

## PRESS RELEASE

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### ***Industry receives funding to demonstrate switch to hydrogen***

Global manufacturers Kellogg's, Essity and Novelis have been selected to receive funding by the Department for Energy Security & Net Zero to undertake demonstrations in which they will switch their fuel to hydrogen at their North West plants.

This will enable the three companies to demonstrate that they can reduce their carbon footprint by using low carbon hydrogen to manufacture their products such as Kellogg's Cornflakes, Plenty towels, and high quality rolled aluminium products for the automotive market and beverage cans.

The programme running the demonstrations, named 'HyNet Industrial Fuel Switching: 2', is funded through the UK Government's £55m Industrial Fuel Switching Competition, as part of the £1bn Net Zero Innovation Portfolio (NZIP). It will reveal how major manufacturing sites can switch away from fossil gas to low carbon hydrogen within the coming years. The work will enable decarbonisation across a range of industry sectors, making a critical contribution to the UK's journey to Net Zero carbon emissions.

The demonstrations sites plan to receive hydrogen supplied by HyNet, the UK's leading industrial decarbonisation project, which has been fast-tracked by Government to begin operation in the mid-2020s. Low carbon hydrogen, generated locally by Vertex Hydrogen, will be distributed by the UK's first 100% hydrogen pipeline network being developed by Cadent Gas, to industry across the North West. On-site electrolytic (or 'green') hydrogen production will also be used to supply some sites locally without the need for a pipeline.

HyNet is working with industry across the glass, food and drink, paper, chemicals, personal care, automotive and metals sectors to enable switching from fossil gases to low carbon hydrogen.

The HyNet Industrial Fuel Switching 2 programme, which runs until early 2025, will equip industry with the experience, confidence and know-how to make the switch to low carbon hydrogen once production within the region begins from the mid-2020s.

Adam Baddeley, Head of Industrial and Electrolytic Hydrogen at Progressive Energy, said:

*"These demonstrations will show how low carbon hydrogen can provide the energy needed for the production of food, kitchen paper and aluminium. We are very excited to see Kellogg's Cornflakes, Plenty towels and Novelis' aluminium manufactured using hydrogen.*

*"HyNet is fully focused on providing a route for industry to decarbonise. By starting to produce 'home-grown' low carbon hydrogen from the mid-2020s, this reality isn't far away. HyNet will not only substantially reduce the level of carbon dioxide emissions entering our atmosphere but will kick-start a low carbon hydrogen economy across the North West and North East Wales".*

# HyNet North West

These new demonstrations follow two successful hydrogen fuel switching demonstrations at Pilkington Glass and Unilever manufacturing centers, both in the North West, to make sheet glass for windows and windscreens, as well as Tresemme shampoo and Persil.

Tim McKnight, Kellogg's Manchester plant director said:

*"Kellogg's takes its responsibilities to the planet seriously. At our Manchester Factory, which makes household favourites like Corn Flakes and Coco Pops, we are investing in the renewable fuels of the future.*

*We're really pleased to be part of this trial to switch to low carbon hydrogen in our cooking ovens. We hope this demonstration will provide strong evidence for hydrogen use across other Kellogg's sites."*

Andrew Hearn, Essity's technology area manager said:

*"Sustainability is a key part of our global business strategy. We are committed to reducing our own carbon emissions by 35 per cent by 2030 and reaching net zero by 2050. Hydrogen has been trialed successfully in one of our German sister plants and we are delighted that the scheme we put forward for this trial in the North West has won major Government funding. The trial will start in 2024 and will involve replacing the burners on the drying equipment to see if they can safely and efficiently use this alternative fuel."*

Emilio Braghi, Executive Vice President, Novelis Inc., and President, Novelis Europe said:

*"Switching to renewable energy sources is a key initiative to advance on our journey toward carbon-neutral production. Besides decarbonising our own facility, this collaboration drives the industrial decarbonization of the whole North-West region in UK."*

**ENDS**

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## About HyNet

HyNet is a low carbon energy project at the forefront of the UK's journey to a Net Zero future, being developed by a consortium of world-leading organisations.

From the mid-2020's, HyNet will produce, store and distribute hydrogen as well as capturing and storing carbon. It will decarbonise the North West of England and North Wales through the creation of state-of-the-art infrastructure.

This game-changing project has the potential to reduce carbon dioxide (CO<sub>2</sub>) emissions by 10 million tonnes every year by 2030 – the equivalent of taking four million cars off the road. HyNet will create and maintain thousands of local jobs, as well as enable long-term sustainability for businesses and financial security for communities across the region.

# HyNet North West

The HyNet consortium includes Progressive Energy, Cadent, Essar, INOVYN, Eni, University of Chester, Vertex Hydrogen, Viridor and Hanson.

For more information, visit [www.hynet.co.uk](http://www.hynet.co.uk)

## About Novelis

Novelis Inc. is driven by its purpose of shaping a sustainable world together. Novelis is a global leader in the production of innovative aluminium products and solutions and the world's largest recycler of aluminium. Its ambition is to be the leading provider of low-carbon, sustainable aluminium solutions and to achieve a fully circular economy by partnering with our suppliers, as well as our customers in the aerospace, automotive, beverage can and specialties industries throughout North America, Europe, Asia and South America. Novelis had net sales of \$18.5 billion in fiscal year 2023. Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminium and copper, and the metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai.

For more information, visit [novelis.com](http://novelis.com).

## About Kellogg Company

At Kellogg Company (NYSE: K), our vision is a good and just world where people are not just fed but fulfilled. We are creating better days and a place at the table for everyone through our trusted food brands. Our beloved brands include Pringles®, Cheez-It®, Special K®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Eggo®, Mini-Wheats®, Kashi®, RXBAR®, MorningStar Farms® and more. Net sales in 2022 were over \$15.3 billion, comprised principally of snacks as well as convenience foods like cereal, frozen foods, and noodles. As part of our Kellogg's Better Days® Promise ESG strategy, we're addressing the interconnected issues of wellbeing, climate and food security, creating Better Days for 3 billion people by the end of 2030 (from a 2015 baseline).

Visit [www.KelloggCompany.com](http://www.KelloggCompany.com).

## About Essity

Essity is a leading global hygiene and health company. We are dedicated to improving well-being through our products and services. Sales are conducted in approximately 150 countries under the leading global brands TENA and Tork, and other strong brands, such as Actimove, JOBST, Knix, Leukoplast, Libero, Libresse, Lotus, Modibodi, Nosotras, Saba, Tempo, TOM Organic, Vinda and Zewa. Essity has about 48,000 employees. Net sales in 2022 amounted to approximately SEK 156bn (EUR 15bn). The company's headquarters is located in Stockholm, Sweden, and Essity is listed on Nasdaq Stockholm. Essity breaks barriers to well-being and contributes to a healthy, sustainable and circular society.

More information at [www.essity.com](http://www.essity.com).