



D7.1 Communication Plan

Grant No. 101007166

Project start date: 01.01.2021
Project duration: 36 months
Project Coordinator: IMDEA Energy

WP LEADER	<i>FHa</i>
DELIVERABLE LEADER	<i>FHa</i>
REVIEWER	<i>All Consortium Partners</i>
STATUS	<i>Final; Submitted</i>
DISSEMINATION LEVEL	<i>PU: Public</i>
DELIVERABLE TYPE	<i>R(Report);</i>
DUE DATE	<i>30/6/2021</i>



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe Research.

The contents of this document are provided "AS IS". It reflects only the authors' view and the JU is not responsible for any use that may be made of the information it contains.



DOCUMENT CHANGE CONTROL

VERSION NUMBER	DATE OF ISSUE	AUTHOR	BRIEF DESCRIPTION OF CHANGES
V1	04/06/2021	MARISA MARTÍNEZ (FHα)	COMMUNICATION PLAN 1st DRAFT
V2	21/06/2021	MARISA MARTÍNEZ (FHα)	FINAL COMMUNICATION PLAN; SUBMITTED



EXECUTIVE SUMMARY

The purpose of the 'Deliverable 7.1 Communication Plan' (CP) is to describe the means to guarantee maximum reach of the EGHOST Project and become a guidance document for all communication activities. Through different targeted channels and activities, the eGHOST project will ensure the right communication and promotion to the general public and main stakeholders in the field.

The eGHOST CP is conceived as a living document that will be reviewed and updated every year. The updated versions will enable the evaluation of past and planning upcoming activities.



CONTENTS

DOCUMENT CHANGE CONTROL	3
EXECUTIVE SUMMARY	4
CONTENTS	5
LIST OF FIGURES	6
LIST OF TABLES.....	7
ABBREVIATIONS.....	8
1. Objectives and Communication Audit	9
2. SWOT- Strengths, Weaknesses, Opportunities y Threats.....	10
3. Key Messages.....	10
4. Target Audience	11
5. Visual Identity	12
5.1 Logo	12
5.2 Font logo and main colours.....	13
6. Acknowledgement	14
7. Communication materials	15
7.1 Project Website	15
7.2 Press Release	20
7.3 Graphic Material.....	20
8. Partners and Funding Authorities Websites	21
9. Communication channels.....	22
9.1 Twitter.....	22
9.2 LinkedIn	22
9.3 Live Chat and Energy Blog.....	23
10. Newsletter	24
11. Events and public engagement activities	24
12. A Global Strategy	25
13. Workplan	26
14. Monitoring	28
14.1 Reporting	28
14.2 Communication Log	28
15. Key Performance Indicators	28



LIST OF FIGURES

Figure 1. Project logo	12
Figure 2. Fonts in use	13
Figure 3. Colours in use	13
Figure 4. JU and EC Logos	14
Figure 5. Web Sections	16
Figure 6. Home section look and feel	16
Figure 7. Project section look and feel	17
Figure 8. Partners section look and feel	18
Figure 9. FCH JU section look and feel	18
Figure 10. News section look and feel	19
Figure 11. 1 st Press Release (M6)	20
Figure 11. FHa Website	21
Figure 12. eGHOST Communication Strategy	25
Figure 13 workplan	27



LIST OF TABLES

Table 1 SWOT Analysis.....	10
Table 2. eGHOST Published in Partners' website as of June 2021	22
Table 3 eGHOST Published in other websites as of June 2021	22
Table 4 eGHOST Partners' social media accounts	23
Table 5 Public Engagement Activities	24



ABBREVIATIONS

CA	Consortium Agreement
CP	Communication Plan
D	Deliverable
EC	European Commission
FCH	Fuel Cells and Hydrogen
GA	Grant Agreement
JU	Joint Undertaking
LCSA	Life Cycle Sustainability Assessment
M	Month
PC	Project Coordinator
PMT	Project management team
SWOT	Strengths, Weaknesses, Opportunities, and Threats
WP	Work Package
WPL	Work Package Leader



1. OBJECTIVES AND COMMUNICATION AUDIT

The Communication Plan is the core document outlining the eGHOST project's communication activities. This plan is fundamental for a good coordination of all initiatives and also for defining the messages which should be targeted to different audiences. Effective communication will encourage interested stakeholders to actively participate in the project and enhance the visibility of the project results.

