

Task 5.4 Support in development of practical initiatives

Methodology Guideline



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1. Background & aims

The main driving force in the market place, such as the biomass markets, is the possibilities to make business. In order for fair competition and European wide (in our case BSR wide) trade of biomass and biomass related equipment, the framework conditions needs to be harmonised and transparent. There are many examples of good business cooperation between the BSR countries today, but there are still large potentials for increased business opportunities. In order to push the BSR wide technology and other business cooperation, it is essential to create platforms and meeting places. Such networks and platforms have been elaborated on in the past and will be used for further business cooperation. Within this project a virtual broker platform will be developed to facilitate needs of all stakeholders in the supply-demand chain, facilitating fair trade options for further business development in the region.

Practical possibilities to create networks, clusters, and public-private partnerships are seen as an important part of development of the bioenergy sector and are the key action of this task, and will be facilitated through coaching, training and provision of necessary **communication platforms**¹. Also, the potential projects will be facilitated with professional support in business-finance analysis and matchmaking with investors. The actions will be followed up to find possible investment possibilities, in which NEFCO will be an essential partner for further capitalisation of investments. Contact made in the projects will be followed up for investments.

Aims in relation to the below mentioned Communication Platform:

- Public-Private Partnerships (100 days in professional advice);
- Networks and Clusters (100 days of coaching and support);
- Investment projects on supply and use of bioenergy (100 days of professional consulting).

The deliveries from task 5.4² is as follows (with month period in parenthesis):

- ✓ Preparation of the common methodology for Communication Platform (M1-6)
- ✓ Guide/ Rules for services support & facilitation workshops (M7-12)
- ✓ Project facilitation workshop no 1 (M12-17), no 2 (M19-24) and no 3 (M25-30)
- ✓ Provide supporting services at the communication platform based on the demand (M19-24) and (M25-30)
- ✓ Pre feasibility/ feasibility studies (M19-24), (M25-30) and (M31-36)
- ✓ Summary report on support activities (M31-36)

¹ Note that the term "Communication Platform" is used in this context as a general description of a set of actions. In this case the actions described as advice, consultation services, training and facilitation workshop arrangements. All these together and with a spread among the different participating countries, is related to the "platform". It's a way of symbolising the networking and support actions in one term.

² Task 5.4 links to the pilot activities in WP4 (task 4.5) and to the database in WP2 for making organisations aware and available for practical actions, including facilitation workshops (b-2-b meetings). In addition the task connects to the other WP5 tasks, especially the Virtual Brokerage Platform (task 5.3).

2. Advice

The advice role in task 5.4 is defined as advice given to establish **public-private partnerships**. In total 100 man-days³ should be spent for this kind of advice over the project period. Public-private partnerships could for example be:

- Advice on fuel supply agreements for a municipality from surrounding farmers
- Advice on possible installations of equipment for heat production from private supplier to a public building (note the similarity with chapter 4...)
- Advice on strategies for biomass utilisation in a region in which public and private stakeholders could and will co-operate
- etc

The definition is not crystal clear, and the partner giving the advice should be aware of the public-private partnership as the key to the advice. It is also important to document the advice, even though small and/or short - use the template called “Business consultation report” and make changes if necessary⁴.

Key to activities: sustainability criteria.

3. Coaching & support

The “coaching & support” in task 5.4 is defined as activities done to **establish networks and/or clusters** on local/regional/national scale to make the future utilisation of biomass easier and possible. In total 100 man-days will and shall be used for this work. Examples of activities could be:

- Assisting in establishing meetings between market actors for discussions on network establishments
- Assisting a network by making phone calls to market actors that could be possible members of the network
- Connecting regional market actors to national and/or international networks
- Facilitate discussions between market actors for establishing clusters related to selling biomass heat (companies delivering different parts of a concept for heat deliveries)
- etc

The definition is not crystal clear, and the partner coaching/supporting should be aware of the networking/cluster building as the key to the advice. It is also important to document the activity, even though small and/or short - use the template called “Business consultation report” and make changes if necessary.

Key to activities: sustainability criteria.

³ Note that one public-private partnership can use several man-days, i.e. the number of man-days does not correspond to a similar amount of partnerships

⁴ As soon as a template has been filled out, it should be sent to the Lead Partner with a copy to the WP leader.

4. Professional consulting

“Professional consulting” is all advice and support given in relation to specific investment projects, i.e. support related to one specific object or project, and service on how to realise the investment. This could include technical consulting advice or economical issues, but could also be putting the person or organisation to which the consulting service is given in touch with other organisations or companies for further improvements of the investment object/project. In total 100 man-days of consulting service will be given during the project period.

The definition is not crystal clear, and the partner giving the consulting service should be aware of the investment objects/projects as the key to the service given. It is also important to document the activity, even though small and/or short - use the template called “Business consultation report” and make changes if necessary.

