

Hydrogen Acceptance IN the Transition pHase HYACINTH (621228)



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PROJECT OVERVIEW

- SP1-JTI-FCH.2013.5.3 (Cross-cutting issues) “Social acceptance of FCH technologies throughout Europe”
- Start date: 2014/09/01 - End date: 2017/02/28
- Budget: 999,383 €
- FCH JU contribution: 661,584 €
- Summary: to carry out a study through interviews and questionnaires to gain a deeper understanding of the social acceptance of FCH technologies across Europe in the transition phase, between demonstration projects and a full market deployment.
- Stage of implementation (40% project duration passed)



UNIVERSITY OF LEEDS

PROJECT TARGETS AND ACHIEVEMENTS

Programme objective/target	Project objective/target	Project achievements to-date	Expected final achievement
AIP			
Current state of public awareness and public acceptance of FCH technologies in Europe	Interviews of up to 7,000 European citizens and 455 stakeholders in 7 different countries with different degree of penetration of FCH	Developing the methodology design and the design of the questionnaires	Interviews carried out in 7 countries with different FCH support and useful information obtained

PROJECT TARGETS AND ACHIEVEMENTS

Programme objective/target	Project objective/target	Project achievements to-date	Expected final achievement
AIP			
What kind of fears is associated with FCH technologies to date? How is hydrogen safety perceived by the general public?	Identify the main drivers of social awareness and acceptance of FCH technologies	To be done in 2016. Analysis of the information obtained through questionnaires and interviews	Identify the main drivers to provide recommendations on how and what to best communicate and engage general public and stakeholders

PROJECT TARGETS AND ACHIEVEMENTS

Programme objective/target	Project objective/target	Project achievements to-date	Expected final achievement
AIP			
How can a successful transition towards the use of hydrogen in the mobility sector be achieved?	Development of a toolbox to support FCH stakeholders in the development of products, services, applications,...	To be done in 2016 - 2017.	Social acceptance research toolbox developed, enabling a regional understanding of the acceptance process and providing tools to manage expectations

PROJECT TARGETS AND ACHIEVEMENTS

- Main 3 targets:
 - Identify and understand social awareness and acceptance for FCH technologies,
 - Identify its main drivers, and
 - To develop a support toolbox for stakeholders, as a tool to manage expectations and to increase acceptance.
- Transport, stationary and special FCH applications are considered (what needs to be accepted?)
- To reach these objectives, up to 7,000 general public and 455 stakeholders are going to be interviewed in 7 European countries (who is going to accept?)
- Target is the transition phase (when is acceptance needed?)



- Next steps: to finish the questionnaires development and to carry out the interviews. Then, analysis of the information obtained and the development of the toolbox.

RISKS AND MITIGATION

- Low response rate (public and stakeholders)
 - To obtain not useful information or not to obtain enough information, should be mitigated through checking answers periodically and sending updates adjusting a question.
- Not able to get the contact of key stakeholders in any of the selected countries (i.e. where no partner is present in the project)
 - Not to obtain the information expected, should be mitigated with a plan for each country contacts and for the ones which low response rate, to get the contacts needed through FCH workshops and events.

RISKS AND MITIGATION

- Interface problems within WP
 - Increase collaboration between WP. Support of the project coordinator and establishment of support committees in the project.

SYNERGIES WITH OTHER PROJECTS AND INITIATIVES

- **Some FCH demonstration projects** will be addressed as they have been developed or are under development in several countries with different applications (transport, stationary, special markets). Some of them also have carried out studies of social awareness and acceptance (i.e. CHIC).
- **Some of the main partners of these projects** would be potential stakeholders to be interviewed.
- **The main findings** of some of the projects will be analyzed in the methodology design.

DISSEMINATION ACTIVITIES

- Programme Review Days 2015 & 2016
- WHEC 2016
- National level Conferences, with up to 5 workshops organised/attended by project in parallel. TBD to make presentations of the toolbox.
- Publications and patents not defined yet
- Project webpage: www.hyacinthproject.eu

EXPLOITATION PLAN/EXPECTED IMPACT

- Main result: **toolbox**
- Specifically designed to be used by stakeholders (industry, FCH-JU,...). It should show proper answers for a specific application/service and market/region and the main questions that raise (or not) the awareness and acceptance of the general public and the main stakeholders.
- Other projects related to public awareness and public acceptance are being developed, and they should consider actions to “change” (to raise) public awareness and acceptance as the HYACINTH toolbox. These actions are complementary and also focused on the market introduction.
- Public awareness and acceptance changes with the time and with the technological developments (TRL increase), the increasing market presence of FCH devices, these studies have to be carried out continuously.