



D7.3 – Dissemination & Communication Plan (updated)

WP7 – Task 7.3

Public

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Summary

This Dissemination and Communication Plan (D7.3) is an updated version of D7.1 (M3) and presents the strategy and steps to raise awareness about the PH2OTOGEN project and the concept of converting solar energy into green hydrogen. This plan will be continuously improved and adjusted according to the results collected, aiming to achieve the communication and dissemination key goals.

Keywords

Green energy, sustainability, green hydrogen, solar power, solar to hydrogen, innovation, sustainable future, energy transition.

Abbreviations and acronyms

Acronym	Description
D&C	Dissemination and Communication
EU	European Union
GA	Grant Agreement
H2	Hydrogen
WP	Work Package

Introduction

PH2OTOGEN is a Horizon Europe project that aims to accelerate the Sun-to-Hydrogen technology readiness to market.

Managed by Clean Hydrogen Joint Undertaking and coordinated by Toyota Motor Europe, PH2OTOGEN gathers 8 partners from 5 countries for 42 months.

The main objectives of the project are to:

- Identify promising, innovative, and widely available semiconducting materials.
- Develop a scalable photocatalytic flow reactor (500 cm²) that produces green hydrogen.
- Achieve an average solar-to-hydrogen efficiency of > 5% over 500 hours.
- Produce value-added oxidation products that can generate revenue for the overall system.
- Get the overall system closer to market readiness.
- Get the project known by key stakeholders and the general public.

To meet these goals, the project was divided into various tasks and activities organised into 8 work packages (WP).

WP7 is dedicated to Communication, Dissemination and Exploitation activities. The primary objective is to make the project and its results known by a wider audience. The communication is to be mainly online, with the construction of a website, social media presence and yearly campaigns.

This updated Dissemination and Communication plan sets out the project's communication objectives, target audiences and key messages, and gives an overview of the tools and channels used to reach these audiences and share project results. The sections 4. Communication tools and channels, 5. Awareness raising campaign, 6. Dissemination channels and contents and 7. Key Performance Indicators, have been the most updated.

The plan includes key performance indicators (KPIs) to track our impact and measure how well communication and dissemination activities are working.

1 Objectives

1.1 Purpose and scope

The aim of this deliverable is to outline PH2OTOGEN's communication and dissemination strategy. It defines the main communication and dissemination goals, target audiences, key messages, tools, and channels used to engage and share project outcomes.

This updated version of the plan (Deliverable D7.3, December 2025 – M24) reflects progress achieved to date. Key Performance Indicators (KPIs) are listed to assess the impact and effectiveness of the communication and dissemination efforts. They are detailed in Section 7 of this deliverable. A final version will be submitted in May 2027 (Deliverable D7.5, M41). In addition, communication and dissemination activities are reported annually to the Clean Hydrogen Partnership.

1.2 Partner contributions

LGI leads communication and dissemination activities for PH2OTOGEN. More specifically, LGI focuses on the global communication of the project and its results as well as distributing progress updates to key stakeholders. Dissemination activities are led by Toyota Motor Europe (TME). The communication and dissemination strategy detailed in this deliverable are to be followed by all partners, specifically those involved in WP7.

Partner	Contribution
5 – LGI	Task 7.1 – Public communication - Lead - Communication and dissemination strategy - Project branding - Communication channels - Promotional materials Task 7.2 – Dissemination of project results - Dissemination materials
1 – TME	Task 7.2 – Dissemination of project results - Lead - Coordination of scientific publications and participation at events - Webinar series Task 7.3 –Fostering synergies with relevant projects, networks, and stakeholders - Lead - Identification of projects and networks - Stakeholder engagement

3 – CEA	Task 7.3 –Fostering synergies with relevant projects, networks, and stakeholders • Identification of projects and networks • Stakeholder engagement
Other partners	All tasks • Communicate to WP7 any relevant news or results that could be communicated to stakeholders • Take part in communication and dissemination activities

Table 1: Partners contributions

2 Dissemination and communication strategy

2.1 Main D&C objectives

The communication and dissemination activities are a key part of the project. The main objectives for PH2OTOGEN communication and dissemination activities are to:

- Promote the PH2OTOGEN project and its results through channels and tools to maximise the impact of the project and its results to different key targets: scientific community, policymakers, industry, general public, etc.
- Generate interest and engagement from the research and development community around innovative photocatalytic materials and reactors.
- Disseminate the knowledge gathered throughout the whole project, contributing to develop competitive and innovative photocatalytic devices.
- Create synergies with similar projects, networks, stakeholders and experts on the green energy fields.
- Raise awareness and inform citizen and policy makers about the importance of the solar-to-hydrogen research.
- Highlight the climatic and economic sustainability of PH2OTOGEN's technology to relevant stakeholders.
- Raise awareness on the development of clean energy sources and its impact on climate change.
- Highlight the uses of green hydrogen in everyday life.
- Showcase and maximise the impacts of PH2OTOGEN's project after its completion in terms of climate action, clean energy, sustainable growth.
- Mitigate concerns regarding hydrogen technology, economic and environmental cost, etc.

The PH2OTOGEN communication and dissemination strategy revolves around specific key messages customised for different audiences. They are implemented throughout the different channels and tools described in the dedicated section in this deliverable.

2.2 Target audiences

Target Groups	Target audiences	Why/Relevance
Scientific community	• Researchers • Scientists • Academics working in the field of photocatalysis • Materials science specialists • Energy conversion specialists • Etc.	• Share the project's technical findings and progress and inspire new research in this area • Align the research methodology on photocatalysis and green hydrogen
Industry stakeholders	• Manufacturers • Suppliers • End-users of photocatalytic and hydrogen technology	• Accelerate the adoption of hydrogen as a sustainable source of energy • Demonstrate the cost, efficiency, and performance of photocatalytic cells compared to conventional technology
Policy makers and regulators	• Government agencies • Policymakers • Regulators (local, national and international)	• Share the project's outcomes to demonstrate feasibility of photocatalytic hydrogen production • Address some of the barriers in scaling up green hydrogen production
General public	• Any person interested in the renewable energy field and climate change challenges • Potential users of hydrogen technology	• Share the potential of hydrogen as a renewable energy source and the latest developments in photocatalytic hydrogen generation

Table 2: Target audiences

2.3 Key messages

PH2OTOGEN's dissemination and communication strategy emphasises 5 general messages, designed to foster interest of the target audiences and keep them engaged during and beyond the life of the project.

