



Shaping the global energy transition

H2Global: Bringing the clean H2 market to fruition

July 2026, Emanuel Henrich, Head of Foundation Affairs



Market creation first, then market ramp up

Clean energy commodity markets currently have:

A functioning market framework is needed that provides:



- No clear pricing signal on supply or demand side
- Indexes based on assumptions

• Price transparency



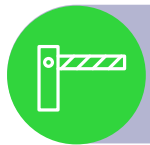
- Limited number of transactions, large volumes only
- Over the Counter (OtC) and “point-to point” only

• Liquidity



- Lack standards and certification schemes
- Insecurity in terms of recognition and methodologies

• Legal security / rules based



- High entry barriers

• Low market barriers



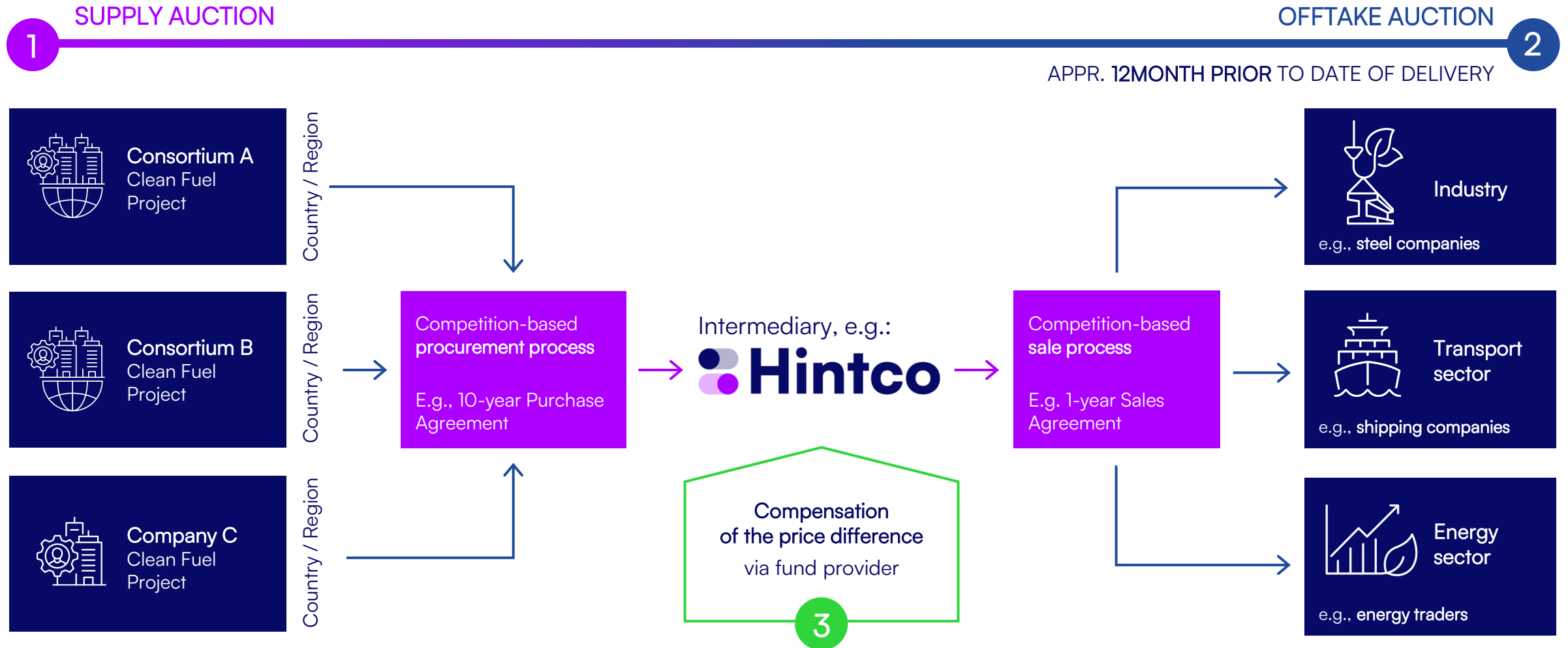
Markets for clean hydrogen and its derivatives are in their infancy.

To achieve our climate targets, we must overcome the market barriers hindering scaling up.

