

# Unlocking & unleashing Hydrogen in the sustainable energy system

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## Harnessing nature

Massive expansion in RE-production

Increasing need for conversion &  
storage

Green industry

Public demand

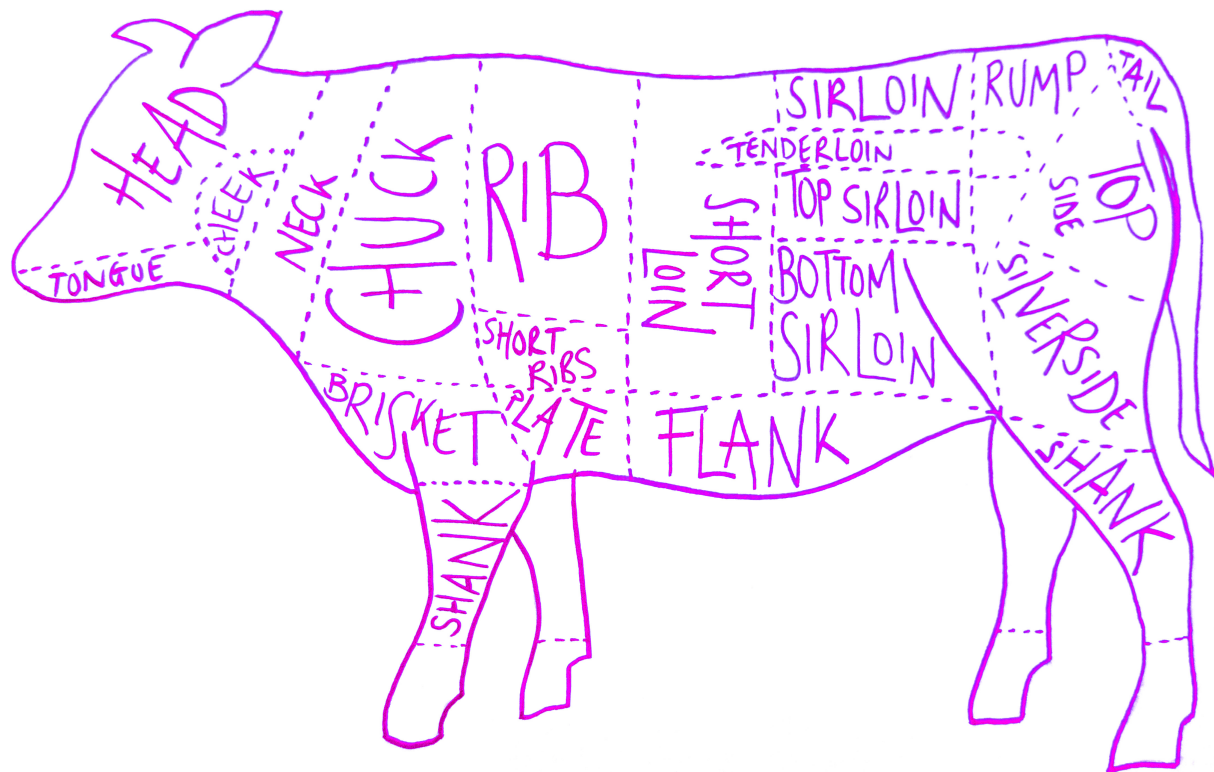
Political will





# Nose2Tail – total utilization

Use it all – all the time



## Power2X

Large scale energy  
conversion  
Sectorial  
integration,  
balance  
& cohesion





## Produce2Product

Processing, value,  
export & growth





Hydrogen is  
key in  
unlocking this  
potential





# Hydrogen opportunities

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Jet-fuel  
Ammonia  
Methanol  
Refinery  
Busses  
Heavy duty  
Trains

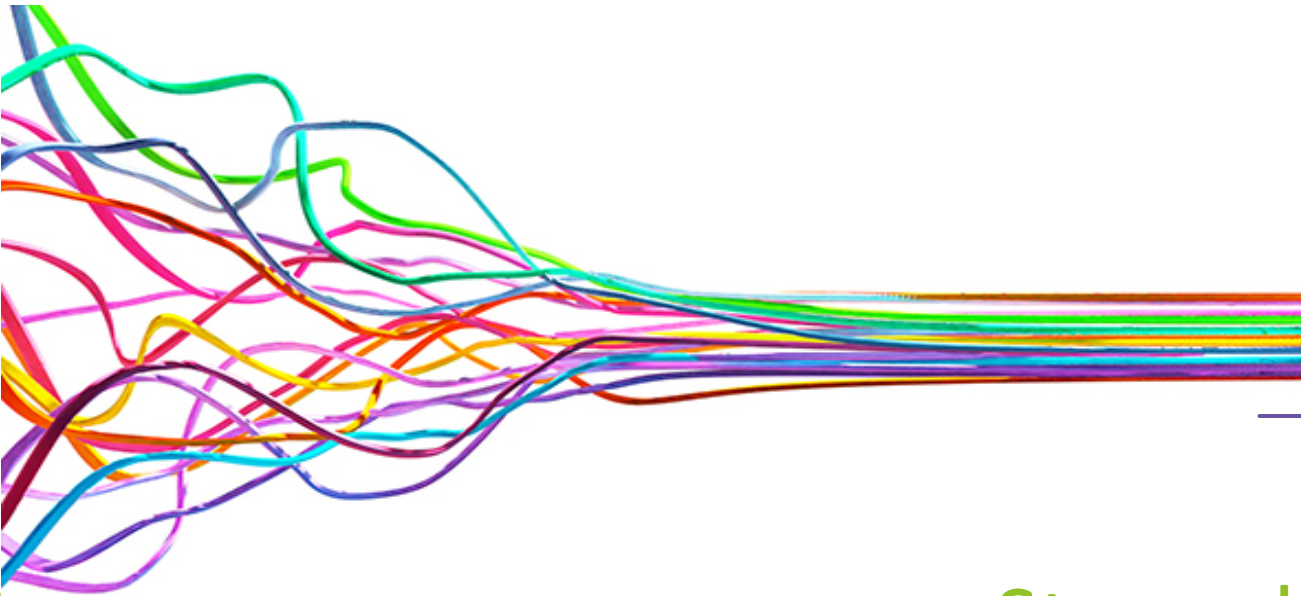


Scale  
Price  
Regulation  
Cohesive plan  
Overall strategy  
Policy commitment  
Excess heat utilization

Main obstacle: Fossil fuels are still cheaper







## Moving forward

Aligning efforts  
Streamlining regulation  
Nordic and European  
collaboration

&

# Political cohesive strategies

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## We need:

- National/Nordic strategy for the implementation of hydrogen technologies
- Political priority
- Accelerating efforts in scaling up electrolysis
- Public investment strategies
- Zero-emission incentives for transport
- Equating energy conversion and traditional electrification
- Continuous world class scientific research
- Clear regulatory frameworks
- Business alliances



All the potential is here.  
Every variable in the equation is known.  
We need to act – now.

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The new, **Green** Golden Age  
starts today.

Thank you for your attention!

