



**Project No.: 826182**  
**Project acronym: COSMHYC XL**

**Project title:**

COmbined hybrid Solution of Metal HYdride and mechanical Compressors for eXtra  
 Large scale refuelling stations

**Programme: H2020-JTI-FCH-2018-1**

**Topic:** FCH-01-7-2018 - Improvement of innovative compression concepts for large scale transport applications

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## Deliverable 7.7

### COSMHYC XL Website online

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## CHANGE CONTROL

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## Introduction

This report describes the implementation of the COSMHYC XL project website and will summarise the content provided on the project website.

The website is the main outcome of task 7.1.2 “Project website, social media accounts and promotional video”. It serves as main platform for the project communication, containing e.g. a summary of the project’s vision, objectives and activities, benefits and impacts and descriptions of the partners. It will be used as primary communication channel for the project, especially concerning the project news. It will also allow disseminating the results of the project via Social Media among a large audience of interested stakeholders, including experts and industry representatives and the interested public.

The COSMHYC XL website is publically accessible from the 30th of June 2019 on, via the following link: <http://www.cosmhy.eu>. Its layout was created by a graphic design agency in consultation with Steinbeis 2i (S2i). All original content of the website was created and edited by S2i with support of the project partners which provided texts and pictures. In order to keep the website lively, it will be continuously updated with news, events or results related to the project. Thus, an active relation to all interested stakeholders, from the general audience to potential end users, is guaranteed.

COSMHYC XL is strongly interlinked with the still ongoing project COSMHYC (GA number: 736122). A common communication strategy for both projects was defined in order to increase impact of communication and dissemination activities for both projects and the overall COSMHYC concept. The new communication approach is presented in Deliverable 7.1 and further will be elaborated as a strategy in Deliverable 7.3 “Initial dissemination and exploitation plan” due in M9. How this strategy is applied to the development of the COSMHYC XL website is explained in chapter 1 of this report.

## Deviations

Delivery of the content is in time without any deviations from actions planned until month M06 in Annex 1 – WP7 – Task 7.1.2 of Grant Agreement.

## Disclaimer

This report was created within the COSMHYC XL project.

The views and conclusions expressed in this document are those of the involved project partners. Neither the partner(s), nor any of their employees, contractors or subcontractors, make any warranty, expressed or implied, or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, product, or process enclosed, or represent that its use would not infringe on privately owned rights.

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# 1. Communication Approach for COSMHYC and COSMHYC XL applied to the project website

As already outlined in detail in Deliverable 7.1. a common communication approach for the highly interlinked projects COSMHYC and COSMHYC XL has been developed at the beginning of the COSMHYC XL project. Main aim is to join communication activities in order to increase the impact and visibility of both projects. Due to the technical interdependence of both projects it is of big value to make this connection visible with a similar style and design concept which has been successfully implemented with the development of COSMHYC XL's CI.

During the COSMHYC XL kick off meeting in M2 the consortium discussed how to adapt the common communication approach of both COSMHYC projects in regards to the project website. The consortium decided to create a joint website for COSMHYC and COSMHYC XL but with separated pages dedicated to the projects. A clear colour design based on the CI of the projects should serve to easily distinguish between them on the website. As the COSMHYC project website has already been running for the whole project duration of COSMHYC, the logical consequence to create a common website is to adapt and update the existing COSMHYC website in regards to the new defined communication strategy and COSMHYC XL CI. Thus, the COSMHYC website from M6 on will serve as a joined website for both projects.

The following reasons support the decision for a common COSMHYC and COSMHYC XL project website:

- A common website supports the approach to establish COSMHYC as an overarching concept and brand the two projects are based on, since content relevant to both projects is better accessible on a common website.
- Technical details relevant to both projects are communicated in a common way and not on two separate websites.
- Dedicated sub-pages to the project designed in the project's CI is allowing to give details on project specific data.
- High overlap in interest groups and relevant events.
- Increase of visibility and impact.

The already developed CI for COSMHYC and COSMHYC XL serve as a foundation for the style and design of the common project website. The different colour schemes allow an easy differentiation of the two projects. During the whole process of the website development the common communication approach of the COSMHYC and COSMHYC XL project has been taken into consideration.

## 2. COSMHYC XL Website Development

The following chapters give an overview of the development and implementation of the COSMHYC XL project website. First, the objectives of the website creation are being described.

