HYDROGEN SOUTH WEST

Hydrogen South West

Diversity: being the change

Leveraging women's perspectives to accelerate the transition to hydrogen

Bristol Airport
Amazing journeys start here

AIRBUS

WALES&WEST UTILITIES

Wessex Water
YTL GROUP

wsp

hynamics
EDF GROUP

THE BRISTOL PORT COMPANY

NATIONAL COMPOSITES CENTRE

easyJet

COSTAIN

About Hydrogen South West

With a pioneering engineering and transportation history, and powerful cluster of world-class infrastructure businesses and academia, the South West has a strong track record in research and development.

Our members have joined together to accelerate the transition to a hydrogen-fuelled green skills economy, helping to decarbonise our largely rural region while creating opportunities for economic growth. We are focused on creating the infrastructure for the production, transmission, storage and off-taker use of hydrogen across the South West.

Together, we are raising the profile of hydrogen innovation in the South West, joining the dots to build progressive, cross-sector partnerships, delivering pilot projects and trials which advance the hydrogen agenda and positioning the South West as a Centre for Excellence for new, green skills.

In 2024 alone, Project Acorn, the ground-breaking airside hydrogen refuelling trial, was successfully completed at Bristol Airport - the first trial of its kind at a major U.K. airport. Led by easyJet and supported by cross-industry partners, the trial gathered data and knowledge to support establishing the first industry standards and procedures for the safe airside use of hydrogen. And our efforts do not stop there! We recently launched a report, carried out by another member, WSP, to assess the hydrogen land transport market in the South West, with a focus on vehicle fleets.

In this latest paper exploring diversity, we continue to adopt a holistic approach to furthering the regional hydrogen agenda and recognise the critical role of diversity in realising its potential in the South West, and beyond.

Setting the scene

The only way we can create effective solutions to the challenges faced by modern society is by ensuring diversity of thought. And we're currently facing arguably the most urgent challenge in modern times: climate change.

Industry, academia and government need people from different backgrounds, with perspectives and lived experience informed by factors including their gender, sexuality, socioeconomic circumstances, ethnicity and neurodiversity, if we are to challenge established thinking and accelerate the transition to net zero. Ensuring a range of diverse voices that reflect the population at large is the only way to enable the creativity, skills, innovation and constructive challenge the UK hydrogen sector needs to flourish and take a leading role in the international fight against climate change.

In this paper, we focus on the role of women in the hydrogen sector as data shows they are underrepresented in this sector. By creating an equitable environment in which women can thrive, we can drive change and make the workplace happier and more successful for everyone. We shine a spotlight on the career stories of influential women working in hydrogen and explore ways that as an industry, we can be more inclusive of diverse talent.

We recognise that this is not an issue which is exclusive to hydrogen, and that great strides have already been made in this space. Our ambition is to build on the progress made so far and to capitalise on the emergence of this burgeoning industry to create new momentum for change. To this end, we focus on raising awareness of pathways into a hydrogen career, the importance of representation and strategic engagement with education providers and employers to nurture the next generation of talent. By doing so, we aim to create a culture of purpose, meaning and belonging through collective action. This paper is just the beginning; throughout 2025, we'll be exploring the theme of diversity and how we inspire a broad spectrum of professionals to embark upon a career in hydrogen.

The big picture

With the government's planned investment in Great British Energy and targeted pledges to catalyse a new market for hydrogen in the UK, there is much reason for optimism.

Measures set to boost industry confidence and private sector investment include the establishment of a National Wealth Fund[1] to facilitate job creation in green hydrogen and energy storage while balancing the demands on the energy grid, a commitment to producing 10GW of hydrogen by 2030 and a pledge to channel up to £500m into green hydrogen manufacturing[2] over this Parliament.

Together, these measures signal a new era for the hydrogen sector and place it centrally within a new clean energy economy. This emerging industry will play a major role in the future jobs market, so it is critical to reflect on how to ensure its future success, with a key factor being the vitality of the workforce itself.

The hydrogen (r)evolution

To meet UK plc's net zero ambitions, current industry estimates predict that the UK will need

90,000
skilled workers in the hydrogen sector by 2030.[3]

As we stand on the cusp of 2025, there is much to do to meet this target.

