

Monday, November 14, 2022

EFI-KAPSARC- A Global Hydrogen Future Workshop Survey Summary

After the conclusion of the EFI-KAPSARC joint workshop on a Global Hydrogen Future, we sent out requests for feedback. The request of the 65 external attendees was structured to obtain a measure of the overall effectiveness of the workshop and to solicit qualitative feedback on key areas of the agenda. The survey consisted of the following questions:

- What is your overall rating of the workshop and any comments? (Scale 1-10, 10 being the best)
- Any comments on the overall organization of the workshop? If you had any hotel or other logistical issues – you can also provide that info to me.
 - Views on the Morning plenary
 - Views on your Afternoon Breakout Session

Responses from approximately one-third of attendees were recorded.

Overall Workshop Rating

We asked participants to provide an overall rating (Scale 1-10, 10 being the best). General comments on the workshop were overwhelmingly positive. The workshop received an average rating of 9.18 out of 10 with 93.33% of respondents giving positive feedback. The agenda and duration were assessed to be appropriate in terms of duration and content. Those who responded were as diverse as the make-up of attendees – cutting across industrial, financial, academia, and non-profit sectors. A standalone but noteworthy comment from one attendee was that the workshop lacked [industrial] diversity and wished there was greater representation from companies producing H₂.

Morning Plenary Session

We solicited qualitative feedback on the workshop for both the Morning Plenary and the Afternoon Breakout Sessions. All responses on the **morning plenary session** of speakers as overwhelmingly positive. Workshop attendees appreciated that the slides from the morning presentations were sent out after the workshop but desired more audience engagement with the speakers, requesting that there be time allotted for Q&A.

"The morning plenary session was excellent, in my opinion. Listening to all the speakers was very useful and allowed me to understand the scope of the project. The only aspect I believe could be improved is the interaction option with the attendees during the Panel Discussion. A suggestion would be to moderate a few questions from the attendees using tools such as Slido or echoengage. A moderator can select a few relevant questions in real-time and submit them to the Panel MC."

Afternoon Breakout Session

The **afternoon breakout sessions** received mixed reviews, but overall responses were positive. Several respondents said that they wished it were possible to attend more than one of the Afternoon Breakout Sessions. One respondent who attended the Finance Breakout Session felt like there could have been greater structure in the conversation. Another respondent who attended the Value Chain session thought that there was too much content covered.

“...the breakout session in finance could have been a little more structured but [I] did get a great idea of how folks are thinking about the space in general. It was interesting to see the public market participation opportunities are fairly few right now, but I would agree with that assessment.”

Content that participants expressed as desirable in future workshops:

- costs and cost curve expectations (of hydrogen) over time.
- catalysts for and roadmap to those cost curves coming down – economic and technology,
- other catalysts – roadmap to market formation which would boil down to demand/supply creation, and
- policies that could support either demand or supply creation.

Many of the workshop attendees expressed that they had a keen interest in the workshop outcomes and in seeing the Final Workshop Summary Report.

“I look forward to reading the summary and the workshop report. Again, thank you very much for the excellent work and look forward to further collaboration and interactions in the coming years.”

Hotel and Logistics

The preponderance of respondents praised the Ritz-Carlton Pentagon City meeting venue. The fact that the entire second floor was dedicated to the workshop alleviated concerns over security or non-participant interloping. The setup of the plenary and breakout rooms along with associated signage made the event flow seamlessly. The food and beverage (reception, breakfast, lunch, and breaks) included the right balance to accommodate all participants. However, there were minor issues with the AV (remote plenary participation) and break-out room temperature that were inconvenient but did not impact the overall program.

LESSONS LEARNED: Additional interaction with keynote speakers, right-sized breakout sessions, and better alignment of expectations of attendees versus sponsors (conference/workshop) are critical success factors for future workshops.