



## ***PROMOTION OF MICROINSTALLATIONS***

This document refers the deliverable 16, in which a guide to promote biodiesel should be done. This guide was rejected by the Commission because of its poor quality and the literal reproduction of existing materials without references, bibliography or quotation marks. This problem couldn't be solved because the second version of the document, presented by Regione Abruzzo, was also rejected

In any case, the partners have done an effort to promote microinstallations, which is reflected in this document.

### **1.-PROMOTION OF MICROINSTALLATIONS IN POMURJE REGION (SLOVENIA)**

The promotion of micro-installations was implemented during complete promotion of the PROBIO project, at all events, seminars, workshops, conferences, presentations:

- »On the 20th of March 2007 Sinergija took part at the Symposium »Renewable Energy Sources – our Future«, held in the capital of Slovenia, Ljubljana;
- At the International Fair of Agriculture and Food in Gornja Radgona (Slovenia), 25.08.-01.09.2007;
- Seminar on energy crops “From oil-rape to biodiesel” in Maribor Slovenia, 14. September 2007;
- PROBIO on the round table »Biodiesel in the Pomurje region« (Murska Sobota, Slovenia), organised by the Gymnasium Murska Sobota together with Slovenian E-Forum and LEA Pomurje on the 01.10.2007, where RA Sinergija has introduced the project PROBIO itself.
- In the beginning of April 2008 we presented the PROBIO project on the International Fair of Construction and Building materials MEGRA in Gornja Radgona;
- Biodiesel and transport exhibition and promotion of micro-installations on the 46<sup>th</sup> International Fair of Agriculture and Food in Gornja Radgona (Slovenia), 23–29.8. 2008. More than 135.000 people have visited the Fair. Besides the international

business activities more than 100 events took place there, where 40 of them were expert events. Those events have connected technical and business subjects and through the fun parts they have also presented to the general public the importance of healthy produce for people's health and nature.



We have designed the info booklets for specialized audience, which included the basic information regarding micro-installations. Those ones have been distributed to the experts, farmers, taxi drivers, carriers and all other large consumers, including the general public. Everyone can get our info booklets if they come to our office. Those booklets have been also available at the transport exhibition.

- At the conference »Energy sustainable supply of the big farms«, 28.08.2008 we have presented the PROBIO project and the production of biodiesel (MICRO INSTALLATIONS), including the use of biodiesel. Within the project PROBIO we have promoted the micro installations and demonstrated the operation of micro installations in practice.



During the expert conference between the participants and lectures has been developed an interesting debate about the biodiesel production and micro-installations. First part was theoretical and then followed practical presentation of the oil press and the tractor functioning on vegetable oil.



The Agricultural Institute of Slovenia, Agricultural Engineering division, has also presented an experimental press for production of oil from oil-rape seeds, which have been invented by this division.

The participants of the conference and other visitors of the Fair could see how to produce the vegetable oil from oil seeds and they also got answers on their questions. Practical presentation of the biodiesel production from oil seeds has raised a great interest not only among the participants of the conference, but also among the other Fair visitors.

After this event we have designed a CD with the content of the conference, practical presentation of micro installations and the PROBIO project. With this CD we were trying to present the micro-installations to the specialized and general public and increase the biodiesel production and consumption. 100 CD-s were distributed to the target groups.

## 2.-PROMOTION OF MICROINSTALLATIONS IN ABRUZZO REGION (ITALY)

Regione Abruzzo Energy Department/ARAEN promoted the use of microinstallations for the biodiesel production through the production of a brochure titled “MICROINSTALLAZIONI PER LA PRODUZIONE DEL BODIESEL” with the objective to inform the possible interested ones about the existence of the microinstallations for biodiesel production, their main uses and applications and their economic and environmental advantages.

