



D6.1 Communication and Dissemination

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DISCLAIMER

This project has been funded by ANR, FCT, MESRI, MUR, DSTI-NRF, ARI, Projektträger Jülich PTJ, LGI under the LEAP-SE project that has received funding from the European Union's Horizon Europe Program Cofund Action under Grant Agreement 101172838. The GH-SAFE project's consortium writes the information, documentation, and figures available in this deliverable, and it reflects only the authors' view. The European Commission is not liable for any use that may be made of the information contained herein.

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NATURE OF THE DELIVERABLE		R
DISSEMINATION LEVEL		
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project page)	X
SEN	Sensitive, limited under the conditions of the Grand Agreement	
CLASSIFIED R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
CLASSIFIED C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
CLASSIFIED S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	

* R: Document, report (excluding the periodic and final reports)
 DEM: Demonstrator, pilot, prototype, plan designs
 DEC: Websites, patents filing, press & media actions, videos, etc.
 DATA: Data sets, microdata, etc. DMP: Data management plan E
 ETHICS: Deliverables related to ethics issues
 SECURITY: Deliverables related to security issues
 OTHER: Software, technical diagram, algorithms, models, etc.

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EXECUTIVE SUMMARY

The purpose of this document is to outline the overall plan for communicating strategically about the GH-SAFE project. It outlines communication and dissemination goals, identifies key stakeholders and communication channels, and describes guidelines, activities, and how their success will be evaluated in alignment with the established project objectives.

This document outlines the plan to keep track of all partners' dissemination activities and to provide insight into the outcomes and knowledge that will be gained throughout the project's lifetime. It provides all the activities designed to create awareness and give visibility to the project over the next three years of the project.

Given that communication actions are iterative processes, WP6 will regularly reassess the tactics and strategies in place to ensure the plan is continuously updated to better meet the needs of target audiences and adapt effectively throughout the project's duration.

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ABBREVIATIONS

ANR	Agence Nationale de la Recherche (France)
ARI	Agence Régionale de l'Innovation (Réunion)
AU	African Union
CMS	Content Management System
DSTI-NRF	Department of Science, Technology and Innovation National Research Foundation (South Africa)
EC	European Commission
EU	European Union
FCT	Fundação para a Ciência e a Tecnologia (Portugal)
GH-SAFE	Green Hydrogen for Safe and Affordable Energy
HICE	Hydrogen Internal Combustion Engine
KPI	Key Performance Indicator
LEAP-SE	Long Term Europe Africa Partnership on Sustainable Energy
LGI	LGI Sustainable Innovation
LOHC	Liquid Organic Hydrogen Carrier
MESRI	Ministry of Higher Education, Scientific Research and Innovation
MOU	Memorandum of Understanding
MUR	Ministry of University and Research (Italy)
NGO	Non-governmental Organisation
OA	Open Access
PECR	Privacy and Electronic Communications Regulations
PV	Photovoltaic
SSL	Secure Sockets Layer
TRL	Technology Readiness Level
UASZ	Assane Seck University of Ziguinchor
VET	Vocational Education and Training

INTRODUCTION

This document presents the Communication and Dissemination plan for the GH-SAFE project. It defines a clear strategy to maximise the project's visibility, enhance its impact, and ensure that key outcomes reach a wide and relevant audience of stakeholders in Europe and Africa.

The document outlines the full aspects of communication channels that will be used to promote the project, presents the project's branding approach, defines key messages for each stakeholder group, planned efforts for events and training activities and establishes the framework for monitoring communication effectiveness. It defines an initial exploitation strategy and a detailed approach through which GH-SAFE will seek synergies, MOU agreements, and joint activities.

1. COMMUNICATION AND DISSEMINATION STRATEGY

The ambition of the GH-SAFE communication and dissemination activities is to maximise awareness and impact of the project's results and contribute to the establishment of a strong and lasting EU-Africa energy research and innovation ecosystem. To ensure that all communication and dissemination efforts of the project are well documented, APODISSI has prepared and shared an Excel sheet for the consortium to keep records, reports and promote them accordingly.

1.1 OBJECTIVES

- To increase visibility of the GH-SAFE project and share its findings on green hydrogen technology among target audiences in Europe and Africa, positioning the technology as a viable, economic, social and environmental innovation solution in African rural settings.
- To disseminate scientific results, datasets and findings through open-access publications, conferences and digital platforms to ensure that the research community benefits from GH-SAFE outputs.
- To engage rural communities in Africa with a keen focus on youth and women to understand and adopt the technology in alignment with T5.3 and T5.4 (WP5) 'Environmental visibility and Social acceptance and impact assessment'.

- To build and strengthen partnerships with relevant EU-Africa projects, LEAP energy projects, and organisations through synergies and MoU agreements that extend the reach and sustainability of GH-SAFE results.
- To inform policymakers, investors and rural electrification agencies about the economic viability and replication potential of the GH-SAFE system, supported by the techno-economic assessment and replication roadmap that will be developed in WP5
- To promote the virtual summer school and open training materials among African Vocational Education Training institutions in order to build the skills needed for long-term adoption and maintenance of the technology.
- To fulfil all LEAP-SE communication requirements, including annual reporting, participation in LEAP-SE organised meetings, and adherence to EU and AU recognition guidelines.

1.2 GH-SAFE STAKEHOLDERS

The project targets both internal and external stakeholders in Africa and Europe to ensure that the impact of the project is well communicated, fosters knowledge exchange and builds capacity that will sustain project findings.

Internal GH-SAFE community

- Consortium members: They are the main drivers of the project, conducting tests, networking, and providing resources that ensure the success of the project objectives. To support their efforts, they will get regular updates on the progress of WPs and plans to be completed. They will be reached via email and provided with all resources in the project repository. Specific communication information requesting updates in the field will be sent and received to make sure that the GH-SAFE technology results are well documented and published if necessary.

External GH-SAFE community

- Research community and academia: Through the research institutions' technology testing activities, the project will establish knowledge exchanges on renewable energy.
- EU and AU renewable energy projects and initiatives: This ensures knowledge sharing, networking, validation support, and future exploitation of results. Through publishing in Open Access journals, foster collaborations and integrate feedback into the GH-SAFE technological development

- Rural communities and end users: The project will conduct a techno-economic analysis and an environmental, social and economic impact assessment (WP5). With this, the project will conduct direct engagements with communities in Africa through video interviews, local press coverage, workshops, focus groups and surveys.
- Policymakers and government bodies: For the GH-SAFE technology to move beyond TRL 4 and into wider deployment, national agencies will be actively involved to establish certification pathways and ensure compliance with safety regulations for LOHC-based hydrogen systems to reach communities. This will be done through the techno-economic assessment and replication roadmap in WP5. This final project event will also be used to disseminate these results to government representatives.
- Renewable energy industry and investors: The project will reach industry actors and investors using concrete information drawn from the techno-economic assessment, which targets electricity costs below € 0.40 per kWh and an internal rate of return of 15-18% with subsidies. To facilitate partnerships for further product development and commercialisation (TRL>5) and ensure alignment with market demands and regulatory requirements.
- VET providers and students: GH-SAFE will engage VET providers and students through a virtual summer school on renewable hydrogen and energy storage in Africa through a curriculum designed for up to 60 participants in the target countries. All learning materials produced for the summer school will be made freely available on the Smart Step e-learning platform, managed by APODISSI.
- NGOs and civil society: The project will engage organisations active in the green energy sector, particularly those advancing women's participation in the energy transition, rural development, and climate action. They will be engaged through the media, event participation, and several stakeholder workshops organised throughout the project.
- General public and media: Given that sustainable energy and electricity are topics of discussion in Africa, the project activities will be disseminated across the continent through the media, the project website, social media, and engagement. Engaging the public and media will build societal trust and encourage acceptance of hydrogen-based solutions.

