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# D8.1 COMMUNICATION PLAN

## WP8 Communication and Dissemination

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## DOCUMENT CHANGE CONTROL

VERSION NUMBER	DATE OF ISSUE	AUTHOR(S)	DESCRIPTION OF CHANGES
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## EXECUTIVE SUMMARY

Fuel cells and hydrogen (FCH) systems are globally expected to play a key role in developing a sustainable economy and society. In this sense, the sustainability of FCH solutions needs to be ascertained by using well-supported assessment methodologies and tools. However, the availability of such robust methodologies and tools is still a gap in the FCH sector. Within this context, the project SH2E aims to provide a harmonised (i.e., methodologically consistent) multi-dimensional framework for the Life Cycle Sustainability Assessment (LCSA) and prospective benchmarking of FCH systems. To that end, SH2E will develop and demonstrate specific guidelines and tools for the environmental, economic and social life cycle assessment and benchmarking of FCH systems, while addressing their consistent integration into a sound LCSA framework.

The primary outcome of SH2E corresponds to a comprehensive document of robust guidelines for the LCSA and benchmarking of FCH systems, aiming to be globally accepted as the reference guidance document and set the basis for future standardisation of FCH systems' sustainability assessment. This paves the way towards sound and holistic decision-making processes consistently considering the environmental, economic and social aspects of FCH systems.

The purpose of the 'Deliverable D8.1 Communication Plan' (CP) is to describe the means to guarantee maximum communication of the SH2E Project and become a guidance document for all communication activities. Through different targeted activities, dedicated communication tools and appropriate communication channels, the SH2E project will ensure optimal communication and promotion to the general public and main stakeholders in the FCH and LCSA field.

The deliverable addresses key aspects:

- Communication-oriented objectives;
- Definition of the target audience, key messages for each target group, and appropriate channels to communicate them;
- Definition of a visual identity to make SH2E recognisable so that all the communication actions undertaken during the project are traceable and effective;
- Roles and procedures to successfully coordinate efforts among partners;
- Preliminary work plan and timing for the foreseen activities over the project lifetime;
- Follow-up of the communication plan, ensuring its correct functioning and making the necessary adjustment when needed.

The SH2E CP is conceived as a living document that will be reviewed and updated every year. The updated versions will enable the evaluation of past and planning upcoming activities.

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## ABBREVIATIONS

<b>ACRONYM</b>	<b>DESCRIPTION</b>
CA	Consortium Agreement
CP	Communication Plan
EC	European Commission
FCH	Fuel Cells and Hydrogen
GA	Grant Agreement
JU	Joint Undertaking
KOM	Kick-off meeting
LCSA	Life Cycle Sustainability Assessment
M	Month
PC	Project Coordinator
PMT	Project management team
RCS	Regulations, codes and standards
WP	Work Package
WPL	Work Package Leader

## 1. OBJECTIVES

The SH2E main communication-oriented goals for a deeper approach to the specific target audiences are:

**High-profile project:** ensuring SH2E has a high profile in the FCH sector, highlighting it as an ambitious and indispensable project that will deliver sound tools and guidelines for the LCSA of FCH systems, maximising its impact on the sector as well as on the society.

**A wide-reaching awareness:** raising awareness and knowledge of the SH2E progress by providing regular updates and communicating messages to be understood by a wide variety of stakeholders and the general public.

**To increase confidence in FCH systems as a clean, efficient and affordable solution from a sustainable development point of view:** communicating the project benefits, particularly around environmental and social impact and prospective performance.

**To arouse interest in FCH-specific LCSA user-friendly software tools and data to facilitate their use and uptake:** ensuring that potential end-users are aware and informed of SH2E progress and achievements.

**Guide decision-making:** keeping key stakeholders (e.g., FCH industry actors, policy-makers and citizens) regularly informed to enrich their decision-making processes.

