

# **BioTrade2020plus**

## **Supporting a Sustainable European Bioenergy Trade Strategy**

**Intelligent Energy Europe  
IEE/13/577/SI2.675534**

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### **Deliverable 6.5**

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## **Report on Targeted Dissemination, Publications and Presentations (M9)**

Publicity level: Partners/EASME  
Date: 10/11/14



Co-funded by the Intelligent Energy Europe  
Programme of the European Union

## The BioTrade2020plus Project

### Objectives

The main aim of BioTrade2020plus is to provide guidelines for the development of a **European Bioenergy Trade Strategy for 2020 and beyond** ensuring that imported biomass feedstock is sustainably sourced and used in an efficient way, while avoiding distortion of other (non-energy) markets. This will be accomplished by analyzing the potentials (technical, economical and sustainable) and assessing key sustainability risks of current and future lignocellulosic biomass and bioenergy carriers. Focus will be placed on wood chips, pellets, torrefied biomass and pyrolysis oil from current and potential future major sourcing regions of the world (Canada, US, Russia, Ukraine, Latin America, Asia and Sub-Saharan Africa).

BioTrade2020plus will thus provide support to the use of stable, sustainable, competitively priced and resource-efficient flows of imported biomass feedstock to the EU – a necessary pre-requisite for the development of the bio-based economy in Europe.

In order to achieve this objective close cooperation will be ensured with current international initiatives such as IEA Bioenergy Task 40 on “Sustainable International Bioenergy Trade - Securing Supply and Demand” and European projects such as Biomass Policies, S2BIOM, Biomass Trade Centers, DIA-CORE, and PELLCERT.

### Activities

The following main activities are implemented in the framework of the BioTrade2020plus project:

- Assessment of **sustainable potentials of lignocellulosic biomass** in the main sourcing regions outside the EU
- Definition and application of sustainability criteria and indicators
- Analysis of the **main economic and market issues of biomass/bioenergy imports** to the EU from the target regions
- Development of a dedicated and **user friendly web-based GIS-tool** on lignocellulosic biomass resources from target regions
- **Information to European industries** to identify, quantify and mobilize sustainable lignocellulosic biomass resources from export regions
- **Policy advice on long-term strategies** to include sustainable biomass imports in European bioenergy markets
- **Involvement of stakeholders** through consultations and dedicated workshops

More information is available at the BioTrade2020plus website: [www.biotrade2020plus.eu](http://www.biotrade2020plus.eu)

## About this document

This report corresponds to D6.5 (M9) – Report on Targeted Dissemination, Publications and Presentations (M9). It has been prepared by: WIP.

<b>Start date of project:</b>	01-03-2014
<b>Duration:</b>	30 months
<b>Due date of deliverable:</b>	Month 9
<b>Actual submission date:</b>	Month 9 – November 2014

<b>Work package</b>	WP6
<b>Task</b>	Task 6.5
<b>Lead contractor for this deliverable</b>	WIP
<b>Authors</b>	Rainer Janssen and Dominik Rutz
<b>Collaborations</b>	All BioTrade2020plus partners

Dissemination Level		
<b>PU</b>	Public	
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services):	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	X

Version	Date	Reason for modification	Status
1	10/11/14	N/A	completed

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## 1. Introduction

Within BioTrade2020plus targeted dissemination activities are foreseen to widely disseminate activities and results. EU and international multipliers (e.g. biomass/agricultural/forestry organisations, bioenergy related organisations, trade associations, organisations related to competing markets, etc.) will be contacted and involved with the aim to present the project in their meetings (at least 10 presentations in these meetings), to disseminate project results through their networks, and to present the project in the relevant sector events.

Furthermore, presentations (oral and poster) will be given at important, established European and international events, such as conferences and symposia. The project will be presented in at least 10 key events in the sector where the main relevant stakeholders are participating.

Parts of the project results will be disseminated by selected partners to the international biomass industry and scientific community. Mainly international magazines will be used for publication of articles.

Each project partner will present project objectives and findings in at least 3 articles published in national newspapers and/or key international magazines in the sector. This can be either on the paper version or on the online version of the newspaper/magazine.

