

# Working group 3: social licence

Australian Hydrogen Council

- Overall approach
- Principles
- FAQs and fact sheets
  - Overseas comms precedents
- Questions:
  - Goldilocks zone
  - Politics and hydrogen
- Interesting reports

# Approach

	Group 1: Users of land and natural resources	Group 2: Workforce and required holders of skills	Group 3: Active consumers	Group 4: Passive consumers	Group 5: Influencers	Group 6: Owners of outcomes
People	<p><b>1.</b> Users of land, water and air who will want to know about how the industry will affect them, e.g. communities, councils, local businesses, farmers, tourism operators, tourists.</p>	<p><b>2a.</b> Future direct and indirect employees of the industry, e.g. engineers, technicians, mechanics, gas fitters.</p> <p><b>2b.</b> People supporting social services, e.g. emergency services.</p>	<p><b>3.</b> People choosing to buy hydrogen or related products via:</p> <ul style="list-style-type: none"> <li>- fuel markets</li> <li>- vehicle and equipment markets, e.g. car, bus, truck, fleet, tractor, stationary fuel cell and appliances</li> <li>- service markets, e.g. FCEV maintenance via mechanic.</li> </ul>	<p><b>4a.</b> People who don't choose to buy hydrogen but still use it, e.g. natural gas users receiving blended gas.</p> <p><b>4b.</b> People who may choose in the future (become Group 3) when the market evolves, e.g. future FCEV purchasers.</p>	<p><b>5.</b> People engaging on reputation by:</p> <ul style="list-style-type: none"> <li>- observing and commenting, e.g. environmental activists, media</li> <li>- making connections, e.g. industry associations</li> <li>- advocating and sharing information, e.g. various comms people, local leaders.</li> </ul>	<p><b>6.</b> People creating the markets/seen to own the outcomes, e.g. governments, councils, regulators.</p>
Issues to cover (in addition to 'Why hydrogen?' and other basics)	<ul style="list-style-type: none"> <li>• Community safety</li> <li>• Renewables credentials</li> <li>• Land access and permit processes, and coexistence with other land uses</li> <li>• Water access, management, quality and permit processes</li> <li>• Air quality</li> <li>• Project consultation and community engagement through project lifecycle</li> <li>• Broader community economic benefits/issues</li> </ul>	<ul style="list-style-type: none"> <li>• Employee safety</li> <li>• Workforce opportunities and training</li> <li>• Associated skills, contracts and services required</li> <li>• Renewables credentials</li> <li>• Emergency services requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer safety</li> <li>• Renewables credentials</li> <li>• Available models of vehicles and equipment</li> <li>• Available services</li> <li>• Available refuelling/access to hydrogen</li> <li>• How hydrogen fuel and equipment compares to alternatives on key factors, including lifecycle costs</li> <li>• Energy security/independence (local and regional/national)</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer safety</li> <li>• Renewables credentials</li> <li>• Where to find information</li> <li>• What future changes to expect</li> <li>• Implications for costs</li> </ul>	<ul style="list-style-type: none"> <li>• Where to find information</li> <li>• Safety</li> <li>• Renewables credentials</li> <li>• What future changes to expect</li> </ul>	<ul style="list-style-type: none"> <li>• Broader community economic benefits/issues</li> <li>• Workforce opportunities and training</li> <li>• What needs to happen</li> <li>• Where to find information</li> </ul>
Space and time	<p>Now.</p> <p>Both local hubs/towns and spokes to connect hubs.</p>	<p>Now for emergency services.</p> <p>Longer term local hubs/towns and spokes to connect hubs, except for where covered under Group 1.</p>	<p>Now for relevant catchment applications (e.g. hubs with vehicles in Group 1) but ultimately not location-specific.</p> <p>Timing for everything else needs to be in market-specific 'Goldilocks zone'.</p>	<p>Now in areas already rolling out blending (managed by industry).</p>	<p>Start now with local leaders (connect with emergency services under Group 2) for positive influence and move outwards from there.</p> <p>Now for industry associations and respond to media.</p>	<p>Now to targeted groups, including councils, government departments and Parliamentary Friends of Hydrogen.</p>