## 2. TARGET GROUPS

Engagement with diverse audiences is of great importance to maximise the impact of SH2E. Key targets are listed below:

**Civil society and the general public:** composed of non-technical professionals potentially interested in the project's purpose and benefits. It is intended to maximise their acceptance, increase awareness of the SH2E project, and demonstrate the benefits of the outcomes;

**Policy-makers:** Most relevant results and conclusions will be shared with the European Commission, FCH JU and other governmental entities. The aim is to increase awareness in actors who contribute to the definition of future policies and the standardisation of the proposed LCSA framework;

**Scientific community in the fields of FCH and LCSA:** the aim is to increase awareness of the objectives and results of the project in the FCH and LCSA communities since they embed actors who will contribute to generating, consolidating and advancing knowledge, as well as to promote the use of harmonised procedures for life-cycle studies;

**FCH-related company sustainability managers, and LCSA practitioners:** the aim is to increase awareness of the SH2E in these actors as potential end-users (in other words, project awareness is needed before potential future exploitation of the project outcomes by these actors);

**Mass Media:** to effectively raise the profile of the SH2E Project.

### 3. KEY MESSAGES

Once the purpose and audience are clear, the key messages can be defined as presented below.

#### i. Main Value of the Project

SH2E aims to facilitate robust decision-making processes in the field of FCH by consistently adding environmental, economic and social criteria to the characterisation and benchmarking of FCH systems. This is achieved through the development and demonstration of state-of-the-art guidelines and tools for the life cycle sustainability assessment of FCH systems.

#### ii. Specific Message per Target Group

For civil society and the general public:

- Fuel cells and hydrogen (FCH) systems are expected to play a key role in sustainable economies and societies. This requires good choices by consumers at different levels. Good choices mean informed decision-making, which calls for the generation of robust sustainability information. SH2E aims to enable such a generation of thorough environmental, economic and social information by setting consistent instructions and tools for the sustainability assessment of FCH systems. This would help demonstrate the environmental sustainability and social responsibility mission of the FCH sector.

For policy-makers:

- Regulations, codes and standards (RCS) on how to assess and benchmark the sustainability performance of FCH systems are needed. Besides facilitating sensible decision-making processes actually driven by the overall goal of sustainability, SH2E is also expected to set the basis for such RCS development.
- Enhanced capacity to monitor and demonstrate the sustainability and social responsibility of the FCH sector.

FCH scientific community:

- SH2E allows comprehensive sustainability assessment of FCH systems. In this sense, the suitability of FCH solutions can be checked under consistent environmental, economic and social life-cycle indicators.

LCSA scientific community:

- FCH-specific and harmonised guidelines and tools for environmental, economic, social and LCSA are developed and applied. Underdeveloped aspects are taken into account such as prospective assessment, material criticality, and social assessment.

For FCH-related company sustainability managers, and LCSA practitioners:

- Guidelines and tools specific to the LCSA of FCH systems are provided.

## 4. COMMUNICATION CHANNELS, TOOLS AND MATERIALS

The following section describes the necessary tools to develop an efficient communication of the SH2E Project, reaching the expected impact on the target groups established above.

### 4.1 Project Website

The project website is thought as the central tool for project awareness. The website will have a responsive design, aiming to reach all target groups, from the general public to stakeholders.

The main communication objectives of the SH2E website are:

- To provide relevant and current information to a broad audience.
- To ensure information is provided in an accessible and usable manner.
- To be an information database of all public documents and deliverables carried out in the project.
- 

SH2E website will be simple and easy to navigate, with a map structure and content as follows (Figure 1):



FIGURE 1 SH2E WEBSITE STRUCTURE

- The home page: introductory project page with general information;
- The project: an overview of the project, highlighting the motivation, background and objectives, the technical content and the structure;
- The partners: including the composition of the consortium, expertise and roles;
- News section: regularly updated with information related to activities, public-oriented results, announcements, list of conferences and events, and press releases;
- Download section: in which public reports, guidelines, tools and case studies (including inventory data and characterisation and benchmarking results) will be easily accessible, as well as SH2E graphic material, such as videos or leaflets;
- Links to social media accounts, online contact form and subscription form to formalise subscriptions to the SH2E newsletter. The SH2E collaborative workspace platform for consortium members (expected in M4, April 2021), will also be accessible via an icon on the project's public website or via a direct link.

The working language of the website is English.

It is expected that the SH2E website is up and running in M4. Website maintenance is the responsibility of FHa as leader of Task 8.2, whilst all the partners are responsible for procuring and generating the content. Suggestions for updating the website should be sent to FHa and IMDEA Energy.

