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## Deliverable 5.2

### FCHgo project website

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## CHANGE CONTROL

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## Introduction

The objective of present deliverable D5.2 is to describe the public accessible FCHgo website that will serve as main promotion platform for the project, featuring general information, news and disseminating the project's results.

The main aim of the project website is to promote the project and to disseminate the general project information among a large audience, first and foremost teachers, industry stakeholders, pupils and their parents. It is the main communication and dissemination tool of the project and is part of the FCHgo communication and dissemination strategies (presented in details in Deliverable D5.5 'Plan for the dissemination, communication and exploitation of the results' to be submitted in May 2019, M5). The website will be used as primary communication channel for the project and will help to establish and maintain relations to the public. It will also be a channel for the dissemination of more detailed information an audience of targeted end-users and experts.

## Deviations

Delivery of the content is almost in time without any major deviations from actions planned until month M03 in Annex 1 – WP5 – Tasks 5.2 of the FCHgo project Grant Agreement.

## 1. The FCHgo Website

The FCHgo website went public on 1<sup>st</sup> April 2019 and is accessible via the following link: [www.fchgo.eu](http://www.fchgo.eu). It is the main outcome of task 5.2 “Project website as exchange platform and online and social media presence”. The website serves as main platform for project communication, containing e.g. a project summary and vision, targets, impact and approach, descriptions of the partners and contact details for further information as well as other features in addition. Once the FCHgo teaching materials will be ready for use, the website will evolve into a dissemination platform, providing access to the FCHgo toolkit along with guidelines and instructions for their implementation in classrooms. The website will also feature a forum for exchange among users of the FCHgo toolkit – teachers, educators etc. -, moderated by the FCHgo communication team.

### 1.1 Targeted audience and related messages

The website addresses the different audiences identified in a brainstorming conducted at the project kick-off in M1 within task 5.5 to draft the initial dissemination and exploitation strategy (to be described in Deliverable 5.5 due M5). According to this preliminary analysis the main stakeholders of FCHgo are first and foremost teachers, pupils and industry stakeholders.

Figure 1 FCHgo main target groups and messages identified during brainstorming at the FCHgo kick-off meeting

Messages about FCHgo to be communicated / conveyed to...		
Pupils	Industry Stakeholders	Teachers
<ul style="list-style-type: none"> <li>- Tell stories about agents in N/T systems</li> <li>- Feel like an agent</li> <li>- Fun with physics and chemistry</li> <li>- Lots of energy</li> <li>- Have fun and use your energies to make the world move / to move the world</li> <li>- Each of us can take action to design a better future</li> <li>- Fun, learning by doing</li> <li>- Awareness</li> <li>- Understanding of possible jobs</li> <li>- Listening to stories</li> </ul>	<ul style="list-style-type: none"> <li>- Make your products known to broader public in an imaginative, easy way</li> <li>- Playful, imaginative introduction to your products</li> <li>- People are interested in new sustainable technologies for everyday life</li> <li>- Be close to society, to young people</li> <li>- Show jobs opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Respect pupils’ power of imagination</li> <li>- Effective tools to talk about sustainability</li> <li>- Easy access to materials</li> <li>- Powerful interesting, instructive, easy to use tools</li> <li>- Empowerment in MINT (STEM)</li> <li>- Become expert for science teaching</li> <li>- Learn the easy and powerful way of talking about nature to your students with imagination</li> <li>- Enjoy teaching</li> <li>- Make students explore and learn through outdoor education</li> <li>- Students can be inspired to science and scientific careers</li> <li>- A very efficient approach to energy education</li> </ul>

Besides the target groups listed above the FCHgo website shall also serve the general public, policy makers and pupils’ parents.

The FCHgo website's primary goal is to provide elementary information about the project (activities, impacts,...) to all types of audiences.

The website's subsections '**For whom is FCHgo?**' and '**Get involved**' deliver more targeted information for the project's core stakeholders, teachers & schools, industry stakeholders, pupils and parents. The sections explain how each of these groups can contribute to FCHgo and take on an active role in the project.

