Project: BiG>East

(EIE/07/214)

Report on the 3st Mobilisation Campaign in Croatia

Contribution to Deliverable D-7.2



MSc Biljana Kulisic

Energy Institute Hrvoje Pozar
Savska 163
Zagreb
CROATIA

September 2009

With the support of:



The sole responsibility for the content of this publication lies with the authors. It does not represent the opinion of the Community. The European Commission is not responsible for any use that may be made of the information contained therein.



Introduction

The 3rd mobilisation campaign (WP7) took place at the premises of Energy institute Hrvoje Požar, Zagreb on 23rd September 2009. The event was taking part between 09:30 and 13:00. The main message of the 3rd mobilisation campaign was promotion of the Croatian version of Biogas Handbook that has been, from that date, available both in digital (downloadable) version and hard copy. It has been envisaged as moderate gathering of high-level decision-makers, relevant institutions and stakeholders but with wide media coverage.

Mobilisation campaign had strong support from the side of the EIHP with director, Goran Granić, PhD, head of the Department for RES and EE, Branka Jelavić, PhD, and national coordinator for the IEE BiG>East, Biljana Kulišić, MSc. For the media relations, EIHP public relations officer was engaged. The idea of the 3rd mobilisation campaign was to promote the first overall and comprehensive publication on biogas in Croatian language.



Figure 1 Representatives of EIHP: Mr. Goran Granic, Mrs. Branka Jelavic, Ms. Biljana Kulisic



The 3rd mobilisation campaign

To the difference of the 1st mobilisation campaign that gathered biogas plant manufacturers, planners and consultants in Zagreb to give technical presentations about biogas installations and IEE BiG>East activities and 2nd mobilisation campaign that focused on legal aspects of establishing a biogas plant with exchange of experiences between biogas plant developers, the 3rd mobilisation campaign had a goal to reach as much as possible audience related to all aspects of biogas market – from high-level decision makers to farmers far away in the province. That is why EIHP has chosen a heavy media approach.



Figure 2 Promotion of "Biogas Handbook"

"Our intention was to introduce "Biogas Handbook" primarily to the future biogas market players but also to the wider audience. As development of biogas market and biogas utilisation directly influences three sectors: agriculture, environmental protection and energy; we believe that this publication will help in realising the biogas potential, its utilisation and embracement of positive externalities that have already been recognised by the eyes of foreign investors", excerpt from the interview of B. Kulisic.

A week before the mobilisation campaign, invitations have been send the offices of the relevant Ministers: Ministry of Agriculture, Rural Development and Fishery (MoA); Ministry of Environmental Protection, Spatial Planning and Civil Engineering (MoE); Ministry



3rd mobilisation campaign report- Croatia Biogas for Eastern Europe

of Economy, Labour and Entrepreneurship (Energy Department - MINGORP). National Fund for Environmental Protection and Energy Efficiency (FZOEE) was also invited. Those four high-level institutions were identified as cornerstones for biogas market development. The invitation was accompanied with a hard copy of Biogas Handbook. All invited high-level institutions have sent their delegates to the meeting, except the Ministry of Environment that has apologised a week later. Namely, the Minister was absent and the mail was not delegated in the proper time. High-level representatives were: Mr Igor Raguzin, head of the RES and EE department at the Energy Sector (MINGORP); Mr. Mario Klobucar, representative from the FZOEE and representatives of Directorate for Structural and Market Support in Agriculture (MoA): Mrs Marica Čubela and Mrs Helena Dolenčić.

Scientific and research community was represented by the Faculty of Chemical Engineering and Technology (prof.dr.sc. Veljko Filipan) and Faculty of Agriculture (prof.dr.sc. Neven Voća), both from the University of Zagreb; EKONERG – Energy and Environmental Protection Institute (MSc Andrea Hublin and Zoran Kisić), NGO DOOR (president Maja Božićević-Vrhovčak, PhD and secretary Daniel Rodik). NGO DOOR (abbreviation for the Croatian translation of Society for Sustainable Development Design) is a Croatian non-governmental non-profit organization, founded by a multidisciplinary group of experts - engineers, environmentalists, economists, sociologists and others - all dedicated to sustainable development. Among the most important DOOR's activities is sustainable energy promotion - awareness rising in the Croatian general public, education of specific target groups and encouraging networking and cooperation among experts interested in civil sector development in the energy sector. It is one of the most respective professional NGO for energy sector in Croatia.