This Communication Plan (CP) aims concretely to:

- Analyse the main strengths and weaknesses, in order to improve our actions.
- Determine the key messages for each of the defined audiences and the main channels and communication strategies to disseminate them.
- Delimit the target audience: protagonists, actors and public interest of the project and the partners that promote it from the point of view of communication.
- Definition of a visual identity to make eGHOST recognisable so that all the communication actions undertaken during the project are traceable and effective.
- Establish and coordinate the main dissemination channels of the eGHOST project in a plan that allows planning and structuring them.
- Propose actions that facilitate internal communication between project partners in order to achieve maximum effectiveness.
- Pose communication guidelines and behaviour to be followed in contingencies that may subject the project to high levels of stress: crisis.
- Establish communication management procedures in social networks, websites, printed materials etc.
- Follow-up of the communication plan, ensuring its correct functioning and making the necessary adjustment when needed.

The eGHOST CP is conceived as a living document that will be reviewed and updated every year. The updated versions will enable the evaluation of past and planning upcoming activities.



2. SWOT- STRENGTHS, WEAKNESSES, OPPORTUNITIES Y THREATS

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a strategic planning technique that provides assessment tools. Identifying core strengths, weaknesses, opportunities, and threats leads to fact-based analysis, fresh perspectives, and new ideas.

Table 1 SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ○ A good brand-project image. ○ Wide experience of the partners involved in the communication activities and stakeholder's engagement. ○ Close to the key institutions. 	<ul style="list-style-type: none"> ○ Long duration of the project. it is difficult to keep the target audience engaged. ○ Progress cannot be materialised with pictures.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ○ The first eco-design White Book is a milestone. A new story to tell. ○ For this reason, is easier to engage the audiences. Above all the press and research community. ○ International reach. Good reputation and values associated with the beneficiaries and associated partners participating in their respective fields. ○ Trend topic. Growing interest about the stakeholders, research and institutions. 	<ul style="list-style-type: none"> ○ Low information flow. It is difficult to have weekly results to publish with high frequency on digital channels.

3. KEY MESSAGES

- eGHOST is the first milestone for the development of eco-design criteria in the European hydrogen sector.



- eGHOST develops two specific guidelines for Fuel Cells and Hydrogen products (FCH): PEMFC and SOE. The lessons learned will be integrated into an eGHOST White Book
- eGHOST WhiteBook is the guidance and reference book for any future FCH eco-design project.
- eGHOST goes a step beyond the current state of the art of eco-design, and will incorporate triple-impact decision making tools, such as environmental, social and economic aspects throughout its life cycle.

4. TARGET AUDIENCE

Civil society and the general public: composed of non-technical professionals potentially interested in the project's purpose and benefits. It is intended to maximise their acceptance, increase awareness of the eGHOST project, and demonstrate the benefits of the outcomes;

Policy-makers: Most relevant results and conclusions will be shared with the European Commission, FCH JU and other governmental entities. The aim is to increase awareness in actors who contribute to the definition of future policies and the standardisation of the proposed LCSA framework;

Scientific community in the fields of FCH and LCSA: the aim is to increase awareness of the objectives and results of the project in the FCH and LCSA communities since they embed actors who will contribute to generating, consolidating and advancing knowledge, as well as to promote the use of harmonised procedures for life-cycle studies;

FCH-related company sustainability managers, and LCSA practitioners: the aim is to increase awareness of the eGHOST in these actors as potential end-users (in other words, project awareness is needed before potential future exploitation of the project outcomes by these actors);

Mass Media: to effectively raise the profile of the eGHOST Project.



5. VISUAL IDENTITY

This document determines the rules to be followed in terms of design, advertising and communication in general, in order to provide consistency to all visual applications that are made to maintain coherence in the image of the project. The manual is a basic instrument that requires efficient implementation and strict control. The correct and homogeneous application of a visual identity is decisive for the brand to obtain recognition and awareness.

The objective of using all these visual elements are:

- To create a positive impression on our target audiences.
- To provide a unique feel to our deliverables, presentations, brochures etc.

5.1 Logo

In order to work in an agile way and to meet the expectations of the Consortium, a briefing document was sent out, in which the partners were asked different questions to determine what would be the perfect logo. This facilitated the work of the graphic designer who managed to create a proposal in accordance with the needs of the project, such as the one highlighted here.



FIGURE 1. PROJECT LOGO



5.2 Font logo and main colours

FONTS IN USE

eGHOST
eco-design
Guidelines for Hydrogen Systems and Technologies

<p>GOTHAM BOLD</p> <p>USE > Logotype and Description UPPERCASE AND LOWER CASE TRACKING > 10</p> <p>Abcdefghijklm Nopqrstuvwxyz 1234567890</p>	<p>GOTHAM MEDIUM</p> <p>USE > Description UPPERCASE AND LOWER CASE TRACKING > 10</p> <p>Abcdefghijklm Nopqrstuvwxyz 1234567890</p>
--	---

