

# Social acceptance of hydrogen mobility in Germany

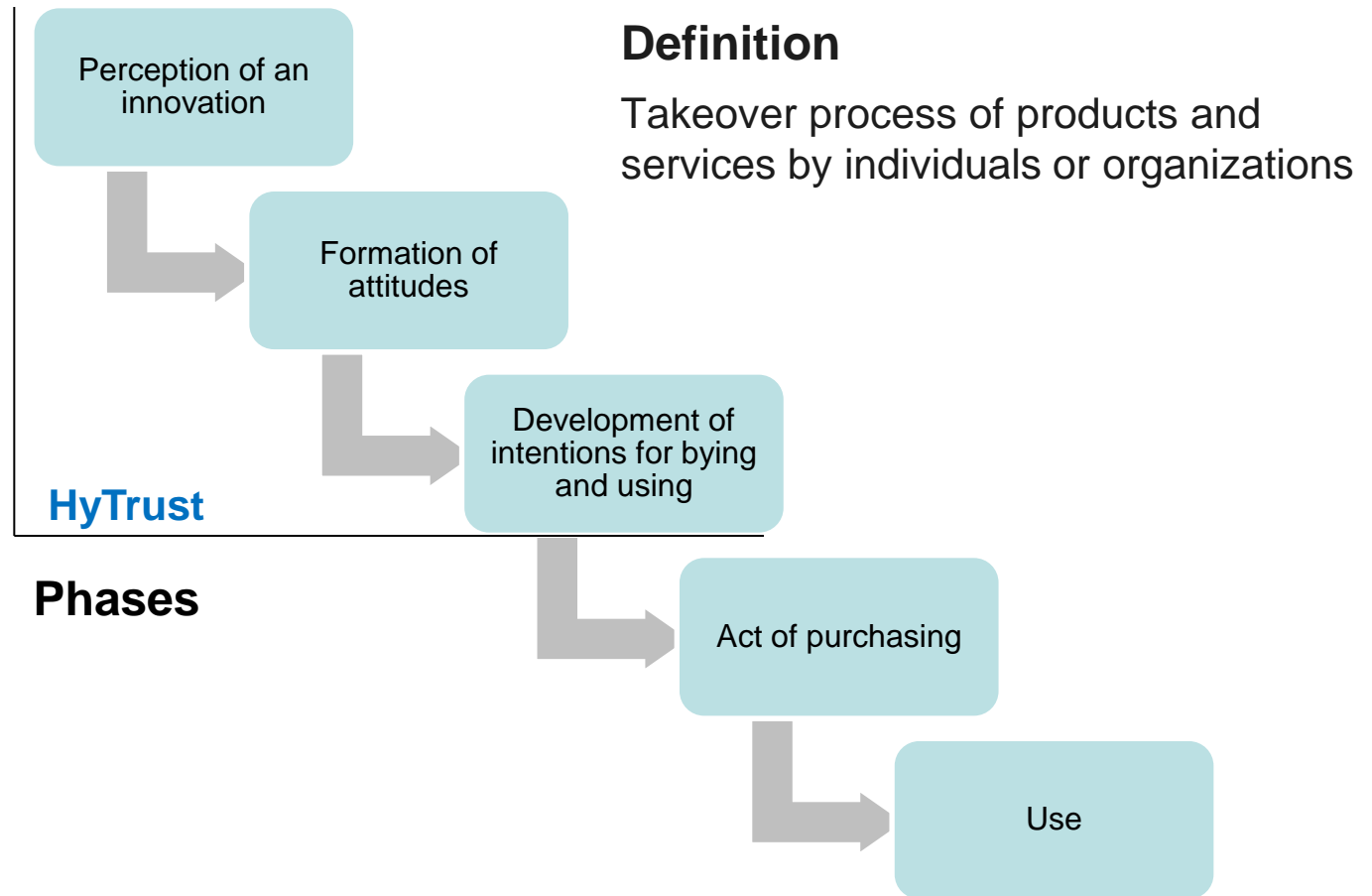
Wasserstoff als Energieträger, ein Industriemodell für die  
Energiewende in Frankreich und Deutschland

