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FCHgo Promotion Materials

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Table of content

<i>Introduction.....</i>	<i>4</i>
<i>Technical progress</i>	<i>4</i>
<i>Deviations</i>	<i>4</i>
<i>1. Overview of FCHGO Promotional Material</i>	<i>5</i>
<i>2. FCHgo Promotional Material in Detail.....</i>	<i>5</i>
2.1 The Project Brochure.....	5
2.2 The Project Poster	6
2.3 Poster for the FCHgo Award.....	10
2.4 Poster with Hydrogen Questions	11
2.5 Promotional Video.....	16
<i>Main conclusion.....</i>	<i>17</i>

Introduction

The objective of this deliverable is to present the materials developed for promoting the FCHgo project outside the consortium.

These materials are the outcome of tasks 5.1 “FCHgo Corporate Identity” and 5.3 “Promotion materials”. The key visual, used in many of the promotional materials is presented in detail in the Deliverable D5.1 (“FCHgo Corporate Identity” submitted M3) as part of the FCHgo Corporate Identity. Detailed information about the targeted audiences, the communication and dissemination messages and events is presented in Deliverable D5.5 (“Plan for the dissemination, communication and exploitation of the results” submitted M5).

Overall, the promotion materials aim to increase the visibility of FCHgo and to communicate and disseminate the project’s objectives. They will be used as at schools, e.g. for recruiting participants to the FCHgo award or at conferences, for raising awareness among education stakeholders for the FCHgo programme, or in support of other promotion activities. This variety of purposes and audiences with different needs and expectations made it necessary to diversify the materials. Thus, an assortment of materials was created: three different poster-types, a project brochure, an electronic newsletter, and a promotion video. All of these will be presented in this Deliverable.

Technical progress

The promotion materials were developed since the beginning of the project. The main contributors to the promotional materials were Steinbeis 2i GmbH and InEuropa: Steinbeis 2i GmbH developed the general project poster, the project brochure and produces the electronic newsletters, whilst InEuropa created the posters for the award promotion, the hydrogen question posters and the promotion video. Nevertheless, the whole consortium reviewed and contributed to the final editing. After concluding the revision all project partners received the final printing data for the promotion materials. Each partner uses the data to print the promotion materials as needed for communication and dissemination activities.

Deviations

Delivery of the content is in time without any deviations from actions planned until month M22 in Annex 1 - WP5 - Task 5.3 of Grant Agreement.

1. Overview of FCHgo Promotional Material

In order to support the FCHgo communication and dissemination activities a variety of promotion materials was developed:

- The Project Brochure
- The Project Poster
- Electronic Newsletter
- Posters for the FCHgo Award
- Posters with Hydrogen Questions
- Promotional Video

All materials were designed according to the project's CI and with the target audience in mind (detailed in D5.5 "Plan for the dissemination, communication and exploitation of the results"). Still, not all promotional materials address the same groups: whilst the flyer addresses mainly the "grown-up" audience of FCHgo (teachers, parents, educational and didactic stakeholders, representatives of hydrogen utilizing industries and of local/ regional/ national public school education), the posters with hydrogen questions are targeted on pupils (age 8-18). This difference in audience is reflected in the visual design and language used in the different promotional materials.

Most promotional materials are written in English in order to target a wider European audience. Conversely, the posters for the FCHgo Award are translated into 5 national languages, because they are meant for award promotion in schools, thus target pupils who might not understand English.

2. FCHgo Promotional Material in Detail

2.1 The Project Brochure

The project brochure is an important promotion material as it summarises the project's main objectives/ approach and can be easily distributed during events, conferences and school visits to different stakeholders. The FCHgo project brochure is described in detail in Deliverable 5.3 FCHgo brochure.

The brochure is a double-gate-fold brochure, hence offers 8 pages on two sides. The front page (Figure 1) of the brochure will be the first impression they receive about the FCHgo project for many people. It was thus of utmost importance to create an appealing front layout (in accordance with the corporate identity) that draws attention to the FCHgo brochure and therefore to the project's content.