## 4.2 Partners and Funding Authorities' Websites

A general description of the SH2E Project will be posted on all partners websites, including a link to the SH2E official website (Table 1). FHA will provide the specific guidelines to be followed for the publication.

**Table 1 SH2E Publication on Partner's Website as of March 2021**

PARTNER	WEBSITE PUBLICATION
IMDEA Energy	<a href="https://www.energy.imdea.org/research/projects/SH2E">https://www.energy.imdea.org/research/projects/SH2E</a>
FHa	<a href="https://hidrogenoaragon.org/en/proyectos/sh2e-2/">https://hidrogenoaragon.org/en/proyectos/sh2e-2/</a>

Besides, as most partners have regular newsletters and regular posts on their websites, SH2E Project communication activities will also be announced via these channels.

Additionally, SH2E Information will be published on the European Commission (EC) and the Fuel Cells and Hydrogen Joint Undertaking (FCH JU) respective websites (Table 2):

**Table 2 SH2E Publication on other websites**

ORGANISATION	WEBSITE PUBLICATION
EC CORDIS	<a href="https://cordis.europa.eu/project/id/101007163">https://cordis.europa.eu/project/id/101007163</a>
FCH JU	<a href="https://www.fch.europa.eu/page/cross-cutting">https://www.fch.europa.eu/page/cross-cutting</a>

## 4.3 SH2E Social Media

Social media will be a relevant tool to communicate and interact with the general public while sharing real-time information. Twitter and LinkedIn have been selected as the most appropriate social networks to promote the project achievements, news and outcomes (Table 3).

**Twitter** is a microblogging system and social network that allows sharing short posts. It will be used to increase acceptance and awareness of the project, FCH systems and their sustainability assessment, and to engage the general public in discussing hydrogen and the energy system's sustainability.

**LinkedIn** is a professional social network and will be used to communicate the project's progress and relevant news among the scientific community and professional stakeholders, attract knowledge, share experiences, enhance collaboration with peers, and generate awareness.

Through social media, SH2E will also engage and contribute to creating networks with related and cross-collaboration EU projects.

Table 3 SH2E Social Media

Twitter	
	<b>Account:</b> to be created in Month 4 (April 2021) <b>Official Hashtags:</b> #SH2E <b>Other Hashtags:</b> #H2020; @EUScienceInnov; @EU_H2020; @fch_ju;
	Audience: General public
	Type of content: Public events, posts, infographics, photos, videos, links, news.
LinkedIn	
	<b>Profile:</b> to be created in Month 4 (April)
	Audience: Scientific community and professionals from related areas
	Type of content: Calls, events, webinars, posts, infographics, photos, videos, links, news, documents

IMDEA Energy will coordinate and monitor the information to be published.

#### 4.4 Partners' Social Media

Project partners should follow the SH2E social media profiles as well as each other's accounts. Project partners are encouraged to share approved content to support SH2E communication, making proper reference to the project.

The consortium partners' profiles on social media are listed in the table below (Table 4):

Table 4 SH2E Partners' Social Media Accounts

PARTNER	LinkedIn	Twitter
<b>IMDEA Energy</b>	<a href="https://www.linkedin.com/company/imdea-energy">https://www.linkedin.com/company/imdea-energy</a>	<a href="https://twitter.com/IMDEA_Energia">https://twitter.com/IMDEA_Energia</a>
<b>GD</b>	<a href="https://www.linkedin.com/company/greendelta-gmbh/">https://www.linkedin.com/company/greendelta-gmbh/</a>	<a href="https://twitter.com/GreenDeltaGmbH">https://twitter.com/GreenDeltaGmbH</a>
<b>FZJ</b>	<a href="https://de.linkedin.com/company/forschungszentrum-julich">https://de.linkedin.com/company/forschungszentrum-julich</a>	<a href="https://twitter.com/fz_juelich">https://twitter.com/fz_juelich</a>
<b>CEA</b>	<a href="https://www.linkedin.com/company/cea/">https://www.linkedin.com/company/cea/</a>	<a href="https://twitter.com/CEA_Officiel">https://twitter.com/CEA_Officiel</a>
<b>FHa</b>	<a href="https://www.linkedin.com/company/fundacion-hidrogeno-aragon">https://www.linkedin.com/company/fundacion-hidrogeno-aragon</a>	<a href="https://twitter.com/HidrogenoAragon">https://twitter.com/HidrogenoAragon</a>
<b>SYM</b>	<a href="https://www.linkedin.com/company/symbiofcell/">https://www.linkedin.com/company/symbiofcell/</a>	<a href="https://twitter.com/symbiofcell?lang=en">https://twitter.com/symbiofcell?lang=en</a>
<b>IAE</b>	<a href="https://www.linkedin.com/company/iae-institute-of-applied-energy/about/">https://www.linkedin.com/company/iae-institute-of-applied-energy/about/</a>	