# Approach

	Group 1: Users of land and natural resources	Group 2: Workforce and required holders of skills	Group 3: Active consumers	Group 4: Passive consumers	Group 5: Influencers	Group 6: Owners of outcomes
Next steps	<ul style="list-style-type: none"> <li>Take AHC undertaking to <b>councils</b>:               <ol style="list-style-type: none"> <li>Identify which projects with project managers, state govts and cluster managers</li> <li>Complete draft undertaking</li> <li>Complete basic information to support and supplement                   <ul style="list-style-type: none"> <li>fact sheets</li> <li>FAQs</li> </ul> </li> <li>Use the opportunity to ask what they need from us.</li> </ol> </li> <li>Engage with <b>project managers</b> on current issues and comms.</li> </ul>	<ul style="list-style-type: none"> <li>Engage with <b>SA Govt</b> and <b>DISER</b> on emergency services discussions.</li> <li>Engage with <b>CHS</b> on safety forum.</li> <li>Continue to work with <b>SA Govt</b> on broader skills and workforce issues and <b>QLD Govt</b> on Ministerial Energy Council.</li> </ul>	<ul style="list-style-type: none"> <li>Develop view of 'Goldilocks zone' per key market to use for comms planning:               <ol style="list-style-type: none"> <li>Map likely market availability and relative lifecycle cost for key vehicles and equipment</li> <li>Overlay analysis of likely triggers for consumer uptake and time to consider</li> <li>Overlay risk assessment for:                   <ul style="list-style-type: none"> <li>market not having developed in time for consumer willingness to buy (comms too soon scenario)</li> <li>alternative voices/products filling the space (comms too late scenario).</li> </ul> </li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>Liaise with <b>gas networks</b> and <b>associations</b> to build library of past and planned community engagement.</li> </ul>	<ul style="list-style-type: none"> <li>Engage <b>industry associations</b> here and overseas on experiences to date and use this in conjunction with other steps to build a clearer picture of needs.</li> <li>Continue to respond to requests from <b>media</b> and various stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Set up <b>AHC Parliamentary Friends of Hydrogen</b></li> <li><b>Council</b> outreach once have outcomes from Group 1 steps and clarity on Groups 3 and 4.</li> <li>Usual engagement with <b>governments</b>.</li> <li>Overlap with WG8 for <b>regulators</b>.</li> </ul>
Timing	<p>Over July-September 2021 discuss with ideally four councils from four different states.</p> <p>Draft and complete fact sheets and FAQs update by end August 2021.</p>	<p>July 2021 - ongoing</p>	<p>Preliminary discussions and analysis: July-August 2021.</p> <p>Decision on whether to go into more depth by end August 2021.</p>	<p>From August 2021 speak with:</p> <ul style="list-style-type: none"> <li>AGIG</li> <li>Jemena</li> <li>ATCO</li> <li>APA</li> <li>ENA</li> <li>APGA</li> </ul> <p>Have full complement and initial assessment by end August 2021.</p>	<p>From August 2021 for industry associations, and start with:</p> <ul style="list-style-type: none"> <li>CEC</li> <li>ENA</li> <li>APGA</li> <li>Bioenergy Australia</li> <li>State government connections</li> </ul>	<p>Establish Parliamentary Friends of Hydrogen by end August 2021.</p>

## Community consultation and engagement principles for Australia's hydrogen industry

### 1. Working with communities

- a) We will listen, share information, and engage fairly and respectfully with project host communities, including Traditional Owners of the land.
- b) We will proactively seek input from relevant stakeholders on project impacts, benefits and outcomes for host communities, and will prioritise addressing ~~any~~ negative impacts identified.
- c) We will provide transparent, timely, and responsive community access to relevant project decision-makers throughout a project's lifecycle.

### 2. Supporting and developing people

- a) We will support local economies by providing training, employment, and manufacturing/procurement opportunities where possible throughout the project's lifecycle.
- b) We will design and manage projects using best-leading practice in safety standards as a commitment to our employees and host communities.

### 3. Managing natural resources responsibly

- a) We will demonstrate responsible resource and water management and seek to maintain and enhance the ecological and cultural value of land ~~and water~~ within host communities.
- b) We will work with communities to determine and maximise local benefits resulting from the responsible decommissioning or refurbishment/repowering of sites.
- c) We will work proactively and transparently with regulators.

