



Pathway to a Competitive European
Fuel Cell micro-CHP Market

REPORT

[Website available/twitter and LinkedIn feed](#)

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PU

(PU – Public, CO – Confidential)

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Executive summary

In the framework of Work Package 3 of the PACE project, we have established a project website and twitter account to raise online awareness about the project and FC micro-CHP technology. The website serves as the anchor for the external communication containing all relevant information. The twitter account is used to create awareness about PACE and FC micro-CHP online.

1. Chapter 1: PACE website

Summary box

*The PACE website has been created (<http://www.pace-energy.eu/>) as the **main anchor for the external communication** about the PACE project. Its goals are to create awareness about the FC micro-CHP technology among the general public, to convince the domestic heating sector about the benefits of FC micro-CHP and to advocate among policymakers for the removal of market entry barriers and the support for FC micro-CHP. The website is modern looking with captivating graphic material, an interactive map where potential end-users can get in touch with manufacturers, and the latest information about FC micro-CHP. The website is updated on a weekly basis.*

How the PACE website was designed and set up

- Selection of the design agency: COGEN Europe contacted 5 different design agencies, with which it had already collaborated or which were suggested by the project partners (Altitude Design, ALYS, BroHouse, Christine Imhof grafik und identitätsgestaltung, ndesign)
- After a comparisons of their quotes and offers, two agencies (BroHouse and Christine Imhof grafik und identitätsgestaltung) were shortlisted and invited to join a SC webinar (in October 2016) for an interview with all the project's partners and to present their offers.
- After the presentations, consensus was reached among the partners that with all factors considered (including price, experience working in the field of mCHP, preparedness as regards PACE and ene.field etc.) the best offer came from Christine Imhof grafik und identitätsgestaltung.
- The creation of the website was an iterative process with the involvement of the Communications Task Force and the design agency with COGEN Europe leading the process. At one point (after the conclusion of a separate selection procedure), the communications agency supporting the project also became involved in this process.

The PACE website contains

- Clear description of the project, the technology, its benefits and the PACE partners.
- Interactive map (number of installed units per country, stories of FC micro-CHP owners and how to get your own FC micro-CHP, will shortly be added).
- The technical findings and policy analysis and recommendations of the ene.field project, the European FC micro-CHP demonstration project preceeding PACE.
- All PACE downloadable communication tools such as the PACE brochure, the online PACE presentations and the ene.field videos demonstrating the technology and practical uses.
- Latest news about FC micro-CHP.
- An events section where we announce all PACE related events.

A few screenshots

- Homepage banner



- Homepage

What is PACE?

The project brings together the four leading European suppliers (BDR Thermea, Bosch, SOLIDpower and Viessmann), and will focus on customer homes and small enterprises.

Manufacturers are supported by five partners – utilities, associations, consultancies, and research community – providing specific expertise (COGEN, DTU, Element Energy and EWE).

PACE is a new € 90 million public-private project co-funded by the [Fuel Cells and Hydrogen 2 Joint Undertaking](#) (FCH JU).

Numbers & Facts

 95%

System efficiency up to

 60%

Electrical Efficiency up to

What is Fuel Cell micro-Cogeneration?

Fuel Cell micro-Cogeneration is a technology that allows you to produce heat and electricity for a house or small business from a single fuel. First, the fuel is transformed into hydrogen and the fuel cell uses this hydrogen to generate electricity and heat. Fuel Cell micro-Cogeneration units are designed to meet the electrical, space heating and hot water demands of a building.

 [Read more about Fuel Cell micro-Cogeneration here](#)

- Interactive map

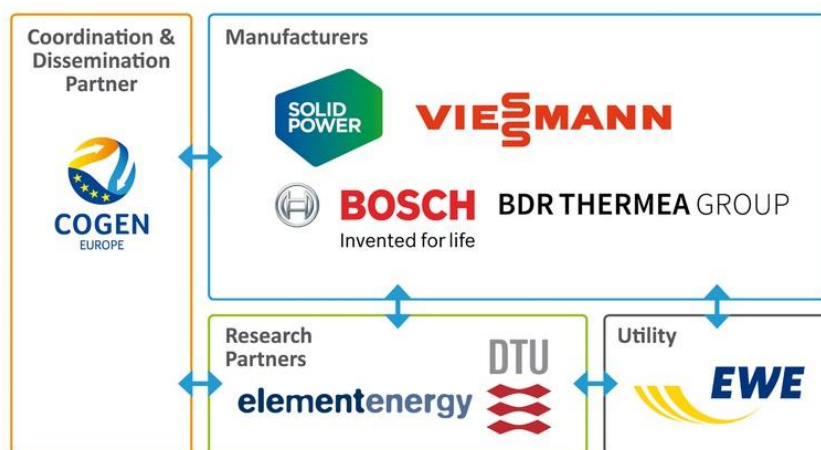
Which countries participate in PACE? _____

