

Project in the 1st call of the European FCH JU



**Lighthouse Project for the Demonstration of Hydrogen Fuel Cell
Vehicles and Refuelling Infrastructure in Scandinavia**

Final report H2moves Scandinavia

Collaborative Project No. 245101

DELIVERABLE D8.7

Demonstration final event



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AUTHOR: Martin Svensson, Hydrogen Sweden, Drottninggatan 21
SE – 411 14 Gothenburg, SWEDEN,
+46 703 80 30 50, www.vatgas.se

D8.7 Demonstration final event

Summary: objective, scope and result

At the end of the project in December 2012, when the European Hydrogen Road Tour was executed and the H2mS project learnings were compiled, it was time to share this experience through a final project event.

The objective of the final event, organized by Hydrogen Sweden in close collaboration with the coordinator LBST, the project partners, SHHP, FCH JU and HyER, was to communicate the key project learnings. As the first large-scale LHP and biggest hydrogen event in 2012, it was important to spread the experience gathered throughout the project to all stakeholders, the EU Commission, as well as the regions and member states who were and are interested in the project. The idea was to reach out to those regions that plan to make a similar project with demonstration activities in the future.

The final event should present the project results to a Nordic and European target group, with inputs from each of the project partners and their respective work package.

The final event planning resulted in the division into three separate parts of the final conference which took place in November and December 2012:

1. Final Event presentation at Nordic Conference “A Closer Look at Hydrogen as Transportation Fuel in the Nordic Countries”, which took place on the 21 November 2012 at Clarion Hotel Oslo Airport Gardermoen Norway, in conjunction to the Zero Conference 2012.
2. Final Event presentation at the 10th Meeting of the Member States Representatives Group on the 30 November 2012, which was linked to the FCH JU Programme Review Days in Brussels. At this event, the project coordinator Ulrich Buenger gave the presentation of our key project learnings.
3. Final Conference on the 14 December 2012 at the House of Cities, Municipalities and Regions in Brussels. This final event was held in conjunction with the HyER board meeting, as the target audience was the EU Commission and the regions representatives. All H2moves Scandinavia project partners were present and did report the project learnings from their work packages followed by intense discussions.

By multiplying this final event into three linked events, it became possible to spread the project's key learnings and reach out to a wider target audience.

Background and event development

Throughout 2012, several strategic discussions within the project consortium were taken on where, when and how to implement the final event to get the best impact. Different scenarios were developed.

The first plan was to organise the final event in direct connection to the last stop of the European Hydrogen Road Tour in Copenhagen and to place it in Gothenburg. This would enable H2mS to disseminate the project including a Ride & Drive in Sweden as well, as the vehicles would anyway pass by Gothenburg on their way back to Oslo where they are stationed. The final event could then have been executed in conjunction with the Gothenburg Marathon on the 13th October. But as the plans evolved, it was realized that such an event would collide with two other important events: the FCH JU General Assembly in Paris and the Nordic Electromobility Delegation Tour to Korea. Therefore, it was decided to change the plans for the final event. This was leading to further discussions where event stronger possibilities came up.

Outcome

The final event resulted in the division into three linked events, targeting the Nordic audience in Oslo and the European/international audience at two events in Brussels.

Nordic event:

During the discussions, the dialogue within SHHP was intensified, HyNor and ZERO looking into the option to present the H2mS project results in connection with the Zero Conference 2012 in Oslo. These discussions resulted in the first part of the final event, mainly approaching the Nordic region.

“A Closer Look at Hydrogen as Transportation Fuel in the Nordic Countries”:

The event was shaped into the conference “A Closer Look at Hydrogen as Transportation Fuel in the Nordic Countries”, which took place on 21 November 2012 at the Clarion Hotel Oslo Airport Gardermoen. During this conference, Hydrogen Sweden presented the H2moves Scandinavia project outcomes and results to an engaged audience, and participated in an interesting panel discussion.



