hyield

D7.2 Project website and social accounts

inveniam

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Clean Hydrogen Partnership

PROJECT INFORMATION

GRANT AGREEMENT NUMBER	101137792
PROJECT TITLE	A novel multi-stage steam gasification and syngas purification demonstration plant for waste to hydrogen conversion
PROJECT ACRONYM	HYIELD
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CALL IDENTIFIER	HORIZON-JTI-CLEANH2-2023-1
PROJECT WEBSITE	www.hyield.eu

DELIVERABLE INFORMATION

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DELIVERABLE CREATOR	INV
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REVIEWERS	ALL
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Acronym Glossary

GA: General Assembly	*C&D&E: Communication, Dissemination and Exploitation*
WP: Work Package	

Consortium Partners

	Country	Country	Short name
1	MAGTEL OPERACIONES	ES	MAG
2	CEMEX ESPAÑA OPERACIONES	ES	CMX
3	VEOLIA (ACES)	ES	VEOLIA
4	WASTE-TO-ENERGY ADVANCED SOLUTIONS	ES	WTE
5	H2SITE	ES	H2S
6	MINCATEC ENERGY	FR	MIN
7	FUNDACIÓ EURECAT	ES	EUT
8	SINTEF AS	NO	SIN
9	ARISTENG	LU	ARI
10	SYNHELION	BE	SYN
11	CETAQUA-CENTRO TECNOLÓGICO DEL AGUA, FUNDACIÓN PRIVADA	ES	CET
12	INVENIAM GROUP	ESE	INV
13	ARCELORMITTAL BREMEN	DE	ARC
14	ENAGAS	ES	ENG
15	CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS	ES	CSIC

1. Introduction

This document outlines the structure and content of the HYIELD project website. It captures the current status and anticipated development of content and features as the project progresses over its 4-year duration. Future modifications and enhancements may be identified to address any emerging needs not currently foreseen.

The website acts as the primary point of contact and information source for the research community, industry, stakeholders, and the general public. As specified in WP7 (Communication and Dissemination) and our C&D&E plan, the website is designed to be professional, market-oriented, search engine-friendly, and responsive. It will be regularly updated with a variety of formats, including webinars, video clips, practical guides, collateral materials, banners, and brochures. The website will host both general project information and links to non-confidential technical deliverables as they become available.

Organized into distinct sections, the document shows the different sections of the website, the content for each section and its visual appearance with a final section dedicated to HYIELD's social networks. This structured approach ensures a clear, strategic pathway from project to the partners and content created (blogs, events attended and other relevant materials), facilitating seamless execution and maximizing the project's impact.

1.1. Background and Context

The HYIELD project is an innovative initiative that addresses two critical challenges in the European context: transforming waste disposal methods for non-recyclable and organic materials and advancing the decarbonization of hard-to-abate sectors such as shipping, aviation, and the cement industry.

HYIELD bridges these challenges, employing the gasification of waste and organic materials to extract energy in the form of hydrogen (H2). This approach presents a cost-effective solution for waste management and clean hydrogen production. The potential impact of this project in Europe is significant, with an estimated 300 million tonnes of waste generated annually. This amount of waste could yield up to 30 million tons of clean hydrogen, surpassing the 2030 hydrogen production target by 300%.

The HYIELD project is set to deploy an advanced multi-stage steam gasification and gas separation process, surpassing the current state-of-the-art techniques. This development aims to overcome the existing barriers in waste-to-hydrogen solutions and is guided by six key objectives:

1. Achieving higher energy conversion efficiency compared to conventional gasification processes.
2. Producing high-purity hydrogen output.
3. Offering flexibility in feedstock.
4. Ensuring the cost-effectiveness of the process
5. Designing a scalable system
6. Maximizing waste heat utilization and internal heat recovery

The ultimate goal of HYIELD is to establish a sustainable value chain for clean hydrogen production. This involves synergizing waste management companies with industries possessing residual heat and hydrogen end-users, thereby creating a comprehensive and sustainable approach to clean energy and waste management in Europe.

