Project number: 101136656
Project duration: 01.2024 – 12.2027

HORIZON-JU-IA
HORIZON-JTI-CLEANH2-2023-1
HORIZON-JTI-CLEANH2-2023-04-03

D6.1 – Public

HyPowerGT - Demonstrating a hydrogen-powered gas-turbine engine fuelled with up to 100% H2

HyPowerGT public website and public communication materials (logo, leaflet, poster, roll-up)

VERSION	DATE
Version 1	17.04.2024

ABSTRACT

This document contains information on the design and content of the website and the logo, leaflet, poster, and roll-up. The activities were carried out in cooperation with all project partners involved in HyPowerGT.

KEYWORDS: [HyPowerGT, website, communication material, dissemination]

DELIVERABLE ID	DISSEMINATION LEVEL	DELIVERABLE TYPE
D6.1	PUB	DEC

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Executive Summary

The current deliverable (D6.1) is entitled “HyPowerGT public website and public communication materials (logo, leaflet, poster and roll-up)”. It is a public document produced within Task 6.1 “Dissemination and communication” (WP6) of the HyPowerGT project.

The main objective of WP6 is to conduct targeted, effective and high impact dissemination and communication activities, and the communication tools described in this document are a structural pillar towards achieving optimal communication and dissemination of the results throughout the entirety of the project and beyond.

The report describes the project logo and communication materials specifically developed for the project: a promotional project leaflet, a general project poster, a roll-up banner, and a public project website. These tools have been developed to support the dissemination activities and to promote the project’s objectives

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and findings. Their design is specifically adapted to raise awareness and provide visibility to the project, appealing to the large non-specialist community, to scientific as well as business and regulatory stakeholders.

Their development enhances the project visual identity and public image, hence allowing an easier identification by the public, ensuring visibility and recognition. The construction of a strong brand identity initiated with the public communication materials paves the path towards future exploitation activities and market uptake.

The aforementioned materials will be properly displayed and distributed during conferences, exhibitions and workshops. Dissemination activities are undertaken from the beginning of the project and aim at raising interest in the proposed technology of relevant stakeholders. Hence, the distribution of the communication material is foreseen as an effective solution of promoting the concept and results of HyPowerGT project.

All the files of the printed materials are readily available for download on the project's website, making it easier to promote the project during webinars, virtual meetings and online events.

The website URL is consistently linked to all the printed materials using a dedicated QR code.

The website will be regularly updated with the latest information on the project. It will also feature news on policy and projects related to hydrogen combustion technology, as well as on active collaborations between HyPowerGT project with existing initiatives and other ("sister") projects. It features a repository for articles, press releases and scientific publications. The website will be responsive, SEO optimised and GDPR compliant.

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1 Communication material

1.1 Leaflet

The project logo (Figure 1) was developed to emphasise the following project characteristics:

- Hydrogen, represented in the molecule at the centre of the logo
- Energy transition from gas to hydrogen, as indicated in the external ring of the logo (transition from blue to green)

HyPowerGT has three primary colours – blue, green, and turquoise. Blue refers to the usual colour of the gas, turquoise to the transition, and green to sustainability and hydrogen.

Figure 1: Project logo

The logo was developed by a professional media agency and delivered to the project in different formats, usable both for Windows and MAC environment. The complete logo package is available on the project website (section Results & Publications > Communication Materials) to allow all stakeholders to use the logo appropriately.

1.2 Colour palette

The colours, illustrated in Figure 2, were chosen to best represent the HyPowerGT project. The main colours (blue, green, turquoise) are our “signature” colours, present in the logo. They are also present in many places on the website, where the colour gradient of blue and green has been used.

However, complementary to those two colours, other shades of green, blue, turquoise, as well as light grey, and dark grey were developed.

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Figure 2: Colour palette

2 Project leaflet

Amongst the different public communication materials, an appealing and effective trifold leaflet has been developed. This leaflet will allow:

- To promote the project.
- To promote the technology that will be developed within the project.
- To convey the project's objectives and the scope in a clear and visually appealing way.
- To employ a "leave-behind" piece of material which can be shared with interested stakeholders at conferences and other relevant events. In particular, the targeted audience is composed of public authorities, the scientific and business communities, as well as the general public.

