

2024

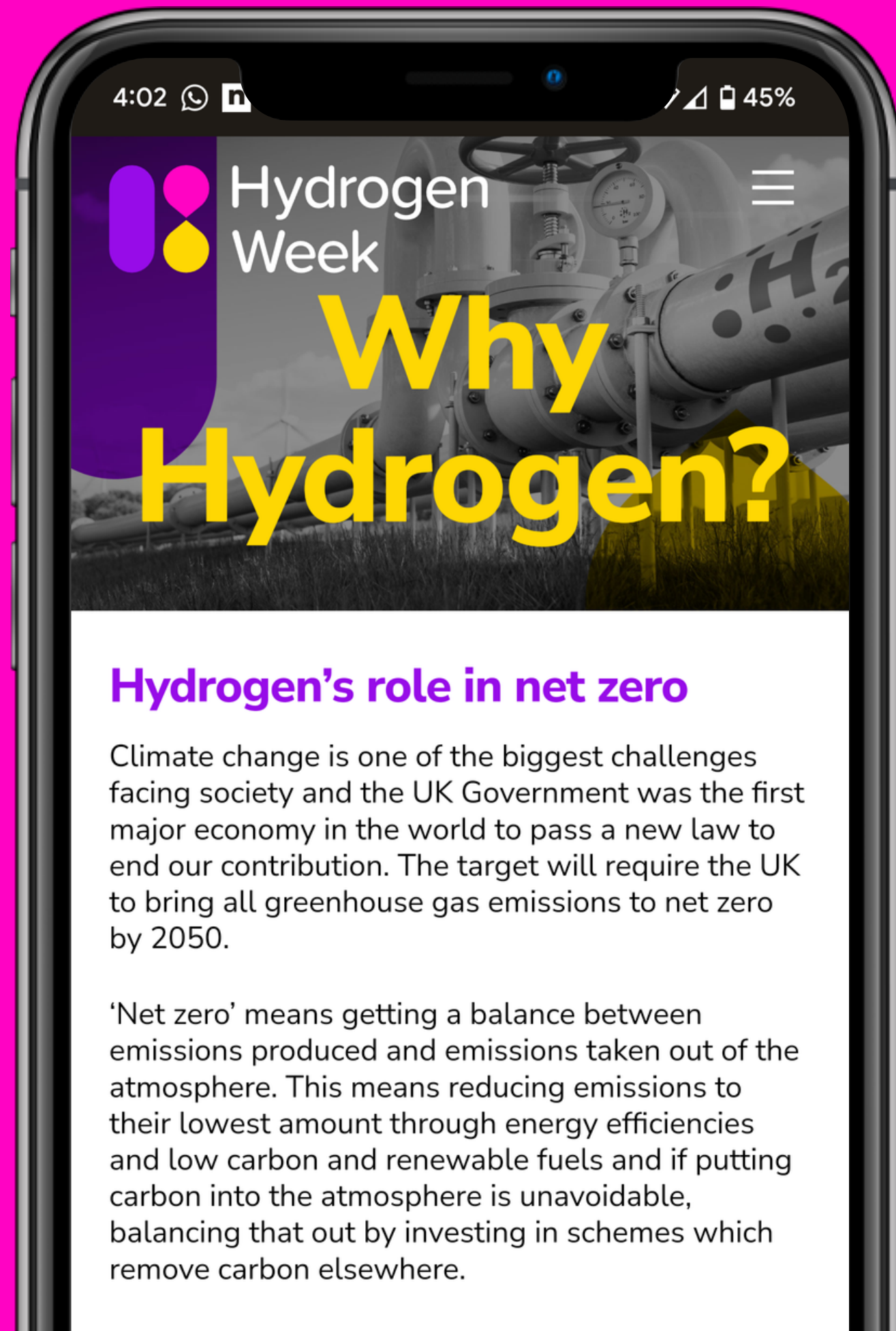
**26 FEB -
03 MAR**

Information Pack



Hydrogen

Week



Hydrogen Week returns for 2024!

Following the success of the UK's first Hydrogen Week in 2023, we will once again be bringing together stakeholders from across the UK to celebrate and promote the role of hydrogen in reaching net zero for an even bigger and better Hydrogen Week 2024.

