

Ramping-Up EU H₂ Economy, Luxembourg, 13.07.2026

Social acceptance of H₂: Done deal or bottleneck?

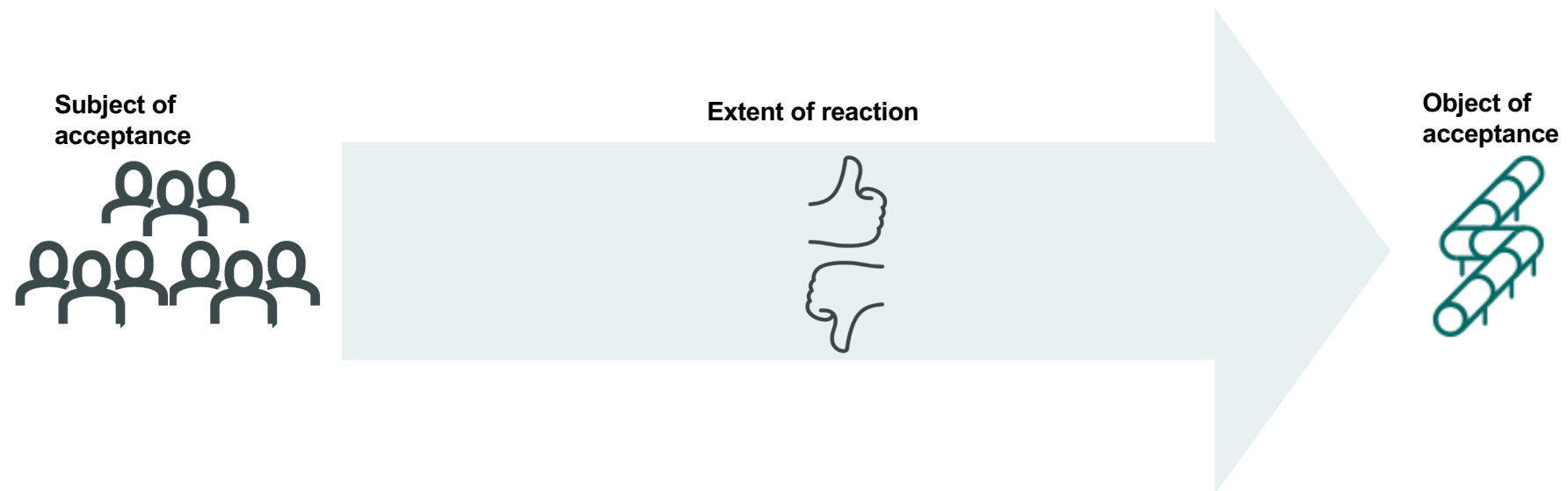
(Preliminary) project findings

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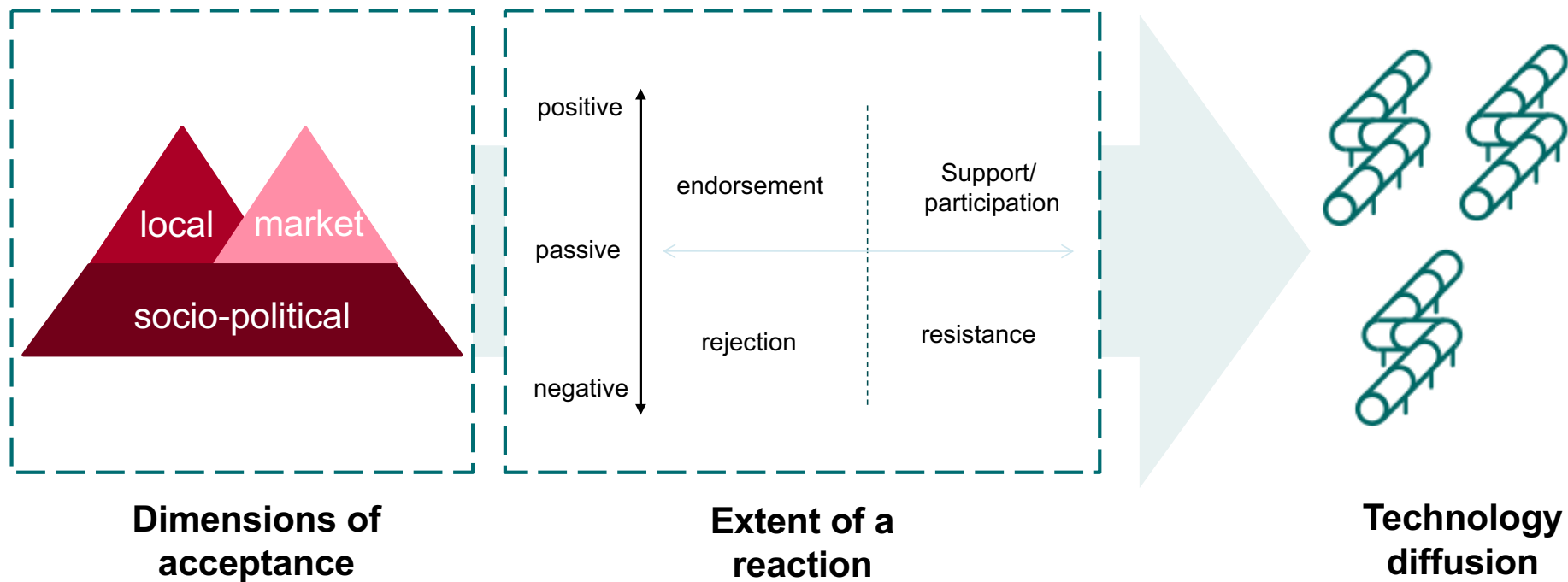
The concept of social acceptance

