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Lead beneficiary:	CNH2		
Main author(s):	María Jaén (CNH2) Gema Alcalde (CNH2)		
Responsible:	Partner: CNH2 Tel: +34.926.420.682 e-mail: maria.jaen@cnh2.es		
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EXECUTIVE SUMMARY

This document includes all the dissemination activities developed throughout HYACINTH project life. The HYACINTH consortium is composed of 11 main partners from 5 different European countries. It is well balanced mix of industrial representatives (I PLUS F and RCVT), opinion poll companies (NORSTAT), municipalities (ABERDEEN COUNCIL), scientific institutions (UNIVERSITY OF SUNDERLAND, UNIVERSTITY OF LEEDS, CIEMAT, FRAUNHOFER) and regional representative partners from five different countries (France, Germany, Slovenia, Spain and United Kingdom) with complementary competences and expertise, which is one of the main strengths of the project. It should be noted the long-standing expertise of Fraunhofer, University of Leeds and CISOT at CIEMAT in the field of social sciences and technological innovations; UoS' development tools capacity; Norstat's leadership providing high quality online panels; and Aberdeen initiative focused to bring about a hydrogen economy in the Aberdeen City Region.

This document shows the achieved results related the objectives originally proposed in the Dissemination Plan (Deliverable 7.1). With more than 20 contributions to different relevant conferences and seminars across Europe and a relevant role on Social Networks, the HYACINTH project has been successful in dissemination to the general audience and the external and internal stakeholders the results of the stakeholder survey and general finding on public acceptance of hydrogen and fuel cells technologies.

A lot of work still has to be done. HYACINTH has contributed to gain a deeper understanding of the social acceptance of hydrogen technologies across Europe but many of the conclusions and results reported in the Deliverables included in WP5 (Data analysis) and WP6 (Development of Management toolbox) need to be assessed in detail to establish the following steps during the next years to facilitate appropriate engagement and acceptance process for hydrogen and fuel cell technologies in Europe.

ABBREVIATIONS

AeH2	Asociación Española de Hidrógeno (Spanish Hydrogen Association).
CA	Consortium Agreement.
CSA	Coordination and Support Action.
CMO	Central Management Office.
EC	European Commission.
EU	European Union.
DX.Y	Deliverable X.Y.
FCH	Fuel cell and hydrogen.
FCH-JU	Fuel Cell and Hydrogen – Joint Undertaking.
GA	Grant Agreement.
HFCB	Hydrogen Fuel Cell Batteries.
IPR	Intellectual Property Rights.
KET	Key Enabling Technologies.
MI	Month I.
MSI	Milestone I.
PC	Project Coordinator.
PO	Project Officer.
PTE HPC	Plataforma Tecnológica Española de Hidrógeno y Pilas de Combustible (Spanish Technology Platform for Hydrogen and Fuel Cells).
RC	Regional Committee.
SAMT	Social Acceptance Management Toolbox.
SMC	Steering Management Committee.
SME	Small and Medium Enterprise.
TC	Technical Committee.
WP	Work Package.
WPL	Work Package Leader.

1. INTRODUCTION

In HYACINTH project, dissemination is understood as the process of making the results and deliverables of the project available to the stakeholders and to the general audience. Dissemination of gained knowledge, data and results is one of the essential parts of every project.

The Dissemination Plan developed by the HYACINTH project (Deliverable 7.1) included all the dissemination activities planned to be held throughout the project. This document presents the dissemination activities implemented by the HYACINTH project in relation to the ones originally planned and the performance indicators.

It should be noted that on March, 10th, 2017, the FCH JU agreed to extend the deadline of the project until May, 31st, 2017, which lasted for a total of 33 months.

1.1. Project description

Public acceptance is a key consideration for any attempts to deploy and extend hydrogen technologies and infrastructures in Europe. The development of fuel cell and hydrogen (FCH) technologies in Europe will involve small-scale applications as well as large-scale infrastructures that may be influenced by the acceptance of the general public, stakeholders groups, local communities and potential customers and users.

Previous research on social acceptance has investigated the general levels of public understanding of FCH technologies in specific countries, but there is limited systematic evidence on the social acceptance of these technologies throughout Europe.

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 FCH technologies has been investigated via survey research with representative panels across Europe (7,148 European citizens) in 7 countries and, surveys and semi-structured interviews with 333 selected stakeholders in 5 countries. The design of the data gathering instruments has been built upon the methodological and conceptual developments in the research of social acceptance of new technologies. The toolbox developed provides the necessary background information and understanding of the current state of awareness and acceptance of FCH technologies by the general public and by stakeholder groups (industry, municipalities, researchers, fleet operators, etc).

The HYACINTH project aims to increase the attitudinal and other knowledge, as well as the availability of tools, to help 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 FCH technologies across Europe and the toolbox 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 FCH technologies.

Thus, HYACINTH **specific objectives** are as follows:

- **Identify and understand awareness and acceptance** of hydrogen energy and FCH technologies and perceived potential benefits (added value) in the general public and at selected stakeholders, expected to be relevant to the implementation of FCH projects and activities in the transition phase (industry supplier, industry and private customer, administration and politics, interest groups and media),
- **Identify the main drivers** of social awareness and acceptance of FCH technologies in order to provide recommendations on how and what to best communicate and engage general public and stakeholders involved in regional hydrogen energy and FCH projects and activities,
- **Support stakeholders** (industry, project managers, policy makers…) by providing a **social acceptance research toolbox**, enabling a regional understanding of the acceptance process and providing tools to manage expectations to keep or increase acceptance at selected stakeholder groups and the general public.

2. DISSEMINATION PLAN

According to the Dissemination Plan (Deliverable 7.1.) there are some information which is highlight recommended to keep in mind in order to analyse the results achieved related to the dissemination activities.

2.1. Expected impact

In terms of impact, the HYACINTH project aims to increase our understanding of social acceptance and potential public responses to hydrogen technologies as well as to inform project developers on how to properly address social acceptance issues.

The key impact which the project is expected to deliver is a significant increase in support of hydrogen technology market development. By its very nature, this is an impact which, having been initiated by HYACINTH, will last well beyond the lifetime of the project. In order to achieve this general positive project legacy, more specific long-term impacts were defined in the Dissemination Plan (Deliverable 7.1) which will contribute towards the overall goal of public awareness.

These include:

Table 1: Expected impacts for HYACINTH Project.

Expected impacts for SP1-JTIFCH.2013.3.5.3	Contribution of the Project	Current Status
Develop detailed public opinion poll on current public awareness and social acceptance of FCH technologies.	Specialists on new energy technologies acceptance will develop oriented quantitative and qualitative questionnaires. Key variables will be considered in order to drawn a detailed European hydrogen acceptance map including information beyond former acceptance studies results that will serve as a starting point for HYACINTH.	Achieved
Conduct this opinion poll in at least 3 countries in Europe which are expected to be at the forefront of market introduction of FCH technologies.	Up to 7,000 European citizens and 455 stakeholders will be interviewed in 7 different countries with different degree of involvement in hydrogen technologies. A broad analysis on the results will be performed considering regional, technology and statistical approaches.	Achieved
Study the impact of several FCH demonstration events on the acceptance of the technology.	The analysis will list former and ongoing demonstration activities and events in Europe (since 2008) and collect information on the communication activities that have targeted the general public and selected stakeholders. The evaluation will consider duration, measure and content of communication activities as well as target groups. This background information will be used to discuss awareness in the context of regional demonstration activities and time of implementation.	Achieved
Provide a detailed report containing the results of the opinion polls and of the impact study, with a set of recommendations to increase the public awareness and the social acceptance of hydrogen energy.	WP5 considers the drafting of a complete report including the results and its interpretation under three different scopes: region; technology and statistical analysis. Besides, WP6 aims to create a stakeholders oriented toolbox where the acceptance study results will be analyzed and used to provide support on mechanisms for decision making, demonstration project pre-feasibility analysis and hydrogen technologies market study and preparation.	Achieved
The Social Acceptance Information Toolbox (SAMT) will provide a tool to assist policy	The HYACINTH research considers the current and upcoming economic, social,	Achieved

Expected impacts for SP1-JTIFCH.2013.3.5.3	Contribution of the Project	Current Status
makers, industrialists to introduce new products or policies across the EU states. By providing a richer picture of the effects of certain policies and products upon product/policy acceptance and uptake, it is anticipated that targets for CO_2 reduction will be met more swiftly, new products may be introduced more successfully and social acceptance of complex issues managed better. This in turn will lead to a significant increase in awareness across the EU of the availability, readiness and specific benefits of a hydrogen technology.	political and ecological challenges the regions and early adopters (private and public customers) face when switching to a new technology. It will further provide the necessary tools to understand and manage expectations of future hydrogen and fuel cell projects and products in the transition phase toward the commercialization, to identify regional challenges to the projects, and to determine effective policy support measures.	