TABLE 1: GH-SAFE KEY MESSAGES

TARGET GROUP	CHANNEL	KEY MESSAGES
Research community	Publications, conferences in the EU and Africa, webinars, Zenodo	Explore open scientific knowledge base, validated datasets, and demonstration results to accelerate research in electrolyzers, hydrogen storage, catalysts, hydrogen

		internal combustion engines (HICE), and renewable energy integration
Rural community and end users	Community interviews, local press, workshops, surveys	A safe technology that generates reliable electricity to power homes, clinics, schools and businesses. Participate in shaping a clean energy solution designed for your community.
Policymakers and government bodies	Policy briefs, LEAP-SE events, conferences in the EU and Africa	Explore evidence-based solutions for rural electrification. Get insights to inform energy planning, support the transition to clean energy, and connect with experts driving EU-Africa hydrogen innovation.
Industry players and Investors	Project's website, industry-focused African press, industry events	Discover investment opportunities in scalable green hydrogen technologies. Explore GH-SAFE's techno-economic findings and support the commercial deployment of affordable, low-carbon energy solutions across Africa.
VET providers and students	Smart Step e-learning platform, summer school, social media	Access free learning resources and develop skills on green hydrogen technologies.
NGOs and civil society	Press releases, website, stakeholder events	Support the transition to clean, reliable energy in rural communities.
General public	Community events, social media, media and project website.	Discover how green hydrogen can reduce carbon emissions and create a safer community.

2. GH-SAFE BRAND IDENTITY

2.1 BRAND

The project has dedicated the first two months (June-July) to building the core elements of its visual identity: logos, preferred fonts, colour palettes, and templates for press releases, deliverables, and PowerPoint. These elements are continuously improved throughout the project.

The GH-SAFE colour palette was carefully selected to represent renewable energy, hydrogen innovation, and environmental sustainability. Shades of green symbolise clean energy, growth, resilience, and the project's commitment to a low-carbon future.

The logo is the primary visual identifier of the project and has been designed to communicate the fusion of nature and advanced technology. It will be used consistently across all communication materials to strengthen project recognition and ensure a professional visual identity. It has also been shared with the consortium.



FIGURE 1: GH-SAFE LOGO

2.1.1 BRANDGUIDE

The brand guidelines define the visual identity of the GH-SAFE project and ensure a consistent, professional presentation across all communication and dissemination materials. They establish the correct use of the project logo, colour palette, typography, imagery, icons, and graphic elements, creating a recognisable and coherent brand. By following these guidelines, all project partners can produce materials that strengthen GH-SAFE's visibility, reinforce its values of innovation and sustainability, and maintain a unified identity throughout the project's lifetime.

A brand guide document has been developed and shared with the consortium.

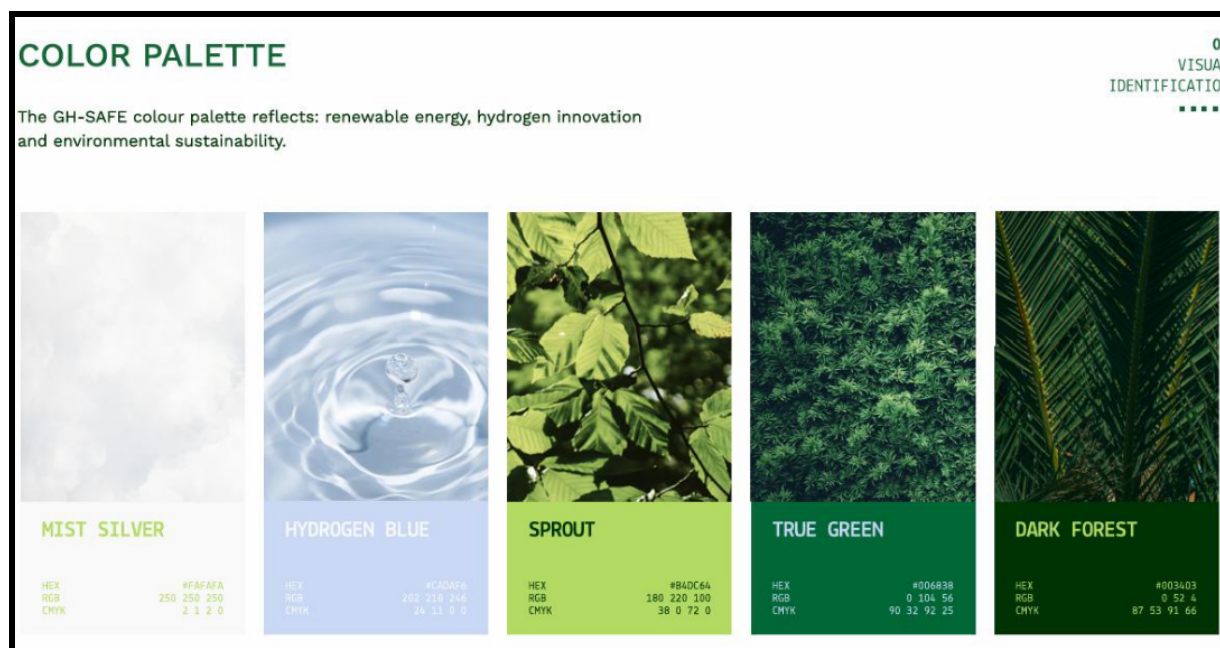
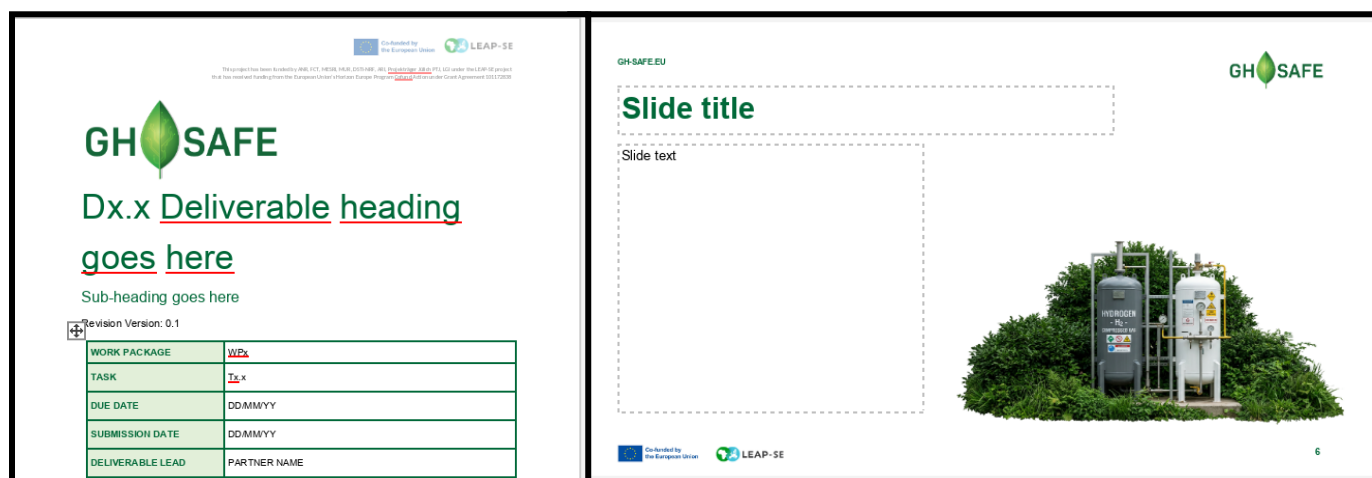