- PH2OTOGEN's goals, objectives and expected outcomes can have a significant impact in the fields of climate action, clean energy, sustainable growth in the European hydrogen value chain.

- The novelty of the technology and the methods employed in PH2OTOGEN can create new research methodologies in the field of green hydrogen and encourage the development of a competitive and growing research field.
- Challenges and successes are shared regularly throughout the whole project's life with regular updates.
- There will be collaboration and participation opportunities with PH2OTOGEN, such as workshops, consultations, or other events to take part in the project.

The PH2OTOGEN project's results will be shared and accessible to all relevant audiences.

Based on these general messages, the key audiences are targeted with specific information and messages:

Who	Tailored information and actions
Scientific community	• Disseminating semiconductor benchmarking results • Highlighting findings and future perspectives of this technology • Advertising of new approach to tandem photocatalytic sheets • Encouraging scaling up of photocatalytic sheets within the research community • Demonstrating the efficiency of the 500 cm² demonstrator.
Industry stakeholders	• Explaining how PH2OTOGEN's technology works and its advantages in terms of life-cycle analysis and techno-economic assessment. • Sharing roadmaps to integrate this technology into the future energy ecosystem. • Emphasising future collaboration opportunities to bring PH2OTOGEN's technology to a higher technology readiness level after the end of the project.
Policy makers and regulators	• Explaining how PH2OTOGEN's technology works, and PH2OTOGEN's advantages compared to state-of-art. • Discussing how photocatalytic hydrogen strategy can be concretely incorporated into the European strategy on Hydrogen production (including KPIs) and how it can strengthen the EU's energy security. • Anticipating future technical challenges.
General public	• Mitigating public concerns about hydrogen as a future energy vector, the cost of green hydrogen and environmental impact of the production. • Discussing future social and economic benefits, especially in terms of sustainability, energy security and resilience to climate change.

Journalists	Explaining how PH2OTOGEN technology is an exciting innovation that could impact the society we live in and the life of the general public.
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Table 3: Key messages

2.4 Timeline

A timeline showing all key communication and dissemination activities throughout the project has been created and will be continuously updated to meet the project's goals.

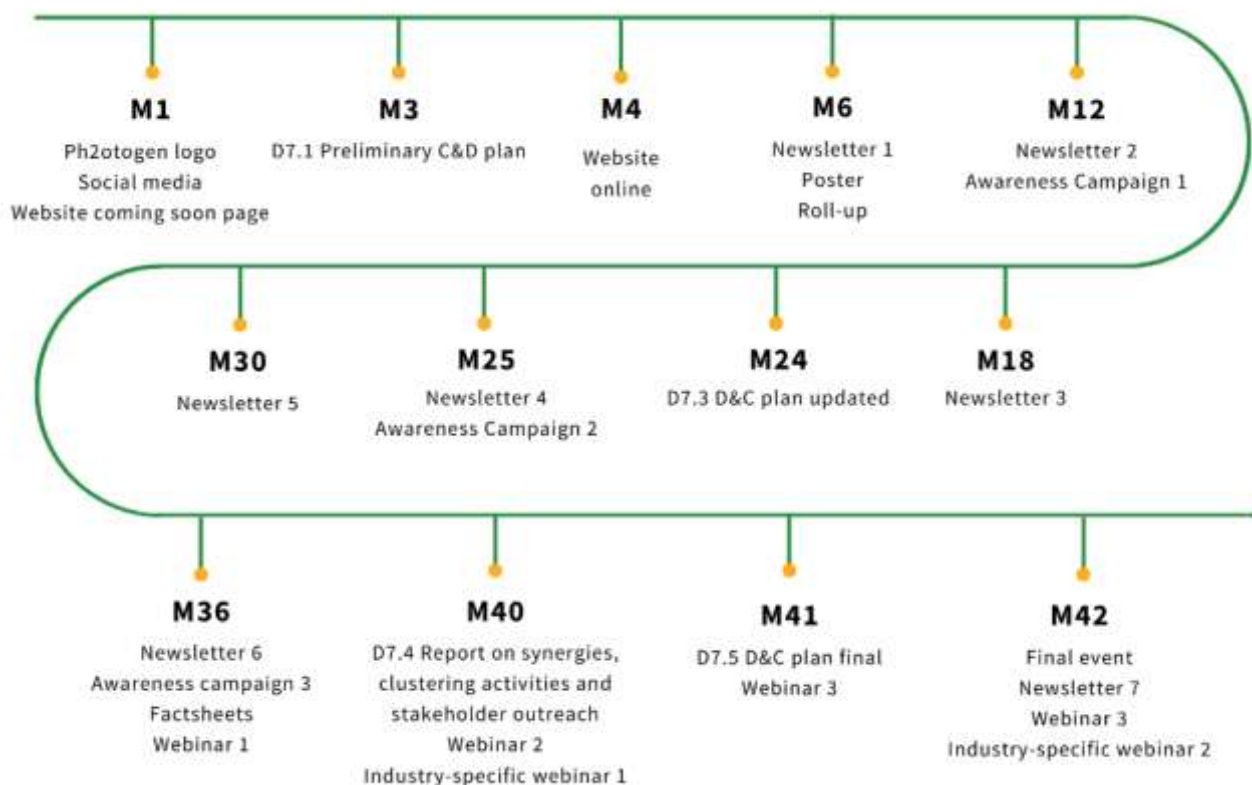


Figure 1: Updated timeline of Dissemination and Communication activities

3 Management

3.1 Content flow

A process has been implemented to allow all partners to easily transmit information and collaborate on content creation shared through PH2OTOGEN's communication channels.

