

IX.5 H2 and You: A Public Education Initiative

Patrick Serfass

Hydrogen Education Foundation
1211 Connecticut Avenue NW, Suite 600
Washington, D.C. 20036
Phone: (202) 223-5547; Fax: (202) 223-5537
E-mail: serfass@hydrogenassociation.org

DOE Technology Development Manager: Christy Cooper

Phone: (202) 586-1885 Fax: (202) 586-2373
E-mail: Christy.Cooper@ee.doe.gov

Partners:

- Air Liquide, Houston, TX
- American Honda Motor Company, Torrance, CA
- Ballard Power Systems, Vancouver, BC
- BMW of North America, Inc., Montvale, NJ
- Daimler, Sacramento, CA
- General Motors, Detroit, MI
- Linde Group, Murray Hill, NJ
- Shell Hydrogen, Houston, TX
- South Carolina Hydrogen and Fuel Cell Alliance, Columbia, SC
- Toyota Motor Sales, Torrance, CA
- University of South Carolina, Columbia, SC

Project Start Date: September 1, 2007
Project End Date: August 31, 2008

Objectives

- Increase awareness and understanding of hydrogen and hydrogen-fueled technologies among the general public.
- Educate leading hydrogen influencers to validate hydrogen's impact and potential.
- Establish hydrogen as an essential part of the long-term energy mix.
- Capitalize on related initiatives and resources from program steering committee partners.

Technical Barriers

This project addresses the following technical barriers from the Education section of the Hydrogen, Fuel Cells and Infrastructure Technologies Program Multi-Year Research, Development and Demonstration Plan:

- (A) Lack of Readily Available, Objective, and Technically Accurate Information
- (B) Mixed Messages

- (C) Disconnect Between Hydrogen Information and Dissemination Networks
- (E) Regional Differences
- (F) Difficulty of Measuring Success

Contribution to Achievement of DOE Education Milestones

This project will contribute to achievement of the following DOE milestones from the Education section of the Hydrogen, Fuel Cells and Infrastructure Technologies Program Multi-Year Research, Development and Demonstration Plan:

- **Milestone 13:** Develop materials for community seminars. (4Q, 2008)
- **Milestone 14:** Hold community seminars to introduce local residents to hydrogen. (4Q, 2008 through 4Q, 2012)
- **Milestone 17:** Hold "Hydrogen 101" seminars. (4Q, 2008 through 4Q, 2012)

Accomplishments

The following segments of this project were completed as of April 18, 2008:

- Built the project foundation:
 - Project structure established with steering committee partners
 - Media and blogger relations materials developed
 - Eminent database populated (Zocalonet)
- Soft-launched the H2 and You program:
 - H2 and You messaging delivered to key media, bloggers and eminent
 - Web site introduction
- Formal launch at the National Hydrogen Association (NHA) Conference, March 2008:
 - Media opportunities with major national outlets
 - Blogger relations drive more positive tone of conversations
 - Industry eminent invited to and informed of conference
- Sustain - continued execution of program activities:
 - Stage is set for continued visibility for H2 and You



Introduction

H2 and You is a project of the Hydrogen Education Foundation, a 501(c)3 organization, dedicated to increasing understanding about hydrogen. It has been designed to take the complexity, confusion and intimidating science out of hydrogen. H2 and You is making it easy to understand what hydrogen is, how it applies to people's daily lives, and how it fits into the alternative energy picture.

Approach

To reach the most people possible, a strategic, targeted approach has been developed. Outreach materials have been developed to be understood by the general public but distributed through three main channels:

- Key media
- A network of about 250 industry eminents including a variety of leaders across different industries
- Online engagement/Web 2.0

Results

The H2 and You program has achieved the following results as of April 18, 2008 except where noted.

Media Relations

- H2 and You introduced to 1,500 media contacts
- 22 case studies compiled
- 17 media interviews conducted (Figure 1)
- 20.2 million media impressions including pre-conference media tour
- \$3 cost per thousand (CPM, \$60k/impressions x 1,000)
- Tone of hydrogen stories is improving (Figure 2)

Industry Eminents

- Quarterly communications pushed to all 253 eminents across categories:
 - H2 and You overview and introduction
 - Invitations to NHA Conference to engage with industry
- Daily tracking and engagement of eminents through online portal:
 - Interactions with appropriate eminents based on news and other commentary

- Rapid responses in blogosphere to augment support or correct inaccuracies or misperceptions
- Portal access available to steering committee

Online Engagement

- 2,000 blogs and forums tracked
- Tone of hydrogen stories is improving (Figure 2)
- 73 individual blog responses
- 25 top blogs engaged on regular basis
- 60-70% increase in online conversations about hydrogen since program started (Figure 3)

