

## Dissemination and Communication Plan

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DEC	Websites, patent fillings, videos, etc.	
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ETHICS	Ethics requirements	
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SEN	Sensitive, only for Members of the Consortium (including the EU Commission Services)	
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## List of Abbreviations

### Abbreviation

D&C

CTECH

EC

KPI

CA

KER

IMO

PMP

### Definition

Dissemination and Communication

CiaoTech

European Commission

Key Performance Indicators

Consortium Agreement

Key Exploitable Results

International Maritime Organisation

Project Management Platform

## 1 EXECUTIVE SUMMARY

This document is aimed at describing the Dissemination & Communication activities planned and implemented to raise public awareness about the sHYpS project, identify and implement diverse strategies capable to maximize such an awareness and optimise the go-to-market potential of the Key Exploitable Results.

The deliverable focuses on the strategy developed to reach stakeholders and a more general public, the activities performed from the beginning of the project up to November 2022 (M6), the channels and tools that will be and have already been used to disseminate sHYpS objectives and early results.

This deliverable also represents a guide to support the whole consortium to plan and carry out the D&C activities using the right material and channels, in order to reach the following objectives:

- Define and map the research and innovation eco-system, value chain and relevant stakeholders related to the outcomes of the project.
- To undertake actions for broad dissemination of the project results to the relevant stakeholders.
- To establish collaborations with relevant and related projects and to set up synergies.
- To perform a detailed market analysis, identifying technological trends, key players, market barriers and drivers to support the project exploitation.
- To set-up and maintain an effective and ambitious Exploitation Plan and IPR Management.
- Contribute, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions.

This plan is to be consider flexible: it can be improved accordingly with the development of the project, the progresses and results achieved throughout the sHYpS course and the stakeholders' interests and needs.

## 2 INTRODUCTION

Deliverable D8.2 – Dissemination and Communication Plan deals with the dissemination and communication activities planned and realised from the beginning of the project up to M6 (November 2022) with the aim of creating awareness on the sHYpS project and its results. The document includes a description of the dissemination and communication strategy developed and implemented to reach a wide audience, and the channels and tools that will be and have already been used to disseminate and communicate the project objectives and results. The report also represents a guide to support the consortium to plan and carry out the D&C activities taking advantage of the right material and channels.

This plan is a living document that will be regularly updated throughout the entire project lifetime and in accordance with its progresses, more specifically in M18 (D8.4 - Preliminary report on dissemination and communication activities), M30 (D8.7 - Second report on dissemination and communication activities) and M48 (D8.8 - Final report on dissemination and communication activities including linking activities).

For each document update, the following objectives will be taken into account:

- to identify the profile of sHYpS stakeholders and how to engage them, in order to guarantee their successful engagement;
- to outline, present and finalize the dissemination and communication plan;
- to present the realised dissemination material, with some visual example;
- to report the planned and carried out activities by each consortium partner e.g., including events, press releases and publications (both scientific and non-scientific).

### 3 SHYPS – THE PROJECT

The shipping industry is facing one of the most demanding challenges ever: to find the way to achieve zero-emission navigation. The time to achieve such goal is very short: the next big deadline imposed by the IMO is to reduce the total annual GHG emissions from international shipping by at least 50% by 2050.

Hydrogen is one of few zero-emission solutions that is very promising, but the technology necessary to use it on board is not completely ready. To combine the tight application times and the technological gap, sHYpS is centered around the idea of a swappable storage system for the liquid hydrogen, based on new c-type ISO containers. This solution can enable a full zero emission ship platform in the needed time.

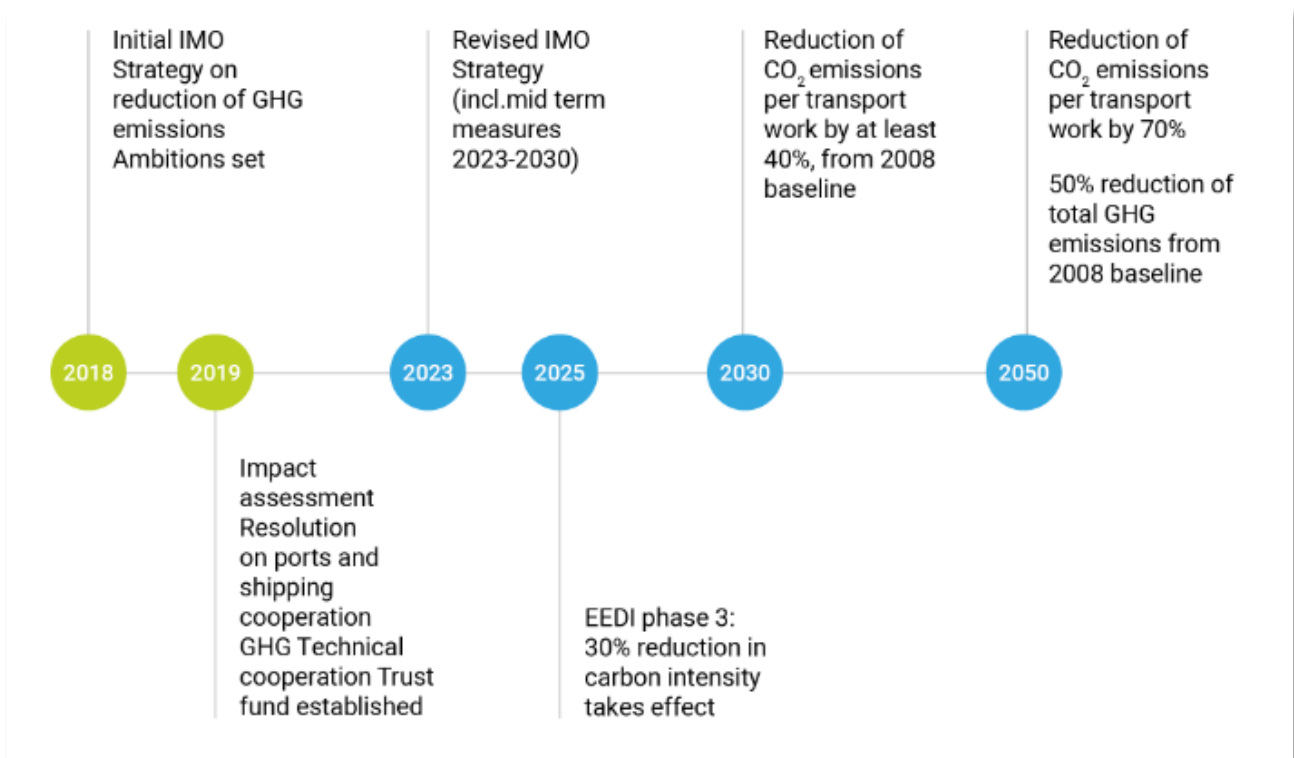


Figure 1: IMO timetable (and non-comprehensive list of activities) to reach GHG reduction targets

sHYpS aims at supporting the decarbonisation of the shipping industry, by developing a novel LH2 swappable storage solution, which can be adapted to multiple types of vessels and speed up the green transitioning. sHYpS project trigger the hydrogen supply-chain development, generating demand, while tackling safety and handling requirements.

sHYpS will demonstrate the 1 Viking's newbuilds Ocean Cruise vessel with the storage system onboard and energy management system by 2026 with a limited power Fuel Cell. The 6MW PEM fuel cell will allow to cut 50% of emissions in a 14 days fjord cruise.

#### 3.1 SHYPS OBJECTIVES

To pursuit its goals, the Specific – Technical and Industrial – Objectives (SOs) of the sHYpS are described below:

- **SO1:** Design, build and test a prototype of an intermodal ISO 40 LH2 container with approx. dimensions D 2,4m x L 12 m, and of its evaporator (by CHART). Moreover, the design and test of the tank connection space (by NAV) shall be developed. This will allow to safely connect the container to the ship's green power plant once on board and be used as a fuel tank by 2025 (by VIKH).