2.2. Dissemination Organization

A Dissemination HYACINTH team was defined in the Dissemination Plan (Deliverable 7.1) in order to organize and monitor the dissemination activities planned, and they have worked according to the quality policies and procedures established in the Quality Plan (Deliverable 1.1). The following tables show the members of this team:

Table 2: Dissemination HYACINTH Team.

Participant-short name	Responsible
CNH2 (leader)	**Mrs María JAEN / Mrs Gema ALCALDE**
I PLUS F FRANCE	Mr Olivier DAVID
FRAUNHOFER	Dr Elisabeth DÜTSCHKE
ABERDEEN CITY COUNCIL	Mrs Emily TEECE
CIEMAT	Dr Christian OLTRA
CIDAUT	Mr Eduardo MIGUEL
RCVT	Mr Tadej AUER
LEEDS	Dr Paul UPHAM
University of Sunderland	Mr Adrian MORRIS
IPLUSF ESPAÑA	Mr Guillermo LÓPEZ /Mrs Laura VEGA

2.3. Specific Target Groups

In the first phase dissemination strategy the Dissemination Plan recognized the crucial target groups interested in the project and in its results. The following target groups were considered:

- **Internal stakeholders** refer to members of the project consortium that have to be informed about progress of the project activities. Adequate internal dissemination will

ensure that the project members are kept updated. The main internal stakeholders which will be addressed have been the following:

- Steering and management Committee (SMC);
- Project Coordinator (PC);
- Central Management Office (CMO);
- Technical Committee (TC);
- Regional Committee (RC);
- Work package and Task leaders;
- Project Officer (PO);
- Project stakeholders interviewed (PSI).

- **External stakeholders** refer to institutions and persons that will benefit from the outcomes of the project and act as "opinion makers" (usually policy makers, public bodies, researchers, companies and scientists) in hydrogen and fuel cells:
  - European institutions (policy makers, evaluators, FCH JU);
  - State administration (policy makers, evaluators, Members of the programme committee);
  - Local/Regional Authorities;
  - Business/industrial sector;
  - Research Institutions;
  - End users.

- **General audience** refers to people who do not require detailed knowledge of project work and results. Certain elements of the project provided through dissemination materials such as leaflets, brochures, newsletters and articles can be used by a general audience than the specific target group. The general audience will be addressed in all participating countries (United Kingdom, Germany, France, Spain and Slovenia) and when possible also on the European level.

- **Other projects** refers to sharing project results with coordinators and key actors of projects dealing with similar topics, both within the programme and in others, will ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.

Since the beginning of the project partners have been required to indicate their list of external target group (included in Deliverable 2.2 “List of Stakeholders”). This contact base has served as a dissemination tool and later on as a forum for potential future cooperation.

2.4. Key messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principal guidelines for key messages are to:

- be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used where possible;
- be tailored to the target groups; it is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- ensure that messages of different projects related to the same subject can be coordinated to enhance the impact;
- guarantee information is correct and realistic.

Regular messages will be provided through dissemination activities as shown in the Table 4 below.

Table 3: Key messages for the target audience.

Target audience	Key messages	Status
Internal stakeholders: • Steering and management Committee (SMC); • Project Coordinator (PC); • Central Management Office (CMO); • Technical Committee (TC); • Regional Committee (RC); • Work package and Task leaders; • Project Officer (PO).	**Project status:** Actual status within the agreed schedule, budget and quality targets.**Project issues:** The impact of the issues currently affecting the project and the actions taken to resolve them. **Project risks:** The high level risks which may affect the project and the actions taken to mitigate, avoid or reduce them. **Project outputs:** The outputs completed to date and the items which are scheduled for completion within the next reporting period. **Project budget:** The overall situation in project budget in relation to the plan and any constrains currently affecting the project.	Achieved
External stakeholders: • European institutions; • State administration;	**Project results:** To underline the project progress and results related to public opinion poll on public	Achieved

Target audience	Key messages	Status
• Local/Regional authorities; • Research institutions; • Other public/semi-public bodies; • Business sector.	awareness and social acceptance of FCH technologies, the recommendations to increase it and the management and operation of the toolbox. **Project events:** Invitation to public project events, tailored workshops during the events and dissemination of results of the events.	
General audience: • general audience in United Kingdom; • general audience in Germany; • general audience in France; • general audience in Spain; • general audience in Slovenia; • general audience on the European level; • general audience on the global level.	**Project results:** Project results related to public opinion poll on public awareness and social acceptance of FCH technologies, the recommendations to increase it and the management and operation of the toolbox. **Project events:** Invitation to public project events, tailored workshops during the events and dissemination of results of the events.	Achieved
Other projects	**Project results:** Project activities and results that could be related to other project. **Project events:** Underline project events which could be gathered through other projects' events with similar topics.	On going

KEY WORDS

Following key words have been used in dissemination materials:

- Social acceptance.
- Social awareness.
- Social factors.
- Public attitudes.
- Hydrogen technology.
- Level of awareness and acceptance.

- Acceptance in transition phase.
- Acceptance process.
- Understanding acceptance.
- Social survey.
- Social Acceptance Information Toolbox (SAMT)..

2.5. Dissemination tools and channels

To maximize the spread of the project achievements across all the areas, several forms of dissemination media have been used to achieve that objective:

- Organization of an International Workshop on social acceptance of FCH, open to worldwide experts in the area and EU graduate students.
- Organization of Stakeholders oriented Workshop to disseminate the use of the SAMT Toolbox.
- Attendance to conferences and workshops related to the project aims.
- Publications in scientific journals, specialized press, and general information press.
- Development of a project website to show the project goals, progress and results.
- Use of social networks for project news dissemination (Twitter, Facebook, LinkedIn…).
- Direct participation of project partners in specialized FCH organizations.
- Organization of specialized events that stress the inter-relationships of the main area involved in this project in connection with more established conferences.

Table 4: External Dissemination: Target groups and project outputs.

Dissemination Tool	European Institution	State administration	Local/regional authority	Research institutions	National and international associations	Business sector	End users	General audience	Other projects alliances
Brochures/leaflets	X	X	X	X	X	X	X	X	X
Posters				X	X				X
Press releases	X			X	X	X		X	X
Academic papers				X	X	X			
Specialised Magazines				X	X	X	X	X	X
Newsletters	X			X	X	X		X	X
Website	X			X	X	X	x	X	X
Social Networks				X	X	X	X	X	X
Workshops	X	X	X	X	X	X	X		X
Webinar	X	X	X	X	X	X	X	X	X
Conferences/ events				X	X	X	X	X	X
“Drive and Ride” events	X	X	X		X	X	X		
Forums and Trade Fairs					X	X	X		
Public and Progress meetings	X	X	X	X	X	X	X	X	X
Wikipedia	X	X	X	X	X	X	X	X	X
Digital mailing				X	X	X	X	X	X

3. HYACINTH DISSEMINATION RESULTS

3.1. External Dissemination tools and channels results

3.1.1. Brochures and leaflets

Among the HYACINTH project 3 types of four-color brochures/leaflets have been designed and printed by the CNH2:

Table 5: Brochures and leaflets designed and printed.