FIGURE 2. FONTS IN USE

COLORS

<p>MAIN COLOR 100% - 60% - 40%</p> <p>PANTONE 432 C</p> <p>CMYK % 79 61 49 50 RGB % 050 062 072 HTML # 323e48</p>	<p>MAIN COLOR 100% - 60% - 40%</p> <p>PANTONE 353 C</p> <p>CMYK % 53 00 47 00 RGB % 132 198 160 HTML # 84c6a0</p>	<p>SECONDARY COLOR 100% - 60% - 40%</p> <p>PANTONE 573 C</p> <p>CMYK % 35 00 20 00 RGB % 178 220 214 HTML # b2dcd6</p>
--	--	---

FIGURE 3. COLOURS IN USE



6. ACKNOWLEDGEMENT

According to the signed GA (Article 38), three elements MUST always be added to every communication material:

1) The acknowledgement sentence:

"This Project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU), under Grant Agreement N° 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research"

"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under Grant Agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research".

2) The logos (Figure 4. JU and EC Logos):



FIGURE 4. JU AND EC LOGOS

Several versions of the FCH JU logo and the EU emblem will be available on the eghost Intranet.

3) Disclaimer excluding JU responsibility



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe research.



Any communication activity related to the action must indicate that it reflects only the author's view and the JU is not responsible for any use that may be made of the information:

“This communication reflects only the author's view and the JU is not responsible for any use that may be made of the information it contains.”

7. COMMUNICATION MATERIALS

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

7. 1 Project Website

The project website is thought as the central tool for project awareness. The website will have a responsive design, aiming to reach all target groups, from the general public to stakeholders. The working language is English and the CMS platform is WordPress.

URL: <https://eghost.eu/>

The main communication objectives of the eGHOST website are:

- To provide relevant and updated information to a broad audience.
- To connect and engage with the different audiences thanks to a high-quality content.
- To position the objectives of the eGHOST project on the network.
- To be a point of contact and offer the possibility to request more information about the project.
- To ensure information is provided in an accessible and usable manner.
- To be an information database of all public documents and deliverables carried out in the project.



eGHOST website layout allows you to navigate between sections in the header or by scrolling, as the content is displayed following the order of the sections marked in the menu.

eGHOST website will be simple and easy to navigate, with a map structure and content as follows:



FIGURE 5. WEB SECTIONS

HOME

The HOME introduces the project objectives and shows the visual identity of the project. It is very easy to navigate and the language is accessible and approachable. The illustrations stand out and mark a difference with respect to other project websites, where photography is the main resource.

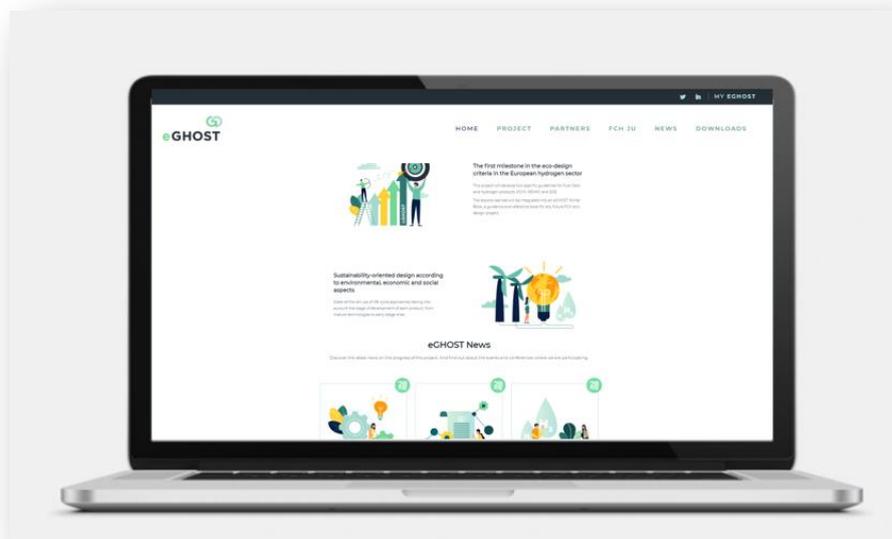


FIGURE 6. HOME SECTION LOOK AND FEEL



PROJECT

In order to make it easier for users to understand the project, this section shows the information from the drop-down list of two questions, with which the user can interact. Dynamism is also a differential point in this website.