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



- Partners

Our partners



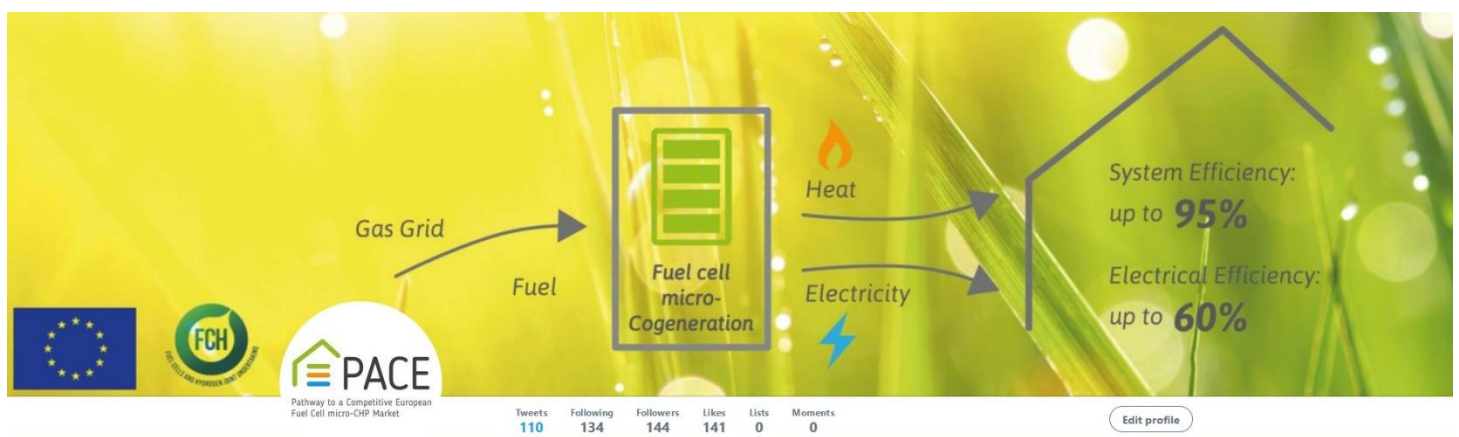
2. Chapter 2: Twitter account

Summary box

The PACE twitter account (@PACEmCHP) is the **main tool to create awareness and disseminate information about the project and FC micro-CHP on social media**. The PACE twitter account engages with the PACE partners and fuel cell and hydrogen stakeholders to amplify our message. The purpose is to find and target relevant policymakers, representatives of the domestic heatings sector and media.

Key statistics about the PACE twitter account (as of February 2018)

- 109 tweets
- 144 followers
- Average numbers per month:
 - 200 profile visits
 - 20k impressions



3. Chapter 3: LinkedIn profile

COGEN Europe, the PACE partners and the communications agency Grayling decided to wait with the setup of the LinkedIn profile until there is enough information to put on the profile. Now, with the website and the twitter account in place, all communication materials ready and the first FC micro-CHP units installed under PACE, it is time to setup the LinkedIn account. The account will be set up in the first half of 2018.

4. Annexes

Details to annexes.

4.1 Glossary

CHP	Combined Heat and Power
DoW	Description of Work
EC	European Commission
FC	Fuel Cell
Etc.	

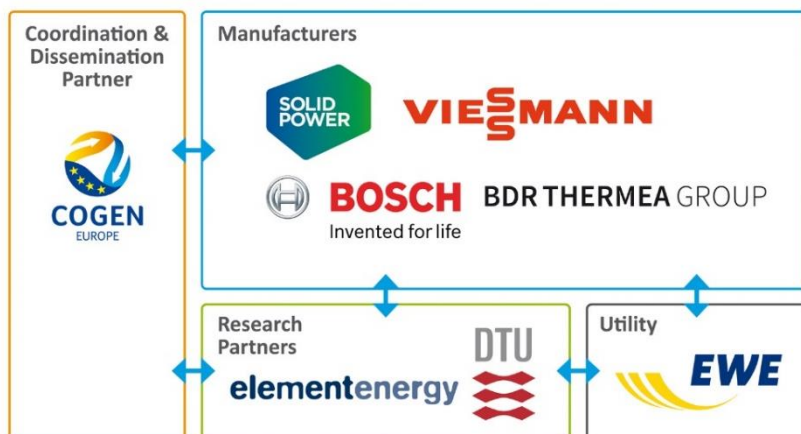
About PACE

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
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The PACE partners are



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