



D22-BIODIESEL POINTS CARD

1. BIODIESEL POINTS CARD IN BURGOS, AVILA AND HUELVA (SPAIN)

The biodiesel point's card was developed in the three Spanish provinces of Probio Project, so the way of working is basically the same, the different are in the benefits for the consumers.

The purpose of the task of the development, implementation and maintenance of a points cards System is the achievement of the biodiesel consumer loyalty through small incentives.

In May 2008, after studying the bids submitted and the commitments of different enterprises, this work is contracted to CENTRO REGIONAL DE SERVICIOS AVANZADOS (C.S.A.). This enterprise is responsible for maintaining the card system and technical assistance to users of this system during year 2009 (petrol stations and consumers)

The system also has a web site <http://puntonet.csa.es/probio> running the management application for the use of point cards

In this website you can find information about the project, biodiesel, point cards and a map of petrol stations associated to the system. One can also find, once discharged into the system, access to a private area where the refueling and consult the catalog of available gifts

1.1. BURGOS PROVINCE IMPLEMENTATION

Several meeting with Local Authorities have been done along the project in order to establish tax-cuts' ordinances in different Councils, but due to the lack of time, since the civil service works slowly, and the continuous confusing information provided by Media and the proposals of the European Commission Environmental Bodies to review and reduce the European objectives for biofuels have made the situation more difficult, just two of them have approved the motions mentioned. A lot of meetings have been done with this municipalities, and even

more than 38 of them have asked for the draft of the ordinances. Therefore an added way to promote the use of biodiesel point card was looked for, being this a promotional gifts delivery.



EL PROYECTO PROBIO

PROBIO es un proyecto cofinanciado por el Programa Europeo "Energía Inteligente" que se centra en promocionar la integración entre producción y consumo dentro de la cadena de suministro del biodiésel, a nivel europeo en general y más en concreto en las cinco regiones participantes: provincias de Burgos, Avila y Huelva (España) y regiones de Pomurje (Eslovenia) y Abruzzo (Italia). Con la puesta en marcha de los sistemas de tarjetas de puntos de biodiésel se pretende fomentar el consumo de este biocombustible entre los ciudadanos de las provincias participantes, de forma que se conviertan en beneficiarios directos de las ventajas energéticas, económicas y medioambientales del biodiésel.

EL SISTEMA DE TARJETAS DE PUNTOS

El sistema de tarjetas de puntos PROBIO se ha implantado en diferentes estaciones de servicio que ofrecen biodiésel en la provincia de Burgos. La utilización de la tarjeta es muy sencilla, ya que simplemente con presentarla durante cada repostaje de biodiésel durante el año 2009, sus consumos se irán registrando y con ello cada usuario acumula los puntos necesarios para obtener los regalos que aparecen en este catálogo.

Catálogo de regalos

Tarjeta de puntos de biodiésel

Agencia Provincial de la Energía de Burgos

Intelligent Energy Europe



Utilice la tarjeta de puntos de biodiésel PROBIO y además de consumir un combustible renovable y proteger el medio ambiente, podrá conseguir una amplia gama de regalos.

MANOS LIBRES 400 puntos	MARCO DE FOTOS DIGITAL 500 puntos	BICICLETA PLEGABLE 800 puntos	NAVEGADOR 1.000 puntos
GUÍA DE VIAJE 200 puntos	TALÓN BONOTEL 100 puntos	BOTIQUÍN PARA EL COCHE 100 puntos	KIT DE EMERGENCIA VEHÍCULOS 100 puntos
LINTERNA SIN PILAS 40 puntos	PARAGUAS 50 puntos	PODÓMETRO 50 puntos	MANTA-COJÍN DE VIAJE 50 puntos
PARASOL 25 puntos	LIBRETA Y BOLÍGRAFO REICICLADO 25 puntos	Disponibilidad de regalos hasta fin de existencia. Consulte las condiciones de uso de la tarjeta y lista deGifts en el programa de puntos creado a la web www.probio-project.com/SP	

Intelligent Energy Europe

The petrol stations that are collaborating with this campaign are 14 currently, they have been provided with a point of sale terminal (PST) to accumulate the points each time the consumer full the vehicle with biodiesel. We must highlight the fact that at Petrol Station are provide with brochures about the campaign including the biodiesel point's card, as well as poster with the same information to put on the Stations.