### 2.1. Objectives of the COSMHYC XL Website

The COSMHYC XL website is the main communication and dissemination channel of the project. With the project website it is aimed to:

- Create attention for the COSMHYC XL objectives, activities and benefits and how they respond to the objectives of the Fuel Cell and Hydrogen Joint Undertaking (FCH JU) and the climate goals of the European Union.
- Provide a regularly updated information channel for the COSMHYC XL project in order to generate interest in the COSMHYC XL concept both from the general audience and the actors contributing to deploy hydrogen technologies in Europe.
- Strengthen the partners' reputation in their research community or market at regional, national and international level.
- Raise awareness for the topic of automotive fuel cells and hydrogen mobility.

In respect to the common communication strategy of COSMHYC and COSMHYC XL an additional goal is to promote the overall COSMHYC concept in order to establish it as a well-known brand on the market.

The COSMHYC XL website is addressing different target groups, all interested in other content and with a different level of expertise in hydrogen mobility. Deliverable 7.3 “Initial Dissemination and exploitation plan” due in M9, will provide a detailed analysis of the targeted stakeholders for communication and dissemination as well as an in-depth description of their needs (in terms of information about the COSMHYC XL project) and related messages. The results of this analysis will be used to update the COSMHYC XL website with missing information. As the development of the project website is already due in M6, the analysis performed for the COSMHYC project has been taken into close account in terms of targeted audience, related messages and content.

The website is a communication and a dissemination channel and is intended for a very diverse audience from general public to experts.

- For the **general audience**, the **end user** (potential buyer of fuel cell electric vehicle) and **non-expert interested stakeholders** (including politicians), the website is intended to provide general information about the project (objectives, impacts,...) by focusing on benefits of hydrogen mobility and contributing to a positive image of hydrogen powered mobility in the general public. The website therefore provides a range of additional explanations on hydrogen production, fuel cell electric vehicles, H2 infrastructure. The aim is to help the general public and end-users to understand the main trends to which the developments of COSMHYC XL are contributing. Easy to understand and not too technically detailed texts are essential to successfully reaching the general audience.

- For the **expert audience**, the website is the entry point to attract actors involved in the development of the hydrogen mobility value chain. The focus here is clearly put on technical details and project results which will be presented on the website continuously. If needed additional sub-pages will be created.

Updated information on the project partners, current research activities including demonstration activities will mainly be provided through the sections “news and events” of the website.

## 2.2. COSMHYC XL Website Layout

The website was designed by a professional graphic agency. As already the case for the development of the project's CI, the agency that has created the COSMHYC project website has been selected to implement the update of the website by integrating the COSMHYC XL project into the existing COSMHYC website. This decision enabled to speed up to process of the website development and continue the fruitful work with the agency already selected for COSMHYC.

This approach also is in line with the communications strategy targeting to jointly communicate both projects as well as the overall COSMHYC concept.

The CI defined for the projects COSMHYC and COSMHYC XL (see Figure 1) served as the design foundation for the set-up and redesign of the COSMHYC project website. Above that, the colour schemes serve as a visual structure to easily distinguish between content related to COSMHYC or COSMHYC XL.