## 1.2 Objectives of the FCHgo website

Altogether, the FCHgo website targets at:

- Giving visibility to FCHgo's targets, activities and impacts and how they respond to the objectives of the Fuel Cell and Hydrogen Joint Undertaking (FCH JU) and the climate goals of the European Union
- Raising awareness for the topic of hydrogen and fuel cells, highlighting in particular its significance for a sustainable future of our planet
- Providing materials and concepts, allowing pupils and teachers alike to 'discover the energy of hydrogen'
- Creating interest in the concept and materials developed by FCHgo to support teaching of hydrogen and renewable energies in schools from potential users in Europe
- Providing a comprehensive and regularly updated information channel for the FCHgo project
- Providing an anchor for marketing activities aimed at the exploitation of the project results
- To strengthen the partners' reputation in their community or sector at regional, national and international level

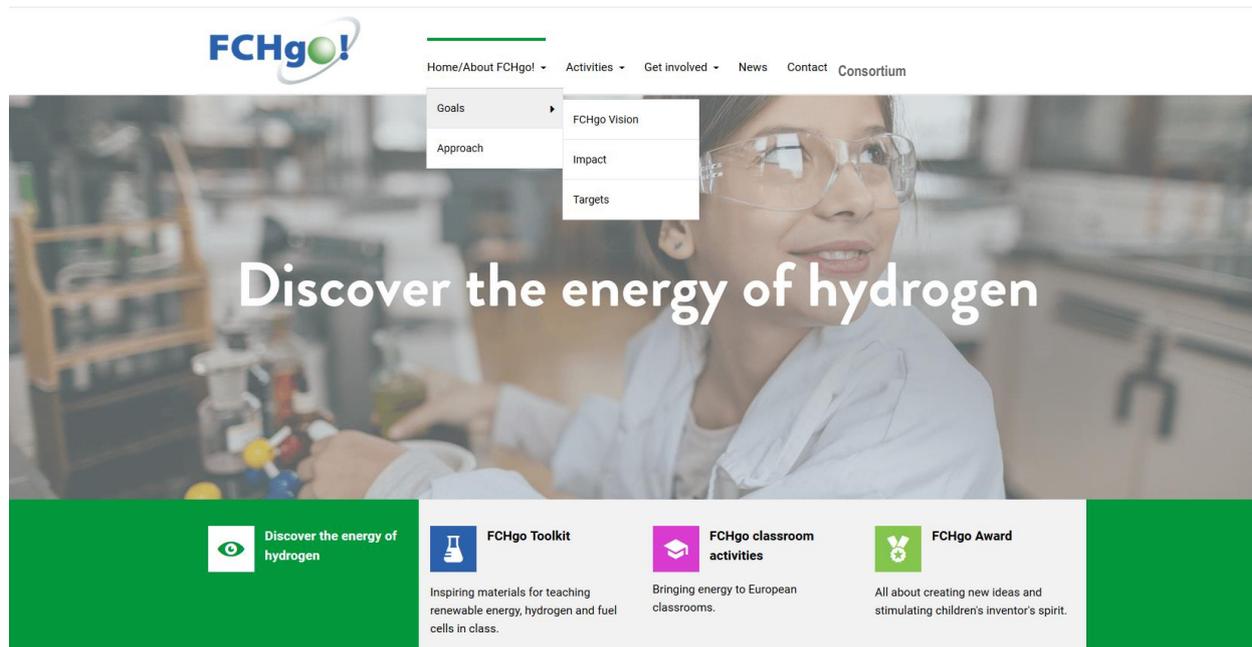
## 1.3 General layout

The layout has been designed on basis of the corporate identity and the key visual developed for the project's general presentation to external stakeholders in order to assure a uniform and recognizable representation of the project. Reasons behind the choice of the key visual were outlined in D5.1 on the project's corporate identity.

- The **FCHgo logo**, the **key visual of the website home page** and the navigation bar, is the header for most of the webpage sections, giving the website a coherent design structure.
- The **navigation bar** at the top of the webpage, next to the **FCHgo logo**, features the 7 main sections of the web-site:
  1. Home/About FCHgo
  2. Activities
  3. Get involved
  4. News
  5. Contact
  6. Consortium

7. Downloads (to be publically visible once there is downloadable material available)

Figure 2 The FCHgo home page, top section



Each page of the website contains the navigation bar, integrated in the header, presenting the links to the main pages of the website.