The background of the slide features a large, horizontal, metallic hydrogen pipeline in the foreground, with several wind turbines visible in the background under a clear blue sky with some clouds. A dark blue rectangular box is overlaid on the left side of the image, containing the title text. On the right side, there are decorative elements: a dark blue square, a light blue rounded rectangle, and a green rounded rectangle, all partially overlapping the pipeline and sky.

The H2Global Mechanism

Our solution — The H2Global's double auction mechanism in a nutshell



The H2Global market-driven compensation mechanism ensures the most efficient use of funds for maximum impact

H2Global auctions uncover supplier and offtake pricing dynamics.

To create **liquidity** and support market development, **short-term** and **broad-based** price signals are decisive.

Long-term purchase agreement with **supply side**, multi-year fixed price and terms

Compensation of the price difference



Short-term sale agreements with **demand side**, e.g., 1 year

Exemplary illustration of the market development: Possible increase in market regulation and resulting increase in willingness to pay

PRICE (demand, supply)

TIME

Demand and supply countries can design their H2Global tenders individually, or join forces

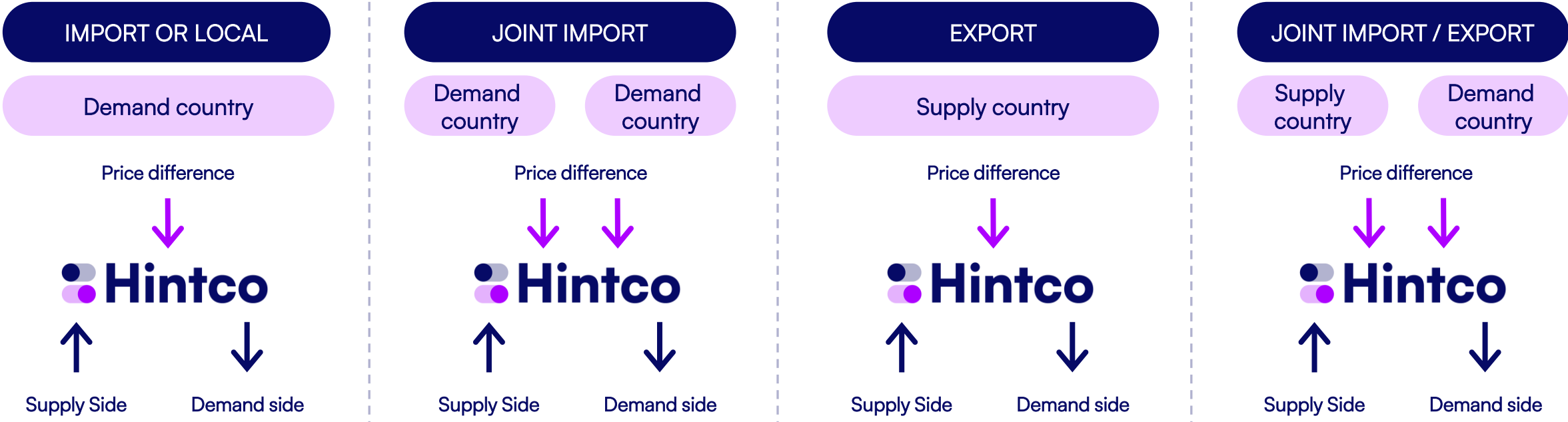
H2Global
Tender

Customizable regarding:

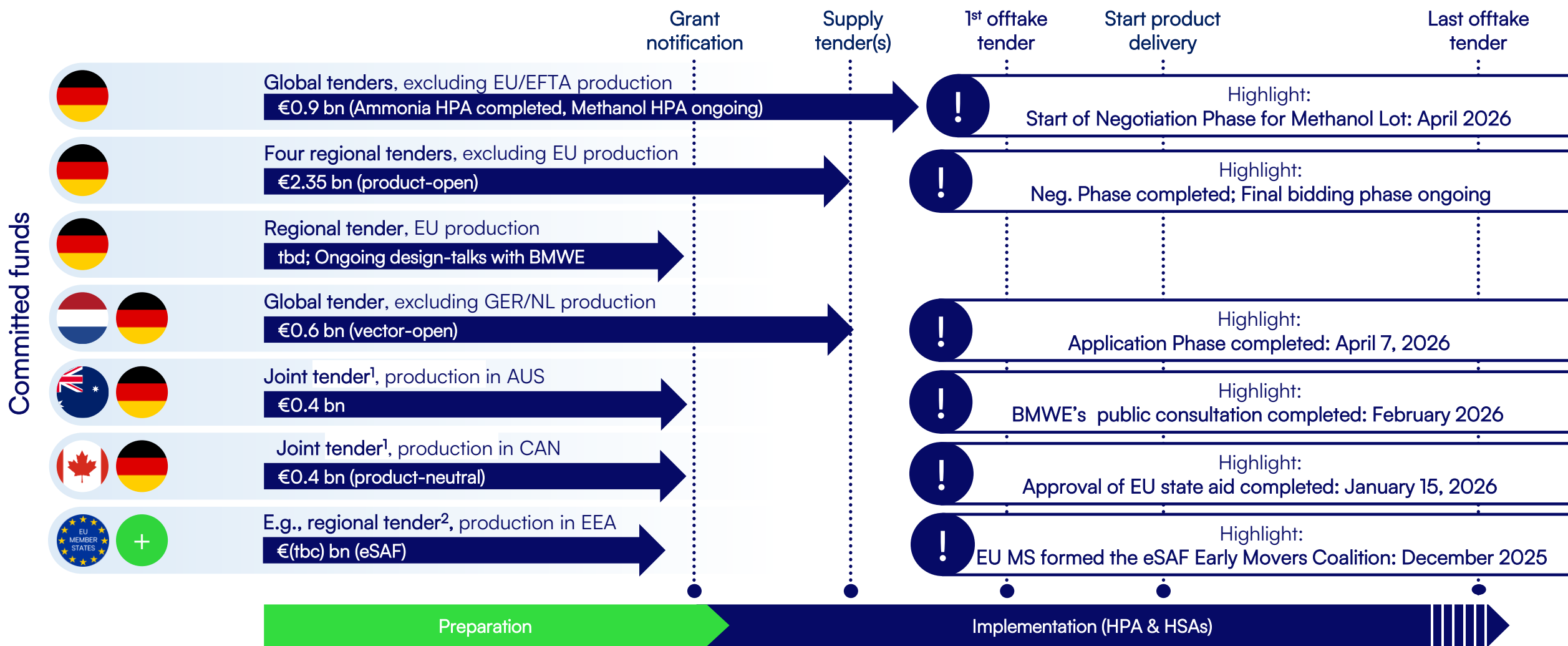
- Geography (global, regional, national)
- H2 product selection
- Product and sustainability criteria

Adaptable to different targets:

- Price optimization
- Promotion of clean technologies
- Energy security
- Decarbonization of specific sectors
- Development policy



H2Global tenders' progress



¹ The German grand notification has been received; the Australian /Canadian notification is pending

