# ACCREDITATION FRAMEWORK

**Abstract**

The Pink Tank Accreditation Framework is a transparent, tiered system designed to accelerate the adoption of Pink Hydrogen by supporting measurable progress in hydrogen use and emissions reduction. Organisations are assessed against standardised criteria, ensuring credible and verifiable performance

Pink Tank
pinktank.co.uk

# Contents

# 1 Purpose and Overview

The purpose of this document is to establish a transparent, credible and industry recognised accreditation framework for measuring, validating and rewarding the adoption of Pink Hydrogen across all sectors. It is designed to enable organisations to demonstrate progress towards decarbonisation by assessing low-carbon pink hydrogen use. This accreditation is targeted towards industry sectors which are considered historically difficult to decarbonise or electrify, like the heavy goods vehicle industry (HGVs) [1].

A core function of the standard is to incentivise behavioural change by rewarding companies for both initial adoption and ongoing improvement in hydrogen utilisation. By linking accreditation levels to a members-only major publicity and marketing campaign, the framework creates clear commercial and reputational incentives, encouraging organisations to accelerate their transition towards decarbonisation.

The standard also aims to ensure fairness and inclusivity across organisations of varying scale and capability. Through this tiered accreditation system, it enables smaller companies to compete alongside larger corporations, ensuring that participation is driven by progress and commitment rather than financial capacity alone.

In addition, this accreditation standard plays a critical role in reducing greenwashing and increasing market trust. By utilising a data-driven approach and a strict no-tolerance policy towards internal bias, it ensures that all accredited claims are robust, comparable, and reliable for stakeholders.

Finally, the framework functions as a market-enabling mechanism, supporting Pink Tank's broader objective of accelerating hydrogen adoption. By integrating accreditation with matchmaking, marketing and industry partnerships, it facilitates more efficient connections between hydrogen producers, technology providers, and end users, helping to overcome key barriers such as market fragmentation, awareness and public perception.

# 2 Core Design principles

## 2.1 Fairness

The Pink Tank Accreditation Standard must be designed to ensure equitable participation across all organisation sizes. The framework must prioritise relative progress of organisations as opposed to an absolute scale-based system. This can be achieved by using size-normalised metrics and baseline-adjusted scoring to prioritise effort, intent and improvement. This is to ensure that smaller organisations are not unfairly disadvantaged due to lack of resources or funding that a larger organisation may have. With this design principle, larger organisations are encouraged to deliver significant impact instead of doing the bare minimum to achieve accreditation.

By removing structural entry barriers and rewarding ongoing decarbonisation progression, all participants are able to benefit equally from the transition to pink hydrogen solutions and subsequent accreditation membership benefits.

## 2.2 Transparency

The Pink Tank Accreditation standard must be built on a foundation of trust. Clear and open communication between the public and stakeholders must be maintained to enable an accountability environment where Pink Tank is responsible for eliminating perceived bias and favouritism. This is achieved by publishing this frameworks evaluation processes, allowing organisations to be fully aware of how they are assessed. Favouritism is equally avoided via internal policies preventing board members from influencing an

organisation's accreditation outcome based on their own associated companies. Furthermore, feedback obtained from accredited members and interested parties will allow for frequent learning from experience review meetings and continuous improvement.

### 2.3 Verifiability

The Pink Tank Accreditation Standard must be founded on a rigorous, evidence-based approach to ensure that all accreditation outcomes remain credible. Our impartial auditing team must obtain quantifiable, data-driven evidence of hydrogen usage, emissions reduction, and operational changes from the accredited member. Pink Tank as a not-for-profit allows us to remain fully impartial, with all profits obtained directly re-invested into strengthening the pink hydrogen market. This structured verification process ensures accurate and repeatable results across all participants, enabling fair comparison between organisations. By prioritising measurable performance, the framework significantly reduces the risk of unsubstantiated claims and "greenwashing" (misleading attempts from organisations to appear more environmentally friendly than in reality [2]), while building confidence among stakeholders, including investors, regulators, and customers, in the integrity of the accreditation system.

