Israel’s Fuel Choices Initiative

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FREEDOM TO CHOOSE THE WAY WE MOVE
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.
# Program Structure

## MISSION
To serve as a catalyst for the reduction to the world’s dependence on oil

## GOALS
- Turning Israel into a center of knowledge & best practices
- Raise awareness & Int’l collaboration

## OBJECTIVES
- Developing next generation technologies
- Local Test Bed
- Support Industry
- Raise awareness
- Int’l collaboration

## GOVERNMENT TOOLS
- Research centers & Industry – Academy projects
- Support Pilots
- Chief Science +Co-Invest Fund
- Seminars & Int’l Prize
- Int’l marketing

Gov. offices: Min of Energy, Min of Transportation, Min of Economy, Min of Science and Technology, Min of Environmental Protection, Min of Defense, Min of Finance, Min of Agriculture.

To succeed = Technology + Regulation (governments) + public opinion
Our strategy

1. **Reduce** the share of oil in Israel's transportation sector by **60% by 2025**, while supporting green growth and becoming a show case to the world.

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 coalition of partners** to speed up innovation.
**Israeli Government Decision:**
Reduce the use of oil by 60% by 2025

*Expected Penetration Rate for Alternative Fuels in Israel*
Where we expect the market to go
Promoting Methanol Fuels

**Methanol Projects:**

*The Israeli methanol pilot is carried out by Dor Chemicals and accompanied and supervised by a governmental steering committee.*

**M15**
- The purpose of this pilot: to provide a full characterization of M15 implications required for its standardization in Israel as a motor fuel.
- Field trial in vehicles using a mixture of gasoline containing 15% methanol (existing gasoline-operated vehicles).
- The trial includes: laboratory tests of the fuel stability, engine performance on test-bench, road tests and vehicle-generated emissions.
- Examination of current infrastructure (tankers and fuel stations).

**M70**
- Fueling of FFV (Flexible Fuel Vehicles) using methanol rich mixtures.
- Validate that these cars do run on high methanol concentrations.
Promoting Methanol Fuels

- M15: 13 vehicles, 2 years, more than 800,000 km
- M15: Increasing vehicle fleet (different models) for trial to 200 vehicles.
- Working on standardization of M15
- Setting regulation for new type of fuels (M15 and higher blends)
- Formulating taxation - Adopt the Tax regime to new type of fuels
- High methanol blends pilot
- Tax incentives for FFVs
- Standard for high methanol blends
Methanol Penetration

RED – number of FFVs (Thousands)  BLUE – Methanol consumption (thousand tons)
$1 million Eric and Sheila Samson Prime Minister's Prize

- Global Prize for Innovation in Alternative Fuels for Transportation

- Goal: To encouraging global innovation and scientific breakthroughs in the field of alternative transportation fuels.

- Last year winner – Prof. Ola and Prakash – “Methanol Economy”

- The prize will be awarded by the PM during the Fuel Choices Summit, to be held in Dec. 2014.
Fuel Choices Summit (Dec. 3 - 4)

- International (about 250 int’ guests)
- Topic – The next disruptive solutions
- Panels and lectures:
  - Potential disruptive technologies / solutions
  - Key opinion leaders
  - How policy makers / Regulators prepare
  - Investors
  - How the car companies prepare
  - Demonstration of potential disruptive companies

- Exhibition of Israeli companies in the field
Thank you

www.fuelChoicesInitiative.com