
U.S. Department of Energy Hydrogen Program

Education

Christy Cooper

**2008 DOE Hydrogen Program
Merit Review and Peer Evaluation Meeting**

June 9, 2008





Goal and Objectives

GOAL: Educate key audiences about hydrogen and fuel cell technologies to facilitate near-term demonstration, commercialization, and long-term market acceptance

- By 2009, increase knowledge of hydrogen and fuel cell technologies among key target populations (compared to a 2004 baseline)
 - Among state and local governments¹ and students (ages 12-17) by 10%
 - Among the public and potential end-users² by 15%
- By 2012, increase knowledge of hydrogen and fuel cell technologies among key target populations (compared to a 2004 baseline)
 - Among state and local governments¹ and students (ages 12-17) by 20%
 - Among the public and potential end-users² by 30%

¹Defined as representatives of state energy offices, departments of transportation, and departments of environmental protection; and mayors and county supervisors of the 12 largest cities and counties in each of the four U.S. census regions

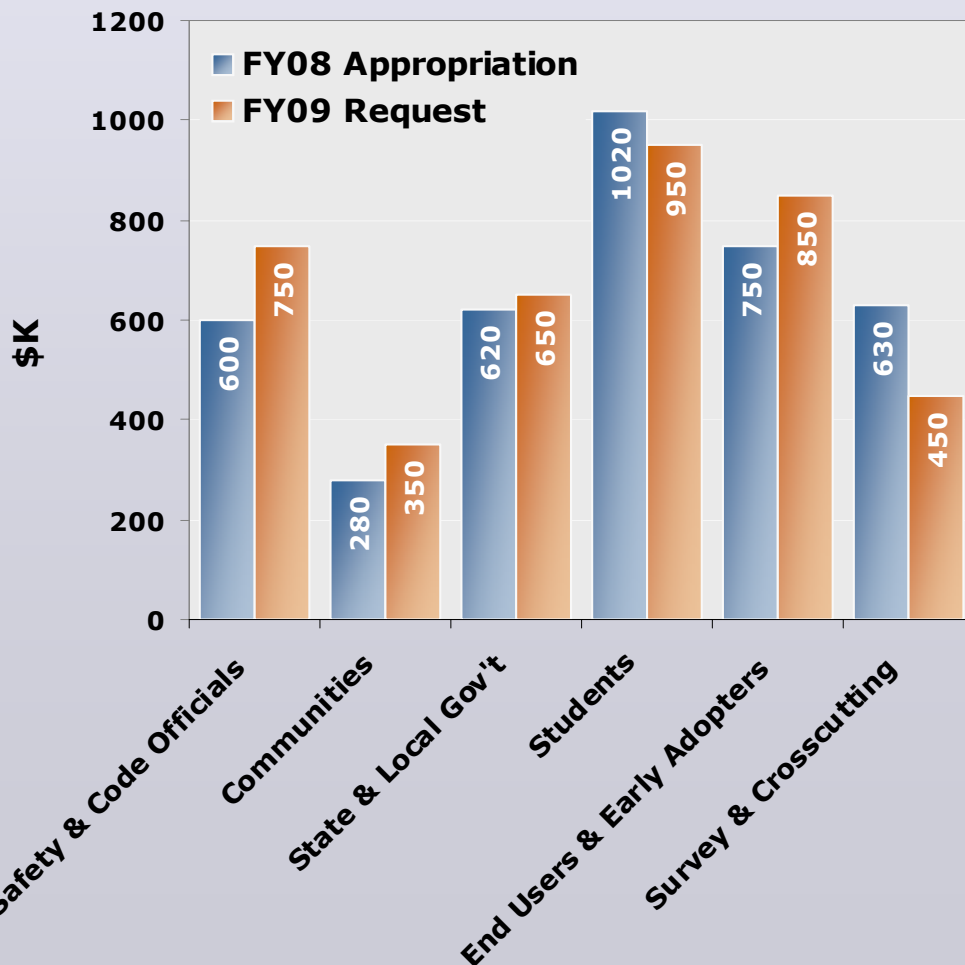
²Representing three categories – transportation, businesses needing uninterrupted power, and large power users



Budget

FY2009 Budget Request = \$4,000K

FY2008 Budget = \$3,900K



FY09 Emphasis

- Conducting outreach to first responders and code officials to facilitate project permitting
- Clearly communicating hydrogen and fuel cells to the public (i.e., de-mystifying and myth-busting)
- Building relationships with states and state/regional hydrogen and fuel cell initiatives
- Supporting hydrogen and fuel cell activities in schools and engaging university students
- Reaching out to potential end users in key early market applications



Challenges

- Resistance to change
 - Low awareness
 - Few examples of real-world use
 - “What’s in it for me?” factor
- Lack of readily-available, objective, technically-accurate and “easily digestible” information
- Mixed messages
- Disconnect between hydrogen/fuel cell information and traditional dissemination networks
- Lack of educated trainers and training opportunities
- Regional differences
- Difficulty measuring success



2008 Progress & Accomplishments

First responders & code officials

- Completed an upgrade of the Introduction to Hydrogen Safety for First Responders – ~6200 users since Jan 07 launch
- Began development of advanced-level first responder course that includes hands-on training prop
- Completed 4 of 5 modules of the Introduction to Hydrogen for Code Officials



Public

- Deployed radio spots and podcasts
- Launched MySpace page – www.myspace.com/h2iq
- Partnered with Orlando Magic
 - Radio spots broadcast during games and coach's radio show
 - Print ad in game day programs





2008 Progress & Accomplishments

Students

- Reached 500 middle school teachers through 12 workshops/conference sessions (2007/2008); 6,000 teachers since 2004
- Completed two-week unit for national field testing in high school chemistry and environmental science classes
- Updated textbook and university programs databases
- Supported student competitions/events

End-users/ early adopters

- New information resources: early market fact sheets
- Outreach at events

State & local government officials

- Continued bimonthly call series, held in-person meeting at NHA Conference

To find DOE hydrogen education materials, resources, and links, go to hydrogen.energy.gov and follow the link to:





Future Plans



- Complete advanced-level first responders course
- Complete Introduction to Hydrogen for Code Officials
- Ramp up the *Increase Your H2IQ* project with radio deployments in 3-4 additional markets
- Complete at least 4 end-user case studies; add new market transformation section of the web site
- Complete data collection for new knowledge and opinion survey (report planned for release in FY2009)
- Ramp up teacher workshops; begin high school materials pilot testing

Launch New Projects

- State & Local Government Outreach • End User Outreach •
 - University Programs •



For More Information

Education Team

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Education Session

Thursday, June 12

8:45 AM – 2:15 PM



Annual Merit Review Education Expo – Salon D

Wednesday, June 11

OPEN 6:30 PM – 9:00 PM

Thursday, June 12

OPEN ALL DAY!

