



# Women in Green H<sub>2</sub>

A New Perspective

Dr Michaela Kendall  
CEO

*30+ Years Pioneering the  
Hydrogen Economy*

# Who are we? – Adelan

- Adelan are a Birmingham based fuel cell technology company
- Adelan are growing the UK hydrogen & fuel cell industry
- Delivering this through scientific innovation, projects, partnership and manufacturing





Prof Dr Michaela Kendall  
*Adelan CEO, Environmental Scientist*



A global innovator in the field of fuel cell technology, fuel transition and hydrogen fuel. Hydrogen Voice for UK Government, Chair of the Midlands Hydrogen Fuel Cell Network & Hydrogen Advisor to UK Government Ministers, plus international Governments.

# fuel cell products



**ADELAN**

*Fuel cell innovation realised*



**= POWER UP**

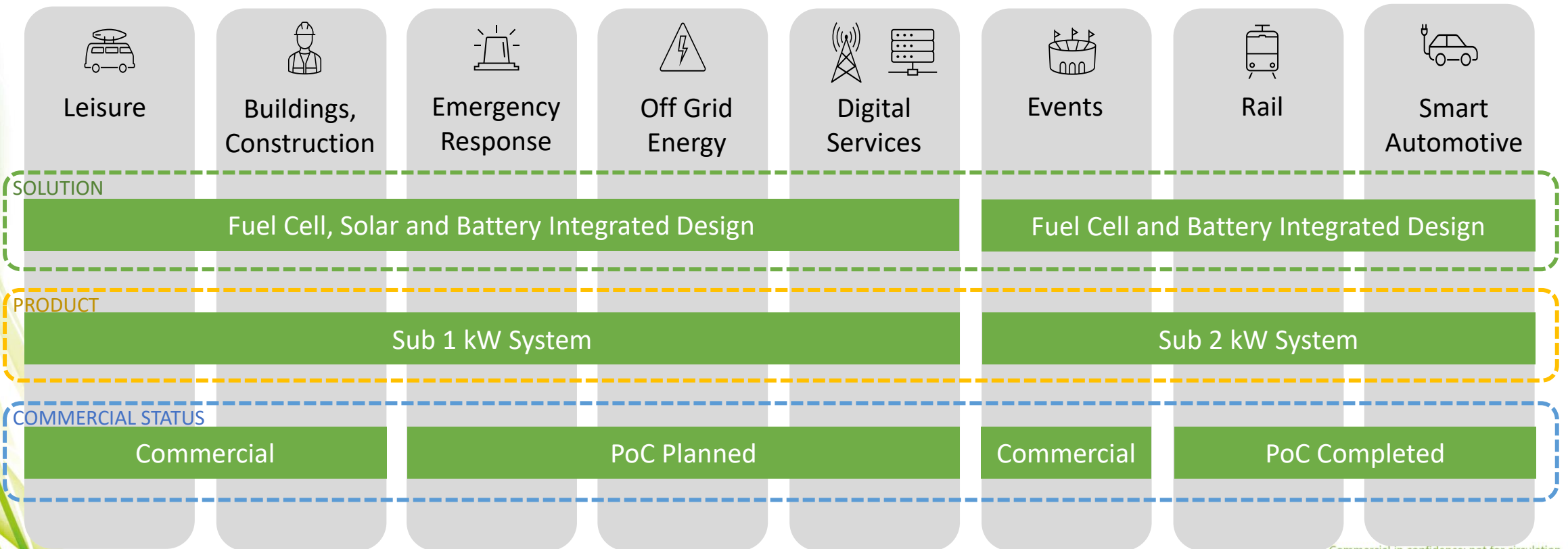


**heat up . cool down . power up**

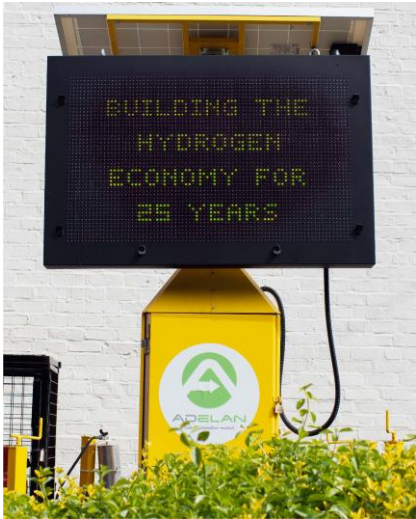
**Fuel cells are the cleanest possible technology for reliable off grid electricity generation.**