#### 4.5 Project Press Releases and Newsletters

##### Press Releases

At least three press releases will be prepared, linked to significant project events, such as the SH2E kick-off meeting, the launch of the training actions foreseen in the Dissemination Plan (Deliverable in M12), and the SH2E Day.

FHa will issue the project press releases in coordination with all partners. They will actively follow up the releases to assure maximum coverage. FHa has more than 20 years of experience working with the energy sector. They know the communication and public affairs management needs that SH2E must meet. Mass media will be reached, and it will contribute to sharing project goals and evolution.

The press releases will provide information in an easy-to-understand form. As a general rule, it is advised to include a link to the SH2E website and social media networks at the end of every press release.

Project partners are encouraged to share press releases via their own channels and oversee the translation of the content to their countries official languages to pursue publication in local media.

Project partners should inform FHa if there are specific media contacts to be added to the distribution list.

### Newsletter (biannual)

A newsletter to be disseminated outside the consortium will be issued every six months to present the projects' latest results, success stories, news from the partners, upcoming events, etc.

Registration to the newsletter will be possible via the project website or upon e-mail request. Every user of the website will have the opportunity to join. A platform that allows measuring the open rate will be selected. Open Rate is an email marketing metrics that measures the percentage rate at which emails are opened. In 2021, the project will send the e-mailing campaign in M6 and M12.

Project partners should keep FHa updated with relevant information that may arise for publication.

## 4.6 Project's Events and Public Engagement Activities

At least two communication events and activities for public engagement are foreseen per year, such as participation in the FCH2 JU Review Days, or energy fairs and events like the European Researchers' Night. Table 5 SH2E Communication events and public engagement activities. Table 5 shows a preliminary list, to be updated and completed with other identified events of interest such as fairs or science dissemination events.

**Table 5 SH2E Communication events and public engagement activities (preliminary, to be updated)**

EVENT	DATE	Target Group	Partner
European Researchers' Night	September, yearly.	The European Researchers' Night is a Europe-wide public event funded by the Marie Skłodowska-Curie Actions (MSCA) within the European Framework Programme for Research and Innovation H2020. It brings researchers closer to the public to showcase science's diversity and its impact on citizens' daily lives and stimulate interest in research careers, especially among young students/Kids.	IMDEA Energy
FCH2 JU Programme Review Days	November, yearly	Overview on the progress of the FCH JU and European Commission Agencies funded projects related to Fuel Cells and Hydrogen. SH2E will be part of the Review days, talking about the success that this project means and the benefits for Europe that this kind of project means.	IMDEA Energy

## 4.7 Project Materials

A set of promotional material will be designed and made available to be distributed in relevant events to communicate the project objectives and expected results. FHa, as leader of Tasks 8.2 and 8.3, will be responsible for this material:

- **Graphic material** (roll-ups, posters, leaflets, infographics and banners for social media). All materials will be produced in English. For selected materials (e.g., those that will be printed, distributed in fairs or dedicated to significant impacts of the project), the information will also be translated into the project partners' languages.
- **A project video:** At least one video explaining the project objectives and outcomes will be prepared to illustrate the scientific and practical benefits of the project's results. Such video will be shared on websites and social media to engage users through social networks. The number of views will be evaluated to measure its success.
- **Presentation materials:** A PowerPoint presentation (see *ANNEX II SH2E presentation Template*) and a poster will be available for partners to use when participating in events. The presentation will be updated when new project results become available, and adapted to the scope and target groups of the respective events where it will be used.
- **Templates:** different templates have been produced and customised coherently with the SH2E corporate visual identity (see *Deliverable D1.1 Project Manual, due in M3*).

