

NOVEMBER 2022 - BENELUX INFRASTRUCTURE FORUM

# Green hydrogen/ammonia value chain



**Green  
Giraffe**

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2. Introduction and context
3. The value chain
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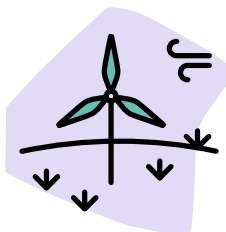
# We focus on the energy transition, working with people, technologies and markets that we believe in



**>EUR 32 bn** funding raised  
**12 yrs** of specialised advisory



**120+** professionals globally  
**9** offices in **9** countries on  
**5** different continents



**>250** transactions or projects  
**>180 GW** total capacity

## A specialised financial advisory firm launched in 2010

- Proven track record in renewable and energy transition technologies
- Operating from Boston, Cape Town, Hamburg, Madrid, London, Paris, Singapore, Sydney and Utrecht
- Multi-disciplinary skillset, including project & corporate finance, M&A, tendering, contracting, and legal expertise

## An ambition to provide high quality, specialised advice

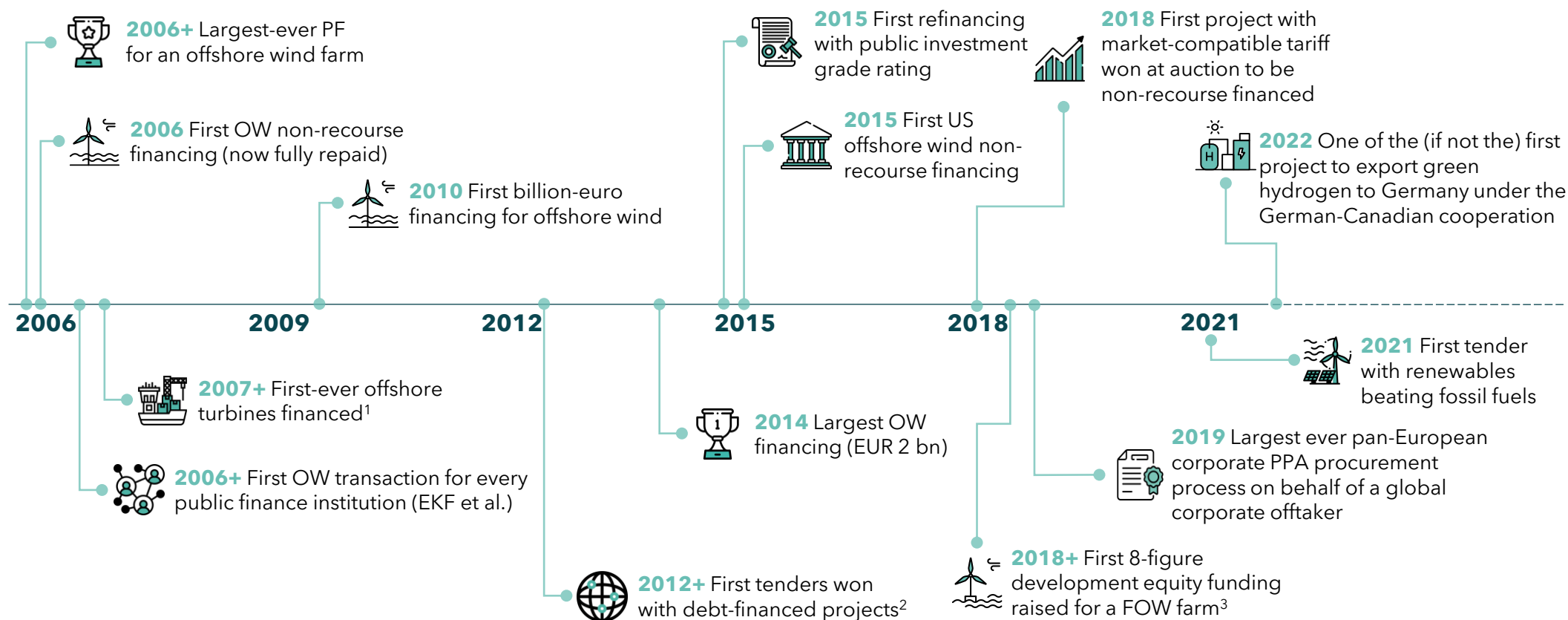
- We only work on projects where we can actually add value
- We build long-term relationships with our clients
- We foster a shared approach to transactions and risks

## Green Giraffe follows a simple strategy

- Provide a holistic approach, coupling sector-specific tasks and traditional debt or M&A advisory services
- We continue to outperform the competition in Europe whilst growing in developing markets on other continents
- We are committed to the industry, we believe in the countries we are active in and we have the skillset it takes to **get deals done**



