



Core message statement: Fuel Cells: The Power for a Better Tomorrow (Fuel Cells: Powering the Future...Today)

<i>Topic → Audience ↓</i>	Power Paradigm Changes	Features and Benefits	Energy Security	Environmental Impact/Quality of Life	Available Now/ Status	Economics and Financial Benefits
Policy Makers	Fuel cell systems change the way we think about power generation by focusing on clean power produced at the place it's needed.	<p>Fuel cells combine the best features of batteries and generators, while avoiding many of their associated problems, thus making them a promising power generation technology for many applications.</p> <p>Fuel cells offer a reduced life cycle system cost for many applications, while providing flexibility in fueling, positive operational characteristics and reduced emissions.</p>	<p>Fuel cell systems can decrease our need for foreign oil by using hydrogen from a diverse array of domestic energy resources.</p> <p>Fuel cells don't have to be attached to the electric grid, so they allow the country to move away from reliance on high voltage central station power generation which are the most likely terrorist targets in any attempt to cripple our energy infrastructure.</p>	<p>Fuel cells operating on hydrogen are a source of green power... hydrogen in; power and warm water out. When utilizing fossil fuels, superior efficiency of fuel cells can mitigate greenhouse gas emissions.</p> <p>Policies that enable easy adoption of these promising new technologies will help to facilitate the national use of clean, efficient, reliable power.</p>	<p>Fuel cells are meeting customer needs today, even as the technology continues to develop for many further applications.</p> <p>Legislative support is vital to early adoption of fuel cell technologies nationwide.</p>	<p>Fuel cells are cost effective in many applications today.</p> <p>The fuel cell industry offers domestic job creation opportunities.</p> <p>Greater market adoption and continued R&D will lower costs and increase payback.</p> <p>Government has the ability to promote early adoption within its departments and support adoption within commercial sectors via financial incentives.</p>



<i>Topic → Audience ↓</i>	Power Paradigm Changes	Features and Benefits	Energy Security	Environmental Impact/Quality of Life	Available Now/ Status	Economics and Financial Benefits
Media and Opinion Leaders (ex/ Environmental Organizations, Think Tanks, Other Trade Associations)	<p>Fuel cells enable us to think about power generation in innovative ways.</p> <p>Fuel cell systems offer quiet, efficient, reliable green power produced at the point of use.</p>	<p>Fuel cells combine the best features of batteries and generators, while avoiding many of their associated problems, thus making them a promising power generation technology for many applications.</p> <p>No other energy generating technology carries the combination of benefits that fuel cells offer.</p>	<p>Fuel cell systems can decrease our need for foreign oil by using hydrogen from a diverse array of domestic energy resources.</p> <p>Fuel cells don't have to be attached to the electric grid, so they allow the country to move away from reliance on high voltage central station power generation which are the most likely terrorist targets in any attempt to cripple our energy infrastructure.</p>	<p>A fuel cell running on pure hydrogen is a zero-emission power source. Fuel cells using natural gas or hydrocarbons as a hydrogen feedstock produce far less emissions than conventional power plants.</p> <p>Fuel cell power plants are so low in emissions that some areas of the United States have exempted them from air permit requirements. Fuel cells are also very quiet, which reduces noise pollution.</p>	<p>Fuel cells are being used today in your own communities in a variety of sectors including backup power, fleet vehicles, forklifts and specialty vehicles, recreational vehicles, portable power for emergency responders and a variety of primary power applications.</p>	<p>Fuel cells are cost effective in many applications today.</p>