PR•BIO
Integrated promotion of the biodiesel chain

biodiésel

Intelligent Energy Europe

Agencia Provincial de la Energía de Burgos



Esta tarjeta es personal e intransferible. Su utilización queda sujeta a la aceptación de las condiciones del Programa de Fidelización de Clientes del Proyecto Europeo PROBIO. Teléfono de atención al cliente: 947 256 580. Consulta de condiciones y puntos acumulados: www.probio-project.com/SP

PR•BIO
Integrated promotion of the biodiesel chain

Intelligent Energy Europe

Agencia Provincial de la Energía de Burgos



The number of cards distributed has been 1.000 and there have been 408 activated cards at the end of the project. The difference between cards distributed and activated can be due to the fact that being rural areas where the cards have been distributed, people do not have access to internet, and also to the fact that people just call once to the service and if the phone was engaged, or they call at hours when the service do not work, they forgot to call again, therefore that card was lost.

1.1.1 COMPLEMENTARY ACTIVITIES TO BODIESEL POINTS CARD SYSTEM

Moreover the Petrol Stations have been provided with the as well as post cards with the location of the petrol stations:



The biodiesel points card has appear in TV, Radio and Newspaper and magazines. The appearances of politics in theses Petrol Station, together with the media campaign have caused a big number of activations.

1.1.2 PETROL STATIONS ASSOCIATED TO BODIESEL POINT CARD SYSTEM IN BURGOS

E.S. LECLERC
Centro Comercial Leclerc
c/ Californias, s/n
MIRANDA DE EBRO (BURGOS)

E.S. DACAR
c/ Bemposta, parcela R-97
Polígono Industrial Allendeduero
ARANDA DE DUERO (BURGOS)

E.S. LAS BRUJAS
Carretera Burgos-Villarcayo (C-629), km. 35
CERNEGULA (BURGOS)

E.S. NORPETROL
c/ Burgos, 11
Polígono Industrial La Vega
BRIVIESCA (BURGOS)

E.S. NORPETROL
Carretera de Belorado (BU-710), km. 1
BRIVIESCA (BURGOS)

E.S. SAIZ
Carretera Logroño-Vigo (N-120), km. 134,5
VILLANUEVA DE ARGANO (BURGOS)

E.S. BEROIL
Carretera Madrid-Irún (N-I), km. 249
RUBENA (BURGOS)

E.S. LAS ARENAS
Carretera Madrid-Irún (N-I), km. 247 (Villafria)
BURGOS

E.S. AVIA-VISTA ALEGRE
Centro Comercial El Mirador
Carretera Burgos-Santander (N-623), km. 2
BURGOS

E.S. VIVAR DEL CID
Carretera Burgos-Santander (N-623), km. 10
VIVAR DEL CID (BURGOS)

E.S. ANGULO OÑA
Carretera Logroño-Santander (N-232), km. 508
OÑA (BURGOS)

E.S. EBRO
Carretera Burgos-Santander (N-623), km. 60
ESCALADA (BURGOS)

E.S. VILLALÓN
c/ López Bravo, 93
Polígono Industrial de Villalonquérjar
BURGOS

E.S. PINAROIL
Carretera Burgos-Sagunto (N-234), km. 435
Cruce de La Revilla
LA REVILLA (BURGOS)

1.2 AVILA PROVINCE IMPLEMENTATION

Once finished year 2009 the consumers could ask for the benefits that are these two:

1. **50% Local Vehicle Tax Cut**, during the year the consumer must pay in their respective Municipality the Local Vehicle Tax corresponding to 2009 year, and after ask to the

Avila County Council (where the 248 municipalities belong) the reimbursement of that 50%, this is firstly in order to avoid the reduction of the municipalities incomes, specially in this time of global crisis, and secondly to allow all the citizens to take part in this campaign.

- Promotional gift delivery (Fleece Jacket):** as the campaign will finish in winter it is foreseen to deliver this promotional material with Avila County Council, EREN and Probio and Intelligent Energy Europe logos to promote biodiesel between drivers. EREN (Regional Energy Organization) has founded this promotional gift.



