



ENERGY, ENVIRONMENT  
AND SUSTAINABLE DEVELOPMENT

# *ECTOS*

## *Ecological City*

## *Transport System*

(EVK-CT-2000-00033)

*Deliverable no 4*

## *Dissemination plan*



*Responsible partner:  
Icelandic New Energy*

**ECTOS-project**

**European Commission supported project.**

**DG Research; City of Tomorrow and Cultural Heritage**

**Contract No: EVK4-CT-2000-00033**

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## 1. Summary

The dissemination strategy is more or less separated into two main disciplines:

- 1. Hydrogen related issues (technical)**
- 2. Socio-economic and environmental related issues (non-technical)**

The ECTOS-project addresses both fields but will distinguish in some way between the two key stakeholders. There are different key players and therefore the project will have to disseminate at both levels. Key players are specified into 3 target groups:

- 1. Fuel cell producers, infrastructure companies (electrolyzers, reformers etc.), energy distributors, car manufacturers, regional planners, transport operators and other related bodies.**
- 2. Politicians, city and governmental authorities, regional development groups, research bodies, transport operators, international groups (environmental, development agencies etc.) and other related bodies.**
- 3. General public and interest groups.**

As can be seen there is an overlap but it is important that there is a difference of interest. The ECTOS-project will make a distinction between these groups.

To begin with the main focus will be on group 1, but as results will develop and information becoming available there will be an increased emphasis on the latter two groups.

Key activities have been chosen for dissemination purposes. The web will be used for frequent updates, newsletter will be distributed annually, conferences will strategically be chosen for presentations, establish close connections to the media (both local and global), EC channels will be used for distribution among others and authorities will be updated regularly and their international connections used for distributing materials.

Vital connections have also been established between CUTE and ECTOS as it has been decided that large part of the dissemination activities will be done jointly. This means results will be distributed to a much larger audience, and CUTE members have shown strong interest in using the outcome of the socio-economic results from Iceland as part of their local dissemination.

## 2. Introduction

In the ECTOS-project there is a strong emphasis on the dissemination of results. It is in the interest of all partners to make results known to interest groups and on European (global) scale. Interest groups would be other bus operators, urban planners regarding infrastructure and research bodies focusing on life-cycle analysis and urban transport developers.

The ECTOS-project in itself has a very defined strategic goal:

- to prove that it is possible to operate a hydrogen fuel cell transportation system, including hydrogen infrastructure as well as hydrogen vehicles in the city of tomorrow,
- to show that it will have benefits for the society at large to operate the future transport system on hydrogen, including socio-, environmental and economical factors.

The objective of the dissemination is to get results to the global market so that

the results can and will open a market for the new technology. Simultaneously it is vital that the end user/customer will accept this new technology as a safe, clean and economical for the future transport with in the future urban area.

Already Icelandic New Energy Ltd and the plans to create a hydrogen society have caught a lot of attention from the international media. In all of them one of the key activity mentioned is the ECTOS project. In Appendix 2<sup>1</sup> there is a list of all articles and media attention that Icelandic New Energy has gotten from start up. This list is updated regularly and will be sent with the annual report to the European Commission.

### 3. Main activities

The consortium group has agreed that all partners should participate in dissemination of results at different levels. Icelandic New Energy (INE) (Coordinator) will have overview of all dissemination activities and participate actively in the dissemination. The company has opened and will keep a updated web page of the project, as well as publishing an annual newsletter (leaflet) which will be distributed through channels of all participating companies.

Since there are many active key players it is important to use different dissemination strategies for different key actors. Therefore the different partners in the project will package the material for different key players.

The dissemination strategy is to make the public as well as key players in the field of hydrogen, fuel cell, transport system, social including environmental and economical aspects, etc. aware of the results of the project. Dissemination activities will therefore focus on two groups that need to be enlightened. First it is those active in hydrogen and related matters, and the other key players are those connected to the socio-economic and environmental impacts assessment of the project. It is important to chose carefully the different interest groups and the best locations for dissemination. So far there has been a very strong interest to the hydrogen forum and as socio-economic information become available it is important to get those results out the correct players.