FIGURE 2: GH-SAFE BRAND GUIDELINES

2.2 TEMPLATES

The PowerPoint presentation template has been designed for both internal consortium use and external events. It will allow partners to communicate project activities, results, and context consistently and professionally. A deliverable template has also been shared in M1, which will be used for all public deliverables, including structured sections for objectives, methodology, findings, and conclusions. All templates will embed the GH-SAFE logo, EU and LEAP-SE recognition, and links to the project's communication channels. The presentation template will be used to create a standard slide deck which will be used to present the project's objectives and results at events.

FIGURE 3 GH-SAFE TEMPLATES



2.3 LEAP-SE AND EU RECOGNITION

In compliance with communications requirements, all GH-SAFE brand materials carry the LEAP-SE and European Union logos displayed with an acknowledgement statement that recognises all funding bodies whether online, offline, social media, presentations, press interviews, webinars, videos, or any other public output.

The project displays logos in the following format with the statement “This project has been funded by ANR, FCT, MESRI, MUR, DSTI-NRF, ARI, Projektträger Jülich PTJ, LGI under the LEAP-SE project that has received funding from the European Union’s Horizon Europe Program Cofund Action under Grant Agreement 101172838”



FIGURE 4: FUNDING RECOGNITION

3. COMMUNICATIONS CHANNELS AND TOOLS

3.1 GH-SAFE WEBSITE

The GH-SAFE website (<https://gh-safe.eu/>) is a vital communication tool to disseminate the ambition, results and activities of the project to a wide audience. It is a responsive and mobile-friendly site developed with easy navigation for visitors. The website navigation bar consists of the following:

- About: This section includes full details of the project technology, partners and the challenges it will address.
- African research countries: This section highlights the activities of each African research country involved in the project: Morocco, Senegal, La Réunion, and South Africa.
- Objectives: This section provides an overview of the project’s main goal.
- Library: This section serves as an open access library for all GH-SAFE presentations, deliverables, publications and promotional materials.
- News: This section has the latest news from project activities.

The GH-SAFE website was launched by APODISSI in June 20026, achieving milestone 2 of WP6, and will be continuously updated with content as the project progresses.

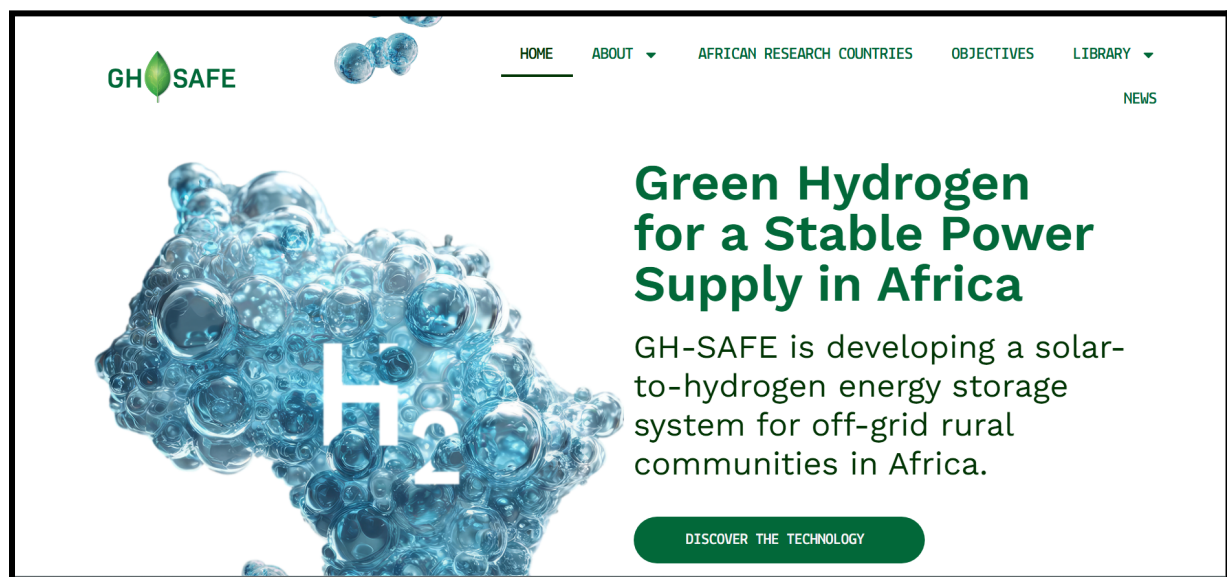


FIGURE 5: GH-SAFE WEBSITE

The GH-SAFE website is built using WordPress, a widely used content management system (CMS) known for its flexibility and ease of use. WordPress is open-source, regularly updated for security and performance, and optimised for search engines, making it a reliable and efficient choice for the project. Below are key reasons why WordPress was selected for this platform.

- WordPress has great support as it is used by so many people all over the world; countless guides, tutorials, and resources can be found online.
- WordPress makes SEO easy by having some built-in tools that tell you how SEO-friendly your content is.
- WordPress is flexible and can be as in-depth and complex as you want, or as simple as you want.
- WordPress is a safe and secure platform. It's also easy to enable an SSL certificate for your WordPress site.
- Slow websites are useless. WordPress knows this, so it has specific features and elements that you can take advantage of that will speed up your website.

GH-SAFE uses Matomo analytics, the most common free and open-source web analytics application, to track online visits and display reports on these visits for analysis. Matomo ensures compliance with worldwide privacy laws. It is compliant with the GDPR and a wide range of privacy policies around the world, such as HIPAA, CCPA, LGPD, and PECR. By default, IP Anonymisation is enabled in Matomo. This means Matomo stores in the database each new visitor's IP address with the last components removed to protect the user's privacy. IP anonymisation is a good way to protect users

with static IP addresses, as otherwise their browsing history would be easily tracked across several days and even across websites tracked within the same Matomo server.

With a target of more than 1500 website visitors by the end of the project, APODISSI has dedicated a monthly report generation to check-in on the number of unique visitors to get information about the average time spent on the website and the visitors' origin, ensuring that all content developed reaches its target audience in Senegal, La Réunion, South Africa, Morocco, France, Germany, Italy, Portugal and Nigeria.

The website will be monitored closely to track the number of visitors, pageviews, and unique pageviews. We are leveraging the partners' media networks to disseminate articles written by the project content editor, as well as securing media mentions to increase the project's visibility in news outlets.

