Project in the 1st call of the European FCH JU

Lighthouse Project for the Demonstration of Hydrogen Fuel Cell Vehicles and Refuelling Infrastructure in Scandinavia

Final report H2moves Scandinavia
Collaborative Project No. 245101

DELIVERABLE D8.8

“Dissemination and communications of the EU LHP on hydrogen FCVs and HRS in Oslo and the European hydrogen demonstration tours”

Hydrogen Sweden

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Preface

This report describes the results of the dissemination and communication activities of the EU Lighthouse Project H2moves Scandinavia, which have been planned and executed 2010-2012. These activities are defined in work package 8 - “European public awareness campaign and dissemination”, and include the tasks T8.1 - T8.3 and the deliverables D8.1 – D8.8. The dissemination work has been carried out under the leadership of Hydrogen Sweden, in cooperation with project coordinator LBST and the other project partners. This report is written by Hydrogen Sweden and constitutes the deliverable D8.8 in WP8.

The aim of the EU Lighthouse Project H2moves Scandinavia has been to roll-out and demonstrate the latest state-of-the-art hydrogen fuel cell electric vehicles and infrastructure, and to establish partnerships in Europe in order to gain customer acceptance.

The goal of the dissemination and communication work has been to increase the awareness and interest among key target groups as well as the public on the large scale hydrogen fuel cell vehicle demonstration activities within the H2moves Scandinavia project, and on a more general level the hydrogen fuel cell vehicle state of play in Europe.

This report presents the outcome and learnings of the dissemination work, and can be used to get a larger understanding of what the project has been carrying out, or as guidance for those who are interested in making a similar project.

Project partners in the consortium of H2moves Scandinavia are:

Coordinator: LBST, Ludwig-Bölkow-Systemtechnik GmbH, Germany
Vehicles and Infrastructure: Daimler AG, Germany
Hyundai Motor Europe GmbH, Germany
H2 Logic A/S, Denmark
SINTEF, Norway
Communication: Hydrogen Sweden
Hydrogen Link, Denmark
Safety: SP Technical Research Institute of Sweden
TÜV SÜD Industry Services, Germany
Local Partner: Bertel O. Steen AS, Norway
Funded by: European Commission, FCH JU
Transnova, Norway
EUDP, Denmark
Executive Summary

Background
The H2moves Scandinavia project made the European ambitions and commitments towards hydrogen and fuel cells very visible, and received the attention of international media, European and foreign governments, global industry actors and the greater public. Therefore, the planned Lighthouse project required a strong and consistent communication and dissemination strategy and plan. The dissemination work as described in this report aimed to meet this demand.

Objectives
The activity goal to increase the awareness on the demonstration activities was built on the following project objectives:

- Roll-out and demonstrating performance of latest state-of-the-art hydrogen fuel cell vehicles
- Gaining customer acceptance
- Consolidate existing hydrogen-fuelling hub in Norway and add one new station
- Carry out European vehicle road tour through at least five regions
- Communicate project performance
- Establishing partnership amongst stakeholders and actively link Scandinavian Hydrogen Highway Partnership (SHHP) to European network

Scope
The scope of the dissemination and communication activities within WP8 included the following tasks:

- Communications and dissemination centre
- Communication and dissemination strategy and plan
- Project website and associated new media internet channels
- Press events and media coverage
- Project communication events
- Appearance at European or international events/conferences/fairs
- Media and communication PR kit
- Demonstration roadmap 2012-2015
- Hydrogen Vehicles Drivers Club
- Potential candidate regions networking platform
Main results
The main results of the dissemination activities within H2moves Scandinavia are:

- Establishment of a strong European communications and dissemination network that carried out dissemination work in a unique collaboration
- Development of a solid communication and dissemination strategy and plan
- Creation of a lively project website and a great collection of movies, pictures, blogs and articles on a number of new social media channels
- International press events in Oslo, in Brussels and in all event cities during the European Hydrogen Road Tour
- Successful media coverage of the project, with plenty of pictures, videos and more than 700 press articles worldwide.
- Four main project communication events: Press seminar and project launch event in Oslo, midterm event and final conference in Brussels
- Project communication at over 35 unique European/international events/conferences/fairs and the European Hydrogen Road Tour
- Design, creation and production of a versatile media and communication PR kit including brochures, flyers, tents, décor and different kind of give aways

Key learnings
These are the key learnings seen from the dissemination and communications perspective:

- Planning of the communication and dissemination activities in this kind of collaboration takes time and needs to start early
- The communication on safety still needs to be addressed in public, even though FCEVs and hydrogen are believed to be safer than gasoline/diesel
- Communicate the message that it is fun to drive and have as many as possible to test drive the vehicle (driving helps forgetting about safety concerns).
- To achieve co-financing for communication and Road Tour event services through external sponsors is difficult and requires much time and coordination. Therefore, future communication services are proposed to be financed by 100%
- Collaboration with those local actors who have high engagement is key to achieve local outreach and buzz.
- Road Tour concept with a variation of different activities and a lot of test driving gives a strong impact and continuity after the event
- Demonstration activities and especially road tours require accurate logistics planning, in order to keep the events in line with each other with an effective time schedule, but without risking the program due to all unforeseen events along the road.
- The dissemination and communication on hydrogen FCEVs was welcomed by an interested audience accepting our message with enthusiasm, hope and fun
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1. Introduction

1.1. Background

As the project would make the European ambitions and commitments towards hydrogen and fuel cells very visible, it was understood that the partners would receive the attention of international media, European and foreign governments, global industry actors and the greater public. Therefore, the planned Lighthouse project required a strong and consistent communication and dissemination strategy and plan.

1.2. Activity goal

The goal of the dissemination work package of H2moves Scandinavia (WP8) was to increase the awareness and interest among key target groups as well as the public on the large scale hydrogen fuel cell vehicle demonstration activities within the H2moves Scandinavia project, and on a more general level the hydrogen fuel cell vehicle state of play in Europe.

1.3. Objectives

The activity goal to increase the awareness on the demonstration activities was built on the following project objectives:

- Roll-out and demonstrating performance of latest state-of-the-art hydrogen fuel cell vehicles
- Gaining customer acceptance
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- Communicate project performance
- Establishing partnership amongst stakeholders and actively link Scandinavian Hydrogen Highway Partnership (SHHP) to European network

2. Methodology

2.1. Context

The dissemination and communications of the EU Lighthouse project H2moves Scandinavia is defined within work package 8, and has been carried out during the project period 2010-2012 by Hydrogen Sweden with support from LBST and the other project partners. In addition to the overall dissemination within WP8, the dissemination work at the European hydrogen vehicle demonstration tour is defined separately within work package 9. However, as the dissemination at the European Hydrogen Road Tour is integrated in the overall dissemination of the project, this report includes all dissemination work, both within WP8 and WP9. More hands on content and logistical planning of the Road Tour can though be found in the separate report “Experience from conducting European hydrogen vehicle demonstration tours with latest generation universal and city FCEVs and mobile refueller”.
2.2. Approach

To maximize the impact of the dissemination and communication activities in order to gain customer acceptance, the approach has been to invite, integrate and use all networks in cooperation with the project partners, supporting organizations, local facilitators, global industry actors and not at least all public actors through the use of social media.