# 5. COMMUNICATION ROLES

## 5.1 Partners' Roles

According to the SH2E GA (Art.38), partners are obliged to communicate the project to a broad audience strategically and effectively. Therefore, all project partners are responsible for supporting and actively participating in communication activities throughout the project's life and are encouraged to organise individual, joint and consortium-wide communication activities.

The actions that all project partners should contribute to throughout the life of the project are listed below:

- To provide input for the Communication Plan development: Identify opportunities, suggest updates, take part in its definition;
- To actively participate in the communication actions foreseen;
- To gather pieces of evidence of the successful implementation, such as a copy of publications, photos or videos;
- To participate in the preparation of the reports associated with WP8 Communication and Dissemination;
- To use their network to support the communication of project information;
- To inform the SH2E Project Manager (IMDEA Energy) of any activities for quality control and reporting purposes.

## 5.2 Communication Leader

As WPL of WP8 Communication and Dissemination, IMDEA Energy will coordinate communication activities in cooperation with all the consortium partners.

In particular, IMDEA Energy will:

- Manage, follow-up and update the communication plan;
- Keep a record of all communication activities for reporting;
- Inform the EC before engaging in any communication activity expected to have a major media impact (Art.52 GA);
- Share updates of the communication plan to gather feedback and comments from the partners;
- Be responsible for submitting deliverables and milestones in due time with the support and input from all project partners.

## 6. METHODOLOGY

The proposed work methodology involves the following main steps (Figure 2):

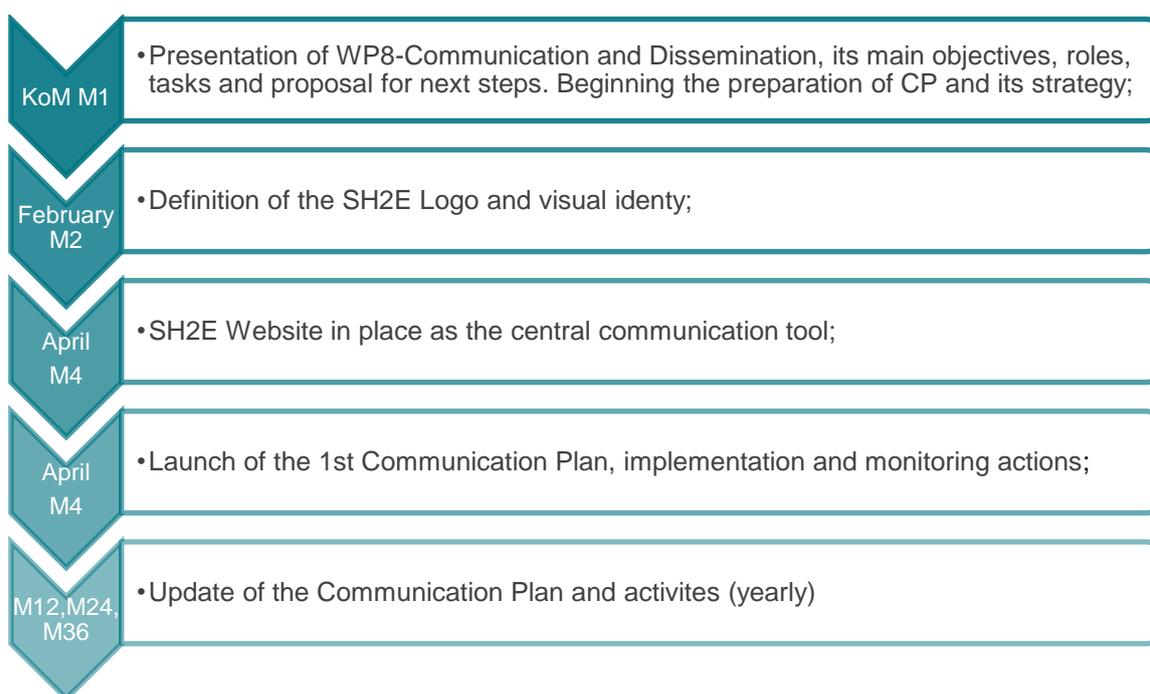


FIGURE 2 SH2E WORK METHODOLOGY ON COMMUNICATION ACTIVITIES

M1: In the first place, during the kick-off meeting, the communication and dissemination workpackage was presented, including its objectives, roles, and procedures. This was the beginning of the preparatory measures for the definition of the CP. Throughout the first 3 months of the SH2E Project, a set of tools, methodologies and communication flows have been selected, considering the main objectives, the diversity of targets or the level of interaction sought, described in this Communication Plan;