# Transaction “firsts” with Green Giraffe (or, prior to 2010, Green Giraffe officers) actively involved

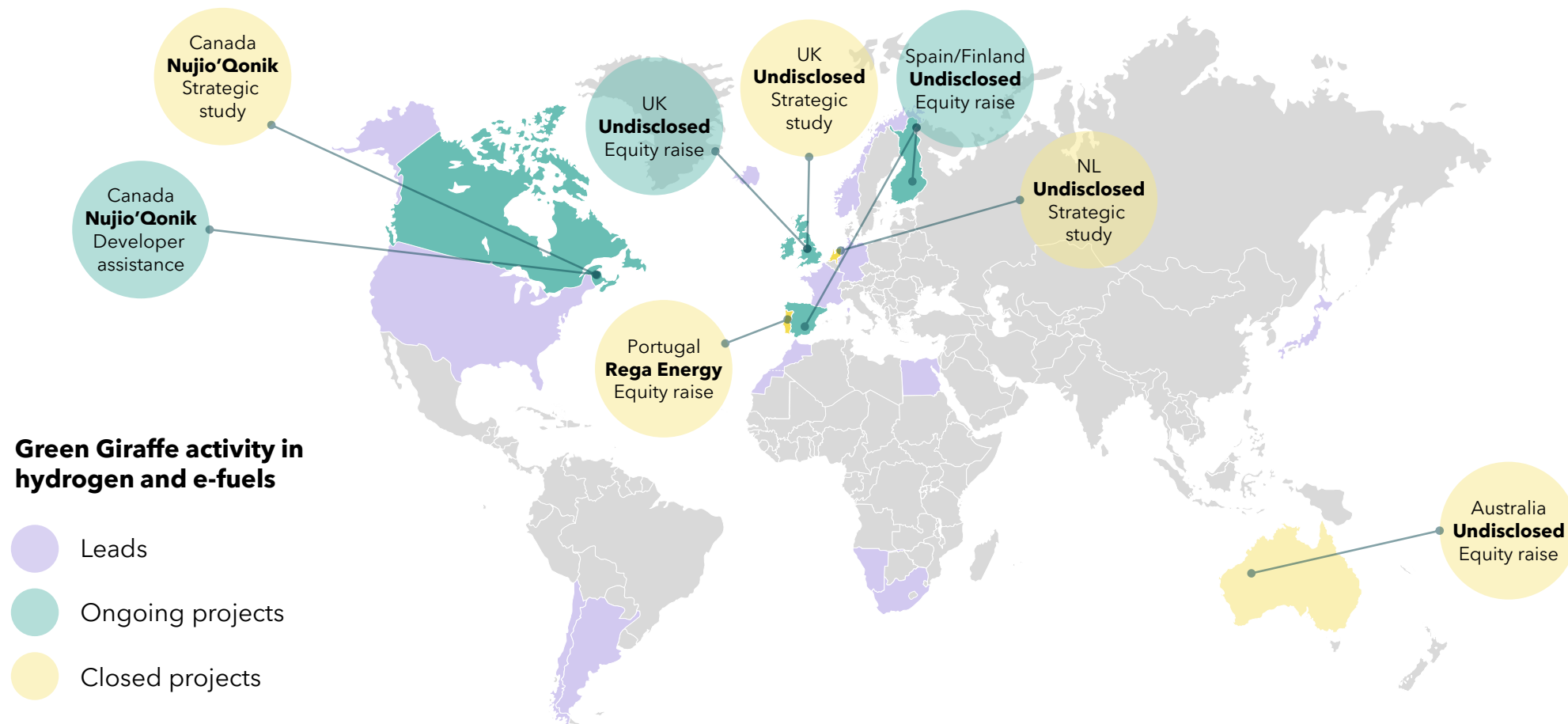


<sup>1</sup> For wind turbines of 5, 6, 8 & 9.5 MW size

<sup>2</sup> Won in France, the Netherlands UK and Taiwan

<sup>3</sup> First in the US / Asia / Europe

# Green hydrogen and e-fuels are key markets for the energy transition and we are part of it



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# The hydrogen opportunity



1

## Proven technology to integrate with renewables

- Green hydrogen is forecasted to account for 20% of Europe's power consumption in 2050
- Unlocks new offtake markets for renewable energy



2

## Investments

- Current stated investment estimates for hydrogen are more than USD 300 bn by 2030
- Governments have already pledged over USD 70 bn to support hydrogen initiatives



3

## Cost reductions

- The industrialisation of electrolyser manufacturing will likely lead to a 60% decrease in electrolyser costs by 2050, whilst green hydrogen production costs are estimated to decrease by 60% by 2030



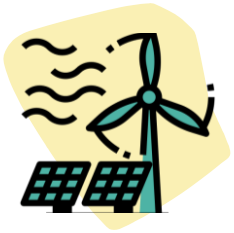
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## Governmental support

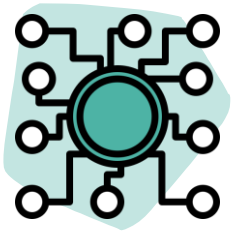
- 75 countries have net zero carbon ambitions, 30+ countries have hydrogen-specific strategies
- The EU has announced a 40 GW electrolyser capacity target for 2030

Sources: Hydrogen Council, Reuters

# Green hydrogen – a key element of the energy transition globally



Green hydrogen is zero-carbon hydrogen, produced from renewable electricity and water



Hydrogen has a wide range of application markets, from heavy industry to transportation



Directly linked to renewables, green hydrogen is already competitive with fossil fuels

## Hydrogen is distinguished based on its production method

- Grey: produced using natural gas, with significant CO<sub>2</sub> emission
- Blue: same as grey but with CCUS, reducing CO<sub>2</sub> emission
- Green: produced using renewable electricity, zero CO<sub>2</sub> emission

## Hydrogen is an existing market, with potential to grow even further

- Current grey hydrogen, used in fertiliser production and petrochemical industry, is responsible for 2% of carbon emissions globally
- Additionally, green hydrogen can be used to decarbonise heavy industry, long-haul transport and even heating

## Decreasing costs of renewables make green hydrogen competitive

- Cost-competitive green hydrogen requires low-cost, high-capacity factor renewable energy

## Governments recognise the role of hydrogen in the energy transition

- European governments have set ambitious targets for green hydrogen production and are designing regulatory frameworks
- Korea, Japan and the US are also supportive of green hydrogen

Source: ING, Wood Mackenzie, CMS



# Renewable energy complements the hydrogen business case

**The main drivers of the levelised cost of hydrogen (LCOH) for green hydrogen are capex and electricity price**

### Cost of electricity

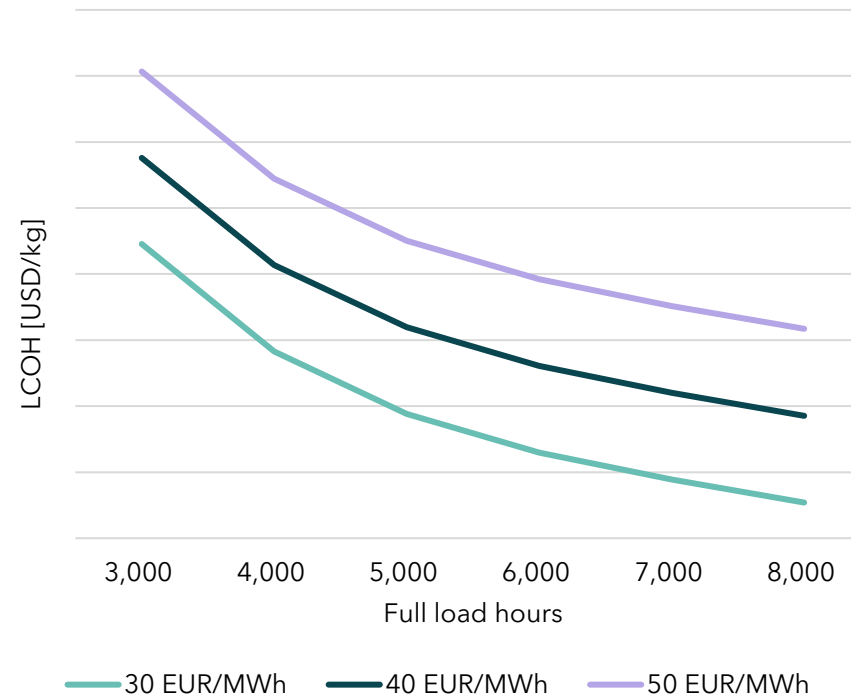
- Electricity costs make up 60-80% of the LCOH
- The electricity component can be decreased by using low-cost renewable electricity