The leaflet is already printed and will be distributed at fairs, conferences and other external events where HyPowerGT will be presented. All the partners of the consortium will receive printed copies of the leaflet to maximise outreach in different countries and at different events. The leaflet is also downloadable from the HyPowerGT website (section Results & Publications > Communication Materials). As a result, it will be easier to promote the project also during webinars and events that are taking place virtually. The leaflet has been designed to contain all the most relevant information, while remaining current throughout the entirety of the project. It can also be updated to reflect any new developments within the project, if required.

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2.1 Structure

The front side of the HyPowerGT leaflet (Figure 3) is developed in the form of a triptych and features general information about the project (main impacts, information on the consortium, budget, duration, coordinator as well as contact information). The right section represents the leaflet's main cover, featuring Baker Hughes NovaLT^{TM}16 gas turbine. Throughout the leaflet, the notions of hydrogen and energy transition, introduced by the logo, are omnipresent, and thus giving a consistent design image.

Figure 3: Leaflet's front

The rear side of the HyPowerGT leaflet (Figure 4) contains the project concept and main developments.

HyPowerGT concept

The HyPowerGT project aims at moving technological frontiers to enable gas turbines to operate on hydrogen, ensuring compliance with existing NO_x regulations using neither catalysts, nor diluents or thermodynamic efficiency reduction. The core technology is a novel dry-low emission combustion technology (H_2 DLE) able of handling any blend of natural gas and hydrogen up to pure H_2. Besides ensuring low emissions, the H_2 DLE combustion technology offers fuel flexibility and response ability on par with modern gas turbine engines fired with natural gas.

NovaLT™16 100% H_2 ready gas turbine, installed on the Baker Hughes test bench at Florence site (IT). Image courtesy of Baker Hughes. (*)

The DLE H_2 combustion technology will be fully retrofittable to existing gas turbines, thereby providing opportunities for refurbishing existing assets in industry: in the power sector, including Combine Heat and Power, and in mechanical drives applications. The DLE H_2 technology adheres to the strictest specifications for fuel flexibility, NO_x emissions, ramp-up rate, and safety, stated in the Clean Hydrogen JU Strategic Research and Innovation Agenda 2021-2027.

* NovaLT™ is a trademark of Baker Hughes and its affiliates. All rights reserved

Main project developments

DLE H_2 combustor technology

Since turbulent flame velocity is affected by the hydrogen content in the fuel, the DLE H_2 combustor provides an enhanced gas injection and premixing technology, able to operate with pure hydrogen while guaranteeing a margin against flame flashback and ensuring the most efficient premixing with oxidant to comply with existing NO_x regulations.

The desired fuel flexibility to burn any blend of natural gas and hydrogen requires the combustor to handle different flame stabilization conditions at all engine loads, and the ability to control the possible sources of flame instability and limiting pressure oscillations within the acceptable durability limits.

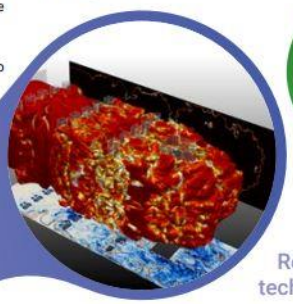
The relevant design enhancements of the gas injectors need to be demonstrated at full pressure and temperature conditions: the capabilities of the DLE H_2 system will be verified at TRL 6 by testing in an instrumented annular combustor rig, operated at engine representative conditions of pressure and temperature.

Baker Hughes NovaLT™16 gas turbine, 100% H_2 ready (*)

To complete the design verification at TRL 7, the DLE H_2 combustor will be introduced in the instrumented prototype engine and tested at all the mission conditions, operating up to rated power (16.9 MWe).

Safety handling

The HyPowerGT project will address several safety aspects related to burning any blend of natural gas and hydrogen. These aspects will be analysed starting from the risk assessment performed on the DLE H_2 gas turbine, supported by detailed numerical simulations of different scenarios involving the presence of hydrogen-air mixtures within the flow path of a fuelled gas turbine during off-design transients. An assessment for retrofitting the DLE H_2 gas turbines and a complementary risk analysis related to health, safety, and environment assessment will be performed. A safety management plan will be ultimately developed, with the aim of enabling operation of retrofitted GTs with up to 100% H_2 and certifying the NovaLT™16 DLE H_2 product.



Advanced numerical simulation of a venting duct deflagration scenario

Retrofitting and techno-economic roadmap

Considering the future expected European hydrogen demand and the relevant infrastructure plans (e.g. European Hydrogen backbone Initiative), the potential market size of the DLE H_2 technology in 2030 and 2050 will be evaluated. Techno-economic analyses will be conducted considering midstream hydrogen turbo-compressor stations, industrial cogeneration stations and energy system solutions. Building on the results of these case studies, an exploitation roadmap will be proposed, considering both the regulatory framework, as well as the research and development required to meet the needs of the potential market segments.

