



# elyntegration

Grid Integrated Multi Megawatt High Pressure Alkaline  
Electrolysers for Energy Applications

## Update 2 Dissemination and awareness plan

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DELIVERABLE 6.6

GRANT AGREEMENT 671458

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## Nomenclature

CA	Consortium Agreement
GA	Grant Agreement
DOA	Description of Action
CDAP	Communication, dissemination and awareness plan
PSC	Project Steering Committee
MW AWE	Multi MegaWatt Alkaline Water Electrolyser
RE	Renewable energy
DSOs	Distribution system operators
TSOs	Transmission system operators





## 1 EXECUTIVE SUMMARY

The second update of the dissemination and awareness plan (CDAP) describes the actions, activities and opportunities for improvement on the communication tools and channels developed and used towards a successful dissemination of the Project and its results.

The project Grant Agreement, through the Description of Action, contained the draft of this plan as part of the measures to maximise the Project's impact. The CDAP described the dissemination goals, target audience and appropriate channels to provide a regular flow of information.

The CDAP has been updated twice during the Project duration, followed by a final report on dissemination activities and materials by the end of the Project.

This second update covers the activities from the first update of CDAP until August 2017, inclusive.



## 2 OBJECTIVES

The objective of Deliverable 6.6 is to update the information on the activities carried out during the second year of ELYNTEGRATION to maximise the impact of the dissemination.

Dissemination and awareness have to be *complementary* to other project developments, having the common goal of maximising the impact. It is important to remark that, given that the intention is that the project results are also market oriented, an exploitation strategy and business plan will be also developed throughout the project. Therefore, the plan definition and the following updates must be also focused to maximise the impact to stakeholders of interest according to the market potential studies and the strategic plans for commercial exploitation of the results.

Therefore, the main objective of the plan hereby documented has to be to describe the schedule, audience, methods and tools to maximise the impact of the Project and its results.





### 3 DESCRIPTION

The CDAP is aimed to ensure the impact of the project, at every level and with different focus of interest of the project results. Once the plan for communication, awareness and dissemination is developed, it is periodically updated according to the Plan and Description of Action of the Project. The document as second update of the CDAP includes a description of the activities carried out regarding to project communication methodology, target groups and communication tools defined to reach the selected audience.

#### 3.1 Summary of methodology, groups and tools

The tasks related to communication and dissemination in the project involves all the members of the Consortium, therefore it is expected that all the partners should work and contribute to dissemination tasks according to the agreements and the DOA. Nevertheless, FHA, as project coordinator, is the final element in charge of the dissemination, being invested in elaborating and contributing the dissemination plan, promoting the collaboration of all the partners and finally monitoring and compiling the dissemination and communication activities of the project.

Depending on the target to be achieved the disseminated messages related to the project aim, activities or results are different.

To **policy makers and regulators**, the message focuses on explaining the potential markets of hydrogen together with the benefits, needs and challenges of the electrolysers connected to the grid to enable a higher penetration of RE in the energy mix of the power grid. The potential benefits of Multi MegaWatt Alkaline Water Electrolyser (MW AWE) working to balance the grid or providing grid services have to be communicated to RE stakeholders, DSOs and TSOs, including new business models.

The results disclosed by the consortium regarding technology, framework and market, shall be shared in forums oriented to **hydrogen stakeholders** and **technology providers**, in order to pave the way to the deployment of hydrogen technologies. The participation in the communication events and activities promoted by e.g. the FCH 2 JU plays a key role to reach these stakeholders

On the other hand, a more general message related to the introduction of RE and hydrogen in the power grid, minimising the impact of the energy production and improving the impact on economy and social environment, has to be disseminated to the **general public**. The main goal at this point is to boost such advanced technology by minimizing the existing resistance to novel technologies and motivating and inspiring early adopters.

Furthermore, the information obtained along the continuous monitoring of other related external projects will also serve as feedback to define specific stakeholders from the different groups.



## 3.2 Update on the project communication tools

### 3.2.1 Project website

The project website ([www.elyntegration.eu](http://www.elyntegration.eu)) aims to become the central place for the diffusion of all the information related to the project. The website has been designed to provide a general impression of the project’s mission through the main page (Figure 1), by showing into three different paragraphs a brief description of its main topic, applications for the finished project and funding by the European commission and the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 15.0252.



Figure 1. Elyntegration’s website homepage

Elyntegration’s website was launched at the end of February 2016, so it has been online during 17-18 months when this deliverable was prepared. The information regarding traffic,