### Capex of the electrolyser

- Large upfront investment, requiring an electrolyser to run as many full load hours per year as possible
- Running an electrolyser a low number of hours increases the capex component of the LCOH

Using electricity directly from renewable energy projects gives projects access to cheap renewable electricity, however not all technologies (e.g. solar and onshore wind) can provide sufficient full load hours per year to reach a low LCOH

**LCOH for an electrolyser with a given electricity price and full load hours**



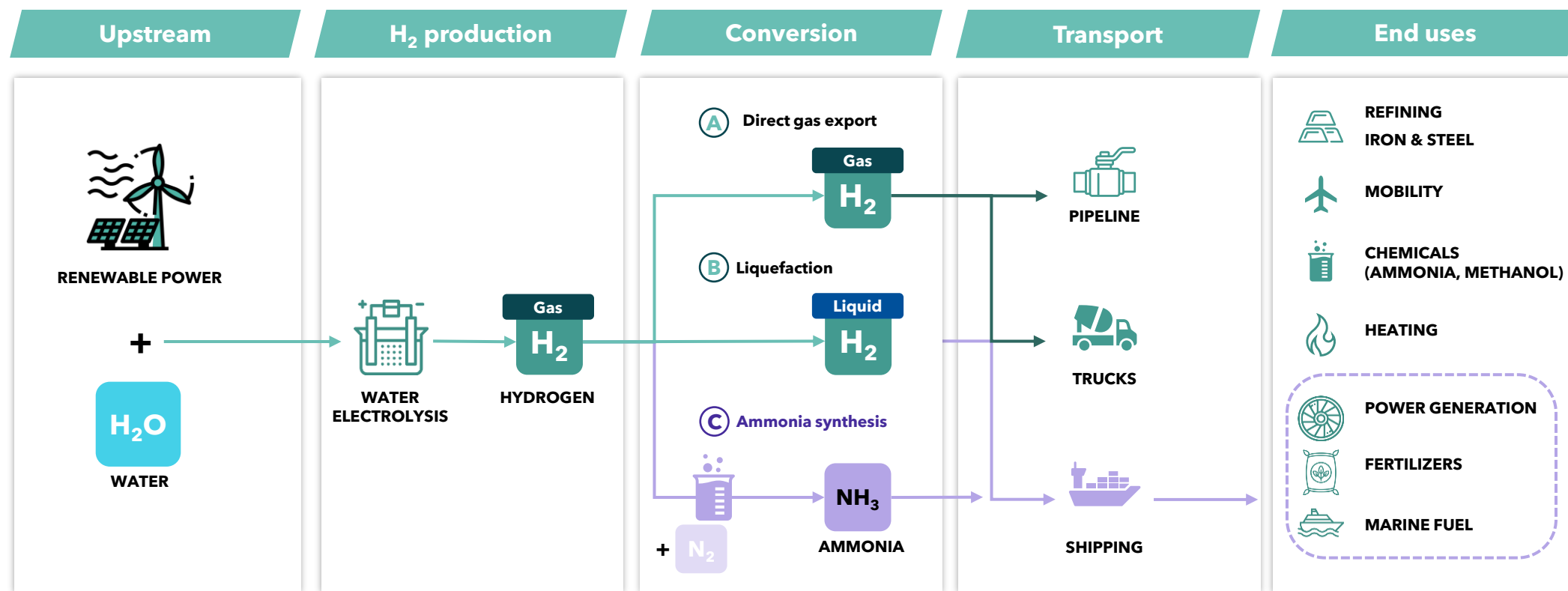
**To make hydrogen competitive with fossil fuels, low-cost and high-load factor renewables are needed**

