



Interreg North-West Europe GenComm

European Regional Development Fund

GenComm

INFORM EU network

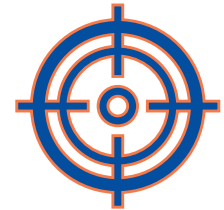
Evora, Portugal.

18th November 2022

Paul McCormack
GenComm Lead Partner
&
Vinicius Valente
Interreg TN North-West
Europe

Project communication is **strategic**. It...

- Helps achieve **objectives**
- Understands **target audience**
- Contributes to enhancing **impact**
- Shows the **added-value** of cooperation



Project impact = NWE impact = Interreg impact

Ownership



Durability

Transferability

NWE Hydrogen cluster

4 projects implementing low carbon solutions in transportation

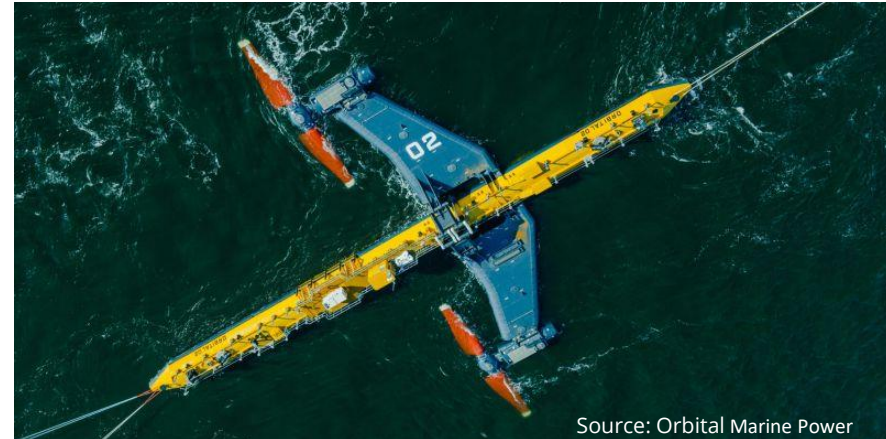
- **H2SHIPS** – hydrogen fuelled water transport
- **H2-SHARE**- hydrogen heavy-duty vehicles
- **FCCP** – fuel cell cargo pedelecs
- **HECTOR**- hydrogen waste collection vehicles

2 projects facilitating uptake of low carbon technologies

- **ITEG** - hydrogen storage from tidal energy
- **GenComm** - smart hydrogen-based energy matrixes

€49.3 Million:
Total ERDF committed to hydrogen 2014-2020
(13% of programme budget)

Results of cooperation



Why GenComm

- Implemented communication **strategically** and provided **tangible results**
- Strong **voice** on the added value of **Interreg** to regions and cities
- Addresses an extremely relevant topic for Interreg and the EU
- **Influences policy** in its sector
- Capitalises activities by creating **networks**
- Communicates directly to **local citizens** in **remote areas**
- **Reached audiences** way beyond traditional stakeholders



GenComm Objective & Baseline

GENCOMM will technically and financially validate and model the renewable H2 value chain and adapt it to a Decision Support Tool (DST) that leads NWE communities into sustainable, local and autonomous energy matrixes. The DST is directed to community energy stakeholders (utilities, policy-makers and private firms in the energy sector), as the key agents to implement the proposed matrix. The project will first engage energetically and territorial remote communities to then address the rest of NWE

The aggregated renewable energy share of NWE is 8,9%, with Wind, Solar and Bioenergy as main sources. All NWE countries are in track to meet their NREAPs 2020 goals in electricity and heating, but are behind in their transportation goals. Also, further uptake of renewable sources, beyond 2020, is stalled due to lack of: energy storage, flexibility and dispatchability. Despite confronting these issues, H2 for energy usage in NEW by all sectors is under 1% and is not present in future scenarios.

Building on the Basics

The foundation a solid communications plan

- Quarterly Newsletters
- Quarterly Meetings
- 2 day events
- Day 1 closed session
- Day 2 open Session
- Full PR and comms associated
- Periodicals
- White papers
- Integrated engagement
- Policy and lobbying plans integrated
- Agility and proactive



Accessing all areas - INFLUENCE

British Ambassador to Ireland Mr Paul Johnston and his wife Nicola Johnston held a dinner at the ambassadors residence in Dublin 27th November 2022
The event was to discuss hydrogen as a fuel of the future in the UK and Ireland.