Figure 4: Leaflet's rear side

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3 Project Poster

The project poster (Figure 5) is a useful communication tool that can be posted permanently at the premises of the project partners. The poster is of relevance since it offers a permanent and effective way to inform the stakeholders involved in the project. Moreover, the poster is extremely effective when displayed during public events and conferences.

The design of the poster has been created to achieve three main objectives:

- To promote the project.
- To convey the project's objectives and scope in a clear and visually appealing way.
- To encourage different stakeholders, including potential end-users, to contact the project coordinators and obtain additional information regarding the project.

Considering this, the communication team has worked closely with professional graphic designers experienced in communication and dissemination campaigns of EU funded projects in the energy sector. As a result, a project poster in the A0 format has been created. The poster follows the same reading logic as the leaflet, illustrated in Section 2; it features the most relevant information to allow explanation of the project and its objectives to all types of audiences.

The HyPowerGT poster is structured as follows:

- Project logo and reference to the project website, LinkedIn and Twitter account, email address, and a QR code pointing to the project website
- Image of the Baker Hughes NovaLT^{TM}16 gas turbine and its installation on the Baker Hughes test bench at Florence site in Italy (present also on the project website as well as on the leaflet and the roll-up banner),
- Project duration and budget
- Technology overview
- Main impacts
- Partners' logos
- Funding institutions' flag and a reference to the financial support received, including the grant agreement number.

The design is captivating: the poster's clear structure and the appealing schematic drawing will catch the attention of potential stakeholders during the poster sessions at scientific events, increasing the exposure of HyPowerGT.

This poster will be printed for all partners' use at conferences, events, and workshops where HyPowerGT will be presented. According to the project's developments, the design may be updated by the communication team into future versions, to advance new promotional campaigns. A digital version of the poster is available for download on the HyPowerGT website (Results & Publications > Communication Materials).

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Figure 5: Poster

4 Project Roll-up banner

A highly graphic roll-up banner (Figure 6) has been developed to be displayed at public events, conferences, and fairs. The attractive design of the roll-up banner will draw people's attention to booths and stands where HyPowerGT is featured, increasing altogether the dissemination impact of the project. Its main purpose is to provide initial basic information to the public, while instigating further the curiosity around the project and its goals.

A digital version of the banner is downloadable from the HyPowerGT website (Results & Publications > Communication Materials).

The HyPowerGT roll-up banner will have dimensions of 210x85 cm and is structured as follow:

- Project logo
- Reference to the project website, LinkedIn and Twitter account, email address, and a QR code pointing to the project website
- Image of the Baker Hughes NovaLT^{TM}16 gas turbine and its installation on the Baker Hughes test bench at Florence site in Italy (present also on the project website as well as on the leaflet and the roll-up banner)
- Project duration and budget
- Concept
- Main impacts of the project
- Partners' logos
- Funding institutions' flag and a reference to the financial support received and the grant agreement number