### 2.4 Accessibility

The Pink Tank Accreditation Standard must be designed to ensure that participation is achievable for all organisations, particularly small and medium-sized companies that may face resource and financial disadvantages compared to larger-sized companies. The framework must incorporate low entry barriers, external reporting services, and flexible requirements that allow organisations to benefit from the system at different levels of hydrogen adoption. By offering an entry-level accreditation tier followed by progressively increasing requirements, companies can begin participation without significant upfront investment or administrative burden. This accessibility ensures that accreditation is not limited to well-resourced organisations, but instead promotes widespread adoption by enabling all participants to meaningfully engage in and contribute to the transition towards low-carbon hydrogen solutions. This also allows for larger companies who are only recently considering decarbonisation from benefitting also, as hydrogen adoption levels are our focussed measuring point

### 2.5 Scalability

The Pink Tank Accreditation Standard must be designed to evolve alongside the growth of the pink hydrogen market, ensuring long-term relevance and impact. The framework should be structured to scale across industries, geographies, and levels of adoption, enabling it to accommodate increasing participation as hydrogen technologies mature. An adaptable design will allow for periodic updates to criteria and scoring thresholds**,** ensuring alignment with emerging technologies, regulatory developments, and net-zero targets. This adaptability ensures that the standard remains a good fit throughout the lifespan of the pink hydrogen market.

## 3 Tiered Accreditation Structure

The tiered accreditation structure enables progressive participation, rewarding organisations from early engagement through to industry leadership, while ensuring fair and measurable advancement based on verified hydrogen adoption and emissions reduction. The tiered accreditation structure can be found in the appendix under Figure 1.

This structure is designed to be applicable to three user groups: Technical Experts (e.g. consultancy, project development etc), Consumers (industries buying pink hydrogen) and Suppliers (industries selling pink hydrogen). The accreditation structure demands active participation in several aspects, for example direct participation in Pink Hydrogen adoption in your industry. For a supplier, this is defined as how you produce your

hydrogen and your movements to incorporate and develop pink hydrogen production methods. For a consumer this looks like how you are using the Pink hydrogen to decarbonise your own industry, like replacing natural gas with pink hydrogen in buildings, for instance. For a technical expert, this is related to your influence in assisting other industries with their pink hydrogen production or consumption. This may manifest in confirmed pink hydrogen decarbonisation contracts with a consumer or supplier.

## 3.1 Accreditation Scoring Framework

The Pink Tank scoring framework operates using a weighted, data-driven methodology to assign organisations a performance score out of 100, named a 'PHI score' based on a series of criteria. The system incorporates fairness by distributing scores based on relative capacity and improvement as opposed to just volume. This is to ensure equitable assessments across organisations of varying sizes. This rewards both early adoption and sustained development for all users. Below is a basic overview of the scoring structure:

| Category | Weighting % | Aim |
|---|---|---|
| Pink Hydrogen Adoption | 35 | To measure the extent of Pink H2 use |
| Emissions reduction | 25 | To measure environmental impact |
| Investment and Infrastructure | 15 | To track long-term dedication |
| Strategy | 20 | To assess planning |
| Scope 3 impact | 5 | To assess wider influence |

*Table 1: Pink Tank Scoring Framework (Basic)*

To maintain fairness, the scores will be adjusted based off of an improvement from baseline performance. In order to qualify for an accreditation, regardless of level of pink hydrogen adoption prior to accreditation with Pink Tank, a baseline review of production is required. This would include level of hydrogen adoption at the point of initial accreditation, greenhouse gas emissions at the point of initial accreditation and other indicators of hydrogen production (if applicable). The scores assessing progression into further accreditation tiers will then be scaled based on the improvement and progress made since that original assessment.

