



A N E M E L

DEC plan activities

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1 ABBREVIATIONS

- CDE – Communication, dissemination and exploitation
- TRL – Technology readiness level
- EIC – European Innovation Council
- WP – Work package
- ACS – American Chemical Society
- RSC – Royal Society of Chemistry
- IUPAC – International Union of Pure and Applied Chemistry
- EuChemS – European Chemical Society
- MRS – Materials Research Society
- ECS – Electrochemical Society
- GRC – Gordon Research Conference
- RSEQ – Real Sociedad de Química Española (Spanish Royal Society of Chemistry)
- SCI - Società Chimica Italiana (Italian Chemical Society)
- CEFIC – European Chemical Industry Council
- ECHA – European Chemicals Agency
- AEM – Anion exchange membrane
- IEA – International Energy Agency
- DoE – Department of Energy
- UKRI – UK Research and Innovation
- SNSF – Swiss National Science Foundation
- KTT – Knowledge and technology transfer

2 OVERALL CDE STRATEGY

This document summarises the strategy for the project's Communication, Dissemination and Exploitation (CDE). Throughout the duration of ANEMEL, the priorities and audiences will shift – according to relevant events, as well as the needs of the project. The main communication challenge for ANEMEL is the wide lack of awareness around hydrogen technologies among the general public. For this reason, the communication actions will heavily rely on materials for wider audiences, shared within the relevant channels. Additionally, a project in this TRL stage will need a series of actions to target the academic and industrial communities, through more specialised channels, including peer-reviewed publications, webinars, and in-person conferences. Moreover, the pioneering nature of the European Innovation Council (EIC) will require a strong strategy to target policy-makers, to ensure the success of the funding programme and maximise the possibilities of the consortium in future endeavours.

As part of this strategy, ANEMEL will join its individual communication and dissemination efforts with the EIC “Green hydrogen challenges” portfolio, whenever possible. Some of the individual actions of the project (e.g. webinars), already contemplate a cross-collaboration with portfolio projects, and future actions will add to these efforts as the EIC portfolio evolves.

To adjust to the needs of the partners, the portfolio, and the project, the CDE strategy will be reviewed and updated periodically by WP6. Overall, this strategy lays the foundations for sound communication, dissemination and exploitation (CDE) activities, and guarantee a robust kick-start of ANEMEL.

3 STAKEHOLDER MAPPING

The following section details the groups of stakeholders identified by AGATA, distributed among five main groups: internal communication, scientists and research, industry and innovation, general public and policy makers. For each group, we will explore and explain their relevance and ties to the project, as well as provide specific examples of target groups. In addition, the consortium has collaborated to create a database, containing more examples of stakeholders. This database will be updated and curated throughout the project, and is available to all the Consortium members through Microsoft Teams, the internal communication tool used in ANEMEL.



Figure 1: stakeholders of ANEMEL

3.1 Scientists and researchers

Scientists and researchers are at the core of the ANEMEL project and its dissemination activities. Since the project focuses on early-stage development of technologies (TRL 1-3) it's paramount to coordinate collaboration actions among scientists, to ensure rapid results on the research topic and establish a stronger community around hydrogen production and electrocatalysis. Stakeholders include:

- Scholarly publications and publishers, including the American Chemical Society (ACS), Wiley, Nature, and the Royal Society of Chemistry (RSC). All of them have journals specialised in energy and environmental sciences, catalysis, and materials, very much related with the research topics of ANEMEL. Alongside journals, most of these editors publish magazines targeted at the wider chemistry and materials community (i.e. C&EN, Chemistry World, Chemistry Views) and review journals, interesting targets too.