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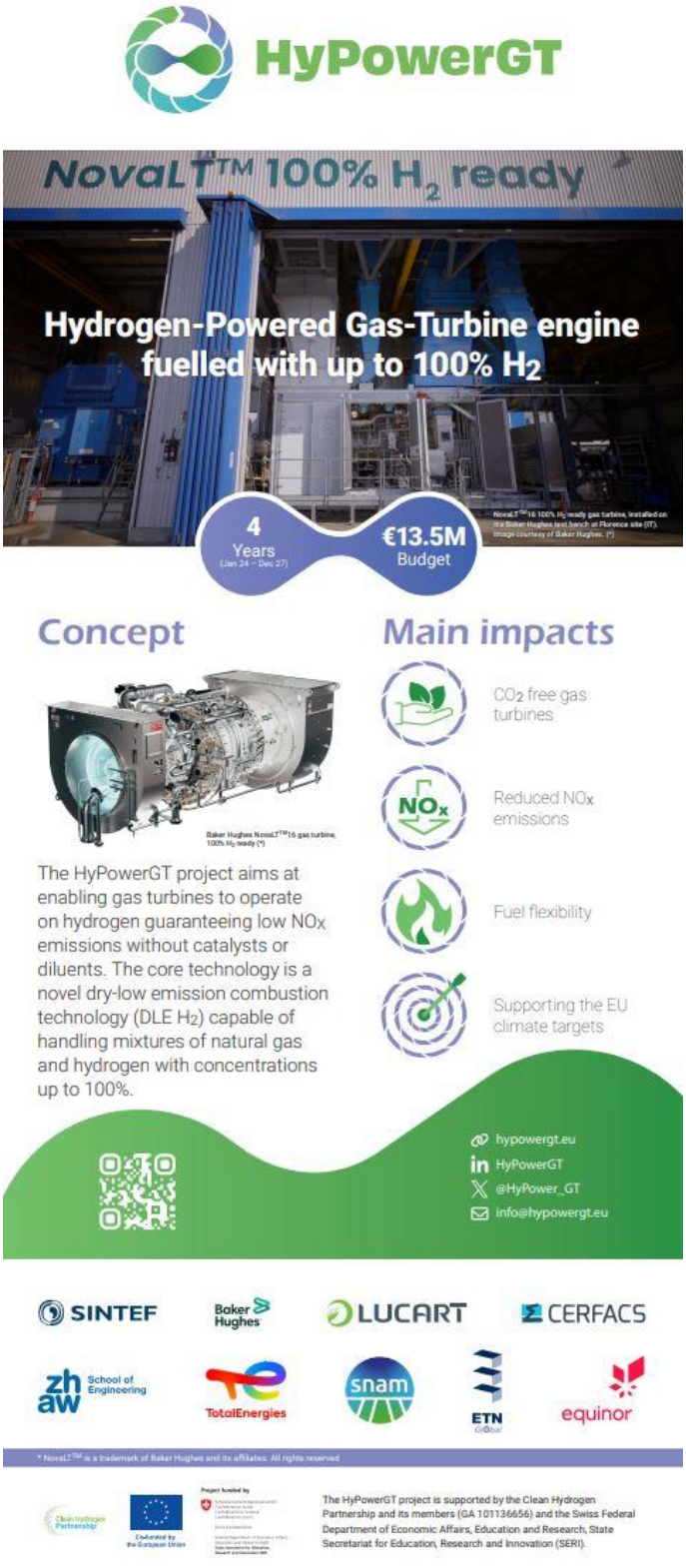

Figure 6: Roll-up banner

5 Website

5.1 Technical Details

The HyPowerGT website will be accessible via its official domain https://hypowergt.eu/.

The HyPowerGT website has been built by a professional creative and communication agency using WordPress 6.2. WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. WordPress features include plugin architecture and a template system.

The website features specific plugins that allow full customization of each page, allowing to reach the best results in term of communication. It is responsive, adaptable to the different devices used by the audience, and GDPR compliant.

To ensure necessary updates, the communication team staff members are listed as administrator on the website and have full access to the administration panel. The communication agency that built the website will provide support with their technical expertise and offering quick support in case the website is down and/or technical patches are required.

Finally, the communication team ensured that Search Engine Optimisation, including proper referencing and specification of key words for each subpage, news item and event item, was carried out before the website went online. It is ensured that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is channelled to the website. The website is also linked to Google Analytics.

5.2 Website structure

The website has been structured and designed with the goal of disseminating the key information about the HyPowerGT project, targeting different technical and non-technical audiences. The website's design is captivating and appealing, while its style of the content ensures that a broad audience can be reached and well informed. Furthermore, the website is structured in such a way that more information is available for the interested reader, satisfying in this way all the different targeted audiences. The website's structure is based on an easy to navigate and intuitive sitemap.

The sitemap, analysed more in details further in this report, is structured as follow:

1. **Homepage**: high graphic, featuring the Baker Hughes Hydrogen Valley at Florence site in Italy, it features all the key information to provide a good overview of the project.

2. **About:** divided in thematic subsections, this section will guide the reader into the most technical details about HyPowerGT. The subsections are:
    a. Concept
    b. Methods and facilities
    c. Objectives
    d. Main impacts
    e. Consortium
    f. Structure
    g. Sister projects

3. **Main Developments:** overview of the three main developments of HyPowerGT:
    a. DLE H_2 combustor technology
    b. Safety handling
    c. Retrofitting and techno-economic roadmap

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4. **Results & Publications:** online repository of the HyPowerGT communication materials (leaflet, poster, roll-up banner, future general PowerPoint presentation), project public deliverables, scientific publications, and coverage in the media.
    a. Communication materials
    b. Project public deliverables
    c. Scientific publications
    d. Media

5. **News & Events:** online repository of the news and events related to HyPowerGT. The subsections are:
    a. News
    b. Events

6. **Contacts:** features project contact details and a form for newsletter subscription.

