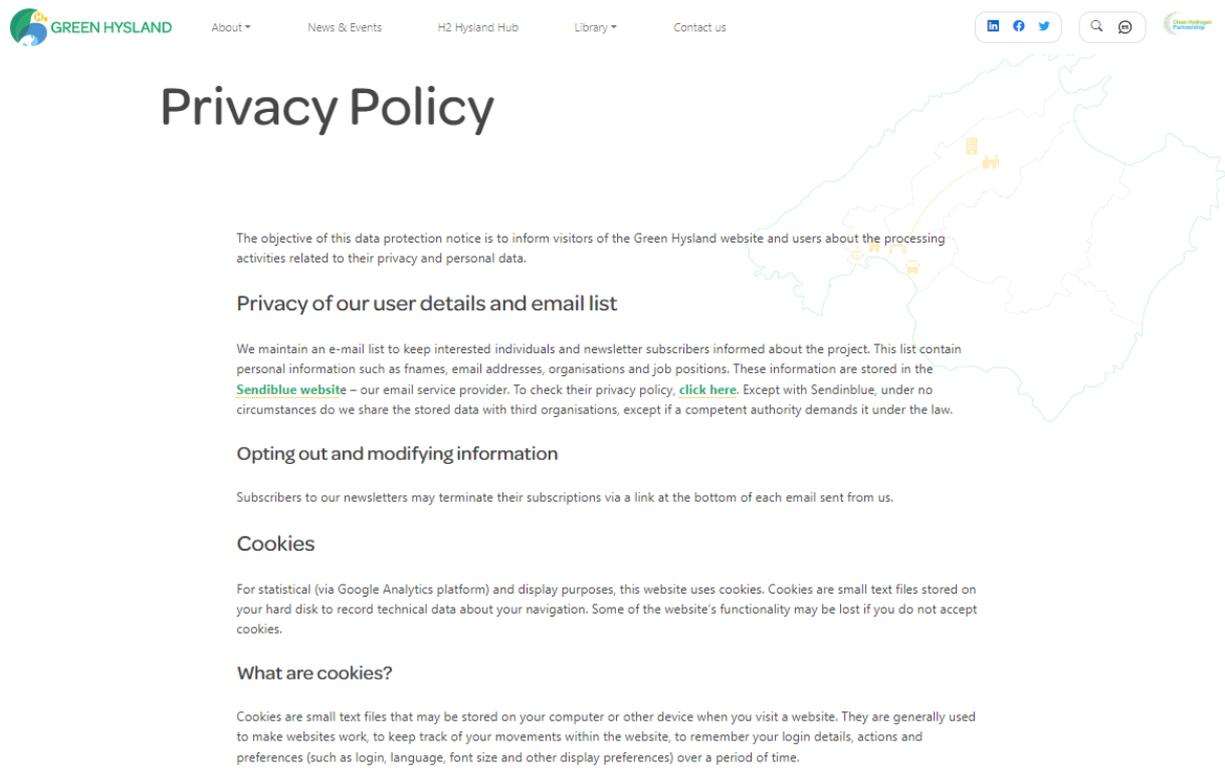


Figure 32: Contact page

## 4.2.11 Privacy policy page

In order to be in line with the General Data Protection Regulation (GDPR), a webpage has also been created to inform visitors regarding the information collected. This page notably mentions the cookie policy and the email database created for the newsletters.



There are different types of cookies, and they can be distinguished on the basis of their origin, function and lifespan. Important characteristics of cookies include the following:

- First party cookies are cookies that are placed by the website you are visiting, while third party cookies are placed by a website other than the one you are visiting. Please note that we do not control the collection or further use of data by third parties.
- Necessary cookies are required to allow the technical operation of a website (e.g., they enable you to move around on a website and to use its features).
- Performance cookies collect data on the performance of a website such as the number of visitors, the time spent on the website and error messages.
- Functionality cookies increase the usability of a website by remembering your choices (e.g. language, region, login, and so on).
- Targeting/advertising cookies enable a website to send you personalised advertising.
- Session cookies are temporary cookies that are erased once you close your browser while persistent or permanent cookies stay on your device until you manually delete them or until your browser deletes them based on the duration period specified in the persistent cookie file.

More information on all aspects of cookies can be found on [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that we have no affiliation with, and are not responsible for, this third-party website.

#### Why do we use cookies?

We may use cookies to: distinguish between visitors; improve the use and the functionality of our website; analyse how our website is used and compile anonymous and aggregate statistics. We do not use the collected information to create visitor profiles.

#### How to control cookies

You can control and/or delete cookies as you wish – for details, see <https://www.aboutcookies.org/> and <http://www.allaboutcookies.org/manage-cookies/>. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

#### Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

#### How long we retain your data

Your data will be stored until the 31st of December 2030 – 5 years after the end of the project -except if you request us to delete it before then.