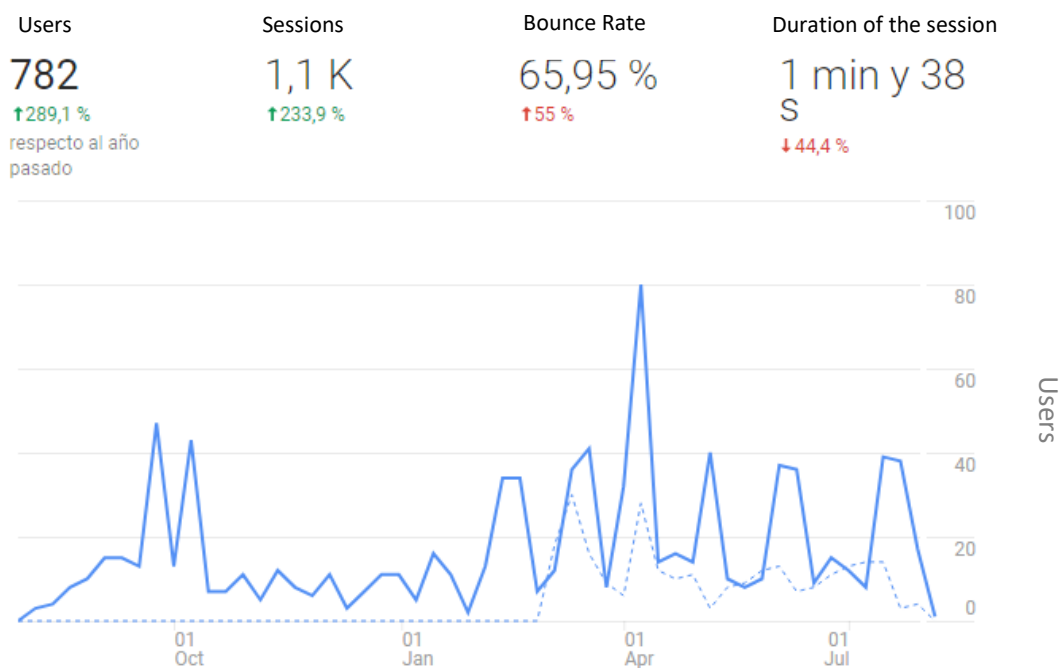


Figure 2. Elyntegration’s website - General vision of the audience



access and user behaviour during the visits to the site has been analysed and it is presented in this section.

The overall audience analysis of the Elyntegration website is very positive compared to the previous year and is that they have increased the number of visits considerably. More than 1.1K sessions and 782 visits have been registered compared to 279 visits the previous year.

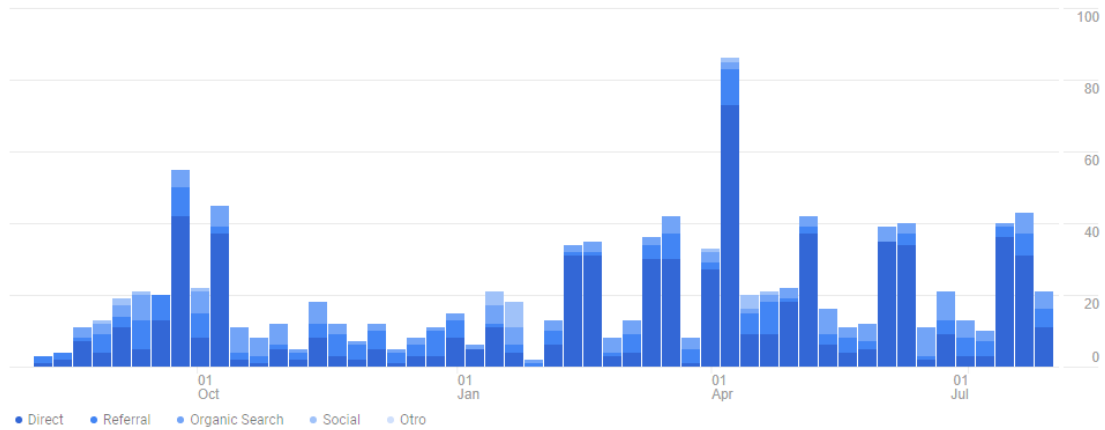


Figure 3. Acquisition of users in the last 12 months of Elyntegration's web. (July 2016 –July 2017)

Most of the users start the visit on the website in the “home” section. Although the high number of visits, more than desired users, ca. 55% stops continuing navigating the site at this point. The reason could be related due to the fact that most of the links in news and presentations send the user to the homepage. It also appoints to the use of search engine optimization systems (SEO) for the project webpage.

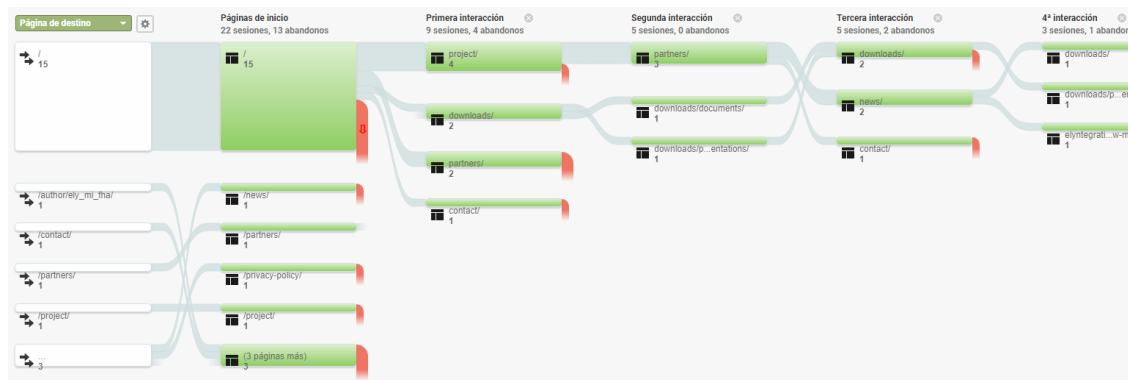


Figure 4. Elyntegration’s website user behaviour

For the visits which explore further the website, the usual traffic goes to the “download” section, so it appoints that the users are interested in consulting the project’s results and documents. Another important amount of users selects instead of “download” the “project” section to continue the navigation of the website where the objectives and goals of Elyntegration are described. So, it is seen that most of the visits and users seem to be interested on the project and partners contributing to the development.