5.3 Website homepage

The website's homepage offers a clear overview of all the key information to familiarize with the project (the concept and key numerical facts on the project, main impacts, introduction of the technologies, the consortium, the latest news and event, and the X feed linked to the official project's X handle) and serves as entry point for visitors. Its appealing design invites the visitor to remain on the website; strategic cross-references within the website will guide the visitor experience on the website.

The leitmotif of the project is "hydrogen", which is also reflected in the logo as well as on the website homepage. The front page is vertically split in four conceptual parts: top "header" section, central "main" section, the third section with cross-references to "News" and "Events" section, bottom "footer" section.

The top part of the homepage is the header of the website (Figure 7):

Figure 7: Website header

The header is the first “impression” of the website, so its design is vital in retaining the audience. The header is clear, concise, but complete: below to the logo, there is a captivating picture of the Hydrogen Village facility of Baker Hughes in Florence, included in a molecule-shaped picture, reminding of the HyPowerGT theme (hydrogen). The top menu bar provides navigation to all the sections of the project website. On the top right corner, the X, LinkedIn, and YouTube icons will link the visitor directly to the project’s social media channels. Their placement on the upper part of the page and close to the top menu bar has been chosen for enhancing their visibility to the visitor and for making it easy to navigate to the project’s social media websites right after visiting the HyPowerGT project website.

The “Subscribe to the newsletter” button allows visitors of the website to subscribe to the newsletter and be updated on the outcomes of the project.

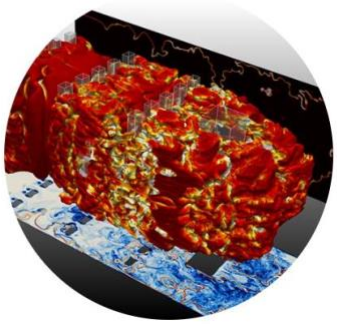
The central, and main, part of the HyPowerGT homepage features all the key information needed to acquire a comprehensive overview of the project. The central part of the homepage displays an overview on the HyPowerGT key facts, technology used, main impacts, and the consortium (Figure 8). Each sub-section has been designed with the aim to catch the attention of the visitor with icons representing key relevant information of the project as well as reminding of the project main theme.

Technology

DLE H_2 combustor technology

Safety handling

Retrofitting and techno-economic analysis



Main Impacts

CO_2 free, low NOX gas turbine

HyPowerGT will offer an innovative solution for the energy transition: a CO_2 free gas turbine with low NOx that represents the cleanest possible gas turbine configuration on the market.

Green tech without compromise

The low NO_X target will be obtained working on the DLE combustion technology, neither using diluents, nor catalysts in the gas turbine exhaust or reducing the gas turbine's thermodynamic efficiency by lowering the combustor exit temperature.

Gas turbine fuel flexibility

The project will demonstrate by means of an engine test campaign the ability to burn any blend of natural gas and hydrogen up to pure H_2, from start-up and with a switching ability at any load.

Supporting EU climate neutral targets

HyPowerGT will contribute significantly to the Green Deal, proposing through technology development up to TRL 7 a concrete market solution, which will foster energy transition through its retrofit-ability on existing natural gas and CHP applications.

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Figure 8: Central part of homepage

The third part of the homepage features an overview on the latest news and events related to HyPowerGT, as well as the twitter feed of the HyPowerGT official social media channel.

The fourth and last section is the footer of the website (Figure 9). The footer features the acknowledgement of the funding received, the privacy policy and the terms of use, as well the links to the project's social media channels, and the link to subscribe to the project's newsletter.

