

# HYPOP INTERNATIONAL WEBINAR

20.03.2025

AGENDA



The project is supported by the Clean Hydrogen Partnership and its members.

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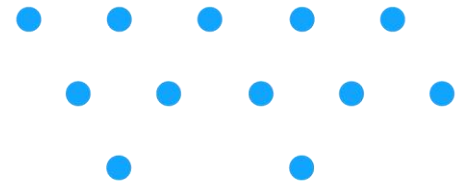


[www.hypop-project.eu](http://www.hypop-project.eu)

[info@hypop-project.eu](mailto:info@hypop-project.eu)

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Webinar 'Engaging Non-Technical Audiences: Best Practices for Energy Communication' – 20<sup>th</sup> March 2025, 13-15 CET

Please note that this is a draft agenda, changes may still apply.

Introduction (10 min) (Plenary)

- Welcome and introduction.
- Brief overview of the webinar's objectives and agenda.
- Brief intro to HYPOP project and H2 technology context.
- Introduction to the Clean Hydrogen Partnership.

Participatory approaches (15 min) (Plenary)

- Introduction to participatory approaches.
- Interactive methods to engage non-technical audiences.
- Facilitating participatory workshops and webinars: the HYPOP project case

Practical examples from energy-related projects (25 minutes) (Plenary)

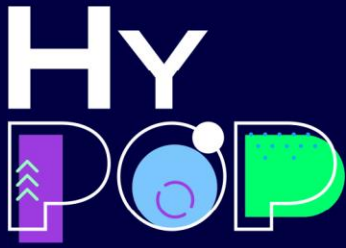
- HyTrucks: Breakfast meetings
- JIVE 2: Hydrogen Bus Roadshow
- HyCARE: Local science festivals
- Automobile Club de L'Ouest: 24H LeMans

Q/A session (10 min) (Plenary)

- Allow participants to ask questions and seek clarifications on the topics discussed.
- Thank participants for their attendance and encourage feedback for future events.

= 1 hour





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