



# EUROPEAN BIOENERGY DAY



## PARTNERSHIP OFFER

# 2017



EUROPEAN PELLET  
COUNCIL  
AN AEBIOM NETWORK

**AEBIOM**  
EUROPEAN BIOMASS ASSOCIATION



INTERNATIONAL BIOMASS  
TORREFACTION COUNCIL  
AN AEBIOM NETWORK



# Origin of the Campaign

In recent years, bioenergy lost its edge at EU level with a clear shift in public perception. Once focused on the food vs. fuel debate, critics led by a group of Brussels-based NGOs are now targeting woody bioenergy.

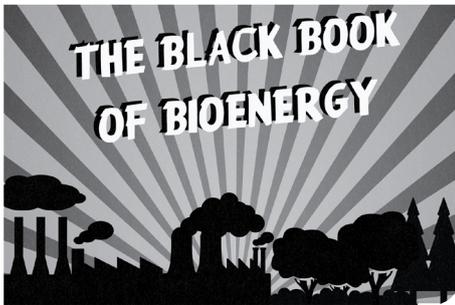
In addition, 2017 will be a pivotal moment at the EU-level. A critical set of legislations will be debated, setting the framework for bioenergy for the decade to come.

For these reasons, AEBIOM and its networks (EPC and IBTC) deemed communication work around bioenergy at EU level a **strategic priority** and engaged in the preparation of a new pan-European communication campaign in 2017.

## Concept Note

Want to know more about the Campaign: its objectives, its targets, the planned actions ?

Discover the European Bioenergy Day concept note [HERE](#).



## Making Bioenergy meaningful to the EU Bubble

Misleading anti-bioenergy communications further added to the deficit of understanding about bioenergy issues, leading to the development of a growing perception gap between EU stakeholders and practices on the ground.

It is therefore essential to share **clear, tangible** and **meaningful** information while adopting a communication appropriate for the current level of understanding about bioenergy issues. What better way to do this than a striking and easy-to-grasp comparison?

On this basis, we have developed the concept of the **European Bioenergy Day** campaign. Inspired by the well-known [Earth Overshoot Day](#) that marks the date the world's demand for natural resources exceeds what can be regenerated in a year. The European Bioenergy Day marks the date Europe starts relying entirely on bioenergies. But where the Overshoot Day aims at sounding the alarm, the European Bioenergy Day adopts a much more positive stance and is all about celebrating bioenergies.



# Who ? What ? Where ? When ?

## Who ?

The campaign is designed to focus on the “**EU bubble**” as a **primary target**. It is within this bubble encompassing the EU institutions, press and opinion-makers that the EU public opinion is moulded and therefore it is also where a shift in the perception of bioenergy would be the most effective.



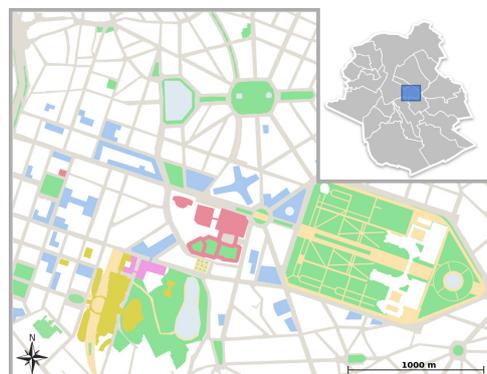
## EUROPEAN BIOENERGY DAY

## What ?

The European Bioenergy Day is a communication campaign coordinated by AEBIOM designed to **shift the perception of the European public opinion on bioenergy** by celebrating the symbolic date the EU starts relying on bioenergies only to be fuel.

## Where ?

The European Bioenergy Day will mostly take place in Brussels and more precisely **within the EU district**. However the concept of the EU Bioenergy Day will also be replicated by national bioenergy/renewable associations.



## When ?

Because the whole concept of the campaign is based on a timely comparison, it requires a **carefully crafted planning** with clear milestones for the organisers. This planning has been divided in 5 phases as per the graph below.

For an external perspective the campaign will start with a teasing from end August up to the date of the EU bioenergy day on November 21st. On this day, an event and a press conference will be organised in Brussels, in synergy with the first day of the European Bioenergy Future event. After the event, a post-campaign phase will begin that will see the publication of one positive and innovative story about bioenergy every day, until the end of the year.