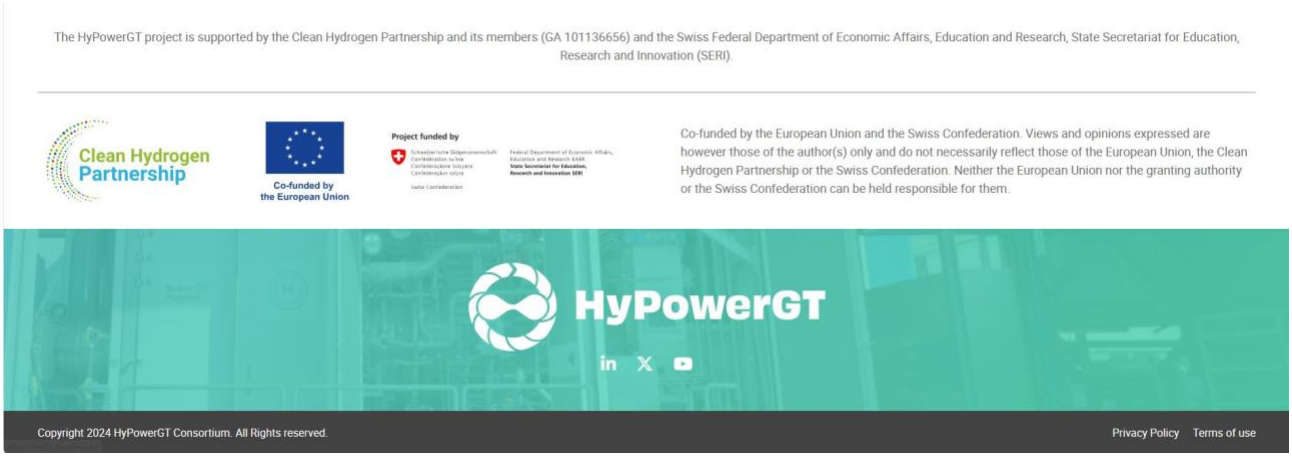

Figure 9: Website footer

5.4 Section "About"

The section "About" is the richest in information (see below Figure 10 as an example). Its aim is to guide the visitor in discovering the project and its (technical) details. It is divided into 7 sub-sections:

- **Concept**: the reader can find an overview of the HyPowerGT goal and concept
- **Methods and facilities**: information on the methods and facilities to achieve HyPowerGT goals are explained in detail in this sub-section.
- **Objectives**: this sub-page contains HyPowerGT project objectives. It features icons specially developed for this project, respecting the overall design and identity.

- **Main impacts**: this page features the main expected impacts of the project; more tailor-made icons are used here to well illustrate the accompanying text.
- **Consortium**: the sub-section consortium will offer great visibility for all the HyPowerGT partners. A "showcase" page has been developed for each partner, featuring a logo, a short description of the organisation, competence relevant to HyPowerGT, role in the project, and the link to the website of the organisation.
- **Structure**: this sub-section is focussed on the different Work Packages description. An overview of all the Work Packages is available to explain interconnection and cooperation within the project.
- **Sister projects**: this sub-section features similar European projects, which aim at achieving similar objectives of HyPowerGT. This sub-section includes the links to such projects.

Figure 10: Example from "About" section

5.5 Section "Main Developments"

This section features three main cutting-edge technologies that will be used in the HyPowerGT project (see example: Figure 11). Each of them is described in a specific sub-section, so that it gives possibility to the project team to add information during the project, when the need arises. The described technologies are:

- DLE H_2 combustor technology
- Safety handling
- Retrofitting and techno-economic roadmap

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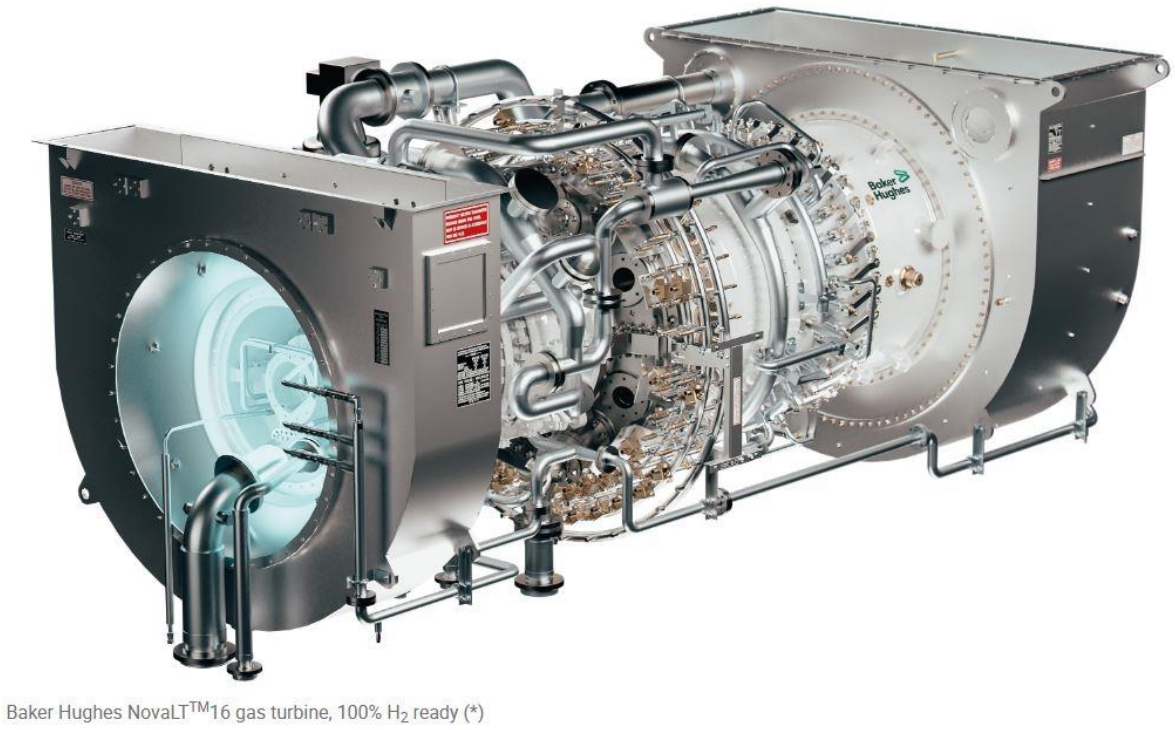

