

**2025**

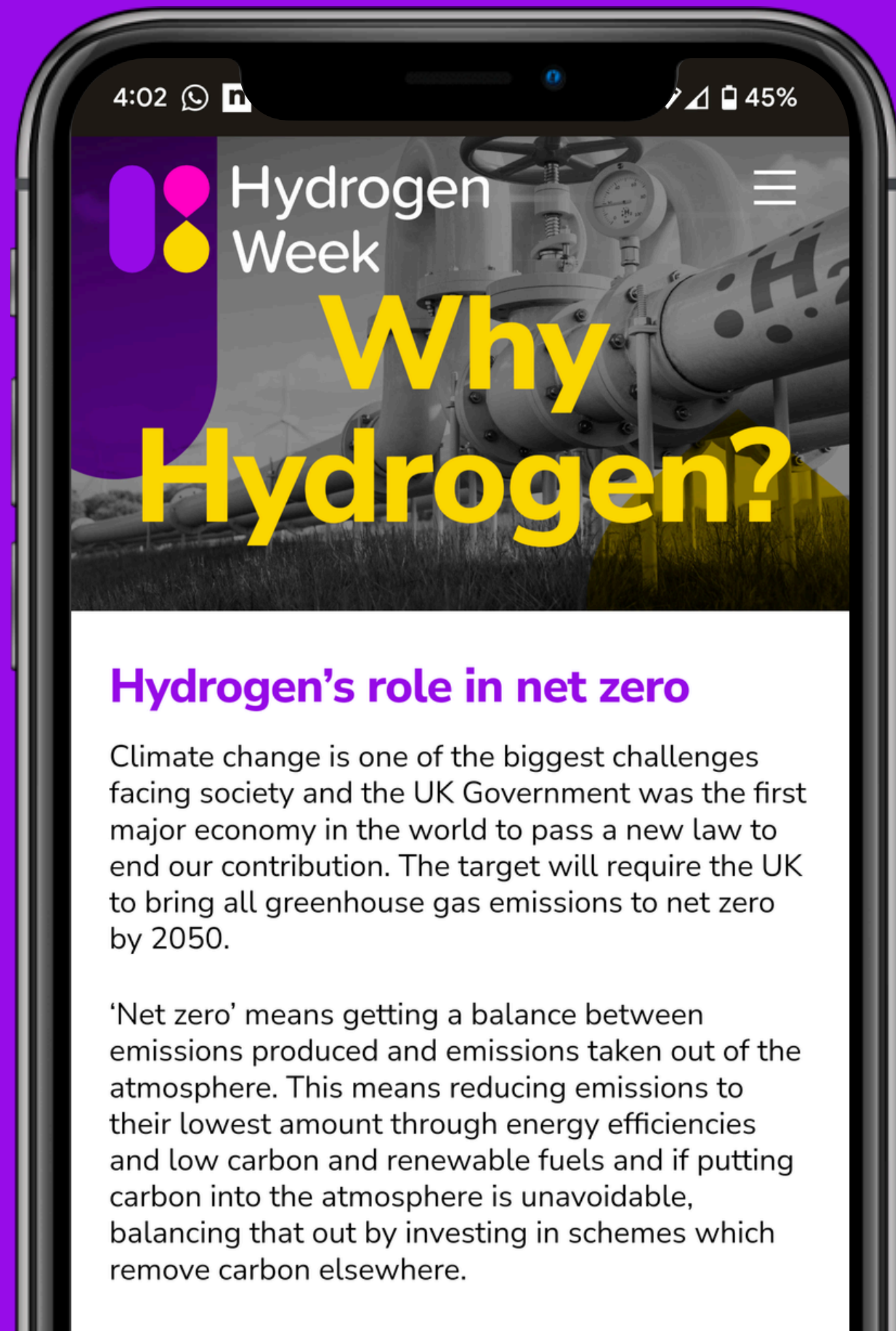
**24 FEB -  
02 MAR**

# **Information Pack**



**Hydrogen**

**Week**



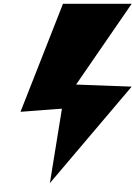
# Hydrogen Week returns for 2025!

Following the success of the UK's first Hydrogen Week in back in 2023, we will once again bring 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 2025.

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.

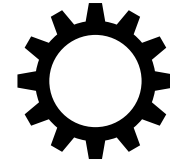
# Why Hydrogen?

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.