24.06.2014, Berlin

**Dr. René Zimmer**

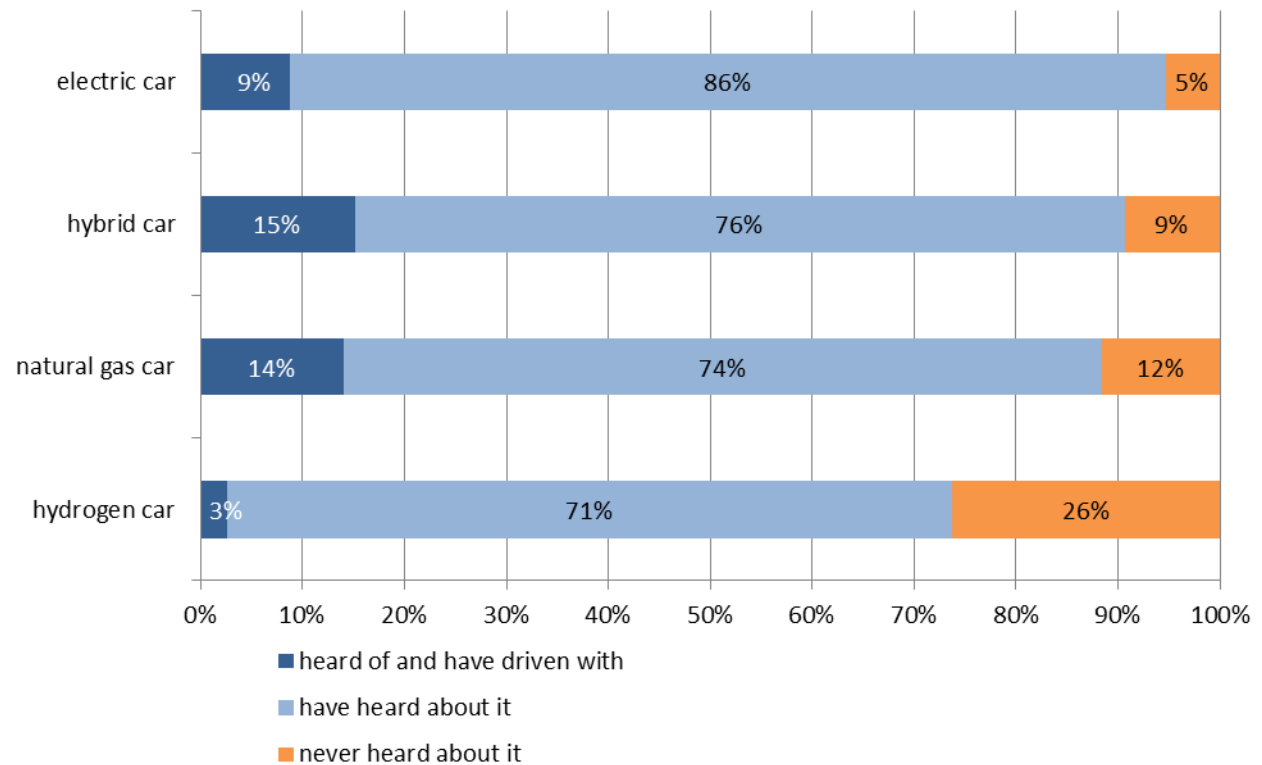
re:member – Wandel mitgestalten

# Social acceptance



# Awareness of FCEV in the public

There are cars with different alternative drive systems. Have you heard of these drive systems before?