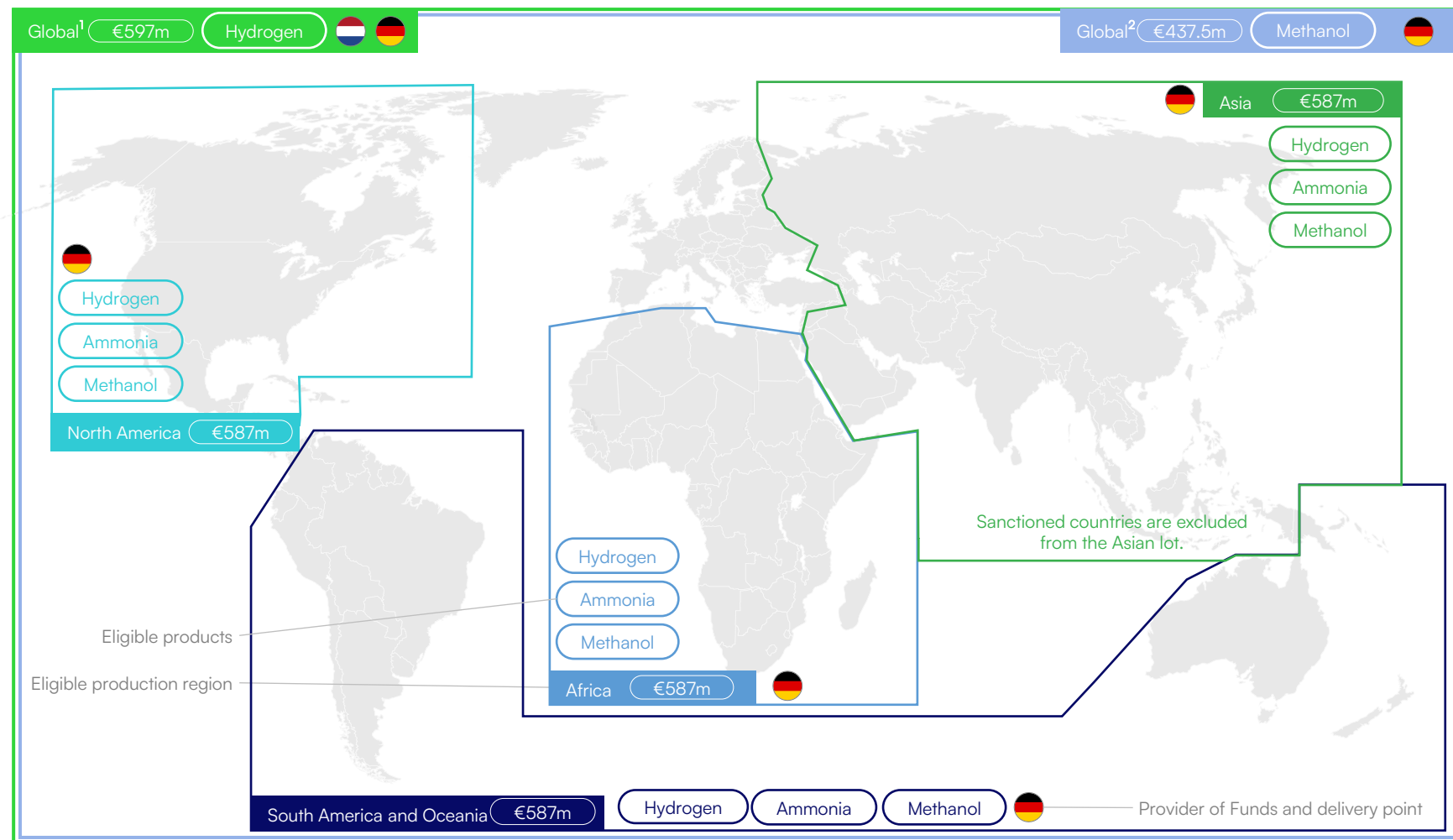
Four regional lots for RFNBO hydrogen, ammonia, or methanol, one global lot for hydrogen and one global methanol lot

Ongoing H2Global auction rounds:

- **four regional lots** for the supply of RFNBO hydrogen, or RFNBO ammonia, or RFNBO methanol,
- **one global lot** for the supply of RFNBO hydrogen.
- along with **one global methanol lot** for the supply of RFNBO methanol.

Bidders are free to choose **preferred mode of transport** (e.g., final product, LOHC, LH2, etc.) to the designated delivery point.

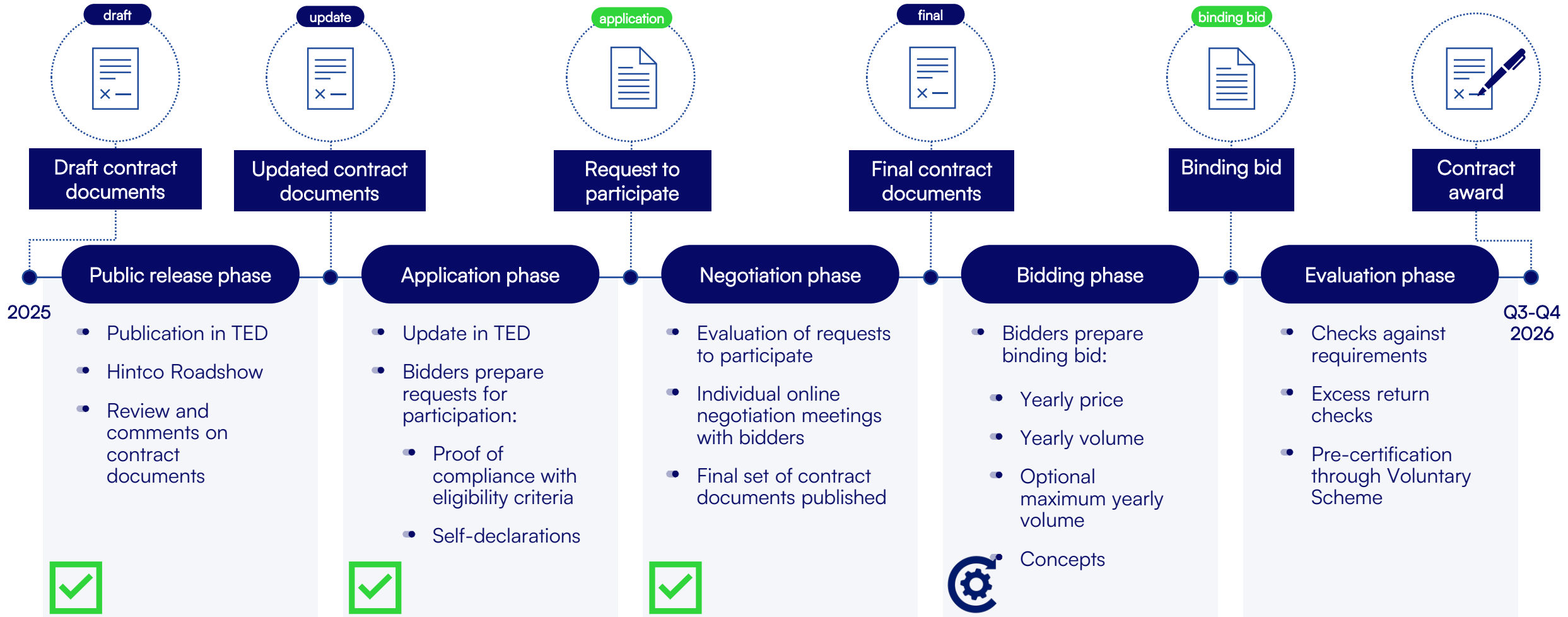
Bidders can participate with a single project in both regional and global lots.