Social/environmental and economical dissemination has other key target groups than the technical or hydrogen one. The key actors are city authorities, policy makers, regional planners and the public at large as these factors will include safety measures, economic impacts regarding creating a new infrastructure and the environmental implications which could be gained from operating a hydrogen system. The project dissemination is not focused only for and around the project partners but certainly for the whole society and its future evolution. The impact assessment including some of the above information from the comparative assessment analysis has a somewhat different target group. This will include city planners, city authorities and the end users/customers. In that sense the venue for dissemination will be carefully chosen in cooperation with the City of Reykjavik and the European Commission. The total impact of the transformation will be distributed in a leaflet (the annual newsletter), on the web, through the different associations that the City of Reykjavik is a member of, through the HyNet and at strategic forums aiming at future city development. The consortium will also use the access of key dissemination channels through the European Commission to reach the different target groups in this

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<sup>1</sup> It should be noted that some of the publications and therefore part of the text is in Icelandic. It will not be translated as the material is not available in other language than Icelandic.

field. This part of the dissemination, that is the total impact assessment of the project will be the responsibility of the University of Iceland and INE.

Political dissemination is also vital and has begun. Recently (October 2001) the European Energy Foundation<sup>2</sup> visited INE and other key players in Iceland. ECTOS was one of the key message of the visit and future possibilities. The goal is to establish stronger relationships with such organisations so that information will be accessible both by European parliament members as well as national once.

It should be noted that the CUTE (Clean Urban Transport for EUROPE) project has now been agreed by the EC. CUTE and ECTOS are complimentary project and will work in close proximity regarding many different issues. One of the key cooperation will be on dissemination. General brochures will be published jointly for both projects and through the web pages there will be an description of both projects ([www.ectos.is](http://www.ectos.is) and [www.fuel-cell-bus-club.com](http://www.fuel-cell-bus-club.com) (for CUTE)). Both web pages are already open and will be updated as the projects progress). There will also be complimentary slides used by both project groups at conferences etc. that will introduce both projects and the key differences between them. In this sense it should also be mentioned that the CUTE-project has among other partners established contacts with POLIS (a joint forum for European city authorities). Already contacts have been made between ECTOS and POLIS and the plan is that POLIS can also disseminate ECTOS results just as for CUTE. therefore partners in connection with CUTE will assist in disseminating socio-economic results of the ECTOS-project though that is not their main activity. Other forums will also be investigated through cooperation agreements between Reykjavik and other cities.

#### **4. Strategy**

Strategically the dissemination will be focused through the activity of INE but the consortium emphasises that some of the major research parts of the project will be disseminated directly through and from the active partners in the various fields. For example it is vital that the Bus operator (STRÆTÓ) in this case will distribute the conclusion of the impact of using fuel cell buses instead of the conventional diesel buses directly among the international organisations that the company is involved in. Same applies to other partners like regarding the fuelling station (Shell Hydrogen, Skeljungur and Norsk Hydro) these partners are involved in international (as well as European) organizations and it is important that the outcome will be distributed directly through theses channels so that other urban infrastructure developers will get information from first hand bases. All consortium actors are actively involved in such activities, These activities have already begun. INE and STRÆTÓ will for example jointly describe the project for Nordic bus operators in May 2002 and then the plan is to do the same after the demonstration face. The same applies to the Shell, DaimlerChrysler and Norsk Hydro as they are deeply involved in most hydrogen events, meetings, international (national) associations for hydrogen, hyforum, hynet etc. All the consortium partners have dedicated themselves to promote the ECTOS project at all and any dissemination activities done by themselves. Furthermore the ECTOS group will consult with different actors to chose the correct dissemination channels for different information. These actors are listed in appendix 3.

