Smart Ways for In-situ Totally Integrated and Continuous Multisource Generation of Hydrogen

D7.8: Designed Communication Material progress

WP7 ,7.1

Date of document

November, 2023 (M47)

The project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under grant agreement n° **875148**. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Hydrogen Europe and Hydrogen Europe Research

Technical References

Project Acronym	SWITCH
Project Title	Smart Ways for In-situ Totally Integrated and Continuous Multisource Generation of Hydrogen
Project Coordinator	Matteo Testi - FBK testi@fbk.eu
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Versions

Revision Version	Date	Changes	Changes made by Partner
0.1	25 November 2023	First release	Ilaria Alberti (FBK)

[1] PU = Public

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

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1 Introduction

What are communication and dissemination (C&D) materials? We can define them as the tools needed to promote a project and its results. On the communication side, these materials inform the public about the existence and main characteristics of the project. Dissemination materials instead focuses on providing a determined target audience with specific information. This is due to the fact that dissemination aims to make results public in order to share knowledge that other can use.[2]

A further step would be to make a concrete use of results (exploitation), which is the final goal of C&D activities.

Providing partners with a wide range of materials allows the Consortium to tailor messages and maximise the impact of project results, engaging with multiple stakeholders that might demonstrate interest in exploiting the technology developed in SWITCH.

This document describes the C&D materials created since the beginning of SWITCH. It can be quickly noted that the first set of materials, produced at the beginning of the project, focused on communication. The second set of materials concentrates on dissemination as they present the activities implemented and results achieved.

All materials have common graphical elements as they are based on the visual identity that characterize SWITCH as a distinguishable brand. In deliverable *D7.1 Project website and visual identity* the conceptualisation process and results of the logo, colour palette and infographics have been described.

The materials are and will be available on the shared drive to all the Partners, who are aware of and use these ready-made tools when communicating externally the activities done during the project. Materials to be used digitally are also on the website where they can be freely downloaded by the public.

This report is divided in two main parts. The first chapter is based on deliverable *D7.2 Designed Communication Material* as it reports the communication materials initially created. The second chapter focuses on the dissemination materials already created and those in the pipeline.

[2] Quick guide of H2020 Programme: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

2 Communication tools

Let's start with a short summary on the visual identity.

Visual identity aims at communicating the project through logo, imagery, typography, colours, and creative design that are tailored on SWITCH with the final goal of distinguish it from all the other projects. In a nutshell, visual identity conveys the core meaning of the SWITCH's system at first sight.

Initially, these materials included the acknowledgment message to the "Fuel Cells and Hydrogen Joint Undertaking" (FCH JU) as indicated in the FCH JU guidelines and in Art. 38 and Art. 29.4 of the Grant Agreement (GA). However, following the publication of the Council Regulation (EU) 2021/2085 in the Official Journal[3], the Clean Hydrogen Partnership[4] became the universal successor of the FCH 2 JU and took over its legacy portfolio.

The templates, website and materials were updated to include the Clean Hydrogen Partnership acknowledgment sentence alongside the logo and the European flag, as indicated in the guidelines[5].

The materials prepared in the first part of the project are those reported in the above-mentioned deliverables (D7.1 and 7.2):

- ***Website***
- ***Templates***
- ***Library***
- ***Flyer***
- ***Roll-up***
- ***Video***

[3] Council Regulation (EU) 2021/2085 in the Official Journal: https://eur-lex.europa.eu/eli/reg/2021/2085

[4] Legal name: Clean Hydrogen Joint Undertaking

[5] Guidelines on the Visual identity of Clean Hydrogen Europe: https://www.clean-hydrogen.europa.eu/media/visual-identity_en

2.1 Website and Social Media

At the time the deliverable 7.1 was being written, the website[6] was not yet completely finalised. By M5, the layout had minor changes and some advancements in the illustrations.

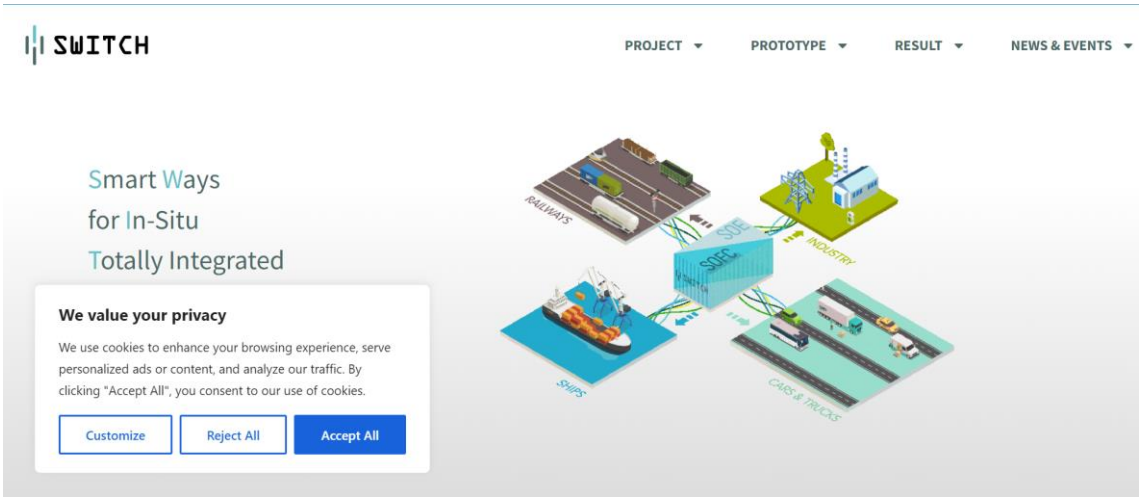


Figure 1. Screenshot of SWITCH Website

Since then, the website has been constantly updated with news and events.

