

# Fuel Cells and Hydrogen Joint Undertaking

## Fuel Cells and Hydrogen Joint Undertaking (FCH JU) 4<sup>th</sup> Stakeholders General Assembly

*"Towards the deployment of Fuel Cells and Hydrogen  
technologies"*

*Charlemagne Building  
Rue de la Loi 170, B-1000 Brussels*

*Preliminary programme  
23 November 2011*



# Fuel Cells and Hydrogen

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**8h30-9h00**

**Registration and welcome coffee**

### **Session 1: Decarbonising Europe's economy: a public private effort**

**9h00-9h30**

*Europe has reached a critical stage in achieving its decarbonisation objectives by 2050. Hydrogen and fuel cell technologies are key in that respect. With limited available financial resources and the investment climate under pressure, concerted action between all stakeholders is vital to ensure successful integration of fuel cells and hydrogen in the European energy and transport system. This opening session will set out the context of the conference providing "food for thought" throughout the rest of the day.*

**9h00-9h10:** Welcome by Pierre-Etienne Franc, Chairman of the FCH JU Governing Board

**9h10-9h30:** Key note speech, Kit Malthouse, Deputy Mayor of London (*invited*)

### **Session 2: FCH JU: the first successful SET- PLAN public private partnership**

**9h30-10h30**

*The Fuel Cells and Hydrogen Joint Undertaking (FCH JU) was set up in 2008 as the first public/private partnership under the SET-plan, with a budget of ~1 €bn, shared between the European Commission, Industry and Research sector. In this session, the partners in this joint undertaking will, from experience, discuss what has been achieved so far (2008 – 2011) and look at the future role of public-private partnerships. The session will highlight FCH-JU achievements and breakthroughs and look into areas for further developments, taking into account the Programme review and the mid-term evaluation of the programme.*

#### **Panel discussion**

Moderator: Raffaele **Liberali**, Director of Directorate K - Energy, DG Research and Innovation, European Commission

Bert **De Colvenaer**, Executive Director of the FCH-JU

Henri **Winand**, CEO of Intelligent Energy and Treasurer of the NEW-IG

Paul **Luchese**, Director New Energy Technologies, Commissariat à l'Énergie Atomique (CEA), Chairman of the N.ERGHY

Knut **Harg**, Chairman of the Scientific Committee and the Programme review

Bernard **Frois**, Director, Management Unit of New Energy technologies, CEA, Chairman of the States Representatives Group

Q&A with the audience (15 min)

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**10h30-11h00**

**Coffee break and networking**

**Session 3: From Concept to Reality: a concerted approach to integrate FCH technologies into future energy and transport systems**

**11h00- 13h00**

*Hydrogen and fuel cells technology has reached a decisive stage. To date, huge investments have been made by all stakeholders to progress technological development. Regulatory and adequate financing mechanisms are needed to overcome the last obstacles to market entry and encourage early adopters to take the lead. Industrial and political leaders will address questions like: What is needed for market-deployment of clean alternative technologies? How can the public and private sector achieve together a low carbon economy by the integration of these FCH technologies in the future energy and transport system?*

**Panel discussion**

Moderator: Robert <b>McLeod</b> , Mlex
Keynote Speech : Siim <b>Kallas</b> , EC Vice-President and Commissioner for Transport ( <i>invited</i> )
Dieter <b>Zetsche</b> , Chairman of the Board of Management and Head of Mercedes-Benz Cars Daimler AG ( <i>invited</i> )
Robert-Jan <b>Smits</b> , Director-General, DG Research and Innovation, European Commission ( <i>invited</i> )
Benoît <b>Potier</b> , Chief Executive Officer, Air Liquide ( <i>invited</i> )
Maciej <b>Banach</b> , Under-Secretary of State, Ministry of Science and Higher Education, Poland ( <i>invited</i> )
Oystein <b>Loseth</b> , President and Chief Executive Officer of Vattenfall ( <i>invited</i> )
Maria <b>Da Graça Carvalho</b> , Member of the European Parliament

Q&A with the audience (30 min)

**13h00-14h30**

**Lunch and networking**

**14h45-15h00**

**Video “Around Brussels to measure the level of awareness about FCH technologies and applications”**

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### Session 4: Appropriate regulatory and financial frameworks required to bring innovation – including FCH - to the market

#### 15h00-16h30

*One of the key questions is how to bring innovation to the market. Since the introduction of clean technologies is driven by societal choices rather than economic ones, the market will not cater for change by itself. What is needed to bridge the gap between successful demonstrations to commercial deployment of clean technologies? How to best combine national, regional and European initiatives? What are the current policy-gaps and how should these be over-come?*

#### Panel discussion

Moderator: Jean <b>Pisani-Ferry</b> , Director of Bruegel Institute
Fotis <b>Karamitsos</b> , Director Directorate C Innovative and sustainable mobility, DG MOVE, European Commission ( <i>invited</i> )
Graham <b>Watson</b> , Member of the European Parliament ( <i>invited</i> )
Jeppe <b>Tranholm-Mikkelsen</b> , H.E Permanent Representative of Denmark to the EU ( <i>invited</i> )
Juan <b>Alario</b> , Energy Efficiency & Renewables, Head of Division & Associate Director of European Investment Bank ( <i>invited</i> )
Andreas <b>Ziolek</b> , Chairman of the European Regions and Municipalities Partnership for Hydrogen and Fuel Cells

Q&A with the audience (30 min)

#### 16h30 – 17h00

**Coffee break and networking**

### Session 5: International perspective and co-operation

#### 17h00- 18h30

*Fuel Cells and Hydrogen technologies have long been identified as a great opportunity for innovation, economic growth and job creation, as well as a key option for long term emissions reduction. As both advanced and developing countries are investing huge amounts of money to prepare their economies and societies for fuel cells and hydrogen becoming one of the components for a clean energy future, how to ensure **a coherent international approach**? And where do we stand*

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*in the international spectrum? Speakers from around the world will share their national visions for FCH technology development and give their perspective on the European state of play.*

### **Panel discussion**

Moderator: Bert <b>De Colvenaer</b> , Executive Director of the FCH-JU
Walter <b>Podolski</b> , Office of Fuel Cells and Hydrogen technologies, Department of Energy, USA
Nan <b>Hoon Kang</b> , Director General for Energy policy, Ministry of Knowledge, Economy, Industry, Commerce and Energy, Korea ( <i>invited</i> )
Tadashi <b>Ito</b> , Chief Officer Fuel Cells and Hydrogen Technology Group, NEDO, Japan
Xin <b>Li</b> , Director, Div. of International Organizations and Conferences, Dept. of International Cooperation, Ministry of Science and Technology, China ( <i>invited</i> )
Micol <b>Martinelli</b> , Senior Advisor International Affairs, European Chambers of Commerce and Industry - Eurochambres

Q&A with the audience (20 min)

**18h30-19h00**

**Closing: Bert De Colvenaer, Executive Director of the FCH JU**