Title	Date	Place	Type of audience	Size of audience	Countries dressed
HYACINTH General Brochure. One brochure which contains the summarised general information about HYACINTH project (objectives, partners, expected outcomes, etc.).	June, 2016	Conferences, workshops, HYACINTH website	professionals and stakeholders	1,800 people	Spain, UK, Germany, Slovene, France
HYACINTH – Results from the general public opinion poll. One brochure which contains the main project results related to the opinion poll on current public awareness and social acceptance of FCH technologies.	April, 2017	Conferences, workshops, HYACINTH website	professionals and stakeholders	500 people	Spain, UK, Germany, Slovene, France
HYACINTH – Findings on stakeholders' views. One brochure which contains the main project results related to the acceptance of FCH technologies.	April, 2017	workshops, HYACINTH website	professionals and stakeholders	500 people	Spain, UK, Germany, Slovene, France

The different brochures are available in PDF format at the HYACINTH's public website. Design and print have been made by the CNH2 as WP7 leader.

3.1.2. Posters

Four posters have been designed and printed in order to complement dissemination material.

Table 6: Posters designed and printed.

Title	Main Author	Date	Place	Type of audience	Size of audience	Countries dressed
HYACINTH General Brochure. HYACINTH Poster.	CNH2	June, 2016	WHEC 2016. World Hydrogen Energy Conference 2016 (WHEC 2016, Zaragoza, Spain), HYACINTH website	professional and stakeholders	750 attendees	Spain,Europe
HYACINTH – Hydrogen Acceptance IN the Transition pHase.	FCH JU	November, 2016	FCH JU Programme Review Days	professional and stakeholders	100 projects	Belgium, Europe
German Conference for Transport Psychology.	FRAUNHOFER	February, 2017	Conference at the Federal Highway Research Institute (BASt) in Bergisch Gladbach	professional and stakeholders	80 attendees	Germany, Europe
Public acceptance of Hydrogen Fuel Cell applications in Europe.	CIEMAT	April, 2017	Energy for Society: 1st international conference on Energy Research & Social Science. Best Poster award. 3rd Prize.	professional and stakeholders	100 attendees	Spain, Europe

3.1.3. Press releases and further publications

About 9 Press releases have been published at specialised magazines, newspapers and publication sites. They have been elaborated according to the guideline established in the Project Quality Plan (Deliverable 1.1).

Table 7: Press releases and further publications

No.	Name of magazine or publication site	Responsible (s)	Country	Date	Original language of publication	Type of publication	Estimated audience	Type of audience	Title/ Content
1	Ecomotion	CNH2	Spain	November, 2016	Spanish	Magazine	6,000 printed copies. 40,000 suscribers	Public and private professionals and researchers from the renewable Energy sector	M. Jaén and G. Alcalde. CNH2. "Resultados sobre la Aceptación y Uso de Coches Eléctricos de Pila de Combustible en Europa: Proyecto HYACINTH". Ecomotion. Revista técnica sobre la movilidad sostenible.
2	HZwei. Das Magazin für wasserstoff und brennstoffzellen	FRAUNHOFER	Germany	January, 2017	German	Magazine	1,000 printed copies	Public and private professionals and researchers from the renewable Energy sector	.Dütschke, U.Schneider . FRAUNHOFER. Wasserstoff Als Neuer Energieträger. " HYACINTH: Europaweite Akzeptanzbefragungen".
3	Energética XXI	CNH2	Spain	February, 2017	Spanish	Magazine	6,000 printed copies. 40,000 suscribers	Public and private professionals and researchers from the renewable Energy sector	M. Jaen and G. Alcalde. CNH2. "Aceptación pública de sistemas pila de combustible en aplicaciones domésticas: Proyecto HYACINTH".
4	Energetika.net	RCVT	Slovenia	May, 2017	Slovene	Magazine	Unknown	Public and private professionals and researchers from the renewable Energy sector	Social Acceptance of Hydrogen Technologies: HYACINTH Project. Tadej Auer, Razvojni center za vodikove tehnologije (RCVT)
5	HYACINTH Website, facebook, Linkedlin	IPLUSF Sp	France	March, 2017	English	Press release	2,813 users	General public	Note of participation in the event and main conclusions (Be Positive Event, Lyon)
6	HYACINTH Website, facebook, Linkedlin	IPLUSF Sp	France	December, 2016	English	Press release	2,813 users	General public	Note of participation in the event and main conclusions (Energy storage technologies by power to fuels and chemicals, Grenoble)
7	HYACINTH Website, facebook, Linkedlin	IPLUSF Sp	France	July, 2016	English	Press release	2,813 users	General public	Note of participation in the event and main conclusions (Journés H2 dans les territoires, Grenoble)
8	HYACINTH Website, facebook, Linkedlin	IPLUSF FR	France	May, 2017	English	Press release	2,813 users	General public	Note of participation in the event and main conclusions (HYACINTH Workshop, Lyon)
9	VIK Mitteilungen	FRAUNHOFER	Germany	June, 2017	German	Magazine	1,000 printed copies	Public and private professionals and researchers from the renewable Energy sector	E.Dütschke, U.Schneider & F.Emsmann. FRAUNHOFER "Akzeptanz entscheidend für Durchsetzung am Markt"

3.1.4. Academic Papers

In order to disseminate project results in the scientific field, several academic papers are expected to be published in the following international scientific journals (new partner contributions will be added to the Dissemination Plan during the project). Table 8 lists the papers submitted to date. Two to three other papers are in process: one a synthesis paper for Energy Policy, one examining attitudinal models with advanced statistical methods and one examining the spatial distribution of attitudes across and within the countries, using Eurostat spatial classifications. Several of the papers involve external collaborations with social psychology and statistical specialists at Leuphana University Lüneburg and Georg-August-Universität Göttingen (Dr Paula Bögel, Dr Paul Wieman and colleagues).

Table 8: Academic papers submitted.

LIST OF SCIENTIFIC PUBLICATIONS, STARTING WITH THE MOST IMPORTANT ONES				
No.	**Title / DOI**	**Main author**	**Title of the periodical or the series**	**Type publication**
1	"The public acceptance of Hydrogen Fuel Cell applications in Europe"	Oltra, C	Revista Internacional de Sociología	Oltra, C . "The public acceptance of Hydrogen Fuel Cell applications in Europe". To be published
2	"A psychology of expectations in sociotechnical systems: the case of hydrogen fuel cell electric vehicles in Europe"	Upham, P., Bögel, P., Dütschke, E., Schneider, U., Oltra, C., Sala, R., Lores, M. and Klapper, R.	Technology Forecasting and Social Change	Upham, P., Bögel, P., Dütschke, E., Schneider, U., Oltra, C., Sala, R., Lores, M. and Klapper, R. "A psychology of expectations in sociotechnical systems: the case of hydrogen fuel cell electric vehicles in Europe", Technology Forecasting and Social Change, submitted March 2017. In review.
3	"Situated agency and beliefs in sociotechnical structuration: the case of hydrogen fuel cells for stationary applications"	Upham, P., Dütschke, E., Schneider, U., Oltra, C., Sala, R., Lores, M., Bögel, P. and Klapper, R.	Energy Research and Social Science	Upham, P., Dütschke, E., Schneider, U., Oltra, C., Sala, R., Lores, M., Bögel, P. and Klapper, R. "Situated agency and beliefs in sociotechnical structuration: the case of hydrogen fuel cells for stationary applications", Energy Research and Social Science, April 2017. In revisions.
4	The role of prior attitudes in public perceptions of hydrogen fuel cells'	Oltra, C., Bögel, P., Wiemann, P., Sala, R., Lores, M., Upham, P., Dütschke, E., Schneider, U.	Journal of Env Psych	Oltra, C., Bögel, P., Wiemann, P., Sala, R., Lores, M., Upham, P., Dütschke, E., Schneider, U. 'The role of prior attitudes in public perceptions of hydrogen fuel cells', to be submitted to Journal of Env Psych.

3.1.5. Newsletters

During the project, the information related to the progress, milestones and results achieved, etc., of HYACINTH project have been published in the following newsletters:

Table 9: Newsletters published.