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# Vertical Market



# Adelan Unique Fuel Cell Products



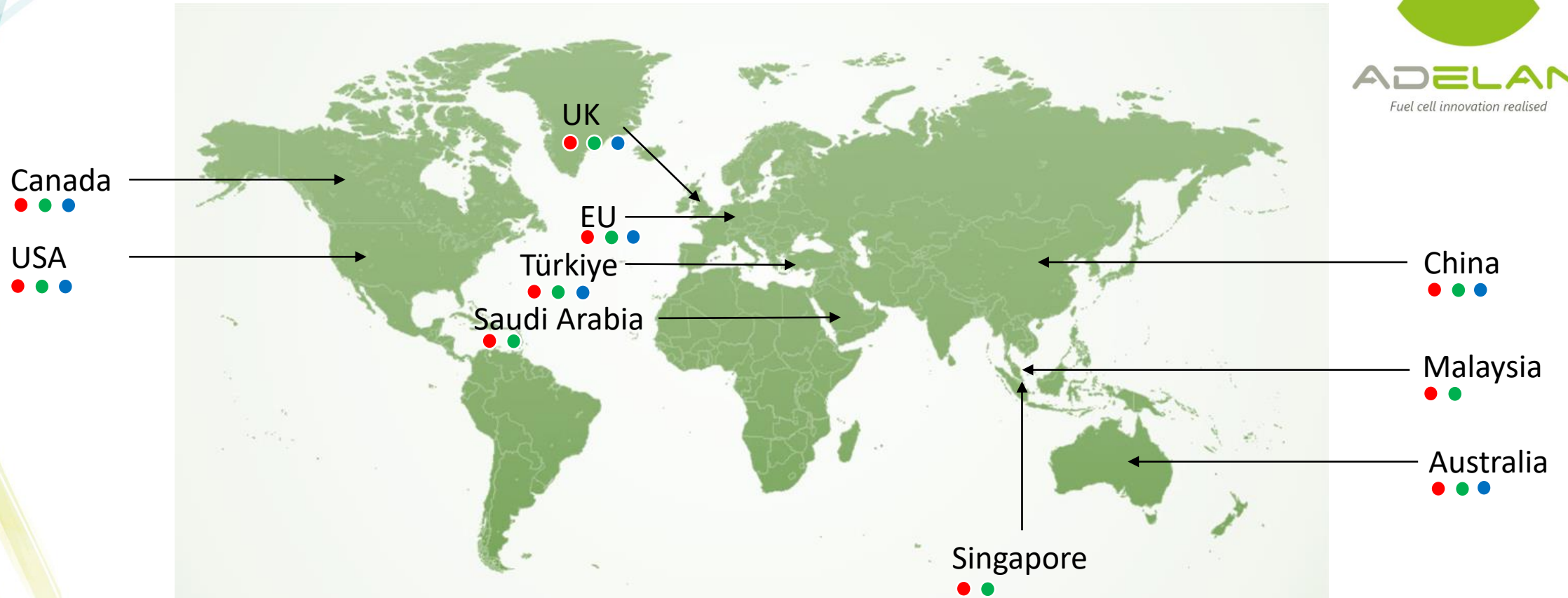
**Fuel cells are the cleanest possible technology for reliable off grid electricity generation.**

