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EXECUTIVE SUMMARY

HYACINTH is a project focused on hydrogen and fuel cell technologies that involves consortium partners, stakeholders and general public. The project will obtain a specific study about awareness on hydrogen technologies and a Toolbox. Both results will be relevant to stakeholders and industrial community.

The results obtained at the end of this project will be useful for stakeholders, who will be informed on HYACINTH progress and to promote the Toolbox during the project through conferences addressed to them.

The main events identified by the Dissemination Team have been classified in different types, Workshops, Webinars, Conference and Seminars, Drive and Ride Events and Forums and Trade Fairs. All of them have an interest for the project, because they make it possible to contact with other attendees (stakeholders) that have not been contacted previously; besides, in these sessions, it is possible to contact with potential project coordinators to use SAMT (Social Acceptance Information Tool Box).

Once each partner and the Project Coordinator has identified key events in the Fuel Cell and Hydrogen sector and others related with hydrogen per country, it has been established a calendar of events that appears at the end of this deliverable.

ABBREVIATIONS

CA	Consortium Agreement
CSA	Coordination and Support Action
CMO	Central Management Office
EC	European Commission
DX.Y	Deliverable X.Y
FCH	Fuel cell and hydrogen
FCH-JU	Fuel Cell and Hydrogen – Joint Undertaking
GA	Grant Agreement
IPR	Intellectual Property Rights
KET	Key Enabling Technologies
MI	Month I
MSI	Milestone I
PC	Project Coordinator
PO	Project Officer
RC	Regional Committee
SAMT	Social Acceptance Management Toolbox
SMC	Steering Management Committee
SMEs	Small and Medium Enterprises
TC	Technical Committee
WP	Work Package
WPL	Work Package Leader

1. PROJECT DESCRIPTION

The project's overall purpose is to gain a deeper understanding of the social acceptance of hydrogen technologies across Europe as well as to develop a communication and management toolbox to be used in ongoing and future activities aiming at introducing hydrogen into mobility, stationary and energy or backup power supply systems.

Social acceptance of HFC technologies will be investigated via survey research with representative panels across Europe (up to 7,000 European citizens) and semi-structured interviews with 455 selected stakeholders in 7 countries. The design of the data gathering instruments will be built upon the methodological and conceptual developments in the research of social acceptance of new technologies. The toolbox will provide the necessary background information and understanding of the current state of awareness and acceptance of HFC technologies by the general public and by stakeholder groups (industry, municipalities, researchers, fleet operators...).

It will further provide the necessary tools to understand and manage expectations of future HFC projects and products in the transition phase, to identify regional challenges to the projects and to determine effective policy support measures.

Together, the results from the research on the social acceptance of HFC technologies across Europe and the toolbox will support future projects in setting up under through consideration of the acceptance processes influenced by their activities; i.e. identifying regions of supportive acceptance, bottlenecks and challenges to be tackled, communication strategies and other means to actively manage the acceptance process HFC technologies.

2. INTRODUCTION

The main purpose of the present deliverable is to establish a schedule of key events to organize sessions in order to disseminate the progress of HYACINT project. The Dissemination Team will take in part on organizing sessions to engage relevant stakeholders and potential project coordinators to use the toolkit. These events will be a relevant opportunity to show the results of interviews and to promote the SAMT.

Taking into account *D.7.1 Dissemination Plan*, the events have been classified in workshops organized by HYACINTH, Conference and Seminars where the partners will take in part and they will present the results of the project, “Drive and ride” events and Forums and Trade Fairs.

3. WORKSHOPS

Throughout the project life, several workshops and webinars will be organized and celebrated to act as discussion forums where HYACINTH results can be shared in order to promote the exchange of ideas and discussion on different viewpoints and interaction between stakeholders and general public. The types of workshops identified are:

- Organization of an International Workshop on social acceptance of FC&H₂, open to worldwide experts in the area.
- Organization of Stakeholders oriented Workshop to disseminate the use of the SAMT Toolbox.
- HYACINTH final Results

The next table contains the workshops planned:

Table 1: Workshops organized by HYACINTH

Conference or seminar name	Participant (s)	Location	Date	Language	Estimated audience	Objective
Experimental toolbox session 1	Sunderland	Sunderland	Sept-Oct 2016	English	20 people	First practical session to evaluate the actual utility of the toolbox and to discuss ways to improve it.
HYACINTH Project Progress Presentation.	CNH2	Madrid (Spain)	Oct-Nov 2016	Spanish	100 people	To present HYACINTH project to Stakeholders and members of PTE HPC & AeH ₂ .
Experimental toolbox session 2	Sunderland	Germany	Nov 2016	English	20 people	Second practical session to evaluate the actual utility of the toolbox and to discuss ways to improve it.
Experimental toolbox session 3	Sunderland	Spain	Nov 2016	English	21 people	Third practical session to evaluate the actual utility of the toolbox and to discuss ways to improve it.

Conference or seminar name	Participant (s)	Location	Date	Language	Estimated audience	Objective
Experimental toolbox session 4	Sunderland	Valladolid (Spain)	Nov-Dec 2016	English	50-100 people	Practical session to review improvements and give final evaluation of the utility of the toolbox.
SAMT Presentation Workshop	Sunderland	UK	Jan 2017	English	20 People	Practical session to review improvements and give final evaluation of the utility of the toolbox.
Workshop HYACINTH	HYACINTH Partners	Brussels	Jan 2017	English	100 people	The purpose of this workshop is to reunite a group of experts of the hydrogen industry to present them the most relevant conclusions of the analysis on social acceptance of H2 technologies across Europe.
HYACINTH Project Results	CNH2	Spain	Jan-Feb 2017	Spanish	100 people	To present HYACINTH project Results to Stakeholders and members of PTE HPC & AeH2.

4. WEBINARS

Other interesting way of dissemination to stakeholders are webinars (Web-based seminar). It is expected that at least 2 Webinar will take place during the project:

- 1) Webinar including Hydrogen Europe (formerly Known as NEW-IG; European Industry Grouping for the FCH JU) and other industry interested parties.
- 2) Webinar including the N.ERGHY (New European Research Grouping on FCH) and other research interested parties.

The webinars will be coordinated by CNH2 and partners will participate as follows:

- CIDAUT to present and discuss conclusions of task and deliverables related to the Context Analysis (WP2).
- FRAUNHOFER ISI and CIEMAT to present and discuss the research approach of the Methodological Design (WP 3), Data Collection (WP4) and Data Analysis Interpretation (WP5).
- UoS to present discuss and demonstrate the Social Acceptance Information Tool box (SAMT), in WP6.

Webinars are expected to be celebrated in English at FCH JU headquarters



5. CONFERENCES AND SEMINARS

HYACINTH partners will participated in well-known European and World conferences and seminars presenting project progress and results. The Conferences and seminars participation planned are included in the following table:

Table 2: HYACINTH participation in Conferences and Seminars

Conference or seminar name	Participant (s)	Location	Date	Language	Estimated audience	Objective
European Hydrogen Energy Conference (EHEC 2014)	CNH2	Seville (Spain)	March, 12th to 14th, 2014	English	100 people	First forum where the project was shown. To present the project and to ask stakeholders for their participation in surveys
FCH-JU Programme Reviews Days 2015	CNH2	Brussels (Belgique)	November, 17th to 18th, 2015	English	200 people	The coordinator of HYACINTH was selected to present the project, results and expected outcomes
Hy4all Workshop	IPLUSF France	Brussels (Belgique)	May, 12th, 2016	English	200 people	To establish synergies with other relevant H2 projects in Europe
SENIX Conference 2016 - The Role of Social Sciences in a Low-Carbon Energy Mix	Fh ISI with Leeds & CIEMAT	Stockholm (Sweden)	June, 13th to 16th, 2016	English	300 people	To present research approach and preliminary results to academic community and gather feedback
World Hydrogen Energy Conference (WHEC 2016)	CNH2	Zaragosse (Spain)	June, 13th to 16th, 2016	English	850 people	To show the first results of the project to stakeholders, researchs and technicians
ECOS2016	RCVT	Portoroz (Slovenia)	June, 19th to 23rd, 2016	English	500 people	To present HYACINTH project to some of the most relevant local hydrogen stakeholders
Journées Hydrogen dans les territoires (4 ^{ème} édition) Grenoble 2016 (AFHYPAC)	IPLUSF France	Grenoble (France)	June, 29th to 30th, 2016	French	400 people	To present HYACINTH project to some of the most relevant french hydrogen stakeholders



