



# European-wide field trials for residential fuel cell micro-CHP

WP4 - DISSEMINATION

Berlin, 20-21 February 2013  
First Project Meeting



- Objectives
- Tasks and deliverables to December 2013
- Progress to February 2013
- Issues and corrective actions
- Timeplan to end December 2013
- Upcoming important actions
- Q&A

- Main objective:
  - Develop and implement an effective communications strategy to inform and engage the different target groups who have a role to play in wider market development and uptake of the product.
- The fundamental aims are to:
  - Successfully dissemination the business case for micro FC-CHP to **industrial stakeholders** (utilities, grid operators, smart grid suppliers)
  - Successfully creating **end user** communications on micro FC-CHP in order to allow potential customers to make an informed buying decision
  - Successfully communicate the potential of micro FC-CHP and models of successful enabling policy to **policy makers** at European Union, Member State and regional level.....

.....Via the Dissemination Plan

- Task 4.1 – Plan for using and disseminating knowledge (M1 → M6)
- Task 4.2 – Development of general communication tools (M1 → M60)
  - 4.2.1 – Project Website
  - 4.2.2 – Tailored communications
  - 4.2.3 – Development of information packs for householders
  - 4.3.4 – Newsflash
- Task 4.3 – Engagement plan for key industrial stakeholders (M16 → M48)
  - 4.3.1 – Presentation Plan for Key Industrial Events (advance)
  - 4.3.2 – Creation of an ene.field “farmers” panel (advance)

# Tasks and deliverables to December 2013 (M16)

WP 4 - DISSEMINATION	2012				2013											
	SEP	OCT	NOV	DEC	JAN	FEB	MARCH	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
D4.1 – Dissemination Plan (M6)						D										
D4.2 - General Communication tools:																
D 4.2.1 Project Website and Intranet (M3 & ongoing)			D													
D4.2.2 – General information pack (M3 & ongoing)			D													
D4.2.3 – Information packs for households (M6)						D										
D4.2.4 – Newsflashes (6 monthly)						D						D				
D4.3 - Engagement Plan for Key industrial stakeholders (M15)															D	

- Phase 1: Initial (year 1-2)
  - The relevant results and experiences of existing micro FC-CHP demo projects
  - More direct project experience will be drawn in as time progresses.
  - Special focus on utilities in this first phase
- Phase 2: Deployment (year 2-4)
  - Project implementation experiences will be available in Phase 2 accompanied by an increasing amount of analysis
  - End user communication will be refined
  - Policymakers will begin to receive regular updates and reports from the project.

- Phase 3: Findings (year 3-5)
  - draw together lessons learned during the project
  - develop recommendations and conclusions.
  - Promote results to all target groups (The target customer groups and the political groupings become the dominant target groups in this phase.)

Communication Plan ..updated every 12 months.

- 12 month communication plan presented at project meeting for review and agreement within 3 weeks
  - Target groups, main messages, tools, events.
- WP4 team and all communications representative conference call every 6 months
- WP4 team draft all materials for communication by project. All press releases, reports and findings of project to be signed off by partners.

- D 4.2.1 Project Website and Intranet (M3 & ongoing)**

[enefield.eu](http://enefield.eu)

- WP4 team need your input**

	Jan-13				Feb-13				Mar-13				Apr-13				May-13				Jun-13				Jul-13				Aug-13				Sep-13				Oct-13				Nov-13				Dec-13				
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4					
Company Factsheet					x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		COGEN				
FC Country Focus						x				x				x				x				x				x				x				x				x				x			HYER				
News							x				x				x				x				x				x				x				x				x		HYER								
Events							x				x				x				x				x				x				x				x				x		COGEN								

- About – Objectives, Partners & contact – won't need so much update
- Technology- DCHT
- Field trials – Benefits; Q&A – EE will send COGEN the updates for the website
- Latest news
  - News - HyER
  - Newsletter – Updated by COGEN when available
- Events – COGEN
- Links- COGEN

