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Bioenergy Market Uptake in SMEs: Preliminary Conclusions & Discussion

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Your partner in bioenergy

Content

- SecureChain project
- Evaluation – SMART criteria
- Evaluation – ‘soft’ criteria
- Preliminary conclusions



SecureChain project

- 20 pilot projects were selected and supported by the consortium
- Support was centered around three main topics
 - Sustainability and certification
 - Implementation
 - Financing

Sustainability



- Pre-check
- LCAs
- Certification

Implementation



- Business plans
- Advisors (vouchers)
- Learning Labs
- Trainings/study tours

Financing



- Pre-check
- Market segmentation
- Risk asses. tool
- Finance mentoring
- Roadshows

Evaluation

- Goal of the evaluation was to judge the success and the appropriateness of the activities carried out in SecureChain
- “Hard” criteria – what happened
 - SMART indicators
- “Soft” criteria – why it happened
 - Short survey – in the form of a semi-structured interview of SME project owners
 - Focus is on changed behaviour – what changed because of the project



Evaluation – SMART criteria

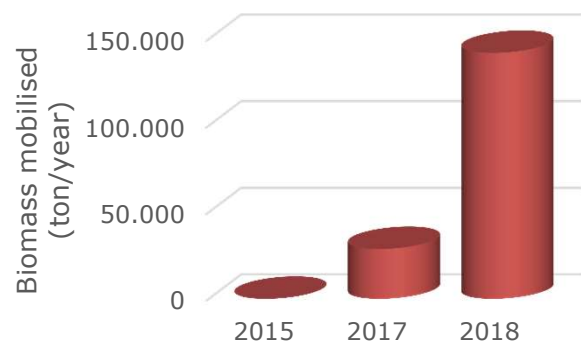
- ‘Objective’ evaluation of **what** has happened
- The following criteria were defined:
 - Solid biomass mobilized (tonne/year)
 - Final renewable energy production (GJ/year)
 - Reduction of GHG emissions, based on figures derived from the Life Cycle Assessments (ton CO₂-eq./year)
 - Direct and indirect jobs created (FTE)
 - Total investments triggered (Euro)



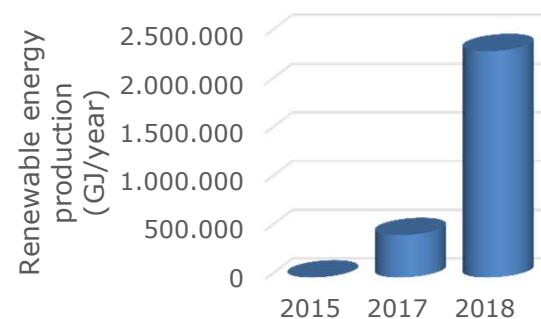
- Definition in 2015/2016, ‘update’ in May 2017, Final data in 2018
- Data provided by the pilot plant owners together with the Region Lead Partners

Evaluation – SMART criteria

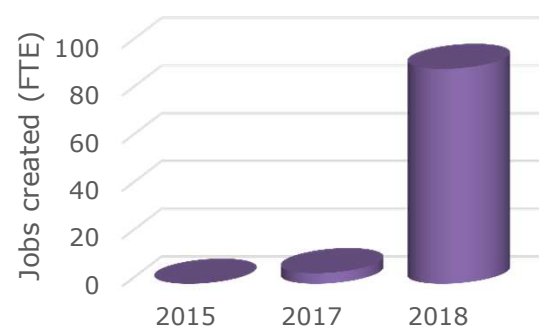
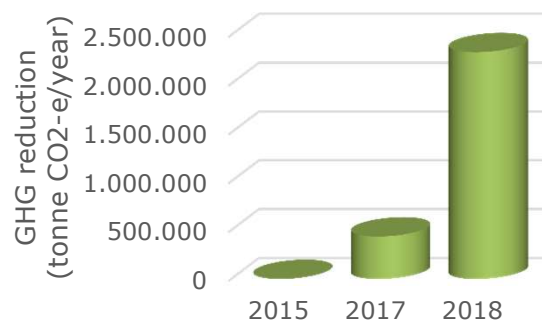
Biomass mobilised