Key to activities: sustainability criteria.

5. Training

Training activities are activities related to educating a person or a group of persons in issues related to biomass utilisation, such as

- how to establish sustainability criteria for a project
- how to calculate costs for a plant or maintenance of a plant
- how to establish the resource base for a biomass project
- how to go about making a strategic alliance / cluster for business collaboration
- how to incorporate local/regional public authorities in planning of biomass utilisation
- etc

Organisations relevant for training activities are e.g. forest owners on biomass (fuel) production, building owners interested in conversion from oil/gas to biomass for heating or branch organisations interested to establish clusters for biomass utilisation.

The training activities should be documented using the JTS templates for events - see below - or if smaller actions, the template for dissemination activities (also below).

Key to activities: sustainability criteria.

6. Pre/feasibility studies

Pre/feasibility studies are studies related to direct investment possibilities - cf. the professional consulting service above. While the consulting service above may only result in oral advice (even though the documentation for the project is crucial - see Annex 1), the pre/feasibility studies always result in a report documenting the technical, social, economical issues related to the project. No template is available for this documentation/report, as the situations vary a lot.

Key to activities: sustainability criteria.

7. Facilitation workshops

The facilitation workshops are more or less the same as business-to-business meetings, with the aim to connect market actors for biomass utilisation purposes. While the actions taken in WP4 could be amongst regional market actors, the task 5.4 workshops are related to transnational co-operation, or possibly national co-operation between private and/or public stakeholders.

The three facilitation workshops planned should be arranged in collaboration with Enterprise Europe Network (EEN), being the key network for business-to-business meetings on behalf of the European Commission. In addition, collaboration should be sought or established with European branch organisations for biomass (AEBIOM, EUBIA) or World Biomass Association (WBA). The workshops also give the possibility to connect the Bioenergy Promotion project with the rest of the European biomass network.

Each workshop should be evaluated in two stages:

1. Questionnaire⁵ amongst participants in the workshop on their view of the effectiveness and value of the workshop
2. Follow-up call to selected participants to see if anything has happened after the event. This should be done 3-6 months after the event.

Due to the many events related to biomass and/or cleantech business events in Europe at present, the events selected should be done in collaboration with EEN and AEBIOM/EUBIA/WBA. Overlap in time of events is possible and probable, but through collaboration with the organisations mentioned, we have a chance to make the events interesting to a larger audience.

The facilitation workshops should be documented using the JTS templates for events - see below.

Key to activities: sustainability criteria.



⁵ The template for this will be developed by the task leader

ANNEX 1 - Templates for follow-up/documentation

NOTE: templates are accessible from the project web site

“Event Minutes”

(should be complemented with agenda and participant lists)

Project name:

**Minutes
of the XXX meeting**
dd.mm.yyyy; hh:mm – hh:mm
Town/Country
(name, theme, date, time, town and country of the meeting be added)

Participants: See list of participants.
For each meeting a project should have a list of participants. Each participant should sign this list.

Agenda:
For each meeting a project should have an agenda. The points of the minutes should follow the agenda. A short description of the discussion, conclusions/decisions and assignments should be written down for each subject.

The following list of points is an example only. It should be adapted to the project's needs.


- 1. Opening**
- 2. Confirmation of the quorum of the meeting**
- 3. Approval of the minutes of the previous meeting, approval of the agenda**
- 4. Activities, progress of work package(s) and project, upcoming activities, etc.**
 (Especially important: the discussion, decisions and potential assignments to be written down!)
- 5. Other issues**
 (Especially important: the discussion, decisions and potential assignments to be written down!)
- 6. Next meeting**
- 7. Closing of the meeting**

Place, Date

Signature



Name and position of the signatory

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and Partnership Instrument)

“Dissemination activities”

Dissemination activity report

Please fill out where applicable and indicated with !

Partner/person making this summary:

Dissemination Activity description:
—

Date and location:
—

What was disseminated (if publication: where?)?
—

Target group(s) + number reached (estimate):
—

Number of disseminated material:
—

Main results, option for follow-up:
—

Further information:
—

“Business cooperation”

Business consultation report

Please mark the relevant consultation service: ‘Advice’, ‘Coaching and support’, ‘Professional Consulting’

Partner/person making this summary: Text ...

Consultations to:

Organisation 1: Text ...

Contact person: Text ...

Email: Text ...

Nationality: Text ...

Organisation 2: Text ...

Contact person: Text ...

Email: Text ...

Nationality: Text ...

(to be duplicated if applicable)

General

Date and place for consultation: Text ...

Describe the background for the consultation (why and how did it occur?) Text ...

Results

Short description of the nature of consultation, including how the co-operation was initiated: Text ...

Any agreements made? Text ...

Follow up

Anticipated follow-up activities (by you or others): Text ...

If successful - what will be the result? Text ...