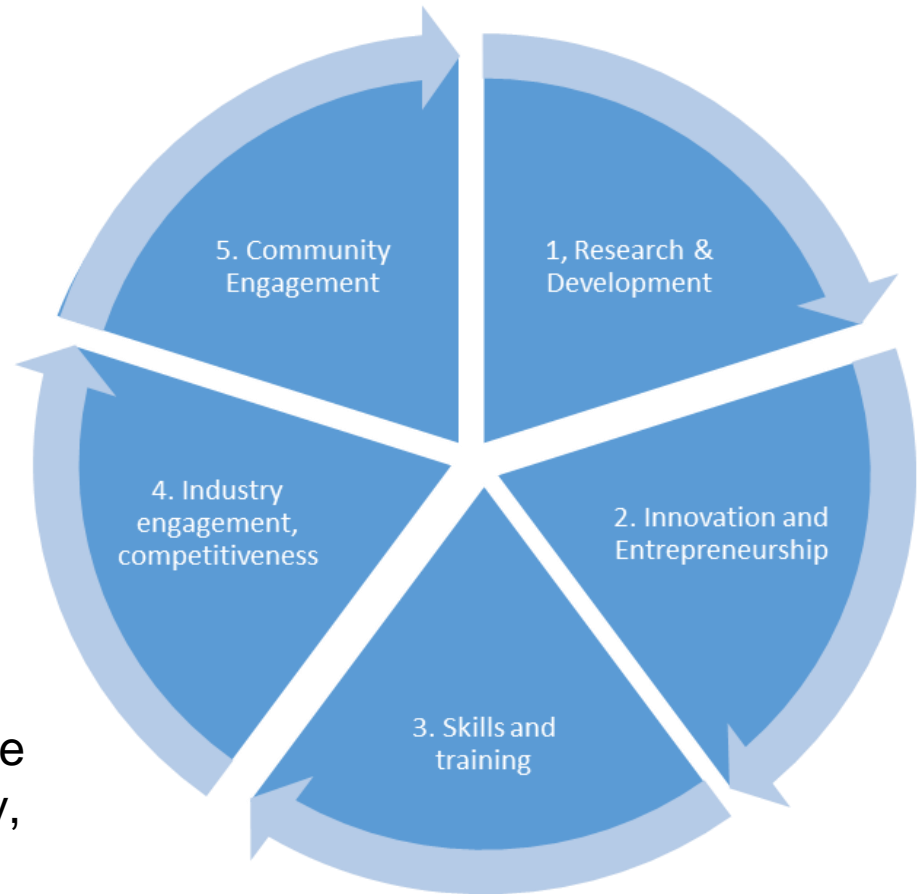


Communications Cohesion



H₂CAT

- The catalyst for H₂ - powering hydrogen innovation, entrepreneurship and deployment
- Working in Government Departments and other stakeholders the centre will inform, support and drive the commercial scale up: Hydrogen, Carbon Capture, Utilisation and Storage (CCUS), Renewables, Waste to energy, Biofuels, Green natural gas



Bringing Cooperation to a new level

Cooperation should be at the heart of the project and should be visible throughout every stage of the project. The partnership is required to describe their approach to cooperation and explain how intensely they will cooperate in order to deliver the project and achieve its overall results. In order to be eligible, projects must meet the 4 criteria ' joint development', ' joint implementation', ' joint staffing' and ' joint financing' in the cooperation intensity table of the Application Form in STEP 1 and STEP 2.



H2 Congregation



Reach Impact & Evaluation



H2 Currency Leverage

- hydrogen is the emerging global energy currency. If Europe was the global Green hydrogen capital it could make sterling the key global energy currency
- As the global energy dynamics are changed it opens the market to new and diverse participants, shifting the balance of power from fossil fuel producers to those countries who have green hydrogen such as Ireland.
- Europe could become a key international hub in the Global hydrogen economy

1. 28 newsletters
2. 55 periodicals
3. 60 articles
4. 100 contributions
5. 40 think pieces
6. 55 community outreach sessions
7. 25 School presentations
8. Curriculum development

Reach Impact & Evaluation



H2 Transition Opportunities

- As Europe transitions to net zero, position NI as the lead in clean hydrogen trade Accelerate our current EU clean hydrogen journey
- Develop increased additional links with BEIS
- Stimulate increased Green H2 awareness and demand and 'position' that all transactions are carried out in sterling.
- Progress the H2 CAT model, transition NI towards a climate-neutral and more resilient economy
- Expand our work to include digitalization and implementing a well-thought-out circular economy model.
- The recovery post COVID is predicated on the Green Economy and Digitalisation.

