

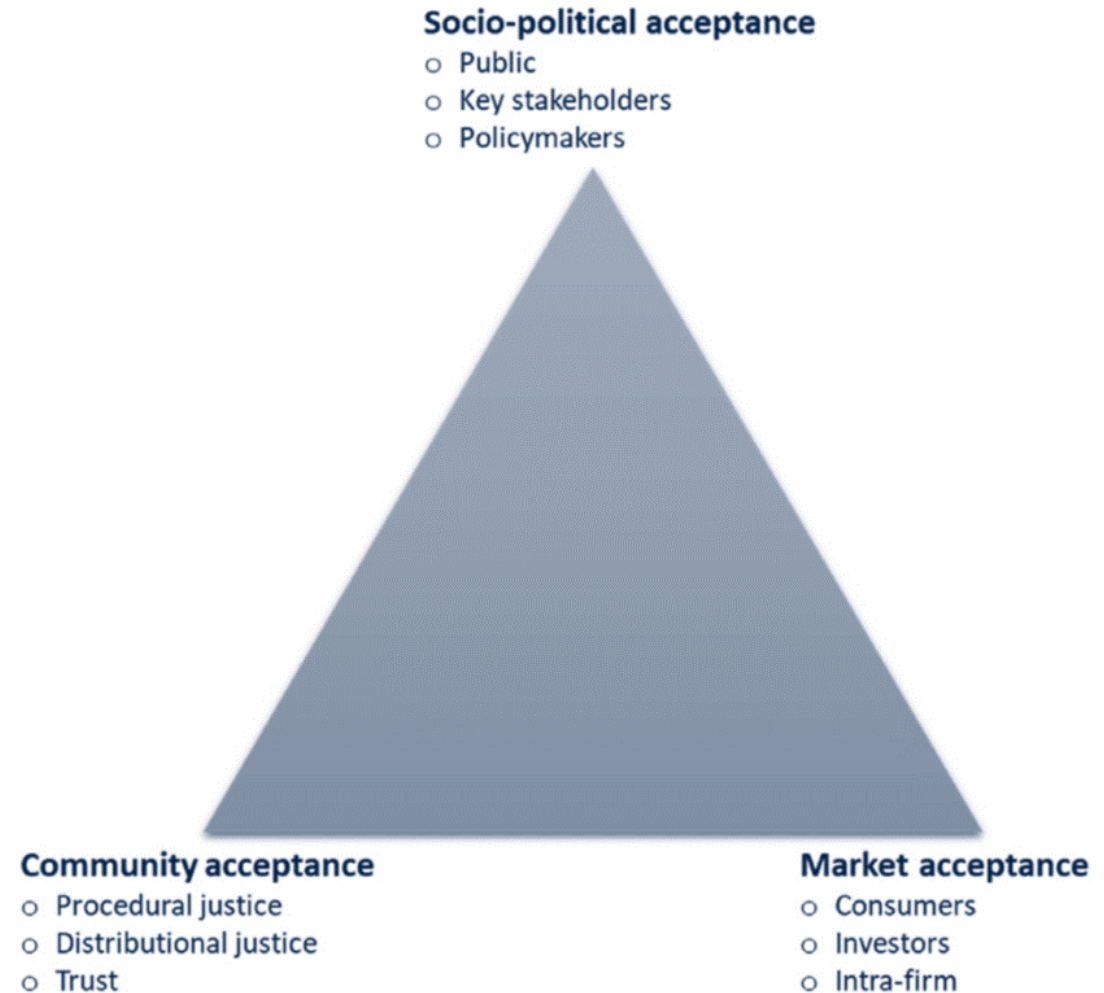
# Community Acceptance of the Introduction of Hydrogen

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# Approach

- A summary of the findings from 20 different studies across several countries (including the UK) published in academic journals between 2008 and 2022.
- We are interested in public opinion and the drivers of community acceptance.
- **Community Acceptance** focusses upon acceptance by local communities and local authorities – different from **Market Acceptance** and **Socio-Political Acceptance**.
- Two themes:
  - *What are the key factors relating to knowledge of hydrogen?*
  - *What are the key drivers of community acceptance of hydrogen?*



**Source:** Emodi, N., Lovell, H., Levitt, C., Franklin, E. (2021) 'A systematic literature review of societal acceptance and stakeholders' perception of hydrogen technologies', *International Journal of Hydrogen Energy*, Vol. 46, No. 60, pp. 30669-30697

# Public Awareness of Hydrogen

- Low public awareness of hydrogen technology in general, although this has increased over the past decade, and varies across technology applications.
- Greater knowledge of hydrogen technology is associated with greater support for its use.
- But, low awareness need not be barrier to acceptance.

# Key Drivers of Social Acceptance of Hydrogen

- **Demographics** – men; higher socio-economic status; higher levels of education; younger people.
- **Local Level Benefits** - communities are more likely to accept hydrogen if the distributive benefits are clear (jobs, increased business).
- **Environmental Attitudes** – support for hydrogen if seen as being green.
- **Infrastructure** – technology must be available and convenient to use; visible security.
- **Visible Existing Use** – buses and fleet vehicles.
- **Trust** – essential in Local Authorities, Industry, and Science & Technology.
- **Credible knowledge brokers** and endorsements can help generate community trust.