An annual newsletter (leaflet) of the ECTOS will also be distributed through the channels of the consortium companies. The first leaflet with general information

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<sup>2</sup> See web: [www.f-e-e.org/](http://www.f-e-e.org/)

will first be published spring 2002 and annually after that. As mentioned earlier it will probably be done in cooperation with the CUTE but for the ECTOS project the special results of the socio-economic factors will be specifically mentioned. The newsletter will be channelled through established connections, EC and the partners in the ECTOS and CUTE project.

The difference between CUTE and ECTOS which is the socio-economic and environmental impact assessment will though need special attention and needs to have special dissemination activities as the key players are not the same as in a technical evaluation. The partners who are responsible for the transport analysis, environmental monitoring, social economic factors and life-cycle analysis (VINNOVA, University of Iceland and IceTec) have not been as active in the hydrogen development (except for the University of Iceland) and will have to create and package their findings in a new manner. The organisations are active in their individual field. It is vital that the social-economic and environmental impact assessment will be directed at a target group focusing on environmental issues like global warming discussing strategic solutions to reduce global/urban emissions, regional and economic development and enhancing quality of life. In the case of ECTOS it will be necessary to disseminate these results directly to other key players in this field. The partners in this part of the ECTOS-project will carefully select the key dissemination paths in cooperation with the EC. However the group will also gain from the established connections with key partners in the CUTE project (which are working on environmental issues and life-cycle analysis). With them the dissemination forum will be strategically chosen but it will also be done in cooperation with others within the consortium so that the outcome of the environmental monitoring will be known to a large scale of key players.

## 5. Iceland

Special dissemination has been developed for Iceland. It is vital to have a specific plan at local level so that outcome from social acceptance can be evaluated. During the lead time (before the arrival of the buses) INE (and other interest groups (consortium members and key players) will start informing the public about the implications of hydrogen. The focus here is to enlighten the public about hydrogen, the ECTOS-project activities and future plan activities. In this sense INE has made an agreement with the largest newspaper in Iceland to publish monthly articles (beginning February 2002) about these activities. INE will also through another EC supported project (EURO-HYPORT, Accompanying Measure) create educational material for distribution in schools. It will explain the hydrogen energy chain showing also the main elements of the ECTOS project.

It should be mentioned that a strategic plan for dissemination has been done internally within Icelandic New Energy and that is shown in Appendix 1<sup>3</sup>.

## 6. Conclusion

By having all different partners directly participating in the dissemination the consortium ensures that the outcome will be directly passed on to the European (international/global) key players that will learn and gain knowledge from the project.

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<sup>3</sup> It should be noted that the internal document for INE regarding dissemination also discusses dissemination of other projects. But all the hydrogen projects of INE are complimentary to ECTOS and therefore dissemination of those activities should be beneficial to ECTOS.

Those key players account for, as mentioned before, urban (city) planners, city transport operators (as bus companies), transport system analyst's, fuel distributors city authorities, environmental associations, the general public and other research actors. This means that the dissemination of individual results will be channelled directly through the active partner but the broader results, total impact, will be organised and overseen by INE.

## APPENDIX 1.

### Scheme for dissemination of information. ECTOS, Iceland

#### Information on the hydrogen projects for the public and important stakeholders

#### **Overall Description of Strategy:**

The focus point will be on chosen target groups in Iceland as well as important information channels in an international context. The channels used are firstly the most cost effective, publications that have a wide spread and want information from the project so that they will not inflict more costs on the project than what is included in the work put into the contents of the information, leaving the packaging (formatting) to the publishers. Where gaps in the dissemination appear, channels will be chosen carefully to give good response compared to the effort and means used.

#### **Plan of a dissemination strategy in Iceland.**

The following two tables describe target groups and what format and media will be used to reach them. The second shows the subjects, timing and who will be involved with each step.

