



Hydropower solutions for developing and emerging countries

D7.4
Promotional material



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Name	Organization
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1 Introduction

HYPOSO is a multi-approach project to tackle several objectives; identification and mapping of the European hydropower industry, hydropower stakeholders in the HYPOSO target countries, education of new hydropower experts through capacity building activities and bringing together relevant actors from the EU hydropower sector with stakeholders in the target countries. Interaction with stakeholders is therefore an integral part of the activities, as workshops, capacity building activities and interviews with national/local stakeholders are envisaged in all target countries which are outside the European Union, namely workshops in Bolivia, Colombia and Ecuador in Latin America, and in Cameroon and Uganda in Africa. Additionally, capacity building courses will be carried out in Bolivia and Ecuador, and in Cameroon and Uganda.

2 Background for this D7.4

To inform about the HYPOSO project in a brief and informative way, promotional material in the form of a leaflet, a poster and a video was developed that shall be used at events and conferences. The promotional material appears in the HYPOSO corporate identity and will be used.

3 Leaflet

The printed leaflet uses a special format: DIN long format, horizontal format, letter fold to 6 pages, folded at narrow side. This format was chosen so that the leaflet stands out if it is displayed together with other leaflets.



The printed leaflets inform briefly about the following topics:

- The HYPOSO Project objectives

OBJECTIVES

The HYPOSO Project aims at stimulating the energy transition in developing and emerging countries, and at supporting the European hydropower industry. Thirteen project partners from Europe, Africa and Latin America work together to achieve the following objectives:

- increase the share of renewable energy in targeted regions
- better investment conditions in the target countries
- policy recommendation papers
- promotion of the European hydropower industry



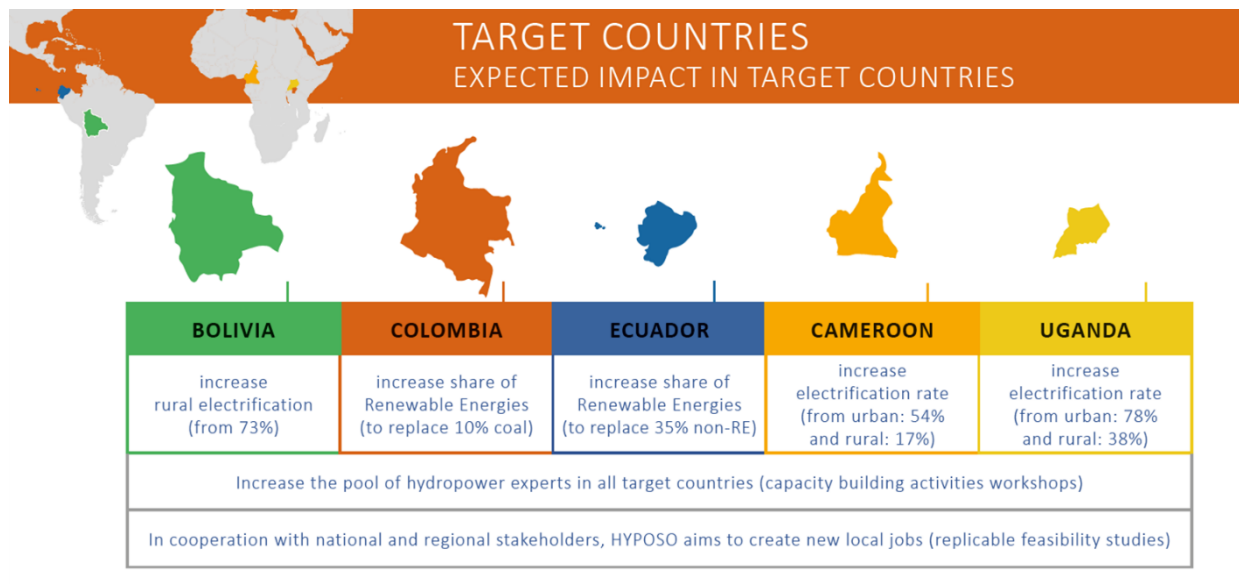
ACTIVITIES

The HYPOSO objectives will be achieved by a combination of tools and activities.

