



Fuel
Choices
Initiative



Prime Minister's Office

Fueling Innovation

Israel's Fuel Choices Initiative

Dr. Anat Bonshtien
Prime Minister's Office
Israel

FREEDOM TO CHOOSE THE WAY WE MOVE



Fuel
Choices
Initiative



Prime Minister's Office

Our Mission

To serve as a catalyst for the reduction of global dependence on crude oil by establishing Israel as a center of knowledge and industry in the field of fuel alternatives for transportation.

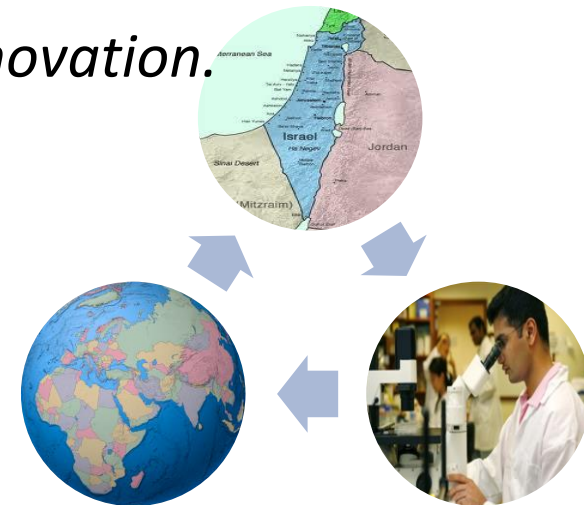
About the initiative

- *10 years program*
- *10 government ministries involve*
- *~ NIS 150 million budget per year*
- *Dedicated administration at the PM office.*

Our Goals

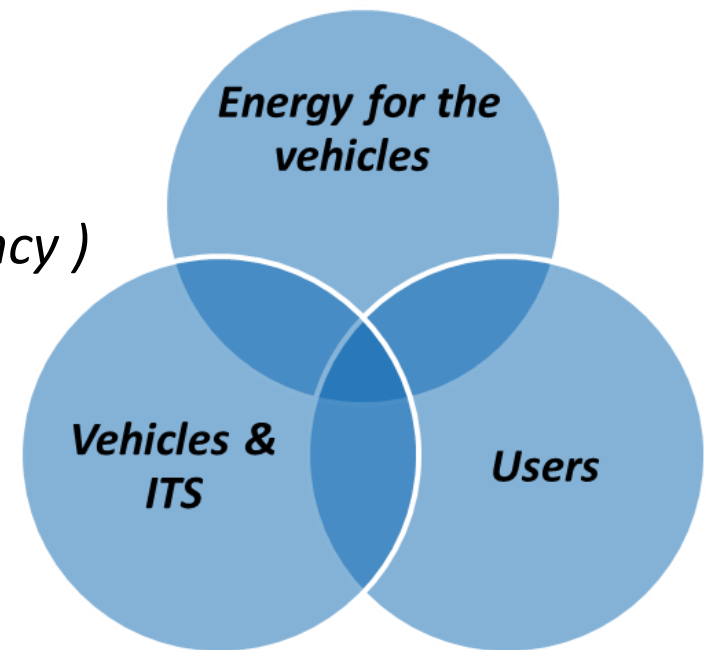
1. Replace the share of oil in Israel's transportation sector by **60% by 2025**, while supporting green growth.
2. Turn Israel into a center of knowledge and industrial best practices in the field of fuel alternatives.
3. Raising the world's awareness of alternative fuels.

Building global partnerships to speed up innovation.



Our Domain

- *The energy for the vehicle*
 - *Bio / Synthetic fuels; methane based; Electrochemical*
- *Vehicles & ITS*
 - *Fuel Efficiency*
 - *Vehicle control systems*
 - *Reduce the usage time (system efficiency)*
- *The users*
 - *increase # of passengers per drive*
 - *Shift to more efficient vehicles*