2. Website

The HYIELD website (https://hyield.eu) will serve as the official hub, keeping the public informed about project developments, sharing public deliverables, and offering details on HYIELD events such as project meetings and workshops, as well as publications and other results that can be utilized. The content of the website was shared with all the partners for their review and their feedback was implemented. The design was also shown to all partners before its implementation.

The site is designed to be both visually appealing and easy to navigate, catering to the needs of all user groups. All content on the website will be accessible to every user and provided in English.

2.1. Home

The homepage of the HYIELD project portal serves as the primary interface to communicate the project's objectives and provide a summary of the latest activities, containing all the essential information that can be openly shared with the public. See Figure 1.

The initial view of the HYIELD landing page is designed to be visually appealing to capture visitors' attention. It prominently displays the project's brand through its logo and colour scheme. Various sections are clearly visible, along with a brief description of the project. Visitors can access the contact page by clicking on the "contact" button.

Following this, there will be a section featuring the project video, expected in M12, with a short presentation of the project containing all the relevant information.

Next, there is a brief introduction of the consortium, with a description of the type of partners that constitute, their names and their logos. There is also a button that redirects visitors to the "About the project" section for more detailed information.

The last subsection shows the latest news. It will become active once the first blog is published.

The footer includes the required disclaimer from the European Union and Clean Hydrogen Europe for EU-funded projects, as well as links to HYIELD social media profiles (X and LinkedIn), a contact email address, and the cookies and privacy policies.

2.2. Project

The project section, as illustrated in Figure 2, will visually present key characteristics of the HYIELD project, including its duration, the number of partners, the countries involved, and the total funding. Below, there will be a description of the goals that will be achieved over the course of the project, from gaining deeper knowledge of the processes involved to preparing for the market. This will be followed by a schematic of the overall process, from waste to demo plant.

Below this, there will be a PERT chart of the work packages, showing the partners involved in each work package and how they connect with each other. Additionally, brief descriptions of the eight work packages and the expected milestones and impacts of the project will be provided.

2.1. Consortium

A map will be presented with all the involved partners, with the countries colour coded to indicate the country they are located in Europe. Below the map, there will be several cards, one per partner, with links to their websites and social media, identified in D7.1, and a short description when clicking on +INFO. This section is still a work in progress. The description will be added shortly.

The final subsection will be dedicated to other projects relevant in the same field. HYIELD will make an effort to locate relevant projects and offer them the possibility to be included in our website with their logo and a link to their own website. This section has been set up, and it is currently displaying some random text automatically generated.

A whole image of this section is shown in Figure 3.

2.2.Resources

The library, see Figure 4, will display different resources from the project to make it easier for the partners and potential stakeholders to be aware of HYIELD's brand, such as the Company Identity Manual (CIM), the HYIELD Logo, and the fonts. It will also include the public deliverables once approved by the EC. This section will be continuously updated to show the latest work and deliverables.

2.1. News & Events

The News will display the latest news of the project which will be related to the progress of the project. This will include blogs and press releases with project updates, special milestones, blogs about relevant topics.

The Events section will contain all events HYIELD's partners will attend or have attended. This section will be continuously updated.

A whole image of this section is shown in Figure 5.

2.1. Contact

The contact section, Figure 6, is made to allow the public to get in touch with the HYIELD project, available data, outputs and publications and find ways of collaboration with the project.

Figure 1. Home section.

