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# Report on the awareness raising campaign

## D2.1 Awareness Plan

## D2.2 Report on awareness raising activities and their impact

## D2.3 Report on Round Tables

WP 2 AWARENESS RAISING AND DEVELOPMENT OF METHODOLOGIES FOR FACING LOCAL  
CONFLICTS



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### Contributing Institutions:

1. Legambiente
2. Kozjansko Regional Park, Slovenia
3. Sila National Park, Italy
4. Danube-Ipoly National Park, Hungary
5. Sölktäler Nature Park, Austria
6. Rodopi National Park, Greece

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## 1. Introduction

*Responsible partner: LEGAMBIENTE*

One of the specific objectives of the project was to develop a methodology of encounter, discussion, sharing and co-planning for overcome the social conflicts that can born in occasion of significant structural intervention: lack of transparency on decision making processes and lack of information about impacts on the environment and human health, might be indeed perceived by local inhabitants as intrusive or dangerous.

For this reason the Work Package 2 was related to “*Awareness raising and development of methodologies for facing local conflicts*”, whose subjects were in their first implementation phase the general public and the local key actors who might be directly involved in the supply chain. Furthermore, this work package aimed at going beyond, also attracting all stakeholders that might be affected by the project.

The tasks that had to be implemented within WP2 were:

- The draft of an **Awareness Plan**

The Plan provided all the information and resources to plan and maintain a successful awareness campaign. A first draft was prepared by Legambiente as coordinator of the work package and implemented by partners, who adapted the plan to local features.

- The organization of **awareness events**

Within the awareness campaign the partners had to plan and organize several local events with the aim of spread information about the project and involve local key actors.

- The subscription of a **Memorandum of Understanding**

Thanks to the implementation and subscription of a Memorandum of Understanding (*see deliverable D2.4*) key actors who played a significant role in the supply chain committed their selves to follow common shared rules and to carry on all necessary activities for ensuring medium and long term sustainability of the supply chain.

*The deliverables of the Work Package 2*

Awareness Plan	This living document aims to provide all the information and resources to plan and implement a successful awareness campaign.
10 Local Awareness Events	5 awareness events (one in each nature park) will be mainly focused on the private part of locals such as citizens, associations, economic actors enterprises and their associations.  Other 5 awareness events (one in each nature park) will be mainly focused on public part of locals, such as public administrators and servants, land planners.

20 Local Round Tables	Some of the participants who attended awareness raising events will take part to Round Tables activity, which will be the occasion for focusing on some specific issues.
45 Specific meetings	The meetings will be preparatory for the writing of the Memorandum of Understanding.
5 Memoranda of Understanding	The definition and signature of the Memoranda of Understanding, the document through which local stakeholders commit their selves to implement a sustainable and shared supply chain. Memoranda will be translated and adapted to different local needs.

#### *Methodology used*

The first step of the Work Package 2 has been the drafting of an Awareness Plan. The draft was sent to all partners, asking for their inputs and feedback. At the end of the project, the Plan has also been enriched with the critical evaluation made by partners of the strategy and this specific tool.

Then, to evaluate the effectiveness and efficacy of the awareness campaign, in terms of quantity of public reached and involved, filled a template which included the main information about the awareness events that had to be provided. In particular, the template (see below) contained information about:

- Type of event
- Event title
- Topic
- Participants (target group)
- Description
- Feedback by participants
- Attachments (Agenda, participants list, photos, press report)



**SUMMARY**

Deliverable no.:	Partner:	No. of event:
Country:	Place:	Date: dd/mm/yyyy

**TYPE OF EVENT**

(A) awareness event	(B) round table	(C) specific meetings
(D) other		

**EVENT TITLE**

**TOPIC OF THE EVENT**

**PARTICIPANTS (target groups must be clearly identified by participants list)**

**DESCRIPTION (programme, methods, goals, further plans, proposals)**

**FEEDBACK BY PARTICIPANTS**



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**ATTACHMENTS (scan documents and attach documents as photos):**

- i. EVENT AGENDA (invitation, programme)
- ii. LIST OF PARTICIPANTS
- iii. EVENT PHOTOS
- iv. OTHERS (media reports: newspapers, web page etc.)



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Picture 1 - Template for awareness event reporting



## 2. The Awareness Plan

### Introduction



As previously said, the Awareness Plan provided to partners the information and resources to plan and implement a successful awareness campaign. Its content included information about the awareness campaign that might be useful for partners to organize the awareness events foreseen. Then, the Plan included a general overview of the target groups and their role in the project. More specifically the Plan

highlighted the strengths that could facilitate the realization of the project and the aspects that could affect the realization of the project.

Partners contributed to the Plan sending any example of conflict or best practice arisen on this issue, among which an interesting Italian case study occurred in Tuscany, in the village of Buonconvento.

It is also important to remind the awareness strategy must also run take into consideration communication aspect, planned within the Work Package 5, in order to achieve the best possible results. Each awareness activity planned, in fact, it was combined with the involvement of local media and the communication tools of the project (web site, twitter, communication material).



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# BIOEUPARKS

Exploiting the potentialities of solid biomasses in EU Parks  
IEE/12/994/SI2.645924

## Awareness Plan

Final version  
D2.1



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### Contributing Institutions:

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10. Danube-Ipoly National Park, Hungary
11. Sölktäler Nature Park, Austria
12. Rodopi National Park, Greece

## 1. INTRODUCTION

One of the greatest challenges of the project is to develop a transparent decision making process, grounded on scientific data, information and risks analysis, which lead to a diffused social acceptance and avoid conflicts.

How to start? How to plan events? Who must be involved? What are the information needed by citizens and local key actors? How to develop the awareness campaign? How to face conflicts? This document aims to provide all the information and resources to plan and maintain a successful awareness campaign.

**As the WP2 (Awareness raising and development of methodologies for facing local conflicts) will last for the whole project, this document will be a living document and will be implemented by partners, who will adapt the plan to local features.**

### The project

BioEUParks aims to develop an efficient and sustainable biomass supply chain in 5 European Nature Parks, promoting short chains and small scale installations. This can be realised thanks to an approach promoting sharing of objectives and co-planning with local key actors. This approach proves to be a fundamental requirement in order to overcome one of the major barriers that might emerge from the project: lack of transparency on decision making processes leading to some interventions, quite always are perceived by locals as intrusive or potentially dangerous for environment, health and landscape.

### Specific objectives

One of the specific objectives of the project is the development of a methodology for design and manage a biomass supply chain into 5 Nature Parks all over Europe, promoting short chains and small-scale installations. This can be realised thanks to an approach promoting sharing of objectives and co-planning with local key actors. For this reason, project aims also to develop a methodology of encounter, discussion, sharing and co-planning for overcome the social conflicts that can born in occasion of significant structural interventions.

### Macro-phases

During each phase of the project will be given a constant attention to participation sharing and co-planning activities.

<p><b>Macro-phase 1</b> Awareness raising and preparation activities</p>	<p>This phase is addresses mainly local community with the aim to aware and inform all citizens on the themes treated and the main features of project. This action includes the producing and exploiting of informative material, including web site, the processing of public events and the exploitation of media.</p> <p>Thanks to the propaedeutic value of this action, the knowledge on the matter will be implemented and an open and transparent communication channel will be open between supply chain promoters and locals.</p>
<p><b>Macro-phase 2</b> Development of a local biomass supply chain</p>	<p>This phase is the core of the entire project. While setting up a solid biomass supply chain for each park involved, an inclusive approach and transparent communication, which allow a real participation of locals to the decision making process, will be developed.</p> <p>The main tools exploited will be the realisation of local Round Tables between project actors, representatives of parks and all local key actors. The Round Tables will lead to the subscription of Memoranda of Understanding between the same actors, committing all signatories to support the actions foreseen in the project, also with a long-term perspective.</p>
<p><b>Macro-phase 3</b> Capacity building and mainstreaming</p>	<p>This phase aims at facilitating the implementation and managing of further similar initiatives, as defined within the previous actions, included the active participation to process of local key actors, as well as promote low impact approaches to biomass supply chain.</p> <p>Improving knowledge and consciousness will help stakeholders (nature park managers, technicians etc) skills in governance of parks in general and in exploiting of solid biomass and conflict mediation.</p>
<p><b>Macro-phase 4</b> External Communication</p>	<p>The objective of this phase is to disseminate “BIOEUPARKS” on local, national and European scale in order to make this initiative known and contribute to the debate on biomass production and its conversion in energy, included al issues linked with the environmental sustainability of such operations.</p> <p>Meetings, social media, articles etc. will contribute to build a transparent and participated process.</p>

## Who are the target groups of the project and what is their role

1. Nature Park managers, engineers and technicians are responsible for the local governance of parks and for the kind of interventions foreseen in the project. They represent the main group of project's actors which take part to project and receive its main benefits.

