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# Business Opportunity Analyser

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Version 2.0

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# Agora Industry – about us

## Who we are:

Agora Industry is a think tank, policy lab, and part of the **Agora Think Tanks**

## What we do:

We develop **scientifically sound** and **politically feasible strategies** for a successful pathway to **climate-neutral industry** – in Germany, Europe and internationally

## How we work:

We are independent and non-partisan, with a diverse financing structure – **our only commitment is to climate action**

## Where we take action:

Agora Industry has offices in Berlin, Brussels, Beijing and Bangkok, and cooperates with a wide network of partner think tanks on the ground

# As a partner of the international PtX Hub, Agora is involved with projects in Morocco, South Africa and Argentina



# Background and Objectives of PTX BOA 2.0



The economics of renewable power, hydrogen and derived products suggest that renewable-rich regions will increasingly attract the most energy-intensive parts of decarbonized industrial value chains.



The BOA aims to assist potential export countries to understand their **competitive advantage** in global PtX markets at a pre-feasibility level.

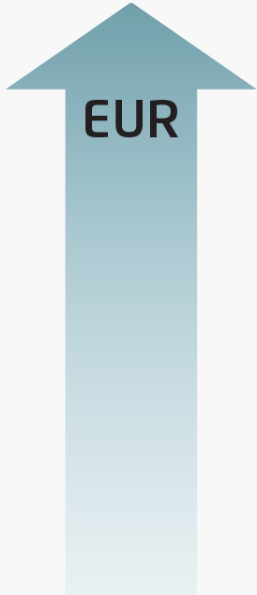


Excel tool transformed in to a **web application** – enhanced cost calculations with **optimisation**



While the BOA`s objective is to serve as an analytical tool on PtX, it cannot **replace local knowledge** and it is therefore **flexible** enough to accommodate local data inputs

# Different levels of hydrogen cost assessment

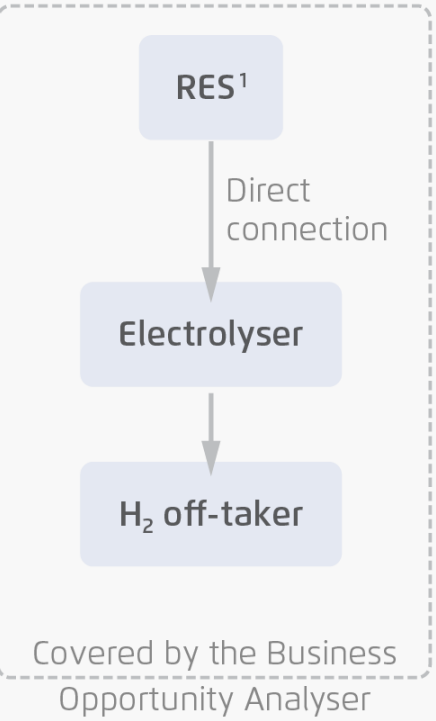


Metric	Users	Use	Data sources
Hydrogen price	Sellers and buyers	Market transactions	Commercial
Realised project cost*	Project developers, investors	Making site-specific projects within regional context bankable**	Commercial, confidential
Simple levelised cost of hydrogen	Policy makers	High-level analyses at pre-feasibility level	Publicly accessible, traceable

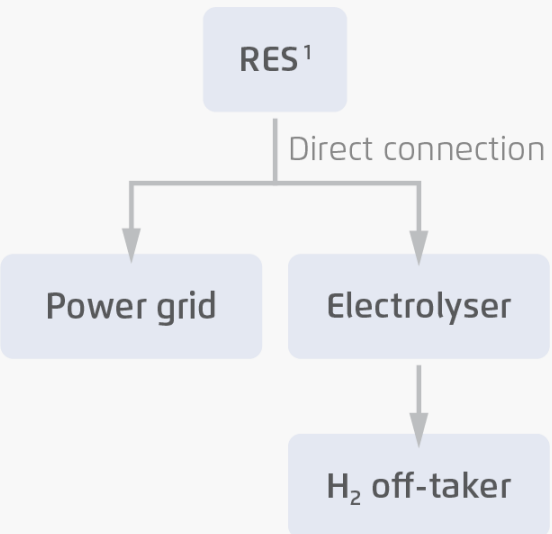
5 | Agora Industry (2023). \*Final electrolysis system CAPEX can be 20–50% higher, according to anecdotal evidence. \*\*Including further cost determinants such as construction duration, financing structure, taxes, royalties, concession payments, supply chain risks, local content requirements. Actual projects will also consider income streams such as sales of by-products (electricity, oxygen, heat) and policy support instruments for CAPEX/OPEX.

# Examples of renewable energy procurement for hydrogen production

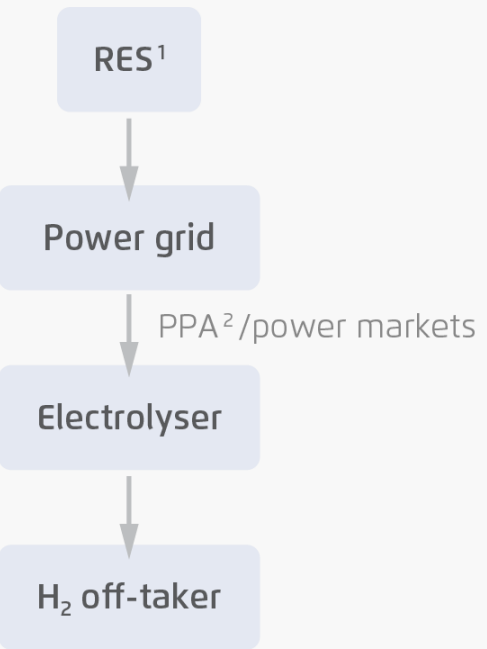
A) Off-grid for dedicated H<sub>2</sub> production



B) Hybrid production of electricity and H<sub>2</sub>



C) Grid-connected H<sub>2</sub> production



6 | Agora Industry (2024). <sup>1</sup> RES = renewable energy resource; <sup>2</sup> PPA = power purchase agreement; Renewable hydrogen is defined based on the renewable fuels of non-biological origin (RFNBO) criteria established by the European Commission in 2023. All cases are influenced by the additionality criteria as well as temporal and geographical correlation (case C).

# Publications on hydrogen and industry

Hydrogen import options for Germany



> Analysis (DE)

> Summary  
> Slide deck

15 Insights on the global steel transformation



> Impulse

> Webinar  
> Steel transformation tracker

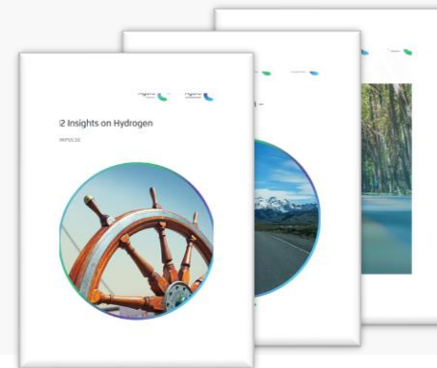
*Global Green Fertiliser Tracker*



> Interactive tool

> Webinar

Insights on hydrogen (series)



> Impulse, global  
> Impulse for ARG

> Impulse for BRA  
> Impulse for South East Asia (forthcoming)

Making renewable hydrogen cost-competitive



> Main study  
> Legal analysis

> Slide deck  
> Webinar

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# Thank you for your attention!

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Do you have any questions or comments?

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