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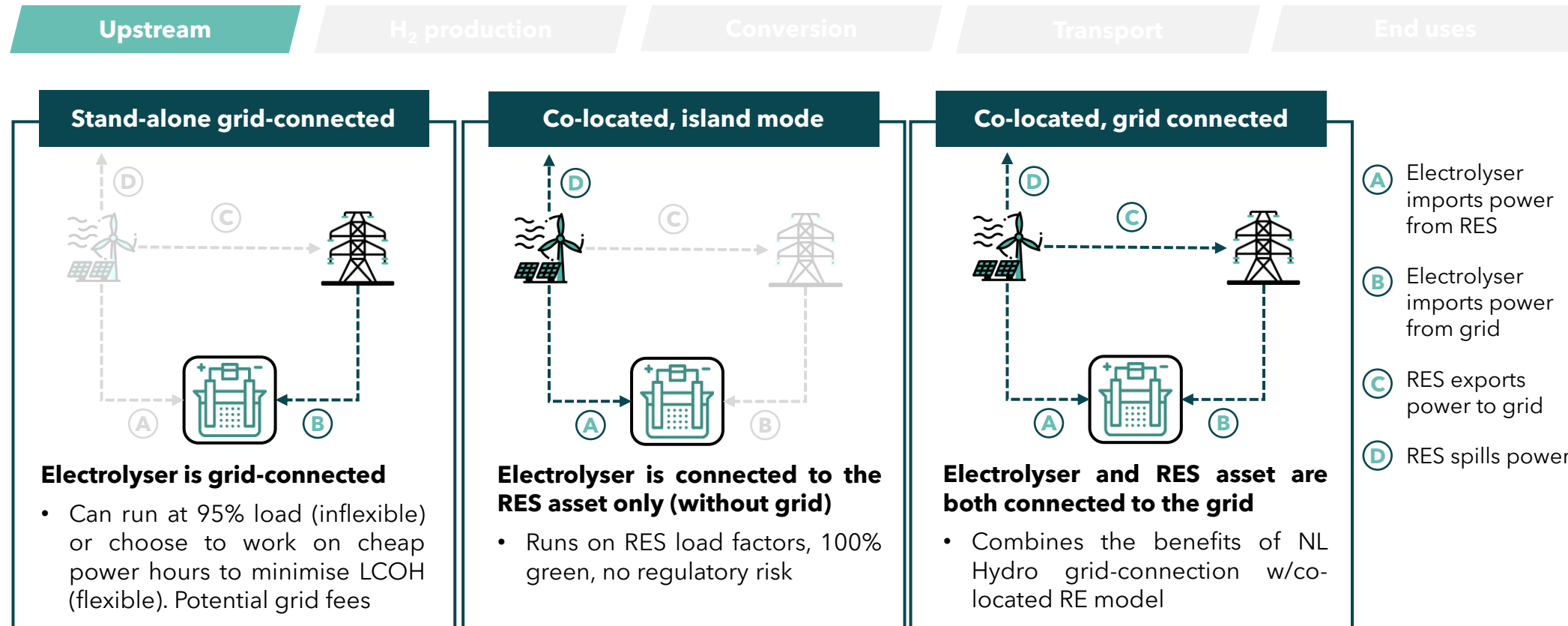


# The green hydrogen value chain includes various stages, from green power production to the final use



Several H<sub>2</sub> use cases have no low-carbon alternative which makes green H<sub>2</sub> the best option for their decarbonisation

# A number of business models are emerging for hydrogen electrolyzers



**Co-located, grid connected mode is the preferred one to ensure a stable production of green hydrogen**



# Green hydrogen production can be distilled into four key design parameters (1/2)

Upstream

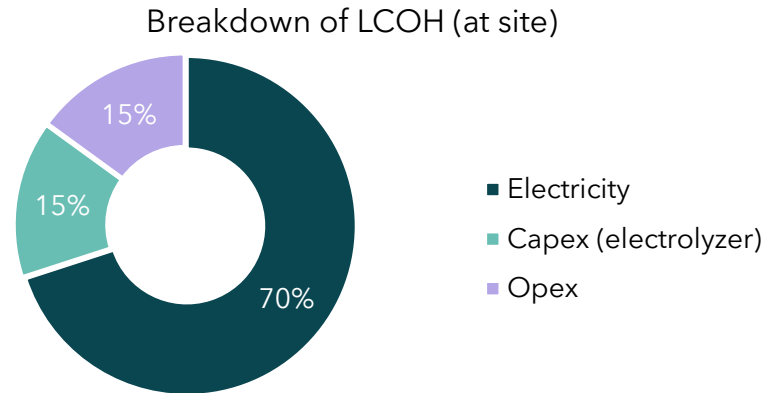
**H<sub>2</sub> production**

Conversion

Transport

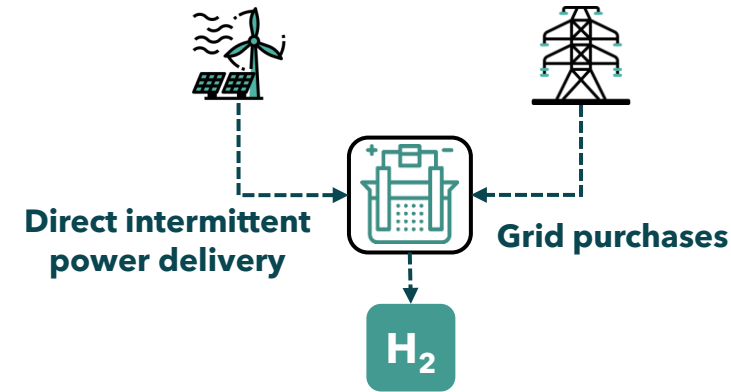
End uses

**1. Electricity cost** is typically 60%-80% of LCOH



- Electricity cost varies significantly by location and technology
- The next phase of H<sub>2</sub> production buildout globally will likely see production where renewables are cheapest in exchange for higher processing and transportation costs to end-markets
- Through 2030, renewable energy LCOEs will continue to see meaningful reductions

**2. Load factor** is constrained by renewables intermittency



- A grid connection can significantly enhance project performance by offering ability to trade in/out electricity
- Smoothing intermittent power delivery allows the electrolyser to run at an elevated baseload capacity which reduces ramp-up/ramp-down costs and generates meaningfully lower LCOH

**Minimizing LCOE and maximizing load factor have the highest impact on green hydrogen project competitiveness**

# Green hydrogen production can be distilled into four key design parameters (2/2)

Upstream

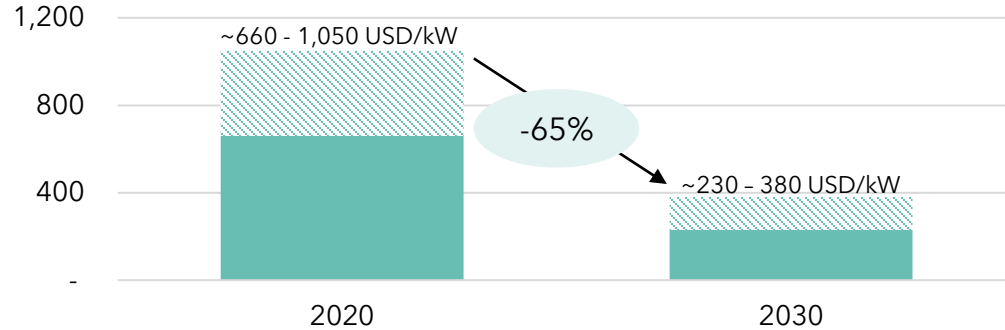
**H<sub>2</sub> production**

Conversion

Transport

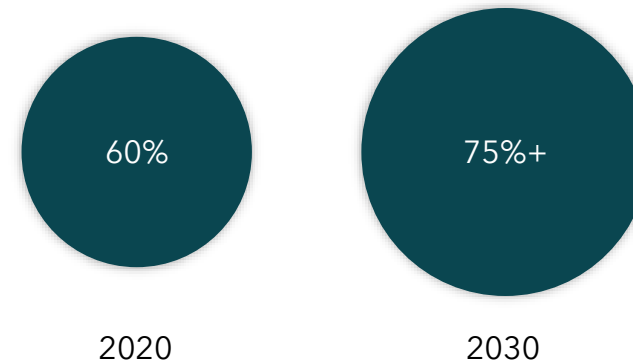
End uses

**3. Electrolyser capex** will come down significantly by 2030



- Electrolyser capital cost reductions are expected to be driven primarily by economies of scale as industry build-out progresses, supply chain enhancements, and efficiency improvements
- The industry will need to balance capex reductions against maintaining high system efficiency