3.2 GH-SAFE SOCIAL MEDIA

For the GH-SAFE project to reach a wider audience, it will maintain an active presence on LinkedIn as its primary professional channel used to target researchers, energy industry professionals, thought leaders in the energy sector, other EU and LEAP-SE projects, policymakers and investors. While X (formerly Twitter) will be used to attract younger audiences interested in acquiring knowledge about sustainable energy through short-form content. The project's YouTube channel will be launched to disseminate the project's videos.

These two main social media channels have been selected to disseminate the project's content and drive traffic to the GH-SAFE website. Also, APODISSI will put effort into creating interesting content for the GH-SAFE established audience and build a community that serves as a go-to for information on these topics. This will be done by posting and sharing information from other relevant accounts: partners, associated stakeholders, and influential accounts on topics about sustainable energy. We will ensure mutual engagement through tags and mentions; this way, organisations or individuals involved can see the posts and share them with their connections. To reach its KPIs, partners have also been encouraged to follow all social media accounts and make independent posts about the project. A list of partners' accounts has also been developed to ensure that all partners are tagged on all social media posts.

Using relevant hashtags can improve social media algorithms. The main project-related hashtags, which will be monitored and used in the project's posts, are: #EUAU. #LEAPSE #Hydrogen2Power #P2H2P #Energy #Electricity #GreenHydrogen. More hashtags could be used, depending on the trends and their relevance.

TABLE 2: GH-SAFE SOCIAL MEDIA CHANNELS

CHANNEL	AUDIENCE	ACTIVITIES	FREQUENCY
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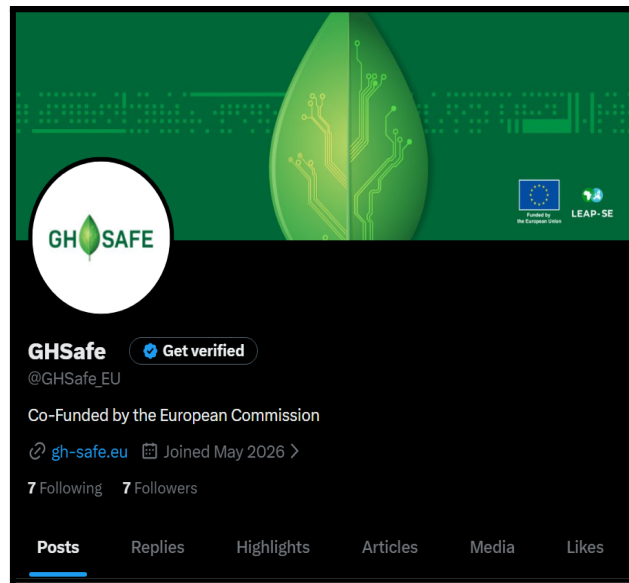
X (formerly Twitter)	Students, Climate action advocates/influencers	Short-form copy and captivating visuals to drive traffic to GH-SAFE news and events. Keep the dialogue with relevant initiatives through retweets	1 tweet per week, 2-3 re-tweets/day
Linkedin	Researchers, Energy sector professionals, Policy makers, E, AU and LEAP-SE energy projects, press, NGOs	Medium form copy with more formal/professional content to engage with relevant topics and create a community of interested professionals in EU and AU	1 post per week; 5-6 posts shared per day
YouTube	General audience	Webinar recordings, community engagement videos that show the progress of the project's activities.	Depending on the activities

3.2.1 X (FORMERLY TWITTER)

X is a global social media platform where users share and consume real-time information through short posts, images and videos. The GH-SAFE project will use the platform to share both live and scheduled tweets about the project updates, results and thoughts, leading tweets about sustainable energy generation. The X page was created (@GHSafe_EU) in May 2026. Content on the X account will be posted once a week to ensure that tweets are engaged with (i.e., likes, comments and retweets) by all partners. This content will be made to fit the short-form style of the platform, and written captions will fit the youthful expressions of its audience to ensure that they engage in the GH-SAFE-related topics.

In M1, a post about the kick-off meeting was made to promote this activity. Partners are encouraged to follow the account, tweet and retweet all posts.

FIGURE 6: GH-SAFE X PROFILE



3.2.2 LINKEDIN

Given its focus, the GH-SAFE content is heavily directed to the LinkedIn audience. The platform is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. It engages the GH-SAFE target audiences such as: researchers, thought leaders in the energy sector, NGOs promoting sustainable actions, and policymakers whose content will be relevant to.

The LinkedIn page (<https://www.linkedin.com/company/gh-safe/>) also serves as a supplement to the website, helps drive traffic to the site, and offers a way to promote the project. GH-SAFE will mention partners' LinkedIn pages to create positive visibility exchanges. This habit will be maintained for all posts, especially live posting about all events and partnerships made by the project. Currently, the page has 31 followers. LinkedIn offers a wide range of analytics tools that allow the project to monitor followers' job profiles and country of residence while providing an overview of unique visitors and the number of visits over time. This will be monitored closely.

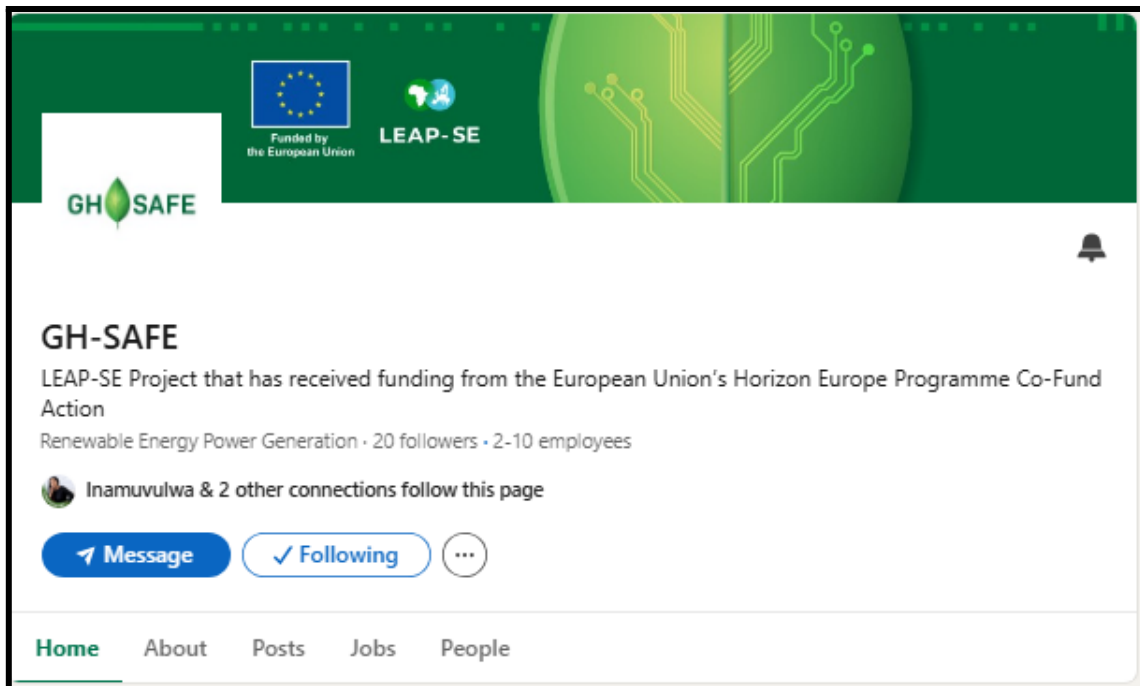


FIGURE 7: GH-SAFE LINKEDIN PROFILE

3.3 GH-SAFE NEWSLETTER

The GH-SAFE e-newsletter will be developed based on all activities happening within the project, published as: recent and upcoming events, outcomes, progress and achievements from the different Work Packages, interesting papers, news from other related projects, videos and major announcements. It will be distributed to the consortium partners and all the subscribers. It is foreseen to send a newsletter every three months to achieve the target of 12 in total by the end of the project. The newsletter channel will be used to communicate with all subscribers, keeping them up to date with the project activities and results.