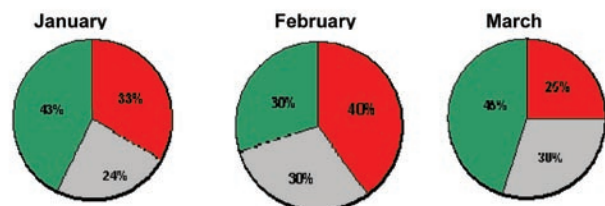
Some media interviews conducted so far:

- Associated Press
- Forbes.com
- BusinessWeek
- The Street.com



FIGURE 1. Some of the Media Interviews Conducted as of April 18, 2008

News Tone



Blog Tone

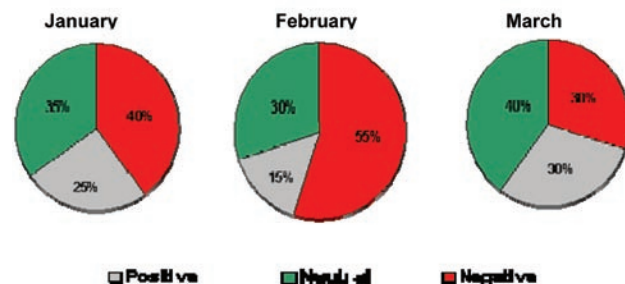


FIGURE 2. The Tone of Conversations about Hydrogen is Improving

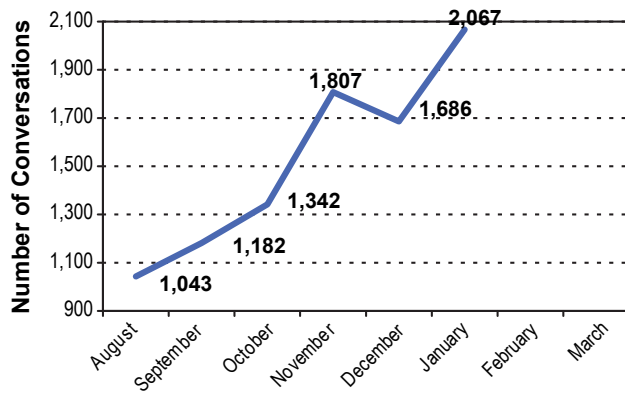


FIGURE 3. Online Conversations about Hydrogen are on the Upswing

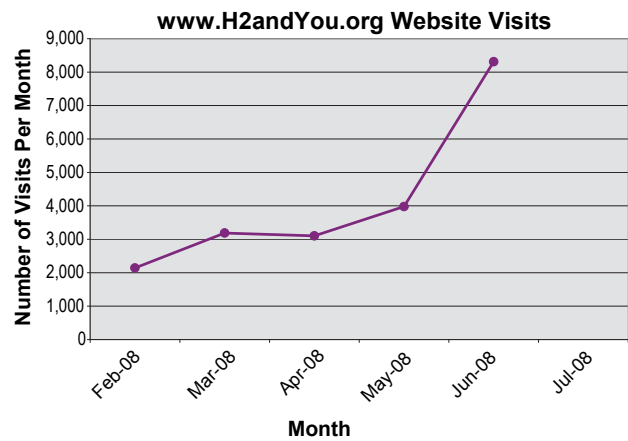


FIGURE 4. Number of Visits to www.H2andYou.org per Month since Launch in February 2008

www.H2andYou.org

- Now 2,000+ visits every week as of June 30, 2008 (Figure 4)
- 150 sites referring visitors
- 5 minutes 11 seconds is an average visit

Conclusions and Future Directions

Summary

- Cost-effective project for educating the public about hydrogen (1 DOE \$ = 7 Project \$)
- The multi-tiered approach across media, blogs and other influencers is having an early impact
- Directly addresses Education Multi-Year Research, Development and Demonstration Plan barriers
- Solid foundation in place and measurable progress is beginning
- Impressive CPM metrics to date (\$3 cpm)
- Clear path spelled out for continuation of work and potential expansion

Future Work

- Deepen and broaden existing educational activities:
 - Showcasing hydrogen-focused developments in national media and most popular energy and environmental blogs
 - Monthly communications to industry eminents
 - Integration, synergies and regular communication with DOE and other organizations on steering committee
- Build a groundswell of consumer support:
 - Continue with existing approach to consumer education
 - Expand focus and implement tactics to support:
 - Consumer advocacy
 - Viral marketing
 - DOE remains a resource for information and assistance