More specifically, the dissemination work was built on the following methodology:

- Establishment of a dissemination team with representatives from the communication departments of the vehicle and infrastructure partners, SHHP and local actors, coordinated by the communication team at Hydrogen Sweden including skilled in-house staff together with professionals from a communication & brand experience agency.
- Qualitative interviews with project partners and other actors to get a good understanding of the expectations, challenges and needs within the hydrogen society.
- Open minded collaboration with Fuel Cells Hydrogen Joint Undertaking (FCH JU), the European Association for Hydrogen and fuel cells and Electro-mobility in European Regions (HyER), European Hydrogen Association (EHA), Clean Energy Partnership (CEP) and Scandinavian Hydrogen Highway Partnership (SHHP).
- Invitation to the global hydrogen industry (all vehicle manufacturers, infrastructure companies, energy suppliers etc) to become part in the project
- Enabling networking between local actors and starting collaborations with engaged organizations and individuals to increase the activity on all levels
- Linking H2moves Scandinavia to other existing events, meetings and discussions to lift each other and create spin-off effects

3. Communication and dissemination

3.1. Communications and dissemination centre

A communications & disseminations centre was established at Hydrogen Sweden in 2010 and was developed in several aspects throughout the project time. In addition to the already existing Hydrogen Sweden employees; the following positions were called for in 2012 to expand Hydrogen Sweden’s workforce:

- Project manager
- Art director
- Copy writer
- Web designers
- Controller

A special “core communication team” was settled in order to be able to progress the work as effective, uniform and focused as possible. The team was built by a joint virtual group of people from LBST and Hydrogen Sweden. Regarding personal chemistry, energy and outcomes of the teamwork it has been a successful
constellation of people. The vehicle partners Daimler and Hyundai were close attached to the core communication team, asked for comments and copied in to e-mails for proofreading, decisions or for attending telephone conferences in communication topics.

The decision process for significant deliveries was been executed in steps. When the core communication team, Daimler and Hyundai agreed, drafts were sent out to remaining team members for a joint update and final approval. As a part of the intensification of work for the European Hydrogen Road Tour, Hydrogen Sweden contracted the communications and brand experience agency Nine Yards, who had experience from tours like the Volvo Ocean Race. From the communication and dissemination centre, global networking was a daily part of business in the project, where team members and various European organizations were linked across national borders and languages.

Hydrogen Sweden worked continuously with the technical coordination of the dissemination plans and activities, as well as the practical event management especially for the European Hydrogen Road Tour. In addition to this, there was a lot of work with the administrative and financial coordination, as financial conditions for the project was a challenge for Hydrogen Sweden from the very start and throughout the project. As the project was based on co-financing from external sponsors, there was a lot of effort during 2012 to get all dissemination activities and the demonstration tours financed.

To be as effective as possible most of the meetings were virtual with project members, road tour city representatives and OEM representatives. The meeting processes have worked out well, even if the time difference between Europe and South Korea sometimes played games with us.
3.2. Communication and dissemination strategy and plan

The communication and dissemination plan was prepared by intensive cooperation and true collaboration between Hydrogen Sweden, LBST and with relevant input from Daimler. Interviews with the project partners have been made to capture and document the expectations and requirements in relation to the dissemination material and activities and also under consideration of the expectations for the European Hydrogen Road Tour.

The communication and dissemination plan was for practical reasons divided in two individual documents:

- Dissemination strategy
- Communication and dissemination plan

Dissemination strategy:
The dissemination strategy was approved by the project partners in April 2011 and also approved specifically by the Daimler communication department.

This document includes the description of the project, objectives, aims, target groups, core messages, dissemination methods and selection of media channels.
Core messages:

- Experience FCEVs yourself: *it's fun to drive*
- Technology about to be mature for mass production - FCEVs are introduced over the coming years
- Silent and sustainable city – mitigation of emissions and noise at additional comfort
- Reliable and standardized infrastructure yet to be deployed

Project slogan:

- Hydrogen – here today, everywhere tomorrow

Target groups:

- Consumers & public press 50%
- Industry 30%
- Politicians 20%

Communication and dissemination plan:

The communication and dissemination plan was created in 2011 and was updated continuously throughout the project. This plan included the timing and locations for all dissemination activities and the planned dates for press releases and communication at the events.

In the further preparations for the European Hydrogen Road Tour, the communication and dissemination plan was adjusted to the local plans and the partners’ communication activities after several telephone conferences and email conversations. Specific preparation meetings were organized with the communications departments of Daimler in Nabern, Toyota in Brussels, Honda in Swindon and with all local partners during our site inspections.
For the European Hydrogen Road Tour, an Onsite Communication Plan was compiled, which included a generic Road Tour telephone number, communication rules and contact details to all stakeholders representatives for VIP, press and public in each event city.

### 3.3. Project website and associated new media internet channels

#### Website:

An existing interim website, hosted by LBST under the domain [www.h2moves.eu](http://www.h2moves.eu), was used during the first nine months of the project. When the new communication core team was established, the work started to develop a new structured public project website with project and EU-wide focus. A decision was taken the site should be ready and launched for the Oslo Press seminar and demo launch event in November. The process of setting the structure and the content of the site was preceded by intensive cooperation between LBST, Daimler and Hydrogen Sweden. The concept and the design are based on the dissemination strategy and are in line with the graphical material aimed for the project events and presentations. The structure was prepared with target groups in mind so that each visitor could easily gain access to the information that is relevant for them. The website was suddenly activated under the domain [www.scandinavianhydrogen.org/h2moves](http://www.scandinavianhydrogen.org/h2moves).

Throughout the project, the website has been updated regularly, but the most intensive information period was of course short before and during the European Hydrogen Road Tour.
On the website, there were general texts about the project itself and the aims, but before and during the event periods people could also find programs and information specifically made for interested stakeholders like press, VIPs and general public. The website was even rebuilt and expanded some weeks before the Road Tour take off in order to expand the space for the Road Tour information. In conjunction with each specific event (seminars, fairs or ride & drives) Hydrogen Sweden and LBST wrote event summaries which Hydrogen Sweden published with actual photos.

The project partners are convinced that the H2moves website reached the accurate target groups when several guests showed up at the events and referred to the information they had read on the web.

http://www.scandinavianhydrogen.org/h2moves

Facebook:
Early, facebook page for the project has been installed, which was updated regularly, and especially before and during the European Hydrogen Road Tour. The ambition was to be even more pedagogic, e.g. write texts to every picture to spread most possible information, but due to budget limitations and lack of personnel pragmatism had to prevail, e.g. by “just” adding photos.

http://www.facebook.com/H2movesScandinavia
Facebook mobile QR-code app:
A QR-code was created for the H2moves account. The QR-code is supposed to be scanned with a smart phone to show the way in to the Facebook account. The QR-code was shown on signs at the events in order to get more people to visit the project at Facebook.

QR-code

Flickr account:
The popular picture sharing service Flickr was used to display all images taken along the demo phase. During the project it has been filled up with project photos, possible for everyone to download.

http://www.flickr.com/photos/h2moves_scandinavia
Youtube:
A Youtube channel was installed for H2moves where all videos related to the H2moves project have been uploaded and linked regularly.

http://www.youtube.com/user/H2movesScandinavia

Eventbrite Registration Tool:
In the UK, the special registration tool Eventbrite was used for registration to the events. With close distances between the cities there were possibilities for guests to attend more than one event – the tool made it easy to have an overview on the event attendants.