And yet, it also represents a significant opportunity for rural communities in the South West, whose young people often leave the area for skilled jobs in the UK's urban centres, such as London. This burgeoning regional green skills economy has the potential to reverse the brain drain, creating skilled roles with good salaries and prospects which mean local people can afford to live and buy property in the places they grew up in. In the South West, we envisage these roles will predominantly be found on major projects to develop new hydrogen infrastructure to power transport, utilities, logistics and commercial operations. The economic benefit will be seen in a north-south corridor from Bristol and Bridgwater to Exeter and Plymouth, and beyond to Redruth – with the impact felt much wider.

[1] GOV.UK, 9th July 2024, Boost for new National Wealth Fund to unlock private investment

[2] H2 View, 13th June 2024, £500m dedicated to green hydrogen under Labour Party manifesto | Policy

[3] Hydrogen Skills Alliance, July 2024, Green Jobs Delivery Group

Raising awareness

While the UK Government has recognised hydrogen as an essential tool in meeting the UK's climate targets, there is a lack of awareness around the variety of professional opportunities in the sector - and how to get involved.

Given the relatively early stage of its development, STEM subjects[4] and the skills pipeline[5] are not yet fully showcasing the opportunities in hydrogen, the range of roles available or what it will take to work in the sector. Moving forward, we must create a buzz around hydrogen to attract diverse talent and fill the forecast 29,000 direct and 64,500 indirect jobs using a mix of new and existing skills, which have been identified by the Hydrogen Skills Alliance (HSA). In the HSA Green Jobs Delivery Group report[6], they state the need to "develop and execute awareness campaigns to highlight opportunities within the hydrogen sector to raise awareness among other industrial workers."

Sheer variety

Something which has come up time and time again in our conversations with the women who contributed to this report is the numerous and multidisciplinary ways to support the hydrogen agenda. This is a key message which we need to land with young people considering future careers, graduates and apprentices, and professionals at all stages of their careers - after all, we know that many of the skills which we need in hydrogen already exist in other fields of engineering such as Oil and Gas. It is also a critical lever for driving diversity – we're not looking for any one skillset, we're looking for a small army of talent in fields including engineering and research, communications and stakeholder engagement, regulatory affairs and law, sustainability and much more. As the agenda builds momentum, roles will become available in different settings too, from consultancies and construction companies to research organisations, specialist SMEs and local/ regional government.

Of her career as a **Senior Systems Integration Engineer at GKN Aerospace, Bethany Hall** says:

"My journey into the hydrogen sector began at an all-girls school with a specialism in engineering. This was a great place for me to try out engineering in a supportive environment and surrounded by like-minded peers – where I discovered that I loved it! In my role, I look at the bigger picture of the impact we can make on society through problem-solving and collaboration; key ingredients for the transition to net zero."

Underscoring the breadth of opportunities in hydrogen, **Briony Holland, a managing associate from Womble Bond Dickinson**, adds:

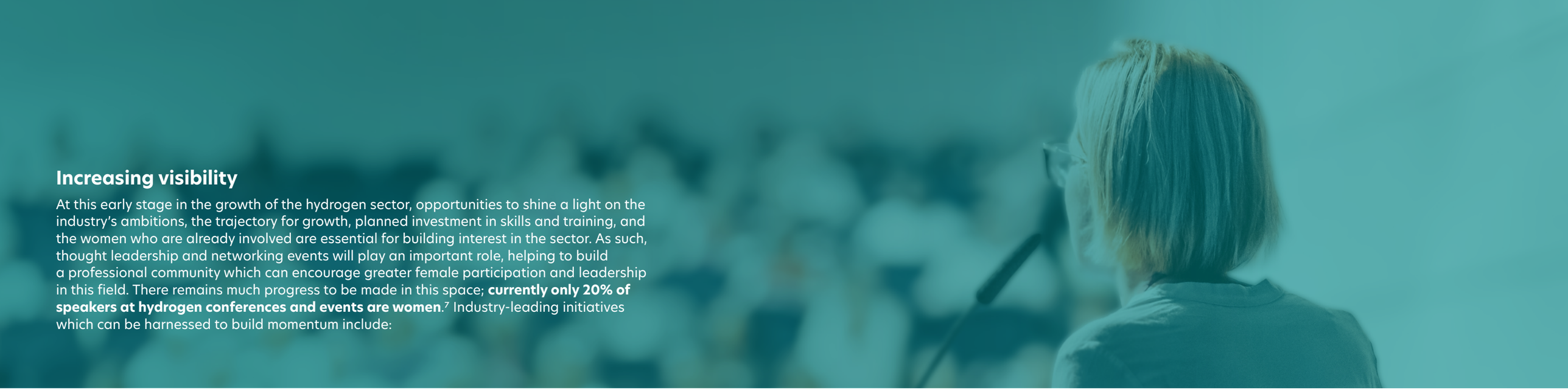
"At WBD we have advised on a number of the first 11 commercial scale green hydrogen projects awarded funding in the HAR1 allocation round.
I work in real estate and therefore my focus is on helping developers secure the necessary land rights required for these projects.

