PACE

Pathway to a Competitive European Fuel Cell micro-CHP Market

REPORT

New and updated communication materials RP4

Deliverable 3.13

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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.

Clean Hydrogen Partnership

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.

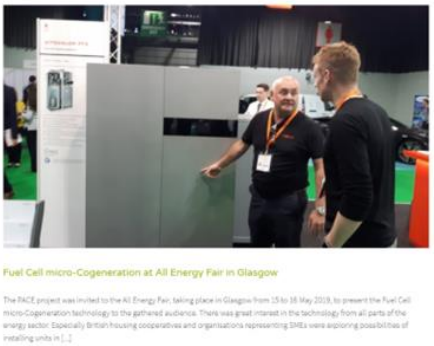
1. Updating Existing Communication Tools

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



Fuel Cell micro-Cogeneration at All Energy Fair in Glasgow

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

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

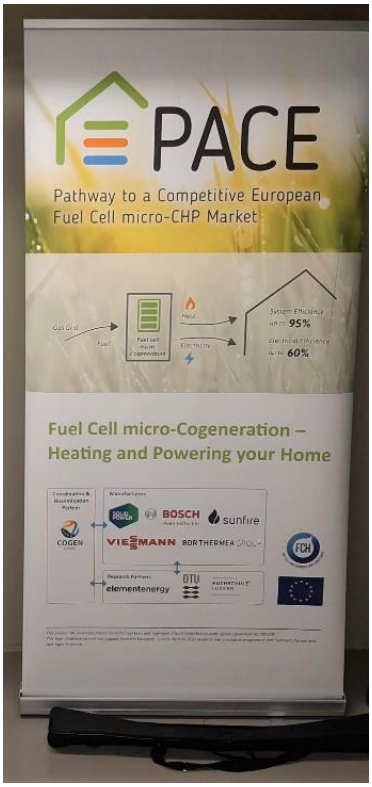
PACE project communication tools

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.

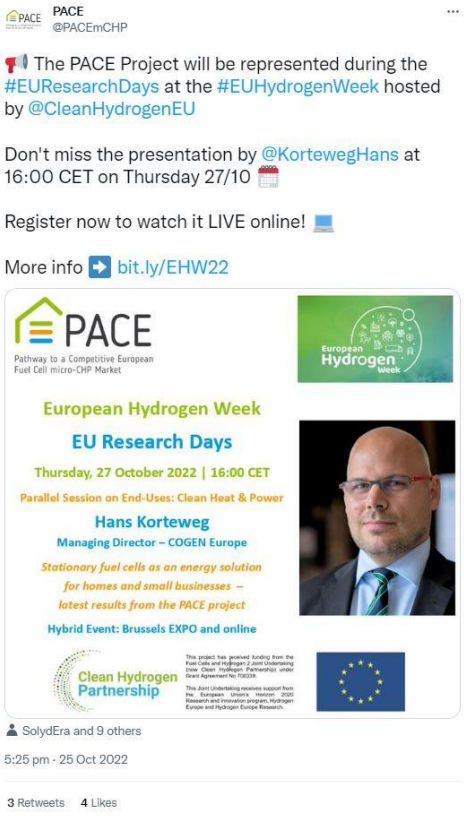


2. Maintaining Social Media accounts

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).



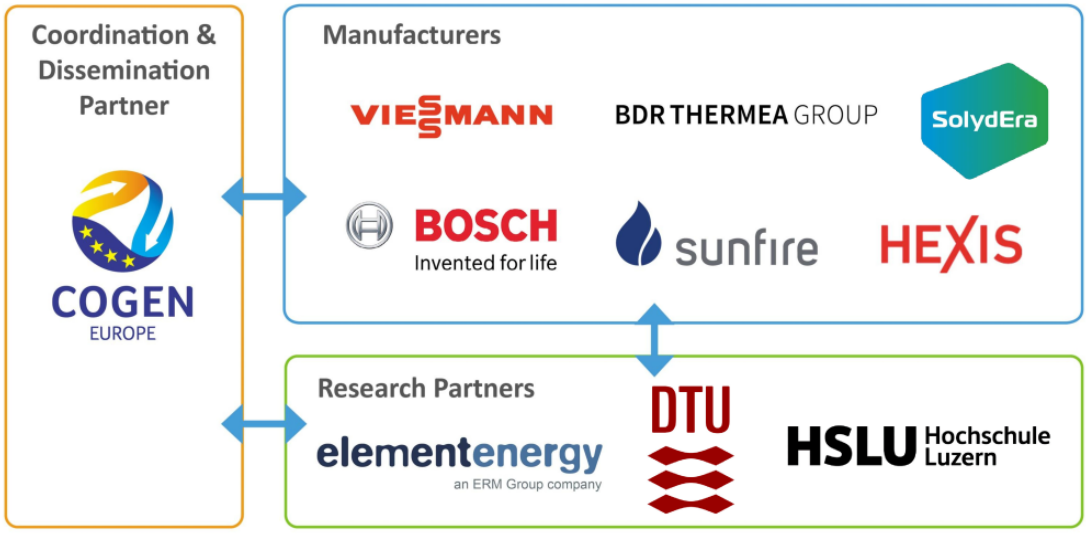
About PACE

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



Contact:
COGEN Europe • The European Association for the Promotion of Cogeneration
Rue d'Arlon 80, 1040 Brussels, Belgium
T +32 (0)2 772 82 90
info@cogeneurope.eu • www.cogeneurope.eu

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