When unfolding the brochure, four individual pages or sub-sections are presented to the reader (Figure 2). Each of the pages features a different headline and while the first three pages introduce each one main action of FCHgo - *FCHgo Toolkit*, *FCHgo Classroom activities*, *FCHgo Award* - the right and 'last' page (when reading from left to right) addresses the reader more directly, explaining how to *Get involved in FCHgo*.

The back page of the folded brochure (Figure 1) provides the reader with information on the project's structure (coordinated by UNIMORE) and each project partner. The partners' logos as well as their websites and country of origin/branch involved in the project are listed. Below the contact details of the FCHgo project coordinator, Prof. Tiziana Altiero, are given as well as the address of the project website.



Figure 1. The unfolded outer-page of the double-gate-fold brochure (including front page and back page)



Figure 2. The unfolded inner-page of the double-gate-fold brochure

2.2 The Project Poster

The project poster (Figure 3) aims to offer the main information at one glance. All partners were provided with a printable file of the poster. This way they can replicate and distribute the poster as they see fit: the poster can be used on conferences and fairs or pinned to a department's notice board. The poster has no direct Call to Action but informs about the project and sparks interest in the reader.

FCHgo!
Discover the energy of hydrogen

FCHgo is dedicated to fostering knowledge about fuel cell and hydrogen technology among the young generation. With teaching materials and along inspiring activities in classrooms and beyond, the project invites pupils, teachers and parents to discover the energy of hydrogen.

FCHgo Toolkit
Facilitating understanding for the way energy works through stories, play and image
FCHgo develops innovative materials using narrative and playful elements for teaching children from age 8 to 18 about renewable energy, hydrogen and fuel cells technology.

FCHgo Classroom Activities
Bringing hydrogen energy to European classrooms
FCHgo runs pilot tests of the toolkit in Danish, German, Italian, Polish and Swiss schools to validate the materials, which afterwards will be made available on the FCHgo website for free download.

FCHgo Award
Encouraging pupils to become inventors themselves
The FCHgo Award challenges pupils to create a team project about hydrogen energy and to contest their inventor skills in a Europe-wide school competition.

Fuel Cells HydroGen educational model for schools
FCHgo stands for a practice-oriented and holistic science education, sparking pupils' excitement and curiosity about renewable energy.
Find out more under: www.fchgo.eu

FCHgo Project Partners

UNIMORE
libera università di bozano
Università degli Studi di Bologna

unibz
Freie Universität Bozen
Libera Università di Bozano
Università degli Studi di Bozano

inEuropa

zhaw
School of Engineering

DTU

agado
Instituto Tecnológico de Aguascalientes

STEINBEIS
21
STEINBEIS INSTITUT FÜR ANWANDTE TECHNOLOGIE

Project duration: January 2019 – December 2020 Budget: 0.5 M € Coordination: University of Modena and Reggio Emilia

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@fchgo
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This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under grant agreement No 926246.

Figure 3. FCHgo project poster

Target groups

The targeted audience are teachers, educational and didactic stakeholders, representatives of hydrogen utilizing industries and of local/ regional/ national public school education and parents with school-aged children. For this audience, the poster summarises the project's core activities and key information.

Content and writing style

The poster provides condensed information on the project FCHgo and its activities. Accordingly, the content is written crisp and on point. The poster is written in English to reach a broad European audience and the chosen wording balances information density (lack of space) and easy understandability (poster targets non-native speakers). Besides giving information on the project, the

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poster is also supposed to invite people to connect and interact with the project. Thus, the coordinator's contact (Prof. Tiziana Altiero) and social media handles are on the poster, as well as the project website address.

Design and structure

The visual design follows the project's CI and uses the project's key visual (the picture of a girl with a 'chemistry class' attire described in detail in D5.1 FCHgo Corporate Identity) to give it a big recognition value. Like the project brochure, the poster has a clean visual design and clear structure.

The header features the project's key visual, logo and slogan. Below follows a short description (two sentences) what FCHgo is about.

The centre section of the poster showcases the three major activities of FCHgo: FCHgo Toolkit, FCHgo Classroom Activities, FCHgo Award. Additionally, the projects acronym is written and explained in a box of contrasting colour. Beneath the description of the core activities follow the project partners' logos. As the poster is already heavy on text, no further information on the partners' roles or tasks is given.

