

## Launch event of ALICE-Hydrogen Europe collaboration

Joining forces to help decarbonise road transport logistics.

**Date:** 4<sup>th</sup> March 2021

**Schedule:** 09:00-11:00 CET

**Duration:** 120 minutes

### **Summary:**

A 90% reduction in transport emissions is needed by 2050 to meet the Green Deal ambitions of carbon neutrality. This will require strong and ambitious commitments from all forces. This is the background of the collaboration between Hydrogen Europe and the ALICE platform, formalised by a Memorandum of Understanding signed on 15<sup>th</sup> December 2020.

Both associations recognise that hydrogen solutions for transport and logistics are key to achieve Europe's sustainable objectives. To accelerate the uptake of the technologies, strong collaboration and mutual understanding are needed among stakeholders across the whole value chain to understand and overcome potential barriers and/or propose solutions to address them.

This event marks this collaboration's launch to prepare the ground, explain what is at stake, and look at how the different hydrogen-based technologies fit into the big picture of decarbonisation. Presentations from well-known consultancies will illustrate this.

This event is an exciting opportunity to learn about the potential of hydrogen technologies in the road transport logistics sector from a short term and long-term perspective.

## Agenda

Time	Item	Speakers
09.00-09.05	Welcome and introduction	<ul style="list-style-type: none"> <li>▪ <b>Jorgo Chatzimarkakis</b>, Secretary-General, Hydrogen Europe</li> </ul>
09.05-09.20	Welcoming words from chairwoman/chairman	<ul style="list-style-type: none"> <li>▪ <b>Valérie Bouillon-Delporte</b>, President, Hydrogen Europe</li> <li>▪ <b>François-Régis Le Tourneau</b>, Chairman, ALICE platform</li> </ul>
09.20-09.30	Fulfilling the green deal objectives in the mobility sector	<ul style="list-style-type: none"> <li>▪ <b>Charlotte Norlund-Matthiessen</b>, member of Commissioner Vălean cabinet</li> </ul>
09.30-10:10	Transport decarbonisation – Technologies, strategies, and costs Followed by Q&A	<ul style="list-style-type: none"> <li>▪ <b>Yvonne Ruf</b>, Partner, Member of Supervisory Board, Roland Berger</li> </ul>
10.10-10.45	ERTRAC roadmap presentation Followed by Q&A	<ul style="list-style-type: none"> <li>▪ <b>Simon Edwards</b>, Vice-Chairman of ERTRAC Global Director Technology, Ricardo</li> </ul>
10.45-11.00	Concluding remarks and way forwards	<ul style="list-style-type: none"> <li>▪ <b>Sabrina Skiker</b>, Hydrogen Europe EU Policy Manager</li> <li>▪ <b>Fernando Liesa</b>, ALICE Secretary-General</li> </ul>