



Pathway to a Competitive European  
Fuel Cell micro-CHP Market

## REPORT

### D3.8 – Standard Communications material available

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**PU**

(PU – Public, CO – Confidential)

## Contents

Executive summary .....	3
1. PACE brand identity .....	3
1.1 FCH JU Communication and Dissemination requirements.....	6
2. PACE brochure .....	7
3. PACE standard presentation .....	7
4. PACE prezi.....	8
5. PACE messaging guide .....	8
6. PACE Annual Bulletin.....	9
7. PACE stickers.....	10

## Executive summary

COGEN Europe, together with the members of the PACE Communication Task Force and the other project's partners, and supported by the selected professional Communications Agency (Grayling) and the Design Agency Christine Imhof, realised a series of standard communication tools and materials to be utilised by all the members of the PACE consortium throughout the whole duration of the project, whenever communicating and disseminating about PACE. This document presents all the developed communication materials and provides links to download the tools.

## 1. PACE brand identity

### Summary box of the chapter

*With the support of the selected design agency Christine Imhof, COGEN Europe and the PACE partners realised the following elements of the PACE visual identity:*

- *PACE logo*
- *PACE website*
- *PACE roll-up*
- *PACE Word templates (newsletter, press release, report)*
- *PACE PowerPoint template*
- *Diagram of the functioning of Fuel Cell micro-Cogeneration*
- *Diagram of all PACE partners' logos*
- *Diagram of the cost-volume relation of Fuel Cell micro-Cogeneration*

With the support of the selected design agency Christine Imhof, COGEN Europe and the PACE partners realised the following elements of the PACE visual identity:

- **PACE logo** ([available here](#)). The logo represents a green house with a Fuel Cell micro-Cogeneration unit inside, where the elements of sustainability and energy efficiency, of heat production and of electricity generation are symbolised by the colours of the unit, respectively

green, orange and blue. The logo includes the text “PACE Pathway to a Competitive European Fuel Cell micro-CHP Market”.

- **PACE website** (available at <http://www.pace-energy.eu/>, specifications on D3.7).
- **PACE roll-up:** The roll-up includes the following elements:
  - PACE logo
  - Diagram of the functioning of Fuel Cell micro-Cogeneration
  - PACE slogan: Fuel Cell micro-Cogeneration: Heating and Powering your Home
  - Diagram of all PACE partners’ logos.

The roll-up is further enriched by background pictures and colours.

Two roll-ups have been printed and exhibited at events (i.e. EUSEW 2017, ene.field final dissemination event, COGEN Europe Annual Conference).

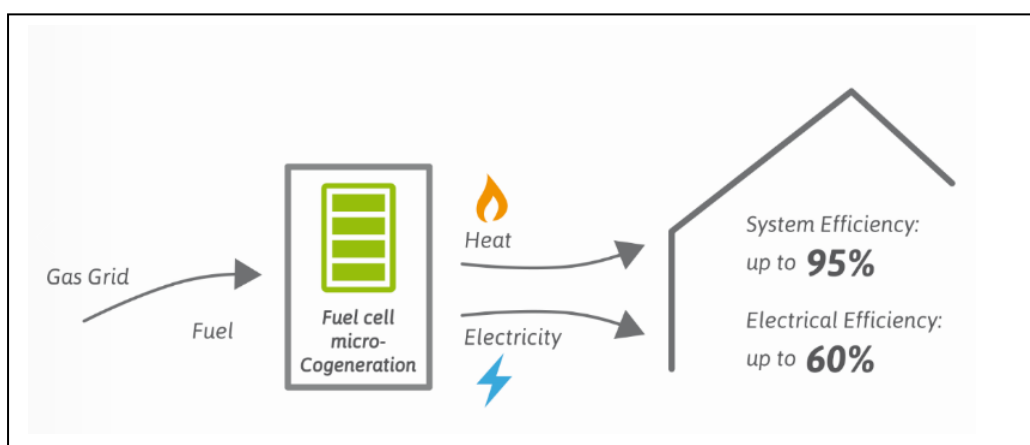


- **PACE Word templates:**
  - Newsletter template ([available here](#))
  - Press release template ([available here](#))
  - Report template, versions for internal use and for external use (internal use version [available here](#) and external use version [available here](#))