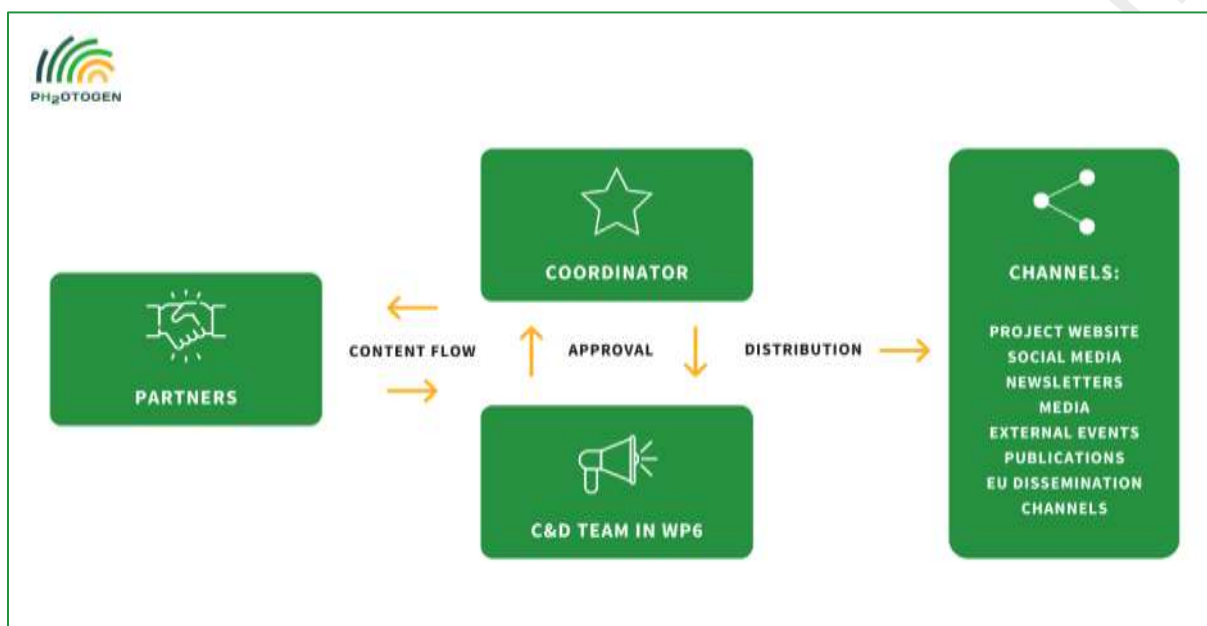


Figure 2: Content flow

PH2OTOGEN uses a dedicated Teams channel with relevant subchannels to organise the flow of information and documents shared throughout the whole project.

The email address contact@PH2OTOGEN.eu has been set up to receive news, announcements, scientific papers, pictures or information regarding participation in events related to the project.

It is also an entry point for any person or organisation wishing to enter in contact with the project.

3.2 Responsibility of partners

Partners are strongly encouraged to get in touch with the communications teams via contact@PH2OTOGEN.eu to share any relevant news that could be communicated inside or outside the consortium.

An excel file in the project's shared Teams channel was also created so the partners may list all relevant events and publications they are involved in. This file and the contact by email ensure that there is no loss of information and that the communication and dissemination team can provide communication support when needed.

PH ₂ OTOGEN						
Event type (see also Executive Committee)	Title	Date	Place	Partners participating	Comments - description of	Link (optional)
Conferences	Site of the conference	07/11/2024	Brussels	EPFL	Oral presentation	
Conferences	Modul 2025, Germany	10/09/2025	Karlsruhe	EPFL	Poster Presentation	https://events.hi-offenburg.de/event/471/
Conferences	E-MRS Strasbourg, France	26/09/2025	Strasbourg	CEA	oral presentation	https://www.european-hydrogen.org/
Conferences	4ème congrès international MOMENTUM	02/05/2025	Paris, France	CEA	poster presentation	https://momentum2025.hydrogen.org/#search
Conferences	the 11th International Symposium on Radiative Tr	15/06/2025	Kajdahi, TEPL		paper	https://www.11th-isrt.org/
Conferences	Electrochemical National Symposium, ECNS, Utr	12/05/2025	Utrecht, NETHER		Poster Presentation	https://www.ecns.nl/en/program/abstracts/12-2025
Conferences	5th International solar fuel conference 2025	01/06/2025	Newcastle	OFFER, CEA, EPFL	Keynote presentation, Poster and oral Presentations	

PH ₂ OTOGEN		
Publication title	Partners involved	Publication link to Open Access
Overview in ORAC Analysis of Glycerol Oxidation Using Various Detectors: Application to RWPE-BCA/Chrom	Mario Favaro and Roel van de Vliet	https://pubs.rsc.org/en/articlehtml/C6CY00000A
Trading of biomass: a thermodynamic approach to best selectivity for glycerol oxidation	Mario Favaro and Roel van de Vliet	https://pubs.rsc.org/en/content/articlehtml/C6CY00000A
NGER IN SEMITRANSSPARENT FIBROUS SUBSTRATES: CTRICHEMICAL REACTIONS	Ahissau Blomawet, Sophia Hausener	4-24363y

Figure 3: Extracts of PH2OTOGEN Communications, dissemination, events and publications report file

The members of the consortium are reminded during each executive committee (ExCom) to fill this file and that their active participation in the circulation of information is key to the success of the communication and dissemination strategy.

4 Communication tools and channels

4.1 Visual identity

A specific visual identity has been developed for PH2OTOGEN's communication and dissemination tools, providing a consistent and unique brand identity. It aligns with the image that the project wishes to convey.

In addition, all materials, including scientific papers and publications produced by the project, will contain the following mandatory items (Article 17 of the Grant Agreement):

- The EU logo and mention of the co-funding:



Figure 4: Co-funded European logo

It is important to note that “when displayed with another logo, the EU emblem must have appropriate prominence”.

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- The following disclaimer:

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The Swiss partners EPFL and Soloronix are co-funded by the SERI."

- According to article 18 of the Grant Agreement, the logo of the granting authority must also be displayed:



Figure 5: Clean Hydrogen Partnership logo

4.1.1 Logo

One of the initial communications actions (Task 7.1) was to develop a logo to build immediate recognition of the PH2OTOGEN brand. This logo and two other options were developed in time for the kick-off meeting, and submitted to a vote to all partners, to ensure a visual identity in coherence with the project's identity and values.

The logo is to be included in all paper and electronic documentation as well as promotional materials.



Figure 6: PH2OTOGEN logo

In this composition, the progressive curves evoke the sun's rays and are an illustrative reminder of the energetic conversion to hydrogen we're aiming for. The way in which the shapes are gradually arranged is designed to create a sensation of both stability and consistent transformation.

To ensure a strong project identity, several logo variations were designed, analysed and altered to best represent PH2OTOGEN in the simplest and clearest way possible.



