



Rule Book
24 hour Hydrogen Challenge – European edition 2023





Contents

- Welcome
- Our aim
- Classic Challenge
- Creative Challenge
- Research Challenge
- Overall
- Track Me app
- Communication
- Safety
- Checklist

Social Media: #24h2challenge





Welcome



Dear participant,

The need for a fossil-free future is at the centre of attention.

With the 24H2 Challenge we want to show what is already possible in the field of hydrogen mobility. And we also like to focus attention on what is still to come.

We wish you a lot of fun and exposure with your participation in the 24H2 Challenge 2023!

Organisation 24H2 Challenge



Social Media: #24h2challenge





Our aim



1. To show the possibilities of hydrogen mobility to the whole world.
2. Offering a network and exposure.



Social Media: #24h2challenge





Classic Challenge



In the Classic Challenge you can earn points for:

- Every kilometer driven (1 point)
- Border crossing (100 points per country visited*)
- Each assignment executed at the relevant location (landmark) (xx points)
- Each refuelling (25 points – Note: if you use a petrol station for the second time you will receive 50 penalty points!)
- *) is awarded once per country

How to claim your points:

All points can be claimed with the ElectriciTijdrit/Track me app*.

Start: Take a picture of your odometer and fill in the mileage below the photo.

Challenge: send a photo or video of the assignment you have carried out – with a nice text!

Finish: Take a picture of your mileage and enter the mileage below the photo.

* Read chapter 'Track Me app' for more details





Classic Challenge - Landmarks



[24H2 EU 2023 \(elektricitijdrit.nl\)](https://elektricitijdrit.nl)

Note: landmarks can be added until 5 october 2023!

Social Media: #24h2challenge



plug™



Prepare well...

Go through all the assignments and see what questions you can already answer.

Make a route planning.

Be aware of delays – make a plan B.

Drive back in time towards Plug in Alphen aan de Rijn!

Install the H2.live app on your phone and set up notifications (push notifications) for the petrol stations you want to visit.

Make sure you have enough spare fuel in your tank to be able to move to another station.



Social Media: #24h2challenge



Plug specials



Plug Netherlands main focus is the Electrolyzer market. We are working hard build / test & deliver our skids customers all over the world. We have three locations that play a key role in this, besides our offices in Alphen aan den Rijn, of course! Visit & take a picture at each location!

- Plug Duisburg (Storage / shipping)*
- PMF – Farmsum Building)*
- Greenbox – Hengelo (Testing)*

While you are visiting Duisburg, you will find our offices have been recently renovated. Please feel free to take a small trip “up” to our offices, and you may find a nice surprise! In our office location is a box with a 4 digit code. **If you can crack the code, you can open the "safe" and get a small snack.** Please take a picture of yourself with this snack, and enjoy it! (Only take what is needed for you & your team, leave the rest for the rest of the participants!)

*) check <https://elektricitijdrit.nl/nl/e-vents/24h2-eu-2023> for the exact location!

Social Media: #24h2challenge





NEW – H2 Safari

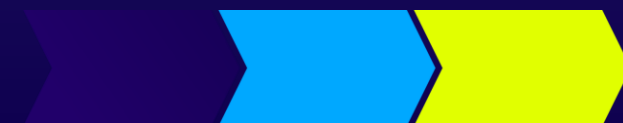


Do you know a special entrepreneur in the field of hydrogen?
Interview him/her at his/her own location. We would like a video of up to 30 seconds with:

Entrepreneur – answer to:

- What is his/her product/service?
- What is the advantage?
- The product or service visible

Submit video: via ElectriciTijdrit (live recording, so practice in advance).
We verify your video and if it meets the conditions: 250 points.





VOS/FOX HUNT

Each red VOS* combination that you spot while driving (photo or video – category Special moment) earns you 75 points. Of course you can only claim the same car 1 time.

*Vos means fox in Dutch



Social Media: #24h2challenge



Creative – Blog about your adventure!



From the preparation to the finish line, let your audience enjoy the action. Start a blog and talk about your preparations, share exciting highlights, and reveal the challenges you face along the way.

How to create your own WordPress blog:
<https://wordpress.com/nl/support/een-blog-aanmaken>.