Besides the institutional, scientific and expert community, there were also representatives from industries and entrepreneurship and media.

Promotion of the Handbook started with warm welcome by the director of the EIHP, Goran Granić. He expressed his pleasure and pride that EIHP is participating is such a valuable project. Mr. Granic provided general overview of the renewables energy market and developments with reflection on the role of the EIHP. Providing a publication such as Biogas Handbook is adding the value to the development of biogas market in Croatia. Mrs. Jelavić talked about the achievements of the BiG>East project, emphasising that not only the target audience is the beneficiary of the project but also researchers from the EIHP.

During the speech at the 3rd Mobilisation Campaign, mr. Raguzin have announced revision of the existing procedure for acquiring eligible producer status for RES-E. The changes should include simplification of the permitting procedure and unification of the tariff item without reflection on the biogas plant size.



Figure 3 Mr. Igor Raguzin

B. Kulisic has presented the achievements of the IEE BiG>East and future activities, gave comprehensive overview of biogas properties and it potentials for utilisation in Croatia. The official part was closed with the "turning the pages" of the Handbook – power point presentation of the contents and suggestions to read.

Agenda of the 3rd Mobilization Campaign in Croatia is enclosed in Annex 1 of this report. Presentations are available on BiG>East project web-site: www.big-east.eu and http://www.eihp.hr/hrvatski/detaljnije.php?Tip=vijest&id=2362,

http://www.eihp.hr/hrvatski/prilozi_novosti/big-east_o_projektu.pdf

and

http://www.eihp.hr/hrvatski/prilozi novosti/o bioplinu.pdf



Discussion

Representatives from the Ministry of Agriculture have welcomed the Handbook as biogas is rather new topic that they have to cover in their area of responsibility. Now they will have reference point where to read and consult on biogas topics. Mrs. Hublin from EKONERG have praised not only the Handbook but also the overall project since it help her and her colleagues in creating measures for reduction of GHG emissions from agriculture and waste. FZOEU added that removing a language barrier is very important step towards development of biogas market.

Journalist were asking questions and scheduling recording for the interviews.



Figure 4 Discussion at the 3rd Mobilisation Campaign

Participants

The concept of the 3rd mobilisation campaign was not envisaged participation list and signatures. However, photo documentation, contact points of mentioned participants can be provided easily. The media coverage provided in the Annex will balance off the lack of participants list.



Media coverage

The Mobilisation Campaign was promoted via several media. A press release on upcoming mobilization campaign was published on National News Agency (HINA) and all national and regional newspaper published the news. All energy related internet portals have published the news and some of the business portals too. Interviews were provided for Croatian TV (HRT) that has made a special coverage of the Handbook (Eko Zona). The first five viewers to call the show were awarded with a hard copy of the Handbook. Also, interview was provided for the very popular radio show "Pisele piše" (Radio 101). For the printed media coverage material, please see the list and screenshots included in Annex 3 of this report) together with newspapers.

Stakeholder feedback

Biogas Handbook was posted on the EIHP web site on 22nd of September 2009 and, until end March, there were recorded more than 10 999 visits and downloads of Croatian version of the Biogas Handbook (Priručnik za bioplin). If the web post does not enter the Top 30, the visits and downloads are not recorded. The dynamics could be seen from the usage statistics of the official site of EIHP, www.eihp.hr.



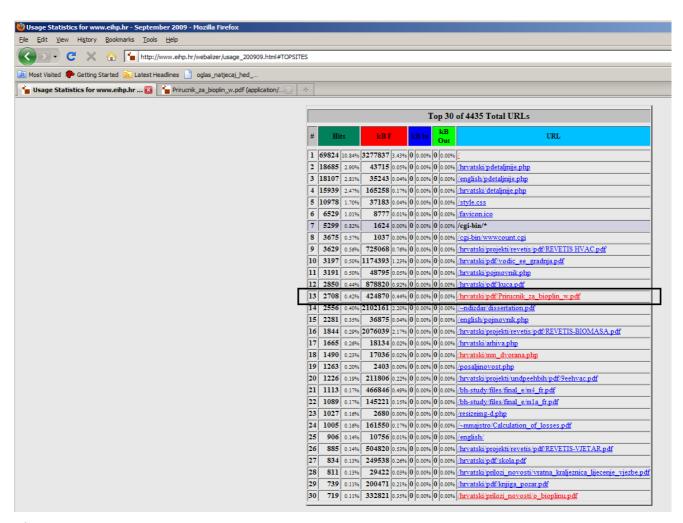


Figure 5 Visits and downloads in September 2009 (2708 visits)