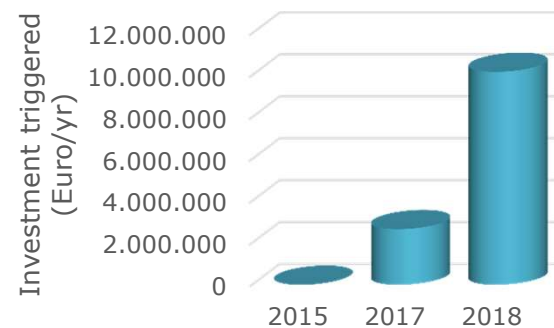
Renewable energy



GHG emission reduction



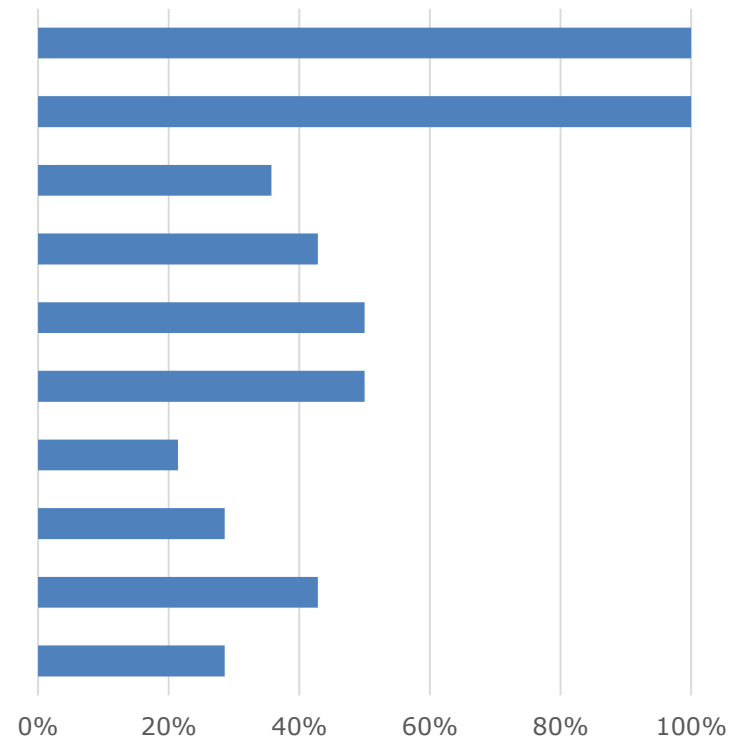
Jobs created



Investment

'Soft' evaluation

- All interviewed pilot project owners considered SecureChain valuable
- 70% mentioned that SecureChain has led to concrete change (change does not always mean investment)
- Aspects that were considered useful
 - Innovation vouchers
 - Regional Learning Labs
 - Assistance with finance
 - Sustainability/certification
 - Training/study tours
 - Region Lead Partner
 - Other EU info
 - Other SecureChain partners
 - Other pilot projects
 - Other regional parties



'Soft' evaluation

- Suggestions for improvement:
 - Higher monetary value Innovation Vouchers
 - Additional outreach in the region/more meetings
 - More involvement of local authorities
 - More international events
 - Setting-up a SecureChain loan fund

- Conclusions from the 'soft evaluation'
 - SMEs highly valued the Regional Learning Labs as an instrument
 - Participation/involvement in other aspects of the project varied, with slightly more interest in regional aspects as compared to (inter)national events/info
 - SMEs were positive about the events they did participate in



SecureChain – First conclusions

- A **hands-on mentoring approach**, using a combination of tools such as innovation vouchers, advisors, trainings, LCA, certification – basically the SecureChain approach - can greatly benefit market uptake of bioenergy.
- (Regional) **Business clusters** can be a great help to facilitate further market uptake of bioenergy, through business matchmaking, promoting knowledge exchange and increased visibility
- **Public acceptance** of bioenergy is an important issue. Education and communication are important; projects should adhere to all relevant environmental legislation.
- **Communicating best practices** of successful bioenergy projects is a great trigger for market uptake
- The **multi-actor approach** is challenging for SMEs; continuous facilitation is needed to make it work. Regional aspects are paramount in participative processes



Thank you for your attention!

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