



Join us!



Let's make
the hydrogen
revolution



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#HYPOPPROJECT



HYPOP's GOAL

HYPOP aims to raise **public awareness and trust towards hydrogen technologies and their systemic benefits**. Through the understanding of **public perception and reactions** to hydrogen and fuel cell technologies, HYPOP will provide citizens, consumers and end-users with guidelines and knowledge to increase their trust in hydrogen and its implementation in daily life.

HYPOP's MISSION

The transition to a **hydrogen economy** will involve policy- and decision-makers, technology providers, adopters, users and, last but not least, citizens. Understanding how the latter perceive hydrogen, and the needs of technology providers and decision-makers, is fundamental to ensure a successful implementation of solutions in terms of policy, technical development and social awareness.

Project HYPOP, Hydrogen Public Opinion and acceptance, will support the **hydrogen deployment in Europe**, enhancing the involvement of **citizens** and providing guidelines to increase trust in hydrogen implementation. A clean and clear communication will be key for hydrogen technological development with social acceptance.

HYPOP's ACTIVITIES

HYPOP will work to pursue its objective to raise public awareness and trust towards hydrogen technologies and their systemic benefits, through the following activities:

- 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 Hydrogen technologies
- the creation of a **social platform** collecting communication materials (videos, news, scientific papers) on new hydrogen technologies, developed according to the early findings of the public engagement activities
- the definition of indicators to be used for **Hydrogen Social Life Cycle Assessment** for public acceptance and informed decision-making.

HYPOP will focus on two applications:
residential and mobility, which will enter into
the daily life of people.



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