*How will the target group benefit from this project? Improving their skills in governance of parks in general and in exploiting of solid biomass and conflict mediation*

2. Local people represent the diffuse interest of the local community to live in a clean, sustainable and healthy safe environment. Even if major activities involve representatives organization of locals, their direct presence to main project public activities will be strongly encouraged.

*How will the target group benefit from this project? Improving the participation of citizens in the decision making process will reduce conflicts*

3. General public doesn't interact with project's activities in general, but the project wants to provide its contribution to the wider debate on the energy and environment future of Europe, through a large dissemination activity. Major project activities addressing on the majority the two previous targets, however capacity building and communication activities addressing the audience also beyond the one directly involved in the project

*How will the target group benefit from this project? They will receive more information on biomasses production and exploiting*

## The deliverables

10 Local Awareness Events	5 awareness events (one in each nature park) will be mainly focused on the private part of locals such as citizens, associations, economic actors enterprises and their associations.  5 awareness events will be mainly focused on public part of locals, such as public administrators and servants, land planners.
20 Local Round Tables	Round Tables. Some of the participants who attended awareness raising events will take part to Round Tables activity.
5 Memoranda of Understanding	Memoranda of understanding. Some of the participants in awareness raising events and Round Tables, will take part to the definition and signature of Memoranda of Understanding.

12 Training sessions; 1 International Conference	Thanks to capitalisation (training, conferences, publication of Guidelines) activities the project know how will be made known to at least 500 Nature Parks managers, engineers and technicians, representing at least 100 nature parks.
6 National Workshops; informative material (7.000 leaflets, 3.500 folders and 360 posters); 1 project website; 78 ad hoc meetings	To made the project and its contents known and increase the debate on biomasses.

## Reporting

At the end of each local awareness event its effectiveness and efficacy will be evaluated. Partners will draft an overall report on the activity with the aim of providing homogeneous data to prepare the final report on the awareness campaign.

In particular the **awareness raising report** will contain data and information about:

- Date and location of the event
- Programme
- Participant List (clearly including organization and target group)
- Summary of the event
- Decision taken, proposals and suggestions
- Impact on local media
- Feedback by participants

## 2. WORK PACKAGE 2- THE AWARENESS RAISING AND DEVELOPMENT OF METHODOLOGIES FOR FACING LOCAL CONFLICTS

*Duration in months: 26*

### Overview of the Work package

As fully explained within previous sections, the main approach of project to the matter, considers inescapable and indispensable the sharing of objectives and the methodologies to be applied for implement a biomass supply chain in a certain territory with local key actors and citizens. The same situation occur for other type of activities with significant potential effects on the daily life, the health and the territories concerned.

The conflicts that often born in these occasions, between locals and project promoters, can be limited by a specific approach based on sharing and co-planning between the biomass chain promoters and all local actors.

Through this action it will be processed some specific aspects affecting the realisation of an effective solid biomass chain to feed heat or CHP PLANTS such as lack of transparency in in the decision process, low involvement (and information) for locals, underestimation of social effects, environmental and health impact, political positions, doubts on private investments on issues directly affecting citizens' life.

Thus, aim of action is to go beyond a diffused acknowledgment and consensus (as described within WP5), to attract the active cooperation and co-planning of the chain by ALL the key actors aging within the park boundaries or that can be affected by project activities.

With the aim to obtain a diffused social acceptance on local activities, the entire structure and contents of awareness raising campaign will explicitly and clearly address sustainability issues.

After an initial awareness raising campaign, aimed at attract to project a diffuse interest (Task 2.1), project operators and other involved subjects, a couple of actions addresses directly the involvement of local key actors in the definition of the supply chain.

Within campaign it will be promoted the organisation (or the participation)of events under the IEE initiative EUSEW Energy Days.

*What are the aspects that can affect the realization of the project?*

- lack of transparency in the decision process
- low involvement (and information) for locals
- underestimation of social effects
- environmental and health impact
- political positions
- concern on private investments on issues directly affecting citizens' life.

*What are the strengths that can facilitate the realization of the project?*

- the efficiency and sustainability of the supply biomass chain
- provide all the necessary information to all stakeholders

- take into account local social, environmental and economic features
- citizens participation during the decision making process and during all key stages
- the definition of guide lines (Memorandum of Understanding) which defines common shared rules and commit all stakeholders to follow these rules.

### The tools of this action

<b>What</b>	2 <b>Awareness Event</b> per Nature Park, 10 awareness events in total for the whole project (ref. Task 2.1).	4 <b>Round Tables</b> per Nature Park, 20 Round Tables for the whole project (ref. Task 2.2).	45 <b>Specific Meetings</b> for preparation of Memoranda of Understanding (ref. Task 2.3).
<b>Where</b>	In each target area, meaning 5 Nature Parks involved.	In each target area, meaning 5 Nature Parks involved.	In each target area, meaning 5 Nature Parks involved.
<b>Who</b>	Events will be organised and managed by Nature Parks representatives	Round Tables will be organised and managed by Nature Parks representatives	Specific meetings will be organised and managed by Nature Parks representatives
<b>Why</b>	These events are performed for inform and aware locals on the main features of project.	Round Tables aim at including in an inclusive approach both the civil society and the supply chain promoters	They are working meeting aimed at developing and finalizing the Memoranda of Understanding
<b>When</b>	Between 2 <sup>nd</sup> and 4 <sup>th</sup> month of project.	Between the 4 <sup>th</sup> to 8 <sup>th</sup> month of project	From 6 <sup>th</sup> to 8 <sup>th</sup> month of project
<b>Duration</b>	The events will be organised on half day sessions.	Round Tables are organised on half day sessions.	Specific meeting are organised in 2/3 hours sessions

<p><b>Target Group</b></p>	<p>Both events address local inhabitants, local interests groups, local economic actors and local public actors.</p> <p>At the moment it is foreseen to differentiate the two events as following:</p> <ul style="list-style-type: none"> <li>- 1st event mainly focused on the private side of locals, such as citizens, associations, economic actors enterprises and their associations. For each event it is foreseen the participation of at least 50/60 participants.</li> <li>- 2nd event mainly focused on the public side of locals, such as public administrators and servants, land planners. For each event it is foreseen the participation of at least 20/30 participants.</li> </ul>	<ul style="list-style-type: none"> <li>- Local authorities in charge of regulation/management of the issues dealt with the project, such as Municipalities, environment and energy agencies;</li> <li>- Public enterprises in charge of provide structural services, such as heating, electricity, road system;</li> <li>- CHP Plants and heat plants owners;</li> <li>- Investors;</li> <li>- Agricultural enterprises and land owners;</li> <li>- Enterprises working in forest management and wood treatment;</li> <li>- Transport enterprises;</li> <li>- Environmental and citizens' associations;</li> <li>- Financial institutions;</li> <li>- Singular experts in matters concerned.</li> </ul> <p>8/10 participants per Round Table, with a total of, at least, 180 participants for the whole project.</p>	<ul style="list-style-type: none"> <li>- Local authorities in charge of regulation/management of the issues dealt with the project, such as Municipalities, environment and energy agencies,;</li> <li>- Public enterprises in charge of provide structural services, such as heating, electricity, road system;</li> <li>- CHP Plants and heat plants owners;</li> <li>- Investors;</li> <li>- Agricultural enterprises and land owners;</li> <li>- Enterprises working in forest management and wood treatment;</li> <li>- Transport enterprises;</li> <li>- Environmental and citizens' associations;</li> <li>- Financial institutions;</li> <li>- Singular experts in matters concerned.</li> </ul> <p>3/4 participants per Specific Meeting, with a total of, at least, 135 participants for the whole project.</p>
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### 3. A LOCAL PERSPECTIVE

#### RODOPI NATIONAL PARK, Greece



#### Who are the local key actors involved?

Local Forest Service (Manages state owned forests, produces biomass), Forest cooperatives (timber harvesting operations, external services | trading of wood products), Wood merchants (wood processing and trading of wood products, private companies), End consumer (households heating, etc), Local residents (villages inside the Park), Municipalities, Prefecture authorities, NGOs, Hunter organizations, Pellet

manufactures, Biomass burner traders.

