

# HYDROGEN PUBLIC OPINION AND ACCEPTANCE

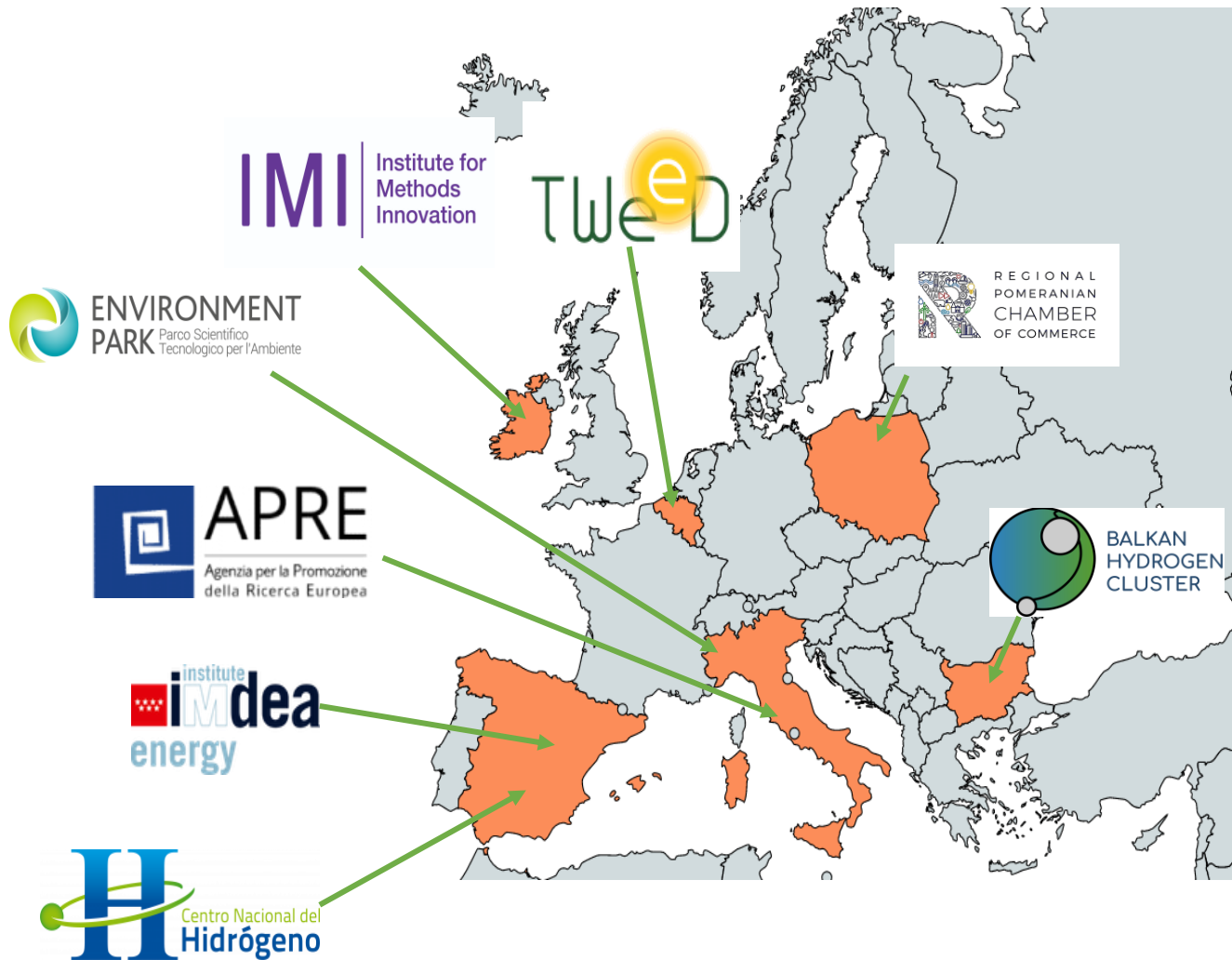


*Ilaria Schiavi, Project Coordinator  
Environment Park SpA, Italy*

Project HYPOP-  
G.A. 101111933



# HYPOP – WHO



HYDROGEN PUBLIC  
OPINION AND  
ACCEPTANCE

## 4 Hydrogen Clusters:

- Environment Park
- Cluster TWEED (Wallonia and Brussels)
- The Pomeranian Regional Chamber of Commerce (RIGP)
- The Balkan Hydrogen Cluster