A week for innovation, climate consciousness and those united in the delivery of clean growth, Hydrogen Week has the potential to be the catalyst for further hydrogen production and facilitate industrial decarbonisation. Central to the mission of net zero is clean growth combined with a circular, holistic economy. Hydrogen has the scope to be at the forefront of this mission and the potential to play a leading role in a smooth transition to a green economy.

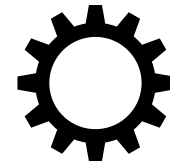
Why Hydrogen?

Hydrogen is set to play a significant role in helping the UK transform the energy sector. It can provide energy security, transport decarbonisation and help us reach net zero carbon emissions.



POWER

Hydrogen can help to balance the energy system, either by generating heat immediately or by storing it when renewable energy sources are generating more electricity than the country needs.



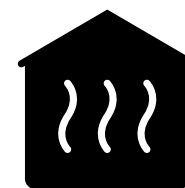
INDUSTRY

Hydrogen can be used as a low carbon fuel in industry, which is one of the hardest sectors to decarbonise. A conversion to hydrogen is relatively low cost and straightforward with many trials underway in the UK.



TRANSPORT

Electric vehicles will be a huge part of the solution but while the take up of domestic electric cars is growing, the rest of the transport sector faces a bigger challenge. Hydrogen fuel cell vehicles could help address this challenge particularly for longer journey fleet vehicles, HGVs and return-to-base vehicles.



HEATING BUILDINGS

Most UK homes and businesses rely on natural gas, a fossil fuel, for heating and cooking. This accounts for about 23% of the UK's carbon dioxide emissions. Moving to low-carbon hydrogen gas for heating and cooking, is one of the ways to help solve this issue.

Hydrogen Week 2023 in numbers...

