



Deliverable 6.3

Update to Communication plan

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
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CO	Confidential, only for members of the consortium (including the Commission Services)	
CON	Confidential, only for members of the Consortium	

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1. Summary

This document reports the deliverable D6.3 – Updated Communication plan - of the Empower project. In this respect, this document summarizes small adjustments to the original Communication plan (D6.1). The report should be read in company with the original communication plan.

2. Communication plan

The overall topics of communication – what to communicate and to whom – is still valid as detailed in the original communication plan. The key advantages of the developed micro-CHP system as well as novel innovations are the main messages. The following sections describe the updates to the original communication plan.

2.1. Empower Project website

The Empower's project website (www.empower-euproject.eu) is currently being used to spread relevant information about the Project. It has demonstrated to be an important tool for the communication actions. The webinar organized by VTT on “methanol fuel cells applications and the potential of renewable methanol (15.12.2020)” was advertise using this platform with high success, considering the 37 registered participants from 19 different organizations. The public deliverables are also being uploaded to the project website to further communicate about the project activities and up to date actions.

2.2. Websites of the Consortium Members

The consortium members have included on their own websites relevant information about the project and events organized by the partners.

2.3. Press releases and newsletters

The periodicity of the Newsletters was changed from each six months to each twelve months intercalated with the Press releases (Fig.1).

2.4. Social networking

The LinkedIn profile of the Empower project (<https://www.linkedin.com/company/empower-h2020-project/?viewAsMember=true>) has been active and it has been used to share news and articles, events, project outcomes and other relevant information, such as the webinar on methanol fuel cells applications and the potential of renewable methanol (15.12.2020). A challenge has been to gather a larger amount of followers for the page, which naturally affects its outreach.