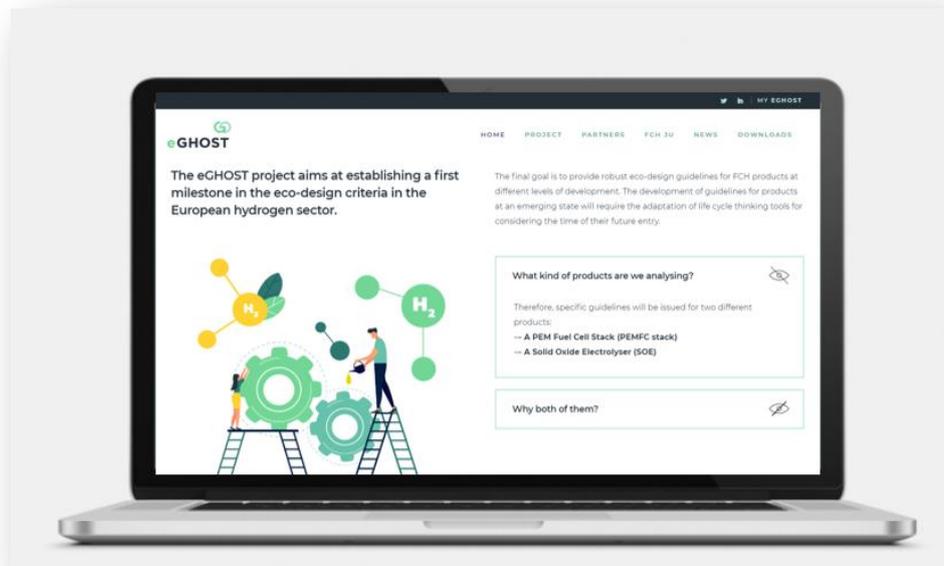


FIGURE 7. PROJECT SECTION LOOK AND FEEL

PARTNERS

eGHOST is a collaborative project, so it is important to highlight who the stakeholders are and what their role is within the project. In addition, each of the partners' logos leads to their websites. This way, the user can learn more about them. This also facilitates link building. It is a good SEO strategy, as eGHOST website links to the partners' websites, and the partners' websites link to ours. This gives us a stronger presence in search engines and will facilitate positioning in the medium term.

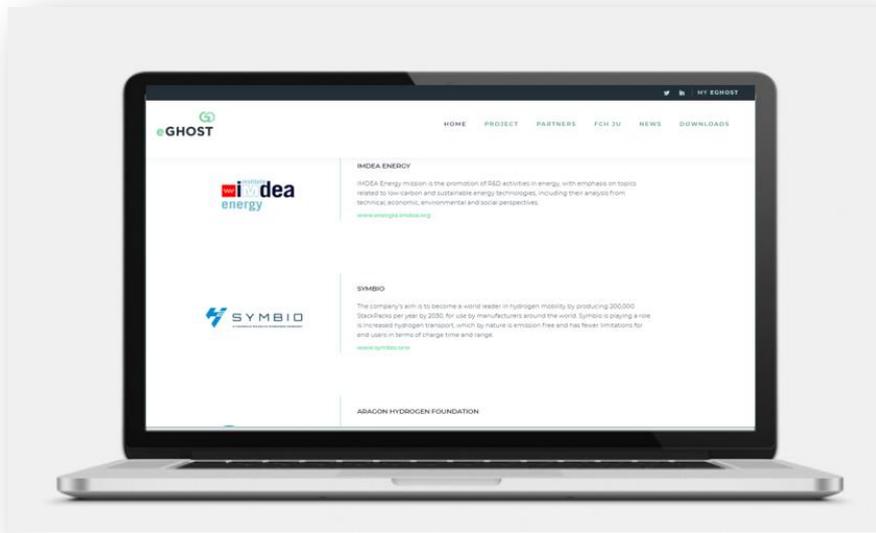


FIGURE 8. PARTNERS SECTION LOOK AND FEEL

FCH JU

We consider it important to dedicate a section to the funding body. This helps the positioning of our project and demonstrates that the project shares the values and mission of FCH JU.

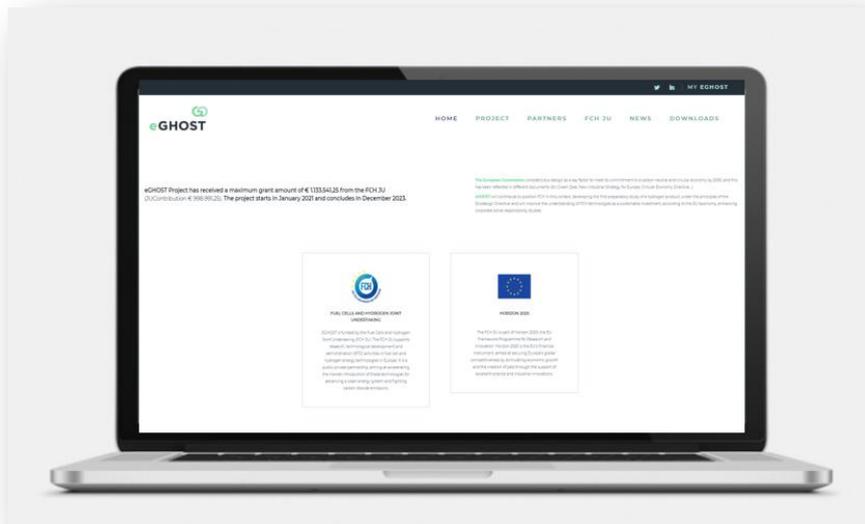


FIGURE 9. FCH JU SECTION LOOK AND FEEL



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe research.



