EASTGATEH2V

Eastgate Hydrogen Valley
D11.1 PEDR & Update – Initial Version

September / 2025

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Work Package	**11**
Delivery Date (DoA)	**30.9.2025**
Actual Delivery Date	**30.9.2025**
Abstract:	**The deliverable (D11.2 PEDR & Update – Initial Version) provides the first version of the Plan for Exploitation and Dissemination of Results of EASTGATEH2V Project. It sets the framework for communication, dissemination, and exploitation activities, building on D11.1 (Promotional Pack) and preparing the ground for future updates at M12, M48, and M72.**

Document Revision History			
Date	**Version**	**Author/Contributor/Reviewer**	**Summary of Main Changes**
10.8.2025	0.1	Kristína Kolárová	Main structure and first draft
15.8.2025	0.2	Stanislav Laktiš	Adjusted structure and second draft
8.9.2025	0.3	Kristína Kolárová/Stanislav Laktiš	First complete version of content sent to all partners
22.9.2025	0.4	All partners	Peer-reviewed version from partners
26.9.2025	0.5	Katarína Sasaráková (Coordinator)	Final review from coordinator
29.9.2025	0.6	Kristína Kolárová/Stanislav Laktiš	Final review from responsible partner
30.9.2025	1.0	Kristína Kolárová/Stanislav Laktiš, Katarína Sasaráková	Final version ready for submission.

Dissemination Level and Nature of the Deliverable		
PU	Public	x
SEN	Sensitive, limited under the conditions of the Grant Agreement	
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22	FUNDACION PARA EL DESARROLLO DE LAS NUEVAS TECN	FHA	Spain

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Grant Agreement: 101192335
Funding Scheme: Clean Hydrogen Joint Undertaking (CHJU)
Call: HORIZON-JTI-CLEANH2-2024
Start Date of Project: 1 April 2025

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List of Abbreviations and Acronyms	
GA	Grant Agreement
CA	Consortium Agreement
CH JU	Clean Hydrogen Joint Undertaking
EU	European Union
CEE	Central and Eastern Europe
PEDR	Plan for Exploitation and Dissemination of Results (and updates)
WP	Work Package
D	Deliverable
KER	Key Exploitable Result
KPI	Key Performance Indicator
ROL	Result Ownership List
IP	Intellectual Property
IPR	Intellectual Property Rights
DMP	Data Management Plan
KMP	Knowledge Management Plan
FAIR	Findable, Accessible, Interoperable, Reusable
RCS	Regulations, Codes and Standards
HRS	Hydrogen Refuelling Station
RES	Renewable Energy Sources
LCOH	Levelized Cost of Hydrogen
LCA	Life Cycle Assessment
LCIA	Life Cycle Impact Assessment
LCI	Life Cycle Inventory
ISO	International Organization for Standardization
openLCA	Life-cycle assessment software
SimaPro	Life-cycle assessment software
Ecoinvent	Life-cycle inventory database
PPP	Public–Private Partnership
SEO	Search Engine Optimization
SEM	Search Engine Marketing
SEA	Search Engine Advertising
VTOL	Vertical Take-Off and Landing
AFIR	Alternative Fuels Infrastructure Regulation
CEHC	Central European Hydrogen Corridor
IPCEI	Important Project of Common European Interest
GoO	Guarantees of Origin
KSK	Košický samosprávny kraj (Coordinator)
NVAS	Národná Vodíková Asociácia Slovenska
KOS	KOSIT a.s.
JESS	Jadrová energetická spoločnosť Slovenska, a.s.

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W2H2	W2H2 KSK s.r.o.
TUKE	Technická univerzita v Košiciach
TOM	TOMARK PROTON s.r.o.
ABD	Autobusová doprava KSK, s.r.o.
USSKE	U. S. Steel Košice, s.r.o.
EUR	eustream, a.s.
SPPD	SPP – distribúcia, a.s.
KSC	Letisko Košice – Airport Košice, a.s.
PC	PEDAL Consulting s.r.o.
AUS	A.U.S. Advanced Unmanned Systems s.r.o.
IIC	Priemyselný inovačný klaster
UHC	Energy Association "Ukrainian Hydrogen Council"
H2U	Hydrogen Ukraine LLC
ECU	ECUBES Tehnologije d.o.o.
Fraunhofer	Fraunhofer Gesellschaft
HYE	HyEnergy Consultancy Limited
H2A	Hydrogen Architects BV
FHA	Fundación para el Desarrollo de las Nuevas Tecnologías (Future Hydrogen Alliance)
ABD	Autobusová doprava KSK, s.r.o.
USSKE	U. S. Steel Košice, s.r.o.

Executive Summary

This deliverable (D11.2 – Plan for Exploitation and Dissemination of Results, initial version) establishes the strategic framework for communication, dissemination, and exploitation in the EASTGATEH2V project — the first integrated Hydrogen Valley in Eastern Europe. It sets out how the consortium will ensure visibility of project activities, engage with diverse stakeholders, and prepare the ground for long-term uptake of results.

The plan builds on the Promotional Pack (D11.1), which defined the project's brand identity, website, and first outreach tools, and expands it into a comprehensive roadmap. The strategy follows a WHO–WHAT–HOW–WHEN approach, mapping audiences, tailoring messages, selecting suitable channels, and phasing activities across the project lifecycle (M6, M12, M48, M72).

Key objectives are to:

- Secure high visibility of EU support and hydrogen innovation in Eastern Europe.
- Raise awareness of hydrogen benefits among citizens, policymakers, and industry.
- Foster engagement through events, media outreach, and co-creation activities.
- Enable exploitation by identifying Key Exploitable Results (KERs) and connecting them with business, policy, and research pathways.

The strategy integrates multiple tools: a bilingual website and active social media presence (@eastgateh2v), multilingual promotional materials, participation in high-profile European hydrogen events, and a monitoring framework based on KPIs. Importantly, it goes beyond communication by laying the foundations for exploitation: early mapping of KERs, first outlines of exploitation pathways, and mechanisms for IP and knowledge management.

The PEDR underlines EASTGATEH2V's expected impacts: creating a regional hydrogen innovation base, reducing CO_2 emissions, generating socio-economic value, and providing a replicable model for hydrogen valleys across Central and Eastern Europe and Ukraine. By combining professional communication with structured exploitation planning, this strategy ensures that project results will achieve visibility, credibility, and tangible uptake during and beyond the project's lifetime.

2 Introduction

This deliverable (D11.2 – **PEDR & update**) provides the **first version of the Plan for Exploitation and Dissemination of Results (PEDR)** in the framework of the EASTGATEH2V project. In line with the Grant Agreement, the PEDR is designed as a **living document**, with the initial version delivered at Month 6 (September 2025) and further updates foreseen at Month 12, Month 48 and Month 72, or earlier if required by the Clean Hydrogen Joint Undertaking.

The main purpose of this first version is to establish the **strategic framework for communication and dissemination activities**, ensuring visibility of the project from the outset, while also laying the foundations for the exploitation strategy that will be fully detailed in the update at Month 12.