The petrol stations that are collaborating with this campaign are 8 currently, they have been provided with a point of sale terminal (PST) to accumulate the points each time the consumer full the vehicle with biodiesel. We must highlight the fact that at Petrol Station are provide with brochures about the campaign including the biodiesel point's card, as well as poster with the same information to put on the Stations.

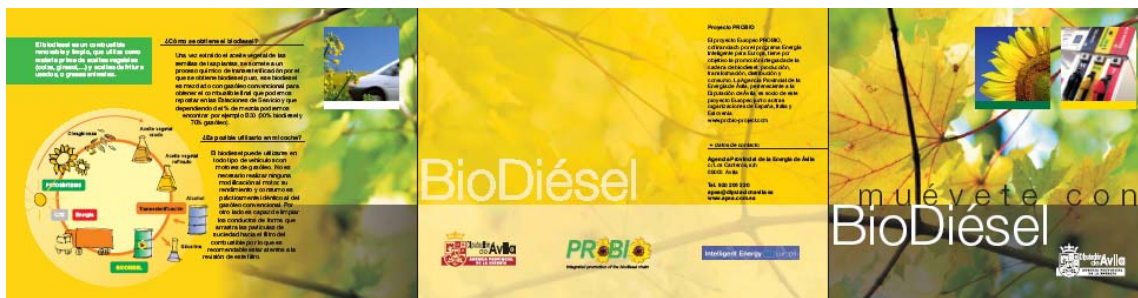


The number of cards distributed has been 500 at the beginning, and to activate the cards the consumer must call a central phone number of the system supplier to provide them with the data, but this service was working during the week and so many calls were made at weekend so many consumers forgot to call again, therefore that card was lost. Then from the Agency ask for 250 cards more and we facilitate the activation process to consumers,

just only providing their data to the petrol station or to us we activated the card. At 30 June 2009 were 262 cards working in Avila province. At the moment, the campaign is a successful action for our province with so many consultations about biodiesel in our office or at Petrol Stations, and according to the opinion of biodiesel owners.

1.2.1. COMPLEMENTARY ACTIVITIES TO BIODIESEL POINTS CARD SYSTEM

Moreover the Petrol Stations have been provided with the generic brochures on biodiesel to spread the advantages of biodiesel, how to obtain it, CO2 cycle and the map of our province with the location of biodiesel petrol stations, as well as Probio web site and our Agency contact data:



On the other hand, those municipalities around petrol stations were provided with the Biodiesel Itinerant Exhibition to support this campaign with general information about the production process, the raw materials, the advantages and other information concerning this biofuel.

The biodiesel points card campaign was strengthened by the Media Campaigns in TV, Radio and Newspaper and magazines in April and May, in fact the number of activations increased notably in those months.

The Avila County Council developed in Plenary Session a Motion to promote Biofuels, with different commitments as “Promote the use biodiesel in big Fleets”

1.2.2. PETROL STATIONS ASSOCIATED TO BODIESEL POINT CARD SYSTEM IN AVILA

E.S. BELLAVISTA

Ctra. Soria-Plasencia, km 335
05600 EL BARCO DE AVILA (AVILA)

ES. FERNANDEZ BERMEJO, S.A.

Avda. Lourdes, 3
05400 ARENAS DE SAN PEDRO (AVILA)

ES. FERNANDEZ BERMEJO, S.A

CTRA. AVILA-TALAVERA, km. 78
05418 RAMACASTAÑAS (AVILA)

E.S. GREDOS

C/ Bonal, s/n
05635 NAVARREDONDA DE GREDOS (AVILA)

E.S. HERMANOS CRUZ

Ctra. N-501, KM. 147,8
05309 CHAHERRERO (AVILA)

E.S. JUANJO

N-403, km. 102
05110 EL BARRACO (AVILA)

E.S. LAS FUENTES

Area de Servicio "Las Fuentes"
Pol. Industrial "Tierra de Arévalo"
Aptdo. Correos 122
05200 AREVALO (AVILA)

E.S. LA MORAÑA

Ctra. Avila-Arévalo, AV-804, km. 21
5164 ANSANCHO (AVILA)

1.3 HUELVA PROVINCE IMPLEMENTATION

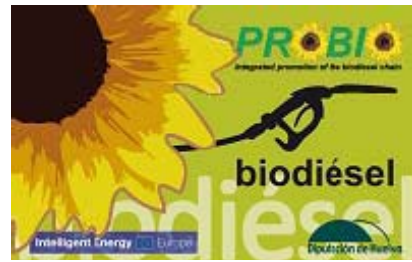
The system has been well received in the province, being asked in the gas station more than once, a greater number of cards.