# High Point of the Campaign

## 21st November 2017

The peak of the campaign, the actual date of European Bioenergy Day, will be marked with a **high-level evening celebration** starring EU officials, as well as a **press conference** organised in Brussels, both celebrating the fact that from that day on the EU will be relying on bioenergy only until the end of the year.

To maximize the visibility of these two crucial events, and attract a greater number of participants from the industry, the media and policy spheres, AEBIOM will integrate this event in its annual conference, **European Bioenergy Future 2017** (figures from 2016: 226 participants, 60 speakers, 20 media partners) taking place on 21<sup>st</sup> and 22<sup>nd</sup> of November 2017.

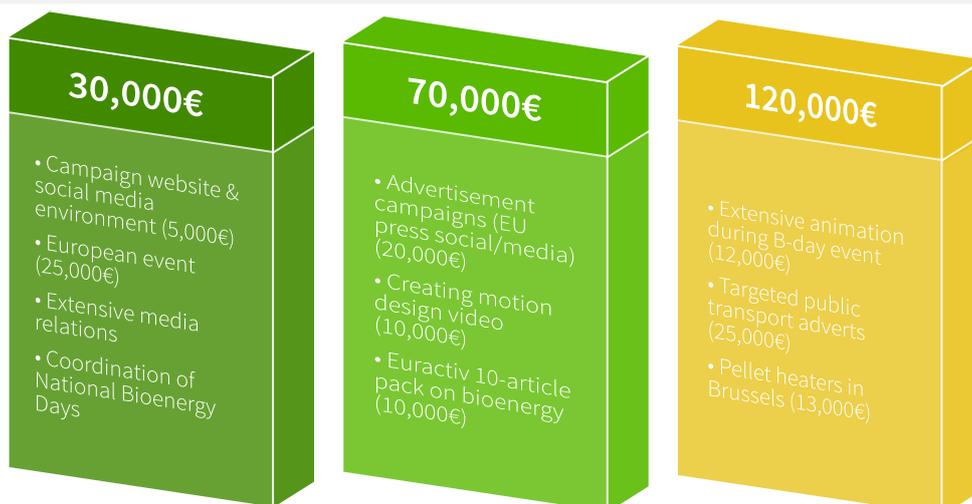
Interested partners will benefit from a unique opportunity in terms of visibility and could associate their brand with this unique initiative.



## Why do we need your support ?

The communication actions detailed above constitute a sound basis for the EU Bioenergy Day campaign, and make the best of AEBIOM and its networks' financial capacity (up to 30.000€). However, the sector must not limit its ambition and risk to miss out on this unique opportunity to **raise awareness about bioenergy** as its future will be at the center of key debates in Brussels. That is why AEBIOM devised two sets of additional original actions such as an advertisement campaign in targeted press and public transport, the sponsoring of Euractiv (a key EU publication) to write 10 stories about bioenergy and/or the installation of outdoor pellet heaters in key places where EU decisions makers are used to set up their meetings.

In return, campaign partners will be fully integrated into the campaign and benefit from **unique perks**. Adopting an approach somewhat comparable to that of a Kickstarter project, AEBIOM established three financial thresholds which, if reached, will allow the campaign to be in full bloom.



# Expected Audience for the European Bioenergy Day ?



# Partnership Package



10.000 € VATex.

## Teasing phase of the campaign

(End August - 21st November)

- ✓ Your logo will be featured on the campaign's website and social media;
- ✓ You will become a member of the campaign's Steering Committee, together with 5 national association representatives;

## On the day of the "European Bioenergy day"

(21st November)

### Business Visibility

- ✓ You will benefit from great visibility during the entire EBF17, as a partner of the event ("Seed" level partnership - worth 2.500€) :
  - Logo on the agenda, banners, roll-ups, flags, etc.;
  - Logo on the photo wall used as a backdrop in hundreds of pictures;
  - Logo displayed in the Photo Booth during the Bioenergy Day celebration;
  - Logo featured in networking technology at matchmaking session;
  - Logo on main screen at the event's opening Q&A session and coffee breaks;
  - One free entrance to the EBF17 (worth 600 €);
  - Your logo and a link to your website on one issue of the AEBIOM Newsletter;
  - Your logo on all promotional emails for the event.

