

Building Impact: Strategic Communication for Reaching & Engaging with Takers

Mini-session by LIHYP: Linking Hydrogen Power Potentials

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**Interreg
North Sea**



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Mini-Session Objectives

Goals:

- Explore how strategic communication supports capitalisation and uptake of project work
- Learn practical approaches to reach and engage with “takers”
- Foster exchange and networking around communication strategies



LIHYP: Linking Hydrogen Power Potentials

Project Overview:

- LIHYP aims to connect hydrogen supply and demand across the North Sea region

Objective:

- Accelerate the market introduction of hydrogen applications and build regional hydrogen value chains



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LIHYP: Linking Hydrogen Power Potentials

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@vectorwin22
@ixdesignlab
@icons8
via Canva.com

LIHYP will realise:

- **H2 Platform:** Establishing a North Sea Region marketplace linking hydrogen stakeholders and managing demand, production, and supply through data-driven insights.
- **H2 Demonstrators:** Developing and showcasing hydrogen demonstrators to promote H2 applications and innovation.
- **H2 Roadmaps:** Creating hydrogen roadmaps and strategy plans for local, regional, and North Sea Region use, supporting business modeling and Fit-for-55 targets.
- **Standardisation & Legislation:** Promoting incentives, contributing to harmonisation and standardisation of hydrogen infrastructure, and leveling the playing field with fossil fuels.



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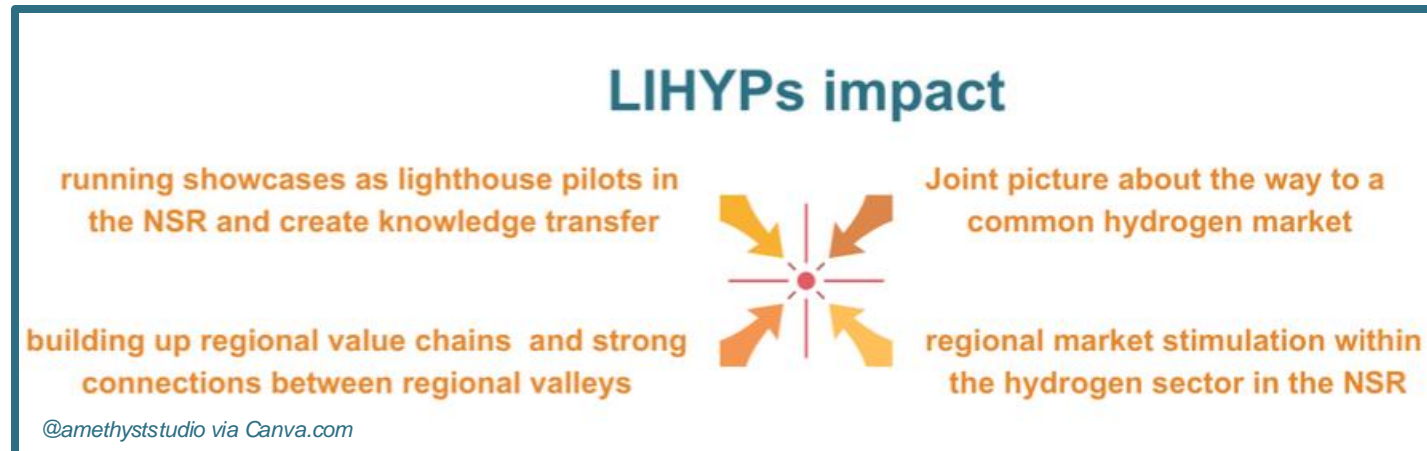
LIHYP's Communication Strategy

Communication Goals:

- Maximise the benefits from the project's outcomes through strategic communication with a focus on stakeholder engagement and capitalisation
- Ensure demonstrators, platform, and roadmaps reach a wide circle of users at the right time to support capitalisation

Key Focus:

- Capitalisation requires strategic engagement with relevant stakeholders ("takers") such as industry, municipalities, academia, policymakers, and multipliers to ensure project results are applied and scaled beyond the project's scope



LIHYP's Internal Communication Approach



Monthly Meet-up

@ginkaewicons via Canva.com

Who? Work package leaders, project coordination, communication coordination
Where? Online via project Teams-Channel
What about?

- short update from work packages
- information's from Project coordination
- upcoming activities and events



Pilot Dialogue

@vinzencestudio via Canva.com

Who? Pilot producers, project coordination, communication coordination, multipliers
Where? Online via project Teams-Channel, one live workshop per year
What about?

- pilot talk: Status Quo and next steps
- pilot work: Workshops on various topics
- upcoming activities and events



Communication Working Group

@greenflash via Canva.com

Who? Work package leaders, project coordination, communication coordination, multipliers
Where? Online via project Teams-Channel
What about?

- report on past activities
- update Editorial Plan
- planning upcoming activities and events

LIHYP External Communication Approach: Identifying, Reaching, and Engaging Takers

Hydrogen Pilot Demonstrators (6)

- Hydrogen Valley Airport
- Hydrogen Freight Train
- Hydrogen Buses
- Hydrogen cargo bikes
- Hydrogen Refueling Station
- Small-scale Hydrogen Production for Smart Grid Solution

North Sea Region Hydrogen Platform

- Relevant Stakeholders:
- Pilots / Projects
- Regional Networks

Interregional Hydrogen Roadmaps

- Entrepreneurs
- Investors
- Public Authorities

Hydrogen Regulations & Legislations

- Regional Public Authorities
- National Public Authorities
- Municipalities



Challenges in Capitalisation

In pairs, discuss the following question:

What is the most challenging aspect of capitalising on your project outcomes?

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Identify Takers

Move to the corner of the room that represents the primary stakeholders (takers) for your project:

- Industry
- Municipalities
- Academia
- Policy-makers



Engage Takers

How does your communication strategy engage these stakeholders to ensure capitalisation?

Stakeholder
Workshops

Social
Media

Advisory
Boards

Press
Releases

Internal
Working
Groups

Website
Updates

Meetings

Project
Meetings

Lego Exercise: Building Your Communication Strategy

Using LEGO blocks, build a structure representing your communication strategy for your primary takers.

Each colour represents a different communication tool:

- **Green: Social Media (LinkedIn, Instagram)**
- **Red: Stakeholder Engagement (workshops, meetings)**
- **Blue: Public Relations (press releases, website updates)**
- **Yellow: Internal Communication (Project meetings, internal working groups)**



Wrap-Up & Takeaways

Successful communication for capitalisation requires:

- 1. Identify the right stakeholders (takers) early**
- 2. Tailoring communication strategies to reach each group**
- 3. Using a mix of tools (social media, workshops, PR) to engage stakeholders and build project visibility**

The goal is to ensure long-term value creation beyond the project by applying results to real-world use cases



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Thank you

For more information on the LIHYP Project visit: <https://www.interregnorthsea.eu/lihyp>



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