



## Work Package 7 – Deliverables 5: Project Website online

Hydrogen fuel cell electric taxis deployed in London during Olympic Games

Clean Transport In European Cities Last | Pause | Next

**About »**

- 14 Apr Project Implementation
- 14 Apr HyTEC Vision
- 14 Apr Project Summary
- 17 Jul Partner profiles

**HyTEC Focus »**

- 02 Aug Zero emissions cars: it's closer than you think!
- 07 Jun London and Copenhagen set to improve air quality
- 30 May London's Deputy Mayor at HyER's AGM, 24-26 June 2013
- 21 May Viewpoint: Bringing hydrogen

**Vehicles »**

- 30 Jul 345,000 e-taxis in 2017
- 06 Jun The City of Copenhagen inaugurated the first of three new hydrogen-filling stations and put 15 new hydrogen-powered vehicles into service
- 29 Apr Hyundai joins the London

**H2 Refueling »**

- 26 Mar 27 new hydrogen stations opened worldwide in 2012
- 03 Dec Linde Hydrogen Station started operating in Emeryville, California
- 19 Mar Air Products and FuelCell Energy team to develop infrastructure

The HyTEC project website went online in February 2012. Although the demo site was available for the project kick-off meeting in October 2011, the site upload was postponed until the project logo was agreed and updated.

## **Structure and Layout**

The public website provides information on the project in brief, its objectives and partners. The website has been featuring project and technology developments on vehicles operations and the hydrogen infrastructure.

The website is being updated with relevant news and videos from partners (such as BBC and Euronews broadcasts), the industry and EU policy updates.

A clear section on the website will be sharing public reports available within the project with the wide public.

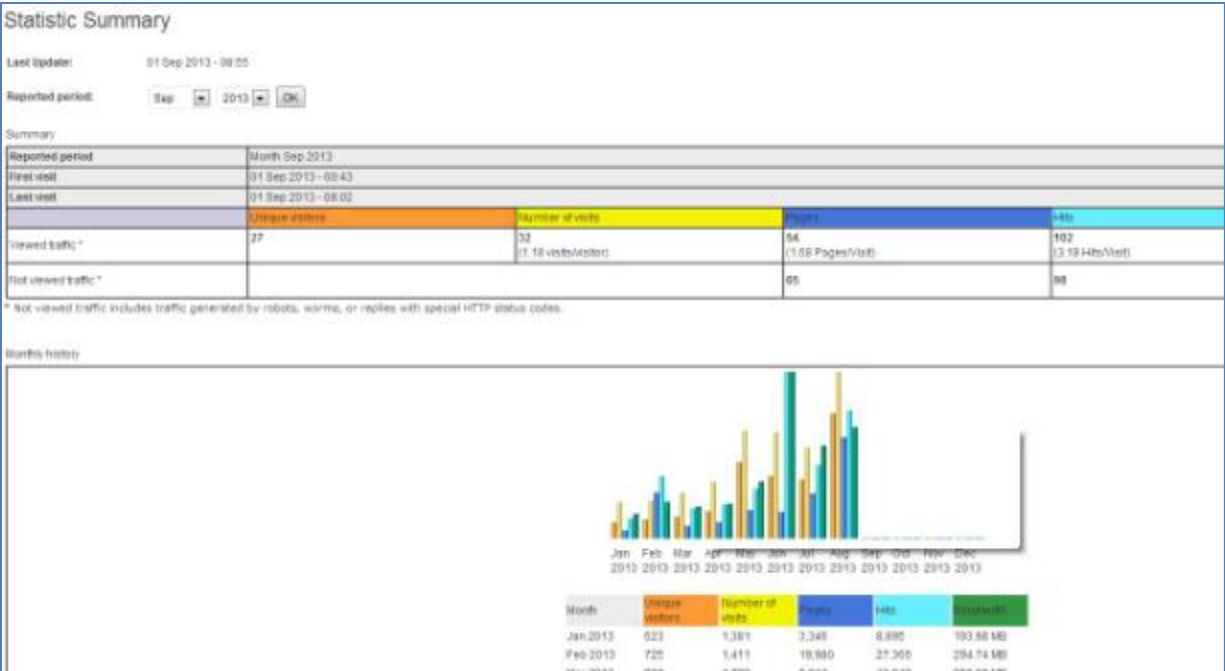
## **Attractiveness and visits recorded to date**

Since February 2012, the website received overall 32,467 visitors, of which 20,000 are unique visitors. The dissemination team has noticed that since the use of the social media (twitter and project dirt – a UK media focused on green projects) and the interactions with the other organisations and partners, the rate of unique visitors has increased significantly reaching 2,000 unique visitors on average each month. The website has been mostly visited by UK, FR, BE, IT, US.

The website includes news updates from both locations on vehicles and infrastructure.

The public deliverables of the project have also been made available on the public page and will be further promoted through more frequent newsletters to inform the public at large and targeted stakeholders, in line with the revised dissemination strategy.

The project website includes an intranet section, where partners share internal documents. This section will be updated with the contact details and the graphics of the project partners, while updating the 'meetings' section\*.



**Next steps and improvements**

To make the website more attractive, a section including interviews with industry and regional representatives will be included on the project website. The first interview was promoted through the second project newsletter in June 2013.

The website's structure and design will be changed in order to be more attractive and more comprehensive to the general public. The foreseen changes will include: a media kit, which will stress the videos of the project, a redrafting of the project's description and an improved highlight of the two cities. As for the global website's design, the size of the picture on the homepage will be reduced.

As also described within the project's Description of Work (DoW), the results of the project will be further targeted to the widest possible audience through the public website including up to date news and the major results of the project in a dedicated section. A more frequent newsletter (on a four-monthly basis) will be sent to a database of regional, industry and policy representatives and website subscribers to ensure a wide as possible outreach.

\*The changes are ongoing and will be made available online by the first week of September 2013.