Notably, the collaboration of BIONOR (principal distributor of biodiesel in the province of Huelva) was notable. They were attending to all the meetings of the Diputación de Huelva, and also have contributed with 1.000 euro to purchase gifts. Furthermore two people of Bionor have been traveling among the different gas stations to inform the public about biodiesel and the card points in the first months of the year.

The users are being encouraged by two types of gifts:

Points redeemable for gifts:

- Aluminum Parasol
- First Aid Kit
- Polar Blanket
- Pedometer
- Emergency Car Kit



Gifts for the 5 largest consumers:

- Portable DVD
- GPS Navigator
- Bluetooth handsfree



The petrol stations associated are 14 currently, they have been provided with a point of sale terminal (PST) to accumulate the points each time the consumer full the vehicle with biodiesel.

The number of cards distributed was 600. At 30 June 2009 were 128 cards working in Huelva province.

1.3.1. COMPLEMENTARY ACTIVITIES TO BIODIESEL POINTS CARD SYSTEM

Promotional posters of point cards system for placement at petrol stations.



Promotional brochures that explain how the system works and its advantages for its distribution to biodiesel consumers at service stations associated to the project.

The biodiesel points card campaign was strengthened by the Media Campaigns in TV, Radio and Newspaper being introduced in December 2008 by the representative of renewable energies in Huelva.

1.3.2. PETROL STATIONS ASSOCIATED TO BIODIESEL POINT CARD SYSTEM IN HUELVA

E.S. GESGASÓLEO

Pozo del Camino – 21400
AYAMONTE (Huelva)

E.S. TERRENOS Y CARBURANTES, S.A. (TYCSA)

Ronda Exterior Norte s/n – 21005
HUELVA

E.S. TERRENOS Y CARBURANTES, S.A. (TYCSA)

Av. Tráfico Pesado km. 9,5– 21007
HUELVA

PLATERO, S.A.

Ctra. San Juan-Palos, Km. 4,783 – 21800
MOGUER (Huelva)

E.S. ALOSNO, S.L.

Ctra-443 (Cabezas Rubias-San Bartolomé de la Torre) km 27,6 – 21520
ALOSNO (Huelva)

E.S. EL CAMPILLO DE HUELVA

C/ Manuel Centeno, s/n – 21650
EL CAMPILLO (Huelva)

E.S. LA NAVA DE HUELVA

Ctra, N-433 Km.105 (Cruce Jabugo) – 27370
LA NAVA (Huelva)

E.S. LEPE CARBURANTES, S.L

Ctra. de Lepe - La Antilla, km. 0,9 -21440
LEPE (Huelva)

E.S. PUERTA DOÑANA, S.L.

Ctra. de El Rocío, Km. 1,5 - 21730
ALMONTE (Huelva)

E.S. PEREZ RODRIGUEZ, SL

Autovía Huelva-Punta Umbría, Km. 7 – 21110
ALJARAQUE (Huelva)

E.S. EL ROCIO, Jose M^a de la Casa e hijos SL

Crta. H-611, Km. 4,75 – 21710

BOLLULLOS PAR DEL CONDADO (Huelva)

E.S. BEAS (DISAGÓN)

Ctra. N-435, Km 210 – 21630,
BEAS, (Huelva)

E.S. LOS PINOS DE VALVERDE S.L. (DISAGÓN)

Crta. Cáceres a San Juan, Km 198,9
21600 VALVERDE DEL CAMINO (Huelva)

E.S. ZALAMEA LA REAL (DISAGÓN)

Crta. N-435, Km 171,6,
21640 – ZALAMEA LA REAL (Huelva)

2. BIODIESEL POINTS CARD IN REGIONE ABRUZZO (ITALY)

Regione Abruzzo/Araen has not implemented the point card system, being the explanation the following:

During the first Panel Control meeting which was held in Pescara some problems connected to the Italian legislation came out. As a matter of fact, because of legal constraints, Italian petrol stations (opened to the public) cannot sell a blend with a percentage of biodiesel higher than 5%. (**annex 1 D.Lgs. 128/05** (*see Other Deliverables*))

A different situation exists for those distributors that are not opened to the public but that are used by big consumers to refuel, for example their fleet, where it is possible to use a diesel biodiesel blend with a percentage of biodiesel higher than 5%.