Over 50 pieces of
media coverage



110 supporters signed up to
Hydrogen Week



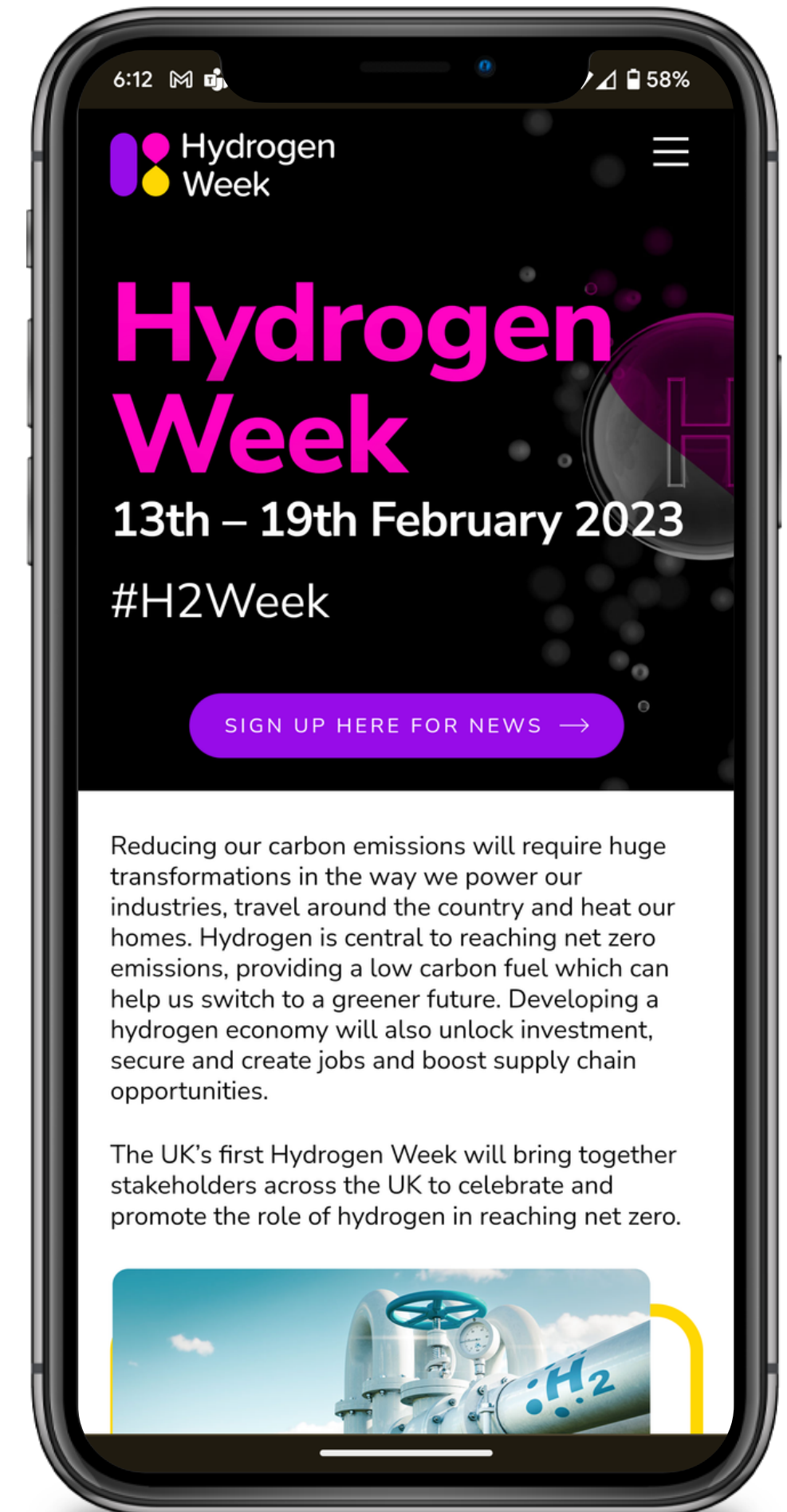
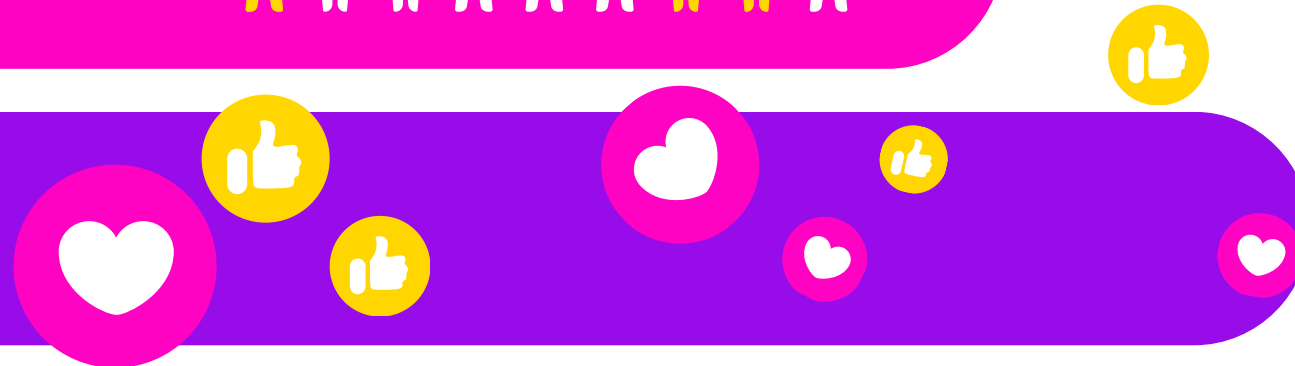
Over 1,000 followers
on social media



Over 6,300 individuals took part
in Hydrogen Week!



79,000 impressions over the
course of Hydrogen Week



Hydrogen Week 2023 Supporters



Lookback at 2023

The UK's first official Hydrogen Week kicked off on 13th February 2023, with over 100 supporters involved in the week-long awareness raising campaign.

The week brought together businesses, community groups, and schools and universities across the nation all looking to promote the role of hydrogen in reaching net zero.

Supporters from across the country provided an array of events, podcasts, exhibitions, reports and education outreach incentives. Not to mention, rocket launches, virtual reality activities, science experiments and buggy racing!

The level of nationwide participation was truly impressive, with involvement spanning from Scotland to Kent. We can't wait to see what 2024 brings!



Get Involved

Over the week there will be activities, incentives, launches, educational outreach programmes and insights from industry leaders.

We are looking for businesses, community groups, schools, and other stakeholders from across the UK to get involved in them all during Hydrogen Week.

