



# The Baltic Sea Region Bioenergy Promotion

Newsletter 2/2012

## Bioenergy Promotion 2 – From strategies to activities

The work, started during the Bioenergy Promotion-project, will be continued in the framework of the “extension stage” instrument of the Baltic Sea Region Programme. The objective of the project activities of the thirteen project partners during the Extension Stage is to extend the strategic outputs of the main stage project into the Baltic Sea Region and national political arenas and also into the daily grind of utility companies and local and regional administration.

The Monitoring Committee of the Baltic Sea Region Programme decided to grant support to cooperation projects at its meeting in Berlin in September. Among six new projects, the already ongoing project Bioenergy Promotion was granted additional 1.1 million EUR to implement additional activities in the framework of the “Extension Stage” instrument.

The project consortium consists of 13 former Bioenergy Promotion-partners from eight countries and several associated partners (i.a. Baltic 21, national ministries and demo regions in each participating country) and will be led by the German Agency for Renewable Resources (FNR). The Extension Stage project starts immediately after Bioenergy Promotion and will run for two years.

To increase the impact of the developed strategies for deployment of sustainable bioenergy, the Extension Stage will trigger action on various levels: public procurement, corporate strategies of utility companies, proposing incentives within the reviewed Common Agricultural Policy (CAP), Rural Development Policy and Regional, Structural and Cohesion Funds.

Further to that the project strives to be available to Baltic Sea Region relevant transnational forums such as the Baltic 21 or the Nordic Council of Ministers. The strategic outputs on sustainable deployment of bioenergy may be worth to find entrance into strategic and political discussion focusing on the Baltic Sea Region Strategy and Action Plan. In close cooperation with the responsible actors, the project will deliver tailor made argumentation and input to such discussions.

On a more practical level, the Extension Stage activities will also provide direct support to so called demo regions implementing “Strategic Management Plans”. These plans have been developed during the main stage project phase and include the Bioenergy Promotion sustainability requirements, an assessment of local or regional biomass and bioenergy potentials and are also proposing suitable business models. As such, these strategic plans are integrated concepts to increase the use of bioenergy within a region but without harming the environment or posing a threat to food security. The project will give practical advice and training on how to mobilise local people, create acceptance for modern bioenergy applications and on general coordinating activities necessary to start the implementation process.

The implementation will be accompanied within the demo regions and a lessons learnt catalogue will be compiled to be distributed to other interested regions and/or municipalities across the BSR. This information will be kept available after project termination. The concepts tested within the extension stage will be advertised in workshops and information events in order to recruit follower regions that copy the concepts. Thus the Strategic Management Plans will be transferred to further regions and a multiplying effect will be triggered.

For further information, please contact:  
Aino Martikainen, Tel +49 3843 6930-166 or a.martikainen@fnr.dk

Read more [www.bioenergypromotion.net](http://www.bioenergypromotion.net)

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## Stay updated and follow the project

The project website will be actively updated also during the extension phase of the Bioenergy Promotion project, which continues straight after the closure of the first project.

Read more  
[www.bioenergypromotion.net](http://www.bioenergypromotion.net)

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Latest news at the website:

### International Panel on Sustainable Business Models

On the 22nd of November 2011 about 60 policy makers, researchers and businessmen and women met in Poznań, Poland to discuss models for sustainable business in the bioenergy sector. The idea of Sustainable Business Models using sustainability criteria developed in the Bioenergy Promotion project was the conceptual frame of this international event.

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### Workshop on NREAP Implementation in the Bioenergy Sector

The event took place on the 22nd of November 2011 in Poznań, Poland during the POLEKO Fairs, an International Trade Fair of Environmental Protection held within the Polish presidency in the European Union. The workshop provided an excellent opportunity to discuss the challenges and changing policies in the bioenergy sector in the framework of the Renewable Energy Directive and the subsequent National Renewable Energy Action Plans.

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