

Call for public-private-cooperation projects (PPPs) to promote the market ramp-up of green hydrogen and its derivatives in Brazil and beyond¹

Information on the Call for PPP Ideas

1. What are public-private-cooperation projects (PPPs) in the context of H2Upp?

The International Hydrogen Ramp-up Program (H2Upp) of the German Federal Ministry for Economic Affairs and Energy (BMWE) with additional funding from the European Union, is supporting entrepreneurial engagement in the ramp-up of hydrogen in Brazil¹. H2Upp supports the market ramp-up for green H2/PtX technologies and products through public-private-cooperation projects (PPPs).

In PPPs, the public partner and companies from the private sector use their strengths in a formalized partnership to develop the market for green H2/PtX technologies and products. Thereby, they contribute to a sustainable development in the H2Upp partner countries.

On behalf of BMWE and the European Union, GIZ acts as the public partner in these PPPs. GIZ provides technical expertise, its structures and networks in the partner countries for PPP projects. GIZ may also cover a share of the costs of the PPP with corresponding own contributions from the German/European and local partner companies.

2. What types of PPPs are supported?

PPPs are promoted along the entire value chain (production, conversion, storage, transport and use) of green H2 and downstream products (so-called derivatives, or PtX), which support the hydrogen market development in partner countries. In this context, PPPs can, for example, be designed as training or capacity-building measures. PPPs can also focus on the further development of specific project approaches and their pre-feasibility. For further information, please check out the H2Upp factsheets on PPPs that are already in implementation ([H2Upp](#)).

It is important that PPPs pursue a public benefit, i.e. the measures must go beyond the company's own interests and have a strong benefit for the partner country. A (potential) distortion of competition must be avoided. For example, the project content developed with public support should be accessible to the public. No subsidies are granted for investments that remain in the ownership of the company.

¹ H2Upp is also active in other countries of the Global South. This Call relates to Brazil. In case you are interested in other countries, please get in touch with H2Upp (H2Upp@giz.de) before submitting any PPP application.

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3. What is the application process for PPPs?

a. Application

Companies are invited to apply for support and cooperation with GIZ via an open call for PPP project ideas.

The deadline for the submission of project ideas is:

30 March 2026, 11:59 pm CET

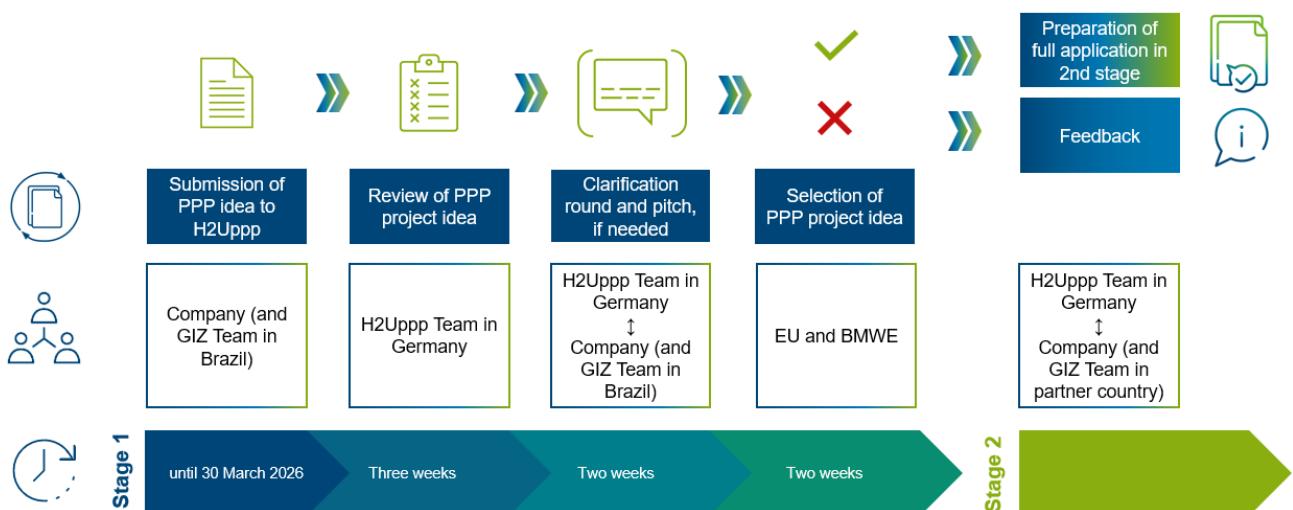
The application form is published on the PtX-Hub website (<https://ptx-hub.org/h2uppp/>). Applicants should submit their application (application form) to H2uppp@giz.de.

Applicants are invited to discuss their ideas with H2Uppp teams in Brazil or in Germany before officially submitting the idea in the Call. This is an offer to companies but not mandatory.

Additional calls might be issued in 2026 depending on available funding and the PPP project pipeline. Information on this will be provided in due time.

b. Review and selection

In the first stage of the process, all PPP applications received within the deadline (see above) are reviewed from a technical, commercial, and legal side. They are assessed according to the eligibility and selection criteria (see below). After this, companies might be contacted for short pitches of their project and clarifications, if necessary. All applications are then submitted to BMWE and the European Union for a decision on which PPPs should enter the second stage.



Selected project ideas are invited to proceed to the second stage, i.e. the PPP project preparation and preparation of the contracting. After approval from BMWE and the European Union, a contract is concluded between GIZ and the applicant companies and the PPP implementation phase starts.