Figure 7: PH2OTOGEN logo variations

4.1.2 Colours

PH2OTOGEN colour palette was designed to convey certain messages throughout colour symbolism.

The green tones allude to the ecological and regenerative aspects of nature, while the yellow and orange tones convey dynamism, vitality, warmth, and optimism—which are, among other things, characteristics often associated with the sun.

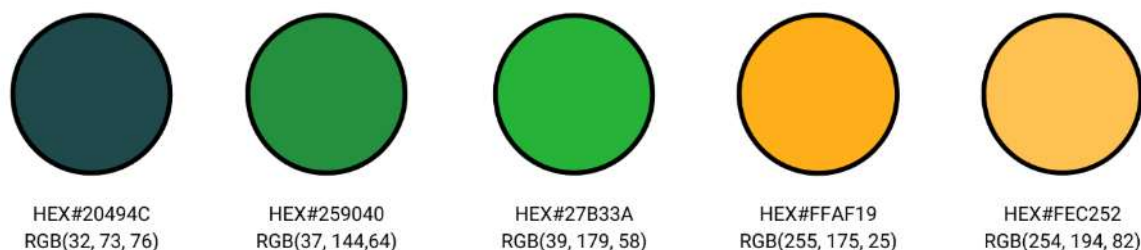


Figure 8: PH2OTOGEN colour palette

4.1.3 Fonts

Specific fonts were chosen to pair with the design of the brand and are to be used in all types of communication materials. This consistent use reinforces the coherence of the visual identity.

- **Days:** Used only for the logo, it is a sans serif typeface, giving a modern, futuristic, technologic and clean feeling of the project.
- Roboto: used in all text, deliverable and ppt presentations.
- Source Sans Pro: used for social media posts to ensure greater readability.

Figure 9: Fonts

4.1.4 Graphic Handbook

A graphic handbook was also created and made available to all partners. This detailed document presents multiple logo alternatives, usage guidelines, and designated fonts and colour schemes. It includes instructions to uphold the visual identity components of PH2OTOGEN, ensuring a unified and cohesive presence across all media channels.



Figure 10: Extract of the Identity Guidelines Sheet

4.1.5 Project presentation template

A PowerPoint presentation template was created and shared with all partners from the beginning of the project. This user-friendly and adaptable template enhances the PH2OTOGEN brand and guarantees the project's brand visibility during presentations at events or conferences.

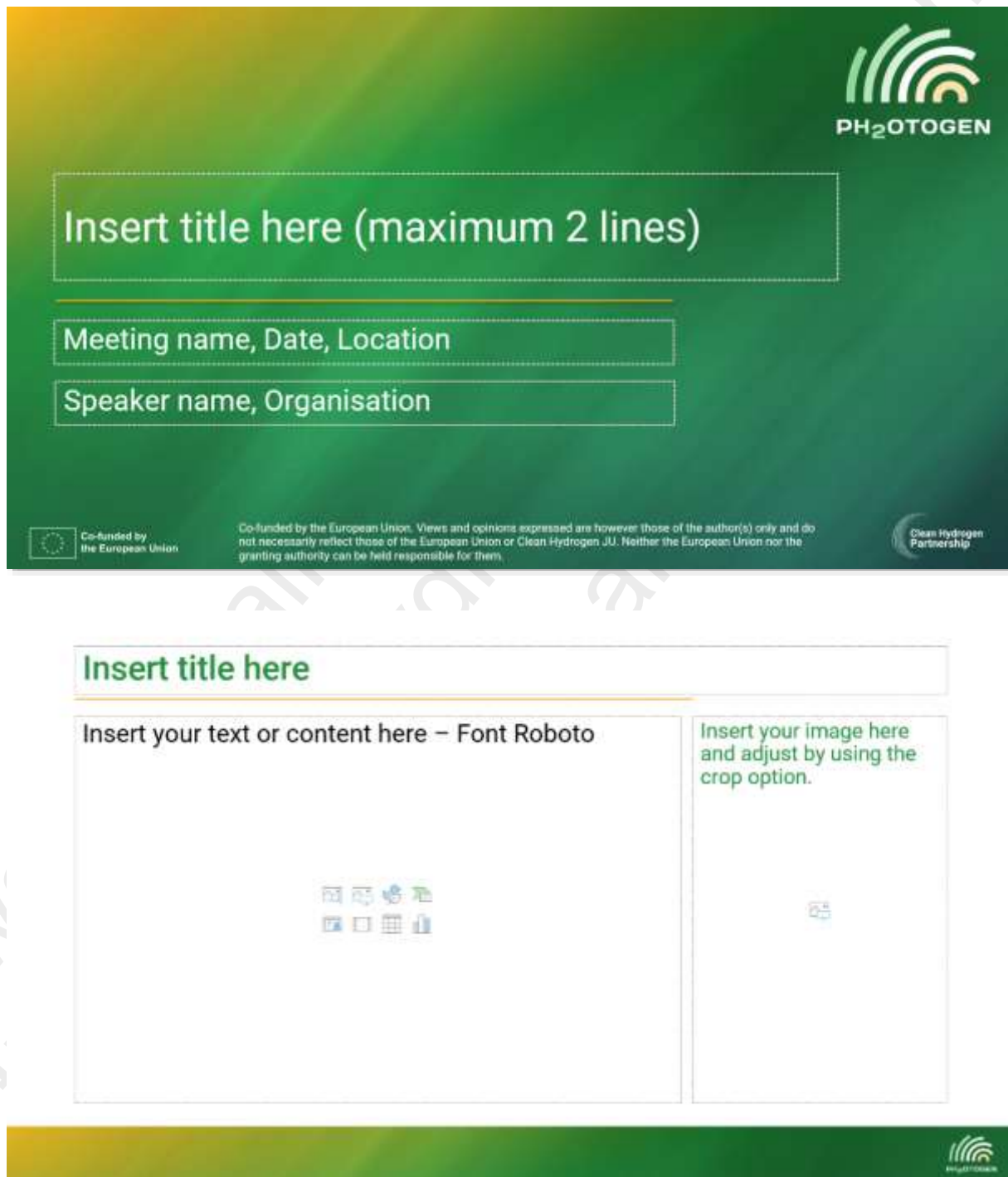


Figure 11: Extracts of PowerPoint template

4.2 Deliverable template

A Word document template was also prepared and shared with all PH2OTOGEN partners shortly after the start of the project. Consistent with PH2OTOGEN visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 12: Deliverable cover template

4.3 Other materials

Standard presentation: as the project is scaling up, a general presentation is being created so the partners can use it during their interventions at events, workshops, etc. It will be updated based on the project's achievements.