- **SO2:** Design the structural integration between the H2 fuel handling and the energy system through the detailed design of a 6MW PEM fuel cell powertrain and have the system ready to be reviewed by Lloyd's, IMO 2030 compliant.
- **SO3:** Integrate the LH2 storage system, the fuel handling system and the electric connection to the ship backbone, onboard one Viking's newbuild cruise ship registered under Norwegian flag by 2024/2025.
- **SO4:** Complete extended testing at components level to have Lloyd's review and test the full system onboard "ready-to-burn" with a reduced (ca. 300 kW) Fuel Cell stack at the shipyard and during the shakedown cruise.
- **SO5:** Validate that an LH2 container supply chain is viable (by PLP and PoB) and unlock a zero-emission operation model for large ships as of 2025 without the bottle neck of bunkering facilities, in the short-term.
- **SO6:** Demonstrate the scalability of the LH2 system and its logistics along with the reliability of fuel cell stacks for marine application, in order to replace the internal combustion engine and comply with IMO 2050.
- **SO7:** Develop a solution which is fully adoptable by many kinds of ship with a conceptual design (by NAV and K17) for 5,000 DWT and 8,000 DWT / 700 TEU cargo and containers vessels.
- **SO8:** Increase knowledge and expertise on hydrogen-as-a-fuel pertinent rules for marine application, in order to build the first real zero-emission ship by 2050.

### 3.2 SHYPS IMPACT POTENTIAL AND BUSINESS

sHYpS will contribute to:

- Develop a preliminary design of a fully renewable ship by 2027 (passengers and freight), leaving no residual challenges to an up-scaled solution,
- Realize a shorter-term hybrid solution implemented within Viking's next new building program to be delivered by 2025 and which is scalable to comply with IMO 2030 and eventually IMO 2050 (50% emissions cut), with a fast-track market potential.
- Demonstrate that the IMO roadmap is realistic and achievable using state of the art technologies.
- Develop an intermodal LH2 container and a zero-emission megawatt generator product line, to be used in several transport and stationary industries, by 2024/2025.

### 3.3 PROJECT IMPLEMENTATION

The sHYpS concept is carried out through 9 Work Packages, as described below:



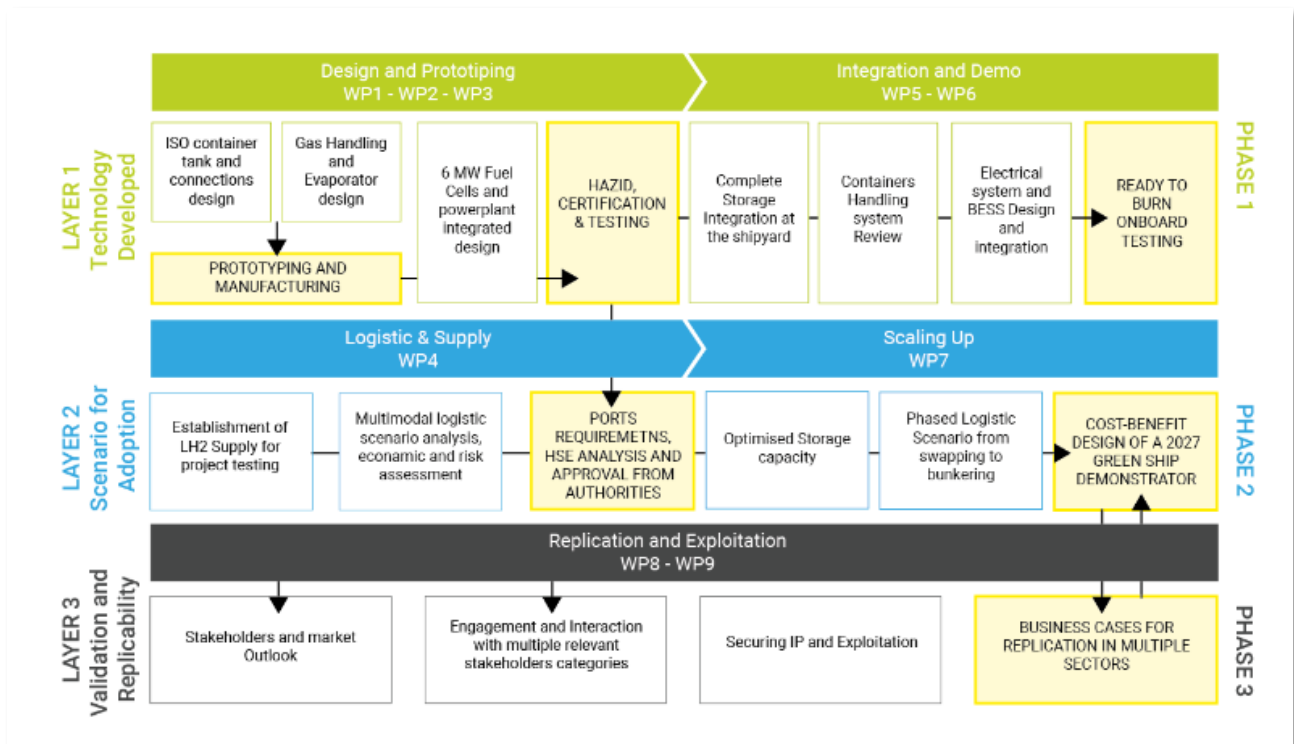


Figure 2: sHYpS Structure

## 4 DISSEMINATION AND COMMUNICATION

As detailed within the Grant Agreement (Art. 17), sHYpS beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests, where:

- **Dissemination** is defined as: ‘the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.
- **Results** are defined as: any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.
- **Communication** is defined by the European Commission as - a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

### 4.1 SHYPS DISSEMINATION & COMMUNICATION STRATEGY

sHYpS D&C strategy has started at the beginning of the project and it will last for its entire duration. This task is coordinated by PNO, partner responsible of Work Package 8: Dissemination, Communication and Exploitation, with the support of all project partners which will contribute to keep all the project channels continuously updated.

In sHYpS, dissemination and communication activities are relevant to:

- Guarantee proper diffusion of knowledge and project results towards stakeholders along the whole relevant value-chain, including interested authorities, regulatory bodies, workers and general public, according to the case.
- Facilitate the exchange of information and interaction with targeted stakeholders to increase the chance to reach the market in the due time after the end of the project.
- Secure maximum impact fostering the adoption of project results.

To achieve this, the D&C strategy will focus on:

- Targeted stakeholder’s groups and specific KPIs to reach by the project end.
- Key channels and materials.
- Tools and specific initiatives.

#### 4.1.1 Stakeholders

Effective dissemination and communication activities are being planned and implemented in sHYpS to ensure that the project results will reach a wide range of regional, national, international and European stakeholders, which will be not only technical companies and research centers, technology providers and users, but also regulators, standardization bodies, insurance companies or Classification Societies, and will be divided according to two different criteria:

- **Positioning in the Value-chain:** namely those belonging to the mixed supply (LH2 production and transport) and usage (maritime) value-chains: these will include hydrogen producers, logistic companies, ship owners, shipyards, system integrators, ship management companies, cargo owners, but also financial institutes and financiers to foster new projects adopting the project technology.
- **Technology based mapping:** technology providers, emerging innovators, start-ups, leaders, potential competitors, and potential investors.

The target groups that will benefit from the results of the project are:

Table 1: sHYpS target groups

Maritime usage Value-chain	<ul style="list-style-type: none"> <li>• Shipowners and operators, cargo owners</li> <li>• Ports and authorities</li> <li>• Class Societies and insurance companies</li> <li>• Technology providers and designers (including system integrators and shipyards)</li> <li>• Seafarers</li> </ul>
Supply-chain of LH2	<ul style="list-style-type: none"> <li>• Logistics</li> <li>• Industries producing LH2 (O&amp;G, chemical, renewables)</li> <li>• Infrastructure service providers</li> <li>• Workers</li> </ul>
Investors from both chains	<ul style="list-style-type: none"> <li>• Banks, funds, cargo owners</li> </ul>
Policy and regulation	<ul style="list-style-type: none"> <li>• Flags, IMO, Associations DG MOVE, National coordination groups, industry interest groups – Sea Europe (Shipyard Maritime Equipment), ECSA (European Community Shipowner Association), EHMC (European Harbour Master Committee), ITF Seafarers etc.</li> <li>• UNESCO</li> <li>• Technical and scientific community and academia /innovators/ IP owners</li> <li>• General audience.</li> </ul>

The sHYpS target groups will be engaged through 3 levels of approach:

1. **Engage for exploitation and replication:** these stakeholders are the ones relevant for replicability, for scale-up and whose role is not covered by any partner in the consortium.

2. **Keep informed through dissemination, liaise and evaluate collaboration:** these stakeholders include all those roles where there is a potential coverage by the consortium but are also very important for dissemination and liaison. They will be reached through the dissemination of results, which may include joint seminars or workshops and may be relevant for most of the WPs.
3. **Just inform and watch – potential competitors:** this category includes organizations with the same key technical expertise in the sHYpS consortium. Stakeholders in this category should be kept informed, but also be watched since they are potential competitors.