What is acceptance?



What is acceptance?

Dimensions of social acceptance



Results from two surveys in North Rhine-Westphalia (2022) and Germany as a whole (2025)

Two acceptance surveys

2022 survey: Protanz.NRW

Survey in North Rhine-Westphalia

Quota sampling: age, gender, education

Period: June & July 2022

N = 3,802 respondents

Two samples: iCCS and green hydrogen

Funded by:

Ministerium für Wirtschaft,
Industrie, Klimaschutz und Energie
des Landes Nordrhein-Westfalen



2025 survey: Protanz.Germany

Survey in Germany

Quota sampling: age, gender, education

Period: December 2025

N = 4,400 respondents

Two samples: iCCS and green hydrogen

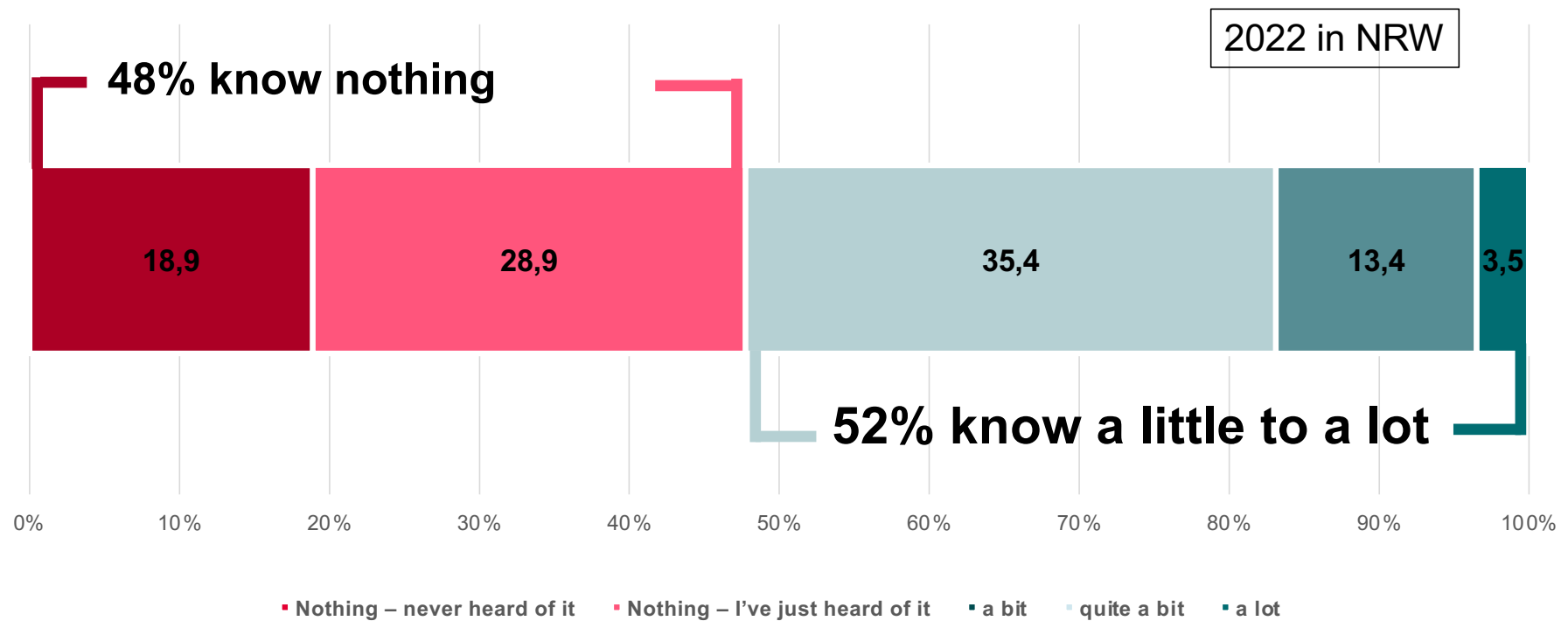
Supported by:

Verein der Freund*innen
des Wuppertal Instituts

Public awareness of hydrogen is growing...

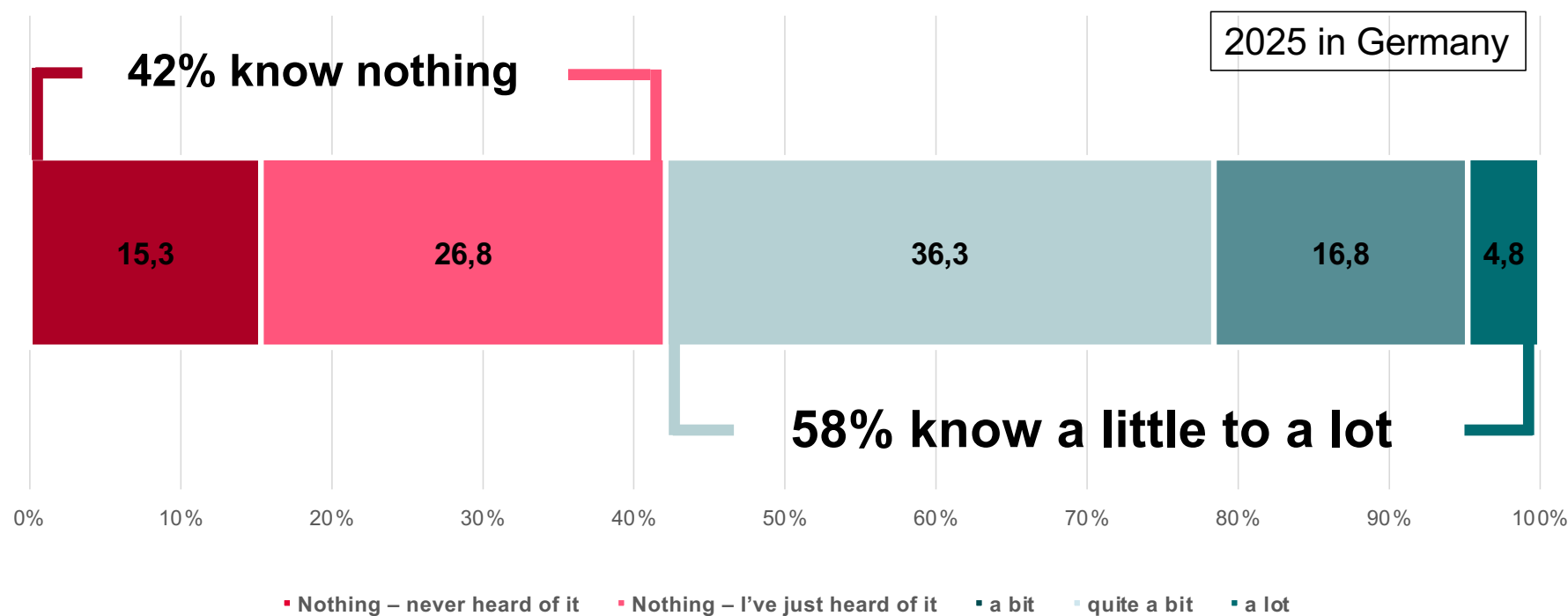
In your personal opinion, how much do you know about 'green hydrogen'?

Self-assessment of your knowledge of green hydrogen



In your personal opinion, how much do you know about 'green hydrogen'?

