

# D6.2 COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

## WP6 Dissemination, Communication, and Exploitation

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## ABBREVIATIONS

FHa	Fundación para el Desarrollo de las Nuevas Tecnologías del Hidrógeno en Aragón.
AEL	Alkaline Electrolysis.
RE	Renewable energy.
SEA	Separator electrode assembly

## EXECUTIVE SUMMARY

The aim of the "D6.2 Communication, Dissemination and Exploitation Plan" is to describe the means to ensure the maximum outreach of the HYPRAEL Project and to become a guiding document for all communication, dissemination and exploitation activities.

Through different channels and specific activities, the HYPRAEL project will ensure appropriate communication and promotion to the public and key stakeholders in the field.

The HYPRAEL Communication, dissemination, and exploitation Plan (CDEP) is conceived as a living document that will be reviewed and updated every year. Next updated versions will differentiate between communication and dissemination on the one hand (D6.5, D6.6) and exploitation on the other hand (D6.4). They will allow the evaluation of past activities and the planning of future ones. A final dissemination and exploitation report (D6.7) will conclude the updates in M36.



# 1. COMMUNICATION AND DISSEMINATION

## OBJECTIVES

The Communication, Dissemination, and Exploitation Plan is the central document that summarises the internal and external communication activities of the HYPRAEL project together with the dissemination and exploitation of its results. In terms of communication and dissemination, this plan is essential for the good coordination of all initiatives and for defining the messages to be addressed to different audiences. Effective communication will encourage stakeholders to actively participate in the project and will increase the visibility of its results.

This Communication Plan has as specific objectives:

- Determine the key messages for each of the defined audiences and the main communication channels and strategies to disseminate them.
- To delimit the target audience: protagonists, actors, and public of interest of the project and the partners that promote it from the point of view of communication.
- Establish and coordinate the main dissemination channels of the HYPRAEL project in a plan that allows to plan and structure them.
- Propose actions to facilitate internal communication between the project partners in order to achieve maximum effectiveness.
- Establish communication management procedures, e.g., on social networks, websites, printed material, among others, of the partners.
- Monitoring the communication plan, ensuring its correct functioning, and making the necessary adjustments when necessary.

## 2. EXTERNAL COMMUNICATION AND DISSEMINATION METHODOLOGY

The subsequent collection of principles for mutual comprehension has been collectively accepted by the consortium to ensure a high quality of external communication and dissemination in alignment with the Consortium Agreement (CA):

- Each and every partner is firmly dedicated to proactively contribute through dedicated dissemination endeavours and will endeavour to optimize existing communication and dissemination platforms to promote the outcomes of the project.
- FHa in his capacity as the project coordinator and leader of Work Package 6, assumes responsibility for overseeing and monitoring the communication and dissemination undertakings of the project. This extends to activities involving the Advisory Board and stakeholders, with support from the leaders of the other work packages.
- Prior to any communication and dissemination activity, the consortium will be duly informed. Any external-facing information originating from the consortium necessitates consortium approval.
- The coordinator institutes protocols to ensure adherence to the principles of the General Agreement (GA) and the Consortium Agreement (CA), considering the visibility obligations stipulated by the funding entity (EU funding)

Communication, dissemination, and exploitation activities differ in their pursued objectives, target audiences, and foundations.

**Communication:** The aim is to provide information about the project, its activities, progress, and the project's contributions and outcomes to society. Therefore, it is focused on raising awareness about the project and is directed towards a diverse audience, extending beyond the immediate thematic scope of the project and reaching a broader public and media outlet.

**Dissemination:** This involves more specific information about the project's details and progress. It entails presenting the obtained or anticipated results and their implications. It is aimed at audiences within the scientific community or entities that might have an interest in potentially utilizing the outcomes.

**Exploitation:** The objective is to employ the outcomes; thus, the exploitation activities are geared towards interested entities and/or organizations, in a manner that the project generates an impact.

### 3. TARGET AUDIENCE

Engagement with diverse audiences is of great importance to maximise the impact of HYPRAEL.

Key targets are listed below:

- Policy makers and standardization bodies.
- End users in the medium to long term.
- Potential short-term investors.
- General public.

### 4. KEY MESSAGES

With a clear purpose and target audience in mind, the following key messages can be prioritised:

#### 4.1. Specific Message per Target Group

For Policy makers and standardization bodies:

- Assessment of market potential for them to see the potential of the technology.
- Status and roadmap (2030, 2050) on AEL to provide a clear view on the expectations for the technology and the real Regulation, Certification, and Standardization (RCS) needs.
- Data on Life-Cycle Assessment LCA to understand the environmental added value.