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Conference or seminar name	Participant (s)	Location	Date	Language	Estimated audience	Objective
Hydrogen Chronicles	CNH2	Puertollano (Ciudad Real - Spain)	July-2016	Spanish	50 people	To present HYACINTH project to Spain general public
4th European Conference on Behaviour and Energy Efficiency	CIEMAT with Leeds & Fh ISI	Coimbra (Portugal)	September, 8th to 9th, 2016	English	50-300 people	To present results on the study of public acceptance of HCF applications
LCV2016 Cenex	UoS	Millbrook, UK	September, 2016	English	50 People	To present HYACINTH project to some of the most relevant UK hydrogen stakeholders and network
Hydrogen Summit	Aberdeen	Aberdeen (Scotland)	September, 2016	English	50 People	Industry event to explore supply chain opportunities and to present them HAYCITNH results
Aberdeen City Hydrogen Energy Storage (ACHES) station launch	Aberdeen	Aberdeen (Scotland)	Sept-Oct 2016	English	100 people	To present Aberdeen's new refuelling station and promote H2 as a safe and clean alternative to fossil fuels, also promote acceptance of H2 activities and HYACINTH results.
FCJ-JU Program Review Days 2016	CNH2	Brussels (Belgium)	November, 2016	English	200 people	To present the most relevant results of the project
Energy storage technologies by power to fuels and chemical event	IPLUSF France	Grenoble (France)	December, 5th to 6th, 2016	French	100 people	To present HYACINTH project to some of the most relevant french hydrogen stakeholders
European Week of Regions and Cities	CNH2	To be confirmed	Sept-Dec 2016	English	100 people	To present Regional policies (ncluding HyACITNH project as example of action included in CLM RIS3)
19. Dnevi Energetikov	RCVT	Portoroz (Slovenia)	April, 2017	English	200 people	To present the most relevant results of the project
Tweet meet (Twitter)	Aberdeen	Aberdeen (Scotland)	Date TBC	English	Undefined	To promote H2 acceptance, technologies and availability and HYACINTH results.

6. “DRIVE AND RIDE” EVENTS

This new communication tool, the ‘Drive and Ride’ format, has been made popular by several sectors of mass-media communication. It has become common in international gatherings, such as seminars, conferences, meetings or fairs, to make a hydrogen vehicle available for testing purposes in order to provide the general public and potential investors, stakeholders and general business with first-hand experience in our field of work.

The HYACINTH Consortium will record video and audio testimonials and reviews of the responses of ‘real’ people that participate in these “Drive and Ride” events in order to use it as illustrative material at dissemination events organized by HYACINTH.

Table 3: Drive and Ride events.

Type of event	Participant	Location	Date	Language	Estimated audience	Objective
H2 cars launch	Aberdeen	Aberdeen (Scotland)	from March 2016 and ongoing	English	20 people	Media event to unveil H2 cars in car club and promote acceptance and use of H2 technology.
Drive and Ride of H2 cars.	CNH2	Zaragoza (Spain)	June, 13rd-16st, 2016	English	30 H2 vehicles’ drivers	Record video and audio drivers’ testimonials.
Drive and Ride of H2 cars.	Aberdeen	Aberdeen (Scotland)	Sept-Oct 2016	English	100 H2 vehicles’ drivers	Drivers will be asked to blog about their experience.
Doors Open day	Aberdeen	Aberdeen (Scotland)	Sept-2016	English	2,000 people	Collect drivers’ testimonials.

7. FORUMS AND TRADE FAIRS

Participation in forums and trade fairs will be considered by the HYACINTH Consortium in order to disseminate project progress and results. The strategy to follow in these cases will be to have presence at the booths participated by members of HYACINTH Consortium of National and International Associations.