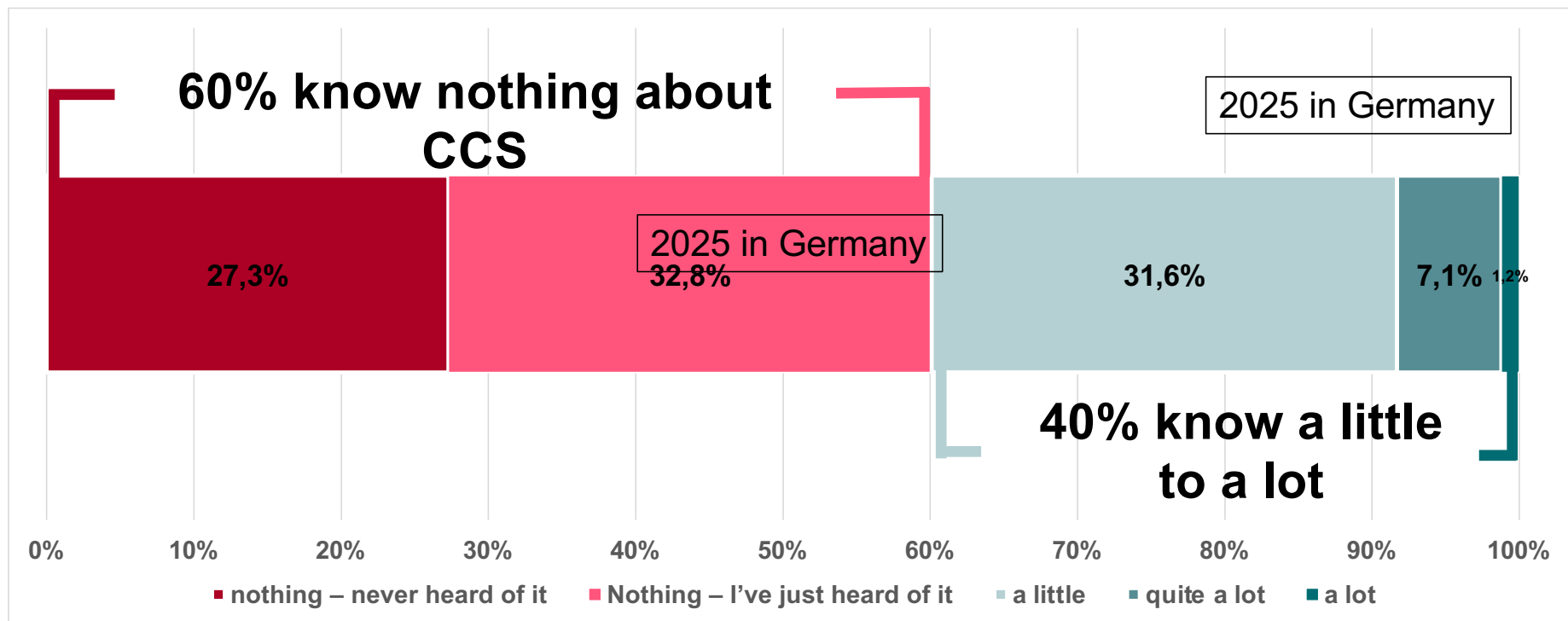
Self-assessment of knowledge about green hydroge.



Source: Wuppertal Institute, unpublished

In your personal opinion, how much do you know about 'carbon capture and storage'?

Self-assessment of knowledge about CC.



Source: Wuppertal Institute, unpublished

41% ... were unaware that green hydrogen had been discussed at national political level

... but 78 % of those who know a little to a lot about green hydrogen were aware of it **...**

Empirical challenges in acceptance research

“Have you ever heard of it?”

