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Regional Networks for the  
development of a Sustainable  
Market for Bioenergy in Europe



Contract N°: IEE/09/769/SI2.558258  
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## The BioRegions Proposal Development Experience

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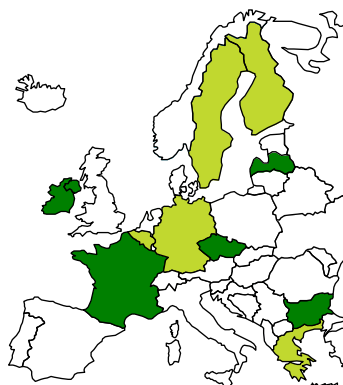
## Project Summary



The project supports the creation of “bio-energy regions” that get at least 1/3 of their heating and electricity needs from regional and sustainable bio-energy.

BioRegions will:

- Support the development of **efficient and reliable biomass markets**
- **Stimulate investment** into bio-energy projects and trading businesses
- **Inspire rural areas** in Europe to follow the example of the target regions



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## First Steps

- The Achenal region was approached by areas wanting to replicate its activities → **concept from the “real world”**
- We went through the IEE documents and identified the relevant priority → **concept should fit well to priority**
- Our core team defined first our objectives → **clearly aligned with the work programme**
- The main idea was to identify success factors and use them to create new bio-energy regions → **FOCUS**
- We found similar projects and planned our activities accordingly → **show your added value**

## Next Preparatory Steps

- Our impact was small on European scale but with high replication potential → **think of the impact**
- We identified a “multiplier” with direct access to 600 rural areas in Europe → **think big**
- We defined the desired characteristics and brought to the group more regions through contacts in the various countries → **identify and engage your target groups**
- We defined the necessary expertise and searched for suitable partners → **bring key actors to the consortium**



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## Consortium Building Tips

- Include main key actors and target group representatives  
→ **Experts, specialists in communication, financing...**
- To keep the size manageable we had to get partners that combine desired characteristics → **less than 15 partners**
- It takes time → **start early and have a contingency plan**
- Some “new” partners left after the conditions were clear → **explain early the financial arrangements**

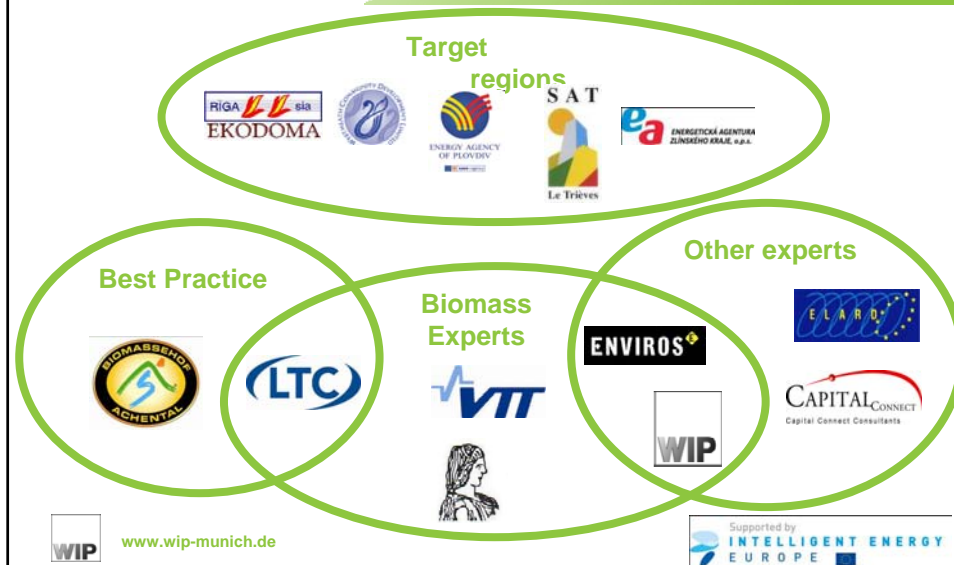


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## BioRegions Consortium



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## Proposal Development

- First we defined a clear structure and agreed on work-package leaders → **description developed by the relevant partners**
- Intensive communication was necessary → **get to know your partners through a meeting – or at least phone them**
- We use the experience of Action Plan development from other projects → **do not duplicate - use existing material and tools**
- Facebook, webvideo etc → **innovative communication**
- Bottom-up budget → **keep balance**
- Partners need clear instructions for formalities → **understand their logic**



## Implementation



- Careful consortium building and interactive meetings have created a motivated team
  - In the 9<sup>th</sup> month the interaction of the different expertise and backgrounds is already working very well
  - IEE allows us to spread positive experiences and know-how **efficiently**
  - Each region is putting extra effort so that it is not “left behind” in the international project context
- **It is worth participating**

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