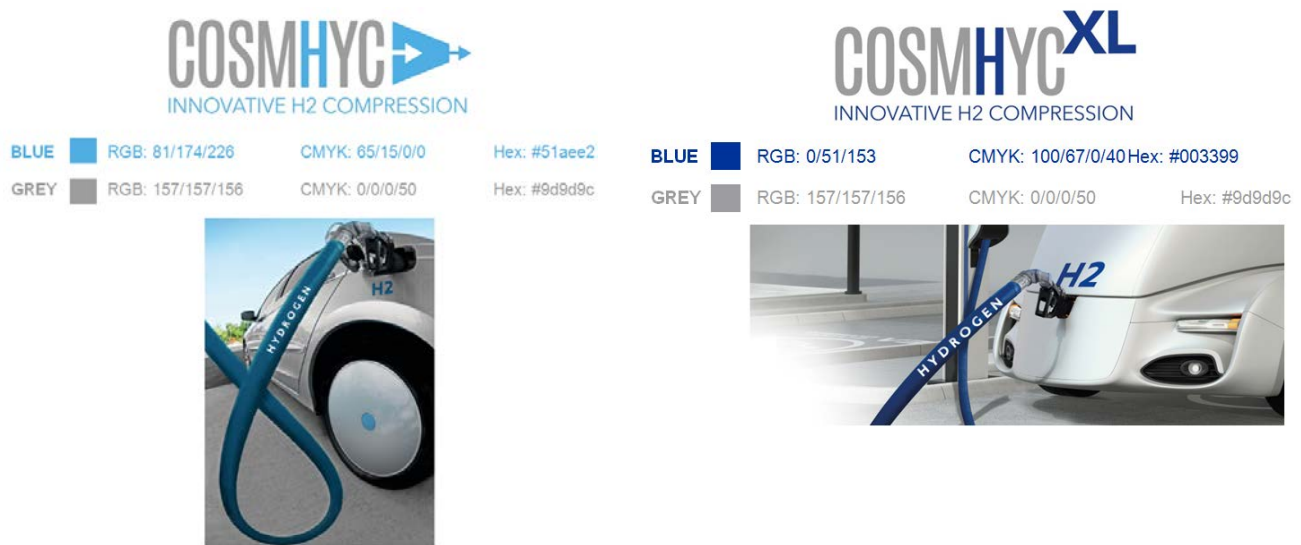


Figure 1: CI standards of COSMHYC and COSMHYC XL

All content related to the COSMHYC project is designed in the light blue as seen in the COSMHYC logo. In this case, the screen design of the already existing COSMHYC website simply has been used.

Similar, all content related to the COSMHYC XL project is visualised in the dark blue defined in the COSMHYC XL CI.

The content relevant for both projects as well is designed in the dark blue of the COSMHYC XL CI. Primarily the idea was to establish a third colour for these common content pages, this however would have rather caused more irritation than created a structured way to differ between the content. As in COSMHYC XL, the overall COSMHYC concept is being further elaborated and adapted for a broad use of mobility applications, COSMHYC XL can be seen as the final development of the COSMHYC concept. These arguments have supported the decision to use the dark blue to visualise common content on the project website.

## 2.3. Website Navigation

The common COSMHYC and COSMHYC XL project website is divided in the following sections:

- Home
- COSMHYC Project
- COSMHYC XL Project
- Learn More About
- Consortium
- News
- Download & Links

Compared to the already existing website structure of the COSMHYC website a dedicated webpage for the “COSMHYC Project” and “COSMHYC XL Project” have been integrated into the COSMHYC website, which from now on serves as a common communication tool for both projects.



The above mentioned colour code also is made visible in the website menu. As all content related to the COSMHYC project is held in the light blue, the navigation bar directing to this webpage is coloured the same way (see Figure 2).

Another indication to differentiate whether the webpage is concentrating on project specific or general content is the logo present on the website's header. Both project logos appear on all pages with content relevant for both projects. Specifically these are:

- Home
- Learn more about
- Consortium
- News
- Downloads & Links

**Innovative compression**  
**solutions** FOR EFFICIENT  
HYDROGEN MOBILITY



Figure 2: Navigation Bar and Website Header

In the header of the project specific webpages only the dedicated logo appears giving a better orientation when browsing through the website. The common slogan of the projects: "Innovative compression solutions for efficient hydrogen mobility" is also placed in the website header giving a first impression on the website's content.

Besides the sections contained in the menu bar, the page features three additional sections, "Repository" "Imprint" and "Privacy Policy", in the website's footer that are also displayed on each of the website's subpages. Via the link "Repository" the project partners can access the project's web repository, described in Deliverable D1.1 "Project intranet platform", due in M6. Access to the web repository is restricted to project partners with a user account; a respective access page has been integrated in the website.



Figure 3: Website Footer

Moreover integrated in the bottom of each page are the project's funding claims, to ensure that COSMHYC and COSMHYC XL are recognised as EU funded public projects. As the website is dedicated to both projects both claims are visible in the footer.

Above that, an interactive contact form is part of the website footer. Website visitors, who would like to acquire more information or simply want to get into contact with the project consortium, can use this interactive form to send an e-mail to the consortium (see Figure 5). Also, each page of the website features a social media/contact bar (at the right side of the page, see Figure 5 as well) that allows accessing the project's Twitter stream and LinkedIn page.