## 2. Specific Objectives, Key Outputs, Impacts and Performance Indicators

Specific Objective(s) of your proposal	➔	<u>Key Outputs (products and services) including their quantification where appropriate</u>	Work package(s)	➔	<u>Impacts, with SMART performance indicators and <u>quantified targets</u></u>	<u>Means of monitoring the achievement of your targets</u>
Dissemination of the project results		<ul style="list-style-type: none"> <li>Involvement of EU and international multipliers (e.g. biomass/agricultural/forestry organisations, bioenergy related organisations, trade associations, organisations related to competing markets, etc.) in the knowledge, update and application of sustainable criteria for imported biomass.</li> </ul>	WP6		<ol style="list-style-type: none"> <li>At least 1000 visitors (different parts) on the project website.</li> <li>At least 300 website downloads from at least 10 MSs of the Potential availability Analysis and the Sustainability Assessments</li> <li>At least 300 downloads from at least 10 MSs of the SWOT analysis of supply chains (D4.3).</li> <li>At least 300 downloads of the Policy database from the project website.</li> <li>At least 300 downloads from at least 10 MS of the 6 regional reports (D3.1 to D3.6)</li> <li>Distribution of Guidelines for Sustainability Assessments to mailing list of at least 50 local biomass stakeholders in each of the 6 main sourcing areas (300 people in total).</li> <li>Distribution of project update on Potential availability Analysis and the</li> </ol>	<p>Control website site downloads by the webpage manager each project moth per country</p> <p>Distribution list and receipt of the mailing</p>

				<p>Sustainability Assessments to mailing list of at least 500 stakeholders and policy makers in EU-28</p> <p>8. At least 10 presentations at large high impact external events of interactive tool and key results of the project.</p> <p>9. 15 active participants per Working groups</p> <p>10. At least 20 references to the project results in documents of international activities/initiatives/events on sustainability and sustainable biomass trade.</p>	<p>Registration in the event and the presentation.</p> <p>Participant list in the meeting minutes or emails</p> <p>List of reference</p>
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### 3. BioTrade2020plus Website

A professional, attractive and user-friendly project website was developed and launched in April 2014 using the well-established Open-Source-Content-Management-System Joomla (D6.1, Task 6.3). The website can be accessed under [www.biotrade2020plus.eu](http://www.biotrade2020plus.eu).

The structure of the BioTrade2020plus website was elaborated by WIP Renewable Energies in close cooperation with the coordinator CENER and all project partners (Figure). The BioTrade2020plus website is continuously updated and expanded and will be maintained and updated for at least 2 years after the project duration.

The website presents information about the scope and objectives of the project, activities implemented throughout the project duration, as well as the project partnership, advisory board and members of the project stakeholder working groups. Project deliverables and publications will be available at the website and project workshops and activities will be promoted. The website will be publicly available and will be a useful source of information for stakeholders. Furthermore, the website will include a map compiling information regarding the potential and SWOT analysis of biomass from sourcing regions based on GIS and user interface developed in WP4.

An internal (password protected) section allowing interaction among the project consortium was created. All documents related to the project as well as confidential and public deliverables will be uploaded and available for the consortium members.

