



REGIONALNA ENERGETSKA AGENCIJA  
NORTH-WEST CROATIA  
SJEVEROZAPADNE HRVATSKE  
REGIONAL ENERGY AGENCY



## 7.2 Workshop on regional marketing concepts for consumer information

13<sup>th</sup> April – 15<sup>th</sup> April 2016

Work package leader: C.A.R.M.E.N. e.V.

### Background

The public has to be involved in the development and implementation of supply chains for woody bioenergy at all stages of project development and implementation of innovative BLTC concepts. Private and commercial consumers should be informed on the socio-economic (cost savings, job creation, income creation etc.) and ecological (CO<sub>2</sub> emission reduction, sustainable development of forestry) benefits of the use of woody bioenergy products. Potential consumers need to be motivated to switch from fossil fuels to the use of these woody bioenergy products. This requires intensive consumer information and consequent public awareness building. Local experts and stakeholders, who may lead relevant consumer information and public awareness campaigns in Bulgaria, Croatia, and Serbia need a sound understanding of appropriate methods and tools. The workshop aimed at the training of multipliers for the development and implementation of regional campaigns, based upon experience gained by C.A.R.M.E.N. e.V. and by other partners in Germany, Austria, Finland, Slovenia, and other EU member states.

The Workshop on consumer information was organized in parallel with the 5<sup>th</sup> steering committee meeting of the BioRES project in Zagreb. Participants of the workshop were stakeholder representing the priority locations, which were defined for Croatia, Bulgaria and Serbia, and who are involved in the marketing for the potential biomass logistic and trade centres to be established. In addition, facilitators and trainers of the partner organizations participated in the event. Members of the steering committee joined the workshop in order to provide feedback on the output of the group work (see Annex 2). The mixture of providing input, supervised group works and feedback rounds led to concrete and applicable results.





## 1. Objective

The workshop focused on group work to develop local consumer information and market development concepts, sales approaches as well as concepts for consumer information days, which are to be organized in 2016 within the BioRES project. Key contents to be implied are to inform private and commercial consumers about economic and environmental advantages of using woody bioenergy products as well as the implementation of biomass logistic and trade centres.

## 2. Methodology and Program

The workshop was organized in several blocks, which were introduced by presentations to provide initial information on the respective topics. The group work sessions were organized in country groups that were supervised by facilitators of the partner organizations: REGEA for Croatia, SERBIO for Serbia and BGBIOM for Bulgaria. The program focused on marketing strategies, public relations and consumer information and was finalized by presentations together with members of the steering committee (see Annex 1). The results developed received positive feedback and the participants expressed high motivation for the implementation of the measures.

## 3. Material

Each Participant received:

- Handouts for Marketing strategies and consumer information days (see Annex 4 to this report)
- Samples of give-aways from LK Steiermark and C.A.R.M.E.N. e.V.

All Training material is available on project website: <http://bioresproject.eu>

## 4. Outcome of the workshop

### 4.1 Public relations, consumer information and marketing strategies

To establish local biomass markets it is very important to generate a demand for potential consumers. This can be achieved by raising awareness and informing about the advantages of the utilization of woody biomass using instruments of public relations and marketing strategies. Looking at starting BLTCs in Bulgaria, Croatia or Serbia an overall concept for local campaigns needed to be developed. This included basic instruments like definition of target groups, generation of brands, strategic cooperation with companies, conception of fair information stands, choice of suitable materials (brochures, flyers, give aways...) and media. Another very





important aspect is continuous public relations including articles in newspapers or online media, trainings, public events, information on fairs or organization of guided tours.

Target groups defined were very similar for the three countries. Basically all groups named private households, the public sector and SMEs (small and medium sized enterprises), partly also further target groups like politicians, local media and own staff were part of the concept. Objectives of campaigns have a focus on consumer information and acquisition of potential customers for BLTCs. Main messages to be transported also resembled, but the ranking was quite different in each country. While for Bulgaria the lower price of woody biomass was seen as the most important argument for a biomass campaign, the Croatian group emphasized the boost of the local economy by buying local products, whereas the group from Serbia saw sustainability as the most important message. Important to mention is also the goal to promote fuels with high quality, regional supply chains and the role of BLTCs.