Publishers



ACS



RSC



Wiley

Figure 2: example of target publications

- Scientific conferences and workshops are always an ideal venue to present the results of the project and further disseminate the goals and objectives to an audience of peers. In this plan, we've identified two separate areas of interest, equally important:
 - **General scientific conferences.** Big conferences such as ACS, IUPAC, EuCheMS, MRS, ECS, count on huge audiences, which is a double-edged sword. On the one hand, the message potentially reaches thousands of people with little investment. On the other hand, there's risk of sessions being poorly attended, putting the purpose of the communication actions at risk. Therefore, we will limit the participation towards the end of the project, and favour collaborations with other projects in the EIC portfolio to maximise the use of resources.
 - **Specialised workshops and summer schools.** These events usually have a more targeted and focused audience, which is ideal to promote collaborations that really relate to the goals of the project and potential long-term partnerships. These will include training events of sister projects (such as Solar2Chem, FlowPhotoChem), other consortia in the EIC Green Hydrogen portfolio, and conferences like NanoGe, Gordon (GRC), young chemists' symposia, etc.
- Scientific associations and societies. Reaching out to established scientific societies is a great opportunity to network beyond the reach of the consortium. Most of them will already count on working groups in similar topics (electrochemistry, energy, solar fuels, hydrogen), which facilitates networking and collaboration. Additionally, most of them organise regular conferences and events of interest for the consortium partners. Examples of societies include the RSC, RSEQ, SCI, EuChemS, IUPAC. Smaller, more specialised societies could also become an interesting ally.

3.2 Industry and innovation

ANEMEL is the first project to manufacture and validate in the lab an anion exchange membrane (AEM) electrolyser stack that works with impure water sources, such as saline electrolytes. Such a milestone advance is of high interest to the industry, and could provide support for future scale-ups of the technology. Therefore, to maximise the opportunities of industrial collaborations, Agata proposes the following stakeholders:

- European "Hydrogen Valleys": the [European Hydrogen Valleys Partnership](#) represents a unique opportunity at a European Level. They provide a direct contact with the regions

interested and leading the hydrogen economy throughout Europe, and organise events & webinars around investment ideas, funding opportunities and industrial collaborations.

- Chemical organisations: organisations like [CEFIC](#), [SusChem](#) or [ECHA](#) concentrate relevant players in the chemical industry, as well as coordinate regulations around chemicals in Europe. Establishing a direct contact with them, and participating in their events, webinars and other opportunities will amplify ANEMEL's visibility.
- Private funders: venture capital funders (e.g. [Breakthrough Energy](#), [StartSmall](#)) could provide an extra impulse to the exploitation efforts of ANEMEL. In particular, the start-ups of Green Renewable Technologies (GRT) and Celectis Sàrl, responsible for exploiting the know-how of the project.
- Public funding opportunities: the communication actions could help identify (as well as target) future funding opportunities for the continuation of ANEMEL. Similarly, certain public calls could help catalyse side-projects to expand the reach of the consortium. The actions will focus mainly on the EIC, organising actions with the Green Hydrogen portfolio, but will also dedicate resources to other calls, including funding by the IEA, DoE, UKRI, and SNSF among others.

3.3 General public

Public perception research shows that [there's a lack of awareness around hydrogen technologies](#) among the general population. Thus, ANEMEL and part of the portfolio efforts represent a unique opportunity to raise awareness around hydrogen throughout Europe. To do so, partnering with different stakeholders can boost the visibility of the ANEMEL and the portfolio:

- Press: engaging both generalist and specialised media can raise the profile of ANEMEL. Thus, the project will have a cohesive press strategy through its lifetime, ensuring the projects' results are pitched to the media, and that we seize communication opportunities when hydrogen appears on the public agenda.
- Established outreach initiatives: there are networks of outreach events throughout Europe that are useful for the communication actions. They provide an already established audience, as well as opportunities for outreach collaboration. Examples of these activities are the European Researcher's night, Pint of Science or Café Scientifique.

Additionally, WP meetings organised along the duration of the project will create opportunities to communicate research among local communities. We will look into dedicated outreach actions during these events, to maximise the reach of ANEMEL, as well as make the most of the travel budget.

3.4 Internal communication

The internal communication will ease the communication between the partners, the Advisory Board, and other members relevant to the Consortium. In particular, we have grouped the stakeholders this way:

- Individual project members
- WP leaders
- EIC portfolio projects

Most of the internal communication actions will take place on Microsoft Teams, thanks to different channels and structures created on this platform by AGATA. Thanks to this platform, each of the audiences counts on separate private discussion boards, as well as an interactive file system to store, share, and collaborate on documents about the project.

Additionally, WP will regularly meet to update the relevant parties on progresses in tasks and milestones around the project. AGATA and WP6 representatives will attend these meetings to stay connected to the consortium and pick up relevant results for CDE activities and promotion actions, such as press releases and blog posts. Another internal communication activity will consist on virtual or in-person consortium meetings, which usually take place every six months.