For End users in the medium to long term:

- Extract of performance report of system.
- Information on improved efficiency, durability, and costs data.
- Observations and lessons learnt from testing tasks in relation to maintenance, etc.

For Potential short-term investors:

- Key selling points and added value of each Key Exploitable Result (KER).
- Environmental and techno-economic indicators.
- Extract on performance report.
- Market potential and roadmaps for deployment.

For General public:

Entertaining short stories and documentaries, facts about RE integration with H<sub>2</sub> to reduce environmental impacts, employment generation, increasing EU competitiveness, and reducing external dependency. Presence in social media (through the very wide range of HYPRAEL channels will be critical to reach this group.

## 5. COMMUNICATION CHANNELS, TOOLS, AND MATERIALS

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

### 5.1. Project Website

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

- Home page: introductory project page with general information.
- Project: an overview of the project, highlighting the motivation, background and objectives, the technical content, and the structure.
- 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.
- Publications 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 HYPRAEL graphic material, such as posters or leaflets.
- Links to social media accounts, email contact form and subscription form to formalise subscriptions to the HYPRAEL newsletter.

The working language of the website is English. The website and deliverables will be maintained for 2 years after project's end.

### 5.2. Partners and Funding Authorities' Websites

Each partner must inform about its participation in the project through its website, including the link to the project website. Figure 1 shows an example of the publication of the project on the FHA website. The Clean Hydrogen Partnership logo must be displayed.



Figure 1. Publication of the project on the FHa website

Table 1. HYPRAEL Publication on Partner's Website

FHa	<a href="https://hidrogenoaragon.org/en/proyectos/hyprael-2/">https://hidrogenoaragon.org/en/proyectos/hyprael-2/</a>
FhG	<a href="https://www.ifam.fraunhofer.de/de/Ueberuns/Standorte/Dresden/Wasserstofftechnologie/Projekt_HYPRAEL.html">Thermisches Spritzen - Fraunhofer IWS</a> (Link to FHa) <a href="https://www.ifam.fraunhofer.de/de/Ueberuns/Standorte/Dresden/Wasserstofftechnologie/Projekt_HYPRAEL.html">https://www.ifam.fraunhofer.de/de/Ueberuns/Standorte/Dresden/Wasserstofftechnologie/Projekt_HYPRAEL.html</a> (Link to Fraunhofer IFAM)
GHS	N/A - communicated internally.
AGFA	
VECO	Internal communication
Syensqo	Internal newsletter

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

Additionally, HYPRAEL Information will be published on the European Commission (EC) and the Clean Hydrogen Partnership respective websites (Table 2):

Table 2. HYPRAEL Publication on other websites

EC CORDIS	<a href="https://cordis.europa.eu/project/id/101101452">https://cordis.europa.eu/project/id/101101452</a>
Clean Hydrogen Partnership	<a href="https://www.clean-hydrogen.europa.eu/projects-repository/hyprael_en">https://www.clean-hydrogen.europa.eu/projects-repository/hyprael_en</a>

### 5.3. HYPRAEL Social Media


Presence in social media is absolutely necessary to reach most of the public. Social media will be a relevant tool to communicate and interact with the 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).


**X (formerly 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. As it is mentioned in the Grant Agreement, presence on Twitter will increase environmental concerns, sustainability and access to energy and electricity through RE sources integrated with electrolyzers and energy storage technologies.

**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, HYPRAEL will also engage and contribute to creating networks with related and cross-collaboration EU projects.

Table 3. HYPRAEL Social Media

	<p><b>Account:</b> @HYPRAELPROJECT</p> <p><b>Official Hashtags:</b> #HYPRAELPROJECT</p> <p><b>Other Hashtags:</b> #H2020 #hydrogenproject</p> <p>Audience: General public</p> <p>Type of content: Public events, posts, infographics, photos, videos, links, news.</p>
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	<p><b>Profile:</b> <a href="http://www.linkedin.com/company/hyprael">www.linkedin.com/company/hyprael</a></p> <p>Audience: Scientific community and professionals from related areas.</p> <p>Type of content: Calls, events, webinars, posts, infographics, photos, videos, links, news, documents.</p>
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#### 5.4. Partners' Social Media