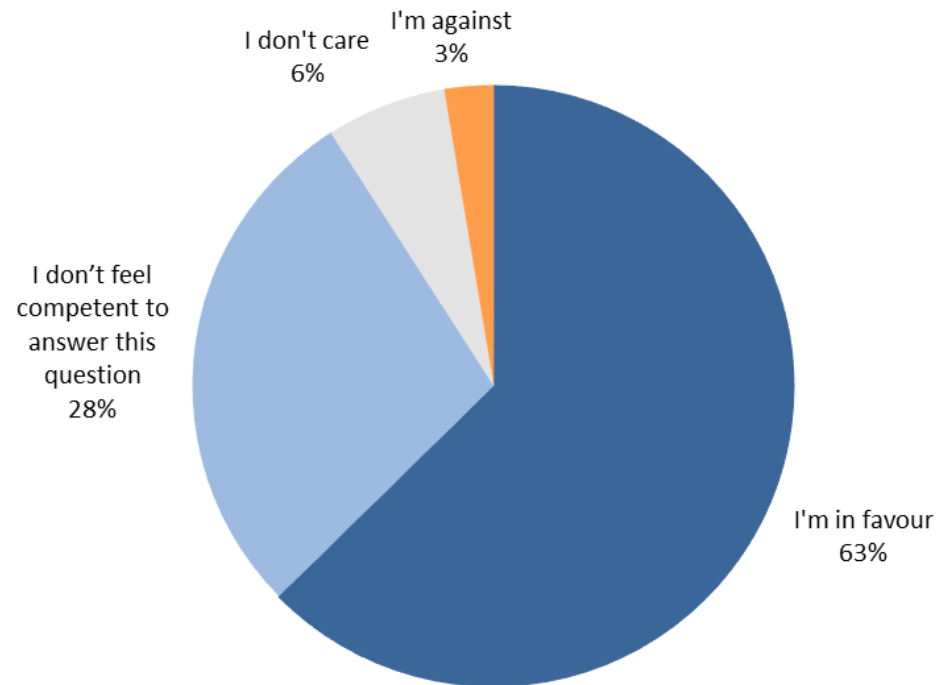


(Survey 01/2013, n=1012)



# Acceptance of FCEV in the public

After all, what do you know about hydrogen cars or have just heard: Are you in favour or against the introduction of hydrogen cars?



(Survey 01/2013, n=1012)



# Metaphors with positive connotations

**„Silver Clean-Cut with Mercedes-Star“**

(Auto-Bild 28.8.2009)

**Hydrogen - The Fuel of the 21st Century**

(taz 6.9.2000)

**Mobility of the Future**

(Die Zeit 24.9.2009)

**Ecologic Transportation Revolution**

(FAZ 16.9.2007)

**Technological Time of Change in Transportation**

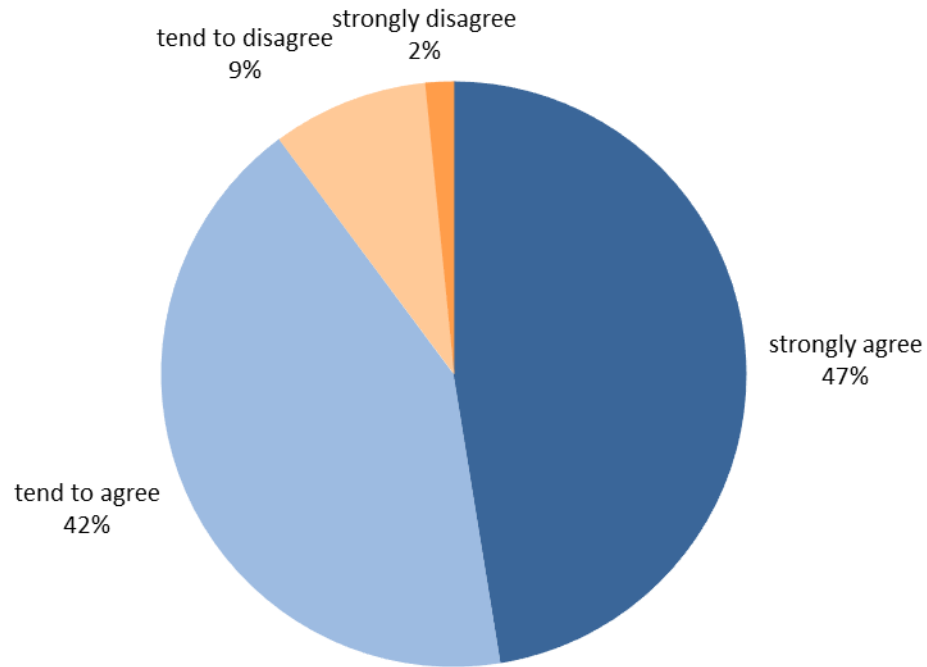
(Berliner Zeitung 13.8.2009)



In the societal discussion, hydrogen mobility stands for 'innovation' and 'eco-friendliness'.