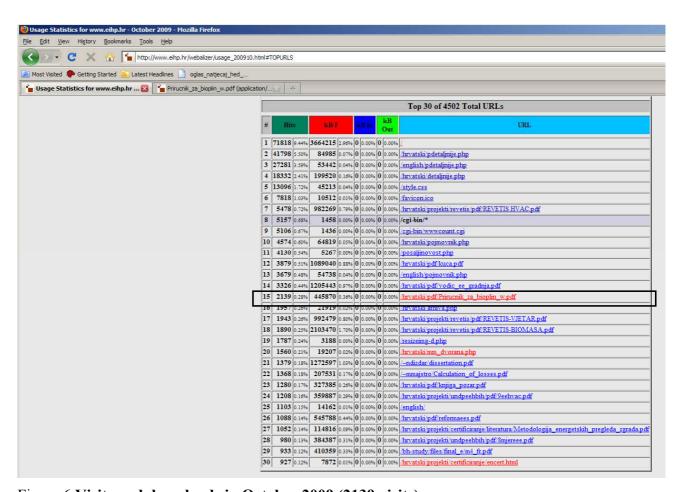


Figure 6 Visits and downloads in October 2009 (2139 visits)



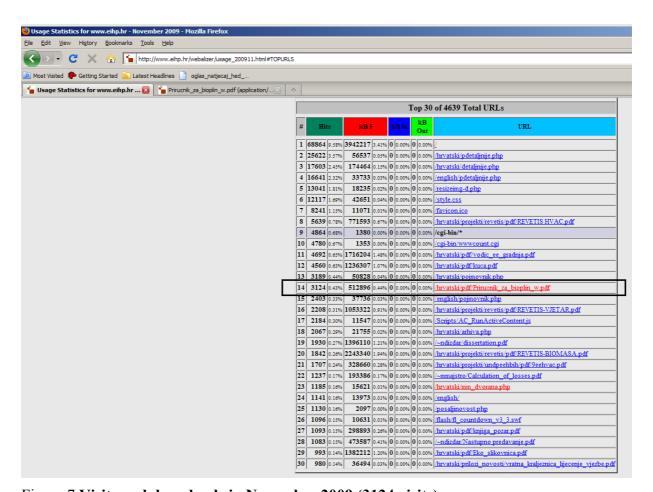


Figure 7 Visits and downloads in November 2009 (3124 visits)

Visits and downloads in December 2009

The Handbook did not make to Top 30 of 4872 Total URLs (less than 977 visits).



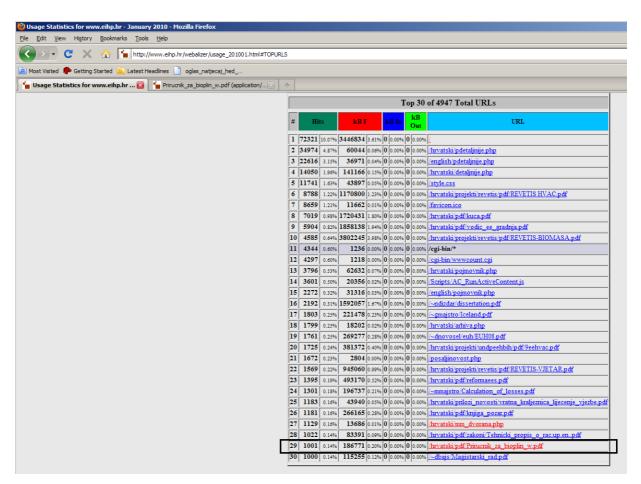


Figure 8 Visits and downloads in January 2010 (1001 visit)

Visits and downloads in February 2010

The Handbook did not make to Top 30 of 4594 Total URLs (less than 949 visits).



