



Hi-FUTURE
360° EXECUTIVE SESSIONS
FOR ASSESSING
OPPORTUNITIES ARISING
FROM THE “CLEAN
ENERGY PACKAGE” AND
THE FRENCH “PLAN
HULOT”



Service Packs
Version 2018

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New opportunities will shortly arise in the hydrogen sector from upcoming EU and national regulations



Decarbonization of key sectors

Power to hydrogen



Renewables integration into the grid

New regulation framework

- **EU: Clean Energy Package** (RED 2 & Mobility Package part III nearly finalized)
- **France: “Plan Hulo”** for hydrogen



BUSINESS OPPORTUNITIES FOR YOUR ORGANIZATION



HINICIO helps you detect opportunities and risks for your business in a changing regulatory environment

Hinicio helps you seize new opportunities and mitigate risks in a rapidly evolving regulatory context. Thanks to our services, **you will be able to understand:**



The **regulatory context** in which your company will be operating in coming years



The potential **impacts on your business cases**



The **opportunities and threats** for your business.

Ultimately, we will **jointly construct an action plan** to help you navigate your way in this changing regulatory environment.



Getting up-to-speed on upcoming regulations with our tailor-made 360° high-level executive sessions





We mobilize our team to create tangible outputs adapted to your needs at every step of the way

Key steps	What you will get?	Means mobilized by HINICIO
Step 1 Kick-off seminar	Kick-off seminar at your premises (with your team, 10 people max.): <ul style="list-style-type: none"> • Understanding your environment, objectives, challenges and strategy on hydrogen; • High-level presentation of the Clean Energy Package and Plan Hulut, and the challenges and business opportunities. 	Half-a-day workshop at your premises.
Step 2 Analysis	Analysis of the key impacts, challenges and opportunities for your organization in terms of markets and business case. Production of an executive report.	Mobilization of 5 person-days of Hinicio's expertise, in liaison with your team.
Step 3 Final seminar	Final seminar at your premises: sharing results, business insights and recommendations for possible next steps with your team (10 people max.).	One day seminar at your premises.
HINICIO Hydrogen Hotline	"HINICIO Hydrogen hotline" available during a 1-month period to answer your specific questions.	Mobilization of 6 hours of Hinicio's expertise via emails or phone.



Tangible outputs to help you seize upcoming opportunities for your business

Best in class expertise for my organization

- **360° overview of Clean Energy Package and “Plan Hulo”** opportunities and challenges relevant to your organization provided through **top level seminars delivered by our most senior industry experts on hydrogen.**

Executive report with practicable conclusions

- **An executive report** including:
 - Presentation of the Clean Energy Package and “Plan Hulo”.
 - Identification of the key challenges and opportunities (market, business cases, etc.) relevant to your organization.
 - Operational recommendations and definition of a tangible action plan to seize opportunities and mitigate risks.

Tailor personal support

- **Tailor-made seminars** for your organization including material and handouts
- **Our senior expert** available during 1 month through our “HINICIO Hydrogen hotline”



Tariff

15.000€ excl. VAT and travel expenses*

Duration

3 weeks

Languages

English, French or Spanish

* Travel expenses for 2 consultants to travel in economy class (within Europe) and hotel + allowance for the required stay. Expenses will be reinvoyced at actual cost +3% administrative cost (after validation with customer).



ABOUT HINICIO



ANNEX

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STRATEGY
CONSULTANTS
SPECIALISED IN
SUSTAINABLE ENERGY
AND TRANSPORT

Active in Europe and
Latin America

Founded in
Brussels in 2007

TECHNOLOGY



MARKETS

POLICY

MULTIDISCIPLINARY APPROACH AND TEAM

- Engineers
- Economists
- Energy and transport policy experts
- Operating as a virtual team
- 8 nationalities
- Clients in 15 countries in Europe, Latin America and Asia

STRATEGY

- Market entry strategies
- Innovative business models
- Market analysis



INNOVATION PROJECTS

- Techno-economic feasibility studies
- Collaborative project development
- Communication and dissemination

POLICY

- Policy studies
- Impact analysis
- Workshops and training
- Monitoring



INVESTMENTS

- Investment analysis
- Investment strategy
- Fund raising
- Due diligence



HINICIO brings a 360° view on the hydrogen industry at the local, national and international level

- **HINICIO is a strategy consultancy specialized in hydrogen and fuel cells**, widely recognized as a leader in Europe in this area.
- **70+ assignments on hydrogen and fuel cells since the creation of the company in 2007**, including several landmark study at the European level.
- Unmatched experience **at every step of the value chain on all aspects:**

- Technology
- Economy
- Business Cases
- Markets
- Strategy
- Public policy and regulation
- Social acceptance, etc.