# Confidence in the safety of FCEV

If hydrogen cars are sold officially, I assume that they are safe.



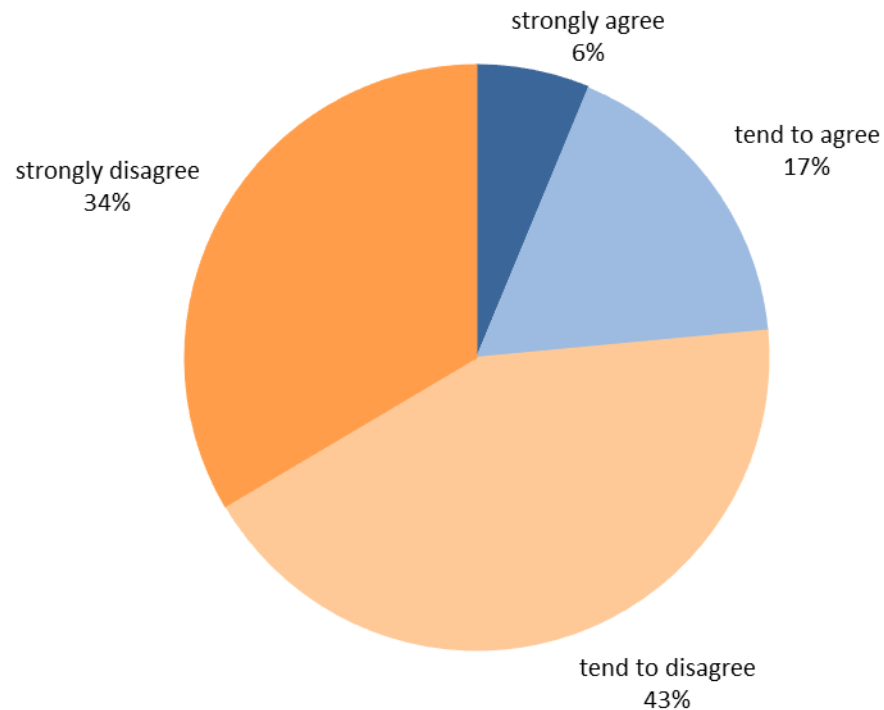
Gefördert durch:



(Survey 01/2013, n=1012)