The instruments chosen to reach the public are the utilization of printed media (local newspapers, information brochures) as well as electronic media like local TV and radio stations, online presentations on own websites and social networks, direct mailing, participation on fairs and organization of events. Furthermore the groups developed a seasonal plan on the measures to be applied during certain time spans of a year.

#### 4.2 Consumer Information day

In the framework of the BioRES project three consumer information days per country are planned in Bulgaria, Croatia and Serbia in 2016. Those events aim at promoting woody bioenergy products and the concept of BLTCs in the countries. The bottleneck of this kind of event is to reach enough people of the respective target groups, which are potential consumers and multipliers. A classic setting for an existent BLTC would be an open day, but as the BLTCs in the countries will not be operational until then either an event in another place needs to be organized, or a combination with another event would be a good solution.

Suitable events could be a city festival, a village fair or a fair combined with expert talks. All of those have advantages and disadvantages. At a city festival for example the main advantage is that many visitors can be reached, the most severe disadvantage is that it is harder to draw people's attention to a side event. Main benefits from a fair are good infrastructure and more specific target groups depending on outreach and topic of the fair, a downside of those events can be poor attendance. If there is already a place to show it is also possible to organize an open day where the main advantage would be that there are many possibilities for organization of program and exhibits, but as in this case there will be no occasional audience it might be hard to reach enough people.

Important tasks for the group works were to choose concepts and define possible partners as well as to determine suitable locations and dates. Event concepts that were chosen for all





countries were the combinations with other events. Those included for example fairs for craftsmanship and the Zagreb Energy week in Croatia, a local fair with a music fest as well as a regatta in Serbia or local trade/city fairs in Bulgaria. Also an own event was drafted combining an exhibition with talks and a football tournament in Bulgaria.

As possible partners local authorities, forest owners, biomass boiler producers or the chamber of commerce could be identified for all countries. Also a sketch of a program, desired materials and required infrastructure were part of the agenda. During the workshop also the consumer information brochure, which is prepared as part of work package 7, that is to be distributed at the consumer information days was introduced and discussed. All groups developed ideas, which included information stands, talks, exhibits, attractive performances like wood carving, consulting, information materials, give aways, children entertainment, competitions etc.

Furthermore marketing strategies for the events were developed. Those mainly implied newsletters, email invitations, white boards/web/contacts of strategic partners (local governments and private companies), local media advertisements (animation video + invitation to the events), local newspapers, posters on public informational boards and flyers at public locations.

Detailed presentations of the results of the group works can be found in Annex 5.

## 5. Annexes

### Annex 1: Overview of the program

Wednesday, 13<sup>th</sup> of April 2016

	Arrival in Zagreb and Check-in
12:00	Lunch
	<b>Block 1 –Basics about marketing strategies</b>
13:00	Presenter: C.A.R.M.E.N. e.V. Overview about marketing instruments and presentation of C.A.R.M.E.N.'s PR work
13:45	Presenter: LK Steiermark Marketing strategy for a BLTC and experience from consumer information days
15:00	Discussion of open questions and introduction of group work
15:15	Coffee break
	<b>Block 2 – Group work: Develop own market development and sales approach concept</b> One group per country, guidance from representatives of partner organizations
15:30	Workshop tasks: <ol style="list-style-type: none"> <li>1) Definition of campaign objectives and target groups</li> <li>2) Choice of marketing instruments and elaboration of concrete measures</li> <li>3) Ranking and timeline for implementation of measures</li> <li>4) Planning of implementation (Responsibilities, Partner-network, materials, design etc.)</li> <li>5) Preparation of a presentation of the results</li> </ol>
18:15 – 18:30	Short wrap up of progress and discussion of priorities for morning session of group





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#### Thursday, 14<sup>th</sup> of April 2016