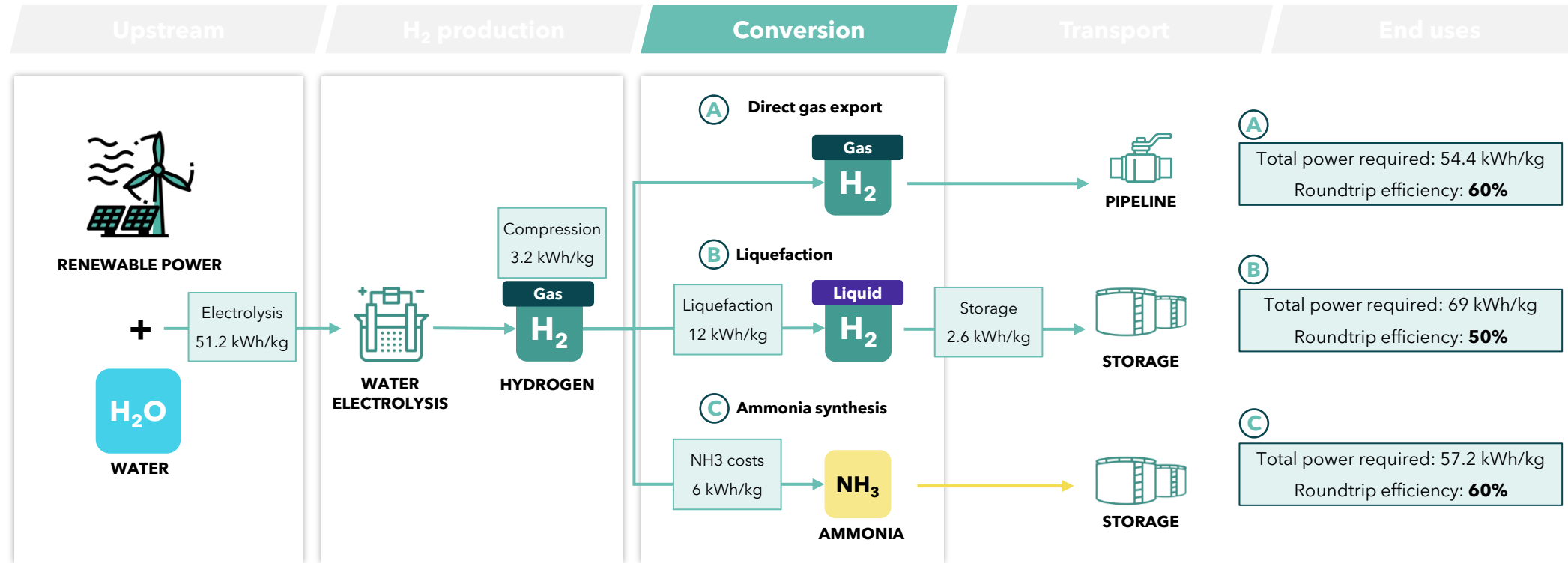
**4. Electrolyser efficiency** will also continue to improve



- As with capex, electrolyser efficiency will benefit from technological development and at-scale deployment
- Combined with lower capex, improved electrolyser efficiency implies significantly lower green LCOH by 2030 even before accounting for changes in renewable power delivery

**Green hydrogen capex and efficiency improvements imply significantly lower LCOH by 2030**

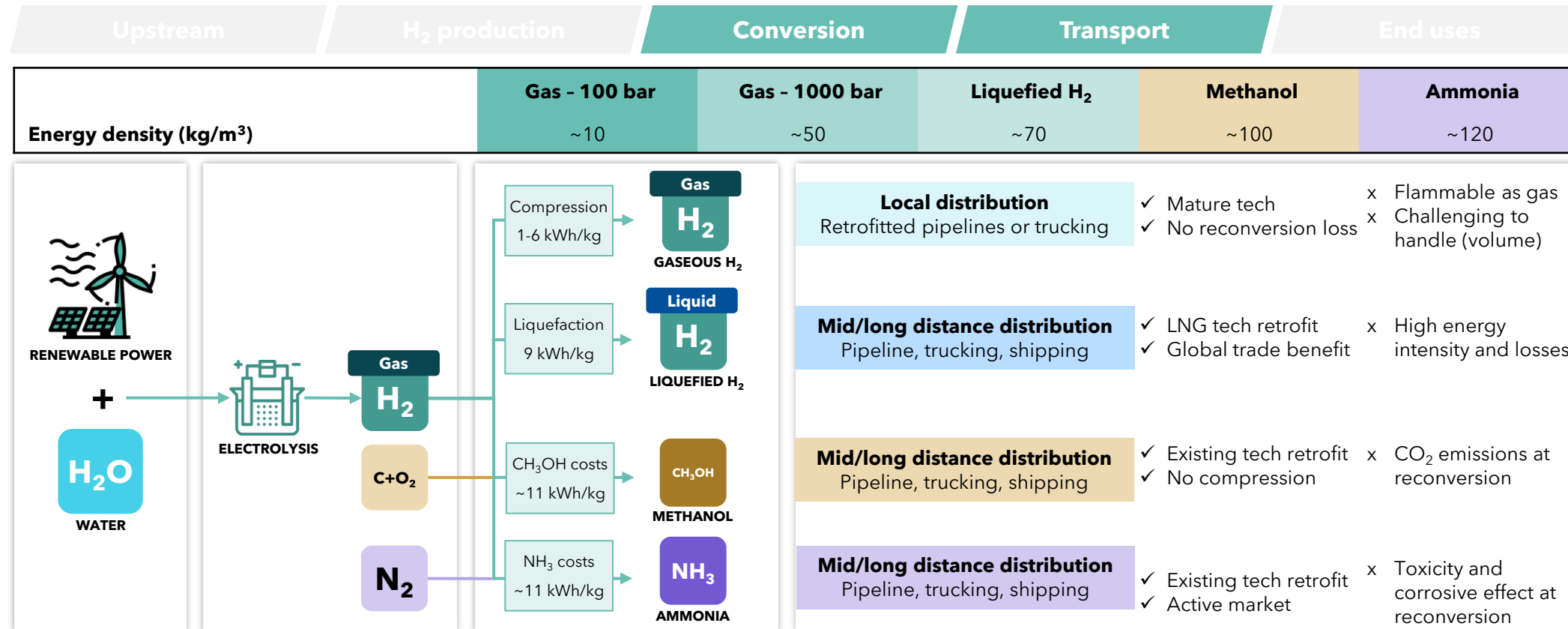
# Hydrogen gas can be converted, stored and transported in several different forms