3.5 Policy-makers

Policy-wise, ANEMEL represents a big opportunity towards an energy transition. It also touches several policies that are key at both European and national levels: critical raw materials, circular economy and green hydrogen. Since the project's final TRL3 is far from the market, the project has the opportunity to establish early contacts with policy makers, to raise awareness of the solution and pave the way to future upscaling. Potential audiences include:

- Policy-makers in Brussels.
- EIC representatives.
- Policy-makers and funders in Member States and associated countries.
- Lobbying groups and green hydrogen associations.

At this stage, the project is still in its earlier phases, so no specific actions were designed for this group. However, as the project advances towards concrete results and relevant discoveries, WP6 will ensure the design of specific and targeted actions towards this stakeholder group.

4 COMMUNICATION ACTIVITIES

4.1 Public website

Timeline: M2-M48; monthly blog updates from M6 onwards.

The public website of the project, www.anemel.eu, works as the main online display of the project. It explains ANEMEL in simple language, provides access to the project's results, and has a continuously maintained and updated blog.

The blog section of the website is a way to publish regular updates about the project. Agata has created an editorial calendar, to publish at least monthly blog posts that highlight different facets of the project. In addition, the team is considering using this space to showcase other 'sister projects' from the hydrogen portfolio, as a way to show the collaboration among the projects.

For more information about the ANEMEL website and its structure, consult **Deliverable 6.1**.

KPI description	KPI objective (M48)	Current KPI status (M6)
Number of visits	3000	53
Duration of visits	At least 00:45	1:13
Blogs published	40	2

4.2 Social media

Timeline: M2-M48; several posts each week.

To target the general public, ANEMEL will have separate, non-corporate Social Media accounts on Twitter and Instagram. These accounts will have a separate plan from the official ANEMEL accounts, and will focus on broader topics surrounding hydrogen and hydrogen economy. By having separate profiles for corporate communication and outreach, we seek to build truly separate audiences online (technical and non-technical).

For the moment, the Social media strategy will follow two phases:

- Awareness phase (M2-M36): this phase will build an online community around the outreach profiles. The editorial planning will touch broader focus topics (e.g. why hydrogen is key in the decarbonising efforts, showcase different cases and solutions)
- Major focus on ANEMEL results (M36-M48): although the objective of the outreach profiles is to raise awareness around hydrogen-related topics, we want to leverage the audience gathered around the profiles to highlight ANEMEL results. Towards the last year of the project we will start publishing more content related to ANEMEL's results.

For this initial awareness phase, we are publishing the following type of content:

- Showcasing success stories: We want to raise the profiles of hydrogen applications and projects throughout the world. We will find stories through news outlets and specialised

magazines, screen the most interesting ones and turn them into eye-catching online content in the appropriate formats. In the case of Twitter, through Twitter threads and other interactive formats. In the case of Instagram, in the form of reels and image carousels.

- Hydrogen nuggets: to tackle directly the lack of awareness among the general public, we will create content around hydrogen and its contribution to societal challenges: circular economy, green transition and industrial challenges. We will highlight as well results from other projects, to maximise the community building.
- People: personal stories always connect more with the audience. Thus, we want to raise the profiles of European researchers and other relevant profiles around hydrogen. We will have a balanced line-up in terms of age, gender and race.

KPI description	KPI objective (M48)	Current KPI status (M6)
Twitter followers	800	0
Instagram followers	500	0

4.3 Animation and videos

Timeline: M6-M48; to be used regularly on social media and events.

The team at AGATA has already crafted a 2-minutes explainer animation, to showcase the project and explain it in simpler terms. In addition, throughout the lifetime of the project, we will create audiovisual pieces highlighting different aspects of the project. These materials will be used in outreach events, social media, congresses and other venues.

4.4 Outreach events in relevant cities

Timeline: M6-M48; scattered throughout the project lifetime.

Agata has compiled a database, available to the Consortium via Teams comprising outreach events that are organised in the partners' cities: European Researchers Night, Café Scientifique, Pint of Science... Agata will foster the participation of the partners in these events, and offer support if needed.