EASTGATEH2V (East Gate Hydrogen Valley) is the first integrated Hydrogen Valley in Eastern Europe. Running from 2025 to 2031, the project brings together 22 partners from 7 countries to create a functional green hydrogen ecosystem in the Košice region of Slovakia. It covers the full hydrogen value chain – from renewable production and storage to use in clean mobility, industrial decarbonisation, and energy innovation. EASTGATEH2V also supports research, education, and strategic cooperation in Central and Eastern Europe, including with Ukraine.

The PEDR is implemented under **Work Package 11 – Communication, Dissemination and Exploitation**, led by PEDAL Consulting. It builds on **Deliverable D11.1 (Promotional Pack, submitted at M4)**, which established the project's visual identity, branding guidelines, website, social media presence, and first promotional materials. While D11.1 provided the communication toolbox, the PEDR & update defines **how these tools will be strategically used** to engage stakeholders, disseminate results, and prepare exploitation pathways.

The document is structured as follows:

- Section 2 defines the objectives of the PEDR.
- Section 3 presents the methodology (WHO / WHAT / HOW / WHEN).
- Section 4 details the communication and dissemination strategy.
- Section 5 outlines the preliminary exploitation framework.
- Section 6 describes the expected impact and replicability.
- Section 7 explains the PEDR timeline and update process.
- Section 8 includes annexes with supporting material.

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3 Objectives of the PEDR

The **Plan for Exploitation and Dissemination of Results** (PEDR) defines how EASTGATEH2V will communicate its activities and results, disseminate knowledge to relevant audiences, and prepare for the exploitation of project outcomes. Its objectives are aligned with the Grant Agreement and the requirements of the Clean Hydrogen JU, ensuring that project visibility, stakeholder engagement, and result uptake are maximised throughout the project's lifetime.

2.1 General Objectives (Visibility, Awareness, Engagement, Exploitation)

The PEDR pursues four overarching objectives that together provide the strategic framework for communication, dissemination, and exploitation within EASTGATEH2V.

First, the plan aims to **secure high visibility** of the project, ensuring that EASTGATEH2V, together with its funding by the European Union and the Clean Hydrogen Partnership, is presented consistently and recognisably across all channels, materials, and events.

Second, it seeks to **raise awareness** of hydrogen technologies and their multiple benefits for decarbonisation, energy security, and regional development. Particular emphasis is placed on Eastern Europe, where the project intends to serve as a demonstrator and multiplier of clean hydrogen solutions.

Third, the PEDR is designed to **foster engagement** with a wide range of stakeholders — from citizens and local communities to industry actors, policymakers, academia, and the media. Through dialogue, events, and targeted outreach, the project will promote trust, acceptance, and active collaboration.

Finally, the strategy provides the foundation for **exploitation of results**. It will ensure that Key Exploitable Results (KERs) are not only communicated but also prepared for further use in commercial applications, policy recommendations, and replication in other regions, thus maximising the long-term value of the project.

3.1 Specific Objectives for M1–M6

During the first six months, the PEDR has a primarily foundational role. The focus lies on creating the essential tools, structures, and practices that will enable EASTGATEH2V to communicate effectively, engage stakeholders, and prepare the ground for exploitation. Concretely, the specific objectives for this period are the following:

- to finalise and validate the **visual identity and promotional pack** (as delivered in D11.1), providing the consortium with a coherent and recognisable brand;
- to launch the **official project website** and ensure that project-branded **social media channels** are established and operational from the early stages;
- to design and distribute **initial promotional materials** (brochure, poster, roll-up), supporting visibility at events and within partner networks;
- to define and categorise the **target audiences**, accompanied by a first mapping of stakeholders in Slovakia (**Annex IV**), Central and Eastern Europe, and at EU level;
- to initiate **outreach activities** including media coverage, participation in early public events, and integration of EASTGATEH2V into partner communication channels;

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- to establish a **monitoring framework with Key Performance Indicators (KPIs)** that will allow systematic assessment of communication and dissemination effectiveness.

3.2 Long-term Objectives (M12, M48, M72)

The PEDR is a living document that will be updated several times during the project. Each update is expected to expand its scope and reflect progress made by the consortium.

At **Month 12**, the PEDR is expected to include a more detailed exploitation plan. This update should bring together the first list of Key Exploitable Results (KERs), describe possible exploitation pathways, and take into account lessons learned from the first six months of communication and dissemination activities.

At **Month 48**, a mid-term update is planned. By this stage, many dissemination and exploitation actions should already show measurable results. The PEDR will capture these achievements, adjust the strategy based on experience and partner feedback, and highlight opportunities for replication and policy uptake in Central and Eastern Europe.

At **Month 72**, the final PEDR is planned. This version will summarise the overall impact of the project, explain how results have been used by the partners, and provide recommendations for transferring the EASTGATEH2V model to other European regions.

These planned updates will ensure that the PEDR remains useful, flexible, and in line with both project progress and possible new requests from the Clean Hydrogen JU.

4 Methodology: WHO / WHAT / HOW / WHEN

The PEDR follows the approach described in the Grant Agreement under **Task 11.1 – Communication, Dissemination and Exploitation Plan**. In line with this task, the strategy is organised around four guiding questions: ***Who*** are the audiences, ***What*** messages and results are shared, ***How*** they are communicated, and ***When*** they are delivered. This framework provides a clear structure for consortium activities and allows the plan to be adapted as the project evolves.

This first version applies the same framework and tailors it to the early stage of the project. Later updates (M12, M48, M72) will expand it with more detail and concrete results, ensuring that the PEDR grows in step with project progress.

4.1 WHO – Target Audiences

EASTGATEH2V engages with a wide range of audiences, each with different roles and expectations. The plan recognises that effective communication requires tailoring both the message and the channel to each of these groups.

The general public (citizens, civil society) is central to building awareness and acceptance of hydrogen technologies. They require clear and accessible information about safety, environmental benefits, and local impact, including jobs and improved air quality. Outreach to this group helps create trust, address concerns, and ensure long-term support for hydrogen deployment.

Authorities cover policy makers, local and regional administrations, as well as regulation and harmonisation bodies. They need reliable information to design strategies, prepare regulatory frameworks, and plan infrastructure. Communication with this group ensures that project results are considered in future policy and that deployment is supported at multiple governance levels.

Industry includes end users, private investors, and technology providers. This group looks for evidence of market potential, practical use cases, and business models that can support new hydrogen applications. EASTGATEH2V aims to provide them with data, demonstrations, and opportunities for cooperation.

The scientific community (students and researchers) expects access to knowledge, data, and collaboration opportunities. EASTGATEH2V provides operational and techno-economic insights that can feed into further studies, publications, and educational activities.

4.2 WHAT – Key Messages and Results

Each target audience requires tailored messages that address their needs, expectations, and role in the hydrogen ecosystem. The PEDR defines the following focus areas:

The general public should receive clear information on how hydrogen contributes to cleaner air, reduced fossil fuel dependence, and new opportunities for regional development. Safety and reliability of hydrogen technologies are central messages, together with the fact that the project is co-funded by the European Union to serve the wider community.

Authorities will be provided with evidence-based results that can support decision-making. Key messages include the role of hydrogen in achieving EU and national climate goals, identified barriers and enabling factors for deployment, and concrete lessons from the Košice region that can guide replication in other areas.