# Risk perception hydrogen refueling station

**I would be more afraid to live next to a hydrogen refueling station than next to a conventional gas station.**

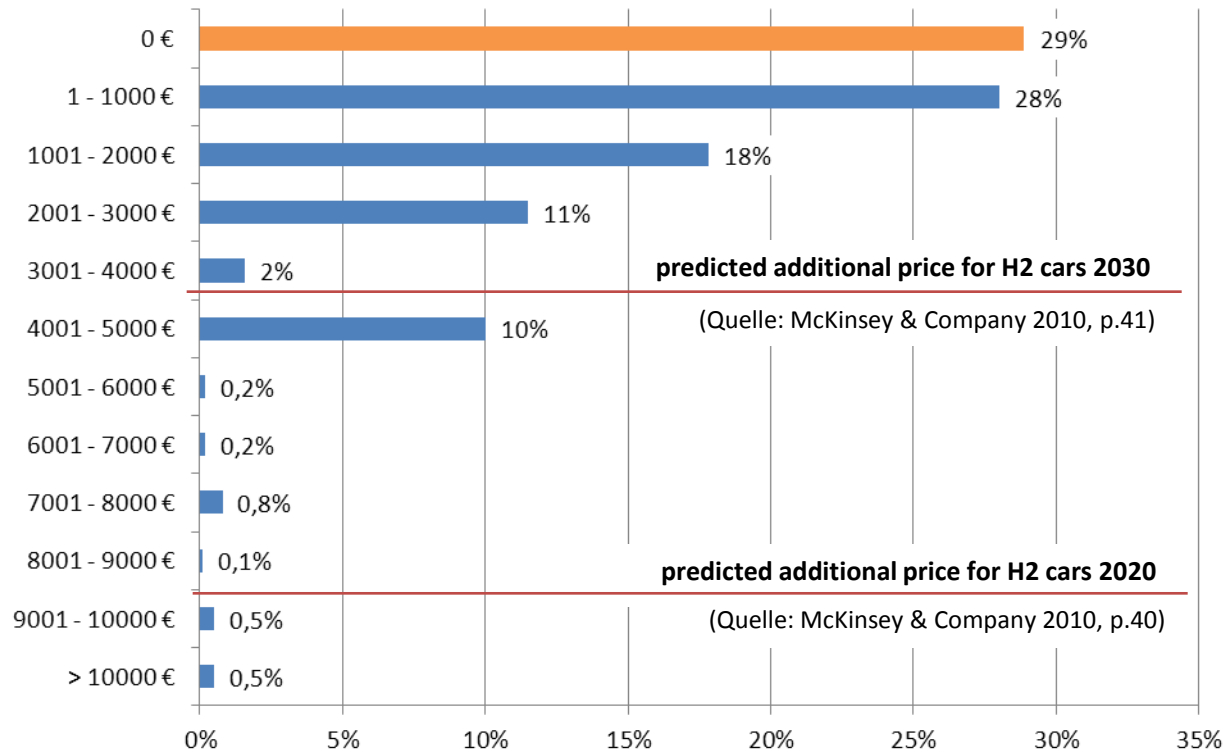


(Survey 01/2013, n=1012)



# Stumbling block 1: Willingness to pay more is too low

How much more would you be willing to pay for such a vehicle than for a new car with a conventional drive?



Gefördert durch:



(Survey 01/2013, n=1012)



Stumbling block 2:

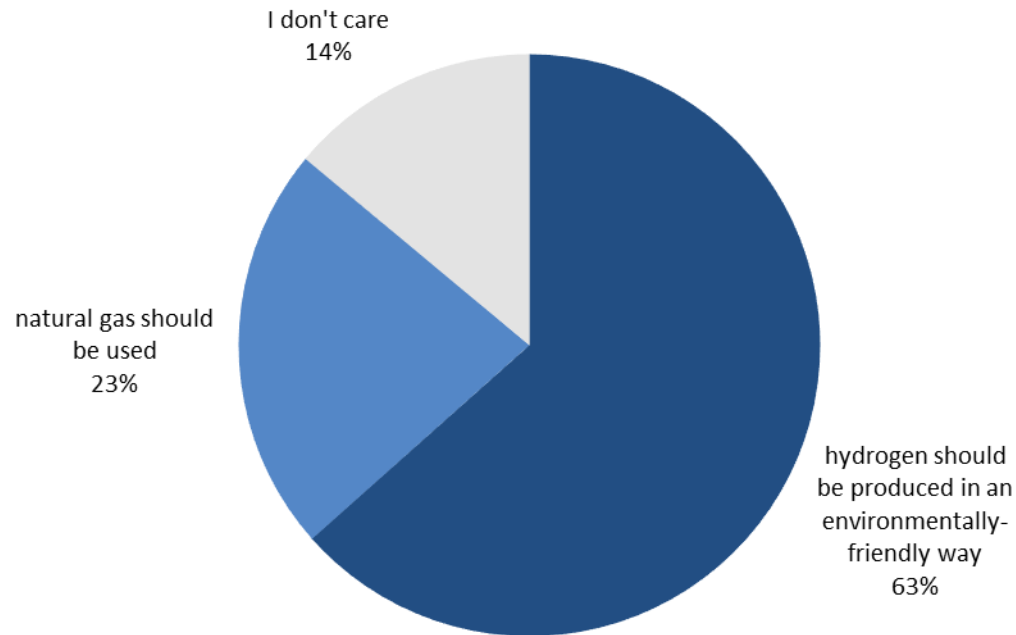
# Critics raised by environmental organizations



Environmental and consumer organizations are concerned that with hydrogen cars the chance for comprehensive change in mobility will be jeopardized and renewable energies are being wasted.