- framework analyses with regard to small hydropower up to 30 MW for selected target countries (Bolivia, Cameroon, Colombia, Ecuador and Uganda);
- mapping of more than 2,000 potential hydropower sites in the target countries for further exploring with a geo information system (GIS) mapping tool;
- capacity building for local stakeholders in the target countries (i.e. hydropower professionals – young and senior, political deciders);
- in cooperation with local experts and political stakeholders, elaboration of 15 dedicated business case studies of SHP projects (three in each of the five target countries) with a focus on local financing;
- stimulate the energy transition in developing and emerging countries.
- events to bring together stakeholders from Europe and from the target countries.




- Expected impact in the target countries



- HYPOSO consortium and contact

HYPOSO CONSORTIUM



Belgium: EREF
 Bolivia: UMSS
 Cameroon: SHW
 Colombia: CELAPEH
 Ecuador: EPN
 Germany: WIP Renewable Energies

Italy: Studio Frosio
 Lithuania: VDU
 Netherlands: 1to3 Capital, IHE Delft
 Poland: TRMEW, IMP PAN
 Uganda: HPAU

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- WWW.HYPOSO.EU (information about the media channels)

WWW.HYPOSO.EU

Find detailed information about the project and the target countries

Discover unexplored sites on the HYPOSO Map:
<https://www.hyposomap.com>

Get engaged and join the HYPOSO Platform:
<https://www.hyposo.eu/en/hyposo-platform>

@HyposoEU

<https://www.linkedin.com/groups/13802479/>

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The initial print run for the English version was 1,000 copies and is being disseminated among the project partners and then among stakeholders of the sector.

Language versions in French and Spanish follow the English version and will be used in the target countries and will be provided publicly as e-versions on the project website.

The leaflet is also available on the HYPOSO website:

https://www.hyposo.eu/HYPOSO_Publications/revIB_200226%20-%20HYPOSO%20-%20Project%20Flyer%20-%203-seitig%20falt%20incl%201mm%20bleed_engl_QUER_low.pdf

Due to the special format, on the website, also another format, easier to print, is provided:

https://www.hyposo.eu/HYPOSO_Publications/HYPOSO-printable_Project_Flyer-3-seitig%20falt%20incl%201mm%20bleed_engl_QUER_pages_low.pdf

4 Poster

The poster gives the same information as the leaflet and shall be used at HYPOSO events and occasions wherever possible. It appears in the same design.

The poster is available under:

https://www.hyposo.eu/HYPOSO_Publications/200123%20-%20HYPOSO%20-%20Poster%20A0%20%2B%203mm%20bleed_engl_low.pdf



HYDROPOWER SOLUTIONS FOR DEVELOPING AND EMERGING COUNTRIES

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- events to bring together stakeholders from Europe and from the target countries.

TARGET COUNTRIES EXPECTED IMPACT IN TARGET COUNTRIES

BOLIVIA	COLOMBIA	ECUADOR	CAMEROON	UGANDA
Increase rural electrification (from 73%)	Increase share of Renewable Energies (to replace 10% coal)	Increase share of Renewable Energies (to replace 35% non-RE)	Increase electrification rate (from urban: 54% and rural: 17%)	Increase electrification rate (from urban: 78% and rural: 38%)
Increase the pool of hydropower experts in all target countries (capacity building activities workshops)				
In cooperation with national and regional stakeholders, HYPOSO aims to create new local jobs (replicable feasibility studies)				



HYPOSO CONSORTIUM



Belgium: WIP
Bolivia: UNMS
Cameroon: SHP
Colombia: COLAPEN
Ecuador: EPN
Germany: WIP
Renewable Energies

Italy: Studio Pirella
Uruguay: YDU
Netherlands: Jach
Capital: Jach
Poland: TTM/EW, SHP PLN
Uganda: HMAJ

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<https://www.hyposomap.com>
Get engaged and join the HYPOSO Platform:
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[@HyposoEU](https://www.hyposo.eu)

