Date of Activity	Activity	Description	Target audience	How? Communication channel	Outcome (KPIs)	Status
12 & 14.3.2025	H2Start Public Launch 12.03.2025 - Stara Zagora 14.03.2025 - Sofia	On March 14, 2025, 10-13:30, the official opening of the H2START project took place in "Sredets" Hall, Sofia Balkan Palace Hotel, Sofia, Bulgaria. The event brought together industry, academia, policy makers, other stakeholders, and media, featuring a project presentation by the H2START Scientific Coordinator, speeches by European and Bulgarian policymakers, a panel discussion of European hydrogen experts, a press conference, and a networking event. Key goals: - Promote and generate publicity for the H2START project among target audiences - Confirm and augment of institutional, academic, and international support for the project and the Bulgarian hydrogen agenda - Introduce project partners - Engage media, generate media coverage of the kickoff and future H2START initiatives - Launch the H2START stakeholder network Addresses: Ekaterina Zaharieva –EU Commissioner for Startups, Research, and Innovation (video address); Krassimir Valchev – Minister of Education and Science; Zhecho Stankov – Minister of Energy; Prof. Georgi Angelov – Deputy Minister of Innovation and Growth; Prof. Dobri Yarkov – Rector of Trakia University (H2START coordinating organization)	Industry, business partners; EU Institutions; National authorities; Regional authorities; Local authorities; Research communities; Other	Event (conference, meeting, workshop, internet debate, round table, etc.)	~ 440 000 estimated total reach; ~100 participants on-site; 11 media outlets present; ~110 publications (traditional, digital, and social media; podcast; interviews)	Delivered
19.3.2025	Prof. Daria Vladikova Interview with Dir.bg	"H2 START: Bulgaria is developing a one-of-a-kind hydrogen technology center in Europe" - interview about the H2START project and its launch with Prof. Daria Vladikova, Scientific Coordinator, 19.3.2025 https://business.dir.bg/ikonomika/h2-start-balgariya-gradi-unikalen-za-evropa-tsentar-za-vodorodni-tehnologii	Citizens, Others	Interview	14961 views; 50 comments	Delivered
21.3.2025	Prof. Daria Vladikova Interview with Bloomberg TV	"Bulgaria's Hydrogen Future" - Bloomberg TV interview about the H2START project and Bulgaria's hydrogen potential with Prof. Daria Vladikova, Scientific Coordinator, 21.3.2025 https://www.youtube.com/watch?v=4R1V5sAN4f8	Citizens, Others	Interview	YouTube views ~ 1000; TV views N/A	Delivered
26.3.2025	Denitsa Nozharova in Capital Green (Podcast) – March 26, 2025	The publication promotes the H2START project by highlighting Bulgaria's potential in the hydrogen transition, featuring expert insights on innovation, green hydrogen, and regional transformation. Denitsa Nozharova in Capital Green (Podcast) – March 26, 2025 https://www.capital.bg/podcast/kapital-green/2025/03/26/4761668	Citizens, Others	Interview	N/A for website capital.bg / 315 views in youtuibe and 5 comments	Delivered

11.3.2025	Chilean media H2New	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Chilean media H2News.cl – March 11, 2025 Title: "Bulgaria establecerá un Centro de Excelencia en Tecnologías del Hidrógeno con el proyecto H2START" https://h2news.cl/2025/03/11/bulgaria-establecera-un-centro-de-excelencia-en-tecnologias-del-hidrogeno-con-el-proyecto-h2start/	Citizens, Others	Media article	h2news.cl is a leading specialized source for news, analysis and interviews on topics related to the hydrogen economy and renewable energy in Chile and Latin America	Delivered
14.3.2025		This statement highlights the Bulgarian Ministry of Energy's ambition, in alignment with H2START, to make Bulgaria a key exporter of green hydrogen via the national gas grid, positioning the country as a regional leader in clean energy logistics. 24chasa.bg – March 14, 2025 Statement made during an event at Sofia Hotel Balkan / Kik-off meeting of H2START https://www.24chasa.bg/biznes/article/20110662	Citizens, Others	Media article	21284 views	Delivered
14.3.2025	OFFNews – March 14, 2025	This article links Bulgaria's education reform to the H2START project, as Education Minister Krasimir Valchev announces new measures to boost STEM education, aligning school and university curricula with national priorities like hydrogen technologies and clean energy innovation. OFFNews – March 14, 2025 Title: "From next year, students will study more mathematics and natural sciences" Speaker: Krasimir Valchev, Minister of Education, during the presentation of the H2START Center in Stara Zagora https://offnews.bg/obshtestvo/ot-dogodina-uchenitcite-shte-uchat-poveche-matematika-i-prirodni-nauki-840815.html	Citizens, Others	Media article	66825 views	Delivered

14.3.2025	NRD Plus – May 14, 2025	This article reinforces the strategic goals of the H2START project, with Energy Minister Zhecho Stankov announcing Bulgaria's ambition to become a major green hydrogen exporter, supported by the construction of the Center of Excellence in Stara Zagora and backed by €30M in EU and national funding. NRD Plus – May 14, 2025 Title: "Ministry of Energy: Bulgaria aims to become a leading green hydrogen exporter in Europe" Speaker: Zhecho Stankov, Minister of Energy, during the H2START launch event at Sofia Hotel Balkan http://plus.nrd.bg/24/24196081	Citizens, Others	Media article	11583 views	Delivered
14.3.2025	Focus News – March 14, 2025	This article announces the launch of the H2START project, presenting Bulgaria's first Center of Excellence for Clean Hydrogen Technologies, to be built in Stara Zagora as the first of its kind in Central and Southeast Europe — aiming to drive research, education, and industrial innovation in clean energy. Focus News – March 14, 2025 Title: "Stara Zagora to build first Center for Clean Hydrogen Energy Technologies in Central Europe" Event speakers included Education Minister Krasimir Valchev, Energy Minister Zhecho Stankov, and project lead Prof. Daria Vladikova. https://www.focus-news.net/novini/regioni/V-Stara-Zagora-shte-izgradyat-purviya-Centur-za-chisti-energiini-vodorodni-tehnologii-v-Centralna-Evropa-2482583	Citizens, Others	Media article	1050 views	Delivered
15.3.2025	Mediapool.bg – March 15, 2025	This article explores how the H2START project transforms Stara Zagora from a coal hub into a center for hydrogen innovation. It highlights the creation of a new Center of Excellence for Hydrogen Technologies, the partnership with international institutions, and Bulgaria's ambitions to become a regional energy exporter through research, industry collaboration, and education. Mediapool.bg – March 15, 2025 Title: "From Futurism to Reality: Stara Zagora Becomes a Driver of Hydrogen Innovation" https://www.mediapool.bg/ot-futurizma-kam-realnostta-stara-zagora-stava-dvigatel-za-vodorodni-inovatsii-news369192.html	Citizens, Others	Media article	N/A views, 18 comments	Delivered