Username: 2020biotrade  
Login: bio2014horizon

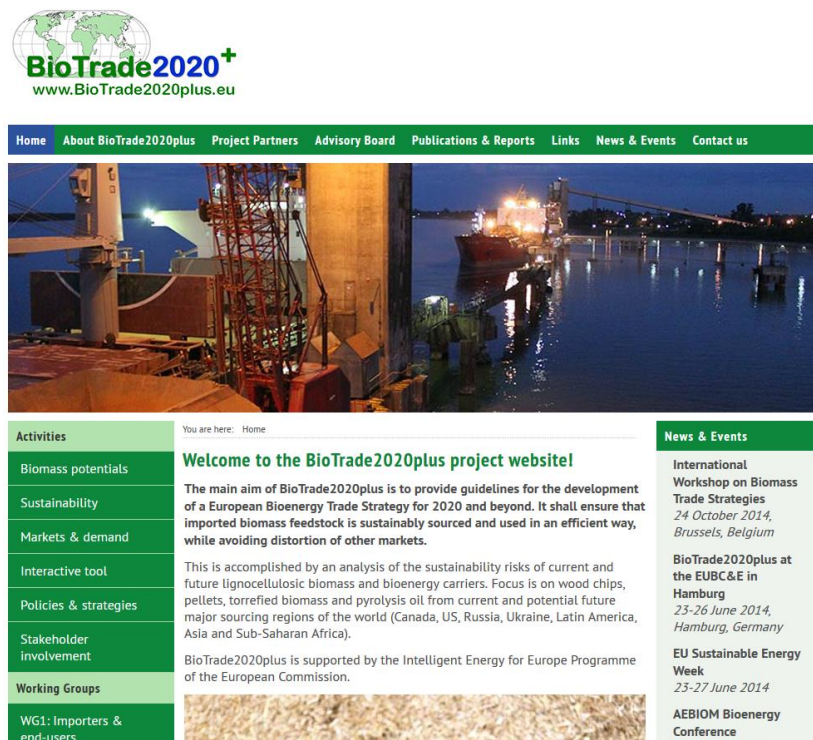


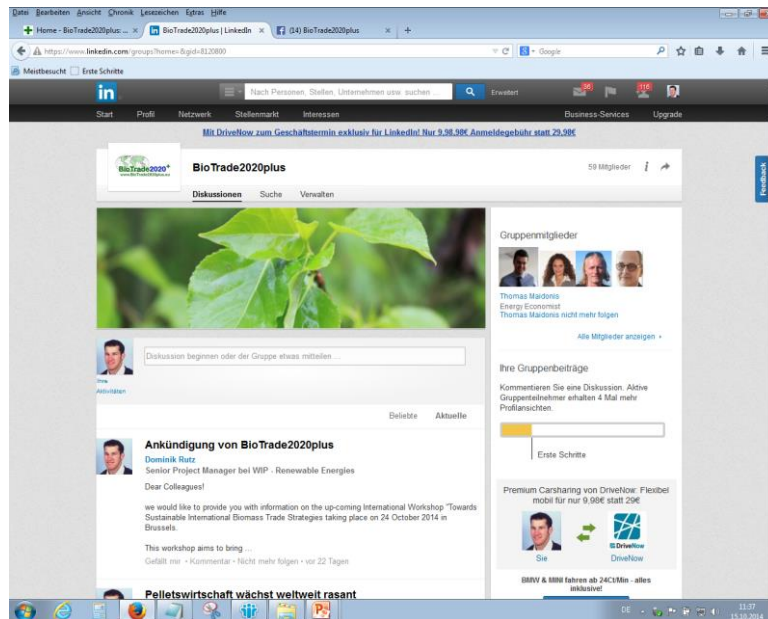
Figure 1: Home page of the BioTrade2020plus website



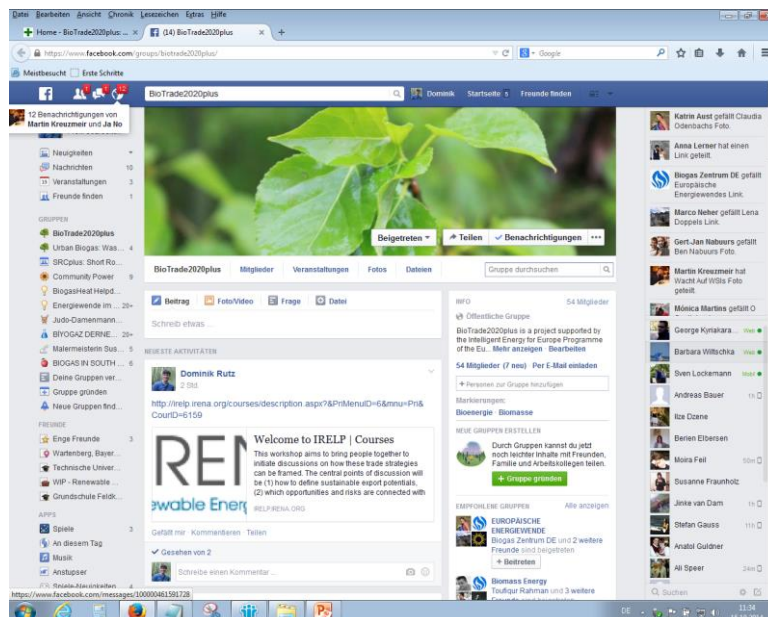
Finally, in order to guarantee effective communication and immediate information exchange between stakeholders (within the three working groups), dedicated LinkedIn (Figure 2) and Facebook (Figure 3) Groups have been established.