The adjusted score will be based off of a simple formulae:

$$\text{Adjusted score} = \text{Base score} * (1 + \text{improvement factor})$$

For instance, if an organisation demonstrated a 10% improvement between audits, the formulae would look like:

$$\text{Adjusted Score} = \text{Base Score} * (1+0.1)$$

Additionally, all other key metrics are adjusted based on revenue, scale and total energy use. This allows for smaller companies to have lower absolute threshold targets, but equal relative threshold targets.

The detailed Pink Tank scoring framework can be found in the appendices under Figure 2.

Using this method, accreditation tiers can be revoked and awarded just as easily.

## 3.2 Tier Thresholds

The accreditation tier thresholds can then be defined.

| Tier | Adjusted Score requirement | Typical characteristics |
|---|---|---|
| Tier 1: Entry Level | 0-20 | Strategy only |
| Tier 2: Bronze Level | 20-40 | Pilot projects |
| Tier 3: Silver Level | 40-70 | Scaling Adoption |
| Tier 4: Gold Level | 70+ | Major integration |

*Table 2: Tier Threshold Summary*

As Pink Tank remains in the early stages, there is scope for additional tiers, i.e. a tier 5, to be introduced dependent on market reaction.

Prices are the same for each tier, with accreditation costs combined with membership subscriptions, designed to scale based on organisation size. This accounts for additional complexities associated with auditing larger companies whilst also allowing ease of entry for smaller business. information on annual turnover of companies is within the public domain under the Companies Act 2006 [6]. Under this act, small companies can choose to omit their turnover, in which case a standard annual price of £3K (€3.6K) will be applied.

These prices are subject to adjustment based on company requirements, however all associated partners and accredited members will be made aware of this notice of at least 3 months.

