

The Living Without Oil Series: An Elder Academy Event
The Role of Hydrogen and the Fuel Cell in
Future Energy Transition



**University
of Victoria**
Retirees
Association

Nicolas Pocard

Saturday, February 8
10:00am – 12:00pm,
David Turpin Building, Room A110

Hydrogen is the single most abundant substance in the universe. Perhaps due to this abundance, we sometimes forget how useful hydrogen is. From being used in the very first internal combustion engines as an inflammable fuel, to powering flight by airships, hydrogen has once again taken center stage in mankind's quest for energy sources in the form of fuel cell applications.

This presentation will examine the future role of hydrogen in the decarbonisation of our economy, from transportation to industrial sectors. We will look at the current state of the art of fuel cell technology and its current deployments worldwide. Closer to home, hydrogen will be required if Canada and BC are to meet their reduction of emissions targets. The discussion will include technology developed by companies like Ballard Power Systems to achieve these goals.



The Director of Marketing and Business Operations at the Vancouver Corporate Headquarters of Ballard Power Systems, Nicolas Pocard brings more than 20 years of experience in business development and marketing at the international level. He joined the fuel cell industry in 2004 and Ballard Power Systems in 2012. Among his present responsibilities, Nicolas looks after market strategy, marketing activities, and government relations for Ballard. He is a board member of the California Hydrogen Business Council co-chairing the Public Transit group. He also represents Ballard with various Industry Associations and Government forums.

To register: <https://www.eventbrite.ca/e/oil-part-one-tickets-85417396733>. Students may register for free by emailing uvraevents@uvic.ca