M2 to M4: One of the key outcomes of the communication strategy is the SH2E logo and visual identity, as well as the SH2E website:

- Raising awareness about the project is facilitated if a corporate identity is established from the start, and the way information is provided outside the consortium is unified and easy to recognise. The logo and the visual identity are a key asset for the project, and therefore, they were designed at an early stage so that they could be used right from the beginning on the website and all communication materials;
- The website is a central communication tool, both internally, to share information among partners through the collaborative workspace platform, and externally, to showcase the primary information of the project; SH2E Project partners will rapidly promote the project website through their institutional communication channels to gain visibility;

From M4: Implementation of the communication actions according to the guidelines set in the CP, target groups and key messages, and continuous monitoring of the communication impact.

- Collection of documents/proofs of the activities carried out, followed by reporting to WPL within 7 calendar days after the communication action date.
- The WPL will register the activities on the Communication Log available on the SH2E Workspace Platform (see *ANNEX I Communication Log*). The WPL will share the communication log among partners every 6 months to ensure that no information is missing.

M12, M24, M36: The SH2E CP will be updated yearly.

Overall, the project will be communicated in Spain, France, Germany, and Japan through the project partner networks and with a broader European and international scope when appropriate. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals and institutions that could be most interested. Besides, most partners are part of relevant networks that can be used to reach different target audiences and better communicate the project assets.

## 7. WORKPLAN

The workplan includes the main actions to be carried out over the SH2E project execution, most of them involving all the partners. The first version of the SH2E workplan is provided below, although it will be updated every year over the whole project duration. More details of the communication activities to be included in the second year of the project after its revision in M12 (Figure 3).

2021							2022							2023							2024																				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J

ACTIVITY	LEADER
<b>Communication Plan (CP)</b>	
Definition and Monitoring (annual updates)	IMDEA Energy (Task 8.1)
<b>Internet Presence</b>	
Website	FHa (Task 8.2)
SH2E Workspace platform (only for consortium partners))	FHa (Task 8.2)
SH2E Launch, publication on partner's Website	All
Social Media Accounts (LinkedIn/Twitter)	IMDEA Energy
<b>Communication/Marketing Material</b>	<b>FHa</b>
Logo and Corporate Identity Manual	FHa (Task 8.3)
Templates( Presentation, agenda...)	FHa (Task 8.3)
Infographics (roll-ups, posters, leaflets, banners for social media)	FHa (Task 8.3)
Press Release ( at least 3)	FHa (Task 8.3)
Newsletter (biannual, subscription via website)	FHa (Task 8.3)
Video	FHa (Task 8.3)
<b>Events (At least two per year)</b>	
MSCA Researcher's night (Potentially on September, yearly)	IMDEA Energy (Task 8.3)
FCH 2 JU Review Days or similar events (Potentially on November/December, yearly)	All
<b>Training</b>	
Webinar (open access as e.g. YouTube tutorial)	GD (Task 8.5)
Training Material (Webinar+Summer School)	GD (Task 8.5)