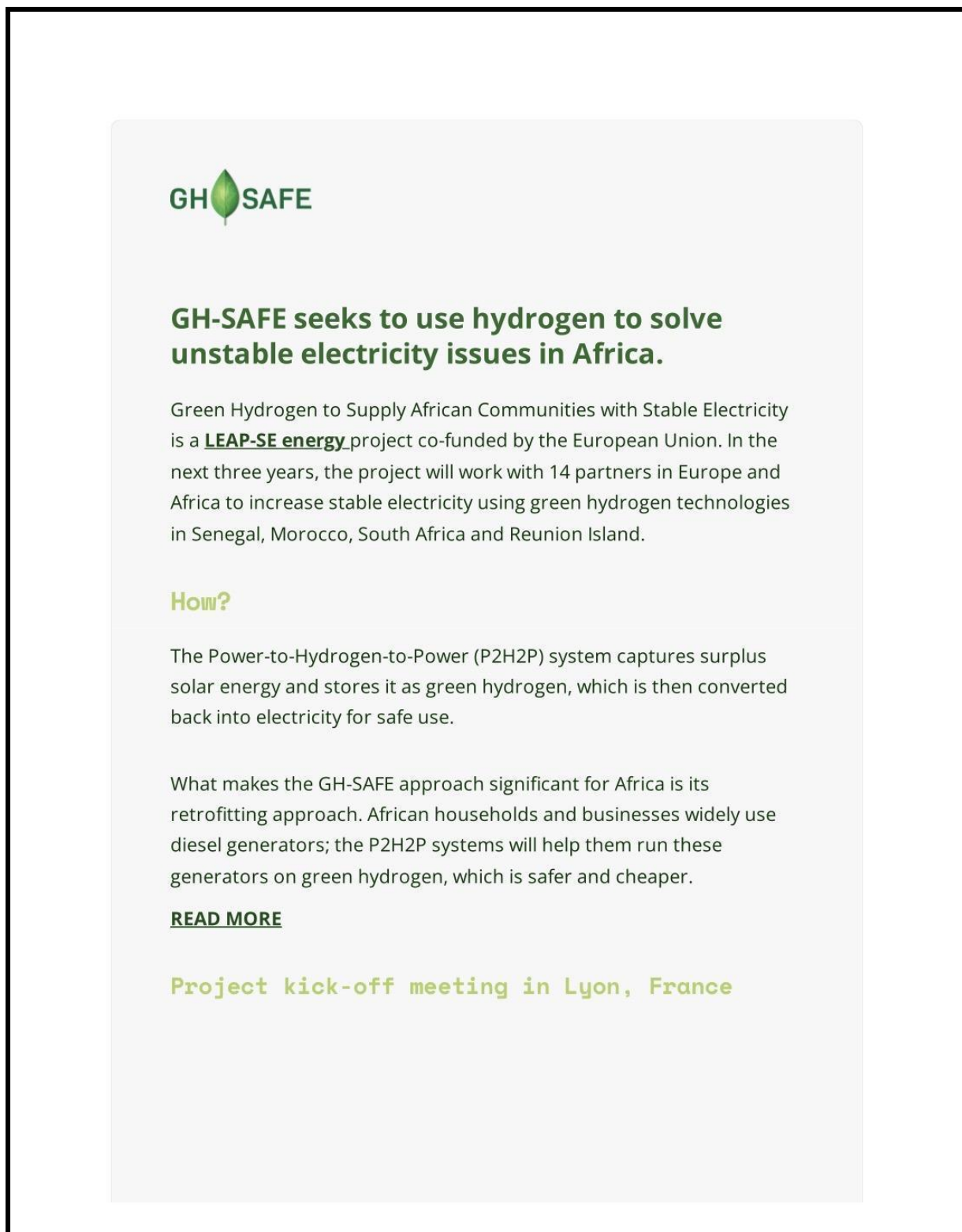
Apodissi has sent out the first newsletter to 32 subscribers which includes all the project partners.

To increase the number of subscribers, the following actions will be taken;

- Send out a dedicated email to the consortium members, encouraging them to sign up to the newsletter.
- Encourage joint newsletter contributions from other LEAP-SE projects to increase readers and subscribers.
- Capture sign-ups via website visits. The form already exists and is displayed on all pages.
- Leverage social media by encouraging users to sign up for the newsletter. Write a call to action at the end of a social media post about upcoming newsletters to prompt followers to subscribe.

- Leverage partner websites to write about the project and/or mention the project with an interlink to the project website.
- Add a newsletter sign-up call to action at the end of every newsflash, press release, and presentation.
- Capture sign-ups from GH-SAFE events (webinars, workshops, etc.)

FIGURE 8: GH-SAFE NEWSLETTER 1



3.4 GH-SAFE EVENTS AND TRAINING

GH-SAFE will participate in and organise a minimum of 8 webinars and conferences (2 per year) over the 36-month project period. Independent and joint webinars will be hosted online and recorded for later dissemination through the project website and social media channels. Organising and participating in events brings alignment within the consortium and a broad, interested, and focused audience. These will be used to present the project, communicate specific outcomes, gain visibility, and engage the wider public, policymakers, and the energy sector.

3.4.1 EVENT ORGANISATION

The project will organise three major events to share its results and gather insights into the social, economic and environmental impacts of the proposed hydrogen-based microgrid solutions.

TABLE 3: GH-SAFE EVENTS TO BE ORGANISED

EVENT NAME	MONTH	LOCATION COUNTRY	TYPE	OBJECTIVES
Focus group community engagement	M36	Casamance region, Senegal	Community engagement	To analyse energy needs in the communities, showcase the functioning of GH-SAFE's technology and to collect feedback from the community.
Virtual summer school	M24	Online	Training event	To train up to 60 African VET students on renewable hydrogen and energy storage technologies
Final outreach event	M36	TBC (Europe satellite event)	Public conference	Present final project findings to experts, policymakers, industry, and media; promote the replication roadmap.

3.4.2 GH-SAFE VIRTUAL SUMMER SCHOOL

The virtual summer school on 'Renewable Hydrogen and Energy Storage in Africa' will be a flagship capacity-building event for GH-SAFE. Organised for up to 60 participants from African countries, particularly those involved in the project (Senegal, Morocco, South Africa, La Réunion), the summer school will showcase hydrogen and energy storage technologies, working principles, operation and maintenance of hydrogen systems, and safety measures.

The GH-SAFE summer school will be a major public showcase of the project's efforts; therefore, a strategic plan will be put in place to promote and coordinate the initiative. The summer school will set the skills foundation for the implementation of GH-SAFE hydrogen technology in the African VET community. The summer school will promote gender equity through its training courses, actively pursuing women's participation. As such, proper organisation, promotion, and training content development will be carried out.

