

Output Factsheet

Output title: 4.2. Regional B2B meetings on green bioenergy logistics

Summary of the output (max. 2500 characters)

Five regional B2B meetings were organised within the period from October 2018 to March 2019 by the project partners from the Danube logistics sector, providing neutral platforms to facilitate contacts between the bioenergy industry and the Danube logistics sector and strengthen cross-sectoral networking and cooperation along the value and logistics chains on transnational level.

Organised B2B meetings:

- VIA & PoVi (Vienna) 11 October 2018, New Markets for the Danube Corridor/Danube Business Dating (in the frame of the Danube Business Talks 2018 – The Danube: A Stream of Energy);
- SPaP (Bratislava) 22 November 2018, Regional B2B Meetings on Green Bioenergy Logistics (sole event);
- MAHART (Budapest) 30 January 2019, Regional B2B Meetings (in the frame of DanuBeGreen 2019);
- PoVu (Vukovar) 05 February 2019, Regional B2B Meetings on Green Bioenergy Logistics (sole event) The Danube – added value of the biomass);
- BCG (Straubing) 20 March 2019, B2B Matchmaking (in the frame of Danube logistics meets growing markets – Biomass and high & heavy cargo).

In the framework of the five meetings listed above, B2B matchmaking sessions were organised. The B2B matchmaking tool is a quick and easy way to meet potential business partners. The objective was to facilitate contacts following a speed-dating concept bringing together Danube logistics service providers and potential users in an efficient manner. In total, more than 200 bilateral meetings were conducted, which were characterised by a multinational audience from 13 countries, i.e. Austria, Bulgaria, Bosnia and Herzegovina, Croatia, Czech Republic, France, Germany, Hungary, The Netherlands, Romania, Serbia, Slovakia, and Switzerland).

Besides offering a possibility for interaction, the B2B meetings ensured a practical assessment of the deliverables and tools provided by WP4 of ENERGY BARGE and of potentials for a modal shift towards Danube in a coordinated, transnational approach. A common methodology for the organisation of the B2B events was ensured through the joint development of a transnational implementation plan by all involved project partners (D4.3.1). The plan covered a guidance document, defining which potential participants should be addressed and a strategy to assess the impact of the B2B meetings during and after the events.

Contribution to the project and Programme objectives (max. 1500 characters)

The regional B2B meetings contributed to ENERGY BARGE's main objective extending a sustainable deployment of biomass for energy production through secure, efficient and sustainable supply chains for renewable raw materials along the river.

The regional B2B meetings brought the project's two target sectors together, namely the biomass/bioenergy sector and the Danube logistics sector. They offered a neutral and constructive framework for the initiation of new biomass supply chains along the Danube waterway. Furthermore, participants had the opportunity to visit biomass/bioenergy companies as well as Danube logistics service providers such as ports. These learnings (site visits) additionally fostered a multiplying effect and a knowledge transfer among the stakeholders and paved the way for increased transports of biomass/bioenergy via inland waterways.

The events also targeted political decision-makers and high-level representatives on national level, i.e. ministries, chambers of commerce, associations, and transnational level, i.e. Pro Danube International, DG Move.

Transnational impact (max. 1500 characters)

By conducting the B2B meetings, a transnational exchange and interdisciplinary interaction is initiated and an increased exploitation of synergies between the biomass and bioenergy industry and the Danube logistics sector from the entire region was fostered. All Danube logistics project partners, i.e. VIA, PoVi, SPaP, MAHART, PoVu, BCG, attended all five regional B2B events in order to actively contribute to the transnational exchange and to foster a multiplier effect. The meetings organisers managed to attract participants not only from the entire Danube region but also from the Rhine-Main-Danube axis (13 countries in total).

Project partners ensured the participation of national stakeholders at regional B2B meetings. In addition, Danube logistics partners invited further external stakeholders, e.g. port/terminal operators, shipping/forwarding companies, brokers, whereas project partners from the biomass/bioenergy sector mobilised companies from the respective sectors. In that way, the transnational visibility and participation was achieved.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

The regional B2B meetings particularly contributed to the implementation of the action plans elaborated in Priority Area (PA) 2 "Energy" and PA 1a "Inland waterways" of the EUSDR.

The regional B2B meetings offered a concrete measure to achieve targets set by PA 1a such as "Increase the cargo transport on the river by 20% by 2020 compared to 2010" and the "Danube Region Biomass Action Plan" by PA 2, which aims at supporting energy systems, i.e. energy infrastructure and energy markets, and promote energy efficiency and sustainable energy.

Bringing the two sectors together and offering a neutral knowledge exchange and cooperation platform, stakeholders have the opportunity to set tangible actions and elaborate bilaterally feasible transport solutions.

The transferability of the concept is also given for other promising cargo groups such as building material, chemical products etc., which also support the target of increasing the cargo transport on the Danube by 20%. The concept can also be easily transferred to other regional settings, e.g. Rhine area.

In order to achieve the goals set in by the EUSDR, it is necessary to involve potential customers of inland waterway transport services and logistics service providers (via project events, B2B

meetings, bilateral meetings) and facilitate knowledge exchange between supply and demand in the field of Danube logistics.