#### Any example of conflict or best practice arisen on this issue

The most common conflict arisen in RNP is between local residents and nature protection NGOs in cases where bears, wolfs or foxes cause damages to domestic animals or orchards. Local residents call for killing the damaging animal, while NGOs want to protect it.

Immediate action - by compensating for the damages and taking measures to chase away the damaging animal - is crucial to minimize the negative impacts of such a conflict.

A potential conflict could be the anxiety of NGOs to secure protection while producing biomass from protected areas.

Forest management sustainability (forest management plan is established in order to regulate harvesting of products and nature protection) is the key point to persuade NGOs that production is compatible to protection.

Forest management history (wood is produced for centuries in RNP, maintaining traditional harvesting systems) could also provide good reasoning to support biomass production and alleviate NGOs negative reaction.

#### KOZJANSKO REGIONAL PARK AND SLOVENIAN FORESTRY INSTITUTE, Slovenia

#### Who are the local key actors involved?

The key players in our field are the Institute for forests, the larger the forest owners and producers of firewood and chips

#### Any example of conflict or best practice arisen on this issue

Until now we haven't had a conflict. Some public institutions (schools, health centres) will start to heat the use of biomass is already in winter 2013.

## SÖLKTÄLER NATURE PARK, Austria

In 2007 a project for six small hydro plants - to be built in the Park - has been presented. This project raised several concerns and an intense discussion that led to a public meeting with experts and technicians.

Main concerns were about the possible negative effects on ecosystem.

At the meeting also participated citizens and park officers.

As material, a document was presented and distributed to citizens; the document listed:

- details on the project
- the benefits of the project

## DANUBE-IPOLY NATIONAL PARK, Hungary

Before the BioEuParks project started in some areas of the country woody biomass originated from logging in areas of high natural value and burnt in big power plants resulted

many debates and protest of the public. For this reason the main goal of the communication in Hungary has been aimed to make clear that Bioeuparks supply chains are different from those and they are sustainable

### Who are the local key actors involved?

Green NGOs, local inhabitants, municipalities, biomass heater venders, experts of other national park directorates, nature conservation experts, managers of the protected areas, local entrepreneurs.

### Any example of conflict or best practice arisen on this issue

The Memorandum of Understanding signed with Birdlife Hungary after many events where different aspects of local supply chains were discussed shows that the project goals are accepted as sustainable by nature conservation experts as well.

#### 4. A CASE STUDY: THE BUONCONVENTO MUNICIPALITY



Buonconvento is a municipality in the Province of Siena in the region Tuscany, located about 70 kilometres south of Florence and about 25 kilometres southeast of Siena in the area known as the Crete Senesi. Between May and August 2012 Buonconvento was the scene of a passionate debate arose from the presentation of a proposals for a biogas plants in an area of great value in terms of landscape and nature conservation. After the project for four 999 kW biogas plants was presented to the municipal

administration and evaluated by the Technical Office, the City Council decided that that more detailed projects and more precise documentation for the construction of biogas plants were needed.

Thus, with the support of over three hundred residents signed the request, a "Committee for the enhancement of the Buonconvento landscape and environment was established with the aim of engaging a participatory process involving local citizens and experts and discuss about potential advantages and disadvantages of the biogas plants, also identifying some shared rules for their realization.

##### What were the concerns of the Municipality?

- The consequences of the plants supply which, coming from outside the territory, would have implications on local viability, already characterized as critical.
- A possible negative impact on landscape, water resources, soil productiveness and wildlife.

##### What were the concerns of the citizens?

- Healthy problems: toxic fumes, noxious emissions, pathogenic bacteria etc.
- The inconvenience caused by bad smells and the visual impact of power plants on the territory.

##### Who attended?

- Jury formed by citizens selected at random among all Buonconvento inhabitants (50 citizens of different ages and professions, either not experts nor necessarily interested in the subject).

- Guarantee Body, chaired by the Mayor of Buonconvento and composed of representative from the different points of view with respect to biogas. One of the tasks of the Body was checking that all opinions will be expressed.
- Experts chosen in a balanced way between "pro" and "con".

### The participatory methodology

- Sending a letter and a leaflet to all citizens
- Activation of a dedicated web site [www.biogasparliamone.it](http://www.biogasparliamone.it)
- Two workshops with "pro" and "con" experts
- A final phase during which the Jury will express its opinion
- A public presentation of the results

### The most controversial issues:

- What is biological in biogas?
- How much are the biogas incentives and how much will they cost to citizens?
- How a biogas plant works?
- How much is the water and energy consumption?
- How big, in terms of surface, is a biogas plant?
- How much "mass" is needed to feed it?
- How big is the consequence on the agricultural land and what is the potential impact on crops and landscape?
- What is the impact on roads and traffic?
- Does the plant make bad smell and noise?
- What goes in and what comes out from the furnace?
- The residual from biogas production can be harmful?
- What controls are made?
- What does a «well done biogas» mean?
- What are the most suitable places for a plant?

## 5. STEPS TO CONSIDER DURING THE PLANNING OF AN AWARENESS STRATEGY

During each project' partners meeting, the consortium discussed and analysed the awareness campaign, highlighting the most important steps that need to be considered during the planning phase:

- What is the message that is required to be communicated during the events?

*Messages can be different according to local features;  
Start the event explaining the project, the actions and the objectives;  
Always refer to the European framework and legislation;  
Always mention the European grant and use the common visual layout.*

- Which target group should be involved?

*Primary audience: those who are directly involved in the supply chain;  
Secondary audience: those who influence the supply chain and those, who live in the area of the supply chain even though not directly involved;  
VERY USEFUL: to invite experts on the topic.*

- How should you communicate the event and which media has the most effectiveness (local media, social media etc)?

*Remember to keep the message simple and to communicate in advance to the consortium the events that is going to be organized;  
Use social media and existing thematic and local communication channels.*

- Are there special occasions when the communication is more effective than the usual?

*To involve a wider audience, can be useful to organize the event in the framework of another national event (conference, fair, etc.)*

## 6. EVALUATION MADE BY THE PARTNERS

### Weaknesses and strengths of the strategy

<i>STRENGTHS</i>	<i>WEAKNESSES</i>
a model of governance that ensures the durable participation of agriculture/forestry companies, forest owners and institutions in the agro-energy system;	To transform the potential demand in the market demand, a serious organization of local supplies, technical services, prices stabilization, efficient managements
encouraging final users confidence towards the supply chain and its actors, through the organisation of periodic and thematic meeting;	Problems related mainly to the excessive bureaucratization of authorization processes
the application of track and trace models to the agro-energy supply chain, ensuring the sustainable management of forest land from which biomass originates;	
drafting of a Strategic Territory Plan, conceived as a planning tool suitable for a territory scale larger than the municipality, geographically and administratively homogenous;	
providing assistance, upon request, for the drafting of framework contracts for the supply of biomass;	
Contract procedures have to be subject to standardisation and continuous adaptation, including quanti/qualitative specifications of biomass supplied, relation to plant capacity, assessment of economic aspects, in order to avoid disagreements and problems in the execution of the contract;	
The logo and image of the BioEUParks was a nice, simple and a very useful tool in communication;	
The target groups and the most useful types of events and tools were correctly identified in the strategy, which helps to reach effectively the relevant stakeholders. Involving experts and NGOs as suggested by the strategy also increases the effectiveness of the awareness raising.	The system of planned awareness events and events in the other workpackages with similar target groups turned out to be too complicated for the reporting as in the practice each of the events had slightly different mixed characteristic.

