

# Public Perceptions of Carbon Capture and Storage (CCS) and Hydrogen

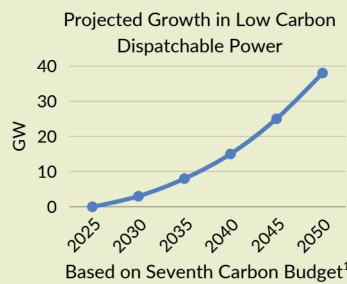
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## Introduction

### What's the Role of CCS and Hydrogen in Energy Generation?

CCS and hydrogen are vital to reach the levels of low carbon dispatchable power required to reach net zero by 2050<sup>1</sup>.



### Why Do Public Perceptions Matter?

Historic cases suggest that overlooking public perceptions can delay or stop CCS and hydrogen projects, costing industry and slowing the energy transition<sup>2,3</sup>.

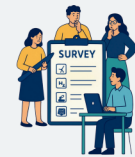
## Methods



**Study One: Focus Groups**  
How are meanings around hydrogen and CCS constructed groups?



**Study Two: Media Analysis**  
How are hydrogen and CCS represented across media and social media?



**Study Three: Quantitative Comparison**  
How do participants evaluate trade offs between technology options?

## Review Findings

### Perceptions<sup>4,5</sup>

### Influencing Factors<sup>6,7</sup>



## Research Impact and Gaps



Generate insights into perceptions across hydrogen, CCS, retrofit and new-build power plants.

VS



Explore the social meanings of hydrogen and CCS and their formation through media and social media.

Identify the extent to which place influences perceptions.

## Share Your Views!

The first study of this research will use a novel priority setting tool to enable focus group participants in four parts of the UK prioritise technology options.

Share your priority using the post-its and flags!

### Prioritise the Options



Support

Power Source Priority Spectrum

Don't Support

### References

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