Registration and tickets via E-mail from Eventbrite:
http://www.eventbrite.com/
Twitter:
Also, an H2moves Twitter account was installed for the project, which was also used by the local actors during the Road Tour.

H2moves online information used by global press and H2 organizations:
The published material on the H2moves website, e.g. texts, photos and films have frequently been used by different kinds of press and stakeholders. They used the texts and photos and transferred the information to their own media. The material has also been used on various blogs and for updates by associated networks like HYER, EHA, CEP and more.

CEP website tells about European Hydrogen Road Tour:
3.4. Press events and media coverage

The first actual press event was held at SINTEF in conjunction with the H2 Logic HRS inauguration in Oslo the 21 November 2011. The press seminar was a success in many aspects – especially regarding media coverage. In terms of planning it was a product of very dedicated and close cooperation among all project partners. With several project meetings, physical stakeholder meetings, telephone conferences and countless e-mails all aspects and details could be synchronized and realized. Especially LBST, SINTEF, Daimler, Hyundai and H2 Logic, but also HyNor who isn’t even a partner in the project, deserve to be mentioned. We all spent big efforts to coordinate this event to be as good and fruitful as possible.

Joint team work:
- Built invitation lists to press, attendees and VIP:s
- Sent out invitations to press, attendees and VIP:s,
- Created jointly agreed dissemination material
- Developed program of the seminar and invited speakers
- Created text content of the speeches
- Developed menus for food & beverage and decorations

The work was carried out in positive and helpful manner. In late autumn tight schedules had to be followed and the date for the press seminar came closer very fast, but the team kept strategic purposefulness and good mood. Even the need of last minute change of venue due to the unexpectedly large amount of attendees became rapidly and generously dissolved thanks to SINTEF.

The press seminar became a big success with massive media coverage. A special thanks from the projects side to Svein Tønseth, SINTEF, for the supportive work with the Norwegian press releases and press contacts.

Oslo Press Seminar

Massive press coverage

In 2012, the most busy period was the one for press activities, the time before and during the European Hydrogen Road Tour. The planning of how to best reach the target groups and achieve best effects was discussed for long time amongst the project members.
Press outreach:
To reach the press in each region it was key to cooperate with the local organizers. It was assumed it would be the best way to achieve local involvement and reach best knowledge of the local press. The partners jointly decided to not spread any information before very close to the road tour take off. The date for the press release was set to 10th September, three days before the first official event in Hamburg, the 13th of September.

Press release:
The decision to cascade a joint press release should also be realized, but the process to complete it was a complex story. By massive and engaged teamwork amongst the project partners – with many reviews back and forth – there was finally a version possible to agree on. One of the more difficult parts had been to collect the four quotations, one by each OEM. The work with collecting them required many efforts, but in the end the four quotations were approved such that the press release could successfully be distributed on 10 September 2012.

Press release:  

Press Release - The four OEM quotations:

- Michel Gardel, Vice-President Communications, External and Environment Affairs of Toyota Motor Europe today commented: "Toyota has been active in fuel cell technology for the last 20 years and we are working to commercialise our next-generation fuel cell car by 2015. The European Hydrogen Road Tour is a great opportunity for our company and partners to demonstrate the readiness of the technology to European consumers."

- Dr. Christian Mohrdieck, Director drive development fuel cell system, Daimler AG points out the importance of this technology: "On our way to zero-emission mobility fuel cell electric vehicles - with their great range while at the same time short refueling times - will play a central role for the future. However, the success of this technology depends crucially on certain conditions being in place, such as the availability of a nationwide hydrogen infrastructure."
Thomas Brachmann, Automobile Engineering & Research, Honda R&D Europe (Deutschland) GmbH remarked that “Honda believe fuel cell electric vehicles are the ultimate mobility solution, providing a practical, clean and near silent answer to transport requirements. The European Hydrogen Road Tour offers a great opportunity to give the public, the media and government officials a chance to experience this zero emission technology for themselves. ”

Allan Rushforth, Senior Vice President and COO of Hyundai Motor Europe describes their reasons for joining the tour: “Hyundai is proud to be playing an integral role in the European Hydrogen Road Tour 2012. The Hyundai ix35 FCEV clearly demonstrates not only our commitment to producing hydrogen fuel cell electric vehicles, but also the benefits of FCEV. As the availability and performance of this technology improves, we can look forward to FCEVs providing sustainable mobility to future generations while dramatically reducing climate change.”

Planning for press events:
To all 16 Road Tour events, press were always specially invited.

There were special preparations made for the press:
- Press kits – containing information about the H2moves project:
  - The European Hydrogen Road Tour brochure
  - Honda, Toyota, Hyundai and Daimler brochures
  - WP7 brochure
- Local event program, presentations of local politicians and VIP:s
- Extra time slots for driving FCEV:s
- Personal demonstration of the FCEV:s

Various press activities in each region e.g.:
- Hannover – time slots in defined rooms - for press to have possibility to make interview with invited politicians
- Bolzano – special invitations for chosen Milano based journalists to join press tour to Bolzano to attend the European Hydrogen Road Tour events in collaboration with IIT and Klimamobility Fair.
- UK leg – press was offered to drive/ride with cars between the UK stops and attend more than one event in the UK leg.
- Swindon – extended FCEV time slot beside refueling station - due to massive press interest and wishes for special photos.
At all event sites press from several media was represented. See more pictures at Flickr. Some examples:
Media coverage:

The press strategies, press releases and press events resulted in broad networking and massive press outreach. The media coverage exceeded the partners’ expectations with more than 700 press articles in 40 countries worldwide, and over 20 videos which have been seen by over 4,000 individuals. The participants who have driven the cars have shared their experience, read and written about the demo activities through social media, blogs, articles and thousands of pictures.

Below some samples from the press articles have been extracted. The entire media coverage list can be found as appendix at the end of this report.

Argentina:

Brazil:

China:

Denmark:
France:

La Classee B-F-Cell rent in dans le grand Nord

Mercedes va tester l'hydrogene en Scandinavie

Dans le cadre d'un projet, la firme à l'étoile va fournir des Classe B afin de montrer que la pile à combustible est une technologie avérée à maturité et qu'elle favoriserait massivement dans l'infrastructure de remplissage.

Europe Hydrogen Day Tour 2012, c'est parti !

L'European Hydrogen Day Tour 2012, c'est parti !

Toyota, Honda, Hyundai et Mercedes-Benz vont se tenir fin septembre dans une tournée européenne de promotion du véhicule à hydrogène et présentent respectivement le FCV reo, le FC2 Clarity, le FCV Hydrogen and the B-Class F-CELL. Partie de Hambourg, la tournée s'arrêtera à Hambourg, Bruxelles, ou Mondial de l'Automobile, et pourrait se rallier à Genève, Bruxelles, Amsterdam, Londres et Copenhague où elle se terminera le 10 octobre.

Guatemala:

Grandes marcas apuestan por el hidrógeno como combustible

Para ello, un total de once vehículos de este tipo de autos fabricantes llevarán a distritos únicos de pila de combustible al Europe Hydrogen Day Tour 2012.