APODISSI foresees the following activities to ensure the successful planning of the summer school;

- Establish a dedicated summer school working group within the consortium, collaborating with EnGreen, UASZ, and at least two scientific work package leads, to oversee the “Renewable hydrogen and energy storage in Africa” content format development.
- The training content will include an introduction to the GH-SAFE project and the African energy access challenge; the principles of solar electrolysis and green hydrogen production; LOHC hydrogen storage and safety; HICE power generation and retrofitting; community energy systems and local ownership models; gender and energy, involving the role of women in the green hydrogen economy. Technical contents will include operation and maintenance of the GH-SAFE hydrogen plant, including safety. The contents will be developed in English and French.
- An open recruitment process will be adopted to get a diverse number of applicants in VET schools, ensuring a high number of female applicants (>50%) and early career prospects. A dedicated landing page on the website, social media posts and newsletter promotion will be launched for this call.
- All learning materials will be branded and published in both English and French on the Smart Step platform, structured as standalone modules accessible to learners who did not attend the live sessions and other interested learners.
- By month 25, APODISSI will ensure a successful delivery and coordination of the summer school to 60 participants, real-time media coverage, and participation support throughout the sessions.
- Send out post-training surveys led by EnGreen and UASZ within one week of the training to assess participants' perceptions about the training.

To measure success, we have developed the following key performance indicators;

- 60 participants registered and attended the live summer school through the Smart Step e-learning platform (<https://smartstep-community.com/en/>)
- 50% female participants
- At least 90% of participants completed the post-event survey
- All learning materials published in English and French on Smart Step
- 1 dedicated press release issued following the opening of the summer school, with coverage in at least 3 national media outlets across partner countries
- 5 Short video interviews with the summer school participants posted on social media

3.4.3 EVENT PARTICIPATION

Participation in events is also central to GH-SAFE's dissemination strategy. It provides the opportunity to present results, build relationships, and engage audiences that are harder to reach through digital channels alone. The project will also leverage the network of its partners to gain access to relevant events. Partners have compiled a list of at least one international and local conference each to maximise engagement and visibility.

TABLE 4: GH-SAFE EVENTS RELEVANT FOR DISSEMINATION

EVENT NAME	DATE	LOCATION COUNTRY	PARTNER RESPONSIBLE FOR PARTICIPATION	TYPE OF PARTICIPATION (SPEAKER/EXHIBITOR/ATTENDEE)
Powerlec Nigeria	16-18 February	Lagos, Nigeria	APODISSI	Booth; Short Presentation at panel (TBC)
Africa Skills Week 2027	TBC	TBC	APODISSI	Presentation at panel
National TVET conference	TBC	Nigeria	APODISSI	Contribution at panel discussion
Réunions Plénières de la Fédération Hydrogène (FRH2)	2 - 6 November 2026 (annual event)	Bordeau, France	CNRS	Oral Presentation /Poster

GECAT (French Catalysis conference)	2027	TBC	CNRS	Oral Presentation /Poster
EuropaCat (European catalysis conference)	2027	Ljublijan, Slovenia	CNRS, INSTITUTO SUPERIOR TECNICO	Oral Presentation /Poster
ECS Conference	2027	Washington , USA	LEIBNIZ UNIVERSITY HANNOVER	Oral Presentation /Poster

3.5 GH-SAFE PROMOTIONAL MATERIALS

Promotional materials are physical or digital assets to enhance the visibility of the project, communicate key messages, and directly engage target audiences effectively. The GH-SAFE promotional materials will include flyers, brochures, posters, roll-ups, and banners, all tailored to different communication needs. Flyers and brochures provide concise information about the project's goals and activities, while posters, roll-ups, and banners are used at events to attract attention and create a strong visual presence.

APODISSI has designed the roll-up and flyer designs, which were printed and distributed at the kick-off meeting in June.

3.5.1 FLYERS AND POSTERS

Flyers are compact and visually engaging materials that are designed for quick distribution at events, workshops, conferences, and public spaces. The GH-SAFE flyers and poster will be an introduction to the project with a short but captivating introduction to pique people's interest. A QR code that directs people to the project website has been embedded on the first poster design with a striking visual, minimal text, and a clear call to action.



FIGURE 9: GH-SAFE POST CARD DESIGN

3.5.2 ROLL-UP

The GH-SAFE roll-up will be used for indoor events, stakeholder meetings, and presentations at events organised by the project and/or to.. The project design team has designed compelling roll-up samples for the project communication activities.



FIGURE 10: GH-SAFE ROLL-UP DESIGN

3.5.3 VIDEOS

The project will use video content to communicate project objectives through interviews featuring project partners, students, local communities and stakeholders. These interviews will showcase students' testimonials from the summer school, local community stories, and personal experiences of the GH-SAFE technology testing carried out at each institution. Youtube will be used as the main distribution channel for all videos produced under the project.

3.5.4 SCIENTIFIC PUBLICATIONS

Scientific publications are a core output of the GH-SAFE project and a key mechanism by which the consortium will share its research findings with the wider scientific community, policymakers, and industry stakeholders. Over the course of the project, partners will produce a minimum of 8 peer-reviewed articles submitted to open-access journals. These publications will cover the full scope of the project's research activities such as electrolyser optimisation and LOHC catalyst development, techno-economic assessment, life cycle analysis, and social acceptance of hydrogen technologies in African communities.

All publications will be made freely available to the public. Articles, datasets, and related materials will be uploaded to open platforms including Zenodo, HAL, and Openaire, ensuring that GH-SAFE's scientific outputs are findable, accessible, and reusable by researchers and practitioners worldwide.

The table below is a list of related publications that will be reviewed

TABLE 5: GH-SAFE RELATED PUBLICATIONS

TITLE/AREA OF FOCUS	TYPE (Publication, research papers, journals, etc.)	LINK	RELEVANCE TO THE PROJECT
Shut down PEMWE	Journal paper	Reversible Degradation Phenomenon in PEMWE Cells: An Experimental and Modelling Study - IOPscience	Preliminary results of cell behaviour upon shutdown
Hydrogen Storage in Liquid Organic	Review Article	Liquid organic hydrogen carriers	Comprehensive review of LOHC technology,

Hydrogen Carriers (LOHCs)		(LOHCs) – techno-economic analysis of LOHCs in a defined process chain	hydrogenation/dehydrogenation processes, and catalyst requirements.
Techno-Economic Analysis of Green Hydrogen Production Systems: A Review Focusing on the Geographical and Technological Factors	Review paper	A Review Focusing on the Geographical and Technological Factors	Useful for WP5 techno-economic assessment and replication roadmap
Sustainable rural electrification: Energy-economic feasibility analysis of autonomous hydrogen-based hybrid energy system	Journal article	Energy-economic feasibility analysis of autonomous hydrogen-based hybrid energy system	Useful for WP5 techno-economic assessment and replication roadmap
Green hydrogen research progress and trends in Sub-Saharan Africa (2005–2025)	Journal article	Green hydrogen research progress and trends in Sub-Saharan Africa (2005–2025)	Supports WP5 on stakeholder engagement and community acceptance
A review of hydrogen production and storage technologies for power system integration and applications	Review paper	A review of hydrogen production and storage technologies for power system integration and applications	Reviews integrated P2H2P systems, making it highly aligned with the GH-SAFE concept.