***The main goal*** is to facilitate public acceptance, introduce hydrogen with quality information. Furthermore the goal is also to extend the Icelandic vocabulary to incorporate concepts on Hydrogen technology and disseminate what they stand for so that communication will fit Icelandic public.

***Four various target groups*** will be addressed specifically:

<b>Target group</b>	<b>Form</b>
➤ bus operators, passengers of buses.	Simple A4 folders: Booklets I – V in the table. These are readings that will be available in pockets inside all buses. Also environmental information provided by the city of Reykjavik. (info sheets and posters) will be placed inside and on the sides of the buses
➤ readers of newspapers and news-webs	Articles written by various scientists and scholars published in the largest newspaper in Iceland (Morgunblaðið). The readers are people who want to follow what is on in politics, culture and public debates.
➤ students and pupils, age classes 15 – 20 ➤ teachers	Visits will be available at Þorsteinn Þorsteinsson at the department of engineering at the University of Iceland for students of gymnasium and college. They will see a hydrogen demonstration equipment in action. The website will be updated, new assistants have been found. Meeting 1 <sup>st</sup> October Icelandic New Energy et al are planning a short course about hydrogen through the Institute of continuous education at the University of Iceland, autumn 2002
➤ local government.	Meetings, communication with key people within the local public service system.

Surveys are counted in as information, but the target group is random. By asking questions and mentioning concepts on upcoming events the interviewer disseminates ideas and wakes interest.. These could also become of value for teachers and trainers that are interested in using the material in their teaching.

Frames in italics describe what has already been done

Mile-stone Timing	Material	Form / target group	Respons. Coopera-tion	Specific goal
<i>Year 2001 Well Before buses arrive</i>	<i>Questions on general knowledge and awareness. Questions formed according to the partners special interests</i>	<i>Survey I Telephone questionnaires performed by the Departm. Of social sciences UI</i>	<i>MHM, Strætó, PF, UI,</i>	<i>Check on basic knowledge and public expectations Set the basis for comparison <b>Address partners interests</b></i>
<i>WEB PAGE ASAP  When material has been collected</i>	All relevant documents on the ECTOS and the company	All who are connected, particularly the ones who have general questions	MHM	Ease off the most demanding information spread
<i>Launched articles for public in largest newspaper</i>	<i>The need for primary energy for the hydrogen economy Fitting as alternative discussion for national use of energy</i>	<i>News paper article in context with energy seminar in Iceland (possible translation because of embassies)</i>	<i>Helga T /JBS / MHM / HPI (INE)</i>	<i>Show our premises for the new vision, give numbers that might be acceptable as grounds for further discussion</i>
<i>Icelandic Energy symposiu m</i>	<i>Information card on hydrogen</i>	<i>Reversion coefficients, chemistry and physics of Hydrogen</i>	<i>MHM and LB system-teknik</i>	<i>Advertisement, facilitated comparison of energy carriers</i>
<i>Well before elections NEEDS repetition after community elections</i>	<i>General information and appeal for cooperation with the city</i>	<i>Meeting with the env.committee of the City of Reykjavik. (later for the env. Committee of the Parliament. Offer NGOs to come to meetings and answer questions or give presentations</i>	<i>JBS / MHM</i>	<i>Form links with influential figures and decision makers</i>
<i>2<sup>nd</sup> Public Article</i>	The environmental impact of traffic. What can hydrogen and a fuel cell change – Kyoto protocol in public terms	Newspaper, website, A4 folder (no III)	Bryndís (IceTech) MHM	Show figures for the traffic and that technology can influence impacts, draw attention to solutions rather than problems