The following table shows the Forums and Trade Fairs planned:

Table 4: HYACINTH participation in Forum and Fair Trades

Forum and Trade Fairs	Participant (s)	Location	Date	Estimated audience
TRANSIFIERE (6th European Forum on Science, Technology and Innovation)	CNH2	Málaga (Spain)	February, 15th to 16th, 2017	3,500 professionals from 29 countries.
GENERA 2017 (Energy and Environment International Trade Fair)	CNH2	Madrid (Spain)	February, 28th to March, 3rd, 2017	More than 10,000 visitors from 45 countries.
Group Exhibit Hydrogen+Fuel Cells+Batteries at HANNOVER MESSE 2017	CNH2	Hannover (Germany)	April, 24th to 28th, 2017	The Group Exhibit on HFCB is part of Hannover Messe which receives more than 200,000 visitors and 5,000 exhibitors.

Table 8: Calendar of Conference and Seminars

		2014				2015												2016								2017										
		sep-14	oct-14	nov-14	Dec-14	Jan-15	feb-15	mar-15	Apr-15	may-15	jun-15	Jul-15	Aug-15	sep-15	oct-15	nov-15	Dec-15	Jan-16	feb-16	mar-16	Apr-16	may-16	jun-16	Jul-16	ago-16	sep-16	oct-16	nov-16	Dec-16	Jan-17	feb-17	mar-17	Apr-17			
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32			
4. Conference and seminars																																				
C.1	European Hydrogen Energy Conference (EHEC 2014)																																			
C.2	FCH-JU Programme Reviews Days 2015															BE																				
C.3	Hy4all Workshop																						BE													
C.4	SENIX Conference 2016 - The Role of Social Sciences in a Low-Carbon Energy Mix																																			
C.5	World Hydrogen Energy Conference (WHEC 2016)																																			
C.6	ECOS2016																																			
C.7	Journées Hydrogen dans les territoires (4ème																																			

		2014				2015												2015								2017									
		sep-14	oct-14	nov-14	Dec-14	Jan-15	feb-15	mar-15	Apr-15	may-15	jun-15	Jul-15	Aug-15	sep-15	oct-15	nov-15	Dec-15	Jan-16	feb-16	mar-16	Apr-16	may-16	jun-16	Jul-16	ago-16	sep-16	oct-16	nov-16	Dec-16	Jan-17	feb-17	mar-17	Apr-17		
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32		
	edition) Grenoble 2016 (AFHYPAAC)																																		
C.8	Hydrogen Chronicles																																		
C.9	4th European Conference on Behaviour and Energy Efficiency																																		
C.10	LCV2016 Cenex																																		
C.11	Hydrogen Summit																																		
C.12	Aberdeen City Hydrogen Energy Storage (ACHES) station lunch																																		
C.13	FCJ-JU Program Review Days 2016																																		
C.14	Energy storage technologies by power to fuels and chemical event																																		



		2014				2015											2016								2017										
		sep-14	oct-14	nov-14	Dec-14	Jan-15	feb-15	mar-15	Apr-15	may-15	jun-15	Jul-15	Aug-15	sep-15	oct-15	nov-15	Dec-15	Jan-16	feb-16	mar-16	Apr-16	may-16	jun-16	Jul-16	ago-16	sep-16	oct-16	nov-16	Dec-16	Jan-17	feb-17	mar-17	Apr-17		
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32		
C.15	European Week of Regions and Cities																																		
C.16	19. Dnevi Energetikov																																		SI
C.17	Tweet meet (Twitter)																																		



9. CONCLUSIONS

A great number of events which are clearly related with hydrogen technologies and energy sector have been established by the Dissemination Team. The events have been classified by different target audience.

On the one hand, it is planned that the HYACINTH consortium will organize eight Workshops during the time period of the project. Four of them will be celebrated in Spain, two in United Kingdom, one in Germany and finally, one in Belgium. The objectives of these workshops are different; five of them will be practical sessions of SAMT and the other sessions will present the results of HYACINTH to stakeholders.

On the other hand, two webinars are been considered to the members of HYDROGEN EUROPE and NERGHY. Drive and Ride event will be carried out by the consortium in order to know the views of stakeholders on FCEV (Fuel cell electric vehicle).

Besides, each member will take part in well-known Conference and Seminars, where they will present HYACINTH project, the most relevant results or establish synergies with other projects (Hy4all). Seventeen Conference and Seminars have been identified.

Furthermore, it is important to take into account Forums and Trade Fairs in order to contact with industrial partners and stakeholders as well. For this reason, three events have been identified.



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