A detailed description on the stakeholders of the sHYpS project, as well as how to keep them engaged is provided in deliverable D8.1 - Innovation Eco-system including Gender Equality Data, submitted in November 2022 (M6).

## 4.2 D&C MATERIALS AND TOOLS

The D&C strategy foresees the active participation of all the sHYpS partners. All consortium members have an important role in the dissemination of project results and all the partners are committed to present project outcomes.

A structured and dynamic approach in support of the D&C strategy is ensured by the periodic interactions between CTECH and all partners. To achieve this, a set of materials has been and is currently under development.

### 4.2.1 Project identity and EC guidelines

As a first step to a proper dissemination and communication of the sHYpS results, it is crucial to build the project 'personality', which is linked to a graphically coherent and consistent representation of the sHYpS logo, that will be displayed in all project D&C materials and documents.

The logo will make the project recognizable and for this reason it will be used in every document produced within the project context, such as presentation, newsletter, deliverable, brochures etc.



Figure 3: sHYpS logo

All beneficiaries of the EU's Horizon Europe research and innovation programme have the obligation to explicitly acknowledge that their action has received EU funding. Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement. That's why, in all of the communication and dissemination activities of the project, it will be reported as follows:



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Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them. UK participants are supported by UKRI Grants.

The project acknowledgement takes also into account the new guidelines for funding for the UK beneficiaries.

#### 4.2.2 sHYpS Website

As main D&C tool to be used in the frame of the project, PNO developed and released in October 2022 (M5) the sHYpS website, available in English at the URL: <https://www.shyps.eu/>.

The website represents the most effective communication tool of the project, which will be used to inform the main stakeholders and general public about the sHYpS progresses, to disseminate project’s activities and initiatives, to collect all the public documents that will be produced in the frame of the initiative’s actions.

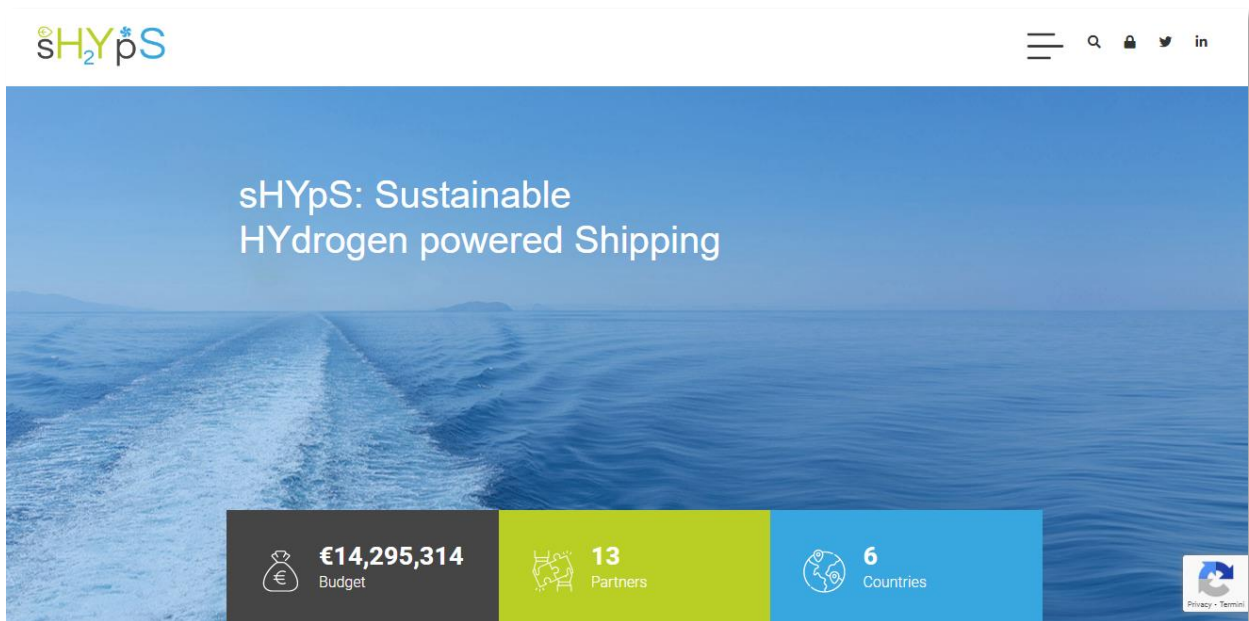


Figure 4: sHYpS Website

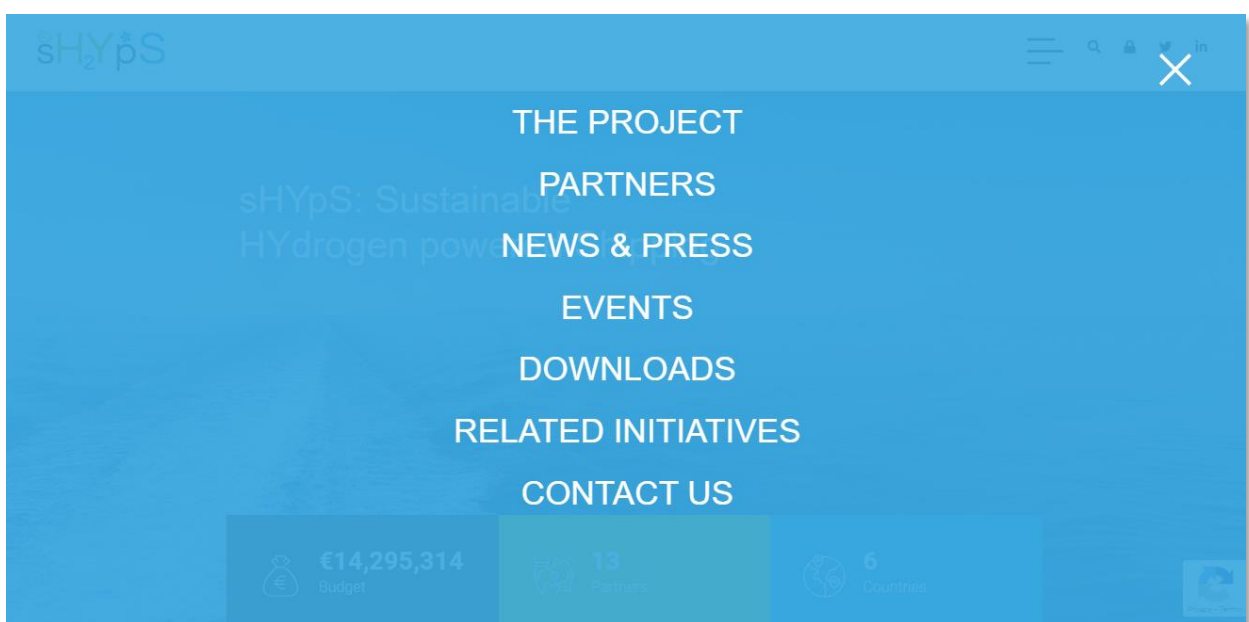


Figure 5: sHYpS Website main menu

The website menu has been structured as reported in the following table:

Table 2: sHYpS Website Structure

SECTION	Work Package Title
The Project	<ul style="list-style-type: none"> <li>• The project</li> <li>• Challenges</li> <li>• Objectives</li> <li>• sHYpS impact potential and business</li> <li>• Project implementation</li> </ul>
Partners	-
News & Press	-
Events	-
Downloads	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Public deliverables &amp; studies</li> <li>• Dissemination material</li> <li>• Newsletters</li> <li>• Publications</li> </ul>
Related Initiatives	-
Contact Us	-
Partners Area	-

#### 4.2.2.1 Homepage

The sHYpS homepage communicates the site's goal and shows all major contents available on the website, and it also includes a short description of the sHYpS aims and scope in order to immediately provide a clear statement to visitors.

The footer of the homepage, which is replicated in each section of the project website, shows the “Get in Touch” and the “Newsletter” information, alongside with the Twitter feeds.

At the bottom of the footer are clearly displayed the EU flag and the funding reference.

#### 4.2.2.2 The project

“The Project” page provides a description of sHYpS aims and goals. This page includes 4 sub-pages:

- Challenges,
- Objectives,
- sHYpS impact potential and business
- Project Implementation.

