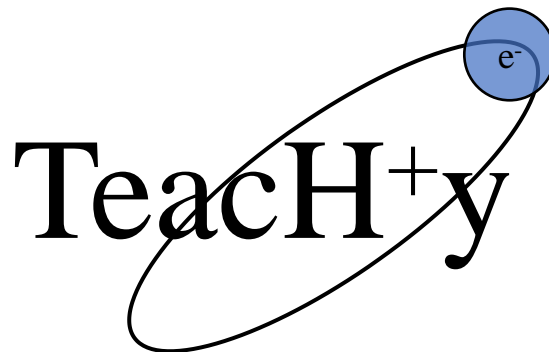


TeachHy



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WP8 Project promotion and Dissemination

D8.2 Dissemination and marketing strategy report

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PU – Public, PP – Restricted to other programme participants, RE –
Restricted to a group specified by the consortium, CO – Confidential

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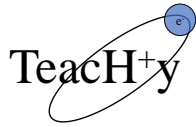


Document History

Issue Date	Version	Changes Made/Comments
27/02/18	1.1	ISE and ECS meetings added as examples of dissemination opportunities as recommended by Grenoble INP

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Abstract

This dissemination and marketing strategy reports outlines the list of various activities the consortium plans to be engaged in during the project-life in the promoting and advertising the TeachHy project. Dissemination pathways have been highlighted in order to effectively promote and engage with fuel cell and hydrogen (FCH) stakeholders, some of these channels will include: e-learning platform, summer schools, associate network, conference presentations, project website and social media. UU will be in charge of promotional and marketing activities on a global level, however partners are expected to engage in dissemination efforts at local events.

1 Draft plan for the dissemination and exploitation of the project results

By definition, TeachHy is oriented at public activities that are targeted at improving the level of education in FCH technology throughout Europe. In this way it creates excellence and shares the excellence of the consortium partners with the wider public. Dissemination is therefore one of the main objectives of the project.

The project results are in themselves dissemination activities with a variety of training and teaching activities emanating from the project.

In addition to this, dissemination of the results will occur between the project group, its advisory grouping, and the University Network, as well as – at a more generic level - to the FCH JU structure and Commission. As far as suitable platforms are found, conference and journal papers (including Open Access), talks at workshops and conferences (incl. the annual FCH JU meetings) will be delivered.

The results of the project will be coordinated with other initiatives from the SET-Plan, EERA and IPHE. Further financing of the developed scheme will be necessary for a sustained existence, subject of course to the availability of suitable funding from the European education system or alternatively from industry sources. The partners could also choose to perform part or the whole of the developed concept on an independently financed basis.

In summary, three dissemination pathways will be pursued by the project:

- (1) Dissemination by project activities: e-learning platform, summer schools, teaching activities, web-based courses etc.
- (2) Dissemination of teaching material and methodologies within the FCH JU, its groupings, and the university network established by the project; organisations would need to become a member of the network in order to gain access to teaching materials and methodologies in detail
- (3) Dissemination to the general and professional public via talks/presentations, project website and social media e.g. LinkedIn group page.

1. Dissemination by activity

This aspect does not require further elaboration. The project will be performing the teaching, summer school, web course, e-learning platform etc. activities and thereby promote its activities.

Advertising will be sent through the university networks, private address lists, networks of professionals (European Hydrogen Association, various national hydrogen associations, EPSRC Hub in the UK, etc.), and address lists available or accessible to the project partners (e.g. European Fuel Cell Forum mail distribution, KnowHy European stakeholder database etc).

2. Dissemination to professional Network

One of the goals of the project is to build a Network of partners, who will join in with the activities and in turn share into the materials and methodologies the project has developed.

Although the membership to the Network may appear as a restrictive measure, it ensures two aspects:

- free riders to activities of the FCH JU and the funding spent by the EU are discouraged
- a continuous dialogue within the Network ensures the quality of use of the resources, allows for feedback and content discussion with a larger group and keeps the users in contact with the project – this will ensure that a continuous dialogue is kept going to improve the teaching material and collect feedback on usefulness, applicability, and any flaws encountered, as well as receiving back updated material from the user group

3. Dissemination to the general public by website information, talks, presentations and social media (cf. Section 'Communication')

Continuation of JESS post project: A business case

Over the next three years, the profile of the Joint European Summer School (JESS) will be further raised amongst the various parties with interest in fuel cell technologies. As has been demonstrated elsewhere, there is a clear need for training in this sector as the markets grow.