Esta gira de vehículos "verde" se entregará durante un mes y contactará con pueblos en multitud de ciudades europeas, dando a conocer a las personas interesadas en este tipo de coches la oportunidad de conocer y probar estos vehículos, cuya boca residencial es aguijón.

Italia:

Les groupes automobiles Toyota, Mercedes-Benz, Honda y Hyundai se han aliado para "demonstrar" la viabilidad de los vehículos eléctricos de pila de combustible, impulsados por hidrógeno, según informaciones de las promotoras del proyecto.

Para ello, un total de once vehículos de este tipo de autos fabricantes llevarán a distritos únicos de pila de combustible al European Hydrogen Day Tour 2012.

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Con esta iniciativa persiguen además transmisor el mensaje de que, aunque ya existe una tecnología de vehículos de hidrógeno, es "imperativo" mantener la estructura de distribución de hidrógeno.

Los promotores de esta medida considera que la gira constituye "el reto más prometedor de promoción de estos coches en Europa este año".

En virtud de este "tour", los coches de las fabricantes que participan en el evento partirán
Last week, Honda, Toyota, Nissan and Hyundai aligned a Memorandum of Understanding (MoU) with organizations from the Nordic countries to support the market introduction of fuel cell electric vehicles (FCEVs) and hydrogen refueling infrastructure between 2014 and 2017.

Besides the carmakers, the signing organizations are Hydrogen Infrastructure companies (HYT AS) (Norway), H2 Logistics AS (Denmark), Copenhagen Hydrogen Hub A/S ( Denmark) and Nordic MOF Hydrogen Norway, Hydrogen Sweden, Scandinavia Bio Energy, Hydrogen Link Denmark Association and Scandinavian Hydrogen Highway Partnership (SHHP).

This collaboration follows last month’s announcement by Honda CEO Takanobu Ito of his company’s development of an all-new FCEV for Japan, USA and Europe. It has launched in Japan. It also comes off

Malaysia:

Honda, Toyota, Nissan and Hyundai sign MoU for Nordic introduction of fuel cell electric vehicles

Indonesia:

Norway:

Mexico:

Romania:

Toyota, Mercedes, Honda y Hyundai se alían para demostrar la viabilidad del hidrógeno como combustible

Curierul Național
Hyundai ix35 FCEV добрался до Скандинавии

Компания Hyundai стала участником программы H2moves Scandinavia, проводимой для развития применения топливных элементов в водороде. Южнокорейская автомобилестроительная компания представила прототип водородного автомобиля Hyundai ix35 на топливных элементах (FCEV), который получил название H2moves Scandinavia.

После неудачных в Остфризии и на севере Британии, Hyundai ix35 FCEV появился в России в Санкт-Петербурге. Для того чтобы разрешить расследование общественности о технологии топливных элементов, квадратная для широкой публики будет проводиться тест-драйв. Другие 2 автомобиля Hyundai ix35 FCEV ожидаются в Дании в рамках проекта Hyundai Fuel Cell Electric Vehicle (FCEV) и «Дойной толкования по водородным технологиям и топливным элементам».

Серый седан в Скандинавии был модернизирован для проверки живучести водородных автомобилей в разных погодных условиях — Hyundai ix35 FCEV без проблем борется с устойчивостью во время ветра.

Hyundai ix35 FCEV комплектуется 100-амперными (368 кВт) батареями топливных элементов и 2-амперными батареями байонет общей мощностью 5,64 кг, которые позволяют автомобилю преодолеть до 525 км. (NEDC norm) за один заправка, выполняемый при комнатной температуре воды. Продолжительность зарядки составляет 300 км/ч.

Paraguay:

El coche de hidrógeno, un poco más cerca

Los principales revolucionarios Hyundai, Honda y Hyundai en Paraguay están trabajando juntos para implementar la electricidad en vehículos eléctricos. El coche de hidrógeno es un nuevo concepto que ayuda a disminuir la contaminación del aire.

Para ello, el auto de hidrógeno se vendrá en el país durante un mes y se realizarán demostraciones en la ciudad de Asunción. El público interesado en este tipo de vehículos tendrá la oportunidad de conocer y probar estos vehículos, único artefacto en 2012.

Con esta iniciativa, se pretende acercar al mercado paraguayo nuevas tecnologías que ayuden a reducir la contaminación del aire.

Spain:

Siete coches recorren Europa para demostrar la viabilidad de la «pila de combustible»

Las vacaciones en los países europeos son ideales para probar las ventajas de la pila de combustible. La pila de combustible, una tecnología que combina el hidrógeno y el oxígeno para producir electricidad, es la opción más segura y eficiente para el futuro de la energía.

South Africa:

Big car names in fuel-cell push
Sweden:

**Bilen som bara släpper ut ånga**

Här är e-bilen som inte gör faran räckviddstångest. Full tank täcker över 50 mil. Ur avgasrättet kommer endast vattenånga.


Inom bildounce har det talats om brinnandeeller och viktiga i miljön. Det som sen den optimistiska dagen. Vare sig har man sagt att tekniken världen genom oss år.

United Kingdom:

**FuelCellsWorks**

Industry News & Information Leader

Norwegian and European partners open new "state of the art" hydrogen refueling station in Oslo

United States:

**H2moves Scandinavia**

D8.8

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3.5. Project communication events

During the project, four project communication events were planned and facilitated in conjunction with important deliverables for the project:

- Project launch press seminar
- Demonstration launch event
- Demonstration midterm event
- Demonstration final event

Project launch press seminar:
The project launch press seminar was held at SINTEF in conjunction with the H2 Logic HRS inauguration in Oslo the 21 November 2011, as described above.

Demonstration launch event:
The Oslo Demo Launch was the first project communication event besides the press seminar. Due to late delivery of the Daimler cars, the late completion of the H2 Logic HRS and the late entrance of the new partner; HME, the launch could take place first in November 2011. After a project meeting in Nabern/Germany in June, the detailed planning for the Oslo launch became more intensive, and to discuss specific details and settle a common plan, a two days’ workshop was arranged in Oslo 26-27 August with the core communication team from Hydrogen Sweden and LBST together with Norwegian stakeholders from Bertel.O Steen, HyNor, SINTEF and Zero.

The partners decided to arrange the following events:

- A “glamorous” inauguration ceremony at SINTEF HRS site for press and VIPs in conjunction with the press seminar
- Attend and hold speeches at Zero Conference/HyNor session
- Arrange a public Ride & drive event in Oslo centre at Aker Brygge.

The larger part of the detailed coordinating and planning work was performed by LBST and Hydrogen Sweden. But Daimler, SINTEF, H2 Logic and Hyundai showed also much engagement, enthusiasm and gave input to the launch program, the guest list, the location, to-do-lists, budget and more.
Demonstration midterm event:

In 2012, when the H2moves Scandinavia project had reached its crescendo after the first two years of development, it was suitable to set up the midterm event just before the European Hydrogen Road Tour. So this event took place in Brussels on the 18-21 June, in conjunction with the EU Sustainable Energy Week.

The objective of the midterm event, organized by Hydrogen Sweden in collaboration with the project partners, HyER and FCH JU, was to communicate the first project results and learnings from H2moves Scandinavia, and to disseminate the projects messages under the tagline “Hydrogen – here today, everywhere tomorrow”. Further objective was also to network with stakeholders in Brussels and officially announce the European Hydrogen Road Tour and its new road tour partners Toyota and Honda.

