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# Bioenergy Promotion 2

From strategies to activities

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# Target

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- The Bioenergy Promotion project aims to strengthen the development towards a sustainable, competitive and territorially integrated Baltic Sea Region by promoting sustainable production and use of bioenergy.



## Bioenergy Promotion



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# Key messages

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- The use of locally available bioenergy resources provides employment.
- Sustainable use of bioenergy is a cost-effective and CO<sub>2</sub>-neutral way to produce energy.
- A region will provide sustainable use of bioenergy and economic success by strategic management planning and cooperation with stakeholders.



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# The project

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- The overall objective of the Extension Stage is to implement key final results of the Main Stage via demonstration, testing and transfer activities
- Bioenergy Promotion 2 is a continuation of the flagship project of the EU strategy for the Baltic Sea Region 10.3 „Strengthening sustainable use of bioenergy in the Baltic Sea Region“
- Lighthouse project under Baltic 21
- Strategic project under the Baltic Sea Region Programme



## Bioenergy Promotion



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# The partnership

- The Project Partnership consists of organisations who are capable of delivering support services and are important national and regional political actors or agents thereof
- The project partners understand themselves as a team to proactively support players in the Baltic Sea Region to create enabling frameworks and to mobilise investment into sustainable bioenergy via extending strategic Main Stage project outputs.



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# Areas of activities

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- **Assist and advise demo regions and municipalities in capacity development and implementing their bioenergy strategies**
- Transfer of experience, results and knowledge to other regions and municipalities in the BSR
- Establish links to public and private utility companies, in order to promote validation and testing of the sustainability principles and criteria developed by the project
- Feed Main Stage project results into political processes on a macro-regional and transnational level within and beyond the BSR
- Feed Main Stage project results into the development of operational programmes of the Structural Fund Programmes (ERDF) and to relevant R&D and promotion programmes in the field of renewable energies.



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# Strategy development and implementation in demo regions

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- Seven demo regions
- Practical support for implementation of regional strategic management plans
  - Awareness raising and involvement of local stakeholders
  - Mobilization of unused biomass potential
  - Training of stakeholders and decision makers
  - Adopting of new strategies
- Documentation of implementation activities for a “Lessons learned”-catalogue - to be distributed to other interested regions and municipalities across the BSR.
- Workshops und information events, also in further regions, informing on the “Bioenergy Promotion”-concept to use sustainable produced bioenergy