To sign up your blog:

If you want to score points for the blog, post on LinkedIn after publication: tag @24h2challenge and mention your team name.

The jury rewards the best blogs with 'Creative Points'!

Best blog: 1,100 points

2nd best blog: 750 points

3rd best blog: 400 points

What is the best way to write a blog? Read the tips here: [LINK](#)

Dedicated Fuel Cell Drivers 2020



Our blog as part of the 24h Hydrogen Challenge – incl. all serious and fun elements!

Home

Twitter

What is this site about?



Hoooooray! – We made 1st place!!

We're über-tired and über-happy at the same time, since in the end ceremony it turned out we made the most...



THANK YOU endlessly for your great support!

We made it in one piece and are happy and are endlessly thankful for your support which came in so...

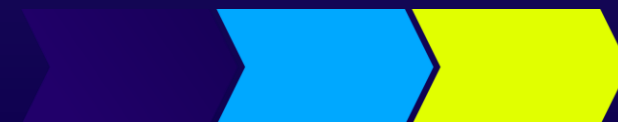


Now back in Stuttgart – what an amazing run! (And deo time)

We are thankful for a safe journey so far! Here a few sights of Stuttgart – and at the end...

<https://dedicatedfuelcelldrivers2020.wordpress.com/>

NA. If you choose a domain name from wordpress.com (such as 'mijnteam.wordpress.com'), the blog is free.



plug™



Creative – Instagram

Share your best photos on Instagram and/or LinkedIn with hashtag #24h2challenge and mention your team name.

Saturday 7 October 11:00 the jury will start by choosing the three best photos.

The jury rewards the nicest, funniest, most beautiful, special photos with 'Creative Points'!

Best photo: 1,100 points

2nd best picture: 750 points

3rd best photo: 400 points



Social Media: #24h2challenge

plug™



Creative – LinkedIn

Of course you will also make a nice video report of your road trip along the way. Or maybe you're already making videos to promote your participation

You can submit by posting your video on LinkedIn and tagging @24h2challenge and mentioning your team name.

Saturday 7 October 11:00 the jury will start by choosing the three best videos.

The jury rewards the, funniest, most beautiful, most fun, special videos with 'Creative Points'!

Best video: 1,100 points

2nd best video: 750 points

3rd best video: 400 points



Social Media: #24h2challenge





Wettermerk award

To help our participants generate even more exposure, we have enlisted the help of marketing agency Wettermerk. They will provide you with useful tips to get maximum exposure from your participation.

But that's not all. In addition to the Creative Challenge, you can also win the Wettermerk Award this year. This award is presented to the team that has managed to create exposure in the most creative way during the challenge.

With the award you also win an online strategic marketing session worth € 1250,

-



Social Media: #24h2challenge



A blue graphic consisting of two parallel chevrons pointing to the right.

Please note

Make sure your polo is visible in every photo and video.

If the polo is not visible on the submitted footage, no points will be awarded.





Exposure express

Your Checklist for online road trip success!

With your participation in the challenge you can create great exposure for your company. But how do you do that and what can you already prepare? Use this handy checklist to make all the preparations.

Can you check off the list completely? Then you are ready to take on the challenge of the 24-hour Hydrogen Challenge full throttle!

Keep an eye on our LinkedIn page, here we share more tips!

- Get ready:** Start planning your exposure strategy well in advance. The earlier you start, the greater your impact will be.
- Start your engines with clear goals:** Decide what you want to achieve with your exposure: more followers, brand awareness, engagement, etc.
- Create noise beforehand:** Start teasers and hints well in advance to build anticipation and arouse curiosity.
- But um, what are you actually going to tell:** Create a compelling story around your participation. What is your motivation? What are your goals?
- Visual throttle:** Visuals are essential. Provide high-quality photos and videos that capture your adventure.
- Whole team in the passenger seat:** Involve your whole team in exposure efforts. Everyone can play a role in sharing the story.
- Social roadmap:** Create a content calendar for your social media to maintain consistency and not miss opportunities.