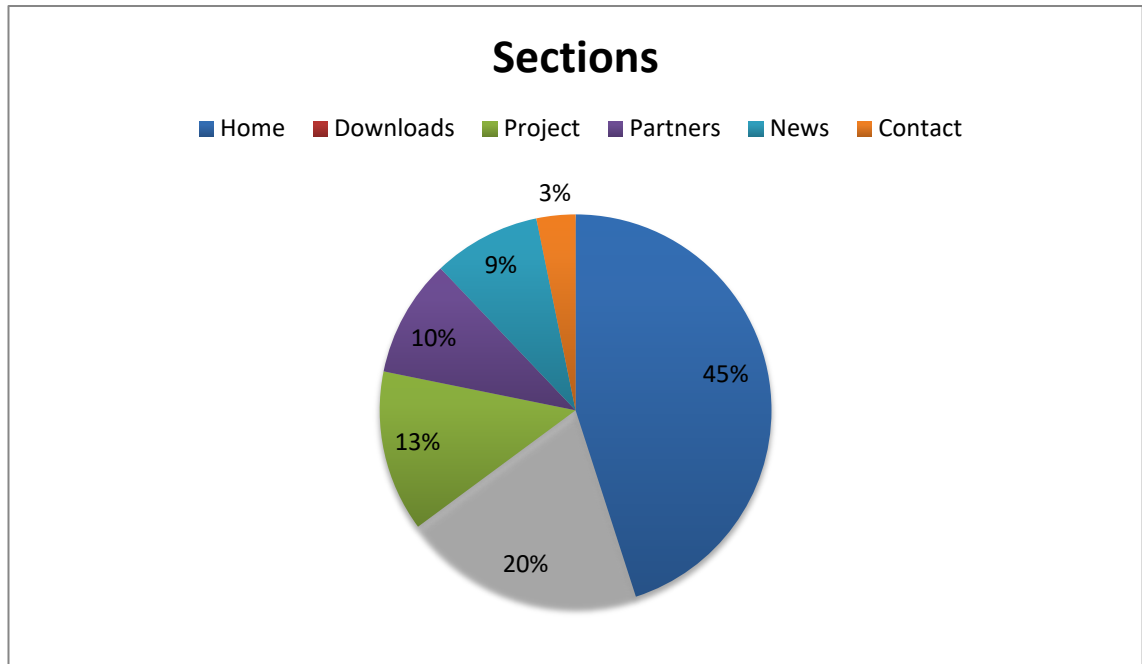


Figure 5. Elyntegration's website: visits to sections

There are still some areas of improvement regarding the website in order to keep a high number of returning visitors to the website. Two main actions must be implemented:

- The content of the page would be preferably to be updated more frequently.
- The visitors should be redirected.

The analytics show that more than half of the visits are from new visitors, so it seems adequate taking into account that the project is on its first year, but the objective is to increase not only the total visits to the website but also the number of users that return to obtain updated information of the project, which could be achieved also keeping the "news" and "downloads" sections active.

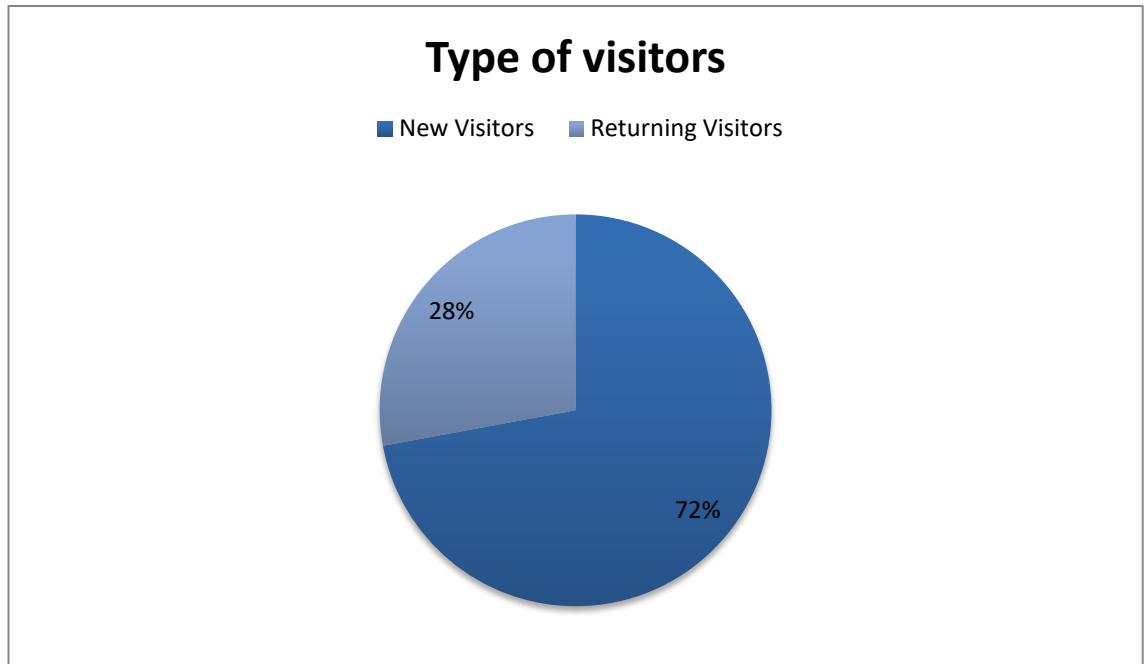


Figure 6. Elyntegration’s website new and returning users

Regarding the geographical data, there is clearly an opportunity for improvement. Most of the traffic to the website comes from Spain, which is mostly related to the extensive dissemination activity from the coordinator in Spanish media. On the other hand, one of the most active partners regarding communication is also from Spain.