Industry will be informed about practical use cases, business models, and operational results from demonstrations. Messages will highlight opportunities for cooperation, scaling, and investment, showing how hydrogen can create value across different sectors.

The scientific community will benefit from access to operational data, techno-economic analysis, and opportunities for collaboration. Key results include datasets, peer-reviewed publications, and knowledge that supports further innovation and education in hydrogen technologies.

4.3 HOW – Communication and Dissemination Channels

The effectiveness of the PEDR depends not only on identifying the right audiences and messages but also on using **the most suitable channels to reach them**. Communication in EASTGATEH2V is designed to combine traditional and digital tools, ensuring both wide visibility and targeted engagement.

Different channels will be prioritised depending on the audience. For the **general public**, this means accessible tools such as the website, social media, public events, press and local media outreach (municipal TV, notice boards, mini boards, posters, transit advertising). **Authorities** will be reached mainly through policy briefs, workshops, study visits and direct dialogue. **Industry** requires demonstrations, business-oriented materials, match-making sessions and networking opportunities. **The scientific community** will be engaged through publications, conferences, and open-access datasets.

By tailoring channels to each group, the project ensures that communication remains relevant, clear, and effective throughout its lifetime

4.4 WHEN – Timeline of Activities

The timing of communication, dissemination, and exploitation activities follows the overall implementation of EASTGATEH2V. The PEDR provides a flexible roadmap that will be updated in later versions of the plan.

- **Months 1–6**: establishment of the project's identity and visibility. This includes the launch of the website, setup of social media accounts, and delivery of the Promotional Pack (D11.1). Initial activities target mainly the general public and local communities, with the aim to build trust and recognition from the beginning.
- **Months 6–12:** expansion of communication with authorities and industry. This period introduces targeted events, first policy dialogues, and initial materials adapted to professional and market audiences. At the same time, lessons learned from the first outreach activities will be integrated to refine the approach.
- **Months 12–48:** focus on expanding activities and building stakeholder engagement. By this stage, communication will stand on concrete results from demonstration activities. Outreach to the scientific community through publications, conferences, and datasets will increase, while public awareness and policy dialogue continue.
- **Months 48–72:** communication focused on impact, replication, and long-term exploitation. Activities will showcase project achievements, highlight replication opportunities in Central and Eastern Europe, and provide recommendations for policy uptake and wider European cooperation.

This phased timeline ensures that communication activities grow in depth and scope as the project progresses, while remaining relevant to the audiences at each stage.

5 Communication & Dissemination Strategy

Communication and dissemination are central to building visibility and trust for EASTGATEH2V.

The strategy links together tools created at the start of the project with actions that will grow as activities progress. Its aim is to make the project understandable to different audiences, support stakeholder engagement, and prepare the ground for exploitation of results.

The following sections describe the main elements of the strategy.

5.1 Promotional Pack (Deliverable D11.1)

D11.1 Promotional Pack, delivered in Month 4, created the foundation for the project's identity. It defined the **brand**, provided **templates**, and introduced the first **outreach materials**. Rather than being a one-off deliverable, the pack now serves as a **practical toolbox for partners**.

The **logo, templates and visual guidelines** are already being applied in project documents, presentations and event materials. The **brochure, poster and roll-up** will be used to raise awareness at public events and stakeholder meetings, while the **brand kit** ensures a consistent style across all channels.

Promotional materials - **brochure, poster and roll-up** are available in Slovak and English and can be shared in both print and digital form. Their first use is planned for upcoming events and exhibitions, where they will help introduce the project to wider audiences.

Templates for Word, PowerPoint and letterhead have also been created. These will make it easier for partners to prepare professional documents and presentations that follow the same brand identity.

This consistency is essential for building trust and recognition. It also makes communication easier for partners, as they can rely on ready-to-use materials that comply with EU visibility rules and the Clean Hydrogen Partnership branding requirements.

The full **EASTGATEH2V Brand Kit** is included in **Annex I**, while a detailed overview of available tools and outputs is provided in **Annex II – List of Promotional Materials**.

5.2 Website

The EASTGATEH2V website (www.eastgateh2v.eu) is designed as a clear and accessible platform. Its main role is to present the project's goals and results to the public, while also serving professionals in the hydrogen sector and decision-makers at different levels.

The site follows a simple "content-first" approach: it is easy to navigate, free of unnecessary visual elements, and focused on information and education. It is bilingual, with English as the main language and Slovak being added for regional relevance. Accessibility features ensure that the website can be used by all audiences, including people with visual impairments. As the project moves forward, the website will be updated with news, results, and resources.

In the PEDR framework, the website is more than a project presentation tool. It acts as the central hub for visibility, open access to results, and continuous stakeholder engagement. By hosting deliverables, news, and outreach materials in an accessible format, it ensures **transparency** and supports the **long-term dissemination of project outcomes, even after the end of the project**.

5.3 Social Media Strategy

Social media give EASTGATEH2V a direct way to reach different audiences in real time. Project accounts have been set up on 4 social media platforms, all with the handle **@eastgateh2v**. Each platform serves a different group:

- LinkedIn – targeting professional stakeholders across the hydrogen value chain, academic institutions, and EU bodies.
- Facebook – focusing on broader public engagement through accessible updates, visuals and event promotions.
- X (formerly Twitter) – for timely news, interaction with EU initiatives, and coverage of project events and milestones.
- Instagram – highlighting visual storytelling through photos, behind-the-scenes content, and short videos, especially for younger audiences.

The strategy is to post regularly (at least 2 times a week) with simple, visual content, and to increase activity around key events and deliverables. All posts follow the project's visual identity and include the required EU funding acknowledgement.

Project partners will share and repost content published via EASTGATEH2V channels and amplify project news within their own networks.

Within the PEDR, social media are not stand-alone tools but part of a wider approach. They amplify messages from the website, promote events (project and external) and materials, and make the project more visible to both local communities and international networks. Engagement will be monitored through reach, interactions and follower growth, which also serve as indicators for project impact.

5.4 Events and Stakeholder Engagement

Events are a cornerstone of EASTGATEH2V's engagement strategy, offering platforms to connect with diverse audiences, stimulate dialogue, enhance visibility of hydrogen solutions, and capture insights from stakeholders

During the first months, engagement will focus on **local** and **regional communities** through smaller meetings, workshops, and participation in public events. EASTGATEH2V´s partner – the **National Hydrogen Association of Slovakia (NVAS)** will play an active role in these activities, using its strong local and media links to support outreach.

As the project advances, partners will also take part in **national** and **international** conferences, exhibitions, and policy dialogues. These activities will make it possible to reach industry, authorities, and the scientific community.

Stakeholder engagement is not limited to physical events. **Online tools**, including the website and social media, will be used to promote activities and keep dialogue open with broader groups.

In the PEDR, events and engagement are central to building trust, increasing acceptance, and preparing the ground for replication of the hydrogen valley model in other regions.

Preliminary table of prospective events can be found in the **Annex V**.

5.5 Monitoring and Key Performance Indicators (KPIs)

Monitoring of dissemination, communication and exploitation activities in EASTGATEH2V is organised on two levels.

First level – Grant Agreement indicators:
These KPIs are defined in the Grant Agreement and reflect the mandatory outputs of the project (e.g. project website, promotional pack, videos, workshops, publications). They will be reported in periodic reports and are binding for the consortium.