Official Partners



Hydrogen
Energy
Association

North West
Hydrogen
Alliance



East
Midlands
Hydrogen



Hydrogen East

Sero Net
Diwydiant Cymru



Net Zero
Industry Wales



Hydrogen UK

capital

H₂



About Us

Hydrogen Week has been created and funded by the North West Hydrogen Alliance. One of the foremost and largest regional hydrogen alliances in the UK, our membership covers industry, academia, and government.

Find out more at www.nwhydrogenalliance.co.uk

North West
Hydrogen
Alliance

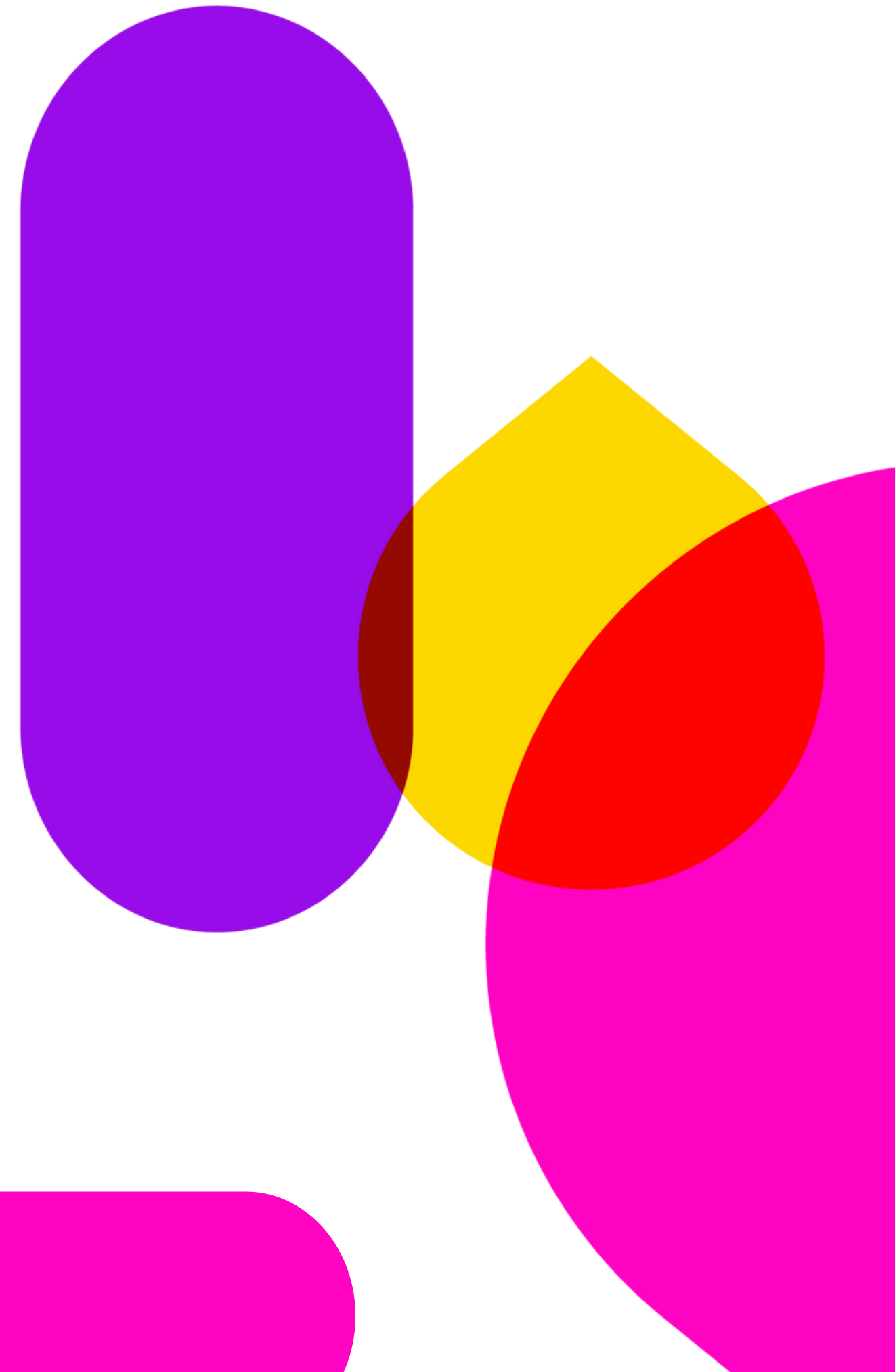
Hydrogen Week Supporter

Whether you're a big business, a local community group or a school we're looking for organisations across the UK to hold hydrogen events and activities during Hydrogen Week.