**COSMHYC / COSMHYC XL**  
**CONTACT**

European Institute For Energy Research (Coordinator)  
Emmy Noether Strasse 11, 76131 KARLSRUHE - Germany

Name

First name

E-mail\*

message\*

☐ Yes, I have read and understood the [privacy policy](#) and I agree that the data I provide will be collected and stored electronically. My data is used only used for processing and answering my request. By submitting the contact form I agree to the processing. \*

SEND

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Figure 4: COSMHYC/COSMHYC XL contact form

## 2.4. Website online and Social Media

The COSMHYC XL website is publically accessible since 26th June 2019 on. In order to promote the launch of the COSMHYC XL website including an update of the COSMHYC website, the website link will be shared on Social Media. Thus, a wide audience interested in the COSMHYC project and hydrogen mobility is reached. The COSMHYC project is present on [LinkedIn](#) and [Twitter](#). Based on the new communication approach for the projects COSMHYC and COSMHYC XL (outlined in Deliverable 7.1), the Social Media channels used only for the COSMHYC project until now, will from M6 on serve as joint communication platforms. This again will reach a wider audience and support the overall aim to promote the overall COSMHYC concept.

## 3. Content of the COSMHYC/COSMHYC XL website

In the following, an overview of the website content is given by shortly presenting each webpage.

### 3.1. Home

The webpage “Home” is the first page a website visitor is lead to when visiting the website. Idea of this webpage is to give an overview of the common COSMHYC concept. A prominent key visual, showing a hydrogen fuelling process of a car is clearly underlining the projects’ approach. A box highlighting an overview of the latest project news provides the website visitors with the latest evolutions linked to the projects by making it quickly accessible (see Figure 5).



Figure 5: Home Webpage

The page “Home” is divided in four subdivisions, which are accessible by scrolling down the screen.

- **“Welcome to COSMHYC & COSMHYC XL”**: giving a first introduction of the common COSMHYC approach by presenting both projects in short.
- **“Two boxes”**: explaining each project with a link to the dedicated project webpage.
- **“The vision”**: explaining the common COSMHYC concept more detailed and visualised by a schematic image.
- **“The Fuel Cell and Hydrogen Joint Undertaking”**: giving detailed information about aims and it's link to COSMHYC and COSMHYC XL

### 3.2. COSMHYC Project

This section is fully dedicated to the COSMHYC project. From an design point of view it is held in the COSMHYC specific light blue, in order to better distinguish between the different content provided on the website. Supporting this, the key visual of this webpage is of course the COSMHYC's project defined key visual coloured in light blue (see Figure 6).



Figure 6: COSMHYC Project Webpage

The following content is provided on the COSMHYC project webpage:

- **“COSMHYC: Vision”**: embedding the project’s activities and targets into the larger concepts of renewable energy and clean mobility.
- **“COSMHYC: Objectives and Activities”**: outlines in detail the research undertaken and put to test within the COSMHYC project.
- **“COSMHYC: Impacts and Benefits”**: giving a very simplified overview of the impacts and benefits expected from the project.

Each section is illustrated with a schematic image or picture.



Figure 7: Image for COSMHYC: The Vision and COSMHYC: Impacts and benefits

### 3.3. COSMHYC XL Project

Corresponding to a webpage dedicated to the COSMHYC project, this webpage contains COSMHYC XL specific information. Based on the CI the layout of this webpage is in dark blue. The key visual of COSMHYC XL also indicates that this page is dedicated to COSMHYC XL (see Figure 8).



Figure 8: COSMHYC XL webpage

This webpage is structured similarly to the COSMHYC project webpage:

- **“COSMHYC XL: Approach and Vision”**: embedding the project’s activities and targets into the larger concepts of clean mobility.
- **“COSMHYC XL: Objectives and Activities”**: explaining the main activities to be performed in COSMHYC XL in short.

- **“COSMHYC XL: Impacts and Benefits”**: giving details on how COSMHYC XL is contributing and supporting to the EU Energy Strategy and other benefits.

Again, pictures visualise each section’s content.