NEWS

This section is likely to be the only part of eGHOST site that changes on a regular basis. It reminds the users that you are still there, that eGHOST site is still providing valuable content. Each news item created is another way for the project to be found. For this reason, will be regularly updated.

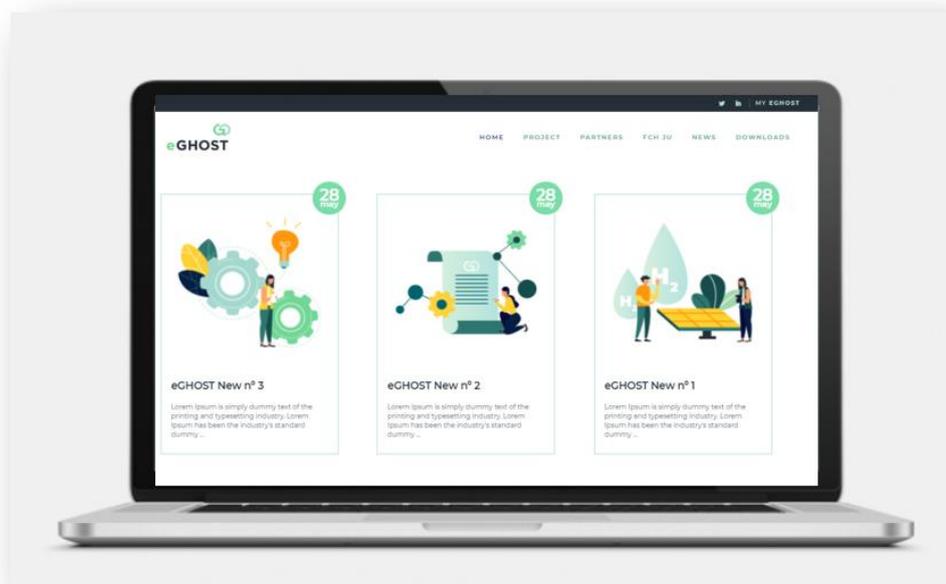


FIGURE 10. NEWS SECTION LOOK AND FEEL

DOWNLOADS SECTION

For advanced users who wish to know more about our project, they will have the possibility to find out more thanks to the downloadable pdf files, graphic material, videos and leaflets will be regularly posted on the evolution of the project.

SUSCRIBE! CALL TO ACTION ANS SOCIAL MEDIA ACCOUNTS

Of course, through the entire navigation the call to action to register will be visible. The aim is to achieve a database of subscribers captured according to the RGPD law to whom we can impact and inform about our events, conferences, talks etc. Social media accounts are also presented along the whole navigation.



MY EGHOST

Finally, the eGHOST collaborative workspace platform for consortium members will be accessible right on the top of the website via an icon. The partners will log in with a password and will be able to access the project content easily. This private area facilitates the exchange of files between partners.

7. 2 Press Release

The first press release has been drafted by the WP7 FHA leader in collaboration with the IMDEA project coordinator. The aim of the press release is to highlight the before and after of the project for the industry, as well as to make it more accessible to the civil society and key stakeholders' audiences. List of distribution can be consulted at the D 7.3 Dissemination Plan.



FIGURE 11. 1ST PRESS RELEASE (M6)

7. 3 Graphic Material

Graphic material such as: posters, leaflets and banners for social media might be developed to cover different project needs. All graphic materials will be in English, when it will require the content will be translated into the languages of the project partners (Spanish, Slovenian and Japanese).

Besides, at least one video explaining the project objectives and outcomes will be prepared to illustrate the scientific and practical benefits of the project's results. Such



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe research.



video will be shared on websites and social media to engage users through social networks. The number of views will be evaluated to measure its success.

Finally, different templates have been produced and customised coherently in line with the eGHOT visual identity, available on the project's intranet (More details on D1.1 Project Manual).

8. PARTNERS AND FUNDING AUTHORITIES WEBSITES

A general description of the eGHOT Project will be posted on all partners websites, including a link to the eGHOT official website. FHa will provide the specific guidelines to be followed for the publication.