In the bottom part of the poster shows the frame information (duration, budget, coordination), the coordinators contact, and handles of the project's social media channels. This part also contains the declaration that FCHgo is funded by the FCH JU under grant agreement No 826246.

2.3 Electronic Newsletter

Part of the FCHgo communication strategy are the bi-annual electronic newsletters. The newsletters are available on the project website under *Links and Media* and are additionally distributed via e-mail to the newsletter subscribers. Up to now, three newsletters were written and distributed:

Table 1. FCHgo Newsletter

News-letter	Distribution date	Topics	Link to newsletter
1	14.08.2019	<ul style="list-style-type: none"> – Interview with Polish teacher Katarzyna Wyborska – FCHgo toolkit development process – Interview with the team developing the FCHgo educational materials – Preview on the FCHgo Educational Materials – Portrait Alessandra Landini 	https://182556.seu2.cleverreach.com/m/11503817/0-f38cf35e463e7b3fb460376f7bbd3428
2	17.02.2020	<ul style="list-style-type: none"> – Interview with Barbara Grazzini about FCHgo Award – FCHgo in class: the FCHgo kidslab in Wintherthur – FCHgo in class: Flashback on the teachers training workshops – The Danish Science Festival – Didacta – tradefair for education and training 	http://182556.seu2.cleverreach.com/m/11778378/
3	10.08.2020	<ul style="list-style-type: none"> – FCHgo Interviews: Talking with the FCH community – FCHgo at Home – Hydrogen education materials for home use – FCHgo in class: "What tells the Apple Story about energy? And why a story" – TEACHY – Hydrogen education at university level – HYSCHOOLS - Hydrogen education at secondary schools 	http://182556.seu2.cleverreach.com/m/12141474/



Figure 4. FCHgo Newsletter 2

Target groups

The newsletter targets all people interested in the project, its work and progress. We expect most of them to have a direct connection to public school education in STEM either professionally or privately, e.g. teachers, parents of school-age children, actors in other educational projects and further stakeholders in the education system. The newsletters' content is accordingly chosen to provide the reader with relevant information on the project's work, but also offers information about e.g. upcoming education events and conferences (Table 1).

Content and writing style

The content is chosen both to inform and entertain. The newsletter is subscribed by people interested in the project's progress and topics. Thus, both need to be presented in the newsletter. At the same time the content needs to be appealing and to spark readers' interests to encourage engagement and a visit of the FCHgo website. According to this aim, the wording is chosen to be light and engaging. Like most other communication and promotional materials, the newsletter is written in English to reach a broader European audience.

Design and structure

The newsletters' design follows the FCHgo CI, using the project's logo, key visual, font and colour scheme. The used icons are the same as on the project's website, giving a visual consistency when entering the website via a link from the newsletter (and vice versa). Like the website and other promotional materials, the newsletter has a clean, modern design with a clear structure (Figure 4).

The newsletters structure is coherent over the different newsletter (Figure 4). The header consists of the FCHgo logo and key visual, ensuring quick and easy recognition of the newsletter's sender. Below the header the three core activities of FCHgo (FCHgo Toolkit, FCHgo Classroom Activities and FCHgo Award) are prominently featured with a brief update.

Then comes the "spotlight section": each newsletter sets a focus and highlights certain aspects, activities or results of the project. In this section three articles on the focus topics are featured with a short teaser and an appealing picture. The full articles on the project website are linked to the newsletter, so they can be easily reached by clicking on the title.

The next section is called "discover the energy of hydrogen" and presents interesting events, conferences or projects on hydrogen and/or education.

The bottom part of the newsletter contains legal data, contact data and the project's social media handles for further information and the possibility to connect with the project.

2.4 Poster for the FCHgo Award

Within FCHgo project an international contest for the best idea of a future hydrogen application is held. Pupils (age 8-18) are invited to participate in the so called FCHgo Award by submitting their ideas for innovative hydrogen applications. To promote the contest, an official poster was designed and translated into several languages (Figure 5). To avoid overproduction (thus waste) and to simplify the distribution, we provide the files to interested parties so these posters can be printed and pinned in schools all over Europe.

