

We will start at 2:30 p.m. CEST



PICTURE: FRANKHY/ SHUTTERSTOCK

Project development assistance for regions (PDA II)

Expression of interest (EOI) launch seminar, online

15.09.2022

An initiative delivered by

SPILETT
new technologies

With support from the subcontracting consultancies

ariema **elementenergy** **REFORM** **TREZORS**
an ERM Group company

We will start at 2:30 p.m. CEST

Agenda

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1	14:30 – 14:40	Welcome	Mirela Atanasiu, Clean Hydrogen JU
2	14:40 – 15:00	What to expect - Introduction to the initiative <ul style="list-style-type: none"> • Aims and support offer to regions • Best practices from the PDA I (2019-2021) 	N. Hoelzinger, Spilett Mike Dolman, Element Energy
3	15:00 – 15:15	How to apply - Introduction to the registration platform	N. Hoelzinger, Spilett
4	15:15 – 16:00	Questions and answers	P. Guedes de Campos, Clean Hydrogen JU
	16:00	<i>End of the webinar</i>	...

Etiquette

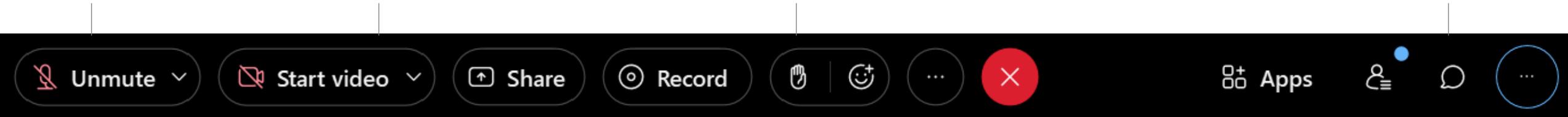
Only the host may unmute the microphones

Please leave your videos deactivated

Please raise your hand if you have a question

OR

Please use the chat to type your question



- **The presentations will be recorded. Recording will be stopped for the “Q & A” part.**
- Microphones are muted centrally by the host
- If you want to contact the host, please use the chat
- For questions during the session, please also use the chat
- For the “Q&A” part, please use the chat to register a request to speak by writing your name or question, the host will then give you the possibility to unmute your microphone
- For technical support, please write a private chat message to the host (H2Regions.EU)

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Aims of the initiative

 To further **widen the Clean Hydrogen JU geographical coverage** by selecting and bringing a set of 15 projects from Cohesion Countries, Outermost Regions and Islands to a high level of preparedness.

 To provide regions and cities the necessary **technical, financial and legal services**.

 To develop further the existing **inter-regional, inter-island and cross-city networks** in which both the selected regions and cities and its Observer Network could benefit from tools, methods and expertise gathered in both the first and the current PDA. This objective should be accomplished by helping foster collaborations from interested public authorities in view of indirectly assisting otherwise less mature projects and therefore enhance their chances of becoming reality in the future.

 To **boost the chances of grant funding and financing support** by raising awareness among the relevant Regional and National European Structural and Investment Funds' (ESIF).

Support offer to regions

Successful regions: Individual project development support

T2A: PDA SERVICES



Regional kick-off meetings

Initiate the project, understand expectations, define common goals

Form regional Project Delivery Groups

Identify and motivate key regional stakeholders, agree on governance structure

COMMON KICK-OFF MEETING (CH JU)

REGIONAL CONCEPT PAPERS (ITERATIVE)

PROJECT DELIVERY PLAN (FINAL)