14.3.2025	Euronews Bulgaria – March 14, 2025	This interview highlights the mission of the H2START Center of Excellence in Stara Zagora—to close the hydrogen technology gap between Eastern and Western Europe by fostering advanced research, innovation, and international collaboration, using state-of-the-art equipment and expertise from across the continent. Euronews Bulgaria – March 14, 2025 Title: “Hydrogen Technologies: What Will the Center of Excellence in Stara Zagora Do?” Guest: Prof. Daria Vladikova on the morning show “Good Morning, Europe” https://euronews.bg/programs/%D0%B2%D0%BE%D0%B4%D0%BE%D1%80%D0%BE%D0%B4%D0%BD%D0%B8%D1%82%D0%B5-%D1%82%D0%B5%D1%85%D0%BD%D0%BE%D0%BB%D0%BE%D0%B3%D0%B8%D0%B8-%D0%BA%D0%B0%D0%BA%D0%B2%D0%B0-%D1%89%D0%B5-%D0%B5-%D0%B4%D0%B5%D0%B9/	Citizens, Others	Interview	Website + TV /TV - between 30-50,000 viewers per morning block / 179 views in youtuibe and 2 comments	Delivered
17.4.2025	**Naukamon.eu (MOH Science Portal)**	This article outlines the strategic importance of the H2START project in establishing a Center of Excellence for renewable hydrogen production in Stara Zagora. The initiative aims to support Bulgaria’s transition from coal dependency to a low-carbon economy through EU-funded research, innovation, and international collaboration. Media Appearance: Media Outlet: Ministry of Education and Science (Bulgaria) Date: April 17, 2025 Title: "Proekt H2START ima za tselya da sazdade tsentar za varhovi postizheniya za proizvodstvo na vazobnovyaem vodorod" https://naukamon.eu/proekt-h2start-ima-za-czel-da-sazdade-czentar-za-varhovi-postizheniya-za-proizvodstvo-na-vazobnovyaem-vodorod/	Citizens, Others	Media article		Delivered

6.3.2025	Mediapool.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Mediapool – March 6, 2025 Title: “Въглищната Стара Загора става център за водородни иновации” https://www.mediapool.bg/vaglishtnata-stara-zagora-stava-tsentar-za-vodorodni-inovatsii-news368848.html	Citizens, Others	Media article	24 000	Delivered
	Nauka.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Nauka.bg – [Date Unavailable] Title: “България изгражда център върхови постижения във водородните технологии” https://nauka.bg/balgariya-izgrajda-centar-varhovi-postijeniya-vodorodnite-tehnologii/	Citizens, Others	Media article		Delivered
13.3.2025	UtroRuse.com	This article emphasizes the H2START project as a major driver of Bulgaria’s shift to green hydrogen by establishing a Center of Excellence in Stara Zagora, supported by Horizon Europe and the Bulgarian government. It outlines how partnerships with Thrace University, BGH2A, POLITO, and CNR ITAE will build a modern R&D ecosystem, develop skilled personnel, foster industry collaborations, and boost the regional economy through clean energy innovation. Утро – 13 March 2025 Title: “Център за върхови постижения във водородните технологии ще бъде създаден в Стара Загора” https://utroruse.com/article/1086908/	Citizens, Others	Media article		Delivered

6.3.2025	Starozagorci.com	This article presents the H2START project as a cornerstone in Bulgaria's transition to clean energy, detailing the establishment of a Centre of Excellence in Stara Zagora to foster innovation in hydrogen technologies. It emphasizes the regional impact—boosting research infrastructure, talent development, industry partnerships—and highlights EU (Horizon Europe) and government support underpinning Bulgaria's green hydrogen strategy. Старозагорци – 6 March 2025 Title: "В Стара Загора ще бъде изграден Център за върхови постижения във водородните технологии" https://www.starozagorci.com/news-46288.html	Citizens, Others	Media article		Delivered
6.3.2025	Iskra.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Iskra.bg – March 6, 2025 Title: "Първият по рода си! Създава се Център за върхови постижения във водородните технологии" https://www.iskra.bg/parviyat-po-roda-si-sazdava-se-tsentar-za-varhovi-postizheniya-vav-vodorodnite-tehnologii/	Citizens, Others	Media article		Delivered
6.3.2025	Publics.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Publics.bg – March 6, 2025 Title: "Център за върхови постижения във водородните технологии ще заработи у нас" https://www.publics.bg/bg/news/37005/	Citizens, Others	Media article		Delivered

6.3.2025	BTA (Lik)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BTA – March 6, 2025 Title: “Център за върхови постижения във водородните технологии ще бъде създаден в Стара Загора” https://www.bta.bg/bg/news/lik/846203-tsentar-za-varhovi-postizheniya-vav-vodorodnite-tehnologii-shte-bade-sazdaden-v-	Citizens, Others	Media article		Delivered
12.3.2025	Dolap.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Dolap.bg – March 12, 2025 Title: “Зам.-кметът Радостин Танев: Стара Загора е готова да бъде лидер в развитието на водородната технология” https://dolap.bg/2025/03/12/%d0%b7%d0%b0%d0%bc-%d0%ba%d0%bc%d0%b5%d1%82%d1%8a%d1%82-%d1%80%d0%b0%d0%b4%d0%be%d1%81%d1%82%d0%b8%d0%bd-%d1%82%d0%b0%d0%bd%d0%b5%d0%b2-%d1%81%d1%82%d0%b0%d1%80%d0%b0-%d0%b7%d0%b0%d0%b3%d0%be%d1%80-3/	Citizens, Others	Media article		Delivered
6.3.2025	Delnik.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Delnik – March 6, 2025 Title: “Център за върхови постижения във водородните технологии ще бъде създаден в Стара Загора” https://delnik.bg/science/czentar-za-varhovi-postizheniya-vav-vodorodnite-tehnologii-sthe-bade-sazdaden-v-stara-zagora/	Citizens, Others	Media article		Delivered

15.3.2025	Klamer.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Greenpool – March 15, 2025 Title: “От футуризма към реалността: Стара Загора става двигател за водородни иновации” https://news.klamer.bg/Greenpool/%D0%9E%D1%82-%D1%84%D1%83%D1%82%D1%83%D1%80%D0%B8%D0%B7%D0%BC%D0%B0-%D0%BA%D1%8A%D0%BC-%D1%80%D0%B5%D0%B0%D0%BB%D0%BD%D0%BE%D1%81%D1%82%D1%82%D0%B0-%D0%A1%D1%82%D0%B0%D1%80%D0%B0-%D0%97%D0%B0%D0%B3%D0%BE%D1%80%D0%B0-%D1%81%D1%82%D0%B0%D0%B2%D0%B0-%D0%B4%D0%B2%D0%B8%D0%B3%D0%B0%D1%82%D0%B5%D0%BB-%D0%B7%D0%B0-%D0%B2%D0%BE%D0%B4%D0%BE%D1%80%D0%BE%D0%B4%D0%BD%D0%B8-%D0%B8%D0%BD%D0%BE%D0%B2%D0%B0%D1%86%D0%B8%D0%B8	Citizens, Others	Media article		Delivered
12.3.2025	BTA (Lik)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BTA – March 12, 2025 Title: “В Тракийския университет в Стара Загора беше дадено началото на проект за изграждане на Център за върхови постижения във водородните технологии” https://www.bta.bg/bg/news/lik/850323-v-trakiyskiya-universitet-v-stara-zagora-beshe-dadeno-nachaloto-na-proekt-za-izq	Citizens, Others	Media article		Delivered