KPI description	KPI objective (M48)	Current KPI status (M6)
Events located on the database	30	25
Events attended	5	0

4.5 Media Strategy

AGATA acts as the Press Office of ANEMEL. This will include, among other activities:

- Coordination with partners' Press Offices

- Pitching stories to selected journalists and media
- Distribution of Press Releases
- Dedicated press events (visits to centres, etc)

The goal of the relationships with press and media is to maximise the impact of the project within the wider public, ensuring coverage in different countries and languages. On top of a selection of blog posts and multimedia materials, AGATA will distribute a number of press releases connected to relevant research results of the project, to highlight the importance of hydrogen generation for the future of clean energy. The approach will follow two distinct strategies: (1) Distribution of press releases on news wires, website and social media; and (2) Personalised pitches and PR to journalists on key occasions and landmarks of the projects. To further increase the impact of the latter, dedicated press events and PR actions will take place around conferences, WP meetings, consortium meetings, etc.

KPI description	KPI objective (M48)	Current KPI status (M6)
Press releases produced	6	1
Media appearances	24	4

5 DISSEMINATION ACTIVITIES

5.1 Public website

The public website of anemel.eu constitutes the main online display of the project (see Section 3.1). The website section “Our results” will comprise all the scientific results of the project: papers, presentations, posters and any other relevant publications.

5.2 Newsletter

A newsletter is one of the most direct channels of communication, and holds the most engaged subset of the audience: people that want to be directly informed about ANEMEL. We issue monthly newsletters, with the following content:

- ANEMEL summary: a brief summary of ANEMEL’s own content. The content varies from issue to issue, but it contains links to the latest blog posts, media appearances, webinars, and any other relevant updates about the project.
- Adjacent content: since the newsletter is focused towards people directly interested in the project, it is mostly composed by researchers and industry. Thus, thi section will comprise mainly relevant papers, funding opportunities and other technical content from outside ANEMEL.

The newsletter is managed through Mailchimp, and is GDPR compliant.

KPI description	KPI objective (M48)	Current KPI status (M6)
Number of newsletter issued	18	0
Percentage of openings	5%	0

5.3 Webinar series

KPI description	KPI objective (M48)	Current KPI status (M6)
Number of webinars organised	10	0
People registered	200	0

One of the most engaging formats online, as proven during the COVID-19 pandemic, are webinars. It's a way to have regular conversations with the community around the project, and it serves as a way to have additional online content. The team at AGATA has planned an initial phase of the webinar series, having monthly webinars revolving around different aspects of ANEMEL. We have prepared an editorial calendar, with a balanced and diverse set of voices in terms of age, gender and race. The webinars will be recorded and uploaded to Youtube, to improve the SEO of the project.

If possible, we will organise some of the webinar issues in a hybrid format, embedded within relevant events and conferences, to maximise the repercussion and reach of the series.

5.4 Social media

To target researchers and industry, ANEMEL has profiles on Twitter and LinkedIn, the most relevant social networks for professional content. The focus of these profiles is corporate communication: a direct way to engage with researchers and industrial stakeholders, and create an online community around the project. In addition, these profiles are the main channel to get the people to engage with the rest of the online actions: sign up for webinars, raise awareness of the project's publications, etc.

Just like the communication profiles, the social media strategy for dissemination will follow two phases:

- Awareness phase (M2-M24): this phase will build an online community around the corporate profiles. Since the target audience is already engaged in the topic (e.g. researchers, professionals, policy makers), this building phase lasts shorter than the communication one. In this case, the editorial calendar will focus on more in-depth content (e.g. whitepapers on hydrogen, highlighted papers, relevant events). We will create content that is focused not only in ANEMEL, but as well on adjacent topics, to maximise the engagement over social media.
- Major focus on ANEMEL results (M24-M48): towards the second half of the project we expect to have more tangible results (papers, experiments, and a more detailed exploitation path). Thus, we will nudge the audience towards the ANEMEL results.

For this initial awareness phase, we are publishing the following type of content:

- Paper of the month: we want to encourage discussions around specific papers. Like an online Journal Club, to encourage discussion among the research community. In the case of Twitter, this will be done as Twitter threads (#ElectroClub: an Electrolyser Journal Club, to discuss the paper); for LinkedIn, their in-app article format fits better for the initiative.
- Portfolio-related content: using the tag #PortfolioH, we will disseminate news, papers, events, and other content related to the Hydrogen portfolio.
- Monthly blog posts: to disseminate the website content through social media, we will publish the posts on the website through LinkedIn and Twitter. We will consider repurposing them in other platforms, i.e. using Twitter threads, LinkedIn articles, and any other format that maximises the impact.
- Extracts from the webinar series: audiovisual content drive engagement in social media, and in a project such as ANEMEL (where all the partners are disseminated across Europe), it is hard to produce. Therefore, we want to re-use highlights of the online webinars to drive engagement on social media, and to directly engaged with the recordings.
- News and opportunities: to create a community in social networks it is important to engage directly with other initiatives and external stakeholders. We publish regularly news around ANEMEL's topic, as well as different opportunities in the field (job positions, events, or funding programmes).