The main topics included in the brochure are:

- What is biodiesel and its advantages
- What are microinstallations and their economic and environmental advantages
- Legal aspects and authorization procedures regarding biodiesel and microinstallations

We printed 2000 copies that we distributed through our main channels such as Fairs, Exhibitions and events where Regione Abruzzo /ARAEN constantly takes part. It is important to point out that being the topic of microinstallations quite technical and aimed at a specific target, we paid attention to distribute the material to the possible target groups such as local farmers, breeders, agricultural firms who are potentially interested in getting to know the microinstallations for the biodiesel production. . In particular the brochure was distributed also during the seminar that was held in Campo

Centi Colella L'Aquila on 3rd June 2009 to inform about microinstallations. (fotos)  
Sandra

The objective was to raise awareness on the importance of renewable energy sources in general and in particular on the many opportunities that Biodiesel represents at a global and local level, in terms of environmental and economic advantages for the entire society. For the choice of the venue we immediately thought of the City of L'Aquila. This city together with Chieti, Pescara and Teramo represents one of the most important center of Regione Abruzzo. It was strongly damaged by the recent earthquake that hit our regione on April 6th 2009 and it has become since that date the symbol of rebirth for the population that lives in L'Aquila and in the surrounding areas and for the entire region. The organization of the half day seminar in this city means that our people does not want to give up, we want to keep on working to rebuilt this city and to make it the important cultural, administrative and social center that it used to be before April 6th. This is a tendency that is also being followed by the national Government that is going to organize the next G8 Summit from 8th to 10th April in L'Aquila as a sign of support for the populations hit by the earthquake. Moreover the location Campo Centi Colella is located near the exit of the main highway which makes it easy to reach from the four provinces of our region.

Looking at the list of presence we had a participation of farmers and breeders from the four provinces of the Region. The number of participants was quite satisfying, considering that these micro installations are not very much diffused and known in our region.

At first IEE Project PROBIO was introduced explaining the partnership, the objectives and the main activities carried out during the whole development of the project. The advantages of Biodiesel as a fundamental renewable energy resource were explained very clearly.

After this introductory part the microinstallations were presented and explained what they are, their technical characteristics, their functioning and possible biodiesel production. Some pictures were showed to give a tangible idea to the attendands of how the microinstallations look like because in our region they are very new and we cannot give for granted that all the participants new exactly what they are and how they look like. Moreover their economic and environmental advantages were described and explained. It was described the Regional Plan for the development of Renewable Energy Sources and in particular those measures connected to Biodiesel and the local incentives and financial tools granted by the Regional Government, respectively.

Another very important and touchy issue that was highlighted is the Authorization Process in Italy and the most important legal aspects that rule the biodiesel as a product and in particular the microinstallations for the biodiesel production.

Then the participants were given the chance to ask question and to exchange opinions, doubts and ideas. They asked many questions about renewables and about advantages of this innovative bio fuel.

In the conclusion of the event the key points of the seminar were summarized and the regional contacts were listed together with the invitation to visit the project web site [www.probio-project.com](http://www.probio-project.com).

Information material on the project Biogas Regions was distributed to all the attendance and in particular:

- Brochure titled "MICROINSTALLAZIONI PER LA PRODUZIONE DEL BIODIESEL" (en otro format que no sea pdf)

- ONE COPY OF THE NEWSLETTERS PRODUCED DURING THE PROJECT (IN ITALIAN)
- GENERAL BROCHURE ON BIODIESEL
- TECHNICAL BROCHURE ON BIODIESEL

### 3.-PROMOTION OF MICROINSTALLATIONS IN HUELVA REGION (SPAIN)

Diputación de Huelva held on Wednesday March 11 the conference "Microinstalaciones for the production of biodiesel in the premises of the Federation of Enterprisers of Huelva. The conference begun had duration of 4:30 hours. The day aimed to raise awareness of such facilities to local stakeholders in the supply chain of biodiesel or consumers involved in the cycle of production and consumption as farmers, truckers and taxi drivers' associations so they can make their own biodiesel, and be self-sufficient, and any person or firm interested in this topic.

The presentations that took place were:

Presentation. *Oscar Ginel Zurita*. marketing manager. *Empresa EDB. Biodiesel España* "Key aspects for the production of biodiesel"

Presentation. *Angel González Alvarez*. Technical manager. *Empresa ASSIA SL.*, "Current status and future of biodiesel", "Production of biodiesel on compact plants"

BDE Biodiesel España is an engineering that deals with the design and installation of biodiesel plants. They design specific plants for the production of biodiesel.

