

# HOUSTON

Leading the Global Energy Transition

As the Energy Capital of the World, Houston is the headquarters and the intellectual capital for virtually every segment of the energy industry. As the industry evolves, Houston is uniquely positioned to lead the transition to a cleaner, more efficient, and more sustainable, lower-carbon world.



## Case Studies: Energy 2.0



Greentown Labs, North America's largest "climatetech" incubator, announced its first national expansion to the Energy Capital of the World. Greentown Houston will serve as an on-the-ground catalyst for the energy transition in Houston, aiming to bring together civic and business leaders, entrepreneurs, students, and other stakeholders who have already begun the transition and raise awareness of the opportunity for those who have yet to engage. Greentown Houston is expected to open in the second quarter of 2021 in the heart of Houston's Innovation District.

**200-300**  
employees

**\$6.5M**  
capital investment

**40,000**  
square-foot facility

“ We know we can't solve climate change from the coasts alone and believe it's critical to engage with major ecosystems around the nation. Houston has long been known as the energy capital of the world and we believe it is well-positioned to be the energy transition capital of the world. ”

- **Emily Reichert**, CEO, Greentown Labs



Utility Global, a startup focused on solid oxide electrolyze technology, announced the relocation of their headquarters to Houston to scale operations and build a large-scale pilot. The company cited Houston's talented workforce and access to customers as key to their decision to relocate.

**15-20**  
jobs

**\$5M**  
capital investment

**5,000**  
square-foot plant

“ We have chose to relocated to tap into Houston's talent pool of oil and gas workers, many of whom have skills that are transferable to hydrogen production, distribution and storage. ”

- **Matt Dawson**, CEO, Utility Global



Google Inc. will open its first Houston office, which will house Google's regional Cloud Enterprise Sales Team. Google is working closely with emerging Energy 2.0 companies in the region to help further usher in the energy transition to a low carbon future.

**50**  
jobs

**\$2.5M**  
capital investment

**11,000**  
square-foot office space

“ Many of our customers and partners have a strong presence in Houston and the region continues to become a major hub of innovation and talent, which is why we are building out a Google Cloud team here. ”

- **Jim Anderson**, Managing Director, Google Cloud (South Central Region)

The Greater Houston Partnership assists companies in site selection analysis, incentive evaluation and application, aid in the permitting process, provide key data on business facilities, and help connect with civic, industry, and ecosystem leaders.

All projects included here were supported by the Greater Houston Partnership.

For more information about the Houston region, visit

[HOUSTON.ORG/WHY-HOUSTON](https://HOUSTON.ORG/WHY-HOUSTON)

GREATER HOUSTON **PARTNERSHIP**