"We have a multidisciplinary team acting on these projects which covers the legal aspects needed for funding, construction, grid offtake agreements, planning and corporate set-up.... and more. A lot of lawyers are required to bring these projects to life so there is a significant amount of cross-over between hydrogen and law."

[4] ClimatexChange, Page 9, March 2030, Mapping the current and forecasted hydrogen skills landscape

[5] The Engineer, July 11th, Report predicts hydrogen workforce to grow significantly by 2030

[6] Hydrogen Skills Alliance, Page 4, July 2024, Green Jobs Delivery Group



Increasing visibility

At this early stage in the growth of the hydrogen sector, opportunities to shine a light on the industry's ambitions, the trajectory for growth, planned investment in skills and training, and the women who are already involved are essential for building interest in the sector. As such, thought leadership and networking events will play an important role, helping to build a professional community which can encourage greater female participation and leadership in this field. There remains much progress to be made in this space; **currently only 20% of speakers at hydrogen conferences and events are women**.[7] Industry-leading initiatives which can be harnessed to build momentum include:

Events and webinars

- The Hydrogen UK annual conference[8] and awards is the UK's largest hydrogen event and showcases best practice in the sector, while also creating a springboard for identifying and overcoming barriers to growth.
- Hydrogen for Life[9]: an industry event dedicated to the key issues which shape the future of the hydrogen economy. More than 900 industry professionals come together to expand knowledge of the industry, present to other professionals, and learn about new business opportunities and industry trends.
- The 'Hydrogen Pathways'[10] webinars hosted by Business West, in partnership with Hydrogen South West, the National Composites Centre and the Institute of Technology, explore opportunities and challenges for the sector, and address skills development and training needs. Webinars like this also provide a platform for key female figures in the hydrogen industry to share insights about their work and perspectives on hydrogen in the UK and globally.

Mentoring

Mentoring is a vital technique for gaining new entrants into hydrogen. This approach helps expand trusted networks, facilitates knowledge-sharing and empowers individuals to embrace new environments and opportunities. It is an essential part of our toolkit for change and here are a couple of examples of networks with a strong track record in this field, though this can also be done within organisations or more informally via personal networks.

- Women in Green Hydrogen[11] provides networking, knowledge-sharing and mentoring opportunities for women to further open doors into the industry.
- The Women's Utilities Network (WUN)[12] offers mentoring to women at any stage of their career in the utilities sector.

Modelling inclusive approaches

There are several tactics which event organisers can use to foster inclusivity and create events which are welcoming to all stakeholders. While we recognise that no one-size-fits-all and that there are significant individual differences across and within genders, the suggestions below represent positive steps which can be easily accommodated and help to move the dial.

They include:

- Ensuring promotional materials and communications about the event itself represent diverse groups.
- Featuring women in keynotes and high-profile speaking slots.
- Ensuring subject matter is dynamic and wide-ranging with topics selected to appeal to the greatest spread of people.
- Designing panels and workshops so that there is a 50/50 gender split between men and women.
- Educating those chairing debates and panel discussions to be aware of differences in communication styles between women and men[13], and to create an environment in which women feel comfortable playing an active role in the discussion.
- Collaborating with women's organisations, like the Women's Utilities Network or Women in PR, to ensure strategic event opportunities are promoted to women and to help recruit women speakers.