Figure 11: Example from "Main Developments" section

5.6 Section "Results & Publications"

The section "Results & Publications (see Figure 12 below) has been designed with the aim to provide to the visitor material related to the project. The section is constituted by the following sub-sections:

- **Communication materials**: this sub-section contains downloadable files of the projects' communication material developed within D6.1 (e.g. leaflet, poster, roll-up, etc.) This material will be openly accessible to visitors.
- **Project public deliverables**: this section features project publicly available deliverables (as per the Grant Agreement)
- **Scientific publications**: this sub-section will be the main publicly accessible repository of the scientific publications produced by the HyPowerGT consortium. All the publications will be listed and linked for easy public access.
- **Media**: this sub-section features high-resolution project logo package, press releases, and media articles about the project.

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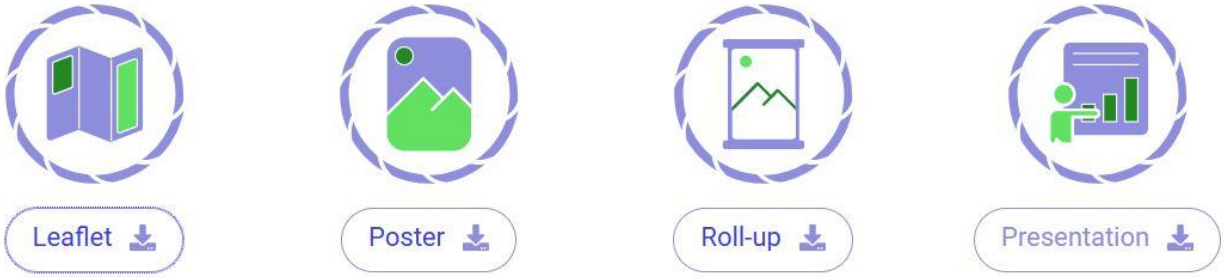

Figure 12: Example from the "Results & Publications" section

5.7 Section "News & Events"

The section "News & Events" (see example: Figure 13) will provide a comprehensive overview on the communication and dissemination activities of the project, including external events (e.g. dissemination events, stakeholders workshop, conferences, fairs etc.). More specifically, this section will feature updates and articles on the activities carried out by the consortium (section "News"), and an overview of events where HyPowerGT is featured/presented (section "Events").

This section will also contain project newsletters.

Figure 13: Example from the "News & Events" section

5.8 Section "Contact"

This section (Figure 14) enables to retrieve information on the project coordinator and project office. It gives the visitor the possibility to contact the project team via the contact form.