No.	Name of magazine or publication site	Responsible (s)	Country	Date	Original language of publication	Type of publication	Estimated audience	Type of audience	Content
1	CIDAUT Newsletter. January15_Newsletter	CIDAUT	Spain	January, 2015	English	Newsletter. Edited each two months	1000 people	Stakeholders in the transport and energy sector	Presentation of Hyacinth project and ongoing activities.: http://www.cidaut.es/newsletter/hyacinth-hydrogen-acceptance-in-the-transition-phase
2	CIDAUT Newsletter. June16_Newsletter	CIDAUT	Spain	June, 2016	English	Newsletter. Edited each two months	1000 people	Stakeholders in the transport and energy sector	Mid-term-review-were-held-in-Brussels-on-12-13-april-2016. Work Package (WP) leader´s presentation of the status and results of their activities and the integration with subsequent project WPs was discussed. In the Mid-Term review, the risks and areas of improvement were discussed together with the Project Officer and external experts: http://www.cidaut.es/newsletter/the-second-hyacinth-project-meeting-and-the-mid-term-review-were-held-in-brussels-on-12-13-april-2016
3	CIDAUT Newsletter. September16_Newsletter	CIDAUT	Spain	September, 2016	English	Newsletter. Edited each two months	1000 people	Stakeholders in the transport and energy sector	Project progress and ongoing activities: http://www.cidaut.es/newsletter/progress-of-hyacinth-project-in-summer-2016
4	CIDAUT Newsletter. November16_Newsletter	CIDAUT	Spain	November, 2016	English	Newsletter. Edited each two months	1000 people	Stakeholders in the transport and energy sector	Project progress and ongoing activities. Meeting held in Aberdeen. The results of the stakeholder survey and general findings on public acceptance were discussed. Additionally, a brief pilot demo on the Stakeholder Acceptance Management Tool: http://www.cidaut.es/newsletter/hyacinth-project-held-a-progress-meeting-at-aberdeen
5	CIDAUT Newsletter. February17_Newsletter	CIDAUT	Spain	February, 2017	English	Newsletter. Edited each two months	1000 people	Stakeholders in the transport and energy sector	Project progress in 2016 and ongoing activities. http://www.cidaut.es/newsletter/hyacinth-project-findings-and-next-steps
6	CIDAUT Newsletter. June17_Newsletter	CIDAUT	Spain	June, 2017	English	Newsletter. Edited each two months	1000 people	Stakeholders in the transport and energy sector	Review of attendance and results of the spanish Hyacinth workshops held in Madrid and Boecillo: http://www.cidaut.es/newsletter/great-participation-in-the-hyacinth-workshops-in-spain.
7	Main conclusions and recommendations	IPLUSF France	France	February, 2017	French	Publication	150 people	Stakeholders and general public	Main conclusions related to the interviews and surveys in the five countries http://www.afhypac.org/documents/publications/rapports/Policy%20implications_%20stakeholders%20Fr.pdf

No.	Name of magazine or publication site	Responsible (s)	Country	Date	Original language of publication	Type of publication	Estimated audience	Type of audience	Content
8	Context of the study and key findings	IPLUSF France	France	February, 2017	French	Publication	150 people	Stakeholders and general public	In this study, we analyse the social acceptance of hydrogen technologies from the point of view of stakeholders, which implies that social acceptance is understood in the sense of the incorporation and adoption of Technology in society, involving several societal groups and not just the public. http://www.afhypac.org/documents/publications/rapports/Findings%20on%20stakeholder%20acceptance_short%20version%20Fr.pdf
9	InfoAeH2_Boletín nº176.	CNH2	Spain	July, 2016	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH Project in WHEC 2016: http://aeh2.org/index.php?option=com_content&view=article&id=393%3Aboletin-no-176&Itemid=60&lang=es
10	CNH2-NEWSLETTER Nº 30	CNH2	Spain	Octubre, 2016	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH present its results in E2Kw Conference: http://www.cnh2.es/7859/el-cnh2-presente-en-el-congreso-e2kw-celebrado-en-paris/
11	CNH2-NEWSLETTER Nº 28	CNH2	Spain	June, 2016	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH project in WHEC 2016: http://www.cnh2.es/7254/hyacinth-at-the-21st-edition-of-whec-in-zaragoza-spain/
12	CNH2-NEWSLETTER Nº 29	CNH2	Spain	August, 2016	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH Project presents its initial results in Cycle of conferences: http://www.cnh2.es/7266/participacion-de-entidades-espanolas-en-proyectos-europeos-oportunidades-y-casos-de-exito-en-el-ciclo-de-conferencias-del-cnh2/
13	CNH2-NEWSLETTER Nº 29	CNH3	Spain	August, 2016	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH Project participated in Journees h2 dans les territories: http://www.cnh2.es/7262/hyacinth-participated-in-the-4th-edition-of-the-journees-h2-dans-les-territoires-held-in-grenoble-from-29-to-30-june-2016/
14	CNH2-NEWSLETTER Nº 28	CNH2	Spain	June, 2016	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH Project present its results in the 29th International Conference on Efficiency, Cost, Optimisation, Simulation and Environmental Impact of Energy Systems" ECOS2016: http://www.cnh2.es/6995/hyacinth-represented-in-ecos2016
15	CNH2-NEWSLETTER Nº 33	CNH2	Spain	April, 2017	Spanish	Newsletter.	150 people	Stakeholders and general public	HYACINTH Project presents its results in EFCW 2017: www.cnh2.es/8415/el-cnh2-presente-en-el-workshop-efcw-2017-celebrado-en-orleans/
16	CNH2-NEWSLETTER Nº 32	CNH2	Spain	Febrero, 2017	Spanish	Newsletter.	150 people	Stakeholders and general public	Participation of CNH2 and HYACINTH Project in TRANSFIERE 2017 http://www.cnh2.es/8285/participacion-del-cnh2-en-transfiere/

3.1.6. HYACINTH Website

HYACINTH website constitutes a key tool for project dissemination. The HYACINTH website provides all information about the project, its results and the partners as well as all publications relating to it freely accessible. It is available in English.

The project website is one of the main sources of information about the project available to most stakeholders.

The website will be maintained between five and ten years after the project ends in order to develop a dedicated dissemination campaign of the project toolbox.

The HYACINTH website can be found at: http://hyacinthproject.eu. The website is divided into seven sections: Home, HYACINTH Project (with information about the introduction and background, objectives and partners), Methodology (related to public awareness and social acceptance), News/ Events (HYACINTH news and events as well as related events), Results (presentations, publications, results and other information), Contact and Private Area. It is designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience.

The website contains public deliverables produced as part of the HYACINTH project as well as other dissemination and communication items aimed at stakeholders, such as press releases, a project brochure, conference presentations and links to news articles in which the HYACINTH project has been mentioned.

Additionally, HYACINTH logo and the link to the project website are included in each partner Website and in the e-mail signature.

The standard web traffic analysis tools showed the following outcomes for the period January, 2016 to July, 2017:

- Number of visits: 13,141.

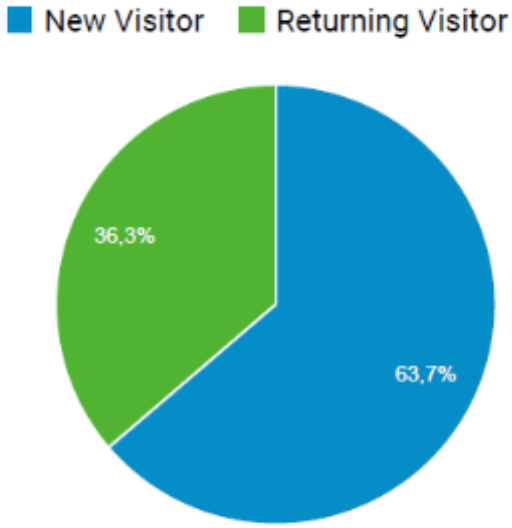

Figure 1: New and returning visitors.

	Country	Session	% Sessions
1.	Spain	1.873	41,02 %
2.	United Kingdom	629	13,78 %
3.	Germany	458	10,03 %
4.	France	256	5,61 %
5.	United States	249	5,45 %
6.	Russia	160	3,50 %
7.	Slovenia	133	2,91 %
8.	Belgium	93	2,04 %
9.	(not set)	83	1,82 %
10.	Brazil	51	1,12 %

Figure 2: HYACINTH's website sessions per country (2016-2017).

3.1.7. Social Networks

During the project the Social Networks have been used as one of the best ways to get the HYACINTH name out there. The channels used and the targets achieved are shown in the table below:

Table 10: Social Networks used by HYACINTH.