Web invitation for Nordic Conference



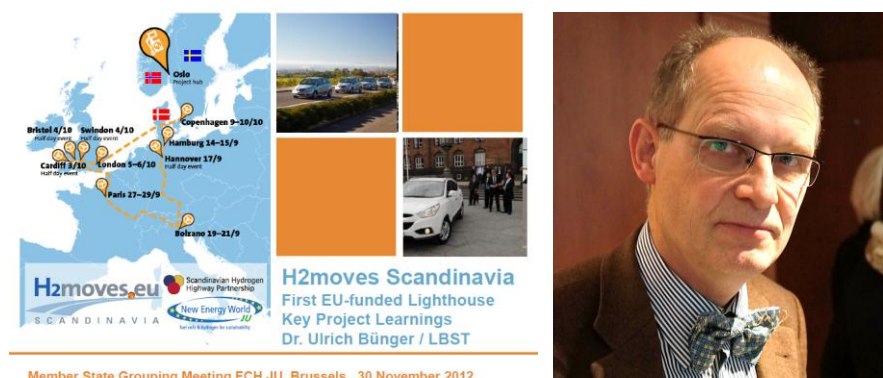
Martin Svensson presenting the key learnings

European/international event:

In order to reach out to an international target group, it was decided to arrange the second part of our final event in Brussels. The plan was to attract a strong group of participants from the European Commission and the regions, by linking the event to the FCH JU Programme Review Days on the 28 & 29 November. So it was arranged for the final event to be on the 30 November at the FCH JU premises and invited the EU Commission and the regions representatives with strong support from FCH JU and HyER. But many of the targeted participants had also been invited to the 10th Meeting of the Member States Representatives Group at FCH JU in Brussels on this same day. Therefore it was decided to split the final conference in Brussels into two events in order to reach out to as many participants as possible.

10th Meeting of the Member States Representatives Group:

On 30 November 2012, the project coordinator Ulrich Buenger presented the project's key learnings at the Member State Grouping Meeting which took place at FCH JU in Brussels.



Presentation at Member States Meeting

Coordinator Ulrich Buenger

H2moves Scandinavia Final Conference Brussels:

The date for the final conference targeting the EU Commission and the regions was changed to the 14 December 2012 and took place at the House of Cities, Municipalities and Regions. This part of the final event was in conjunction with the HyER board meeting this day under the name: H2moves Scandinavia Final Conference. Thanks to this coordination, it was possible to attract the regions representatives from the House of Regions as well as the HyER board. The final conference included presentations with the key learnings from each of the project partners, as well as discussions with a compact but engaged audience. Both, representatives from the European Commission, DG Research & Innovation, as well as participants from the following regions were attracted:

- G4 Region of Amsterdam- The Hague- Rotterdam- Utrecht
- Region of Skåne
- Region of Aragon
- Region of Hamburg
- Region of Poiteau Charantes
- Region of Midi Pyrennees
- Eurocities Member Regions



Invitation to Final Conference Brussels



Ulrich Bünger and Joaquin Martin Bermejo from the EC



Martin Svensson and Janneke Stalenhoef from G4



Carlos Navas from FCH JU and Sae Hoon Kim from HME



Representatives from EC, regions and HyER board



Federico Zenith from SINTEF Norway



Summary by coordinator Ulrich Buenger



Melanie Leroy from Eurocities and Pontus Lindberg from the region of Skåne together with some of the partners

Feedback and conclusions

The H2moves Scandinavia final event reached its objectives. By multiplying the final event into three linked events, it was possible to spread our key learnings and reach out to a wider target audience. Given the fact that people are rather busy during the month of December, it was a good choice to set up our final event in conjunction with other existing meetings such as the Zero Conference, the Member State Grouping Meeting and the HyER Board Meeting. It was a positive effect that the meetings' audience were not too large, as a familiar atmosphere with good discussions developed.

Links:

H2moves Scandinavia:

- www.scandinavianhydrogen.org/H2moves
- www.facebook.com/H2movesScandinavia
- www.flickr.com/H2moves_scandinavia

Nordic Conference “A Closer Look at Hydrogen as Transportation Fuel in the Nordic Countries”:

- <http://hynor.no/art/12654961>
- https://dl.dropbox.com/u/58906075/121121_H2mS_Svensson_Nordic_Meeting_Oslo_V2.pdf

10th Meeting of the Member States Representatives Group:

- https://dl.dropbox.com/u/58906075/121130_Member_State_Grouping_Brussels_Meeting_H2mS_Buenger_V1.pdf

H2moves Scandinavia Final Conference Brussels:

- <https://dl.dropbox.com/u/58906075/Final%20Conference%20Brussels%20MS.pdf>