Roll-up: a roll-up was produced to display PH2OTOGEN brand and information at physical events and gatherings. This roll-up was printed in June 2024 and is planned to be reused as much as possible.



Figure 13: PH2OTOGEN roll-up

Poster: A poster was created to display the project's information and visual identity, which is used at events and workshops to present PH2OTOGEN.



Figure 14: PH2OTOGEN poster

Flyer: a flyer was designed and is printed on demand whenever it is relevant, for example at events, workshops, etc. It includes a description of the project and its objectives, consortium members and contact information.



Figure 15: PH2OTOGEN flyer

Other promotional materials: additional visuals are to be created to fit the needs of communication during the project, mainly for social media posts and the promotion of events.

4.4 Project description

The project description was drafted in two lengths, to ensure a coherent and consistent presentation of PH2OTOGEN. This description is used by partners for promoting, communicating, and disseminating the results of PH2OTOGEN.

Short version

PH2OTOGEN - Developing scalable and sustainable solar-to-hydrogen technology

Contributing to climate change mitigation, PH2OTOGEN is aiming to develop a scalable photocatalytic flow reactor that produces green hydrogen, along with value-added oxidation products that can generate revenue to accelerate the availability of green hydrogen.

Visit the project website for more information at www.PH2OTOGEN.eu

Coordinator: Hannah Johnson, Toyota Motor Europe NV (TME)

Co-funded by the European Union. The project is supported by the Clean Hydrogen Partnership and its members.

The Swiss partners EPFL and Solaronix are co-funded by the SERI.

Long version

PH2OTOGEN - Developing scalable and sustainable solar-to-hydrogen technology

With the increase of CO₂ emissions causing climate change, it's imperative to find solutions that can bring green hydrogen to market quickly.

PH2OTOGEN is aiming to develop a scalable photocatalytic flow reactor that produces green hydrogen, along with value-added oxidation products that can generate revenue to accelerate the availability of green hydrogen.

The PH2OTOGEN consortium, gathering 8 partners from 5 countries, uses advanced techniques to identify promising and innovative combinations of semiconducting materials to achieve an average solar-to-hydrogen efficiency of > 5% over 500 hours in a 500 cm² demonstrator.

Visit the project website for more information at www.PH2OTOGEN.eu

Coordinator: Hannah Johnson, Toyota Motor Europe NV (TME)

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4.5 Website

A landing page version of the website was published at www.PH2OTOGEN.eu at the beginning of the project and replaced by a more complete website on 4 April 2024. The website display is made to be appealing, easy to use, and responsive on any type of device (computer, phone, tablet, etc.). It is also compatible with web browsers on all common operating systems.

The website is the primary source of information regarding the project's progress and activities. It presents PH2OTOGEN and its objectives and is regularly updated to keep the stakeholders engaged.





Figure 16: Extract of PH2OTOGEN website (from top to bottom: homepage and the project)

The website is organised to access easily the information and is updated throughout the project's lifetime. It is organised in different sections as following:

- **Homepage:** this is the site's landing page. It gives a short summary of the project's objectives, key figures like partners, countries involved, project duration, and deliverable count, features the latest news and events, and encourages the subscription to the newsletter.
- **"About the project" section:**
 - **The project:** introduces PH2OTOGEN's mission to develop scalable solar hydrogen technology, the description of work packages, and provides context about Clean Hydrogen Partnership.
 - **Objectives:** details the project's specific goals and expected impacts.
 - **The consortium:** presents the 8 partner organisations from 5 countries involved in the project and links to their website.
- **"Resources" section:**
 - **Deliverables and publications:** provides access to public project deliverables and scientific publications resulting from the research.
 - **Communication resources:** offers downloadable materials such as the logo and the graphic handbook, access to bi-annual newsletters, and latest video.
- **News and events:** features all the latest project updates, research milestones, and upcoming events.

An analytic tool, IONOS, is used to monitor the website results and to follow the KPIs set in the project (described in Section 7). Since launch through 17 December 2025, the website has accumulated 6782 visits. The most visited pages are the Homepage, "News & Events" and "The project" pages.

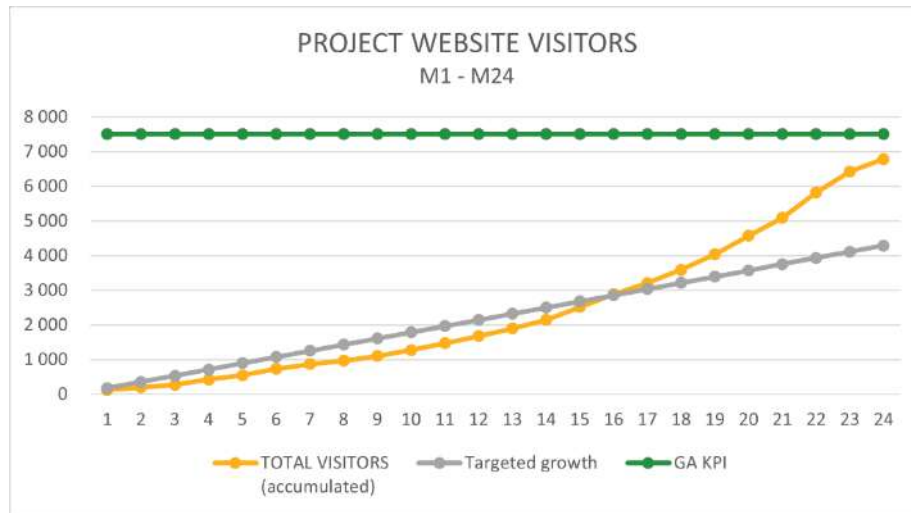


Figure 17: PH2OTOGEN website visitor growth (M1-M24)

4.6 Social media

Two social media channels were selected to serve communication and dissemination: LinkedIn and X (Twitter), based on the type of content and identified target audiences (see Section 2 of this deliverable).