Second level – Operational indicators:
These indicators are introduced in this PEDR as a practical tool for short- and mid-term monitoring. They include metrics such as social media followers, website visitors, or the number of press releases. While not legally binding, they provide early signals of visibility and impact and help the consortium adjust activities when needed.

Both sets of indicators are presented in **Annex III**. They will be reviewed regularly and updated in future PEDR versions (M12, M48, M72). By M12, the consortium expects to achieve the launch of the project website, delivery of the promotional pack, an active presence on all four social media channels, and first evidence of engagement with both the general public and professional stakeholders.

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6 Exploitation Strategy – preliminary

Exploitation in EASTGATEH2V is about ensuring that the results of the project will not remain only as demonstrations or research outcomes but will be **taken up and used in practice**. This is especially important because the project is the first integrated Hydrogen Valley in Eastern Europe and is expected to show both technological and regional impact.

At this early stage, the exploitation strategy is necessarily preliminary, setting the ground for a fully detailed exploitation strategy to be submitted by M12. The main goal is to **identify which outputs can generate value beyond the project itself**, **who the potential users are**, and **what pathways may lead from demonstration to long-term adoption**.

The strategy is coordinated by **PEDAL Consulting (PC)** under **Work Package 11 and Work Package 12**, but its success depends on contributions from all partners. It will be updated and expanded in later versions of the PEDR, evolving from initial ideas (Month 6) to concrete Key Exploitable Results (Month 12 and 48), and finally to achieved exploitation and replication impact (Month 72).

6.1 Role of Exploitation in EASTGATEH2V

The role of exploitation is to make sure that the project delivers **value that lasts beyond its lifetime**. While communication and dissemination raise awareness, exploitation is about **turning results into real use**.

For the project this means supporting the uptake of hydrogen solutions in **mobility, industry, and energy systems**, and showing how such solutions can work in an integrated regional ecosystem. Exploitation also extends beyond technology: it covers **business models, cooperation schemes, training material, and policy insights** that can be reused in other regions.

By giving exploitation a central role, the project increases the chance that demonstrations in Košice region will inspire replication across Central and Eastern Europe, contribute to the EU hydrogen strategy, and strengthen the **long-term sustainability** of the hydrogen economy.

6.2 Draft List of Key Exploitable Results (KERs)

The project will generate several results with exploitation potential. These cover infrastructure, technology, business models and regulatory aspects. The table below indicates main Key Exploitable Results (KERs), their application and expected maturity at the end of the project. As the project matures and its outcomes are delivered, the KERs will be evaluated, and it is expected that new ones will be added. The final set of KERs, together with lead partners, barriers, exploitation pathways and protection measures, will be defined in later project stages, starting with the update of the PEDR at **Month 12.**

Table 1 Preliminary list of Key Exploitable Results (KERs)

KER	Application / End-use	Maturity after project
H_2 infrastructure: pipeline delivery	Repurposed natural gas infrastructure ready for hydrogen – own commercial exploitation, direct industrial use	High

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KER	Application / End-use	Maturity after project
Scale-up multi-MW electrolysis interconnections	Research and/or commercial exploitation through joint ventures	High
Expansion plan for HRS1 (pressure and capacity upgrades)	Integration with mobility applications (trucks, cars) – research and commercial exploitation	High
Operation of H_2-powered ships (safety requirements, manuals)	Direct commercial use, licensing, adaptation to other uses	Medium → High
Integrated business model for regional H_2 ecosystem	Optimisation of hydrogen production, delivery and use – potential for replication in other regions	Medium, in operation, scalable
Regulatory sandbox (Deliverable D9.2)	Roadmap for regulation and policy making	High
Business models for regional H_2 ecosystems (Deliverable D8.3)	Policy making – commercial exploitation by stakeholders – further research	High

6.3 Exploitation Pathways

Exploitation pathways describe how the results of the project can be further used beyond the duration of EASTGATEH2V. They help ensure that knowledge, technologies and business models generated within the consortium can lead to concrete impact – whether through commercial uptake, policy development or further research.

In line with Work Packages **11 and 12**, the exploitation strategy will connect technical results with market opportunities and policy relevance. Some results may be transferred directly into industrial use or public services, while others may require protection through intellectual property rights or follow-up research to reach full maturity.

The table below summarises the main pathways considered in the project, together with typical examples that could apply to EASTGATEH2V results. These options will be reviewed and updated at each PEDR milestone (M12, M48, M72), to reflect the evolution of Key Exploitable Results (KERs) and partner interests.

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Table 2 Main Exploitation Pathways and their relevance for EASTGATEH2V

Exploitation Pathway	Description	Possible application in EASTGATEH2V
Patents and Licenses	Protection of technological innovations and granting rights for commercial use	Electrolyser integration methods, safety procedures for H_2 mobility
Spin-offs / Joint Ventures	Creation of new companies or business ventures to bring results to market	Regional hydrogen services company or infrastructure operator
Standards and Regulations	Contribution to harmonisation and certification frameworks at EU and national level	Inputs to regulatory sandbox (D9.2) and Guarantees of Origin schemes
Continuing Research and PhD Theses	Further academic and applied research to increase maturity of results	Operational data used for PhD studies, scaling-up methodologies
Policy Recommendations	Use of results to shape strategies, roadmaps and regulatory frameworks	Business models from D8.3 supporting regional and EU hydrogen policy
Open Access Publications and Datasets	Sharing results and data in scientific journals, repositories and public databases	Techno-economic models, life-cycle analysis data
Training and Knowledge Transfer	Capacity building and skills development through training and workshops	Educational materials for universities, training sessions with industry

These pathways provide a flexible framework for ensuring that the project results can be transferred into practice. Some will lead to direct commercial applications, others will serve research or policy needs, while several will focus on building long-term skills and awareness. The concrete use of each pathway will be clarified as Key Exploitable Results mature, with details included in the **Exploitation Plan** and **Business Plan** to be developed in later stages of the project.

6.4 Intellectual Property and Knowledge Management

The management of intellectual property (IP) and knowledge in **EASTGATEH2V** follows the rules of the **Grant Agreement (GA)** and will be further defined in the **Consortium Agreement (CA)**.

- **Ownership**: Results created by a single partner will remain their property. Results created jointly will be subject to **joint ownership agreements**, as foreseen in the GA.
- **Result Ownership List (ROL)**: A ROL will be prepared and updated during the project. It will identify each result, its owner(s), the access rights of other partners, and its dissemination level (public, restricted, confidential).
- **Review before dissemination**: Partners will notify the consortium before publishing or sharing results. A **30-day review period** will allow checks to avoid conflicts with intellectual property rights (IPR) or legitimate interests.
- **Protection and exploitation**: When needed, results may be protected through **patents, copyrights, licensing, NDAs, or utility models**. At the same time, partners will agree on the balance between early sharing and necessary protection.

- **Open access**: Results not subject to restrictions will be made available to all interested users. In line with EU rules, public results will remain accessible on the project website and in open repositories for **at least three years after the project ends**.
- **Knowledge and data management**: A **Data Management Plan (DMP)** and a **Knowledge Management Plan (KMP)**, prepared under WP1, will define how data are collected, curated, stored, and shared. These plans will cover quality control, formats, long-term storage, and links to the **Key Performance Indicators (KPIs)** required by the Clean Hydrogen JU.