For this reason Regione Abruzzo staff started immediately to work in order to find a possible solution to overcome the above mentioned problems that strongly hindered to actualization of PRobio Project WP4, and in particular the establishment of new selling points, which do not exist in Italy and which are impossible to establish due to the previously mentioned law, D.Lgs. 128/05.

As a consequence of the previously mentioned situation also the Biodiesel Point Cards system would be impossible to develop, since there are no selling points where to implement it.

After internal meetings to discuss the best solutions to be adopted in our Region, it came out that in Regione Abruzzo there was a municipality (Pizzoferrato) with a gasoline station owned by the Municipal Government itself, that thanks to a very special legal situation (the only example in Italy) could open a biodiesel gasoline pump with a percentage of biodiesel higher than 5%, selling the customers through member cards. This would give us the possibility to both open a new selling point and to develop the Point Cards System among all the customers of this selling point.

First Contingency Plan

Therefore, we contacted the Mayor of Pizzoferrato Municipality and we had several meetings with him to assess the above mentioned solution. After having verified that the solution was viable, we wrote and sent to the coordinator the Following CONTINGENCY PLAN:

Contingency Plan Regione Abruzzo:

Because of legal constraints, Italian gasoline station cannot sell a blend with a percentage of biodiesel higher than 5%, D.Lgs. 128/05. Moreover it is not compulsory to declare it, so the

general public is not aware neither of the blend nor of the possibility of using biodiesel as a renewable biofuel. For this reason in Italy there are no Biodiesel selling points and it is not possible to open any new one.

The solution that we propose is to use a gasoline station owned by a municipality in Abruzzo (Pizzoferrato) that sells the customers through member cards. It would be the first example of biodiesel selling point in Regione Abruzzo and in Italy. This would also give us the possibility to develop the Point Cards System. The cards could be distributed to the customers and other people that must go to that specific gasoline station to refuel biodiesel. We have already spoken to the mayor of this Municipality who told us that they are ready to collaborate with us. If we develop this initiative as a pilot/demonstration project we can pave the way for the future and hopefully create good conditions for other similar initiatives.

This plan was approved but Araen could not continue ahead with it for the following reasons:

Immediately after, we organized an “on the spot investigation” in Pizzoferrato where we sent our technicians and some technicians sent by Fox Petroli, the Biodiesel producer and distributor that was supposed to sign the commercial Agreements with Pizzoferrato Municipality. Unfortunately, in Pizzoferrato there were elections and a new Mayor was elected. After a transition administration the new elected Mayor decided to give the management of the distributor to the privates and therefore the Italian legislation D.Lgs. 128/05, and all the mentioned constraints are now applicable.

The distributor now does not belong to the municipality anymore because it was sold to a private owner who cannot sign any agreement because of the legal constraints that now affect this distributor as well as all the other distributors in Italy. It was tried to obtain a derogation to the law D.Lgs. 128/05 in order to open a new selling point in Pizzoferrato but it didn't succeed. It was immediately communicated all the difficulties encountered in Regione Abruzzo to the project coordinator who told us that also our Slovenian partner was having similar problems and suggested us to study the Slovenian partner Contingency Plan to see if it was possible to do something similar in our region.

As a matter of fact, Araen would like to point out an initiative that is taking place now even if after the end of Probio project, the initiative of point cards called “ECOCARD” to be distributed to the virtuous citizens that have environmental friendly habits among which cooking oils collection. This initiative is under way despite the end of PROBIO Project. The card stores points that will grant fiscal bonuses to the virtuous citizens. The initiative was presented on 8th July and it proves that the activities launched by PROBIO Project are taking place even if late compared to the project time schedule. This means that Regione Abruzzo partnership in PROBIO Project raised awareness and led to further activities that will continue long after the end of Probio Project. **(Annex 2 initiative of points cards called Ecocard promoted by Regione Abruzzo (see Other Costs))**

3. BIODIESEL POINTS CARD IN POMURJE REGION (SLOVENIA)

The fact is that conditions regarding biodiesel production and consumption have significantly changed due to increased food prices. In Pomurje we have a network of farmers, i.e. producers of energy crops. They delivered energy crops to biodiesel producer. The biodiesel producer, in return, supplied them with the biodiesel.