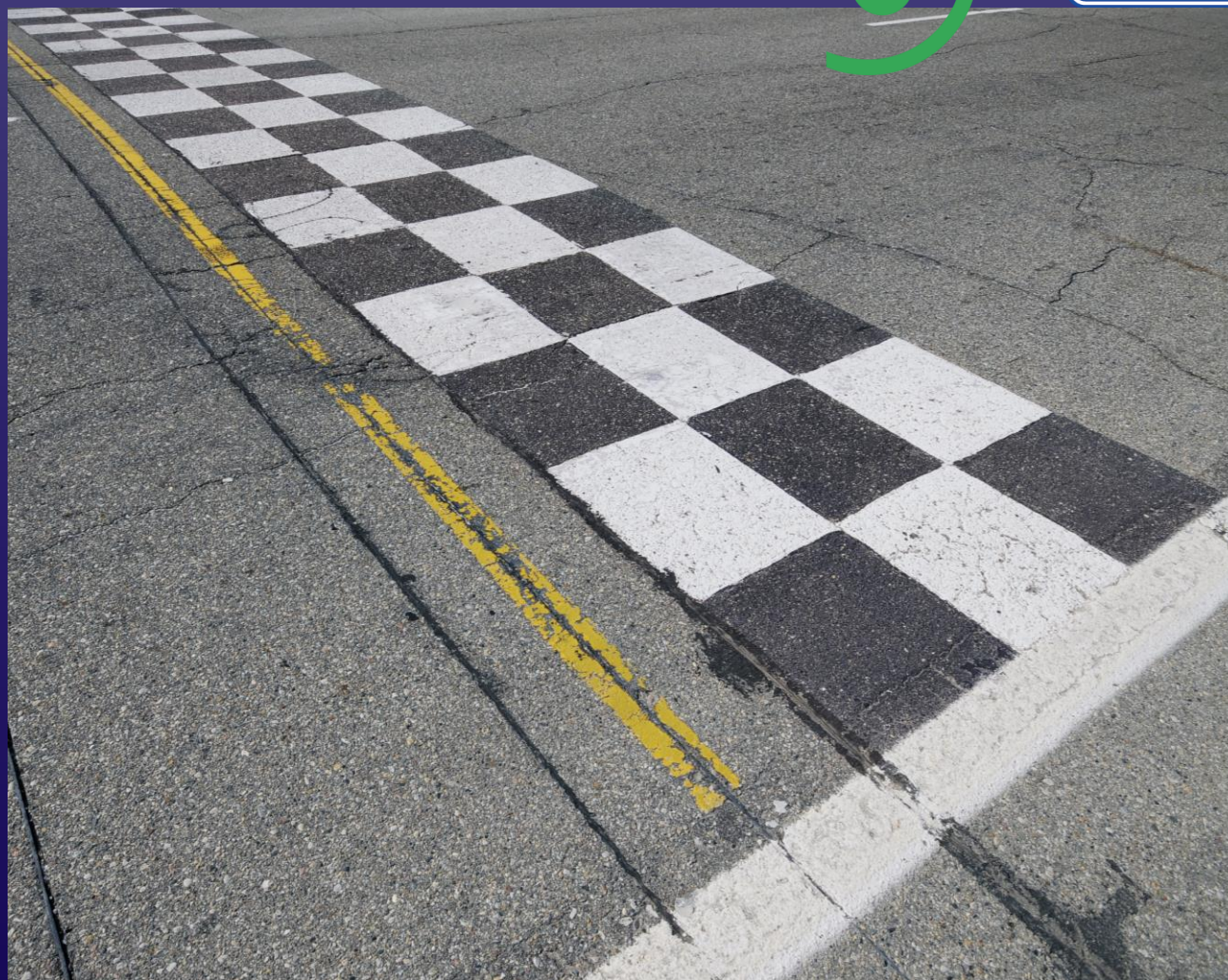


plug™



Your Creative Challenge has begun!

If you're reading this, your Challenge has begun! So start blogging, photographing and creating your video content!



Social Media: #24h2challenge





Nice Roads



We understand better than anyone that driving can also be fun.

And vice versa: when you see how beautiful Europe is, you will work all the harder to make mobility as clean as possible.

That's why we have the 'Nice Roads' category. And we would like to bring them into the spotlight!

The concept is simple: check in at one of the locations and then follow the specified route exactly. Then check in at the end location and we will credit the bonus points.

