



INTEGRATION OF NOVEL STACK COMPONENTS FOR PERFORMANCE, IMPROVED DURABILITY AND LOWER COST

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Project Coordinator: Johnson Matthey plc

DELIVERABLE REPORT

D7.3: DISSEMINATION AND COMMUNICATION BUNDLE AT M24		
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DISSEMINATION LEVEL		
PU	<i>Public</i>	X
PP	<i>Restricted to other programme participants (including the Commission Services)</i>	
RE	<i>Restricted to a group specified by the consortium (including the Commission Services)</i>	
CO	<i>Confidential, only for members of the consortium (including the Commission Services)</i>	
NATURE OF THE DELIVERABLE		
R	<i>Report</i>	
P	<i>Prototype</i>	
D	<i>Demonstrator</i>	
O	<i>Other</i>	X

SUMMARY	
Keywords	Dissemination and Communication
Abstract	<i>During the first 24M of the INSPIRE project, various dissemination and communication measures have been undertaken by the consortium. Target groups include industry, academia, government bodies and the public.</i>

REVISIONS			
Version	Date	Changed by	Comments
0.1	26 th April 2018	N. Cros	Drafted
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1. INTRODUCTION

Since the start of the INSPIRE project, the consortium has been engaged in conducting activities for promoting and disseminating the project results. The measures undertaken are detailed below.

It is important to highlight that each communication or dissemination of results generated by INSPIRE must first receive the agreement of the partners to protect the intellectual property rights, confidentiality and legitimate interests according to the Grant Agreement Article II.30. A dissemination protocol was agreed by the Project Steering Committee. In summary, a draft of the intended publication, conference abstract or conference presentation is made available to all partners, who have four weeks in which to comment. If an objection is raised, partners work together to see how the document may best be modified to avoid divulgence of confidential or patentable information. Details of this protocol are provided in the deliverable report D7.2.

2. DISSEMINATION & COMMUNICATION ACTIVITIES DURING THE FIRST 24M OF INSPIRE

2.1. VISUAL IDENTITY TOOLS

- LOGO



An INSPIRE logo was designed to clearly identify the project. It is used in all dissemination or communication supports for the project. It is available to all partners on the Project Shared Workspace (PSW).

- PRESENTATION TEMPLATE

An INSPIRE presentation template, including the project and FCH-JU and EC logos, was prepared, distributed to partners, and is available on the PSW for use for project presentations at project meetings, and for conference presentations.

2.2. NEWS UPDATES ON INDUSTRIAL PARTNER WEBSITES

As planned, news updates were issued on partner websites:

- ▶ [JM press release](http://matthey.com/media_and_news/news/2016/johnson-matthey-led-consortium-to-develop-advanced-technology-for-fuel-cell-electric-vehicles) on the INSPIRE project: http://matthey.com/media_and_news/news/2016/johnson-matthey-led-consortium-to-develop-advanced-technology-for-fuel-cell-electric-vehicles
- ▶ [SGL press release](http://www.sglnewsroom.com/en/reports/report-detail-page.19779.php) on the INSPIRE project: <http://www.sglnewsroom.com/en/reports/report-detail-page.19779.php>
- ▶ [DANA press release](http://dana.mediaroom.com/2016-06-21-Dana-Joins-Project-INSPIRE-Consortium-to-Develop-Advanced-Fuel-Cell-Technology-for-Automobiles) on the INSPIRE project: <http://dana.mediaroom.com/2016-06-21-Dana-Joins-Project-INSPIRE-Consortium-to-Develop-Advanced-Fuel-Cell-Technology-for-Automobiles>
- ▶ [TUM press release](#) (German) on the INSPIRE project (p24): PDF
- ▶ [Fuel Cells Bulletin press release](#) on the INSPIRE project (p14-p15): PDF
- ▶ [FCH-JU press release](http://www.fch.europa.eu/news/new-fch-ju-project-inspire-develop-advanced-technology-fuel-cell-electric-vehicles) on the INSPIRE project: <http://www.fch.europa.eu/news/new-fch-ju-project-inspire-develop-advanced-technology-fuel-cell-electric-vehicles>

2.3. BROCHURE AND NEWSLETTER

To assist communication from INSPIRE, two different types of communication supports were designed and edited in agreement with all the consortium. These two communication supports are available from the public website. Furthermore, to increase their availability and efficiency, they were also printed and distributed to the partners for their use during attendance at conference and technical fair events.

- ▶ Project brochure: PDF
- ▶ First project newsletter was issued at M18: PDF

The screenshot displays the first issue of the INSPIRE Annual Newsletter (January 2018 / Issue #1). It features a header with the INSPIRE logo and the tagline 'Integration of Novel Stack Components for Performance, Improved Durability and Lower Cost'. The main content is organized into several sections:

- How to Contact Us:** Lists the Project Coordinator, Silvain Buche, at Johnson Matthey Technology Centre, with contact details and logos of consortium members like CNRS, TUM, SGL GROUP, VTT, JM, METSA, BMW GROUP, DANA, and PRATEXO.
- Annual Newsletter:** A central section with a large graphic and text describing the project's goals and progress.
- Achievements & Outputs:** Details catalysts, MEAs, outreach activities, dissemination efforts, and consortium information.
- Catalyst Achievements:** A detailed section with a graph showing performance metrics for various catalysts, comparing them to a benchmark.
- MEAs:** Discusses the development and optimization of Membrane Electrode Assemblies.
- BPP Design & Development:** Describes the design and manufacturing of Bipolar Plates.
- Other sections:** Includes 'June 2016' news about a STEM activity for children, '22nd EES Meeting', '68th Annual International Society of Electrochemistry Meeting', 'EFCE - 6th European PEFC & Electrolyser Forum', 'PRIME 2016', and 'Next Events'.