Note: These roundtrip efficiencies calculation do not include transport to end users - which will involve more costs - and excludes efficiencies of fuel cells (35%) and gas turbines (60%).  
Hydrogen lower heating value (energy content) is 33.3 kWh/kg

H<sub>2</sub> gas is flexible, which is why it is claimed to be able to decarbonize many sectors; however, this comes at a price

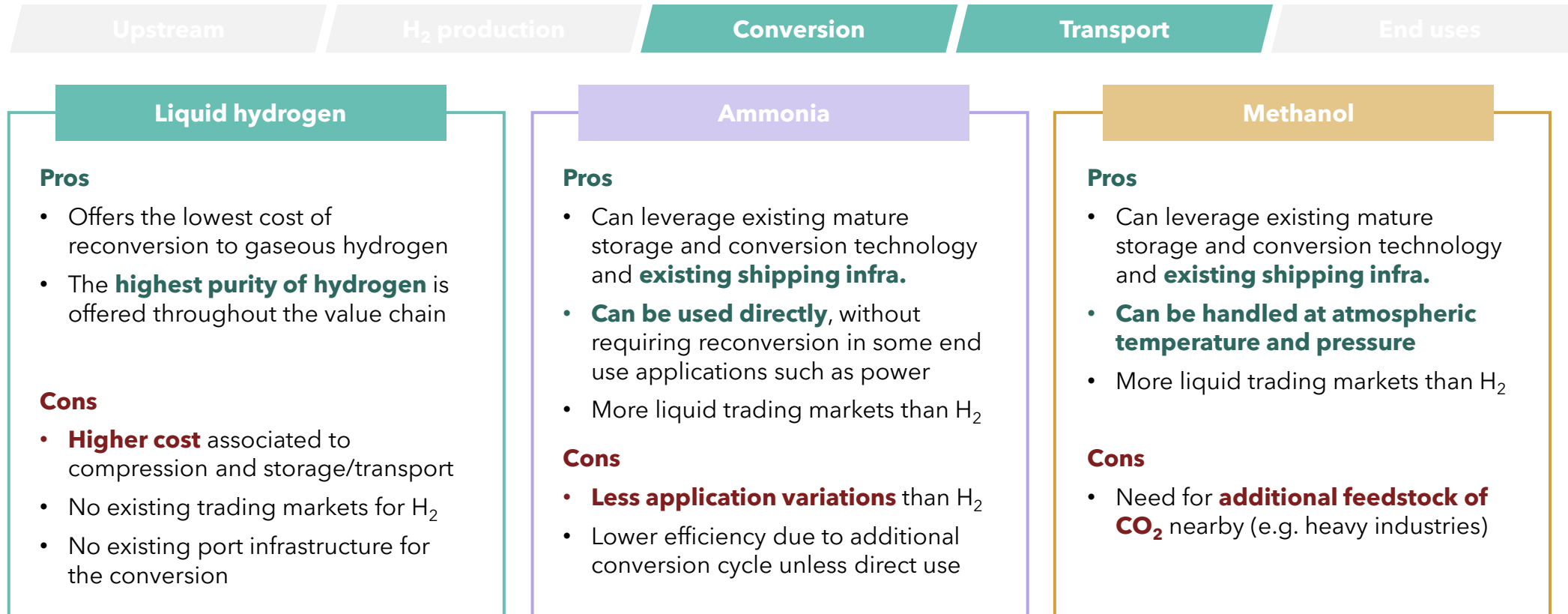
# Hydrogen in ambient conditions has low energy density meaning conversion is needed for transport



End-product from green hydrogen must be tailored to the transportation distance and the end-use requirements