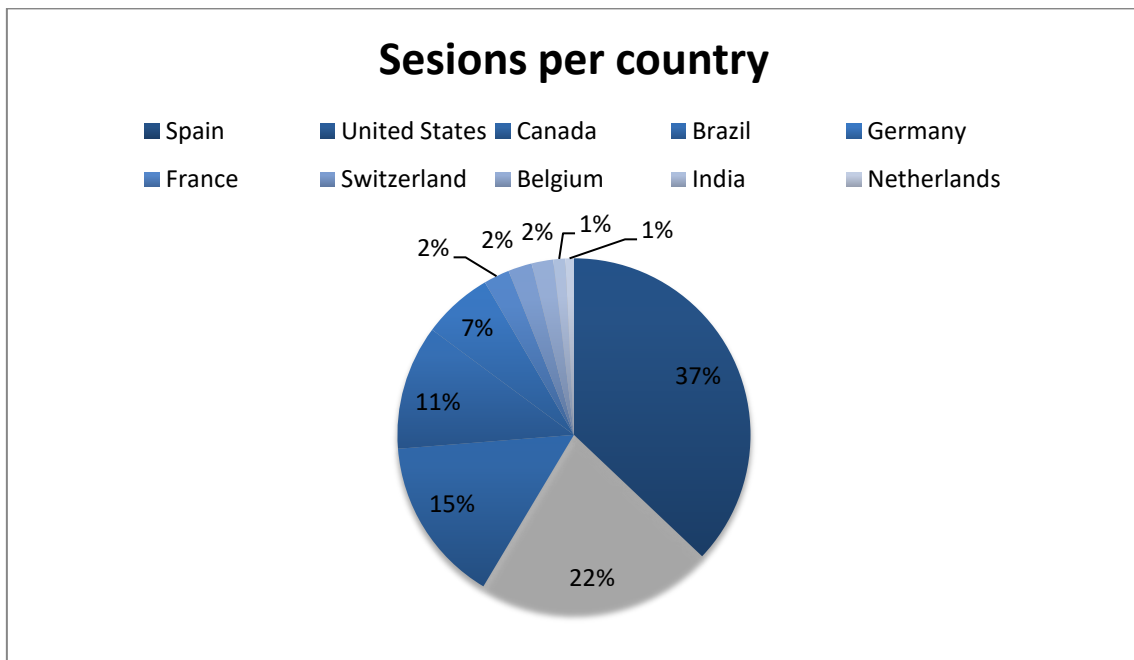


Figure 7. Elyntegration’s website: geographical information

Nevertheless, the visits from the website come from all around the world, so it clearly indicates the importance of maintaining active the website in order to maximise the impact of the project.



Therefore, there are three key activities to improve during the next months:

- Improve the involvement of the partners disseminating in order to maximise the geographical impact, especially throughout Europe.
- Improve and update the sections “news” and “downloads” of the website to keep the interest and increase the number of returning visitors.
- Keep the dissemination of the website, referring in the documents and publications to elyntegration.eu but also promote using the corresponding links (not only homepage) to direct the traffic in the website

### 3.2.2 Graphic material

Different graphic materials were developed for the project and have been used during the first year, including the logotype, selection of fonts, templates for documents and slides, a first leaflet of the project and a poster for public presentations. The graphic material is available also for everyone in the section “*downloads/corporate*” of the webpage. It is also updated along the whole duration of the project.

In order to help partners in the elaboration of their press releases and communications to magazines, a press kit has been developed and distributed among them. The press kit is also available in the webpage, including photos, general description of the project and the concepts related to it (Q&A document). By this it will be possible not only to homogenize all the communications made into the same style, thus promoting the chosen project image, but also to catch the general and specific magazines interest to communicate the project.

At the time of finalization of the project, a video will be released including the main public results and impact of Elyntegration. This video will be shared through press release and it will be posted at the project’s main website. The aim of the video will be to serve as the global final message of the project, and to provide a general view of the work performed.

### 3.2.3 Social and professional networks

The use of social media and social and professional networks will be also a key communication tool to disseminate information about the project, events and project results. Partners will use their own accounts in the social/professional networks to contribute to the project dissemination and to create open debates and detect future industrial investors from other cities in Europe. The main social networks considered for the dissemination of the project communications and recommendations are LinkedIn, Twitter, Facebook and Youtube channels.

Regarding social networks it is expected to improve and increase the communications coming from every partner, also related to the dissemination of the webpage. It is encouraged that the project partners share every two months some data from the project, inviting their followers/contacts to consult the project activities, news and website.

As a novelty in this update in terms of Social Networks has been the inclusion of LinkedIn as a dissemination tool.



The reasons why we have found interesting to include the project Elyntegration in this social network have as main objective to expand the network of contacts, search for companies, as well as potential clients to participate and / or generate debates in groups related to our experience, encourage conversations with related professionals, share information (articles of interest) and knowledge (own documents).

In addition not only will provide this type of advantages but also a profile rich in keywords will raise your place in Google, because LinkedIn limits their searches to the Google search network. Conducting a LinkedIn search via Google produces more results, which means that being noticed by Google increases the professional possibilities. Likewise, we benefit from the dissemination of the project news as well as the re-strengthening of the corporate brand Elyntegration project.

In the first place we chose to make a project group as it could provide us with a place for professionals from the same industry or with similar interests to share content, publish progress and work related to the project, make business contacts, etc. The main problem that we saw to this type of group was the adhesion of its members that was something tortuous and complicated. So to improve this we created a LinkedIn profile of company from which we hope to have better diffusion of the project.

As for other types of social networks like Twitter or Facebook the option of creating a project profile has not been contemplated. In return partners will always use the hashtag *#Elyntegration* when making publications about the project in their organizations' social networks and even their personal ones. This will serve to analyze at the end of the life of the project the impact of this hashtag and can quantify the diffusion achieved.

Some examples of the ongoing activity on social networks are showed in ANNEX 1: .