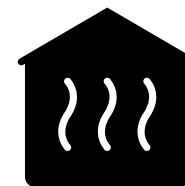
## INDUSTRY

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 2024 Supporters





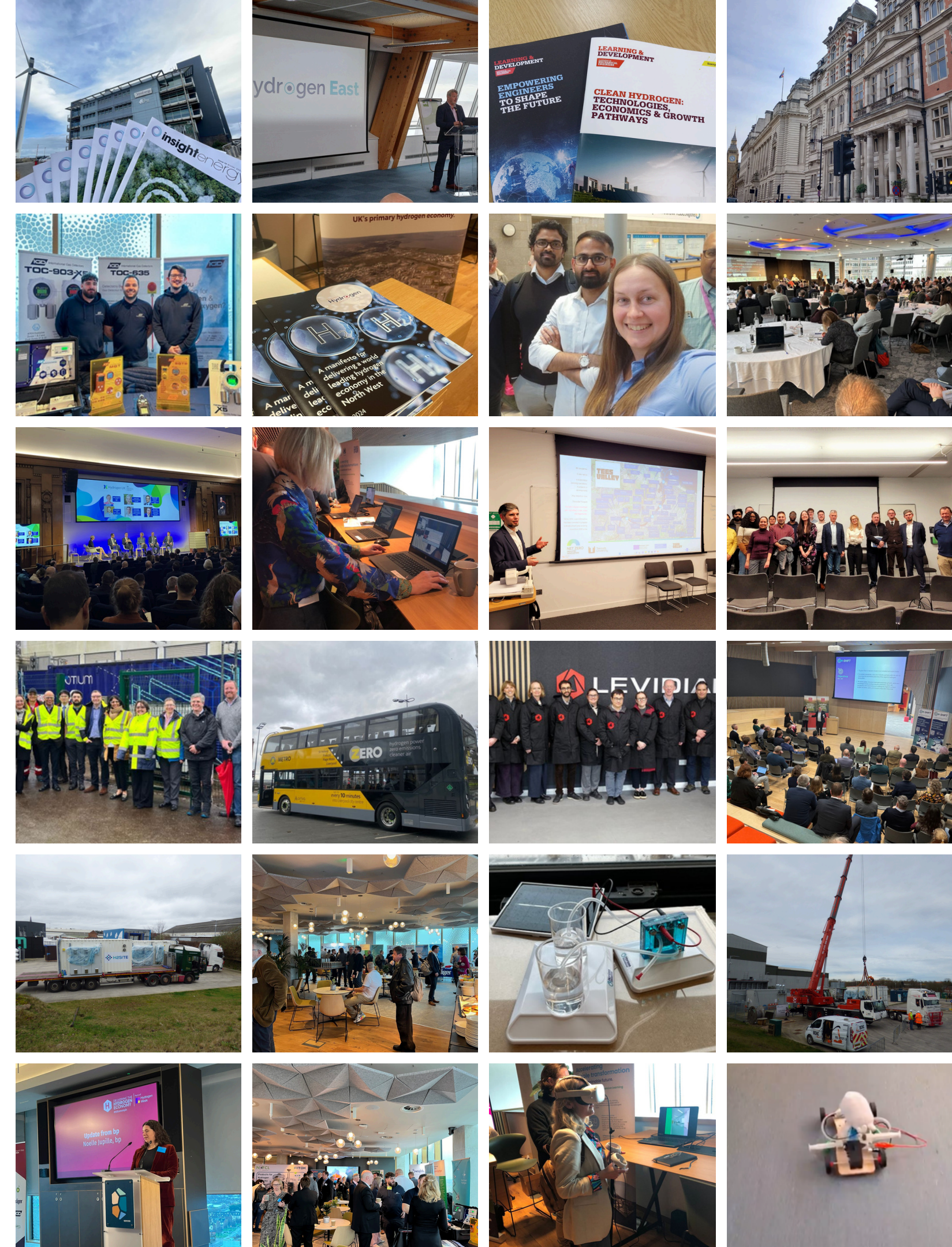
# Lookback at 2024

Hydrogen Week 2024 kicked off on 26th February 2024, with over 8,000 individuals and organisations 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 2025 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







