

MATCHMAKING FRAMEWORK

Abstract

The Pink Tank Matchmaking Framework is designed to facilitate fair and credible connections between pink hydrogen suppliers, consumers, and technical experts.

The framework prioritises equitable access, transparency, and measurable outcomes, ensuring that all participating organisations are matched exclusively on suitability and impact potential,

Pink Tank
pinktank.co.uk

Contents

1 Purpose and Overview	2
2 Core Design principles	2
2.1 Fairness	2
2.2 Transparency	2
2.3 Verifiability.....	3
2.4 Accessibility.....	3
3 Matchmaking Structure	3
3.1 Participant Categories	3
3.2 Matching Process Overview.....	3
3.2.1 Stage 1: Data Collection	3
3.2.2 Stage 2: Data Standardisation	4
3.3 Matching Algorithm	4
4 Preventing Bias	4
4.1 Conflict of Interest controls.....	5
4.2 Internal Auditing	5
4.3 No Favouritism	5
5 Continuous Improvement	5
References	5

1 Purpose and Overview

The purpose of this document is to define an equitable and transparent matchmaking procedure that connects suppliers, consumers and technical experts within the pink hydrogen ecosystem. This service applies only to accredited members, developing accredited credibility into functional partnerships. Similarly to the accreditation framework, bias-prevention safeguards ensure a fair matchmaking process which doesn't bias larger companies.

This matchmaking framework aims to effectively reduce market fragmentation by facilitating relationships between suppliers, end users and technical experts. A supplier is defined as an organisation which supplies pink hydrogen and pink hydrogen technologies to consumers, the end-users. A technical expert is an organisation or individual involved in supporting roles such as project management or consultancy.

The main benefits to accredited companies are lower temporal and financial costs to individually identifying partners as well as the benefits of more customers.

Pink Tank ensures fair competition between all organisations through several bias prevention mechanisms and ultimately maintaining a high standard of equity.

2 Core Design principles

2.1 Fairness

Fairness is the central pillar for Pink Tank's matchmaking procedure. We have adopted a standardised procedure to develop matches which are determined based on technical suitability, project compatibility, potential carbon reduction impact and relative organisation capacity.

To maintain fairness in making those decisions, organisations are assessed using relative metrics and scales, enabling smaller organisations to have equal visibility within the matching pool. This ensures that matchmaking outcomes are driven by an organisations dedication to pink hydrogen adoption and decarbonisation, not just on absolute impacts, a metric frequently dominated by larger companies.

We have also eliminated a 'pay-to-win' system, by charging each accredited member based on turnover alone, not based on accredited level. This prevents larger companies from paying extra for preferential matches. This gives all organisations of all sizes even playing fields in developing useful partnerships. Additionally, should a company reject a match, there will be a cool down of at least 3 months before the company becomes eligible again for the matchmaking process. This prevents companies from cycling through matches to reach a preference and also enables Pink Tank to better understand the organisations needs from a match. Furthermore, this cool down allows time for newly accredited organisations to be considered.

2.2 Transparency

At Pink Tank, we understand the necessity for transparency in defining our matchmaking procedure. As a result, we have decided to publish this document, our matchmaking framework, adopting an environment of accountability. Additionally, our procedure dictates that each matched organisation is entitled to an explanation for each match, and ultimately, it is their final decision to accept the match or not.

To assess match satisfaction, we offer quarterly post-match feedback reviews, where organisations assess our own competency at assigning matches. This is a vital part for Pink Tank's continuous improvement.

Finally, conflicts of interest within Pink Tank must be formally declared and internal stakeholders are prohibited from influencing match outcomes based on internal bias, personal benefit or other unobjective reasons, such as political opinion.

2.3 Verifiability

All inputs into the Pink Tank Matchmaking system are derived from accredited members. Organisations must consent to providing verified operational data as part of the accreditation process. This enables strong verifiability within the matchmaking procedure, ensuring matches are created using repeatable, empirical data. The main benefit of this approach is risk reduction for misleading claims and subsequent poor matches. Additionally, this allows for consistent matches, steadily improving the credibility of both the matchmaking process and the overall accreditation.

2.4 Accessibility

The Pink Tank Matchmaking Procedure must be designed to ensure that participation and the reception of fair, useful matches is achievable for all organisations, particularly small and medium-sized companies that may face resource and financial disadvantages compared to larger-sized companies.

Accreditation is a prerequisite for the matchmaking service and consequently adopts the same accessibility benefits of the accreditation framework. These benefits ensure that new entrants to the pink hydrogen market can access the same level of partnerships as other, more developed organisations.

3 Matchmaking Structure

3.1 Participant Categories

The matchmaking system operates across three primary groups:

Suppliers: Producers of Pink Hydrogen and related technologies

Consumers: Organisations seeking and developing hydrogen solutions

Technical Experts: Consultants, developers and integrators.

All participants must be an accredited member and so must consent to providing verifiable data which allows for accurate and fair matches.

3.2 Matching Process Overview

3.2.1 Stage 1: Data Collection

The first step is ensuring that sufficient data is collected to make appropriate matches. Accredited members must submit data on request including:

- Technical requirements

- Capacity and capability data
- Emissions data in accordance with the GHG protocol [1] and ISO 14064 [2]
- Accreditation scores
- Project timelines / Hydrogen use cases

Some further information may be requested on a case-by-case basis to best match organisations.

3.2.2 Stage 2: Data Standardisation

In order to account for differences in absolute scale around organisations, the data is scaled to reflect relative success in pink hydrogen. This system rewards intent and dedication instead of absolute scale in order to reduce favouritism for larger companies more capable of utilising pink hydrogen at scale.

Some of the data standardisation methods used involve adjustments based on company size, scaling relative to project scope and verification against baseline metrics outlined in the first stage of the accreditation process.

3.3 Matching Algorithm

From the data collected, a weighted compatibility score can be generated to provide a baseline view of compatible organisations:

Category (each score out of 100)	Weighting	Purpose
Technical Compatibility	35	Alignments of technical requirements and capability.
Carbon Impact Potential	30	Potential for emissions reduction or high scalability
Capacity	20	Ability to deliver / consumer at scale (0=incapable 100= very capable)
Accreditation Score	10	Overall accreditation indicator
Best Fit	5	Long-term collaboration potential

Table 1: Basic matching algorithm Summary

To maintain equity across participants, scores are to be adjusted relative to the organisational baseline. This is to ensure smaller organisations are not penalised for lower absolute capacity. An equity adjustment factor is selected for each organisation based on size and relative improvement potential. This produces the adjusted matching score.

$$\text{Adjusted Matching Score} = \text{Weighted Compatability Score} * (1 + \text{Equity Adjustment Factor})$$

The adjusted matching score can then be used to group organisations. From here, our technical team will properly assess individual compatibility to make the best strategic fit for organisations.

4 Preventing Bias

Internally, we are using several systems to maintain integrity and prevent bias.

4.1 Conflict of Interest controls

There will be a mandatory disclosure for all staff and board members to determine no favouritism occurs within the matching processes. This prevents staff from interfering with the matchmaking process if they would otherwise benefit from it.

4.2 Internal Auditing

Pink Tank's technical team is subject to periodic auditing and random sampling to maintain matchmaking integrity

4.3 No Favouritism

Pink Tank does not allow for paid prioritisation for companies to get preferential treatment based on income.

5 Continuous Improvement

The matchmaking system will be continuously assessed on match successes, user satisfaction and carbon reduction impacts. These assessments will take place through either post-match surveys, quarterly review meetings and updates to weighted scores.

References

[2] 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).

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