Furthermore, the privacy and cookies policies have been updated accordingly to the regulations.

Another communication tool that was launched in the first phase of SWITCH was social media. The project has a LinkedIn[7] and Twitter[8] account that engage with public and stakeholders publishing regular posts.

2.2 Templates

Templates are fundamental in the scientific context. The Word template is used in deliverables and public report, the PowerPoint is used to present activities in conferences and events. Templates help to characterize the project SWITCH as a brand.

As said in the introduction, the templates have been updated with the acknowledgement to the Clean Hydrogen Partnership.

[6] SWITCH Website: https://switch-fch.eu/

[7] SWITCH LinkedIn account: https://www.linkedin.com/company/switch-project/

[8] SWITCH Twitter account: https://twitter.com/FchSwitch

Figure 2. Screenshot of the first slide of PowerPoint presentation and Word document

2.3 Library

The so-called “Library” consists of the illustrations, icons and images created for the website and templates. These can be used by partners to communicate the project in a more graphical manner.

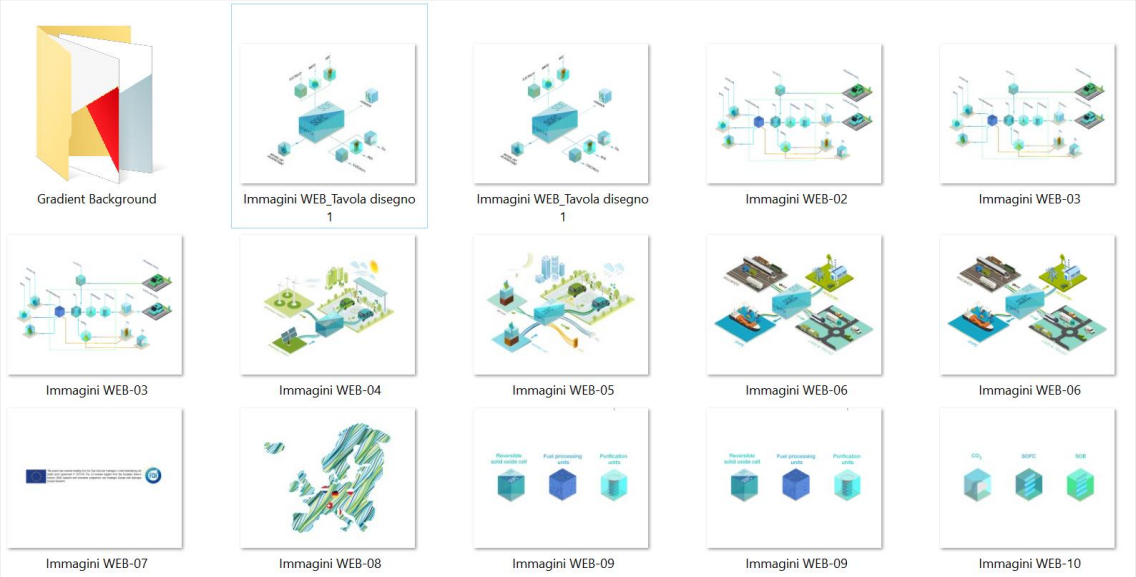


Figure 3. SWITCH Library

Part of the Library is available for download by external stakeholders on the website at [this link](#).

As it will be explained in the next chapter, the Consortium led by FBK created new materials focused on dissemination. New illustrations were also created to better explain the concepts and results of the project. These are being used on social media to disseminate the technical results of the project.