In addition, we would also like to draw your attention to the Landmarks along the Rhine between Rotterdam and Duisburg.

Nice Roads

- Baltic Sea coast
- Deutsche Alpenstraße
- Schwarzwaldhochstraße
- Nätschen
- Gutenberg Castle
- Saint Bernard Pass



You don't have to get off for this, but we would like a nice photo or video that shows how fun it is on board, or how you enjoy the view!





Extreme



At the end of the Challenge, we award points to each team that has reached an extreme location:

- Northernmost point: 1,500 points
- Easternmost point: 1,500 points
- Southernmost point: 1,500 points
- Westernmost point: 1,500 points
- Highest location: 1,500 points
- Lowest location: 1,500 points

Make sure you get back on time!

Send a photo via the ElectriciTijdrit-app with category 'Special moment' if you want to claim such a point! Also include the category you claim





Extreme Distance Challenge



We have a number of locations that are so far away that without thorough preparation you will never be back to Alphen aan de Rijn on time. Or you are so far away from a hydrogen filling station that you have to drive extremely economically to be able to refuel again.

If you dare, we'll give you 1,500 points for the following locations:

- Italy – across the border, at any location, provided it is in Italy
- France – Annecy with chance of bonus for the southernmost point
- Poland – Cathedral John the Baptist or Watchtower Szachty with chance of bonus for the easternmost point

Make sure you plan well and are back on time!



Penalties

Arrival before 13:30 – 250 penalty points

Arrival between 13:30-13:45 – 100 penalty points

Arrival after 14:00 – 100 penalty points per minute late

Refueling twice at the same location: 50 penalty points

Not visible wearing the official 24 hours Hydrogen Challenge polo at the start and finish: 250 penalty points





What can you win?



Overall (classic + creative)

- #1, 2 and 3

Classic categories

- Most kilometres driven
- Most refuelling
- Highest efficiency (= distance travelled divided by number of refuelings)

