



Fuel  
**Choices**  
Initiative



Prime Minister's Office

***Fueling Innovation***

***Israel's Fuel Choices Initiative***

***Eyal Rosner***

***Chairman and Director of Administration***

***Prime Minister's Office***

***Israel***

FREEDOM TO CHOOSE THE WAY WE MOVE



Fuel  
**Choices**  
Initiative



Prime Minister's Office

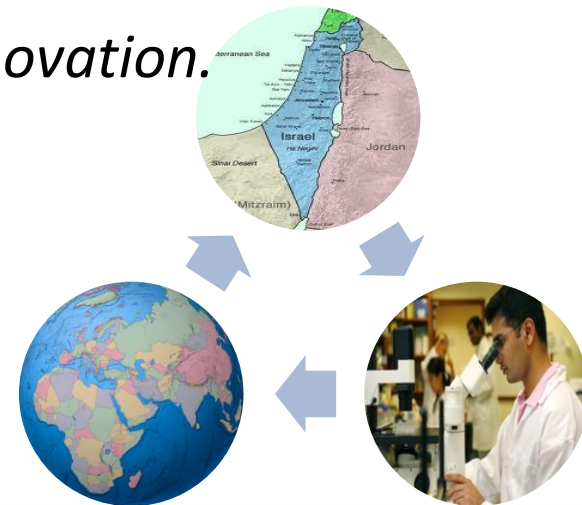
## Our Mission

*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.*

## 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.*



## *The Way to change*



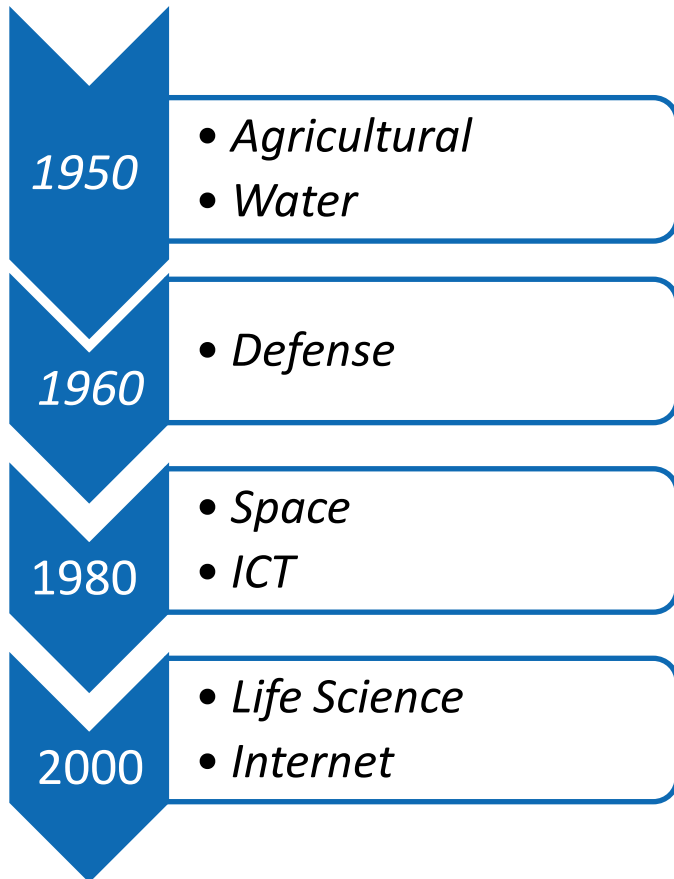
*Linear approach*



*Non-Linear approach*

***We cannot solve our problems with the same thinking we used when we created them. ( Albert Einstein)***

## *Start-up Nation: History of innovation*



■ *During the first 50 years → Innovation out of necessity*