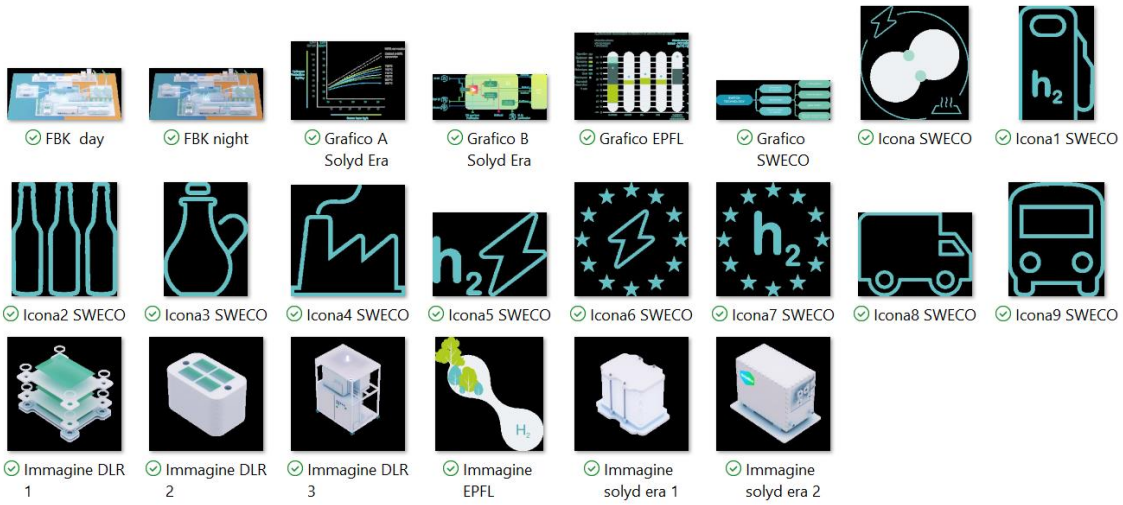


Figure 4. Additional icons and illustrations included in the Library.

2.4 Flyer

As reported in D7.2, among the initial materials produced there was also an eight-page document. Considering that general public is usually the target of this kind of materials that are not intended for scientific dissemination of the project, the document conveys simple messages with a simple language: the key information on the project objectives, ambition, and impact.

The flyer was not printed. At the beginning of the project, the Consortium decided to limit the number of hard copies and of printed materials, but rather preferred to have them in a digital version to be printed *ad hoc* or depending on the occasion. The flyer was therefore published on the website, and can be download in pdf at this link.

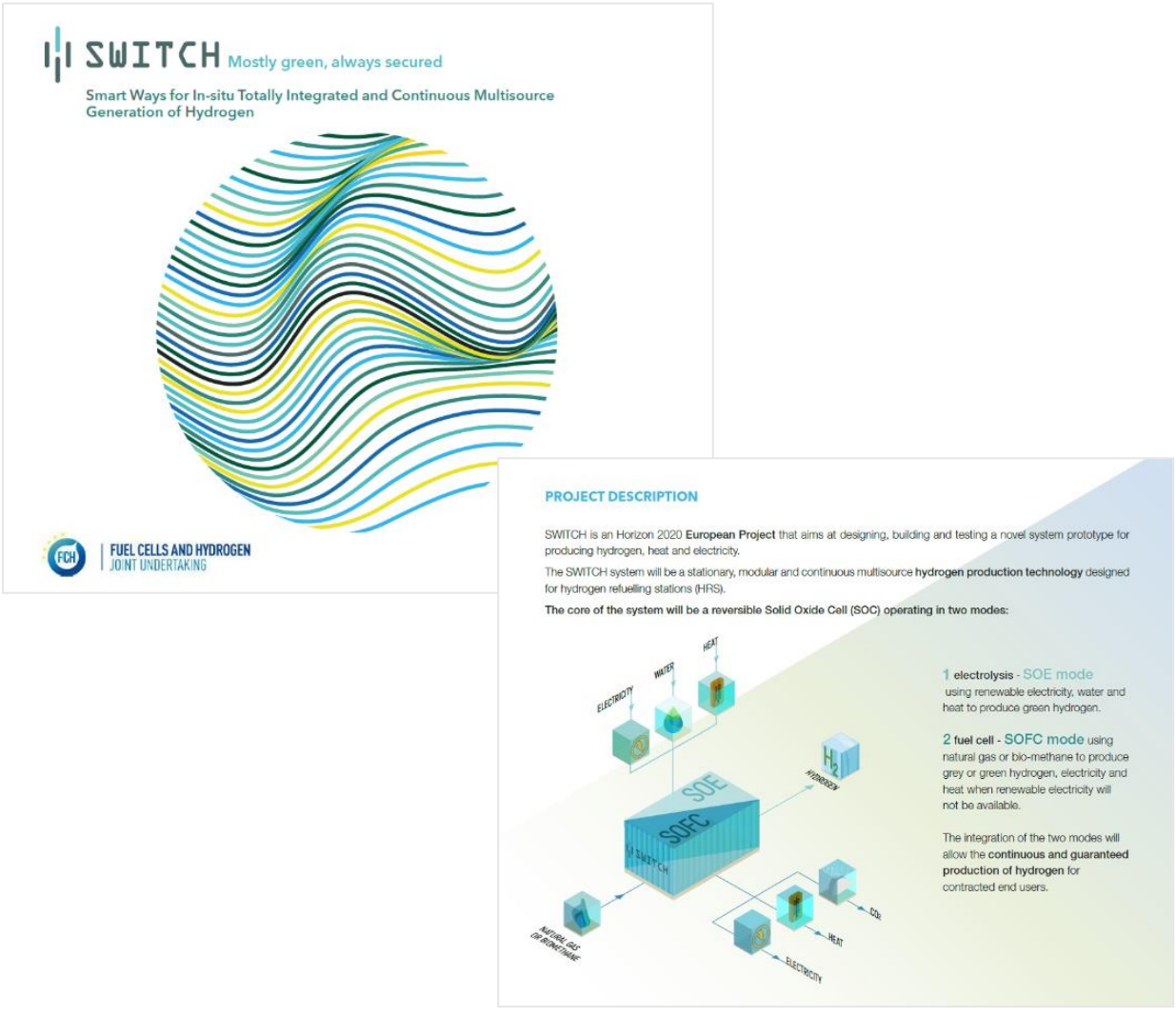


Figure 5. Screenshot of the first two pages of the flyer.