# Appendix

| Level | Aim | Key Criteria | Non-mandatory Criteria | Verification Approach | Pricing Per Year (Capped at 0.01% of Turnover) | | Benefits |
|---|---|---|---|---|---|---|---|
| | | | | | Company Size (Turnover/year) | Pricing Bracket/year | |
| Tier 0: Free Membership | Measure levels of intent | Fills in online form | N/A | Online questionnaire | £0 / €0 Regardless on Company Size | | Access to Pink Tank Accreditation Services |
| Tier 1: Entry Level Accreditation | Encourage and incentivise early engagement | Demonstrates intent to adopt/help others to adopt Pink Hydrogen, | Internal decarbonisation targets | Self declaration with review<br>Submitted strategies and baseline data are reviewed and checked for feasibility and are subject to random audit sampling to maintain integrity throughout the Tier 1 stage | <£2M / €2.31M | £2K / €2.31K | Access to Pink Tank network |
| | | Documented Pink Hydrogen strategy with timelines, targets and area(s) of application | participation in feasibility studies or pilot plans | | £2-10M / €2.3-11.5M | £3-5K / €3.6-6K | matchmaking services |
| | | Committed to disclose baseline emissions and current fuel / energy use profile in accordance with ISO 14064 and the GHG protocol **(Suppliers/Consumers ONLY)** | existing engagement with pink hydrogen suppliers and/or producers | | £10-50M / €11.5-60M | £6-10K / €7.2-12K | Public recognition and marketing exposure as an accredited member |
| | | Is a Registered Pink Tank free Member | | | £50-500M / €60-600M | £10-20K / €12-24K | Guidance, frameworks and communications |
| | | | | | >£500M / €600M | £20K-50K / €24K - 60K | |
| Tier 2: Bronze Accreditation | Support and incentivise the transition from strategy to pilot implementation | Evidence of direct participation in pilot-based Pink Hydrogen adoption | Plans to move from a pilot scheme towards consistent use | Hybrid Verification Approach<br>Baseline emissions are self reported and reviewed for feasibility<br>Documented evidence is required e.g. pilot reports<br>Reviews against baseline found in Tier 1 (if applicable)<br>Subject to random audit sampling to maintain integrity throughout the Tier 2 stage | <£2M / €2.31M | £2K / €2.31K | Official Bronze Pink Tank accreditation |
| | | Evidence of measurable activity e.g. quanitity of hydrogen used (kg) or produced (kg/hr) **(Suppliers / Consumers ONLY)** | Projected to maintain pink hydrogen investment | | £2-10M / €2.3-11.5M | £3-5K / €3.6-6K | Public recognition and marketing exposure as an accredited member |
| | ocussed on participation and progression, not volum | Initial emissions tracking compared to tier 0 **(Suppliers / Consumers ONLY)** | | | £10-50M / €11.5-60M | £6-10K / €7.2-12K | |
| | | Committed to disclose baseline emissions and current fuel / energy use profile in accordance with ISO 14064 and the GHG protocol | Projected to show evidence of a measurable emissions reduction | | £50-500M / €60-600M | £10-20K / €12-24K | Eligible for Pink Tank grants |
| | | | | | >£500M / €600M | £20K-50K / €24K - 60K | As well as all other Tier 1 benefits |
| Tier 3: Silver Accreditation | Support the Scaling adoption of pink hydrogen use across operations | Evidence of Direct participation in Routine hydrogen use in operations | Projected to maintain pink hydrogen investment | Stronger Verification Approach<br>Documented operational data required including hydrogen use records and self-reported baseline emissions which are checked for feasibility<br>Subject to random audit sampling to maintain integrity throughout the Tier 3 stage | <£2M / €2.31M | £2K / €2.31K | Official Silver Pink Tank accreditation |
| | | Participation in a Quantifiable increase from tier 2 activity, measurable in hydrogen consumption, production or % of operations using pink hydrogen | Plans to increase hydrogen use to a more significant span of operations | | £2-10M / €2.3-11.5M | £3-5K / €3.6-6K | |
| | ocussed on participation and progression, not volum | Direct Participation in a demonstrated emissions reduction compared to baseline emissions in accordance with ISO 14064 and the GHG protocol | | | £10-50M / €11.5-60M | £6-10K / €7.2-12K | Increased marketing exposure and brand recognition |
| | | Evidence of strategic investment or commitment, e.g. infrastructure planning and hydrogen partnerships | Projected to achieve consistent and verified emission reductions | | £50-500M / €60-600M | £10-20K / €12-24K | Stronger position for ESG reporting, Net-Zero KPI reporting, investor confidence and customer perception |
| | | Clear transition from Pilot-sized study **(Suppliers / Consumers ONLY)** | | | >£500M / €600M | £20K-50K / €24K - 60K | All other Tier 2 benefits |
| Tier 4: Gold Accreditation | Rewards organisations that have achieved advanced pink hydrogen progress and integration | Evidence of participation in a significant hydrogen integration across operations | Projected to achieve near or full hydroegn integration | Robust Verification Approach<br>Mandatory third party audit and verification<br>full emissions reporting aligned with GHG protocol and ISO 14064<br>Documented hydrogen use data, emissions reductions data, both with supporting evidences<br>Subject to random audit sampling to maintain integrity | <£2M / €2.31M | £2K / €2.31K | Official old Pink Tank accreditation |
| | | Verified substantial emissions reductions **(Consumer / Suppliers ONLY)** | | | £2-10M / €2.3-11.5M | £3-5K / €3.6-6K | High-level marketing exposure and brand recognition |
| | Drive market demand signals for pink hydrogen | Evidence of supply chain impacts e.g. engagement with suppliers and/or logistics partners | Projected to demonstrate innovation and/or infrastructure leadership | | £10-50M / €11.5-60M | £6-10K / €7.2-12K | |
| | | Demonstrated long term commitment to pink hydrogen | | | £50-500M / €60-600M | £10-20K / €12-24K | Recognition as an industry leading pink hydrogen organisation |
| | Drive large scale reduction in emissions | Demonstrated particpation in emissions reduction compared to baseline emissions in accordance with ISO 14064 and the GHG protocol | Projected to have a system-level decarbonisation impact | | >£500M / €600M | £20K-50K / €24K - 60K | Strong advantage for ESG reporting, Net-Zero KPI reporting, investor relations and customer perceptions |
| | | | | | | | All other Tier 3 benefits |

