

ARENA INNOVATION · Koestlinstrasse 150 · D-70499 Stuttgart

NEWSLETTER

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1. GENERAL

Year end 2016 is approaching and many things are expected to start with regard to the introduction of the most innovative FCH (Fuel Cell and Hydrogen) technologies in 2017. A more structured way is necessary to cope with the exponentially increased worldwide interest in this topic. This first newsletter of its kind is a first step into this direction.

2. SHORT REVIEW OF 2016

Many presentations have been made during numerous forums in 2016 throughout the world, especially in Serbia, Romania and last but not least also in China.

The most valuable impression, that I could gain until now is that although the FCH technologies provide big potential for the clean energy and transportation domain, they still experience a slow process regarding their market introduction. Besides usual challenges like for example high costs, “chicken & egg dilemma” and high technology sophistication, there are much more common issues, like for example increasing awareness in the mass media regarding the potential of the FCH technologies. While the BEV’s (Battery Electric Vehicles) are almost omnipresent in the mass media and have a real human face, with that of Elon Musk of Tesla, the opposite is the case regarding the FCV’s (Fuel Cell Electric Vehicles).

As Mr. Philip Ross – Senior Vice President of Honda Motor Europe Ltd. – correctly pointed out during the German NIP (National Organization Programme for Hydrogen and Fuel Cell Technologies) Conference from December 14-15, 2016 in Berlin, while being asked how we could make the FCH technologies more appealing: “We first need to increase awareness in the wide public about the FCH technologies. You all in this room know about them, but many people outside don’t! This is what we need to change first!”

I totally agree with the above stated opinion! I personally had to start from zero in this domain and found it very challenging to get the overview “about the whole FCH stuff” – including EU funding programmes, technological advancement and business structure, hence, the “Research & Innovation & Business Center – ARENA INNOVATION” was born. The tools are there and the research & market demand is there, but there are very few [mostly unknown] consultants who can put these to work together. “A concerted effort

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from public and private partners is necessary to boost innovation and trigger large-scale deployment” as it is stated on the 2nd page of the FCH-booklet-2016.pdf (<http://www.fch.europa.eu/sites/default/files/FCH-booklet-2016.pdf>).

3. PROSPECTS IN 2017

From the above stated impressions, it is clear that large-scale-deployment of FCH technologies need a popular and concrete face, which “everybody” can remember and refer to in the first step. The term of a so-called HYDROGEN SOCIETY seems to be very popular and descriptive as well.

Eloquent FCH Projects, within the frame work of suitable programs and projects like for example Horizon 2020, FCH-JU, Interreg-Danube, ERICENA, INCOBRA, PACE and many other, shall be bundled and orchestrated under a new “Energy and Transportation Platform” (to be developed) under the Internet domain www.hydrogen-society.com.

So, there is still a lot to be done in 2017 in order to make the vision of a true HYDROGEN SOCIETY become true. In order to achieve this, the valuable contribution of every single one of you is necessary and much appreciated. Please stay tuned and motivated. A lot of the above mentioned programmes and projects will be started in 2017.

4. Read & smile

A FCV (Toyota Mirai) and a BEV (Tesla Model X) race to Lake Tahoe took place: guess who wins? ☺

Answer:

“Hydrogen won this contest because it essentially takes no more time to refill a Mirai than a Prius. The Tesla could only have been competitive if battery-switching technology had been available, a concept that Tesla has backed away from.”

See full review under:

<https://www.edmunds.com/toyota/mirai/2016/long-term-road-test/2016-toyota-mirai-hydrogen-vs-electricity-road-trip-to-lake-tahoe.html?platform=hootsuite>

Last but not least, I wish you all A Prosperous and Happy New Year 2017!

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