Social Network	Responsible	Actualization	Target Group	Type Of contents	Targets achieved
HYACINTH LinkedIn group	CIDAUT	Each time there is a relevant news/event from the project	Professionals	Project Information, Technical Information or/and results from other projects and initiatives.	202 members 68 posts 150 likes
Dissemination Trough other LinkedIn groups	CIDAUT	Each time there is a relevant news/event from the project	Professionals	Project Information.	Interaction with other LinkedIn Groups: 1. Fuel Cell & Hydrogen Network (members: 11,270). 2. Fuel Cells (members 9,150). 3. Global Hydrogen Ambassadors Network (2,640members). 4. "H2020 ENERGY Research" R&D, Innovation in Energy Efficiency, Renewables, Cleantech (members 8,430 members). 5. FCH JU COMPANY PROFILE (680 followers).
twitter	CIDAUT	Each time there is a relevant news/event from the project	Professionals	Project Information, Technical Information or/and results from other	252 Followers 132 Tweets

Social Network	Responsible	Actualization	Target Group	Type Of contents	Targets achieved
Facebook	CIDAUT	Each time there is a relevant news/event from the project	Public in general	Toolbox presentation. Drive and Ride videos.	505 likes 439 members
YouTube	CIDAUT	Each time there is a relevant news/event from the project	Toolbox potential users and videos related to "Drive and Ride" experiences.	Toolbox presentation. "Drive and Ride" videos.	723 views: Video FCH JU Hyacinth Project: Impressions after driving a Hydrogen fueled car Subscription to FCHJU channel

3.1.8. National and International Sector Associations

During HYACINTH project, several collaborations with National and International Sector Associations have been developed, especially with the Spanish Hydrogen Association, the Spanish Technological Platform for Hydrogen and Fuel Cells and the French Association for Hydrogen and Fuel Cells, with whom conferences, workshops and seminars have taken place. The dissemination channels used in collaboration with the sector associations and platforms have been:

- Press releases to be distributed among their members in the newsletters and to be uploaded to their websites.
- Updates about the progress of the project (milestones achieved, events, toolbox operation, etc) in order to be sent to their members using digital mailing.
- Inclusion of HYACINTH logo and/or banner in the websites, email signatures and any other suitable placements by the associations and platforms.
- Participation in conferences and events organised by associations and platforms.

The table below includes all the contacts made:

Table 11: Sector associations and platforms on FCH technologies.

Region	Association	Contacted by	When?
Belgium	Watertofnet Flander Region (Dutch/Belgium)	CNH2	July 2016
Germany	German National Organisation Hydrogen and Fuel Cell Technology (NOW GmbH)	Fraunhofer	

Region	Association	Contacted by	When?
	Clean Energy Partnership (CEP)		July-Aug 2016
	German H2Mobility		
	German Hydrogen and Fuel Cell Association (DWV e.V.)		
	Fuel Cell and Hydrogen Network Northrhine-Westfalia		
United Kingdom	HFC Cooperative	UoS and Leeds	July-Aug 2016
	The UK Hydrogen & Fuel Cell Association.		
	UK HyMobility Group.(Nissan, BOC , Air Liquide, ITM, Nissan, Toyota, Jaguar Land Rover).		
	The Scottish Hydrogen & Fuel Cell Association		
	UK Mobility		
	Hydrogen London		
	H2 Aberdeen Initiative	Aberdeen	July 2016
France	AFHYPAC (French Association on Hydrogen and Fuel Cells)	IPLUSF France	July-Aug 2016
	AFH2 (French Hydrogen Association)		
	ALPHEA (French club consultant on Hydrogen)		
Spain	Hydrogen and Fuel Cells Spanish Technological Platform (PTE-HPC)	CNH2	July 2016
	The Spanish Hydrogen Association (AeH2)		
	Fuel Cells Spanish Association (APPICE)		
	UCC+I- FECYT – ComCiRed		
Italy	Italian Hydrogen and Fuel Cell Association (H2IT)	CNH2	July 2016
Norway	Norsk Hydrogen Forum	CNH2	July 2016
Denmark	Danish Partnership for Hydrogen and Fuel Cells	CNH2	July 2016
	Hydrogen Link Denmark (Network for advancing hydrogen for transport)		
Slovenia	Development Centre for Hydrogen Technologies (DCHT)	RCVT	July 2016
Sweden	Swedish Hydrogen Association	CNH2	July 2016
Europe	European Industry Grouping for a Fuel Cell And Hydrogen Technology Initiative (Hydrogen Europe).	CNH2	July 2016
	New European Research Grouping on FCH (N.ERGHY)		
	Hydrogen Fuel Cells and Electro-mobility in European Regions (HYER)		
	IEA HIA (International Energy Agency Hydrogen Implementation Agreement)		

Region	Association	Contacted by	When?
	IEA AFC advanced fuel cell IA Executive Committee		
	Joint Research Centre (JRC)		
	European Hydrogen Association (EHA)		
	European Membrane Society		
	IPHE international Partnership on Hydrogen Economy Steering Committee		
	EERA JP on Hydrogen and Fuel		
	Cells EERA JP on Energy Storage HySafe		
	Clean Hydrogen in European Cities project Hydrogen Bus Alliance (HBA)		
	Scandinavian Hydrogen Highway Partnership CHIC		
International	International Association for Hydrogen Energy (iah2)	CNH2	July-Aug 2016
	American Hydrogen Association		
	Canadian Hydrogen and Fuel Cell Association		
	Solid Oxide Fuel Cells Canada		
	The NSERC Hydrogen Canada (H2CAN) Strategic Research Network		
	Mexican Hydrogen Network		
	China Association for Hydrogen		
	Korean Hydrogen and New Energy Society		

3.1.9. Workshops

Throughout the project life, several workshops and webinars have been organized and celebrated to act as discussion forums where HYACINTH results have been shared in order to promote the exchange of ideas and discussion on different viewpoints and interaction between stakeholders and general public.

The next table contains the workshops celebrated:

Table 12: Workshops organized by HYACINTH.

No.	Workshop	Participant (s)	Location	Date	Language	Estimated audience	Objective
1	Hyacinth Project results of SAMT toolbox. Practical Session	University of Sunderland	Sunderland (UK)	27/04/2017	English	<10 people	Practical session to review improvements and give final evaluation of the utility of the toolbox.

2	Aberdeen Bus project feedback	Aberdeen City Council and University of Sunderland	Aberdeen (UK)	--	English	<10 people	Testing the Beta version of SAMT developed in HYACINTH project.
3	Workshop HYACINTH: "what does Europe think about hydrogen and Fuel Cell Technology?	CNH2, CIEMAT and CIDAUT	Madrid (Spain)	09/05/2017	Spanish /English	>50 people	To present HYACINTH project Results to Stakeholders and members of PTE HPC & AeH2
4	Results workshop of HYACINTH project. Ergebnisworkshop zum Projekt Hydrogen acceptance in the transition phase HYACINTH	FRAUNHOFER	Stuttgart (Germany)	16/05/2017	German	<50 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 acceptation of H_2 technologies across Europe.
5	Presentation of HYACINTH results to the Cluster Fuel Cell Baden-Wuerttemberg in Freiburg at the Fraunhofer ISE	FRAUNHOFER	Freiburg (Germany)	09/3/2017	German	<25 people	The aim of this workshop is to present the finding results of HYACINTH project.
6	Social Acceptance of Hydrogen Technologies. Hyacinth Project results of SAMT toolbox.	RCVT	Ljubljana (Slovenia)	22/05/2017	Slovenian	<50 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 acceptation of H_2 technologies across Europe.
7	HYACINTH Workshop	I PLUS FRANCE	Lyon (France)	31/05/2017	French	<15 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 acceptation of H_2 technologies across Europe.

8	Workshop HYACINTH: Acceptance in Europe of fuel cell and hydrogen technologies. Impact in Castilla y León	CIDAUT, CNH2, University of Sunderland	Boecillo (Spain)	31/05/2017	Spanish /English	<20 people	Bring together a group of stakeholders and local authorities of Castilla y León of the hydrogen industry to present them the most relevant conclusions of the analysis on social acceptation of H_2 technologies across Europe. Practical session to review the evaluation of the utility of the toolbox.

During the workshops held in Madrid (Spain), Ljubljana (Slovenia) and Valladolid (Spain) the participants completed questionnaires about their opinion related to HYACINTH main goals. The results have been included in Deliverable 7.4. "Report on Workshops held".