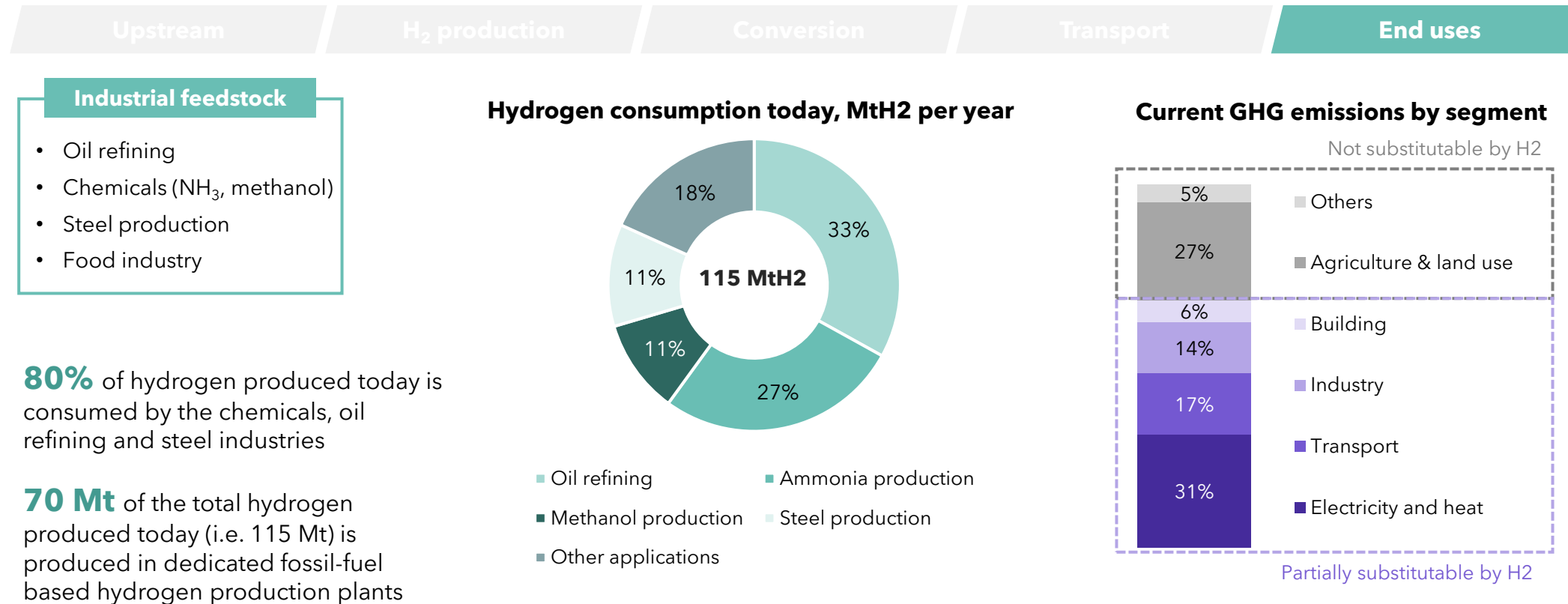
# Hydrogen end-products offer unique advantages and drawbacks



Source: WoodMac "Energy Transition Service"

Various transport vectors can play a role in the green hydrogen and ammonia markets

# A robust hydrogen end-market already exists...



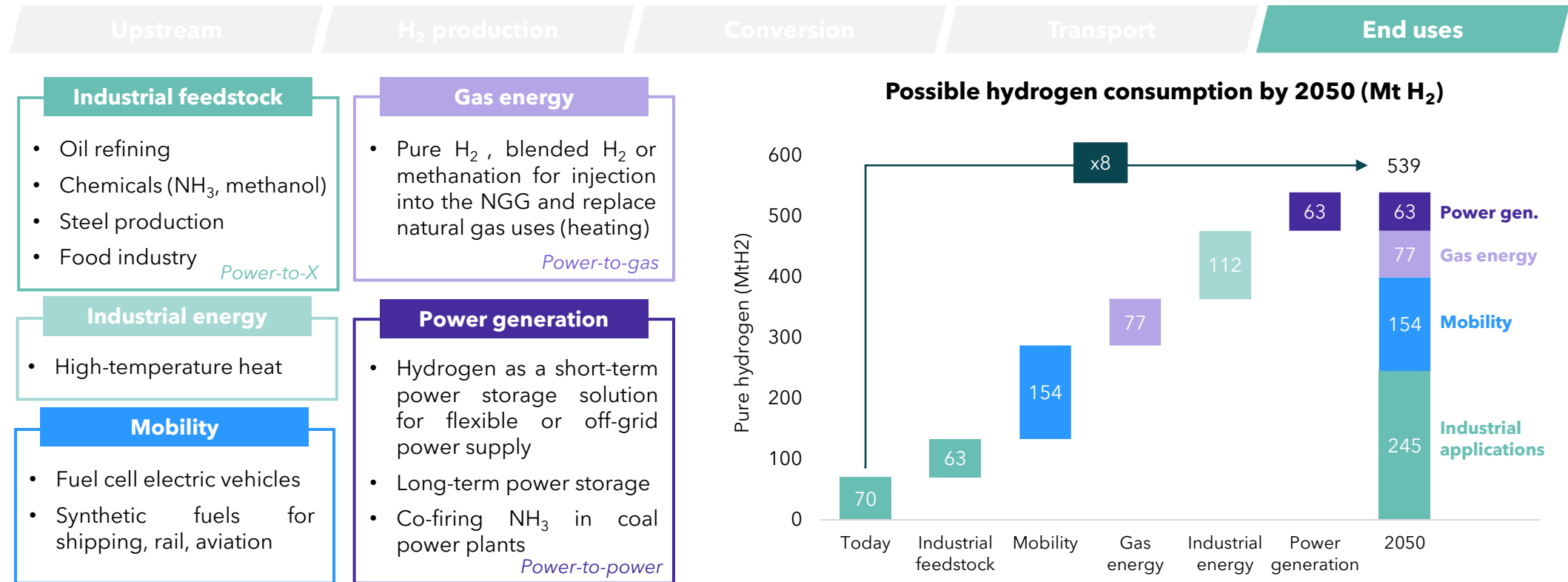
**80%** of hydrogen produced today is consumed by the chemicals, oil refining and steel industries

**70 Mt** of the total hydrogen produced today (i.e. 115 Mt) is produced in dedicated fossil-fuel based hydrogen production plants

Source: Kearney, Energy Transition Institute (2020)

**Decarbonizing the current grey hydrogen market would already help to abate 2% of the global carbon emissions**

# ... with potential to grow even further



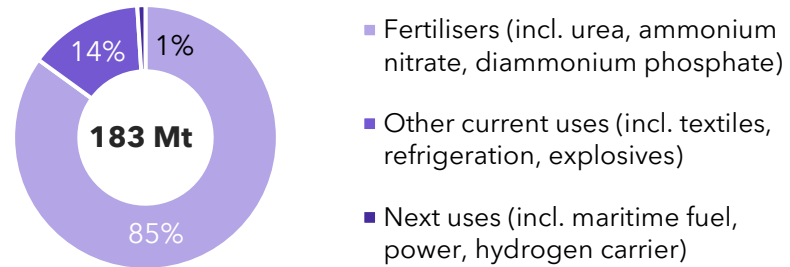
Source: Kearney, Energy Transition Institute (2020); excludes industrial by-product production / consumption (e.g. CO/H<sub>2</sub>)