<https://www.linkedin.com/groups/13800479/>

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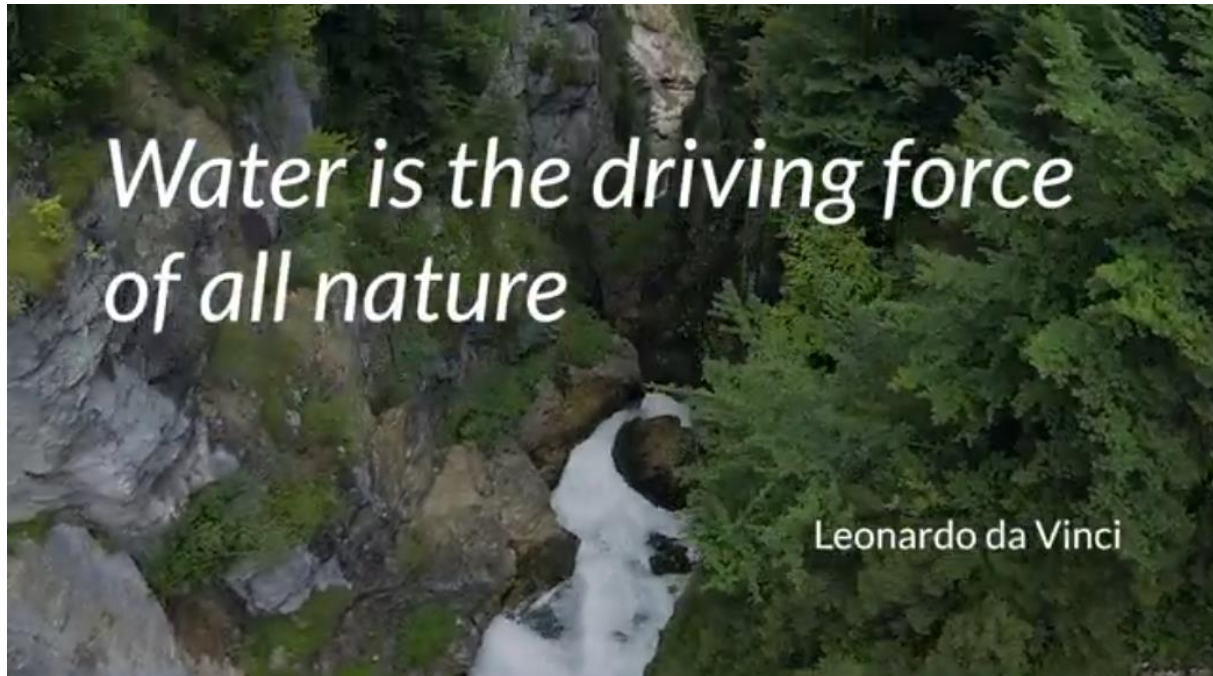
5 Video

During the project runtime, two videos will be produced. The first video is meant to function as visual entry and overview of the possibilities of the European hydropower industry and is using existing footage from equipment producers. Video material was provided by 14 different hydropower companies from Austria, Germany, Italy, the Netherlands and Poland. In addition, video material was also provided from the Provincial Government of Pichincha (Pichincha Gobierno Provincial), Ecuador.

The Video informs about the different production stages in and services of the European hydropower sector, including planning, manufacturing of parts and plants, hydropower plant solutions, construction, technology and environmental issues, and service and maintenance. At the end of the video, information about the HYPOSO project is given. The aim of supporting the European hydropower industry is shown by providing some information about HYPOSO activities that will support the EU industry. The video is online since June 2020 and has a duration of 2:26 minutes.

It is available at https://www.youtube.com/watch?v=AR_JeNWJvVM&feature=youtu.be
Following the video script is shown in images.