#### 4.2.2.3 Partners

The “Partners” page is dedicated to sHYpS consortium and it includes a short description of all the organizations involved in the project, providing their logo and link to the corporate website.

#### 4.2.2.4 News & Press

The “News & Press” page is dedicated to news strictly related to the project, and it will be regularly (i.e., at least once per month) updated with short news and press releases that described the project progresses.

#### 4.2.2.5 Events

The "Events" page represents a repository of the most relevant events related to the project scope that the consortium might find interesting to attend. As for the “News & Events” page, also this section will be monthly updated.

#### 4.2.2.6 Downloads

This section has been thought as a repository of all the public documents produced in the frame of sHYpS. This document library will store:

- Press releases,
- Public deliverables and studies,
- Dissemination and Communication materials,

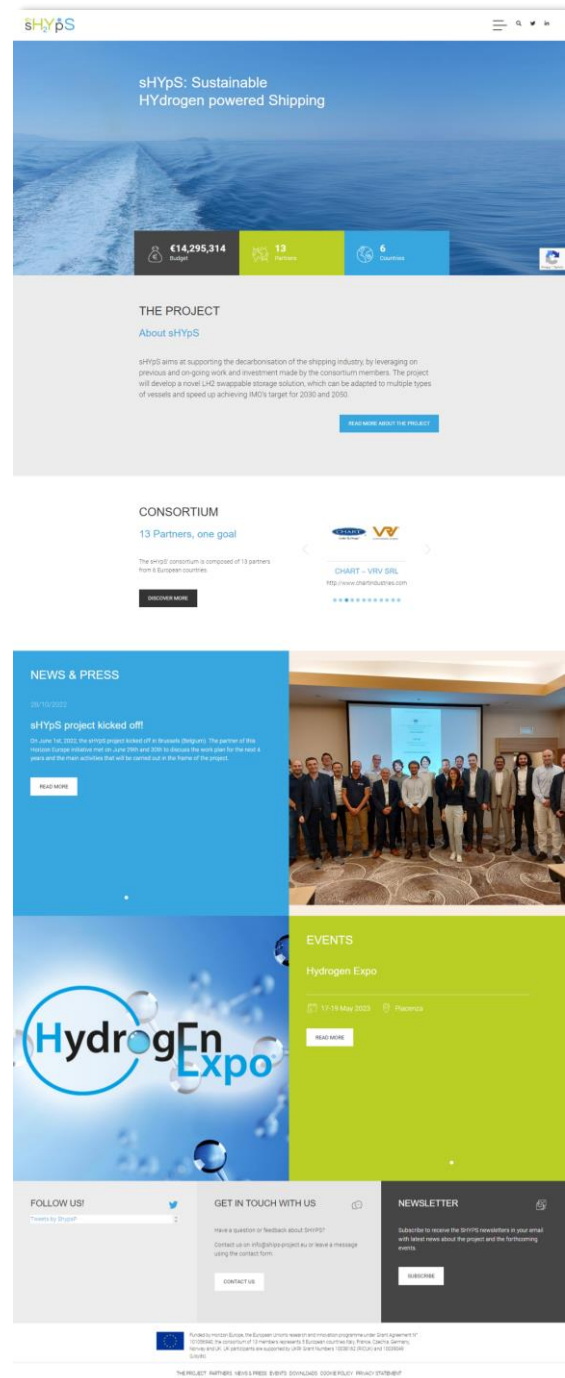


Figure 6: sHYpS Homepage



- Project newsletter,
- Publications (scientific and non-scientific articles).

All the materials developed and collected in this page are downloadable at the link <https://www.shyps.eu/downloads/> free of charge.

#### 4.2.2.7 Related Initiatives

This page will display all the projects and initiatives that are working on related topics or technology, that will be reached in the frame of Task 8.4 – Linking and exploitation actions, which is aimed at the identification of national and international projects related to the work of sHYpS and pursues linking and synergy.

#### 4.2.2.8 Contact Us

The "Contact Us" page will allow the website visitors to ask for more information about the project directly to the consortium. A simple contact form is included, that once completed will arrive as an email to the project coordinator.

#### 4.2.2.9 Partners Area

The "Partners Area" - accessible only by the project consortium through the login area at the top of the page - has been conceived as a platform to support communication and file sharing among the project consortium.

After the log-in, the page is automatically redirected to PNO's Project Management Platform. Regarding to sHYpS, the PMP works as a private area of the project website – accessible only by the consortium - and allows the partners to share documents and information related to the project. The platform also works as a repository of all the documents produced in the frame of the initiative.

#### 4.2.3 D&C Materials

The sHYpS brochure, poster and rollup were developed and published on the project website in M6 (November 2022). The materials are available to both project partners for their D&C actions and to external stakeholders to know more about the project.

These materials, available on the 'Downloads' page of the project website (<https://www.shyps.eu/downloads/>) have been conceived as flexible tools that can be easily adapted in different contexts to disseminate the project results.

The first version of sHYpS brochure, poster and rollup provide a short description of the main goals and expected impacts, the partners logos and trademarks and all the useful links of the project, as showed in the following pictures.

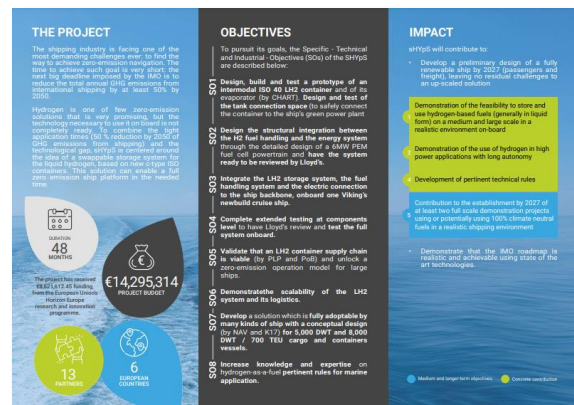


Figure 7: sHYpS brochure



Figure 9: sHYpS poster



Figure 8: sHYpS rollup

The sHYpS D&C materials will be updated every year and in accordance with the project progresses.

#### 4.2.4 D&C Channels

Alongside the official website of the project, the social media channels of sHYpS will also represent strong tools to disseminate the project progresses. Social medias have become essential for communication purposes and for this reason they will be strategically and regularly used in order to promote the project activities and/or results. With this in mind, the sHYpS [LinkedIn](#) and [Twitter](#) accounts were created.



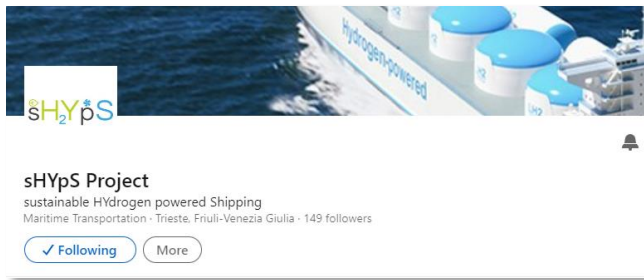


Figure 10: sHYpS LinkedIn Account

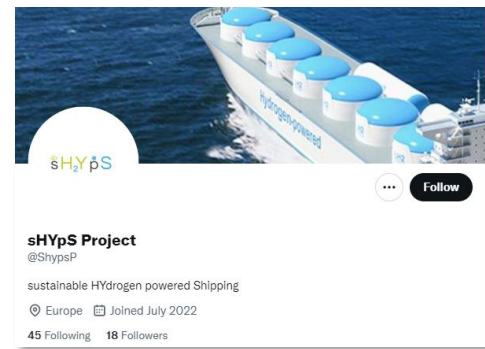


Figure 11: sHYpS Twitter Account

The project social channels will not be the only ones used within the project. Each partner will promote sHYpS through their networks and websites/news feeds, as reported in Table 3. Corporate magazines and press releases will also be used.