Como ingeniería, ASSIA S.L. is a small, family type, which moves in the world of the farming industry and all which it entails, including the construction of biodiesel plants both compact plants and high-production lines, extraction of oils and animal fat, use of by-products.



The conference was attended by 31 people. The discussion revealed that the controversial remains the subject of biodiesel.

## 4.-PROMOTION OF MICROINSTALLATIONS IN BURGOS REGION (SPAIN)

### Seminar "MICRO BIODIESEL FACILITIES: A solution to selfsufficiency in fuels"

The seminar was held on February 26, 2009 in the Lecture Hall of the Center for Business Innovation of Burgos

After multiple efforts it was possible to get an excellent draftsman for the seminar, D. Angel Gonzalez of the Industrial Assesorament Agrari SL. D. Angel Gonzalez is an expert with national prestige in the field of Biodiesel facilities.

Through various communications (advertisements in newspapers, magazines, electronic mailing, ...) and with the support of associations and groups of professionals, the conference had a great impact not only among the target audience but also among many fans and stakeholders in renewable energies.

We would like to highlight the cooperation provided by:

- ASAJA-Burgos
- Unión de Campesinos
- ADESBUR
- ADEABUR
- Sociedad Cooperativa SERPAA
- Cooperativa Unión de Burgos GESA
- Cooperativa de Cereal Padre Flórez
- Grupo Odarpi



*\* Dúptico informativo de la Jornada*

It was also ordered the design of 5.000 brochures of the Conference to be distributed through postal mailings and through the aforementioned associations among its members.

Registration for the conference was successful from the start, since the beginning of the campaign registrations of many professionals started to be received.

Days before the celebration of the day we complete the venue (66 seats), while the capacity was expanded to more places to meet other people interested.

The day was divided into two parts: first a theoretical part that was developed at the European Center for Business Innovation of Burgos and a second part which consisted of a visit to the biodiesel plant Pisuerga BIOCOM.

At the reception and accreditation of the day, were given to all attendees of the project materials and more specifically information PROBIO micro Biodiesel facilities.

At 12:30, a bus of 54 seats carried to the assistants to the biodiesel plant of BIOCOM Pisuerga

We got the cover the target audience with a heterogeneous public. Attendees covered all elements of the value chain of biodiesel (farmers, oil distributors, University, City, County, cooperatives, foundations, local development agencies (PRODER), Regional Authority of Energy, business, individuals, ...)

At the end of the day was distributed among attendees of a survey on the same valuation. The main conclusions are the following:

- Regarding for the content of the conference, over 84% of attendees assessed as very interesting or interesting
  
- Regarding the time spent on day 90% of the participants described it as adequate
  
- As a final conclusion on 100% of the participants recommended the day.



*\* Salón de Actos CEEI Burgos*

*\*Llegada a BIOCOM Pisuerga*



*\* Silos interiores BIOCUM Pisuerga*

*\*Explicaciones responsable BIOCUM Pisuerga*

After the Day a website was enabled. In this site an area of direct download of all papers could be found. Furthermore, an email was sent to all registered persons who so requested, with a web link to direct link for download of all papers.

### 5.-PROMOTION OF MICROINSTALLATIONS IN AVILA REGION (SPAIN)

On March 27th, a large group of farmers, representatives of agricultural cooperatives and agricultural unions in the province of Avila, accompanied by the provincial deputies Ignacio Burgos and José M<sup>a</sup> García Tiemblo, responsible for the areas of European Affairs and the Environment, visited the Pisuerga Biocom facilities, in the town of Castrojeriz (Burgos), dedicated to the production of biodiesel. The plant is owed by the agricultural cooperative Odarpi.

The visit had been organized by Avila Provincial Energy Agency, within the framework of PROBIO. The visit had as main objective the first-hand knowledge of the Project.

The manager of this plant was commissioned to show the audience the different phases of the production process, for which is to be used sunflower seed, rapeseed and soybeans, from the energy of its own partners as raw material. The plant has a production capacity of 10,000 tons of biodiesel per year and the use of the final product is the sale to wholesale distributors and service stations which dispense biodiesel.

This visit is intended to complete actions in Avila and aim to farmers, since had been previously developed two courses on energy crops.

