Sustainable Markets Initiative

GeoPura hydrogen to power Sustainable Markets Initiative Roundtables & Exhibition at Hampton Court Palace

- *GeoPura to deliver hydrogen power to fuel the SMI CEO Summit*
- *Hydrogen Power Unit cuts carbon and Nox emissions, with water as the only byproduct*
- *Demonstrates the feasibility of cutting emissions at high-profile events, without compromising on reliability or performance*

5 March 2026, London, UK: The Sustainable Markets Initiative (SMI), founded by His Majesty King Charles III in 2020 when he was Prince of Wales, will welcome British hydrogen innovator, GeoPura, to showcase its cutting-edge zero-emission hydrogen power units (HPUs) at the SMI Roundtables & Exhibition. Taking place at Hampton Court Palace on 11-12 March 2026, the Summit's outdoor marquee and exhibitions will be powered by GeoPura's HPU, cutting carbon and NOx emissions and significantly improving air quality compared with conventional diesel generators.

GeoPura's HPU provides reliable three-phase power without noise, odour, or particulate emissions, and with water as the only byproduct. At the SMI Summit, guests can step inside the HPU to see the fuel cell in action, with the opportunity to taste the 'newest water in the world' produced as a result of generating electricity.

Beyond standalone events like the SMI Roundtables & Exhibition, GeoPura's HPUs can be leveraged in a wide range of scenarios where grid capacity is limited or unavailable – with integrated battery support to ensure uninterrupted supply – or to avoid the use of fossil fuel. Hydrogen power from GeoPura has supported construction projects, data centres, live broadcasts for the BBC and major productions including Downton Abbey, where reliability is critical. Recently, GeoPura secured a significant role on the Lower Thames Crossing, supplying 2,500 tonnes of hydrogen, saving an estimated 30,000 tonnes of carbon emissions.

The global hydrogen sector has the potential to unlock up to $850 trillion USD in annual market opportunities by 2030, presenting a substantial opportunity to accelerate the clean energy transition. Continued investment and strategic partnerships will be essential to achieve cost efficiencies and scale the deployment of hydrogen fuel cell technologies worldwide. As the private sector's 'go-to' CEO platform for driving the sustainable transition, the SMI connects key stakeholders across the global energy eco-system, intersecting innovation, technology, science, finance and beyond to accelerate private-sector progress in the industry.

Andrew Cunningham, GeoPura CEO commented: *"Hydrogen power goes beyond carbon reduction. It improves air quality, protects public health and strengthens energy security by cutting reliance on imported fossil fuels. It also represents a significant opportunity for economic growth, attracting investment, creating skilled jobs and building resilient UK supply chains.*

By powering the Sustainable Markets Initiative Roundtables & Exhibition with green hydrogen, we're showcasing the benefits of clean, reliable power on a global stage, in front of the leaders who have the influence and capital to accelerate meaningful change. Our HPUs already power critical infrastructure, from nationally significant construction projects to live broadcast environments where resilience is non-negotiable. Hydrogen is not only a climate solution, it's a driver of sustainable growth and long-term economic resilience."

Jennifer Jordan-Saifi, CEO of Sustainable Markets Initiative, said: *"By utilising GeoPura's hydrogen power units at the SMI Roundtables & Exhibition, we are demonstrating that practical and scalable clean energy technologies are available right now and can be adopted to reduce emissions, deliver power reliably and accelerate the sustainable transition."*

Founded in 2019, GeoPura is the largest producer of green hydrogen in the UK and now operates a fleet of almost 100 hydrogen generators, with plans to deploy more than 3,600 by 2033. At that scale, the fleet is expected to displace over ten million tonnes of carbon emissions over its lifetime and support thousands of skilled UK jobs across manufacturing, engineering and hydrogen supply chains.

As the private sector's 'go to' CEO platform for driving the sustainable transition, the SMI brings together leaders at the highest levels of decision making to tackle system-level and cross-industry challenges that no organisation or sector can solve alone.

The SMI Roundtables & Exhibition, taking place on 11 and 12 March 2026, provides a unique platform for leaders to work together and collaboratively decide on practical solutions to unlock real-world progress.

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Notes to editors

About the Sustainable Markets Initiative

The Sustainable Markets Initiative (SMI) is the world's go-to private sector organization for sustainable transition; characterized by our unique brand of 'private sector diplomacy'.

With the vision of our founder, His Majesty King Charles III, and our unique convening power, the SMI facilitates action between world leaders and CEOs to position sustainability at the heart of global value creation.

Together, we seek to mobilize the trillions of dollars required to achieve a sustainable future. Investment at this scale requires global systems-level change with a default sustainable orientation across markets, industries and supply chains. Here, our mandates, the Terra Carta and Astra Carta, provide practical private sector trajectories.

The SMI believes that with bold ambition and courageous leadership, we can seize a new era of global prosperity that will last for generations to come. We call this 'The Growth Story of Our Time'. Read more: www.sustainable-markets.org

About GeoPura

Founded in 2019, GeoPura manufactures its Hydrogen Power Units in the UK in collaboration with Siemens Energy, supporting domestic supply chains and clean technology jobs. The company operates a fleet of almost 100 hydrogen generators and also produces the green hydrogen used to fuel them, providing a fully integrated make, move and use model.

GeoPura has received investment from Barclays Sustainable Impact Capital and other international investors including the National Wealth Fund, demonstrating strong commercial confidence in hydrogen power solutions. In recognition of its innovation and impact potential, the GeoPura HPU received a King's Award for Innovation in 2025.