12.3.2025	Starazagora.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. [Municipal Website of Stara Zagora] – March 12, 2025 Title: “Зам.-кметът Радостин Танев: Стара Загора е готова да бъде лидер в развитието на водородната технология” https://www.starazagora.bg/bg/novini/zam-kmetat-radostin-tanev-stara-zagora-e-gotova-da-bade-lider-v-razvitieto-na-vodorodnata-tehnologiya	Citizens, Others	Media article		Delivered
12.3.2025	Zakazanlak.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Zakazanlak.bg – March 12, 2025 Title: “В Стара Загора ще изграждат Център за върхови постижения във водородните технологии” https://www.zakazanlak.bg/tehnologii-6/v-stara-zagora-shche-izgrazhdat-centr-za-vrhovi-postizheniya-vv-vodorodnite-tehnologii-17874	Citizens, Others	Media article		Delivered
12.3.2025	Namrb.org	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Zakazanlak.bg – March 12, 2025 Title: “В Стара Загора ще изграждат Център за върхови постижения във водородните технологии” https://www.zakazanlak.bg/tehnologii-6/v-stara-zagora-shche-izgrazhdat-centr-za-vrhovi-postizheniya-vv-vodorodnite-tehnologii-17874	Citizens, Others	Media article	134	Delivered

12.3.2025	Trakia-uni.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Trakia University – March 12, 2025 Title: “В Стара Загора бе отбелязано началото на изграждането на Център за върхови постижения във водородните технологии, като Тракийският университет и Българската асоциация за водород, горивни клетки и съхранение на енергия официално откриха проекта H2START” https://trakia-uni.bg/bg/v-stara-zagora-be-otbelyazano-nachaloto-na-izgrazhdaneto-na-tsentar-za-varhovi-postizheniya-vav-vodorodnite-tehnologii-kato-trakiyskiyat-universitet-i-balgarskata-asotsiatsiya-za-vodorod-gorivni-kle/	Citizens, Others	Media article	494	Delivered
12.3.2025	Economic.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Economic.bg – March 12, 2025 Title: “Нова програма пренасочва заетите във въглищния сектор към водорода” https://www.economic.bg/bg/a/view/nova-programa-prenasochva-zaetite-vyv-vyglishtnija-sektor-kym-vodoroda	Citizens, Others	Media article		Delivered
12.3.2025	Sz.government.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Stara Zagora Regional Government – March 12, 2025 Title: “В подкрепа на водородните иновации: областният управител Методи Марков присъства на откриването на проекта H2START” https://sz.government.bg/v-podkrepa-na-vodorodnite-inovatsii-oblastniyat-upravitel-metodi-markov-prisstva-na-otkrivaneto-na-proekta-h2start	Citizens, Others	Media article		Delivered

12.3.2025	Haskovo.live	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Haskovo.Live – March 12, 2025 Title: “Изграждат Център за върхови постижения във водородните технологии по проект на Тракийския университет” https://haskovo.live/izgrazhdat-czentar-za-varhovi-postizheniya-vav-vodorodnite-tehnologii-po-proekt-na-trakijskiya-universitet/	Citizens, Others	Media article	128	Delivered
12.3.2025	Zagora.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Zagora.bg – March 12, 2025 Title: “Зам.-кметът Радостин Танев: Стара Загора е готова да бъде лидер в развитието на водородната технология” https://zagora.bg/posts/13926/Зам-кметът-Радостин-Танев-Стара-Загора-е-готова-да-бъде-лидер-в-развитието-на-водородната-технология.html	Citizens, Others	Media article		Delivered
12.3.2025	Bnr.bg (Stara Zagora)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BNR Stara Zagora – March 12, 2025 Title: “Стартира проект за Център за върхови постижения във водородните технологии в Стара Загора” https://bnr.bg/starazagora/post/102127834/zzz	Citizens, Others	Media article		Delivered

12.3.2025	Actualno.com (Stara Zag	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Actualno – March 12, 2025 Title: “Зам.-кметът Радостин Танев: Стара Загора е готова да бъде лидер в развитието на водородната технология” https://www.actualno.com/starazagora/zam-kmetyt-radostin-tanev-stara-zagora-e-gotova-da-byde-lider-v-razvitieto-na-vodorodnata-tehnologija-news_2410822.html	Citizens, Others	Media article		Delivered
14.3.2025	Internet-bg.net	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Internet-BG – March 14, 2025 Title: “Зеленият водород е в центъра на енергийната трансформация” https://internet-bg.net/%d0%b7%d0%b5%d0%bb%d0%b5%d0%bd%d0%b8%d1%8f%d1%82-%d0%b2%d0%be%d0%b4%d0%be%d1%80%d0%be%d0%b4-%d0%b5-%d0%b2-%d1%86%d0%b5%d0%bd%d1%82%d1%8a%d1%80%d0%b0-%d0%bd%d0%b0-%d0%b5%d0%bd%d0%b5%d1%80%d0%b3%d0%b8/	Citizens, Others	Media article	1558	Delivered

14.3.2025	3e-news.net	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. 3E News – March 14, 2025 Title: “Министър Станков: Зеленият водород е в центъра на енергийната трансформация” https://3e-news.net/bg/a/view/59909/ministyr-stankov-zelenijat-vodorod-e-v-centyra-na-energijnata-transformacija	Citizens, Others	Media article	1978	Delivered
17.3.2025	CEEnergyNews.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Hungary Today – March 17, 2025 Title: “Bulgaria builds one of Europe’s most important hydrogen valleys” https://3e-news.net/bg/a/view/59909/ministyr-stankov-zelenijat-vodorod-e-v-centyra-na-energijnata-transformacija	Citizens, Others	Media article		Delivered
12.3.2025	https://3e-news.net	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. 3E News – March 12, 2025 Title: “Стара Загора стартира проект H2START за водородни технологии” https://3e-news.net/bg/a/view/59909/ministyr-stankov-zelenijat-vodorod-e-v-centyra-na-energijnata-transformacija	Citizens, Others	Media article	**623**	Delivered
11.3.2025	3e-news.net	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. 3E News – March 11, 2025 Title: “Стара Загора ще има Център за върхови постижения във водородните технологии”	Citizens, Others	Media article	1978	Delivered

14.3.2025	3e-news.net	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. 3E News – March 14, 2025 Title: “Георги Ангелов: Страната ни се движи много добре по отношение на водородните технологии”	Citizens, Others	Media article	428	Delivered
14.3.2025	BTA (Economy)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BTA – March 14, 2025 Title: “ЕК се гордее, че подкрепя Центъра за върхови постижения във водородните технологии в Стара Загора, заяви еврокомисар Екатерина Захариева” https://www.bta.bg/bg/news/economy/bg/851660-ek-se-gordee-che-podkrepya-tsentara-za-varhovi-postizheniya-vav-vodorodnite-teh	Citizens, Others	Media article		Delivered
14.3.2025	BTA (Official Messages)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BTA – March 14, 2025 Title: “МОН: България създава първия Център за чисти енергийни и водородни технологии в Централна Европа” https://www.bta.bg/bg/news/bulgaria/oficial-messages/851968-mon-balgariya-sazdava-parviya-tsentar-za-chisti-energiyni-i-vodorodni-tehnologi	Citizens, Others	Media article		Delivered

14.3.2025	Divident.eu	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Divident.EU– March 14, 2025 Title: “Официално стартира изграждането на Център за водородни технологии в Стара Загора” https://divident.eu/12746/oficialno-startira-izgrazhdaneto-na-centur-za-vodorodni-tehnologii-v-stara-zagora/	Citizens, Others	Media article	3713	Delivered
14.3.2025	Novini.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Novini.bg – March 14, 2025 Title: “Министър Станков: Зеленият водород е в центъра на енергийната трансформация” https://novini.bg/article/2025031410185000891	Citizens, Others	Interview	289	Delivered
14.3.2025	BTA (Economy)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BTA – March 14, 2025 Title: “Министерството на енергетиката има амбициозна цел да превърне България в един от основните износители на зелен водород в Европа, съобщи министър Станков” https://www.bta.bg/bg/news/economy/851765-ministerstvoto-na-energetikata-ima-ambitsiozna-tsel-da-prevarne-balgariya-v-edin	Citizens, Others	Media article		Delivered