Figure 1: Screenshot of the first INSPIRE newsletter

A specific distribution list, based mostly on EU projects and commercial contacts, has been implemented to target more specific potential collaborators, users, investors.

2.4. PUBLICATIONS

- ▶ **A comparison of rotating disc electrode, floating electrode technique and membrane electrode assembly measurements for catalyst testing**, S. Martens, L. Asen, G. Ercolano, F. Dionigi, C. Zalitis, A. Hawkins, A. Martinez Bonastre, L. Seidl, A. C. Knoll, J. Sharman, P. Strasser, D. J. Jones, O. Schneider, *Journal of Power Sources* (accepted, in press).
- ▶ **Multilayer Hierarchical Nanofibrillar Electrodes with Tunable Lacunarity with 2D like Pt Deposits for PEMFC**, G. Ercolano, F. Farina, S. Cavaliere, D. J. Jones, J. Rozière, *ECS Trans.* 2017, 80, 757-762

2.5. PRESENTATIONS AT INTERNATIONAL CONFERENCES

INSPIRE partners have disseminated project results at conferences through oral or poster presentations including:

- ▶ **232nd ECS Meeting, October 1-6, 2017, National Harbor, MD** - <http://www.electrochem.org/232>
 - CNRS presentation: Multilayer hierarchical nanofibrillar electrodes with tuneable lacunarity with 2D like Pt deposits for PEMFC
 - CNRS presentation: A core-shell fibrillar electrocatalyst for the PEMFC cathode by microwave accelerated galvanic displacement of nickel with platinum
- ▶ **68th Annual International Society of Electrochemistry (ISE) Meeting, 27 August – 1 September 2017, Providence, Rhode Island, USA** - <http://annual68.ise-online.org/>
 - TUB poster presentation: Improving the Durability of Shape-controlled Octahedral Pt Alloy Nanoparticle Catalysts for use in fuel cell cathodes
- ▶ **EFCF (6th European PEFC & Electrolyser Forum), 4-7 July 2017, Lucerne**
 - JM presentation: Opportunities and challenges for dealloyed PtNi cathode catalysts for automotive applications
 - CNRS presentation: Ultra-Low Pt Stabilises Fe-N-C PEM Fuel Cell Cathode Catalysts
- ▶ **European Fuel Cell Car Workshop (EFCW2017), 1-3 March 2017, Orléans, France** - <https://efcw2017.sciencesconf.org/>
 - JM lecture: Recent Advances and Remaining Challenges for Automotive PEM Fuel Cell Membrane Electrode Assemblies and Components
 - TUM/CNRS/JM/TUB poster presentation: RDE Testing Protocol Harmonisation: A Reliable Tool for Fuel Cell Electrocatalyst Screening
 - TUM poster presentation: Electrodeposition of Pt - Rare Earth Alloys as ORR Catalysts for Fuel Cells
- ▶ **Fundamentals and Development of Fuel Cells, 31 January – 2 February 2017, Stuttgart, Germany** - <http://event.dlr.de/en/event/7th-international-conference-on-fundamentals-and-development-of-fuel-cells/>
 - CNRS oral presentation: Towards ultrathin platinum films on carbon nanofibres for the fuel cell cathode by self-limited electrodeposition
 - CNRS poster presentation: A core-shell fibrillar electrocatalyst for the PEMFC cathode by microwave accelerated galvanic displacement of nickel with platinum
- ▶ **PRIME 2016, 2-7 October 2016, Honolulu, Hawaii** - <http://www.prime-intl.org/>
 - TUM poster presentation: "Electrodeposition of Pt - Rare Earth Alloys as ORR Catalysts for Fuel Cells" <https://ecs.confex.com/ecs/230/webprogram/Paper90478.html>

In addition, the project coordinator delivered a poster presentation at the 2017 Programme Review Days.

2.6. OUTREACH ACTIVITY

▶ June 2016, Sonning Common Primary School, UK – Engaging with the Fuel Cell Vehicle Drivers of Tomorrow

As part of the communication activities in the INSPIRE project, a team from Johnson Matthey took part in STEM (Science, Technology, Engineering and Math) week in the UK. This provided an opportunity for over 400 children from primary and secondary schools to experience science and technology close-up and see how important it is for our future well-being, particularly in the area of energy and fuel cells. It was also a chance to take JM's fuel cell car around the community, allowing children and parents to experience fuel cells in action. More information: <http://www.inspire-fuelcell.eu/index.php/activities/outreach-activities>

3. CONCLUSIONS AND FUTURE WORK

With regards to the deliverable's objectives, the project consortium has finalised all planned communication and dissemination actions and exceeded the targets for WP7 in the first 24 months.

Within the next months, the INSPIRE partners will continue collectively to monitor all the dissemination and communication measures and evaluate them using internal feedback at each progress meeting. Partners will report on communication activities carried out or planned, using indicators including number of relevant events attended, of project flyers distributed, conference papers presented, and press release / media articles published and their impact on the project visibility.

Furthermore, an international workshop will be organised early 2019, to foster interaction with related FCH 2 JU projects, to encourage future collaboration and promote exploitation opportunities.