A selection of hashtags has been identified to be used on social media and ensure that the project is linked with relevant topics and communities already present on those platforms.

The hashtags are not meant to be used all at once and should be adapted to the type of content that is published. This list might also evolve with time while adjusting the communication and dissemination strategy.

#PH2OTOGEN #HorizonEurope #Sustainability #RenewableEnergy #energytransition #solarpower #grehydrogen #sustainablefuture #innovation #greenenergy

A total of 350 combined followers on all accounts was set as a KPI for the project in the Grant Agreement. As of 17 December 2025, PH2OTOGEN has reached 488 followers in total. An updated internal target of 600 followers has therefor been established and will be updated if exceeded again.

4.6.1 LinkedIn

The LinkedIn page of PH2OTOGEN was created at the beginning of the project: www.linkedin.com/company/PH2OTOGEN



Figure 18: PH2OTOGEN LinkedIn Page

This social media platform presents a key opportunity to reach a wide audience of stakeholders, as the partners have a large base of followers.

The three main objectives set for LinkedIn are to:

- Bring relevant news into the stream of information of the target audiences
- Engage with relevant communities regarding the topics of green hydrogen, renewable energy, and innovative science.
- Create anticipation to PH2OTOGEN's results and possible impacts.

While the objectives are similar to those defined for the X (Twitter) account, the audiences addressed differ. LinkedIn content is especially tailored for scientific communities, academia, industry stakeholders and a wide professional audience.

Posting frequency is aligned with the project's implementation timeline and adjusted to ensure regular visibility, prioritising high-quality content with clear added value over volume.

As of 17 December 2025, the account had gathered 442 followers and shows encouraging engagement levels when the content is published, with 20,279 impressions and 460 reactions in the last year alone.



Figure 19: PH2OTOGEN LinkedIn followers

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In order to keep the channel active and growing, the following actions are planned:

- Continue producing high-quality, value-driven content
- Reply to users who mention **@PH2OTOGEN**
- Follow and engage users who post content related to PH2OTOGEN activities
- Track specific words, mentions and trending hashtags to keep the content up-to-date

4.6.2 X (Twitter)

To facilitate PH2OTOGEN's discoverability, the account @PH2OTOGEN was created on X (Twitter) at the start of the project. The channel was initially intended to address a broad audience, including the general public, policymakers and journalists.



Figure 20: PH2OTOGEN X (Twitter) Page

The engagement on X has remained limited throughout the project and reflects a global trend, with many research institutions, organisations and stakeholders reducing their presence and activity on the platform, some of them leaving the platform entirely. As a result, interaction with the project's target audiences have been low. As of 17 December 2025, the account counts 23 followers, mainly organisations and stakeholders.

Access to detailed analytics and performance insights on X has become increasingly limited, making it more challenging to assess the impact of communication activities on this channel.

More generally, recent changes in the platform's governance and moderation practices have raised questions regarding the alignment with the values promoted by Horizon Europe projects. The consortium has discussed the potential use of alternative platforms such as Bluesky, which offers similar functionalities and may provide a more suitable environment for future outreach.

4.7 Newsletters

An external newsletter has been set up to highlight key project updates and accomplishments, participation in events, and the latest publications.

A total of seven newsletters are planned over the project's lifetime, planned to be distributed on a bi-annual basis. Since its launch, three issues have been sent in [July 2024](#), [December 2024](#) and [June 2025](#). The next one is scheduled for January 2026 to maximise engagement. While the number of newsletter subscribers is not defined as a Key Performance Indicator (KPI), the mailing list currently includes 49 subscribers. This figure does not fully reflect engagement levels. Individual newsletter articles are also published on the project website and relayed through social media channels, giving them a much wider reach.

In alignment with the content flow detailed in Section 3.1 of this deliverable, partners play an essential part in providing relevant and up-to-date information for the newsletters.

Statistics are monitored, and the format and content may be adjusted over time to better respond to stakeholder interests and information needs. Subscription links are promoted via the project website and social media channels to encourage subscriber growth.

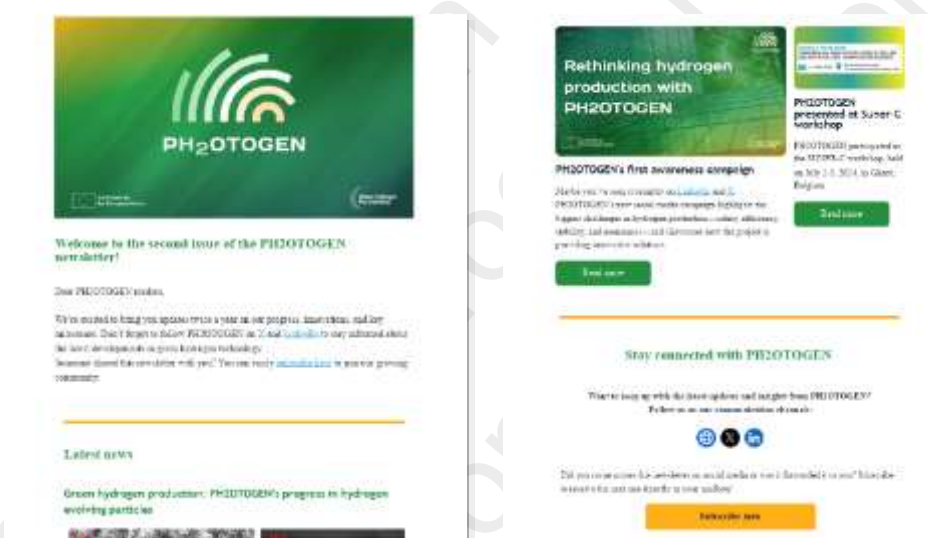


Figure 21: Extract of PH2OTOGEN newsletter

4.8 Articles

In collaboration with all partners of the consortium, articles on various relevant topics have been created and published on the website, social media and newsletters. Since the beginning of the project, published articles include:

- [Shared protocols, shared progress: collaboration at the heart of PH2OTOGEN](#)
- [Scale up of the transparent, conducting, porous support](#)
- [Organic photoabsorber layer of the photocathode](#)

- [The PH2OTOGEN project aims at utilising sunlight to produce green hydrogen from water while oxidising low-value organic molecules, such as glycerol, into valuable chemicals](#)
- [Consortium meets in Eindhoven](#)
- [PH2OTOGEN's photoreactor design using multiphysics modelling](#)
- [An optimised, robust, and scalable photocatalyst support](#)
- [Evaluating sustainability and costs: PH2OTOGEN's lifecycle assessment and cost analysis](#)
- [Tackling key challenges in hydrogen production: PH2OTOGEN's social media campaign](#)
- [Green hydrogen production: PH2OTOGEN's progress in hydrogen evolving particles](#)
- [Turning glycerol into valuable products: PH2OTOGEN's progress in oxidising particles](#)
- [PH2OTOGEN at SUNER-C workshop](#)
- [How does PH2OTOGEN's demonstrator work?](#)
- [The PH2OTOGEN project is officially launched!](#)

More articles will be created throughout the project's durations.