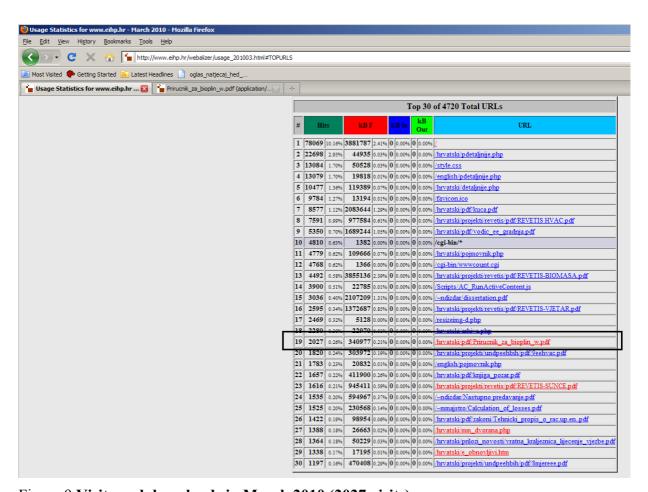


Figure 9 Visits and downloads in March 2010 (2027 visits)



Annex I. Agenda





PROGRAM RADA:

9.50 – 10.00 Dolazak predstavnika medija i sudionika u sobu 208

10.00 – 10.05 Uvodna riječ: Dr.sc. **Goran Granić**, *ravnatelj Instituta*10.05 – 10.20 Kratki osvrt: **MIN GORP, MPŠ, MZOUPP i FZOEU**10.25 – 10.45 Predstavljanje projekta i priručnika BiG>East: **Biljana Kulišić**, *nacionalni koordinator projekta*

10.45 - 11.00 Diskusija, pitanja i odgovori

13

3rd mobilisation campaign report- Croatia Biogas for Eastern Europe

Annex II. Invitation

Poziv na promociju priručnika BigEast

Martina Komerički Košarić

You forwarded this message on 21.9.2009 16:36.

To: Biliana Kulišio

Attachments: program_rada.doc (823 KB); poziv_BigEast.doc (829 KB)

Zagreb. 21. ruina 2009.



POZIV PROMOCIJU PRIRUČNIKA ZA BIOPLIN - prve stručne literature o bioplinu na hrvatskom jeziku -

Poštovani,

Postovalii, Zadovoljstvo nam je obavijestiti Vas da smo u sklopu projekta Inteligentna energija Europe BiG>East: Bioplin za istočnu Europu, izdali "Priručnik za bioplin" koji predstavlja prvu sveobuhvatnu publikaciju o bioplinu na hrvatskom jeziku. Prezentacija priručnika i samoga projekta će se održati u:

srijedu 23. rujna u 10 sati u Energetskom institutu Hrvoje Požar, Savska 163, Zagreb dvorana 208, 2. kat

Namjera nam je predstaviti "Priručnik za bioplin" ponajprije budućim sudionicima tržišta bioplina, ali i široj javnosti. Kako razvitak tržišta bioplina te njegovo korištenje utječe direktno na tri sektora: poljoprivreda, zaštita okoliša i energetika, mišljenja smo da će ova publikacija pomoći u sagledavanju iskorištavanja potencijala bioplina i njegovih eksternalija koji su već prepoznati od stranih investitora.

Na samom događanju prisustvovat će predstavnici resornih Ministarstva: Ministarstvo gospodarstva, rada i poduzetništva; Ministarstva poljoprivrede, ribarstva i ruralnog razvoja i Ministarstva zaštite okoliša, prostornog planiranja i graditeljstva te Fonda za zaštitu okoliša i energetsku učinkovitost uz prisustvo relevantnih institucija i poslovne zajednice.

Radujemo se vašem dolasku!

Srdačan pozdrav,

Martina Komerički Košarić



Annex III. Dissemination & Feedback

Press:



Naslov:

Proizvodnja bioplina sve važnija za Hrvatsku

Država, izvor, izdanje:

Hrvatska, Poslovni dnevnik, Poslovni dnevnik

Datum, stranica:

24.09.2009.10

Površina: 58



Proizvodnja bioplina sve važnija za Hrvatsku

Energetika Dostupan prvi priručnik o bioplinu

Kompanije poput HEP-a i lne više neće biti jedine koje će odlučivati o
energetici u Hrvatskoj, već će
to biti i proizvodači energije iz
obnovljivih izvora, naglasio je
Goran Granić, ravnatelj energetskog Instituta Hrvoje Požar.
U srijedu je na Institutu predstavljen prvi priručnik za bioplin koji će biti dostupan na internetskim stranicama instituta
i putem kojeg će poljoprivred-

nici, ulagači i svi zainteresirani dobiti uvid u mogućnosti proizvodnje. U Hrvatskoj postoji tek jedan pogon no potencijali su ogromni, kažu na Institutu, te dodaju kako su strane banke zainteresirane za financiranje ovakvih projekata. Hrvatska trenutno sudjeluje u programu prijenosa iskustva zemalja koje imaju razvijeno korištenje bioplina, a informacije se mogu dobiti na Institutu.



