



Pathway to a Competitive European
Fuel Cell micro-CHP Market

REPORT

New and updated communication materials RP4

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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 banner 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.



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (now Clean Hydrogen Partnership) under Grant Agreement No 700339.

This Joint Undertaking receives support from the European Union's Horizon 2020 Research and Innovation program, Hydrogen Europe and Hydrogen Europe Research.



1. Updating Existing Communication Tools

Summary box of the chapter

The PACE project regularly publishes articles on its website to demonstrate progress in the project. These articles are also distributed to relevant stakeholders via email (using Mailchimp).

The PACE consortium partners have also created communication tools including brochures and videos to be used online and also at events.

In the period from 1 October 2019 until 20 December 2022, more than 30 news articles were published on the PACE project website

- Articles announcing key milestones in the project
- Articles announcing and summarising PACE events
- 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 18 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 [...]

03-10-2019	Local Businesses Choosing Hydrogen and Fuel Cells for their Energy Needs
14-11-2019	PACE at POWERGEN Europe
30-01-2020	Sunfire Launches the Sunfire-Home, the First Fuel Cell Unit Based on Liquefied Gas
06-02-2020	European Citizens Leading the Energy Transition
06-02-2020	European Research Institutes Positive about the Potential and Future of Fuel Cell micro-Cogeneration
06-02-2020	European Green Deal: Putting Europe's Building Stock on a Green Path?
06-02-2020	Interview with Member of German Bundestag on Climate Policy and Solutions to reduce CO2 Emissions
09-04-2020	New Generation of Fuel Cell micro-Cogeneration Units on the Market with Higher Performance for Greater Customer Benefit
26-05-2020	WEBINAR: Fuel cells and hydrogen – the missing link to decarbonise Europe's building stock?

- 16-06-2020 [WEBINAR: Fuel cells in buildings – an easy plug-and-play solution to reduce energy costs and emissions](#)
- 09-07-2020 [WEBINAR: Wie können in Deutschland Gebäude mit Hilfe von Wasserstoff und Brennstoffzellen dekarbonisiert werden?](#)
- 28-10-2020 [WEBINAR: Reducing energy costs and emissions in your building with fuel cells](#)
- 16-12-2020 [WEBINAR: Hoe verlaag ik mijn energiekosten en uitstoot met een brandstofcel thuis of in mijn bedrijf?](#)
- 18-02-2021 [The European building stock: too diverse for a one-fits-all decarbonisation solution](#)
- 18-02-2021 [182.000 kWh Generated in 7 Years at one Third of the Normal Energy Costs](#)
- 18-02-2021 [Switching from Heating Oil to Fuel Cells](#)
- 18-02-2021 [Flexible Fuel Cell Systems Can Generate Revenue by Supporting the Grid](#)
- 18-02-2021 [British Retired Engineer Discovers Perfect Solution for his Energy Needs](#)
- 18-02-2021 [Fuel Cell micro-Cogeneration: Easy to Install, Easy to Operate](#)
- 31-06-2021 [WEBINAR : Ridurre emissioni e costi energetici negli edifici utilizzando le celle a combustibile](#)
- 15-06-2021 [Virtual Workshop: Fuel Cell micro-Cogeneration in the Czech Republic](#)
- 19-07-2021 [Belgian family goes fuel cells!](#)
- 27-09-2021 [Fuel cells making houses more efficient](#)
- 27-10-2021 [PACE participates in the EMPower Fair in Munich](#)
- 09-12-2021 [PACE Project presented at European Hydrogen Week](#)
- 31-03-2022 [PACE contributes to discussion on Energy Solutions for Residential Buildings](#)
- 07-06-2022 [SenerTec launches improved H2-ready micro-CHP unit](#)
- 04-07-2022 [HEXIS becomes 6th manufacturer to join PACE partnership](#)
- 16-12-2022 [‘Putting buildings at the centre of integrated local energy systems’ – event organised by the PACE project with COGEN Europe](#)
- 16-12-2022 [How can Fuel Cell micro-CHP contribute to the European Union’s ‘Renovation Wave’?](#)
- 16-12-2022 [PACE highlights potential for connected Fuel Cell micro-CHP units to help manage peaks in electricity demand](#)

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

The PACE brochure was updated in 2022 to include the latest logos of the project partners and of the Clean Hydrogen Partnership C2HP.



A new roll-up banner was printed in 2021 and another version will be printed in early 2023, including the latest logos of the project partners and of the Clean Hydrogen Partnership C2HP.

2. Maintaining Social Media accounts

Summary box of the chapter

The PACE project regularly shares relevant information on social media – using dedicated accounts on Twitter and LinkedIn.