#### Security

We are committed to ensuring that your personal information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

#### Contact us about our private policy

If you have any doubt or question regarding this privacy policy, please email us at: [info@greenhysland.eu](mailto:info@greenhysland.eu)

Figure 33: Privacy policy page

### 4.2.12 Spanish page

An informative, static page has been created displaying basic information about the project in Spanish. The decision to have a webpage in Spanish was made by ENAGAS and FEDARENE because the project pilot is developed in Mallorca and therefore Spanish stakeholders have other/additional interests in the project than the international community.

This page is accessible by clicking on the “es” icon at the top right corner of the website.

# Acerca del Proyecto GreenHysland



GREEN HYSLAND tiene como objetivo desplegar un **ecosistema de hidrógeno (H2) abarcando toda su cadena de valor en Mallorca** (España), convirtiendo la isla en el primer hub de H2 del suroeste de Europa. El proyecto desarrolla las infraestructuras necesarias para la producción de hidrógeno verde a partir de energía solar y su distribución a los usuarios finales, tales como los sectores turístico, de transporte, industrial y energético de la isla, incluyendo la inyección en la red de gas para la generación de calor y energía verde en la ubicación de su uso final.

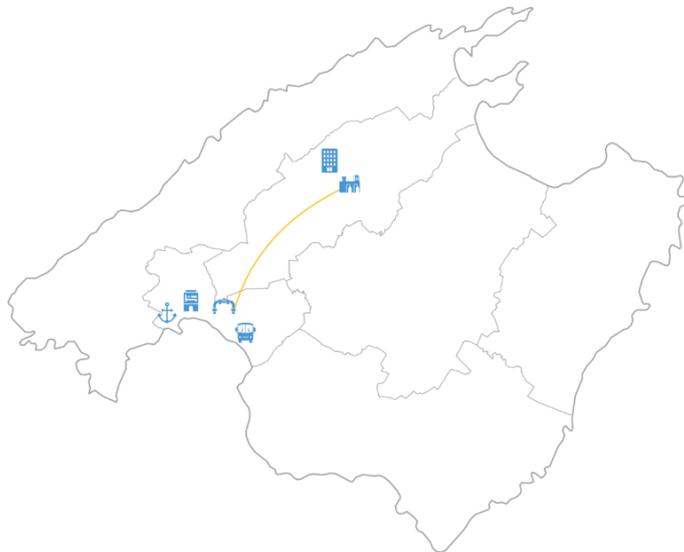
El proyecto también desarrollará una **hoja de ruta para 2050** que establezca una **visión a largo plazo** para el desarrollo de una economía de H2 generalizada **en Mallorca y extensible al conjunto de las Islas Baleares**, en línea con los objetivos medioambientales fijados por la región para 2050. De hecho, el hidrógeno contribuirá a aumentar la penetración de las energías renovables en el sistema energético balear, al acoplamiento de los sectores eléctrico y gasista, así como a la integración de todos los sectores energéticos de la isla, avanzando hacia la completa descarbonización de su economía regional.

El despliegue del GREEN HYSLAND proporcionará a Europa un **anteproyecto para la descarbonización de las economías insulares**, y un ejemplo operativo de la contribución del H2 para la transición energética y la consecución los objetivos cero emisiones de 2050. Está previsto el desarrollo de modelos de negocio y replicación en otras cinco islas de la UE (Madeira – PT, Tenerife – ES, Aran – IE, Islas Griegas y Ameland – NL) así como en Chile y Marruecos.

- Ubicaciones piloto
- Replicación
- Roadmap 2050

## Ubicaciones piloto

Las actividades del GREEN HYSLAND se desarrollarán en la isla de Mallorca (España). El ecosistema de H2 desarrollado incluirá las siguientes instalaciones:



- **Ubicación 1:** Planta de producción de hidrógeno verde a partir de energía renovable (solar FV) en Lloseta. **Ubicación 2:** Sistema de generación combinada de calor y energía basado en pila de combustible en un edificio municipal en Lloseta.
- **Ubicación 3:** Inyección de H2 en la red local de distribución de gas en Cas Tresorer.
- **Ubicación 4:** Sistema de generación combinada de calor y energía basado en pila de combustible en un hotel del municipio de Palma
- **Ubicación 5:** Estación de repostaje de Hidrógeno (hidrogenera) en las cocheras de la EMT en Palma para abastecer con hidrógeno verde a los autobuses de H2 y a los vehículos ligeros de pila de combustible.
- **Ubicación 6:** Sistema de generación de calor y energía basado en pila de combustible para abastecer una terminal de ferries en el Puerto de Palma.