### 3. The awareness strategy

#### Introduction

In the framework of the Work Package number 2, which promotes a shared approach aimed at overcoming the major barriers that might emerge during the project such as lack of transparency and cooperation with local stakeholders, Legambiente coordinated the strategy, in collaboration with partners. The five parks have indeed reviewed and agreed the overall strategy tailoring the approach according with the specific features of their own territories.

Furthermore, each partner planned, scheduled and implemented the awareness events, round tables and specific meetings in their own pilot area. In Greece and Slovenia technical partners, DUTH and SFI, have supported the parks in planning and organising the events.

The awareness strategy included the organization of different kind of events, which have been designed with a "pyramidal" model, i.e. starting from events destined to a large audience: the **awareness events**.

These events, 2 in each target area (for a total number of 10) had the main aim of communicating the project, its actions, its objectives, spreading information about the biomass topic and starting to promote a dialogue with local key actors and citizens. The target groups involved were:

- citizens
- associations
- economic actors
- public administrators
- local key actors (purchasing groups, operators, forestry services etc)

The awareness-raising events were preparatory to the **Round Tables** (4 for each Park) which aimed at involving all local key actors interested in taking part to the biomass supply chain with consequently participation to the Memorandum of Understanding.

According to the project Round tables were considered ad thematic meetings where project's representatives and local key actors could meet for planning the best solution for implementing a supply chain. For this reason, the Project defined specific aspect that might be addressed during the tables such as: environmental impact, cost-benefit analysis, impact on the locals, strength and weak points, legal or economic barriers, etc.

In parallel with the Round Tables, representatives of Nature Parks met the relevant key actors and stakeholders, in order to facilitate the organisation and processing (including the achievement of specific commitments) of the Round Tables and, more in general, of the project. The **specific meetings** (45 in total) were at the base of the "pyramidal" model and included all actors that could play a significant role in developing and implementing the supply chain.

## General overview of the WP2 events

PARTNER: SILA NATIONAL PARK, Italy

<b>1° AWARENESS EVENT</b>	<b>10th September 2013</b> 1° event with stakeholders of Sila National Park, bank managers, representatives of public Institutions of Sila, confederations of forests and farmers, haulers, owners of sawmills, environmental associations/groups, research Centers, Universities <b>23 participants</b>
<b>2° AWARENESS EVENT</b>	<b>17th December 2013</b> 2° awareness event with the operators, representatives from forest companies, administrations, truck drivers, representatives from farms, citizens and local institutions. <b>9 participants</b>
<b>n. 4 ROUND TABLES</b>	<b>28th October 2013</b> (morning session): ROUND TABLE with forest workers, owners, plant managers, farming businesses <b>8 participants</b>  <b>28th October 2013</b> (afternoon session): ROUND TABLE with institutions, local administration, financial bodies, investors. <b>4 participants</b>  <b>18th November 2013</b> (morning session): ROUND TABLE with representatives from forest chain and auto carriers. <b>9 participants</b>  <b>18th November 2013</b> (afternoon session): ROUND TABLE with trade associations, environmental associations, professionals. <b>9 participants</b>
<b>THEMATIC WORKSHOP</b>	<b>18th February 2014</b> “woods, energy, building and plant design” 15 participants  <b>11th March 2014</b> “Certification, regulations and policies of European community” <b>11 participants</b>

<p><b>SPECIFIC MEETINGS</b></p>	<p><b>10th December 2013</b> Giuseppe Aracri, forest manager</p> <p><b>10th December 2013</b> Giuseppe Mazzei, representative of the Cosenza agrotechnicians</p> <p><b>10th December 2013</b> Luigi Stasi, mayor of Longobucco (Cosenza)</p> <p><b>10th December 2013</b> Mario Grillo, farm owner and representative of AIEL</p> <p><b>10th December 2013</b> Peppino Anselmi, counsellor of the order of agronomists and forests</p> <p><b>11th December 2013</b> Giuseppe Chiarello, farm owner</p> <p><b>11th December 2013</b> Leonardo Perri, forest company and owner</p> <p><b>11th December 2013</b> Ivo Carli, Wood owner</p> <p><b>11th December 2013</b> Leonardo de Marco, forest company</p> <p><b>13th December 2013</b> Giovanni Bitonti, forest company</p> <p><b>13th December 2013</b> Luigi Spadafora , forest company</p> <p><b>13th December 2013</b> Salvatore Procopio, freelance</p>
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*PARTNER: Kozjansko Regional Park, Slovenia*

<p><b>1° AWARENESS EVENT</b></p>	<p><b>31th May 2013</b>  1° event with Slovenia forest service (Regional unit Brežice and Celje), the Chamber of Agriculture and Forestry of Slovenia (Regional unit Celje), Farmland and Forest Fund of the Republic Slovenia, representatives of the local community (Kozje, Sevnica, Laško), representatives of the School centre Šentjur, Staff of the Kozjansko Regional Park, private forest owners, farmers, a potential investor in district heating system Kozje  <b>52 participants</b></p>
<p><b>2° AWARENESS EVENT</b></p>	<p><b>27th June 2013</b>  2° event with representatives of the local community (Kozje, Brežice, Krško, Sevnica, Laško), representatives of the School centre Šentjur, representatives of the primary school (Bistrica ob Sotli, Lesično), staff of the Kozjansko Regional Park, private forest owners, farmers, VITRA – Centre for Sustainable Development, NEP – National energy via Slovenia  <b>20 participants</b></p>
<p><b>4 ROUND TABLES</b></p>	<p><b>1th October 2013:</b>  ROUND TABLE with Slovenia forest service (Regional unit Brežice), local forest owners inside municipality of Kozje (with forest estate - more than 20 ha), a potential investor in district heating system Kozje, Major of local municipality (Kozje)  <b>10 participants</b></p> <p><b>24th October 2013</b>  ROUND TABLE with Slovenia forest service (Regional unit Brežice)  <b>9 participants</b></p> <p><b>21th November 2013</b>  ROUND TABLE with Slovenia forest service (Regional unit Brežice, Regional Unit Celje), the Chamber of Agriculture and Forestry of Slovenia (Regional Unit Celje, Regional unit Maribor), forest cooperative Pohorje – Kozjak, Secretary of the Slovenian connection of forest owners association, SFI  <b>12 participants</b></p> <p><b>13th February 2014</b>  ROUND TABLE with Slovenia forest service (Regional unit Brežice, Regional Unit Celje), the Chamber of Agriculture and Forestry of Slovenia (Regional Unit Celje), the major of municipality Kozje  <b>15 participants</b></p>

