



**Biodiesel Chains  
WP 5 Progress Report**

**Biodiesel Chains:  
Promoting favourable  
conditions to establish biodiesel market actions**

## **WP 6: National Workshop Analysis Report**

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**Biodiesel Chains:  
Promoting favourable conditions to establish biodiesel market actions**

**WP 6 “Mobilize Market Actors” – Analysis of National Workshops**

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## 1 Introduction

This analysis is based on a questionnaire sent to the different partners (CRES, ESDB, Aeoliki and Intertermo) of the project who organised a national seminar/workshop in the frame of the project. All partners sent back the questionnaire completed. This analysis should deserve the organisation of following workshop for all the partners and could help KAPE in the organisation of the next National Seminar, which should attend on 25 or 26 September 2007.

The purpose of this paper is to determine parameters of organisation which influence the success of the workshop and can help to achieve a good participation level of the targeted public. Workshops are indeed a good way to meet all the sectors implicated in whole biofuel chain, and an interesting place to discuss the future development of this chain and the problems encountered.

## 2 Analysis

The summary of the answers is done in the table below (BU = Bulgaria; CY = Cyprus; GR = Greece ; RO = Romania)

1	Target groups	Industries of relevant sectors (biodiesel, oil, fuel distribution, etc) Researchers / Scientific (professional) associations Relevant public authorities Agricultural and environmental associations Private consultants	
2	Database	From 31 to 80 persons from the target groups	
3	Contacts to widespread info	Associations of biofuel or renewable energy sector, of agricultural sector, contacts from biodiesel and vegetable oil industries, policy makers	
4	Announcement	Email – Mail – Phone – Website – Fax	
5	Invitation	About 3 weeks to one month earlier (take into account parameters such as Christmas holidays, etc)	
6	Participation fee	No	
7	Lunch	Yes, free	
8	Resend invitation	Official invitation and final agenda sent 20 days before the event Invitation resent to precise the new location of the event Invitation resent 3 times , by email, phone and fax No invitation resent	
9	Registrations	Before the deadline <b>BU:</b> 70 <b>CY:</b> 25 <b>GR:</b> 16 <b>RO:</b> 22	After the deadline <b>BU:</b> 5 <b>CY:</b> 2 <b>GR:</b> 12 <b>RO:</b> 4
10	Participants	<b>BU:</b> 96 <b>CY:</b> 27 <b>GR:</b> 52 <b>RO:</b> 4	
11	Exchange speakers / participants	Many questions related to: Policies and taxes Biodiesel production, including quality, and EN 14214 Use of local raw material sources Trade, market	

12	Success	<p>Network connections established</p> <p>Great enthusiasm of participants, in one case, in contrast with the low biodiesel market potential</p> <p>Speakers were experts from industry or academia</p> <p>Participants were involved in biodiesel market</p>	
13	The "plus" for the organiser	<p>Better knowledge of the national biodiesel sector/market</p> <p>Interesting experience in workshop organisation</p>	
14	Time schedule	Respected	
15	Problems encountered	<p>Change the workshop place</p> <p>Do things more than once because of lack of standard</p> <p>Make the event attractive, because of many similar events in the area</p>	
16	Tip for the preparation	<p>Motivation to promote biodiesel development, provide support to the main stakeholders, experience in organisation of this kind of event</p> <p>Assistance of a person used to this kind of organisation</p> <p>Direct communication with the invited stakeholders and speakers</p>	
17	Strengths/weaknesses of your country regarding this kind of event	<p><b>Strengths</b></p> <p><b>BU:</b> Tax free interesting event; Work with various associations and agencies (National Biofuel and RES Association, Energy Efficiency Agency, etc); Advertisement among local stakeholders on various other meetings, workshops, etc.</p> <p><b>GR:</b> Great publicity of biodiesel production; Diverse raw materials sources; High interest of potential suppliers (agricultural industries); High number of biodiesel plants; Willingness of agricultural diversification of farmers</p> <p><b>RO:</b> High interest of farmers to increase crop surfaces of rapeseed for biodiesel; Legislation in place favours the promotion of the use of biofuels, such as obligation of blending 2%<sub>volume</sub> of biodiesel in diesel from 1 July 2007; Excise exemption for renewable energy products, including biodiesel; High interest of biofuel producers for best practices of biodiesel production.</p>	<p><b>Weaknesses</b></p> <p><b>BU:</b> Insufficient use of mass communication for advertising; Lack of internet connections in some remote areas.</p> <p><b>CY:</b> Weak contribution of the public authority's representatives.</p> <p><b>GR:</b> Many similar events; Agricultural conditions limit biomass production and economies of scale; Quality debate and current annual quota system.</p> <p><b>RO:</b> To many owners of reduced crop surfaces to get informed on benefits of associate surfaces to crop rapeseed on larger compact surfaces; Insufficient communication means in countryside areas; Current lack of information identified as an important obstacle hindering the development of the biodiesel market.</p>