After many planning sessions, were different options for the midterm event were considered, we decided to link it to the European Hydrogen Road Tour in order to get a strong story with high visibility. The original plan was to organize the midterm event in Gothenburg, Sweden, in conjunction with the green city festival in end of August, as a Nordic pre-gathering event with the H2moves partners and a public kickoff of the Road Tour before it would start officially together with the additional Road Tour partners in Hamburg in September.

As the discussions continued, FCH JU and HyER came up with their ideas and plans for the Sustainable Energy Week in Brussels 18-22 June 2012. Their aim was to gather the different projects in joint efforts to make a real impact in Brussels during these important days. They had already started their planning of the SEW events with an Exhibition at the European Parliament, a joint Energy Day on Hydrogen and a clean mob activity to “flood Brussels with electric vehicles”. To organize these events together with H2moves Scandinavia, the largest H2moves project in 2012, was crucial. Also, the timing, event and location in Brussels were a perfect occasion to announce the European Hydrogen Road Tour. Therefore, the H2moves Scandinavia consortium took the decision to move our midterm event to Brussels in conjunction with the Sustainable Energy Week.

The plans for the H2moves Scandinavia midterm event evolved to include four parts:

1. H2moves session at own Energy Day “Let Hydrogen Move You!”
2. H2moves session in main Sustainable Energy Week programme
3. H2moves Exhibition and speech in European Parliament
4. H2moves FCEVs for Fuel cell and Battery Vehicles Clean Mob and Ride & Drive
The H2moves Scandinavia midterm event turned out to be a 3 in 1 event in Brussels on the 18 - 21 June 2012. The additional project speech within the SEW session “Decarbonisation of transport: real solutions”, which was applied by FCH JU, did not get accepted. So the midterm event included the Energy Day Conference, the Exhibition and speech in the European parliament and the Clean Mob Ride & Drive event. The project partners were represented by Teresa Fickler from Daimler and Sae Hoon Kim from Hyundai who also provided their vehicles. LBST was represented by Ulrich Bünger and Hydrogen Sweden by Björn Aronsson, Martin Svensson, Christine Apelgren and Jöran Fagerlund who contributed with speeches, panel discussions, networking activities and media coverage by filming, photographs and interviews during the days and afterwards through the web.

Energy Day Conference “Let Hydrogen Move You!”:
This event was co-organized in close collaboration with the European Hydrogen Association, EHA, Fuel Cells and Hydrogen Joint Undertaking, FCH JU, and Hydrogen, fuel cells and Electro-mobility in European Regions, HyER. The conference presented key stakeholders in the main demonstration locations and their experiences how hydrogen is moving their communities to a low carbon transport and energy future. It was held at Palais des Académies in Brussels on the 21 June 2012.

H2moves Scandinavia had its midterm project results and learnings session by project coordinator Ulrich Buenger, and a round table panel session with Björn Aronsson from Hydrogen Sweden, together with representatives from the projects CHIC, HyTEC and High VLO City.

Also, FCEVs from Daimler and Hyundai for Ride & Drive during the entire day were made available. On top of that, the European Hydrogen Road Tour was officially announced at a separate press conference.
H2moves Scandinavia Exhibition and speech at the European Parliament:

As the European Sustainable Energy Week 2012 took place during the Danish presidency of the European Union, H2moves Scandinavia took an active part together with Fuel Cells and Hydrogen Joint Undertaking in the organization of an Exhibition in the European Parliament, hosted by Danish MEP Morten Messerschmidt.

The exhibition ‘Let Hydrogen Move You’ took place from 18 to 21 June, in the European Parliament, Brussels, with a vernissage on 20 June, where Martin Svensson and Björn Aronsson from Hydrogen Sweden had speeches to the invited politicians, presenting H2moves Scandinavia and the development in the Nordic region. Also there the European Hydrogen Road Tour and its partners Toyota and Honda were officially announced.

During this event, interviews were carried out with the politician Morten Messerschmidt and Bert de Colvenaer from FCH JU which can be found on our Youtube channel.
Posters from the H2moves Scandinavia exhibition at the European Parliament

Speech by Martin Svensson at the vernissage

Networking with Christine Apelgren in the exhibition

Networking and walk through the H2moves Scandinavia exhibition at the European Parliament
H2moves Scandinavia FCEVs for Fuel Cell and Battery Vehicles Clean Mob and Ride & Drive:

Hydrogen fuel cell electric vehicles were also provided to the “Clean Mob” of battery and fuel cell electric cars in the gardens of the Palais des Académies in Brussels on June 21. This event was co-organized in collaboration with EHA, HyER, EUSEW, AVERE and FCH JU. We offered Ride & Drive of the Daimler and Hyundai FCEVs as part of a fleet of 14 vehicles on the occasion of the ”Let hydrogen move you!” conference and the EHA Annual General Meeting, where VIPs and public got the possibility to test drive the cars. During this day, there were a number of participants with strategic interest from the Energy Day Conference in Brussels who got the possibility to test drive the vehicles for the first time.

Feedback and conclusions

The H2moves Scandinavia midterm event fulfilled its ambition. By linking the project to the EU Sustainable Energy Week and other strong events, it demonstrated unity and delivered its message on a high level into the heart of the Brussels establishment. Thanks to the collaboration with FCH JU, the project could have an exhibition inside of the European Parliament. And through the cooperation with HyER we did not only present the project results at an official Energy Day conference, but could also participate in a panel discussion side by side with other interesting projects within the hydrogen field. Even though not all MEPs had the possibility to attend the vernissage at the European Parliament, they got the information sent to them in the invitation and had the chance to experience the project in the exhibition. After the midterm event and the announcement of the European Hydrogen Road Tour, the interest and conversations by email and social media increased significantly.

Links:

Energy Day Conference “Let Hydrogen Move You!”:

Final Event:

At several strategic discussions within the project consortium, it was discussed where, when, and how to implement the final event to get the best impact and several scenarios were developed.

The first plan was to make the final event in direct connection to the last stop of the European Hydrogen Road Tour in Copenhagen and to place it in Gothenburg. This would enable to disseminate the project including a Ride & Drive in Sweden as well, as the vehicles would anyway pass by Gothenburg on their way back to Oslo where they are placed. The final event could then have been executed in conjunction with the Gothenburg Marathon on the 13th October. But as the plans evolved, it was realized that such an event would collide with two other important events: the FCH JU General Assembly in Paris and the Nordic Electromobility Delegation Tour to Korea. Therefore, we decided to change the plans for the final event.

Nordic event:

During these discussions, dialogue within SHHP was intensified and HyNor and ZERO looked into the option to present the H2mS project results in connection with the Zero Conference 2012 in Oslo. These discussions resulted in the first part of the final event, mainly approaching the Nordic region. This event was shaped into the conference “A Closer Look at Hydrogen as Transportation Fuel in the Nordic Countries”, which took place on 21 November 2012 at the Clarion Hotel Oslo Airport Gardermoen. During this conference, Hydrogen Sweden presented the H2moves Scandinavia project outcomes and results to an engaged crowd, and participated in an interesting panel discussion.
The program can be found here [http://hynor.no/art/12654961](http://hynor.no/art/12654961)

In addition to this conference, SHHP organized a think tank workshop on the 22 November to discuss the future steps looking towards a demonstration roadmap for the Nordic countries, where all Nordic stakeholders and also LBST participated.