Table 3: Social media channels used for the sHYpS project

Channel	Link	N° of Users
sHYpS Website	<a href="https://www.shyps.eu/">https://www.shyps.eu/</a>	NA
LinkedIn Account	<a href="https://www.linkedin.com/company/shyps-project/?viewAsMember=true">https://www.linkedin.com/company/shyps-project/?viewAsMember=true</a>	149
Twitter Account	<a href="https://twitter.com/ShypsP">https://twitter.com/ShypsP</a>	18
Corporate Website	<a href="http://www.navalprogetti.com">www.navalprogetti.com</a>	NA
Corporate LinkedIn Account	<a href="https://www.linkedin.com/company/navalprogetti-srl/">https://www.linkedin.com/company/navalprogetti-srl/</a>	575
Corporate Instagram Account	<a href="https://www.instagram.com/navalprogetti/?hl=en">https://www.instagram.com/navalprogetti/?hl=en</a>	24
Corporate Website	<a href="http://www.viking.com">www.viking.com</a>	NA
Corporate LinkedIn Account	<a href="https://www.linkedin.com/company/vikingcruises/">https://www.linkedin.com/company/vikingcruises/</a>	>150.000
Corporate Twitter Account	@VikingCruises	>50.000
Facebook	<a href="https://www.facebook.com/VikingCruisesUK">https://www.facebook.com/VikingCruisesUK</a>	>1.100.000
Corporate Website	<a href="http://www.chartindustries.com">www.chartindustries.com</a>	NA
Corporate LinkedIn Account	<a href="https://www.linkedin.com/company/chart-industries/">https://www.linkedin.com/company/chart-industries/</a>	26736
Corporate LinkedIn Account	<a href="https://www.linkedin.com/showcase/chart-europe/">https://www.linkedin.com/showcase/chart-europe/</a>	624
Corporate Twitter Account	<a href="https://twitter.com/Chartind">https://twitter.com/Chartind</a>	2700

Corporate Facebook Account	<a href="https://www.facebook.com/ChartInd/">https://www.facebook.com/ChartInd/</a>	2598
Corporate Facebook Account	<a href="https://www.facebook.com/Chart-Europe-106402278752692">https://www.facebook.com/Chart-Europe-106402278752692</a>	3
Corporate Website	<a href="http://www.cenergy.it">www.cenergy.it</a>	
Corporate LinkedIn Account	<a href="https://www.linkedin.com/company/cenergysrl/">https://www.linkedin.com/company/cenergysrl/</a>	45
Corporate Twitter Account	<a href="https://twitter.com/cenergysrl">https://twitter.com/cenergysrl</a>	To be activated
Corporate Website	<a href="https://www.units.it/">https://www.units.it/</a>	NA
Corporate LinkedIn Account	<a href="https://www.linkedin.com/school/universitadeglistudiditrieste/">https://www.linkedin.com/school/universitadeglistudiditrieste/</a>	59196
Corporate Twitter Account	<a href="https://twitter.com/UniTrieste">https://twitter.com/UniTrieste</a>	9490
Corporate Facebook Account	<a href="https://www.facebook.com/universitatrieste">https://www.facebook.com/universitatrieste</a>	32428
Corporate Website	<a href="https://www.plugpower.com/">https://www.plugpower.com/</a>	NA
Corporate LinkedIn Account	<a href="http://www.linkedin.com/company/plug-power">http://www.linkedin.com/company/plug-power</a>	>55.000
Corporate Twitter Account	<a href="http://twitter.com/plugpowerinc">http://twitter.com/plugpowerinc</a>	>35.000
Corporate Facebook Account	<a href="https://www.facebook.com/PlugPowerInc">https://www.facebook.com/PlugPowerInc</a>	>10.000
Corporate Website	<a href="https://www.jeumontelectric.com/en/">https://www.jeumontelectric.com/en/</a>	NA
Corporate LinkedIn Account	<a href="https://www.linkedin.com/showcase/jeumont-electric-international/about/">https://www.linkedin.com/showcase/jeumont-electric-international/about/</a>	275
Corporate Website	<a href="https://bergenhavn.no/en/port-of-bergen-the-most-important-maritime-hub-in-western-norway/">https://bergenhavn.no/en/port-of-bergen-the-most-important-maritime-hub-in-western-norway/</a>	NA
Corporate Website	<a href="http://www.kontor17-ship.com">www.kontor17-ship.com</a>	NA
CiaoTech Corporate Website	<a href="https://www.pnoconsultants.com/it/">https://www.pnoconsultants.com/it/</a>	TBC
<b>Innovation Place</b> (news published through news and newsletter)	<a href="https://www.innovationplace.eu/">https://www.innovationplace.eu/</a>	> 10.000
<b>Ricerca &amp; Innovazione</b> (news published)	<a href="https://www.ricercainnovazione.it/">https://www.ricercainnovazione.it/</a>	> 6.000

through news and newsletter)		
Innovation Place LinkedIn Account	<a href="https://www.linkedin.com/company/innovation-place">https://www.linkedin.com/company/innovation-place</a>	1052
Innovation Place Twitter Account	@INNOVATION_PL	512
CiaoTech LinkedIn Account	<a href="https://www.linkedin.com/company/ciaotech/">https://www.linkedin.com/company/ciaotech/</a>	381
CiaoTech Twitter Account	@PNO_IT	266
PNO Consultants Europe LinkedIn Account	<a href="https://www.linkedin.com/company/pnoconsultantseurope">https://www.linkedin.com/company/pnoconsultantseurope</a>	4150
Corporate Website	<a href="http://www.ricardo.com">www.ricardo.com</a>	NA
Corporate LinkedIn Account	<a href="https://www.linkedin.com/company/ricardo-plc">https://www.linkedin.com/company/ricardo-plc</a>	2982

**Innovation Place:** is the PNO (CTECH mother company) online service supporting organisations to achieve their strategic R&D objectives through the matching and managing of R&D projects, organisations, and grants. Innovation Place is based on the Open Innovation paradigm, with the active involvement of industry leaders, multinational organisations, high-level research centres, public bodies, and innovative SMEs all around Europe. During the last years the number of users registered in the web platform has drastically increased.

**Ricerca&Innovazione:** is the Italian CTECH Open Innovation platform that supports collaborative research through the successful combination of research and development projects, excellent European organizations and the most important public funding opportunities at European, national and regional level.

#### 4.2.5 Short News & Press Releases

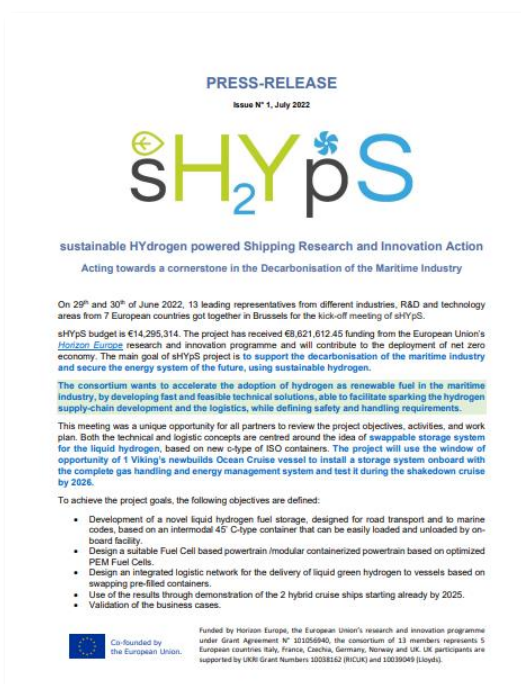


Figure 12: sHYpS 1° Press Release

Short news and press releases (by single partners or jointly) describing the project updates will be periodically prepared and published through the channels reported in table 2 and others that the consortium will decide to adopt both for national and international communication about the project results.

The first sHYpS press release, published in July 2022 (M2) provided a description of the project aims and objectives, and the work that the consortium will carry out towards sHYpS scope.


The press release is available for download from the 'Downloads' page of the project website and at the following link: [https://www.shyps.eu/wp-content/uploads/2022/11/sHYpS\\_PR\\_July-2022.pdf](https://www.shyps.eu/wp-content/uploads/2022/11/sHYpS_PR_July-2022.pdf).

Upcoming press release will be also uploaded in the dedicated section of the 'Downloads' webpage.

From the beginning of the project, PNO has already started the communication and dissemination of the sHYpS project taking advantage of its own platform (described in chapter 4.2.4). Few visual examples are shown in the following pictures.

News Monday, July 4, 2022

### sHYpS Project kicked off



CiaoTech (PNO Group) is partner of the new European funded project sustainable HYdrogen powered Shipping (SHYPS), started on June 1st, 2022.

sHYpS aims to support the decarbonisation of the shipping industry, by leveraging on previous and on-going work and investment made by Viking and some consortium members. It will develop a hydrogen-based solution, which can be adapted to multiple types of vessels and in some cases can already achieve IMO's target for 2030 and 2050.