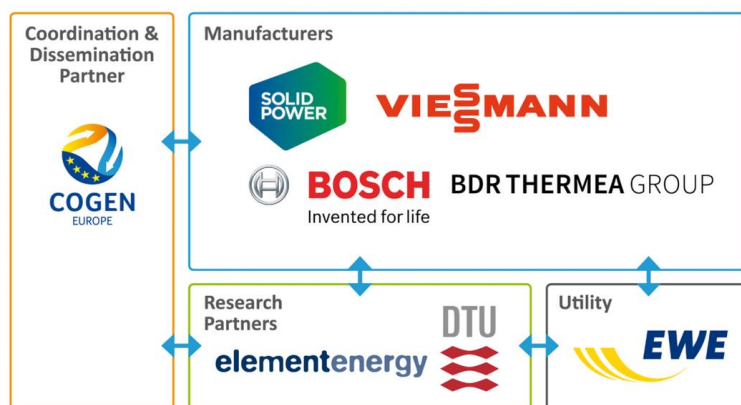
The templates are complemented by predefined settings, characters and colours for menu, tables, bullet points, title, etc.

- **PACE PowerPoint template** ([available here](#)), composed of a title slide, a subtitle slide, a “thank you” slide, and several configurations of standard slides.

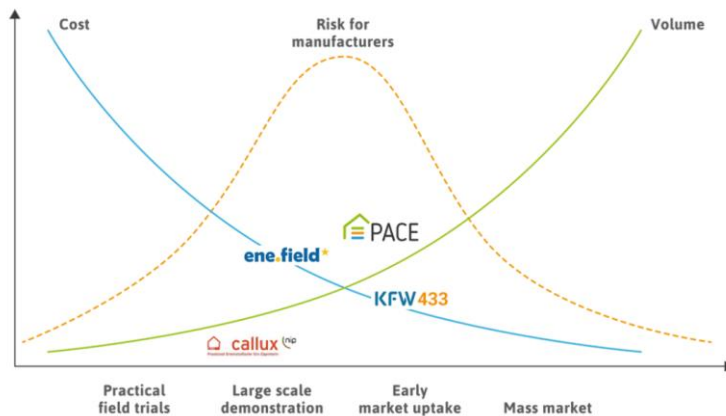
- **Diagram of the functioning of Fuel Cell micro-Cogeneration**, inspired by the PACE logo and schematically explaining how a Fuel Cell micro-Cogeneration unit works. The diagram is being used in several PACE Communication tools (website, roll-up, etc.)



- **Diagram of all PACE partners' logos**, present on all PACE communication materials.



- **Diagram of the cost-volume relation** of Fuel Cell micro-Cogeneration



## 1.1 FCH JU Communication and Dissemination requirements

All the elements of PACE visual identity respect the FCH JU Communication and Dissemination requirements for projects funded via Horizon 2020 funds.

All the elements of PACE visual identity are accompanied by:

- The EU emblem
- The FCH JU logo
- The following disclaimer: *“This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 700339. This Joint Undertaking receives support from the European Union’s Horizon 2020 research and innovation programme and Hydrogen Europe and Hydrogen Research”.*

## 2. PACE brochure

### Summary box of the chapter

*The PACE brochure is a 4-page brochure presenting PACE and explaining what Fuel Cell micro-Cogeneration is. It targets different audiences (i.e. policy-makers, end-users).*

The PACE brochure is a **4-page brochure** designed by Christine Imhof. The content of the brochure has been drafted by COGEN Europe, with the support of Grayling, reviewed and approved by the PACE partners.

The cover page presents elements of PACE brand identity and a very short description of the project. The second page explains the benefits of Fuel Cell micro-Cogeneration. The third page is about the scope and objectives of PACE. The fourth page provides the diagram of the PACE partners' logos and contact details.

The brochure is enriched by visual elements and pictures.

The brochure has been **translated** into: Dutch, French, German, Italian.

1,000 copies of the English version of the brochure have been printed and distributed at several events.

The English version of the brochure is [available here](#)

## 3. PACE standard presentation

### Summary box of the chapter

*The PACE standard presentation is a PowerPoint presentation developed by COGEN Europe and Grayling.*

The PACE standard presentation is a PowerPoint presentation (designed by Christine Imhof) developed by COGEN Europe, with the support of Grayling, and then reviewed and approved by the PACE partners.

It is a set of **9 slides presenting PACE** in a visual way (PACE at a glance) and listing the benefits of Fuel Cell micro-Cogeneration. The presentation can be edited (i.e. adding/deleting slides) on a case-to-case basis. The presentation has been already used by PACE partners on several occasions.

The PACE standard presentation can be [downloaded here](#)

## 4. PACE prezì

### Summary box of the chapter

*The PACE prezì has been developed by Grayling and COGEN Europe.*

The **PACE prezì slideshow** has been developed by COGEN Europe and Grayling and presented for the first time during the EUSEW 2017. It provides a background on EU climate and energy policies, a list of benefits of Fuel Cell micro-Cogeneration, and a presentation of PACE.