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# Commercial Validation



# Adelan Global Engagements



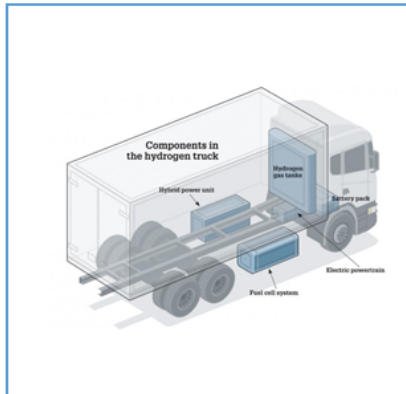
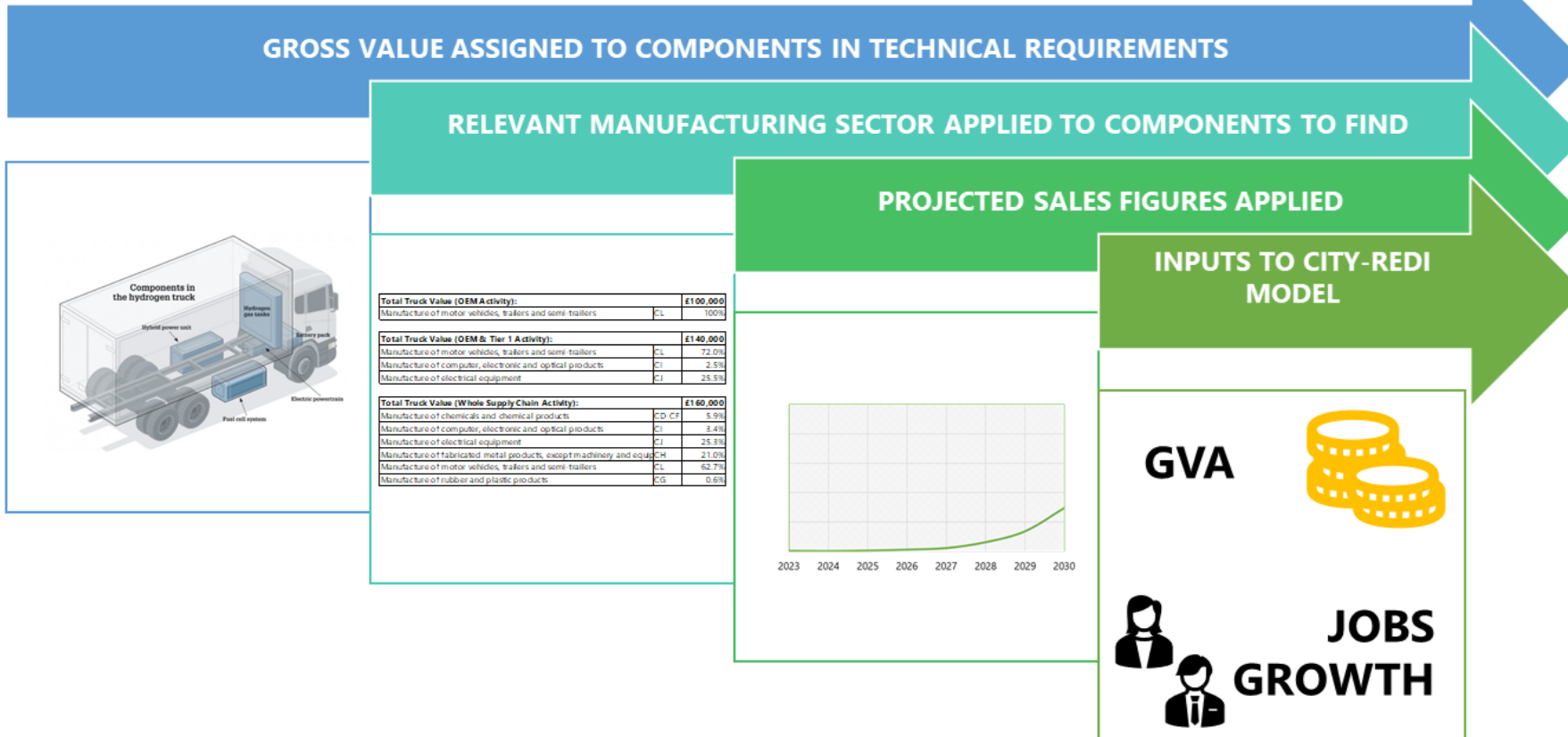
- Strategy Advisor
- Technology Partnership
- Commercial Deployment



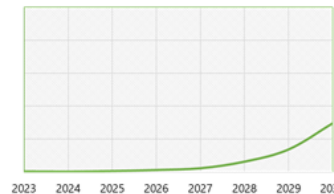
# H2 Technology Supply Chains



**ADELAN**  
Fuel cell innovation realised



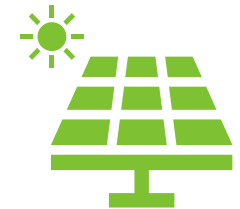
<b>Total Truck Value (OEM A Activity):</b>	<b>£100,000</b>
Manufacture of motor vehicles, trailers and semi-trailers	CL 100%
<b>Total Truck Value (OEM &amp; Tier 1 Activity):</b>	<b>£140,000</b>
Manufacture of motor vehicles, trailers and semi-trailers	CL 72.0%
Manufacture of computer, electronic and optical products	CI 2.5%
Manufacture of electrical equipment	CI 25.5%
<b>Total Truck Value (Whole Supply Chain Activity):</b>	<b>£160,000</b>
Manufacture of chemicals and chemical products	CD, CF 5.3%
Manufacture of computer, electronic and optical products	CI 3.4%
Manufacture of electrical equipment	CI 25.3%
Manufacture of fabricated metal products, except machinery and equipment	CH 21.0%
Manufacture of motor vehicles, trailers and semi-trailers	CL 62.7%
Manufacture of rubber and plastic products	CG 0.6%