On June 29th and 30th, the project consortium, made of 11 partners from 5 European countries, gathered in Brussels (Belgium) for the Kick-Off-Meeting.

The work plan for the next 4 years was presented, and the main activities were discussed.

For this project, CiaoTech is the partner leader of the Dissemination, Communication and Exploitation activities.

[« Back to all News](#)

Figure 13: News on Innovation Place

News lunedì 4 luglio 2022

### Il progetto sHYpS è iniziato



CiaoTech (Gruppo PNO) è partner del nuovo progetto europeo SHYPS - sustainable HYdrogen powered Shipping, iniziato il 1° giugno 2022 con l'obiettivo di sostenere la decarbonizzazione del settore marittimo.

Il consorzio del progetto, composto da 11 partner provenienti da 5 paesi europei, si è riunito a Bruxelles (Belgio) per il Kick-Off-Meeting, svoltosi dal 29 al 30 giugno 2022.

In questo incontro è stato presentato il piano di lavoro, e i partner hanno discusso le principali attività che verranno svolte nei prossimi quattro anni.

CiaoTech è il partner leader delle attività di Dissemination, Communication e Exploitation di questa iniziativa finanziata dall'EU.

Contattaci per maggiori informazioni sul progetto o sulla nostra esperienza in Dissemination and Exploitation nei progetti europei.

[« Torna all'archivio delle News](#)

Figure 14: News on Ricerca & Innovazione





Figure 16: Post on sHYpS LinkedIn Account



Figure 15: Post on CiaoTech LinkedIn Account

#### 4.2.6 Newsletter

With the aim of providing more detailed updates on the project, the consortium has foreseen a periodic newsletter to be released to inform and keep engaged sHYpS stakeholders and general public as well. This plan is to be considered flexible as it will be also tuned on the specific D&C needs of sHYpS activities to better fit to project results. The following table describes the project newsletters to be realized throughout the project.

Table 4: Newsletter Plan

N.	Month	Issue of the Newsletter
1	M6	sHYpS & Project Consortium Presentation
2	M12	BESS Basic design DC/AC Converters Basic design
3	M18	Design of GH2 system
4	M24	Updates on the second-year project results: focus on Design of hydrogen auxiliary systems and KERs mapping
5	M30	sHYpS participation to relevant events
6	M36	H2 logistic definition
7	M42	Overview on the publications collected
8	M48	Final states of the sHYpS project: focus on the Exploitation event

The **first sHYpS newsletter** has been developed and published in M6 (November 2022) to provide a comprehensive overview on the project aims and goals and the companies involved in the consortium. The issue has been published on the sHYpS website and it is available for download at the following link: <https://www.shyps.eu/wp-content/uploads/2022/11/Shyps-Newsletter-01.pdf>.



Figure 17: sHYpS newsletter #1, first page

All the newsletters that will be released in the frame of the project will be accessible from the 'Downloads' page of the sHYpS website.

#### 4.2.7 Scientific and non-scientific publication

The sHYpS partners will ensure open access to peer-reviewed scientific publications relating to their results, the first choice being "gold" Open Access model. In any case, machine readable copies will be made available on suitable open access repositories, connected to specific platforms (i.e., Open Research Europe), which will grant access to the publications and to a bibliographic metadata in a standard format, including information requested by the European Commission. Other platforms will be also examined by the Data Stewards from UNITS at the beginning of the project – e.g. – through [www.re3data.org](http://www.re3data.org) or [www.zenodo.org](http://www.zenodo.org). The new-born EC tools (<https://journalcheckertool.org/>) for assessing if different journals open access policy are aligned to the Horizon Europe requirements will be also used.

In addition to the Open Access practice and wherever applicable on a case-by-case basis, sHYpS publications will look for Preprints or Open Peer Review.

- Preprints venues will be chosen like Preprints or Zenodo, based on their footprint in the engineering fields related to sHYpS. The Data Management Team will confirm and expand the list early in the project, also doublechecking Journals' policy with respect to preprints (e.g., via Sherpa Romeo): beneficiaries will need to check the policy of their target journal to clear that a preprint will not preempt its publication.
- Open-peer review: Whenever it is possible, partners will prefer open peer review for their publications over traditional ('blind' or 'closed') by using Open Research Europe or specific venues supporting open

peer review for engineering matters (e.g., Proceedings of the Royal Society A, Open Engineering, All MDPI's journals).

As foreseen by the project Grant Agreement, at least 8 publications will be released in the frame of the sHYpS project. Examples of possible journals and magazines are reported below:

- **Scientific high impact factor peer reviewed journals:** Maritime Transport Research, Journal Of Hydrogen Energy, Energy Conversion And Management, Ocean Engineering, Reliability Engineering & System Safety, The International Journal on Marine Navigation and Safety of Sea Transportation, International Journal of e-Navigation and Maritime Economy, Research in Transportation Business & Management, among others.
- **Specific magazines of the sector may include,** International Shipping Magazine, among others.
- **Partners' Corporate magazines** will be also used.

For the publications the consortium has established, in section 8.4.2.1 of the CA, an internal procedure for prevention of unintended disclosure of sensitive information that could compromise the exploitation and IP protection as reported in the following:

*During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.*

*Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.*

#### 4.2.8 Participation in national and international events

Active promotion of the project, its objectives and results at relevant external events (conferences, fairs, expositions, etc.) through oral and poster presentations, distribution of project leaflets and exhibition stand. Example of events that the consortium will target are:

- RINA Power&Propulsion Alternatives for Ships,
- NAV International Conference on Ship and Shipping Research,
- World Hydrogen and Ammonia Shipping Forum.

Up to M6, the following events have been attended by the project consortium:

Table 5: Events attended from M1 to M6

Type of event	Name of the Event	Partner	Date
Exhibition	Hydrogen Expo 2022	Navalprogetti; Cenergy	June 2022
Exhibition	GASTECH	Cenergy	September 2022
Exhibition	Bremen Hydrogen & FC	Ricardo	October 2022
Other type of event	UK-Franco event in London: Hydrogen and mobility	Ricardo	October 2022
Exhibition	Fiera Idrogeno	Cenergy	October 2022
Fair & Exhibition	Ecomondo 2022	PNO	November 2022

In addition, Industrial and Transferability workshops (at least 4) will be organized by the project partners. Such events will be organised either live or as webinars on specific technical topics. The organisation will be set in synchronisation with the project's milestone and readiness of the results to be discussed. The selected stakeholders will come from partners networks and from the mapping by PNO. They will also give the opportunity to neighbouring projects and experts to share information and build new synergies and initiatives.

#### 4.2.9 Video

Awareness raising of the general public, through the use of comprehensive multimedia material, will be in the scope of sHYpS. 1 video presenting the project's profile and general concept will be produced (by PNO), with interviews to protagonists and relevant experts.

#### 4.2.10 Linking and exploitation actions

This task identifies the national and international projects related to the work of sHYpS and pursues linking and synergy with them. Based on the work done under Task 8.1 and Task 8.2, connections will be sought with other research, development, and innovation initiatives as well as potential users with interest in the sHYpS KERs, with the aim of setting the base for follow-up exploitation of the project outcomes.

The first project that will be kept in mind for this task is [NH3CRAFT](#), funded on the same call as sHYpS, which focuses on ammonia storage system design and demonstration.

Updates on the connection made in the frame of task T8.4 - Linking and exploitation actions will be given in D8.4 - Preliminary report on dissemination and communication activities, to be submitted at M18.

## 5 PARTNERS DISSEMINATION & COMMUNICATION REPORTS

For the sHYpS project, PNO is coordinating and monitoring the dissemination activities, ensuring that all the partners will maintain an active participation to the D&C strategy with dedicated personnel and effort.

From the beginning of the project up to M6 (i.e., from June 1<sup>st</sup> to 30<sup>th</sup> November 2022), the consortium performed the D&C actions summarized in Table 6, reaching the audience reported in table 7.

