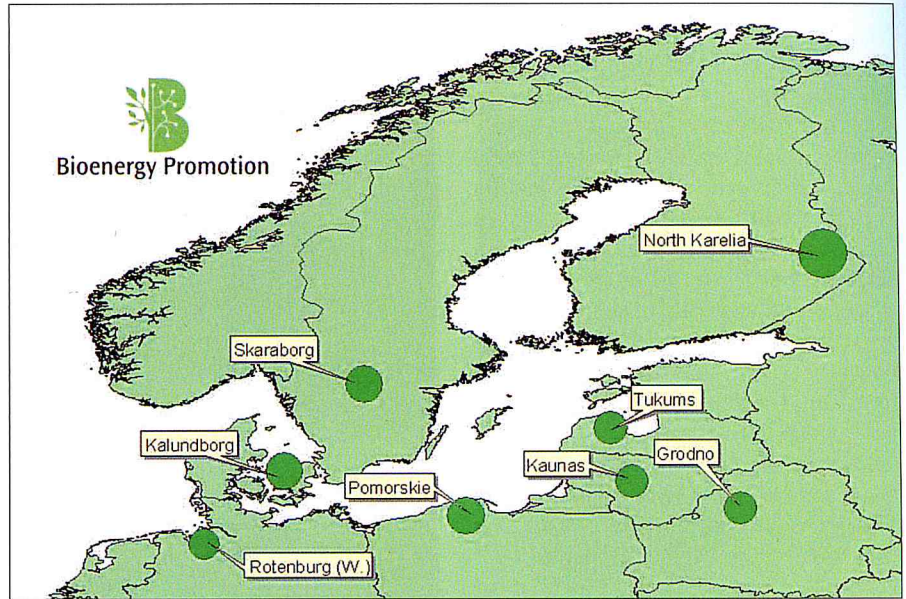


# BIOENERGI





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Demo-regions of the project Bioenergy Promotion 2. (Picture: Alexander Rosenberg)

# BIOENERGY PROMOTION 2- FROM STRATEGIES TO ACTIVITIES

Bioenergy Promotion 2 - from strategies to activities!  
The flagship project of the EU Strategy for the Baltic Sea Region implements bioenergy strategies in demo regions and shows good practice examples on innovative and transferable bioenergy concepts.

TEXT: AINO MARTIKAINEN

The aim of the project Bioenergy Promotion 2, co-financed by the EU Baltic Sea Region Programme, is to promote and to increase the sustainable use of bioenergy in the Baltic Sea Region. There are still large untapped biomass resources and only a fraction is utilized so far. At the same time there is an increasing interest for these large but limited resources and therefore the use has to be sustainable and the com-

petition between the use for food, fodder, fibre and fuel needs to be balanced. The project strengthens development towards a geographically integrated, competitive and sustainable bioenergy sector in the Baltic Sea Region.

In a first project phase completed in early 2012 (main stage) strategies have been developed for a number of demo sub-regions in the Baltic Sea Region. Furthermore,

the consortium jointly developed principles and criteria for sustainable bioenergy production in the Baltic Sea Region.

To increase the impact of the regional strategies for deployment of sustainable bioenergy, the project was prolonged by two years and in its current extension stage the project triggers action on various levels: corporate strategies of utility companies, proposing incentives within the revi-



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ewed Common Agricultural Policy (CAP), Rural Development Policy and Regional, Structural and Cohesion Funds.

Furthermore, the project seeks to provide recommendations and thematic input to relevant transnational organizations and networks in the Baltic Sea Region, such as the Expert Group for Sustainable Development Baltic 21 under the Council of Baltic Sea States, the Nordic Council of Ministers or the Baltic Sea States Sub-regional Cooperation. The strategic findings in terms of sustainable deployment of bioenergy have found entrance into strategic and political discussions focusing on the EU Baltic Sea Region Strategy and the related Action Plan which has been recently updated. In close cooperation with the responsible actors, the project provides tailor made argumentation and input to such discussions.

On a more practical level, the Extension Stage activities also provide direct support to so called demo regions implementing «Strategic Management Plans». These plans have been developed during the main stage project phase, build upon the «Bioenergy Promotion» sustainability principles and criteria, an assessment of local or regional biomass and bioenergy potentials and are also proposing suitable business models. As such, these strategic plans are integrated concepts to increase the use of bioenergy within a region, but without harming the environment or posing a threat to food security. The project gives practical advice and training on how to mobilize local stakeholders, create acceptance for modern bioenergy applications and on general

coordinating activities necessary to start the implementation process.

The implementation within the demo regions is accompanied and a lessons-learned-catalogue shall be compiled to be distributed to other committed regions and/or municipalities across the BSR. This information will be kept available after project termination. Other regions and municipalities should be enabled to make full use of their bioenergy resources and potentials. The bioenergy strategies and concepts implemented in the demo regions will be advertised in workshops and information events in order to recruit recipient regions that adopt and accommodate the concepts according to their specific needs. Thus the Strategic Management Plans will be transferred to further regions and a multiplying effect will be triggered. The Bioenergy Promotion 2 project partnership forms a

«Virtual Bioenergy Promotion Secretariat», which assists and advises regions developing and implementing bioenergy strategies. Interested regions, municipalities and further stakeholders can contact the Secretariat via the secretariat e-mail address: [bioenergypromotion@motiva.fi](mailto:bioenergypromotion@motiva.fi).

More information on the project and participating demo regions can be found on the web page of the project, [www.bioenergypromotion.net](http://www.bioenergypromotion.net)  
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### SAMMENDRAG

«Bioenergipromotering 2 – fra strategi til handling» er et prosjekt tilknyttet EUs strategi for Østersjøregionen. Formålet er å fremme bærekraftig bruk av bioenergi i Østersjøområdet ved å innføre bioenergistrategier i demonstrasjonsområder som derved kan være praktiske eksempler på innovative og overførbare bioenergiløsninger.

I tillegg til å utvikle strategier, prinsipper og kriterier for miljøvennlig produksjon og bruk av bioenergi uten at det går ut over landenes matproduksjon, drives det også påvirkning overfor flernasjonale organisasjoner og nettverk i området – som «the Expert Group for Sustainable Development Baltic 21», Nordisk ministerråd og «the Baltic Sea States Sub-regional Cooperation».

I prosjektets nåværende fase, som er en toårig forlengelse av det opprinnelige prosjektet, er direkte støtte til praktisk innføring av de tidligere utviklede strategiske driftsplanene i demonstrasjonsregionene sentralt. En håndbok basert på erfaringer fra prosjektet vil foreligge ved prosjektets slutt.