BEYOND THE TRADITIONAL



EUSEW 2022

The commodification of Green H2 for Europe

- Europe faces multiple pressures to decarbonise economies and to accelerate the integration of greater renewable energy sources into our energy systems.

H2 - vectors of change for the energy industry

- Hydrogen is a versatile energy vector that can circumnavigate many decarbonisation obstacles but in doing so, it has many challenges to become universally accepted and utilised



Contact details and media links

- GenComm Website nweurope.eu/gencomm
- GenComm LinkedIn [GenComm](#)
- GenComm twitter [@GenComm_CH2F](#)
- Community Hydrogen Forum www.communityh2.eu

GenComm Animation

<https://vimeo.com/366993950/91cafb0bb6>

E-mail - PaulMcCormack@belfastmet.ac.uk





Interreg North-West Europe GenComm

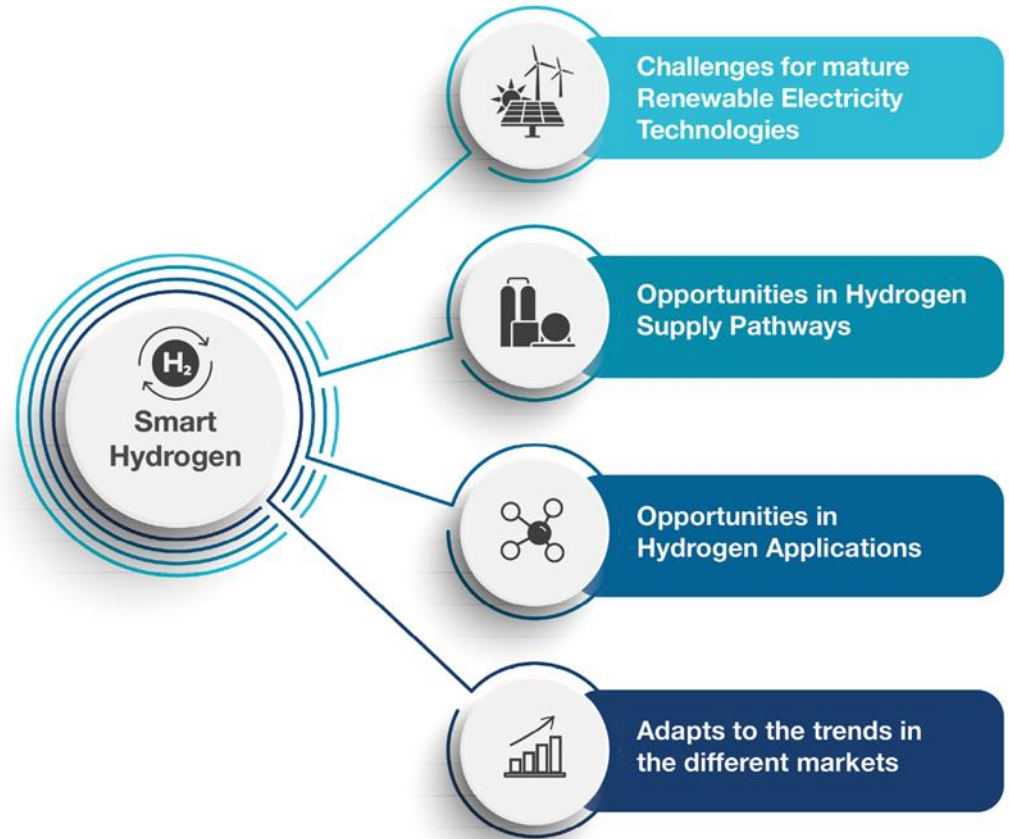
European Regional Development Fund

ANNEX

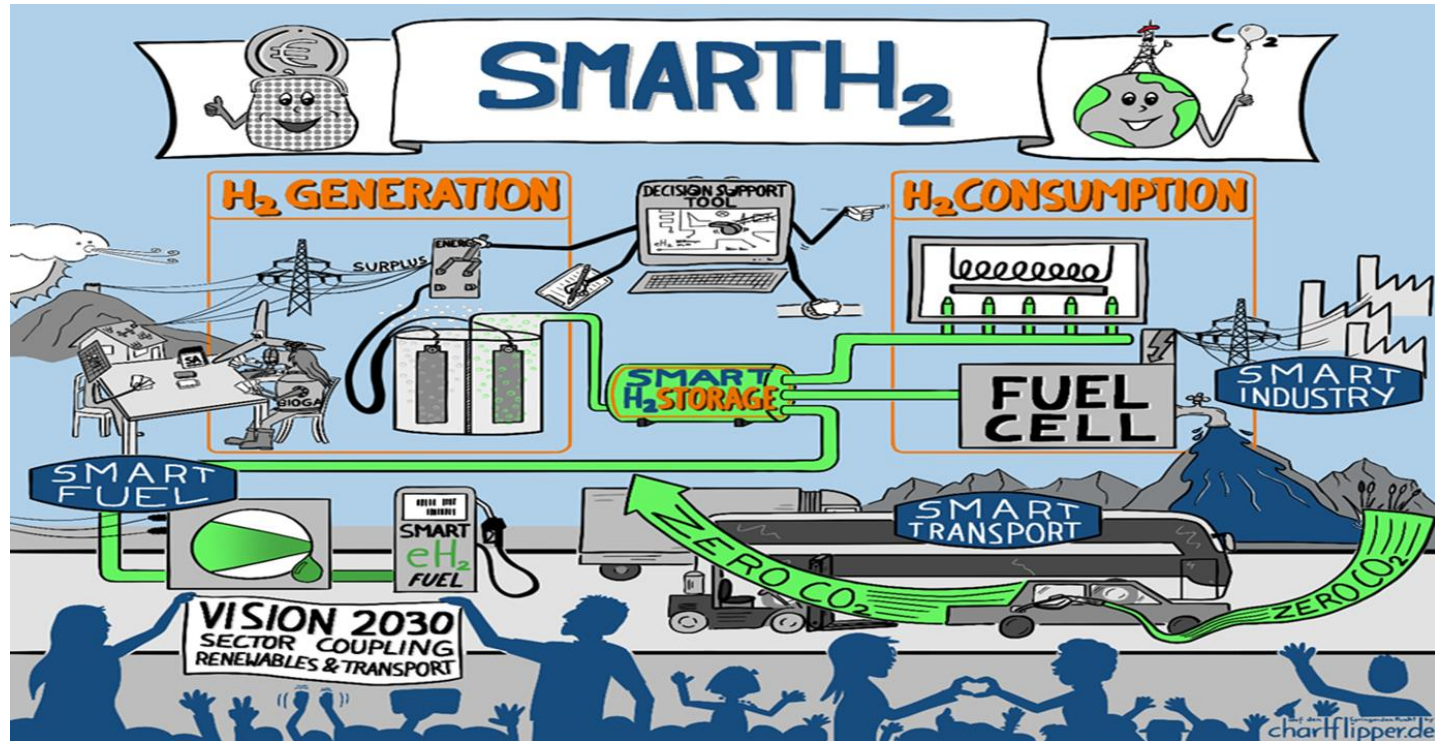
Hydrogen Triple Alliance



NETWORKS



Additionality



GenComm Key Dates

GenComm

Submitted 19th Dec 2016

Started 16th March 2017