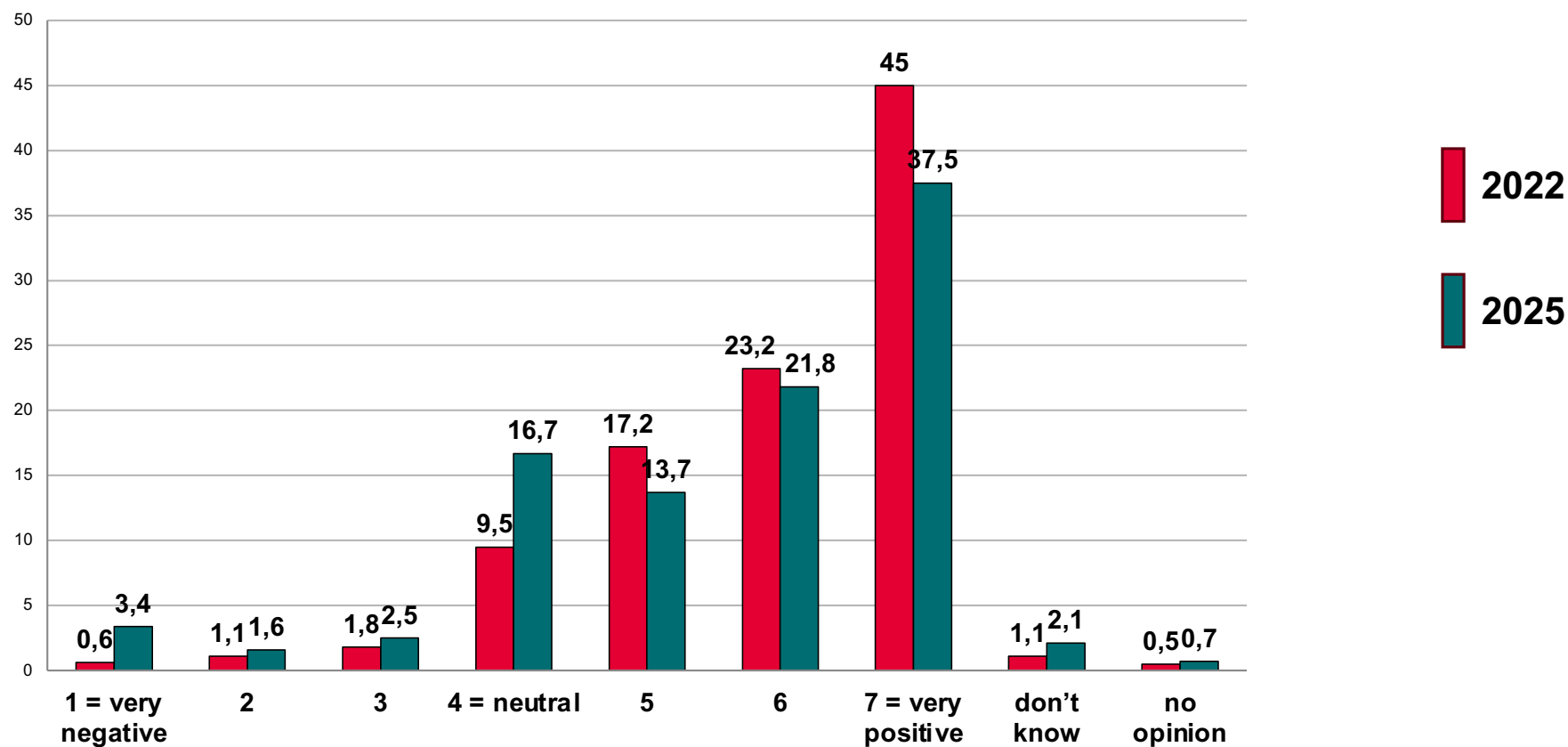
“No.”

**“And what do you think of
it?”**

“Well...”

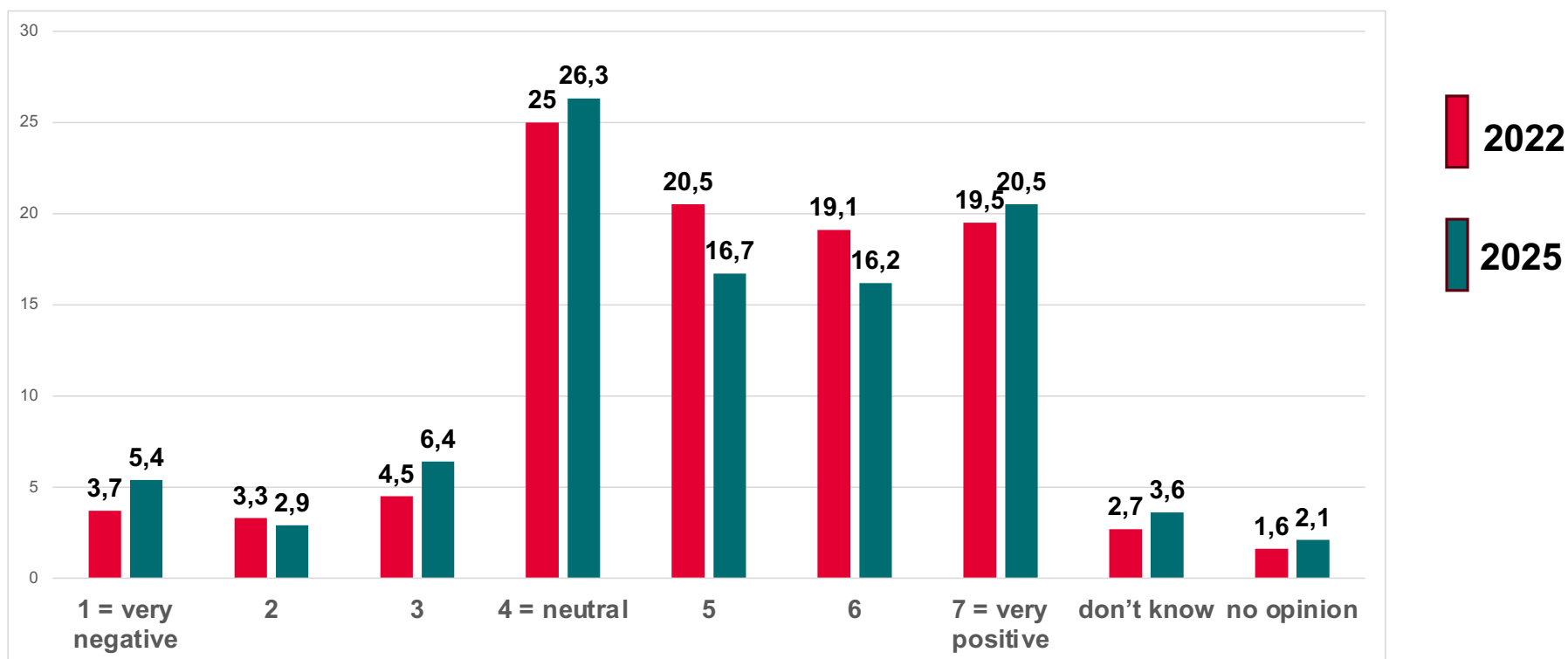
People with prior
knowledge:
public **acceptance of
green hydrogen**
remains very high