El despliegue de la infraestructura necesaria (hidroducto y distribución de H2 a través de trailers), permitirá la interconexión de los puntos de producción y consumo, y el funcionamiento integrado de las 6 ubicaciones de despliegue.

El proyecto contempla la escalabilidad y replicabilidad de este ecosistema de H2 en siete islas de las cuales cinco pertenecen a la UE, además de Chile y Marruecos. Adicionalmente el proyecto desarrolla una hoja de ruta a largo plazo para 2050 en la que el hidrógeno juega un papel clave en la descarbonización y transición energética de Mallorca y el resto de las Islas Baleares.

Se encuentra disponible más información sobre las ubicaciones piloto en la [versión en inglés de la web](#).

## Replicación

GREEN HYSLAND es mucho más que un Proyecto piloto en Mallorca. También demostrará el potencial del Hidrógeno renovable para la descarbonización y el desarrollo económico de las islas en la Unión Europea y en todo el mundo.

Gran cantidad de islas están directamente involucradas como socios en el proyecto GREEN HYSLAND y participarán en un estudio de replicabilidad del GREEN HYSLAND adaptado a sus territorios: Madeira, Portugal; Tenerife, España; Aran, Irlanda; Islas Griegas; Ameland, Países Bajos; Isla de Chilóé, Chile; Marruecos.



### ¿Qué te ofrece el proyecto GREEN HYSLAND?

1. Ofrece una forma segura de descarbonizar el abastecimiento energético en las islas así como todos los sectores relacionados, en el corto plazo
2. Puede disminuir la dependencia de combustible del continente y reducir los costes de electricidad
3. Podrás promocionar tu isla como un destino turístico sostenible
4. Proporciona nuevas oportunidades de empleo y formación para los isleños, impulsando la reindustrialización
5. Un ecosistema de H2 representa un nuevo vector económico para tu isla, desarrollando el crecimiento de su población;
6. Se puede integrar fácilmente y estar totalmente alineado con los planes climáticos y energéticos existentes. Esto se mostrará en la hoja de ruta del GREEN HYSLAND para 2050 que proporcionará una visión a largo plazo para el desarrollo de una economía de H2 generalizada en Mallorca y Baleares, en línea con los objetivos medioambientales fijados para 2050.

### ¿Cómo puedes utilizar el concepto GREEN HYSLAND en tu isla/ciudad/región?

1. [Registrándote en nuestro boletín informativo](#) para estar informado de los últimos avances del proyecto y participar en los eventos y seminarios del proyecto;
2. Contactando con [info@greenhysland.eu](mailto:info@greenhysland.eu) e informándonos de cómo te gustaría replicar este ecosistema de H2 verde. Estaremos encantados de analizar las vías de colaboración y entablar futuros diálogos para el proceso de replicación en su isla.

## Quienes somos

Somos un consorcio equilibrado y multidisciplinar, que abarca toda la cadena de valor del proyecto y en el que participa la industria (grande y pequeña), organismos públicos, investigación y docencia y asociaciones sectoriales. La lista completa de socios del proyecto está disponible en [esta página](#).

## Fondos

GREEN HYSLAND comienza con un proyecto con una inversión inicial total de aproximadamente 50 millones de euros. Las contribuciones financieras provienen de la Comisión Europea a través de la **Fuel Cells and Hydrogen 2 Joint Undertaking (FCH JU)** y de los propios recursos de los socios. Además, el proyecto ha sido declarado Proyecto Estratégico por el Gobierno regional balear, y cuenta con el apoyo del Gobierno Nacional a través del **IDAE** (Instituto Español para la Diversificación y Ahorro de la Energía) y el Ministerio de Industria, Comercio y Turismo.



Figure 34: informative page in Spanish

## Conclusion

The previous pages have presented in detail the communication material developed in the initial phase of the project in order to support partners in their communication and dissemination activities. As outlined in D7.1 – Communication and Dissemination plan, partners will be able to use both:

- Printed or printable materials: roll-up and poster display, project leaflet, word templates
- Online materials: presentation template, newsletter template, social media visuals for events and news announcements, icons, infographics and illustrations.

All the material is based on the GREEN HYSLAND visual identity presented in pages 11-13 and in the project's brandbook, and is accessible through the project's Microsoft Teams channel so partners can easily access it. The only exceptions being the newsletter and social media templates, hosted on FEDARENE's email provider service Sendinblue, and social media visuals hosted on FEDARENE's canva premium account, and the project website hosted on WordPress. The project website will evolve throughout the project and some additional communication tools might be developed as well, if partners see the need for something more.



# GREEN HYSLAND

[www.greenhysland.eu](http://www.greenhysland.eu)

[info@greenhysland.eu](mailto:info@greenhysland.eu)



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