The navigation bar elements **Home/About FCHgo**, **Activities** and **Get involved** feature further sub-sections, displayed when browsing over the tabs, as in the following:

Home/About → Goals, Approach → FCHgo Vision, Impact, Targets

Activities → FCHgo Toolkit, FCHgo classroom activities, FCHgo award

Get involved → Teachers & Schools, Industry Stakeholders, pupils, parents

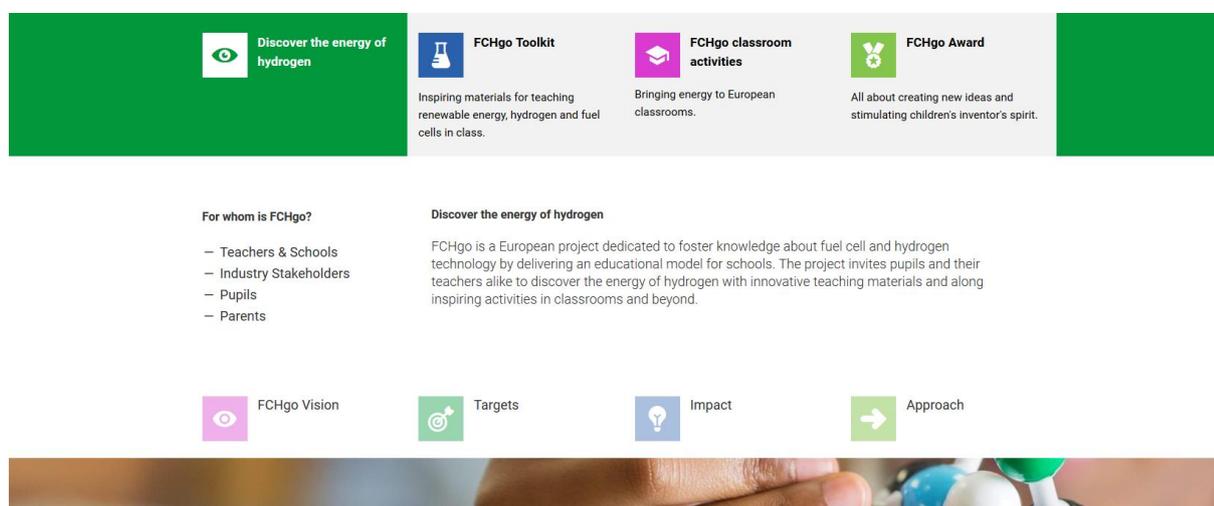
The sections **'Imprint'**, **'Newsletter'** (hyperlink to newsletter description) and **'Privacy Policy'** (explaining the FCHgo website's data protection protocol) can be found along with the FCHgo funding declaration, the EU flag and FCH JU logo, on the bottom of the page and will be displayed on and in every section as well.

Figure 3: The FCHgo home page, bottom section



- At the centre of the **Home/About FCHgo page**, just below the key visual, the main elements and activities of the project – the **FCHgo toolkit**, **FCHgo classroom activities** and **FCHgo award** - are promoted in prominent colours (see Figure 2). Below the project’s objectives and concept – the **FCHgo vision**, **targets**, **impact** and **approach** - are listed in paler colours. By clicking on the icons, which were carefully selected to represent the different aspects of the project, users can find more detailed information.
- The **project’s main message** is summarized below **‘Discover the energy of hydrogen’**, reading ‘FCHgo is a European project dedicated to foster knowledge about fuel cell and hydrogen technology by delivering an educational model for schools. The project invites pupils and their teachers alike to discover the energy of hydrogen with innovative teaching materials and along inspiring activities in classrooms and beyond.’

Figure 4: The FCHgo home/about page’s centre section



- The layout also contains, on each page, **icons to directly access the project’s social media accounts (LinkedIn and Twitter)**.
- Each website page features **a linear set-up**; the information text is mostly arranged in a linear, vertical stream. This means, website users have to scroll down to see the whole webpage content.

In the following section of this deliverable description, each website section and its sub sections is explained in detail. Also the communication concept behind the website is elaborated in further detail.