Figure 22: Extracts of PH2OTOGEN articles

4.9 Videos

Short videos have been produced to showcase the project's objectives and research. Since the launch, three videos have presented:

- The PH2OTOGEN objectives – [Interview of Pascale Chenevier, Researcher at CEA Grenoble on nanosciences](#)
- The [presentation of a PH2OTOGEN publication](#) (with OPH2ERA project) – Interview of Marco Favaro Deputy Head of the Institute for Solar Fuels at Helmholtz-Zentrum Berlin

- The [consortium's visit of the DIFFER materials lab in Eindhoven](#) during PH2OTOGEN consortium meeting in January 2024



Figure 23: Extract of posts on PH2OTOGEN videos

4.10 Factsheets

Two factsheets will be created to highlight the accomplishments of the work packages. These factsheets will be widely spread through PH2OTOGEN website, social media platforms, conferences, and various European networks and initiatives (Task 7.2).

5 Awareness raising campaign

Yearly awareness-raising campaigns are developed under task T7.3 to address the general public, stakeholders and policymakers.

These campaigns aim to inform and educate about the challenges of hydrogen production and mitigate the concerns about scalability and sustainability of this technology.

The messages are tailored in collaboration with task 7.1 (Public communication), with the objective to be clear, pedagogic, and close to the preoccupations of the target audiences.

The first awareness-raising campaign was implemented in November and December 2024 and disseminated through social media. It consisted of weekly posts highlighting the main advantages of PH2OTOGEN's technology in relation to recurring concerns around solar hydrogen, particularly in terms of safety, cost, efficiency and stability. In parallel, the different work packages of PH2OTOGEN were presented, to increase the overall visibility and improve understanding of the project's structure.

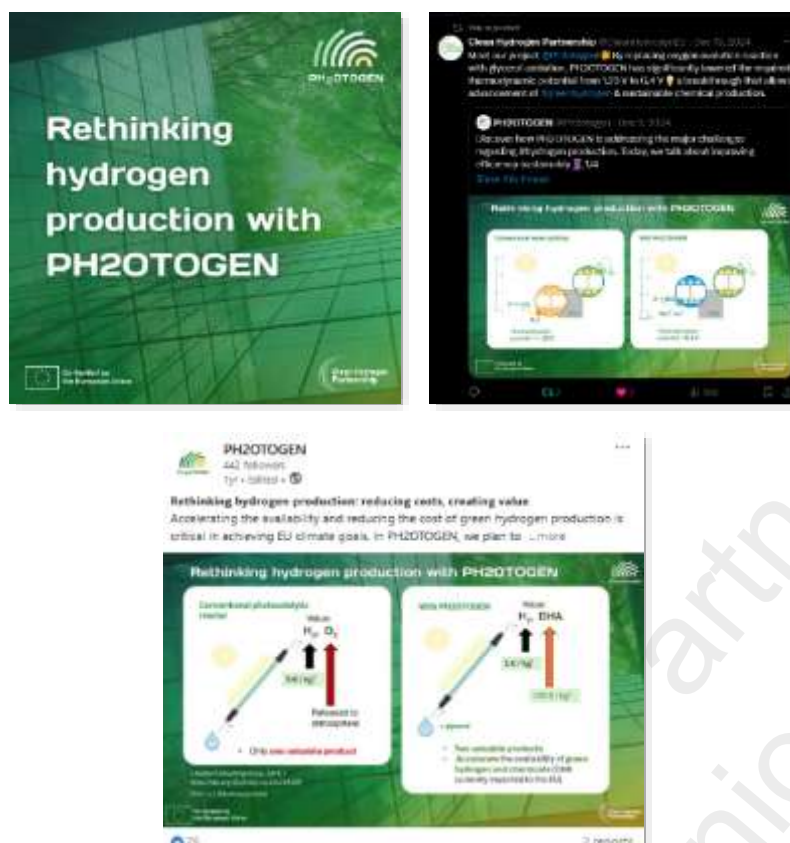


Figure 24: Extracts of awareness campaign social media posts and visuals

The campaign generated measurable engagement, resulting in 102 new followers, 6074 impressions and 133 reactions between 12 November 2024 and 30 December 2024.

The future campaigns (next campaign is planned in January 2026 to maximise engagement) will be closely monitored and adapted if necessary, to gain even more visibility and engagement around green hydrogen and PH2OTOGEN technology. The outcome of this task will be reported in Deliverable 7.4 "Report on synergies, clustering activities and stakeholder outreach".

6 Dissemination channels and contents

6.1 Interaction and exchanges related to other projects

PH2OTOGEN consortium partners actively engage with other projects and relevant networks to encourage collaboration and knowledge exchange. Examples of such activities include:

- Participation by Hannah Johnson (Toyota Motor Europe), PH2OTOGEN Project Coordinator, in a SUNER-C workshop in July 2024, where PH2OTOGEN was presented to the research community.
- Co-publication of two scientific outputs with the OPH2ERA project through the HZB partner in December 2024.

Further relevant projects and initiatives have been identified for potential collaboration and clustering activities, including Elobio, Oracle, GH₂, Kerogreen, SFP 953: Synthetic Carbon Allotropes, SunCoChem, SUNER-C Project SUNERGY and Clean Hydrogen Partnership projects.