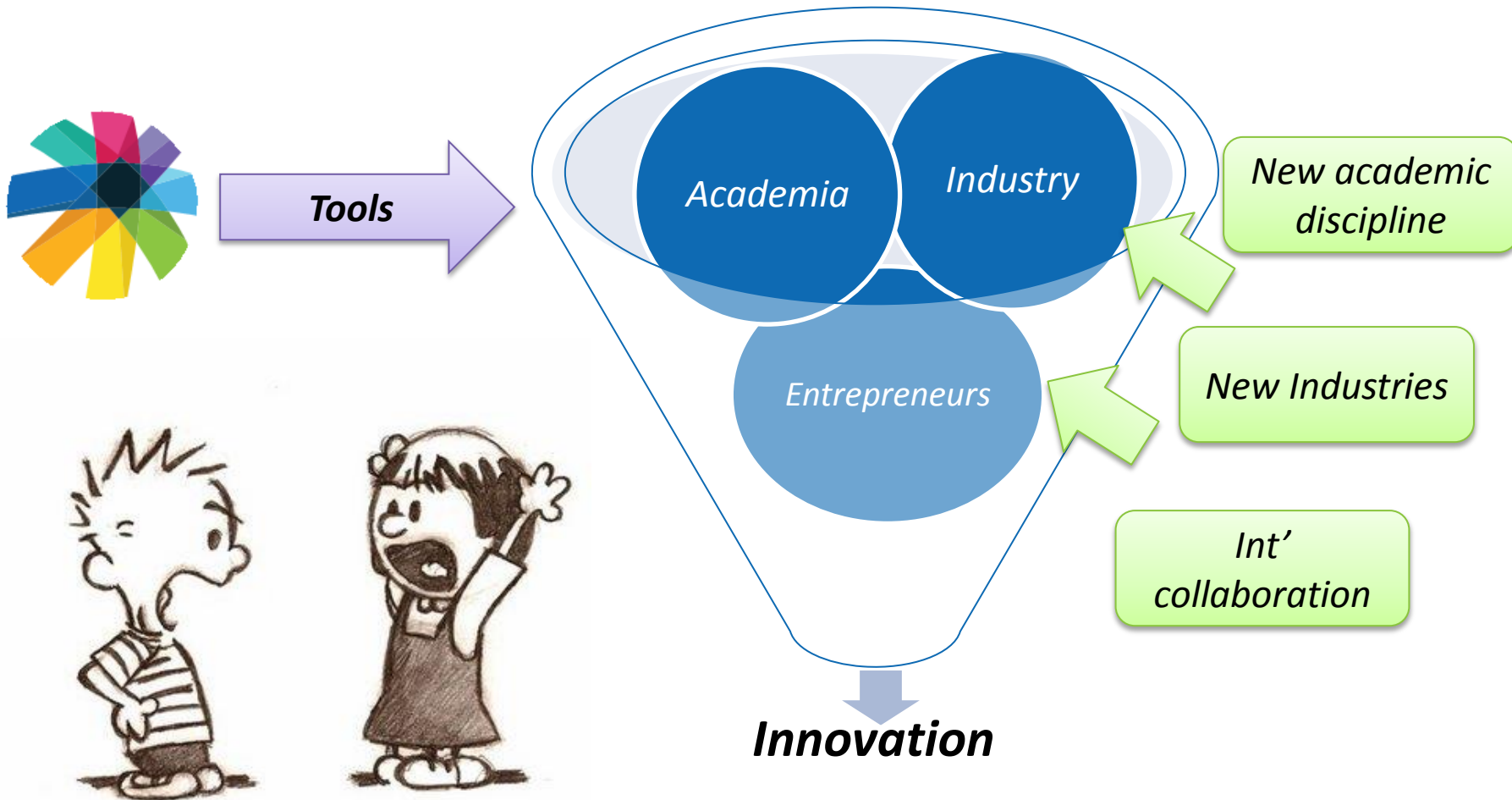
CREATING AN ECOSYSTEM

- *Define the needs and challenges*
- ***Create (use) tools to support along the value chain***
- *Bring people and know-how from other fields*
- *Create an interdisciplinary approach*
- *Promote Joint projects*

“The best way to predict the future is to create it,” (Abraham Lincoln)