A typical month could include, for example:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Webinar first call	2 Blog reminder from previous month	3	4 #Meetourteam	5	7	8
9	10 Webinar intermediate call	11	12	13 #PortfolioH #PortfolioFriday #HydrogenHive #HydroHive	14	15
16 Last call for webinar registration	17 Webinar	18	19 Callout to newsletter subscription	20	21	22

23	24 Blog launch	25	26 Blog reminder	27 #ElectroClub	28	29
30	31					

KPI description	KPI objective (M48)	Current KPI status (M6)
Twitter followers	800	24
LinkedIn followers	300	5

5.5 Rollup

To accompany the appearance of project partners in events, we designed a roll-up that follows the branding guidelines of the project.

5.6 Special issues and scholarly publications

Scholarly publications (ACS, RSC, Wiley) often plan and publish "special issues" dedicated to trending topics in research and innovation. Ideally, we will prompt our partners to participate (and potentially coordinate) this type of issues, when focused in topics like green hydrogen, electrocatalysis, anionic membranes, wastewater utilisation, and more, as long as they're related to the ANEMEL project. The publication of special issues is also one of the KPIs.

KPI description	KPI objective (M48)	Current KPI status (M6)
Papers published	30	2
Special issues planned	1	1

5.7 Scientific events and conferences

Scientific events, such as conferences, workshops, and summer schools, gather researchers across fields in one location. This creates a unique opportunity to organise dissemination activities with a very well targeted audience. We have compiled a database of relevant conferences, and will organise sessions, talks and other formats within the most relevant events. The dissemination activities in this type of events could include:

- Invited, plenary, keynote talks
- Dedicated workshops / symposia
- Participation in conferences (as delegates)
- Participation as "sponsors" or collaborators, in the exhibition section

For all of these, WP Communication will provide a pre-approved set of slides to present the ANEMEL project, as well as the necessary marketing materials for each occasion, which could include roll-ups, business cards, brochures, and more. WP Communication will also keep track of the participation of ANEMEL members in these activities, to monitor the progress and evaluate the impact of the project within the scientific community.

KPI description	KPI objective (M48)	Current KPI status (M6)
Presentation & participation in events	45	0

6 EXPLOITATION ACTIVITIES

6.1 Tradeshows and market fairs

Although ANEMEL looks into technologies at low TRLs (1-3), the Exploitation team will explore the possibility of participating and presenting the project in relevant tradeshows and market events. We will focus our efforts on events such as the European Hydrogen Energy Conference (EHEC) or World Hydrogen Conference (WHC) where information on the technology can be showcased with a stand, as part of a portfolio activity, and/or in conjunction with other projects.

6.2 Brochure

Where do we get the hydrogen from?

Hydrogen is one of the key technologies against climate change. A direct way to obtain it is electrolysis: using electricity to split water into its basic components.

When the electricity comes from renewable sources, this generates green hydrogen. According to the IEA, less than 1% of current hydrogen is green. Green H still faces several barriers.

Electrolysis with dirty waters

Current electrolyzers need very clean waters to work, which complicates the process. Our technology will be able to work with "dirty" waters: saline and waste waters.

This will facilitate the upscaling of the electrolyzers to industrial settings: to use either marine water near ports, or waste waters that come from industrial processes.