# Fact sheets and FAQs

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- Questions:
  - Goldilocks zone
  - Politics and hydrogen

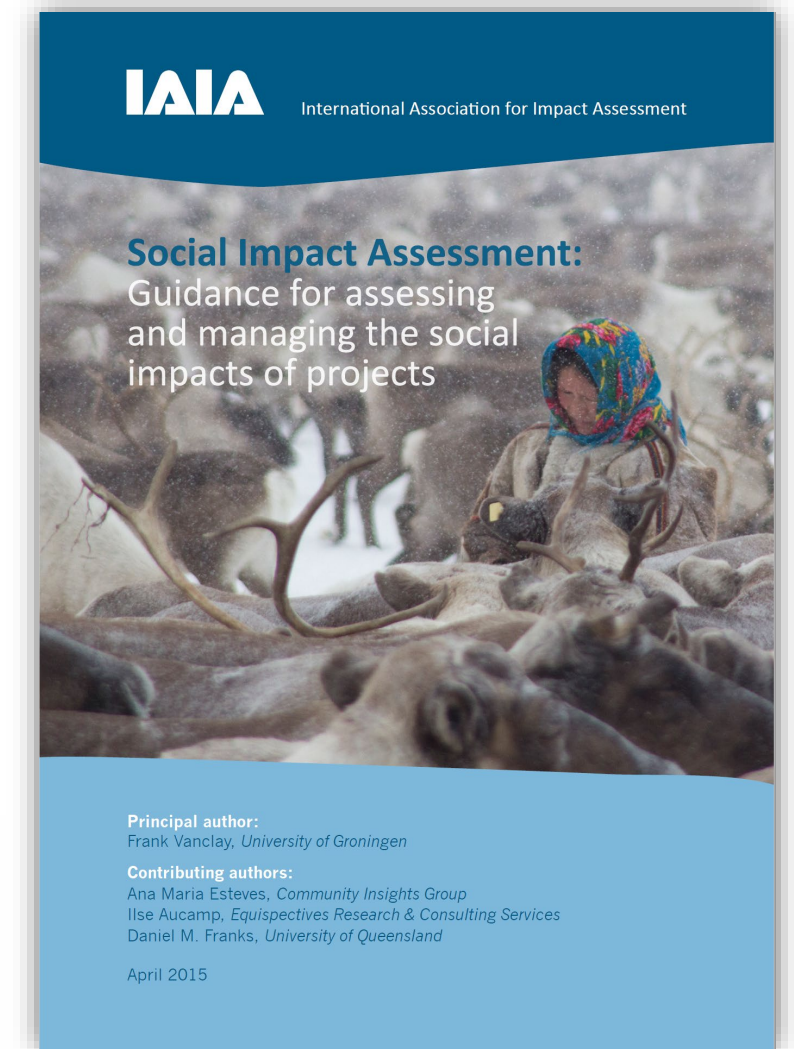
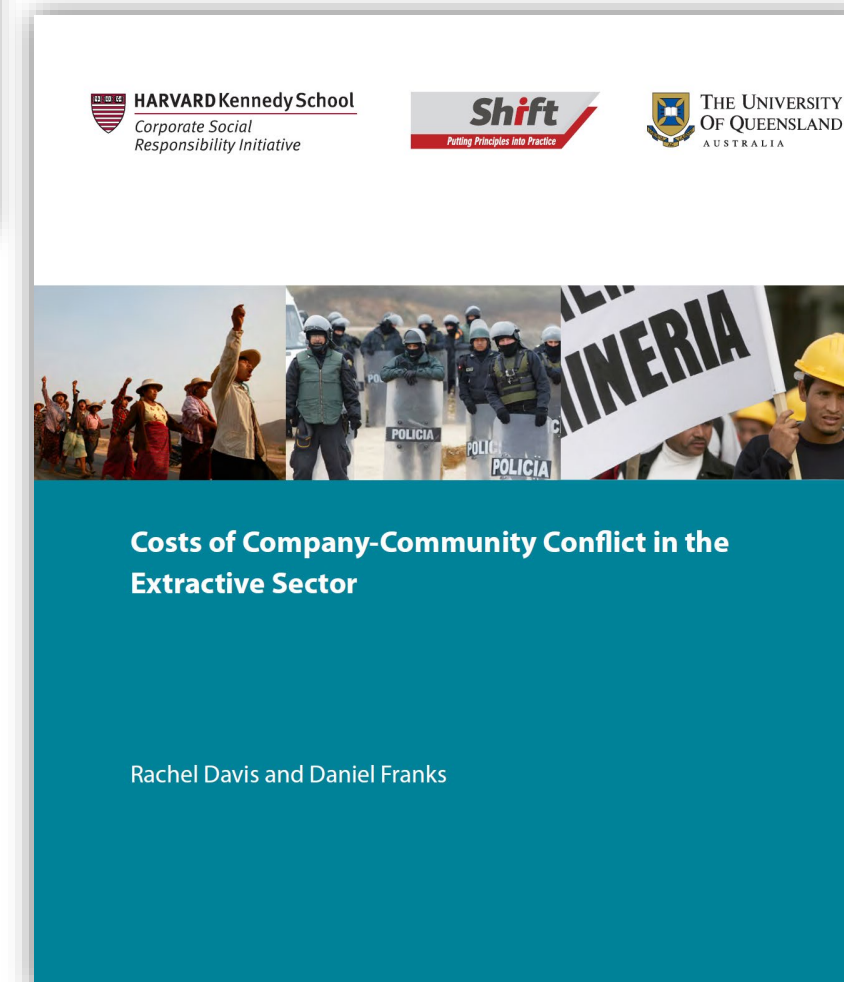
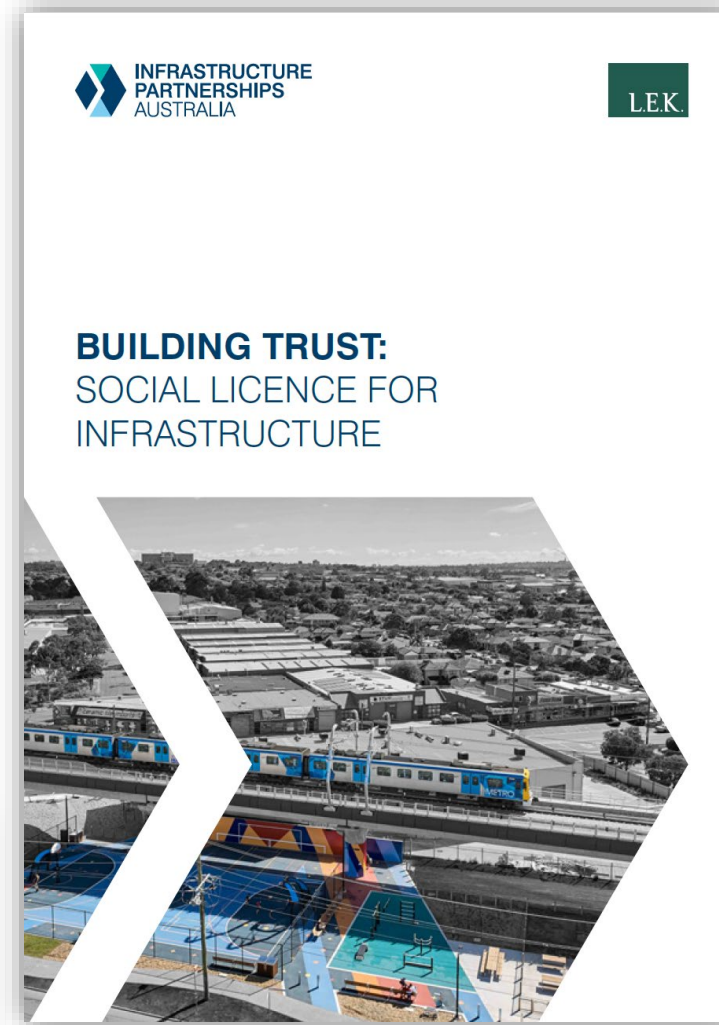
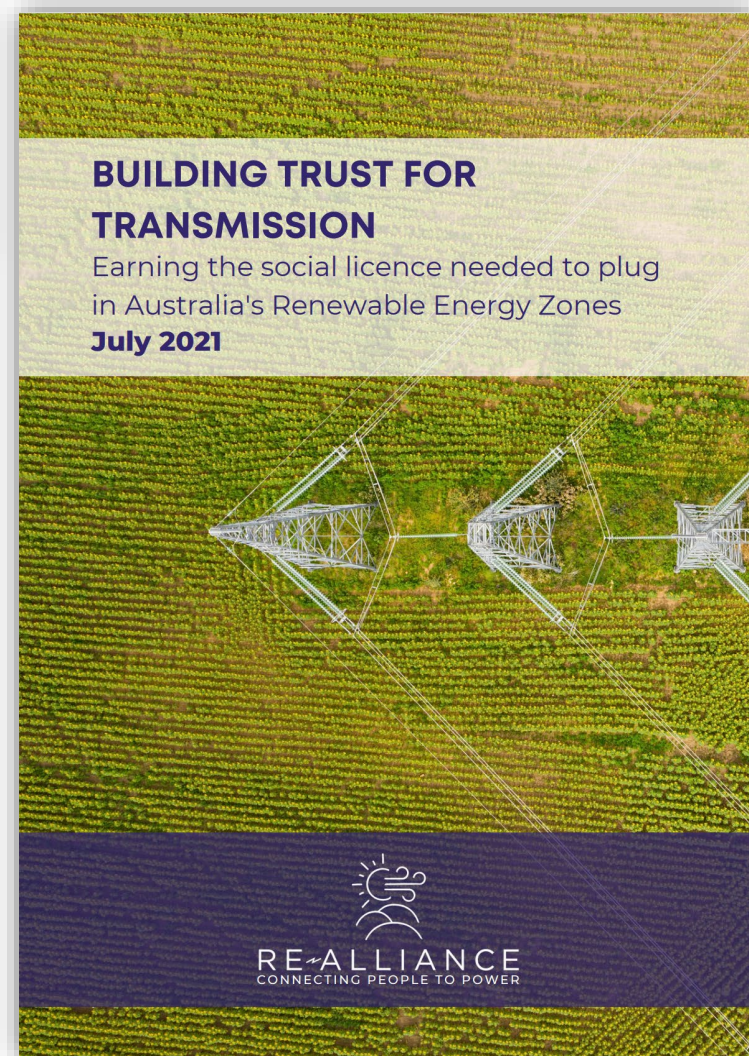
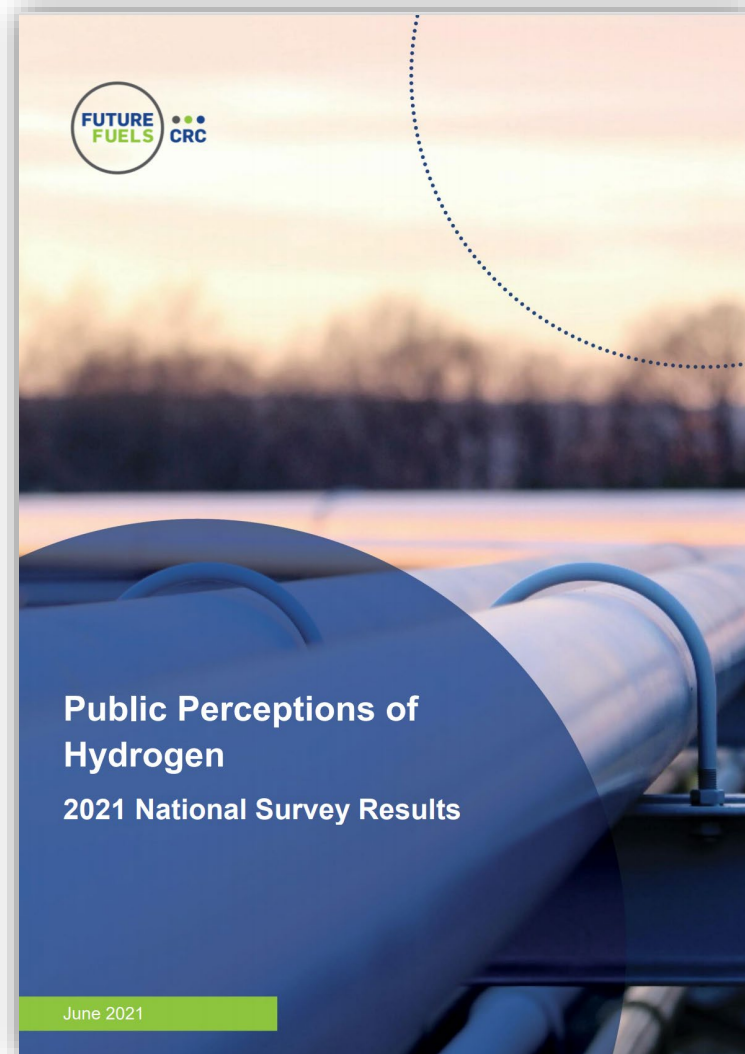
Group 3:  
Active consumers

- Develop view of 'Goldilocks zone' per key market to use for comms planning:
  - i. Map likely market availability and relative lifecycle cost for key vehicles and equipment
  - ii. Overlay analysis of likely triggers for consumer uptake and time to consider
  - iii. Overlay risk assessment for:
    - market not having developed in time for consumer willingness to buy (comms too soon scenario)
    - alternative voices/products filling the space (comms too late scenario).

Preliminary discussions and analysis:  
July-August 2021.

Decision on whether to go into more  
depth by end August 2021.

# Interesting reports





# Thank you

For more information:  
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