

Vanitec VFB Marketing Lifa Communications

Vanitec Global VFB Marketing Campaign

Lifa Communications

16th Energy Storage Committee Webinar
23 June 2026



Contents

1. Background and aim of global VFB marketing campaign
2. Overview of regional VFB video campaign
3. Latest video showcase – Europe
4. What's still to come – U.S.-focused video
5. Other ESC marketing efforts



Campaign Background

- Global demand for long-duration energy storage (LDES) solutions continue to grow
- Vanadium flow batteries are a suitable energy storage solution capable of long duration, utility scale storage
- Although China has driven most of the growth in VFBs so far, other regions are now recognizing the advantages of VFB energy storage
- Each region/country has different energy storage needs, and the unique features of VFBs make them well suited to meet those specific requirements



VANADIUM
FLOW
BATTERY



Campaign Aim

- The aim of the global VFB marketing campaign is to create videos that showcase the growing installation base of vanadium flow batteries around the world.
- The videos highlight:
 - Government renewable energy, energy storage and decarbonization policy efforts that supports the growth of VFB installations and VFB supply chain development
 - Existing VFB installations, VFBs under construction and planned VFB projects
 - VFB benefits and their unique environmental and safety characteristics
 - Vanadium demand requirement from VFBs



Campaign Overview

To date, Vanitec has published FOUR regional VFB videos. They are available to view on the organization's website and social media platforms

1. China

Surging Chinese Vanadium Flow Battery Deployments Drive Vanadium Demand



2. Australia

Supporting Australia's Energy Transition with Vanadium Flow Batteries



Campaign Overview cont.

3. India

Vanadium Flow Batteries enable India's non-fossil fuel energy ambitions



4. Europe

World's largest vanadium flow battery project under construction in Europe



Latest video showcase – Europe



What's still to come

- Building on the success of the four regional VFB videos, Vanitec and Lifa Communications are currently working on the fifth and latest regional VFB video.
- This video will spotlight the potential of VFB deployments in the United States.
- The video will be delivered this summer

Other ESC marketing efforts

- In the first half of 2026, Vanitec continued to provide a platform for industry engagement and market visibility by sharing exciting battery-related and energy storage related news through its social media platforms
- Some of news that Vanitec actively promoted highlighted major vanadium flow battery projects, technology advancements, manufacturing growth, supply chain developments, and emerging opportunities in long-duration energy storage
- The key message that Vanitec emphasised throughout H1 2026 was that vanadium flow batteries are moving from demonstration projects toward large-scale commercial deployment, driven by demand for safe, long-life, and long-duration energy storage solutions
- Vanitec also used its social media platforms to amplify the reach of the regional VFB video series, increasing awareness of market developments and opportunities across these key geographies.



Vanitec - Vanadium
4,135 followers
1w · 🌐

IN CASE YOU MISSED IT

The Province of Liaoning launched two major 100MW/400MWh all-vanadium flow battery energy storage projects in May, marking another significant milestone in the industrial-scale deployment of long-duration energy storage technology in China. Read more: <https://lnkd.in/dXxBZtMm>

#Vanitec #GreenVanadium #VanadiumFlowBattery #EnergyStorage #China #De



Vanitec - Vanadium
4,135 followers
2w · 🌐

Invinity Energy Systems has been selected as the supplier for world's largest vanadium flow battery project currently under construction in Europe by Swiss developer FlexBase Group.

Read more:
<https://lnkd.in/d6YD4Mi4>

#Vanitec #GreenVanadium #VanadiumFlowBattery #EnergyStorage #Europe #G



Vanitec - Vanadium
4,135 followers
2mo · 🌐

IN CASE YOU MISSED IT

India's critical mineral exploration auction programme strengthens vanadium outlook: Read more: <https://lnkd.in/dhqQBNY>

#Vanitec #Vanadium #GreenVanadium #India #CriticalMineral





Vanitec - Vanadium

4,135 followers
3mo · 🌐

IN CASE YOU MISSED IT

In February 2026, the Western Australian Government implemented a 2.5% royalty rate on all vanadium products to stimulate the country's domestic critical minerals sector, support downstream processing, and encourage the development of its battery industry. Read more: <https://lnkd.in/dWBFA7en>

#Vanitec #GreenVanadium #Vanadium #BatteryEnergyStorage #Australia #Vanz



VANADIUM
FLOW
BATTERY



Vanitec - Vanadium

4,135 followers
3mo · 🌐

The world's largest 300MW/1200MWh grid-forming energy storage project has been commissioned in Ordos, Inner Mongolia and it features a hybrid energy storage system integrating Vanadium Flow Batteries. Read more: <https://lnkd.in/d4azsHBj>

#Vanitec #GreenVanadium #Vanadium #VanadiumFlowBattery #EnergyStorage



Vanitec - Vanadium

4,135 followers
3mo · 🌐

Zhejiang Furui Juneng plans to invest RMB2 billion to establish an integrated Vanadium Flow Battery supply chain in Jiangsu Gaoyou, China, comprising materials, components, stacks and systems. Read more: <https://lnkd.in/dbvjG2xc>

#Vanitec #GreenVanadium #Vanadium #BatteryEnergyStorage #China #Vanadiu



VANADIUM
FLOW
BATTERY



VANITEC
TRANSFORMING POSSIBILITIES

Other ESC marketing efforts cont.

- For the remainder of 2026, Lifa Communications will focus Vanitec's Energy Storage Committee marketing efforts on showcasing the diverse and growing range of VFB applications.
- Key use cases to be highlighted include:
 - Grid Energy Storage
 - Data Centre Integration
 - Renewable Energy Integration
 - Industrial and Commercial Backup Power
 - Microgrids and Remote Power Systems
 - Peak Shaving and Load Shifting
 - EV Charging Infrastructure Support
 - Utility-Scale Energy Arbitrage
- Through this campaign, we will continue to demonstrate the versatility, scalability, and long-term value of VFB technology across a broad range of energy storage applications.

THANK YOU



VANITEC
TRANSFORMING POSSIBILITIES