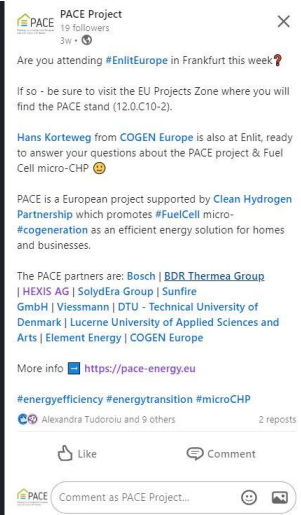
- The PACE Twitter account ([link to page](#)) was created in 2017 and has more than 500 followers in total. In 2022, the consortium posted 11 new tweets, with each tweet being seen by up to 1600 people (as measured by number of impressions).
- The PACE Project’s LinkedIn page ([link to page](#)) was created in September 2022. It is mostly being used to announce upcoming events, with each post being seen by up to 100 people (as measured by number of impressions).



PACE @PACEEmCHP
 The PACE Project will be represented during the #EURResearchDays at the #EUHydrogenWeek hosted by @CleanHydrogenEU
 Don't miss the presentation by @KortwegHans at 16:00 CET on Thursday 27/10
 Register now to watch it LIVE online!
 More info bit.ly/EHW22

PACE
 Pathway to a Competitive European Fuel Cell micro-CHP Market
European Hydrogen Week
EU Research Days
 Thursday, 27 October 2022 | 16:00 CET
 Parallel Session on End-Uses: Clean Heat & Power
Hans Kortweg
 Managing Director – COGEN Europe
 Stationary fuel cells as an energy solution for homes and small businesses – latest results from the PACE project
 Hybrid Event: Brussels EXPO and online
 Clean Hydrogen Partnership
 This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 101019160
 The Joint Undertaking receives support from the European Union, Horizon 2020 Research and Innovation programme, Hydrogen Europe and Hydrogen Europe Research

SolydEra and 9 others
 5:25 pm · 25 Oct 2022
 3 Retweets 4 Likes

PACE Project
 19 followers
 3w ·
 Are you attending #EnlitEurope in Frankfurt this week?
 If so - be sure to visit the EU Projects Zone where you will find the PACE stand (12.O.C.10-2).
 Hans Kortweg from COGEN Europe is also at Enlit, ready to answer your questions about the PACE project & Fuel Cell micro-CHP
 PACE is a European project supported by Clean Hydrogen Partnership which promotes #FuelCell micro-#cogeneration as an efficient energy solution for homes and businesses.
 The PACE partners are: Bosch | BDR Thermae Group | HEXIS AG | SolydEra Group | Sunfire GmbH | Viessmann | DTU - Technical University of Denmark | Lucerne University of Applied Sciences and Arts | Element Energy | COGEN Europe
 More info <https://pace-energy.eu>
 #energyefficiency #energytransition #microCHP
 Alexandra Tudoroiu and 9 others 2 reposts
 Like Comment
 Comment as PACE Project...

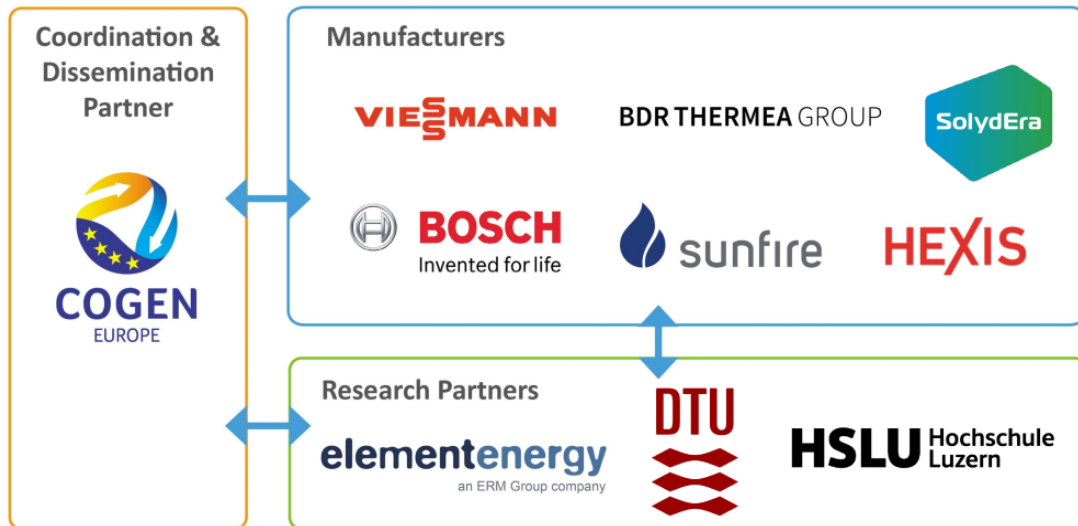
About PACE

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 10 European countries.

For more information, visit www.pace-energy.eu

The PACE partners are



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