However, the established farmers' biodiesel stations are no longer in operation. This is because the biodiesel producer did not receive any orders for biodiesel consumption from farmers since November 2007 (due to uncompetitive price of biodiesel). And also the biodiesel producer doesn't produce biodiesel anymore, because the prices of raw materials are too high. So the situation is totally different regarding the situation by the preparation of the application.

We now have one operating biodiesel station in the capital of Slovenia. At this station the monthly sale is from 60-90l biodiesel. This sale is in the test phase and could be cancelled any moment.

The prices of raw material – in the Pomurje region is the most regular oil seed for biodiesel production- are too high. We have prepared the analytical study about waste oil collection networks and through this and regarding the situation in Pomurje region we have included the idea that biodiesel can be produced also from wasted oils, so our proposal to the coordinator and then to the Commission was to establish the **point's card system** for collecting waste oil (à to be used in biodiesel plants). After receiving the approval of Contingency plan for Pomurje region from the Commission, we have implemented the public order to develop the point cards system.

Selected subcontractor was ADESCO Menedžment investicije in marketing za energetska zanesljivost in konkurenčnost d.o.o. Regarding to the contract and our specification based on the confirmed Contingency plan, they have developed the points cards system for collecting wasted oils. Here were included the designs of CD-cards, stickers, little promotional leaflets, boxes, posters, TV ads,...

To implement this, 5 neighbourhoods have been included and the housekeeping's were motivated to collect waste oil from their households. The inhabitants have get points – labels to stick on the promotional paper of the PROBIO project (specificity for collecting the wasted oils). For this, they have been awarded with points for each litre and get a prize after collecting 5 litres of wasted oils they would get 1 litre of vegetable oil. All housekeeping's, which were collecting wasted oils and stickers, were part of the award competition **“Wasted oil is useful waste”**.

The duration of award competition was from February 2009 till end of May 2009. 517 of housekeeping's – users of the biodiesel point card were included in the award competition. To all participating housekeeping's were distributed:

- 500 boxes for collecting wasted oils (3,5l),
- 520 CD-cards with presentation of the PROBIO project and award competition
- 520 little promotional leaflets for collecting stickers



This boxes and all information's regarding the award competition **“Wasted oil is useful waste”** and biodiesel were available at headquarter RA Sinergija.

Wasted oil has been collected on 5 different locations:

- Martjanci
- Beltinci
- Dokležovje
- Motvarjevci
- Gornji Črnci



The collected wasted oils from the housekeeping's have been brought to the collection point. The Collector of the wasted oil that had pick up the box with wasted oil from the collecting point and transferred to the biodiesel plant, where have been those **wasted oil used for the production of the biodiesel** in distributed to the users.

The housekeeping's with the most of collected stickers – most litters of wasted oils, were awarded. The main price was bicycle as environmental friendly transport vehicle for the most litters of collected wasted oils. Other prices were boxes for collecting separated waste in the housekeeping's, baking bread appliances and Teflon pans. Organized was awarding of prizes in Martjanci. We have presented the implementation of the PROBIO project, also the Biodiesel

and transport exhibition. Mr. Stanislav Sraka, director of RA SINERGIJA has presented the results of the award competition.

The point's cards system was very successful. The housekeeping's were very happy to collect wasted oils, because otherwise the wasted oil ends in the canalization. This way they also contribute to the cleaner environment. Point cards system was very good toll to present the project PROBIO and the biodiesel chain to the general public.

The most litters of wasted oils were collected in Beltinci 855L. The common quantity of collected wasted oils from all collecting points was 2056 litters.

This way we have also promoted biodiesel, distributing the booklets and increasing the public awareness about biodiesel. During the implementation of the award competition – Point cards system many answers regarding biodiesel have been answered and many debates developed among the general public. This way the general public has been aware of importance of production and consumption of biodiesel and they have contributed to the decrease of CO2 emissions and cleaner environment. This was very good approach to promote biodiesel, because the participants of points cards system were happy to contribute to the environment and become aware of the biodiesel.