To what extent would you view it as positive or negative if 'green hydrogen' were used by these industries in North Rhine-Westphalia/ in Germany?



Source: Wuppertal Institute, unpublished

To what extent would you view it as positive or negative if 'industrial CCS' were used by these industries in North Rhine-Westphalia and in Germany?

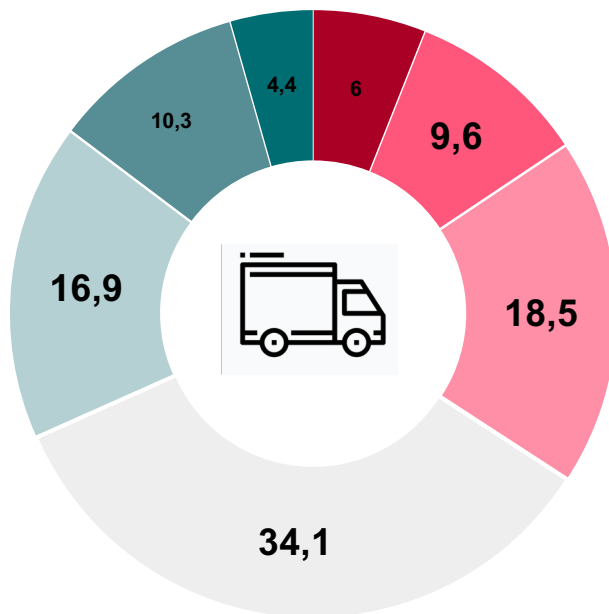


The **perception of risk** associated with technologies and transport routes highlights the need for greater knowledge transfer...

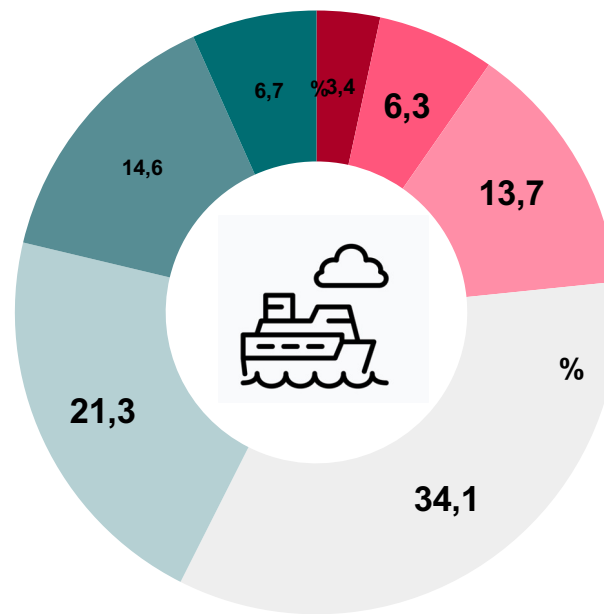
“
From the city council’s point of view, unlike a pipeline project for **hydrogen** – which is **not** considered to be **as high-risk**, **particularly when it is ‘green’ hydrogen** – the risks associated with the CO₂ pipeline project mean that the acceptable limit has been exceeded.
”