Target groups

With this poster pupils (8-18) are directly targeted and invited to participate in the FCHgo Award. Therefore, the poster is translated into national languages and the design is more playful, then in other promotion material of FCHgo.



Figure 5. FCHgo Award Poster

Design and structure

The poster's design is different to the other promotional material, because it targets the pupils directly. The poster still follows the CI as it uses the logo, key visual and colour scheme, but the layout is much more playful and colourful.

Content and writing style

The poster's aim is to spark pupils' interest in the competition, whilst they walk by. Therefore, the tone of the poster is inviting, and text is reduced to the essential information: there is a contest, you can apply now! Further information, so the idea, will either way be searched online. Thus, the website and social media handles are presented below the centre section. The poster is translated into 5 national languages to ensure pupils can understand the poster, especially young ones.

2.5 Poster with Hydrogen Questions

FCHgo project sees, that for a sustainable H₂ education, the pupils need to be interested in the topic. To this end, 8 posters with interesting information about hydrogen were created (Figure 6 - 13). These posters provide interesting information on hydrogen without sounding instructive. This way, hydrogen is promoted as a fascinating topic, as well as the FCHgo project for being a project with an exciting subject.

Target groups

The target group are pupils, especially in secondary school. The aim is to reach both the pupils already fascinated by STEM topics, as well as the students with no particular interest in this field.

Design and structure

The posters are all colourfully designed with figurative element corresponding to the poster's question. For example, the poster with the question "Can my car work on water?" shows a VW-bus riding through waves (Figure 6).

The posters vary a lot in colour and content, but the language of form and general layout are coherent. All posters are the horizontal format with a slim bottom bar containing funding information. The project logo is integrated in the main section of the poster, except for one, where it sits in the bottom bar.

Content and writing style

The posters with hydrogen questions are both designed to have a pedagogical value, but also to be an engaging communication instrument and to thus promote the FCHgo project. The posters follow the Q&A principle: a question about hydrogen is asked, and the answer provided. The questions are chosen to reflect common questions society has about hydrogen or to spark the readers interest:

- "Is hydrogen dangerous?"
- "Can my car work on water?"
- "Is hydrogen abundant on earth, or is it in limited amount like oil and coal?"
- "Is hydrogen-driven car expensive?"
- "How much smoke does the hydrogen-driven car produce?"
- "Are Fuel cells expensive?"
- "Are there applications of FCH technology already in use?"

The Q&A principle has the effect of engaging people. With the question readers feel directly addressed and are animated to think about the question. Providing the answer, satisfies the evoked curiosity and ensures no misconceptions about the questions are created.

