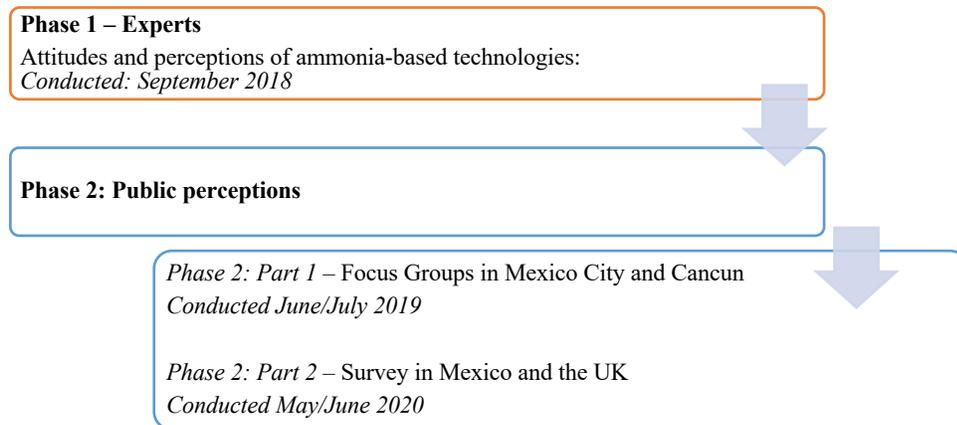


## S1. Thesis Research layout



**Figure S1.** Thesis research layout

Phase 1 (P.1) involved interviews with experts in ammonia or renewable energy projects. It was carried out to gain a better understanding of why ammonia energy technologies are being developed and how these are envisaged to be part of a future energy system. Findings from this phase were used to create information materials to be presented to people in the second stage of the project. In addition, expert opinions about future ammonia energy technologies were compared to public perceptions at the end of the research, to highlight any risks or other potentially contentious issues.

Phase 2: Part 1 (P2.1) consisted of focus groups with general public in Mexico. This research was carried out to gain a better understanding of what are people's initial responses at presenting the idea of ammonia. Data obtained from this phase served as a baseline to create documents for part 2.

Phase 2: Part 2 (P2.2) involved surveys with general public in Mexico and the UK. Data collection tools were created with the results previously obtained. Outcomes from this last stage of the research provided us the opportunity to compare responses from two different cultural contexts, analysing differences and similarities between countries and stakeholders.