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

***The Challenge –***

***how to develop new industries ?***

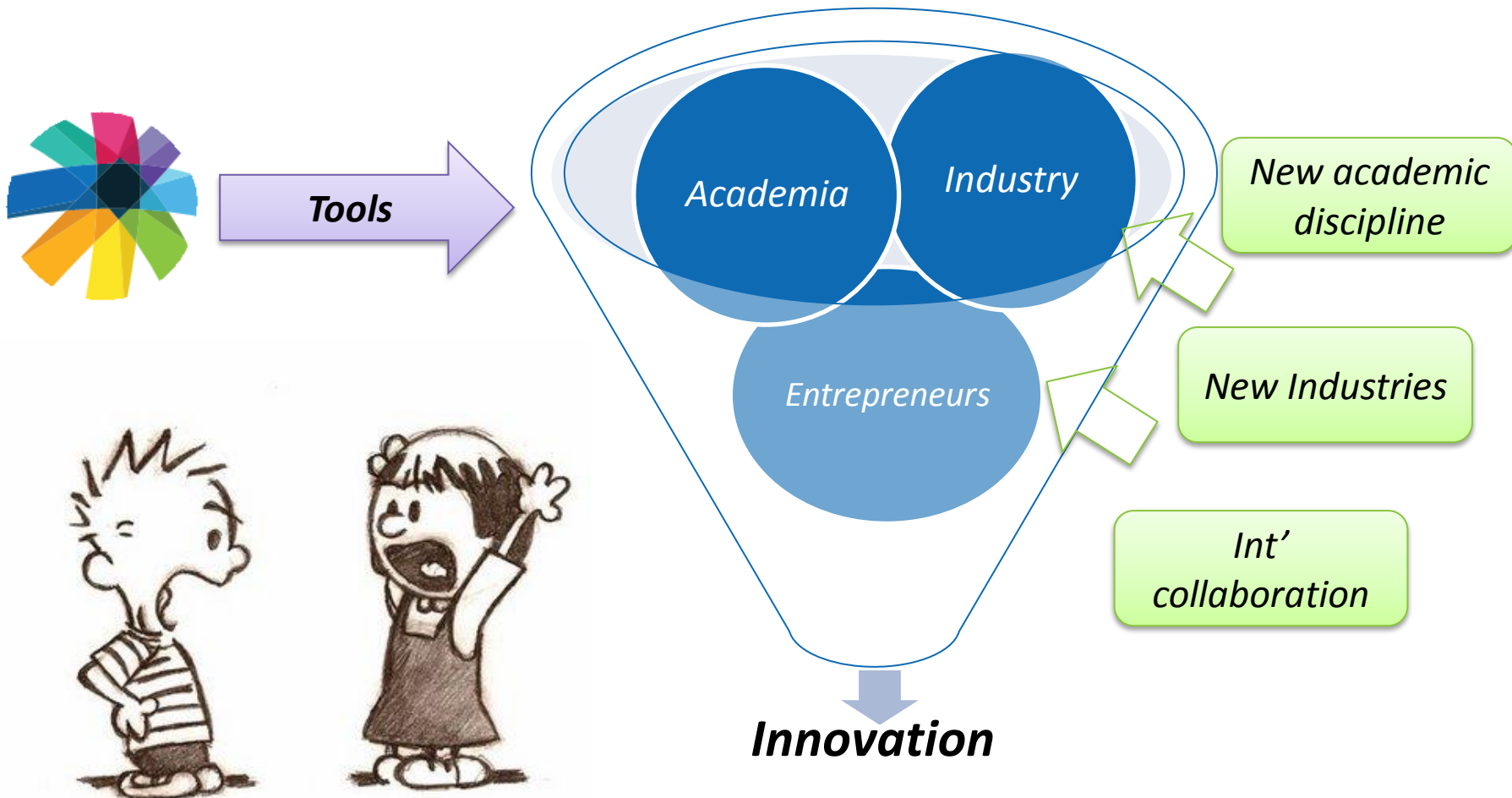
## *Principals for non linear Innovation*

- *Focus:*
  - *Define the needs and create a challenge*
  - *Tools to support along the value chain*
- *Leverage*
  - *Use Israel's small degree of separation*
  - *Bring people and know-how from other fields*
- *Fresh thinking*
  - *Create tool for interdisciplinary*
  - *Joint projects*

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

# Innovation Process

## Sake and Stir



## *Smart Transportation Institute*

- *National center together with Tel Aviv University.*
- *Multi disciplinary.*
- *Research agreements with international institutes.*
- *Partnership with Industry.*
- *Accelerator for pre seed ideas.*





