



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-2016-1

Topic: FCH-01-8-2016 - Development of innovative hydrogen compressor technology for extra large scale hydrogen refueling stations

Start date of project: 01.01.2019

Duration: 36 months

Deliverable 7.4 Promotional Video

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Due date of deliverable: 30.11.2022

Actual Submission Date: 11.12.2022

Deliverable Name	COSMHYC XL Promotional Video
Deliverable Number	7.4
Work Package	WP7
Associated Task	T7.1
Covered Period	M01-M45
Due Date	30.11.2022
Completion Date	15.11.2022
Submission Date	11.12.2022
Deliverable Lead Partner	Steinbeis 2i
Deliverable Author	Julia Klingel
Version	1.2

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the FCH2 JU Services)	
RE	Restricted to a group specified by the consortium (including the FCH2 JU Services)	
CO	Confidential, only for members of the consortium (including the FCH2 JU Services)	



Co-funded by
the European Union

The project is supported by the Clean Hydrogen Partnership and its members Hydrogen Europe and Hydrogen Europe Research.

CHANGE CONTROL

DOCUMENT HISTORY

Version	Date	Change History	Author(s)	Organisation
1.0	16.11.2022	Document drafted	Julia Klingel	S2i
1.1	06.12.2022	Document revised	Marie-Eve Reinert	S2i
1.2	11.12.2022	Document validated	David Colomar	EIFER

DISTRIBUTION LIST

Date	Issue	Group
07.12.2022	Revision	Project Coordinator
11.12.2022	Submission	Clean Hydrogen JU

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Introduction

The purpose of this report is to present details on the production of the COSMHYC XL promotional video. The video itself was delivered on 15.11.2022 after several months of planning, production and post-production.

It is available on YouTube and linked to the project website and social media channels: <https://www.youtube.com/watch?v=LfaCMh3gmw4>

The video is strongly linked to the project video of the COSMHYC project (GA number 736122) and will be followed by a third video related to COSMHYC DEMO (GH number 101007173).

Deviations

The delivery of the content is in time and without any deviations.

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.

1. Pre-Production & Concept

1.1 Selection of Professional Video Agency

The call was posted just before Christmas (17/12/2021) with a deadline at the end of January 2022. Throughout January several calls were held to further discuss the concept, giving all agencies equal opportunity to make their offer.

The call was sent 10 video production agencies, of which 5 submitted offers. The offers were compared with a strict value-for-money principle. 6 categories were defined beforehand – total amount of offer, credibility of offer (resources to be committed, experience), quality of offer (comprehensiveness, justifications given), 3D animation (style options, professional look), portfolio, ability to build on previous COSMHYC video).

In mid-February, after careful considerations and follow-up calls, one agency's offer (Prestigefilm) was accepted, and two runners-up were identified.

1.2 Concept of the COSMHYC XL promotional video

The concept was validated and revised between S2i and the coordinator (30/11/2021, 14/12/2021) and presented to the consortium during the January monthly call (11/01/2022). It served as a base for the entire production of the video. The following framework was finalised in January 2022. Aside from the timeline, the concept remained unchanged throughout the production of the video. The concept includes details on the overall objective, the target audience, main messages, the outline of the content, style, and organisation.

1.2.1 Objectives

1. Tell the COSMYHC **success story** – Scale-up of successfully tested technology
2. Create **trust** in the promising COSMHYC technology that is fast approaching demonstration
3. Explain and show the MC, MHC, and combination of both – via 2D/3D animation
4. Place in context of EU climate goals: Green Deal, Fit for 55, Clean Hydrogen Partnership
5. Further establish the project series → to be followed by COSMHYC DEMO

1.2.2 Target Audience

1. **Industry:** HRS manufacturers, integrators, owners & operators, filling centres
2. **Public:**
 1. **Mobility fleet operators**
 2. **Policy makers / influencers involved in regulating codes and standards.**
3. **End-User:** H2 influencers, niche audience that is already interested and invested,

1.2.3 Main Message

The COSMYHC compression solution is:

1. **Tested:** well-advanced and has incredible potential for application
2. **Scaled-up:** from COSMHYC to COSMHYC XL
3. **Modular:** with a wide range of use cases in mobility and transport but also in general industry
4. **Efficient:** maintenance & energy
5. **Reliable & Safe:** increasing social acceptance of hydrogen applications

1.2.4 Content

- **INTRODUCTION**
 - Contextualize with EU / national / regional climate goals
- **COSMHYC**
 - Progress, achievements
 - Interview David Colomar
- **TO COSMHYC XL**
 - Scale-up
 - Interview David Colomar
- **THE CONCEPT, EXPLAINED**
 - 3D animation of MHC and MC and H2 flow through the system
 - Mix of interviews and voice-over
- **USE-CASES**
 - 2D animation
- **MODULAR**
 - Footage
- **EFFICIENCY, RELIABILITY, ACCEPTANCE**
 - Interview (LBST)
- **THE STORY CONTINUES...**
 - COSMHYC DEMO – maybe first images of construction site, footage from CCTV

Except for minor changes, to cut the length of the video, the content can be seen as such in the final video.