Establish working (sub)groups

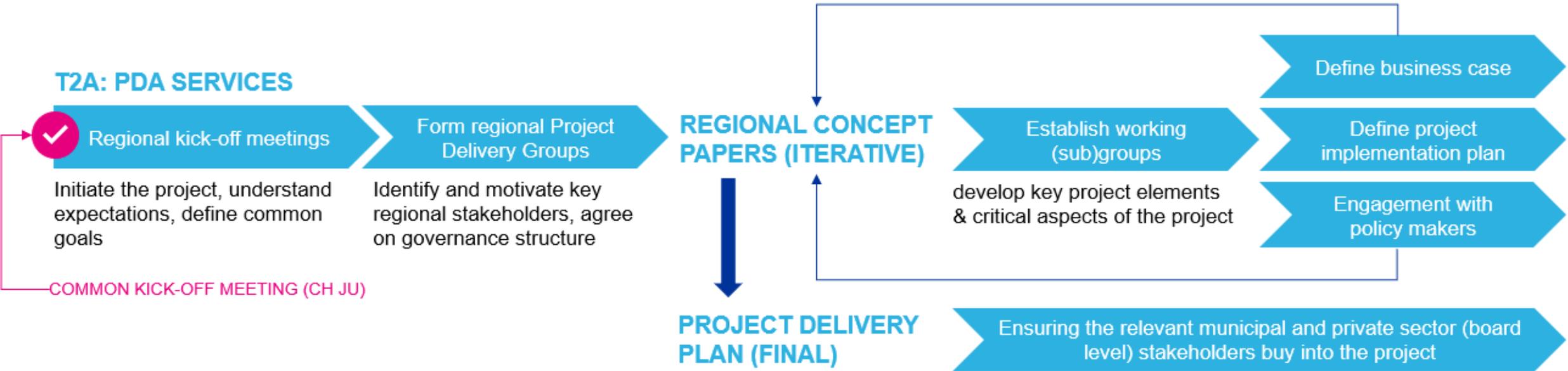
develop key project elements & critical aspects of the project

Define business case

Define project implementation plan

Engagement with policy makers

Ensuring the relevant municipal and private sector (board level) stakeholders buy into the project



Support offer to regions

All regions: participation in the PDA observer network

The PDA observer network will provide information, advisory services and networking opportunities for interested stakeholders in regions having applied for PDA services in both phase 1 (2019) and phase 2 (2022) of the initiative. **A total of up to 10 online webinars are envisaged, information will also be provided via the platform.**



The information to be provided and discussed includes

FCH technologies – functionalities, technology and market readiness, suppliers

Projects – lessons learned (system design, procurement, approval / installation, operation)

Funding opportunities – EU and national funding and financing programmes



The advisory support to be provided includes

Peer review sessions - feedback on project ideas of selected regions from consultancies and Clean Hydrogen JU, as successfully tested in phase I of the PDA initiative

Proposal writing – basic online-training on how to draft proposals, what to avoid and where to find support in proposal writing (without relation to specific projects)



