

## IX.2 Raising H2 and Fuel Cell Awareness in Ohio

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Project Start Date: March 2009  
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### Fiscal Year (FY) 2012 Objectives

- Increase understanding of hydrogen and fuel cell technologies among state and local governments by 10% compared to 2004 baseline.
- Increase knowledge of hydrogen and fuel cell technologies among key target populations (state and local governments) by 20 percent compared to 2004 baseline.

### Technical Barriers

This project addresses the following technical barriers from the Education section of the Fuel Cell Technologies Program Multiyear Research Development and Demonstration Plan:

- (A) Lack of Readily Available, Objective and Technical Accurate Information
- (B) Mixed Messages
- (C) Disconnect Between Hydrogen Information and Dissemination Networks
- (D) Lack of Educated Trainers and Training Opportunities
- (E) Regional Differences
- (F) Difficulty of Measuring Success

### Contribution to Achievement of DOE Education Milestones

This project will contribute to the following DOE Milestones from the Education section of the Fuel Cell Technologies Program Multiyear Research Development and Demonstration Plan.

- Milestone 11: Develop set of introductory materials suitable for a non-technical audience (3Q, 2009)
- Milestone 13: Develop material for community seminars (ongoing)
- Milestone 16: Develop database of state activities (ongoing)
- Milestone 17: Hold "Hydrogen 101" seminars (3Q, 2009 through 3Q, 2012)

### FY 2012 Accomplishments

- August 12, 2011 – Lorain County Community College, Elyria, OH - 20 people
- September 14 – 15, 2011 - NorTech B2B Conference, Cleveland, OH - 70 people
- September 19, 2011 - Global Business Forward, Gahanna, OH - 30 people
- September 22, 2011- Community Leaders Forum, Dayton, OH - 60 people
- October 3, 2011 - Manufacturing Educational Council, Akron, OH - 25 people
- November 2, 2011 - Ohio Reception at Fuel Cell Seminar, Orlando, FL - 100 people
- November 15, 2011 - Community Leaders Forum, Athens, OH - 40 people
- May 1, 2012 - Supply Chain Exchange at Ohio Fuel Cell Coalition Symposium, Elyria, OH - 100 people
- May 1-2, 2012 – Ohio Fuel Cell Coalition Symposium, Elyria, OH - 200 people
- June 7, 2012 – TechSolve, Cincinnati, OH – 10 people
- June 12, 2012 – Lima Editorial Board, Lima, OH – 15 people

The Ohio Fuel Cell Coalition was tasked with raising the awareness and understanding of fuel cells and the hydrogen economy to Ohio Community Leaders. In 2011 through 2012 the Ohio Fuel Cell Coalition held 11 community leaders forums. On May 1 and 2 over 200 people gathered at the Lorain County Community College Campus for the 2012 Ohio Fuel Cell Symposium, the theme this year was Fuel Cell Collaborations, Trends & Applications. The Symposium presented by the Coalition began with the first ever Members'

Only Meeting where participants had an opportunity to be engaged in a strategic planning process. This was followed by a Supply Chain Exchange event where eight integrators were matched up with 30 suppliers from throughout the United States. On day 2 of the symposium we had a series of speakers opening with Dr. Roy Church, President, Lorain County Community College followed by Dr. Roger Saillant, Case Western Reserve University. The speakers also included David Mustine, JobsOhio; Ed Cohen, Honda; Morry Markowitz, Fuel Cell Hydrogen Energy Association; Greg Kleen, Department of Energy; and Julie Cairns, CSA Group. This event allowed the Coalition to educate over 200 individuals on fuel cells and the hydrogen economy which certainly exceeded our expectations.



## Approach

The approach we used for all the Community Leaders Forums were presentations by the Ohio Fuel Cell Coalition in conjunction with regional leaders. The presentations were followed by question and answers periods followed up by informal discussions on fuel cells and the hydrogen economy.

## Results

In summary, as you see the Community Leader Forums have been very successful in the last two years with over 1,585 people being drawn to them. As always we followed up the forums with a survey and the survey results were very positive in that the participants had a significant increase in knowledge and awareness of fuel cells and the hydrogen economy.