<p><b>SPECIFIC MEETINGS</b></p>	<p><b>14th November 2013</b> Meeting with Employees of Slovenian forest service (Regional Unit Brežice), director of Kozjanski regional Park - Teo Hrvoje Oršanič, Mojca Kunst - KRP, Tine Premrl - SFI <b>4 participants</b></p> <p><b>14th November 2013</b> Meeting with Employees of Slovenian forest service (Regional unit Celje), director of Kozjanski regional Park - Teo Hrvoje Oršanič, Mojca Kunst- KRP, Tine Premrl-SFI <b>4 participants</b></p> <p><b>21th November 2013</b> Meeting with the potential investor of district heating system (TOPKO-Jožef Preskar), director of Kozjansko regional Park Teo Hrvoje Oršanič, Mojca Kunst -KRP, Tine Premrl-SFI <b>4 participants</b></p> <p><b>21th November 2013</b> Meeting with Municipality Kozje (expert on the environment, other), director of Kozjanski regional Park, Teo Hrvoje Oršanič, Mojca Kunst- KRP, Tine Premrl - SFI <b>5 participants</b></p> <p><b>21th November 2013</b> Meeting with Municipality Bistrica ob Sotli (major, expert on the environment, other), director of Kozjansko regional Park Teo Hrvoje Oršanič, Mojca Kunst – responsible for WP2 in KRP, Tine Premrl - SFI <b>4 participants</b></p> <p><b>25th November 2013</b> Meeting with Veronika Valentar, forestry specialist (The Chamber of Agriculture and Forestry of Slovenia (Regional Unit Maribor), director of Kozjansko regional Park Teo Hrvoje Oršanič, Mojca Kunst, KRP,Tine Premrl - SFI <b>5 participants</b></p> <p><b>25th November 2013</b> Meeting with forest owners association Mirenska dolina , director of Kozjansko regional Park Teo Hrvoje Oršanič, Mojca Kunst – KRP, Tine Premrl - SFI <b>5 participants</b></p>
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	<p><b>26th November 2013</b> Meeting with the Chamber of Agriculture and Forestry of Slovenia (Regional unit Celje), director of Kozjansko regional Park Teo Hrvoje Oršanič, Mojca Kunst – KRP, Tine Premrl - SFI <b>5 participants</b></p> <p><b>26th November 2013</b> Meeting with employees of The Institute of the Republic Slovenia for Nature Conservation (Regional unit Celje), director of Kozjansko regional Park Teo Hrvoje Oršanič, Mojca Kunst – KRP <b>4 participants</b></p>
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*PARTNER: Danube-Ipoly National Park, Hungary*

<b>1° AWARENESS EVENT</b>	<b>4th June</b> 1° event with citizens (including children), students, volunteers, nature conservation experts, economic actors, media <b>240 participants</b>
<b>2° AWARENESS EVENT</b>	<b>12th June - 13th June</b> 2° and 3° event with majors, national park managers, experts <b>Participants: 17 + 14</b>
<b>n. 4 ROUND TABLES</b>	<p><b>14th October 2013 at Bugyi</b> 1° Round table with nature conservation experts of national park directorates and NGOs , forestry experts of universities, national park directorates and forestry companies <b>19 participants</b></p> <p><b>29th October 2013 at Budapest</b> 2° Round table with nature conservation experts of national park directorates and NGOs , forestry companies <b>17 participants</b></p> <p><b>6th November 2013 at Budapest</b> 3° Round Table with governmental forestry companies <b>6 participants</b></p> <p><b>3th December 2013 at Dinnyes</b> 4° Round Table about the possible role of municipalities <b>20 participants</b></p>

<p><b>SPECIFIC MEETINGS</b></p>	<p><b>18th October 2013</b>  meeting with energy expert  Gerocs Imre, energy expert, subcontractor  Dr. Kezdy Pal, forest engineer, DINPD  Karolyi Tibor, bioenergy expert, DINPD  Tomcsanyi Zsofia, financial assistant of the project, DINPD  Bajor Zoltan, coordinator, Birdlife Hungary  <b>5 participants</b></p> <p><b>3th December 2013</b>  meeting with local experts of the local forestry company (NEFAG Zrt.)  Nagy Istvan, forest engineer, ranger, Ocsa district, DINPD  Skultety Robert, forester, NEFAG Zrt,  Kindla Norbert, wood utilization technical executive, NEFAG Zrt.  <b>3 participants</b></p> <p><b>6th December 2013</b>  meeting with majors and civil servants of local governments  Pályi Gyula, major, Dunabogdany  Peregi Istva, major, Pilismarot  Gyurcsik Mihaly, major, Szokolya  Romanyik Ferenc, major, Ipolydamasd  Medvacz Lajos, major, Balassagyarmat  Juhasz Bela, major, Szódliget  Kiss Laszlo, major, Marianosztra  Dr. Kezdy Pal, forest engineer, DINPD  Karolyi Tibor, bioenergy expert, DINPD  Karlne Menrath Reka, Leader of the Env. Education, Ecotourism and PR Dept., DINPD  <b>11 participants</b></p> <p><b>9th December 2013</b>  meeting with local inhabitants (final users of the biomass)  Nagy Istvan, forest engineer, ranger, Ocsa district, DINPD  Radics Jozsef, Mraz Attila, Babik Gyula, Szabo Jozsef, Fentor Janos – local inhabitants, Ocsa  <b>6 participants</b></p> <p><b>7th January 2014</b>  meeting with NGO members discussing the MoU  Bajor Zoltan, member of Birdlife Hungary  Lendvai Csaba, representative of Birdlife Hungary  DINPD project staff  <b>5 participants</b></p>
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<p><b>SPECIFIC MEETINGS</b></p>	<p><b>8th January 2014</b> meeting of DINPD experts discussing the legal aspects and possibilities of the MoU Nagy Istvan, Vero Gyorgy: rangers of the sites DINPD project staff <b>4 participants</b></p> <p><b>20th January 2014</b> meeting with the major of Dunabogdany (Palyi Gyula) major, DINPD project staff discussing the possibilities of cooperation and the MoU <b>3 participants</b></p> <p><b>29th January 2014</b> meeting with local inhabitants in the district of the pilot LSC Ocsa (preparation of the contracts and MoU) Nagy Istvan, ranger of the site, forestry expert local inhabitants (fire wood customers) <b>6 participants</b></p> <p><b>12th June 2014</b> on site meeting in Esztergom with the ranger of the area (Vizkert Andras) and the subcontracted expert (Gerocs Imre) discussing the MoU and the amount of available BM in the Esztergom district <b>3 participants</b></p>
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*PARTNER: Rodopi National Park, Greece*

<p><b>1° AWARENESS EVENT</b></p>	<p><b>15th July</b> 1° event with logger (39%), general public (21%), retail sales (3%), pellet producers (2%), local administrations (29%), professionals (4%) <b>101 participants</b></p>
<p><b>2° AWARENESS EVENT</b></p>	<p><b>22th October</b> 2° event with lawyers, individuals, wood traders, logger, forest workers <b>26 participants</b></p>
<p><b>n. 5 ROUND TABLES</b></p>	<p><b>27th November 2013</b> 1° Round Table with forest officers <b>16 participants</b></p> <p><b>16th December 2013</b> 2° Round Table with forest cooperatives <b>16 participants</b></p> <p><b>16th December 2013</b> 3° Round Table with enterprises (private companies of wood merchants, heating systems developers etc.) <b>5 participants</b></p> <p><b>18th December 2013</b> 4° Round Table with public authorities (municipalities etc.) <b>5 participants</b></p> <p><b>17th July 2014</b> 5° Round Table Join meeting of forest cooperatives and biomass manufacture AlfaWood (preparing MOU and contracts sign) - Drama <b>14 participants</b></p>