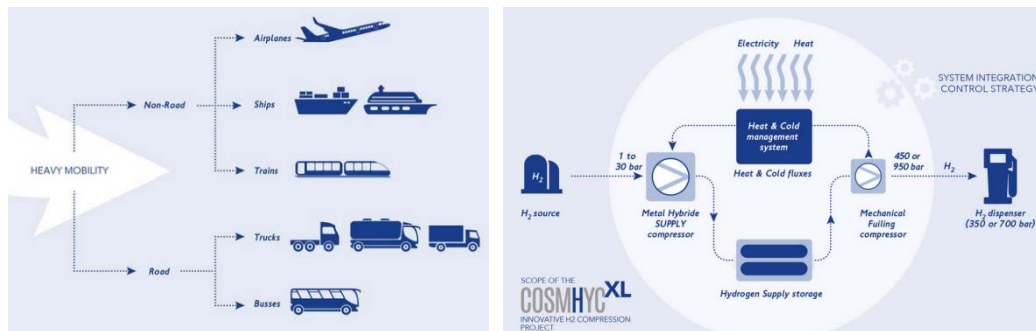


Figure 9: Image illustrating COSMHYC XL “Approach and Vision” and COSMHYC XL “Objects and Activities”

### 3.4. Learn More About

All following sections are common project webpages containing content relevant to COSMHYC as well as to COSMHYC XL.

This section mainly has been adopted from the previous COSMHYC webpage. As already outlined in the COSMHYC Deliverable 7.2, main aims of this section are:

- Present the overall concept of the innovative compression solution developed within the COSMHYC project.
- To provide more basic explanations on the whole hydrogen value chain to the general audience. This is achieved mainly through two subsections devoted to “hydrogen production and benefits” and to “Fuel cell electric vehicles”.
- To focus on refuelling stations by highlighting the challenge and opportunities related to this infrastructure and related equipment for the deployment of hydrogen mobility. This is achieved mainly through two subsections devoted to “Infrastructure for H2 Mobility” and “Hydrogen refuelling stations”.
- To highlight more specific aspects regarding technical and economic features of the compression step at the refuelling station. This is achieved mainly through two subsections devoted to “H2 compression” and “Economic impact of hydrogen compression on hydrogen fuel costs”. These two subsections are more conceived for experts interested in the possible improvement related to compression.

During the course of the projects this section continuously will be updated with relevant project results. The first important information the website will be updated with is related to detailed information on hydride compressors, as an important component of the COSMHYC concept. This additional information will be available latest from M7 on.



## LEARN MORE ABOUT INFRASTRUCTURE FOR H<sub>2</sub> MOBILITY

The on-road practicability of FCEVs has been demonstrated; moreover hydrogen cars are silent and comfortable. By the end of 2016 about 5,000 FCEVs were on the roads all over the world. At present, manufacturers start the production of affordable FCEVs in series. Well-developed infrastructures and efficient technologies for **hydrogen refuelling stations** are key to FCEVs market deployment.

The transport and distribution infrastructure can be composed of different elements depending on where the hydrogen is produced:

- ▶ On-site production (or near the refuelling station): the electrolyser has to be installed and access to a sufficient amount of renewable electricity has to be ensured.
- ▶ Off-site production: hydrogen needs to be compressed, pumped into the storage vessels (**compressed hydrogen tube trailers** or liquid hydrogen trailers for example) and transported (pipelines or trucks).
- ▶ Storage solutions to ensure the availability of hydrogen.
- ▶ **Compressors** are needed to supply high-pressure hydrogen to the FCEVs' tanks.

▶ **Refuelling station** for the distribution and the sale of the hydrogen fuel.



Hydrogen refuelling station in Hamburg © LBST 2017

Figure 10: Learn more about

### 3.5. Consortium

The section “Consortium” also was adapted from the COSMHYC webpage. The layout was changed to the dark blue, as defined for all common webpages. Other than that, no updates have been performed, since all partners and their role in the projects are the same.

The general consortium webpage gives an overview of all partners. By clicking on the organisation’s logo a pop-up box is opened providing more detailed information of each organisation as well as contact details (see Figure 11 and Figure 12).

## CONSORTIUM

The consortium is composed of partners out of 3 European countries (Germany, France and Denmark) and gathers expertise covering the whole value chain from development to industrial implementation in the field of hydrogen refuelling stations.

Two industrial partners (MAHYTEC and Nel Hydrogen) will work in close collaboration with experts of hydrogen technologies (LBST), specialists of

innovation management (Steinbeis 2i) and researchers (EIFER).

The consortium is coordinated by the research center, which guarantees a strong innovation oriented approach. The involvement of two industrial partners and their intensive interactions with consultancy companies shows the high willingness of the consortium not only to demonstrate solutions for decarbonisation of the transport sector, but also to industrialize them.



