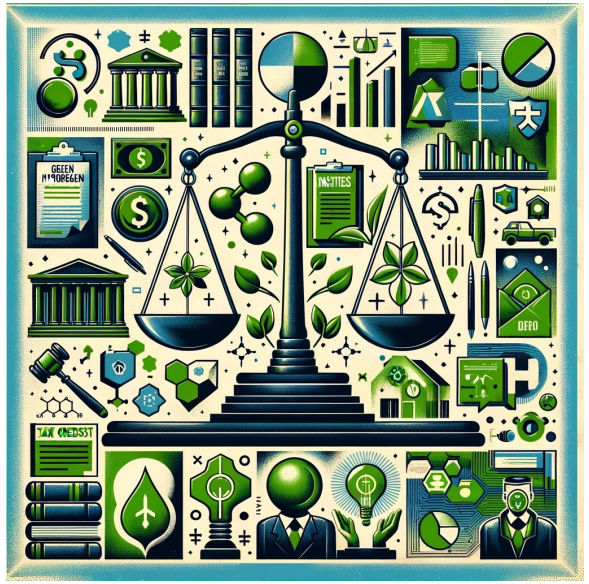

CRUSADE to make a HAPPY ENGLA


FLOWER POWER
1968


PRCEPTION


GREEN HYDROGEN


CAUTION
GREEN HYDROGEN
GREEN HYDDRGGON




HYCDROGEN


GREEN HYDROGEON
ECCIONOMIC PIESSTENTIALS
HEG


HYDROGEN
HYDROGEN
ENERGY CARRIER
SOLAR
WIND ENERGY
SOLAR
ENERGY
WIND

PERCEPTIONS of Hydrogen as a game-changing energy carrier are complex and multifaceted, influenced by a variety of informational, emotional, and practical considerations.

As associated technologies develops and more people become familiar with its potentials, use and benefits, these perceptions are likely to evolve.

EDUCATE THE MASSES

CIRCULARITY

Utilising resources are for as long as possible, extracting the maximum value from them while in use, and then recovered and regenerated at the end of their service life. Applying this to hydrogen verticals involves several key aspects:

Sustainable Production:	• *Producing hydrogen - minimizes waste and environmental impact, e.g. using renewable energy to power electrolysis….*
Efficient Production, Use and Reuse:	• *Utilizing hydrogen efficiently across various sectors, e.g. transportation, industry, power generation, and developing systems to recapture and reuse accommodating resources – Oxygen and Heat!*
End-of-Life Management:	• *Designing hydrogen-based products and infrastructure with their end-of-life in mind, ensuring they can be easily disassembled, recycled, or repurposed, e.g. designing fuel cells and hydrogen storage tanks that can be efficiently recycled.*
Integrated Systems:	• *Developing integrated systems where hydrogen production and usage are linked with other sustainable practices. For example, using excess renewable energy (which cannot be stored on the grid) to produce hydrogen, or using hydrogen as a storage medium to balance energy grids.*
Collaboration Across Sectors:	• *Encouraging collaboration across different sectors and industries to create a more interconnected and efficient use of hydrogen and its derivatives. This might involve industries that require energy, oxygen, and/ or heat*

Collaboration Across Sectors:

Necessities:

- Renewables
- Electrolysis
- …..

Opportunities:

- Aquaculture
- District heating
- Oxy-fuel and CCS
- Frequency reserves
- ….

Challenges:

Cross-sectorial:

- Communication barriers
- Misalignments
  - Objectives/ priorities
  - Expectations
  - Compatibility
- Trust and relationship
- …

Funding cross-sectorial:

- Diverse market dynamics
- Risk diversification
- Communication/ technological understanding
- …


THANK YO
FOR YOUR
ATTENTION