The prezì is available at [this link](#)

## 5. PACE messaging guide

### Summary box of the chapter

*The PACE messaging guide provides guidelines for the PACE partners on how to consistently and effectively communicate about PACE.*

COGEN Europe and Grayling developed a **document to help the project's partners in their external communications and equip them with a common language framework that contains consistent and tailored key messages, facts, figures and reactive statements**. This document serves as a protocol for effective communications on the project and ensure partners' buy-in. The messaging guide was presented to the Communication Task Force during an in-person workshop led by Grayling (23rd November 2017).

The PACE messaging guide is [available here](#)



## 6. PACE Annual Bulletin

### Summary box of the chapter

*The PACE Annual Bulletin is an yearly update on the project to the Fuel Cell micro-Cogeneration community across Europe and beyond.*

The PACE Annual Bulletin is an yearly update on the project, which was sent out by COGEN Europe on January, 10th, 2018, and whose full articles were published as news items on the PACE website.

The Bulletin reached the mailboxes of **more than 6,000 thousands contacts**, including decision-makers, supply chain and specialised trade press across Europe and beyond, and was read by around 1,000 users.

The **objectives** of the Bulletin is to:

- Draw attention to the project
- Leverage the awareness raised through the different communications activities undertaken
- Drive traffic to the PACE website

The **audience** to whom the Bulletin addresses is decision-makers, supply chain and media.

The 2018 version of the Annual Bulletin includes the following **articles**:

- Foreword by Hans Korteweg, Managing Director, COGEN Europe
- Interview with Bart Biebuyck, Executive Director, Fuel Cells and Hydrogen Joint Undertaking
- EU ene.field project demonstrates that Fuel Cell micro-Cogeneration is technologically ready to contribute to Europe's energy and climate objectives
- Snapshots from PACE target markets
  - Belgium: Opportunities around the corner
  - Italy: Ambition and potential
  - The Netherlands: Fuel Cell micro-Cogeneration could help government achieve its targets
  - The UK: Manifold solutions to help increase uptake
- Best practices: KfW 433 programme driving the Fuel Cell micro-Cogeneration sector closer to mass market uptake in Germany
- Interview with field trial participant Jochen Steneberg, Germany

- “Did you know...?” section

The next Bulletin will be sent out in January 2019, and the already **developed Mailchimp template** will serve as a basis.

PACE partners contributed to the **distribution** of the Bulletin among their databases of contacts by forwarding it and sharing it on social media.

The Bulletin has been **translated** into Dutch, French and Italian.

The English version of the Bulletin is [available here](#)

## 7. PACE stickers

### Summary box of the chapter

*The PACE stickers have been designed to be stuck on all installed PACE units or on PACE units on display at trade fairs and exhibition.*

**More than 2,600 PACE stickers** are currently being printed in several languages (English, French, Dutch, Italian, German). The stickers will be distributed among PACE manufacturers, who will put in place a process to ensure that a sticker is **stuck on all installed PACE units and on units on display** at trade-fairs, exhibitions and events, in agreement with the FCH JU communication and dissemination requirements.

The image below offers a preview of the English version of the PACE stickers:



## Conclusions

The developed standard PACE communications material has been realised by COGEN Europe, supported by the selected Design Agency Christine Imhof and the professional Communications Agency Grayling, and it has been reviewed and approved by all the project's partners.

The material is available to all the partners, and also online on the PACE website ([public tools available here](#)).

The material will be kept up to date throughout the course of the project, and reviewed whenever deemed necessary.

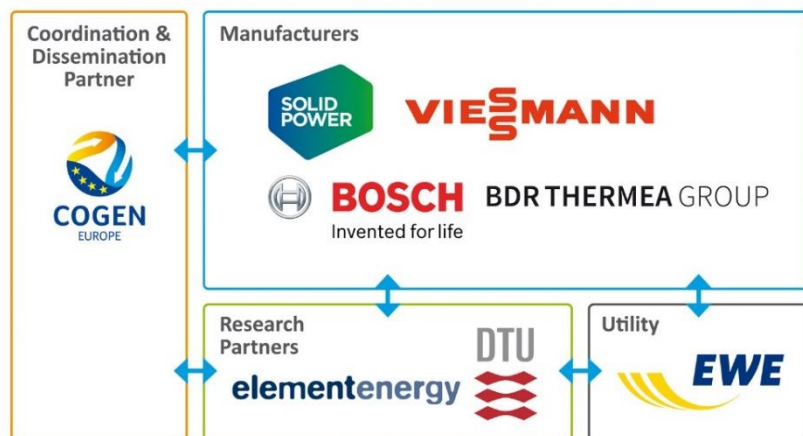
## About PACE

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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