Figure 11: Consortium Webpage



**CONSORTIUM**

**EIFER**  
**WWW.EIFER.ORG**

The European Institute for Energy Research (EIFER) was created in September 2001 as a European Economic Interest Grouping between EDF and KIT (Karlsruhe Institute of Technology) and is located in Karlsruhe. EIFER is active in several areas of energy transition, from strategic planning for sustainable cities to energy systems. One important research topic included in EIFER's activities is hydrogen. The institute aims at developing, implementing and testing innovative hydrogen technologies from hydrogen production through electrolysis to different hydrogen applications including sustainable mobility. Fuel cell hydrogen vehicles are the core application of electrolysis technologies tested in the laboratories of EIFER and in demonstration projects, aiming at developing efficient, sustainable and affordable refuelling infrastructure.

**EIFER involvement in COSMHYC and COSMHYC XL:** EIFER will coordinate the project, will be leader on the development of the compressor prototype and will supervise the test phase. EIFER aims at accelerating the development of hydrogen electric mobility from carbon free electricity. Besides, we aim at being one of the major hydrogen research centres in Europe by developing expertise on key technological bottlenecks.

**EIFER CONTACT**

**David Colomar (Coordinator)**  
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colomar@eifer.org

Figure 12: Pop-up box giving details on each organisation

### 3.6. News

In the section “News” latest project related results, events, interviews or other interesting information will be shared. As a layout colour the dark blue was chosen here as well. In order to differentiate between news relevant to a specific project or both projects, the project name will be placed in front of the heading.



**Innovative compression solutions** FOR EFFICIENT HYDROGEN MOBILITY

**COSMHYC** INNOVATIVE H2 COMPRESSION

**COSMHYC<sup>XL</sup>** INNOVATIVE H2 COMPRESSION

**HOME COSMHYC PROJECT COSMHYC XL PROJECT LEARN MORE ABOUT CONSORTIUM NEWS DOWNLOADS & LINKS**

**NEWS**

**COSMHYC at Hannover Messe 2019**  
05 - 04 - 2019  
COSMHYC partner MAHYTEC and EIFER exhibited at this year's Hannover Messe.  
[more](#)

**2nd COSMHYC press release reveals hybrid compression solution for hydrogen**

Figure 13: New webpage



### 3.7. Downloads & Links

This section will contain all the public documents generated within both projects: project flyer, interviews, press releases and other public documents. The page is divided in two halves. On the left side all documents related to the project COSMHYC are shared and on the right side the files for COSMHYC XL. This structure is additionally visualised by the specific colour code of each project (see Figure 14). Above that, this section provides a list of important and informative links, for instance to related projects, associations in the field of hydrogen and fuel cells, scientific magazines, articles and more.



[HOME](#) [COSMHYC PROJECT](#) [COSMHYC XL PROJECT](#) [LEARN MORE ABOUT](#) [CONSORTIUM](#) [NEWS](#) [DOWNLOADS & LINKS](#)

## COSMHYC: DOWNLOADS AND LINKS

### Downloads COSMHYC

- ▶ [COSMHYC Press release #1](#)
- ▶ [COSMHYC Flyer](#)
- ▶ [COSMHYC Interview EIFER Terrien](#)
- ▶ [COSMHYC Interview with Uwe Albrecht, Managing Director of LBST](#)
- ▶ [Cosmhyc Interview Mikael Sloth](#)
- ▶ [COSMHYC Press Release II - Oct. 2018](#)

### Links

- ▶ <http://www.fch.europa.eu/> - Fuel Cells and Hydrogen Joint Undertaking
- ▶ <https://ec.europa.eu/programmes/horizon2020/> - Horizon 2020

## COSMHYC XL: DOWNLOADS AND LINKS

Figure 14: Downloads and Links

## Main conclusion

Within the first six months of the project the COSMHYC XL project website was set up which is available under this link: <http://www.cosmhyc.eu>. Due to the strong interaction between the projects COSMHYC and COSMHYC XL the consortium decided to create a common website embedding webpages for each project. The already existing COSMHYC website was adopted and updated concerning the newly defined style guidelines and communication approach set out for the projects.

The language and content of the website is adapted to the purpose of reaching a large and diverse audience (interested public and experts). The information provided focuses on the overall benefits for hydrogen mobility of improving the compression step at the refuelling station.

All along the life of the project, the website's content will be up-dated and kept lively in order to reach a broad audience. Altogether, the website provides a good basis for disseminating the project and its goals to externals and will ensure the project's recognition by the public.