# 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](http://www.nwhydrogenalliance.co.uk)

North West  
**Hydrogen**  
Alliance

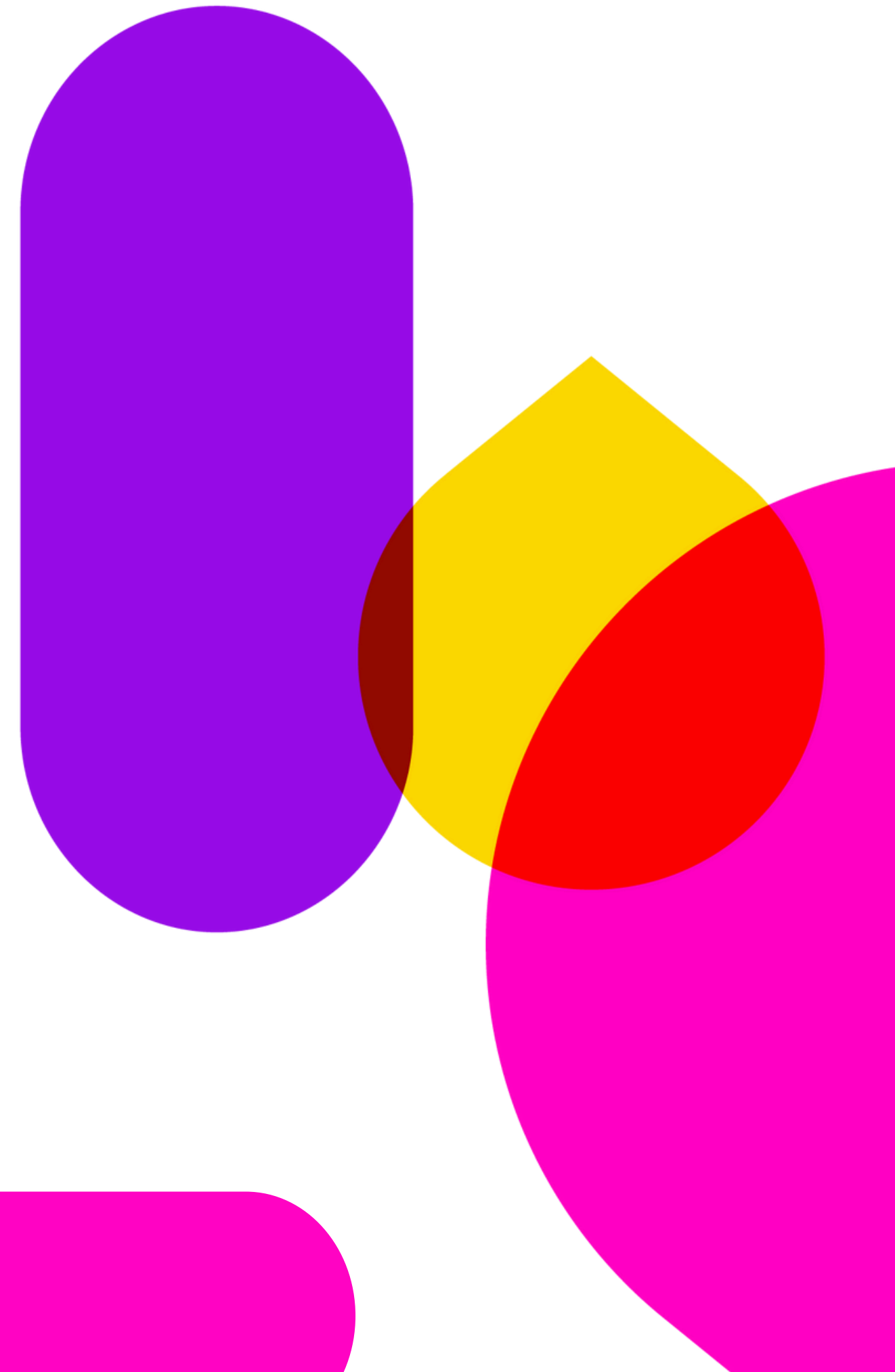
# Hydrogen Week Supporter

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

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



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



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Profiling as Official Hydrogen Week Sponsor across digital platforms



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Opportunity to provide blog, video & thought leadership content



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



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

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We have 7x exclusive Hydrogen Week Official Sponsor slots