Original End Date 14th September 2019 – Extended 14th September 2021

Budget €9,39 M

GenComm Capitalisation Call

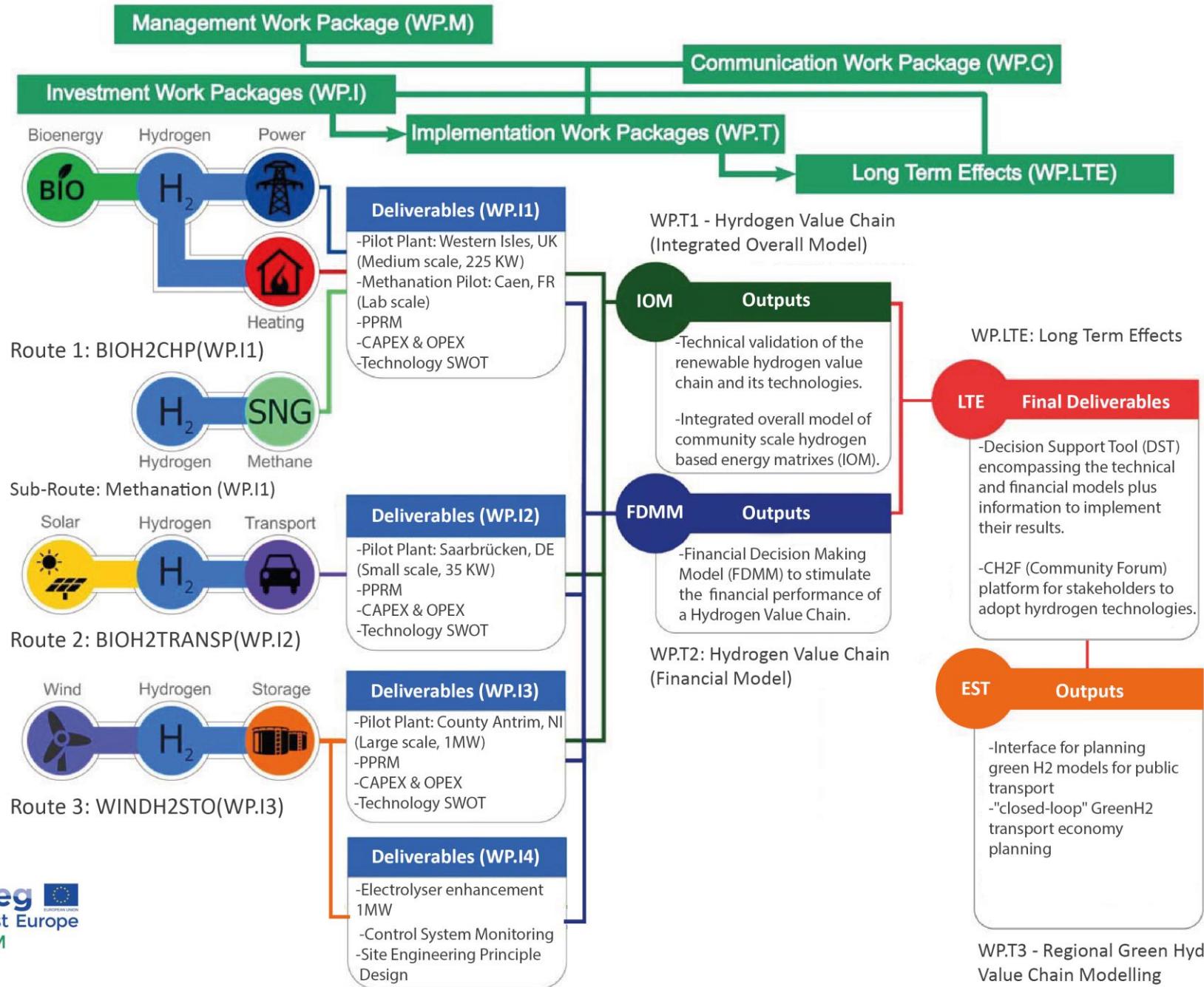
Submitted 10th April 2021

Stared 12th July 2021

End date 30th September 2023

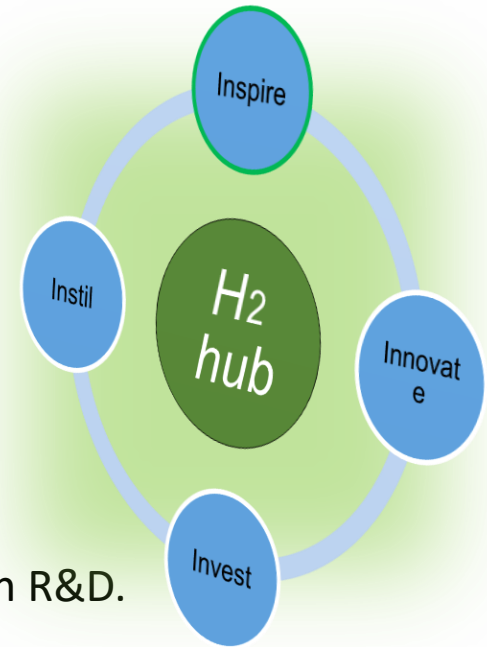
GENerating energy secure COMMunities. Smart Hydrogen - Integrated renewable energy, generation & storage. To develop a new model for exploiting remotely generated electricity from renewable sources to provide energy security for remote communities.