## Stumbling block 3: Hydrogen has to be green !

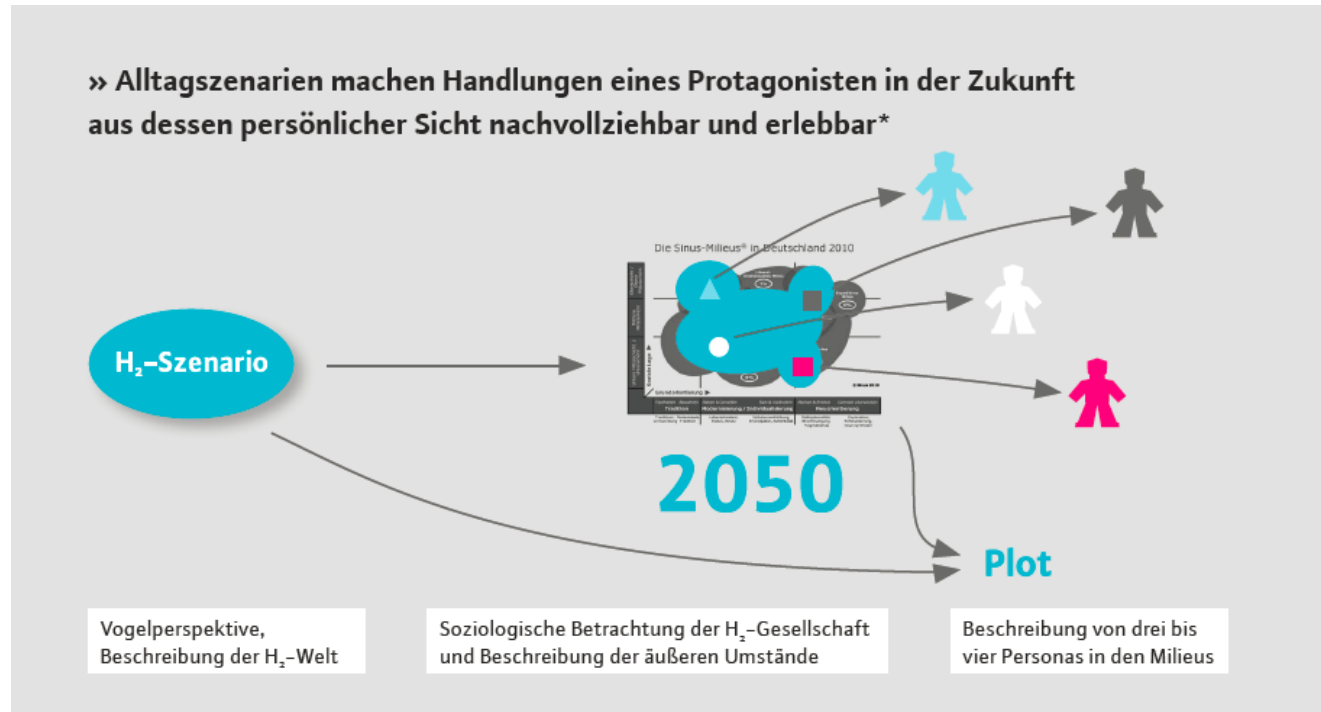
Do you think that natural gas as an interim solution should be used for hydrogen production or should the hydrogen be produced in an environmentally friendly way and offered more expensively?



(Survey 01/2013, n=1012)



# Stumbling block 4: Changing communication



Communication has to make references to the everyday life of the future users. Technology should become imaginable and experienced.



# Society project: hydrogen economy

To make hydrogen mobility to a project that is supported by society, activities are needed at different levels

## Involve

Develop financial and social investment models

## Experience

Create opportunities to experience and use hydrogen mobility

## Inform

Create forums to educate and raise awareness

Society project:  
hydrogen  
economy



More on HyTrust see  
under [www.hytrust.de](http://www.hytrust.de)



Dr. René Zimmer  
Moderation : Analyse : Coaching

re:member – Wandel mitgestalten  
Schloßstraße 13, 14467 Potsdam

0162 208 47 54  
[rene.zimmer@remember-wandel.de](mailto:rene.zimmer@remember-wandel.de)  
[www.remember-wandel.de](http://www.remember-wandel.de)

