



**NET-ZERO  
INDUSTRIES**  
MISSION

INDUSTRY INSIGHTS | WEBINAR SERIES

# **INNOVATIONS TO DECARBONISE THE STEEL INDUSTRY**

22 January 2025



# Agenda (1/2)

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## **Welcome**

by the Net-Zero Industries Mission

## **Keynote: Forging a Low-Carbon Future: Strategies for the Steel Industry**

Andrew Purvis, Director Sustainable Manufacturing, World Steel Association

## **Keynote: Innovation in Decarbonisation Steel Industry**

Geoffrey Brooks, Professor at Swinburne University of Technology, Hawthorn / Australia

## **Unlocking investments for steel decarbonisation – The case of Emerging Markets and Developing Economies**

Cecile Segueaud, Analyst, Steel Decarbonization, OECD

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# Agenda (2/2)

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**ZESTY: Enabling zero emissions pathways to green iron and steel with Calix's unique H<sub>2</sub>-DRI technology**

Chris Ormston, General Manager, Sustainable Processing, Calix Ltd.

**Smart Carbon Usage – A Pathway to Carbon Neutrality**

Wim Van der Stricht, Group CTO Team– Decarbonization – CO<sub>2</sub> and Circular Economy

**The Helios Cycle: A Novel Method to Produce Green Iron Without a Green Premium**

Jonathan Geifman, Co-Founder & CEO, Helios

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# Net-Zero Industries Mission (NIM)

- **Challenges:** Energy-intensive industry accounts for ~ 25% of global GHG emissions. It is the most expensive sector to decarbonize, and some low-carbon technologies are not yet commercially available.
- **The Mission:** Global coalition of 9 countries, the European Commission and 15 key mission sponsors & partners
- **NIM Goals:**
  - to support by 2030 the implementation across the world of at least 50 large-scale demonstration projects
  - to fast-track the development to TRL 8 of new and radical breakthrough low emissions technologies
  - to reduce by more than 15% the capital expenditure of low emissions innovative technologies