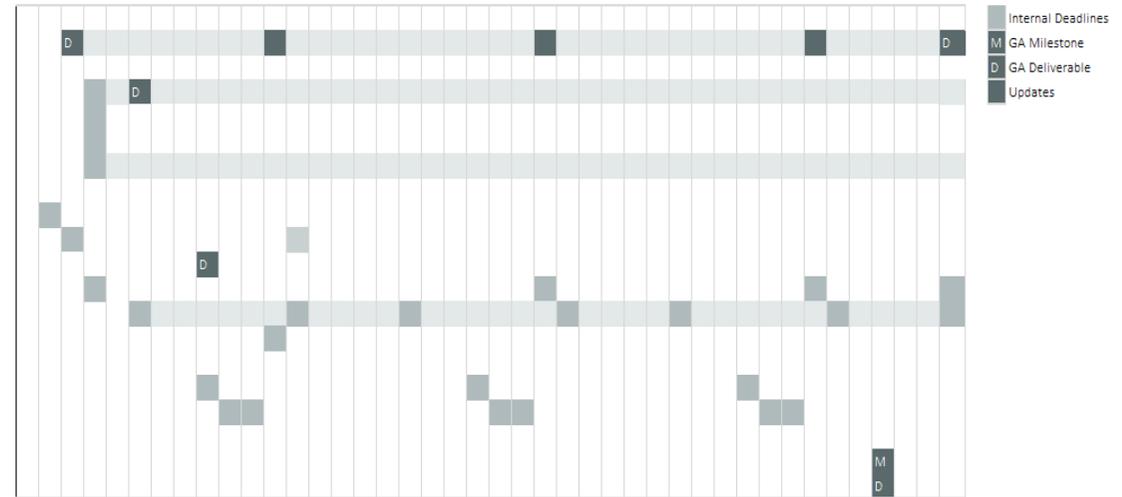


FIGURE 3 SH2E COMMUNICATION PLAN TIMELINE

## 8. VISUAL IDENTITY AND H2020 VISUAL GUIDELINES

Documents issued in the framework of the project should be harmonised and presented coherently. Moreover, the EC has defined rules for acknowledging EC funding and using the EC emblem.

### 8.1 SH2E Logo and visual identity (Logo, Typography, colours)

SH2E logo must be used in every project-related communication activity that any project member carries out over the whole project duration (Figure 4; Figure 5).

It can be used on both the top and bottom sides, leaving the bottom space available to include the EU-flag and JU logos accompanied by the legal text to acknowledge the funding received.



FIGURE 4 SH2E LOGO, POSITIVE VERSION



FIGURE 5 SH2E LOGO, NEGATIVE VERSION

For social media, a combination of the project logo and the mandatory acknowledgement of the funding authority has been created (Figure 6):



FIGURE 6 SH2E LOGO AND MANDATORY ACKNOWLEDGE

The selected code of colours for SH2E visual identity is composed as shown in the following figure (Figure 7)

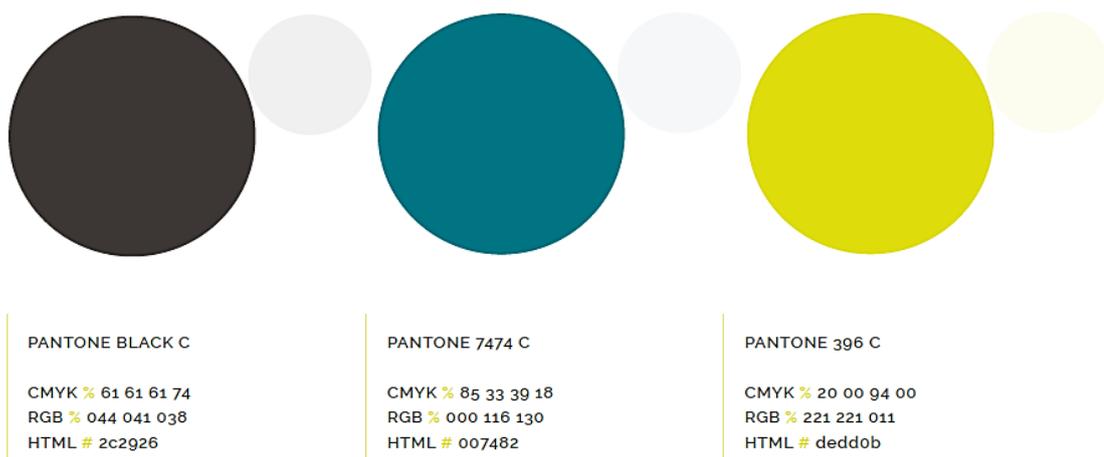


FIGURE 7 SH2E CODE OF COLOURS

The selected typography for the project and its documents is Arial (Table 6).

**Table 6 SH2E Typography**

Arial (Colour: RGB 044 41 038)	Arial Bold (Colour: RGB 044 41 038)
Abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1,2,3,4,5,6,7,8,9,10	<b>Abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1,2,3,4,5,6,7,8,9,10</b>

The selected typography for the SH2E logo is the as presented below (Figure 8):



**FIGURE 8 SH2E LOGO TYPOGRAPHY**

## 8.2 H2020 Guidelines and mandatory requirements

According to the signed GA (Article 38), three elements **MUST** always be added to every communication material:

1) The acknowledgement sentence:

*"This Project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU), under Grant Agreement N° 101007163. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research"*

*"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under Grant Agreement No 101007163. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research".*

2) The logos (Figure 9 JU and EC Logos):



FIGURE 9 JU AND EC LOGOS

Several versions of the FCH JU logo and the EU emblem will be available on the SH2E Intranet.

