



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

WP 4 Dissemination and Communication

London, 23-24 September 2013  
Second Project Meeting



- Objectives
- Timeplan, Tasks and deliverable to September 2014
- Progress to September 2013
- Issues and corrective actions
- 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 and Communication Plan

# Timeplan to September 2014

WPL-COGEN			2013					2014								
Tasks	Deliverables	Act	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APR	MAY	JUNE	JULY	AUG	SEPT
			12	13	14	15	16	17	18	19	20	21	22	23	24	25
<b>WP 4 Dissemination</b>																
<b>4.1 - Plan for using and disseminating knowledge</b>																
	<u>D4.1 Dissemination plan</u>															
<b>4.2 - Development of general communication tools</b>					D						D					
4.2.1- Project Website		COGEN	Continuous Task													
	<u>D4.2.1 project website</u>															
4.2.2-Tailored Communications		COGEN, HyER														
	<u>D 4.2.2 General information pack</u>															
4.2.3-Dev.info packs for householders		EST														
	<u>D 4.2.3 Information pack for households</u>		Translations													
4.2.4-Newsflash		WP Leaders														
	<u>D 4.2.4 Newsflashes (6monthly)</u>				X D						X D					

# Timeplan to September 2014

WPL-COGEN			2013					2014								
			AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APR	MAY	JUNE	JULY	AUG	SEPT
Tasks	Deliverables	Act	12	13	14	15	16	17	18	19	20	21	22	23	24	25
<b>WP 4 Dissemination</b>																
<b>4.3 - Engagement plan key industrial stakeholders</b>		COGEN, HyER, DCHT														
4.3.1 - Presentations at key industrial events			<b>Continuous task during all project</b>													
4.3.2 - Creation of "Advisory Panel"				X												
<b>4.5 - National Dissemination Events</b>		COGEN, HyER														
National Workshops				X	X	X										

- ene.field website
  - ✓ Ongoing task
  - ✓ Database of cases studies (DCHT)
  - ✓ Please contribute!
- D 4.2.4 Newsflashes (6monthly)

Based on summary and highlights from the partners meetings. The newsflash will be developed for the supporting groups and contacts

- 4.3.2 - Creation of "Advisory Panel"
  - ✓ Ongoing - First meeting this morning
- 4.3.1 - Presentations at key industrial events
  - ✓ Continuous task
  - ✓ Updated Standard Presentation



**ene.field**  **HANNOVER FAIR**  
Fuel Cells x Combined Heat and Power

During the **Hannover Fair**, the world's biggest industrial fair, the ene.field project was successfully presented in two events:

- Podium Discussion:  
*How Do We Get Government and Industry to Bring New European Technologies to Market?*  
View the video presentation [here](#)
- Technical forum:  
Technical [presentation](#) of the project



Most of the project manufacturers were present at the Fair exhibiting their units in a booth consistently busy with visitors interested in finding out more about the potential for micro-CHP in Europe.

The first unit will be installed soon and the outcome will provide the project team with a valuable, practical and up-to-date dataset on domestic energy consumption and micro-CHP applicability across Europe.

ene.field is an opportunity to participate in the early market of a new household product targeted at the emerging market demands of energy conscious customers.



ene.field will deploy up to 1,000 residential fuel cell Combined Heat and Power (micro-CHP) installations, across 12 key Member States.

The project is co-funded by the European Commission's Fuel Cells and Hydrogen Joint Undertaking (FCH-JU), and brings together 26 partners, among whom are 9 European manufactures.

It represents a step change in the volume of fuel cell micro-CHP (micro FC-CHP) deployment in Europe and a meaningful step towards commercialisation of the technology.



Newsflash N1 – May 13 For more information, visit [www.enefield.eu](http://www.enefield.eu) or contact [info@enefield.eu](mailto:info@enefield.eu)



The research leading to these results has received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) for the Fuel Cells and Hydrogen Joint Technology Initiative under grant agreement n° 303462.

- More exhaustive presentation to be adapted depending on the audience. Main points of the presentation:
  - Brief presentation of the project
  - Overview of FC m CHP technology and its benefits
  - Technology deployed under ene.field
  - Typical agreements between ene.field manufacturers and associated field partners

- 4.5 - National Workshops...where should they be held?

Interested Regions	Foreseen Dates
Aragon (ES)	26 September
North- Rhine Westphalia (DE)	November
Trentino, Piemonte, Tuscany (IT)	October
Riga (LV)	October
British Midlands (UK)	Autumn
Akershus (NO)	2014

- Support documents:
  - Standard Agenda
  - Preparation document (draft invitation and recommendations)
  - Information packs translated to workshop languages (Dutch translator needed!)
  - Inform COGEN/ HyER about your interest in participating

- Finalisation of the Information Pack and translation into the different languages!
- Press Release of the First Installations
- First Newsflash
- Several presentations and articles
- Creation of a utilities database and mailings sent
- National Dissemination Workshops



- Newsflashes....
  - Hard to finalise
  - Partners to send input after the project meeting
- It is good to have as many pictures as possible to use in the presentations / articles / website
- Cases studies for the website

- Next Communication Call
- National Workshops
- Input for the Newsflash
- Cases Studies
- Update of the Communication Plan for 2014
- Presentations and Articles



Thank you!