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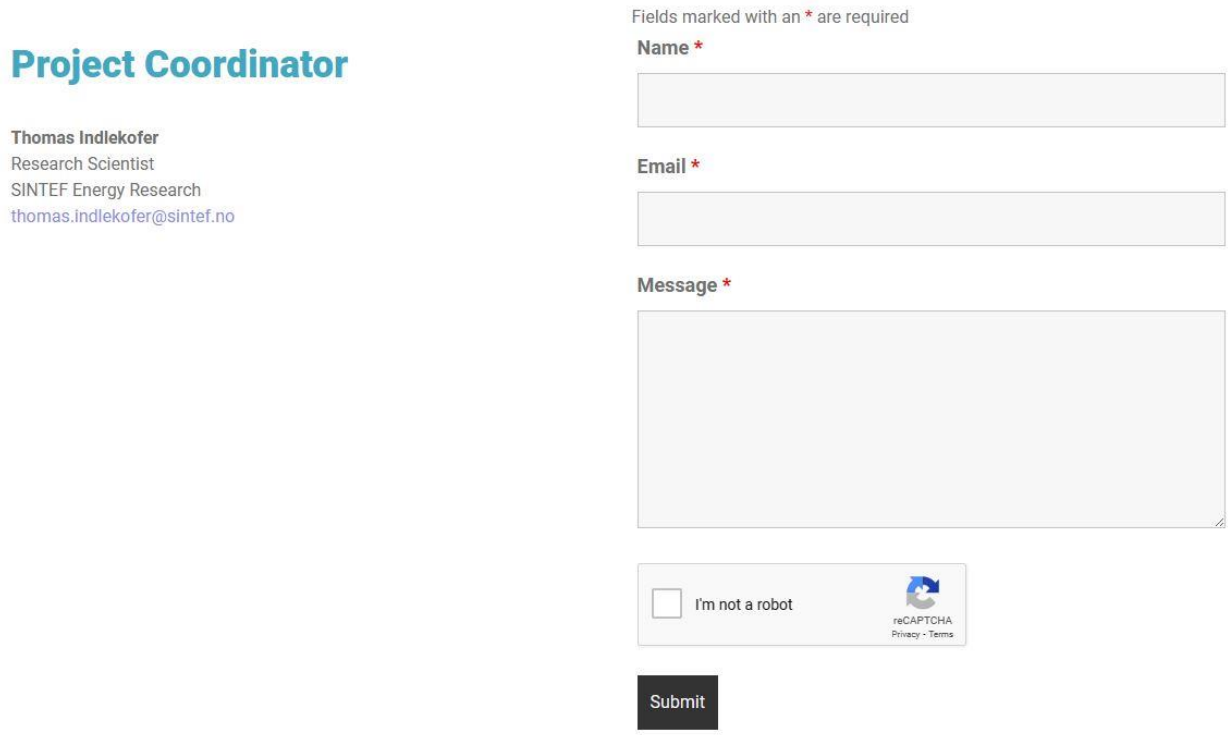

Figure 14: "Contact" section

5.9 Privacy policy and GDPR compliancy

HyPowerGT website is GDPR compliant. A website section has been dedicated to description of the website's terms of utilization with a precise legal disclaimer about the website's Terms of Use (ToU) and one section has been dedicated to privacy policy: both these sections describe and guarantee how personal data and cookies are used by the project Consortium.

5.10 Regular updates

HyPowerGT website will be updated regularly to reflect the current state of the project's progress.

Additionally, the updating of the social media profiles will take place regularly by the authorised members of the communication team and keep the followers/connections up-to-date regarding the HyPowerGT progress, innovations, and findings.

The texts for the website were drafted in an easy-to-read style so that non-experts can also understand what the project is about. Illustrations and pictures, as well as short texts were favoured over long descriptions.

Moreover, the website provides downloadable content, such as communication materials and the project logo package.

In order to keep the website up-to-date and relevant, all the partners will deliver without delays every piece of information that should be featured on/added to the website.

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5.11 Data and analytics

The communication team will track the performances of the website through tolls such as Google Analytics or any other comparable tracking tool. Performance review will be based on the set project's KPIs regarding website visits and public deliverable downloads (over the lifespan of the project).

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6 Conclusions

In collaboration with all Consortium partners, HyPowerGT has developed a visual identity to promote the project's objectives and findings and support dissemination activities. The design is tailored to raise awareness and provide visibility to the project among a broad audience, including non-specialists, scientific experts, as well as business and regulatory stakeholders.

To enhance targeted, effective, and impactful dissemination and communication activities throughout the project and beyond, dedicated tools have been developed. All printed materials are available for download on the project's website, making it easier to promote the project during webinars, virtual meetings, and online events.

The HyPowerGT public website is online and fully operational since end of April 2024. The pages will be updated regularly. Updates will become more frequent as the project progresses, so it should be consulted regularly to get access to new contents. The website will be an important means to disseminate information about the project and to gain interest in the results achieved from all relevant stakeholders and raise the profile of the HyPowerGT project.

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