3) Disclaimer excluding JU responsibility

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

*“This communication reflects only the author's view and the JU is not responsible for any use that may be made of the information it contains.”*

## 9. MONITORING

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out correctly. It will also be possible to analyse the impact and consider improvements in the communication plan annual updates.

### 9.1 Reporting

The SH2E CP will be annually updated. SH2E Partners are requested to send information about the communication activities carried out regularly. The collection of documents/proofs of communication actions, followed by reporting to WPL must be done within 7 calendar days after the communication action date.

### 9.2 Communication Log

The Communication Log is a specific tool for monitoring partners communication activity during the project. The log is designed in an Excel sheet and shared with all partners on the SH2E collaborative workspace platform (only for consortium partners).

When a partner releases or carries out specific communication actions, they must be communicated to the WPL. The WPL will update the log with such information.

Additionally, every 6 months, the WPL will share the communication log with partners, to ensure that no information is missing.

### 9.3 Key Performance Indicators

The progress of this plan will be measured according to the following Key Performance Indicators (KPIs):

- Rates regarding website and social media activities: Using web tools for analysing visitor traffic and giving a complete picture of the number of visitors, visited pages, geographical coverage.
- Number of external contact requests: a contact form on the SH2E website will allow outside people to contact the consortium. A specific form field asking for how they have heard about SH2E will help identify the efficiency of the SH2E communication.
- Number of press releases published and newsletters delivered and the percentage rate of emails opened using the open rate analytic platform.
- Number of graphic materials distributed, such as flyers.
- Number of attendants to the project events and other events in which the SH2E consortium partners might participate and communicate the project.

The target values provided in the following table (Table 6) reflect a minimum. These values will be reviewed based on the progress of the project and might be adjusted. IMDEA Energy, in close cooperation with FHa, are in charge of monitoring the KPIs.

**Table 7 SH2E Communication KPIs**

KPI	2021	2022	2023	2024	Total	Source
<b>Nº of visits to the SH2E website</b>	500	1350	1850	1300	>5000	Web analytics provider
<b>Nº of videos</b>	1			1	2	SH2E Records
<b>Nº of video views</b>	400			500	>900	YouTube Analytics
<b>Nº of followers on SH2E Twitter</b>	100	150	150	100	>500	Twitter Analytics
<b>Nº of followers on LinkedIn</b>	100	150	150	100	>500	LinkedIn Analytics
<b>Nº of Newsletters forwarded</b>	1	2	2	1	6	Newsletter tool Mail Poet
<b>Nº of new subscriptions to the SH2E Newsletter</b>	50	80	100	50	>280	Mailing list
<b>Nº of Press Release</b>	1	1	1	1	4	SH2E Records
<b>Nº of printed posters/leaflets distributed or Nº of person reached if online distribution.</b>	STBD <sup>1</sup>	STBD	STBD	STBD	STBD	Nº of leaflets distributed or Nº of persons reached if online distribution.
<b>Nº of events or other public engagement activities organised by SH2E</b>	1	1	1	1	4	SH2E Records
<b>Nº of attendees/audience reached in events or other public engagement activities organised by SH2E.</b> (Researcher's night every year, but for a training webinar last year)	50-100	50-100	50-100	70-100	>220	Event monitoring
<b>Nº of events or other public engagement activities where SH2E partners participate</b>	1	1	1		3	SH2E Records
<b>Nº of attendees/audience reached in events or other public engagement activities where SH2E partners participate</b> (JU Review Days, yearly attendance on October/November, or similar event)	200-500	200-500	200-500		>900	Event monitoring

<sup>1</sup> STBD: Still to be determined, pending on the pandemic situation and the possibility to attend and organise events in person. Alternatively, a digital leaflet/poster will be made available on the SH2E website and distributed among social media followers and newsletter subscribers. In this case, the KPI will refer to the nº of persons reached.





## ANNEX II SH2E PRESENTATION TEMPLATE