### **3.3 Communication activities**

#### **3.3.1 Ongoing projects for project cooperation**

Possible paths of collaboration in public workshops and seminars will be explored by the Consortium when it is considered suitable and of interest for the project and the partners. Although, the assessment of the collaboration will be studied case by case taking into account the goals of the project and partners involved, below there is a preliminary list of ongoing European projects that could be assessed.

For instance, a first contact with the CertifHy project has been established, attending to the proposed CertifHy workshops and following the progress of the project in order to search for synergies. Nevertheless it is considered that the timing of both projects will not be perfect, as CertifHy is at the end of the duration, to prepare common activities. But the results of the project will be very interesting also to be shared or distributed to Elyntegration stakeholders, to make them aware on guarantees of origin and new potential business models.

Also the partners from FHa went in July 2017 to the symposium of Quallygrids in representation of Elyntegration. And those from Aachen presented the network services part of the project. The idea was to coordinate with other projects that have to do with electrolyzers.



### 3.3.2 Publications

#### Scientific papers

One publication that presents the reference scenario on electrolyser participation in spot and control reserve markets has been reported as proceedings of the 14<sup>th</sup> International Conference on the European Energy Market (EEM), Dresden, 2017.

It is expected that a few scientific publications in international journals will be reported during the coming year.

#### Magazines

At least 10 articles have to be published in magazines (general/technical/specific). It has been included in ANNEX 3. and potential media for publishing information about the project and results, following the message and press kit as indicated in the previous section. We have not published anything yet but we are confident to publish some articles in the next months.

#### Press releases

During the development of the project, it is planned to produce a number of press releases, covering the most important milestones, as well as events being attended by Elyntegration partners. The project coordinator will be the partner in charge of the main dissemination of the press notes. The first press release of the project was related to the kick off meeting and there was a second note referring to the website. More news related to the midterm review meeting and a workshop focused on exploitation results were included under the news section of the project website. (ANNEX 2. ).

### 3.3.3 Conferences, Events and Fairs

Our partner from VITO made a Poster presentation at ICE2017 (Copenhagen, DK; 12-15 June 2017) with the title: *NEW SEPARATOR CONCEPTS FOR A RADICAL IMPROVEMENT OF THE GAS QUALITY IN ALKALINE WATER ELECTROLYSIS (AWE)*.

The IFAM partner has presented the Elyntegration project at the 1st International Conference on Electrolysis (ICE 2017), Copenhagen, 13 June 2017 under the title : *RANEY-NI ELECTRODES FOR THE ALKALINE ELECTROLYSIS OF WATER*. They also have presented the project at Seminar at Kurt-Schwabe Institut, Waldheim (Germany), 19 July 2017.

IAEW have disseminated with three oral contributions the Elyntegration project results:

-EEM 2017 (Dresden, Germany, 6-9 June 2017), *ECONOMIC POTENTIAL OF WATER ELECTROLYSIS WITHIN FUTURE ELECTRICITY MARKETS*.

-Hypothesis XII (Syracuse, Italy, 28-30 June 2017), *POTENTIAL OF NEW BUSINESS MODELS FOR GRID INTEGRATED WATER ELECTROLYSIS*.

-European Grid Service Markets Symposium (Lucerne, Switzerland, 6 July 2017), "Opportunities of water electrolysers in the European flexibility markets. A report from the FCH ELYntegration research project".





FHA as the coordinator presented the project aim and objectives at World Hydrogen Energy Conference (Zaragoza, Spain, June 2016) and at Congreso Iberoamericano de Hidrógeno y Pilas de Combustible (Iberconappice) (Málaga, Spain, April 2016).

In addition, the project activities and objectives of the project have been presented in several forums and workshops:

- Seminar at Kurt-Schwabe Institut, Waldheim (Germany), July 2017
- QualyGridS workshop at Lucerne (Switzerland), June 2017
- Hydrogen Trade Mission to Aragon, February 2017
- PRD, November 2016
- 5th Symposium of Bavarian Hydrogen Center, July 2016
- Hannover Fair, 2016

Regarding the activities carried out during this period, the project has also been presented in other events not included in the original plan. For example, ELYNTEGRATION was presented in the context of the workshop held by JRC regarding the harmonization of tests for electrolyzers. On the other hand, the Programme Review Days and Stakeholders forum organized by the FCH2JU will be considered also as part of the plan for communication, for the potential to reach hydrogen stakeholders and launch networking activities with other ongoing projects.

Regarding the planned conferences in a short-term period, the project partners of INYCOM and FHA will present Elyntegration project results at the Ibero-American Conference on Hydrogen and Fuel Cells 2017 (October 2017, Huesca, Spain) and at the European Hydrogen Energy Conference (March 2018, Málaga, Spain).

In the following table, an update of the potential activities and conferences where the project results might be also disseminated.

Event	Date	Specific Goal
4 <sup>th</sup> General Assembly Meeting, Regions and cities initiative, Stakeholder Forum	16 Nov 2017 Brussels, Belgium	Reach H <sub>2</sub> stakeholders
European Fuel Cell Conference & Exhibition	December 2017 Naples, Italy	Dissemination
Hydrogen & Fuel Cells Energy Summit	January 2018 Brussels, Belgium	Dissemination
Energy Storage & Connected Systems	February 2018 Olympia, London	Dissemination
Hydrogen Week 2018	12-16 March 2018 → Various locations	General Awareness
IRES/ Energy Storage Europe Conference and Exhibition/	March 2018 Düsseldorf, Germany	Dissemination/Reach H <sub>2</sub> stakeholders



Power to Gas Conference		
Group Exhibit Hydrogen + Fuel Cells + Batteries Hannover Messe	April 2018 Hannover, Germany	Reach H <sub>2</sub> stakeholders
HyVolution	April 2018, France	Dissemination
Energy 2018 / International Conference on Smart Grids, Green Communications and IT Energy-aware Technologies	May 2018 Nice, France	New business models, DSOs TSOs RE stakeholders
All-Energy 2018	May 2018 Glasgow, United Kingdom	Dissemination
World Hydrogen Energy Conference	June 2018 Rio De Janeiro, Brazil	Dissemination
International Conference on Electricity Distribution, CIRED	Ljubijana, Slovenia June 2018	Dissemination
European grid service market Symposium	Lucerne, Switzerland July 2018	Dissemination
7 <sup>th</sup> International Conference on Renewable Power Generation	Copenhaguen, Denmark September 2018	Dissemination

Table 1. Update on plan for conferences and fairs



Besides, this year we have designed a new leaflet of the project with the latest information of the advances in the project.