**The hydrogen market is massive, new applications could represent ~75% of the hydrogen demand by 2050**

# Green ammonia will also be key (and sometimes more efficient than H<sub>2</sub>) to decarbonise certain uses



Global ammonia consumption today



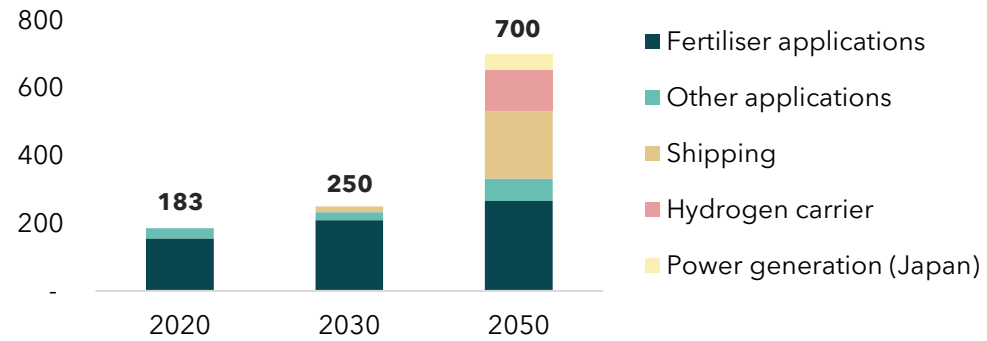
**1%** of global carbon emissions attributed to ammonia production

**<0.01%** of ammonia is green today: it is mainly produced from natural gas (72%), coal (22%), naphtha and heavy fuel oil

**>50%** of ammonia production and consumption is in Asia. The two other large consumers are the US and Europe

Source: Ammonia IRENA 2022 report

Projected ammonia demand up to 2050 (Mt)



- Ammonia is the **2<sup>nd</sup> most produced chemical worldwide**
- **Existing markets** are expected to increase demand to 223 Mt by 2030 and reach 333 Mt by 2050 – mainly due to population growth – ammonia demand for fertiliser will grow from 156 Mt in 2020 to 267 Mt in 2050
- **New markets** will develop; hydrogen carrier, fuel for stationary power, transport fuel (especially maritime transport)
- **Annual demand** will reach ca. 250 Mt (2030) and 700 Mt (2050)

**There is a strong momentum to move towards green ammonia - ca. 54 projects recently announced (15 MtNH<sub>3</sub> by 2030)**



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# Governments have set ambitious hydrogen targets, but support is indispensable to ignite the market

1

Without legislative support, no viable green hydrogen projects can be achieved

2

It is vital to compensate the technical and commercial risks taken by the market participants

3

Many countries have already established the overall framework and roadmaps for support regimes

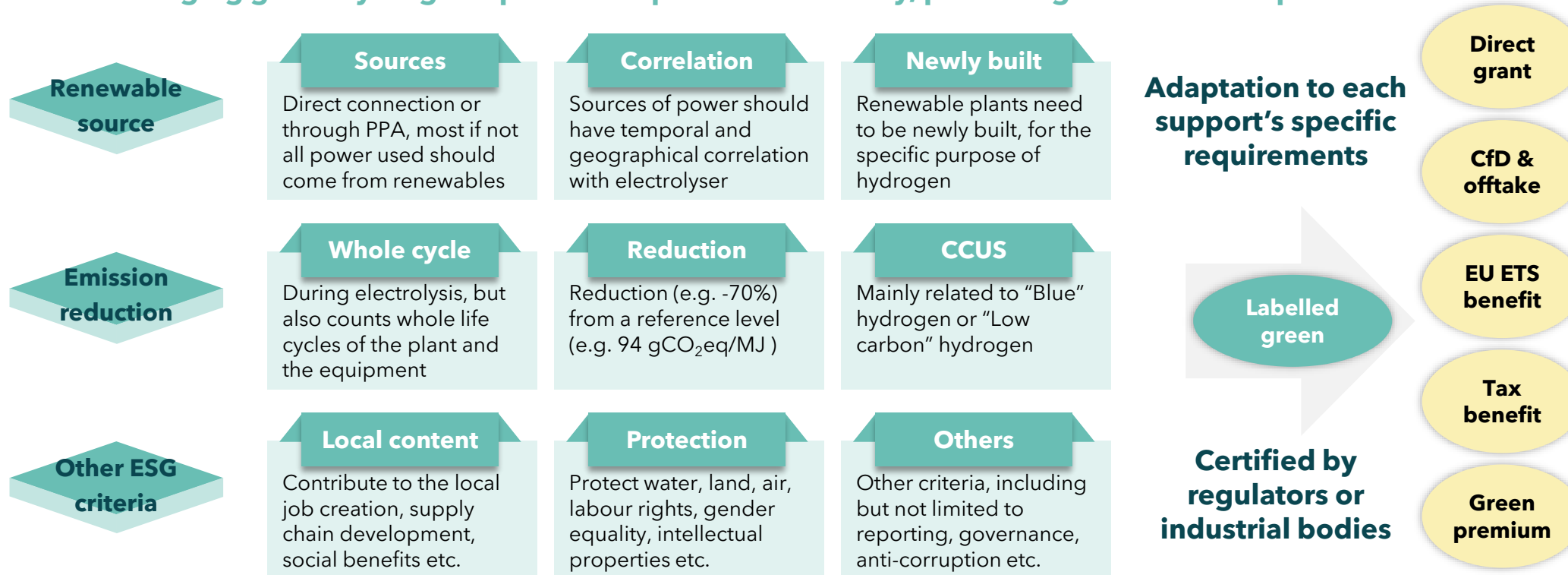
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Industry has to contribute too – including on hydrogen colour certification

Source: (1) Kearney Energy Transition Institute, Goldman Sachs Investment Research

# Legislative support & industrial effort – Hydrogen colour certification

Acknowledging green hydrogen's positive impact on the society, promoting its overall competitiveness



Regulators and industrial bodies are coordinating and competing in the establishment of widely-accepted certification criteria and process, a widely accepted criteria/certification scheme is yet to arrive



# Green Giraffe

[GREEN-GIRAFFE.EU](https://green-giraffe.eu)

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