14.3.2025	BTA (Economy)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. BTA – March 14, 2025 Title: “МИР води последователна политика в насърчаване на водородните технологии, заяви зам.-министърът на иновациите и растежа Георги Ангелов” https://www.bta.bg/bg/news/economy/851793-mir-vodi-posledovatelna-politika-v-nasarchavane-na-vodorodnite-tehnologii-zayav	Citizens, Others	Media article		Delivered
14.3.2025	24chasa.bg (Biznes)	24chasa.bg (Biznes)	Citizens, Others	Media article	21272	Delivered
14.3.2025	UtroRuse.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Utro – March 14, 2025 Title: “Акцент от новата учебна година ще бъде изучаването на математика и природни науки, съобщи министър Красимир Вълчев на събитие за водородните технологии” https://utroruse.com/article/1089249/ 🟢 The article highlights Education Minister Krasimir Valchev’s remarks at the launch of H2START, where he emphasized the project's significance for Bulgaria’s research system and regional development. He also announced upcoming educational reforms focused on science and math, aimed at preparing talent for the country’s green energy transition and hydrogen industry.	Citizens, Others	Media article		Delivered
14.3.2025	Novini.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. Novini.bg – March 14, 2025 Title: “Министър Станков: Зеленият водород е в центъра на енергийната трансформация” https://novini.bg/article/2025031410185000891	Citizens, Others	Media article		Delivered

14.3.2025	Financialtribune.bg	This article highlights the H2START project as a key initiative in establishing Stara Zagora as one of Europe's nine hydrogen valleys, with the potential to produce 500 tons of green hydrogen annually. It emphasizes the creation of a Center of Excellence for renewable hydrogen production, supported by European and Bulgarian partners, aiming to drive technological innovation and regional transformation toward clean energy. The article also notes the strong export potential for green hydrogen from Bulgaria, leveraging existing infrastructure and strategic government support. Financial Tribune – March 14, 2025 Title: "Stara Zagora Has the Potential to Produce 500 Tons of Green Hydrogen Annually" https://financialtribune.bg/bg/stara-zagora-ima-potentsial-za-proizvodstvo-na-500-t-zelen-vodorod-godishno/	Citizens, Others	Media article		Delivered
14.3.2025	3e-news.net	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the crucial role of Trakia University and its international partnerships in driving research, education, and the development of new technical faculties—especially in digital and green technologies—to train the next generation of experts for the hydrogen industry. 3e-news – March 14, 2025 Title: "€30 Million Will Be the Cost of Building the Hydrogen Research Center at Trakia University" https://3e-news.net/bg/a/view/59921/30-mln-evro-shte-struva-izgrajdaneto-na-izsledovatelskija-centyr-za-vodorod-v-trakijskija-universitet	Citizens, Others	Media article	1139	Delivered

16.3.2025	3e-news.net	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It details the strategic vision to build an advanced research ecosystem for hydrogen technologies over the next six years, including new governance models, talent development, industry partnerships, and the establishment of world-class educational and training programs—all backed by European and national funding. 3E news – March 16, 2025 Title: "Stara Zagora Will Become a Center for Hydrogen Achievements in the Next Six Years" https://3e-news.net/bg/a/view/59937/stara-zagora-stava-centyr-za-vodorodnite-dostijenija-v-sledvashtite-shest-godini	Citizens, Others	Media article	1117	Delivered
14.3.2025	ESGnews.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores Bulgaria's favorable conditions for producing and transporting green hydrogen and outlines H2START's strategic role in regional economic transformation and positioning the country as a major hydrogen exporter in Europe. ESG News – March 2025 Title: "Zhecho Stankov: Green Hydrogen Is at the Center of the Energy Transition" https://esgnews.bg/zhecho-stankov-zeleniyat-vodorod-e-v-czentara-na-energijnata-transformacziya/	Citizens, Others	Media article	421 shares	Delivered

14.3.2025	Me.government.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores Bulgaria's strategic advantages in renewable hydrogen production and transport, emphasizing government and international partnerships, and positions Stara Zagora as a key site for Europe's clean energy future. Ministry of Energy – March 14, 2025 Title: "Minister Stankov: Green Hydrogen Is at the Center of the Energy Transition" https://www.me.government.bg/bg/news/ministar-stankov-zeleniyat-vodorod-e-v-centara-na-energiinata-transformaciya-3620.html?p=eyJ0eXBlIjoiaG90bmV3cyJ9	Citizens, Others	Media article		Delivered
	Fb page - MES in Bulgaria	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the project's importance for advancing scientific research, industry collaboration, and STEM education in Bulgaria, with strong backing from the Ministry of Education and Science and new measures to boost training in hydrogen and related technologies. The post received 67 likes, 2 comments, and 14 shares. Ministry of Education and Science (Facebook) – March 2025 Title: "Trakia University in Stara Zagora to Build Center of Excellence for Clean Energy Technologies and Hydrogen" https://www.facebook.com/MinistryOfEducationAndScience/posts/pfbid02wXzvLJURrQjmofSR8Svjws3aB23E6JR4ezjaKfnYYRUHGF2EZy3x2QWn2KpbJNGzl	Citizens, Others	Media article		Delivered

14.3.2025	MON.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It outlines the significance of the new center as the first of its kind in Central and Southeast Europe, emphasizing the strong collaboration between academia, government, and industry, and the substantial investment in research, education, and workforce development to ensure a successful green transition. Ministry of Education and Science – March 14, 2025 Title: “Bulgaria Creates the First Center for Clean Energy and Hydrogen Technologies in Central Europe” https://www.mon.bg/news/balgariya-sazdava-parviya-czentar-za-chisti-energijni-i-vodorodni-tehnologii-v-czentralna-evropa/	Citizens, Others	Media article		Delivered
14.3.2025	Nauka.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores the project's potential to attract researchers, foster scientific and industrial partnerships, and strengthen Bulgaria's educational and innovation ecosystem—ensuring a skilled workforce for the hydrogen economy and supporting the region’s economic and green transition. Nauka.bg – March 14, 2025 Title: “With the H2START Project, Bulgaria Will Attract Researchers and Develop Scientific and Industrial Partnerships” https://nauka.bg/proekta-h2start-balgariya-shte-privlicha-izsledovateli-shte-razviva/	Citizens, Others	Media article		Delivered

14.3.2025	Offnews.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the connection between the H2START initiative and new educational reforms aimed at strengthening mathematics, science, and engineering training in Bulgaria to support the future hydrogen and clean energy workforce. OFFNews – March 14, 2025 Title: "From Next Year, Students Will Study More Mathematics and Natural Sciences" https://offnews.bg/obshtestvo/ot-dogodina-uchenitcite-shte-uchat-poveche-matematika-i-prirodni-nauki-840815.html	Citizens, Others	Media article	67082	Delivered
14.3.2025	Dunavmost.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It details the project's substantial European and national funding, its emphasis on modern laboratories, workforce development, and strong international partnerships—all aiming to boost Bulgaria's scientific and industrial capacity for the green transition. Dunavmost – March 14, 2025 Title: "Bulgaria Creates the First Center for Clean Energy and Hydrogen Technologies in Central Europe" https://www.dunavmost.com/novini/balgariya-sazdava-parviya-tsentar-za-chisti-energiini-i-vodorodni-tehnologii-v-tsentralna-evropa	Citizens, Others	Media article		Delivered