## *Local Entrepreneurship*



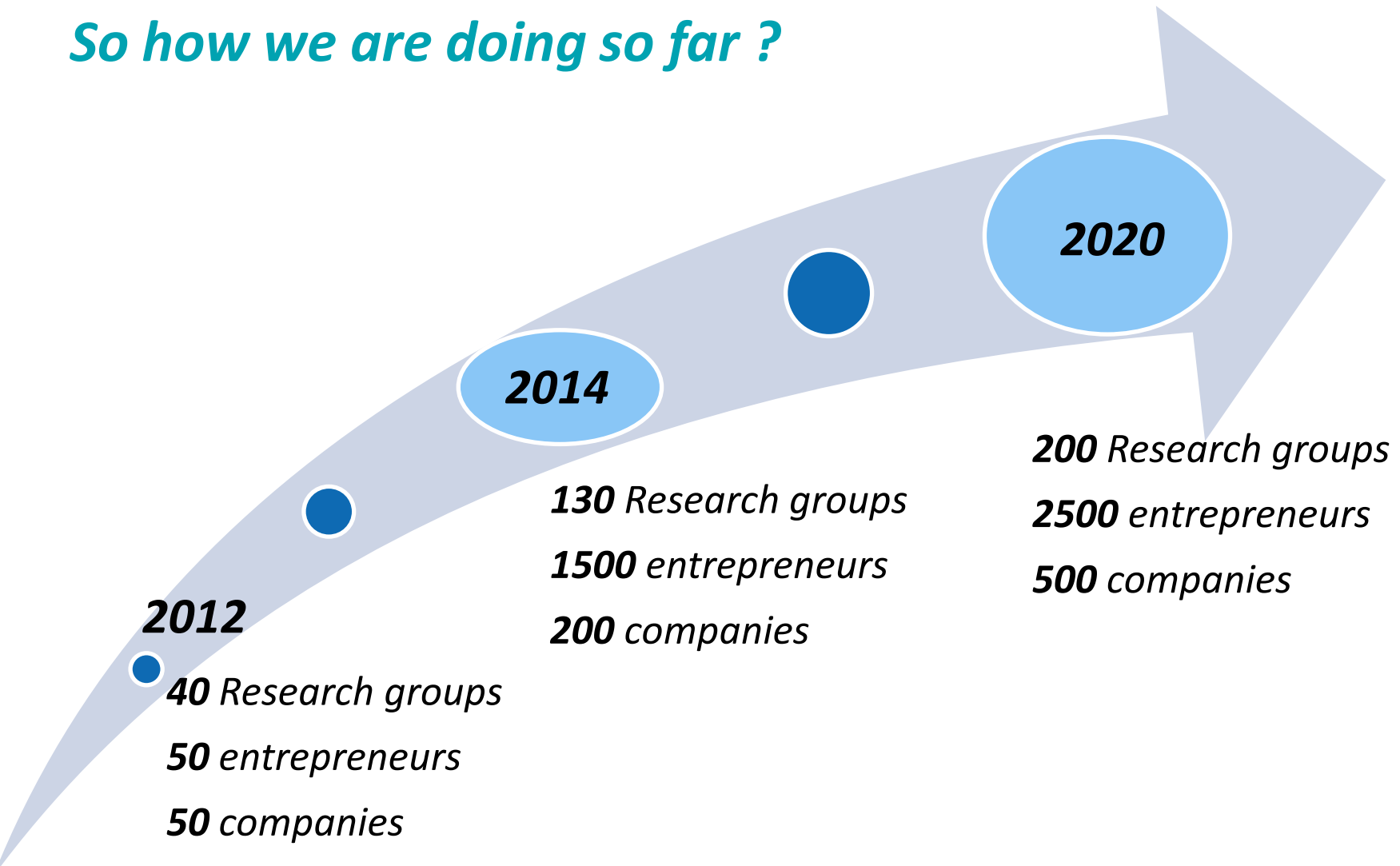
## *Putting the entrepreneurs in the center*

- ✓ *Build supportive ecosystem*
- ✓ *Community*





## *So how we are doing so far ?*





Prime Minister's Office

***[www.fuelChoicesInitiative.com](http://www.fuelChoicesInitiative.com)***



***Thank you***

## *Reality of Fuels Alternatives*

- *There are many solutions*
- *No gold standard*
- *Some solutions are already economically viable*
- *Some solutions are locally based*
- *Implementation can start now*



## *Basic assumptions*

- *Solutions must have economic viability*
- *We will not pick a winner*
- *We will provide equal opportunity for everyone*
- *Infrastructure will need government support*



## *How to replace Fuel ? - Barriers for change*

- *Total Cost of ownership (Cost of the Vehicles + maintenance + fuel)*
- *Vehicles Availability*
- *Infrastructure Cost*
- *Standards and Regulation*
- *Market Acceptance ( Fear factor/ Safety / Environment / Chic / Trends)*

### *Acceptability Index: How easy is the change*

*( T.O.C + Infrastructure cost + regulation, market acceptance / how fast can it happened )*