08:00	Continuation of Group work/ Discussion of open questions in whole group
	Block 1 – Consumer information brochure
09:45	Presenter: C.A.R.M.E.N. e.V. Introduction of Consumer information brochure
10:00	Coffee break
10:15	Feedback + Input of country specific data
	Block 2 – Consumer information days
11:15	Presentation: Possible concepts of information days (C.A.R.M.E.N.) - Open discussion and introduction of group work
12:00	Lunch
	Group work: Development of a detailed concept for the regional consumer information days One group per country, guidance from representatives of partner organizations
13:00	Workshop tasks: 1) Definition of objectives and target groups: What is the “sweetener”/ “carrot”? 2) Choice of concept and brainstorming for possible partners 3) Sketch of a program (talks, competitions, children entertainment, consulting...), desired materials (brochures, exhibits, give-aways...) and required infrastructure (Catering, restrooms, security...) 4) Brainstorming for a suitable location and date 5) Marketing strategy for the information day (responsibilities, timeline, materials) 6) Preparation of a presentation of the results
15:45	Coffee break
16:00 – 17:00	Discussion of open questions in whole group
	Presentations from workshop participants, discussion and feedback with SC members (optional for SC)
17:00-18:30	Presentation of Group work: Market development and sales approach concept + Feedback and discussion

#### Friday, 15<sup>th</sup> of April 2016

	Presentations from workshop participants, discussion and feedback with SC members (optional for SC)
08:30-10:00	Presentation of results: Consumer information days + Feedback and discussion
10:00-13:30	Excursion to district heating plant in Pokupsko (Optional)





## Annex 2: Participants

13 participants from Croatia, Serbia and Bulgaria represented potential BLTCs that are to be established over the course of the BioRES project as well as facilitators from the national partner organizations. The workshop was moderated by C.A.R.M.E.N., that was also providing input together with LK Steiermark. In order to be able to provide feedback also members of the steering committee joined the workshop.

First Name	Name	Organization	Steering committee	Country
Saša	Bardak	REGEA		Croatia
Aleksandar	Fragner	Rebina		Serbia
Boris	Ilijevski	SERBIO		Serbia
Stjepan	Kolarec	Pokupsko utility company		Croatia
Ante	Krizmanić	Kapela association		Croatia
Boyan	Lekov	Ahira JSC		Bulgaria
Zdravko	Lohovski	Gluharche – Zdravko Lohovski SP		Bulgaria
Marina	Malogorski	REGEA		Croatia
Christian	Metschina	LkStm		Austria
Karlo	Rajić	REGEA		Croatia
Todor	Shukerov	BGBIOM		Bulgaria
Danijela	Svajgović	Forest ltd		Croatia
Vlade	Tešić	Gorštak		Serbia
Marin	Zahariev	Municipality of Smolyan		Bulgaria
Melanie	Zenker	CARMEN		Germany
Nejc	Jurko	KSSENA	SC	Slovenia
Nikolay	Kakanakov	BGBIOM	SC	Bulgaria
Frank	Mischler	GIZ	SC	Germany
Rainer	Schellhaas	GIZ DKT1	SC	Germany
Christian	Schroeter	CARMEN	SC	Germany
Velimir	Šegon	REGEA	SC	Croatia
Tanja	Solar	LkStm	SC	Austria
Glen	Wilson	AEBIOM	SC	Belgium
Vojislav	Milijic	SERBIO	SC	Serbia







### Annex 3: Photo








Final presentation of the workshop results, Source: REGEA

### Annex 4: Handouts

Marketing concepts	Consumer information
 Handout_Marketing.docx	 Handout_Info_day.docx

### Annex 5: Products of the group work sessions

Croatia	Bulgaria	Serbia
 market_strategy_croatia.docx	 BioRES Seminar, Group Work 1, Marke	 BLTC SERBIA -Marketing strategy.ř
	 BioRES Seminar, Group Work 2, Conce	 Info days_SERBIO.doc