Project partners should follow the HYPRAEL social media profiles as well as each other's accounts. Project partners are encouraged to share approved content to support HYPRAEL communication, making proper reference to the project. The consortium partners' profiles on social media are listed in the table below (Table 4):

Table 4. Partners' Social Media

Partner	LinkedIn	X
FHa	<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>
FhG	<a href="https://www.linkedin.com/company/fraunhofer-gesellschaft/">https://www.linkedin.com/company/fraunhofer-gesellschaft/</a> <a href="https://www.linkedin.com/company/fraunhofer-ifam">https://www.linkedin.com/company/fraunhofer-ifam</a>	<a href="https://x.com/Fraunhofer?t=q8Xc0xDeqkH3UBMU67DYxQ&amp;s=09">https://x.com/Fraunhofer?t=q8Xc0xDeqkH3UBMU67DYxQ&amp;s=09</a> <a href="https://twitter.com/FraunhoferIFAM">https://twitter.com/FraunhoferIFAM</a>
AGFA	<a href="https://www.linkedin.com/company/agfa/">https://www.linkedin.com/company/agfa/</a>	
VECO	<a href="https://www.linkedin.com/company/vecoprecision/">https://www.linkedin.com/company/vecoprecision/</a>	
Syensqo	<a href="https://www.linkedin.com/company/syensqo/mycompany/">https://www.linkedin.com/company/syensqo/mycompany/</a>	<a href="https://twitter.com/syensqo">https://twitter.com/syensqo</a>
GHS	<a href="https://www.linkedin.com/company/greenhydrogen.dk/">https://www.linkedin.com/company/greenhydrogen.dk/</a>	

### 5.5. Project press releases and newsletter

According to the GA, press media will be the main tool to reach mainly general public. The activities foreseen are: (1) Emission of press releases (2) A press kit will be developed to help partners in the elaboration of their press releases. (3) Press appearances will be gathered by FHa for the elaboration of a final report.

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 HYPRAEL 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.

The following link provides an example of a press release produced by FHa. <https://hidrogenoaragon.org/en/hyprael-aims-to-reduce-energy-consumption-in-h2-production/>

#### Publications and newsletter

Publication of at least 10 articles in national and international professional magazines and high impact scientific journals must be published. Additionally, associations will also receive the selected public information (e.g. Hydrogen Europe). Patents (a priori 2 are seen realistic) will be published in international databases, public deliverables will be available on the website. Newsletters will be published for the public on a 6-monthly basis.

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.

### 5.6. Project's Events and Public Engagement Activities

The project will be presented at relevant international forums and events related to HYPRAEL's scope. Below is a provisional list of events that have been identified as interesting:

- European Hydrogen Energy Conference
- International Conference on Electrolysis
- European Electrolyser and Fuel Cell Forum
- World Hydrogen Technologies Convention (WHTC)
- World Hydrogen Energy Conference (WHEC)
- Congreso Iberoamericano de Hidrógeno y Pilas de Combustible



- International Thermal Spray Conference (ITSC)
- Hannover Fair (Hydrogen and Fuel Cell Exhibition)
- Hydrogen Technology Expo Hamburg (HTE)
- 7<sup>th</sup> Industrial workshop on alkaline electrolysis

Contacts with target groups will also take form of workshops. HYPRAEL will organize 2 open workshops.

### 5.7. Project Materials

Graphic materials will be developed to promote the project at selected events providing general information and preliminary results, addressing both technical and non-technical public. Two versions of this material will be released (1) Flyers and (2) dissemination poster. FHa, will be responsible for this material.

In addition to this, a press kit available on the publications page of the project website so that journalists can obtain the most relevant information about the project.

### 5.8. Other materials

Other materials to be provided during the 3-year of the Project are the public deliverables listed in Table 5. Publication will be done via the Project website as soon as they are accepted by the EC.

Table 5 Public deliverable list

Deliverable	Title	Due date
D1.2	Data Management Plan	Month 6
D1.4	Midterm publishable report	Month 19
D1.6	Final publishable summary report	Month 36
D5.1	End-user requirements and potential scenarios	Month 30
D5.2	Life Cycle Assessment report	Month 36
D6.1	Logo, visual identity guidelines and document templates	Month 3
D6.2	Communication, Dissemination and Exploitation plan	Month 6



- Number of external contact requests: a contact form on the HYPRAEL website will allow outside people to contact the consortium.
- 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 HYPRAEL consortium partners might participate and communicate the project.