Before buses arrive Summer 2002	Survey on acceptance within the user group Introduction and overview	For bus operators and then passengers, A4 folder, a discussion session offered for Strætó	MHM STRÆT Ó students in Geography	Attention and curiosity aroused, setting the basis
2002 the whole year	Short news flashes to the media on the construction of the filling station and other progress	New papers and news webs, Home page	MHM papers/ TV and radio	Keep the public warm with new info
2002 / School term	The Hydrogen demonstration equipment	Visits from interested classes ? Interest groups?	PP /MHM	Show that the technology really works. Use the school system for dissemination
2002 / School term	Hydrogen technology / lecture, discussion prepared selected papers and booklets	Teachers of chemistry and natural sciences, Also of vocational schools, engineers etc.	MHM / FF/ JBS??	Show that the technology really works. Use the school system for dissemination
2002	Educational material for the youngest generations	Public, parents through their kids/ multimedia CD	JBS et al, project	Show the connection between water and the new energy
2002/01	The production of hydrogen through various technologies	A4 no III Homepage	MHM / FF/ HPI (INE)	Draw attention to then special conditions in Iceland for clean energy production
Year/ month	Material	Form / target group	Respons. Coopera -tion	Specific goal
3 <sup>rd</sup> article for public	The fuel cell types, what is the difference	A4 no IV) Newspaper and the bus clients Homepage	Professor PIS	Explain the difference in chemistry and energy release for an engine and a fuel cell
4 <sup>th</sup> article for public	Safety issues	Newspaper A4 no V) Homepage	MHM	Describe the dangers in the right way. Gas handling, difference between hydrogen and gasoline
Fuel station	A brochure explaining how the fuel station works	Material dissemination through Shell stations, Norsk Hydro and the web.	Partners	Use a large milestone to follow up on info dissemination
5 <sup>th</sup> article plus	The fuel station Using the fuel	Public Foreign media	Partners	Show the technology and safety measures

interviews on TV	station as a base for massive attention.	Politicians		
	Follow up on media attention: Portable fuel cells	Have ready material for the media, prepare for the buses as well	All	The possibilities of the hydrogen technology.
2003	The buses introduced	Articles for News papers, packages sent to journalists who are interested in cars and vehicles Homepage	MHM	Show the design of the buses and what to expect.
2003 just after the arrival of buses	Expectation and basic awareness and expectations	Survey no II Telephone interviews	UI, FHJ MHM, PF	Second round, some repetition to learn if the info is getting through
2003 6 <sup>th</sup> article	On the economic side of the demonstration, hydrogen technology and prospects	Public/ newspapers	FF, JBS, BS	Both give environmental and economic cost, describe LCA estimation
2003/	The demonstrations performed in CUTE and tests with various fuels	Public/ newspapers	MHM	Show that this is just another step on the energy trail
2003 /02	Buses have arrived	Reykjavik authorities	BÁ/ JBS /PIS /MHM	Draw attention to the demonstration project, offer rides

## Here are the Acronyms explained.

Acronyms	Name	Institute/ company
FF	Fanney Friesbæk	Icelandic New Energy Ltd
HPI	Hjalti Páll Ingólfsson	
JBS	Jón Björn Skúlason	
MHM	María Hildur Maack	
BS	Bryndís Skúladóttir	IceTech
HT	Helga Thulenius	National Energy Authority
VINNOVA	Hans G. Pettersson	Stockholm/Malmö
DC	Dietmar Beck	Daimler Chrysler
PPI	Porsteinn Þorsteinsson	University of Iceland
HI, UNI	Social science Institute, Friðrik H Jónsson	University of Iceland
NH	Christopher Kloed	Norsk Hydro