## 2. ‘About FCHgo’ – FCHgo Goals

The section ‘About FCHgo, FCHgo goals’ is divided in 3 sub divisions FCHgo vision, impact and targets, providing comprehensive information about the FCHgo overall ambition. The pages are accessible through the website’s main navigation bar as well as directly via the home/about page by clicking on

the respective icons. Under FCHgo approach, also accessible through the website’s main navigation bar or an icon on the home/about page, the rationale and objectives behind the FCHgo teaching concept is further explained.

## 2.1 Empowering generation z for the energy transition – FCHgo vision

This section gives an overview of the FCHgo main objective and embeds the project concept into a bigger picture: the project’s context and vision. The title “empowering generation z” already indicates one major impact the project seeks to achieve, while the section text further elaborates on the project means to achieve this goal and also states the project milestones, ergo the developments targeted at within FCHgo (see figure 5).

Figure 5: FCHgo website section - FCHgo Vision

# FCHgo Vision

## Empowering generation Z for the energy transition

Despite hydrogen being the most abundant element in the universe, the great potential of hydrogen energy and its significance for a sustainable future of our planet are rarely treated subjects in European classrooms. FCHgo seeks to bring about change by delivering a ready-to-teach toolkit, encouraging teachers to take up hydrogen in lessons and stimulating pupils’ interest and awareness for sustainable energy.

Based on narrative and playful elements the FCHgo school materials shall bridge the STEM knowledge gap and teach pupils from 8 to 18 years about the basic principles and applications of fuel cell and hydrogen technology. Overall, the FCHgo activities, from the delivery of teaching materials over their implementation in several European classrooms to the EU-wide FCHgo pupil competition, shall contribute to build up pupils’ STEM competences and prepare them for a fossil-free future.

**FCHgo is dedicated to spread knowledge about fuel cells and hydrogen in schools and beyond. For a practice-oriented and holistic science education, fostering curiosity and excitement about renewable energy.**

## 2.2 Spreading knowledge about hydrogen throughout Europe – FCHgo impact

This section summarizes briefly the impacts created by FCHgo, its scope – a European-wide initiative to boost hydrogen education – and measures employed to ensure the sustainability of the project’s results – putting education of teachers first and strengthening pupils’ abilities in STEM.

Figure 6: FCHgo website section - FCHgo impact

# Impact

## Spreading knowledge about hydrogen throughout Europe

### A Europe-wide initiative to boost hydrogen education

FCHgo addresses schools, teachers and industry stakeholders interested to boost education about renewable energy throughout Europe. To facilitate the uptake of hydrogen in European schools, FCHgo will provide its toolkit and corresponding teachers’ guidelines in 10 languages: Danish, English, French, German, Italian, Polish, Portuguese, Romanian, Spanish and Turkish. Materials will be available for free download on a dedicated platform of the FCHgo website. In line with the project’s cooperative approach, the platform will allow users for interactive engagement with the FCHgo team, e.g. for asking questions about the materials or providing feedback.

By spreading knowledge about the tremendous potential of hydrogen as renewable and sustainable energy resource, FCHgo will contribute to the EU’s goals for combatting climate change and the FCH JU ambition to demonstrate by 2020 fuel cell and hydrogen technologies as one of the pillars of future European energy and transport systems.

### Teachers first

Successful education always begins with teaching the teacher. FCHgo will thus deliver illustrative factsheets about hydrogen for teachers not or only marginally familiar with the subject. Comprehensive guidelines and instructions for each FCHgo material will ensure teachers are prepared for using the toolkit in class. In FCHgo partners’ countries Denmark, Germany, Italy, Poland and Switzerland teachers furthermore will be offered guided trainings and the delivery of three lessons by the FCHgo team.

### Forming tomorrow’s engineers and scientists

At the centre of the FCHgo activities are pupils, tomorrow’s engineers and scientists that will shape Europe’s future in economic and ecological terms. FCHgo seeks to prepare them for the challenges ahead by delivering not only knowledge about renewable energies, but support the formation of key skills and competencies needed for a successful career in science, technology, engineering and mathematics. A unique opportunity for pupils to test their skills will be the Europe-wide FCHgo competition, awarding the most innovative H2 projects that demonstrate pupils’ capacity to transfer knowledge and become inventors of their own.

## 2.3 The FCHgo ambitions at one glance – FCHgo targets

This section of the website focuses on delivering an overview of targets envisaged by FCHgo. The goal is to provide a comprehensive list of FCHgo targets to website visitors, summarizing the different approaches of the project.