## Market acceptance matrix

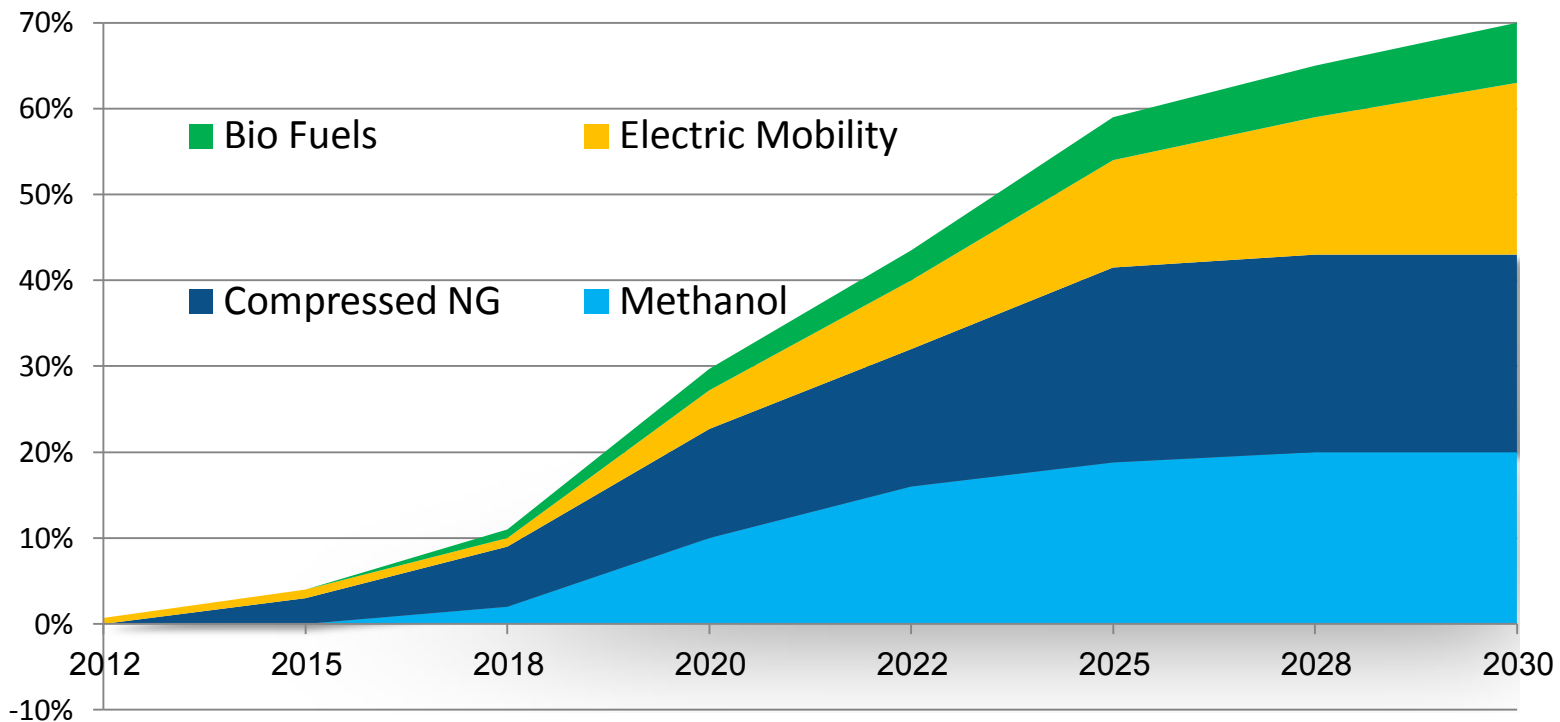
	<i>Light</i>	<i>Private</i>	<i>taxi</i>	<i>Light Duty trucks</i>	<i>Heavy Duty trucks</i>	<i>Buses</i>	<i>Jets</i>
<i>CNG</i>	<i>low</i>	<i>medium</i>	<i>high</i>	<i>Very high</i>			
<i>Methanol</i>		<i>High</i>		<i>Unknown</i>			
<i>EV</i>	<i>high</i>	<i>low</i>	<i>medium</i>	<i>Very low</i>		<i>high</i>	
<i>Bio</i>	<i>low</i>						<i>high</i>

## Israel market analysis

	Gasoline	Diesel					Jet Fuel
	Mainly Private Vehicles	Light Duty Trucks	Medium & Heavy Duty Trucks	Buses	Private Vehicles & Taxis	Train	Jet Planes
# of Vehicles	2200K	217K	75K	16K	100K		
Current Usage (fuel)	43%	14.5%	18%	5.5%	5.5%	0.5%	100%
2025 Objectives (fuel) <b>40%</b>	17%	4.5%	5.5%	1.5%	1.5%	0.1%	10%
				13%			

## Reduce the usage of oil by 60% by 2025

*Expected Penetration Rate for Alternative Fuels in Israel*



## *The Green growth effect – contribution to the GDP*

