



7.2 Consumer Information Brochure

Heating with firewood, wood pellets, wood chips and wood briquettes

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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 a BLTC. This requires intensive consumer information and consequent public awareness building. For this reason it was decided to develop a consumer information brochure to inform a broader audience about BLTCs.

Objective of the consumer information brochure

Private and commercial consumers should be informed on the socio-economic (cost savings, job creation, income creation etc.) and ecological (CO₂ 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. To convince consumers to use woody biomass and to inform them about the advantages the brochure was developed.

Target group

The target groups of this brochure are all potential consumers of regional produced woody bioenergy, mainly private households but also municipalities and partly commercial consumers.





Content and format

The user friendly brochure consists of the following sections:

- Heating with wood – an eco-friendly alternative
- Firewood and wood briquettes
- Wood pellets
- Wood chips
- Biomass Logistic and Trade Centers
- Economics of heating devices

The brochure will be published in five languages: While the English and German versions do not contain country specific information, the Bulgarian, Croatian and Serbian versions, include information concerning the energy wood potential and support programs of the respective country.

The brochure has 12 pages (15 containing cover and fold pages) and is printed in colour, A5 format.

Method

Information about solid biofuels, their handling and economics was compiled by reviewing existing material for similar purposes, including brochures and online information. During the workshop on consumer information of the BioRES project feedback and input for additional information was collected. At this event, the decision was taken to extend the scope of the brochure to include biomass potential and local heat.

Usage

The brochure will be widely used during the consumer information days in Serbia, Bulgaria and Croatia (see Deliverable 7.3).

National versions will be printed and distributed to consumers and multipliers. All versions will be available on the project website and partners are encouraged to include it in their own websites. The link will be spread by C.A.R.M.E.N. and the brochure will be available at suitable events.





Annex 1

Consumer Information brochure “Heating with firewood, wood pellets, wood chips and wood briquettes” (English version, low resolution)



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