# Hydrogen in 2022... £150bn+ industry



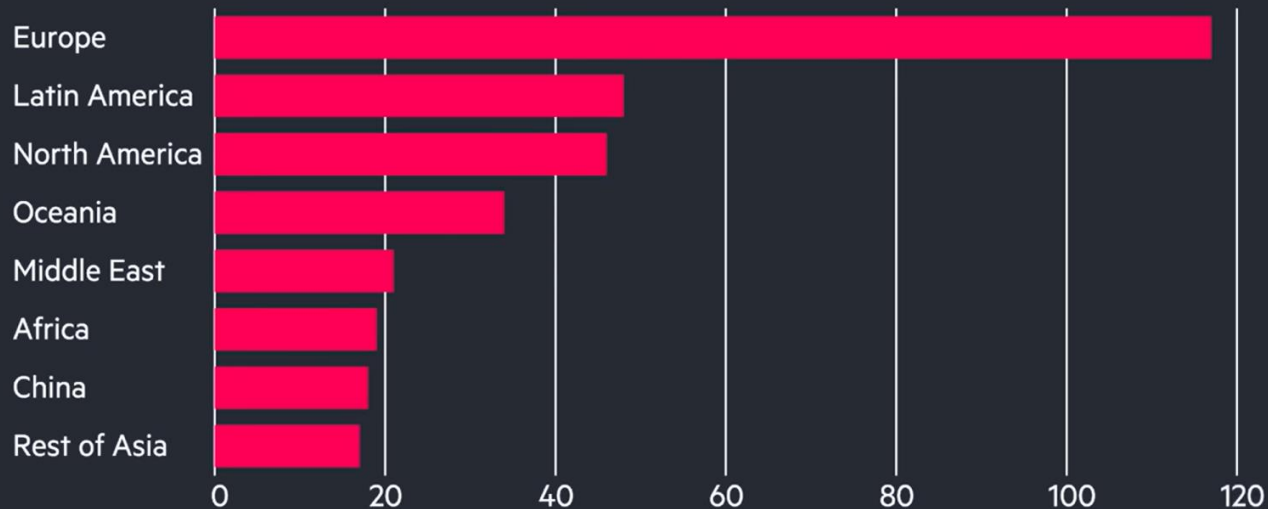
**ADELAN**  
Fuel cell innovation realised



**FT**

## Direct hydrogen investments

By region, as of end-Jan 2023 (\$bn)



Source: Hydrogen Council, McKinsey & Company

SUBSCRIBE

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Green hydrogen is needed globally...  
...so are H<sub>2</sub> technology supply chains

