



ROAD trailer design - Use of Type V thermoplastic tubes with light composite structure for Hydrogen transport

D27 D7.1 Communication and dissemination tools

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Work Package	7	Due	M3
Type	R	Delivered / Date	M3
Dissemination	PU	Version	1



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I. Abstract

The purpose of this deliverable is to present the tools we are going to use in the ROAD TRHYP project regarding Dissemination, Exploitation and Communication (DEC).

Our goal is to enable the plans and coordination to have an optimum and consistent communication by the coordinator and the partners.

This deliverable presents the tools we put in place and show an exhaustive list of DEC actions the project could benefit of. The progress of listed actions will be reported in three plans for dissemination and exploitation, including communication activities at M3, M15 and M27.

II. Description of the tools

A. Tools for Communication and Dissemination

The tools we are going to use are listed below:

- a website, logo and graphic charter to create an official platform and media to refer to project outcomes and support project's communication and dissemination
- templates for project deliverables and presentations
- posts on official LinkedIn and Twitter accounts of the partners, redirecting visitors to Road Trhyp's website
- Participation to professional and public events (mainly for Air Liquide, Arkema and Covess)
- Dissemination through scientific and conferences (Air Liquide, WUT, Efectis and Pprime)

B. Definition of targets for ROAD TRHYP for communication and dissemination

a. Audiences

To maximise the success our exploitation plan, various kinds of stakeholders will be targeted. These stakeholders are either direct future customers, professional associations or policy makers. The following table presents a global overview of these targeted audiences:

Target audiences	Project objectives	Content to be disseminated
Tube / trailer manufacturers transporting other types of gases than H ₂	Besides H ₂ storage, the technology can be used for other gas usages. It is our objective that the technology is known beyond the Hydrogen sector (accumulators, electrolysers,).	Main content to be disseminated is information related to type V performance (fire, burst, pressure, ...) and added value (transported volumes, safety, TCO, lower environmental impact ...)
Thermoplastic polymer manufacturers	Objective is to have as many tube and trailer manufacturers across the world aware about the project in order for them to request a licence for the technology developed within ROAD TRHYP.	
H ₂ trailer and tube manufacturers		
End-users from the H ₂ sector	To maximise the adoption of the technology, the project must address end-users. End-users will put pressure on their suppliers to adopt the new innovative technology.	
Economists from the composite sector	The composite sector always lacks concrete financial data and evidence to foster their use. The project aims to disseminate this information to key profiles such as Elmar Witten, Managing Director Managing Director of AVK - Federation of Reinforced Plastics	
Academic laboratories	Content will also be brought to the wider scientific community to foster follow-up research projects and collaboration with consortium partners.	
H ₂ clusters	Clean H ₂ JU, EGHAC, IPCEI, Hydrogen Valleys, H ₂ task force from MEDEF-International	
Policy makers & members of regulatory committees (ISO), Notified Bodies (Apragaz, LLRs, TUV, ...)	Still to enhance the project's impact potential and sector creating nature, having policy makers and regulatory committees on board is key. The project will address this point.	Performance data will be key for policy makers and regulatory committees. The newly developed safety and

		decontamination methodologies also.
Broader public	Objective of the project is also to make the general public know about the latest advances in the H ₂ field.	General project information.

b. Dissemination and Communication actions

The objective is to address the above-mentioned audiences and bring to them the right tailor-made content. To do so, the consortium has set out an initial dissemination strategy outlined in the table below. For each measure, roles and responsibilities have been set out. Initial KPIs and objectives are defined in accordance with the needs of the project's exploitation plan, as well as the ones from each individual partner.

D&C actions	Description and target audiences	Target audience and reach by end of project	Involved Partners
Communication material & platforms			
Project website setup and animation	An official project website will be published soon after the start of the project and be used for all dissemination and communication activities towards all audiences. The website will make available key outcomes and technical details (reports and deliverable abstracts) on a regular basis. All content shared at public events or workshops will also be made available for download. All project communications (as well as partner communications) will always mention the website.	>150 unique monthly visitors by the end of the project	Managed by AL All partners will be involved in the creation and proofreading of the disseminated content.
Project social media setup and animation	The official LinkedIn and Twitter accounts of the partners will be used to communicate on project results and redirect visitors to the website. All content published on the website will be communicated through the social media.		

Periodic newsletter writing	An official project newsletter will be published every 6 months. The newsletter will include all latest news of the project at technical level. The newsletter aims at including technical data to the specific audiences presented in the previous tables.	>200 subscribers by the end of the project	
Video production	To facilitate the communication to all kinds of stakeholders and massify the impact of dissemination activities, videos will be produced during the project as they are more viral than text. Technical videos will explain how the various technologies work and the performance which can be achieved. A final video will be created near the end to present achieved results.	>4 videos created by end of the project (2 on testing, 2 on the demonstrator) >500 views per video before end of project	AL (1), COVESS (1), EFACTIS (1), ENVITEST & WUT (1), SEGULA (1)
Targeted dissemination activities			
Participation to fairs and congresses	Partners of the project intend to participate in technical congresses and fairs to present the project, disseminate its results and try to attract future potential customers. Key targeted fairs and conferences: Participation to JEC (Bid for a JEC award), ISFEH (International Seminar on Fire and Explosion Hazards, 2024) and to the FIVE (Fires in vehicles conference, 2023 and 2025), European Conference on Composite Materials, International Conference on Composite Materials, HyVolution.	>9 events to which partners of the consortium are present and discuss the project	>30 contacts made across tube and trailer manufacturers AL (3), COVESS (3), ARKEMA (3)
Participation to standardisation committees	Partners also intend to contribute and disseminate the knowledge developed throughout the project to standardisation committees.	>3 standardisation committees attended	AL, EFACTIS
Presentation to the scientific community	As the project involves important research activities, research papers will be published on a regular basis and either presented at conferences or published in scientific journals. Papers could be published at ICHS - Hydrogen Safety conference, International Symposium of Fire Safety Science, World Hydrogen Energy Conference – WHEC, European Conference on Composite Materials (ECCM), International Conference on Composite Science and Technology, International Journal of Hydrogen Energy, Energies, Composites Part B: Engineering	>4 peer reviewed papers by project end, presented at conferences	AL (1) WUT (1), EFACTIS (1), PPRIME (1)