An international view and network



Countries covered by HINICIO's recent studies on hydrogen

Production	T&D et storage	Automotive	End-clients	Public sector	Investors and donors

Our team of high-profile experts have collectively accumulated several decades of experience in the hydrogen and fuel cell industry.

Patrick MAIO, MSC. Eng. MBA, CEO

Serial entrepreneur and strategy consultant combining business administration and engineering experience with a focus on sustainable energy and transport. Patrick is a registered expert towards the European Parliament and the European Commission. He sits in the board of several clean tech startups and has 17 years' experience in strategy consulting related to sustainable energies and transport. Patrick served as Executive director of FuelCellEurope, and Coordinator of the European Hydrogen and Fuel Cells Technology Platform. Patrick has led more than 80 projects in 16 countries in Europe, Latin America, Asia and North Africa. Before setting up Hinicio in 2007, Patrick used to work for Ernst & Young Consulting as a manager in the renewable energy sector.



Jean-Christophe LANOIX, MSC. Eng. SUPELEC Paris - Director of Projects:

Electrical engineer from SUPELEC and holds a MSc. Sustainable Process Management from Heriot-Watt University in Edinburg (UK). A senior expert in hydrogen and fuel cells, Jean-Christophe has worked for a wide array of clients in the sector including utilities, gas companies, chemical companies, auto-makers and suppliers, technology manufacturers, startup companies, VCs and policy makers at regional, national, European and international level. He is a regular speaker at international events on hydrogen and fuel cells.



Jean-Marc TIXHON (Swiss), MSc Eng. – Senior Technical Advisor Fuel Cells

More than 30 years' experience from DuPont, lately as a business manager for DuPont membranes (fuel cell and chloralalkali), Intermediate monomers for industrial and Agro chemical applications, and anti-stick coating for oil & gas production tubing. As a former chairman of the World Fuel Cell Council, he has a vast experience of fuel cell and hydrogen related issues, both in technical, commercial and policy terms.



Frederic BARTH, Mines ParisTech Senior Technical Advisor - Hydrogen:

Frederic has 24 years of experience with Air Liquide, covering the entire (expansion/enhancement of) gas supply chains, with a clear focus on Hydrogen. His responsibilities covered operations, demonstration / dissemination and technology development. From 2002 onwards, he actively contributed to the development of a Hydrogen Economy as a recognized expert, taking a leading role in the set-up of global standards and policy frameworks for the Hydrogen Economy via leadership positions in various industry organizations. Through these activities, Frederic has developed a comprehensive understanding of Hydrogen from operations, supply chain and regulatory perspective.





YOUR KNOWLEDGE
PARTNERS FOR
SUSTAINABLE ENERGY
PROJECTS AND
STRATEGIES

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Annex



The Clean Energy
Package and the "Plan
Hulot"



“In order to ensure that the expected increase in demand of electricity in the transport sector .., the EC shall develop a framework on additionality in the transport sector”



“Renewable liquid and gaseous transport fuels of non-biological origin shall also be taken into account when these are used as intermediate product for the production of conventional fuels.”



“Member states must issue GOs on request for any energy.”



New large trucks will have to reduce emissions on average by 15% in 2025 and at least 30% in 2030 compared to 2019.



“Renewable liquid and gaseous transport fuels on non-biological origin include E-fuels made from renewable electrolytic H₂ and waste CO₂.”



The contribution of renewable electricity shall be considered to be 4 times its energy content when supplied to road vehicles.



The “Plan Hulut” creates opportunities for hydrogen technologies and applications in France



Deploy 5,000 light duty commercial vehicles, 200 heavy duty vehicles and construction of 100 HRS by 2023



Promoting hydrogen for grid flexibility, with an initial focus on insular environments



Reimbursable loans for HRS and FCEV in professional fleets and public transport



Roll out a guarantee of origin system for hydrogen by 2020



10 % decarbonized hydrogen for industry by 2023, and 20-40% by 2028



A support for the deployment of electrolyzers (less than 20 EUR / t CO₂)