Table 6: Total amount of D&C action performed from M1 to M6

TOTAL OF D&C ACTIONS	N°
EVENT	1
EXHIBITION	5
MEDIA ARTICLE	0
NEWSLETTER	1
PRESS RELEASE	1
PRINT MATERIALS	1
SOCIAL MEDIA	15
TV & RADIO CAMPAIGN	0
VIDEO	0
WEBSITE	2
CLUSTERING ACTIVITIES	0
COLLABORATION WITH EU FUNDED PROJECTS	0
CONFERENCES	0
EDUCATION AND TRAINING EVENTS	0
MEETINGS	0



OTHER	5
OTHER SCIENTIFIC COLLABORATION	0
OTHER SCIENTIFIC COOPERATION	0

Table 7: Audience reached from M1 to M6

AUDIENCE REACHED	N°
RESEARCH COMMUNITIES	7107
INDUSTRY, BUSINESS PARTNERS	6439
INNOVATORS	5
INVESTORS	0
INTERNATIONAL ORGANIZATIONS	0
EU INSTITUTIONS	0
NATIONAL AUTHORITIES	0
REGIONAL AUTHORITIES	0
LOCAL AUTHORITIES	0
CIVIL SOCIETY	0
CITIZENS	0
SPECIFIC END USER COMMUNITIES	0
OTHER	73602

In the following chapters, a detailed description of the D&C activities implemented by the sHYpS partner is provided, accordingly with the new EC guidelines for dissemination and communication.

## 5.1 PARTNERS COMMUNICATION ACTIONS

As mentioned in chapter 4, *Communication* is defined by the European Commission as - a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

The communication actions carried out from the beginning of the project up to November 2022 are reported in the following table.

Table 8: Communication Actions Performed from M1 to M6

COMMUNICATION	Type of action to be reported	Number of activities
	EVENT	1
	EXHIBITION	5
	MEDIA ARTICLE	0
	NEWSLETTER	1
	OTHER	5
	PRESS RELEASE	1
	PRINT MATERIALS	1
	SOCIAL MEDIA	15
	TV & RADIO CAMPAIGN	0

	VIDEO	0
	WEBSITE	2

## 5.2 PARTNERS DISSEMINATION ACTIONS

As mentioned in chapter 4, *Dissemination* is defined as: “the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

The dissemination activities implemented from M1 to M6 (June-November 2022) are provided in the following table.

Table 9: Dissemination Actions Performed from M1 to M6

DISSEMINATION	Type of action to be reported	Number of activities
	CLUSTERING ACTIVITIES	0
	COLLABORATION WITH EU FUNDED PROJECTS	0
	CONFERENCES	0
	EDUCATION AND TRAINING EVENTS	0
	MEETINGS	0
	OTHER	0
	OTHER SCIENTIFIC COLLABORATION	0
	OTHER SCIENTIFIC COOPERATION	0

## 5.3 PARTNERS D&C TABLES

### 5.3.1 D&C Tables M1-M6

A comprehensive overview on all the D&C actions performed in the first six months of the project is given in the following tables. From M1 to M6 no activities were carried out by Viking, Chart-VRV, Università di Trieste, Jeumont, Bergen, Kontor 17 and Lloyd.



Partner	Communication activity	Objective / Expected impact	Link to WP	Description	Target Audience	Messages	Communication Tool / Channel	Link for Social Media	Outcome of the Activity	Status of the Communication Activity	Date
NAVAL PROGETTI I	EXHIBITION	To inform about the start of the project	WP 8	Participation to Hydrogen Expo 2022	OTHER	Project KickOff	Stand at Piacenza expo	<a href="#">Hydrogen Expo 2022 - Naval Progetti</a>	5000	DELIVERED	20/06/2022
NAVAL PROGETTI I	OTHER	To inform about the start of the project	WP 8	Post on NAV website	OTHER	Project KickOff	NP Website	<a href="https://www.navalprogetti.com/news/shyps-project/">https://www.navalprogetti.com/news/shyps-project/</a>	NA	DELIVERED	07/10/2022



Partner	Communication activity	Objective / Expected impact	Link to WP	Description	Target Audience	Messages	Communication Tool / Channel	Link for Social Media	Outcome of the Activity	Status of the Communication Activity	Date
CENERGY	EXHIBITION	To inform about the start of the project	WP 8	Exhibition at the sHYpS Project stand at the Piacenza (Italy) 'hydrogen EXPO' fair	OTHER	Short project description	Oral communication	<a href="https://hydrogen-expo.it">https://hydrogen-expo.it</a>	Potentially relevant contacts for the project	DELIVERED	08-10/06/2022
CENERGY	EXHIBITION	Project promotion and contact search	WP 8	Participation as a visitor at the 'GASTECH' fair in Milan (Italy)	INDUSTRY, BUSINESS PARTNERS	Short project description	Oral communication	<a href="https://www.gastechevent.com">https://www.gastechevent.com</a>	Potentially relevant contacts for the project	DELIVERED	05-08/09/2022
CENERGY	EXHIBITION	Project promotion and contact search	WP 8	Participation as a visitor at the 'Fiera Idrogeno' fair in Verona (Italy)	INDUSTRY, BUSINESS PARTNERS	Short project description	Oral communication	<a href="https://www.fieraidrogeno.com/verona/evento.asp">https://www.fieraidrogeno.com/verona/evento.asp</a>	Potentially relevant contacts for the project	DELIVERED	26-27/10/2022



Partner	Communication activity	Objective / Expected impact	Link to WP	Description	Target Audience	Messages	Communication Tool / Channel	Link for Social Media	Outcome of the Activity	Status of the Communication Activity	Date
PLP	SOCIAL MEDIA	To inform about the start of the project	WP 4	Post on Plug LinkedIn corporate account	OTHER	Project KickOff	LinkedIn	<a href="https://www.linkedin.com/posts/plug-power_shyps-press-release-july-2022-activity-6956351665138454528-fxca?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/plug-power_shyps-press-release-july-2022-activity-6956351665138454528-fxca?utm_source=share&amp;utm_medium=member_desktop</a>	64088	DELIVERED	lug-22



Partner	Communication activity	Objective / Expected impact	Link to WP	Description	Target Audience	Messages	Communication Tool / Channel	Link for Social Media	Outcome of the Activity	Status of the Communication Activity	Date
CTECH	SOCIAL MEDIA	To inform about the start of the project	WP8	Post on CiaoTech LinkedIn corporate account	OTHER	Project KickOff	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6949661596784713728/">https://www.linkedin.com/feed/update/urn:li:activity:6949661596784713728/</a>	1,119 impressions	DELIVERED	04/07/2022
CTECH	OTHER	To inform about the start of the project	WP8	News on Innovation Place Website	INDUSTRY, BUSINESS PARTNERS	Project KickOff	Corporate Website	<a href="https://www.innovationplace.eu/news/shyps-project-kicked-off">https://www.innovationplace.eu/news/shyps-project-kicked-off</a>	<10000	DELIVERED	04/07/2022
CTECH	OTHER	To inform about the start of the project	WP8	News on Ricerca & Innovazione Website	INDUSTRY, BUSINESS PARTNERS	Project KickOff	Corporate Website	<a href="https://www.ricercainnovazione.it/news/il-progetto-shyps-e-iniziato">https://www.ricercainnovazione.it/news/il-progetto-shyps-e-iniziato</a>	<6000	DELIVERED	04/07/2022

CTECH	SOCIAL MEDIA	To inform about the start of the project	WP8	Tweet on CiaoTech Twitter Corporate Account	OTHER	Project KickOff	Twitter	<a href="https://twitter.com/PNO_IT/status/1543896662296371201">https://twitter.com/PNO_IT/status/1543896662296371201</a>	264	DELIVERED	04/07/2022
CTECH	SOCIAL MEDIA	To inform about the start of the project	WP8	Post on Innovation Place LinkedIn Account	OTHER	Project KickOff	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6949671217603747840/">https://www.linkedin.com/feed/update/urn:li:activity:6949671217603747840/</a>	1049	DELIVERED	04/07/2022
CTECH	SOCIAL MEDIA	To inform about the start of the project	WP8	Tweet on Innovation Place Twitter Account	OTHER	Project KickOff	Twitter	<a href="https://twitter.com/INNOVATION_PL/status/1543906169688842240">https://twitter.com/INNOVATION_PL/status/1543906169688842240</a>	508	DELIVERED	04/07/2022
CTECH	NEWSLETTER	To inform about the start of the project	WP8	News on Innovation Place Newsletter	OTHER	Project KickOff	Newsletter		<10000	DELIVERED	06/07/2022
CTECH	NEWSLETTER	To inform about the start of the project	WP8	News on Ricerca & Innovazione Newsletter	OTHER	Project KickOff	Newsletter		<6000	DELIVERED	06/07/2022