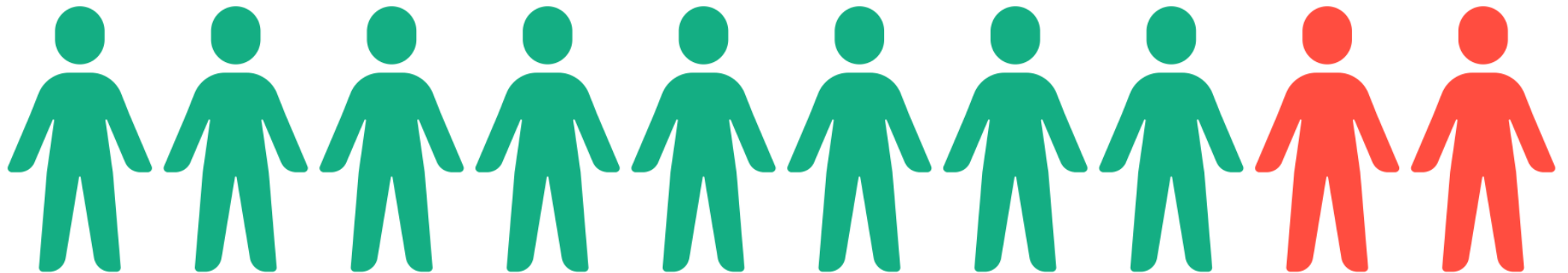


# Why Women in Green Hydrogen?

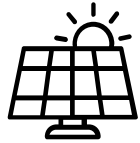


Promoting diversity in Green Hydrogen

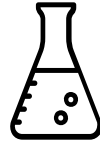
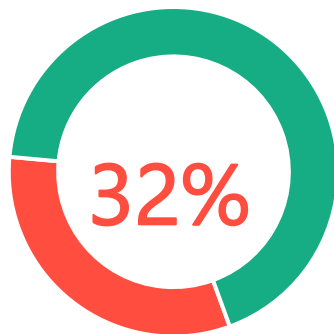
# Women constitute just **20%** **of speakers** at Green Hydrogen Conferences



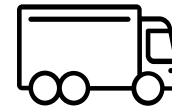
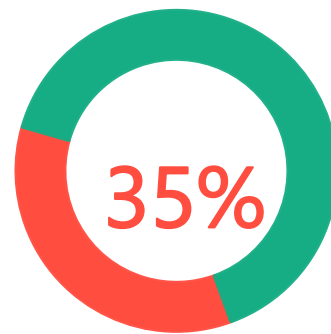
# % of Women Working in the Energy Sector



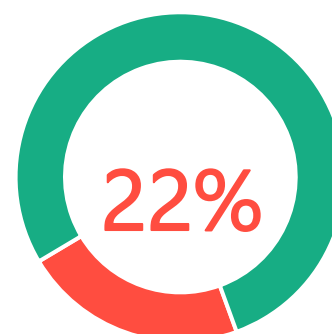
Renewable energy



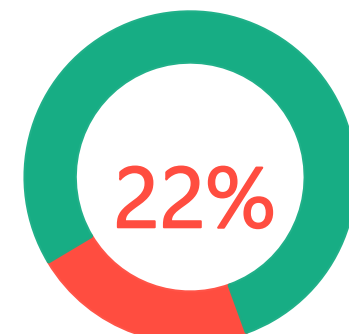
Chemical industry



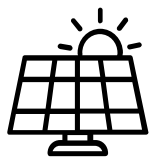
Transportation



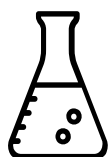
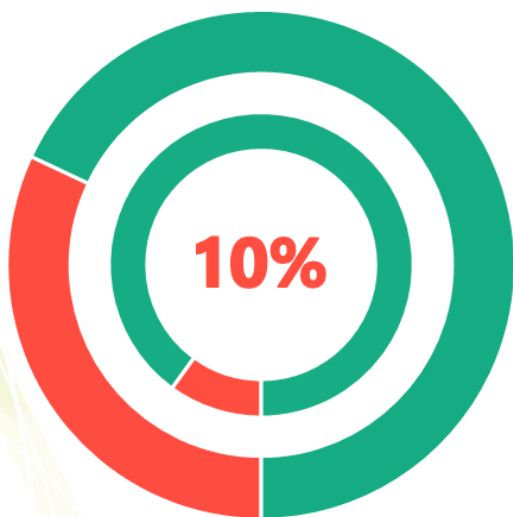
Oil & gas



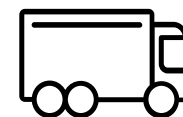
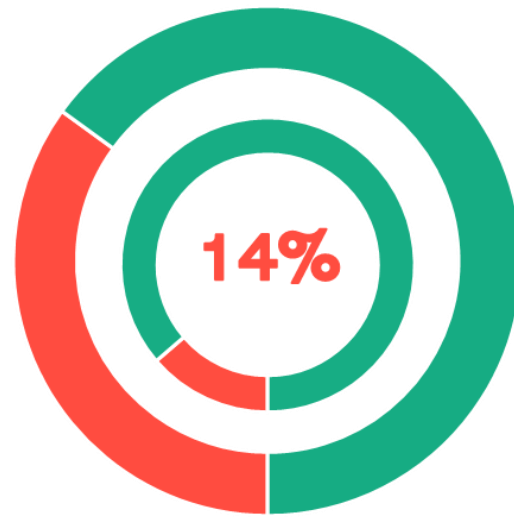
# The % of Women in Executive Roles



