HTAC EXTERNAL COMMUNICATIONS SUBCOMMITTEE

UPDATE TO HYDROGEN TECHNICAL ADVISORY COMMITTEE

06DEC16

HTAC External Communications Subcommittee Update

- **Objective:**
  - Provide a brief status update on the activities of the EXTERNAL COMMUNICATIONS SUBCOMMITTEE
  - Confirm direction with broader HTAC, before formalizing material & distribution method
    - Charter
    - Visit demonstration site
    - Briefly sample of materials that are under development

- **Team:**
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  - Charlie Freese – GM, Subcommittee Chair *charles.e.freese@gm.com*

Charter:

The purpose of this subcommittee is to establish a standard communications package that consolidates a vision clear objective and supporting messages for implementing hydrogen & fuel cell technology. It shall begin with a concise "elevator speech," to identify the role that these technologies serve within future energy and transportation economies. These messages shall be supported with well vetted proof points and will be targeted toward external audiences, with varied levels of technical understanding and hydrogen related background.

The product of this subcommittee shall serve as a resource for individuals that are communicating externally and require consistent, accurate data to form their messages. Focus areas will target the following topics:

- **Concise elevator speech for "why hydrogen & fuel cells" – where does hydrogen fit?**
- **Unlocking the value equation in the broader "hydrogen ecosystem"**
- **Dispel the myths and folklore**
- **Future vision "hydrogen ecosystem"**
- **Context for large energy and transportation economy changes**
- **Current status, accomplishments, & remaining challenges**
- **Pathway forward with measurable assessment points**
- **Hydrogen safety**
- **What is required to address the hydrogen refueling network**
- **Where to find additional resources and tools**
- **Connections with Stationary Systems**

These communications resources will be vetted with recognized experts. Sources and assumptions shall be clearly documented. The intent is to make this resource into the gold standard for defining accepted hydrogen and fuel cell strengths, weaknesses, future role within the energy/transportation economy, and consolidating status to future targets.

HTAC External Communications Subcommittee Overview

Principles:

- ***Content vetted by DoE / HTAC***
- ***Material selected to consolidate a consistent set of messages & communicate externally***
- ***Reuse & link to other accepted resources***

Supporting Collateral:

- ***Native Content***
- ***Redirection to Other External Sites***

HTAC External Communications Website

- Landing point for external inquiries into Hydrogen, Fuel Cells, Electrolysis, & Hydrogen Eco-System
- DoE administered
- Consolidation point for external facing materials
- Linkages with vetted web-based resources

Standardized Presentations:

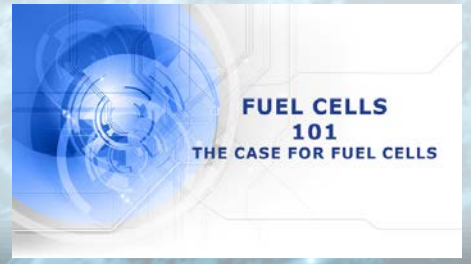
- Strawman presentations for use to explain role of hydrogen, fuel cell, electrolysis, & refueling
- Establish consistent messages

Landing Point:

- Externally facing website
- Consolidation point for vetted information
  - ✓High Level Overviews
  - ✓Detailed Supporting information & references

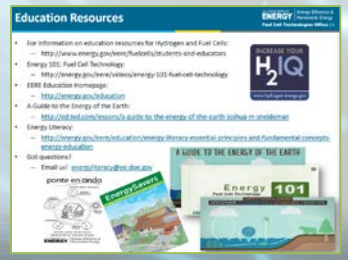
Launching Point:

- Linkages to other vetted websites



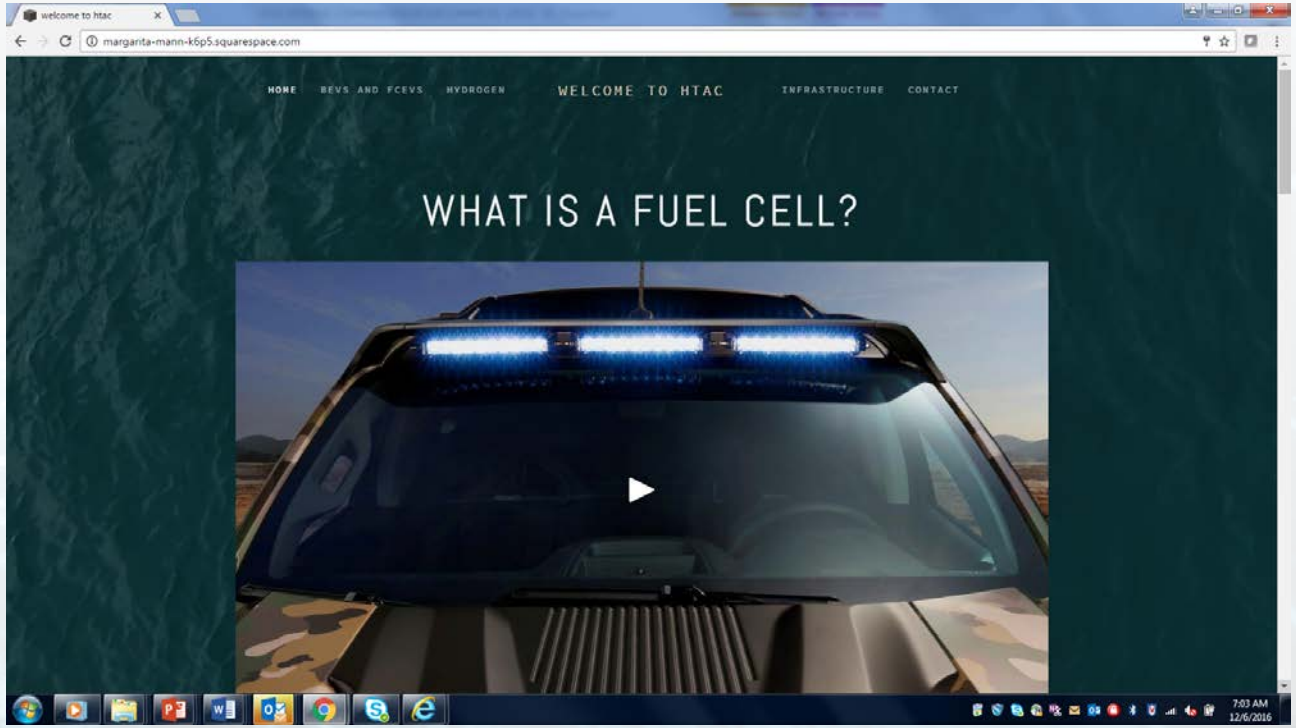
External Sites:

- ***Fuel Cell & Hydrogen Energy Association***
- ***Department of Energy***
- ***California Fuel Cell Partnership***
- ***etc.***



HTAC External Communications Subcommittee Update – VISIT TO DEMONSTRATION SITE

- **Prototype HTAC External Communications Website**
  - ❑ **Operating demonstration site (still under construction)**



DECISION RECORD

	YES	NO
• CONFIRM DIRECTION TAKEN BY EXTERNAL COMMUNICATIONS SUB-COMMITTEE	☐	☐