

H2Poland 2025

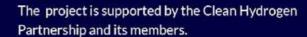
Hydrogen Perception,
Insights, and Communication:
Results from HYPOP
implementation

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Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Clean Hydrogen Partnership. Neither the European Union nor the Clean Hydrogen Partnership can be held responsible for them.







To understand public awareness and perceptions around hydrogen technologies in the EU, we:

- Conducted a state-of-the-art literature review of public awareness and perceptions of H2 in Europe
- Conducted a secondary analysis of a previously conducted public opinion survey
- Conducted a social media analysis of public engagement with hydrogen technologies across the EU27









C Literature review

Main findings

- Regional specifics and overarching cultural predispositions are important
- Support for hydrogen, but a lack of detailed understanding and public awareness
- Local infrastructure projects face challenges due to the "Not In My Back Yard" attitude
- Increase in European enthusiasm, but concerns about costs and infrastructure persist

Universal call for strategic educational campaigns and clear communication on hydrogen's benefits and safety











Main findings

- There is broad awareness but limited in-depth understanding
- Most respondents viewed hydrogen as a good solution for reducing energy dependence
- Hydrogen is widely perceived as a sustainable energy source
- Western European countries showed higher agreement levels with hydrogen safety than Eastern Europe
- Near consensus that hydrogen can be a cleaner alternative to fossil fuels







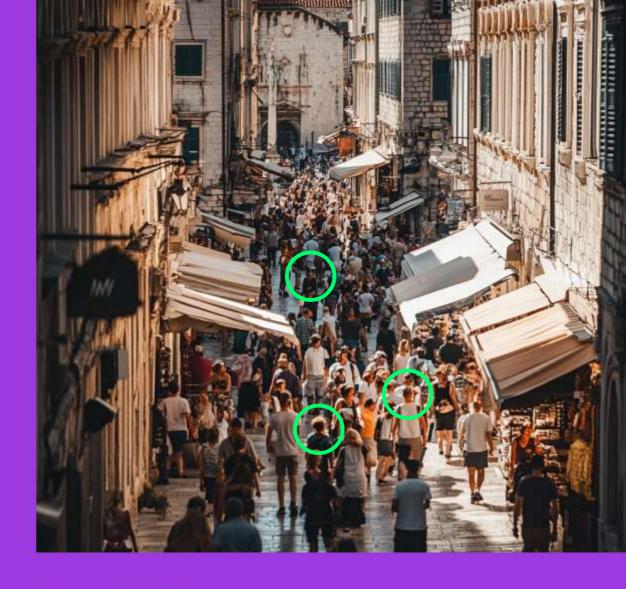




Main findings

- Education significantly enhances support for hydrogen
- People concerned about the environment often have limited awareness of how hydrogen is used in transport, heating, and industry
- Those same individuals generally view hydrogen positively for reducing energy dependence and environmental harm

An improved understanding of hydrogen's environmental benefits could boost public acceptance





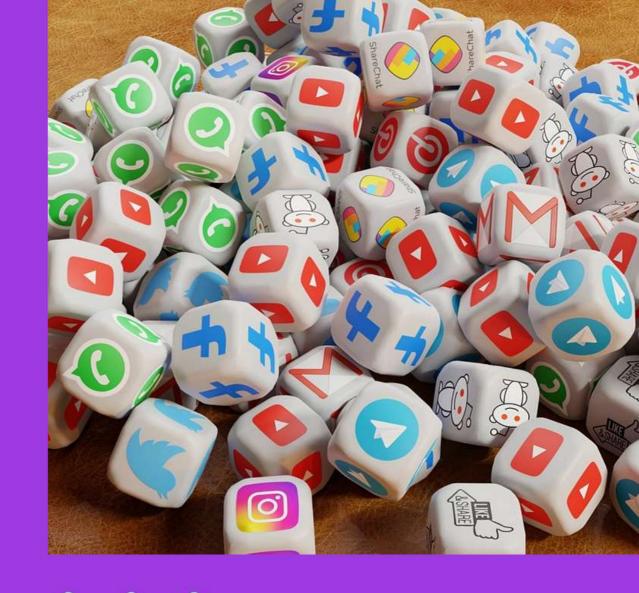




Social media analysis

Main findings

- Public interest in hydrogen varied across the EU27
- Engagement is driven by national policies, local events, and government announcements
- Socio-political factors shape perceptions of hydrogen technology
- Public interest varies by hydrogen topic
- Higher interest in technological aspects (fuel cells, vehicles)
- Lower engagement with infrastructure and policy issues