[7] Changing Transport, 23rd September 2021, Women in Green Hydrogen tackles Inequality in the Sector

[8] Home - Hydrogen UK (hydrogen-uk.org)

[9] H4Life (www.h4life.co.uk)

[10] Hydrogen Pathways — Hydrogen South West

[11] Start - Women in Green Hydrogen (women-in-green-hydrogen.net)

[12] Womens Utilities Network | Developing and Encouraging Women (thewun.co.uk)

[13] LearnMate, 16th March 2021, What are the differences in Language between Male and Female?

Representation

You can't be what you can't see. While undoubtedly there is still much to do, we wanted to take the opportunity to celebrate the women who already have highly successful careers in hydrogen. In this section, we explore how these women are trailblazing the way for other women to join the sector.

"My career has been a diverse one, with roles spanning academia, Parliament, the Civil Service, the Royal Society, bp, the Western Gateway and now as Chief Business Officer at the NCC. For me, this is evidence that just as hydrogen-related roles are many and varied, the paths to a hydrogen-related career are equally diverse. This is only set to continue as our future hydrogen economy matures and grows, opening up more and more opportunities to contribute to converting hydrogen ambition into industrial and economic impact.

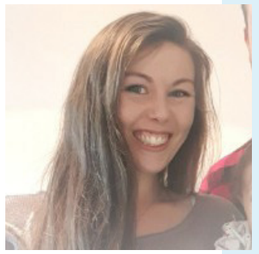
"It is over the last six years that my roles have been hydrogen-linked, and it has been fantastic to see brilliant women in both increasing numbers and with increased visibility at conferences and events, in companies, and in roles shaping the policy and investment conditions that will underpin the pace and scale of our national and global hydrogen future.

"But there is undoubtedly more to be done, and I am still too often memorable for being one of very few women in a room. So, I would encourage everyone to champion and support initiatives to drive further diversity and inclusion across organisations and sectors. To challenge action that doesn't align with the behaviours and values we want from an inclusive workforce environment. And to be clear in terms of our expectations from those around us. Only in that way will we capitalise on the best of everyone's talents. Surely a prize worth having."

Jo Dally, Chief Business Officer at the National Composites Centre

"I have worked in hydrogen for the past ten years and it has been great to see the increasing diversity within the sector. There are some fantastic women who are pioneering and leading in the hydrogen space. At Hydrogen UK, I'm privileged to work with many of them, both within the HUK team and also within our membership. Energy has traditionally been a male-dominated space and towards the beginning of my career, I often found myself the only woman in a room of men. Thankfully, this is changing, and this is to the benefit of the sector, having a diversity of voices, experiences and expertise around the table. However, there is of course more progress to be made. Hydrogen is a growing sector and offers great opportunities for women to build a career, whatever the area of expertise and interest is."

Clare Jackson, Chief Executive of Hydrogen UK.



Hydrostar is an R&D centre that produces low-cost, industrial scale green hydrogen.

"I started working for Hydrostar in 2012 as an entry-level research scientist, working on a potassium hydroxide (KOH) electrolyte replacement for hydrogen production via electrolysis. My research focused on green electrolyte development and optimisation. A few breakthrough inventions (B6 and B9 electrolytes) propelled my career to a senior position in the company. Now I am Chief Scientist overseeing multiple R&D projects across three companies and I am part owner and director.

"The green energy sector is incredibly inspiring and the innovation in the field is magnificent. Currently, it is a very male heavy industry, and a lot of the engineers and researchers I interact with on a daily basis are male. The future of the hydrogen industry is powerful; with a huge demand for production, this lively industry environment provides a great opportunity for women to pioneer new concepts and effect change."

Domanique Bridglalsingh, Chief Scientist and Community Outreach Project Coordinator at Hydrostar.

"I am passionate about the transformative potential of hydrogen storage in shaping a sustainable energy future. As an academic in a research-focused university, I love the balance of discovery and impact my role offers. Whether I'm mentoring students, collaborating with global experts, or leading cutting-edge research, I find immense satisfaction in tackling real-world challenges while inspiring the next generation of scientists and engineers. The dynamic nature of my work—combining fundamental science, practical applications, and cross-disciplinary innovation—keeps me motivated every day.

"My journey to becoming an Associate Professor has been shaped by curiosity, resilience, and the support of inspiring mentors. Starting with my PhD in hydrogen storage materials, I embraced every opportunity to collaborate and learn. Moving to the University of Bath as a Post Doctoral Research Associate, I found my niche in porous materials and neutron scattering, both of which continue to influence my research today. When I joined the University of Exeter, I founded a hydrogen storage research group from scratch—an achievement that taught me the importance of persistence and vision. Along the way, I've faced challenges, but each has strengthened my commitment to contributing to the hydrogen energy revolution."