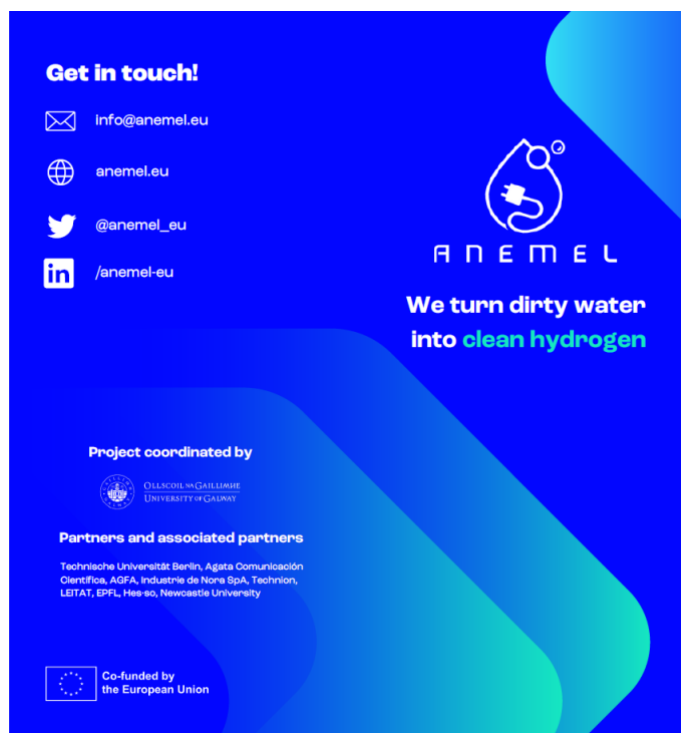


Figure 3: brochure of ANEMEL

The team at AGATA has designed a brochure, to support the in-person actions in events, congresses and fairs. It highlights the main relevant points of the project, with a focus towards exploitation. The brochure will contain general information about the project, aims and objectives, and ambition to

translate the technology to the market. This will serve as invitation to VC and the investment community to identify us as a disruptive technology and engage at the early stages of development.

6.3 Hydrogen Valley's Collaboration

ANEMEL partners are involved in several hydrogen valley projects and the collaboration will be used to widen the visibility of the project outputs to SMEs and large corporations looking for hydrogen production technologies. Several links will be established with the Hydrogen Valleys in Tarragona (Spain), Mallorca (Green Hysland, Spain), Galway (Ireland) and Northern Netherlands (Heavenn, Netherlands). We will explore how to participate in events organised as part of the hydrogen valley and present the outputs and technology to interested stakeholders. A first collaboration will be with the SEAFUEL project (www.seafuel.eu), also led by Dr. Pau Farràs, which aims to be the first demonstration of hydrogen production and use for zero-emission mobility in the island of Tenerife (Spain). Clearly, the use of saline water as source for hydrogen production is even more necessary in island and coastal regions, thus they can be early adopters for the technology.

6.4 Transfer of results

ANEMEL partners will work in different technology transfer (KTT) strategies, despite the low TRLs envisioned within the project proposal. KTT will prioritise the start-ups responsible for exploitation, i.e. Green Renewable Technologies (GRT) and Celectis Sàrl. However, the project also envisions other strategies to maximise the impact of innovations. For example, we will pursue collaborations with the different projects in the "Green Hydrogen Challenge" portfolio, an initiative promoted by the EIC to maximise the outputs of the call. Additionally, ANEMEL will continue the efforts of the EIC to establish collaborations with public-private partnerships, particularly the ones designed to support research and innovation in the field of green hydrogen technologies. This includes the Clean Hydrogen Joint Undertaking, which focuses on areas related primarily to the production of clean hydrogen, as well as the distribution, storage and end-use applications, with an overarching goal of reducing the carbon emissions of the European industrial sector. The Clean Hydrogen Joint Undertaking [has already announced](#) a collaboration with the EIC and its partner the European SME Executive Agency (EISMEA) to facilitate KTT and knowledge exchange between publicly funded projects and private companies, therefore accelerating market uptake. ANEMEL will foster collaborations with the Clean Hydrogen Joint Undertaking (and similar initiatives) through different actions, such as the invitation to the project's events and meetings, joint ventures in conferences and tradeshows, participation in webinars, and promotion on the project communication and dissemination channels.

6.5 Preliminary business plan

As part of the innovation manager role, ANEMEL will work on the development of a preliminary business plan, with market analysis and a techno-economic assessment of the technology to see the scale of deployment needed to make an economically feasible product. This initial business plan is expected to be ready at the second half of the project as it will be required to feed into a follow-on proposal for EU funding and/or any investment to the two identified vehicles for ANEMEL, Green Renewable Technologies and Celectis Sàrl.