**LinkedIn Group:** <https://www.linkedin.com/groups/BioTrade2020plus-8120800/about>

**Facebook Group:** <https://www.facebook.com/groups/biotrade2020plus/>



**Figure 2: BioTrade2020plus LinkedIn Group**



**Figure 3: BioTrade2020plus Facebook Group**



## 4. Marketing Material

A **project logo** was created in order to increase the visibility of the project and to facilitate dissemination activities (Figure 4).



Figure 4: The BioTrade2020plus logo

The **BioTrade2020plus project flyer** (Figure 5) was elaborated at the beginning of the project (D6.3, Task 6.4) to provide interested stakeholders of the specific target audiences in the scientific and industrial community with an overview of the aims and objectives of the project, namely to provide guidelines for the development of a European Bioenergy Trade Strategy for 2020 and beyond ensuring that imported biomass feedstock is sustainably sourced and used in an efficient way, while avoiding distortion of other (non-energy) markets.

<p><b>CONSORTIUM</b></p> <p> <b>CENER</b> ADTech National Renewable Energy Centre (CENER), Biomass Department, Spain (Project Coordinator) Contact persons: David Sánchez González &amp; Inés del Campo Colmenar</p> <p> <b>Imperial College London</b> Imperial College London, Centre for Environmental Policy, United Kingdom Contact person: Dr Rocio Diaz-Chavez</p> <p> <b>ALTERRA</b> Wageningen University and Research (DLO – Alterra), The Netherlands Contact persons: Dr Gert-Jan Nabuurs &amp; Dr Berien Elbersen &amp; Dr Wolter Elbersen</p> <p> <b>IINAS</b> International Institute for Sustainability Analysis and Strategy (IINAS), Germany Contact persons: Dr Leire Iriarte &amp; Uwe Fritsche</p> <p> <b>vito</b> Flemish Institute for Technological Research (VITO), Belgium Contact person: Luc Peckmans</p> <p> <b>Utrecht University</b> Utrecht University, Faculty of Geosciences, Energy &amp; Resources, Copernicus Institute of Sustainable Development, The Netherlands Contact persons: Dr Martin Junginger &amp; Thuy Mai-Moulin</p> <p> <b>WIP</b> WIP Renewable Energies, Germany Contact persons: Dr Rainer Janssen &amp; Dominik Rutz</p>	 <p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>CONTACT</b></p>	
	<p><b>BioTrade2020plus Coordination</b></p> <p>CENER - National Renewable Energy Centre, Spain David Sánchez González Inés del Campo Colmenar Tel: +34 948 25 28 00 Fax: +34 948 27 07 74 Email: dsanchez@cener.com idelcampo@cener.com</p> <p><b>BioTrade2020plus Stakeholder Involvement</b></p> <p>WIP - Renewable Energies, Germany Dr Rainer Janssen Dipl.-Ing. Dominik Rutz M.Sc. Tel: +49 (0) 89 720 12 -743, -739 Fax: +49 (0) 89 720 12 791 Email: rainer.janssen@wip-munich.de dominik.rutz@wip-munich.de</p>	 <p><b>Supporting a Sustainable European Bioenergy Trade Strategy</b></p>
<p><b>Disclaimer:</b> The sole responsibility for the content of this flyer lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.</p> <p style="text-align: center;">www.BioTrade2020plus.eu</p> <p style="text-align: right;"> Co-funded by the Intelligent Energy Europe Programme of the European Union</p>		

Figure 5: BioTrade2020plus project flyer

## 5. BioTrade2020plus Scientific Publications

BioTrade2020plus project results are disseminated via publications in scientific and trade journals and international magazines as well as via presentations at conferences and other events.

The following tables provide an overview on BioTrade2020plus (scientific) publications according to five “publication types” specified in the on-line scientific reporting via the European Commission Research & Innovation Participant Portal.