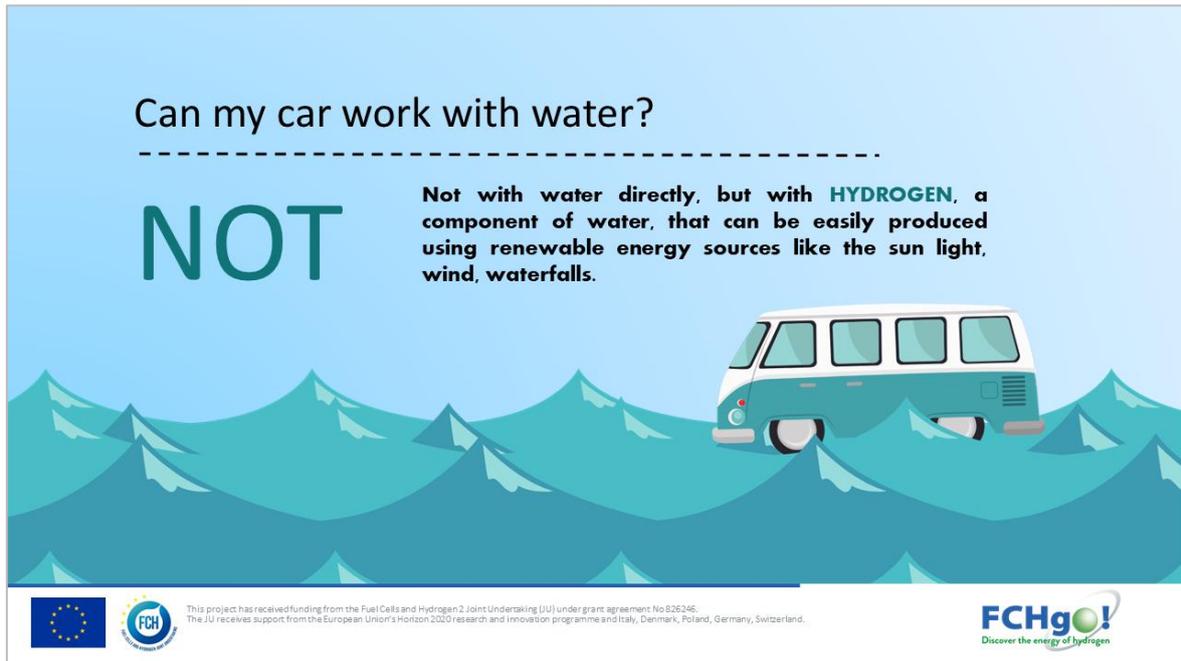


Figure 6. Poster with Hydrogen Question 1

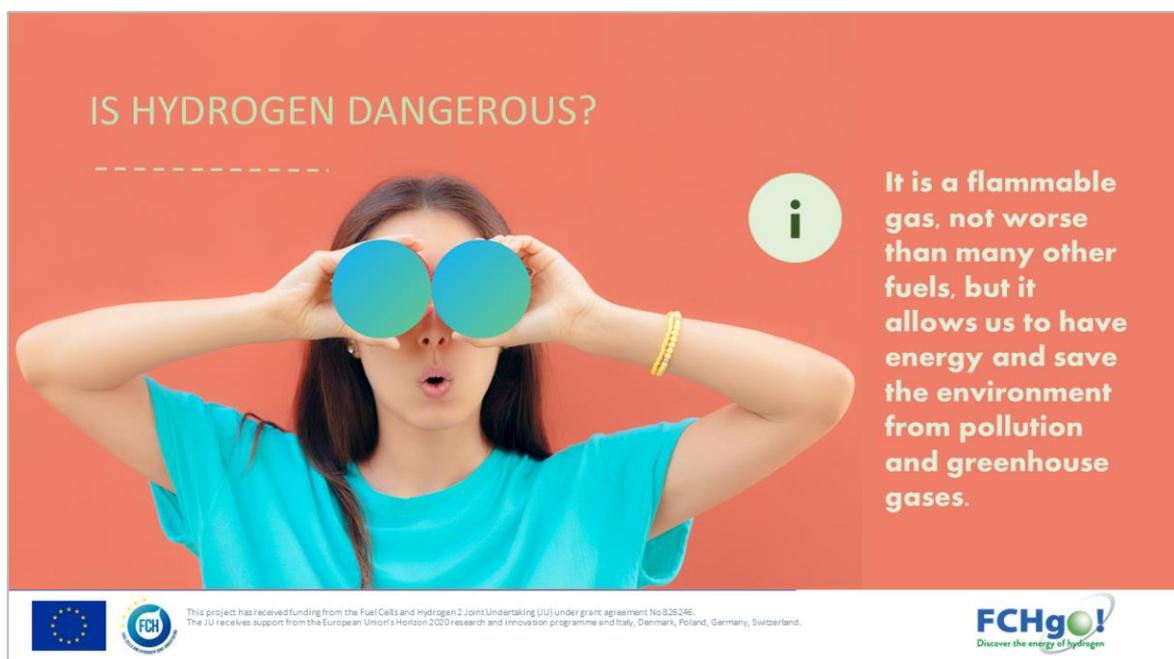
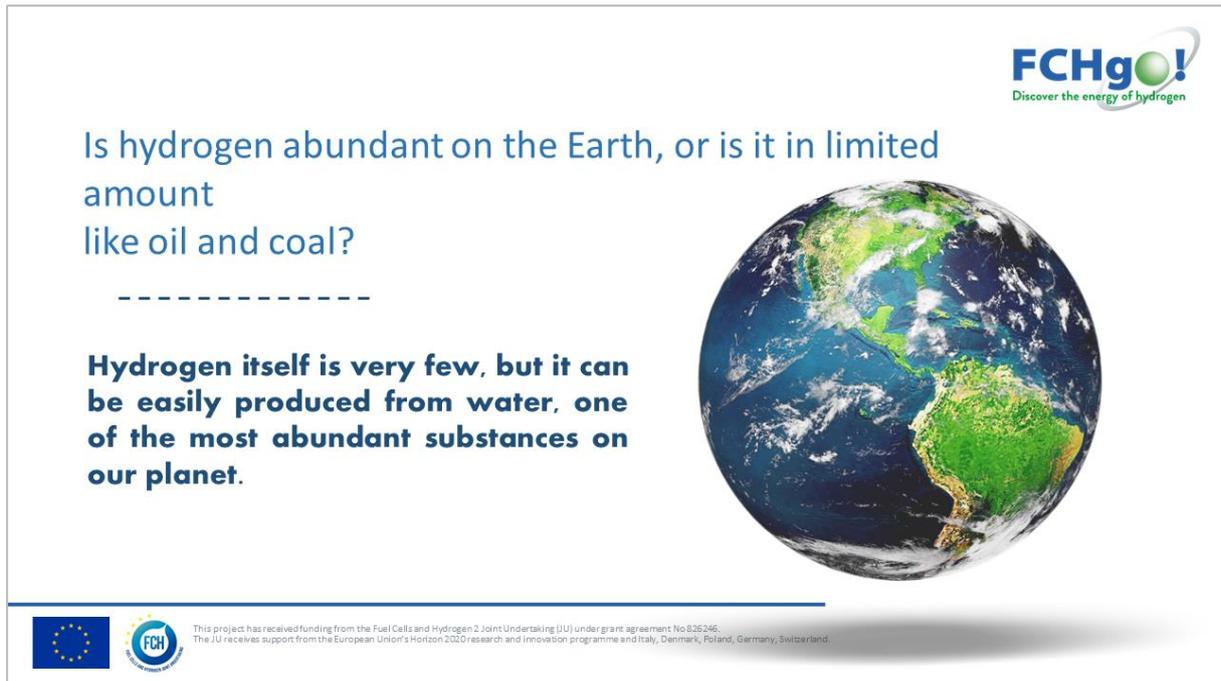