The target values provided in the following table (Table 5) reflect a minimum aimed by the project. These values will be reviewed based on the progress of the project and might be adjusted. All partners will be involved in achieving the KPIs.

Table 6. Key performance indicators

KPI	2023	2024	2025	2026	TOTAL	SOURCE
Nº of visits to the HYPRAEL website	350	650	1000	900	>2900	Web analytics provider
Nº of followers on HYPRAEL Twitter	25	25	25	25	>100	Twitter Analytics
Nº of followers on LinkedIn	80	50	50	50	>230	LinkedIn Analytics
Nº of Newsletters forwarded	1	2	2	2	7	Newsletter tool Mail Chimp
Nº of new subscriptions to the HYPRAEL Newsletter	20	20	20	20	>80	Mailing list
Nº of Press Release	6	6	6	6	24	HYPRAEL records
Nº of Publications in national and international professional magazines and high impact scientific journals	2	3	3	2	10	HYPRAEL records
Nº of events or other public engagement activities organised by HYPRAEL		1		1	2	HYPRAEL records
Nº of attendees/audience reached in events or other public engagement activities organised by HYPRAEL.	10	15	15	15	>55	Event monitoring

Nº of events or other public engagement activities where HYPRAEL partners participate.		1	1	1	3	Event monitoring
Nº of attendees/audience reached in events or other public engagement activities where HYPRAEL partners participate.	10	70	60	60	>200	Event monitoring

## 7. EXPLOITATION STRATEGY AND BUSINESS PLAN

The strategy for harnessing the outcomes of HYPRAEL's key results will rely on a dedicated plan for exploiting these outcomes, aimed at facilitating the conversion of this potential into forthcoming innovations.

The envisioned path toward fostering innovation comprises:

- i. Assembling a team of experts in exploitation from each partner (Exploitation Working Group, EWG), taking advantage of their expertise in translating knowledge into innovative solutions. FHa takes the lead in heading this team.
- ii. Evaluating concrete project outcomes within each work package (WP) that are anticipated to align with the results previously outlined during the proposal phase (also detailed in Table 7). The team will assess their potential for exploitation and define the development route towards feasible products, addressing both technological and commercial considerations. The EWG will convene at periodically, some of which will be conducted face-to-face, making use of PSC meetings or GA meetings. The first session is planned to occur after the Summer.
- iii. Formulating and executing a well-defined intellectual property (IP) management strategy, including suitable and timely protective measures, as well as assessments of patent eligibility and freedom-to-operate. The Consortium Agreement (CA) covers all clauses related to IPR for both background and foreground, ensuring fair and reasonable terms for all partners, collectively and individually, to enable the exploitation of outcomes. Ownership of intellectual property appropriately belongs to the contributors to the specific outcomes. Customized exploitation agreements will be signed as necessary. Non-sensitive scientific knowledge will be actively disseminated to facilitate the continued utilization of project advancements, as outlined in the Exploitation Plan, the Dissemination and Communication Plan and the Data Management Plan.

- iv. Crafting a roadmap for innovation at the project's end, outlining clear steps for subsequent developments.

The Exploitation Plan will be an open document to be reviewed and updated throughout the project, with a final report including the ownership of the results to be delivered in month 36 (D6.7 Final dissemination and exploitation report).

Two main types of activities are expected for the years after project's end prior to market uptake:

1) Testing and demonstration of the system in more relevant environments, to keep increasing TRL building on HYPRAEL results.

2) Upscaling of the 50-kW system as at multi-MW sizes CAPEX/OPEX are more reduced per kW of power, the ratio BOP consumption/stack consumption is much more reduced (which increases overall system efficiency), and the technology is competitive against other energy storage alternatives such as electrochemical batteries.

## 7.1. Key Exploitable Results (KERs)

The analysis of tangible project result was already initiated at the time of the proposal stage where a set of tentative Key Exploitable Results (KERs) were identified by each partner (Table 7).