Creative Challenge

- Best Video
- Best photo
- Best blog

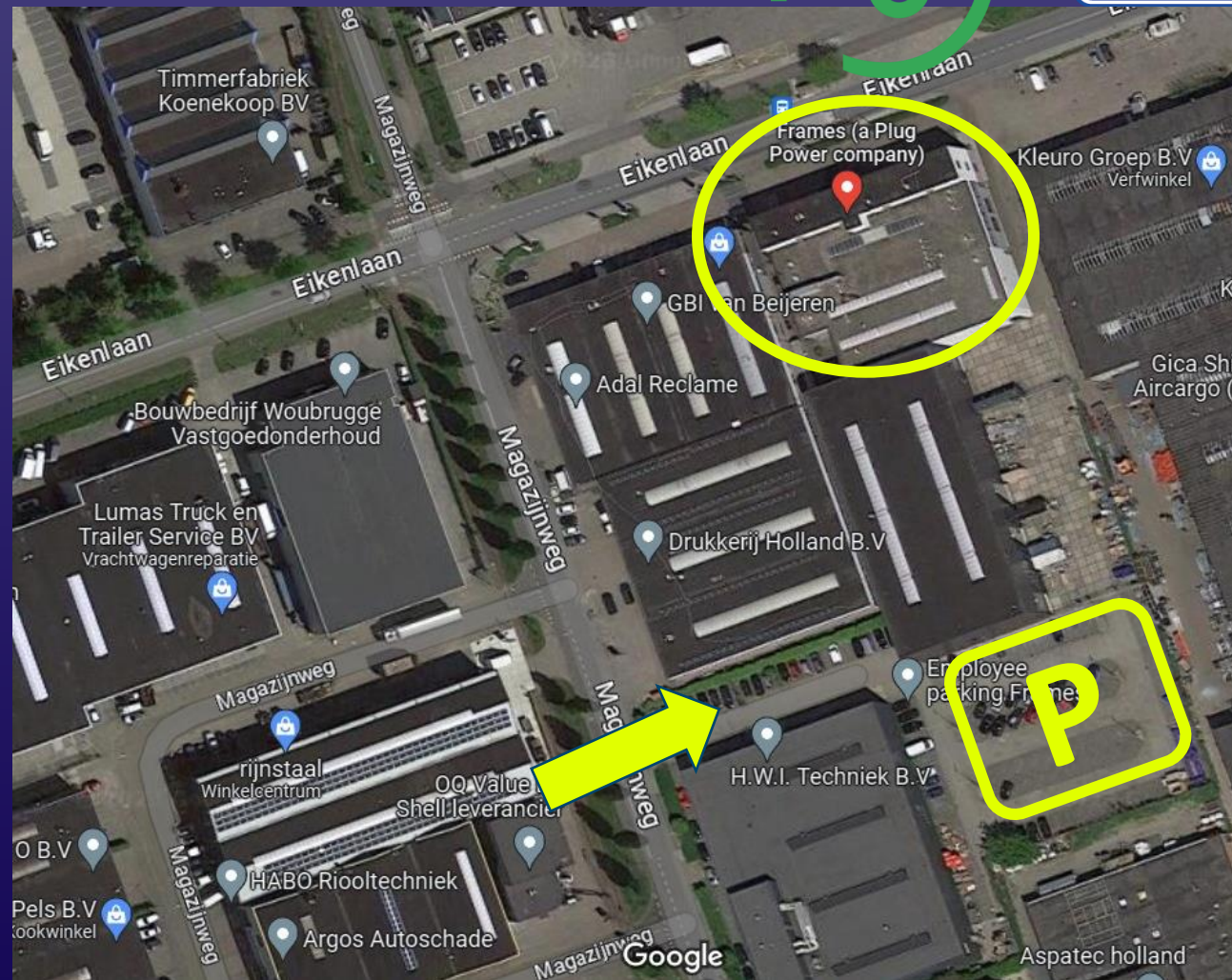
Wettermerk Award

Extreme Distance Trophy



Schedule 6 October 2023

- From 12:00 – Welcome with a sandwich at Plug (Parking: Magazijnweg, Alphen a/d Rijn)
- Welcome clothing + rally shields + (possibly) fuel cards
- Helpdesk ElectriciTijdrit
- 13:00 – Driver briefing
- 13:30 – Pre-event Photoshoot and Interviews
- 14:00 – Start of the 24H2 Challenge 2023



plug™



Schedule 7 oktober 2023

13:45- 14:00 finish & debriefing

Photoshoot & interviews

Return fuel cards

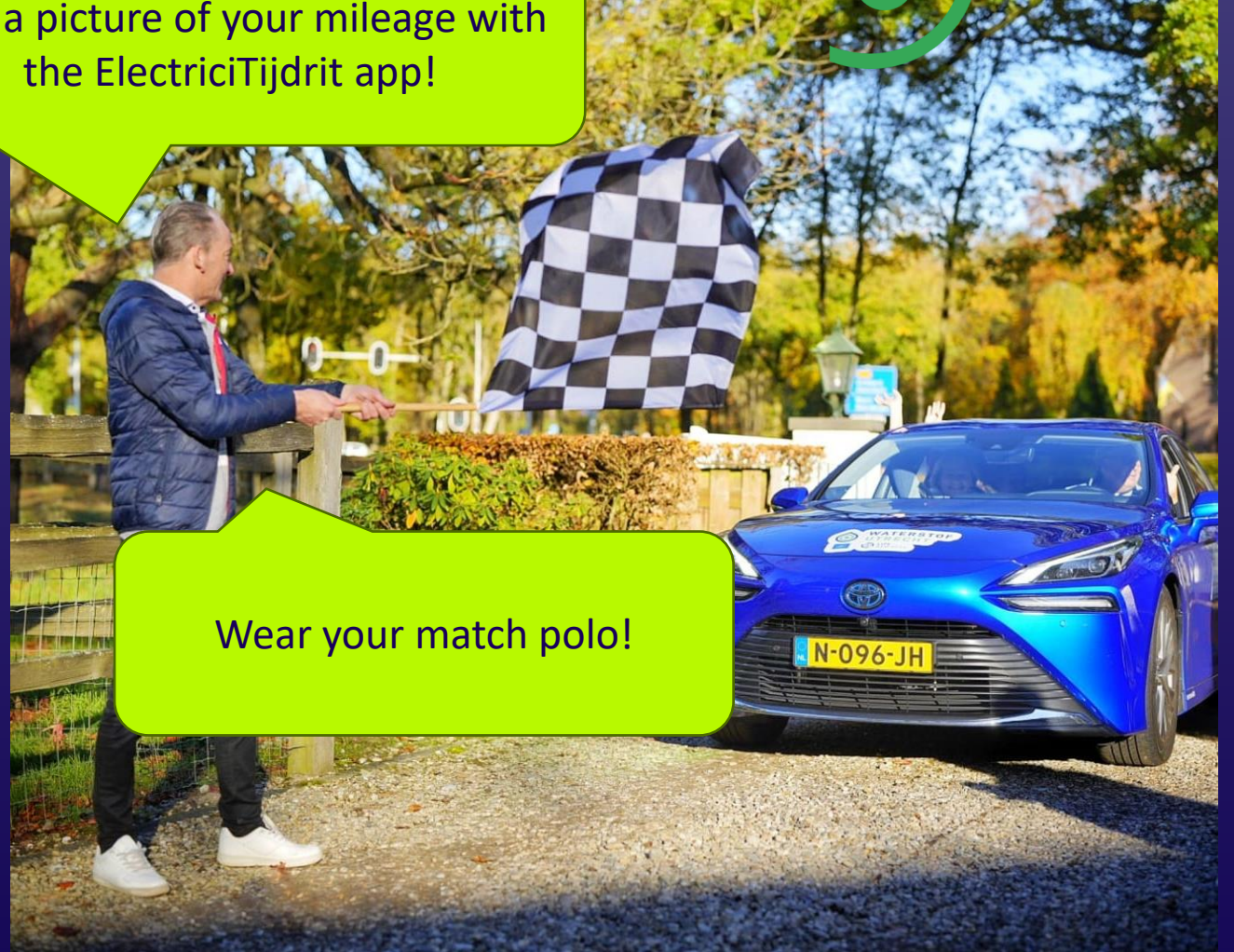
14:00 – 15:00 various speakers and nice chat