Figure 7. Poster with Hydrogen Question 2



FCHgo!
Discover the energy of hydrogen

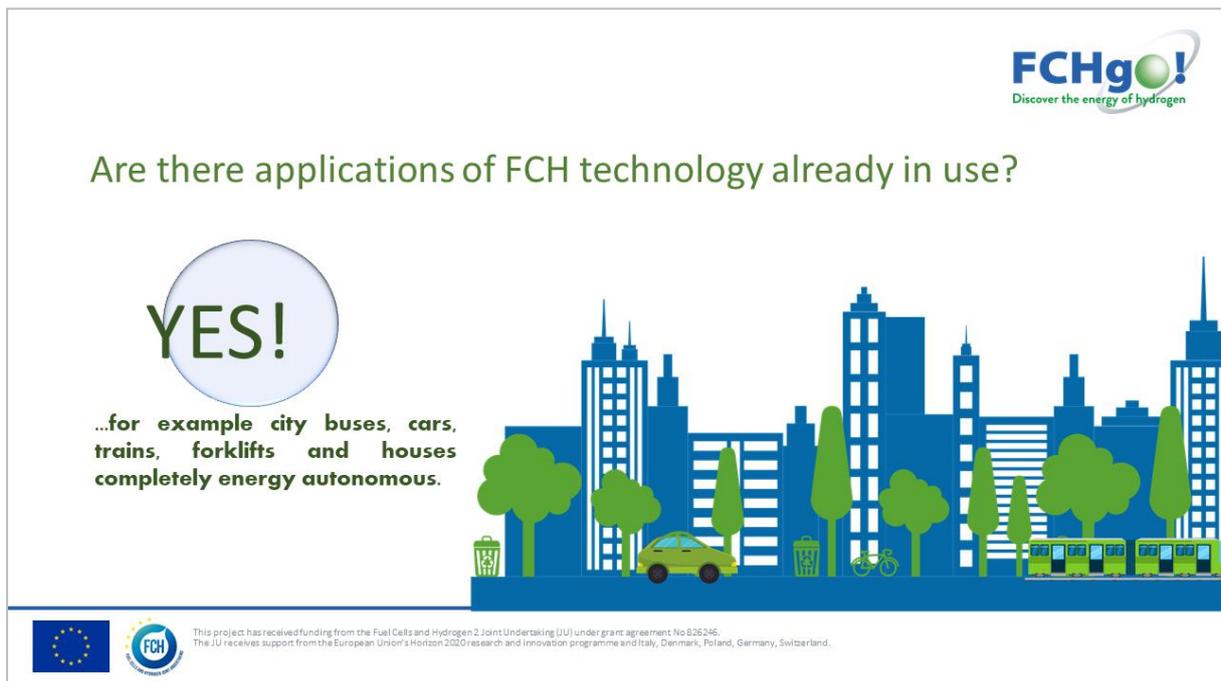
Is hydrogen abundant on the Earth, or is it in limited amount like oil and coal?