Organising JESS, though, requires a certain amount of base funds that cannot be recovered from the student fees. If the fees were to cover the full cost, this would become unacceptable to students and their host organisations, since about €1,000 to 1,200 is considered the maximum acceptable fee (results from TrainHy project). Deliverable 2.2 in TrainHy (Financial Concept) tells us that about €10,000 to 15,000 are necessary for a one to two week School (duration has little impact). This is cost of travel of lecturers and for teaching materials, mainly.

Therefore, in order to proceed with the series post-project (2019 onwards) funding will be sought in the form of sponsorship from institutions, including fuel cell providers who seek to train their staff. This will generate the funds necessary to provide high quality teaching by experts within their respective fields whilst also keeping the cost of participation low, which will help to keep the EU fuel cell industry competitive with the US and Asia. Within the LargeSOFC project this was already done but the funds dried up since the companies at that time offering sponsorship are today no longer active.

The major problem, though, is the effort for preparing, organising and running the School from the administrative point of view. This cost has been covered internally by the TrainHy project (and previously in Real-SOFC and LargeSOFC) as long as they was ongoing. In a scheme where these Schools were to be further continued, this work would have to be professionalised into being fully paid. A scheme of participation fees of universities partaking into the Network could be one solution to this dilemma, similar to the way EUREC operates.

Data management

Many – if not all – of the results produced by the projects will be digital material. This will be hosted on the project website (data repository). Any use of US American infrastructure will be avoided due to the known problems with unauthorised access to data by national security agencies which also serve industrial espionage. Cloud Computing is not considered a sensible data repository technology due to the risk inherent in the haphazard storage of data and the lack of stringent control of access.

Although the results are generally directed at the public, the copyright of the material has to be safeguarded since a not negligible share of the full economic cost will be carried by the project.

The integration into a university network allows the continuous backup of data and will reduce the risk of loss of data to a large extent.

2 Strategy for knowledge management

Due to the semi-public and public nature of the work results (including the publicly and competitively performed course elements), IPR protection is not a major issue in this project. Copyright protection will nevertheless be sought for all documentation. The project results not directly emanating as reports will be free for the partners producing them for use in their research and business activities. Arrangements for the use of results will be made in the Consortium Agreement in accordance with the general Commission H2020 and FCH JU rules.

3 Communication activities

Although the project essentially will promote itself via its activities, it has been found in previous projects (TrainHy, HyProfessionals) that the scientific public is quite keen in learning about the activities and the structuring as well as content of the syllabus. This is partly due to universities and groups looking for input to build their own teaching activities; these groups would be encouraged to join the Network.

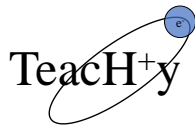
On the other hand, the audience at conferences appeared quite keen on hearing about the training and educational activities since this is an essential building block for the future human resources in FCH technologies in Europe.

Therefore, a number of **conference talks** will be proposed, namely at the European Fuel Cell Forum events in Lucerne, Italian Piero Lunghi European Fuel Cell Conference, International Society of Electrochemistry meeting, Electrochemical Society meetings and the Fuel Cell & Hydrogen Technical Conference series in Birmingham, UK.

Further presentations will be offered at **teaching** and **e-learning meetings** and conferences, although the desired impact in promoting FCH educational activities will be lower here. Rather, feedback in the area of pedagogy will be received that can be used to improve the project work.

The provision of **MOOC's** will allow access to a larger audience and offer extensive opportunities to advertise for the project, its output, and its strategies. Advertising for these courses will be effected through the internet and relevant mailing lists and platforms.

Journal publications will be targeted to FCH journals and to educational journals likewise with the same reasoning that the project work has both the aspects of outcome relevant to the FCH specialist, and that of interest to the general public and/or the scientifically skilled member of the general public and school teachers.



Open Access publications in FCH and educational journals will be targeted, albeit the high cost of such publications.

UU will be responsible for the major promotional activities for the TeachHy project amongst the FCH community in the form of regular newsletters e.g. industry, academia and other stakeholders. Partners are expected to support dissemination activities in their respective countries in a similar manner on a local level by promoting at various FCH-related events. Partners are required to provide an up to date comprehensive contact list of relevant members from the FCH community to UU with the aim of compiling an ever-growing stakeholder database.