Risks associated with the transport of green hydrogen (December 2025)

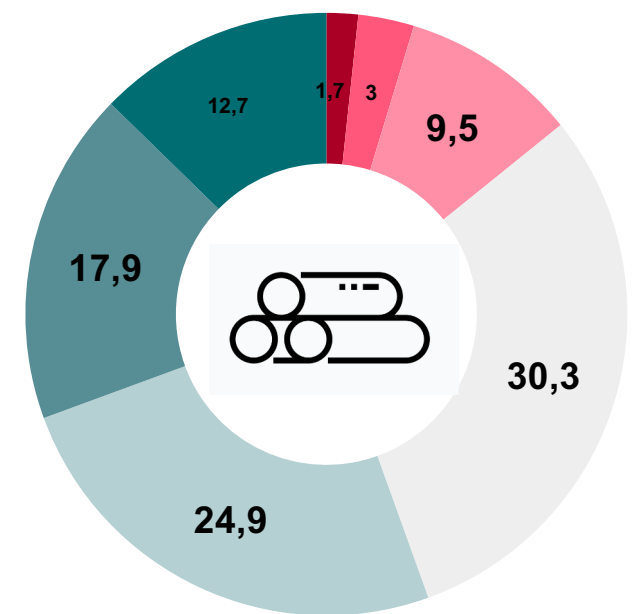
by lorry



by ship

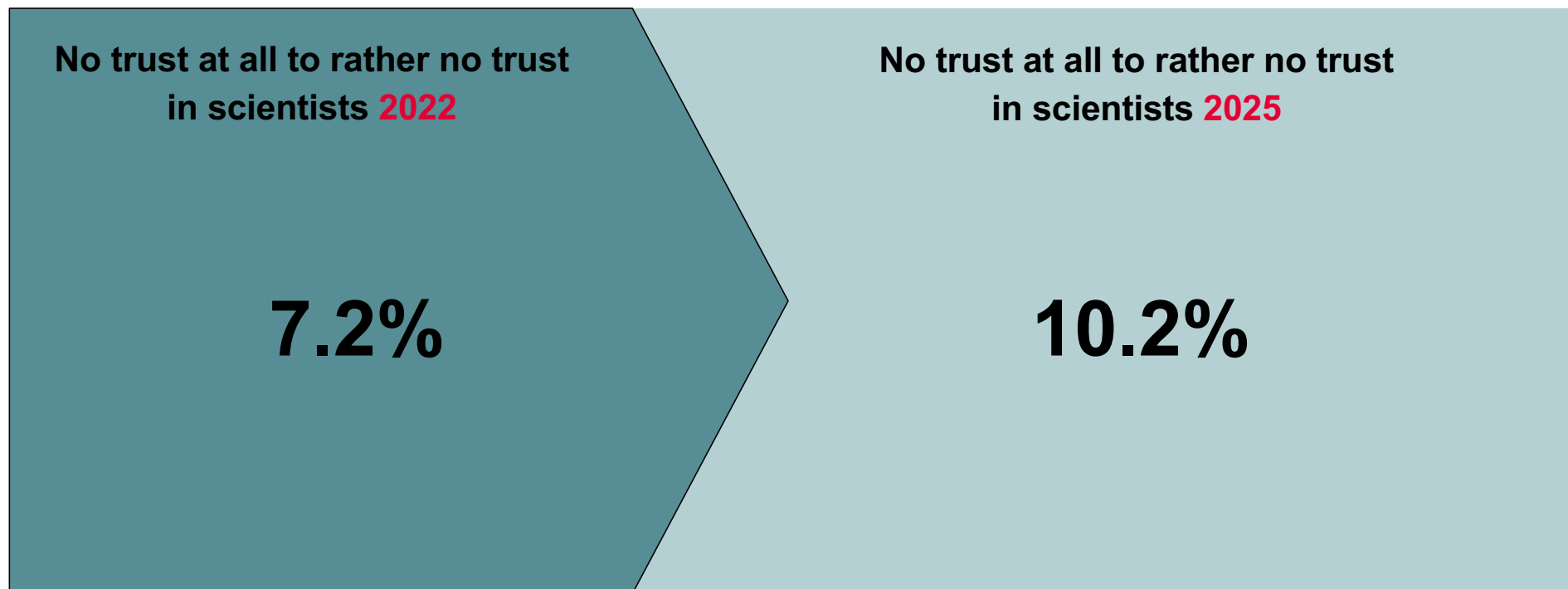


via pipeline



Trust among stakeholders

“To what extent would you trust the following stakeholders to **make** or **advocate** the right decisions regarding green hydrogen?”



