WEBINAR

What do Europeans know about hydrogen technologies? State of play of public awareness

7 July 2023, 9:30 – 12:00 am CEST

Alberto J. Garcia Hombrados
Project Officer - Clean Hydrogen Joint Undertaking
To gain a better understanding and knowledge of public opinion on fuel cells and hydrogen technologies

• Provide insights on the state of play of public opinion (survey undertaken in 2022)
• Present a new JU initiative to increase public awareness and acceptance
• Discuss the current status and potential action plans to raise public awareness, acceptance, and uptake of hydrogen technologies
**AGENDA**

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Questions from the participants? Type your questions using the Q&A app

Presentations and recording will be publicly available on the Clean Hydrogen JU website
Clean Hydrogen Partnership Overview

EU Institutional Public-Private Partnership (IPPP)

**Mission:** To facilitate the transition to a greener EU society through the development of hydrogen technologies

**Budget:** 1 billion EURO from Horizon Europe*  
*additional 200 million EURO for Hydrogen valleys (under REPowerEU plan)

**Industry**
More than 315 members

**Research community**
over 103 members
Clean Hydrogen Partnership
Objectives

**General**

- Support the implementation of the Commission’s Hydrogen Strategy
- Stimulate research and innovation on clean hydrogen production, distribution, storage and end use applications
- Strengthen the competitiveness of the EU clean hydrogen value chain
- Contribute to the EU ambitious 2030 and 2050 climate ambition

**Specific**

- Improve the cost-effectiveness, efficiency, reliability, quantity and quality of clean hydrogen solutions across entire value chain
- Strengthen the knowledge/capacity of scientific and industrial actors along the Union’s hydrogen value chain while supporting the uptake of skills
- Demonstrations of clean hydrogen solutions with a view to local, regional and Union-wide deployment, aiming to involve stakeholders in all Member States and across entire value chain
- Increase public and private awareness, acceptance and uptake of clean hydrogen solutions
Clean Hydrogen Partnership
Strategic Research and Innovation Agenda (SRIA) 2021-2027

- Strategic document identifying key priorities and the essential technologies and innovations required to achieve the objectives of the JU

Clean Hydrogen Partnership JU Programme implementation

Universal successor of the Fuel Cells and Hydrogen 2 Joint Undertaking (FCH 2 JU)

- **H₂ Valleys**: 3 Projects, €35 million (3%)
- **H₂ Production**: 62 Projects, €196.4 million (16%)
- **H₂ Storage & Distribution**: 27 Projects, €72.9 million (6%)
- **Cross-cutting**: 49 Projects, €69.5 million (6%)
- **Supply Chain**: 17 Projects, €51.4 million (4%)
- **Strategic Research Challenge**: 1 Project, €10 million (1%)

81 Projects, €274.7 million (22%)
74 Projects, €521.8 million (42%)

314 projects supported for €1.23 bn

Break down according to the Clean Hydrogen JU Programme structure
(It excludes the results of call 2022-2)

- Sustainability
- Education and public awareness
- Safety, PNR/RCS

Clean Hydrogen Partnership
Universal successor of the Fuel Cells and Hydrogen 2 Joint Undertaking (FCH 2 JU)
Clean Hydrogen Partnership
Public awareness – a project example

HYACINTH Project: HYdrogen ACceptance IN the Transition pHase

**Biggest exercise ever on social research around FCH in Europe!**

Understand awareness and acceptance across Europe
Identify the main drivers of social awareness and acceptance -> recommendations

General public survey
7000 participants
7 European countries

FCH stakeholders survey
300+ participants
5 European countries

FCH stakeholders interviews
100+ participants
5 European countries

Study 1. Public awareness and acceptance
Study 2. Stakeholder acceptance

Publicly available!
To analyse the public opinion on the potential for hydrogen technologies in industry, mobility and energy sectors

- To understand perceptions on the use of FCH tech.
  - Overall awareness, acceptance and uptake of FCH tech.
  - Perceptions on the safety and sustainability of FCH tech.

- To create a benchmark metric (baseline) for tracking changing perceptions in Europe over time

- To provide a basis for further analysis and recommendations on how to raise awareness and build confidence for further use of FCH tech. in the public
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Clean Hydrogen JU webinar
Panel discussion/ Q&A session

Helene Chraye
Head of Clean Energy Transition Unit – DG Research and Innovation, European Commission

Michael Diderich
Innovation, Director at Hydrogen Europe

Luigi Crema
President Hydrogen Europe Research

Pascal Chelala
Managing Director European Region, Gallup International GmbH

Ilaria Schiavi
Parco Scientifico Tecnologico Per L' Ambienti e - Environment Park Torino SPA. Project coordinator HyPOP

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Clean Hydrogen Partnership
Thank you/ Keep in touch

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For further information
https://www.clean-hydrogen.europa.eu/