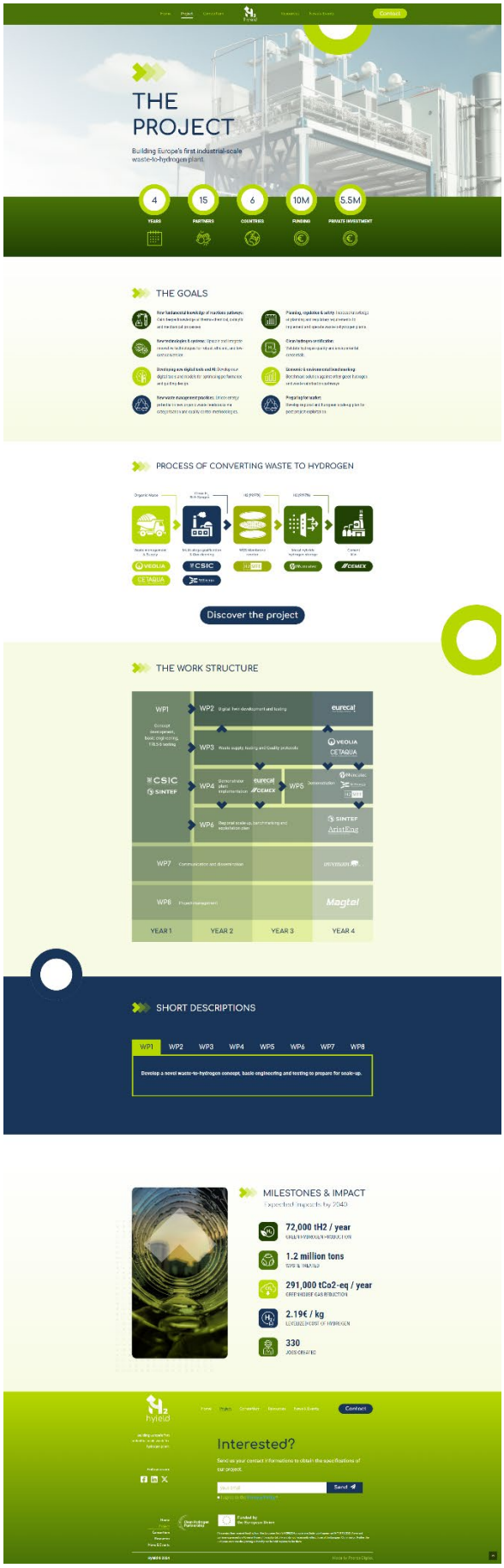

Figure 2. The Project section.