15:00 award ceremony

16:00 end – departure to networking drinks/dinner (for those who have signed up for this) and otherwise good trip – drive home or your hotel safely!

Take a picture of your mileage with the ElectriciTijdrit app!

Wear your match polo!



Social Media: #24h2challenge



Tips – for creating content & creating exposure

Take your time to take good photos and videos – use stabilizers

Use humor

Be authentic

Write from your feelings / about what you experience / about your beliefs / about your vision

Get support from your communications department

Posting on social media? Use #24h2challenge

You can start now!





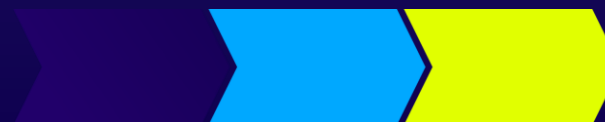
Some ideas

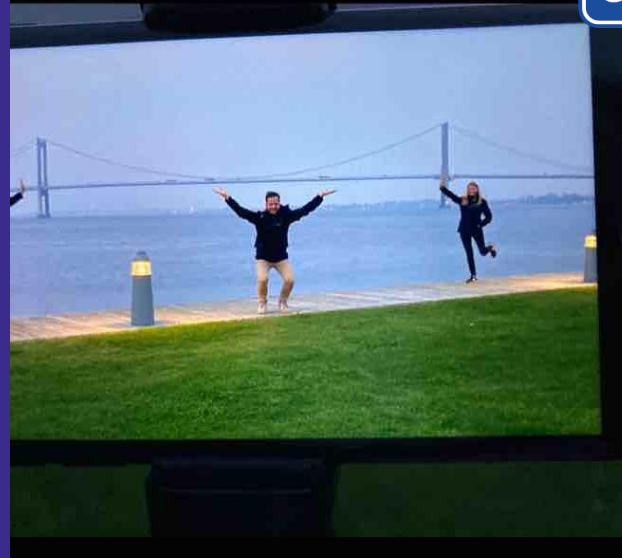


- Our goal is to show the possibilities of hydrogen mobility and applications of hydrogen in general
- Be inspired by our participants and partners