In addition, 2 webinars (Web-based seminar) were initially planned by the end of the project: one including the Hydrogen Europe (formerly known as NEW-IG, which is the European Industry Grouping for the FCH JU) and other industry interested parties and the other one for the N.ERGHY (New European Research Grouping on FCH) and other research interested parties. In the months of May and June, the CNH2 has contacted with Hydrogen Europe Secretariat (Ms. Bronagh O'Hagan) and N.ERGHY Secretariat (Mrs. Dorottya Guban) in order to check the availability of both entities to attend to these webinars. Due to the dates initially planned (June-July) it has not been possible to find an appropriate date to hold these webinars. The Consortium is evaluating the possibility to hold a webinar or a dissemination event during the FCH2 JU's Programme Review Days scheduled for the month of November, 2017.

3.1.10. Conferences and seminars

HYACINTH partners have participated in more than 20 well-known European and World conferences and seminars presenting the project progress and results.

The Conferences and seminars participation celebrated are included in the following table:

Table 13: HYACINTH participation in Conferences and Seminars.

No.	Conference or Seminar	Participant (s)	Location	Date	Language	Estimated audience	Objective
1	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
2	FCH-JU Programme Reviews Days 2015	CNH2	Brussels (Belgium)	November, 17th to 18th, 2015	English	200 people	The coordinator of HYACINTH was selected to present the project, results and expected outcomes
3	Hy4all Workshop	IPLUSF France	Brussels (Belgium)	May, 12th, 2016	English	200 people	To establish synergies with other relevant H_2 projects in Europe
4	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
5	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
6	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
7	Journées Hydrogen dans les territoires (4éme edition) 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
8	Hydrogen projects	CNH2	Puertollano (Ciudad Real - Spain)	July-2016	Spanish	50 people	To present HYACINTH project to Spain general public
9	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
10	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
11	Hydrogen Summit	Aberdeen	Aberdeen (UK))	September, 2016	English	50 People	Industry event to explore supply chain opportunities and to present them HAYCITNH results
12	Aberdeen City Hydrogen Energy Storage (ACHES) station launch	Aberdeen	Aberdeen (UK))	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 H_2 activities and HYACINTH results.
13	FCH-JU Program Review Days 2016	CNH2	Brussels (Belgium)	November, 2016	English	200 people	To present the most relevant results of the project
14	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
15	E2KW 2016, Energy and Environment Knowledge Week 2016.	CNH2	Paris (France)	October, 2016	English	150 people	To present the most relevant results of the project
16	EERA Conference 2016, European Energy Research Alliance.	CNH2	Birmingham (U.K.)	November, 2016	English	150 people	To present the most relevant results of the project

No.	Conference or Seminar	Participant (s)	Location	Date	Language	Estimated audience	Objective
17	EEVC 2017. European Battery, Hybrid and Fuel Cell Electric Vehicle Congress 2017	CNH2	Geneva (Switzerland)	March, 2017	English	150 people	To present the most relevant results of the project
18	Energy for Society: 1st international conference on Energy Research & Social Science	CIEMAT	Sitges (Spain)	April, 2017	English	100 people	To present the most relevant results of the project
19	EFCW2017. European Fuel Cell Car	CNH2	Orleans (Paris)	March, 2017	English	80 people	To present the most relevant results of the project
20	International Conference on District Energy 2017	RCVT	Ljubljana (Slovenia)	March, 2017	English	100 people	To present the most relevant results of the project
21	Cluster Fuel Cell Baden-Wuerttemberg	Fraunhofer	Freiburg (Germany)	March, 2017	English/German	100 people	To present the most relevant results of the project
22	19. Dnevi Energetikov	RCVT	Portoroz (Slovenia)	April, 2017	English	200 people	To present the most relevant results of the project
23	MobiliTec Forum	Fraunhofer	Hannover (Germany)	April, 2017	German	100 people	To present the most relevant results of the project
24	International Conference on Hydrogen Safety	University of Leeds	Hamburg (Germany)	September, 2017	English	400 people	To present the most relevant results of the project

3.1.11. "Drive and Ride" events

The goals achieved by the "Drive and Ride" events held by HYACINTH have been to provide the general public and potential investors, stakeholders and general business with first-hand experience in our field of work.

The HYACINTH Consortium has recorded video and audio testimonials and reviews of the responses of 'real' people that participate in this "Drive and Ride" events in order to use it as illustrative material at dissemination events organized by HYACINTH.

Table 14: HYACINTH participation in Drive and Ride events.

Type of event	Participant	Location	Date	Language	Estimated audience	Objective
H_2 cars launch	Aberdeen	Aberdeen (Scotland)	from March 2016 and ongoing	English	20 people	Media event to unveil H_2 cars in car club and promote acceptance and use of H_2 technology.
Drive and Ride of H_2 cars.	CNH2	Zaragoza (Spain)	June, 13rd-16st, 2016	English	30 H_2 vehicles' drivers	Record video and audio drivers' testimonials.
Doors Open day	Aberdeen	Aberdeen (Scotland)	Sept-2016	English	2,000 people	Collect drivers' testimonials.

3.1.12. Forums and Trade Fairs

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

The following table shows the participation of HYACINTH project in the different Forums and Trade Fairs held:

Table 15: HYACINTH participation in Forum and Fair Trades.

Forum and Trade Fairs	Participant (s)	Location	Date	Estimated audience
TRANSFIERE (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 Enviroment 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.

A database has been created and updated during the project, collecting stakeholders contact information during the Workshops, Conferences, Seminars, Forums and Trade Fairs organized and participated by HYACINTH. The figure bellow shows the data sheet to be used during the World Hydrogen Energy Conference 2016 in Zaragoza (more than 60 stakeholders were registered in this data sheet).

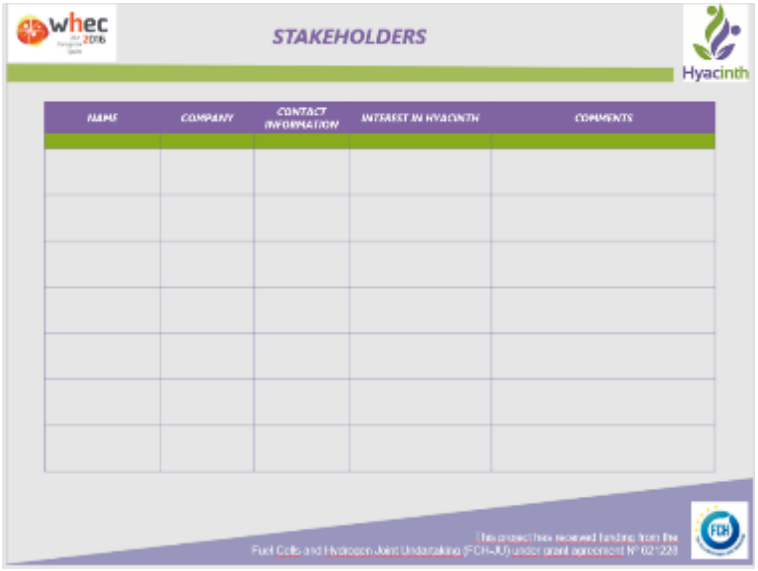

Figure 3: Data sheet for collect contact information of stakeholders.

3.1.13. Progress Meetings

Throughout the project life, several meetings have been held. All the minutes are available at HYACINTH's private area website:

Table 16: HYACINTH meetings held.

Title	Date	Place	Attendees
KICK-OFF MEETING	24th September 2014	Brussels	All Consortium.
PROGRESS MEETING: WP2: CONTEXT ANALYSIS	28th March 2015	TELCO	UoS, Aberdeen, RCVT, CIDAUT, I+F Spain and CNH2.
PROGRESS MEETING: WP2: CONTEXT ANALYSIS	18th May 2015	Skype	Fraunhofer, UoS, Aberdeen, RCVT, CIDAUT, I+F Spain and CNH2.
PROGRESS MEETING: MEETING ON RESEARCH CONCEPT D3.1	29th July 2015	Skype	Fraunhofer, Leeds and CIEMAT.
PROGRESS MEETING: STAKEHOLDER DATA COLLECTION	8th October 2015	Skype	Fraunhofer, Leeds and CIEMAT.
FOLLOW-UP MEETING IN MADRID	22nd October 2015	Madrid, SPAIN	I+F, Fraunhofer, Aberdeen, CIEMAT, CIDAUT, RCVT, NORSTAT and CNH2.
TECHNICAL COMMITTEE (TC) MEETING	3rd November 2015	SKYPE	I+F, Fraunhofer, CIEMAT, NORSTAT, UoS, Leeds and CNH2.
PROGRESS MEETING: MEETING ON STAKEHOLDER STUDY	17th November 2015	Skype	Fraunhofer, Leeds and CIEMAT.