<p><b>SPECIFIC MEETINGS</b></p>	<p><b>22th May 2013 – Mesochori</b>  Participation in the Board Meeting of RNP (Informative action for Bioeuparks project and its goals)  The Members of the RNP Board (RNP)  Dr. Spyros Galatsidas, Nikolaos Gounaris (DUT)  <b>2 participants</b></p> <p><b>11th June 2013 – Thessaloniki</b>  Meeting with Director General of Forests and Rural Affairs ADMTH (Informative meeting on Bioeuparks project issues).  Dr. Nikitas Frageskakis (Forest Service),  Nikolaos Gounaris (DUT)  <b>2 participants</b></p> <p><b>7th October 2013 – Thessaloniki</b>  Meeting with Dr. Dimitrios Vakalis, Director of Development of Forest Resources of the Special Secretariat of the Ministry of Environment Energy and Climate Change (Informative meeting and discussion on possible biomass promoting actions from the ministry in the context of the EU framework 2014-2020)  Dr. Dimitrios Vakalis (Ministry of Environment ...),  Nikolaos Gounaris (DUT)  <b>3 participants</b></p> <p><b>30th October 2013 – Nevrokopi</b>  Meeting with Deputy Mayor of Nevrokopi municipality Nikolaos Nikolaidis. (Informative meeting and discussion on possible future collaboration)  Nikolaos Nikolaidis (Nevrokopi municipality),  Dr. Spyros Galatsidas, Nikolaos Gounaris (DUT)  Stavros Kechagioglou (RNP),  <b>3 participants</b></p> <p><b>30th October 2013 – Nevrokopi</b>  Meeting with Jiannis Eleftheriadis, Director of AlfaWood Pellet manufactory unit Drama (Informative meeting and discussion on possible LSC problems)  Ioannis Eleutheriadis (ALFA WOOD),  Dr. Spyros Galatsidas, Nikolaos Gounaris (DUT)  Stavros Kechagioglou (RNP)  <b>4 participants</b></p> <p><b>11th November 2013 – Thessaloniki</b>  Meeting with the Director General of Forests and Rural Affairs PD Macedonia and Thrace D / Dee Coordination and Inspection Forestry A.D.M.TH. (Preparation for the first Round Table held in Stavroupoli Xanthi).  Dr. Nikitas Frageskakis, Dr. Aposotlos Ainalis (Forest Service),  Nikolaos Gounaris (DUT)  <b>4 participants</b></p>
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<p><b>SPECIFIC MEETINGS</b></p>	<p><b>26th February 2014 – Nevrokopi</b>  2° Meeting with Jiannis Eleftheriadis, Director of AlfaWood Pellet manufactory unit (Discussion on possible participation of AlfaWood in the LSC)  Nikolaos Nikolaidis, Pasxalis Dermetzis (Nevrokopi municipality),  Dr. Spyros Galatsidas, Nikolaos Gounaris (DUT)  Stavros Kechagioglou, Xristos Karachristos (RNP)  <b>3 participants</b></p> <p><b>26th February 2014 – Nevrokopi</b>  2° Meeting with Jiannis Eleftheriadis, Director of AlfaWood Pellet manufactory unit (Discussion on possible participation of AlfaWood in the LSC)  Ioannis Eleutheriadis (ALFA WOOD)  Dr. Spyros Galatsidas, Nikolaos Gounaris (DUT),  Stavros Kechagioglou, Xristos Karachristos (RNP)  <b>3 participants</b></p> <p><b>18th March 2014 - Thessaloniki</b>  Meeting with the Dee Coordination and Inspection Forestry A.D.M.TH.  Dr. Aposotlos Ainalis (Forest Service)  Nikolaos Gounaris (DUT)  <b>2 participants</b></p> <p><b>18th March 2014 - Veroia</b>  Meeting with Dimitris Lazos, Commercial Director of AlfaWood Drama (Informative meeting and discussion on possible sign of contracts between AlfaWood and Forest Cooperatives of Drama)  Dimitris Lazos (ALFA WOOD)  Nikolaos Gounaris (DUT)  Nikolaos Koniaris (RNP)  <b>3 participants</b></p> <p><b>14th April 2014 – Drama</b>  Meeting with Forest Officers of Drama Prefecture Dr Sofia Thodoridou and Dr Elsa Konstantinidou  Dr Sofia Thodoridou and Dr Elsa Konstantinidou (Forest Service)  Stavros Kechagioglou (RNP)  Nikolaos Gounaris (DUT)  <b>3 participants</b></p> <p><b>24th July 2014 – Thessaloniki</b>  Meeting with Dimitris Lazos, Commercial Director of AlfaWood Drama and Nikos Tsiantoulas Responsible for Commercial Agreement preparation and sign between Alfa Wood and Forest Cooperatives (Preparation of Contracts sign between AlfaWood and Forest Cooperatives of Drama)  Dimitris Lazos, Nikolaos Tsiantoulas, (ALFA WOOD)  Nikolaos Gounaris (DUT)  <b>3 participants</b></p>
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*PARTNER: Söltkäler Nature Park, Austria*

<p><b>1° AWARENESS EVENT</b></p>	<p><b>6th June</b> Majors and representatives from municipalities from the microregion Gröbming and representatives from the Söltkäler Nature Park and the Energy Agency Styria North <b>11 participants</b></p>
<p><b>2° AWARENESS EVENT</b></p>	<p><b>6th September</b> The event was held during the the broadcast “Heimtsommer” on Radio Steiermark. At the event attended:  <ul style="list-style-type: none"> <li>• Local economic actors (representatives from the biomass heating plants, marble factory, Taxi company) and public actors (majors, representatives from the farmers)</li> <li>• Citizens from the three municipalities of the Söltkäler Nature Park</li> </ul>           About <b>30 people</b> were watching the live broadcast on site (<b>18 signed the participation list</b>)</p>
<p><b>n. 3 ROUND TABLES</b></p>	<p><b>1th October 2013</b> ROUND TABLE with the inhabitants of the municipality of Kleinsölk <b>17 participants</b></p> <p><b>4th October 2013</b> ROUND TABLE for the inhabitants of St. Nikolai <b>8 participants</b></p> <p><b>17th October 2013</b> ROUND TABLE for the inhabitants of Großsölk: majors from the 3 municipalities of Söltkäler Nature Park, representatives from local companies and representatives from the Energy Agency Styria North attended the event <b>27 participants</b></p>

<p><b>SPECIFIC MEETINGS</b></p>	<p><b>14th May 2013</b> Meeting with the director of the energy agency styria North (Ernst Nussbaumer and the Thomas Guggenberger from Raumberg Gumpenste in (Economy and Resource Management) <b>4 participants</b></p> <p><b>21th May 2013</b> Meeting with the director of the energy agency styria North (Ernst Nussbaumer and the Thomas Guggenberger from Raumberg Gumpenste in (Economy and Resource Management) <b>5 participants</b></p> <p><b>3th September 2013</b> Meeting with the director of the energy agency styria north (Ernst Nussbaumer) <b>3 participants</b></p> <p><b>13th September 2013</b> Meeting with the director of the energy agency styria north (Ernst Nussbaumer) <b>3 participants</b></p> <p><b>20th November 2013</b> Meeting with the representatives of the nature park and the tourist commission <b>16 participants</b></p> <p><b>26th March 2014</b> Meeting with the Members of the nature park association <b>17 participants</b></p> <p><b>14th April 2014</b> Meeting with one responsible person from the heating plant in Stein an der Enns (Christian Ebenschweiger) <b>3 participants</b></p>
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*Critical evaluation made by the partners about the awareness events*

*PARTNER: SILA NATIONAL PARK, Italy*



The events organized in the WP2 were consistent with the project objectives as the participants were directly involved in the creation of a biomass supply chain. One of the problems emerged during the events was the scarce participation of people invited. This is linked to various causes (previous commitments, etc.). This critical aspect was dealt through the constant involvement of the stakeholders. Also, the Park overcome this difficulty organizing two more thematic workshops to enable operators to

explore topics of particular interest: “woods, energy, building and plant design” and “certification, regulations and policies of European community”.

**Objectives achieved:**

- Involvement of the stakeholders of Sila National Park and identification of their potential interest in participating in the supply chain, also taking into account the environmental, economic and social context;
- Involvement of other public authorities included in the Sila National Park area;
- Analysis of the potentialities of creating a supply chain to ensure the supply of biomass as fuel within a 50-km range from the area of extraction;
- Identification of new stakeholders for further development of the supply chain and evaluation of potential positive impacts.

During the meetings, some stakeholders outlined the need for reconstructing links of reciprocity in the relationships between public and private property. The main points highlighted during the discussions among the actors situated downstream the forestry sector were:

- the interest towards an active management of forestry resources by the forest owners (or by service companies appointed for this purpose);
- the existence of a network of forestry companies able to ensure continuity, technical efficiency and high professional standards in cutting, first processing and extraction works;
- the creation of a transparent market where prices and quantities demanded by the energy sector are clearly identified and the development of internal marketing patterns that ensure the valorization of products such wood chips or pellet.