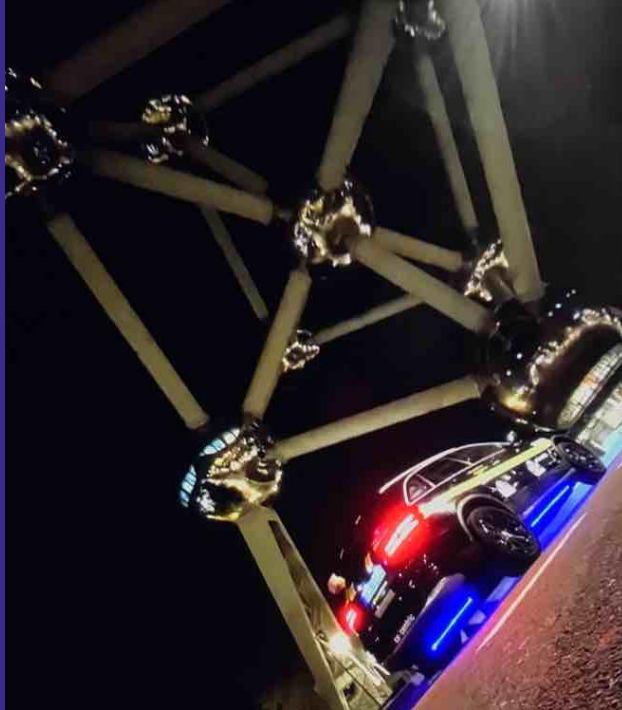
Social Media: #24h2challenge





Get inspired – these are photos the judges love!

- We have high expectations....
- Prepare the pictures and props before you leave...
- Bring your own lighting....
- Dress for success...

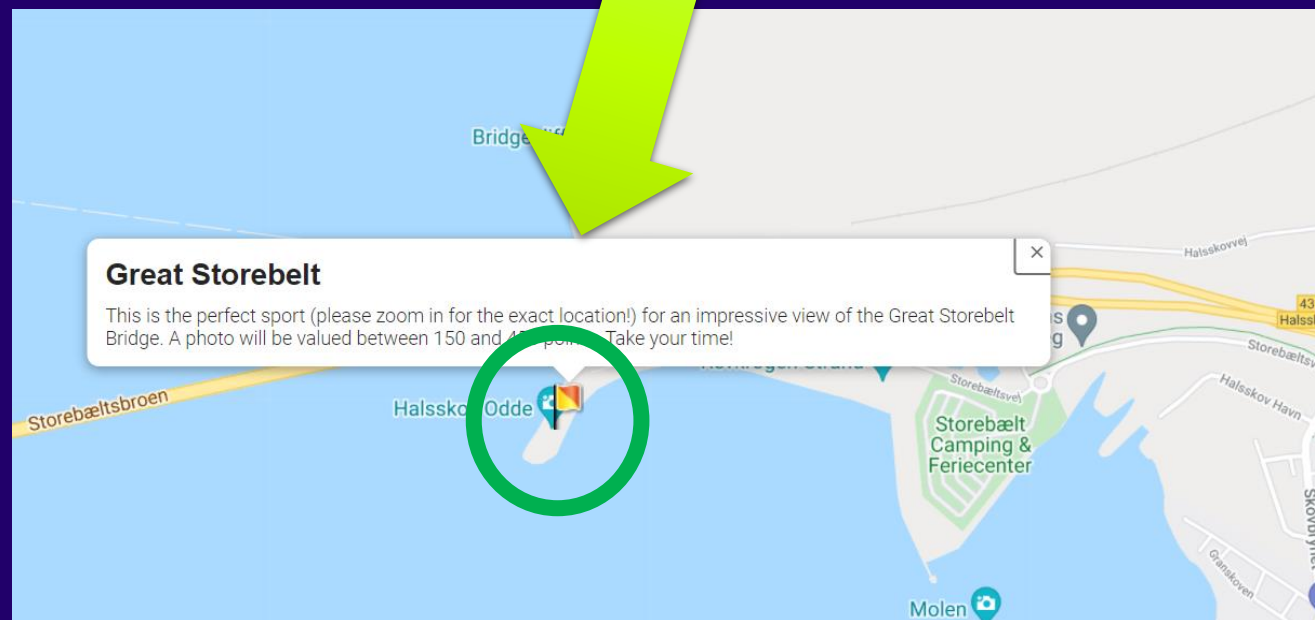
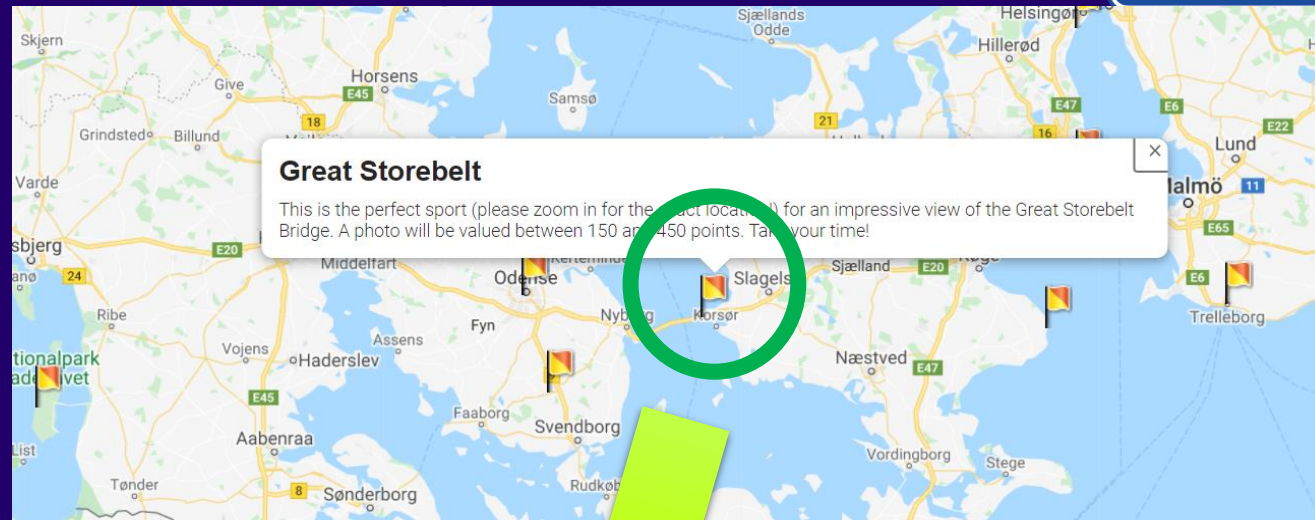