This framework ensures that project knowledge is **protected where necessary and openly shared where possible**, supporting both exploitation by the consortium and uptake by wider stakeholders.

6.5 Roadmap for Exploitation Plan Updates

The exploitation plan will be updated in line with project milestones and PEDR revisions at **Month 12, Month 48 and Month 72**. Each update will reflect progress made, integrate the latest Key Exploitable Results (KERs), and refine exploitation pathways based on lessons learned and partner input.

- **Month 12**: first detailed exploitation plan with KER list and initial business plan elements.
- **Month 48**: mid-term update with measurable outcomes from demonstrations, stakeholder engagement, and replication opportunities.
- **Month 72**: final exploitation plan, summarising project impact, achieved exploitation, and recommendations for replication across Central and Eastern Europe.

This staged roadmap ensures that exploitation remains a continuous process, evolving alongside technical progress and stakeholder needs.

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7 Impact & Replicability

EASTGATEH2V will deliver impact on several levels – local, regional, European – by combining technological deployment with socio-economic and environmental benefits. The project demonstrates how an integrated hydrogen valley can drive decarbonisation, energy security and innovation in Eastern Europe, while creating a blueprint for replication in other regions.

7.1 Socio-economic Impact

The hydrogen valley will stimulate **job creation, skills development and regional innovation**. By integrating production, distribution and end-use of green hydrogen, EASTGATEH2V creates opportunities for new business models, SME participation and investment. it is anticipated that more than 200 direct jobs will be created during the implementation of EASTGATEH2V, in the areas of hydrogen production, distribution, storage, infrastructure and the associated consumer sector in Košice region. Considering that the H2 Valley will support the growth of the local economy and employment in sectors that are currently undersized, we also expect the creation of at least 500 additional indirect jobs.

The project directly supports the **Hydrogen Strategy of the Košice Region (2021)**, responding to the need to reduce fossil fuel dependence and strengthen local resilience against fuel price volatility.

Expected outcomes include:

- creation of a **regional hydrogen innovation base**,
- development of training and education activities (universities and secondary schools) to prepare the local workforce,
- increased regional competitiveness through integration of hydrogen in industry and mobility. It will strengthen the Košice region's innovation profile, attracting further private investments and positioning Slovakia as a regional hub for hydrogen solutions,

7.2 Environmental Impact

By 2028, EASTGATEH2V is projected to reduce **3,360 tonnes of CO_2eq per year**, with a long-term target of **1.2 million tonnes per year beyond 2030**. These reductions come from replacing fossil fuels in mobility, industry and energy systems.

Other environmental contributions:

- replacement of diesel buses and trucks with hydrogen-powered mobility will cut particulate emissions in Košice and reduce local air pollution, contributing to measurable public health benefits.
- EASTGATEH2V will enable flexible integration of solar and wind power into the regional energy system, reducing fossil fuel imports and enhancing **energy sovereignty**.

7.3 Scientific and Innovation Impact

The project generates valuable **knowledge and data on hydrogen technologies**, including CAPEX/OPEX figures, operational parameters and socio-economic models. These results will support further research and innovation, not only in Slovakia but across the EU.

Main contributions:

- open access datasets and publications, in line with FAIR and Open Science principles,
- opportunities for **PhD theses, academic training and capacity building**,
- operational knowledge from large-scale demonstrations that can feed into future projects,
- inputs to EU-level regulatory discussions, including **Guarantees of Origin and certification schemes**.

7.4 Replicability and European impact

EASTGATEH2V is the **first hydrogen valley in Eastern Europe**, making replicability a central objective. The Košice model is designed to be transferable to other regions with similar industrial and energy contexts, particularly in Central and Eastern Europe and Ukraine.

Replication pathways include:

- development of **business models and policy roadmaps** (Deliverables D8.3, D9.2) that can be adapted by other regions, EU institutions and national and local goverments. By project end, EASTGATEH2V will sign at least **three replication agreements** with other regions (e.g., Slovakia, Ukraine, CEE)
- showcasing integrated applications in mobility (bus, refuse truck, boat, VTOL aircraft) and industry,
- cooperation with networks such as the **Future Hydrogen Alliance (FHA)** and other hydrogen valleys to promote results across Europe,
- building confidence among policymakers, investors and citizens by demonstrating safety, reliability and socio-economic benefits of hydrogen ecosystems.

7.5 Summary of expected impact

By the end of the project, EASTGATEH2V aims to:

- establish a self-sustaining hydrogen valley delivering at least **510 tonnes of green hydrogen per year**,
- demonstrate **at least five end-use applications** in mobility and industry,
- reach a minimum of **50,000 citizens** through awareness and outreach campaigns,
- sign **three replication agreements** with other regions,
- provide a tested blueprint for scaling hydrogen ecosystems in Central and Eastern Europe.

Through these impacts, the project will not only transform the Košice region but also contribute directly to the **EU Hydrogen Strategy** and the goals of the **Clean Hydrogen Partnership**, reinforcing Europe's leadership in clean energy transition.

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8 Timeline & Updates

The **Plan for Exploitation and Dissemination of Results (PEDR)** is conceived as a **living document** that evolves throughout the project. It reflects the maturity of project results, the emergence of Key Exploitable Results (KERs), and the evolving needs of stakeholders. Updates will be aligned with the project's major milestones and deliverables, ensuring that dissemination, exploitation and communication activities remain effective, relevant and targeted.

8.1 Overview of PEDR Lifecycle

The lifecycle of the PEDR follows a progressive logic:

- **Initial phase (M6)** – first draft of the PEDR sets out the basic strategy, tools, and responsibilities.
- **Consolidation phase (M12)** – incorporation of initial project results and identification of preliminary KERs.
- **Maturation phase (M48)** – PEDR is updated with concrete business models, policy roadmaps, replication activities and validated KERs.
- **Final phase (M72)** – final PEDR update integrates achieved impacts, exploitation commitments, and long-term sustainability/replication actions.

At each stage, the PEDR serves as both an **operational tool** (guiding day-to-day dissemination/exploitation) and a **strategic document** (providing a roadmap for impact and replication).