Mi Tian, Associate Professor of Engineering at the University of Exeter.

"In my seven years at Copper, I've worked on HyNet North West (the UK's first low-carbon hydrogen industrial cluster), helped develop the Hydrogen South West brand, narrative and strategy, and worked with Bristol Airport to help them articulate their part in making hydrogen-fuelled aviation a reality. As an Associate Director for Copper's Strategic Development practice, I have been empowered to help shape our team, grow as a consultant and support my clients in articulating their vision to boost understanding, build consensus and secure advocacy for some of the most transformative projects and technologies in the country.

"We'll only succeed in delivering a new hydrogen economy fit for the future through the strategic and creative challenge you can only find with true diversity - which you cannot find in a room of people who all look and act the same. What I'm suggesting isn't easy (if it was, we'd already have done it), but if we want to deliver a hydrogen economy fit for the future, we must start tailoring jobs to people's needs and creating roles based on their unique skills and insights. A huge opportunity exists for the hydrogen sector - but with the clock ticking on Net Zero 2050, we need to get it right first time."

Pippa Gibbs-Joubert, Associate Director at Copper Consultancy.

Engaging to unlock diverse potential

The Hydrogen Skills Workforce assessment has projected that by 2030, the UK hydrogen industry will require over 90,000 skilled workers[14] to meet the growing demand across production, storage, distribution, and utilisation of hydrogen.

Understanding and valuing the unique perspectives that women bring to careers in science, technology, engineering and mathematics will turbocharge performance in all areas, including fighting climate change. This is now widely recognised by government, industry and education, and there are many important initiatives in place to attract recruits from non-traditional backgrounds. This engagement is critical for the future of the hydrogen sector, however historically, STEM outreach has not tended to feature hydrogen.

[14] Hydrogen Skills Alliance, July 2024, Green Jobs Delivery Group

Building on existing best practice

This is where we come in. At the national level, we are addressing this issue through our involvement in Hydrogen UK and engaging with initiatives such as the new Engineering and Physical Sciences Research Council funded EDI+ Hub, which is committed to empowering individuals and embedding inclusive practices in everyday life.

The IGNITE network+ (Innovation and Growth Needs Inclusion and Engagement of all Talent in Energy research[15]), a four-year funded EPSRC project which was established in September 2022, recognises that increased diversity in energy researchers will significantly improve our chances of achieving a successful transition to net zero by 2050. Our academic partners are attuned to this important research, which features several recommended interventions and practical advice on topics including:

- Embedding EDI in projects from the outset.
- Implementing good practices in recruitment and/or selection processes to ensure diverse teams.
- Ensuring diversity and inclusivity in all activities.
- Creating an inclusive, accessible and safe environment.
- Supporting career progression and training.
- Measuring success.

Regionally, we are working closely with our supporting partner, GW-SHIFT (The Great Western Supercluster of Hydrogen Impact for Future Technologies)[16], to influence the content of STEM enrichment programmes led by their member universities to ensure that hydrogen features strongly. We also stand ready to support the Hydrogen Skills Alliance as it pursues growing industrial engagement across sectors to ensure there is clear alignment between technologies and skills. In particular, we feel we can offer useful insights into the business perspective on the hydrogen skills gap and future roles requirements, inform the development of dedicated skills training and support plans to pilot a new Hydrogen Skills Academy[17].

Our member organisations are leading the charge at the local level, getting out and about in their communities and visiting schools and colleges to highlight the possibilities of a career in hydrogen to pupils throughout their formative years. We acknowledge that there is more to do as we strive to close the gap on the 90,000 roles we expect to need by 2030, and it is through collaboration and building on existing best practice that we will achieve this. We eagerly await the government's forthcoming UK Hydrogen Skills Strategy, which is set for publication next year.

Diverse recruitment practices

Research from McKinsey and the UK Government indicates that diverse teams are more successful at overcoming challenges[18]. McKinsey's research also underscores a 'strong positive relationship' between meeting social impact expectations and successfully navigating a rapidly changing business landscape[19]. These findings suggests that cognitive diversity facilitates problem-solving and that employees are motivated to work for purpose-led organisations, something which we also have much anecdotal evidence for.

