



H₂ and You

*A Public Education Initiative
by the Hydrogen Education Foundation*

June 12, 2008

*The Hydrogen Education Foundation is the 501(c)3 charitable arm
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Project ID # ED-5



Overview

Timeline:

- Project Start Date:
September 2007
- Project End Date:
August 2008 for Year 1
- Percent Complete:
55-60%

Budget:

- Total Project Funding
 - DOE Share: \$65,000
 - Contractor Share: \$416,000

Barriers:

- Barriers Addressed:
 - Primary
 - Mixed messages
 - Disconnect between hydrogen information and dissemination
 - Difficulty of measuring success
 - Secondary
 - Regional differences
 - Lack of Readily Available, Objective, and Technically Accurate Information



Overview: Partners

Program Steering Committee

- Daimler
- HUG/Nebraska Public Power
- General Motors
- Shell Hydrogen
- Toyota Motor Sales, USA, Inc.
- U.S. Department of Energy
- American Honda Motor
- BMW of North America, Inc.
- Linde Group
- Ballard Power Systems
- South Carolina Hydrogen and Fuel Cell Alliance
- Air Liquide
- University of South Carolina

Allied Organizations

- PublicGen/EarthSync, LLC
- Virginia Clean Cities
- Protium Fuel Cell Partnership
- California Fuel Cell Partnership
- Fuel Cells 2000
- Hydrogen Discoveries
- Clean Air Now
- Cognizant Media Ltd.



Overview

- **Overall Goal: Increase understanding about hydrogen and hydrogen-fueled technologies**
- A public information program that is designed to:
 - Take the complexity, confusion and intimidating science out of hydrogen
 - Make it easy to understand what hydrogen is, how it applies to people's daily lives, and how it fits into the alternative energy picture
- Tactics being implemented concurrently
 - National and regional media relations
 - Online engagement (blogs and forums)
 - Industry Eminent communications and engagement
- Program guided and shaped by Steering Committee of private and public sector organizations
 - Reaches key audiences consistent with DOE MYPP



Program 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





Negative messaging by passionate, organized and vocal detractors needs to be offset.....

...If we don't tell the real story about hydrogen story, no one else is going to do it for us....





Strategic Approach

- Reframe hydrogen debate from “if” to “when”
- Make it easy to understand, articulate and share the advantages of hydrogen
- Communicate around **“issues platforms”** and showcase hydrogen progress
 - Environment & Climate
 - Alternative Energy
 - National Security
 - Economic Growth