Figure 7: FCHgo website section - FCHgo targets

# Targets

## The FCHgo ambitions at one glance

### FCHgo aims to

- Support the teaching of hydrogen energy in schools by developing innovative materials, including stories, roleplays and games and by
- Training, preparing and assisting teachers in the delivery of inspiring lessons about hydrogen in their classes
- Stir pupils' interest in renewable energy and raise awareness for our planet's environmental challenges
- Foster pupils' understanding of natural principles and help them build up important STEM competencies
- Provide the opportunity for pupils to transfer their knowledge and contest their skills in a European-wide school competition, awarding innovative hydrogen projects
- Bring the 'real world' to science education through the involvement of industry stakeholders in all FCHgo activities

## 2.4 Find out more about the FCHgo mindset, concept and teaching principles – FCHgo approach

This section reveals more details about the methodological considerations FCHgo is based on and which rationales are pursued within the project.

# Find out more about the FCHgo mindset, concept and teaching principles.

### **FCHgo, a participatory initiative promoting learning through stories and play**

FCHgo pursues a participative and cooperative approach, involving in its activities stakeholders from different backgrounds in didactics, education and teaching as well as from hydrogen and fuel cell industries and research.

The goal is to deliver teaching concepts and corresponding materials that take account of latest findings in cognitive science and rely on playful and narrative elements to stimulate pupils' understanding of renewable energy. FCHgo also believes in true-to-life teaching that alludes to children's daily experiences and conveys not only theory, but actual applications of technology in industry.

**FCHgo wants to empower pupils to become agents of their own education by teaching the essentials about energy and by supporting the development of individual competencies in analyzing natural processes.**

### **Age and gender sensitive education**

According to pupils' age level, FCHgo will use different approaches to reveal the world of renewable energy to pupils. What is energy? How does a fuel cell work? What are the advantages of hydrogen storage? FCHgo will propose for each level of understanding of pupils from age 8 to 18 adequate educational materials, from simple playing cards and stories explaining the nature of energy to young minds to experimental kits for youngsters, for example.

**The FCHgo consortium is convinced that children can grasp basic principles of energy from early on, even in primary school. To help children grow a sustainable interest in STEM (science, technology, engineering and mathematics) topics it is important to introduce and teach those at an early stage.**

Besides an age sensitive design of materials, great emphasis will be given to ensure the FCHgo materials are gender-inclusive, representing both female and male characterizations equally. Girls, in particular, shall be encouraged to unfold their potential in STEM.

## 3. FCHgo activities

Under FCHgo activities the following subsections are presented: FCHgo Toolkit, FCHgo classroom activities and FCHgo award. These sections are accessible via the main navigation bar and by clicking on the respective icons at the centre of the home/about FCHgo page.

The subsections describe the objectives of each FCHgo activity, its implementation and main target groups to be involved in the process.

**Figure 8: FCHgo website section - FCHgo toolkit**

## FCHgo Toolkit

The FCHgo toolkit: Facilitating understanding for the way energy works through stories, play and image

Energy in general and renewables especially are a fascinating subject. Also young kids in primary school can comprehend the power of energy, if explained with simple metaphors and images. And easily-bored youngsters get excited over chemical and physical processes, if the connection to real-life applications, e.g. in hydrogen storage or fuel cell electric vehicles is made. **'Discover the energy of hydrogen'** – that is the claim and scope of the toolkit developed by FCHgo.

The FCHgo toolkit aims at translating simple energy principles for primary schools and the opportunities of hydrogen and fuel cell technology for secondary schools into ready-to-teach materials, plays and tools for inspiring lessons.

**At the centre of the FCHgo toolkit will be the following materials:**

For kids 8-13:

- o A set of playing cards, allowing to apply the domino principle to energy processes
- o "Energy" roleplays, letting kids explore energy chains through play
- o A storybook conveying the nature of energy through narrative and pictures
- o An animation illustrating the generation and transfer of energy, using imaginative metaphors
- o Guidelines to simple experiments

For youngsters 14-18:

- o Factsheets about hydrogen and fuel cells &
- o Their use and application in industry
- o Experimental kits for hands-on experience
- o Process diagrams for translating and illustrating energy chains

The materials are currently developed by FCHgo Swiss and Italian partners. The individual tools are going to be implemented in the FCHgo pilot classroom activities, before the finalized toolkit, taking into account experiences made at schools, will be ready for download on this website.