1.2.5 Style

- Links to first video – but more: *edgier, faster, modern.*
- Demonstrating COSMHYC technology is innovative, trailblazing, promising, flexible, modular

Keywords: #COSMHYCseries #COSMHYCsolution, #InnovativeCompression, #mobility, #industry #Xlmobility

- Marketing/product video that explains the different components of the hybrid solution and its market application: MH, MHC, MC
- Mix of interviews, illustrations and **3D animation** to explain the concept/technology and benefits – for industry and consumer.

1.2.6 General features

Duration

- ~4 minutes

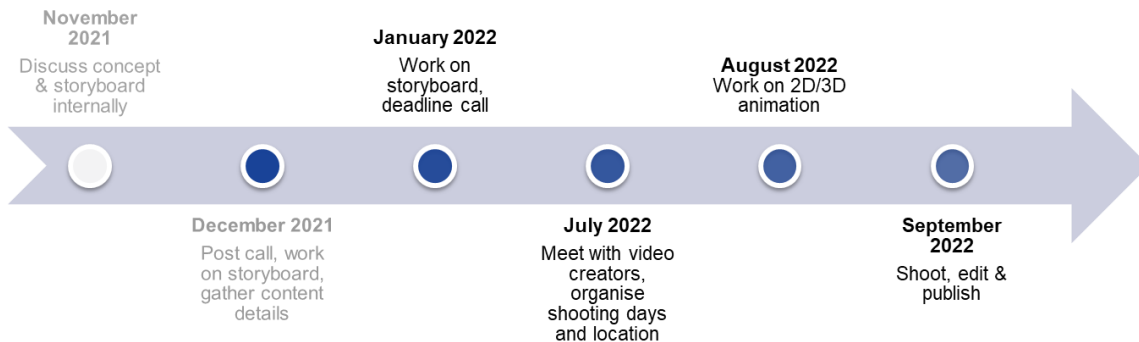
Voice-Over

- Female voice-over, English subtitles

CI Colouring

- COSMHYC XL style guide (blue/grey), key visuals – COSMHYC DEMO at the end (pink/grey)

1.3 Timeline



Due to an additional video production in the context of the South German Hydrogen Week 2022, which promised to bring a lot of attention due to the collaborative context and intense focus during the week at the end of June, the production of the COSMHYC XL project video was moved to Q3 2022. This timeframe also correlated to the advancement in the build-up of the prototype and would show the installation in its almost final stage. An achievement, which the project video aimed at capturing.

2. Production

From early July 2022, S2i and the video production agency started with the production of the video: organising additional footage, drafting the animation sequences, and organising the video shoot.

2.1 Additional Footage

Additional footage was requested from several hydrogen mobility players. Due to the non-commercial nature of the video, the permission to use footage of hydrogen trucks, planes, and trains was given without extra charge. The additional footage should be considered to be illustrative to show the advancement of hydrogen mobility with all technologies, not just compressed hydrogen. The inclusion of this footage well achieved its purpose and gives the video the necessary contextualisation in the well-advancing hydrogen economy.

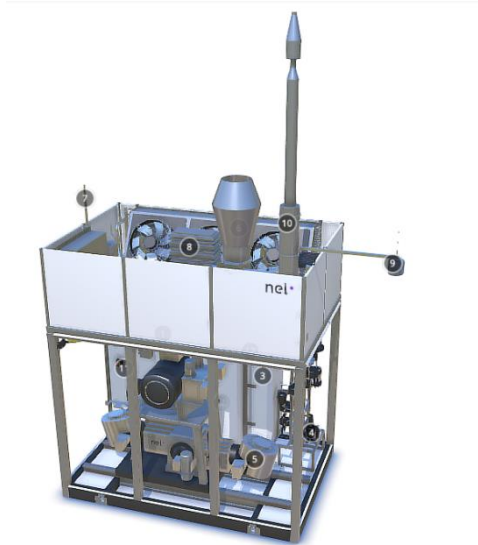
2.2 Work on Animation

During August 2022, S2i worked with the video agency and input from the partners to organise the 2D animation of the hydrogen flow through the MHC and the inclusion of 3D animation, which was already available through the technical WPs.

3D animation

As no distinct animation was available of the MC, the public 3D animation of a NEL HRS was used instead. The MHC 3D files of the prototype were available from EIFER.