14.3.2025	Focus-news.net (Regioni)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores Bulgaria’s favorable conditions for green hydrogen production and export, the strategic collaboration among national and international partners, and the role of the new center in transforming the region’s economy and supporting Europe’s clean energy transition. Focus News – March 14, 2025 Title: “Minister Stankov in Stara Zagora: Green Hydrogen Is at the Center of the Energy Transition” https://www.focus-news.net/novini/regioni/Ministur-Stankov-v-Stara-Zagora-Zeleniyat-vodorod-e-v-centura-na-energiin-2482202	Citizens, Others	Media article	1354	Delivered
14.3.2025	Focus-news.net (Regioni)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores the significance of establishing the first such research infrastructure in Central and Southeast Europe, with substantial funding and strong partnerships to support scientific research, workforce development, and the green energy transition. Focus News – March 14, 2025 Title: “Stara Zagora Will Build the First Center for Clean Energy Hydrogen Technologies in Central Europe” https://www.focus-news.net/novini/regioni/V-Stara-Zagora-shte-izgradyat-purviya-Centur-za-chisti-energiini-vodorodni-tehnologii-v-Centralna-Evropa-2482583	Citizens, Others	Media article	1095	Delivered

14.3.2025	Nrd.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It outlines the Ministry of Energy's ambitious goal to position Bulgaria as one of Europe's main exporters of green hydrogen by leveraging existing infrastructure, fostering regional and international cooperation, and prioritizing the green transition in both industry and energy sectors. NRD24 – March 14, 2025 Title: "The Ministry of Energy Has an Ambitious Goal to Make Bulgaria One of the Main Exporters of Green Hydrogen in Europe, Announces Minister Stankov" http://plus.nrd.bg/24/24196081	Citizens, Others	Media article	11591	Delivered
12.3.2025	Chambersz.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It describes the collaborative, EU- and nationally-funded initiative that will develop modern research infrastructure, foster high-level skills, and build strong scientific and industrial partnerships, positioning Bulgaria as a leader in hydrogen technologies in Central and Southeast Europe. ChamberSZ – March 12, 2025 Title: "A Center of Excellence in Hydrogen Technologies Is Being Built in Bulgaria" https://chambersz.com/2025/03/12/v-blgariya-se-izgrazhda-centr-za-vrhovi-postizheniya-vv-vodorodnite-tehnologii/	Citizens, Others	Media article		Delivered

14.3.2025	Pronewsdobrich.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It features the European Commission's pride in co-funding the center through Horizon Europe, underlining its critical role in developing hydrogen skills, creating jobs, and boosting research, innovation, and industrial partnerships across the region. ProNews Dobrich – March 14, 2025 Title: "The European Commission Is Proud to Support the Center of Excellence in Hydrogen Technologies in Stara Zagora, Says Commissioner Ekaterina Zaharieva" https://pronewsdobrich.bg/ek-se-gordee-che-podkrepya-tsentara-za-varhovi-postizheniya-vav-vodorodnite-tehnologii-v-stara-zagora-zayavi-evrokomisar-ekaterina-zaharieva-p575596	Citizens, Others	Media article	153	Delivered
14.3.2025	Pronewsdobrich.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It also underscores the connection between the project and new educational reforms aimed at strengthening mathematics, science, and engineering education to support the growth of Bulgaria's research and hydrogen technology sectors. ProNews Dobrich – March 14, 2025 Title: "A Focus of the New School Year Will Be the Study of Mathematics and Natural Sciences, Announced Minister Krasimir Valchev at a Hydrogen Technology Event" https://pronewsdobrich.bg/aktsent-ot-novata-uchebna-godina-shte-bade-izuchavaneto-na-matematika-i-prirodni-nauki-saobshti-ministar-krasimir-valchev-na-sabitie-za-vodorodnite-tehnologii-p575614	Citizens, Others	Media article	56	Delivered

14.3.2025	Economy.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It details the strong academic, government, and industry collaboration, significant funding from European and national sources, and Bulgaria's favorable conditions for green hydrogen production and export, with the center poised to transform the region's economy and support the country's emergence as a leading exporter of green hydrogen. Economy.bg – March 14, 2025 Title: "Bulgaria Could Become One of the Main Exporters of Green Hydrogen in Europe" https://www.economy.bg/economy/view/60983/Bylgariya-mozhe-da-se-prevyrne-v-edin-ot-osnovnite-iznositeli-na-zelen-vodorod-v-Evropa	Citizens, Others	Media article		Delivered
14.3.2025	Press.azbuki.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It details the strong partnerships, significant European and national funding, and educational reforms supporting workforce development, with an emphasis on international collaboration, advanced research infrastructure, and Bulgaria's ambition to become a major exporter of green hydrogen in Europe. Az-buki Press – March 14, 2025 Title: "Construction Begins on a Center of Excellence in Hydrogen Technologies in Stara Zagora" https://press.azbuki.bg/uncategorized/zapochva-izgrazhdane-na-czentar-za-varhovi-postizheniya-vav-vodorodnite-tehnologii-v-stara-zagora/	Citizens, Others	Media article		Delivered

14.3.2025	Filternews.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It also emphasizes new government measures to strengthen mathematics, science, and engineering education—essential for developing the skilled workforce needed to drive hydrogen technologies and support the region’s green transition. FilterNews – March 14, 2025 Title: “Students Will Study More Mathematics and Natural Sciences from Next Year” https://filternews.bg/ucheniczite-sthe-uchat-poveche-matematika-i-prirodni-nauki-ot-sledvasthata-godina/	Citizens, Others	Media article		Delivered
14.3.2025	Dotbg.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It focuses on Bulgaria’s ambitious strategy to become a leading exporter of green hydrogen in Europe, leveraging national and international partnerships, modern infrastructure, and strategic transport corridors to advance the country’s energy independence and the European green transition. DOTBG – March 14, 2025 Title: “Zhecho Stankov: We Want to Become a Major Exporter of Green Hydrogen” https://www.dotbg.bg/article/20110697	Citizens, Others	Media article	1940	Delivered
14.3.2025	Novini247.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article emphasizes the project’s strong academic and government partnerships, substantial European and national funding, and its role in developing skilled experts, advancing research, and strengthening Bulgaria’s position in the hydrogen and clean energy sectors. Novini247 – March 14, 2025 Title: “A Major Scientific Project with European Funding Will Unlock New Opportunities” https://novini247.com/novini/mashtaben-nauchen-proekt-s-evropeysko-finansirane-shte-razkrie-novi-vazmojnosti_8901323.html	Citizens, Others	Media article		Delivered