Table 3 Milestones and Deliverables (M6, M12, M48, M72)

Milestone / Deliverable	Timing	Content / Purpose
PEDR & Update – Initial Version (D11.2)	M6	Draft plan with initial strategy, target audiences, channels, first KER mapping
PEDR& Update – Second Version	M12	Refined plan with concrete KERs, updated stakeholder mapping, first exploitation routes
PEDR & Update – Mid-term Version	M48	Integration of demonstration results, business models, replication pathways
Final Updated PEDR (D12.1)	M72	Consolidated PEDR with achieved results, exploitation agreements, replication blueprint

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9 Annexes

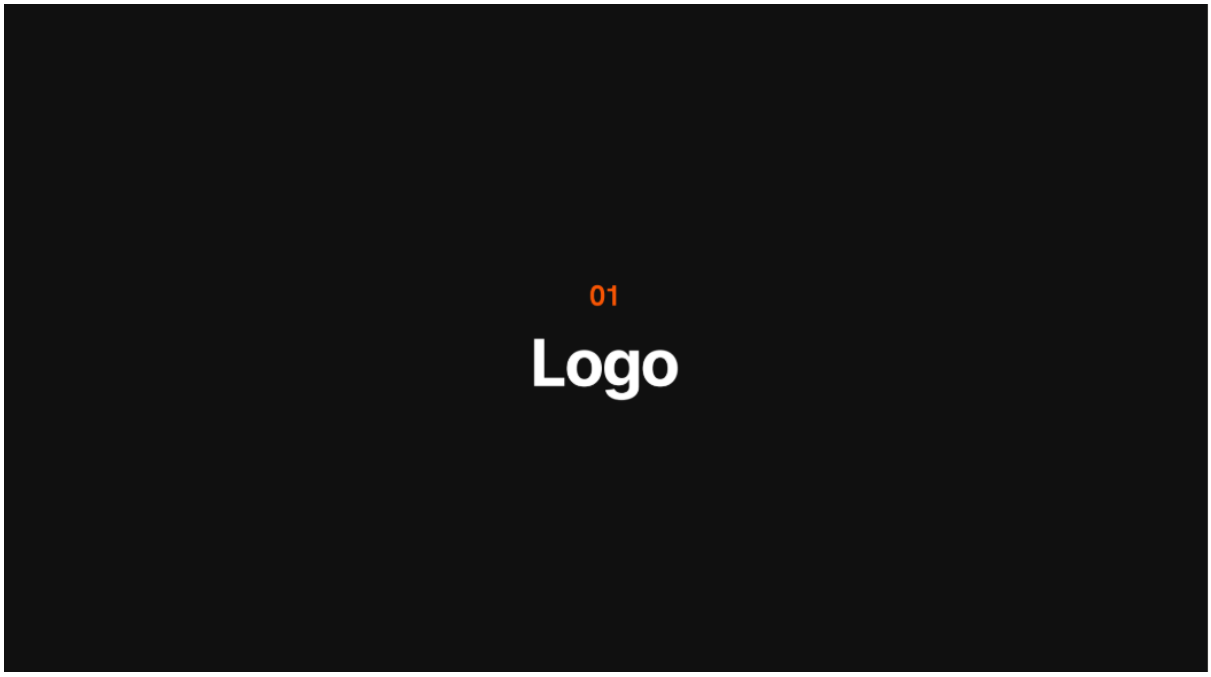
Annex I: EASTGATEH2V Brand Manual



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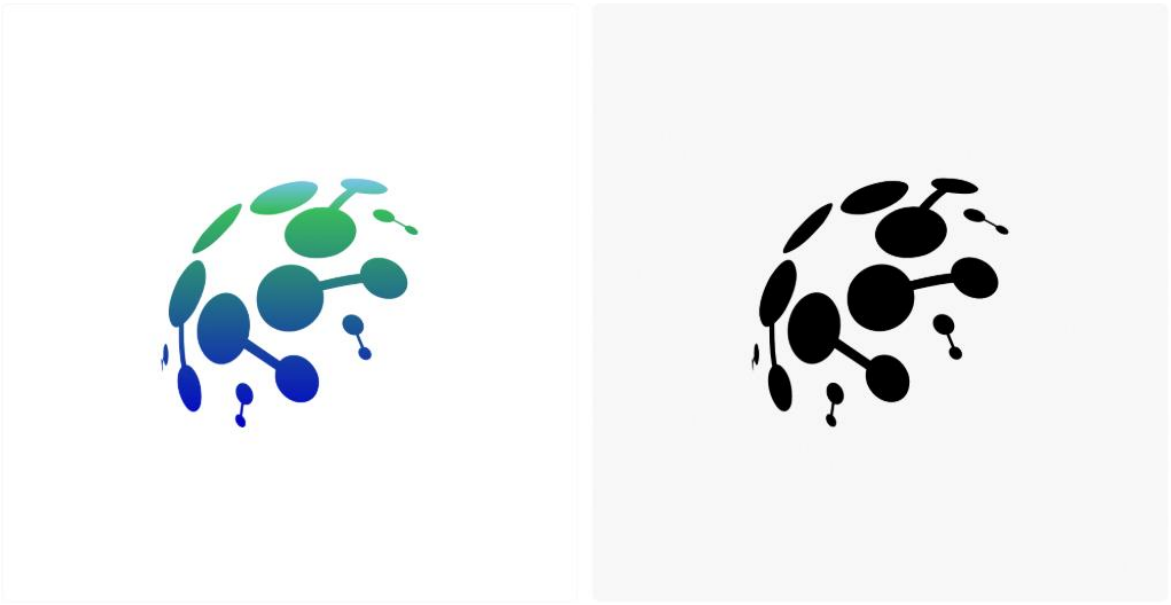


Master Logo

EASTGATEH2V

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Symbol



Logomark





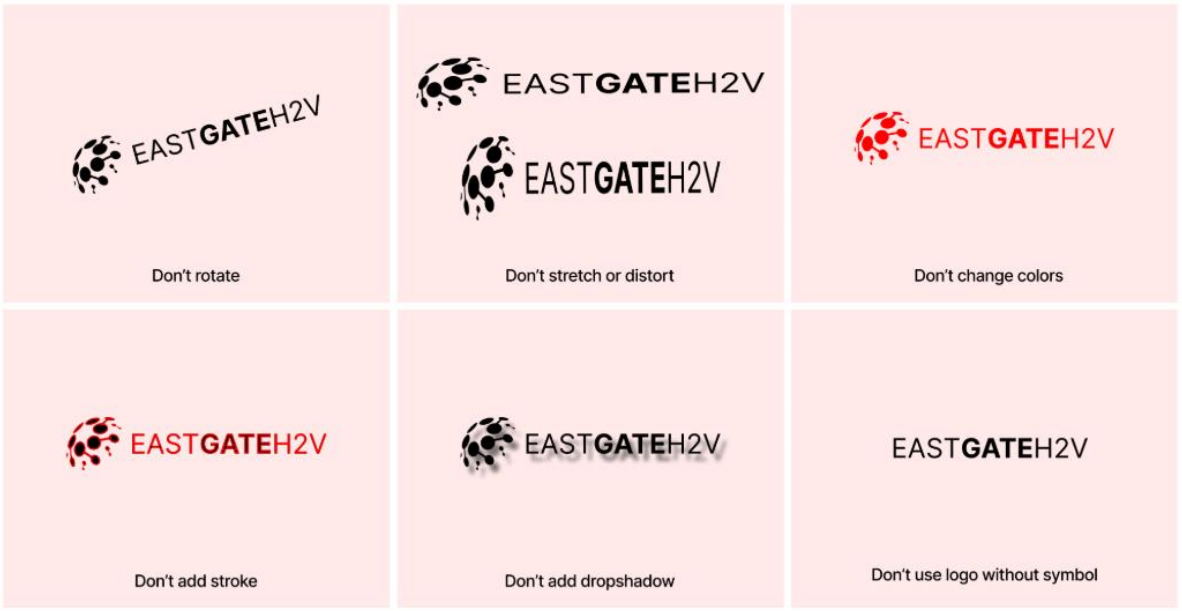
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ClearSpace