### Media Visibility

- ✓ You will benefit from the media coverage around the event as you will take part in the press conference as a spokesperson;
- ✓ You will also benefit from our partnership with World Energy TV for a video interview about your vision of the future of bioenergy and your company's contribution to it;

### Policy Visibility

- ✓ Associate your brand to the first edition of the European Bioenergy Day campaign;
- ✓ Select among the participants to the high-level evening celebration those who will join the "partners' tables";
- ✓ Presentation of your company during the dinner's animation;

## Post-communication

(21st November - 31st December 2017)

- ✓ 1 article/1 interview about your company released as part of the "41 days/41 stories" post-communication campaign;
- ✓ A professional infographic presenting your company through campaign's narrative;

# Visibility on the B-Day

Partners Table



Dinner animation



Press Conference



Video interview



One of the most important component of the whole campaign is the **press conference** that will take place on the day of the event. The high level of the evening celebration and the 360° communication plan around The EU Bioenergy Day are indeed expected to bring **major media outlets** and give a considerable echo to the campaign. Becoming a partner will give you the opportunity to talk to journalists at the press conference, an excellent occasion to present your company to a large audience.

During the evening celebration dinner, the pinnacle of the campaign, our partners will have the opportunity to present their company in front of a large and captive audience. On top of that, a **symbolic cake-cutting ceremony** will also take place towards the end of the dinner, during which the campaign's partners will be invited on stage to cut a slice of the cake, where their logo will be displayed!

Finally, through our partnership with **World Energy TV**, the leading online television channel dedicated to the energy sector, you will have yet another chance to present your company and disseminate your message even further.

# Visibility on the B-Day



To give partners maximum visibility during the event itself, AEBIOM relies on solid in-house design expertise to develop modern, neat-looking material featuring all of our partners' logos.

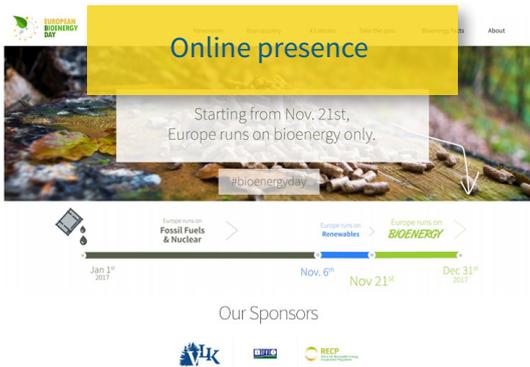
For instance, we distribute gadgets such as wooden mousepads featuring the logos to all participants. A 2m40 x 2m partners wall, with our partners' logos highlighted on it, is used as a backdrop in hundreds of pictures of delegates from all over the world. A photo booth is also available for each participant to take their own souvenir picture, once again featuring our partners' logos.

2-meter tall roll-ups are also spread across the venue, giving even more visibility to our partners.

The logos are also featured on the badges that each delegate receives, as well as on the large screen at the beginning and end of each plenary presentation.



# Pre & Post-Communication



The communication (and therefore the visibility opportunities) around the EU Bioenergy Day campaign will of course not be limited to its main event. In the days and months leading to and following the B-Day, the **increased online activity**, for instance, will be a great opportunity for our partners, as they will be systematically associated with the campaign's social media actions and their logos will appear **directly on the campaign's homepage** as well as on the AEBIOM website.

Becoming a partner of the EU Bioenergy Day will also grant your organisation a seat at the campaign's **Steering Committee**, along with 5 national association representatives.



Last but not least, the post-communication phase will include two excellent opportunities for our partners. The first one is the **"41 days/41 stories"** concept, whereby AEBIOM will publish and advertise one positive story a day between the EU Bioenergy Day and the end of the year, stories where our partners will be featured. This also includes the creation of an infographic presenting your company through the campaign's angle.



## Want to know more about the partnership offer?

Contact Jean-Baptiste Boucher  
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or +32 2 318 40 36



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The European Bioenergy day Campaign is an original communication campaign powered by the European Biomass Association (AEBIOM) and its networks EPC (The European Pellet Council) and IBTC (The International Torrefaction Council). AEBIOM is a non-profit, Brussels-based international organisation founded in 1990 that brings together 120 direct and 4000 indirect members.