Intro

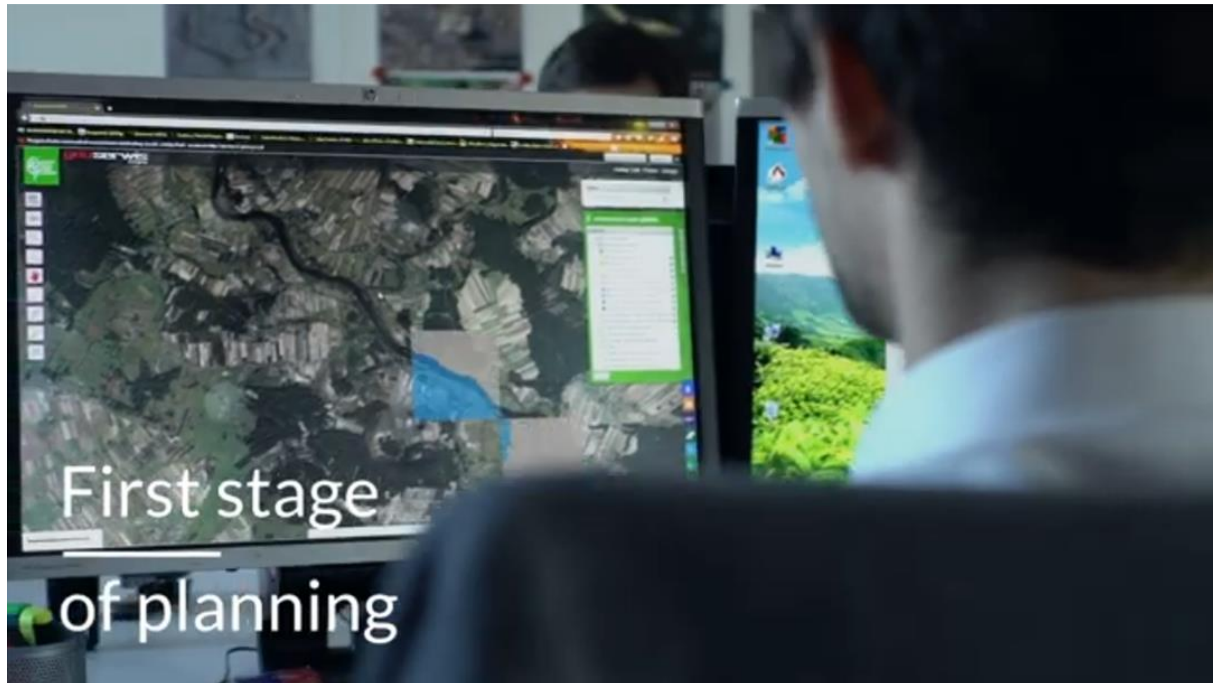


Hydropower has been used by human mankind as energy source for several thousand years (bucket wheels were used already 4000 before Christ in Mesopotamia).

In the last 300 years, the European hydropower industry has developed the sector to the highest levels and standards today for excellent quality of equipment and service.

For each part of the value chain, the European hydropower industry provides high quality and most reliable services...

Planning



...from the first stage of planning, which is an ambitious and interdisciplinary process...

Manufacturing



....to high-precision manufacturing and maintenance of all components such as turbines, pipes, steel works...



Environmentally friendly solutions



...focusing on environmentally friendly solutions, protecting and preserving aquatic fauna.



Highly reliable technology



The European hydropower industry provides highly reliable technology...



