

Biodiesel chains

Work Package 7: Dissemination

WP Leader: KAPE (PL)



Aim

To actively promote the findings of this project to target stakeholder groups, including information and awareness campaigns in each participating country.



Task 7.1: Dissemination plan



- Publications in scientific and trade journals and presentations in international conferences
- Questionnaire surveys (postal and telephone)
- Umbrella Campaigns for each sector and target groups (transport, heat, farmers, etc.)
- Use of the world wide web
- Articles in trade journals
- Stands/ leaflets in exhibitions, conferences
- A range of events including an end-of-project international conference.



Information to be disseminated will include:

- Successful stories of plants in other countries including technical and economic data
- Existing policies and financial mechanisms in the participating countries and the more advanced EU ones.
- Contact details of the main associations, and existing biodiesel plants across EU25.
- Recent developments in standardisation, fuel blendings, etc.
- Import- export issues



Links

- AEBIOM web site, in the new biomass newsletter supported by AEBIOM (<http://itebe.free.fr/news/>). 28 AEBIOM members will be informed about the project, will benefit from the experience and encourage to start similar activities in their respective country
- Direct links will also be established from the kick-off meeting with the relevant on-going EU funded projects as well as with the newly established (Sixth Framework Programme) Network of Excellence and Integrated projects.



Task 7.2 Intellectual Property Rights

- This task will consider any requirements for IPR and propose and implement agreements and solutions for IPR where relevant.



Task 7.3 Fact sheets



- A series of fact sheets on success stories will be produced along with the work done in WP3. Best practice.
- The plan will be to produce a set of fact sheets. These fact sheets will be placed on the website in a downloadable format.
- In addition they will be produced in printed format and will be distributed to relevant parties.
- The consortium will use all its contacts to develop a database.
- In addition a selection of these fact sheets will form the basis for magazine articles.



Task 7.4 News e-bulletins- Interactive communication

- The project will develop a brand image and a news e-bulletin. The bulletin will be produced 3-4 times per year. These bulletins will give results and findings from the project and news of forthcoming events etc.
- Bulletins will be distributed to the database contacts of the project co-ordinator, partners and via relevant associations, Bulletins will be placed on the website in a downloadable format. In addition, platforms for interactive communication are foreseen in the web site so that people can have direct and immediate communication channels with the members of the project and others.



Task 7.5 Umbrella campaigns



- In order to ensure the large spread of the projects' results to the different target groups and key actors along with raising awareness on the subject, a number of "umbrella" campaigns will be designed and implemented. Campaigns will target the following target groups:
 - Agricultural community (farmers associations, agricultural supply (eg. Seeds, etc.) companies, etc.)
 - Automotive and motor oil industries (car importers/manufacturers, refineries, etc.)
 - Local energy agencies
 - Environmental groups
- Campaigns will use material from the project, elaborate it further in an appropriate format and distribute it to the main key actors per sector. Further to that, special articles/ reviews will be sent for publications in respective magazines. Finally links to relevant web sites are foreseen.



Deliverables

- Fact sheets for biodiesel
- News bulletins
- Umbrella campaigns
- Interactive communication platforms



Target groups & topics



Target groups

Agricultural community: Use of residues (from catering and agro-food industry) as well as energy crops for fuel can improve the economics of farming while solving disposal hazards.

Means

- Farming newspapers/ journals (articles in these)
- Farming TV & radio programmes (interviews)
- Farming conferences (stands/ exhibitions/ leaflets)

Topics

- The nature of the industry
- Forecasts (national, EU25, international)
- The crops/ resources

Automotive industry: The automotive industry is showing an increasing interest for alternative fuel options and of course biodiesel is at the moment one of the most important since it is commercially available.

- Exhibitions (stands/ leaflets)
- Trade associations (direct mailings or leaflets)
- Web site links

- Biodiesel use
- Trends
- Examples
- Technical (comparisons with current fuels, etc.)



Target groups & topics



Target groups

Motor oil industry: The motor oil industry is strongly influenced by the introduction of biofuels in the transport sector.

Local energy agencies: Local biofuel chains for transport and heat applications are also expected to have a high share in the market providing multiple benefits for local communities and rural development.

Environmental groups: These groups inform the public about pressing environmental issues and work within the legislative community to ensure environmental protection.

Means

- Exhibitions (stands/ leaflets)
- Trade associations (direct mailings or leaflets)
- Web site links
- Regional development conferences (stands/ leaflets)
- Direct mailing
- Web site links

- Web links
- Emailing bulletin
- Attend/ speak to their conferences

Topics

- Blending and quality assurance issues
- Imports
- Full chain production and use of biofuels
- Involvement in potential investment plans.
- Comparison of biofuels/ blends with current fuel options under environmental terms



Actions



- List of contacts
- List of events (EU, national)
- Other possible links
- Translation aspects (if required)