## 3 Research Organisations:

- Institute for Methods Innovation (IMI)
- The IMDEA Energy Institute (IME)
- Centro Nacional del Hidrógeno (CNH2)

## 1 strategic communication and stakeholder engagement specialist

- the Agency for the Promotion of European Research (APRE)

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WHAT DO EUROPEANS KNOW ABOUT HYDROGEN TECHNOLOGIES? A STATE OF PLAY OF PUBLIC AWARENESS, ACCEPTANCE AND UPTAKE OF HYDROGEN TECHNOLOGIES, 07/07/2023

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# HYPOP - WHY



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## HORIZON-JTI- CLEANH2-2022-05-01 Call Expected Outcomes:

- **Enhancing involvement of citizens** in the implementation of solutions contributing to the transition to hydrogen and fuel cells;
- **Understanding the pathways to influence public opinion** by analysis of the current depiction of FCH technologies in broadcasts, newspapers, and social media, and from this **developing a public information strategy**;
- **Assessment of the specific role of the socio-economic and environmental impacts of FCH technologies in both the public acceptance of FCH technologies and informed decision-making**

## Clean Hydrogen Partnership SRIA- Cross-cutting issues /Area: Education and Public Awareness:

- **To raise public awareness and trust towards hydrogen technologies and their system benefits, through the provision of guidelines/good practices and various engagement activities** such as general public conferences and workshops, brochures, public show rooms, e.g. museum displays; addressing and informing local authorities, certification bodies, first responders, etc.

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# HYPOP PROJECT OVERALL OBJECTIVE



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To raise public awareness and trust towards hydrogen technologies and their systemic benefits, through:

- a) **Developing an understanding** of how citizens, consumers/end-users and stakeholders can be involved more effectively in the implementation of H2 technologies.
  
- b) **Validating communication** of new hydrogen technologies, with material developed according to the early findings of the public/stakeholders engagement activities.

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# HYPOP PROJECT SIX SPECIFIC OBJECTIVES



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OBJ1

Understanding public perceptions and reactions to hydrogen and fuel cell technologies

Understanding the pathways to influence public opinion by analysis of the current depiction of FCH technologies in broadcasts, newspapers, and social media, and from this developing a public information strategy

OBJ4

OBJ2

Identification of the main individual-level determinants of public understanding and acceptance of FCH technologies

Assessment of the specific role of the socio-economic and environmental impacts of FCH technologies in both the public acceptance of FCH technologies and informed decision-making

OBJ5

OBJ3

Enhancing involvement of citizens in the implementation of solutions contributing to the transition to hydrogen and fuel cells

Clear guidance on safety and certification and support to obtain permits and authorisations for installing H2 technologies

OBJ6

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# HYPOP PROJECT SIX SPECIFIC OBJECTIVES



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OBJ1

Understanding public perceptions and reactions to hydrogen and fuel cell technologies

Secondary data analysis of previous related studies (literature, projects, Public Opinion Survey, any publicly available country-level survey data) and social media engagement analysis. Focus on Citizens aged 15 and above in each EU Country surveyed and on Eu-13 countries

OBJ2

Identification of the main individual-level determinants of public understanding and acceptance of FCH technologies

Connecting quantitative insights from 1) secondary data analysis 2) content analysis of social media engagement with H2 across EU27 countries and 3) findings from public engagement co-creation workshops.

OBJ3

Enhancing involvement of citizens in the implementation of solutions contributing to the transition to hydrogen and fuel cells

Co-creation activities with citizen groups identified through outreach activities such as workshops. These workshops inform citizens about the project, allow discussion about the benefits of FCH technologies for their local community and facilitate discussion about their hopes for H2 implementation.