**Figure 9: FCHgo website section - FCHgo classroom activities**

## Classroom sessions

### Pilot activities in European classrooms

Beginning from September 2019, FCHgo will implement and test the FCH teaching toolkit in selected European classrooms. FCHgo offers to participating teachers and schools:

- o One to two introduction and training sessions on how to deliver inspiring energy education with the help of the FCHgo toolkit
- o Three lessons given by the FCHgo team in participating classrooms/schools
- o Support for the implementation of another three lessons

FCHgo seeks to implement the FCHgo toolkit in primary and secondary schools alike. The FCHgo project partners will put the focus on different age levels with Italian, Swiss and German partners focusing on pupils from age 8 to 12, whereas Polish and Danish partners will work with older pupils from age 13 on.

**Teachers or schools interested to participate in the FCHgo classroom activities will find [here](#) more information.**

**Figure 9: FCHgo website section – FCHgo award**

## FCHgo award

### Empowering pupils to become inventors themselves

FCHgo will launch a European-wide school competition, calling for pupils to develop an innovative H2 project themselves, together with the support of teachers and mentors from fuel cell industry. The competition shall empower pupils to transfer and apply their knowledge acquired within the classroom to develop an innovative project in the field of energy, fuel cells and hydrogen in a team of 3 to 4 pupils. Because, the best learning method is to make and create things together. Through developing, testing and implementing own ideas, pupils' inventor spirit and maker skills shall be fostered.

### FCHgo award ceremonies

To encourage pupils' participation in the competition, FCHgo will organize award ceremonies, rewarding the most creative pupils teams. There will be two selection stages; first, the most creative ideas will be selected at national level and celebrated in national award ceremonies. Second, there will be a final selection at international level, involving all FCHgo partners and additional stakeholders from industry, which will award the pupil team, having showed the most innovative inventor spirit, at an international award ceremony. The competition is open for contributions from pupils aged 8 to 18, from all over Europe, not only from classes having implemented the FCHgo toolkit beforehand.

**The competition will officially start in January 2020. More information on participation rules & conditions will be published soon.**

## 4. Get involved

To ensure the website features target group-oriented communication, delivering tailored messages to the project’s main stakeholders, this section and its subpages provides information how teachers & schools, industry stakeholders, pupils and parents can become a part of the FCHgo project.

Figure 10: FCHgo website section ‘Get involved’ – Teachers & Schools

### Open your classroom(s) for FCHgo

#### Are you a teacher or school principle interested to bring energy to your classrooms with the help of FCHgo?

In the FCHgo partner countries Denmark, Germany, Italy, Poland and Switzerland teachers respectively schools are invited to participate in classroom activities, implementing the FCHgo toolkit and receive free-of-charge support for the delivery of inspiring lessons around energy, hydrogen and fuel cells. The FCHgo offer encompasses a teacher training about renewable energy and how to explore the topic together with pupils as well as the conduction of three lessons by FCHgo national teams together with participating teachers.

#### Who can participate?

In Germany, Italy and Switzerland FCHgo partners will concentrate on implementing the FCHgo toolkit with pupils from age 8 to 12. Therefore, first and foremost classrooms covering this age range are invited to participate. In Denmark and Poland partners will cover secondary school education (pupils from age 13 to 18).

Respectively, schools and teachers with a focus on this age range, in particular, are called to participate. These national foci, however, do not mean schools or teachers catering to pupils of other age ranges, cannot apply for participation. Just contact the FCHgo partner in your country for more information.

#### How to participate

If you would like to participate in the FCHgo activities, contact the FCHgo partner responsible for the delivery of FCHgo in your country from the contact list below.

#### Contact list

##### Denmark

Technical University of Denmark  
Dr. Anke Hagen

##### Germany

Steinbeis-Europa-Zentrum  
Tabea Link

This subsection contains information about the conditions for participating in the FCHgo classroom activities.

Figure 11: FCHgo website section ‘Get involved’ – Industry stakeholders

### Are you a stakeholder of the hydrogen and fuel cells industry?

Provide FCHgo with your expertise.