H2Uppp aims to finalize the first stage of the process within seven weeks. The second stage is estimated to last 10 weeks, the actual duration might differ and will be agreed with the applicant to reflect availabilities to elaborate and process the documents.

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In case the application is not selected in stage 1, the applicant will be provided with feedback.

Cooperation in PPP projects depends on the selection of the idea in the call for PPP ideas, the preparation of a project proposal and the conclusion of a cooperation/service agreement between GIZ and the applicant companies. The terms and conditions of the cooperation/service agreement will be negotiated separately after conclusion of the call for ideas. GIZ does not recognize any legal claims, including subsequent cooperation/service agreements, from applicants.

4. Who can participate?

The call for PPP project ideas invites companies from Germany and Europe, as well as companies from Brazil as consortium partners, which offer technologies or invest in technologies or applications along the H2 value chain. The involvement of local companies is desired. In case of a consortium, German or European companies should provide the majority contribution of at least 50% to the private sector contribution in the PPP project. For eligibility criteria and project selection criteria please see point 5 and 6.

5. What are the eligibility criteria?

a. Eligibility criteria for companies:

The lead applicant should

- Exist for at least 3 years,
- Have an average annual turnover of EUR 800,000 (2022-2024) or a capitalization of at least EUR 10,000,000 million (in 2025)
- Have at least 8 employees.
- Be based in Germany/EU

All companies should

- Have sufficient economic creditworthiness and liquidity to provide the necessary own contribution.
- Have sufficient staff employee resources and professional qualifications to implement the PPP project.
- Be basically privately owned and profit-oriented.

b. Eligibility criteria for PPP projects:

- Duration of up to 1,5 years and no longer than 09/2027 (tied to the expected program duration of H2Uppp).
- The minimum volume of public support is EUR 50,000.
- The companies must contribute at least 50% of the project costs to the PPP projects.

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- It is a project to produce green H₂ / derivatives and/or for its storage / transport / applications in compliance with Sustainability Standards, in particular respective EU RED II Delegated Acts².
- The project promotes cooperation between German / European companies and companies in the partner country to realize projects with green H₂ / derivatives in order to gain experience and to transfer European and German know-how.
- The project generates long-term synergies with the energy transition in the partner country and contributes to climate protection (e.g. CO₂ reduction, grid stability, access to capacities etc.).
- The project or technology should be adapted to the specific conditions in the partner country. Successful project approaches can be replicated in other countries and / or extended to other components in the partner country.
- It is ensured that the project continues to have an impact after the PPP project period (e.g. Cash flow, integration into local education programs, scalability in the future etc.).
- Additionality must be given (without the public support, the company would not be able to implement the project).

6. What are the selection criteria?

The information on selection criteria (see Annex 1) is provided for the purpose of transparency and guidance. The selection criteria have been developed based on experience and lessons learned from previous calls for PPP projects. These selection criteria solely serve the purpose to provide guidance and add objectivity in the selection of PPP projects; under no circumstances should they be understood as an assessment of the merits of an individual project. H2Uppp is aware that in this early market development stage, projects can have very different focuses and support requirements and might not have all information available at this stage.

7. How are PPPs supported and implemented?

PPP projects are supported with a minimum volume of public contribution of EUR 50,000, **whereby a participation of the company of at least the same amount** is required.

Support is provided either through a **service agreement** or **cooperation agreement** between GIZ and the company.

In **cooperation agreements**, GIZ and partner companies agree on quantifiable measures, which they finance and implement themselves, thus contributing proportionally (e.g. 50/50%) to the overall project. There is no financial flow between GIZ and the private company(s). The public contribution can include in-kind services, e.g. for (pre-)feasibility, project identification, technical consulting or training **worth up to EUR 300,000** per project.

Another support option is a **service agreement**, which is concluded between the company and GIZ. In this case, the company(s) receives financial compensation of **up to EUR 200,000** for services agreed in advance with GIZ. Further information on the implementation of a service agreement, e.g. a guide on costs eligible for reimbursement, can be found on the GIZ homepage at https://www.giz.de/sites/default/files/media/elvis-document/2025-08/leitfaden_erstattungsfaehige_kosten_im_rahmen_von_iepw_en.pdf

² For information see

Annex 1

General selection criteria for all projects

- Requested amount of public contribution and private contribution for financial leverage
- Diversity in Portfolio regarding target countries and participating companies
- Knowledge transfer and capacity development

For projects targeting primarily a domestic use of H₂/PtX:

- Potential sites/locations for replication of the project
- Information on potential investor(s) as indication for the likelihood of the project(s) realization
- CO₂ reduction potential in processes and products targeted by the domestic use of H₂/PtX
- Number of companies targeted by information events in PPP

For projects targeting primarily for export of H₂/PtX and related infrastructure:

- Potential sites/locations for replication of the project
- Information on potential offtaker(s) as an indication for the likelihood of the project(s) realization
- Estimated H₂/PtX production volumes
- Estimated H₂/PtX handling/transporting volumes in infrastructure project(s) (pipelines, ports)
- Number of additional H₂/PtX-projects to benefit from infrastructure project(s)
- Number of companies targeted by information events in PPP

For PPP projects focusing on development of expertise and training in partner country:

- Number of people/companies targeted by training/capacity development activities during the PPP and efficiency

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