22.3.2025	Agrozona.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It details Bulgaria's favorable conditions for green hydrogen production and export, the collaboration between academic and industry leaders, and the government's strategic focus on developing hydrogen infrastructure and expertise in the region. Agrozona – March 22, 2025 Title: "Minister Stankov: Green Hydrogen Is at the Center of the Energy Transition" https://agrozona.bg/ministar-stankov-zeleniyat-vodorod-e-v-tsentara-na-energiynata-transformatsiya/	Citizens, Others	Media article		Delivered
14.3.2025	Euronews.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It features comments from Professor Daria Vladikova, who emphasizes the center's role in helping Eastern and Central Europe catch up technologically with Western Europe, by enabling international collaboration and providing access to the most advanced hydrogen research equipment. Euronews Bulgaria – March 14, 2025 Title: "Hydrogen Technologies: What Will Be the Activities of the Center of Excellence in Stara Zagora?" https://euronews.bg/programs/%D0%B2%D0%BE%D0%B4%D0%BE%D1%80%D0%BE%D0%B4%D0%BD%D0%B8%D1%82%D0%B5-%D1%82%D0%B5%D1%85%D0%BD%D0%BE%D0%BB%D0%BE%D0%B3%D0%B8%D0%B8-%D0%BA%D0%B0%D0%BA%D0%B2%D0%B0-%D1%89%D0%B5-%D0%B5-%D0%B4%D0%B5%D0%B9/	Citizens, Others	Media article	Website + TV /TV - between 30-50,000 viewers per morning block/	Delivered

15.3.2025	Mediapool.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article emphasizes the collaboration between universities and business, the ambition to attract private investment, the focus on reducing hydrogen costs, and the Center's mission to develop talent and foster applied research, while addressing the challenges and potential of hydrogen as an energy source for industry and export. Mediapool – March 15, 2025 Title: "From Futurism to Reality: Stara Zagora Becomes a Driver for Hydrogen Innovation" https://www.mediapool.bg/ot-futurizma-kam-realnostta-stara-zagora-stava-dvigatel-za-vodorodni-inovatsii-news369192.html	Citizens, Others	Media article		Delivered
14.3.2025	Glassvoboden.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article details Bulgaria's strategic ambitions to become a major exporter of green hydrogen to Europe, leveraging its established infrastructure and European partnerships, with strong financial backing from both the EU and national sources. RealReport – March 14, 2025 Title: "Bulgaria Moves Toward Exporting Green Hydrogen to Europe" https://glassvoboden.com/%D0%B1%D1%8A%D0%BB%D0%B3%D0%B0%D1%80%D0%B8%D1%8F-%D1%81%D0%B5-%D0%BD%D0%B0%D1%81%D0%BE%D1%87%D0%B2%D0%B0-%D0%BA%D1%8A%D0%BC-%D0%B8%D0%B7%D0%BD%D0%BE%D1%81-%D0%BD%D0%B0-%D0%B7%D0%B5%D0%BB%D0%B5%D0%BD/	Citizens, Others	Media article		Delivered

14.3.2025	Krib.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article emphasizes Bulgaria’s unique geographic and infrastructural advantages for green hydrogen production and export, and outlines government support for the region’s transformation into one of Europe’s leading hydrogen valleys, with a capacity to produce 500 tons of green hydrogen annually. KRIB – March 14, 2025 Title: “Zhecho Stankov: Green Hydrogen is at the Center of the Energy Transformation” https://krib.bg/%D0%B6%D0%B5%D1%87%D0%BE-%D1%81%D1%82%D0%B0%D0%BD%D0%BA%D0%BE%D0%B2-%D0%B7%D0%B5%D0%BB%D0%B5%D0%BD%D0%B8%D1%8F%D1%82-%D0%B2%D0%BE%D0%B4%D0%BE%D1%80%D0%BE%D0%B4-%D0%B5-%D0%B2-%D1%86%D0%B5%D0%BD%D1%82/	Citizens, Others	Media article		Delivered
14.3.2025	Banker.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article underscores the Ministry of Energy's ambition for Bulgaria to become a leading exporter of green hydrogen in Europe, leveraging the country’s gas infrastructure and the Danube River as a transport corridor, with the H2START project positioned at the center of these strategic goals. Banker – March 14, 2025 Title: “Министерството на енергетиката има амбиции да станем един основните износители на зелен водород в Европа” https://banker.bg/2025/03/14/iznositeli-na-zelen-vodorod-evropa/	Citizens, Others	Media article		Delivered

14.3.2025	Eranova.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The piece emphasizes the Ministry of Energy's ambition for Bulgaria to become a major exporter of green hydrogen in Europe, utilizing both national infrastructure and the Danube River, with the H2START Center playing a vital role in advancing hydrogen technologies and energy independence. Eranova – March 14, 2025 Title: “Жечо Станков: България може да бъде сред основните износители на зелен водород” https://www.eranova.bg/zhecho-stankov-balgariya-mozhe-da-bade-sred-osnovnite-iznositeli-na-zelen-vodorod-10477	Citizens, Others	Interview		Delivered
14.3.2025	Cross.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The piece details Minister Stankov’s announcement at the project’s launch, emphasizing Bulgaria’s favorable climate for green hydrogen production, its strategic infrastructure for transport, and its ambition to become a major European exporter of green hydrogen, with Stara Zagora positioned as one of Europe’s key hydrogen valleys. CROSS – March 14, 2025 Title: “Министър Станков: Зеленият водород е в центъра на енергийната трансформация” https://www.cross.bg/vodorod-proizvodstvo-zelen-1766676.html	Citizens, Others	Media article		Delivered

17.3.2025	Dbr.bg (Darik Business Review)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes government and academic support for expanding education in mathematics, natural sciences, and technical specialties, as well as the impact of H2START’s modern laboratories on job creation, research, and preparing specialists for a sustainable energy transition. Darik Business Review – March 17, 2025 Title: “Първият център за чисти енергийни и водородни технологии в Централна Европа изграждат у нас” https://dbr.bg/parviat-centar-za-chisti-energiini-i-vodorodni-tehnologii-v-centralna-evropa-izgrazdat-u-nas	Citizens, Others	Media article		Delivered
17.3.2025	Oblasta.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article emphasizes H2START’s role in advancing research, industry partnerships, education, and international collaboration, positioning Bulgaria as a leader in the hydrogen economy and supporting Europe’s broader green transition. Oblasta.com – March 17, 2025 Title: “България с нова стъпка към водородното бъдеще: стартира проектът H2START” https://oblasta.com/balgariya-s-nova-stapka-kam-vodorodnoto-badesthe-startira-proektat-h2start/	Citizens, Others	Media article	2 514	Delivered

15.3.2025	Standartnews.com (Translated)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the Bulgarian government's commitment to developing hydrogen technologies by aligning educational reforms with national priorities in energy and industry. StandartNews – March 15, 2025 Title: “Three new majors are becoming a hit! They will bring in crazy money” https://www-standartnews-com.translate.goog/balgariya-obshtestvo/tri-novi-specialnosti-stavat-hit-shte-nosyat-ludi-pari-590839.html The article outlines how hydrogen technologies will be prioritized through increased admissions, scholarships, and funding for universities, directly tied to the H2START Center in Stara Zagora. Focus is placed on aligning education policy with Bulgaria’s green transition and regional innovation strategies.	Citizens, Others	Media article		Delivered
19.3.2025	Powerindustry-bulgaria.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It details the project's ambition to position Bulgaria at the forefront of Europe’s hydrogen economy through cutting-edge infrastructure, international collaboration, and workforce development. PowerIndustry-Bulgaria.com – March 19, 2025 Title: “Ключов за Европа научно-индустриален център за водородни технологии изграждат у нас” https://powerindustry-bulgaria.com/article/3893-kliuchov-za-evropa-nauchno-industrialen-centar-za-vodorodni-tehnologii-izgrajdat-u-nas	Citizens, Others	Media article		Delivered