*Figure 1: Structured Accreditation Structure*

| Category | Available points | What it measures | Scoring approach | Example scoring |
|---|---|---|---|---|
| Hydrogen Adoption | 35 | % of operations using hydrogen | The two measured points are averaged out and applied to the available points. The base score is then scaled based on the improvement factor | 0–5% = 5 points<br>5–20% = 10 points |
| | | % growth of hydrogen usage over time | | 20–50% = 20 points<br>50–80% = 30 points<br>80%+ = 35 points |
| Emissions Reduction | 25 | % Reduction in GHG emissions vs baseline | Calculated using the verified self reported data with the baseline defined at the point of first audit<br>Base score scaled based on Improvement factor | <5% reduction = 5 points<br>5–15% = 10 points<br>15–30% = 15 points<br>30–50% = 20 points<br>50%+ = 25 points |
| Investment and Infrastructure | 15 | Financial and operational commitment | Qualitative assessment on identification of long term plans for pink hydrogen use<br>Base score scaled based on Improvement factor | No investment = 0<br>Pilot-level investment = 5<br>Moderate scaling = 10<br>Major infrastructure commitment = 15 |
| Strategy | 20 | Long term commitment and planning | Qualitative assessment on commitment for net-zero targets, hydrogen roadmaps and general decarbonisation strategy<br>Base score scaled based on Improvement factor | No Strategy = 0<br>Basic plan = 5<br>Roadmap in place = 10<br>action and development of roadmap = 15<br>Fully realised strategy = 20 |
| Scope 3 Impact | 5 | Influence on Scope 3 emissions (all indirect GHG emissions in the companies value chain) | Qualitative assessment on identification of supplier engagement, procurement and decarbonisation logistics<br>Base score scaled based on Improvement factor | No action= 0<br>Strategy in place = 5<br>Some supplier engagement=10<br>Measurable supply chain reduction =15 |

*Figure 2: Detailed Scoring Mechanism*

# References


[1] *Driving electrification in the road freight sector - Energy UK* (2025) *Energy UK*. Available at: https://www.energy-uk.org.uk/publications/driving-electrification-in-the-road-freight-sector/.

*[2] Dr. Angelika Hellweger* (2020) *Rahmanravelli.co.uk*. Available at: https://www.rahmanravelli.co.uk/expertise/environment-social-and-governance-esg-due-diligence-business-and-human-rights/greenwashing-what-is-it-examples-and-the-authorities/.

[3] Bassano, B. (2025) *ISO 14064 Emissions Reporting*, *NUS Consulting Group*. Available at: https://www.nusconsulting.com/energy-news/iso-14064-ensuring-robust-credible-emissions-reporting/ (Accessed: 19 May 2026).

[4] GHG Protocol (2025) *Standards & Guidance | GHG Protocol*, *ghgprotocol.org*. Available at: https://ghgprotocol.org/standards-guidance.

[5] Carbon Trust (2019) *What are Scope 3 emissions and why do they matter?*, *https://www.carbontrust.com/our-work-and-impact/guides-reports-and-tools/what-are-scope-3-emissions-and-why-do-they-matter*. Available at: https://www.carbontrust.com/our-work-and-impact/guides-reports-and-tools/what-are-scope-3-emissions-and-why-do-they-matter.

[6] GOV.UK (2006). *Companies Act 2006*. [online] Legislation.gov.uk. Available at: https://www.legislation.gov.uk/ukpga/2006/46/contents.