Guidance



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02

Colors

Colors

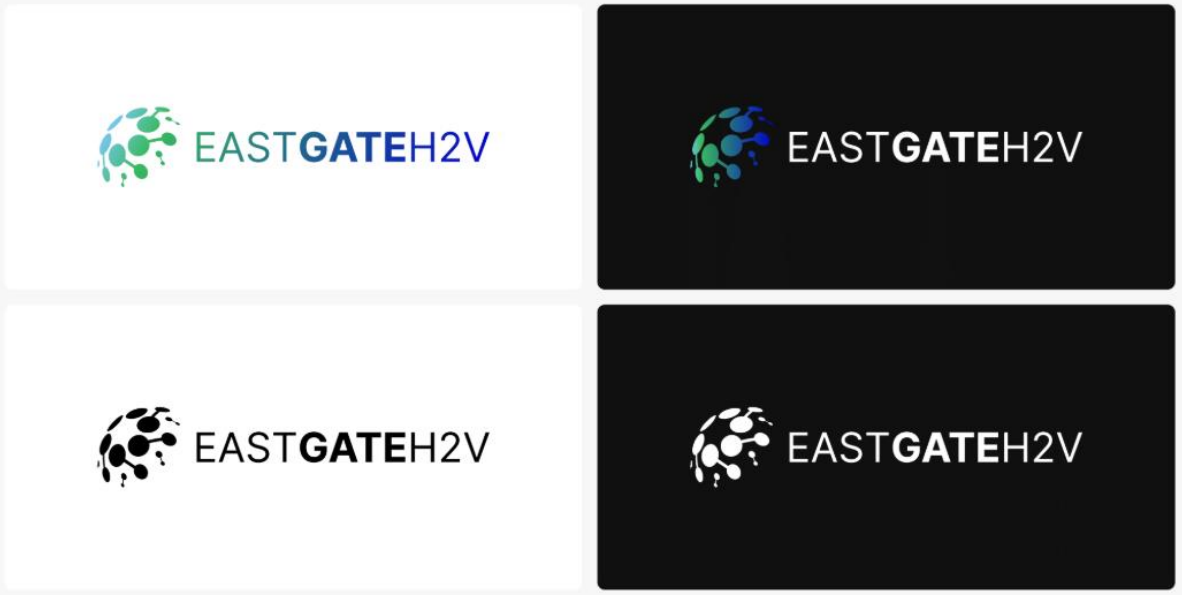


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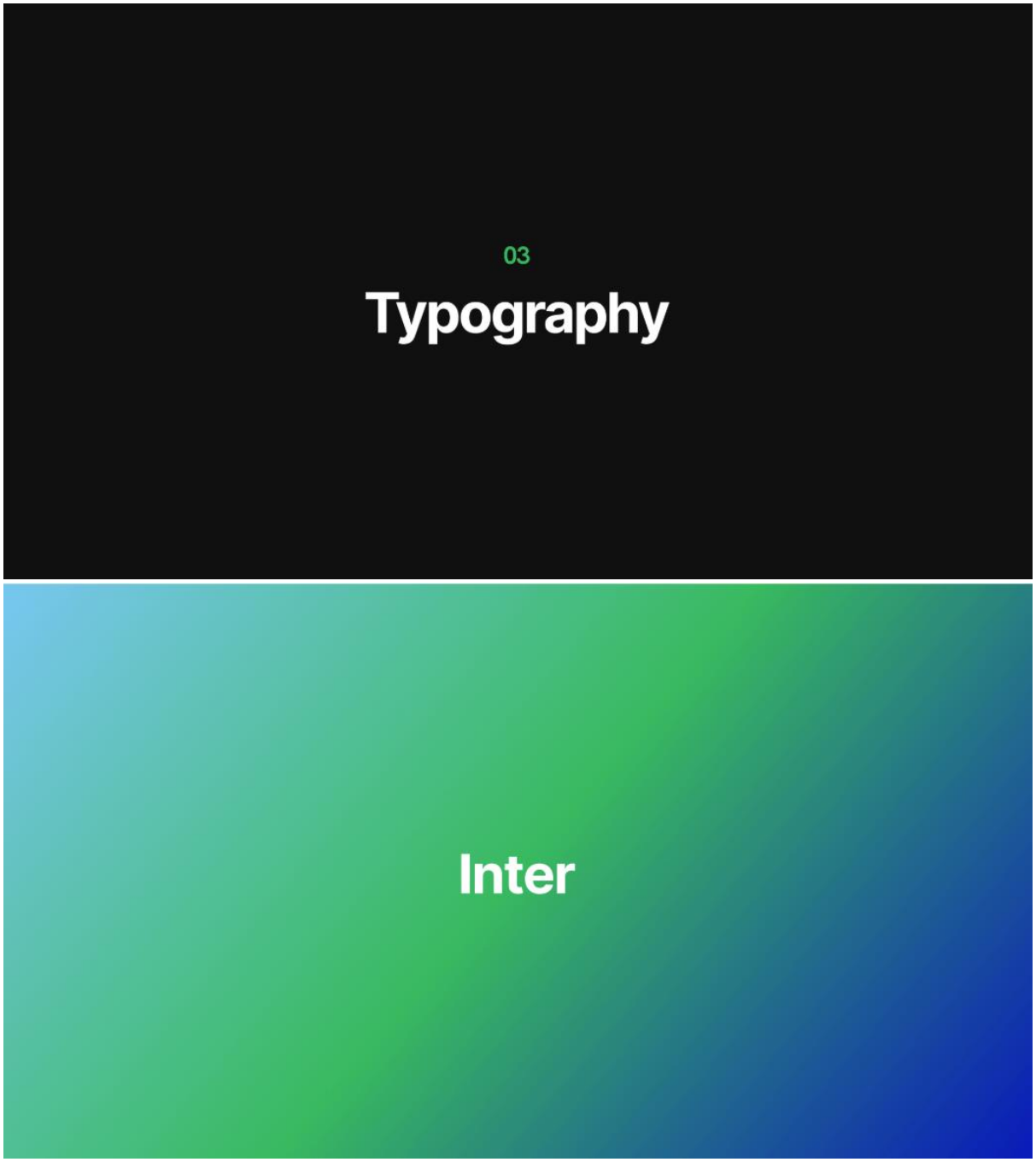
Colors



Colorways



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Primary typeface

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Inter SemiBold

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Inter Medium

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Inter Regular

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04

Applications

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Annex II: List of Promotional Materials

Name	Format	Language	Target audience	Distribution channel
Brochure	A4 tri-fold (PDF, print)	Slovak, English	General public, stakeholders	Website, events, e-mails
Logo	PNG, SVG	Symbol-based	All, General public, stakeholders	Website, templates, media kit, brochure, roll-up banner
Roll-up banner	PDF for print, 85x200 cm	Slovak, English	Event participants, exhibition visitors, stakeholders	Physical displays at events
Poster	PDF (A3)	Slovak, English	Event participants, exhibition visitors, stakeholders, general public	Physical displays at events, PDF download, print
Website	WordPress site	English, Slovak version pending	Citizens, experts, policymakers	https://www.eastgateh2v.eu/
Social media profiles	LinkedIn, Facebook, Instagram, X	Slovak, English	Professionals, youth, general public, stakeholders	@eastgateh2v channels on each platform
Visual identity guidelines	Guidelines	English	Consortium partners, general public	Website, project documents repository
Templates	Word, Powerpoint, Letterhead	English	Consortium partners, stakeholders	Project documents repository, website