2.5 Roll-up

Roll-ups are banner that can be rolled up, making it all easy to carry around. An 85x200cm has been designed for SWITCH to be used during all SWITCH project meetings, in fairs and organised events.

As for the flyer, the roll-up was not printed at the beginning of the project.

In November 2023, Fondazione Bruno Kessler participated in the European Hydrogen Week with a booth in the Hydrogen Europe Research Pavilion. In view of the occasion, the roll-up was updated (logos of partners and acknowledgement to Clean Hydrogen Europe) and printed.

Figure 6. Project Coordinator Matteo Testi and researcher Elena Crespi at the EU Hydrogen Week 2023

2.6 Video

As reported in D7.2, a first video has been designed in graphic motion for SWITCH:

The 2:30 min video aims to describe the SWITCH project, the SWITCH system and the ambition of building an innovative prototype for "mostly green, always secured hydrogen production". The text is simple but effective in conveying the key messages and information on the SWITCH project. It is intended to be used in virtual communication activities and to be displayed during the workshop participated or organised by the Consortium.

The has been published on the project homepage[9] and easily explains the functioning of the SWITCH system.

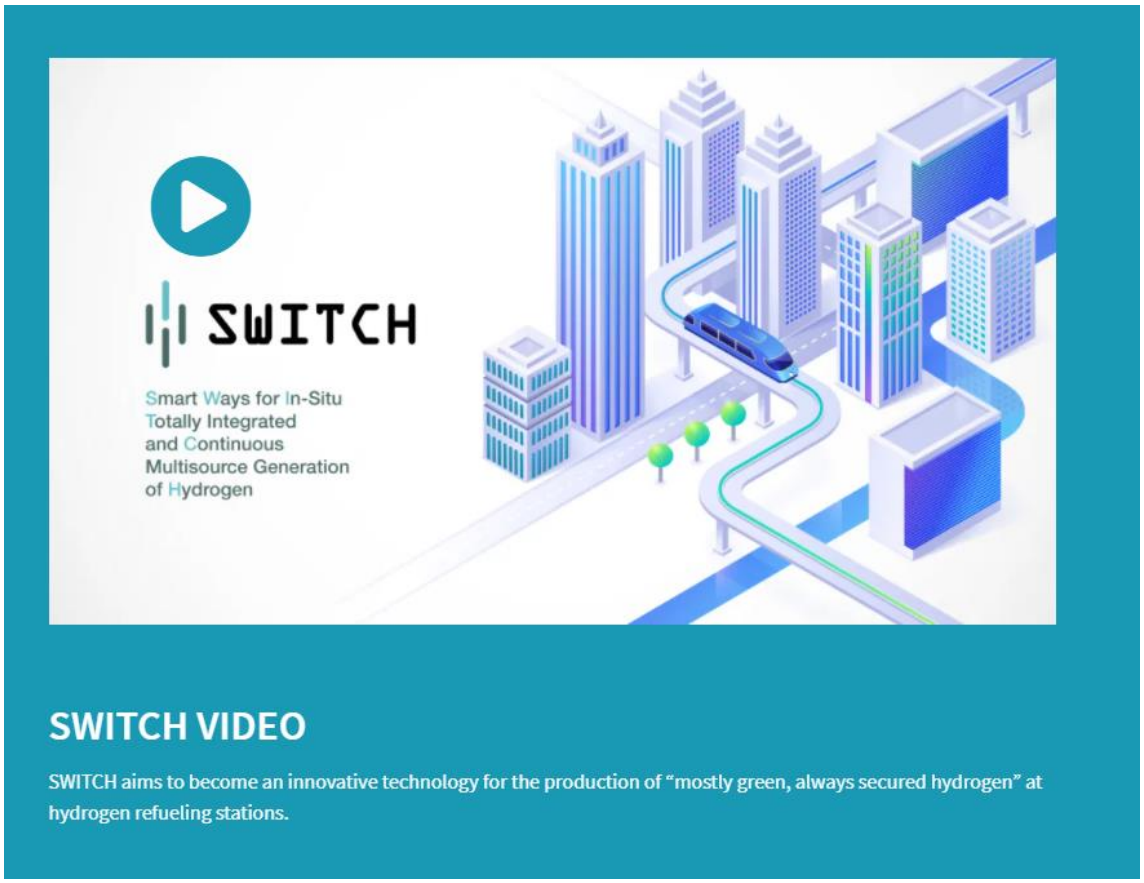


Figure 7. SWITCH First Video

The SWITCH video has been segmented into three small video pills to be used for the social media channels.

The consortium planned a second video to be released by the end of the project.

[9] https://switch-fch.eu/

3 Dissemination tools

During the intermediate phase of the project, no new materials were created to communicate the results of the project.

Partners concentrated on the technical progress of the project, and to disseminate the results in conferences and fairs, and lots of these were online considering the pandemic of COVID-19 that happened in the central years of the project.

The website was regularly updated with more than 30 news in total, which were then reposted on social media: LinkedIn and Twitter.

In the final year of the project, the Consortium guided by FBK (WP Leader) started the conceptualisation of the final C&D materials. From the list initially outlined in the GA, the missing tools at the current project stage were a 16-page brochure presenting the results, and 8-page booklet with techno-economic information.