## APPENDIX 2.

### Reference list of Icelandic New Energy Ltd.



Dags. /Date	Heimild/Source	Mál / Language	Fyrirsögn>Title
Feb 2002	Wallpaper Magazine, Eric Enno Tam: Intelligence report. Interview with Bragi Árnason, Jon Björn Skulason	English	Power and the Glory, Wasllpaper investigates the latest and the greenest quest in Iceland's epic history
Feb 25.02	Interview with Maria Maack, INE and article, International Herald Tribune, p 13 by Arnold Katz, Paris, France,	Enska /English	Fuel cells: a future driving force Europe and Japan likely to lead despite rhetoric from Washington
25.12.0 1	BBC, World Service and channel II, plus web page, Tim Hirsch, BBC	Enska /English	The new era of energy
27.12.0 1	Deutsche Welle, TV Anne Hoffman	Pýska /German	Project Zukunft;
12.12.0 1	Miljöaktuelt, Naturvårdsvärkets tidning no 10, s. 10-11, Pernilla Strid,	Sánska/ Swedish	Med vetgas I tankarna
Xmass time 2001	Next TV; City TV Channel, Canada Matthew Hanson	Enska /English	
Nov 2001	Norwegian Petroleum Diary no4 2001, Torbjörn Goa	Enska /English	Powering ahead, Iceland aims to develop the first oil free transport system...
	National Geography, Geoffry Holland kvíkmyndagerðarmaður	Enska /English	
02.11.0 1	Suddeutsche Zeitung, <a href="http://suddeutsche.de/index.php?url=/wissenschaft/umwelt/29051">suddeutsche.de/index.php?url=/wissenschaft/umwelt/29051</a>	Pýska /German	Ehrgeiziges Island; Brennstoffzellensollen die Insel aus Feuer und Eis in absehbarer Zeit in der Energieversorgung autark machen.

July 18, 2001	The Guardian (London) Sigrún Davíðsdóttir	Enska /English Pg. 9	Pure and simple solution: Meanwhile, Iceland moves naturally to a hydrogen economy
13. 08.01	World Watch, Geoffrey Holland	Enska /English	World Watch Special
Orku- þing, okt 2001	Spiegel TV, Claes Thomas, tímalengd óljós, viðtal í fréttatíma?	Þýska /German	Wasserstoff, Island
01.07.0 1	Jonas, World Magazine #1 Juillet / Aout 2001 Numero special premiere été du troisième millénaire. Jost Phillippe & Ari Trausti Guðmundsson	Franska / Francais	Dossier réchauffement: En devenant le premier pays du monde en place une économie entièrement fondée sur l'hydrogène, l'Islande a décidé d'en finir avec l'âge du pétrolier. HYDROGÈNE NOW
19.06.0 1	Fréttavefur Morgunblaðsins/mbl.is	Íslenska/ Icelandic	Bragi Árnason tilnefndur til tækniverðlauna
08.06.0 1	The Harvard Post, Oriel, Elizabeth	Enska /English	Opinions: Globalization: The New World Model; Ice, Fire and Innovation in Iceland
23.04.0 1 P 62 - 71	Time, Europe. Global warming. Helen Gibson and Thomas Sancton, Reykjavik	Enska /English	A climate of despair. Special report; Global warming.
04.04.0 1	Time.com http://time.com/time/magazine/	Enska /English	Iceland May Eliminate Use of Fossil Fuels
01.04.0 1	WWF special report Sveinsson, Finnur. Nomik Gothenburg. WWF European Policy Office, jscola@wwfeop.org or gvolpi@wwfepo.org	Enska /English	Transition to a Hydrogen Economy A strategy for sustainable development in Iceland
22.03.0 1	Mbl.is	Íslenska /Icelandic	Vetnisvagnar til reynslu í átta löndum Ath. Seinasta setningin í fréttinni er röng.
13.03.0 1 p 19 og 20 -21	DV. Heimur, tölvu, tækni og vísinda	Íslenska /Icelandic	Vopn gegn gróðurhúsaáhrifunum þegar til. Sparar bæði mengun og peninga. Viðtal við Þorstein Inga Sigfússon. Hyggur á sölu vetnisrafala viðtal við Friðsrik Sigurðsson. Vettissamfélagið raunveruleiki á 21. öldinni. Viðtal við Braga Árnason
01.12.0 0	World Watch November/December 2000 Seth Dunn	Enska /English	The Hydrogen Experiment
28.09.0 0	Fastcompany.com/online/39/Iceland.html Wylie, Ian & Baldur Bragason	Enska /English	Whoosh! Iceland's Got a Hot Idea
	Politiken, Tornbjerg, Jesper	Danska/	Et rent land med beskidte hensikter.