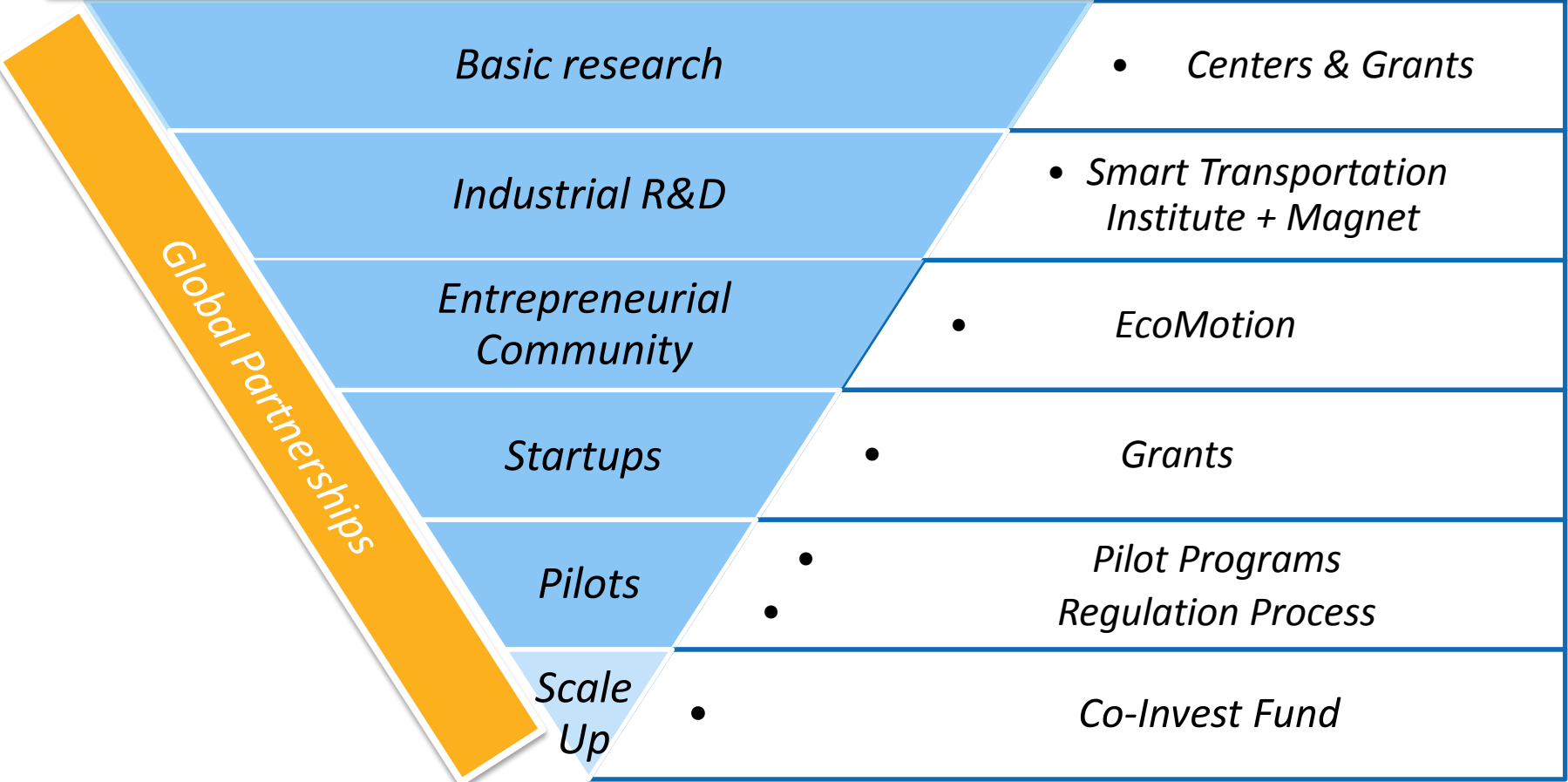
Innovation Process

Shake and Stir



The funnel of technologies

Fuels Choices Administration Under the Prime Minister's Office





Fuel
Choices
Initiative



Prime Minister's Office

www.fuelChoicesInitiative.com



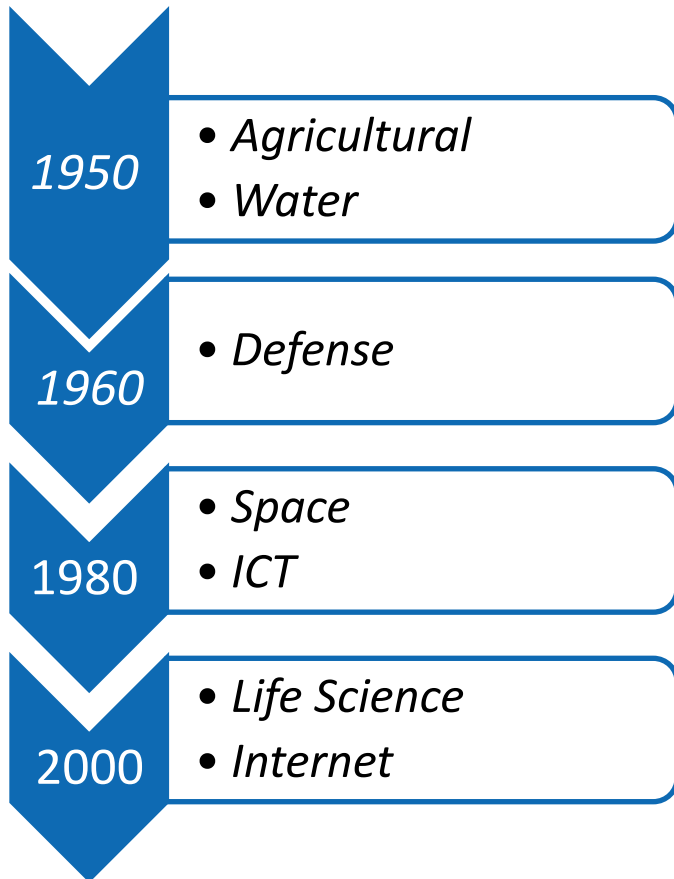
Thank you

Putting the entrepreneurs/researchers/ideas in the center

- ✓ Build supportive ecosystem
- ✓ Community



Start-up Nation: History of innovation



▪ During the first 50 years → Innovation out of necessity

▪ Last 20 years = specialization → ICT / Life Science / Internet / etc

→ Next 20 Y ?

Alternative Energy & Smart mobility ?

So how we are doing so far ?