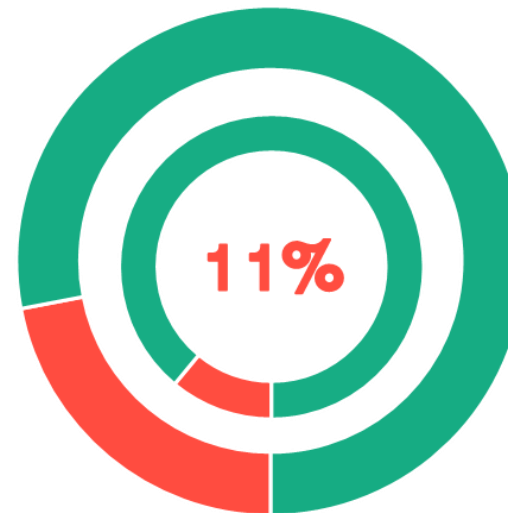
Renewable energy



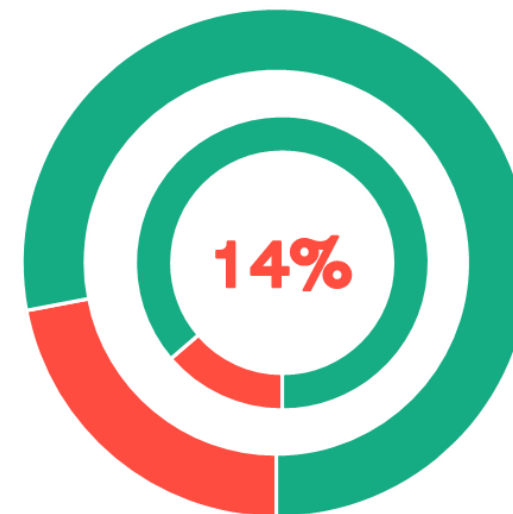
Chemical industry



Transportation



Oil & gas



# Rose Review of Female Entrepreneurship (2022)

£250bn could be added to UK economy



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1

Promote greater transparency in UK funding allocation through new Investing in Female Entrepreneurs Code

2

Launch new investment vehicles to increase funding going to female entrepreneurs

3

Review existing and create new banking products aimed at entrepreneurs with family care responsibilities

4

Encourage UK based institutional and private investors to further support and invest in female entrepreneurs

5

Improve access to expertise by expanding the entrepreneur and expert in residence programmes

6

Expand existing mentorship and networking opportunities

7

Accelerate development and roll-out of entrepreneurship-related courses to schools and colleges

8

Create an entrepreneur digital first-stop shop



Access to and awareness of funding



Caring responsibilities



Enabling entrepreneurship



# Fresh drive to accelerate UK female founders get the same opportunities as men



Together, over the coming year, we will launch initiatives to boost access to and awareness of funding, continue to seek solutions to challenges posed by caring responsibilities, and enable entrepreneurship through enhanced support, networking and education. This will include

- 1 Women angel investor campaign**  
To support women in becoming business angels, ensuring that female founders have better access to investment
- 2 Encourage the launch of further funding opportunities**  
Our aspiration is for 30% of all investment in private companies to go to female founders and co-founders by 2030
- 3 Expanded networking and mentoring opportunities**  
Supporting hundreds of thousands of female founders over the next three years
- 4 Recruit more Code signatories**  
And work with them to ensure their involvement instils real change

“With fresh thinking, swift action and a redoubled effort, we can continue to unleash the untapped potential of female-led businesses to drive our economic recovery”

**Allison Rose**  
CEO, NatWest Group

How does  
WiGH  
tackle this?



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**Women in Green  
Hydrogen**

# THE WiGH EXPERT DATABASE



## Expert Database

The Women in Green Hydrogen Expert Database is a crowd-sourced database of women experts working in the field of green hydrogen.

The green hydrogen sector is filled with outstanding women professionals from all around the world. Our database showcases women's talent, connects experts and decision makers, and offers event organisers a valuable tool to find speakers and disrupt the cycle of men-dominated events.

The goal is to promote equality and diversity in conferences, panels, expert talks, media appearances, advisory committees and management boards - making the world of green hydrogen more inclusive and innovative.

You are an hydrogen expert and want to become part of our data base?