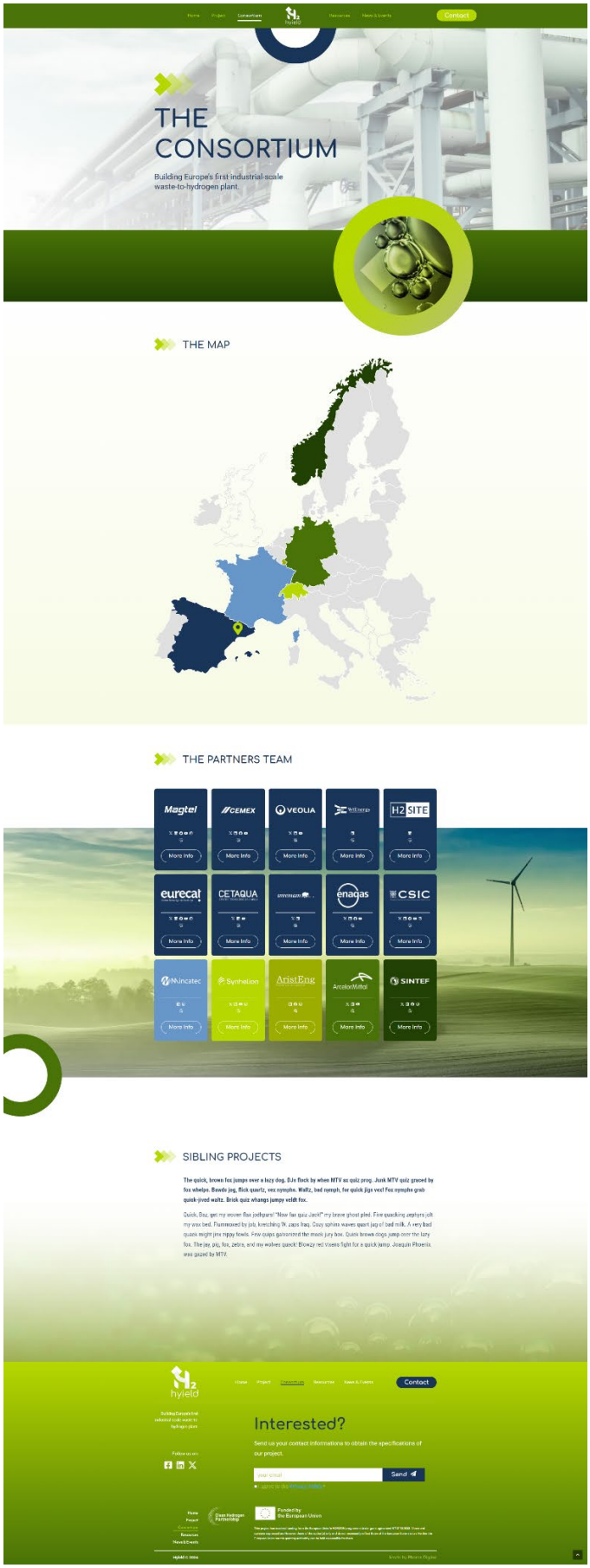

Figure 3. Consortium section.

Figure 4. Resources section.

Figure 5. News & Events section.

Figure 6. Contact us section.

3. Social Media

As indicated in the GA and D7.1, HYIELD will work with **LinkedIn** and **X platform.** From D7.1:

LinkedIn: *Recognised as the main professional networking platform, LinkedIn is crucial for connecting with industry experts, stakeholders, and companies involved in technology, engineering, and environmental sectors. HYIELD project, which is at the cutting edge of waste-to-hydrogen solutions, seeks to engage with professionals who possess the narrow specialisations crucial to our success. LinkedIn's environment allows fostering professional relationships, sharing in-depth articles, and participating in industry-specific discussions, making it an ideal platform for achieving our communication objectives. Its tools for targeted advertising and content dissemination allow us to effectively raise brand awareness, position HYIELD as an expert in the field and showcase advancements in clean hydrogen production.*

X platform: *While LinkedIn offers a broad professional audience, Platform X provides a niche space where experts in waste management, renewable energy, and decarbonisation share their opinions and expertise. This platform enables us to reach a highly specialised audience that is directly involved in or interested in the technological and engineering advancements related to clean energy production. Platform X's community-driven approach allows for deeper engagement and collaboration opportunities with key stakeholders and innovators driving change in our target sectors.*

Choosing LinkedIn and Platform X aligns with HYIELD's social media goal to establish HYIELD as a dynamic expert in sustainable waste management and clean hydrogen production.

Leveraging the professional network of LinkedIn and the dynamic engagement of platform X will allow for real-time updates, discussions, and networking, targeting professionals and enthusiasts.

The platforms have been active since the beginning of M6 (June 2024) to launch the project as it fit nicely with the 2nd General Assembly held on the 10th-11th June. See Figure 7 for a visual of the LinkedIn site and Figure 8 for X.