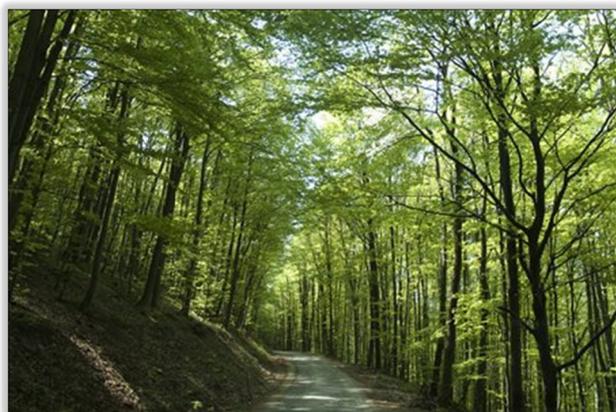


Furthermore, it was pointed out that forest owners and small forestry and wood-processing companies still play a marginal role in relation to the thermal power plants located in the area. In fact, the formers do not succeed in aggregating sufficient amounts of feedstock to meet power plants' demand. On the contrary, the small biomass-fuelled stations, such as the one that is being completed in Longobucco and the heating boilers located in the Park's buildings, could represent an important market outlet, as they need smaller

supplies of biomass, and determine a virtuous circle in the local context.

Thus, at the end of this tasks must be said that the park has been able to find a good answer about the issues highlighted by the project and has been able to raise awareness about biomasses and causing great expectation from the operators.

*PARTNER: Kozjansko Regional Park, Slovenia*



The two awareness events, both held in Podsreda, the headquarters of Kozjanski Park, showed about the importance of a participatory process in order to share information about the topic of the project.

The first event was attended by residents of the protected area who are engaged in agricultural and forestry activities as well as the agricultural and forestry advisory services and a potential investor in district heating;

the second event included participants such as representatives of municipalities and those interested in the exploitation and use of biomass.

Round Tables were very useful to start a debate with the local forest owner associations, who were very interested in the project. According to the project, Round Tables focused about different topics:

**The first round table** was held on the premises of the Kozje municipality, to which we invited forest owners (owning more than 10 ha of forests), a potential investor in district heating, the mayor of Kozje and representatives of the forestry service. The participants discussed how much biomass can be sustainably produced by the forest. The potential investor in district heating wanted to know how much biomass could be produced by forest owners.

**The second round table** was attended by forestry service, which operates within the protected area. The topic of discussion was how to encourage forest owners to contribute

woody biomass for district heating. An agreement was reached to try to establish a Forest owners association of Kozjansko.

**The third round table** was also held at the administration of Kozjanski Park in Podsreda. We invited a representative of the Forest owners association of Slovenia and other representatives that manage forests within the protected area. The topic of discussion was how to organize the local biomass self- supply for Kozje district heating by establishing a Forest owners association.

**The fourth round table** was held at the office of Kozjanski Park in Podsreda. We invited farmers and forest owners and introduced them to the way in which the Forest owners association functions and the advantages they would have when integrated into this association. We agreed to start the search for a president for the association.

From the specific meetings the Park has observed a great acceptance of the project contents from the local institutions and a great willing to help achieving the project goals.



The Park were also building a strong cooperation with the local investor in central biomass heating device in Kozje.

Respond from target groups was satisfying – except the respond from bigger private forest owners, from whom we expected more interest in biomass use. Bigger forest owners manage their forest estate more intensively and they already have more information about biomass use potential of the area. We expected they

would have showed more interest for the future use of biomass

Target groups from professional and scientific forestry fields responded very well, supplying us with necessary information about the possibilities of biomass production from surrounding forests and environmental impact of biomass use inside the park borders.

Target groups from local municipalities and other organizations thinking about changing their heating system from mostly oil to biomass responded very well too. Local municipalities support local biomass production as a part of additional local economy, other organizations have interest in lowering costs of their functioning.

We had no difficulties with target groups during awareness events. We noticed two main difficulties in better acceptance of biomass production:

1. High costs of changing boilers from oil to biomass
2. Relatively low interest in joining together small scale forest owners in one common organization

New ideas of further rural development must be based on sustainability and economy (lowering costs). We expect increase in demand and biomass production in the area of the park.

With our activities we encouraged some local institutions to change their heating system with a consequence in higher biomass demand. We are also encouraging local inhabitants from town of Kozje to join the pipeline network of district biomass heating plant. Perhaps the biggest achievement was lowering the air pollution in and around the town of Kozje.

*PARTNER: Danube-Ipoly National Park, Hungary*



Connecting the project events to other events like publishing ceremony of a book or a conference on invasive species helped to attract many people both from the wide public and experts. All the different aspects were raised at the different events: the environmental sustainability of biomass removal (invasive removal, nature conservation and sustainable forestry aspects), the availability of Biomass and possible local conflicts with the participation of forestry and NGO experts; the possibilities of the biomass harvesting,

transport and heat producing; the legal and economic possibilities and barriers of local government participating the supply chains.

From the discussion emerged that the situation in different parts of the country is somewhat different to the area near the capital, especially the number of households heated by fire wood and the average income of local inhabitants, which influences the price-sensitiveness of the local stakeholders. This was a point which must be considered in case of circulation of the project.

Facing the citizen opposition when some power plants had been switched to wood fuel in other parts of the country the objection to logging in protected areas and burning the wood was considered as the most threatening possible conflict.

This conflict was avoided by prioritizing use of biomass resulted from nature conservation management and communicating this clearly from the very beginning of the project.

Therefore, we can say that thanks to the wide range of partners of the DINPD and practice in organizing public events the project events were very effective.

Very interesting was also the feedback made by participants, regarding the removal of the biomass from the sites, the effectiveness of the methods to be used for invasive removal and the factors, which influence the timescale and the amount of biomass available from invasive removal. The arguments were taken into account at setting up the supply chain plan, the sustainability criteria and the memorandum of understanding.

Many nature conservation arguments were raised and discussed in the wide range of experts and also the forestry management aspects, the possibilities and problems of sustainable biomass production were discussed.

Participants explained their personal views on the topic. It became obvious that the situation in other parts of the country is somewhat different to this area near to the capital.

Questionnaires were filled out by participants at some meetings, helping to select the possible members of supply chains.

Also the pros and contras of different biomass fuels (woodchips, fire wood, pellet, briquette) were discussed from different aspects, like efficiency, available processing capacity, possible raw materials, flexibility of heat production fitting variable needs etc.

*PARTNER: Rodopi National Park, Greece*



The outstanding results of the BioEuParks project in Greece where 2 full operating LSCs have been established inside and around the RNP area are the touchable signs of a successful implementation of the awareness plan. In addition, the large number of stakeholders signed the MoU shows that in general the awareness strategy worked properly convincing most of the local stakeholders to support the scheme of

the establishment a biomass LSC.

Looking at the strategy just from the side of the number and the type of the events that were described in the project proposal the results show that were enough to convince stakeholders to support the scheme. Apart from that the achievements of the awareness strategy is a result of hard team work and of a preliminary scheduling for the way that this strategy should be organized and deployed.

Nothing in this strategy was leaved in chance. Even if many meetings were ad hoc in some way there were thematically prepared scoping in improved perception conditions and thus in more sound results. For this reason a day by day strategy reassessment performed by the team having two main axes regarding:

1. the next steps after an event fulfilment and especially regarding the type of the specific meetings that should be scheduled next and
2. the escalation of the awareness strategy from the general to specific audience and from the first of the last ring of the LSC.

Having the experience of BIOEUPARKS and for future purposes and similar types of projects three significant considerations should been done:

1. more weight should be given in events that target in specific groups possibly engaged actively to the proposed schemes like round tables and specific meetings instead of general awareness events for public audience.

2. of course general awareness events are popular and safeguard the necessary publicity to the EU and to the organization team of the project but they are more efficient if they performed at the end of a project. In our case the general awareness event should had been proposed to be organized at the end instead at the beginning of the project. Otherwise two general awareness events should be described one at the beginning and one at the end.

3. At least one separate event should be organized for each specific target group of the proposed LSC. This separation allows getting clear view of the possible role that each group can play in the LSC and the conflicts may exist with other target groups. After the results of the each event have been assessed and refined other events combining target groups could be performed if necessary giving solution in conflicts and eliminating bottlenecks.

So the described number of the 4 round tables could be adequate or not depending on the ring of the proposed LSC. This is a risk that in the project and for the Greek team is relieved by organizing a 5th round table.

About the remarks made by participants were related to their ignorance regarding LSCs and the way that operate and affect local economy and society. Furthermore, they had shown relative ignorance to the EU Directives for RES and other related specific policies having heard, in contrary, about the general framework of the EU regarding RES and the climate change goals for 2020.