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# HYPOP PROJECT SIX SPECIFIC OBJECTIVES



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HYPOP focuses on social media (Twitter, Instagram, LinkedIn, TikTok) analysis to examine how social media interactions can be used to communicate information about hydrogen and which type of communication is most effective with public audiences.

**Understanding the pathways to influence public opinion by analysis of the current depiction of FCH technologies in broadcasts, newspapers, and social media, and from this developing a public information strategy**

**OBJ4**

HYPOP assesses prominent socio-economic and environmental factors that impact public acceptance of FCH technologies. HYPOP uses Social and Environmental Life Cycle Assessments to engage general public audiences, policy-makers and relevant stakeholders.

**Assessment of the specific role of the socio-economic and environmental impacts of FCH technologies in both the public acceptance of FCH technologies and informed decision-making**

**OBJ5**

HYPOP creates a strong involvement among first responders, authorisation and certification bodies in each partner's country. This aims to discuss and understand their requirements, their knowledge and experience with hydrogen technologies, the tools they have available and, ultimately, what will be required for enabling a smooth authorisation process for hydrogen technologies, including the ones currently under development.

**Clear guidance on safety and certification and support to obtain permits and authorisations for installing H2 technologies**

**OBJ6**

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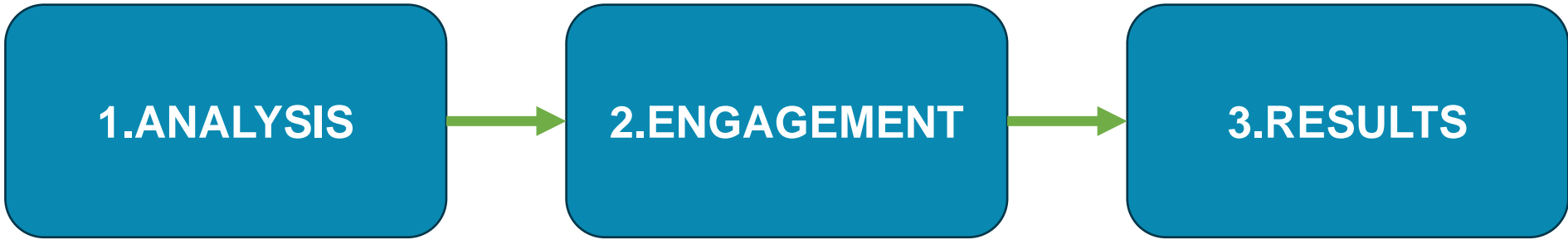
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# HYPOP – HOW & WHAT



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Audience: citizens and public stakeholders



Data from surveys, social & mass media; current local regulations

Workshops  
Social media

- **Guidelines:** how to best involve citizens & public stakeholders & communicate to them
- **Social Life Cycle Assessment indicators**
- **Communication toolkit**
- **Web platform with videos presenting upcoming hydrogen technologies**

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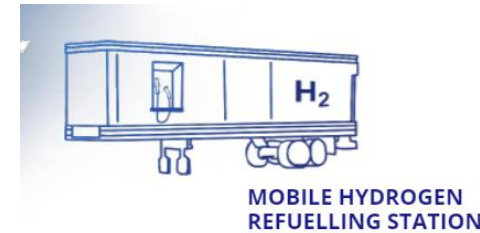


# HYPOP – CALL FOR ACTION



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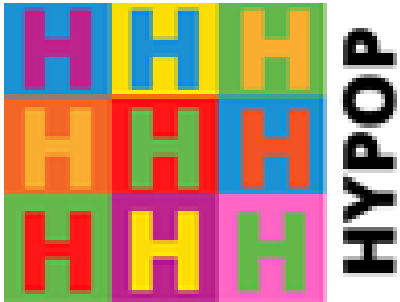
HYPOP will connect with some ongoing/recently finished H2 projects characterized by **demonstration activities in public spaces.**



## Do you have similar projects? Please get in touch!

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## CONTACTS:

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