Figure 8. Elyntegration's new leaflet cover

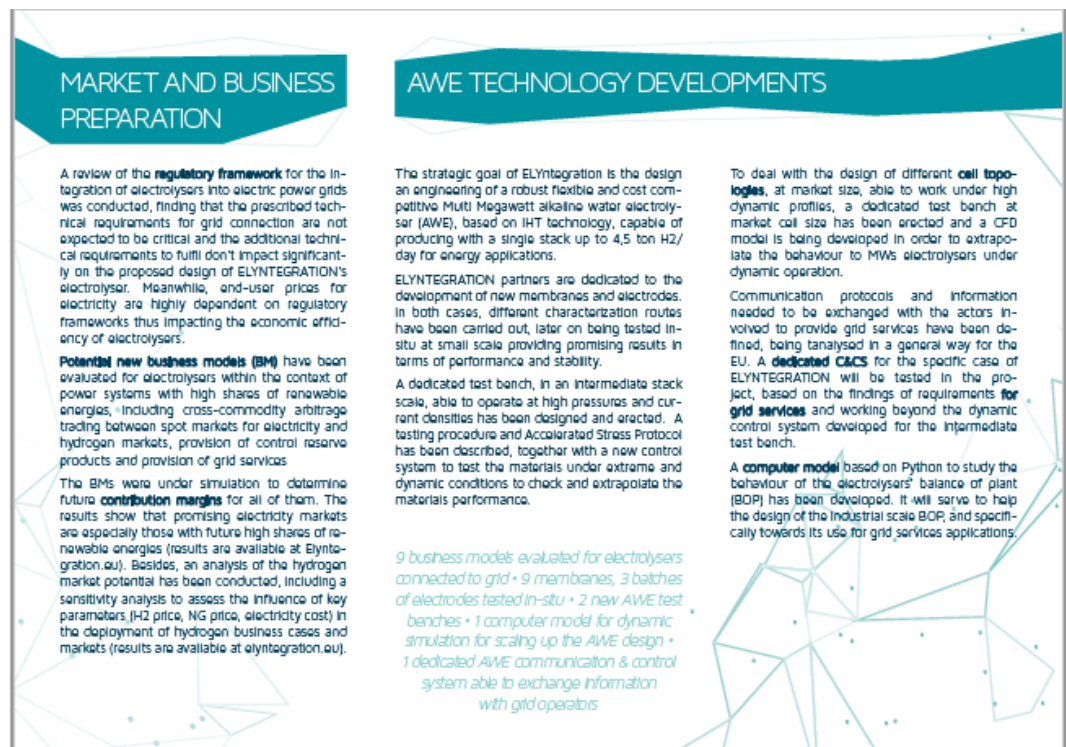


Figure 9. Elyntegration new leaflet inside



We also designed an information vinyl for the test bench:

**elyntegration**

The New Integrated alkaline Electrolysis test Bench for Lifetime Assessment (NIEBLA) is part of a project that has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement No 671458. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and Spain, Belgium, Germany, Switzerland. This work is supported by the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 15.0252.

**Hydrogen Oxygen Sample**

- o NIEBLA (New Integrated Alkaline Electrolysis test Bench for Lifetime Assessment)
- o Tests up to 60 bar, 90°C,  $\leq 1A/cm^2$
- o Testing protocol load variable, defining input in CSV
- o CCS ready (following each protocol)
- o Stack diameter (IHT technology) 400 mm
- o Less than 25kW depending on current and number of cells being tested

**FCH**  
FUEL CELL HYDROGEN FOR ENERGY

**EUROPEAN UNION**

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Ministère fédéral de l'économie, de l'énergie, de l'éducation et de la recherche  
Ministerio Federal de Economía, Energía, Educación e Investigación  
Ministerio Federal de Economía, Energía, Educación e Investigación