You could hold a hydrogen focused event or webinar; have a day devoted to learning about hydrogen in your school; announce a new hydrogen project, provide a project update, or do a roadshow with your hydrogen vehicle. Or you can just show your support by sharing content on your channels.

It's completely free of charge to get involved and become a supporter.

If you're unsure on what approach you'd like to take, get in contact with our team for a chat!



Hydrogen Week Official Sponsor

Profiling as Official Hydrogen Week Sponsor on all pre and post-event marketing materials



Prime logo placement on all promotional e shots and Hydrogen Week website



Profiling as Official Hydrogen Week Sponsor across digital platforms



Opportunity to provide blog, video & thought leadership content



Receive exclusive sponsorship pack which includes personalised graphics, promotional materials etc.



In addition to this, you'll become a sponsor for the Hydrogen Economy Conference.
(View the following slides for further information)



We have 7x exclusive Hydrogen Week Official Sponsor slots

£5,000 +VAT



DELIVERING THE
HYDROGEN
ECONOMY

SPONSORSHIP

North West
2024

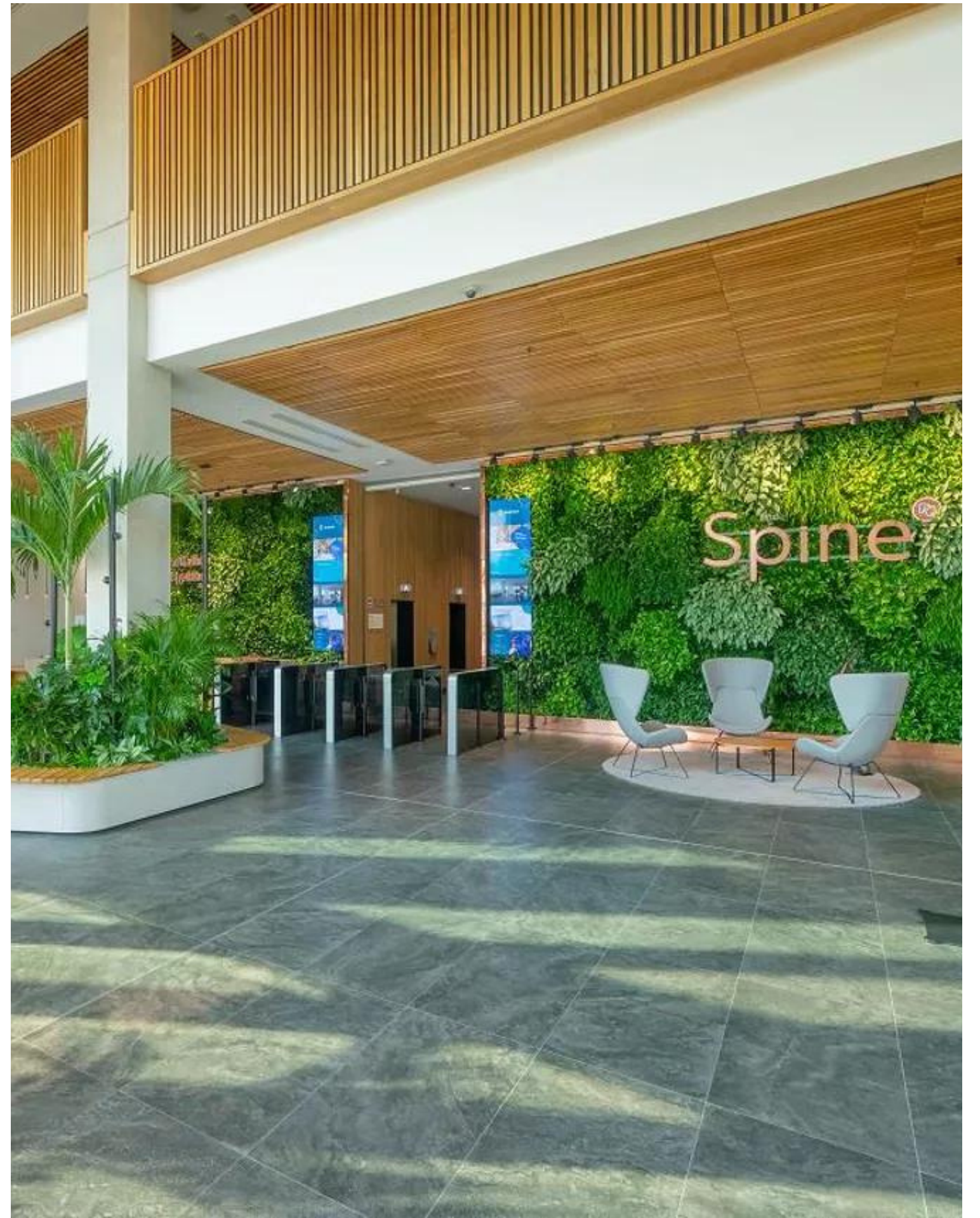


About the event

The Spine, Liverpool | 28th February 2024

Delivering the Hydrogen Economy in the North West

Following the success of last year's event, the North West Hydrogen Alliance will once again bring together stakeholders at The Spine, Liverpool, to discuss how the North West can collaborate to deliver pioneering hydrogen projects that set the standard for the UK and contribute to meeting our net zero goals.



Themes and Audience

**Skills &
Supply Chain**

Transport

**Hydrogen in
the Home**

**Storage &
Distribution**

Industry

Demand

Audience

This major conference will showcase progress in delivering a hydrogen economy in the North West, putting the region and its expertise on the radar of major national players and influential politicians at regional and national levels.