Table 7 Preliminary Key Exploitable Results (KERs)

KER	Description	Partners	IP strategy
1	<b>Development</b> of highly efficient and long-term <b>electrode</b> (catalyst and substrate) for the application at 120°C in highly concentrate KOH	FhG-IFAM	Patents and non-patented IP to be exploited by means of licenses to users of high temperature AEL. Possible co-ownership IP between FhG-IFAM and VECO
2	<b>Development of the process</b> to produce the innovative SEA concept	FhG-IWS	New IP is expected. An active patent policy will be pursued (transfer through licensing, support of prototype and pilot tests at industrial coaters)
3	<b>New polysulfone binder</b> with mechanical and chemical stability improvement versus PSU.	Syensqo	Application of the extended chemical stability of the product developed will be applied for markets where material and/or component durability is key driver (beyond AEL)

4	<b>Synergetic combination of new binder and additives</b> to obtain a novel separator to operate at high pressure and high temperature with outstanding chemical stability.	AGFA/ Syensqo	Products (binder, additives...) and fabrication processes (separator) into patent(s) families.  Possible co-ownership IP between Syensqo and AGFA.
5	An optimized <b>fabrication process</b> to obtain a novel separator to operate at higher pressure (in combination with higher temperature.	AGFA/ Syensqo	IP from AGFA to cover the fabrication process focussing mainly on higher pressure (and temperature) performance.
6	<b>Optimised design of electrode structure</b> to improve both for OER and HER efficiency as well as applying catalyst and coating.	VECO	Subject to the pursuit of patent applications.
7	Optimised high pressure and temperature AEL <b>cell stack design</b> and <b>associated BoP</b> components based on the developed subcomponents in HYPRAEL.	GHS	Subject to the pursuit of patent applications
8	Balance of plant and system design for HYPRAEL pilot scale.	FHa	Industrial secrecy to protect the related knowledge.

## 7.2. Exploitation methodology

Work in Task 6.2 covers the definition of the methodology for the exploitation activities. Based on previous experiences of FHA leading these activities, several templates (to be found in Annex A) have been proposed to the consortium in order to guide them through the process of completely defining their KERs and the different aspects to be considered until its commercial exploitation at HYPRAEL's conclusion.

### Template n°1: Characterisation table.

Through this template, the leading partner will describe:

- the problem that potential users have (the KER under evaluation will solve that problem)
- how the problem is being solved by the customer with existing alternative solutions.
- the advantages of the KER, its innovations, in terms of what does the KER do better than other solutions

- who are the customers suffering the problem harder which will be ones to be addressed first
- the ones offering the alternative solutions
- how the KER will be put in use (e.g. manufacturing of a new product, direct industrial use, technology transfer, license agreement, publications, etc)
- the type of background and foreground of the partner

#### Template n° 2: Exploitation roadmap

This template focuses on the aspects and the activities that will be needed in the last phases of the project and after the project ends. The purpose of this template is to identify the resources the partners will have to allocate to carry out the Exploitation and dissemination plan.

#### Template n° 3: Exploitation possibilities

This template considers several options regarding how the KER will be further exploited. The leading partner should indicate if the KER will be exploited by direct or indirect use, among other possibilities.

## 8. CONTRACTUAL OBLIGATIONS AND REQUIREMENTS

All forms of communication (including website content, flyers, etc.) and dissemination activities (such as articles, presentations, etc.) arising from the funding and results of HYPRAEL project will show the same acknowledgement statement accompanied by the EU emblem and Clean Hydrogen Partnership logo.

The project is supported by the Clean Hydrogen Partnership and its members.





## 9. CONCLUSIONS

This document presents a comprehensive communication and dissemination strategy for the HYPRAEL project and describes the approach, actions, audio-visual and graphical materials that have been and will be used for dissemination, together with an approximation of the results by relevant stakeholders.

Dissemination of HYPRAEL results will be carried out during the three years of the project. Further details will be provided in updates to the current plan.

## 10. ACKNOWLEDGEMENTS

The project is supported by the Clean Hydrogen Partnership and its members.



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## 11. Annex A

### 11.1. Characterisation Table

KER name:		
The novel solution	Problem	
	Alternative solution	
	Unique selling point (USP)	
	Description	
Market	Target market	
	Early adopters	
	Competitors	
	Use model	
	Timing	
IPR Status	IPR Background	
	IPR Foreground	

### 11.2. Exploitation Roadmap

KER name:		
Exploitation Roadmap	Actions	
	Roles	
	Milestones	
	Financial costs	
	Revenues	
	Other sources of coverage	
	Impact in 3-year time	

### 11.3. Exploitation Route

KER name:		
Direct Use	Commercialisation	
	Contract research	
	A new research project	
	Implementation of a new university-course	
Indirect Use	Assignment of the IPR	
	Licensing of the IPR	
	Development of a new legislation/standard	
	Spin-off	
Other		