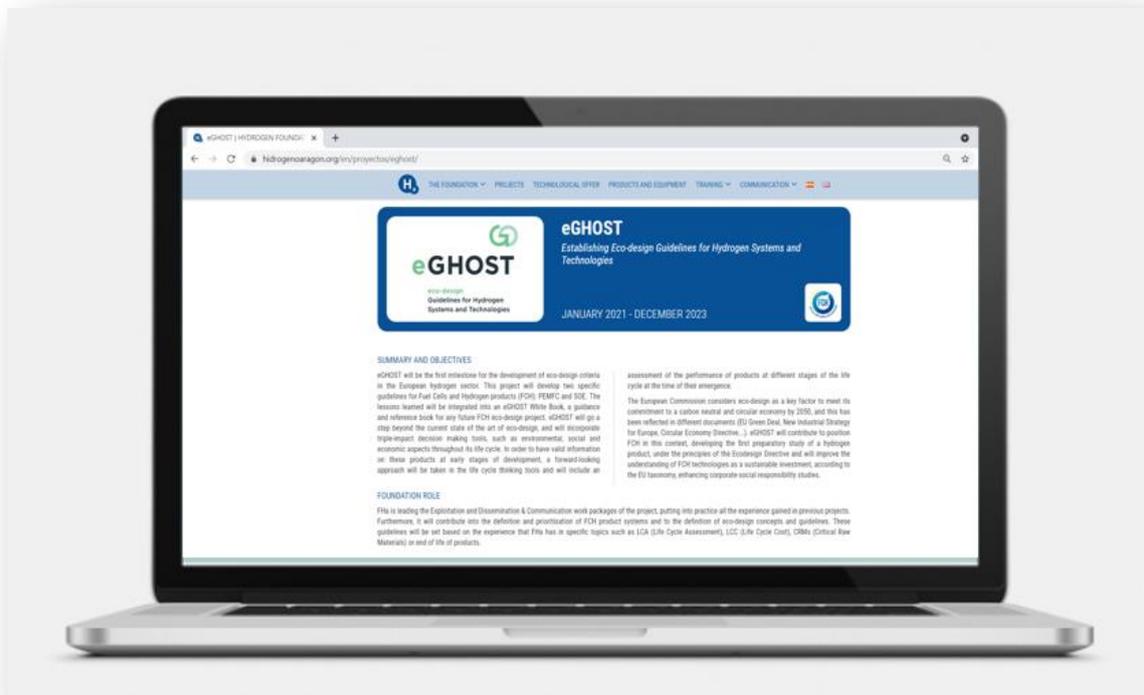


FIGURE 11. FHA WEBSITE



Table 2. eGHOST Published in Partners' website as of June 2021

PARTNER	PUBLICATION
FHA	https://hidrogenoaragon.org/en/proyectos/eghost/
IMDEA Energy	https://www.energy.imdea.org/research/projects/eGHOST

Table 3 eGHOST Published in other websites as of June 2021

ORGANISATION	PUBLICATION
CORDIS	https://cordis.europa.eu/project/id/101007166/es
FCH JU	https://www.fch.europa.eu/project/establishing-eco-design-guidelines-hydrogen-systems-and-technologies

9. COMMUNICATION CHANNELS

9.1 Twitter

A Twitter account was created to maximise project dissemination and communication activities through the most relevant twitter channels related to the hydrogen sector.

Twitter will be used, all along the project life, to disseminate and enhance the visibility of eGHOST and its benefits to the largest possible audience.

Twitter	
	Account: https://twitter.com/eGHOSTProject Official Hashtags: @eGHOSTProject Other Hashtags: #H2020; @EUScienceInnov; @EU_H2020; @fch_ju;
	Audience: General public
	Type of content: Public events, posts, infographics, photos, videos, links, news.

9.2 LinkedIn

An eGHOST LinkedIn account has also been created to set a network with key contact. LinkedIn gives the project the ability to showcase his profile, expertise, recommendations and connections. It also demonstrates credibility in the field and highlights the milestones and project achievements.



LinkedIn	
	Profile: https://www.linkedin.com/company/eghost-project/ Official Hashtag: #eghost; #eghostproject
	Audience: Scientific community and professionals from related areas
	Type of content: Calls, events, webinars, posts, infographics, photos, videos, links, news, documents

Project partners should follow the eGHOST social media profiles as well as each other's accounts. Project partners are encouraged to share approved content to support eGHOST communication, making proper reference to the project.