More pictures...

- Running gags
- Architecture
- Landscapes
- New daylight



**Sometimes
there's a
catch
Accurately
check the
correct
location by
zooming in
properly!**



Fueling your car

Germany – [H2.Live](#)

The Netherlands and Belgium:

Air Liquide – Air Liquide pass

Other: bank





Communication – #24h2challenge



- All participants are added to a WhatsApp group.

Technical questions about:

- Your car > Call the manufacturer's helpdesk
- Refueling -> check H2.Live (tip: install the H2.Live app on your phone) Link: [Playstore](#) – [App Store](#)
- ElectriciTijdrit/Track Me -> <https://elektricitijdrit.nl/nl/contact/helpdesk>

Organisatie:

- All questions can be asked via the [Whatsapp-group](#) – we are online 24/24 during the Challenge

Public (external):

- Use [#24h2challenge](#) on social media.
- Tip: add your communication department as a virtual member to your team!
- Follow the Plug 24H2 Challenge on [24H2 EU 2023 \(elektricitijdrit.nl\)](#)



plug™



Safety

It's not a race

Follow the traffic laws!

Physical (in advance)

Sleep well

Eat well

Drink well

On board

The Navigator watches over the driver

Change drivers every two hours

You can sleep in the back!





Checklist



Safety

- Safety vest
- Flashing light
- Passport
- Fuel cards
- Debit card
- Money

Communication

- USB cables
- Laptop
- Tablet
- Smartphone
- Camera
- Power banks
- Apps
- Track Me
- H2.Live

Strategy

- Winning strategy
- Back up strategy

Feel good

- Favorite music
- Comfortable clothes
- Blankets
- Pillow
- Warm clothes (night)
- Candy
- Fruit
- Drinks (water)
- Energy Bars





Organisation



Arjan de Putter



arjan@fastconcepts.nl

Wim Peels



wim.peels@twinningenergy.nl





A big thank you to our partners!