- Table 1- Publication type: **Peer reviewed publications**

**Table 1: List of peer reviewed publications (\*: mandatory fields)**

No	D.O.I. (Digital Object Identifier)	Title*	Author(s)*	Journal*	Publisher	Publisher location	ISSN	eISSN	Volume/ Issue*	Date of publication (dd/mm/yyyy)	URL	Relevant pages*	Open access <sup>1</sup> Yes / No
1	10.3390/en7116825	Sustainability Criteria and Indicators for the Bio-Based Economy in Europe: State of Discussion and Way Forward	Uwe R. Fritsche; Leire Iriarte	Energies	MDPI	Basel, Switzerland	1996-1073		7/11	24/10/14	<a href="http://www.mdpi.com/1996-1073/7/11/6825">http://www.mdpi.com/1996-1073/7/11/6825</a>	All	Yes

<sup>1</sup> Open Access is defined as free of charge access for anyone via the internet. Please answer "yes" if the open access to the publication is already established and also if the embargo period for open access is not yet over but you intend to establish open access afterwards.

## **6. Dissemination Activities (other publications, presentations, posters etc.)**

The following Table 6 provides an overview on BioTrade2020plus dissemination activities according to several “types of activities” specified in the on-line scientific reporting via the European Commission Research & Innovation Participant Portal.

EU and international multipliers (e.g. biomass/agricultural/forestry organisations, bioenergy related organisations, trade associations, organisations related to competing markets, etc.) will be contacted and involved with the aim to present the project in their meetings (at least 10 presentations in these meetings), to disseminate project results through their networks, and to present the project in the relevant sector events.

Furthermore, presentations (oral and poster) will be given at important, established European and international events, such as conferences and symposia. The project will be presented in at least 10 key events in the sector where the main relevant stakeholders are participating.

Finally, it is foreseen that every partner will present project objectives and findings in at least 3 articles published in national newspapers and/or key international magazines in the sector. This can be either on the paper version or on the online version of the newspaper/magazine.

### ***Type of activities***

- Publication
- Presentation
- Poster
- Articles published in popular press
- Flyers
- Web sites / Applications
- Organisation of conference/workshop
- Exhibitions
- Videos, Films, TV clips
- Press releases
- Media briefings
- Interviews

### ***Type of audience***

- Scientific community (higher education, research)
- Industry
- Civil society
- Policy makers
- Medias

**Table 6: List of dissemination activities (\*: mandatory fields)**

No	Type of activities*	Main leader*	Title*	Date (dd/mm/yyyy)*	Place, Name of paper/journal/TV channel etc*	Type of audience*	Size of audience	Countries addressed*
1	Workshop	JRC and UABIO (organizers)	Some EU research activities in bioenergy: S2Biom and Biotrade2020plus	25/09/14	Kiev (Ukraine); EC-JRC/UABIO Workshop: Use of agricultural residues for bioenergy	Experts in bioenergy	40	EU neighbouring countries
2	Workshop	Imperial College	Sustainability assessment in bioenergy	27/10/14	Universidade Federal de Viçosa MG, Brasil	Researchers and experts in forestry and pulp and paper industry	45	Brazil

## 7. BioTrade2020plus Consortium

### ***CENER – National Renewable Energy Centre, Biomass Department, Spain***

Project Coordinator BioTrade2020plus

Contact persons: David Sánchez González & Inés del Campo Colmenar

### ***Imperial – Imperial College London, Centre for Environmental Policy, United Kingdom***

Contact persons: Dr Rocio Diaz-Chavez

### ***DLO – Alterra, Wageningen University and Research, The Netherlands***

Contact persons: Dr Gert-Jan Nabuurs & Dr Berien Elbersen & Dr Wolter Elbersen

### ***IINAS – International Institute for Sustainability Analysis and Strategy GmbH, Germany***

Contact person: Dr Leire Iriarte & Uwe Fritsche

### ***VITO - Flemish Institute for Technological Research, Belgium***

Contact persons: Luc Pelkmans

### ***UU - Utrecht University, Faculty of Geosciences, Energy & Resources, Copernicus Institute of Sustainable Development, The Netherlands***

Contact persons: Dr Martin Junginger & Thuy Mai-Moulin

### ***WIP- WIP Renewable Energies, Germany***

Contact persons: Dr Rainer Janssen & Dominik Rutz