4.1 GH-SAFE SYNERGIES

4.1 LEAP-SE COLLABORATION

The project will leverage LEAP-SE's wide network to communicate and disseminate its project activities. Through LEAP-SE's events, meetings and conferences, the project will promote results and activities to researchers, energy industry experts, funders, and policymakers, and develop strategic collaborations with projects funded by the EU and LEAP-SE.

The communication lead will actively contribute to LEAP SE's communication activities by sharing project achievements, knowledge, and impact throughout the project lifecycle. While the project is already featured on the LEAP SE website, continuous engagement will strengthen its visibility within the programme and position GH SAFE as a valuable contributor to the wider LEAP-SE community.

APODISSI will also coordinate the regular provision of high-quality communication content, including project milestones, technical achievements, stakeholder engagement activities, success stories, and community-centred narratives from the demonstration site. These contributions will support LEAP SE's public communication channels and knowledge base while showcasing the project's progress and impact.

4.2 RELEVANT PROJECTS

GH-SAFE is positioned within a rich ecosystem of EU-Africa research and innovation projects focused on clean energy, hydrogen, rural electrification, and vocational training. Building synergies with these projects is both strategic and a contractual obligation, as T6.3 (WP6) explicitly commits to seeking synergies with projects from AU-EU HLPD CCSE, LEAP-RE, the Clean Hydrogen JU, ERASMUS+ Capacity Building in Vocational Training and Higher Education focusing on energy, and AU-funded research and innovation actions.

The following table identifies the most relevant projects and initiatives for formal MOU agreements and joint activities.

TABLE 6: RELEVANT PROJECTS FOR JOINT ACTIVITIES

PROJECT	FUNDING PROGRAMME	POTENTIAL JOINT ACTIVITIES
FREECOOL	LEAP -ENERGY	A joint webinar and/or a joint policy brief on integrated energy and cooling solutions for rural Africa that can strengthen the case for EU-Africa cooperation in climate adaptation and green innovation.

ONESELF	LEAP -ENERGY	An MoU to establish a formal data-sharing agreement between the two projects, reducing duplication of monitoring infrastructure, improving the quality of solar resource datasets available to both consortium that creates the foundation for co-authored publications on PV performance in African off-grid energy systems.
H2Map-Educate	LEAP -ENERGY	An agreement that establishes cross-dissemination of GH-SAFE's summer school curriculum on renewable hydrogen and energy storage is through the H2Map-Educate Learning Factory in Namibia, expanding the course's reach.
REPTES-MART	LEAP -ENERGY	An MoU formalising a technical collaboration to compare system performance, share experimental data from overlapping geographies, particularly in Morocco and Nigeria where both projects are active and co-publish findings on the complementarity of hydrogen and thermal storage as part of a diversified rural energy portfolio for Africa.
RISES	LEAP -ENERGY	Joint communication and dissemination on a dynamic model integrating PV generation, PEM electrolyser operation, and LOHC hydrogen storage.
BIOHYPEM	LEAP -ENERGY	Joint webinar on scientific research commercialisation
UnLOHCked	EU-funded	Engagement at the project's lab and the use of reactor/ heat exchanger calculations

More projects will be identified as the project progresses

5 RESULTS MONITORING

To ensure that the communication plan aligns with the project's goals and objectives, we have developed a list of Milestones, deliverables, and key performance indicators (KPIs) to monitor progress. APODISSI has developed (See Annex B) a tracking tool

(Excel file) to ensure all the partners' dissemination and communication activities are properly registered and tracked to measure the overall outreach of the project.

6 MILESTONES

TABLE 7: GH-SAFE WP6 MILESTONES

NO	NAME	MODE OF VERIFICATION	LEADER	DUE DATE	STATUS
2	Website, LinkedIn page and X online	Website/Social media publicly accessible	APODISSI	M3	Achieved

6.1 DELIVERABLES

TABLE 8: GH-SAFE WP6 DELIVERABLES

NO	NAME	MODE OF VERIFICATION	LEADER	DUE DATE	STATUS
D6.1	Dissemination and Communication Strategy	A document that defines the community building and communication strategy and describes the activities we will pursue to achieve broad dissemination. Uploaded on the website in PDF/EN format.	APODISSI	M3	Current document
D6.2	Dissemination and Communication Report	A report will be submitted on the Dissemination and communication in PDF/EN	APODISSI	M36	Planned

6.2 KEY PERFORMANCE INDICATORS

TABLE 9 : GH-SAFE WP6 KEY PERFORMANCE INDICATORS

MEASURE	INDICATORS	KPI TARGET AT M36	MEASURE	STATUS AT M03
Project Website	No. of website visitors	>1,500 website visitors	Project Website	23
Social Networks	N. of followers on LinkedIn	>1,000 followers	Social Networks	37
External events participation and organisation	N. of external events and organisation of events	> 8 external events participation 1 final event	External events participation and organisation	N.A.
Webinars	N. of webinars attended and organised	Organised webinar >6 Participation in webinars > 20	Webinars	N.A.
Newsletter (online/offline in English and French)	N. of newsletters (published every 3 months)	> 12 (By the end of the project)	Newsletter (online/offline in English and French)	1
Press releasees	N. of press releases issued to specialised and general media channels at key project milestones	>4 (By the end of the project)	Press releasees	N.A.
Videos	N. of videos shared on social media channels	> 6 (By the end of the project)	Videos	N.A
News	N. of news published on the website and features on news channels	> 16 news articles	News	2
Printed materials	N. of promotional materials printed	Flyer/leaflet/brochure ≥ 4 Roll-up ≥ 1	Printed materials	1 1
Training material upload	N. of training materials uploaded on the Smart Step platform	All SS training materials uploaded on the Smart Step e-learning platform	Training material upload	N.A.

Summer school (SS) and Training material dissemination	Train African VET students in renewable H ₂ and energy storage, fostering knowledge exchange.	Summer school for 60 participants	Summer school (SS) and Training material dissemination	N.A.
Scientific Publications	Number of scientific articles published	>8 publications submitted in OA journals, at least 3 with an impact factor >6	Scientific Publications	N.A.

7 EXPLOITATION PLAN

The GH-SAFE exploitation plan is designed to ensure that the project's results continue to deliver impact beyond the project's lifetime by enabling their adoption, replication, and further development by the intended target audiences. Building on the expertise of the consortium and led by APODISSI, the plan will establish a network of researchers, industry stakeholders, vocational education providers, policymakers, and rural communities who will further validate, deploy, and promote the GH-SAFE technology.

A key objective is to support the long-term uptake of the project's hydrogen-to-power system by developing a skilled workforce capable of installing, operating, maintaining, and replicating the technology. Through capacity building and knowledge transfer, GH-SAFE will empower local communities to take ownership of the system, ensuring its sustainability beyond the project's duration.

As leader of the exploitation and training activities within WP6, APODISSI will coordinate the design and delivery of the training programme, manage the Smart Step e-learning platform, and oversee the dissemination of learning resources. These freely accessible training materials will serve as a key mechanism for knowledge transfer and replication, supporting vocational education providers, universities, students, technicians, and energy professionals across Africa and Europe.

The exploitation plan will;

- Promote awareness of GH-SAFE's objectives, technologies, and project results among consortium partners and external stakeholders.
- Facilitate the adoption of GH-SAFE's Power-to-Hydrogen-to-Power (P2H2P) system in new geographical locations.
- Facilitate the uptake and exploitation of project outcomes by researchers, industry, rural communities, vocational training providers, and other end users.