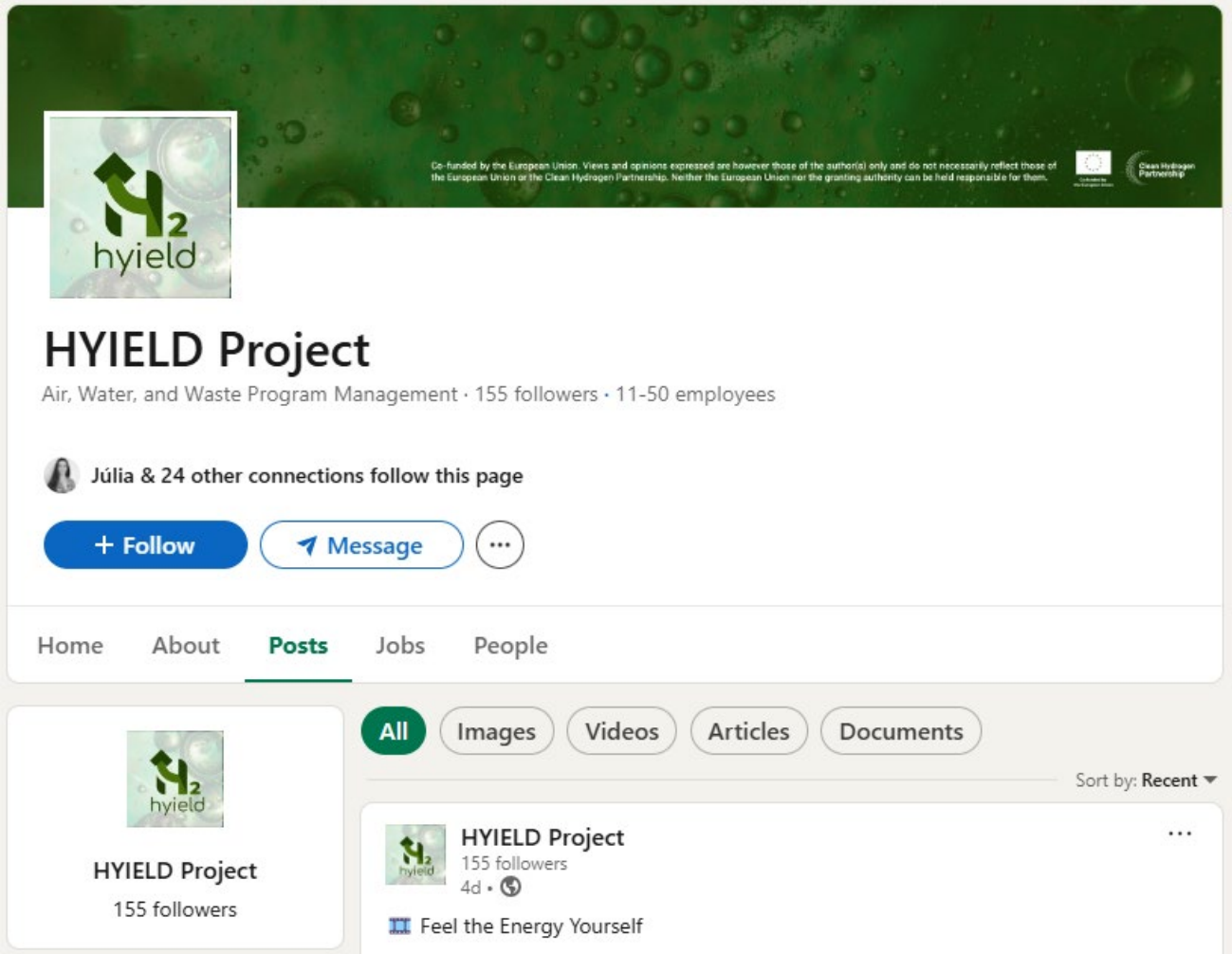

Figure 7. HYIELD's LinkedIn account.

