



Sustainable Market's Initiative – CEO Summit

Our CEO, Thomas Hobby attended the Sustainable Markets Initiative's CEO Summit along with nearly 100 other CEOs in London at St. James Palace on March 15, 2024. The goal of this summit is to report on various Task Force deliverables and to set the stage for the future of SMI, a non-profit organization committed to accelerating the actions required to help heal the planet through sustainable development in a myriad of sectors. Last year, Yosemite Clean Energy led a H2 Task Force workstream, and Hobby chaired a global report on H2 Transport and Storage (H2 Storage and Transport).

This year the SMI is focused on building bridges and collaborations between Task Forces. As such, Yosemite Clean Energy has been involved in several Natural Capital Investment Alliance workshops, advocating for our method to help better steward forest resources and serve our local biomass communities with an economic tool to pay for undervalued waste wood and use it to produce carbon-negative H2, thereby helping these communities and the government save thousands of dollars per acre as communities seek to thin overgrown forests in California that have burned over 10M acres in the past decade. To help spread this message, Yosemite Clean has been selected by SMI and their affiliate Re:TV to develop a documentary on the topic of Sierra Nevada Sustainable Forest Stewardship, which is a nexus between the SMI Natural Capital Investment Alliance, Energy Transition and Hydrogen Task Forces.

At the Summit, Tom had the opportunity to sit with key leaders from Climeworks, Pollination, and Riversimple, organizations making great strides in direct air capture, natural capital investment and hydrogen fuel cells. Yosemite is proud to work with these companies and represent the wider community in SMI's upcoming documentary.