18	Minutes of the event	Minutes sent by email, by mail (CD-Rom) No minutes sent but uploading of presentations on the project website, or CD-Rom sent containing the workshop proceedings to all interested market actors
19	Other activities on biofuels foreseen	Organisation of Working Group meetings Waiting for a willingness of collaboration from public authorities Presentations in regional events, participation to regional structures, assistance in national policy, strategy and planning to the government Dissemination of Biodiesel Chains project materials (email and mail)
20	Tip for a next organisation	Rent place adapted to the number of participants Creation of a workshop preparation standard Reinforce the participation of the farming community and the agricultural policy makers Offer a larger opportunity to participants to be informed, actively take part to discussions to establish partnerships for biodiesel projects to facilitate local biodiesel market implementation
21	General remarks or further recommendations on the organisation	Gathering a lot of people with similar interest Need of a workshop preparation standard first 2 options to be studied: 1/ organisation of a technical and business opportunities event including the visit of a plant; 2/ organisation of workshops for key stakeholders starting from the farming community

### 3 Conclusions

The analysis of these answers shows:

- The importance of the agricultural sector and its implication in the chain;
- The importance of some contacts to widespread the announcement of or invitation to an event such as a workshop;
- The usefulness of direct phone contacts;
- Tips for the preparation:
  - Need of a "workshop preparation standard" if the institution/company has no experience in this matter, to save time;
  - Direct communication with invited stakeholders and speakers to acutely tackle the themes wanted;
- Take into account the specific conditions of the country in which the workshop is organised to exploit the strengths and bypass the weaknesses (and avoid their bad consequences as much as possible);
- Disseminate the information related to the workshop (proceedings, minutes).

For the preparation of such a workshop, the following procedure is advised:

- Define the themes, and make the event attractive, use direct phone contacts with invited stakeholders and speakers;
- Announcement by all the available ways of communication, use of a database containing contacts of the target groups, and use of contacts to widespread the information;
- Send the invitation one month earlier;
- Depending on the registration process, resend the invitation;
- Prepare a medium to disseminate information related to the workshop;
- Take the points 20 and 21 into account.

## 4 Annex – questionnaire

The purpose of this questionnaire is to determine parameters of organisation which influence the success of the workshop and can help to achieve a good participation level of the targeted public. Workshops are indeed a good way to meet all the sectors implicated in whole biofuel chain, and an interesting place to discuss the future development of this chain and the problems encountered.

Workshop venue:

Date:

Thank you for joining the invitation to this questionnaire and the agenda of the National Seminar at this document.

1. What was (were) the target group(s)?
2. Did you constitute a database with the persons to be contacted?  
If yes: How many persons of which sectors did it consist of?
3. Had you contacts to widespread the information? How many contacts of which importance?
4. Did you make any announcement of the event, with the theme, the venue?  
By which way?  
Mail    Email                      Specialised press (precise the sectors)                      Other (precise)
5. When did you send out the invitation for the event?  
By which way did you send it?  
Mail    Email                      Specialised press (precise the sectors)                      Other (precise)
6. Were there fees to pay for the participation at the workshop?
7. Was a lunch offered?  
Was it free?
8. Did you need to resend the invitation?  
If yes, when?  
If yes, by which way?
9. How many registrations had you received before the end of the deadline?  
How many reached you after the deadline?
10. How many participants were effectively present at the seminar?
11. Did the participants address many questions to the speakers?  
Which topics did the questions refer to? (e.g. policies and taxes, international trade, biomass supply, biodiesel production, ...)
12. Do you consider the national seminar you organised as a success?  
Why or why not?
13. What did the workshop and its organisation bring to you?
14. Did your time schedule work out, i.e. were all preparations done by the beginning of the workshop?
15. Which problem(s) did you encounter during the preparation of the National Seminar?
16. What was very useful/advantageous for the preparation?
17. What are the strengths/weaknesses of your country regarding this kind of event?

18. After the workshop, did you send minutes of the event to the participants? Have you received any feedback on the workshop and the minutes? If yes, how was it in its substance?
19. Have you foreseen other activities for the promotion and the development of biofuels in your country?
20. If you had to organise such a workshop again, what would you do the same and what would you do differently?
21. Do you have any general remarks or further recommendations concerning the organisation of future events of this kind?