“To what extent would you trust the following stakeholders to **make** or **advocate** for the right decisions regarding green hydrogen?”

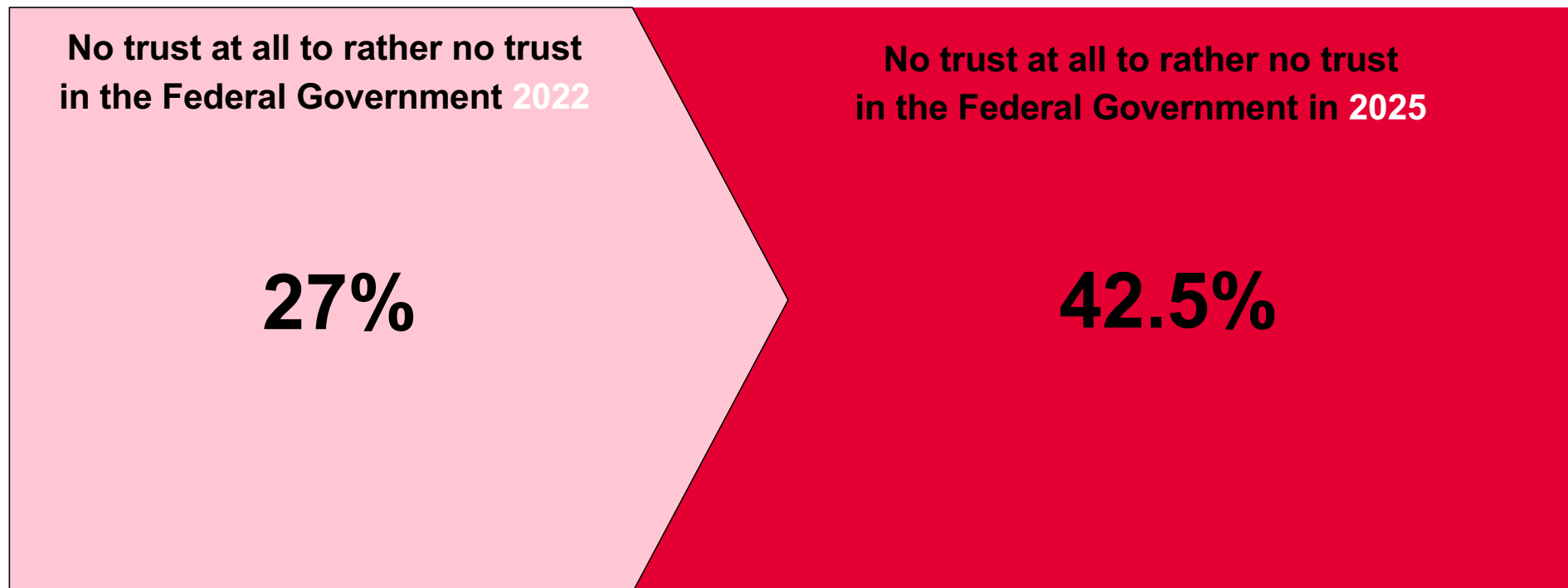
No trust at all to rather no trust
in industrial companies **2022**

29.5%

No trust at all to rather no trust in
industrial companies in **2025**

28.3%

“To what extent would you trust the following stakeholders to **make** or **advocate** for the right decisions regarding green hydrogen?”



Implications

On the one hand, results provide a boost for the implementation phase...

Overall acceptance

Green hydrogen continues to enjoy a very high level of acceptance amongst the general public within Germany

Risks

The perceived risk associated with infrastructure is comparatively very low

Trust

Trust in industrial players to make the right decisions when dealing with green hydrogen has increased slightly

Trust in the scientific community is somewhat lower, but remains at a very high level

... but there are also risks for local implementation that should be addressed ...

Knowledge & perception

There is still a high level of unfamiliarity with green hydrogen

Risk perception

With opinions being so unstable, this low level of risk perception could quickly change

Trust

Trust in federal government has declined dramatically

Are you interested in further findings, an exchange of ideas or collaboration?

Please feel free to get in touch!



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