European/international event:
In order to reach out to an international target group, it was decided to arrange the second part of our final event in Brussels. The plan was to attract a strong crowd from the European Commission and the representatives from the regions, by linking the event to the FCH JU Programme Review Days on the 28 & 29 November. Therefore, the final event was then arranged for 30 November at the FCH JU premises and invited the EU Commission and the regions representatives with great help from FCH JU and HyER. But many of our targeted participants were also invited to the 10th Meeting of the Member States Representatives Group at FCH JU in
Brussels on this same day. Therefore it was decided to split the final conference in Brussels into two events in order to reach out to as many as possible.

10th Meeting of the Member States Representatives Group:
On the 30 November 2012, the project coordinator Ulrich Buenger gave the presentation of our key project learnings at the Member State Grouping Meeting which took place at FCH JU in Brussels.

Final Conference Brussels:
The date for the final conference targeting the EU Commission and the regions was changed to 14 December 2012 and took place at The House of Cities, Municipalities and Regions. This final event was in conjunction with the HyER Board Meeting the same day dubbed: H2moves Scandinavia Final Conference. Thanks to this, it was possible to attract the regions representatives from the House of Regions as well as the HyER board. The final conference included presentations with the key learnings from each of the project partners, as well as discussions with a compact but engaged audience. There were representatives from the European Commission, DG Research & Innovation, as well as participants from the following regions:

- G4 Region of Amsterdam - The Hague - Rotterdam - Utrecht
- Region of Skåne
- Region of Aragon
- Region of Hamburg
- Region of Poiteau Charantes
- Region of Midi Pyrennees
- Eurocities Member Regions

The last General Assembly meeting of H2mS partners was co-organised in the afternoon of the same day and at the same premises, with FCH JU joining in.
Invitation to Final Conference Brussels

Ulrich Buenger and Joaquin Martin Bermejo from the EC

Martin Svensson and Janneke Stalenhoef from G4 Carlos Navas from FCH JU and Sae Hoon Kim from HME

Representatives from EC, regions and HyER board Federico Zenith from SINTEF Norway

Summary by coordinator Ulrich Buenger Melanie Leroy from Eurocities and Pontus Lindberg from the region of Skåne together with some of the partners
3.6. Appearance at European or international events/conferences/fairs

In addition to the project communication events, H2moves Scandinavia participated at a large number of project external events, conferences and fairs to communicate our messages and project performances on a European and international level. It became a continuous process to settle the most relevant fairs and conferences to attend. A matrix was made and sent to the project partners for approval, where possible fairs for the awareness were collected.

H2mS attended conferences with general project presentations, but we also did more lively dissemination activities at external events such as the Zero Rally, or presented the project’s achievements in detail. In the preparations of the European Hydrogen Road Tour, other existing fairs and conferences to participate in along the route were carefully assessed. Where H2mS couldn’t participate physically, dissemination material was provided for further distribution. There were also smaller local activities taking places regularly with the customers in Norway and Denmark where the vehicles are placed.

<p>| Attendance at European/international events/conferences/fairs: |
|-----------------|---------------------------------|-----------------|
| <strong>2011:</strong>       |                                 |                 |
| May             | Green Growth in the Baltic Region | Sven Wolf/H2S presented H2moves | Riga/Latvia |
| October         | Hydrogen &amp; Fuel Cells in the Nordic Countries | Ulrich Bünger/LBST presented H2moves | Malmo/Sweden |
| November        | Oslo Demo Launch press seminar at SINTEF | Ulrich Bünger/LBST presented H2moves | Oslo/Norway |
| November        | General Assembly                 | Sven Wolf/H2S and Ulrich Bünger/LBST presented H2moves | Brussels/Belgium |
| November        | HyNor Session, Zero Conference Oslo 21-22 November | Project presentations by Björn Aronsson/H2S and Johnny Danielsen B.O.S. | Oslo/Norway |
| <strong>2012:</strong>       |                                 |                 |
| April           | Technoport Conference and Public Driving Event | Steffen Möller-Holst/SINTEF | Trondheim/Norway |
| April           | Oslo - Monte Carlo Event Trip    | Marius Bornstein/Zero | Oslo/Denmark Monte Carlo/Monaco |
| May             | Giro d’Italia bicycle race       | Mikael Sloth/H2 Logic Flemming Wennike/Hydrogen Link | Herning/Denmark |
| June            | 19th World Hydrogen Conference (WHEC) | Erik Wiberg/H2S Ulrich Bünger/LBST presented H2moves | Toronto/Canada |</p>
<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
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<th>Presenter 2</th>
<th>Presenter 3</th>
<th>Location</th>
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<td>Sustainable Energy Week</td>
<td>Martin Svensson/H2S</td>
<td>Ulrich Bünger/LBST</td>
<td>Björn Aronsson/H2S</td>
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<td>“Let Hydrogen Move You!”</td>
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<td>Christine Apelgren/H2S</td>
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<td>Conference at Palais des Académies</td>
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<td>Exhibition at European Parliament</td>
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<td>Zerorally 2012</td>
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<td>Morten Brusletto/Hyundai</td>
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<td>Green Highway Seminar</td>
<td>Handout of H2moves Scandinavia dissemination material through Anne Sörensen/Grön Trafik</td>
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<td>Östersund/Sweden</td>
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<td>“Electric vehicles and infrastructure”</td>
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<td>June</td>
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<td>Trondheim/Norway</td>
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<td>Hydrogen Colloquium during the European Hydrogen Road Tour</td>
<td>Ulrich Bünger/LBST</td>
<td>Björn Aronsson/H2S</td>
<td>Martin Svensson/H2S</td>
<td>Hamburg/Germany</td>
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<td>Christine Apelgren/H2S</td>
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<td>Solvay VIP Seminar during the European Hydrogen Road Tour</td>
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<td>Klimamobility Conference during the European Hydrogen Road Tour</td>
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<td>Martin Svensson/H2S</td>
<td>Christine Apelgren/H2S</td>
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<td>IIT seminar “Wasserstoff, die Zukunft in Südtirol” during the European Hydrogen Road Tour</td>
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<td>EcoDolomites</td>
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<td>Airliquide VIP Event at the Paris Motor Show during the European Hydrogen Road Tour</td>
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<td>Jöran Fagerlund/H2S</td>
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<td>September</td>
<td>4th Austrian Hydrogen Conference</td>
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<td>Cardiff VIP Seminar during the European Hydrogen Road Tour</td>
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<td>UKH2Mobility board meeting event at Johnson Matthey during the European Hydrogen Road Tour</td>
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<td>London VIP Seminar during the European Hydrogen Road Tour</td>
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<td>London/United Kingdom</td>
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<td>October</td>
<td>Nordic MoU Signing Event at Global Green Growth Forum (3GF)</td>
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<td>Copenhagen/Denmark</td>
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<td>October</td>
<td>Hydrogen Link workshop &quot;Hydrogen For Transport&quot; during the European Hydrogen Road Tour</td>
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<td>Copenhagen/Denmark</td>
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<td>October</td>
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<td>November</td>
<td>HyNor/SHHP Conference: &quot;A Closer Look at Hydrogen as Transportation Fuel in the Nordic Countries&quot;</td>
<td>Martin Svensson/H2S, Sven Wolf/H2S</td>
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<td>November</td>
<td>SHHP Demonstration Roadmap Conference</td>
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<td>December</td>
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3.7. Media and communication PR kit