24.09.0 0		Danish	Island er et rigt land og et av verdens reneste. Næsten alt landets el og fjernvarme kommer fra grønne energikilder. Alligevel truer den islandske regering med at underkende FNs klimaaftale fordi den bringer en norsk milliardinvestering i et metalsmelteværk i fare.
10.09.0 0	The Detroit News Howes, Daniel	Enska /English	Iceland warms up to hydrogen fuel. Vehicle tests could have global impact
11.08.0 0	? Unnið uppúr The Economist: micro generators Viðtal við Þorsteinn Inga, Jón Björn ofl.	Íslenska /Icelandic	Raforka framleid í litlum einingum
01.07.0 0218 - 230	Red Herring, the business of technology. Niall McKay niall.mckay@redherring.com	Enska /English	Can Iceland run on Hydrogen? Why everyone is watching the worlds first major effort to replace fossil fuels with fuel cells.
24.03.0 0	Morgunblaðið, Fréttir: Höf? Málþing um mikilvægi vatnsauðlinda á alþjóðadegi vatnsins	Íslenska /Icelandic	Vatnið mikilvægasta auðlind Íslendinga. Jón Björn gerði grein fyrir fyrsta vettissamfélagini 2040
01.01.0 018 - 19	Våra vägar, våra bilar. Macfie, Douglas & Magnus Kristinsson	Sánska /Swedish	Här skrattar ingen å vetgasen
24.11.0 0	Time; Helen Gibson	Enska /English	Running on thin air. Iceland is making its dream of a hydrogen economy come true
26.11.0 0	New Scientist. Fred Pearce. <a href="http://www.NewScientist.com/features_226646.html">www.NewScientist.com/features_226646.html</a>	Enska /English	Kicking the habit
27.12.9 9	Spiegel online DerSpiegel <a href="http://www.spiegel.de/spiegel/0.1518.57591.00.html">www.spiegel.de/spiegel/0.1518.57591.00.html</a>	Pýska/ German	Energie: Der motor fur die Zukunft. Beginnt im kommenden Jahrhundert ein Weltweiter Kampf ums Öl...
Nr 51 16.12.9 9 51-52	Wirtschaftswoche Silke Wettach	Pýska/ German	Rhythmus Beibehalten Die isländische Wirtschaft wächst rasant dank High Tech und Fischfang. P.Kr P.
01.12.9 9 nr 4 p10 - 20	Det Naturliga Steget Macfie, Douglas & Magnus Kristinsson	Sánska /Swedish	Den blå lagunens hemlighet: Att våga ta steget ut i det okända Eldsjälens initiativ Oljejättarnas nya image Vätegasens väg
Nr 46 11.11.9 9 p. 154 - 158	Stern Thomsen, Peter	Pýska/ German	Der Anfang von Ende der Ölzeit Island will als erster Staat der Erde völlig Frei weg vom Erdöl.

