

Robust and reliable general management tool for performance and durability improvement of fuel cell stationary unit



D8.5

Communication Plan

Grant Agreement No.: 875047

Starting date: 1st January 2020

Duration: 48 Months

Related WP:

WP1

Lead beneficiary:

P01-UNISA

The Deliverable D8.5 Communication Plan aims at collecting and presenting in a comprehensive way all information that can help all participants to the RUBY project to carry out the communication activities. All partners follow the recommendations presented in the document, to be compliant with the procedures for the communication activities.

The present document provides the communication activities of RUBY project for the entire duration. The communication activities of RUBY project target a wide audience, including the media and the general public and deals with:

- **Brand with logo and visual identity**
- **Project website**
- **Social media (twitter, LinkedIn)**
- **Infographic**
- **Brochure**
- **Newsletter**



Communication activities will be boosted through project's workshops and external events a scheduled within the project's period. The workshops will be open internally to the Fuel Cell community and externally to general public (i.e., researchers, university students, media, industry) and both online/offline attendance mode will be available. Moreover, the public events represent a great opportunity for RUBY visibility and to convey the project contents.

Main website: <https://www.rubyproject.eu>

alias: <https://www.ruby-project.eu>

Twitter: <https://twitter.com/rubyprojecteu> @RUBYprojectEU

LinkedIn: <https://www.linkedin.com/company/rubyprojecteu>

