

HydraGo

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Mora Fresard	Senior	Communication Studies
Member 2: Anne Balbuena	Sophomore	Nutrition and Food Science
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Topic Title: Transitioning DINA'S Bus Fleet to Green Hydrogen

Audience: Board of Directors of DINA Corporation

Sustainable Development Goals

SDG #7: Ensure access to affordable, reliable, sustainable and modern energy for all

Executive Summary

Public transportation in Mexico is a major contributor to greenhouse gas emissions and urban air pollution. A significant portion of the current bus fleet still relies on diesel or gas, which generates harmful emissions that affect environmental sustainability and public health. While some cities have begun adopting electric buses, these systems still rely on the extraction of critical minerals such as lithium and cobalt and present environmental challenges related to battery production and disposal. As one of the leading bus manufacturers in Mexico, DINA plays a critical role in shaping the future of sustainable transportation and has the capacity to lead a transition toward cleaner technologies. Additionally, companies listed on the Mexican Stock Exchange are increasingly expected to implement strategies to reduce their carbon footprint by 2030, reinforcing the importance of adopting cleaner technologies and sustainable operational practices.

HydraGo Consultants recommends that DINA begin integrating green hydrogen technology into its public transportation fleet as a long-term ethical and sustainable mobility strategy. Hydrogen produced through renewable energy sources such as solar or wind power allows buses to operate with zero direct carbon emissions, releasing only water vapor during operation while reducing dependence on large-scale lithium battery systems. By adopting hydrogen-based transportation solutions, DINA can strengthen its environmental responsibility, reduce long-term environmental externalities, and position itself as a leader in sustainable public mobility in Mexico and Latin America while advancing SDG #7 – Ensure access to affordable, reliable, sustainable and modern energy for all.