<p>Organisation of technical webinars & workshops</p>	<p>Multiple webinars & workshops will be organised throughout the project to engage even more with potential customers. It will be key to present technical aspects of the project and have close discussions and find potential future customers. Webinars will be organised in the second half of the project once the demonstrator will generate the first datasets.</p>	<p>>3 webinars & workshops (at least 1 on project presentation, 1 on RCS recommendations, 1 on testing methodologies) >50 participants each</p>	<p>EFFECTIS (1+), AL (1+),</p>
<p>Organisation of key events at Brussels</p>	<p>During the lifetime of the project, one large event will be organised to promote the project results as a consortium. The event will be held around M36 when all major results will be available. The event will be organised in Brussels to attract policy makers and tell them about the regulatory works of WP4 led by SEGULA.</p>	<p>1 main event organised >100 attendance</p>	<p>All partners</p>

III. Presentation Tools to follow the progress on Dissemination, Exploitation and Communication

We decided to use an Excel file to follow our progress regarding :

- targeted audiences

Who	When	Contact through what mean	Comments
Tube / trailer manufacturers transporting other types of gases than H ₂			
H ₂ trailer and tube manufacturers			
End-users from the H ₂ sector			
Economists from the composite sector			
H ₂ clusters (Clean H ₂ JU, EGHAC, IPCEI, Hydrogen Valleys, H ₂ task force from MEDEF-International, ...)			
Policy makers & members of regulatory committees (ISO), Notified Bodies (Apragaz, LLRs, TUV, ...)			

- Events :

Date of event	Name of event	Location of event	ROADTRHY P Partner involved	type of audience	Number of people attending	Material (linked papers, linked articles posters, etc.)	Comments
01/02/2023	HYVOLUTION	Paris	Covess, Arkema, AL	Hydrogen community	5 000 +	Booth / Covess	Event covering the entire value chain, from production to usage.
XX/XX/2024	JEC COMPOSITES	Paris	?	Composite community - Large audience	40 000 +	Conference/Paper	
XX/XX/2025	JEC COMPOSITES - Bid for a JEC award	Paris	?	Composite community - Large audience	40 000 +	Booth	Could we afford a booth ? Perhaps in 2025 close to the end of the project ? Or only conference ?
XX/XX/2024	Composites Europe - Composite Forum	Stuttgart	?	Composite community - Large audience	9 000 +	Conference/Paper	At the COMPOSITES Forum, COMPOSITES EUROPE and its exhibitors present subject specific lectures about trends, product know-how and innovations within the world of composites and for different application industries.
XX/XX/2025	Composites Europe - International Composites Congress	Stuttgart	?	Composite industry	9 000 +	Conference/Paper	Focussing on the topic "Composites - On the Path to Becoming a Key Industry?", international experts discussed current topics which could be further enhanced during the subsequent tour of COMPOSITES EUROPE.
XX/XX/24	ICHS 2024 - Hydrogen Safety event	?	Air Liquide	Experts in safety	450 +	Conference/Paper	depends on results ?

- The articles and Papers :

#	Title of the article	DOI code or DOI bookmark	Journal Name	ROADTRHYP partners involved	Volume	Issues	Pages		Date			Author_1	
							from	to	Day	Month	Year	Initials	Surname
1													
2													
3													
4													
5													
6													
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22													

- The patents :

AS EXAMPLE			
#	Application NUM	PAT OFFICE	WEBLINK
0	EP19990203729	EPO	http://v3.espacenet.com/publicationDetails/biblio?DB=EPODOC&adjacent=true&locale=en_EP&FT=D&date=20000517&CC=EP&NR=1000000A1&KC=A1
1			
2			
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19			

- The targeted audience for the final workshop will be identified all along the project following contacts, events, ... :

Organisation to contact	Country	Titre	First Name	Name	E-mail
AGCO					
AGESIA					
AIRBUS					
ARMOTECH					
AVIO					
AVK					
BUFA					
CARBOTAINER					
CEA					
CENTRALE NANTES					
CGTECH					
COMPOSITEWORLD					
COVESTRO					
DSM					
EKOSCAN					
ELIXIR AIRCRAFT					

Also we will measure the number of :

- visitors on ROAD TRHYP website
- of videos related to the project, technical performances
- of participants to the Webinars organised during the project
- participation of Air Liquide and Efectis to norm Committees to promote ROAD TRHYP
- Newsletter made

and we will compare to the targets I)B)a) and I)B)b).

IV. Conclusion

The deliverable presents the tools used for Dissemination and Communication.

The tools presented in this document will be used by all partners to record all the relevant actions in terms of Dissemination and Communication through the DigitalGuard platform.

The indicators listed in §III) will be updated and compared regularly with the ones mentioned in our proposal cf §II)B)b).