The Consortium decided to unify these two documents in a single and complete final brochure, anticipated by individual factsheets to be used online.

In the next pages, the following materials will be outlined:

- ***Poster template***
- ***Factsheets***
- ***Final brochure***
- ***Second video.***

The first materials were focusing on the communication, therefore not technical but rather to inform the public about the existence, context, and objective of the project. With this second part of materials, the consortium decided to focus on disseminating the results and therefore giving a more technical imprint to the materials.

3.1 Poster template

A poster template was made available to partners for eventual poster presentations. Posters are frequently used in conferences to let participants know about a project activities or result, giving them the possibility to ask for further questions and information. In fact, posters do not usually present lots of text but key concepts to be explored.

The image in the bottom part of the template can be changed accordingly to the text. Prepared illustrations (see section 2.3 Library) can be used, as well as images chosen by the partners.

Figure 8. Screenshot of poster template

3.2 Factsheets

A factsheet is another useful tool for communication and dissemination.

It is a “sheet” about “facts”. Therefore, a short document that outlines briefly but clearly the most relevant information about a specific topic, product, company, etc. The factsheets are mainly addressed to the scientific community, investors and industrial stakeholders, policy makers that can effectively and concretely use the results.

At the beginning of 2023, the SWITCH Consortium started thinking to the most efficient way to disseminate the activities implemented and results achieved. FBK suggested to produce eye-catching documents to be used online and also in as hard copies. The activities were gathered under six main topics, and each of them was developed by one partner with the support, inputs, and feedback of the others.

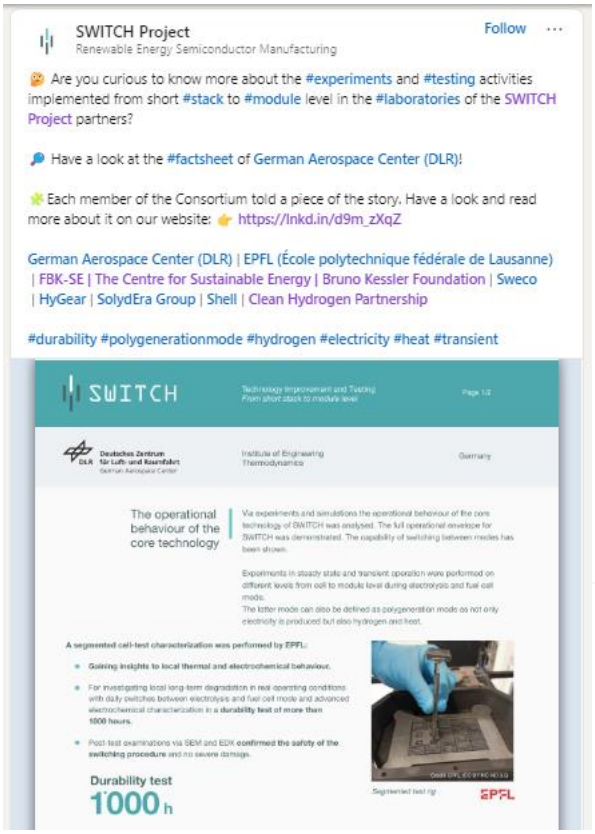
The six areas were:

- **Concept and Value Proposition**
  This first factsheet (Figure 10) was developed by FBK and outlines the principles the project is based on, the objectives to be achieved and the main characteristics of the system.
- **Environmental Impact Assessment**.
  This factsheet (Figure 11) was elaborated by EPFL and included a comparison of H_2 production technologies on climate change impact.
- **Technology Improvements**.
  This factsheet (Figure 12) was conceived by SolydEra and focused on the flexible reversible stack and gas treatment unit development.
- **Technology Improvement and Testing**
  This factsheet (Figure 13) was created by DLR and reports on the different experiments done in EPFL, FBK and DLR laboratories from short stack to module level.
- **The SWITCH Prototype**
  This factsheet (Figure 14) was developed by HyGEAR and gives a description of the main output of the project, the SWITCH system. The partner provides information on the hot and cold sections of the prototype, and the elements it is composed of.
- **End Users and Integration**
  The last factsheet (Figure 15) was elaborated by SWECO. The partner explained the possible end uses of the prototype and listed the main target markets.

The factsheets were approved by all partners. Both a digital and printing version of the documents was saved in the SWITCH SharePoint.

FBK printed and distributed some hard copies of the factsheets at the European Hydrogen Week 2023 that took place the third week of November in Brussels.

The factsheets were launched with a news article[10] on the SWITCH website and then regularly and individually posted on the social media, providing a continuous activity of the two social accounts and a higher visibility of the activity and results. More information on the data will be provided in the deliverable *D7.10 Dissemination and Communication Plan final* once all factsheets will be posted on also used in other occasions. D7.10 is scheduled for M51.



