



# Eric van den Heuvel

## Short biography

March 2015 Eric van den Heuvel founded studio Gear Up, an independent firm supporting organisations in the transition to a low carbon economy, by providing strategic advice, process and project management services and guiding and facilitating stakeholder involvement processes. Furthermore, the studio develops own concepts in the field of renewable fuels, alternative fuels and the circular economy. Projects he is involved in, include among others the management of the Netherlands Platform Renewable Fuels, advising the Ministry of Infrastructure and Water Management on policy and market developments on renewable fuels, including renewable fuels and hydrogen for the aviation sector. assisting the European alternative and Renewable Transport Fuels Forum, providing strategic support to various international operating companies active in renewable fuels, and providing strategic advice to Netherlands Ministries and the European Commission.

Eric is an international expert on sustainable energy, low carbon solutions, bio-based society and bioenergy with experience in consultancy, intermediate Netherlands government agency, a technology company, and a downstream oil and gas corporate. Eric has a strong track record of building and maintaining collaborative operations and building strong national and international networks. In his projects he investigates interaction between and solutions for technology, innovation, policy and societal needs. His education at the Eindhoven University of Technology and the post-graduate Diploma Programme on Strategy and Innovation at the University of Oxford Saïd Business School helped him to develop a strategic orientation to business development, helpful for understanding innovation and market deployment strategies.

He is also team member of the EU-India Stakeholder Group Advanced Biofuels. He also is independent member of the Advisory Council of Green Gold Label.