¹ Germany and the Netherlands, as well as all sanctioned countries, are excluded from the global lot on the supply side.

² EU and EFTA states as well as all sanctioned countries, are excluded from the global lot on the supply side.

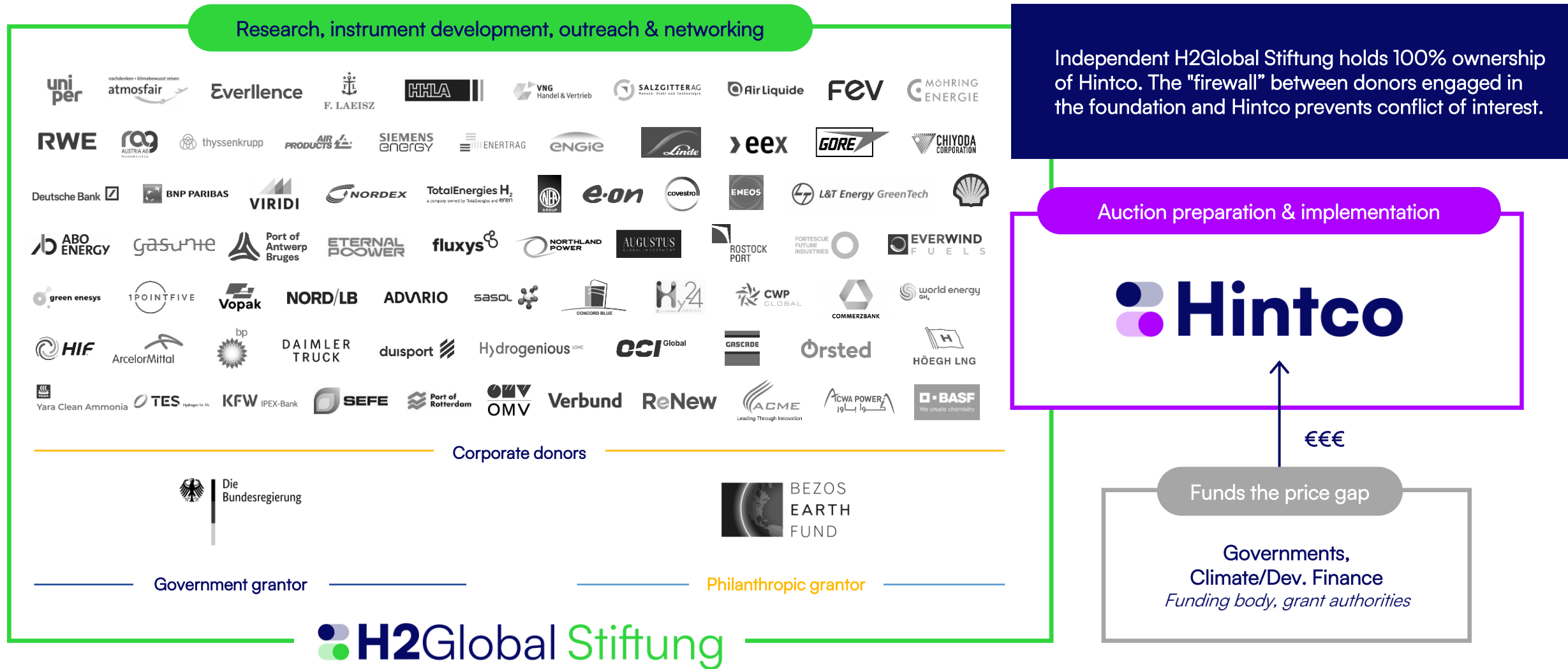
Example of the tender process — four regional tenders