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Annex III – Key Performance Indicators

Annex III.A – Grant Agreement KPIs (first level)

Indicator	Target / Description	Deadline	Responsible	Contributors
Project website live	Site operational (public + partner area)	31.7.2025	PC	–
Promotional pack delivered	D11.1 promo pack (logo, templates, roll-ups)	31.7.2025	PC	–
Project video #1	Deployment-phase video (D11.3)	30.9.2026	PC	–
First website-analytics report	Visitors & downloads (M18)	30.9.2026	PC	–
Social media reach	Post engagement & reach metrics (>150 k cumulated followers)	31.3.2028	PC	–
International Workshop #2	≥ 30 attendees, 10 Hydrogen Valleys	1.9.2028	PC	FHA
Annual hydrogen production	510 t H_2 yr-1 (fully-operational 4 MW electrolysers)	30.9.2028	W2H2	–
Deployment of H_2 applications	Bus, refuse-truck, boat, VTOL aircraft demonstrated	31.3.2030	ABD	KOS, TOM
Replication agreements signed	≥ 3 strategic initiatives concluded	31.3.2030	PC	FHA
Number of academic publications	Peer-reviewed publications acknowledging the project	31.3.2031	All partners	–
Number of conference presentations	Presentations at	31.3.2031	All partners	–

Indicator	Target / Description	Deadline	Responsible	Contributors
	international events			
Number of PR campaigns	Organised campaigns with measurable feedback	31.3.2031	PC	–
Number of trainings / workshops	Educational activities & events	31.3.2031	TUKE	KSK, NVAS, ECU
International Workshop #1	≥ 30 attendees, 10 Hydrogen Valleys	31.3.2031	PC	FHA

Annex III.B – Operational indicators (second level, preliminary)

Indicator	Target by M12	Target by M24	Notes	Responsible
Website unique visitors	≥ 450 monthly	≥ 750 monthly	Monitored via analytics	PC + All partners
Number of followers across all social media	≥ 500	≥ 1000	LinkedIn, Facebook, Instagram and X	PC + All partners
Social media posts	≥ 100 (on all platforms)	≥ 200 (on all platforms)	Shared consortium responsibility	PC + All partners
Newsletters	1 newsletter	3 newsletters	Managed by PC	PC + All partner input
Press releases	≥ 2 (project start, first milestone)	≥ 4 (deployment, workshops, policy events)	–	KSK + All partners
Publications / Articles	≥ 10	≥ 30	Shared consortium responsibility	PC + All partners
Success stories	≥ 2	≥ 5	From demonstrations and local impact	PC + All partners
External events attended	≥ 5	≥ 15	Reported via WP11 task leaders (PC)	All partners
Workshops / trainings	≥ 2	≥ 5	Tracked jointly	PC, ECU

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Annex IV – Preliminary Stakeholder Mapping

N.	Stakeholder Name	Category (Industry/ Authority/ Research/ Public/ Other)	Level (Local/ Regional / National/ EU/ International)	Expected Role/ Interest/ Relevance to EASTGATEH2V	Potential Engagement Method	Contact Point/ Responsible Partner(s)
1	SIEA - Slovak Innovation and Energy agency	Authority	National	National energy authority, ESIF implementing body, hydrogen policy agenda	Partner connection, event participant	PC / NVAS
2	SAPI – Slovak Association of Sustainable energy	Industry	National	Association of RES producers and installers, policy	Partner connection, event participant	PC
3	SH2AMROCK (Ireland)	Project	EU	Small H2V initialising local sector	Partner connections	HYE
4	Green Hysland (Spain)	Project	EU	Small H2V initialising local sector	Partner connections	HYE
5	HI2 (Austria)	Project	EU	Industrially focused large H2V proximally located near Slovakia	Partner connections	HYE
6	HEAVENN (Netherlands)	Project	EU	First H2V (large) in EU, key knowledge sharing potential	Partner connections	HYE
7	NAHV – North Adriatic Hydrogen Valley	Project	EU	First transnational HV, industry-driven, Large, 2023 EU Flagship	Partners	ECU
8	SPNZ	Industry	National	Connection to Industry Stakeholders	Partner connections	NVAS
9	Bratislavský samosprávny kraj / Bratislava Self-Governing Region	Authority	Regional	Potential new H2V	Potential replicant	NVAS

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N.	Stakeholder Name	Category (Industry/ Authority/ Research/ Public/ Other)	Level (Local/ Regional / National/ EU/ International)	Expected Role/ Interest/ Relevance to EASTGATEH2V	Potential Engagement Method	Contact Point/ Responsible Partner(s)
10	Trenčiansky samosprávny kraj / Trenčín Self-Governing Region	Authority	Regional	Potential new H2V	Potential replicant	NVAS
11	Prešovský samosprávny kraj / Prešov Self-Governing Region	Authority	Regional	Potential new H2V	Potential replicant	NVAS
12	Trnavský samosprávny kraj / Trnava Self-Governing Region	Authority	Regional	Potential new H2V	Potential replicant	NVAS
13	CVTI	Authority	National	Connection to Industry, Research Stakeholders	Information provider and promotional support	NVAS
14	Slovenská akadémia vied /Slovak Academy of sciences	Research	National	Researchers	Information provider	NVAS
15	HYTEP	Association	EU	Connection to Industry Stakeholders	Information provider and promotional support	NVAS
16	Wien Energie	Industry	EU	Connection to Industry Stakeholders	Partner connections	NVAS
17	3 Seas Hydrogen Council	International Authority	EU	Connection to Industry International Stakeholders	Partner connection, promotional support	NVAS

Annex V – Preliminary Events Mapping

N.	Event title	Type of event (conference/ workshop/ exhibition/ etc.)	Date	Location	Target audience	Contact Point/ Responsible Partner(s)
1	EU Hydrogen Week	Conference	Yearly	Brussels	Industry	KSK + other partners
2	EU Hydrogen Valley Days	Conference	Yearly	Brussels	Industry & H2Vs	KSK + other partners
3	Hydrogen workshop	Workshop	Yearly	Slovakia	Industry Ministries, Universities, Research organizations	NVAS, KSK
4	Hydrogen Conference	Conference	Yearly	Slovakia	Industry, Ministries, Universities, Research organizations	NVAS, KSK
5	Hydrogen Days	Conference	Yearly	Prague, Czech	Industry, Ministries	NVAS, KSK
6	Hydrogen Scotland Conference 2025	Conference	28/29 October 2025	Glasgow Scotland	H2 Industry	KSK
7	H2SK Forum	Conference	21. October 2025	Bratislava, Slovakia	Ministries, Industry, Research organizations	KSK
	9th Edition of the CEE Hydrogen Summit	Conference	25/26 February 2026	Prague, Czech republic	H2 Industry	KSK
9	International H2 conference	Conference	February / March 2026	Košice, Slovakia	Ministries, Industry, Research organizations, project consortium	KSK

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