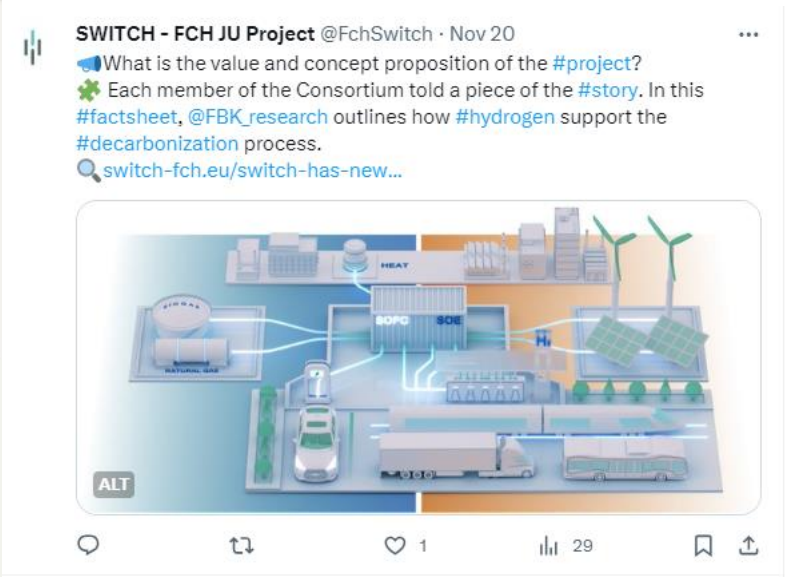


Figure 9. Example of LinkedIn and Twitter post

As it can be noticed from the images below, the visual identity has been maintained but the style of the illustrations has been modernised and it is highly eye-catching.

[10] SWITCH news article (13-11-2023), *SWITCH has new communication materials*: https://switch-fch.eu/switch-has-new-communication-materials/

Figure 10. Factsheet "Concept and Value Proposition" (FBK)

The project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under grant agreement n° **875148**. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Hydrogen Europe and Hydrogen Europe Research

Clean Hydrogen Partnership

Figure 11. Factsheet "Environmental Impact Assessment" (EPFL)

Figure 12. Factsheet "Technology Improvements" (SolydEra)

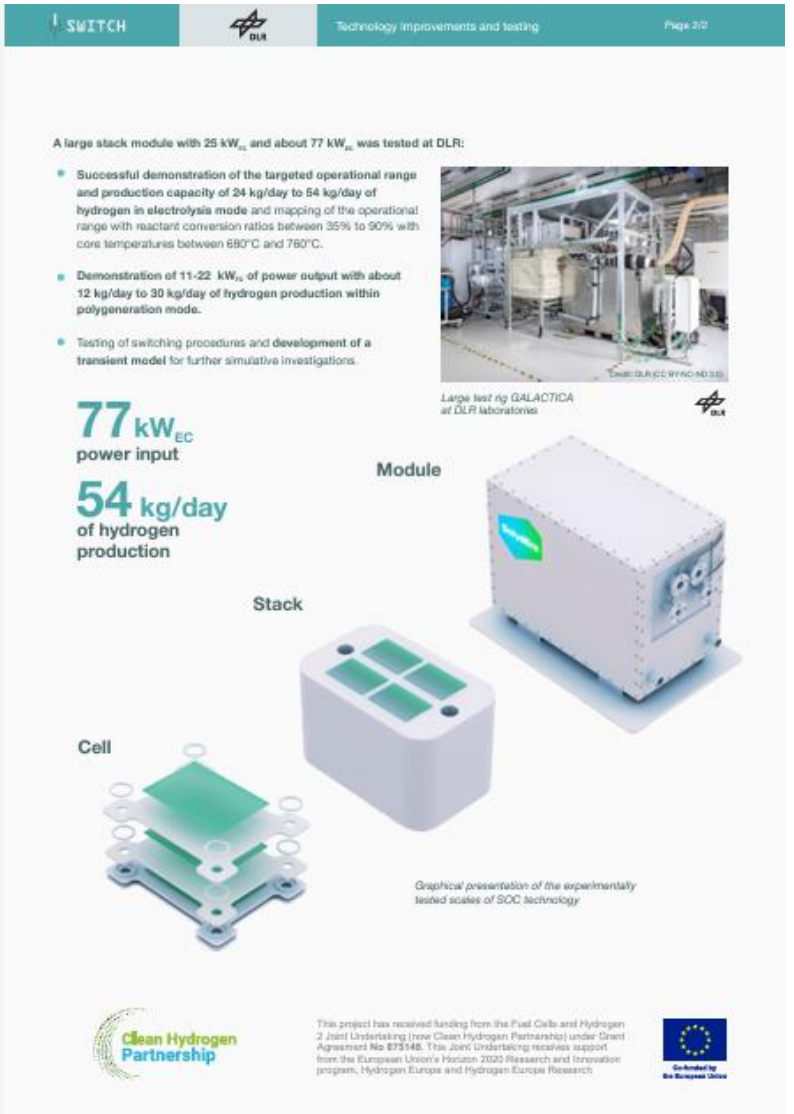


Figure 13. Factsheet "Technology Improvement and Testing" (DLR)

