

**Development of H<sub>2</sub> Safety Expert Groups and due diligence tools for public awareness and trust in hydrogen technologies and applications**



Project No: 325357

Starting date: June, 1<sup>st</sup> 2013

Duration: 21 Months

## **Deliverable No. 5.4**

Title: Dissemination implementation measures checklist

Contractual delivery date: 28, February 2015

Partner: FAST

**Status: F**

(D-Draft, FD-Final Draft, F-Final)

**Dissemination level: PU**

(PU-Public, RE-Restricted, CO-Confidential)



## **INTRODUCTION**

In order to increase the awareness and the visibility of the project H<sub>2</sub>TRUST, FAST-EHA has performed different dissemination and communications actions including the inclusion of H<sub>2</sub>TRUST promotional and awareness collateral (banners, flyers and gadgets) at fairs, conferences and educational events. H<sub>2</sub>TRUST website has been linked to different hydrogen and fuel cell third parties websites and blogs. A targeted information campaign has been sent to leaders and opinion leaders in order to raise the profile of fuel cell and hydrogen technologies as safe technologies. Furthermore, FAST-EHA is involved in the organization of a workshop in Milan during EXPO 2015 to represent the results of the H<sub>2</sub>TRUST project. Below the list and the measures of the dissemination actions taken are listed.

## DISSEMINATION ACTIONS

| Dissemination action                                   | Value                 |
|--|-----------------------|
| Presence in social media                               | Facebook and LinkedIn |
| Participation in conferences                           | 30                    |
| Workshops  | 1                     |
| Press release  | 10                    |
| Articles in newsletter                                 | 10                    |
| Piggy-backing on other 3 <sup>rd</sup> party web sites | 30                    |
| Targeted information campaign                          | 350                   |
| Submission of papers                                   | 2                     |
| Flyer  | Done                  |
| Poster   | Done                  |
| Banner   | Done                  |
| Video  | Done                  |
| Dissemination book                                     | Done                  |
| Website visits (September 2013 – February 2015)        | 47263                 |