Title	Date	Place	Attendees
PROGRESS MEETING: MEETING ON STAKEHOLDER STUDY	22nd January 2016	Skype	Fraunhofer, Leeds, Aberdeen, UoS, I+F and CNH2.
PROGRESS MEETING: MEETING ON STAKEHOLDER STUDY	15th March 2016	Skype	Fraunhofer, Leeds, CIEMAT, RCVT, Aberdeen, CIDAUT, NORSTAT, I+F, and CNH2.
MID-TERM REVIEW	13th April 2016	Brussels	FCH JU, FCH JU External Experts, UoS, Fraunhofer, NORSTAT, CIEMAT, CIDAUT, I+D FR, I+F SP and CNH2.
PROGRESS MEETING: WP2 RESULTS IMPROVEMENT	28th April 2016	Skype	Fraunhofer, Leeds, CIEMAT; RCVT, CIDAUT, I+F and CNH2.
WP2 FOLLOW-UP MEETING	4th May 2016	Skype	I+F, Fraunhofer, CIEMAT, CIDAUT, UoS and CNH2.
PROGRESS REVIEW	27th July 2016	TELCO	NORSTAT, Leeds, Fraunhofer, CIEMAT, CIDAUT, I+F and CNH2.
COORDINATION AMONG WP5 AND WP6	28th July 2016	Skype	UoS, Fraunhofer, CIEMAT, Leeds and CNH2.
DISSEMINATION SYNERGIES WITH CIVINET	28th July 2016	IPLUSF premises	CIVINET Spain and Portugal Network, I+F and CNH2.
PROGRESS MEETING: COMMENTS ON FCH JU EVALUATION OF THE NEW 1ST PERIOD REVIEW	14th September 2016	TELCO	FCH JU, I+F and CNH2.
EVALUATION OF D5.2	27th September 2016	TELCO	CIEMAT, I+F and CNH2.
PROGRESS MEETING	5th October 2016	Aberdeen. UK	All Consortium.
PROGRESS MEETING	12th December 2016	TELCO	Fraunhofer, CIEMAT, CIDAUT, RCVT, UoS, I+F and CNH2.
PROGRESS MEETING	7th April 2017	TELCO	Fraunhofer, CIEMAT, CIDAUT, RCVT, UoS, I+F, Leeds and CNH2.
FINAL MEETING	23rd May 2017	Telco	Fraunhofer, CIEMAT, CIDAUT, RCVT, UoS, I+F, Leeds, Aberdeen and CNH2.

3.1.14. Wikipedia

The Consortium is working on an article on social acceptance of hydrogen and fuel cell technologies which will be included in Wikipedia in the last quarter of the year 2017. It will be disseminated in English, German, French and Spanish be updated with the milestones and achieves reached. The article will contain the links and references to the deliverables published on the website of the project and other third-party

websites, as well as any further considerations that might be useful and interesting for public knowledge.

3.1.15. Digital Mailing

CIDAUT is the responsible of the Digital Mailing in HYACINTH Project. Today's date, these are the overall figures:

- Subscribed: 412 (184 from Spain, 19 from Germany, 124 form UK, 26 from France, 11 from Slovenia and 48 other contacts).
- Unsubscribed: 2.
- Cleaned: 67 (wrong email address).

During 2017 a total of 7 e-mails have been sent using the Digital Mailing. The overall figures are as follows (more info of each Digital Mailing Report at the HYACINTH's Private area website):

Table 17: Digital Mailing reports.

No.	Date	Title	Recipients	Type of recipients	% Opens	Top locations by opens
1	21/02/2017	Hyacinth Project News	327	Hyacinth Stakeholders	36,3	United Kingdom 154 42.7% Spain 87 24.1% France 35 9.7% Italy 23 6.4% USA 23 6.4%
2	26/04/2017	Hyacinth Project News 2nd	146	Hyacinth Stakeholders	31,4	Spain 86 92.5% USA 5 5.4% United Kingdom 1 1.1% France 1 1.1%
3	26/04/2017	Workshop 9th May	191	Spanish Hyacinth Stakeholders	28,2	Spain 437 80.8% United Kingdom 77 14.2% Germany 10 1.8% USA 9 1.7% France 6 1.1%

No.	Date	Title	Recipients	Type of recipients	% Opens	Top locations by opens
4	27/04/2017	Workshop 9th May PTE AeH2	191	Spanish Hyacinth Stakeholders	27,3	France 857 65.4% Spain 280 21.4% USA 92 7.0% United Kingdom 44 3.4% Germany 11 0.8%
5	28/04/2017	Hyacinth Project Workshops calendar	423	Hyacinth Stakeholders	27,7	Spain 145 40.6% United Kingdom 64 17.9% France 45 12.6% USA 43 12.0% Belgium 35 9.8%
6	25/05/2017	Jornada 31st May Hyacinth_CIDAUT	192	Spanish Hyacinth Stakeholders	25,1	Spain 887 90.5% USA 45 5.9% United Kingdom 16 2.1% Belgium 5 0.7% France 3 0.4%
7	30/05/2017	Jornada 31st May Hyacinth_CIDAUT_WEBEX	192	Spanish Hyacinth Stakeholders	24,8	Spain 79 81.4% USA 9 9.3% United Kingdom 4 4.1% Sweden 2 2.1% Belgium 1 1.0%

3.1.16. Other Project Alliances

Although some contacts with other projects have been made, there have been few tangible results in collaboration actions. Only H4ALL project was interest in establish specific collaborations (workshops joint organization, coordinated dissemination, etc). So far, no particular action has been realized. On the other hand, the high quality public attitude dataset, covering as it does seven countries with nationally representative samples, is proving of considerable interest academically and as

stated has led to a programme of analytical work with external university partners that will continue well after the project's formal end. Similarly, HYACINTH was expressly invited to participate in the 2017 International Conference on Hydrogen Safety, September 11-13, Hamburg, in recognition of the value and relevance of the social science that has been conducted.

3.2. Internal Dissemination

For internal purposes, this dissemination strategy provides members of the HYACINTH consortium with an effective and efficient blueprint to follow in disseminating the work and results of HYACINTH. Internal communication has been conducted via email, monthly teleconferences, and periodic face-to-face meetings (around other workshops). Shared documents (including administrative project documents, case study data and reports and publications) have been upload to the Private Area HYACINTH's website, giving all partners access at all times. The project website has both internal and external target audiences.
The tools and channels used for internal dissemination have been:

- Mailing list groups: Email has been the main communication tool between HYACINTH partners. Through the e-mail, all day-to-day issues have been discussed. Important issues (management of the project by the Steering & Management Committee; important technical decisions by the Technical Committee; coordination of the general public and the stakeholders' interviews by the Regional Committee; tasks and WP progress by the Workpackage Leaders, etc), have been discussed by Telephone conferences or face-to-face sessions.
- Project Website Private Area: the project website contains two different areas: public and private, in order to maintain controlled reporting of commercially sensitive information. The public access area contains information about the basic concepts on the platform and the project. The protected area helps to share information among project partners (archives and management files). It is available for personnel by private passwords delivered to each member of the Consortium. Private Area Operating instructions were sent to all the users once the private access was operational.
- Progress meetings: have been held in line with the project's. The meetings have been convened and prepared well in advance by the Coordinator. Prior to each scheduled meeting, the coordinator has sent the agenda to all partners. The progress of the project has been monitored during these meetings according to the quantified milestones and deliverables indicated in the DoW approved. After each meeting, a summary report has been

prepared by the Central Management Office and reviewed by the coordinator and uploaded to HYACINTH's website. The table 16 contains the details of the meetings held during the project.

