



**FuelCellEurope contribution**

**CONSULTATION ON THE FUTURE « EU 2020 » STRATEGY**

**SUSTAINABLE ENERGY TECHNOLOGIES SUCH AS FUEL CELLS AND HYDROGEN CONSTITUTE THE MAIN PILLAR OF THE NEW INDUSTRIAL REVOLUTION THAT WILL LEAD EUROPE'S "RENAISSANCE" IN THE NEXT DECADE.**

FuelCellEurope is the European association serving the interest of the fuel cell industry in Europe, one of the most innovative and disrupting clean tech industries today in the world which will be an important source of economic growth, sustainable development and job creation in Europe.

FuelCellEurope welcomes the European Commission's public consultation on the future EU 2020 strategy. We firmly believe that the path towards the sustainable growth of EU needs to be paved by a sound and smart strategy for clean technologies, embedded in a long term policy vision and support.

The EU 2020 Strategy will be a cornerstone for Europe's future and therefore needs to be ambitious, yet realistic and compelling, integrating all aspects of sustainable development in order to tackle the energy, environment and health and socio economic challenges ahead.

As regard to clean technologies, it is not about naming champions and losers today for the Europe of tomorrow. Instead, it is about creating the appropriate framework for a sustainable social market economy, where clean technologies can adequately flourish, be promoted or enforced.

FuelCellEurope supports the key priorities outlined in the Consultation document but would like to draw particular attention to the specific following statements:

**On creating value by basing growth on knowledge:**

The EU 2020 strategy should make sure that attractive and appropriate framework conditions for research and innovation are put in place. The EU must ensure that enough resources are dedicated to research activities and that innovative financing mechanisms can help Europe's businesses, in particular SMEs and start-up companies, bringing their innovation to the market.

- The public private partnership approach is a good framework. Yet experiences in the Seventh Framework programme (FP7) with the Hydrogen and Fuel Cell Joint Technology Initiative demonstrate that additional financial support is required to maximize the benefits of the model if it is to attract further private investment.
- The lack of Synergy with Member States in research and demonstration programme and budgets for new technologies is as far as fuel cells are concerned the biggest disadvantage Europe has in comparison with its main competitors today, USA and



Japan. A lot of the needed coordination is left outstanding; a common and joint approach still needs to be materialized in order to avoid overlapping of efforts and duplication of research activities.

### **On Empowering people in inclusive society**

While it is important to develop skills and conditions for green jobs, as mentioned by the Consultation, the EU 2020 Strategy should not forget that a sound training and education policy is, in addition, critically needed.

Training and Education are fundamental for Europe to prepare the future generations of clean technologies developers, users and decision-makers, for « the carbon-free energy society » to come. The EU 2020 strategy should design a determined and coordinated education, training and public awareness framework for sustainable solutions to empower the people and most importantly, create value by basing growth on knowledge.

### **On Creating a competitive, connected and greener economy**

This priority is an anchor if Europe wants to make the way towards 2020 and beyond for a sustainable social market economy and for Europe to accelerate the market uptake of innovating and enabling clean technologies, like fuel cells.

Indeed, a “more efficient use of resources, including energy, and the application of new, greener technologies [is necessary for Europe to] stimulate growth, create new jobs and services and [...] to both maintain a strong manufacturing base and a vibrant services sector and to meet its environmental and climate goals.”<sup>1</sup>

To achieve this, FuelCellEurope strongly believes that sectorial policies must be much better coordinated, in particular transport, industry, research and energy policies in order to take full advantage and give particular attention to key enabling technologies such as fuel cells that can address a variety of transversal markets simultaneously like stationary and distributed power, portable applications and transport.

### **In conclusion**

Creating incentives conditions now to build a competitive, connected and greener economy tomorrow will be a key challenge for the EU 2020 strategy.

In particular, it will be crucial to set:

(i) Appropriate financial support level and innovative financial schemes to allow the market penetration of clean enabling technologies such as fuel cells;

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<sup>1</sup> COM (2009) 647 Final – 24-11-2009, page 7



(ii) Smart regulatory and public incentives measures framework to facilitate the path towards a greener, smarter and more inclusive sustainable society and economy.

(iii) Sound synergy strategies between EU policies and between local, regional, national and European actors, to realise economies of scale and unlock the amazing potential of Europe if all the strengths come together.

Finally, being quick in seizing the exit from the current crisis as an opportunity for Europe to become a sustainable social market economy is a good starting point for the EU 2020 Strategy. Yet, it is paramount for FuelCellEurope, to develop the EU 2020 strategy with a long term vision, beyond 2020 and avoid falling into the trap of picking up early winners as a matter of urgency, thus reproducing the mistakes of the past.

## About FuelCellEurope

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FuelCellEurope is the European association serving the interest of the fuel cells in Europe. We are committed to accelerate the development and market uptake of fuel cell technology, a key solution for a sustainable energy system in Europe and an important source of economic growth and sustainable European jobs.

FuelCellEurope has a strong European position thanks to its very broad membership base which covers global equipment manufacturers, European universities and research institutes, energy, automotive and services companies, as well as end users in public and private sectors.

## About fuel cells

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Fuel cells are electrochemical devices that, by combining hydrogen and oxygen, produce electricity and heat with only pure water and air as by-products. Fuel cells offer a unique combination of advantages that can address the European energy challenges:

- ✓ **Reduced or zero Emissions of Greenhouse Gas and Toxic Pollutants:** Fuel cells can help reduce tremendously greenhouse gas emissions, reduce urban pollution and improve air quality. In combination with hydrogen produced from renewable energy sources, fuel cells provide an emission free energy solution.
- ✓ **Energy efficiency:** Fuel cells are the most efficient energy conversion devices: they are considerably more efficient than conventional engines.
- ✓ **Wide range of applications**
  - they can range from very large to very small
  - there are different types of fuel cells suitable for different applications
  - they can be used for stationary, transport and portable applications.
  - they can be used solely or in hybridized systems,
- ✓ **Energy Security:** Fuel cells and hydrogen can support the development of decentralised energy infrastructures building upon regionally available primary energy sources. This can reduce the dependency on oil or gas imports.

**Green hydrogen is hydrogen produced from renewable energy sources.**