18.10.9 9	DV: HLH	Íslenska / Icelandic	Framtíðarsýn fyrir 21. öldina þáttaröð á Discovery Channel.
16.10.9 9	Hydrogen Organization Olof Tegström Tel: 004631 4781 07	Sænska / Swedish	Presstopp! Island på väg mot fossilfrihet
16.10.9 9	Ballard, Vancouver	Enska/ English	Ballard Affiliate Dbb Rolls Out Next Generation Fuel Cell Bus
Nr 10 01.10.9 9	Illustreret Vetenskap Salomonsen, Ib	Norska / Norsk	Island tager hul paa en renere fremtid. På Island er det snart slut med osende biler
28.09.9 9	Morgunblaðið Siv Friðleifsdóttir	Íslenska / Icelandic	Aðgerðir stjórnvalda vegna loftslagsbreytinga
25.09.9 9 s. 16 - 17	Dagens Nyheter, LördagSöndag Macfie, Dougald	Sænska /Swedish	Vetenskap: Island kan bli det första landet i världen som gör sig av med oljeberoendet. Bussar och båtar skall ni stället drivas av energi som bubblar upp ur marken omvandlat till vätgas; Island slopar oljan Ríkisstjórnin samþykkir að styrkja tilraunaverkefni Íslenskrar Nýorku ehf. 80 milljónir í vetrnisverkefni
Sept 99?	Morgunblaðið	Íslenska /Icelandic	Fuel cells meet big business. Reykjavik A device that has been a technological curiosity has a century and a half has suddenly become the centre of attention. Rétturinn til útblásturs gróðurhúsalofttegunda: Íslenskar orkulindir grunnur viðskipta með losunarkvóta.
26.07.9 9	Economist Vijay Vaitheeswaran	Enska/ English	Jón Björn ráðinn framkvæmdastjóri
16.07.9 9 s. 32- 33	Morgnblaðið, Icelandic Newspaper Ómar Friðriksson	Íslenska /Icelandic	Vetnið að verða samkeppnishæft; Viðtal við Braga Ármason Vistvænt frá upphafi til enda; Viðtal við Skúla Bjarnason Hröð þróun á mörgum sviðum orkumála; Viðtal við Þorkel Helgason.
Forsíða 20.03.9 9 bls 1 – 7	Suðurnesjafréttir Front page Morgunblaðið: Vistvæn orka	Íslenska /Icelandic	Erum að hugsa til framtíðar; Jan Smeele
01.03.9 9	Shell news /Skeljungur		Frá olíu til innlendra orkugjafa
20.12.9 8 bls 40 - 41	Morgunblaðið Bragi Árnason	Íslenska /Icelandic	

## APPENDIX 3.

**Who to consult with to chose correct dissemination for ECTOS activities**

<b>Target groups / type of information</b>	<b>Local authorities, Iceland</b>	<b>Teachers &amp; Students Iceland</b>	<b>Public Iceland</b>	<b>Government institutes Iceland</b>	<b>EU Administ.</b>	<b>International (regional, local) Governments</b>	<b>Key Players (internat. companies, others)</b>
<b>Information on technical issues of ECTOS</b>	1) Icelandic Community Association 2) Reykjavik City authority, 3) Ministry of Industry (Iceland)	1) Icelandic Teachers Association, 2) University of Iceland, 3) Ministry of Education (Iceland)	1) Icelandic Media, 2) Ministry of Education (Iceland)	1) Ministerial level	1) EU Scientific Officer, 2) CUTE project, 3) POLIS, 4) European Energy Foundation (EEF)	1) EU Scientific Officer, 2) CUTE project, 3) POLIS, 4) Nordic cooperation	1) EU Scientific Officer, 2) CUTE project, 3) Hynet, 4) EIHP II, 5) National H2 forum's
<b>Information on socio-economic issues of ECTOS</b>	1) Icelandic Community Association 2) Reykjavik City authority, 3) Ministry of Industry (Iceland)	1) Icelandic Teachers Association, 2) University of Iceland, 3) Ministry of Education (Iceland)	1) Icelandic Media, 2) Ministry of Education (Iceland)	1) Ministerial level	1) EU Scientific Officer, 2) CUTE project, 3) POLIS, 4) Nordic cooperation	1) EU Scientific Officer, 2) CUTE project, 3) National H2 forum's 4) ICLEI of the UN	1) EU Scientific Officer, 2) CUTE project, 3) National H2 forum's 4) ICLEI of the UN

The matrix indicates who should be consulted before deciding on a final dissemination activities so that target groups will get access to the information. The ECTOS group will be involved in all the activities but it is important for ECTOS to consult with others before choosing dissemination activity. Dissemination activities are, web sites, distribution of annual report, choosing conferences, etc.