Industry, government and education share responsibility for fostering an inclusive workplace culture which supports the growth of all employees and nurtures innovative solutions. An OFGEM-commissioned report from Thinks Insight and Strategy[20] into EDI in the UK energy sector laid out the benefits for prioritising this approach, stating:

- Organisations should represent and understand the society they work in.
- Diverse teams are more effective teams.
- The sector needs to recruit and retain best talent.

Organisations can achieve this by prioritising diversity and inclusion in their hiring practices - proactively recruiting and marketing for participants from a wide range of backgrounds. For example, research suggests that using gender-neutral language and including salary ranges in job adverts can make roles more appealing to a diverse pool of applicants.[21] Additionally, workplace support such as mentoring programmes[22] to promote EDI and training for hiring managers contribute to a collaborative and supportive professional environment.

The following companies have effectively implemented these important principles in the following ways.

"At Wild Hydrogen, we deeply value diversity and are committed to creating an inclusive workplace where everyone has the opportunity to thrive. While we recruit based on merit, we recognise that not everyone has had the same opportunities.

"To address this, we deliberately extend our recruitment efforts beyond traditional referral networks, ensuring that opportunities are widely publicised. This approach is designed to attract a diverse pool of candidates, enriching our team with varied perspectives and experiences that are essential to driving innovation and achieving collective success."

Nadia Hussain, Head of Marketing at Wild Hydrogen

"GW-SHIFT is fully engaged with and committed to Equality, Diversity and Inclusion and in fact is setting a great early example when it comes to gender balance; two of the programme's co-directors and two of the co-chairs of its Strategic Advisory Board are women. The GW-SHIFT leadership team aims to embed ED&I beyond gender to cover all protected characteristics including neurodiversity and extending to support for all career stages."

Professor Tim Mays, GW-SHIFT Principal Investigator and Co-Director, at the University of Bath's Department of Chemical Engineering

[15] IGNITE Network+, January 2023, IGNITE Network+ Equality, Diversity and Inclusion (EDI) Action Plan

[16] GW-SHIFT (The Great Western Supercluster of Hydrogen Impact for Future Technologies) (www.gw-shift.org)

[17] Hydrogen Skills Alliance, Page 9, September 2024, Driving Development of Hydrogen Skills in the UK

[18] Government Equalities Office strategic plan 2019 to 2020 - GOV.UK

[19] McKinsey & Company, March 2020, How Diversity, equity and Inclusion (DE&I) matter

[20] Ofgem ED&I, April/May 2023, Equity, Diversity & Inclusion Stakeholder interviews

[21] Harvard Business Review, June 2017, 7 Practical Ways to Reduce Bias in Your Hiring Process

[22] McKinsey & Company, Page 42, May 2020, Diversity wins: How inclusion matters

Men as allies

In seeking male perspectives for this report, we aim to understand how men view the sector's dynamics and their role in fostering diversity through allyship. By recognising the role men can play as allies, we focus on how they can actively contribute to advancing diversity and equity in the sector.

"The hydrogen industry is at the forefront of innovation and bringing new technologies to decarbonise the UK's energy, industry and transport demands. EDI and, more importantly cognitive diversity, bring different thinking to the challenges we face and will result in more successful and innovative solutions, richer conversations and a more collaborative work culture."

Andy Clarke, Chair of Hydrogen South West

"As a sector that is right at the beginning of its journey, hydrogen must set the standard by taking advantage of the contribution that every single person can make to helping decarbonise the planet! There isn't a second to waste."

David Eccles, Director of Hydrogen South West

"Today, the challenge of solving net zero in modern society is driving change like never before. Change in how people live, work and think. No more 'ideas have to come from specific places or people'. They can be from anyone, at any time. But for those ideas to be heard, we must enable people – of all backgrounds – to feel they can step forward and offer their perspective. We must actively create opportunities for everyone in the hydrogen economy. It is only by gathering diverse thoughts and ideas that we can hope to solve the biggest challenges of our time and capitalise on the promise of hydrogen."