At school the fundamentals for later careers are laid. All the more important it is to show pupils how knowledge taught at school is applied in different industry fields and help them to develop crucial skills needed. FCHgo is thus looking for stakeholders of the hydrogen and fuel cells industries and related sectors ready to provide their expertise and get involved throughout the project.

#### Ways in which you as an industry stakeholders can become a part of FCHgo:

- o Support the development of the FCHgo toolkit, e.g. by providing existing materials around hydrogen and fuel cells
- o Share knowledge about your company’s innovations in hydrogen and fuel cells
- o Talk to children about your work during the FCHgo classroom activities
- o Mentor pupils’ team competing in the FCHgo award section for youngsters
- o Sponsor the organisation of the FCHgo award, e.g. by providing prizes to the winning teams
- o Tell us how you would like to contribute to FCHgo...

By engaging in one of the above-mentioned ways with FCHgo you become an official associated stakeholder of the European Union/FCH JU financed project.

**Figure 12: FCHgo website section ‘Get involved’ – Pupils**

### Bring FCHgo to your school and classroom.

You would like to know more about renewable energy, hydrogen and fuel cells from an expert's point of view? Tell your teachers about FCHgo and the possibility to participate in the FCHgo classroom activities. If they approve, the FCHgo team will come to your school in your city, town or village in order to explore together with your classmates the power of hydrogen energy.

You can find more information about the FCHgo classroom activities [here](#).

### Compete in the FCHgo award!

The FCHgo award is a unique opportunity to be part of a European project and to present your ideas for a fossil-free-future using hydrogen and fuel cells technology to an international audience.

National competitions for the award will open in January/February 2020 and run until summer. After selection of the three best ideas by an international expert jury, the winning teams will be invited to an international award ceremony at which the final winner will be announced.

This section will be further developed after the FCHgo materials directly targeting pupils will be ready for use.

**Figure 13: FCHgo website section ‘Get involved’ – Parents**

### Help your children discover the energy of hydrogen

The FCHgo teaching material about renewable energy, hydrogen and fuel cells is not only for teachers. Also parents, who want to have a closer look at the subject, are invited to use the materials provided by FCHgo. They will be ready for download after the FCHgo classroom activities and a final revision of materials took place, at the beginning of 2020.

### Take part in the FCHgo award

Parents are children's best mentors and supporters. Therefore, we encourage all parents to take an active part in the [FCHgo award](#) and support their child(ren) in preparing an innovative project for the FCHgo competition together with other kids their age.

This section will be further developed after the FCHgo materials directly targeting pupils will be ready for use.

## 5. Consortium

The section “Consortium” provides an overview of the entities involved in the FCHgo project.

Website users may click on the icons in order to get information on the institution in general, its core activities and its role and contribution to the FCHgo project. In the textbox for each institution also the contact details of the main person in charge for the FCHgo project is displayed.

## 6. News

In this section, website visitors find information about latest news of the project (such as project partner meetings, important developments regarding results or demonstration steps,...) as well as about relevant events in the domain, in particular events at which partners participate.

The chronological presentation of events in a “news-style” format has been favoured over a “calendar of events”, showing just the dates of events, but providing no further details at first glance.

## 7. Downloads & Links

In this section of the website, currently under construction, visitors will be able to download the FCHgo newsletter, project public documents and once finalized, the FCHgo toolkit materials.

This section will also provide a list of important and informative links, for instance to related projects, associations in the field of hydrogen and fuel cells, scientific magazines, articles and more.

## Main conclusions

During the first three project months, the website of FCHgo was created and implemented as documented in this report.

The communication principles applied while editing the website are in line with the project's vision and the design, the structure and the content have been developed and selected to implement the communication, dissemination and exploitation strategies (which will be presented in a detailed way in deliverable D8.1 "Initial dissemination and exploitation plan" due M8). The language and content of the website is adapted to the purpose of reaching a large and diverse audience (interested public and experts) and the information provided touches upon all central aspects of the project.

The project consortium wished to create an informative website with an intuitive handling embedded in a modern design. This has been achieved by creating this website. Altogether, the website provides a good basis for disseminating the project and its goals to externals and will ensure the project's recognition by the public.