Public engagement strategy

Practical public engagement strategies should:

- Clarify hydrogen technology (fuel cells, vehicles, production processes) using simple language
- Directly address and clarify public safety concerns (explosiveness, residential infrastructure)
- Customise engagement initiatives for specific demographic and regional contexts
- Actively involve women to close gender gaps in hydrogen awareness











Practical public engagement strategies should:

- Use **real-world examples** to demonstrate hydrogen's practicality and benefits
- Emphasise environmental advantages and safety features of hydrogen as a sustainable solution
- Engage diverse stakeholders (industry experts, academics, NGOs, communities, policymakers) to ensure transparency and credibility











Co-creation workshops

Purpose: Improve public understanding and trust in hydrogen technologies

Six online, co-creation workshops on "Hydrogen technologies: Exploring facts, myths and future perspectives", hosted* in partner countries:

- Ireland
- Belgium
- Spain
- Italy
- Poland
- Bulgaria







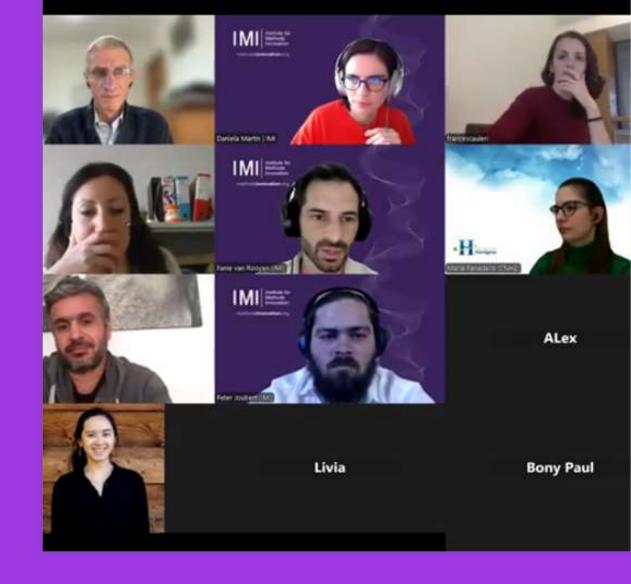


^{*}November 2024 - March 2025



Structure:

- Provide a basic technical understanding of hydrogen energy technologies
- Objective evaluation of critical issues and doubts over cost, safety, environmental concerns etc.
- Highlight national strategies and H2 projects (fact sheet)
- Co-creation activities (brainstorming "hopes & concerns" + "future of hydrogen" newspaper article)













Main takeaways

- Do adequate research to answer basic technical questions
- Involve local experts (particularly around planned energy infrastructure)
- Anticipate difficult, but predictable questions, i.e. "hydrogen vs. electric batteries", armed with facts
- Be honest, clear and transparent (e.g. hydrogen as 'champagne' analogy)
- Encourage participant engagement (introductions are important)











HYPOP Communication and Dissemination activities focuses on 4 pillars:

- 1) Support the project's engagement activities by reaching out to target groups to promote activities;
- 2) Ensure that the project's outputs are disseminated among the identified audience and users;
- 3) Establish links and synergies with running projects and international initiatives;
- 4) Set up the exploitation of project results beyond the end of the project.











1- Support the project's engagement activities by reaching out to target groups to promote activities

To carry out this task, we:

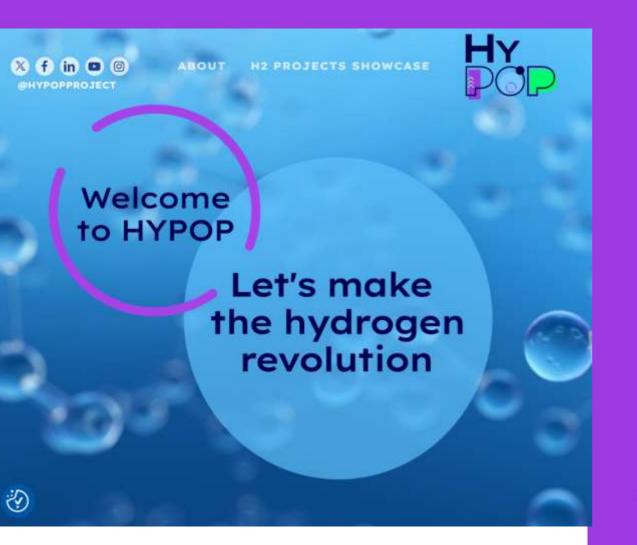
- Identified the relevant target audiences to engage to not only maximise knowledge about hydrogen use and its role in decarbonization but also to raise interest in HYPOP as a project.
 - Different audiences= different communication messages tailored to their needs!
- Engagement of target groups was carried out through different tools and instruments:
 - HYPOP Social Media Channels
 - HYPOP Website
 - Participation to events and conferences
 - Physical and digital communication materials







HYPOP Communication Channels



¿Te apuntaras al Congreso Nacional de Hidrogeno Verde?

CNH2 - Centro Nacional del Hidrógeno will wait for you at the Congreso Nacional Hidrógeno Verde with a workshop on hydrogen technologies and their regulatory framework.

P Do not miss out on the opportunity to learn more about HYPOPproject findings and share your expertise!

- m 6th of February 2025
- 9.00-9.45 CET
- Casa Colón, Huelva (in person only)
- More information and registration here: https://lnkd.in/dZN4gvwd

Mostra traduzione

YOU'RE INVITED TO HYPOP'S WORKSHOP

"Workshop on Safety Certification and Permitting for Hydrogen Infrastructure"

WHEN?

February 6th, 2025 from 9.00 to 9.45 CET

WHERE?





Project HYPOP - GA nr. 101111933







1- Support the project's engagement activities by reaching out to target groups to promote activities

Spotlight: visual aids!

To better reach target groups that are not familiar with sectoral and technical language, our Consortium cooperated in developing videos and infographics aimed at spreading tailored messages.

Through these visual aids, it is possible to simplify and support the delivery of complicated concepts, helping the general public understand the basics of hydrogen use and its applications.

All the materials developed will be available on HYPOP's channels for further use!







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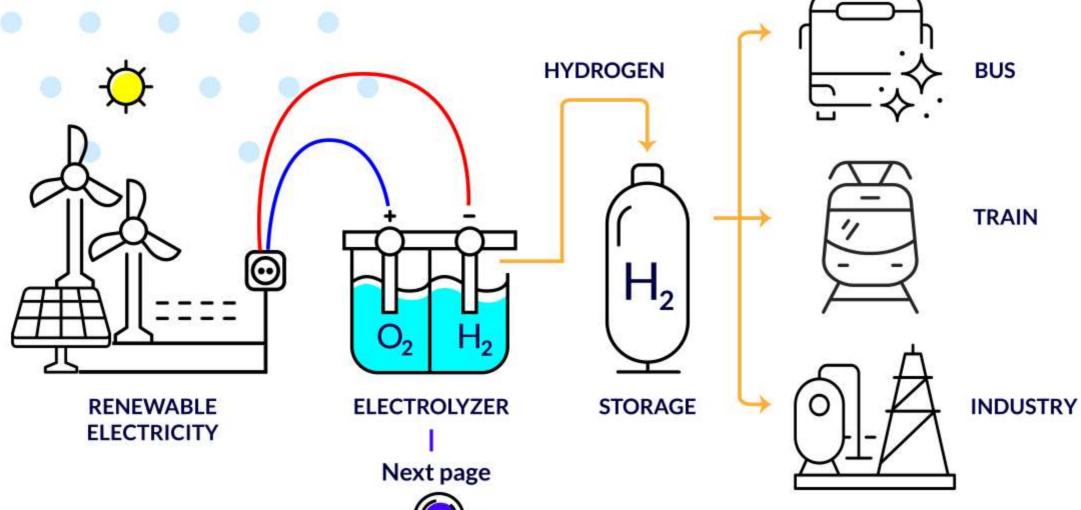
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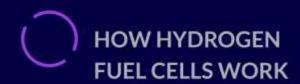