Significant efforts were made to prepare information and dissemination material for press events and media coverage. The PR package and dissemination material was developed in a period of daily tight cooperation between LBST, Daimler and Hydrogen Sweden with telephone conferences - sometimes several times a day. Drafts were sent around to collect partners’ opinions, updates have been done in order to reach effectiveness and best result. The development of PR material in parallel with other efforts and deliveries was very time consuming. A first brochure was made for internal need of project information. The other material, aimed for external use, had to wait for HME to become official partner before it was possible to print avoiding to unnecessarily spend PR budgets. So the material was finished for the official Oslo launch.
To update and maximize the information- and communication effects for upcoming events 2012, new "products" were developed and ordered. Before the work to choose what and how, there were some challenges to consider:

- Texts and messages need to be understood in different languages
- The choice of color, shape and products needed to support the messages of the project
- Purchases must fit within the budget – which is limited
- All products need for logistical reasons, to be small and weigh little
- Products must attract all types of stakeholders, press, politicians, adults and children
- Shall leave the footprint of humor and be an eye catcher

The project team was also keen to stick to the branding manual guidelines through everything we produced and ordered. Even smaller things like the name tags were produced in line with the rest of the materials. Joint decisions were a common thread throughout the project. To mention one example, a common sticker for the EU Road Tour was designed that would unite the four cars under the project umbrella. Efforts to agree on the form, text, and especially the color became a much more extensive and time-consuming process than was foreseeable in the beginning, much depending on the different colors of the cars - but finally the partners agreed that it should be an orange framed dot on the bonnet.
Local additions to the PR kit:
As earlier described the local organizers of the events were involved in many aspects - so also when it came to the PR kit. It was communicated from start that inputs and sponsorships were welcomed. This decision helped out to make the event even more generous from the visitor's point of view. In addition to the project’s PR kit they got even more give a way's, food & beverages and experiences – which increased the success story.

Dissemination material for the communication PR kit, created in line with the graphic profile for H2moves Scandinavia:
Branded rain ponchos

European Hydrogen Road Tour Brochure:

Event tents:

Two together as one big tent in Hamburg
Shared and used in two spots at the same time in Bolzano

Branded registration desk
OEM Brochures included in the PR Kit, the press kit and handed out at events:

Daimler

Hyundai

Honda

Toyota

H2moves Scandinavia, WP7 brochure:

As part of communicating on the long-term intentions of this demonstration project and the SHHP, a Scandinavian demonstration roadmap for the period 2012-2015 was drafted. The ambition of this roadmap was to secure the continuation of the project, the commitment of the partners and to describe how the demonstration will expand in this geographical region in order to connect to the LHPs in Germany as part of a wider European strategy.

During 2011 the work with the Demonstration roadmap started. There was an internal workshop organized on Iceland to draft, plan and collect input. At the workshop the recent development within the industry was discussed and put into a Scandinavian context. Valuable exchange of experiences and perspectives was achieved also with Icelandic hydrogen stakeholders whereas they have long running hydrogen demonstration activities going on.

This work continued in 2012, with its crescendo at the SHHP Think Tank in Oslo on the 22 November. In collaboration with LBST and the respective stakeholders in each of the Nordic countries, the Demonstration Roadmap was compiled in the separate document “Demonstration Roadmap 2012-2015” which can be found on the project website.
3.9. Hydrogen Vehicles Drivers Club

The general idea of the Hydrogen Vehicles Drivers Club has been to establish a network between the drivers of the FCEVs and those financing them. In order to keep them updated about the project and enable networking in an easy way. Now, the drivers within H2moves Scandinavia are both the companies and its staff who are leasing the cars, but also the VIPs and public driving the vehicles at our Ride & Drive events.

So in order to enable networking activities, the first one to be approached was Bertel O. Steen, Hyundai and Zero who have contracted their leasing customers. It was found that fruitful drivers club activities with the leasing customers could only be obtained if the concept and the activities became locally anchored of. Hence, different alternatives were discussed for a local activation of their customers:

- Ongoing dialogue with the drivers
- Regular networking meetings
- Project information days
- Video interviews with the drivers
- Activation through social media by facebook group
- Linking drivers club to another public driving event

After a number of telephone conferences, budget processes and investigation of the local conditions, it was found that Bertel O. Steen, Hyundai and Zero already had been in regular contact with their customers on a more individual basis, and it would be seen as artificial to just add more meetings. It was therefore decided to find a smart and more sensitive way to approach the leasing companies and their drivers jointly.

This resulted in collaboration where different partners were involved:

- The local partners in Oslo Bertel O. Steen, Zero and HyNor continued their ongoing dialogue with the drivers by giving them latest updates on the vehicles and the project.
- Hydrogen Sweden established contact with the drivers and visited them in Oslo for project updates, interviews and video making together with a journalist to get media coverage and spreading of the drivers’ experiences to others. These movies where spread within the drivers club network through Youtube and Facebook:
As a result of the drivers club networking, LBST did also establish the dialogue with the drivers in Oslo within WP7 to interview the drivers on their experience of the vehicles and the refuelling.

Once these activities were made, the partners agreed to keep the focus on the further drivers club activation at all upcoming test drive events on the European Hydrogen Road Tour, rather than organizing another public driving event in Oslo. It was decided to let all future drivers to network and get project updates during the Road Tour:

- Facilitation of dialogue and networking opportunities onsite through an event schedule allowing people to meet each other and engaged staff
- Lively panel discussions promoting interaction
- Enable the option for all drivers to easily network and get project information even after the Road Tour at their conditions through facebook and other social media.
- Plan for co-drivers during all test drives, who had continuous dialogue with the drivers and got interesting feedback from them through a feedback form
- Interviews and films with the drivers about their driving experience and sharing their input on the web with help from local bloggers to other existing and future drivers
- Collection of contact details from all drivers to be able to follow up and have future contact with them afterwards
3.10. Potential candidate regions networking platform

As part of the H2moves Scandinavia project, H2mS worked with a potential candidate regions networking platform. The aim of this networking platform was to establish an arena with potential candidate regions who consider starting a similar project, to make it easier for them to quickstart and interest them to take part in the European Hydrogen Road Tour.

The work with the networking platform was initiated during 2011 in coordination with the Oslo launch event with the support of the associated partner HyER. The project was through HyER able to spread the project information to a wide network of regions and municipalities all over Europe, with specific interest of hydrogen and fuel cell activities. During 2012 this networking platform evolved tremendously on different levels and arenas in collaboration with HyER, EHA, FCH JU and through the project partners’ and all local actors’ networks.