7 SWOT ANALYSIS AND RISKS

- Strengths
 - Consortium has experience in EU projects
 - Interesting, trending topic, it's about "green" energy and potential solutions to climate change
 - Strong community of researchers and established network of collaborators and conferences
 - Mixed profile of partners (academic, industry and SMEs) raises the credibility of the project.
- Weaknesses
 - Among the general public, some hydrogen technologies are not well known
 - Low TRL projects are more difficult to communicate, specially to non-technical audiences (journalists, general public)
- Opportunities
 - The new EIC Green Hydrogen portfolio is a great chance to create a new community and communication plan in Europe
 - Hydrogen is getting higher and higher levels of interest, it is on the public agenda
 - The creation of spin-offs associated with the project is an interesting take for the media
- Threats
 - Not reaching the expected outcomes
 - Insecurity around established social media platforms, i.e. Twitter, and the problems of connecting with the community in new systems.
 - Limited travel budget for the Communication WP, especially taking into account the portfolio activities
 - IP restrictions around the technology could impact communication and dissemination

Risk	Probability	Impact	Mitigation measure(s)
Not reaching specific outcomes	Medium	High	Having a transparent communication about what failed and what we learned from it. After all, is a low TRL project, and this is always a possibility. Make a communication strategy that is not focused on results, but on the scientific process.
Unexpected changes in Twitter	Medium	Medium	WP Communication will start exploring alternatives to Twitter from M6, i.e. the different servers in Mastodon. The biggest threat comes from lower impact of paid promotional campaigns, which could be compensated with further investment in platforms like LinkedIn. Other measures to engage with the scientific community could include private forums, mailing lists, webinars, among others.

Limited budget for travel in WP Communication	High	Medium	WP Communication counts on a very limited budget for travel, which could limit the impact of in-person actions. However, the growth of online alternatives poses a great opportunity to compensate for this. Additionally, WP Management and Communication will work together to seek other funding opportunities for communication actions, i.e. videos.
IP restrictions in communication	Low	Medium	There's a smooth communication among NUIG (the partner in charge of exploitation) and AGATA (communication and dissemination). This will ensure that the communication strategy aligns with the exploitation.
Failure of the "Portfolio" system	Low	Low	The model behind joint communication actions within the Green Hydrogen portfolio could fail for a number of reasons, i.e. lack of funding, official support, time constraints, IP issues. However, since the priority of the DEC plan is communicating about ANEMEL, it's unlikely this risk will affect the individual communication actions.

8 EXPLORATORY IDEAS

This section contains ideas for CDE that the team at Agata is considering for the project.

8.1 Social Media

For Social Media, due to the latest developments with Twitter, we are considering the migration to Mastodon. This poses several advantages and several challenges.

Advantages

- Mastodon is Open Source
- An early adoption of the tool facilitates becoming a referent within the network

Disadvantages

- Mastodon does not provide metrics or analytics: it is impossible at the moment to have data on the CDE actions on the site.
- It does not allow paid advertising campaigns, which hinders growth and promotion of specific action
- The federated nature of the network means that the audience is fragmented across different instances.

Due to this, we consider that Mastodon can work better for personal profiles than institutional ones. However, we keep exploring the possibility.

In addition, we are exploring reuploading the content of Instagram (the reels) onto Tiktok. This would reach different audiences. The team is considering doing a pilot profile of the outreach account on TikTok, to evaluate its performance.

Lastly, Reddit is another interesting platform, with a much more technical audience. It has dedicated spaces to renewable energies, hydrogen and other relevant fields (e.g. [r/thehydrogeneconomy/](https://www.reddit.com/r/thehydrogeneconomy/)). This networks is interesting in two ways: it allows use to disseminate our news and updates on another network, and it also represents a *de facto* curated news feed to be updated on relevant updates on the sector.

8.2 Portfolio webinar series

The vast range of the topics covered by the Hydrogen portfolio could help gather the audiences of the different projects together, as well as attract new audiences. However, a stable, continued action such as this is not initially contemplated within ANEMEL, and would need additional resources.

8.3 Joint portfolio workshops

To join resources and efforts in dissemination and exploitation, joint workshops that are embedded within relevant events can be an optimal action. These actions can take multiple forms: from ideation workshops, interactive talks and panels to the mere presence in a dedicated booth.

8.4 Hydrogen-related board game

This communication action requires careful planning and resource balancing, but can be a great addition to the communication actions laid out in the proposal. Board games are an innovative tool in science communication and environmental education, that can [facilitate conversations around environmental issues](#). Thus, it can be a good way to address the [lack of awareness around hydrogen technologies](#) among the general public. In addition, board games can be a good educational resource for both formal and informal educators. However, creating a board game is a complex action that involves different phases (ideation, prototyping, testing, marketing). Therefore, we will weigh the resources available before kick-starting this action.