[Sign up](#)

Filter search Full text search "new"

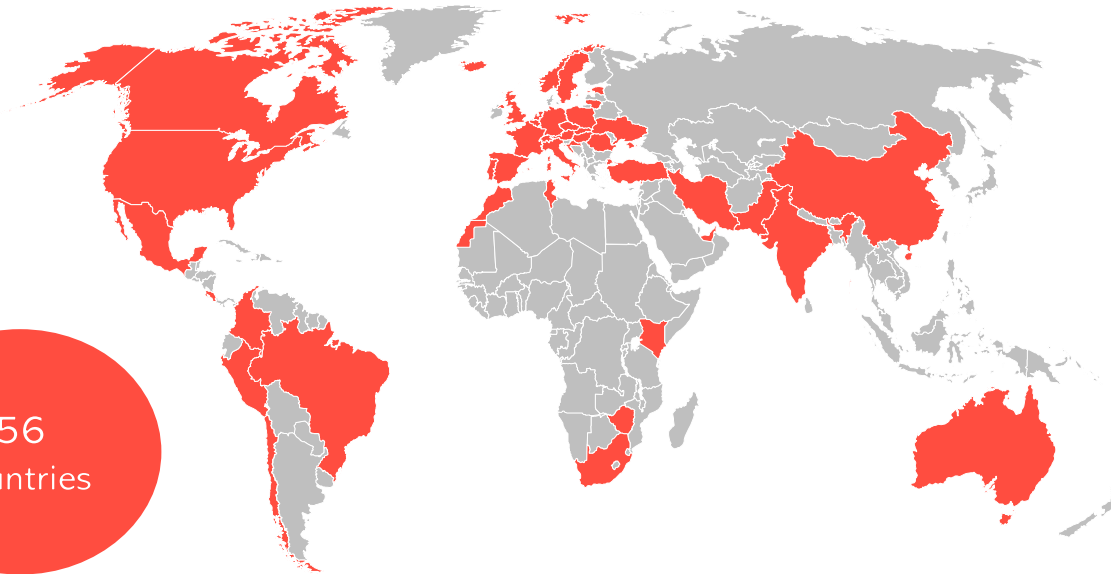
Select Sector	Select Focus Topics	Select Language	Select job level	Select speaker level
Chemicals Consulting Energy Engineering Industry	Agriculture Aviation Chemicals DAC Electrolysis Other	Arabic Bulgarian Cantonese Catalan Chinese Other	A-level (entry level and up) B-level (executive and m/c) C-level (top-level manage) Technical expert	Initial speaker experience Keynote speaker No experience No experience but interest Regular speaker

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<b>Olivia Seltzer</b> United States of America / Adheris / Sunday Creek Horizons / Associate	<b>Laureline Pestal</b> UK / London Director at M&P Bank Ltd, Structured Finance, Energy, EMEA based in London	<b>Ide Szanglinszky</b> Germany / Stuttgart Senior Consultant Hydrogen at efflora.group	<b>Marie Sorinis</b> Austria / Graz AVL
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<b>Bettina Hübschen</b> Germany / Duisburg Program Lead Energy and Raw Materials H2Steel	<b>Datin Dr Vijayalakshmi Samuel</b> Malaysia / Petaling Jaya AGV Energy & Technology Sdn. Bhd.	<b>Dr. Gladys Anyenya</b> United States / Fort Worth Engineering Technical Lead - Fuel Cell Development, Wabtec Corporation	<b>Alina Richter</b> Germany / Stuttgart e-mobil BW GmbH - Project management for hydrogen and fuel cell technology
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56 countries



**W H**

**Women in Green Hydrogen**



**Lethogonolo Tsoai**



- Energy
- Industry
- Market uptake
- Plant / system engineering
- Policy instruments
- Renewable energy
- Electricity markets
- policy and regulation
- Wind Energy

**Company / Position** Independent Consultant, Hinicio

**Sector** Energy

**Based in** South Africa / Johannesburg

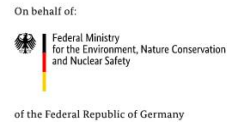
**Languages** English

**Short Bio** COBENEFITS Renewable Energy Specialist with 9 years related experience in the South African Energy sector. Green Hydrogen Market Research.