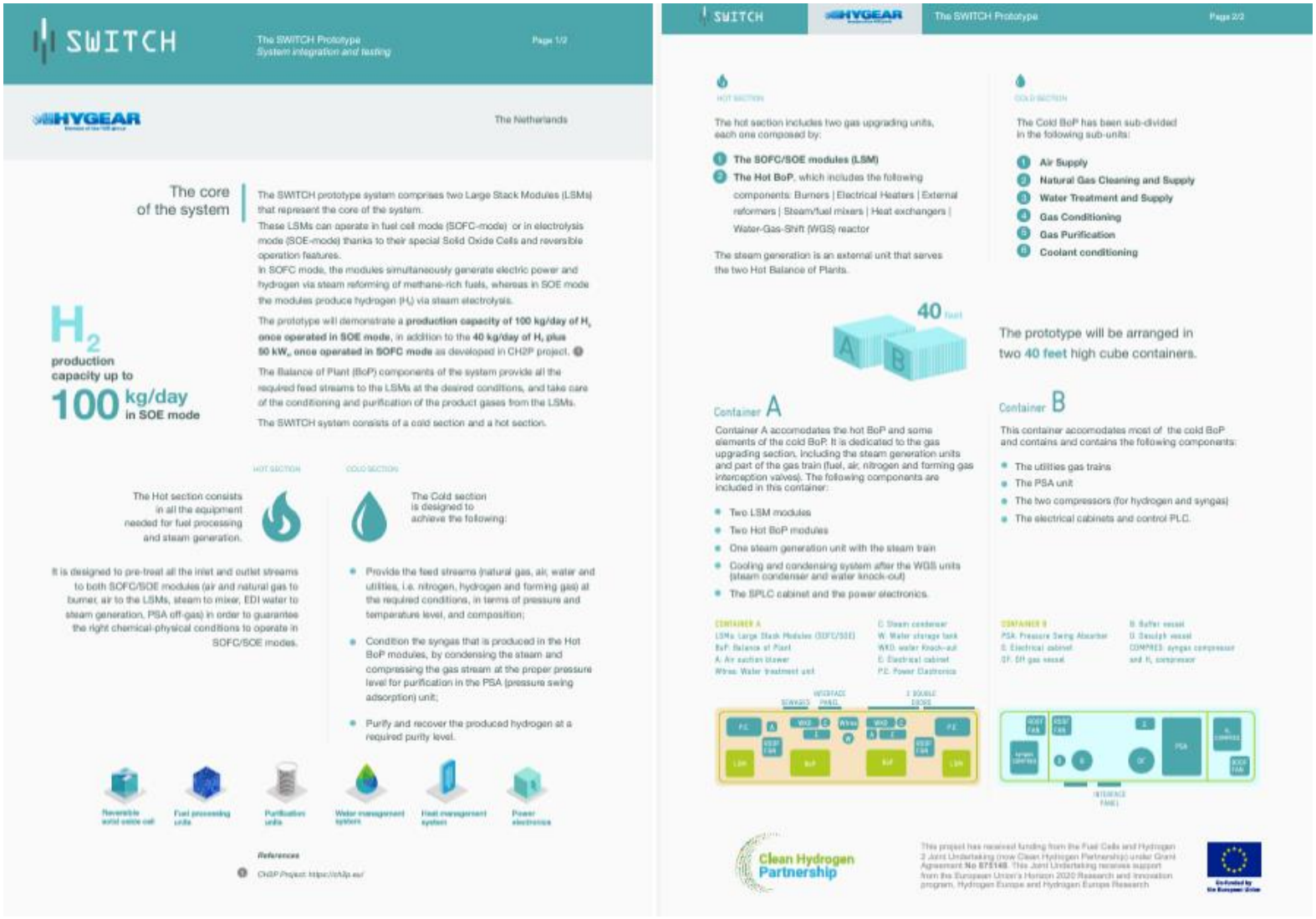


Figure 14. Factsheet "The SWITCH Prototype" (HyGEAR)