The H2Global Set-Up

A non-profit foundation with a for-profit intermediary



Activities of the H2Global Foundation: Bringing the H2 market to fruition

Partnerships & Policy

Promoting global partnerships for market-oriented solutions to achieve the energy transition.

Research

In-depth research on the hydrogen market ramp-up — practical and conducted in collaboration with leading global institutes.

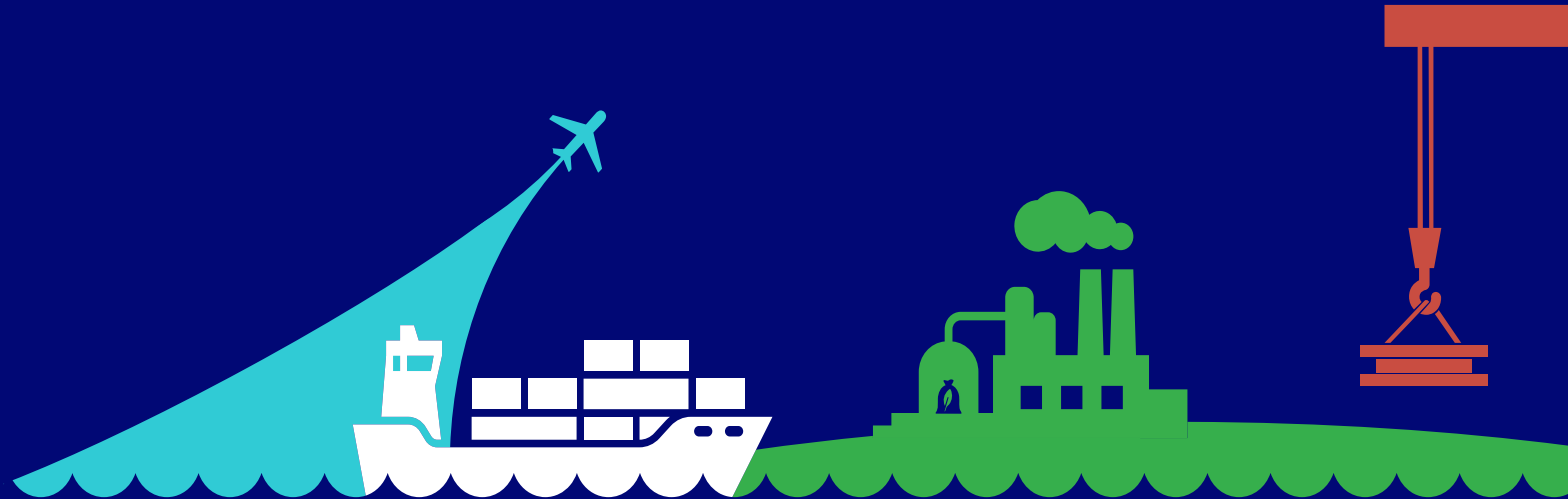


Solutions Lab

Innovation driver for the development and adaptation of the H2Global mechanism for sectors that are difficult to decarbonize.

Knowledge Hub

Central knowledge platform for pooling expertise and promoting dialogue for markets for climate-neutral hydrogen.





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Markus Exenberger

H2Global Stiftung
Executive Director

Trostbrücke 1
20457 Hamburg
+49 40 36197 500
markus.exenberger@h2-global.org



Timo Bollerhey

HINT.CO GmbH
Chief Executive Officer
H2Global Lead Strategist

Trostbrücke 1
20457 Hamburg
+49 40 36197 500
timo.bollerhey@h2-global.org