NEL H2StationTM 3D model which was used to illustrate the MC

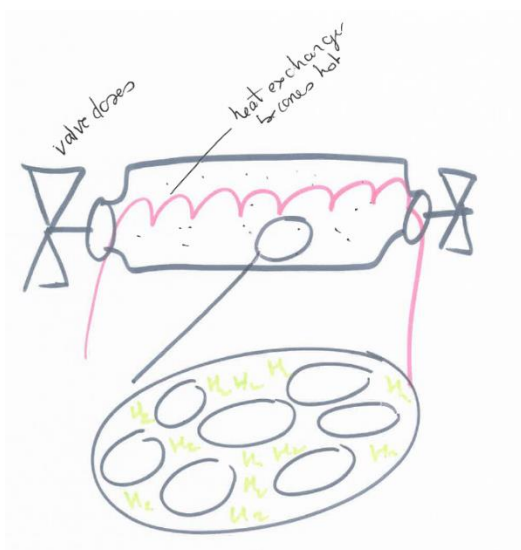


MHC prototype 3D model as used in the XL video

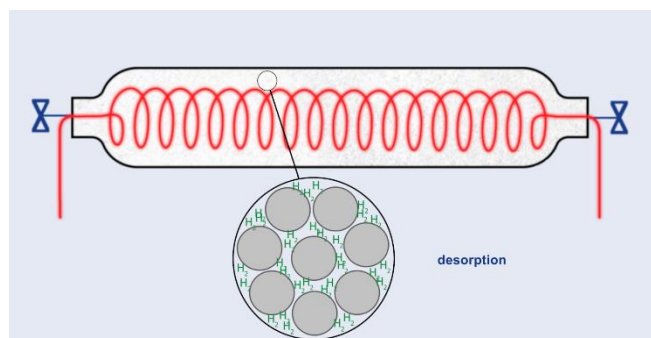


2D animation of the H₂ flow through MHC

S2i, in close contact with the consortium, worked on the draft of the animation of how the MHC, in detail, works. This draft, consisting of the entire storyboard, with details on the elements appearing, disappearing, etc. was shared with the video agency, which reproduced it digitally for final integration into the video. A comparison between the two version can be seen in the figure below.



Draft and final version of one animation still explaining the compression process



The work on the animation continued until the final cut of the COSMHYC XL video.

2.3 Shooting the video

After organising with all parties involved (interviewees, locations etc.), the film was shot on 07 September 2022 in Munich at the LBST offices for the interview with CEO Sofia Capito and 08 September 2022 at Fraunhofer ICT near Karlsruhe for the filming of the prototype and interviews with David Colomar and Rami Chahrouri (EIFER). S2i was present on both days, coordinating with the video agency and the partners on the video production.

Behind the scenes of the video shoot on 07 September 2022 in Munich (right) and Karlsruhe (below).



3. Post-Production and Premiere

3.1 Revisions by S2i and the Consortium

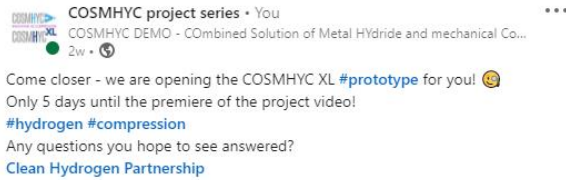
After the initial cut provided by the agency, the video was revised twice: the first revision was done at S2i, correcting formalities, such as proper inclusion of the logos, including funding statements and references to the Clean Hydrogen Partnership. The second revision was then opened to all partners, with valuable feedback received and implemented in the final version.

3.2 Launch of the Video, incl. Social Media Campaign

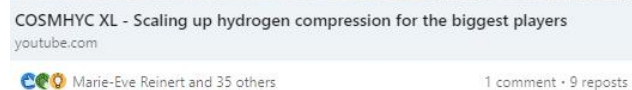
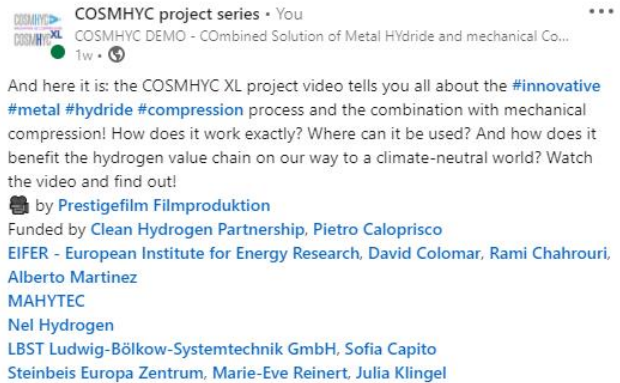
The video launch was preceded by a short social media campaign. slowly preparing audiences for the video release and creating excitement. The social media campaign included a gif GIF of the MHC prototype being opened, a comparison between the first COSMHYC video and the XL video, and a short trailer, combining behind-the-scenes footage with the final video.

On 15 November, the video was released on YouTube, posted on social media channels and linked to the project website. It is one of the highest interacted with postings on the project

LinkedIn page, with partners and stakeholders reposting, showing the great interest of the community in the technology and publication of the communication action.



First post of the social media campaign to prepare the COSMHYC XL project video release (left) and (below) final posting of the video with link to YouTube (~302 views, 28/11/2022)



Conclusion

The project video will serve as a way to communicate the achieved build-up of the COSMHYC XL prototype to interested stakeholders and future customers of the compression solution. It will accompany the project during the last months of the project and help further spread the word about the COSMHYC project series.

It is aimed to use the video at fairs and conferences to support the communication and dissemination campaign.

The COSMHYC XL promotional video will be followed by the COSMHYC DEMO project video, which will complete the COSMHYC video series.