3.3. Performance Indicators

The following table summarizes the Key Performance Indicators (KPIs) that have been considered to periodically assess the performance of this Dissemination Plan. The values between brackets denote the respective forecast values during the project (dissemination activities celebrated after the end of the project not included).

Table 18: HYACINTH performance indicators (KPIs).

KPI	Partial objective	Cumulative objective	Targets achieved
KPI_1: Number of brochures and leaflets given at HYACINTH representation in events.	Brochure 1: 1,500. Brochure 2: 700. Brochure 3: 700.	2,900	2,800
KPI_2: Number of Press releases published.		10	9
KPI_3: Number of Academic Papers published.		3	3
KPI_4: Number of articles submitted to specialized magazines and media.		5	5
KPI_5: Number of Newsletters where HACINTH news would be published.		9	16
KPI_6: Public website statistics based on Google Analytics.		Around 3,000 visits.	13,141
KPI_7: Number of followers in social networks.	Linkedin: 250 Twitter: 100 Facebook: 500 Youtube: 2,000 views	Around 3,000	202 252 505 423
KPI_8: Number of Groups for dissemination whom HYACINTH collaborates.		40	5
KPI_9: Number of events (workshops, webinar, etc) organized by HYACINTH.		10	6
KPI_10: Number of participants at the events organized by HYACINTH.	Workshops: 500 Webinars: 250	750	500

KPI	Partial objective	Cumulative objective	Targets achieved
KPI_11: Number of HYACINTH contributions to conferences and seminars.		15	23
KPI_12: Number of Drive and Ride events participated by HYACITNH.		4	3
KPI_13: Number of Forums/Trade Fairs participated by HYACINTH.		3	3
KPI_14:Number of visits at Wikipedia.		1,500	-
KPI_15: Number of people included in the Digital Mailing.		1,000	412
KPI_16: Number of Progress Meeting celebrated.		5	18
KPI_17: Number of Project Alliances.		5	1

4. DISSEMINATION TIME PLAN

The following illustrates the dissemination activities of the project held since 2014 to July 2017. The green blocks indicate peak activity. It is noted that the FCH JU has accepted a 3-month extension so the project has finished on May, 31st, 2017.

Table 19: Dissemination time plan

Dissemination activity	Months																																		
	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	Aug-16	sep-16	oct-16	nov-16	Dec-16	Jan-17	feb-17	Mar-17	Apr-17	May-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	M33		
Brochures																																			
Leaflets																																			
Posters																																			
Press releases																																			
Academic Papers																																			
Specialized Magazines																																			
Newsletters																																			
Website																																			
Social Networks																																			
Associations contact																																			
Workshops and webinars																																			
Conference and seminars																																			
Drive and Rides																																			
Forum and Trade fairs																																			
Progress meetings																																			
Wikipedia																																			
Digital Mailing																																			
Projects Alliances																																			

5. RESPONSIBILITIES

The table below shows the partner responsibilities in dissemination activities throughout the project.

Table 20: Partners responsibilities.

Dissemination tool	Delivery Date (Month)	Description of the dissemination tool	Responsible partner	Participating partners
Dissemination Plan	M11	Definition of content, timing and frequency, dissemination tools and channels, responsible for each dissemination activities which will be periodically upgraded.	CNH2	Dissemination HYACINTH team
Brochures/leaflets	13, 22, 25, 28 and 32	Project brochures contain all basic information about project, partners, objectives, milestones, progress, etc.	CNH2	Dissemination HYACINTH team
Posters	17 and 30	Project poster contains all basic information about project, partners, objectives, milestones, progress, etc.	CNH2	Dissemination HYACINTH team
Press releases	From 26 to 33	Press releases and newspapers articles will be published to inform crucial EU and national institutions, professional and general public about the progress of the project and reached milestones.	CNH2	Fraunhofer, UoS, Leeds, I+F France.
Academic Papers	From 27 to 33	Academic Papers will be published to disseminate project results in scientific fields.	Fraunhofer, CIEMAT and, Leeds.	Fraunhofer, CIEMAT and, Leeds.
Articles in specialized magazines	From 22 to 33	Articles in specialized magazines will be published to disseminate project results in specific sectors (FCH, Energy…).	Fraunhofer,I+F France, RCVT and CNH2	Fraunhofer,I+F France, RCVT and CNH2
Newsletters	22, 24, 26, 28, 30, 31, 32 and 33	Project news will be sent to be published in the Newsletter every 2 months.	CNH2	Fraunhofer, I+F France, CIDAUT, CNH2
Official Website	From 16 to present	Official website which include updated project information and events.	CNH2	News sent by all the partners.
Social Networks	From 22 to 33	Social Networks accounts; creation and maintenance during the project.	CIDAUT	News sent by all the partners.
Associations contact	From 22 to 30	First contacts to establish alliances to disseminate progress and results project.	CNH2	Regional Committee.
Workshops and webinars	From 25 to 30	Workshops and webinars organized by HYACINTH to present project progress and experimental toolbox sessions.	Different partners (Uos, CIDAUT, FH, CNH2….)	UoS, CIEMAT, Fraunhofer ISI, CIDAUT.

Dissemination tool	Delivery Date (Month)	Description of the dissemination tool	Responsible partner	Participating partners
Conference and seminars	From 15 to 33	HYACINTH participation in different conference and seminar.	Different partners	CNH2, I+F France, Fraunhofer ISI, CIEMAT, Leeds, RCVT.
Drive and Rides	19, 22 and 24	HYACINTH collecting audio-video dissemination material to analyse.	CNH2	CNH2, Aberdeen.
Forum and Trade fairs	18, 30 and 32	Participation in various fairs at partners' stand.	CNH2	CNH2.
Public meetings	From 1 to 33	Kick-off meeting and final meeting (international event) to present the results of the opinion polls, the recommendations to increase the public awareness and the toolbox operation.	CNH2	All the Partners.
Wikipedia	From 32 to present	A project article will be included in English, Spanish, German and French languages at Wikipedia.	CNH2	Fraunhofer, UoS, I+FFrance, CIEMAT.
Digital Mailing	From 23 to 33	A mailing list of about 1.000 members will be created to send them information related project progress.	CIDAUT	Contacts provided by all partners.
Projects Alliances	From 22 to present	Establish alliances with other projects interested to HYACINTH.	CNH2	Regional Committee.

6. CONCLUSIONS

The dissemination outcomes provided by the HYACINTH project show a very intense activity and many efforts focused on transferring the results related to the opinion poll on current public awareness and social acceptance of hydrogen and fuel cell technologies to the stakeholders and decision makers.

Some of the dissemination tools and channels are going to continue to be used after the end of the project and during different periods of time, for example:

- HYACINTH website: which will be maintained between five and ten years after the project ends in order to develop a dedicated dissemination campaign of the project toolbox
- Wikipedia: The article on social acceptance of hydrogen and fuel cell technologies included in Wikipedia in 4 languages will exit after July, 31st.
- Social Acceptance Information Toolbox (SAMT): which will be operational for 6 months after the end of the project.

- Webinars: the Consortium is evaluating the possibility of holding a webinar for the FCH JU audience during the FCH JU Programme Review Days scheduled for the month of November, 2017

The results obtained in WP5 (Data analysis) and WP6 (Development of Management toolbox) are a basis to develop the communication and dissemination strategies to manage the acceptance process of FCH technologies in the following years. In particular, a key question is whether the opinion of the general public related to FCH technologies is completely in line with the stakeholders' opinions. The results show there is significant disagreement between both target groups in some topics (safety, technological maturity, contribution to emissions reductions, costs, etc). This indicates that these topics are either perceived differently by the target groups or that the gulf in the level of understanding and familiarity is wider than anticipated. An explanation for these points might be that the information upon which such opinions are formed is incomplete or even misleading. Alternatively, stakeholders may have simply misinterpreted each others requirements or views. On the basis of HYACINTH findings, more studies and projects are needed to be developed concerning public acceptance of FCH technologies. "It is increasingly understood that the success of innovative energy technologies is dependent not only upon the technical characteristics of those technologies, but equally on supportive social, political and economic contexts" (EC, 2014 and 2015; OECD, 2014).

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