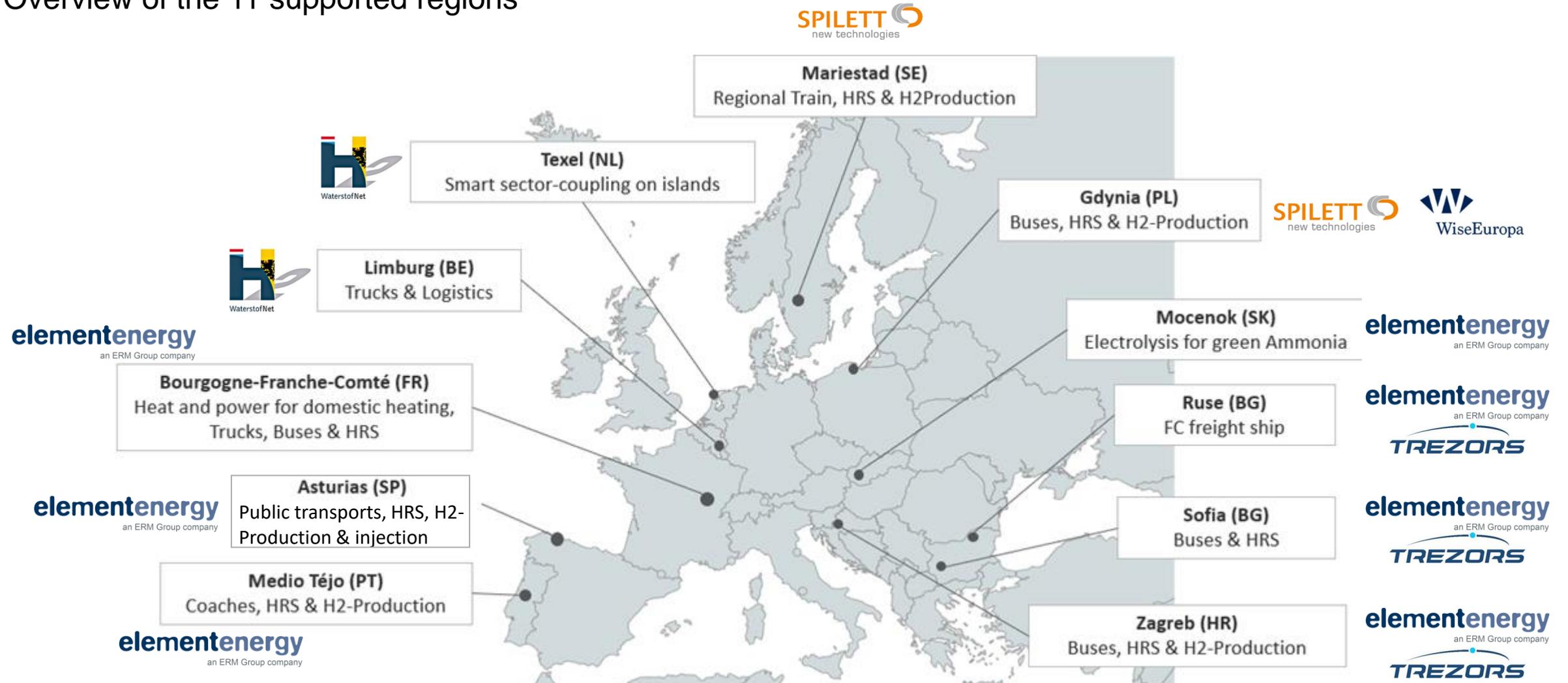
The networking opportunities include

Inter- and cross-regional/island/cities networking – presentation of lessons learned, twinning of regions with similar needs, interests and challenges (match-making).

Networking with technology suppliers and financing experts – industry pitches (online events), supplier database, meet-an-expert sessions (15 min. online).