Service and Maintenance

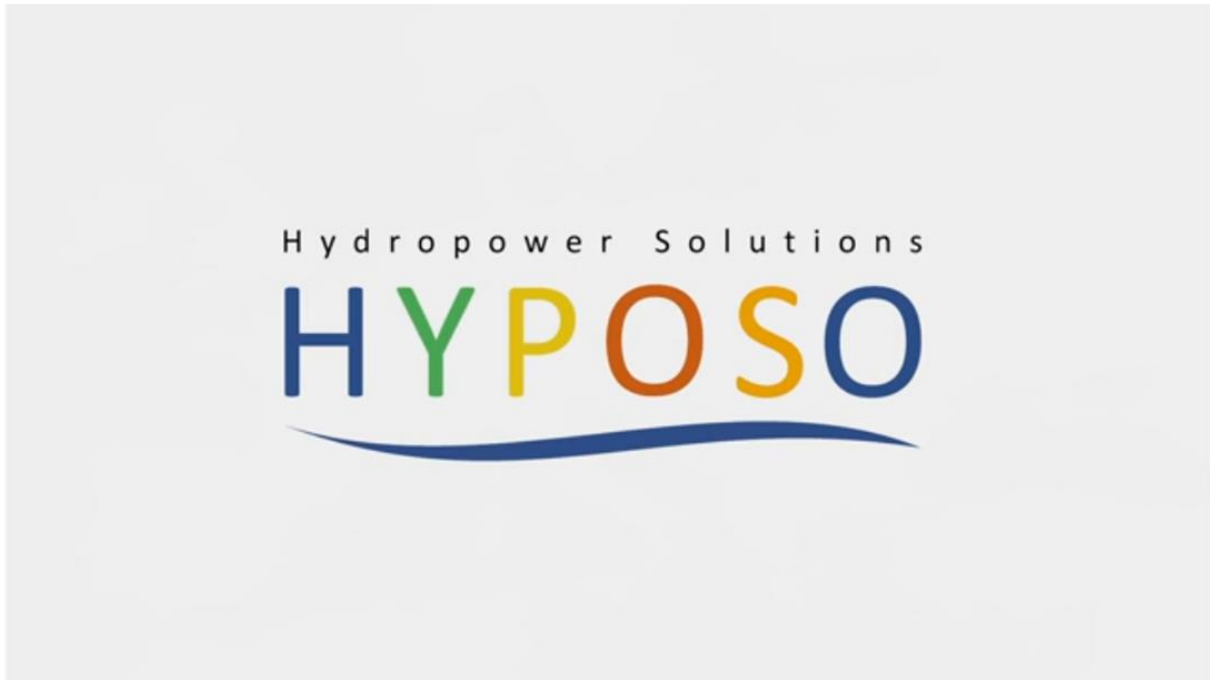


...and offers service and maintenance from the beginning of a project to the successful operation of the plants.



