



Pathway to a Competitive European  
Fuel Cell micro-CHP Market

## REPORT

### New and updated communication materials RP3

**Deliverable 3.12**

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(D-Draft, FD-Final Draft, F-Final)

**PU**

(PU – Public, CO – Confidential)

## Executive summary

The PACE Consortium has created and updated several communications tools. We use them to explain the technology, highlight its benefits and gain visibility. Communication tools keep the wider audience up to date about the latest development in the project. We design them to be visually appealing and bear a clear message.

We have created a whole range of communications tools, each for a different purpose to be used in different contexts. We have an interactive map on the PACE website tracking the progress of the project. The website also contains a news section which we constantly feed with the latest news from the fuel cell micro-cogeneration sector. We have produced several videos, a brochure, infographics, a standard presentation and a roll-up to strengthen our presence online and at events.

Thanks to all the PACE communications tools, the project has gained visibility towards policymakers, the energy supply chain and stakeholders from the energy community.

## 1. Chapter 1: Creating New Communication Tools

### Summary box of the chapter

The PACE project posted several new articles on its website to demonstrate progress in the project. The PACE consortium partners created many communication tools to be present online and at events.

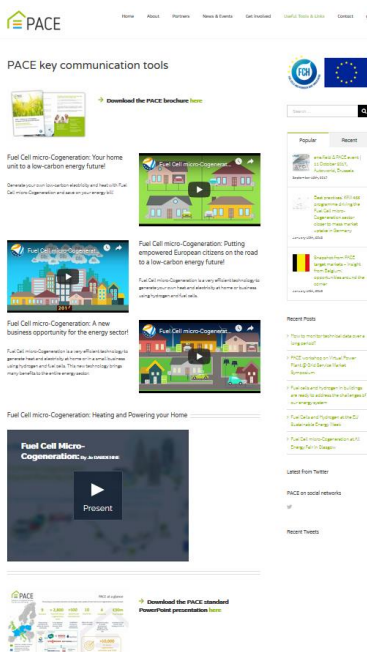
### PACE project published **17 articles** on its website

- Articles announcing key milestones in the project
- Articles announcing and summarising PACE events
- Articles announcing policy developments
- Articles publishing our press releases



Fuel Cell micro-Cogeneration at All Energy Fair in Glasgow

The PACE project was invited to the All Energy Fair, taking place in Glasgow from 15 to 16 May 2019, to present the Fuel Cell micro-Cogeneration technology to the gathered audience. There was great interest in the technology from all parts of the energy sector. Especially British housing cooperatives and organisations representing SMEs were exploring possibilities of installing units in [...]



### PACE project communication tools

Several *PACE key communication tools* are online on the PACE website, which is regularly updated. These include:

- PACE brochure (ENG)
- 3 PACE videos
- PACE Prezi presentation
- PACE standard PowerPoint presentation

## Viessmann

- Viessmann launched a page dedicated to fuel cell micro-cogeneration on each of its country websites. [UK](#), [DE](#), [BE](#) and [BE](#).
- Viessmann launched [a video](#) online explaining the technology and its Vitovalor 300P unit.
- Viessmann created a brochure dedicated to the PACE project and lists its Vitovalor units in brochures distributed at trade fairs.



## SOLIDpower



- SOLIDpower created a website in [German](#), [English](#) and [Italian](#) to advertise its products with their benefits.
- SOLIDpower has created infographics, [brochures](#) and [videos](#) to strengthen their marketing efforts.
- SOLIDpower has created brochures with its units to be distributed at events and fairs.

## Sunfire

- Sunfire has a website in [German](#) and [English](#) targeting the end-user and supply chain. They have a dedicated [page on their fuel cell micro-cogeneration](#) unit including infographics and listing the benefits.
- Sunfire has created brochures with its units to be distributed at events and fairs.

### SenerTec

- SenerTec created on its website in [German](#) a page dedicated to its fuel cell micro-cogeneration unit highlighting the benefits. A translation into English will follow shortly.
- SenerTec has created brochures with its unit to be distributed at events and fairs.



### DTU

- DTU published a research paper on the results from ene.field and PACE with the reference Nielsen et al.: “Status on Demonstration of Fuel Cell Based Micro-CHP Units in Europe”, FUEL CELLS 19, 2019, 340–345
- The report can be accessed via this [link](#)

## 2. Chapter 2: Updating Existing Communication Tools

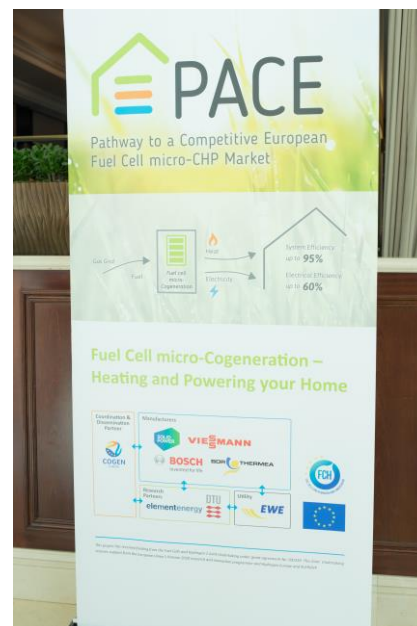
### Summary box of the chapter

The PACE project has updated several of its communication tools. Below a list of all communication tools which received an update.

- The *interactive map* on the PACE website gets a monthly update to present the latest figures of fuel cell micro-cogeneration units deployed under the PACE project
- The 3 *PACE videos* received an update after changes in the consortium
- The *PACE brochure* received an update after changes in the consortium
- The PACE infographics received an update after changes in the consortium
- The PACE roll-up received an update after changes in the consortium

Which countries participate in PACE?

Discover on this map how many PACE units have already been installed in each participating country!



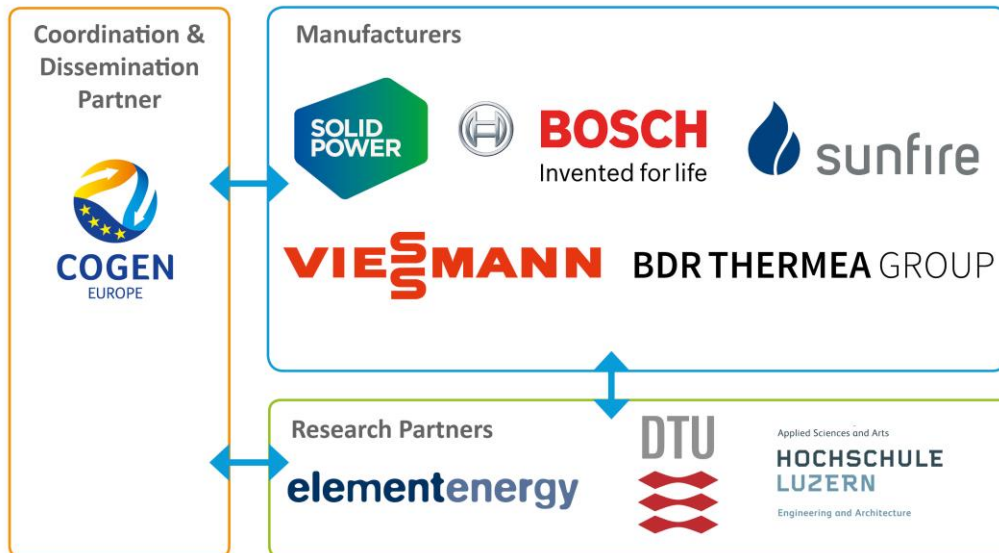
## About PACE

PACE is a major EU project unlocking the large-scale European deployment of the state of the art smart energy solution for private homes, Fuel Cell micro-Cogeneration. PACE will see over 2,500 householders across Europe reaping the benefits of this home energy system. The project will enable manufacturers to move towards product industrialisation and will foster market development at the national level by working together with building professionals and the wider energy community. The project uses modern fuel cell technology to produce efficient heat and electricity at home, empowering consumers in their energy choices.

PACE project, which stands for “Pathway to a Competitive European Fuel Cell micro-Cogeneration market”, is co-funded by the Fuel Cells and Hydrogen Joint Undertaking (FCH JU) and brings together European manufacturers, research institutes and other key energy stakeholders making the products available across 11 European countries.

For more information, visit [www.pace-energy.eu](http://www.pace-energy.eu)  
or contact Mr Janos Vajda via [info@pace-energy.eu](mailto:info@pace-energy.eu)

## The PACE partners are



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