We will deliver insight and commentary for individuals across the sector, from investors and policy makers, to businesses already in the hydrogen space and those looking to enter.



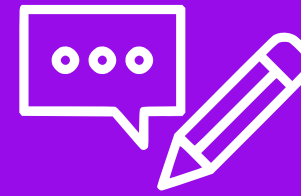
DELIVERING THE
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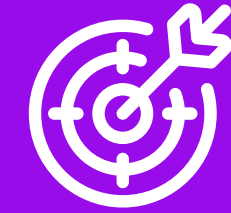
Marketing

Get recognised as a sponsor and receive featured, prominent branding with the opportunity to heighten visibility, amplify your brand and strengthen your commitment to deliver pioneering hydrogen projects.



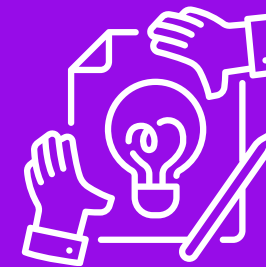
Engagement

Creative, engaging and insightful content with a clear call to action



Target Audience

An effective communications plan will ensure content is received by the right audiences



Your Branding

Logo placement on all promotional e shots, event website, graphics and social media platforms



Recognition

Strengthen your position within the hydrogen market



Social Media

Raise your profile across social media channels and build your network.



Media Kit

Each sponsor will receive brand guidelines pack & media kit



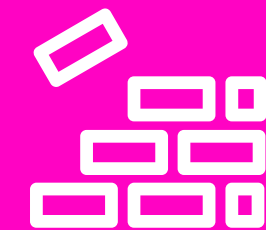
Digital Marketing

Use of digital marketing across social media platforms



Sponsor Network

You'll form part of a dedicated sponsor network, promoted across multiple social channels



Build your brand

Build your social media network



Sponsorship Breakdown

5x Guaranteed conference passes	✓
Profiling as event sponsor on all pre and post-event marketing materials	✓
Logo placement on all promotional e shots and event website	✓
Profiling as event sponsor on digital displays and in networking area	✓
Acknowledgment as sponsor during welcome and closing remarks	✓
Opportunity to provide blog & thought leadership content	✓
Considered for a speaking slot	✓
Exhibition space	✓

Cost for Hydrogen Economy
Event Sponsorship only.

NWHA Member
£1,900 +VAT

Non-Member
£2,500 +VAT

Contact Us

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