Public acceptance of on-site green hydrogen production in Germany

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Source: AI-generated, 2025

Background

- Green hydrogen = made with renewable energy
- Can be used for steel and chemical production, etc.

Objective

- High public acceptance is a prerequisite for the implementation of green hydrogen projects
- Analysis of which design for on-site green hydrogen production is most preferred by citizens in Germany

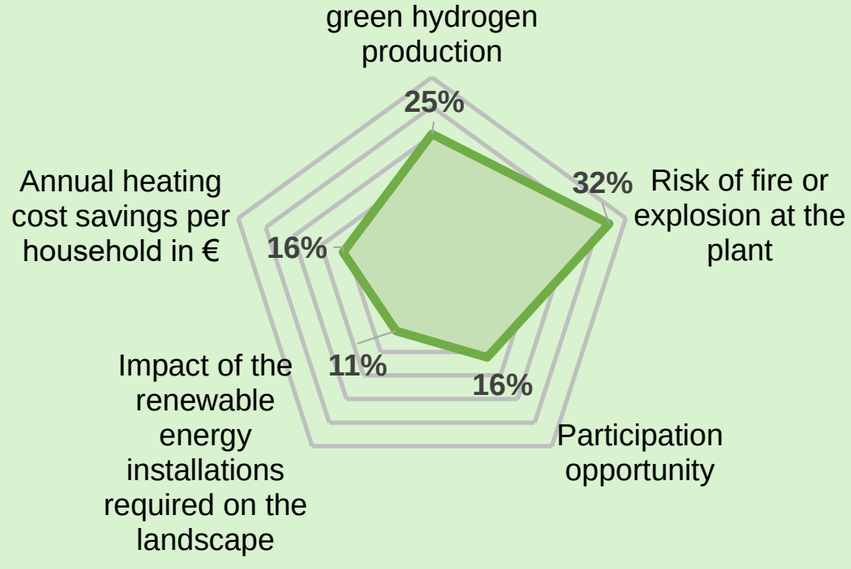
Methods

- Online survey in Germany in September 2022 – February 2023
- Sample: Citizens in Germany, focusing on hydrogen regions
- Data processing with Sawtooth Software

Results: Hierarchical Bayes estimation

Average importance of attributes for survey participants in %

n= 1,203



Source: own data, 2023

Conclusions

- **Low fire/explosion risk** and **on-site renewable electricity production** are the two most important attributes
- **Participation:** People are interested in financial involvement in green hydrogen projects
- Positive effect of high annual heating cost savings on public acceptance
- **Lack of public awareness** of the landscape impact of the renewable energy installations required
- High acceptance comes with low public knowledge → **strong, targeted public outreach is needed**

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