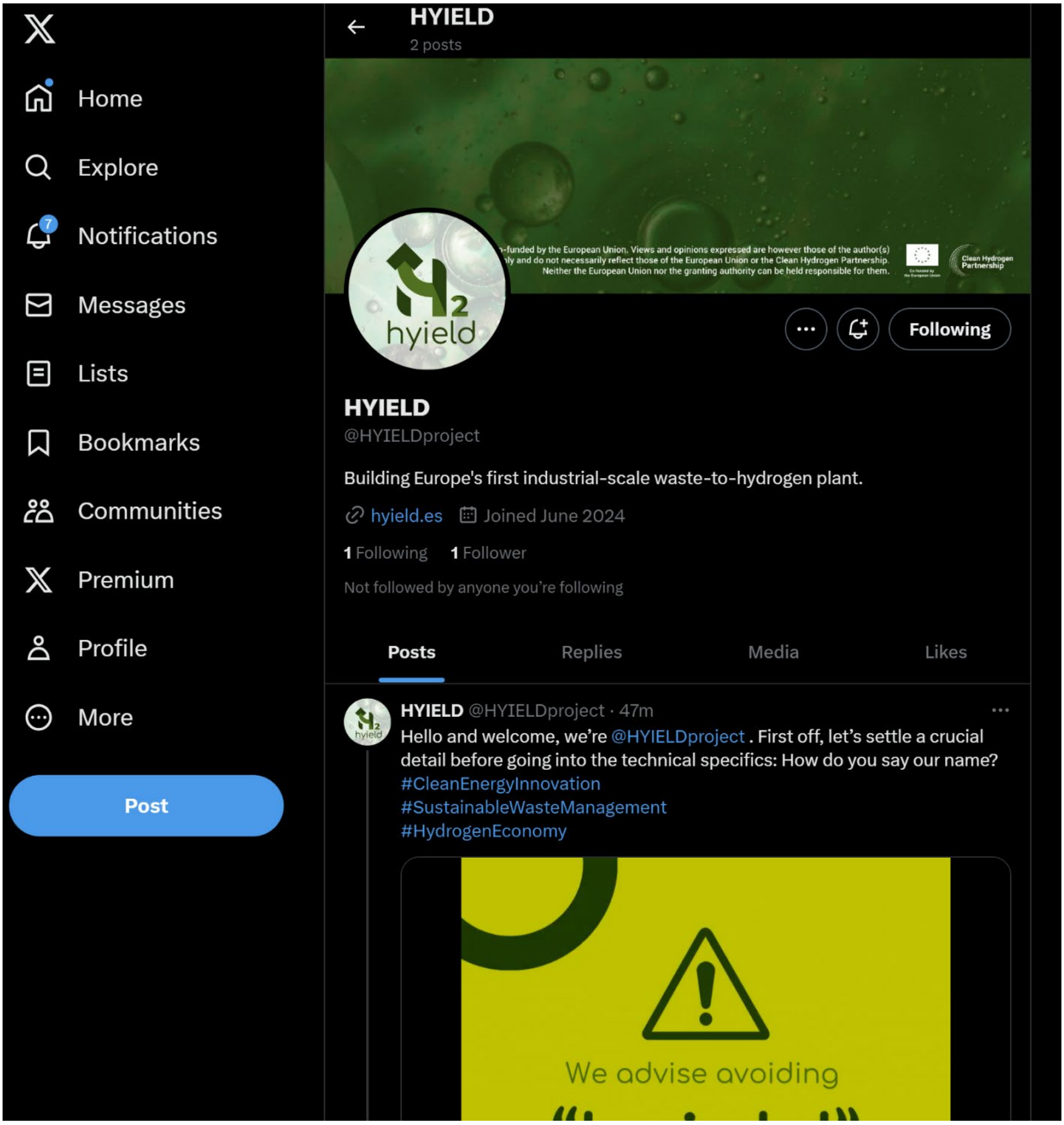

Figure 8. HYIELD's X account.

4. Conclusion

The establishment of the HYIELD project website serves as a vital communication hub for external stakeholders. Beyond a standard project site, it provides comprehensive information in written, visual, and audio-visual formats, outlining project objectives, progress, and results. Managed and maintaned by INV (WP7 leader), the website features different sections providing information about different aspects of the project, from a short project description to the consortium members or blogs the logo.

Additionally, to maximize outreach, we have set up LinkedIn and X channels, with the goal of connecting with external stakeholders, from general audience, to academics, industry professionals, journalists, and policymakers. These platforms will play a crucial role in disseminating HYIELD activities and results and will redirect their attention to HYIELD's website.