The consortium partners' profiles on social media are listed in the table below:

Table 4 eGHOST Partners' social media accounts

PARTNER	LinkedIn	Twitter
IMDEA Energy	https://www.linkedin.com/company/imdea-energy	https://twitter.com/IMDEA_Energia
UL	https://www.linkedin.com/school/university-of-ljubljana/?originalSubdomain=si	https://twitter.com/unilj?lang=es
CEA	https://www.linkedin.com/company/cea/	https://twitter.com/CEA_Officiel
FHa	https://www.linkedin.com/company/fundacion-hidrogeno-aragon	https://twitter.com/HidrogenoAragon
SYM	https://www.linkedin.com/company/symbiofcell/	https://twitter.com/symbiofcell?lang=en
IAE	https://www.linkedin.com/company/iae-institute-of-applied-energy/about/	

9.3 Live Chat and Energy Blog

A live chat will be organised for the first time in M10, during which members of the consortium will chat with all interested members of civil society. Subsequent live chats will be organised every 6 months.

The well-established "Energy and Sustainability" blog, managed by IMDEA Energy, will be used for engaging civil society by publishing the eGHOST main findings, relevant news and press releases.

Link to the blog: <http://www.madrimasd.org/blogs/energiasalternativas>



10. NEWSLETTER

Biannual Digital Newsletters will be distributed to subscribers registered through the website newsletter. The newsletter will contain section such as:

- ✓ Related news
- ✓ Fairs and congresses addressed to the civil society
- ✓ Project milestones
- ✓ Impact for the society and ODS

11. EVENTS AND PUBLIC ENGAGEMENT ACTIVITIES

Events are essentials for our communication strategy to promote our project results and engagement among civil society and stakeholders.

At least two communication events and activities for public engagement are foreseen per year, such as participation in the FCH2 JU Review Days, or energy fairs and events like the European Researchers' Night. The below shows a preliminary list, to be updated and completed over the project duration, with other identified events of interest.

Table 5 Public Engagement Activities

EVENT	DATE	Target Group	Partner
European Researchers' Night	Expected on September but still to be confirmed. (Yearly)	The European Researchers' Night is a Europe-wide public event funded by the Marie Skłodowska-Curie Actions (MSCA) within the European Framework Programme for Research and Innovation H2020. It brings researchers closer to the public to showcase science's diversity and its impact on citizens' daily lives and stimulate interest in research careers, especially among young students/Kids.	IMDEA Energy
FCH2 JU Programme Review Days	Expected on November but still to be confirmed, (Yearly)	Overview on the progress of the FCH JU and European Commission Agencies funded projects related to Fuel Cells and Hydrogen. SH2E will be part of the Review days, talking about the success that this project means and the benefits for Europe that this kind of project means.	IMDEA Energy



Science Week	November (Yearly)	Science Week in Madrid is one of Europe's most important scientific events. Its main objective is to make science and technology more accessible to the general public. It offers the public the opportunity to learn about the work of scientists, their research, motivations and efforts. It allows society to know the latest advances in science.	IMDEA Energy
--------------	-------------------	--	--------------

12. A GLOBAL STRATEGY

The 360° road map to follow

The concept of a 360-degree communication plan refers to a communication campaign that reaches the target at all possible points of contact. Successfully putting together such a plan is important because it enables us to maximize the chances of finding new potential customers and engaging them in a wide variety of ways. The following image shows the different channels to follow.



FIGURE 12. EGHOST COMMUNICATION STRATEGY



13. WORKPLAN

The workplan includes the main actions to be carried out over the eGHOSH project execution, most of them involving all the partners. The first version of the eGHOSH workplan is provided below, although it will be updated every year over the whole project duration. More details of the communication activities to be included in the second year of the project after its revision in M12.