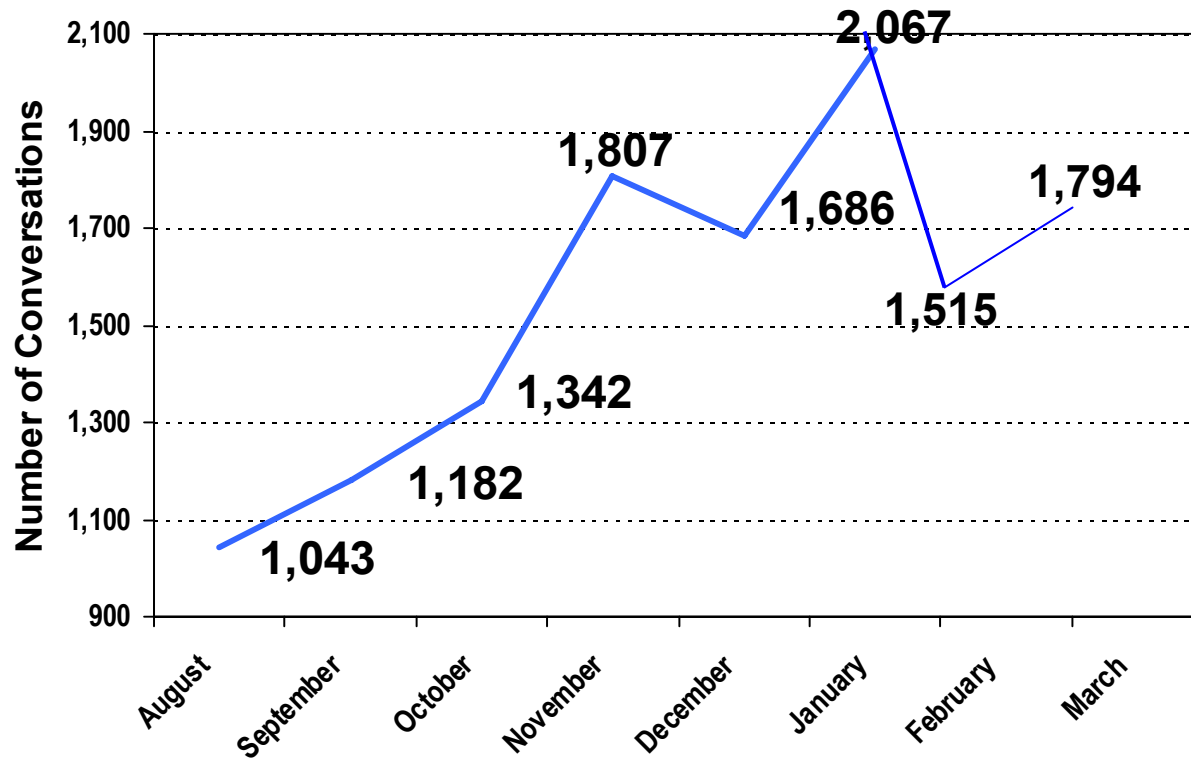
Milestones/Stages

Stage:	Activity/Impact
Foundation Building	<ul style="list-style-type: none">• Program structure established with steering committee partners• Media and blogger relations materials developed• Eminent database populated (Zocalonet)
Soft-Launch	<ul style="list-style-type: none">• H2 and You messaging delivered to key media, bloggers and eminent• Website introduction
Launch: NHA Conference	<ul style="list-style-type: none">• Media opportunities with major national outlets• Blogger relations drive more positive tone of conversations• Industry Eminent invited to and informed of conference
Sustain	<ul style="list-style-type: none">• Stage is set for continued visibility for H2 and You



Online Conversations about Hydrogen on the Upswing

“Hydrogen has been used for decades by other industries, such as agriculture, oil production and even food processing. More than 40 billion kg of hydrogen are produced globally each year with production plants located near or within every major metropolitan city in the US.”

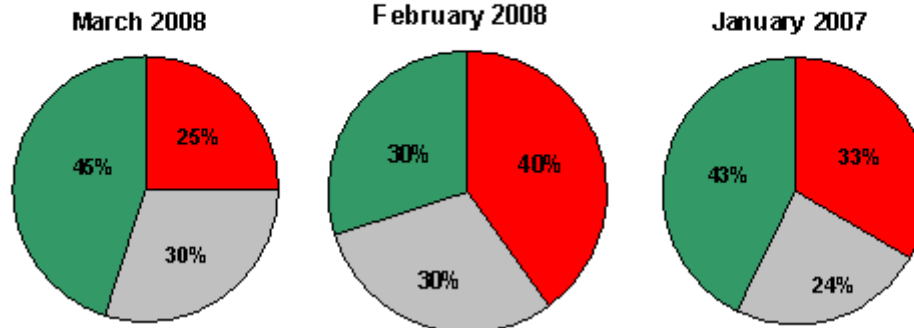


“ Hydrogen, when utilized in its purest form and produced from renewable sources, is clean with water as the only by-product. Capitalizing on hydrogen’s versatility provides the best solution for today and the future. ”

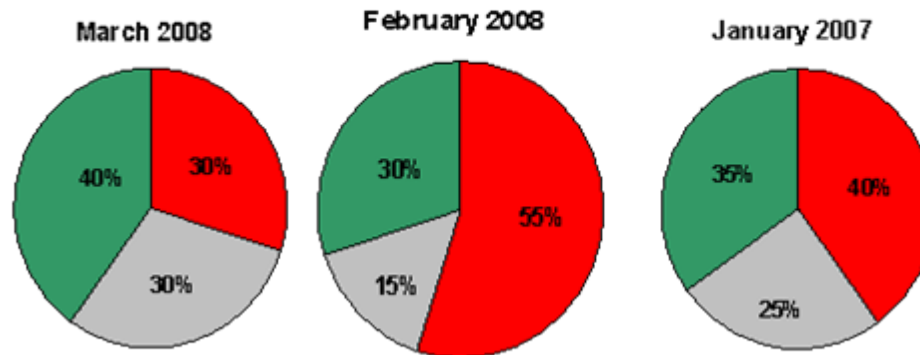


Conversation Tones Improving

News Tone



Blog Tone



Positive

Neutral

Negative



Impact: By the Numbers (as of 18Apr08)

Media Relations

- Program introduced to 1,500 media contacts
- 22 case studies compiled
- 17 media interviews conducted
- **20.2 million media impressions including pre-conference media tour**
- **\$3 cost per thousand (\$60k/impressions x 1,000)**

Blogger Relations

- 2,000 blogs and forums tracked
- 73 individual blog responses
- 25 top blogs engaged on regular basis
- **60-70% increase in online conversations about hydrogen since program started**

H2andYou.org Website (launched Feb 08)

- 1,000 visits per week
- 150 sites referring visitors
- **5 mins 11 seconds is an average visit**



H2 and You: Gaining Momentum With Media and Online Conversations

Media interviews so far have included:

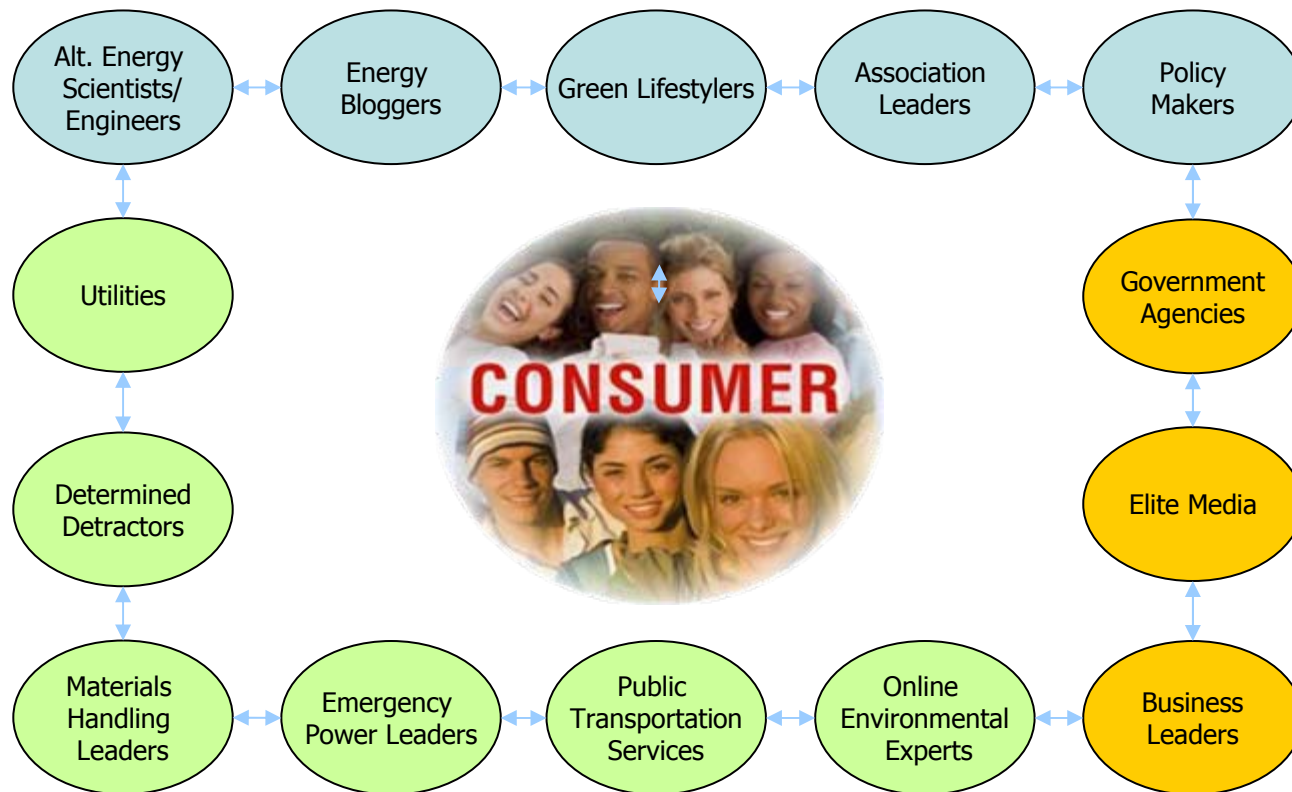
- Associated Press
- Forbes.com
- *BusinessWeek*
- The Street.com
- *Barron's*
- Reuters





Educating Industry Eminent

More than 250 Industry Eminent in 13 categories
Actively Tracked, Managed and Engaged
Overlap with DOE MYPP Target Audiences





Eminents Engagement

- Quarterly communications pushed to all 253 Eminent across categories
 - H2 and You program overview and introduction
 - Invitations to NHA Conference
- Daily tracking and engagement of Eminent through online portal
 - Interactions with appropriate Eminent based on news and other commentary
 - Rapid responses in blogosphere to augment support or correct inaccuracies or misperceptions
- Portal access available to steering committee

Zocalo Net

eminents delectors

Summary | Profiles | Reports | Search

Profiles listing

Your project is DePaul

You can filter by category and sort by

[Request Profile](#) 1 2 >>

Picture	Name	Organization	Recent news	Last Interaction	Status
	Henry S. Rivera	Northwestern University	no replacement yet for depa... 07-28-07 People for whom I don't... 07-19-07 ru prevail steps down 07-12-07	None	
	Warrick L. Carter	Columbia University		None	
	Frank M. Clark	ComEd	Illinois back in power market 07-29-07 Illinois back in power market 07-29-07	None	



Future Work



- FY 2008: Deepen and broaden existing educational activities
 - Showcasing hydrogen-focused developments in national media and most popular energy and environmental blogs
 - Monthly communications to Industry Eminent
 - Integration, synergies and regular communication with DOE and others on steering committee
- FY 2009: 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



Summary

- Cost-effective program for educating the public about hydrogen (1 DOE \$ = 7 Project \$)
- Multi-tiered approach across media, blogs and other influencers reaches MYPP audiences
- Directly addresses MYPP education barriers
- Solid foundation in place and measurable progress is beginning
 - Impressive CPM metrics to date (\$3 cpm)
- Greater integration with Steering Committee, DOE and allied organizations is developing
- Clear path spelled out for continuation of work and potential program expansion



Getting Involved with H2 and You

- Expanding the Steering Committee investment expands the program's impact
- Become an H2 and You sponsor
- Become an allied organization