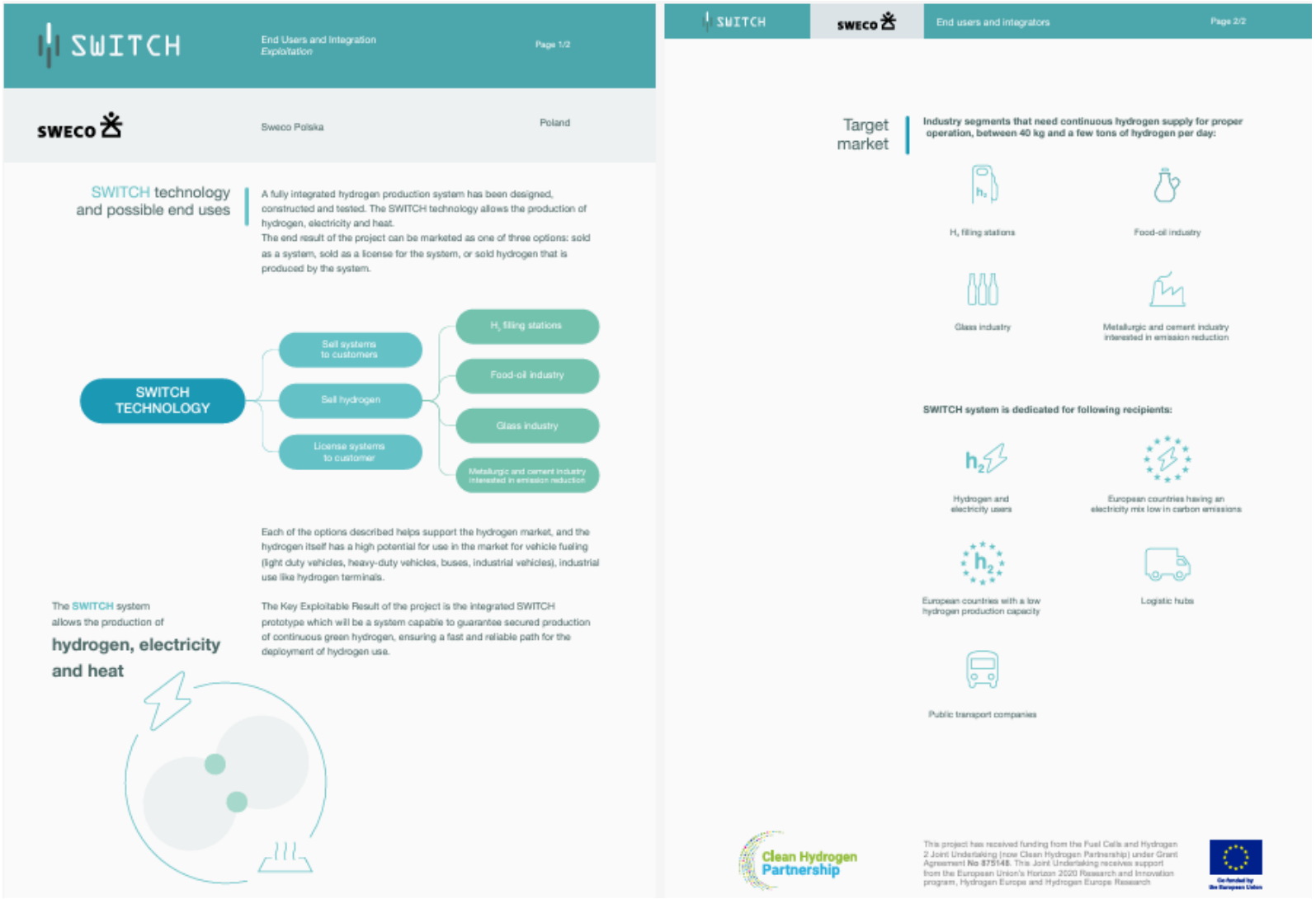


Figure 15. Factsheet "End Users and Integration" (SWECO)

3.3 Final Brochure

The final brochure will result in a 30-page document and will gather together the factsheets (section 3.2) with slight modification that will mainly have the purpose to unify and make less fragmented the reading.

A very first draft has been prepared, but it will be completed in the next months with eventual additional information on the prototype.

The brochure will be uploaded in Zenodo[11], where a DOI has been already reserved for it.

Figure 16. Screenshot of the first two pages of the final brochure (30 pages in total)

[11] SWITCH Community – Zenodo: https://zenodo.org/communities/switch-fchju

3.4 Final video

As reported in section 2.6, a second video is planned to be produced. The format will consist in interviews to partners and images of the installed SWITCH's system.

The video will target all the stakeholders, from industry to the general public and will be disseminated via the website, partners' communication channels. It will show the results achieved, explain the activities done and the role played by each partner.

3.5 Final Event

The final event is not a material but is a fundamental tool for communication and dissemination.

Partners meet monthly to discuss the advancements of the project. During these calls, the Consortium started to share their thoughts on the final event.

The partners are planning to have the final event in conjunction with the last project meeting, in March 2024. Initially, the chosen location was the one where the prototype is hosted. However, there are now two different ideas: (i) Brussel, which has been identified as a better location in order to attract more stakeholders and interested public, or (ii) online, to have a even wider impact as it would give the possibility to more people to participate, including also the possibility to have more experts.

In both cases, a press release will be published immediately after the event, shared by partners and sent to stakeholders and media.

Table 1 - Summarising table of SWITCH communication materials

Name of material	Stakeholder field	Goal	Events
Website and social media	All	Communicate to the most possible number of people. Engage with stakeholders.	-
Template	All	Dissemination of information with the distinguishable brand of SWITCH and maximise its potential	Internal meeting, external events.
Flyer	All	Promote the main activity, partners, and objective of the project	Conferences, meeting, workshops, online, etc
Roll-up	All	Attract and inform	Events organised by the project, fairs, etc.
Video	All	The first video aimed at informing the viewer on the project and attract interest. The final video will point to stimulate the viewer interest, and communicate concretely the results.	Online, conferences
Template for Poster presentation	Industrial stakeholders, Scientific audience	Attract and engage with the public	Conferences
Factsheet and Final Brochure	Industrial stakeholders, Investors, Scientific audience, Policy makers	Detailed descriptions of activities and results. The main aim is to raise interest and increase the exploitation potential	Online, fairs, events.

4 Conclusion

This report describes the communication materials created so far and those in the process of being created within the SWITCH Project.

The Consortium partners have been actively engaged in providing content and utilising the materials to promote the SWITCH project and its Key Exploitable Results. Although each material has its own purpose and target audience, all tools aim to carry out D&C activities, characterizing the project as a distinguishable brand.

This deliverable is based on deliverable D7.2. In the final technical report, the final version of the missing C&D materials will be reported.