15.3.2025	Segabg.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. The article underscores the project's role in advancing research, fostering industry collaboration, and educating future specialists in hydrogen technologies as part of Bulgaria's green energy transition. SEGA.bg – March 15, 2025 Title: “В Стара Загора ще се строи център за водородни технологии” https://www.segabg.com/category-technologies/stara-zagora-shte-se-stroi-centur-za-vodorodni-tehnologii	Citizens, Others	Media article		Delivered
15.3.2025	Kosovapress.com (Kosovo)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the project's role in clean hydrogen production, international collaboration, and the country’s potential as a future exporter of renewable hydrogen in Europe. KosovaPress – March 15, 2025 Title: “Bullgaria do të bëhet me qendër për prodhimin e hidrogjenit të rinovuar” https://kosovapress.com/te/bullgaria-do-te-behet-me-qender-per-prodhimin-e-hidrogjenit-te-rinovuar The article highlights the launch of the H2START project and the establishment of a clean hydrogen center in Stara Zagora, supported by Horizon Europe and national co-funding. It includes statements from Bulgaria’s Energy Minister about the country’s natural advantages for green hydrogen production and plans to support such projects through energy transition policies. Focus is placed on international partnerships, including Trakia University, the Bulgarian Hydrogen Association, and leading institutions from Italy, positioning Bulgaria as a key player in Europe’s	Citizens, Others	Media article		Delivered

14.3.2025	ABNA (Balkan News Agencies)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores Bulgaria’s strategic advantages for green hydrogen production and export, supported by international partnerships and Horizon Europe funding. ABNA-SE (Southeast European News Agency) – March 14, 2025 Title: “Centre of Excellence for Renewable Hydrogen Production to Be Established in Stara Zagora” https://abnase.com/centre-of-excellence-for-renewable-hydrogen-production-to-be-established-in-stara-zagora	Citizens, Others	Media article		Delivered
14.3.2025	FuelCellWorks	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the project's goal to drive clean hydrogen innovation through strong academic and industrial partnerships and highlights Bulgaria’s potential to become a key hydrogen exporter in Europe. FuelCellsWorks – March 14, 2025 Title: “Bulgaria to Establish Renewable Hydrogen Centre of Excellence in Stara Zagora” https://fuelcellsworks.com/2025/03/14/h2/bulgaria-to-establish-renewable-hydrogen-centre-of-excellence-in-stara-zagora	Citizens, Others	Media article		Delivered

18.3.2025	FuelCellWorks	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It showcases Bulgaria’s strategic plan to leverage renewable resources, research infrastructure, and international partnerships to become a major player in Europe’s hydrogen economy. FuelCellsWorks – March 18, 2025 Title: “Bulgaria to Establish Renewable Hydrogen Centre of Excellence in Stara Zagora” https://fuelcellsworks.com/2025/03/18/h2/bulgaria-to-establish-renewable-hydrogen-centre-of-excellence-in-stara-zagora-k60126245	Citizens, Others	Media article		Delivered
18.3.2025	QCIntel	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores the European Commission’s commitment to advancing hydrogen research and regional economic development through substantial Horizon Europe funding. Hydrogen Intelligence (QCI) – March 18, 2025 Title: “EC to support Bulgaria’s H2START with €15m from Horizon Europe programme” https://www.qcintel.com/hydrogen/article/ec-to-support-bulgaria-s-h2start-with-15m-from-horizon-europe-programme-37884.html	Citizens, Others	Media article		Delivered
14.3.2025	HydroNews.it	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes Italy’s involvement in the initiative and the project's goal to accelerate research and industrial deployment of green hydrogen through a cross-border collaboration. HydroNews.it – March 14, 2025 Title: “Al via il progetto europeo H2Start che prevede la creazione di un centro di eccellenza per l’idrogeno green a Stara Zagora, in Bulgaria” https://hydronews.it/al-via-il-progetto-europeo-h2start-che-prevede-la-creazione-di-un-centro-di-eccellenza-per-lidrogeno-green-a-stara-zagora-in-bulgaria	Citizens, Others	Media article		Delivered

14.3.2025	bne.eu	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It outlines Bulgaria's ambition to become a hydrogen leader in Southeast Europe through international collaboration and strategic investment in research and infrastructure. bne IntelliNews – March 14, 2025 Title: "Bulgaria to build €15mn H2Start hydrogen valley" https://www.bne.eu/bulgaria-to-build-15mn-h2start-hydrogen-valley-372041	Citizens, Others	Media article		Delivered
14.3.2025	IntelliNews	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes Bulgaria's strategic ambition to become a hydrogen leader in Southeast Europe through international collaboration and targeted investment in hydrogen technology and education. IntelliNews – March 14, 2025 Title: "Bulgaria to build €15mn H2Start hydrogen valley" https://www.intellinews.com/bulgaria-to-build-15mn-h2start-hydrogen-valley-372041	Citizens, Others	Media article		Delivered
15.3.2025	Hydrogen-central.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the European Commission's official support and the project's role in driving technological innovation, workforce development, and regional transformation. Hydrogen Central – March 15, 2025 Title: "Bulgaria – The European Commission is proud to support Hydrogen Centre of Excellence in Stara Zagora" https://hydrogen-central.com/bulgaria-the-european-commission-is-proud-to-support-hydrogen-centre-of-excellence-in-stara-zagora	Citizens, Others	Media article		Delivered

18.3.2025	Fuelcellchina.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It underscores the project's alignment with Horizon Europe goals and the European Commission's commitment to driving hydrogen innovation across former coal regions. FuelCellChina – March 18, 2025 Title: "European Commission Supports Hydrogen Centre of Excellence in Stara Zagora, Bulgaria" https://www.fuelcellchina.com/Industry_information_details/5930.html	Citizens, Others	Media article		Delivered
15.3.2025	Azerforum.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the strategic importance of the project in accelerating the deployment of hydrogen technologies through cross-border cooperation and EU funding. AzerForum – March 15, 2025 Title: "European Commission Supports Hydrogen Centre of Excellence in Stara Zagora, Bulgaria" https://www.azerforum.com/article/16127051	Citizens, Others	Media article		Delivered
15.3.2025	Hydrogen-central.com	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the European Commission's support and the project's significance for regional development and technological advancement in clean hydrogen. Hydrogen Central – March 15, 2025 Title: "Bulgaria – The European Commission is proud to support Hydrogen Centre of Excellence in Stara Zagora" https://hydrogen-central.com/bulgaria-the-european-commission-is-proud-to-support-hydrogen-centre-of-excellence-in-stara-zagora	Citizens, Others	Media article		Delivered

18.3.2025	Fuelcellchina.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It outlines the European Commission’s endorsement and financial support as part of broader efforts to accelerate hydrogen development in Europe’s transitioning regions. FuelCellChina – March 18, 2025 Title: “European Commission Supports Hydrogen Centre of Excellence in Stara Zagora, Bulgaria” https://www.fuelcellchina.com/Industry_information_details/5930.html	Citizens, Others	Media article		Delivered
15.3.2025	Azerforum.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the European Commission’s strategic support and the project's role in advancing hydrogen research, economic revitalization, and regional energy transformation. AzerForum – March 15, 2025 Title: “European Commission Supports Hydrogen Centre of Excellence in Stara Zagora, Bulgaria” https://www.azerforum.com/article/16127051	Citizens, Others	Media article		Delivered
18.3.2025	H2-view.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It focuses on the project’s potential to transform Bulgaria into a green hydrogen exporter by leveraging research, infrastructure, and international collaboration. H2 View – March 18, 2025 Title: “Bulgaria plans hydrogen Centre of Excellence to support export ambitions” https://www.h2-view.com/story/bulgaria-plans-hydrogen-centre-of-excellence-to-support-export-ambitions/2123126.article	Citizens, Others	Media article		Delivered

