



(MISSIE H2)

**HOLLAND HYDROGEN**





Unique collective of up to 8 strong, Dutch brands, jointly promoting Hydrogen, as a key element of the Dutch energy transition.



## THE DUTCH

Battling wind and water shaped our nation  
& build our character.

It is no coincidence that Dutch athletes traditionally excel in and on the water.



'HYDRO' = WATER

47% of all Dutch, Summer Olympic medals (123) were won in or on the water.





## HOLLAND HYDROGEN (MISSIE H2) OFFICIAL SPONSOR OF THE DUTCH OLYMPIC TEAM

### Exposure

- Nationwide Olympic platform with high public & political interest.
- A highly visible, sympathetic, competitive & multi-disciplinary team.

### Relevance

- Tokyo 2020 will be another major step towards a hydrogen fuelled society.
- *'Missie H2'* is easily associated with innovation, long-term strategy, teamwork & energy.

Values:

- **Dutch**
- **Energetic**
- **Together**
- **Innovative**

Objective:

**“Increasing the familiarity with  
and knowledge of hydrogen.”**

Duration:

**From Sept 2019 to Sept 2020”.**

Target demographic:

**Dutch Olympic fans ages 16 – 49 .**

Primary message:

**HOLLAND  
HYDROGEN**  
**(NEDERLAND WATERSTOFLAND)**



@VeryFast  
Olympisch Kampioen Open Water

# NEDERLAND WATERSTOFLAND

**Nederland en water zijn onlosmakelijk met elkaar verbonden.**

Water is een bron van energie. Het geeft ons nieuwe mogelijkheden. Daarom kiezen we koers en laten Nederland kennismaken met de spetterende energie van waterstof, met de sporters van TeamNL als drijvende kracht.

Wil je meer weten? Kijk op [MissieH2.nl](https://MissieH2.nl)



Missie H2 is supported by