Information about the project was spread to all networks and contacts identified by HyER and the project partners. This was done by email, links to social media, but particularly by talking to people about the project and handing out info brochures at all different kinds of internal and external meetings in which the partners took part during the year. The idea was to not only give information but create a buzz that things are moving in the hydrogen field and to connect people and regions to start talking to each other. The regions’ representatives were invited specifically to take part and network at the midterm event in Brussels.
But above all, the networking platform came to its full development in the preparations and during the execution of the European Hydrogen Road Tour. As H2mS decided to choose those regions for the Road Tour which had the strongest interest, commitment and/or local engagement, H2mS set out with support from HyER to find the most suitable regions. A Road Tour concept was developed based on the integration of the regions local engagement and support in forming the content and doing the planning of VIP Seminars aiming to accelerate local networking. This gave the regions different stakeholders within the hydrogen field an external motivation to actually start talking to each other on a neutral networking platform under the umbrella of H2moves Scandinavia.

When local actions between the potential regions for the Road Tour were communicated, offering the possibility to interact, the dialogue increased. H2moves Scandinavia has played a role as matchmaker between the regions stakeholders in various regions, which has resulted in further “ripples on the water”.

As example, the region of Niedersachsen has intensified their hydrogen strategy plans after the local Road Tour event in Hannover and called the project the most important hydrogen event in 2012. In France, H2moves Scandinavia provided a networking platform for French politicians, AFHYPAC and Air Liquide to increase their dialogue at the Paris Motor Show, resulting in large press impact and further networking meetings. The chain like UK events resulted in many new contacts made between local partners, especially as we linked all their events together in a joint planning group locally and with connection to UKH2mobility. Also the Italian hydrogen stakeholders testified a succesful outcome of their networking meetings in conjunction to the project.

Thanks to the collaboration with FCH JU in Bolzano, Paris and the UK, the regions interest and the networking quality were high, as they could get direct answers on their questions about applications for new projects.

To summarize, the work with the potential candidate regions networking platform, it was decided to place the project’s final event at The House of Cities, Municipalities and Regions in collaboration with HyER. That made it possible to communicate the project result and learnings directly to the potential regions representatives. Further dialogue between the regions, which has started as a result of the project, can also continue on the H2moves facebook group.
Regions networking in Hannover

Regions networking in Paris

Regions networking in the UK

Regions networking in the UK

Regions networking in Bolzano

Regions networking in Bolzano
4. Achievements

4.1. Increasing the awareness on hydrogen FCEV demonstration activities

Beyond doubt, H2moves Scandinavia has achieved its activity goal and increased the awareness on hydrogen FCVEV demonstration activities.

Throughout the entire project, the vehicles have been used in demonstration activities both in the Nordic countries and all over Europe. Many drivers have actually taken the opportunity and used the vehicles on a daily basis in Oslo and Copenhagen, thanks to engaged project partners, the leasing companies and their employees. It has given us the opportunity to not only experience the performance of the vehicles and the infrastructure, but even more to demonstrate the readiness of the technology to a wider crowd and to really spread the word about hydrogen and FCEVs.

Beside of a variety of demonstration activities with public test drives in Oslo and Trondheim, distance record in harsh winter conditions, Oslo-Monte Carlo Drive, Giro d’Italia and Zero Rally, it has been the European Hydrogen Road Tour which has really increased awareness as the largest hydrogen fuel cell event in 2012. During the entire project, many thousands of people all over Europe have participated in our demonstration activities. The demonstration Road Tour alone attracted over 3,000 participants and more than 1,300 test drives.

H2mS has facilitated a total of 25 demonstration activities for VIPs and the public in 8 regions on top of all the regular local demo activities. The awareness campaign has exceeded earlier expectations with more than 700 press articles worldwide, over 20 movies which have been seen by over 4,000 people. The participants who have driven the cars have shared their experience, read and written about the demo activities through social media, blogs, articles and thousands of pictures. The target groups have shown that they are enthusiastic about fuel cell cars and that there is a need for continuous demonstration activities to be made.

4.2. Increasing awareness on hydrogen FCEV state of play in Europe

The dissemination of H2moves Scandinavia has very much focused on the hydrogen FCEV state of play in Europe, especially during the European Hydrogen Road Tour. Through the networking platform and the activation of the regional stakeholders, they have been facilitated to put together all pieces of their local hydrogen puzzle. This has enabled H2mS to realize, develop and communicate the hydrogen FCEV state of play in each of the European regions visited.

The VIP seminar concept with lively panel discussions has been key to establish contacts and increased dialogue between local, regional as well as European decision makers, politicians, industry representatives, organizations and public actors. This has resulted in a summary of the achievements at each of the seminars, describing the regional state of play and the trends for the future development. By compiling and publishing these summaries on the H2mS website, it was made possible for everybody to get this status update, which has led to an increased awareness. As this work has been carried out in close cooperation with FCH JU, HyER and the project partners, H2mS has been able to link the hydrogen state of play in each region into the larger European context.
5. Key learnings

It has been a great challenge, with lots of efforts from all project partners and other stakeholders, to be part in the realization of the H2moves Scandinavia project. The dissemination and communication work has been one big coordination task where the project internal communication has been almost as important as the external.

Given the basic conditions for this task, with essential co-funding to be found simultaneously with consensus striving in-between all involved stakeholders, it has sometimes been difficult to do exactly what has originally been planned. To coordinate the dissemination by doing the right compromises has been key. But it is precisely because of this true collaboration that the project has been sustainable and successful.

These are the key learnings seen from the dissemination and communications perspective:

- Planning of the communication and dissemination activities in this kind of collaboration takes time and needs to start early.
- The communication on safety still needs to be addressed in public, even though FCEVs and hydrogen is safer than gasoline/diesel.
- Communicate the message that it is fun to drive and have as many as possible to test drive the vehicle (driving helps forgetting about safety concerns).
- To achieve co-financing for communication and road tour event services through external sponsors is difficult and requires extensive time and coordination. Therefore, it is proposed that future communication services should be funded by 100%.
- Collaboration with those local actors who have high engagement is key to achieve local outreach and buzz.
- A Road Tour concept with a variation of different activities and a lot of test driving gives a strong impact and continuity after the event.
- Demonstration activities and especially road tours require accurate logistics planning, in order to keep the events together with an effective time schedule, but without risking the program due to all unforeseen events along the road.
- The dissemination and communication on hydrogen FCEVs is welcomed by an interested audience who meets our message with enthusiasm and hope and fun!

It has been a true pleasure to be partner in such a successful project as H2moves Scandinavia. Of course this would not have happened without all great support which we have received from FCH JU, all project partners, additional OEMs, supporting organizations, industry sponsors, local facilitators and of course all engaged participants and the general public who have welcomed us with open arms. We look forward to continue our contribution to the further hydrogen development in Europe!
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El coche de hidrógeno, un poco más cerca

Grandes marcas apuestan por el hidrógeno como carburante

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Mercedes-Benz, Honda, Hyundai y Toyota participan en el European Hydrogen Road Tour 2012

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Hersteller starten gemeinsam zur European Hydrogen Road Tour

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Dansk satsning på brint giver gevinst

Italy
01 October 2012

United Kingdom
Fuelcellsworks
08 October 2012
29 September 2012

United Kingdom
05 October 2012

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Easier.car
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Drive Hyundai's hydrogen-powered ix35 Fuel Cell

United States
Formula.hu
28 September 2012
Hyundai's 1000 ix35 Fuel Cell Cars Aimed at Fleets

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Fuelcellsworks
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United Kingdom
Girlracer.co.uk
First Minister welcomes major Hydrogen fuel conference to Wales

United States
02 October 2012

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