For this reason, it was quite difficult for them to absorb all the relevant information presented by the team during the 1st awareness event and to endorse the project scope in a first place.

Of course they have been asking for more ultimate and frequent information from the EU pointing out that awareness events like that in the regional areas of the country is like a drop in the desert.

From the specific groups engaged actively in the LSC similar ignorance was presented only by the FWC group which does not form a policy maker stakeholder.

After the awareness rising FWCs consider the significance of the events that let them have a clear view to the opportunities for their operation and development. Also FWCs stressed that biomass LSCs should be viable and this is not achievable without collateral EU and national policies helping the access to bank finance and framing the operation of LSCs.

The other 3 specific groups were quite well informed regarding the EU and national policies but also recognized the positive affect of awareness rising to their trust and engagement to LSCs.

In addition, they had been recognizing their weakness to affect efficiently the related national policies because of the bureaucratic and centralized system of policy so that they proposed awareness like that should target the central decision making system firstly.

*PARTNER: Sölktäler Nature Park, Austria*



The main aim of the awareness strategy was to present the project, the method of design and the creation of a biomass value chain. After the organization of the meetings foreseen by the project, we can say that results were good and the project was very much welcomed, despite the use of biomass in the region is very common and its use is therefore not considered as critical. So there was no need to persuade the general public or reassure them about the potential impacts of biomass. By the way, it was very useful to involve private citizens in the project, as they highlighted

their difficult sometimes to obtain regional biomass. The market for forest products changed in the past. Forest owners sell timber as an overall package (different qualities of timber, fire wood, biomass) to one purchaser. For this reason the Sölktäler Nature Park will work after the end of BIOEUPARKS project on the availability of biomass for private persons. The installation of a biomass farm is targeted.

The participants at the Round Tables found the use of biomass makes sense. Many of them own forests or use biomass for heating.

The use of regional biomass is not only in the heating plants of importance. From 610 households in Sölktäler Nature Park are only 60 in the vicinity of biomass heating plants. The use of regional biomass in households is at least as important.

The Round Tables have strengthened the awareness of the use of regional biomass in general.

Very interesting was the strong collaboration with the Energy Agency Styria North and AREC (Austrian Research and Education Centre Gumpenstein) during the specific meetings. From this meetings emerged that the Parks needs a potential analysis to get optimal data for the LSCP. Another important points were the regionalization of energy supply potential and the financial management of the supply chain.

The operators of the Local Supply Chain did not know the rules for sustainability in the directive 2009/28 / EC. In the specific meetings has been found out that the willingness to sign the Memoranda of Understanding was low. The people saw no need to sign a written document, so at the beginning people felt a pressure that led to a delay in signing the Memoranda of Understanding. Independent of the signing of the Memoranda of Understanding the Local Supply Chains have been established.

#### 4. Reports on awareness raising activities

- ✓ *PARTNER: SILA NATIONAL PARK, Italy*
- ✓ *PARTNER: KOZJANSKO REGIONAL PARK, Slovenia*
- ✓ *PARTNER: DANUBE-IPOLY NATIONAL PARK, Hungary*
- ✓ *PARTNER: RODOPI NATIONAL PARK, Greece*
- ✓ *PARTNER: SÖLKTÄLER NATURE PARK, Austria*

## 5. Conclusions

In conclusion of the Work Package 2, we can summarize the results achieved through the several meetings organized during the project (awareness events, round tables, specific meetings) and through the signing of the Memorandum of Understanding, which both were a useful tool able to support the implementation of the supply chain foreseen in the Work Package 3. As stated by Rodopi National Park (Greece) “the large number of stakeholders signed the MoU shows that in general the awareness strategy worked properly convincing most of the local stakeholders to support the scheme of the establishment a biomass Local Supply Chain”. Also, **MoUs were able to set the principles of sustainability** to be followed during the entire course of the project, thus ensuring stakeholders that the topic of environmental sustainability was taken into account during all the “technical” actions of the supply chain: in Hungary “MoU was meant as an agreement declaring the social acceptance of the project”.

As first conclusion, we must highlight that, according to the project, each Nature Park, responsible for planning and organizing awareness events developed and **adapted to its specific context** the effective processing of each event, in terms of specific themes to be discussed, scheduling, kind and number of attendees, locations.

For this reason, the events included meetings with local forest services, forest owners, biomass operators (wood traders, logger, forest workers) and local administrators; Furthermore energy experts students, volunteers, nature conservation managers, citizens and Ngos were involved.

Another point to underline is that many of the issues were “new” topics – especially for the general public - and partners described a widespread acceptance of the project and a desire to increase the knowledge of the issues, also about the objectives of the European Union on the topic of alternative energy. For example in Greece, “a lot of people were not aware of the key role of biomass in achieving the EU targets on renewable energy by 2020”

Despite the large audience selected, the numbers of participants to the event has not always been high. For instance Sila National Park underlined a scarce participation of people attending the events, which was overcome with the organization of two thematic workshop that enabled local operators to explore topics of particular interest (such certification and building and plant designing). Must be also said that the results changed from a park to another: for instance in Hungary the first awareness events involved 240 participants and in Greece 137 people attended. A good result was achieved in Austria, where the Solktaler Nature Park organized a radio broadcast as second awareness event that was surely able to present the project in an original and interesting way.

In general, we believe that the number of participants is very high, also considering that the territories where the project was developed were isolated and not highly populated. About the main objective of the awareness activities, ie to avoid social conflicts, we believe that the strategy, which started from a grassroots participation and focused on the main key words such as “sustainability”, “local development”, “social responsibility”, “economic growth”, was such that **no conflicts were born** and **all the concerns raised during the meetings, were easily overcome**. For example in the Danube - Ipoly National Park

(Hungary): "Facing the citizen opposition when some power plants had been switched to wood fuel in other parts of the country the objection to logging in protected areas and burning the wood was considered as the most threatening possible conflict. This conflict was avoided by prioritizing use of biomass resulted from nature conservation management and communicating this clearly from the very beginning of the project". Sölktales Nature Park confirmed that thanks to the awareness meetings and local stakeholders involvement, especially the awareness actions about social responsibility addressed toward the local plant owner, it was possible to convince him at purchasing local biomass from the initial 20% to 100%.

About difficulties or main barriers to overcome, Kozjanski Regional Park (Slovenia) wrote that main difficulties in acceptance of biomass production were the "high costs of changing boilers from oil to biomass" and "a low interest in joining together small scale forest owners in one common organization". In general, the **economic issue was the one that raised more concerns**: again in Slovenia "the investor bought all of the necessary biomass for the functioning of the system in the neighboring Republic of Croatia, due to their lower prices". However, for the second heating season the Park succeeded, with a joint effort, in ensuring that all of the necessary biomass was obtained solely from within the protected area, emphasizing the environmental sustainability of the local supply chain. Same happened in Greece "the biomass products market is jeopardized by a VAT rate higher for processed biomass products (23%) than for fossil fuels or raw firewood (13%) and from the competition of processed biomass heating products (i.e. pellets) imported at lower prices from neighbouring countries" and Italy.

These problems were successfully overcome thanks to a participatory process and an early involvement that was able to tackle all the stakeholders concerns. Therefore "in Greece the biomass processor launched a leasing program to provide pellet burners under cooperation contracts with the aim to bridge the gap of cost of high initial investment costs in a general condition of economic crises. In Italy the Park launched a restricted tendering procedure, respecting the criteria of green public procurement, which represents an interest reference point for public bodies interesting in boosting sustainable exploitation of local supply chain as a lever of local sustainable development and promoting the setting up of a purchasing group among business operators aimed at lowering the price of local biomass sustainably exploited".

#### MAIN RESULTS ACHIEVED:

- Avoiding social conflicts
- Raising awareness on the topic of renewable energy issues at national and European level
- Involvement of stakeholders and identification of their interest in the supply chain
- Analysis of the potentialities of the supply chain, in terms of local growth
- Underlined social and environmental responsibility of stakeholders
- The creation of local network of private and public actors