D7.1 Communication Plan

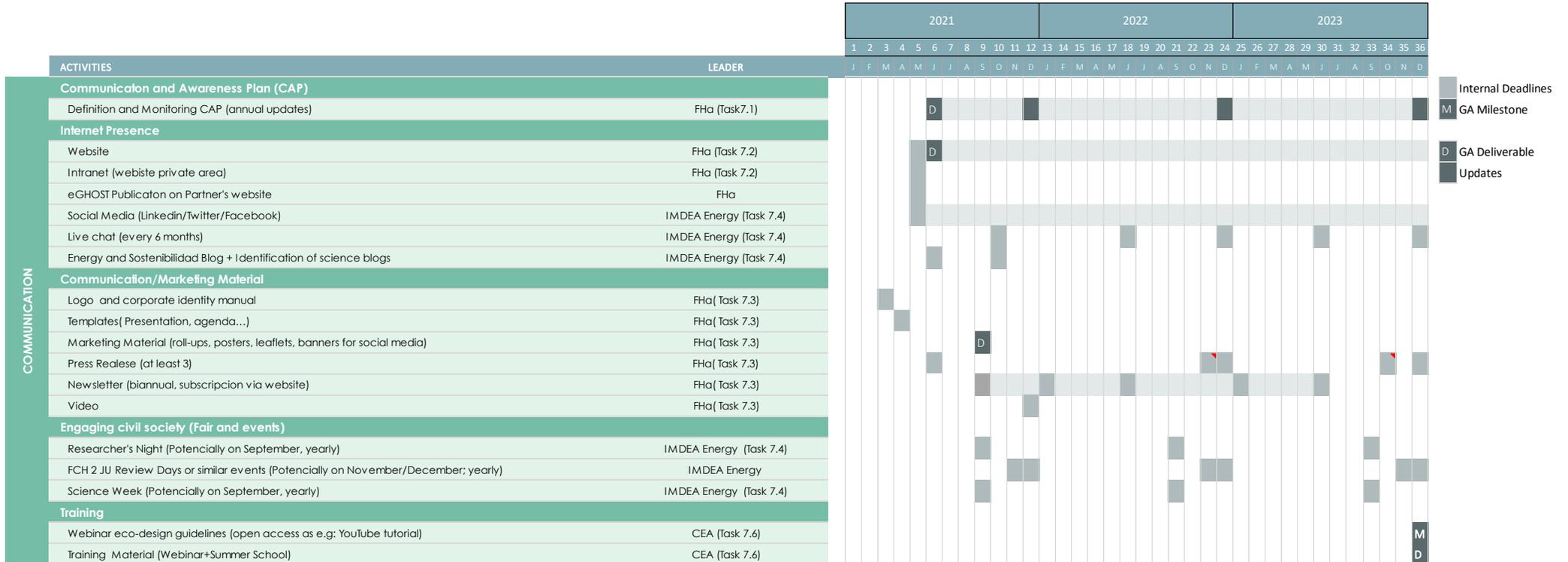


FIGURE 13 WORKPLAN

14. MONITORING

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out correctly. It will also be possible to analyse the impact and consider improvements in the communication plan annual updates.

14.1 Reporting

The eGHOST CP will be annually updated. eGHOST Partners are requested to send information about the communication activities carried out regularly. The collection of documents/proofs of communication actions, followed by reporting to WPL, must be done within 7 calendar days after the communication action date.

14.2 Communication Log

The Communication Log is a specific tool for monitoring partners communication activity during the project. The log will be designed in an Excel sheet and shared with all partners on the eGHOST collaborative workspace platform (only for consortium partners).

When a partner releases or carries out specific communication actions, they must be communicated to the WPL. The WPL will update the log with such information.

Additionally, every 6 months, the WPL will share the communication log with partners, to ensure that no information is missing.

15. KEY PERFORMANCE INDICATORS

The progress of this plan will be measured according to the following Key Performance Indicators (KPIs):

- Rates regarding website and social media activities: Using web tools for analysing visitor traffic and giving a complete picture of the number of visitors, visited pages, geographical coverage.
- Number of external contact requests: a contact form on the eGHOST website will allow people to contact the consortium. A specific form field asking for how they



have heard about eGHOST will help identify the efficiency of the eGHOST communication.

- Number of press releases published and newsletters issued 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 organised or in which the eGHOST consortium partners might participate and communicate the project.

The target values provided in the following table reflect a minimum. These values will be reviewed based on the progress of the project and might be adjusted. FHa, in close cooperation with IMDEA Energy, are in charge of monitoring the KPIs.

KPI	2021	2022	2023	KPI	Source
N° of visits to the eGHOST website	500	1550	1950	>4000	Web analytics provider
N° of videos	1			1	eGHOST Records
N° of video views			900	900	YouTube Analytics
N° of followers on eGHOST Twitter	100	150	150	400	Twitter Analytics
N° of followers on LinkedIn	100	150	150	400	LinkedIn Analytics
N° of Newsletters forwarded	2	2	2	6	Newsletter tool Mail Poet
N° of new subscriptions to the eGHOST Newsletter	50	80	100	230	Mailing list
N° of Press Release	1	1	1	3	eGHOST records
N° of printed posters/leaflets distributed or N° of person reached if online distribution	STBD ¹	STBD	STBD	STBD	eGHOST Records
N° of events or other public engagement activities organised by eGHOST	1	1	1	3	Event monitoring
N° of attendees/audience reached in events or other public engagement activities where eGHOST partners participate	100-300	100-300	100-300	>500	Event monitoring

¹ STBD: Still to be determined, pending on the pandemic situation and the possibility to attend and organise events in person. Alternatively, a digital leaflet/poster will be made available on the eGHOST website and distributed among social media followers and newsletter subscribers. In this case, the KPI will refer to the n° of persons reached.

D7.1 Communication Plan



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 101007166. This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe research.