Figure 10. Elyntegration vinyl test bench

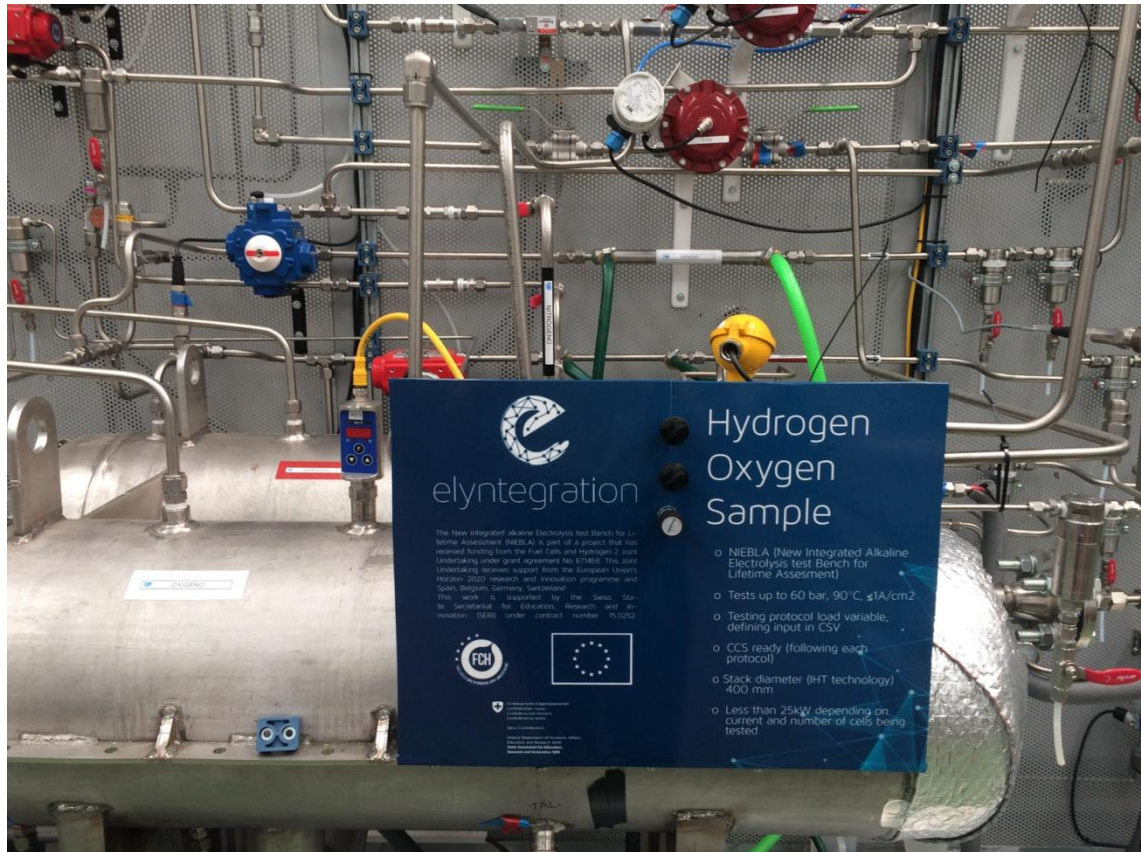


Figure 11. Image of the Elyntegration Test Bench with vinyl.

### 3.3.4 Workshops

Three workshops will be carried out through the second period of the Project. The target groups and audience for each of them will be defined taking into account the progress and timeline of the project. The workshops were scheduled for the months 22, 29 and 36 of the project. The order of the workshops and their month of implementation have been altered compared to the last DAP update. These changes are due to the evolution of the project. Therefore, we thought it more interesting to exchange the theme of the first workshop, which should be dedicated to a general public with the theme of the second workshop dedicated to end-users. In this way, the new programming for these activities would be as follows:

- **M27:** workshop on H<sub>2</sub> applications and end users. One of the main benefits of hosting such workshop remains in getting a list of challenges, lessons learned, barriers encountered and recommendations for policy makers, niches and markets evaluation / discussion of the time horizon, technical focus (what concerns the customer in addition to price, what problems may have had: maintenance, access , operation, prepared workers, transportation, design, etc.).
- **M33:** general workshop including worldwide experts on the field for targeting scientific/research/technical community.



- **M36:** final workshop to close the project. It could be co-organized together other FCH2-JU projects, conferences, events, etc. Workshop directed to the whole community and partners interested to explain the main results and conclusions of the project.

A first evaluation of synergies has been carried out in order to hold the workshops together with other activities. First approaches with other projects and boards are being done in order to prepare the first workshop (8<sup>th</sup> November 2017, Zaragoza, Spain)

The following schedule is proposed for the workshops:

Months related to WS	WS -6	WS -3	WS -2	WS -1	WS
Activity	ID synergies	Venue	Guest list	Invitations sent	Event
Example for 1 <sup>st</sup> workshop	July 2017	August 2017	September 2017	October 2017	8 <sup>th</sup> November 2017

Table 2. Schedule for workshop preparation



## 4 CONCLUSIONS

The present document constitutes the main guide to be followed for any communication activity related to the Elyntegration project. It contains all the necessary information in relation to the target groups, how to reach them and which are the necessary tools to perform these tasks, as well as a selection of potential partners within Europe and conferences, congress and fairs that are suitable for the dissemination of the results of the project.

The main target groups identified are the public regulator bodies, the hydrogen technology providers and manufacturers, the renewable energy stakeholders, DSOs, TSOs and of course the general public too. The ways of reaching these audiences are different for each of them, but in any case, the website of the project is meant to be the central point of information related to the project, as it will contain all the public documents generated during the project, as well as a 'News' section to gather all the important updates on the project. During the time of execution of the project, the partners will have to make use of their institutional accounts in social networks (Twitter, Facebook, LinkedIn, etc.) to promote the work performed in the project.

A set of graphic materials has been prepared to unify the corporate image of any work performed under Elyntegration and to help the diffusion of the project and its presence in fairs, congress, etc. These include the logo, a poster, a leaflet and a press kit, between other materials. Overall, they serve as the main support material to introduce the project to both technical and non-technical audiences.