PDA I: supported regions and their projects

Overview of the 11 supported regions

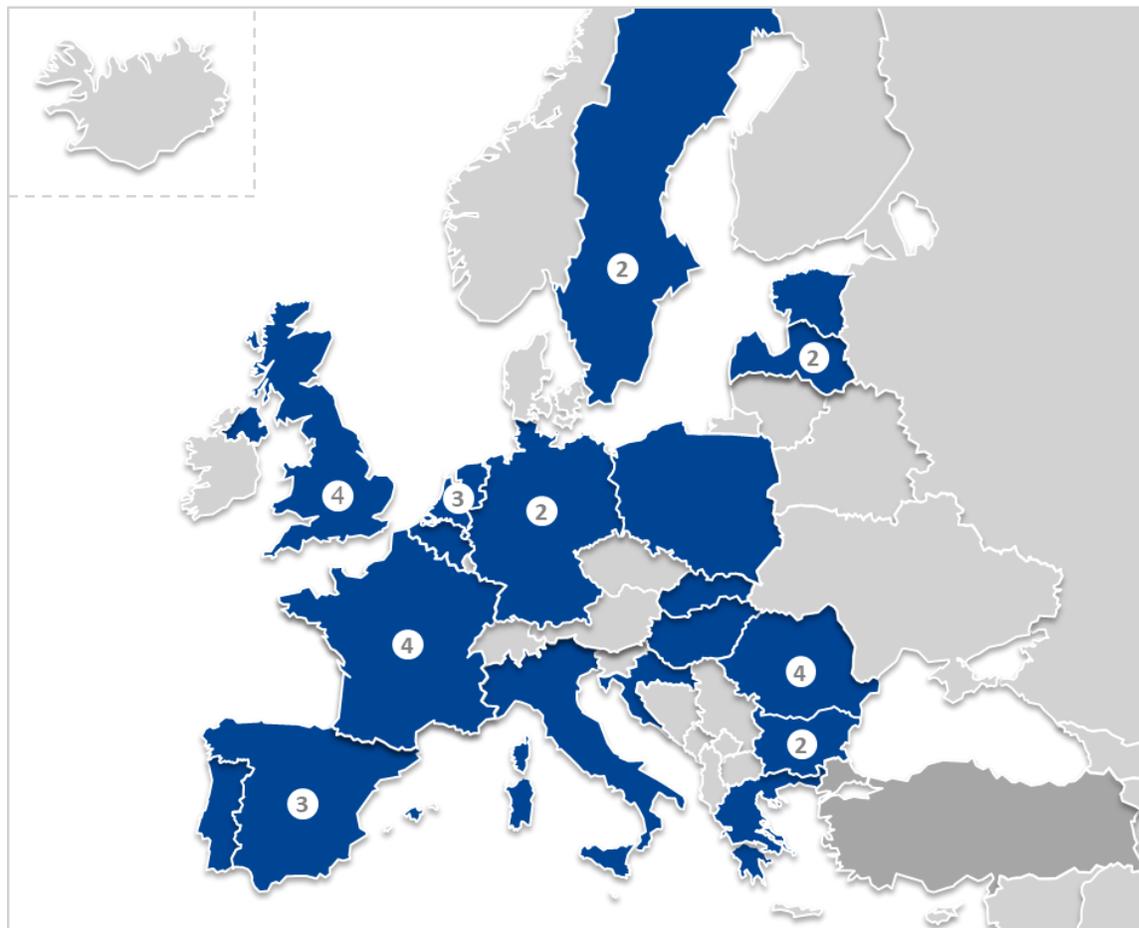


The PDA I observer network

35 regions from 18 countries

Regions which received PDA support are indicated in bold

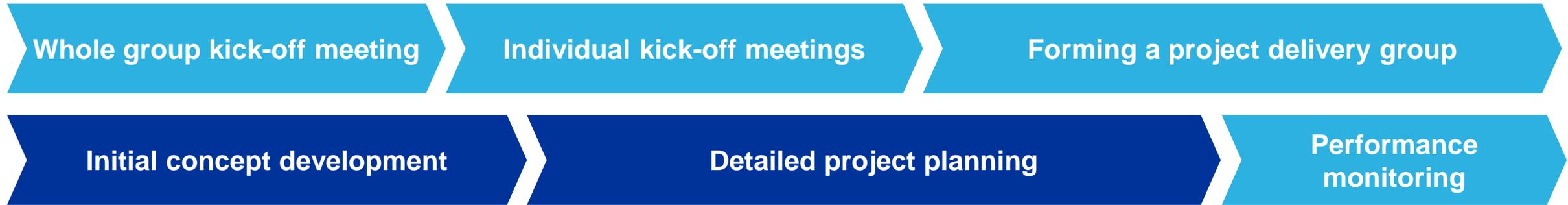
-  Coventry, Swindon, Aberdeen, Orkney Islands
-  Brainport Eindhoven, Midden Noord-Brabant, **Texel**
-  **Limburg**
-  **Bourgogne-Franche-Comté**, Normandie, Région Grand Est, Région Hauts de France
-  Aragón, **Asturias**, Cantabria
-  **Medio Têjo**
-  Emilia-Romagna
-  Western Macedonia



-  Gävleborg, **Mariestad**
-  Dahme-Spreewald, Stadt Aschaffenburg
-  **4 cities** (Gdynia, Gdansk, Wejherowo, Tczew)
-  Tartu
-  Jelgava, Riga
-  **Mocenok**
-  Szentendre
-  **Zagreb**
-  Cluj-Napoca, Giurgiu, Iasi, Ramnicu Valcea
-  **Ruse, Sofia**

How was PDA I delivered?