**£5,000 +VAT**



DELIVERING THE  
**HYDROGEN**  
**ECONOMY**

SPONSORSHIP

North West  
**2025**





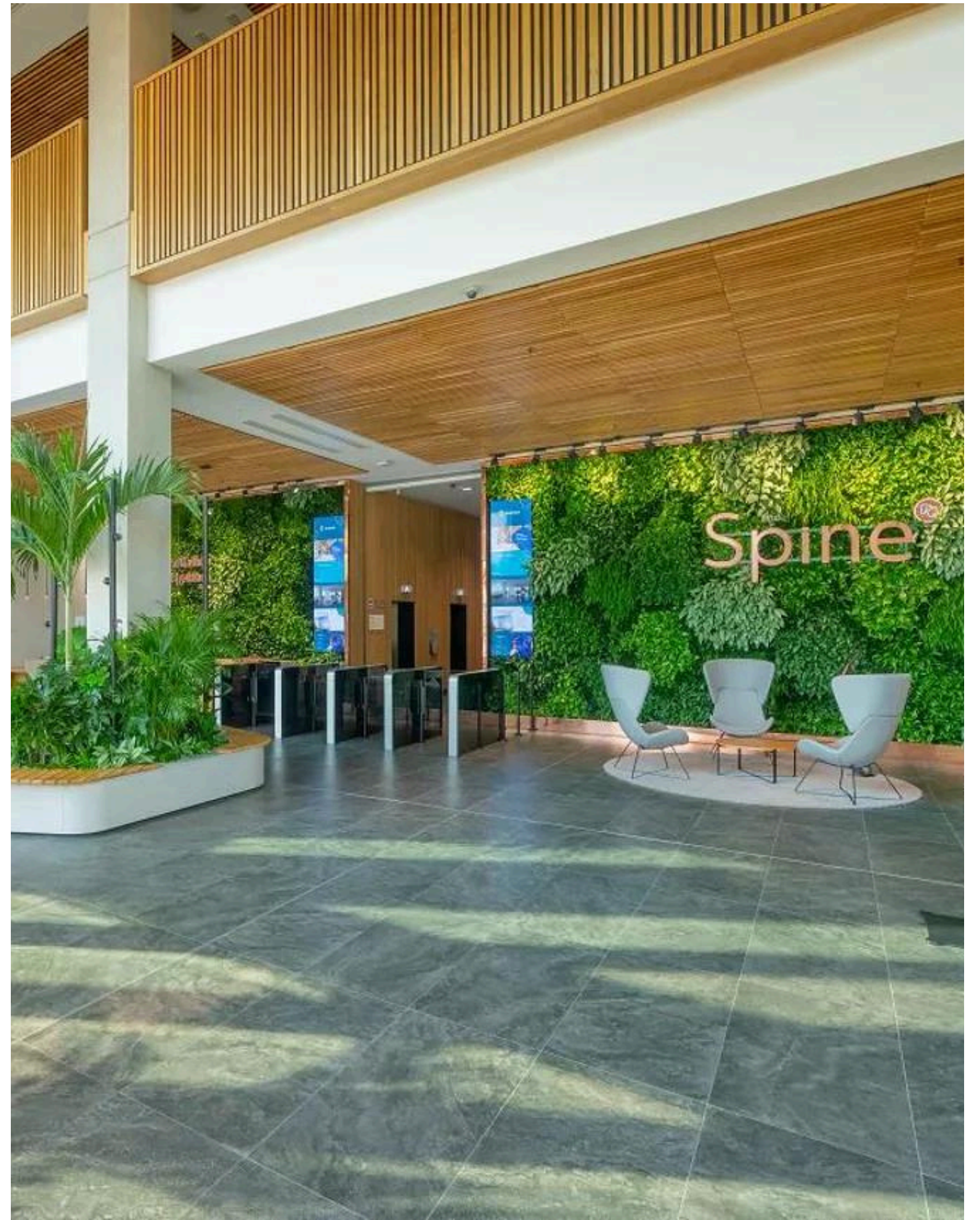
# About the event

The Spine, Liverpool | 26th February 2025

## Delivering the Hydrogen Economy in the North West

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The third annual Delivering the Hydrogen Economy event returns to Liverpool, with the North West Hydrogen Alliance bringing together stakeholders from across the country 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**

## **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.

**Hydrogen in  
the Home**

**Storage &  
Distribution**

**Industry**

**Demand**



DELIVERING THE  
**HYDROGEN  
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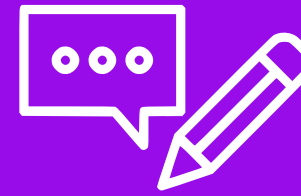




# Marketing

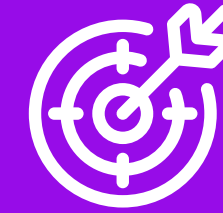
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Get recognised as a sponsor and receive featured, prominent branding with the opportunity to heighten visibility, amplify your brand and strengthen your commitment to deliver pioneering hydrogen projects.



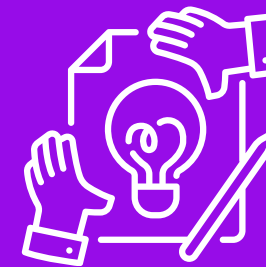
## Engagement

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

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



## Media Kit

Each sponsor will receive brand guidelines pack & media kit



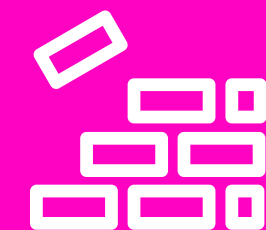
## Digital Marketing

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



# Exhibitor Breakdown

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5x Guaranteed conference passes ✓

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Profiling as event sponsor on all pre and post-event marketing materials ✓

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Logo placement on all promotional e shots and event website ✓

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Profiling as event sponsor on digital displays and in networking area ✓

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Acknowledgment as sponsor during welcome and closing remarks ✓

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Opportunity to provide blog & thought leadership content ✓

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Considered for a speaking slot ✓

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Exhibition space ✓

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Cost for Hydrogen Economy  
Event exhibition package

NWHA Member  
**£1,900 +VAT**

Non-Member  
**£2,500 +VAT**

# Contact Us

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@H2WeekUK



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