Performed testing, if applicable (max. 1000 characters)

The concept of regional B2B meetings has been tested before the start of the project ENERGY BARGE by VIA within the Danube Business Talks conferences in 2014 and 2016. Since 2010, VIA has been carrying out focus initiatives in the field of transport development. These initiatives aim at evaluating the potential for transport by inland vessel for promising cargo types, discussing possible transport solutions and enabling cooperation between the participants from the Danube and the industry sector. VIA coordinated the planning and execution of the regional B2B meetings and was mainly responsible for the preparation of the transitional implementation plan for B2B meetings (D4.3.1).

Each regional B2B meeting was evaluated to further improve follow-up events. Consequently, also event topics became more targeted and tailor-made. Above this, the transnational workshops in the frame of the SCOM meetings were used to recapitulate the workshops and to jointly identify possible improvements.

Integration and use of the output by the target group (max. 2000 characters)

In total approx. 200 stakeholders participated in the regional B2B meetings. Their direct benefit from the participation was a face-to-face exchange with (potential) business partners. Not only the opportunity was given to learn from each other about e.g. logistics requirements and logistics supply in the Danube region and about market conditions, but also to jointly examine sustainable cooperation opportunities. The integration of the valuable knowledge and information exchange is of long-term duration for both sides, which shall result in a better common understanding of the supply and demand in both sectors. The provided interaction platform aims at building up supply chains, which shall sustain far beyond project duration and contribute to an intensified cooperation resulting in increased transports on inland waterways.

Geographical coverage and transferability (max. 1500 characters)

The five regional B2B meeting were organised in Austria (Vienna), Slovakia (Bratislava), Hungary (Budapest), Croatia (Vukovar) and Germany (Straubing). The project partners invited business partners from the biomass/bioenergy sector as well as Danube logistics service providers.

Almost 200 participants from 13 countries were reached during the events: Austria, Bulgaria, Bosnia and Herzegovina, Croatia, Czech Republic, France, Germany, Hungary, The Netherlands, Romania, Serbia, Slovakia and Switzerland. The participants confirmed that the concepts as well as the focus themes were well chosen. Participants had the chance to learn, connect and network with (potential) business partners from the entire Danube region and even further, e.g. including Rhine-Main area, and partially beyond. The knowledge exchange and discussion on establishing sustainable supply chains covered all relevant countries and regions.

The transferability of B2B meetings is given and neither limited to the geographical scope nor the chosen topic. B2B meetings have proved to be a successful instrument, which requires a profound preparation and determination of an interesting topic.

In order to allow for coherent transferability and replicability, the transnational implementation plan on regional B2B meetings is distributed among the project partners.

Durability (max. 1500 characters)

Beyond the lifetime of the ENERGY BARGE project, project partners will continue to organise B2B meetings aiming at connecting cargo owners and Danube logistics companies while initiating increased IWT. Project partners will examine further biomass cargo for material and energetic use and evaluate its modal shift potential with stakeholders. Further topics focusing on cooperation possibilities between the cargo owners and the Danube logistics sector will be integrated in the partners' scope of activities. Each project partner as well as every stakeholder who attended the meetings will function as a multiplier to increase the use of IWT for biomass products in the future.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

Potential synergies with the DTP-project "DBS Gateway Region", which focuses on sea-hinterland transport development, have been exploited. This is of particular interest for inland waterway transports of biomass and bioenergy with origin and/or destination located in the Lower Danube region.

The DTP-project DANTE aimed at eliminating administrative barriers for IWT on the Danube as a joint initiative of the private sector and national public authorities. Fewer administrative barriers will lead to a faster, better predictable and more cost-efficient operation of biomass transports along the Danube.

ENERGY BARGE consortium members actively promoted links between the mentioned projects via mutual attendance of relevant events and an exchange of expertise. In addition, representatives of those projects attended several ENERGY BARGE workshops and B2B meetings.

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

The output exploits its potential under the actions plans that are stated in the ministerial conclusions on effective waterway infrastructure rehabilitation and maintenance on the Danube, which were recently signed by the Danube transport ministers¹. If this initiative will be successful, it will be an important task to promote the Danube waterway to the industry. ENERGY BARGE offers a contribution to attracting new users from the biomass/bioenergy sector to the Danube logistics sector as it could offer new possibilities for the transport of raw materials and end products. The EUSDR, in particular PA 1a "to improve mobility and multimodality of inland waterways", has been selected as an important transnational policy, which aims at increasing IWT by 20% in 2020 (compared to 2010) by fostering a modal shift towards IWT.

One essential instrument for achieving the goals is providing neutral business and knowledge exchange platforms for cargo owners and the Danube logistics service providers. The current output can be considered as an essential contribution to the Action Programme of the European Commission NAIADES II, which addresses the integration of IWT into multimodal logistics chains. In the light of the RED II, the Paris Agreement, the recent review of the EU's Bioeconomy Strategy, and related strategic frameworks, a further EU-wide increased utilisation of biobased

¹ [https://www.danube-navigation.eu/uploads/files/2018-12-03_Danube_Ministerial_conclusions_signed\(1\).pdf](https://www.danube-navigation.eu/uploads/files/2018-12-03_Danube_Ministerial_conclusions_signed(1).pdf) [Accessed 28 June 2019].

feedstock for energetic and material purposes is expected. In order to ensure that the biobased value chains will be sustainable, sustainable transport solutions and smart production decisions have to be included. ENERGY BARGE provides solutions and expert information for this approach, e.g. the handbook for a shift towards inland waterway transport and the Modal Shift Platform that will be accessible online for at least three years beyond the project's lifetime.