A standardised process but providing a tailored approach to each individual project



What was offered in PDA I?

- Dedicated time with **hydrogen project consultants**
- Development of achievable **project implementation plans**
- **Connecting regions to industry** and technology suppliers
- Coordinating **project delivery groups**
- **Budgeting and business case analysis**
- Assessing and managing **project risks**
- **Engagement with regulators** to remove policy barriers

What couldn't be offered in PDA I?

- Offer funding towards projects
- Writing of funding applications

CASE STUDY: ZAGREB



What were the project aims?

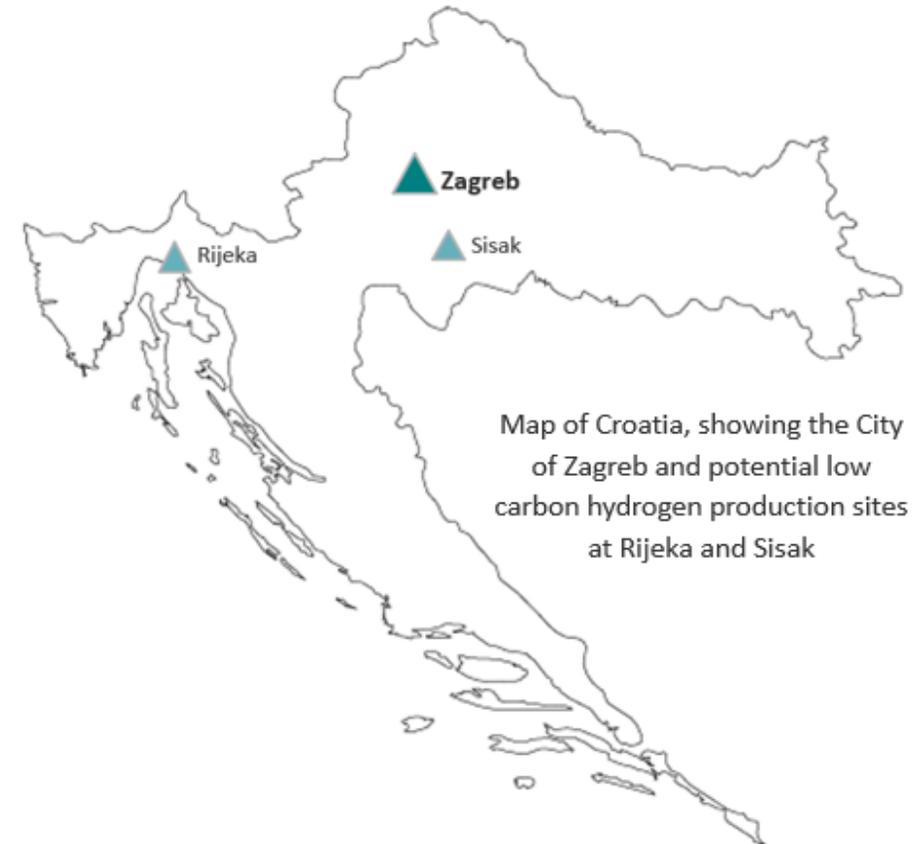
- Deployment of up to **32 fuel cell buses in Zagreb**, by 2025
- Production and supply of **600kg/day of green hydrogen** from electrolysis
- **Provide a blueprint for other hydrogen projects in Croatia**

What were the key outcomes from receiving PDA support?

- **Plans for low-carbon hydrogen production** developed
- **Procurement strategy** for hydrogen supply through a public tender
- Support with **engagement with technology suppliers**
- **Funding strategy** and business case support

Why was the project well equipped to benefit from PDA support?

- **Clear project plan** already in place before PDA services began
- **Strong commitment** from local partners
- Early engagement with **local stakeholders** across government bodies, industries and public transport operators



What has been learned from PDA I?

