

## **Solving Hydrogen's Chicken and Egg Problem**

### **Geelong Hydrogen Cluster Calls For Collaborators**

To advance the development of a world class hydrogen market in the Greater Geelong Region and to accelerate the transition towards a zero carbon economy of the future, the Geelong Hydrogen Cluster is pleased to announce the opening of an Expression of Interest (EOI) for Industry, Academia, and Investors to collaboratively explore Hydrogen projects in the Greater Geelong and Barwon South West Region.

The Geelong Hydrogen Cluster has designed an innovative business model to fund concept studies, called the Cooperative Commercialisation Centre (CCC) that will work with partners to identify, validate, and progress demand side hydrogen opportunities in the region. The [CCC model](#) was recently proposed by Bronwyn Le Grice, the CEO at ANDHealth, to solve the problem of getting ideas from research and industry into the commercialisation phase.

Solving hydrogen's chicken and egg problem will require creating a demand side market by first identifying and developing domestic use cases of hydrogen - which the supply side can then service alongside export opportunities. Startupbootcamp Australia CEO Trevor Townsend said: *"The Cooperative Commercialisation Centre (CCC) is designed to develop the hydrogen customer, and in doing so will help accelerate the hydrogen economy with projects and jobs in the Greater Geelong Region. Building strong businesses and community support around the growth of the hydrogen economy through sustainable projects, education and upskilling, is the goal of the Geelong Hydrogen Cluster."*

EOIs to be part of the CCC are open to industry, government, academia, investors, and other parties in the hydrogen value chain. Applications close 30 June 2021

For more information on the EOI please contact:

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The Geelong Hydrogen Cluster is an initiative supported by NERA (National Energy Resources Australia) and the Victorian Government (DELWP) and is led by Startupbootcamp Australia.

To find out more, or register your interest in being part of the *Geelong Hydrogen Cluster*: <https://www.startupbootcamp.com.au/energy/h2-supercluster>

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