The main opportunities to improve awareness are also identified as follows:

1. Improve involvement of partners to increase awareness in Europe
2. Send press kits to specific, technical and general magazines
3. Reach the conferences and fairs during the next years to increase impact
4. Identify synergies for workshops and networking



## 5 ANNEX 1: SOCIAL NETWORKS

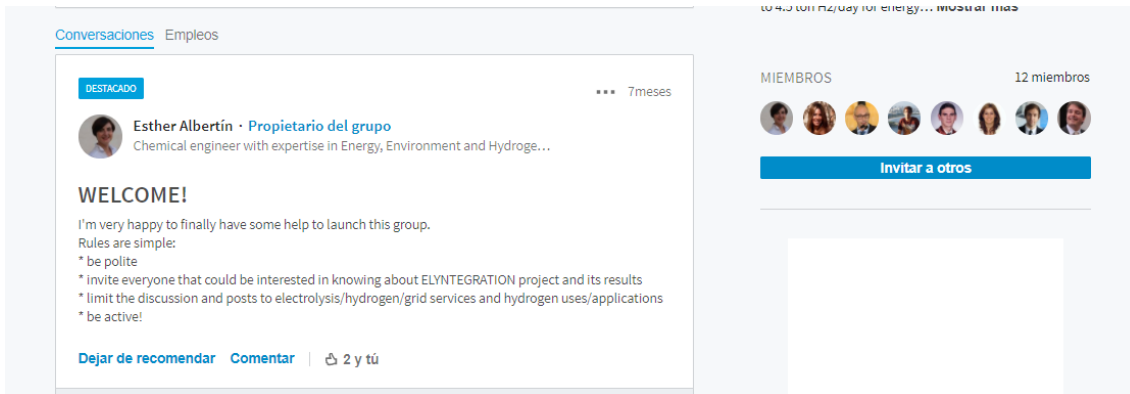


Figure 12. LinkedIn. Elyntegration Group



Figure 13. Twitter #Elyntegration.





## 6 ANNEX 2. PRESS, MEDIA AND PARTNERS' SITES

### Partners' websites

### Elyntegration Website News

Figure 14. Elyntegration website. News Section



## 7 ANNEX 3. MAGAZINES, WEBS

Magazine	Public target	Focus, (message to send)
<a href="http://www.tecnicaindustrial.es/">http://www.tecnicaindustrial.es/</a>	SP	Engineers, (technology)
<a href="http://www.empresason.com">http://www.empresason.com</a>	SP	Innovation, SME, (Business Models)
<a href="http://futureenviro.es/">http://futureenviro.es/</a>	SP EN	Environment, smartcities (technology, business models)
<a href="http://futureenergyweb.es/">http://futureenergyweb.es/</a>	SP EN	Renewable energy, (Business Models)
<a href="http://www.renewableenergymagazine.com">www.renewableenergymagazine.com</a> (REM)	EN	Renewable energy (Business Models)
<a href="http://www.ciudadesostenible.eu/">http://www.ciudadesostenible.eu/</a>	SP	IT, Smart cities, energy (technology, business models)
<a href="http://www.evwind.es/">http://www.evwind.es/</a>	bilingual news website ES	Wind Energy, RE (Business Models)
<a href="http://www.innovaspain.com/">http://www.innovaspain.com/</a>	SP	Innovation, (technology)
<a href="http://www.elmundoecologico.es/">http://www.elmundoecologico.es/</a>	SP	Batteries, environment (technology)
<a href="http://www.energetica21.com/">http://www.energetica21.com/</a>	SP	Efficiency and energy production (technology, business models)
<a href="http://tdworld.com/">http://tdworld.com/</a>	EN	transmission, distribution, electric power industry (business models)
<a href="http://www.powermag.com">http://www.powermag.com</a>	EN	Energy, energy production, coal, gas, renewables (technology, business models)
<a href="http://www.electricity-today.com/">http://www.electricity-today.com/</a>	EN (US)	TSO, DSOs high-voltage T&D consulting engineers (technology, business models)
<a href="http://www.intelligent-power-today.com/">http://www.intelligent-power-today.com/</a>	EN	smart electrical power technology driving industrial, commercial, and institutional power systems (technology, business models)
<a href="https://www.energyworldmag.com/">https://www.energyworldmag.com/</a>	EU (south east) EN/GR	Oil, gas, electricity, renewables South east europe and east med (technology, business models)
<a href="http://elperiodicodelaenergia.com/">http://elperiodicodelaenergia.com/</a>	ES	Innovation, energies (technology, business)



		models)
<a href="http://www.aragoninvestiga.org/">http://www.aragoninvestiga.org/</a>	Aragón, ES	Innovation (technology)
<a href="http://www.heraldo.es/suplementos/tercer-milenio/portada/">http://www.heraldo.es/suplementos/tercer-milenio/portada/</a>	Aragón, ES	Innovation (technology)
<a href="http://www.publish-industry.net/en/products/energy-2-0/">http://www.publish-industry.net/en/products/energy-2-0/</a> <a href="http://www.industr.com/Energy20-Magazin/de_DE">http://www.industr.com/Energy20-Magazin/de_DE</a>	EN DE	Markets, energy, strategies, technologies (technology, business models)
<a href="http://www.energate.de/unternehmen/ueber-uns/">http://www.energate.de/unternehmen/ueber-uns/</a> <a href="http://www.energate.de/e21digital/">http://www.energate.de/e21digital/</a> <a href="http://www.emw-online.com/home/">http://www.emw-online.com/home/</a>	DE	Energie- und Wirtschaftsunternehmen (technology, business models)
<a href="http://www.hydrogeit.de/">http://www.hydrogeit.de/</a>	DE	Hydrogen news (technology, H2 stakeholders)
<a href="http://www.rechargenews.com/news/">http://www.rechargenews.com/news/</a>	EN	Energy, electricity production, renewables, gas, oil (business models)
<a href="http://www.cleanenergy-project.de/">http://www.cleanenergy-project.de/</a>	DE	Energy, innovation (technology, business models)
<a href="http://www.ingenieur.de/UmweltMagazin">http://www.ingenieur.de/UmweltMagazin</a> <a href="http://www.ingenieur.de/BWK">http://www.ingenieur.de/BWK</a>	DE	Environment, energy (technology, business models)
<b>Table 3. List of specific, general magazines : target, focus and messages to send</b>		