CTECH	SOCIAL MEDIA	Project 1st press release	WP8	Post on sHYpS LinkedIn Account	OTHER	Press Release #1	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6955423469152944130/">https://www.linkedin.com/feed/update/urn:li:activity:6955423469152944130/</a>	152	DELIVERED	20/07/2022
CTECH	SOCIAL MEDIA	Project 1st press release	WP8	Tweet on sHYpS Twitter Account	OTHER	Press Release #1	Twitter	<a href="https://twitter.com/ShypsP/status/1549661130968162310">https://twitter.com/ShypsP/status/1549661130968162310</a>	18	DELIVERED	20/07/2022
CTECH	SOCIAL MEDIA	To inform about the start of the project	WP8	Post on CiaoTech LinkedIn corporate account	OTHER	Project KickOff	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6958080686930952192/">https://www.linkedin.com/feed/update/urn:li:activity:6958080686930952192/</a>	400	DELIVERED	27/07/2022
CTECH	SOCIAL MEDIA	Project 1st press release	WP8	Post on Innovation Place LinkedIn Account	OTHER	Press Release #1	LinkedIn		1049	DELIVERED	22/08/2022
CTECH	OTHER	Project presentation	WP8	EGEN Website	OTHER	Project presentation	Corporate Website	<a href="https://www.egen.green/news/shyps/">https://www.egen.green/news/shyps/</a>		DELIVERED	09/09/2022
CTECH	SOCIAL MEDIA	ECOMONDO participation	WP8	Post on sHYpS LinkedIn Account	OTHER	ECOMONDO participation	LinkedIn		152	DELIVERED	11/10/2022
CTECH	SOCIAL MEDIA	ECOMONDO participation	WP8	Tweet on sHYpS Twitter Account	OTHER	ECOMONDO participation	Twitter		18	DELIVERED	11/10/2022



CTECH	OTHER	ECOMONDO participation	WP8	News on Innovation Place Website	INDUSTRY, BUSINESS PARTNERS	ECOMONDO participation	Corporate Website	<a href="https://www.innovationplace.eu/news/ciaotech-join-the-projects-hub-at-ecomondo-2022">https://www.innovationplace.eu/news/ciaotech-join-the-projects-hub-at-ecomondo-2022</a>	<10000	DELIVERED	11/10/2022
CTECH	OTHER	ECOMONDO participation	WP8	News on Ricerca & Innovazione Website	INDUSTRY, BUSINESS PARTNERS	ECOMONDO participation	Corporate Website	<a href="https://www.ricercaeinnovazione.it/news/ciaotech-vienici-a-trovare-il-nostro-stand-in-ecomondo-2022">https://www.ricercaeinnovazione.it/news/ciaotech-vienici-a-trovare-il-nostro-stand-in-ecomondo-2022</a>	<6000	DELIVERED	11/10/2022
CTECH	SOCIAL MEDIA	ECOMONDO participation	WP8	Post on shYpS LinkedIn Account	INDUSTRY, BUSINESS PARTNERS	ECOMONDO participation	LinkedIn	<a href="https://www.linkedin.com/posts/shyps-project_biofuels-greenpeg-hub4circularityeuropeproject-activity-6996167638871609345-Ot33/?utm_source=share&amp;utm_medium=member_ios">https://www.linkedin.com/posts/shyps-project_biofuels-greenpeg-hub4circularityeuropeproject-activity-6996167638871609345-Ot33/?utm_source=share&amp;utm_medium=member_ios</a>	152	DELIVERED	09/11/2022
CTECH	SOCIAL MEDIA	ECOMONDO participation	WP8	Post on CiaoTech LinkedIn corporate account	INDUSTRY, BUSINESS PARTNERS	ECOMONDO participation	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6996168100274429952/?actorCompanyId=82669721">https://www.linkedin.com/feed/update/urn:li:activity:6996168100274429952/?actorCompanyId=82669721</a>	520	DELIVERED	09/11/2022

CTECH	SOCIAL MEDIA	ECOMONDO participation	WP8	Post on Innovation Place LinkedIn Account	INDUSTRY, BUSINESS PARTNERS	ECOMONDO participation	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6996164457131356160">https://www.linkedin.com/feed/update/urn:li:activity:6996164457131356160</a>	1125	DELIVERED	09/11/2022
CTECH	WEBSITE	sHYpS Newsletter 1	WP8	News on sHYpS Website	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	Project Website	<a href="https://www.shyps.eu/news/shyps-first-project-newsletter-available/">https://www.shyps.eu/news/shyps-first-project-newsletter-available/</a>		DELIVERED	15/11/2022
CTECH	SOCIAL MEDIA	sHYpS Newsletter 1	WP8	Post on sHYpS LinkedIn Account	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:share:6998201432583593984/">https://www.linkedin.com/feed/update/urn:li:share:6998201432583593984/</a>	152	DELIVERED	15/11/2022
CTECH	SOCIAL MEDIA	sHYpS Newsletter 1	WP8	Tweet on sHYpS Twitter Account	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	Twitter	<a href="https://twitter.com/ShypsP/status/1592436439861456896">https://twitter.com/ShypsP/status/1592436439861456896</a>	18	DELIVERED	15/11/2022
CTECH	OTHER	sHYpS Newsletter 1	WP8	News on Innovation Place Website	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	Corporate Website	<a href="https://www.innovationplace.eu/news/shyps-first-project-newsletter-available">https://www.innovationplace.eu/news/shyps-first-project-newsletter-available</a>	<10000	DELIVERED	15/11/2022

CTECH	OTHER	sHYpS Newsletter 1	WP8	News on Ricerca & Innovazione Website	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	Corporate Website	<a href="https://www.ricercainnovazione.it/news/pubblicata-la-1-newsletter-del-progetto-shyps">https://www.ricercainnovazione.it/news/pubblicata-la-1-newsletter-del-progetto-shyps</a>	<6000	DELIVERED	15/11/2022
CTECH	SOCIAL MEDIA	sHYpS Newsletter 1	WP8	Post on Innovation Place LinkedIn Account	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:share:6998205588211908609/">https://www.linkedin.com/feed/update/urn:li:share:6998205588211908609/</a>	1125	DELIVERED	15/11/2022
CTECH	SOCIAL MEDIA	sHYpS Newsletter 1	WP8	Tweet on Innovation Place Twitter Account	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	Twitter	<a href="https://twitter.com/INNOVATION_PL/status/1592440181789188097">https://twitter.com/INNOVATION_PL/status/1592440181789188097</a>	515	DELIVERED	15/11/2022
CTECH	SOCIAL MEDIA	sHYpS Newsletter 1	WP8	Post on CiaoTech LinkedIn corporate account	INDUSTRY, BUSINESS PARTNERS	sHYpS Newsletter 1	Twitter	<a href="https://www.linkedin.com/feed/update/urn:li:share:7003651400610004992/">https://www.linkedin.com/feed/update/urn:li:share:7003651400610004992/</a>	400	DELIVERED	30/11/2022



Partner	Communication activity	Objective / Expected impact	Link to WP	Description	Target Audience	Messages	Communication Tool / Channel	Link for Social Media	Outcome of the Activity	Status of the Communication Activity	Date
RICARDO	EXHIBITION	To inform about a decarbonization options ports can take	WP 3	presenting at conference and expo: Bremen Hydrogen & FC	INDUSTRY	FC for decarbonization	Exhibition	<a href="https://messe-bremen.de/event/hydrogen-technology-conference-expo-2022/">https://messe-bremen.de/event/hydrogen-technology-conference-expo-2022/</a>	5200 impressions 13500 impressions	DELIVERED	19/20th oct
RICARDO	EVENT	to inform about solving multiple fuel cell stack in a single BOP as solution for large difficult to decarbonize sectors	WP 3	UK-Franco event in London: Hydrogen and mobility	INDUSTRY	FC for decarbonization	Participation to an event		1900 impressions 3100 impressions	DELIVERED	12th october

## 6 CONCLUSIONS

This deliverable reports the dissemination and communication strategy that has been developed for sHYpS with the aim of boosting the visibility on the project and its aims and objectives, as well as the earlier results. The materials, channels and tools that will be exploit throughout the project duration are detailed described, as well as the activities implemented from the beginning of the project up to November 2022 (M6).

This plan is to be considered as a guide to support the consortium in performing their D&C activities using the proper channels and materials and for this reason, the deliverable will be further updated on in M18 (D8.4 - Preliminary report on dissemination and communication activities), M30 (D8.7 - Second report on dissemination and communication activities) and M48 (D8.8 - Final report on dissemination and communication activities including linking activities).

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