Naslov: Priručnik o bioplinu

Država, izvor, izdanje: Hrvatska, Slobodna Dalmacija, Slobodna Dalmacija

Datum, stranica: 24.09.2009, 19

Površina: 25



ENERGETSKI INSTITUT

Priručnik o bioplinu

Energetski institut "Hrvoje Požar" predstavio je Priručnik za bioplin, prvu sveobuhvatnu publikaciju o bioplinu na hrvatskom jeziku namijenjenu sudionicima na tržištu tog energenta i onima koji ga žele proizvoditi i upotrebljavati.

To su ponajprije vlasnici većih farmi koje raspolažu dostatnom sirovinskom osnovom za proizvodnju bioplina, rekla je na predstavljanju Biljana Kulišić iz Odjela za obnovljive izvore energije i energetsku efikasnost Instituta "Hrvoje Požar". Priručnik je nastao u sklopu projekta Europske unije "Inteligentna energija Europe Big East: Bioplin za istočnu Europu". (8)





Naslov: Predstavili priručnik za bioplin

Država, izvor, izdanje: Hrvatska, Business.hr, Business.hr
Datum, stranica: 24.09.2009, 15

Površina: 51



'HRVOJE POŽAR'

Predstavili Priručnik za bioplin

Zagreb. Energetski institut Hrvoje Požar predstavio je u srijedu Priručnik za bioplin, prvu sveobuhvatnu publikaciju o bioplinu na hrvatskom jeziku namijenjenu sudionicima na tržištu tog energenta i onima koji ga žele proizvoditi i upotrebljavati. To su ponajprije vlasnici većih farmi koje raspolažu dostatnom si-

rovinskom osnovom za proizvodnju bioplina, rekla je na predstavljanju Biljana Kulišić iz Odjela za obnovljive izvore energije i energetsku efikasnost Instituta Hrvoje Požar. Zainteresiranima za izgradnju bioplinskog postrojenja u priručniku se objašnjavaju njegovi dijelovi i princip rada te se daju upute o izgradnji. sigurnosti, eksploataciji i ekonomici postrojenja. Priručnik je nastao u sklopu projekta EU "Inteligentna energija Europe Big East: Bioplin za istočnu Europu". H

izlagača sudjeluje na u srijedu otvorenom međunarodnom nautičkom sajmu Nautica u Rijeci



Naslov:

I u Hrvatskoj počinje korištenje bioplina

Država, izvor, izdanje: Datum, stranica:

Hrvatska, Vjesnik, Dalmacija 24.09.2009.6

Površina: 116



PLIN Predstavljen priručnik

I u Hrvatskoj počinje korištenje bioplina

ZAGREB - Da u Hrvatskoj, uz korištenje ostalih obnovljivih izvora energije, ubrzano počinje i korištenje bioplina, dokazuje podatak prema kojem je u Registru obnovljivih izvora energije Ministarstva gospodarstva, rada i poduzetništva već prijavljeno 17 takvih projekata ukupne snage 25 megavata. Istaknuto je to u srijedu u Energetskom institutu »Hrvoje Požar« na promociji »Priručnika za bioplin«, prve cjelovite stručne publikacije u Hrvatskoj o korištenju tog energenta.

Bioplin je prije svega namíjenjen onima koji ga žele proizvoditi i koristiti. To su ponajprije vlasnici većih farmi koje raspolažu s dovoljno sirovine za proizvodnju bioplina, rekla je Biljana Kulišić iz Instituta.

Taj energent je, naime, mješavina plinova koja nastaje truljenjem organskih tvari bez prisustva zraka.

U Hrvatskoj zasad postoji samo jedno bioplinsko postrojenje na poljoprivrednu biomasu koje ima status povlaštenog proizvođača energije, na stočarskoj farmi u Semeljcima u Slavoniji, sna-



ge jednog megavata. Kao najperspektivnije lokacije za gradnju bioplinskih postrojenja ocijenjene su Međimurska županija, zbog razvijenog peradarstva i otpada koji u njemu nastaje, Bjelovarsko-bilogorska županija, zbog razvijenog stočarstva, i Poduzeće Vrana kod Vranskog jezera, koje se bavi proizvodnjom povrća, mlijeka i jaja.