**Focus Topics** Industry, Market uptake, Plant / system engineering, Policy instruments, Renewable energy

**Other Expertise** Electricity markets, policy and regulation, Wind Energy

# Our Partners & supporters



# OUR NETWORK IN NUMBERS



Women in Green  
Hydrogen

4087

members in the  
**LinkedIn group**

1338

**Newsletter**  
subscribers

1010

profiles on the  
**Expert Database**

35

**Events**  
hosted

22+

**Partnerships**  
established

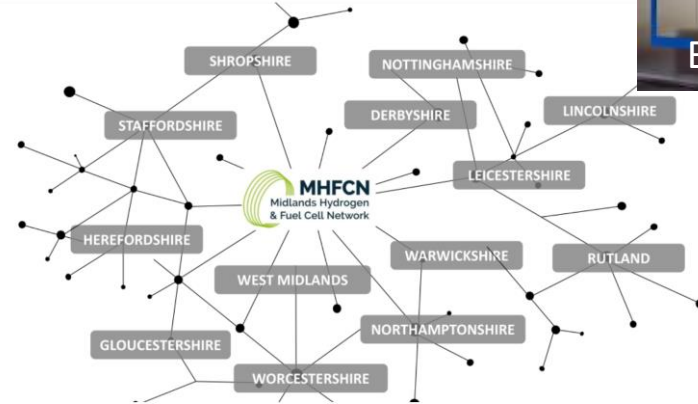
**Connect.  
Empower.  
Change.**

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Promoting

in Green Hydrogen

# Adelan Network

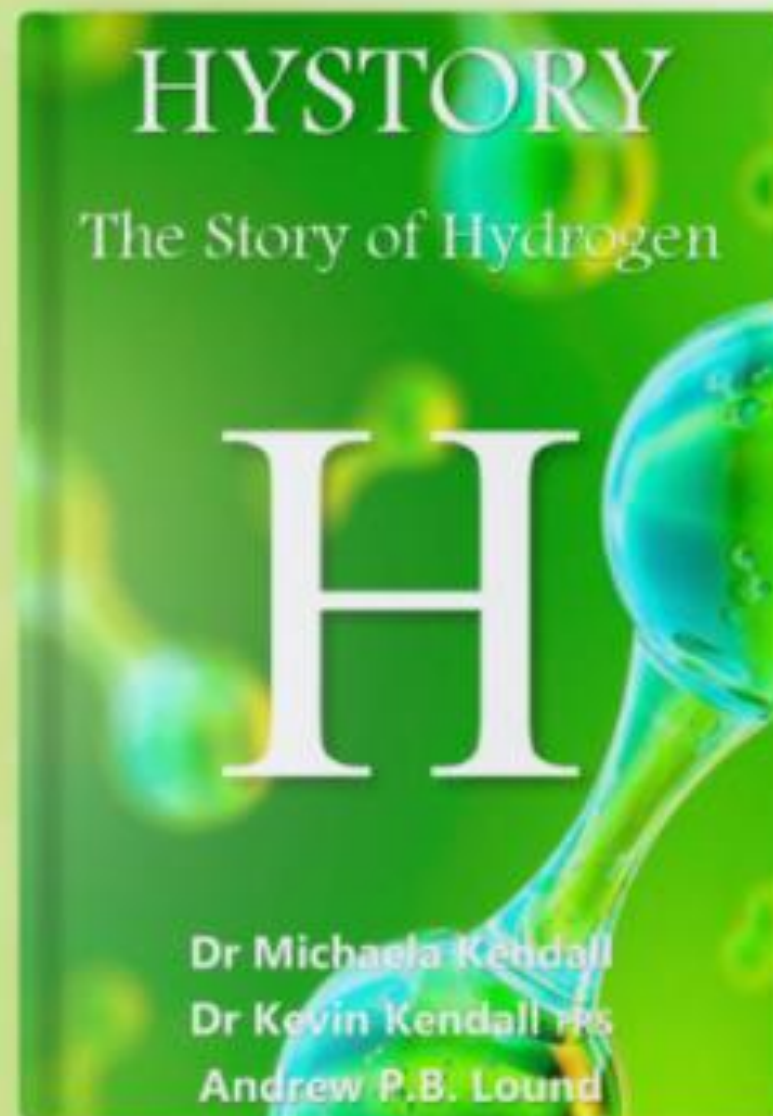


# HYSTORY

## THE STORY OF HYDROGEN

Our new book provides all you need to know about hydrogen, past, present and future with the aim of educating the widest audience on the future of hydrogen, through the stories from the leading scientists in this field.

It also provides a list of next steps for hydrogen, recommended by those who have worked in this field for four decades.





*Chair, Midlands Fuel Cell and Hydrogen Network  
(MFCHN) and Business Forum*

*Visiting Professor of Energy Futures (Faculty of  
Engineering), Birmingham City University*

*Visiting Professor of Fuel Cell Innovation,  
Manchester Fuel Cell Innovation Centre, Manchester  
Metropolitan University*

*Visiting Professor of Engineering, Aston University*

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