

HYACINTH: HYdrogen ACceptance IN the Transition pHase Public and stakeholder acceptance of Fuel Cell Electric Vehicle (FCEV) in Europe.

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Keywords: hydrogen, FCEV, acceptance, attitude, general public, stakeholders, toolbox.

The overall purpose of HYACINTH is to gain deeper understanding of social acceptance of H₂ technologies across Europe and to develop a communication / management toolbox for ongoing or future activities introducing H₂ into mobility, stationary and power supply systems.

The central methodologies used in HYACINTH to collect the necessary information to understand the acceptance process and develop the management toolbox have been: 1. Analysis of the visibility of hydrogen energy and FCH technologies in society (desktop research and expert interviews). 2. Interviews on awareness of FCH technologies in the general public (qualitative interviews). 3. Interviews on acceptance of hydrogen energy in the general public (qualitative and quantitative interviews). 4. Interviews on hydrogen energy and FCH technology acceptance at selected stakeholders.

The social research on awareness and acceptance of hydrogen energy and FCH technologies have been based upon interviews with up to 7,000 European citizens and up to 455 selected stakeholders. The evaluation of the interviews generates the knowledge on the state of awareness and acceptance as well as on the influencing factors to the acceptance process that are transferred to the applied knowledge of the management toolbox to be developed in HYACINTH. The toolbox can support future projects (stakeholders, regions and organizations) in setting up their projects under consideration of the acceptance processes influenced by their activities. The project started in September 2014 and is expected to finish around mid-2017.

The results of the surveys and interviews will enable the hydrogen community to set up communication measure that supports the acceptance process of FCEV and its deployment. The first results obtained shown that around 45% of respondents have heard a little bit about FCEV and even a 15% reports knowing a few things about fuel cell cars. Once the participants were informed on FCEV (benefits and features), in all the countries surveyed we find that the majority of the population rates the technology as a good option (percentages vary between 44% and 56%), followed by those who rate it as acceptable (between 23% and 37%). The majority of participants in the seven studied populations would be happy to have a hydrogen fuel cell car in the future. More than 60% in the full sample would like to buy a FCEV in the future. Besides, stakeholders' recommendations have been collected during the interviews that would be used for the development of the HYACINTH management toolbox.

Acknowledgements

This project has received funding from the Fuel Cells and Hydrogen Joint Undertaking (FCH-JU) under grant agreement N° 621228.