Hydrogen itself is very few, but it can be easily produced from water, one of the most abundant substances on our planet.



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Figure 8. Poster with Hydrogen Question 3



FCHgo!
Discover the energy of hydrogen

Are there applications of FCH technology already in use?

YES!

...for example city buses, cars, trains, forklifts and houses completely energy autonomous.



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Figure 9. Poster with Hydrogen Question 4

ARE HYDROGEN FUEL CELLS EXPENSIVE?

NO!

If we remember, that the first „pile“ of Volta was made of silver and tin coins: so only rich people could afford it.

The hydrogen cell is **NOT** expensive!

It is still relatively expensive, but all new technologies are such until somebody invents improvements: Volta who in his second cell used cheap zinc and cheap copper.

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[@fch_go](#)
[in FCHgo project](#)
[@fch_go](#)
[www.fchgo.eu](#)

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Figure 9. Poster with Hydrogen Question 5

IS HYDROGEN-DRIVEN CAR EXPENSIVE?

NO!

It is really nothing as compared to the imperial carriage: a single of this type.

But until traditional petrol-burning cars are produced in hundreds of millions, and hydrogen-driven cars only in hundreds of thousands, FCH car is somewhat more expensive.

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[in FCHgo project](#)
[@fch_go](#)
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Figure 10. Poster with Hydrogen Question 6