THE ROLE OF HYDROGEN IN THE RENEWABLE ENERGY FRAMEWORK





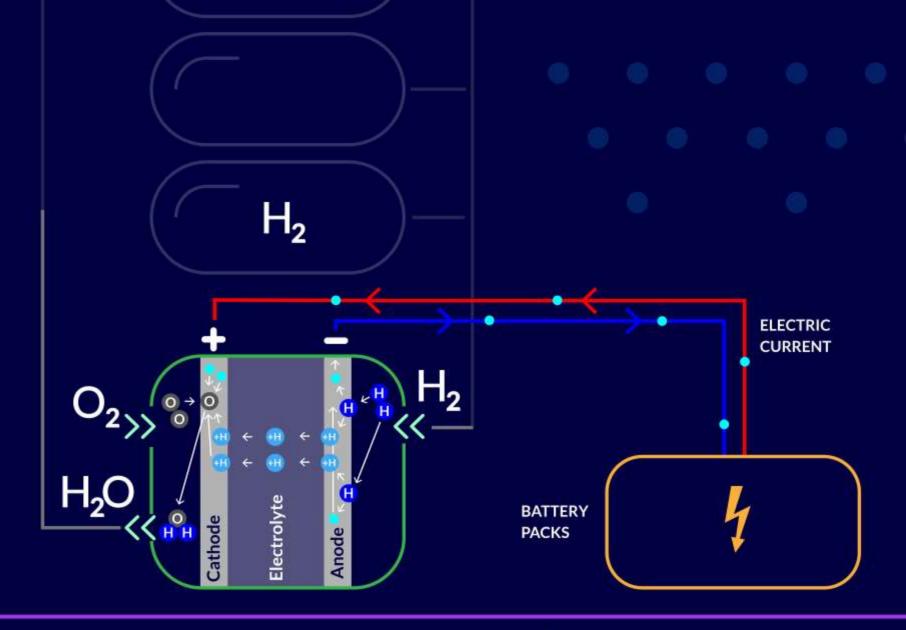




PEM Fuel Cell

(Proton-exchange membrane fuel cell)

Fuel cells are devices that directly convert the chemical energy of a fuel (hydrogen) into electrical energy without passing through combustion in a clean way, since there are no emissions of contaminants (only water!), and efficient.









2) Ensure that the project's outputs are disseminated among the identified audience and users

Dissemination: strengthen HYPOP's impact!

Dissemination is based on the idea of **sharing results of research and** of project **activities** to reach potential users who could benefit from them.

HYPOP's Dissemination has been built upon the results of the other Work Packages, allowing the right activities, Deliverables, and reports to reach the people who are able to further implement them in their research!

To do so, we:

- Created a repository space in HYPOP's website to make all materials accessible;
- Shared materials across C&D channels with a promotional campaign;
- Participated to events and conferences to promote all results.







Dissemination at the Hydrogen Week 2025!







Project HYPOP - GA nr. 101111933





3) Establish links and synergies with running projects and international initiatives

HYPOP has been committed to creating a **network of hydrogen projects** and has implemented this goal by developing a social media campaign, highlighting their goals and objectives.

Moreover, we have established a fruitful coopertion with the Clean Hydrogen Partnership. This important European initiative has allowed HYPOP's results and events to be disseminated to relevant stakeholders!











3) Establish links and synergies with running projects and international initiatives

Spotlight: H2 Projects Showcase!

The HYPOP Consortium has implemented a collection of H2 Projects- from Europe and beyond- and developed a sdedicated section of its website to showcase it!

The H2 Projects Showcase gives an overview of projects implementing hydrogen technologies, to highlight success stories, point out benefits and disseminating their contribution in the decarbonization process!

The main topics are related to hydrogen **mobility**, from refuelling stations to buses, **hydrogen valleys**, and **hydrogen research** on FCH.





H2 Projects Showcase

In this section, HYPOP wants to showcase success stories on hydrogen technologies' implementation by highlighting the ongoing projects, from demonstrative projects to hydrogen valleys around Europe.

Hydrogen projects represent the opportunity to show **concrete hydrogen application** and **potential benefits**, helping understand how it can contribute to the **decarbonization process** and how it will gradually become part of our economy.







4) Set up the exploitation of project results beyond the end of the project

Exploitation: What comes after?

Exploitation is built on the idea of leaving **long-lasting results** that have an impact on future research.

In HYPOP's context, this means the application and implementation of its results, particularly for:

- Videos and infographics;
- H2 Project Showcase;
- Guidelines and Best Practices (WP3+WP4);
- Reports on safety and permitting (WP2).