Key learnings to be carried into PDA II, especially focussing on EU13 countries

- | | | |
|--|--|---|
| <p>Define appropriate project scale to begin the process</p> | <p> Access more funding opportunities</p> <p> Advise on appropriate project scale for a strong business case but remaining feasible for first deployment</p> | <p> Fewer stakeholders, fewer conflicts of interest</p> <p> Identify and mitigate project risks at an early stage</p> |
| <p>Identify and manage language barriers</p> | <p> Coordinate some meetings in native languages to avoid exclusion of local partners</p> | <p> Assist with engagement with industry or other stakeholders, where communication in English is required</p> |
| <p>Use hydrogen projects to drive local economic growth</p> | <p> Seek opportunities to engage with local industry to develop the hydrogen supply chain and drive local economic growth</p> | <p> Gain support from local decision makers</p> |
| <p>Offer policy and regulatory support for first deployments</p> | <p> Identify where business cases are not viable without relevant policy support</p> | <p> Support engagement with local regulators to identify regulatory barriers</p> |
| <p>Define criteria for progress after the conclusion of PDA support</p> | <p>    Allow for changes in system design, procurement strategy, and project team after the end of the PDA support</p> | |

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Application process

Overview

In order to simplify the application process for regions across Europe, the Expression of Interest (EOI) will be run via a **two-stage process**. The application window for Stage 1 opened on 5th September 2022 and will run for 5 weeks until 10th October 2022.

Stage 1 (now open)

- EOI call responses will be evaluated by the Clean Hydrogen Joint Undertaking, Spilett and the consultancy subcontractors
- Up to 30 regions will be shortlisted to continue their application to receive PDA services.
- Shortlisted regions will be invited to stage 2 of the application process in late October 2022, and will be required to submit stage 2 applications by late November 2022.

Stage 2 (late October – late November)

- Applications will again be evaluated, with a portfolio of 15 projects (and 3 reserve projects) selected
- Successful regions will be notified in December 2022.
- Support offers will be sent to the 15 selected regions and, upon acceptance, representatives from each region will be invited to a “PDA support inception meeting” with the Clean Hydrogen Joint Undertaking, Spilett and the consultancy subcontractors.

Access to the registration platform

Only applications sent via the platform will be considered



The screenshot shows the homepage of the H2Regions.eu website. At the top left, there are logos for 'H2 PROJECT DEVELOPMENT ASSISTANCE FOR REGIONS', 'Clean Hydrogen Partnership', and 'Co-funded by the European Union'. A navigation menu includes links for HOME, REGISTRATION, ABOUT, TERMS AND CONDITIONS, FAQ, DOWNLOADS, PRIVACY POLICY (GDPR), and LEGAL NOTICE. The main content area features a large image of white dice with 'H2' and 'FOSSIL' on one die, and 'FUEL' on the others. Below the image is the heading 'WELCOME TO H2REGIONS.EU!' followed by two paragraphs of text.

H2 PROJECT DEVELOPMENT ASSISTANCE FOR REGIONS

Clean Hydrogen Partnership

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HOME REGISTRATION ABOUT TERMS AND CONDITIONS FAQ DOWNLOADS PRIVACY POLICY (GDPR) LEGAL NOTICE



WELCOME TO H2REGIONS.EU!

We will support 15 local authorities from regions in EU Cohesion Countries, Outermost Regions and islands of EU member states or associated countries to develop their concepts for regional hydrogen and fuel cell projects into detailed work plans. These projects will accelerate the progress of hydrogen deployment in these regions by providing a blueprint to other regional hydrogen projects, as part of a drive towards carbon neutrality.

Please use the registration form on this website to apply for Project Development Assistance, and read and follow the information in the instruction document thoroughly to increase the quality of your application. Information about the initiative, and what successful applicants will receive, can be found in the other tabs on this website

<https://www.h2regions.eu/>

Phase 1 applications:

The deadline for submitting an application will be **10th October 2022 23:59:59 p.m. CEST**, after which it will not be possible to submit an application.

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Thank you very much for your attention!

In case of further questions regarding the registration and application process please visit our [FAQ section](#) on the website or send us an email at application@h2regions.eu.

If you have any other question or concerns please contact the initiative via regions@clean-hydrogen.europa.eu.

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