# Demo regions

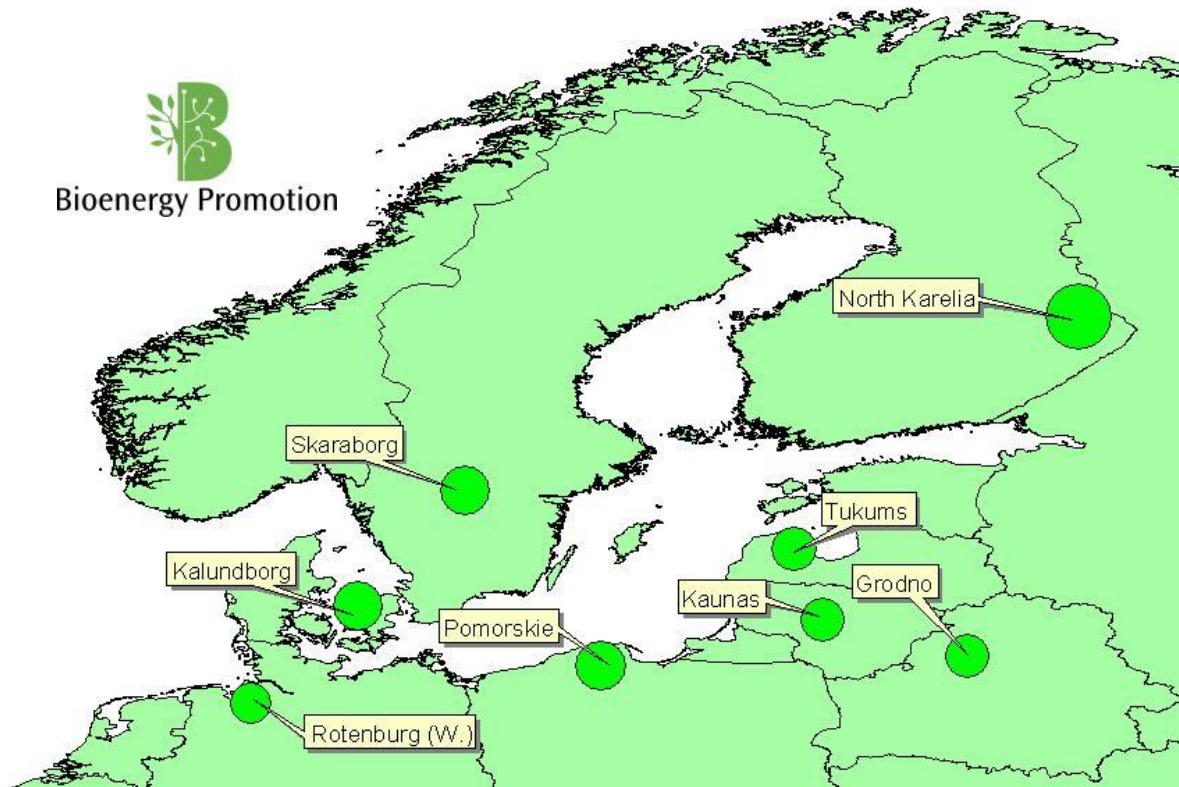


Figure: Alexander Rosenberg



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# Transfer of experience, results and knowledge

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- Facilitation of transfer of experiences gained from the demo activities to other regions and establishment of implementation partnerships comprising project partners, regional policy makers and public authorities and other stakeholders
  - „Virtual Bioenergy Promotion Secretariat“
  - Local workshops to develop bioenergy strategies
  - Workshop for regional stakeholders
  - Transnational knowledge transfer workshop
  - BSR level recommendations for regional value chain creation in bioenergy sector



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# Promoting and testing of sustainability

- Aim: to encourage energy utilities to integrate sustainability principles and criteria in their corporate strategies
- Assessment of existing corporate sustainability strategies
- Discussion paper: key lessons of the project regarding sustainable bioenergy production and consumption in the Baltic Sea Region
- Transnational workshop in Brussels with the European Commission and industry representatives in June 2013



**Adam Cenian**,  
professor at  
Institute of Fluid-  
Flow Machinery  
Polish Academy  
of Science (Chair  
of the workshop)



**Giulio Volpi**,  
Policy Officer,  
Renewables and  
CCS policy,  
European  
Commission, DG  
Energy



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# Feeding project results into higher level strategy and programme development

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- Cooperation with the Expert Group on Sustainable Development - Baltic 21
  - a thematic dossier prepared for a round table with Baltic 21.
  - Round Table discussing how to move the development and dissemination of bioenergy systems forward in the Baltic Sea Region
  - two sets of recommendations to be passed on from the CBSS to BASREC and BSSSC respectively
- Feeding results from the Extension Stage demo and testing activities into higher level regional and national policy making
  - Monitoring reports
  - 4 Policy Lesson workshops



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# Feeding project results programme development

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- Feeding Main Stage and Extension Stage project results into key EU funding programmes
  - Project and programme assessment with recommendations
  - Participation in programming workshop of the BSRP
  - Three input papers for programme development



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# Fact sheet

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## Bioenergy Promotion 2

- Budget 1 465 389,50 €
- 13 partners and several associated partners (e.g. several ministries, Baltic21)
- Lead Partner FNR, Gülzow, Germany
- Project duration 24 months (February 2012-January 2014)
- [www.bioenergypromotion.net](http://www.bioenergypromotion.net)
- „Virtual Bioenergy Promotion Secretariat“  
[bioenergypromotion@motiva.fi](mailto:bioenergypromotion@motiva.fi)



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Thank you!

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