Project timeline 7 years – how our world has changed in 7 years



Green H2 Hub

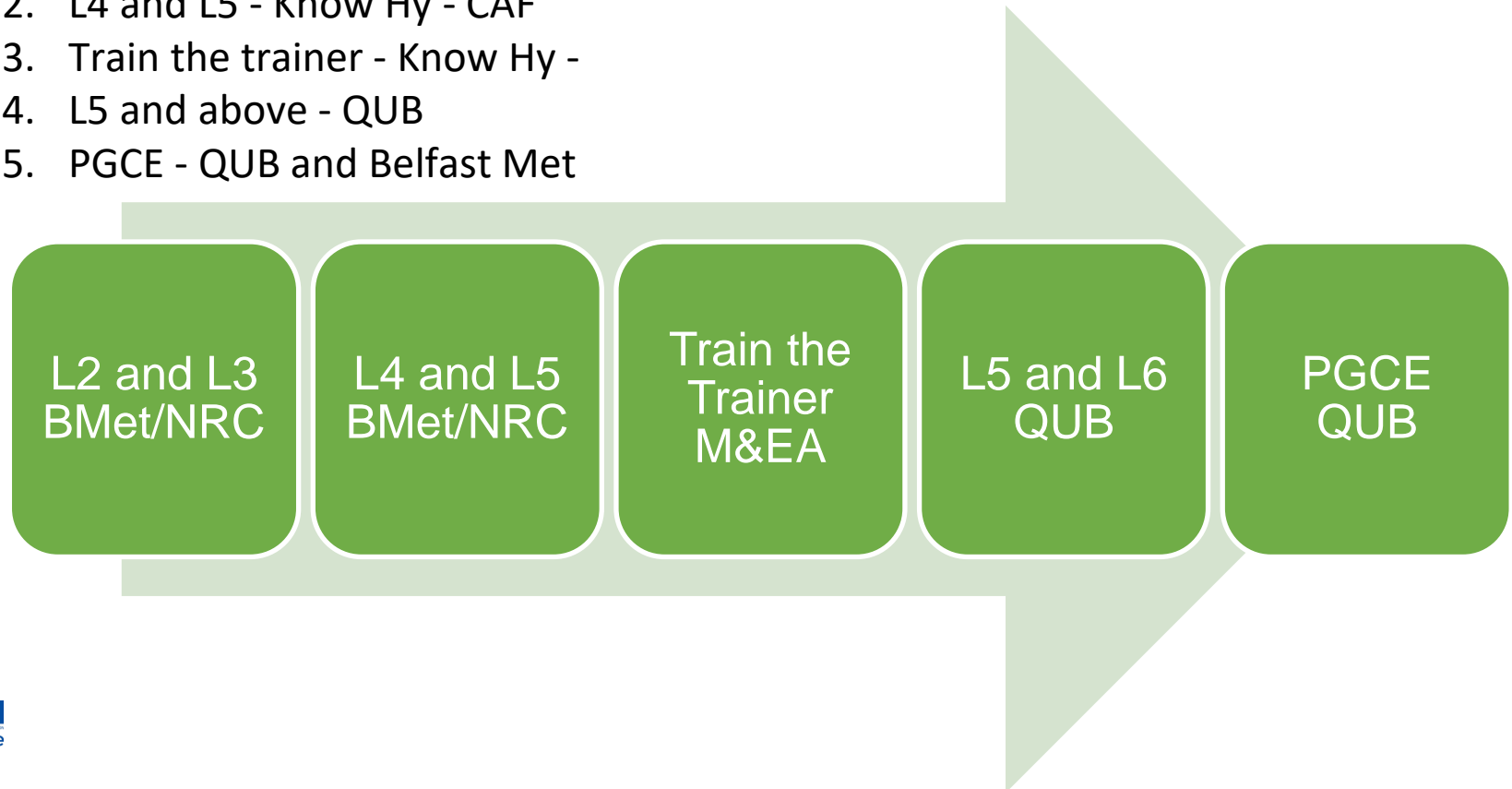
- FE application - Green H2 Hub Belfast Met.
- Skills pillar of the H2 CAT.
- Cohesion with HE
Continuous pathway for skills development - reinforced with R&D.
- Belfast Met with HE partners and major industrial in the green hydrogen supply chain to develop the Hydrogen Skills Alliance.
- The H2 Skills Alliance will collaborate in assessing the readiness of NI industry to access the supply chain, to support green hydrogen projects and highlight the potential economic value.
- The H2 Skills Alliance will also show the potential for green, sustainable skills and high-value jobs emerging from a future hydrogen sector, using live projects as case studies.



