



Promotion versus Information as Tools for Successful Implementation of Bioenergy



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The choice between Promotion and Information

How do activities like Centre for Biomass Technology's information services influence the market when compared to more traditional promotion using the media, glossy pamphlets and communication professionals?

- You can avoid problems through information on previous experiences
- You gain public acceptance through scientific and professional support rather than TV-commercials
- Trading experiences encourages cooperation between parties
- You make decisions based on certainty: not assumption when you have access to carefully recorded information and experiences

Centre for Biomass Technology

- a professional network cooperation for biomass information

Centre for Biomass Technology is a co-operation between four independent R&D institutions in Denmark, and financed by the Danish Energy Agency. Based on the extensive professional network of the four institutions, Centre for Biomass Technology covers all subjects from agriculture or forestry to heat and power and all problems from technology to economics and environment. See more on www.videncenter.dk

Example:

Experiences and data on special biofuels

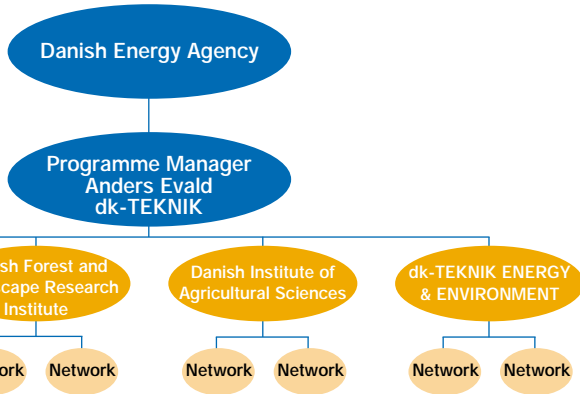
Issue:

Combustion difficulties observed using specific unusual fuels such as olive shells or nut shells are combined with know-how obtained from laboratory analyses and research projects to a fact sheet covering general recommendations and key figures for this fuel. The fact sheets are distributed to potential users through the fact sheet subscription of Centre for Biomass Technology.



Result:

Operators and owners can evaluate risks and opportunities when choosing a specific fuel offered them at a lower than normal price



Trading Hard Earned Experiences

In Denmark quite a big effort has been put into information activities through professional technical institutions, with Centre for Biomass Technology as a key organisation.

Centre for Biomass Technology has since 1985 worked with careful recording of new experiences gained in research, development and from energy systems in operation. Based on the idea of "give and take", trading experiences have been part of a common effort to reach the ambitious goals for biomass utilization in Denmark - in most cases organisations share their

experiences, so that e.g. mistakes are made only once.

It is our experience, that technically based distribution of experiences is as least as important as is traditional promotion.

At this stage in the European biomass development, establishing a similar technically based organisation on a European level might give substantial support to increased biomass utilization in other countries through exchange of hard-earned experiences between the countries.

Example:

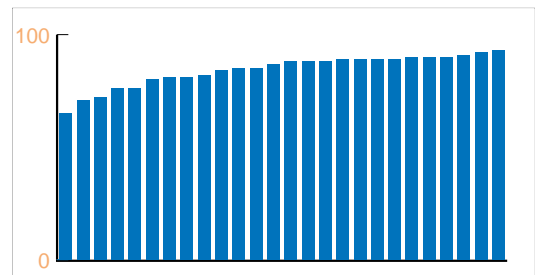
Keys figures for straw fired energy systems

Issue:

Key figures for investment, operation, efficiency, fuel costs and technical data are collected in a complete survey covering all app. 60 straw-fired district-heating systems in operation in Denmark. Well documented key figures (averages as well as regional or technically based variations) are then issued in presentations, articles and fact sheets and used in daily consultancy services by phone, to give new plants the best possible design data and existing plants the option of optimising the operation

Result:

Operating personnel are in a position to evaluate their own performance when compared to similar boilers and to act to improve their situation.



Efficiency figures for a number of comparable straw fired boiler systems for district heating.