25.3.2025	Zagoranews.bg (Interview)	ZagoraNews – March 25, 2025 Title: “25.03.2025г. Сутрин с нас 2 част. Как се разработва иновативна стратегия за умения в областта на водорода? Същност на проекта H2Start" https://www.h2-view.com/story/bulgaria-plans-hydrogen-centre-of-excellence-to-support-export-ambitions/2123126.article/	Citizens, Others	Media article		Delivered
18.3.2025	Bgh2a.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It covers the official kickoff event of the project, emphasizing the collaboration between academic, industrial, and governmental stakeholders under the Horizon Europe framework. BGH2A (Bulgarian Hydrogen Association) – March 18, 2025 Title: “H2START Project Officially Launched” https://bgh2a.bg/news-and-resources/news/h2start-kickoff/	Citizens, Others	Media article		Delivered
15.3.2025	Gramofona.com	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the government’s commitment to developing green hydrogen as a key pillar of energy transformation and regional development. Gramofona News – March 15, 2025 Title: “Министър Станков: Зеленият водород е в центъра на енергийната трансформация” https://www.gramofona.com/bylgaria-politika/ministar-stankov-zeleniyat-vodorod-e-v-centara-na-energiynata-transformaciya	Citizens, Others	Media article		Delivered

15.3.2025	Burgasnovinite.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It reports on the official launch of the project, emphasizing international collaboration, educational reform, and investment in technological infrastructure to support a just energy transition. Burgas Novinite – March 15, 2025 Title: “H2 START – от въглища към водород” https://www.burgasnovinite.bg/2025/03/h2-start.html	Citizens, Others	Media article		Delivered
15.3.2025	Manager.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It focuses on Energy Minister Zhecho Stankov’s statement underscoring the strategic importance of green hydrogen in Bulgaria’s energy policy and the role of H2START in shaping the country’s hydrogen economy. Manager.bg – March 15, 2025 Title: “Жечо Станков: Зеленият водород е в центъра на енергийната трансформация” https://manager.bg/енергетика/zecho-stankov-zeleniat-vodorod-e-v-centara-na-energiinata-transformacia	Citizens, Others	Media article		Delivered
15.3.2025	Economy.bg	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes Bulgaria's potential to become a key European exporter of green hydrogen, supported by strong solar capacity, existing infrastructure, and strategic investments like H2START. Economy.bg – March 15, 2025 Title: “България може да се превърне в един от основните износители на зелен водород в Европа” https://www.economy.bg/economy/view/60983/Bylgariya-mozhe-da-se-prevyrne-v-edin-ot-osnovnite-iznositeli-na-zelen-vodorod-v-Evropa	Citizens, Others	Media article		Delivered

18.3.2025	News.goalfore.cn	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It outlines the project's funding under Horizon Europe and Bulgaria's ambition to become a leading hydrogen exporter by leveraging academic partnerships and regional potential. Goalfore News – March 18, 2025 Title: "European Commission Supports Hydrogen Centre of Excellence in Stara Zagora, Bulgaria" https://news.goalfore.cn/topstories/detail/80141.html	Citizens, Others	Media article		Delivered
15.3.2025	Kmeta.bg	This article presents the H2START project as a cornerstone in Bulgaria's transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It features statements from Minister Zhecho Stankov and project leaders about Bulgaria's ambition to become a clean hydrogen leader and the strategic importance of H2START for energy transformation and educational advancement. Kmeta.bg – March 15, 2025 Title: "Създаваме първия център за чисти енергийни технологии у нас" https://kmeta.bg/%D1%81%D1%8A%D0%B7%D0%B4%D0%B0%D0%B2%D0%B0%D0%BC%D0%B5-%D0%BF%D1%8A%D1%80%D0%B2%D0%B8%D1%8F-%D1%86%D0%B5%D0%BD%D1%82%D1%8A%D1%80-%D0%B7%D0%B0-%D1%87%D0%B8%D1%81%D1%82%D0%B8-%D0%B5%D0%BD%D0%B5%D1%80	Citizens, Others	Media article		Delivered

15.3.2025	Dir.bg (Business Interview)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It emphasizes the project's international partnerships, strategic funding, and potential to turn Bulgaria into a European leader in hydrogen research and green energy exports. DIR.bg – March 15, 2025 Title: “H2START: България гради уникален за Европа център за водородни технологии” https://business.dir.bg/ikonomika/h2-start-balgariya-gradi-unikalen-za-evropa-tsentar-za-vodorodni-tehnologii	Citizens, Others	Media article	14925	Delivered
15.3.2025	Bloombergtv.bg (Interview)	This article presents the H2START project as a cornerstone in Bulgaria’s transition from coal to green hydrogen, highlighting the future Center of Excellence in Stara Zagora as a regional hub for innovation, talent, and EU-supported clean energy leadership. It discusses how Bulgaria is positioning itself as a hydrogen leader through advanced fuel cell technologies, educational reform, and integration with transportation infrastructure like the Rhodope narrow-gauge railway. Bloomberg TV Bulgaria – March 15, 2025 Title: “Водородното бъдеще на България – от нов тип горивни клетки до Родопската теснолинейка” https://www.bloombergtv.bg/a/16-biznes-start/142614-vodorodnoto-badeshte-na-balgariya-ot-nov-tip-gorivni-kletki-do-rodopskata-tesnolineyka	Citizens, Others	Interview	Bloomberg - in addition to an online publication, there is also a TV interview /morning block. Between 10 and 20,000 at least/	Delivered
	YouTube (BloombergTV Interview)	https://www.youtube.com/watch?v=4R1V5sAN4f8	Citizens, Others	Interview	959 views	Delivered
	Radio Fresh, FM+, Z-Rock	(Audio news report)	Citizens, Others	TV/Radio campaign	~25,000-30,000 listeners each (possibly lower at 2 PM)	Delivered
	Radio Melody	(Audio news report)	Citizens, Others	TV/Radio campaign	~5,000-8,000 listeners (possibly lower at 2 PM)	Delivered
	Classic FM	(Audio news report)	Citizens, Others	TV/Radio campaign	~2,000-3,000 listeners (possibly lower at 2 PM)	Delivered
	Vivacom & Yettel "News" Service	(Coverage on service)	Citizens, Others	Other	5 000	Delivered
	LinkedIn (FBK-SE)	https://www.linkedin.com/posts/fbk-se-the-centre-for-sustainable-energy_sustainable-energy-news-activity-7308030743446720512-9ob6/	Citizens, Others	Social Media		Delivered
	Radio Fresh, FM+, Z-Rock	(Audio news report)	Citizens, Others	TV/Radio campaign		Delivered
	Radio Melody	(Audio news report)	Citizens, Others	TV/Radio campaign		Delivered
	Classic FM	(Audio news report)	Citizens, Others	TV/Radio campaign		Delivered

	Vivacom & Yettel "News" Service	(Coverage on service)	Citizens, Others	Other		Delivered
	LinkedIn (FBK-SE)	https://www.linkedin.com/posts/fbk-se-the-centre-for-sustainable-energy_sustainable-energy-news-activity-7308030743446720512-9ob6/	Citizens, Others	Social Media		Delivered