Hydrogen Training Academy

Prime example of project financial engineering

1. L2 and L3 - NRC and Belfast
2. L4 and L5 - Know Hy - CAF
3. Train the trainer - Know Hy -
4. L5 and above - QUB
5. PGCE - QUB and Belfast Met



H2 CAT NI - Affirmative Action

8 Steps to H2ZERO

1. Utilise Green H2 as an energy vector - this will be a key enabler in reaching Net Zero: 60 Gt of carbon emissions could be saved between 2021-50 (EU emission are ~2.5 Gt/y).
2. Deliver a paradigm shift to boost the uptake of Green H2 : we need to move from today's 90 Mt unabated hydrogen to 530 Mt low-carbon hydrogen by 2050.
3. Legislators and policy-makers need to take leading roles in Green H2 demand creation, setting the right set of regulations and channelling investments into R&D and hydrogen supply projects.
4. Repurpose existing infrastructure in the transition to net zero. Use the gas infrastructure can act as a catalyst in the deployment of low-carbon hydrogen: in the early stages via blending.
5. Widen the route to net zero -optimise every energy stage and opportunity on the route including biomethane, the 40 shades of hydrogen and other 'lower carbon' energy transition opportunities.
6. Scale up innovation and demonstration, especially in end-use technologies, key to unlock the true potential of hydrogen.
7. Develop the skills and training pathways to stimulate and support the deployment of hydrogen technologies and enable business' to pivot to the new H2 economy.
8. Market stimuli - short term economic business cases for industry as well individual use of Green **H2**.

Carpe Diem

November 28, 2019
July 1, 2020

Hydrogen & Alternative Low-Emission Fuels Seminar
Hydrogen getting the green light - driving Europe's green recovery

Webinar Series 1

HAZEL – Hydrogen Enabled Zero Emission Supply Chains

September 22, 2020
October 6, 2020

‘Industrial Sector Coupling using a Connected eH2 cycle’.
Hydrogen Sustainability-H2 DXNET-Hydrogen injection into natural gas distribution networks

October 20, 2020
November 3, 2020

H2 Safety, analysis, measurements and applications
H2 Application and Use-Hydrogen in a net zero energy system and H2 powered hybrid heat pumps.

November 17, 2020
November 11, 2020

Marketable hydrogen innovations-innovation and entrepreneurship
Hydrogen – Exploring opportunities in the Northern Ireland Energy Transition webinar

January 13, 2021

H2 Triple Alliance webinar

Webinar Series 2

SMARTH2 – hydrogen optimisation

March 18, 2021
April 15, 2021
April 29, 2021
May 18, 2021
May 27, 2021
November 11th 2021

Hydrogen Optimisation webinar
Green H2 Supply Webinar
Hydrogen Opportunities emanating from energy transition webinar
Hydrogen demand, use and future production webinar
H2 Stakeholder Engagement webinar
TEDX Green hydrogen can be a West of Ireland solution to a global problem

Alignment

EUSEW 2022

The commodification of Green H2 for Europe

- Europe faces multiple pressures to decarbonise economies and to accelerate the integration of greater renewable energy sources into our energy systems.