Svi zainteresirani ulagači informacije će moći dobiti u Energetskom institutu i na radionicama koje će se organizirati. U financiranju im mogu pomoći Fond za zaštitu okoliša i HBOR, a država kilovatsat iz takvih postrojenja potiče s 1,3 kune. |Ž. Bukša



Naslov: Predstavljen prvi Priručnik za bioplin

Država, izvor, izdanje: Hrvatska, Jutarnji list, Hrvatska

Datum, stranica: 24.09.2009, 20

Površina: 25

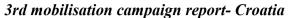


EI 'HRVOJE POŽAR'



Predstavljen prvi Priručnik za bioplin

• Energetski institut "Hrvoje Požar" predstavio je jučer Priručnik za bioplin. To je prva sveobuhvatna publikacija o bioplinu na hrvatskom jeziku, namijenjena sudionicima na tržištu energenata i onima koji ga žele proizvoditi i upotrebljavati. Priručnik je nastao u sklopu projekta EU kojim se promovira korištenje bioplina.





Naslov: Država, izvor, izdanje: Datum, stranica:

Hrvatska, Glas Slavonije, Prilog 30.09.2009, 4 51

Predstavljen priručnik za bioplin

Površina:



EI "HRVOJE POŽAR"

Predstavljen Priručnik za bioplin

ZAGREB - Energetski institut
"Hrvoje Požar" predstavio je Priručnik za bioplin, prvu sveobivatnu publikaciju o bioplinu na
hrvatskom jeziku namljenjenu
sudionicima na tržištu tog energenta i onima koji ga žele proizvoditi i upotrebljavati. To su ponajprije vlasnici većih farmi koje
raspolažu dostatnom sirovinskom osnovom za proizvodnju
bioplina.

Nakon izlaganja prednosti tehnologije bioplina, u priručniku se objašnjavaju njegove društvene koristi i koristi za poljo-



privrednike, objašnjavaju se procesi u kojima nastaje, te se daju osnove primjene i uporabe bioplina. Zainteresiranima za izgradnju bioplinskog postrojenja objašnjavaju se njegovi dijelovi i princip rada te se daju upute o izgradnji, sigumrosti, eksploataciji i ekonomici postrojenja, Priručnik je nastao u sklopu projekta Europske unije "Inteligentna energija Europe Big East: Bioplin za istočnu Europu" kojim se promoviraju proizvodnja i korištenje bioplina kao sigurnog i održivog izvora energije u Hrvatskoj, Bugarskoj, Grčkoj, Latviji, Rumunjskoj i Sloveniji. (H)





Naslov: Električna energija od trulih jabuka i grijanje od stajskog gnoja

Država, izvor, izdanje: Hrvatska, Večernji list, Prilog

Datum, stranica: 30.09.2009, 16

Površina: 45





Priručnik za bioplin Električna energija od trulih jabuka i grijanje od stajskog gnoja

Ekološki ste osviješteni i želite grijati kuću s pomoću stajskog gnoja? Ili čitati osvijetljeni električnom strujom proizvedenom od trulih jabuka? To nije daleka budućnost, kako se možda čini. Sve to omogućuje bioplin, a u Hrvatskoj već postoje postrojenja za njegovu proizvodnju. Bioplin se proizvodi upravo od gnoja, trulih jabuka, klaoničkog i otpada iz mljekarske industrije, kukuruzne silaže i drugog. Njegovom proizvodnjom ne nastaju neugodni mirisi, kako bi se moglo pomisliti, a korisna je jer nastaje nova energija. smanjuje se količina otpada i stakleničkih plinova. Kako bi se dodatno obrazovali, zainteresirani za njegovu proizvodnju u Energetskom institutu "Hrvoje Požar" predstavljen je "Priručnik za bioplin", koji je dostupan na stranicama www.eihp.hr. (aka/VLM)



Internet:

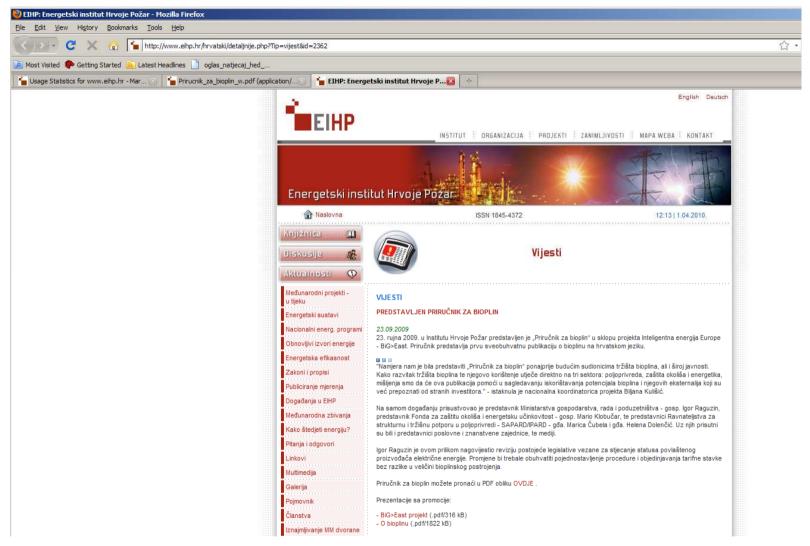


Figure 10 official web site of EIHP



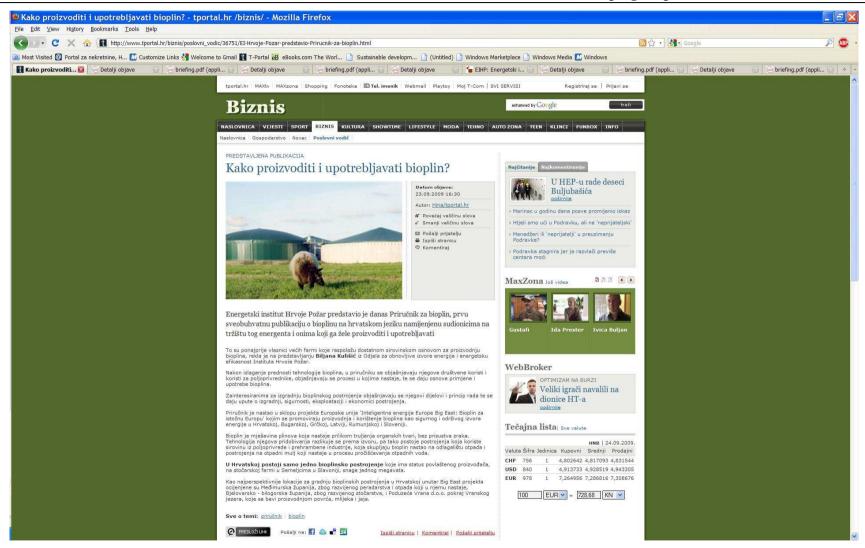


Figure 11 Business portal



Figure 12 Energetika-Net protal



Figure 13 Glas Koncila

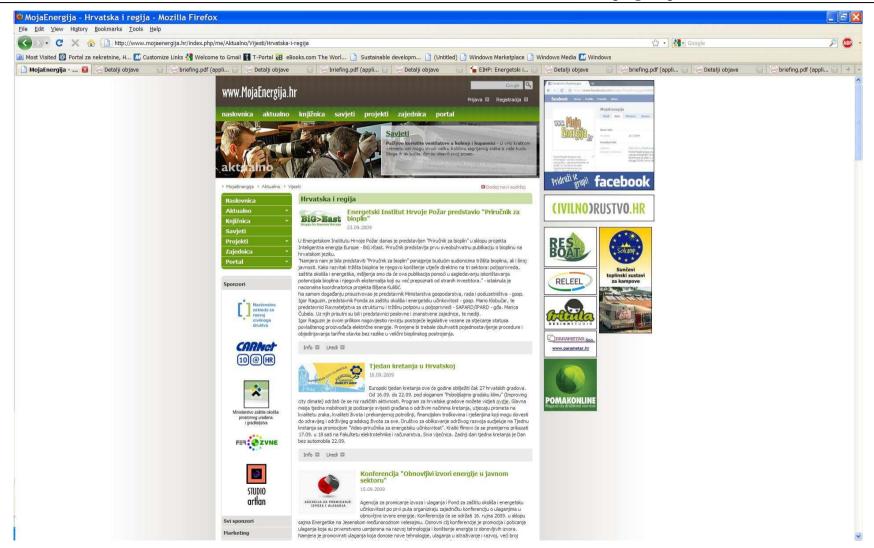


Figure 14 Moja Enerija portal