- Encourage interested parties to use/test the GH-SAFE technology. This use by third parties also increases the sustainability of the GH-SAFE project
- Build a skilled workforce through training and open educational resources.

The following will be done to ensure that the project results are replicated to their full potential;

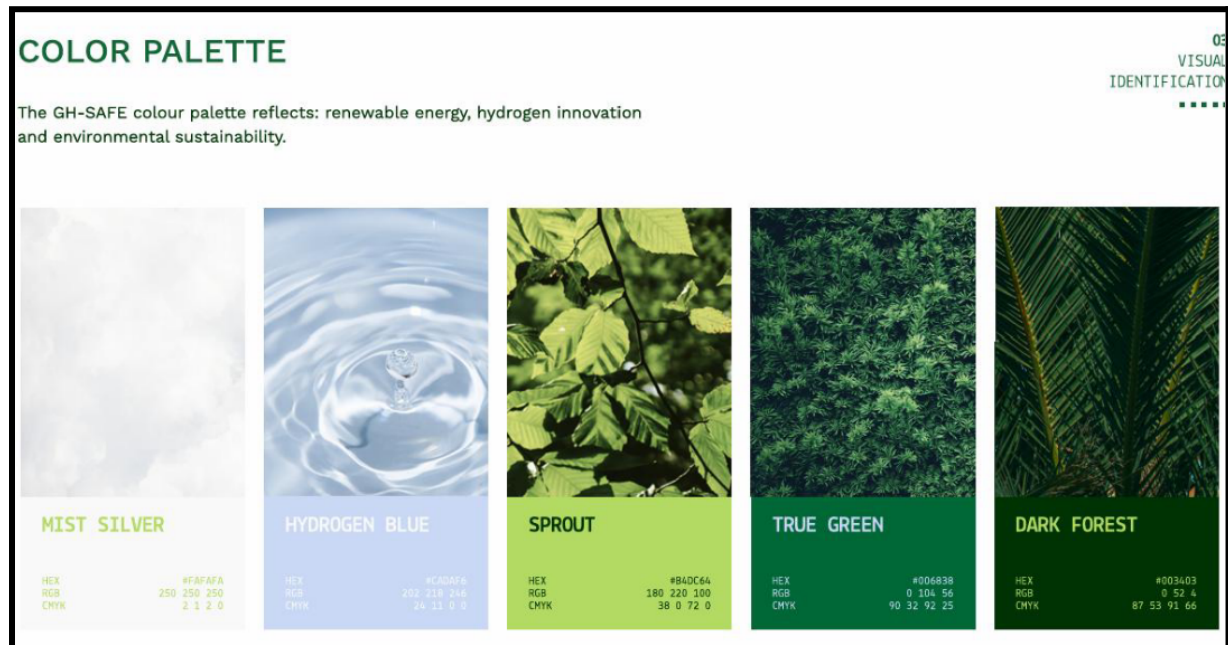
- All summer school learning materials, including slide decks, video recordings, technical guides, and assessment tools, will be published on the Smart Step e-learning platform (<https://smartstep-community.com/en>). This will be freely accessible to all learners outside the project.
- The project will build upon the techno-economic assessment, environmental analysis, and social acceptance studies undertaken within WP5 to identify the conditions under which the technology can be successfully transferred to new locations. These assessments will help identify suitable geographical contexts, deployment scenarios, investment requirements, operational considerations, and business opportunities for future adopters.
- The platform's existing infrastructure for course tracking, assessment, and certification will be leveraged to provide participants with verifiable proof of completion, increasing the professional value of GH-SAFE training content for learners seeking employment in the renewable energy sector.
- APODISSI, in coordination with UASZ and EnGreen, will actively approach VET institutions and university project partners - North-west University, University of Limpopo, Univ. La Réunion, Assane Seck University, Leibniz University Hannover- to encourage the formal integration of GH-SAFE training content into their existing curricula on renewable energy, engineering, and environmental management.
- The project will target women community members for the technician training pathway to ensure that women are among the primary beneficiaries of reliable electricity in rural African communities and that their participation as operators and maintainers is essential for the technology's social legitimacy and long-term adoption.

CONCLUSIONS

Recognising that communication is an ongoing and adaptive process, this strategy will be regularly reviewed and updated throughout the project's lifetime. Lessons learned, monitoring results, emerging opportunities, and feedback will be incorporated to improve communication effectiveness and ensure alignment with project objectives and the requirements of the LEAP-SE programme.

Ultimately, the successful implementation of this strategy will support the long-term sustainability of GH-SAFE by increasing awareness, encouraging stakeholder participation, facilitating knowledge transfer, strengthening policy and industry engagement, and creating favourable conditions for the future replication and deployment of the project's innovative green hydrogen solutions across Africa and beyond.

APPENDIX A

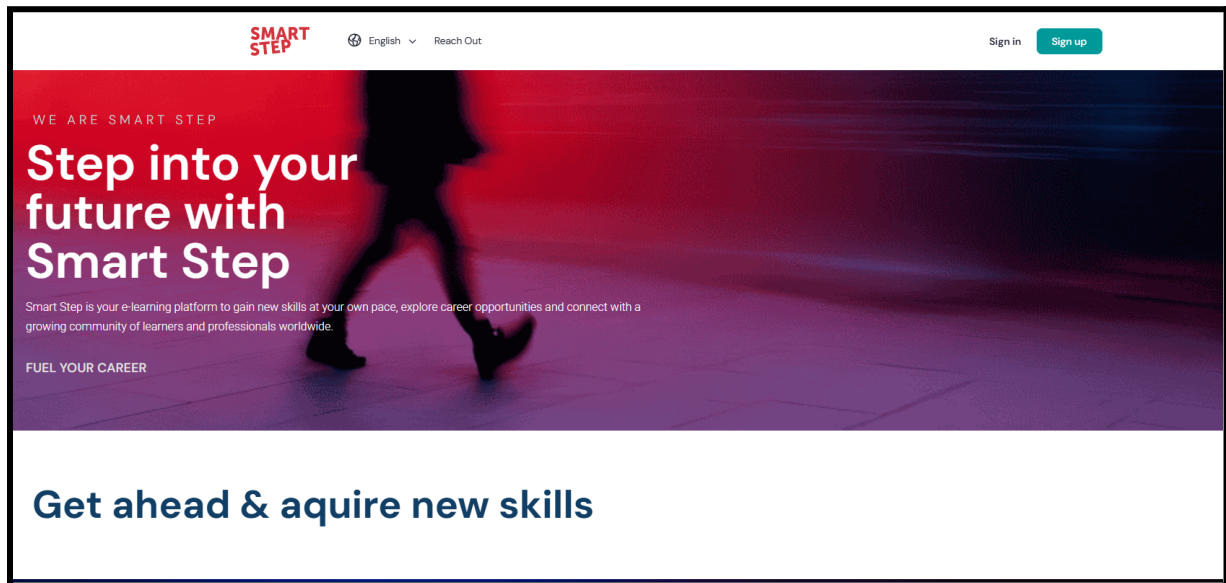


Brand guidelines

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GH-SAFE communication & Dissemination reporting sheet

APPENDIX C



Smart Step platform