Ronan Cloud, Economic Director at Copper Consultancy

By acting as effective allies to women, men have the ability to catalyse change, and yet, not everyone is clear about what this means in reality. At Hydrogen South West, we define allyship as creating space for others to flourish. Recognising that there is no 'I' in team, that to succeed we have to pool our talents, and for individuals, regardless of background, to be at their best, they need to work in an environment in which they feel comfortable. This is not just the right thing to do, it makes good business sense. Trust between team members is the foundation for establishing common cause and mutual success. So we ask of the men in our community that they make space for diverse voices, that when it comes to decision-making that they actively seek the perspectives of a variety of people and that they recognise the richness that is to be found in our differences – a real superpower when harnessed to achieve a shared goal. And if you are not sure what to say or do; ask. By showing a little vulnerability, a little humility, you show your commitment to effecting change, to the benefit of us all. In doing so, you also model what positive change looks like to other men.

Accelerating the change

This section will translate the insights from previous chapters into actionable strategies to guide our future efforts. These represent the first steps, which will continue to evolve as the campaign moves forward.

Key takeaways

01

Beyond engineering

Get everyone excited about hydrogen. There is a wide range of opportunities in hydrogen, and we need diverse perspectives and skillsets if we are to achieve net zero. Let's get into schools and spark the imagination of children from an early age, allowing them to explore multi-disciplined opportunities as they get older and make informed decisions about the qualifications they study for.

02

Galvanising a regional green skills economy

Leverage young people's commitment to purpose-led careers and create skilled jobs across the South West, which safeguard the future of our communities. Let's offer young people meaningful prospects on their doorsteps and make them proud to serve the places they live in.

03

Shaping pathways into hydrogen

Create space and provide support by mentoring women at all stages of their careers so that they have the confidence and scaffolding in place to pursue new opportunities in hydrogen. Together, we can overcome imposter syndrome and provide women with the skills and resources they need to be their best.

04

You can't be what you can't see

Consciously promote hydrogen as a sector which actively recruits women, ensuring that industry events and speaking opportunities are inclusive of female voices and create an inviting environment for all attendees.

05

Celebrating success stories

Create a platform for the women who are leading our industry. By celebrating their achievements and sharing their insights, we can inspire the next generation of talent and showcase the opportunities for those who are mid-career, and looking for a change.

06

Don't recreate the wheel

There are plenty of fantastic STEM and EDI initiatives already out there; we simply need to build on them to cater for hydrogen. There are also organisations and partnerships which share our interests, such as Hydrogen UK, the Hydrogen Delivery Council, the Hydrogen Skills Alliance, Hydrogen Innovation Initiative and Hydrogen in Aviation. We are stronger together, so let's join forces, adopt existing initiatives and work together to identify and fill the gaps.

07

Remember, diverse workplaces are successful workplaces

The research is clear on this; the greater the diversity among employees, the better a business navigates challenge and innovates. Just what we need in the face of the climate crisis. There are simple adaptations that can be made which make the recruitment process more accessible to everyone, and there are resources available if you are unsure of how to do this.

08

Diversity isn't a women's issue - and neither is inclusion

Men have an enormous part to play here. By being allies, acting as role models to other male colleagues and safeguarding equity of opportunity for women, we create a healthier working environment for everyone. Dedicated training needs to be routinely offered, and men should also be willing to ask their female colleagues for guidance when unsure how to proceed.

Next steps

Members of Hydrogen South West recognise the vital importance of EDI in the hydrogen sector. While larger organisations in the membership are governed by established internal policies and processes, the partnership also includes SMEs who face the structural barrier of not having in-house specialists in the field. Our Board is committed to agreeing a set of principles, with its members, which set out how together we will:

- Deliver inclusive events which are attractive to diverse attendees.
- Facilitate the ongoing promotion of women in hydrogen.
- Influence existing STEM initiatives and outreach to include a hydrogen focus.
- Recognise those who are allies to women in hydrogen.
- Share best practice and champion success.
- Strive to make the recruitment process more attractive to women.
- Support the development of pathways for new entrants – at whatever stage of their career.

Throughout 2025, we'll be continuing to explore the barriers to shaping inclusive working environments for everyone – and how to overcome them. If you'd like to take part in our multi-channel campaign or to find out more about our work in this area, please contact David Eccles, director of Hydrogen South West.

HYDROGEN SOUTH WEST

Accelerate the Change

Join the ecosystem.

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