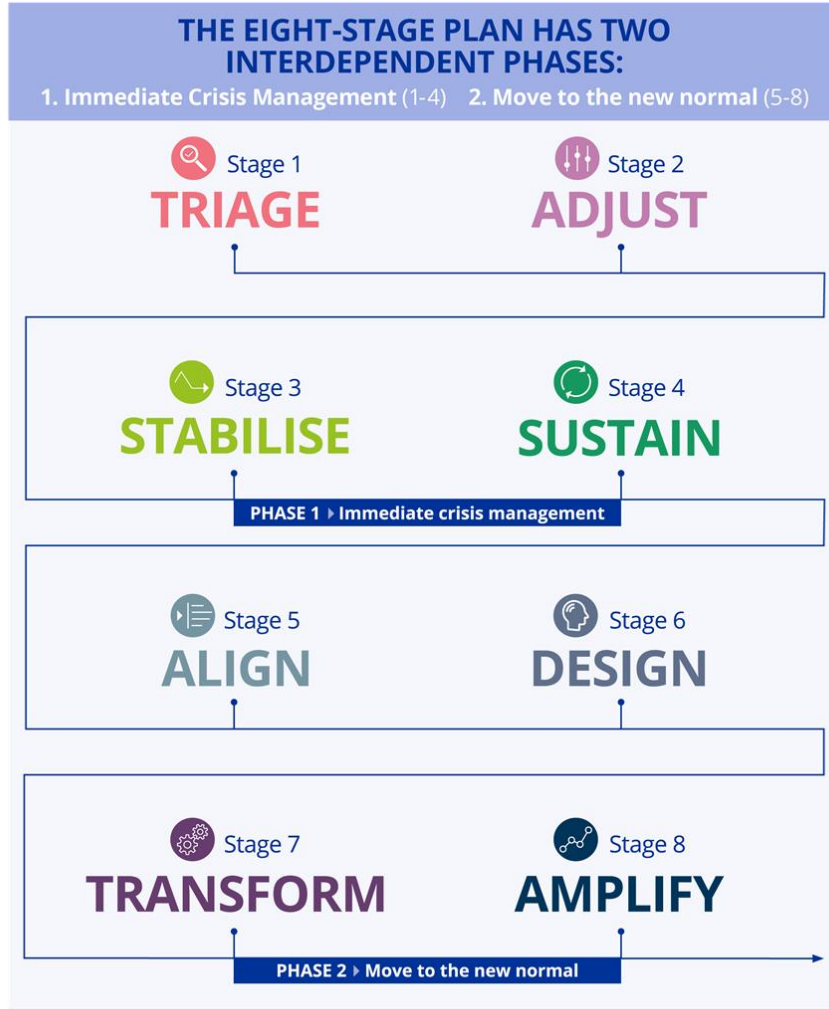
H₂ - vectors of change for the energy industry

- Hydrogen is a versatile energy vector that can circumnavigate many decarbonisation obstacles but in doing so, it has many challenges to become universally accepted and utilised

SUSTAINABLE
ENERGY WEEK

ing green and digital
Europe's energy trans

Reaction



The GenComm COVID-19 ‘mission critical’ platform detailing how we can continue to deliver on all project aims, objectives and outputs. We will also capture how we are continuing to employ innovation and digitalisation processes to explore capabilities, identify gaps, strengths and weaknesses and importantly identify potential differentiators to maximise the project deliverables for all.



DIGITAL FIRST



European Hydrogen backbone a boost for energy security [→](#)

The GenComm Enabling Support Tool [→](#)

HyLIGHT - Leading Ireland's Green Hydrogen Transition [→](#)

SHAMPACK - Ireland's Emerald Hydrogen Valley [→](#)

Cooperative versus Competitive - How Europe's national hydrogen strategies are shaping the new energy market [→](#)

November Hydrogen Ireland Conference in Dublin [→](#)

The commodification of Green H2 for Europe [→](#)

Bosch in Homburg moves the future [→](#)

SHARED PATHWAY



Digitalisation and Green Economy ensuring Belfast Met stays on the leading edge of the Innovation Curve

Optimalisation



The 4-Stage Green H₂ Commodification Value Chain

CONCLUSION

For communications to be successful they must be agile, responsive, proactive, inclusive and assertive.

GenComm features an open communication link while not being overbearing. But empowers all partners to express their own needs, desires, ideas and feelings, while also considering the needs of others.