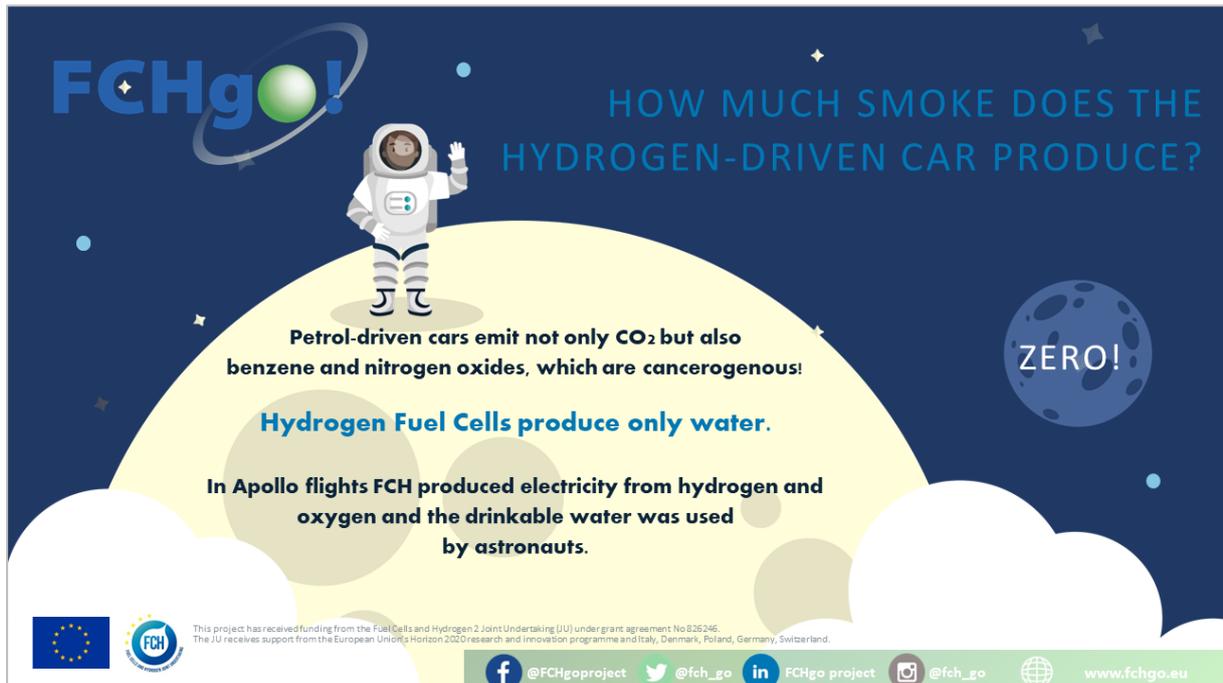


Figure 11. Poster with Hydrogen Question 7



Figure 12. Poster with Hydrogen Question 8

2.6 Promotional Video

The promotional video was shot by InEuropa, featuring the project coordinator Prof. Tiziana Altiero. The video is integrated on the project website www.fchgo.eu and available on the video platform vimeo¹. Its purpose is to provide the core information on the project and to spark stakeholders' interest, also for the FCHgo Award. The experiment in the middle of the video underlines the projects topic and hand-on didactic approach. It also breaks up the video in three sequences, making it easier to follow and fun to watch.

Target groups

In the video Prof. Tiziana Altiero, the project coordinator explains the project's goals to teachers, educational and didactic stakeholders, representatives of hydrogen utilizing industries and of local/ regional/ national public school education.

Design and structure

The video is structured in three parts: In part 1, Prof. Tiziana Altiero introduces the project and its goals, followed by the experiment of an H₂-powered car in part 2. In part3, she shortly recapitulates and promotes the FCHgo Award (Figure 14).



Figure 14. FCHgo Promotional Video

The visual design follows the project's CI: The video is framed by the opening screen and final screen designed in FCHgo colours and its language of form. Both show the project's logo and slogan, the partners' logos, and the logo of the FCH JU for several seconds. The final screen differs slightly from the opening screen, as it contains an award icon, integrated into a 2020 to emphasis the invitation to participate in the FCHgo Award (Figure 7). During the video, the project logo is constantly visible in the

¹ <https://vimeo.com/389301358>

left top corner of the screen and the FCHgo brochure is prominently displayed on Prof. Tiziana Altiero's desk or next to the car.

Content and style

In the video Prof. Tiziana Altiero speaks her native language Italian. To ensure a broad European audience can watch the video, it has English subtitles.

Speaking her native language, Prof. Tiziana Altiero's role in front of the camera is eased and she can speak in her most natural way, appearing competent, yet approachable. The experiment of the FCH powered car in the middle of the video gives the audience a vivid example of what has been said. It also recaptures the viewers' attention after the first minute. Being just 01:54 minutes long, the video is kept short on purpose. Viewers' attention rates sink quickly thus information conveyed in video must be kept brief. The short format also allows the video to be better distributable via social media.

Main conclusion

The FCHgo promotional kit contains three different poster-types, a project brochure, an electronic newsletter, and a promotion video. All materials are supporting the communication and dissemination activities of the project and were designed based on the project's CI.

Being an educational project focussing on schools, the Covid19 pandemic hemmed the FCHgo's local communication and dissemination activities enormously. Most promotion materials were developed before the coronavirus outbreak in Europe, therefore designed with the "normal living conditions" in mind. Adapting to the pandemic's consequences, the promotion posters were used within the digital communication on social media. This way they were seen by more than 5,500 people within the FCHgo community up to now. The video with Prof. Tiziana Altiero, the project coordinator, was seen approximately 120 times.