COGEN	Company Factsheet, Events, About, Field Trials, Links
HYER	FC Country Focus, News
DCHT	Technology, Database
EST	TBC

- Factsheet Draft
  - Logo
  - Website
  - Contact Person
  - Who we are
  - What we do
  - Our role in the project

## COGEN Europe



Website:  
[www.cogeneurope.eu](http://www.cogeneurope.eu)

Contact:  
XXXXXXXXXXXX

### Who We Are:

COGEN Europe is the European association for the promotion of cogeneration. Its principal goal is to work towards the wider use of cogeneration in Europe for a sustainable energy future. Cogeneration or Combined Heat and Power (CHP) is the most efficient way to deliver heating, cooling and electricity. It is based on the simultaneous production of electricity and thermal energy, both of which are used. The central and most fundamental principle of cogeneration is that, in order to ~~maximise~~ the many benefits that arise from it, systems should be based according to the heat demand of the application.

### What We Do:

COGEN Europe is promoting the widespread development of cogeneration in Europe and world-wide. To achieve this goal, COGEN Europe is working at the EU level and with Member States to develop sustainable energy policies and remove unnecessary barriers to its implementation.

### Our role in ene.field project:

COGEN Europe is promoting the widespread development of cogeneration in Europe and world-wide. To achieve this goal, COGEN

- Based on summary and highlights from the partners meetings newsflash will be developed for the supporting groups and contacts
  - Project highlights
  - Progress
  - Requests for input
  - Upcoming events

- Approach:

Key industry (utility and ESCO) contacts at EU, national and regional level will be identified and contact will be established and maintained through targeted initiatives and actions.

- Develop an offering for utilities and ESCOs. **What's in it for them?**( then develop messaging)
- Use Callux experience and utility partners to find out main grounds for their engagement with ene.field
  - the project :Visibility and PR/website exposure/EU structure and contact, Utility working/advisory panel
  - the technology : Competitive positioning,field trial information, early start on market
  - the end user:customer contact and general feedback
  - the EU: public affaires, engagement with EU agenda, DG RES and DG ENER.
- Build data base of targets in other utilities, ESCOs and DSOs

- Start Farmer Panel : is to assist in reviewing the results and collecting recommendations from the project/Provide recommendations for the commercialization plan/For the final report. This can play a role!
- Participants: USA, Japan, Callux, Others?

**Agenda Farmer Panel** meeting : meeting associated with the General Assembly  
Ene.field

Update on progress of demonstration sites, information , and plans  
Analysis :/Lessons learned/Q&A and response

International

Update from USA

Update for Japan

At time of the general meeting 3 hour exchange

- Use the announcement of first installations to attract the wider participation of utilities and possibly ESCOs in to the project.
- Mail utilities and ESCOs directly highlighting Hannover Fair
- All press contact in period from February to April to mention utilities

### Hannover Fair 8-12 April

- Monday: Podium session at 15.00....**empowering citizens at home** a utility debate with press conference.(participants?)
- Tuesday: Press release based on podium specifically targeting utilities (direct invitation to participate quoting manufacturer leader?)
- Wednesday : EU day ( ene.field ....**opportunity for utilities**)
- Thursday : Set of individual Utility discussion meetings by partners ?

### Tasks

- Support a reception at the Fair to “launch”
- Build Press release materials :**first installations , Utility stories from ene.field utilities.** etc
- Message “bringing (independent?) heat and power for the home” or “empowering citizens” under the ene.field logo or “ the smart energy solution” as on our press release.

- Need to raise visibility more....need material from partners for website.
- Contributions to main messages, using supportive reasoning as comments on the Communications Plan.
- WP4 co-ordination on materials releases

- Confirm dissemination plan and Communication plan by 8<sup>th</sup> March
- Hannover Fair/**Launch**
- **Autumn event?**
- Communications teleconferences 2013
  - May 20<sup>th</sup> 10.00
  - December 2<sup>nd</sup> 10.00
- Respond on composition of Farmer Panel Group 8<sup>th</sup> March