6.2 Conferences and events

The PH2OTOGEN has participated in 7 events since the launch of the project:

Title	Date	Place	Partners participating	Description of activities
ModVal 2025	10/03/2025	Karlsruhe, Germany	EPFL	Poster Presentation
4ème congrès international MOMENTOM	02/05/2025	Paris, France	CEA	poster presentation
Electrochemical National Symposium	12/05/2025	Utrecht, Netherlands	DIFFER	Poster Presentation
E-MRS	26/05/2025	Strasbourg, France	CEA	Oral presentation
the 11th International Symposium on Radiative Transfer (RAD-25)	15/06/2025	Kuşadasi, Türkiye	EPFL	Conference Paper
5th international solar fuel conference 2025	01/09/2025	Newcastle, UK	DIFFER, CEA, EPFL	Keynote presentation, Poster and oral Presentations
Plénières FRH2 (french hydrogen research network)	7-21/11/2025	Annecy, France	CEA	Oral Presentation

Table 4: participation of PH2OTOGEN consortium at events

As the project's research progresses, the consortium will continue to participate in relevant events throughout the project duration.



Figure 25: Social media posts about PH2OTOGEN participation to events

The PH2OTOGEN project have identified several events of interest:

- Clean Hydrogen Partnership events
- European Hydrogen Conference
- Hydrogen Days
- The long night of science (DE)
- National Congress of the French Chemical Society (FR)
- Research institute open days
- Cluster meetings organized by CHP-JU and Suner-C (European network for solar fuels)
- NanoGe MATSUS conferences,
- European Materials Research Society meetings (Spring and Fall)
- Annual Meeting of International Society of Electrochemistry
- World Hydrogen Energy Conference
- World Hydrogen Technologies Convention

The partners are required to participate in at least 30 events, conferences and trade fairs throughout the project.

To make sure the dissemination and communication team is in capacity to prepare all the relevant communication materials for those events, the consortium is required to fill the excel file created in the Teams channel and mentioned in Section 3.2.

A final multi-stakeholder event will be organised at the end of the project to present the results and reach a wide audience and foster opportunities to take the results and knowledge of PH2OTOGEN beyond the life of the project.

6.3 Webinars

The PH2OTOGEN project will create further dissemination opportunities in the scientific community by hosting 2 webinars to share the knowledge gathered during the project and its

key results. Industry stakeholders will also be invited to take part in two additional webinars, to show how the results and the technology can be beneficial to industry.

These webinars will contain some live interactions to engage discussions with key stakeholders. Recordings will be published on the PH2OTOGEN website.

6.4 European dissemination channels

Once the results of the project are more advances, PH2OTOGEN will also use the available official European dissemination channels, for example:

- Horizon Result Platform
- Innovation Radar
- Horizon Impact Award
- Horizon Results Booster
- IP Booster
- Programme Review Days
- Dealflow.eu

6.5 Scientific publications

A minimum of 10 publications, including 6 publications co-authored by two partners or more will be written by lead scientific partners involved in the project. Up until now, three publications have been published:

Title of the publication	Authors
Resolving Peak Overlap in HPLC Analysis of Glycerol Oxidation Products by Utilizing Various Detectors: Application to BiVO₄ Photoanodes ACS Omega	Marco Favaro and Roel van de Krol (HZB) - with OPH2ERA project
Sustainable upgrading of biomass: a thermodynamic approach to fine-tuning product selectivity for glycerol oxidation Chemical communications	Marco Favaro and Roel van de Krol (HZB) – with OPH2ERA project
A polymer bilayer hole transporting layer architecture for high-efficiency and stable organic solar cells Joule Cell Press	Thomas Heumüller and Christoph Brabec (FAU)

Figure 26: Publications of PH2OTOGEN

Another publication was submitted by HZB in December 2025, focusing on the effect of pH and product concentration on the formal potential of glycerol oxidation reaction products. Another manuscript is under preparation on MoS_x hydrogen evolution catalyst development.

These publications play a key role in the dissemination activities and are presented in some of the conferences listed in section 6.2.

All the publications are to comply with the Horizon Europe Open Access policy by providing online access to any article, conference paper or research data published in peer-reviewed

scholarly journals. This access is free of charge and reusable via repository platforms like Zenodo.

As described in Section 3.2, partners are encouraged to share information about their scientific publications via the file created in the common Teams channel of the project.

Some other peer-review journals and scientific magazines have been identified:

- ACS Catalysis
- ACS Nano
- ACS Applied Nanomaterials
- ACS Applied Materials and Interfaces
- Green Chemistry
- Energy and Environmental Science
- ACS Energy Letters

If relevant, other journals will be added to this list.

6.6 Students' activities

The dissemination activities also focus on students, as they are involved and trained according to the knowledge and results gathered throughout the project. The dissemination activities include internships at the partner's organisations, PhD programs and guest lectures by the partners. Such activities took place for example between CEA, FAU, and EPFL teams who worked together at EPFL to refine a scalable photocathode assembly process, while HZB researchers were at DIFFER exchanging on photoanode development. An [article](#) was created and shared on the website and social media to reflect these activities.



Figure 27: Social media post on the article on exchange activities

7 Key Performance Indicators

To ensure that the project meets enough recognition among the identified stakeholders, some Key Performance Indicators (KPI) have been defined and are to be completed by the end of

the project. As some KPIs have already been reached, complementary internal KPIs have been established to encourage continued progress in communication and dissemination activities.

Activity	Description	Grant Agreement Target	KPI M24 (17 December 2025)	Revised KPI
Public website	Number of visits	7,500 visits	6782 visits	10,000
Social media	Number of followers all accounts combined	350 followers	488 followers	600
Scientific publications	Number of publications of partners	10, at least 6 co-authored by two or more partners	3 publications	N/A
Conference, events, trade fairs	Number of participation of partners	30	7 events	N/A
Scientific webinars	Number of attendees	50	N/A (At the end of the project)	N/A
Industry webinars	Number of attendees	50	N/A (At the end of the project)	N/A
Project final event	Number of attendees	50	N/A (At the end of the project)	N/A

Table 5: PH2OTOGEN key performance indicators (KPIs)

Conclusion

This deliverable is an updated version of the initial Dissemination and Communication Plan for PH2OTOGEN (D7.1 – Month 3). It ensures that the project is effectively promoted and that its results are disseminated beyond the life of the project. This plan will be adjusted and improved based on the continuous monitored results. A final version of the deliverable will be available in May 2027 (D7.5 – Dissemination & Communication Plan final).

The final version of the deliverable will include the dissemination and communication actions conducted. It will also analyse if the results are aligned with the objectives set in this present deliverable.