

# HYPOP

## HYDROGEN PUBLIC OPINION AND ACCEPTANCE



Project ID	101111933
PRR 2024	Pillar 5 – Cross-cutting
Call topic	HORIZON-JTI-CLEANH2-2022-05-01: Public understanding of hydrogen and fuel cell technologies
Project total costs	EUR 1 062 755.00
Clean H <sub>2</sub> JU max. contribution	EUR 1 062 754.50
Project period	1.6.2023–31.5.2025
Coordinator	Parco Scientifico Tecnologico per l'Ambiente SpA, Italy
Beneficiaries	Agenzia per la Promozione della Ricerca Europea, Balkanski Vodoroden Klaster, Centro Nacional de Experimentación de Tecnologías de Hidrógeno y Pilas de Combustible Consorcio, Cluster TWEED, Fundación IMDEA Energía, Institute for Methods Innovation, Regionalna Izba Gospodarcza Pomorza

<http://www.hypop-project.eu/>

### PROJECT AND GENERAL OBJECTIVES

Project HYPOP will support hydrogen deployment in Europe by enhancing the involvement of citizens and providing guidelines to increase trust in hydrogen implementation. Clear communication will be key to hydrogen technological development with social acceptance. HYPOP's overall objective is to raise public awareness of and trust in hydrogen technologies and their systemic benefits, through (i) the preparation of guidelines and good practices that will help to define more effectively how citizens, consumers / end users and stakeholders can be involved in the implementation of H<sub>2</sub> technologies and (ii) the creation of a web platform collecting communication material (mainly videos) on new hydrogen technologies, developed based on the early findings of the public engagement activities. HYPOP will focus on two applications of hydrogen technologies that will enter people's daily lives: residential and mobility.

### NON-QUANTITATIVE OBJECTIVES

- An assessment of current public opinion on hydrogen technologies will be undertaken, resulting in a final scientific paper to share with the stakeholders and the scientific community.
- HYPOP will improve the availability of information, citizens' understanding of their own roles in hydrogen implementation, and citizens' abilities to understand the topic of hydrogen and develop their own opinions on it and the transition strategy. Part of the information will come from the stakeholders' consultation and direct involvement in HYPOP.

### PROGRESS AND MAIN ACHIEVEMENTS

- **Analysis of Member States' H<sub>2</sub> strategies to assess hydrogen implementation in Europe.** The analysis also focuses on hydrogen-related public

engagement activities at the national, regional and local levels (projects and hydrogen valleys).

- **Analysis of survey data and public perceptions.** Secondary data analysis of the Public Opinion Survey (Clean Hydrogen Joint Undertaking, May 2023) and state-of-the-art analysis of public perceptions and reactions to hydrogen and fuel cell technologies are ongoing.
- **Analysis of public engagement with H<sub>2</sub> via social media across the EU.** This included the identification of the main individual-level determinants of public understanding and acceptance of fuel cell and hydrogen technologies.
- **Stakeholders' requirements for H<sub>2</sub> technology installation.** These are mainly permit-issuing, certification and safety requirements.

### FUTURE STEPS AND PLANS

- Citizens' engagement workshops in each of the HYPOP countries (Belgium, Bulgaria, Ireland, Spain, Italy, Poland) and two international events to inform citizens about the project and increase public trust in H<sub>2</sub> implementation.
- Stakeholders' engagement workshops in each of the HYPOP countries to report the results from the requirement lists for permit issuing, safety and certification analysis.
- One public-oriented guideline reporting best practices to involve citizens.
- Three guidelines collecting the results coming from the involvement of stakeholders' groups (first responders, permitting authorities, certification body).
- A web platform gathering information on hydrogen projects and related initiatives.
- Videos and infographics to support the HYPOP hydrogen awareness campaign.

### PROJECT TARGETS

Target source	Parameter	Unit	Target	Target achieved?
Project's own objectives	Trained professionals in tier 2 countries (Austria, Belgium, Finland, Italy, Latvia, the Netherlands, Norway, Spain and Sweden)	number	> 50	
	Trained professionals in tier 3 countries (rest of the Member States and associated countries)	number	> 30	
	Number and type of target groups engaged	number	> 3/country across the six HYPOP countries (including one industrial group)	