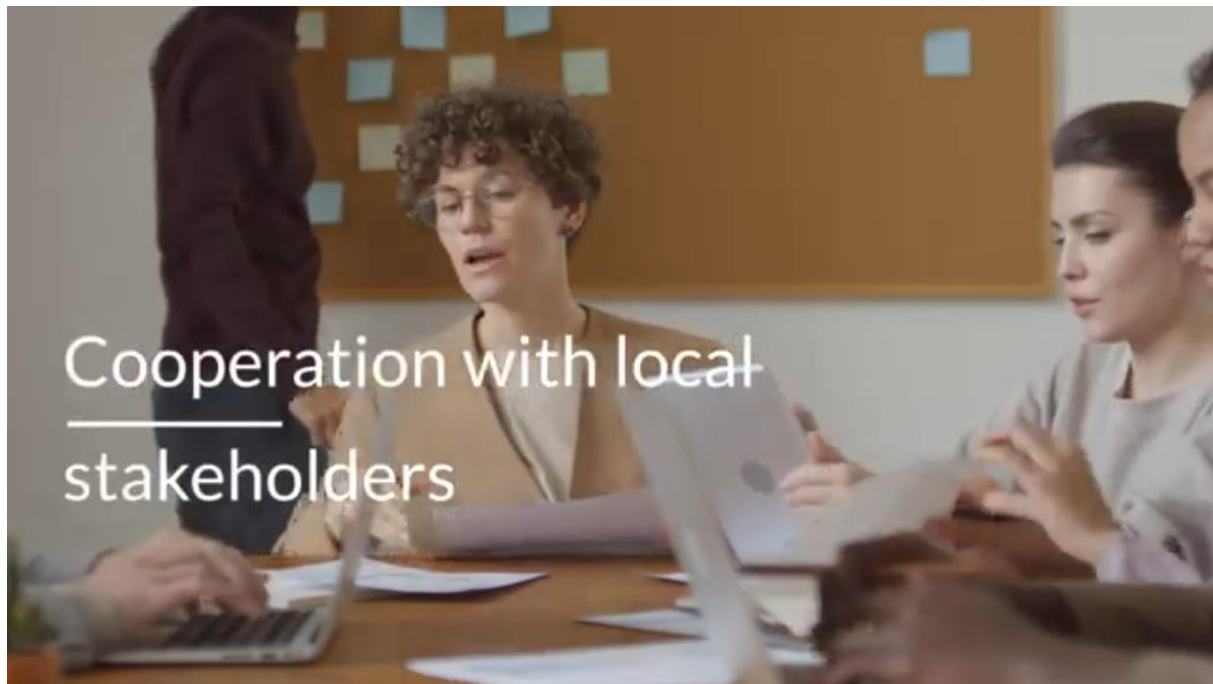


HYPOSO part

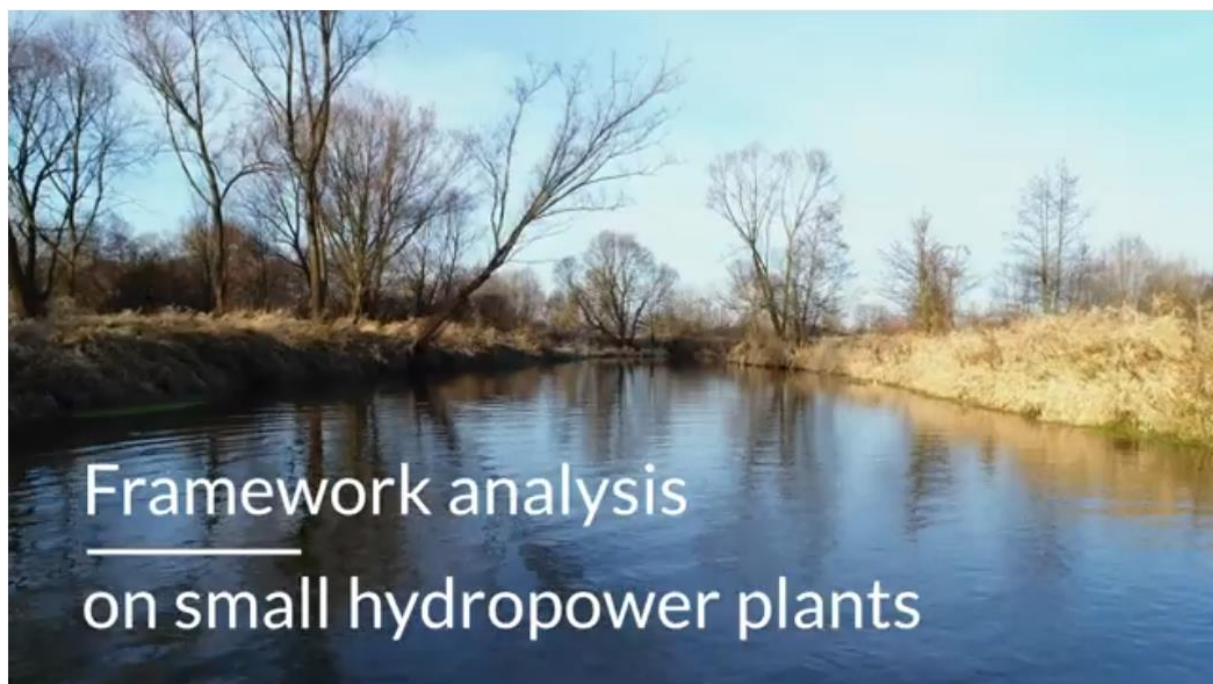


The HYPOSO project is aimed at supporting the European hydropower industry, while fostering sustainable development in selected countries in Africa (Cameroon and Uganda), and Latin America (Bolivia, Colombia and Ecuador).





This will be achieved through capacity building activities for local stakeholders, by providing framework analyses and by mapping more than 2,000 potential hydropower sites in the target countries.



The HYPOSO project focuses on the support of small hydropower plants up to 10 MW capacity.



Small hydropower plants do not compete with large ones but represent a valuable addition where large hydro cannot be applied.





Three dedicated business case studies of small hydropower projects per target country will be prepared with a focus on local financing.





The activities will lead to more ties for the European hydropower industry, which aims at good and long-term business relations with all clients in order to move towards cleaner energy for the benefit of all.



Final part of the video including disclaimer



Discover more on the project's website and join the HYPOSO platform at www.hyposo.eu .

Credits

Footage courtesy of:



Consortium

Project partners:

